

Creating a Visionary Future with Purpose

GOLDSBY
Legacy, Vision, & Purpose

While Preserving Our Past

Comprehensive Plan 2045

Adopted March 13, 2025



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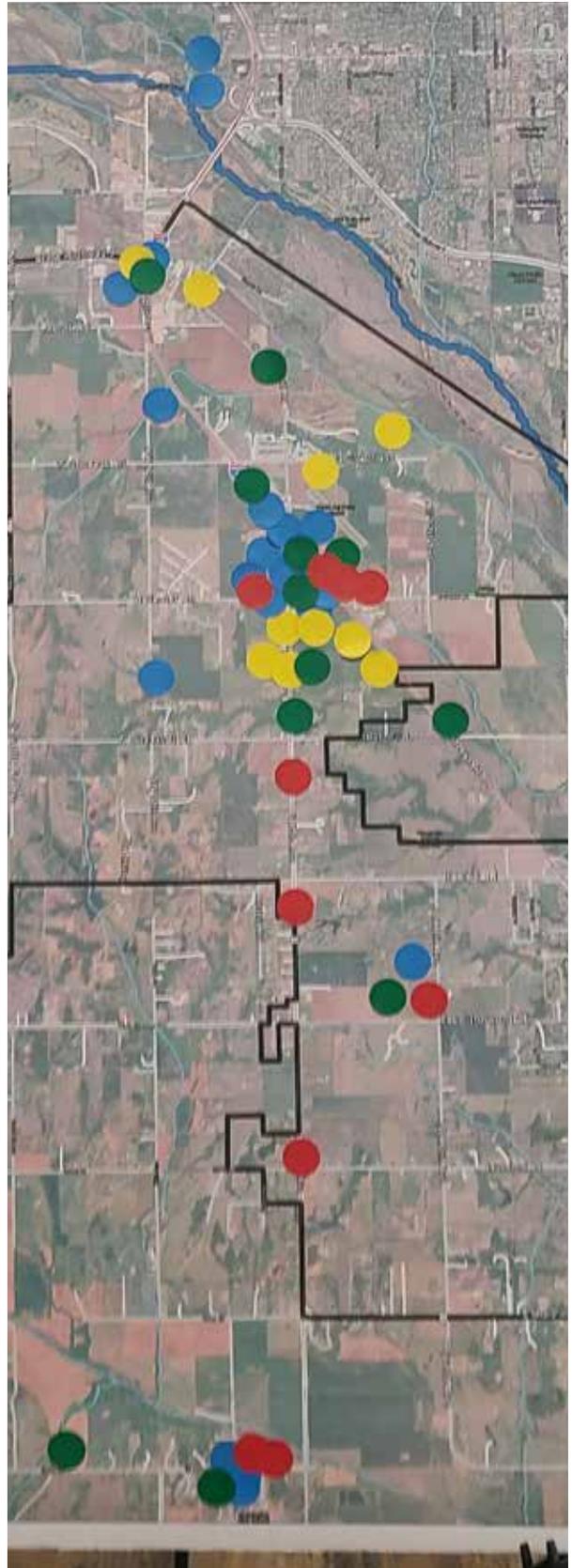
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Introduction

Plan Purpose

What is a Comprehensive Plan?

A comprehensive plan is a road map that establishes a place's long-term vision for land development and how it will be implemented over time. It answers three major questions: Where are we now? Where do we want to go? How do we get there?

Updating its comprehensive plan will bring many benefits to the Town of Goldsby, including:

- Managing and directing future development
- Ensuring all voices are heard
- Creating realistic goals and expectations
- Providing a road map to Town leaders to guide decision making



Why Plan?

Beyond its use as a guiding policy document for land development, a comprehensive plan addresses issues related to development and makes recommendations for how to overcome challenges, while leveraging important assets. Comprehensive plans are also important for the following reasons:

- **Growth is almost always inevitable, and it should be managed.** Having the right land use and growth policies in place will help maintain growth in a way that is realistic and fulfills the goals of the community.
- **A town will not know where it is headed if it does not have a plan.** A lack of planning can result in unchecked growth and land development, which can compromise the infrastructure network and impact the level of service the Town can provide its residents.
- **Things change.** Local and regional population, employment, and market changes will impact needs and opportunities for development.
- **A plan records the community's vision.** When the community can see their goals both recorded and executed, they will be more likely to support new development and redevelopment, as well as any projects that would support the town's development vision.



What Has Goldsby Accomplished?

Since its last plan was completed in 2016, the Town of Goldsby has been working to achieve progress towards its goals. The following is a list of tasks that the Town has either completed or are underway.

-  Construction of a new water booster station and chloramine injection system.
-  Resurfacing of Cottonwood Road.
-  Reconstruction and resurfacing of Redbud Road.
-  Lagoon sewer system for commercial development is near completion.
-  Resurfacing and restriping of Ladd Road.
-  Main Street corridor development for commercial use and sales tax generation.
-  Construction of a water line down Center Road to help support the commercial district in the Main Street corridor.
-  New hangers at Davis Jay Perry Airport that feature better amenities to afford the Town additional revenues on rental agreements.
-  The release of 12 additional acres of frontage property to the airport for commercial development.
-  Completion of a model for water infrastructure to inform future analysis and planning of projects and developments.
-  The addition of three storm sirens and updates to the existing sirens.
-  A 12-inch water line project is underway to supplement filling of the west water tower.
-  Interstate 35 is undergoing a project to expand to six lanes past the Goldsby exit. This will move and construct a new Goldsby exit just south of Burr Oak Road, moving it north and add a new bridge in Goldsby, replacing the one there now crossing the interstate.
-  Discussion and evaluation is underway to consider basing a full-time ambulance and crew in Goldsby.

Plan Organization

The *Goldsby Legacy, Vision, & Purpose Comprehensive Plan* is organized into ten sections. The first two sections introduce the comprehensive plan and provide an overview of what the plan includes. Chapter 3, “Community Profile,” summarizes Goldsby’s history and paints a picture of who its residents are. Chapter 4, “Community Engagement,” is an inside-look at how the Town and consultants worked with the community to determine the vision, priorities, and the recommended steps for implementation. This chapter also provides a summary of what the key takeaways that from the input gathered. Chapter 5, “Vision & Priorities,” establishes what is most important to Goldsby residents and stakeholders. Chapters 6 through 9 are separated out by topic. Each section describes existing on-the-ground and regulatory conditions, what the community said about that topic, and the recommended policies, projects, and programs that need to be implemented to satisfy the vision and priorities identified in Chapter 5. The final chapter, “Implementation,” outlines the Town’s plan of action when it comes to implementing this comprehensive plan. It answers what the task at hand is, who is responsible for ensuring its success, proposed timeline, and what priorities it supports.

Context

Chapter 1 - Introduction

Chapter 2 - Executive Summary

Chapter 3 - Community Profile

The Process

Chapter 4 - Community Engagement

The Future

Chapter 5 - Vision & Priorities

Chapter 6 - Goldsby’s Future Development

Chapter 7 - Resilient Goldsby

Chapter 8 - Livable Goldsby

Chapter 9 - Thriving Goldsby

How It’s Done

Chapter 10 - Implementation

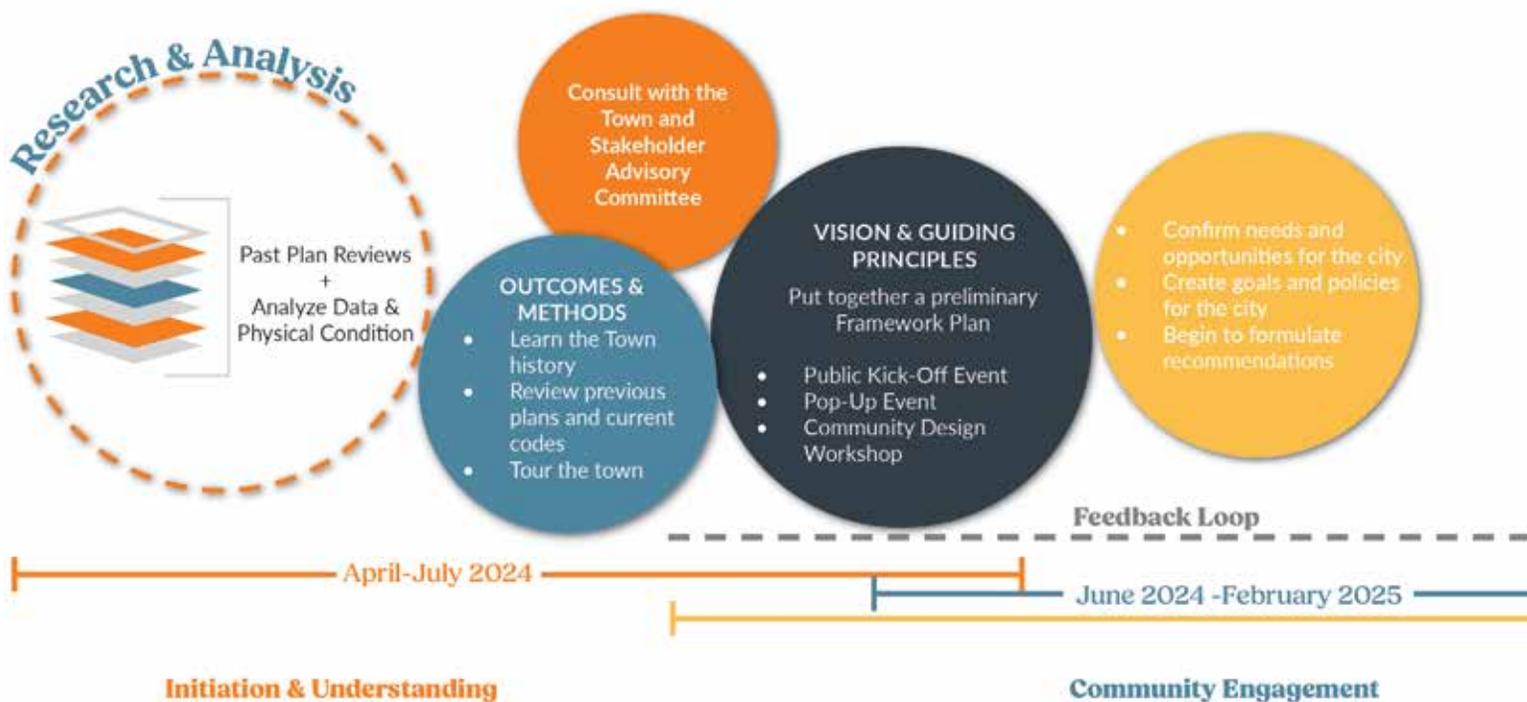
Introduction

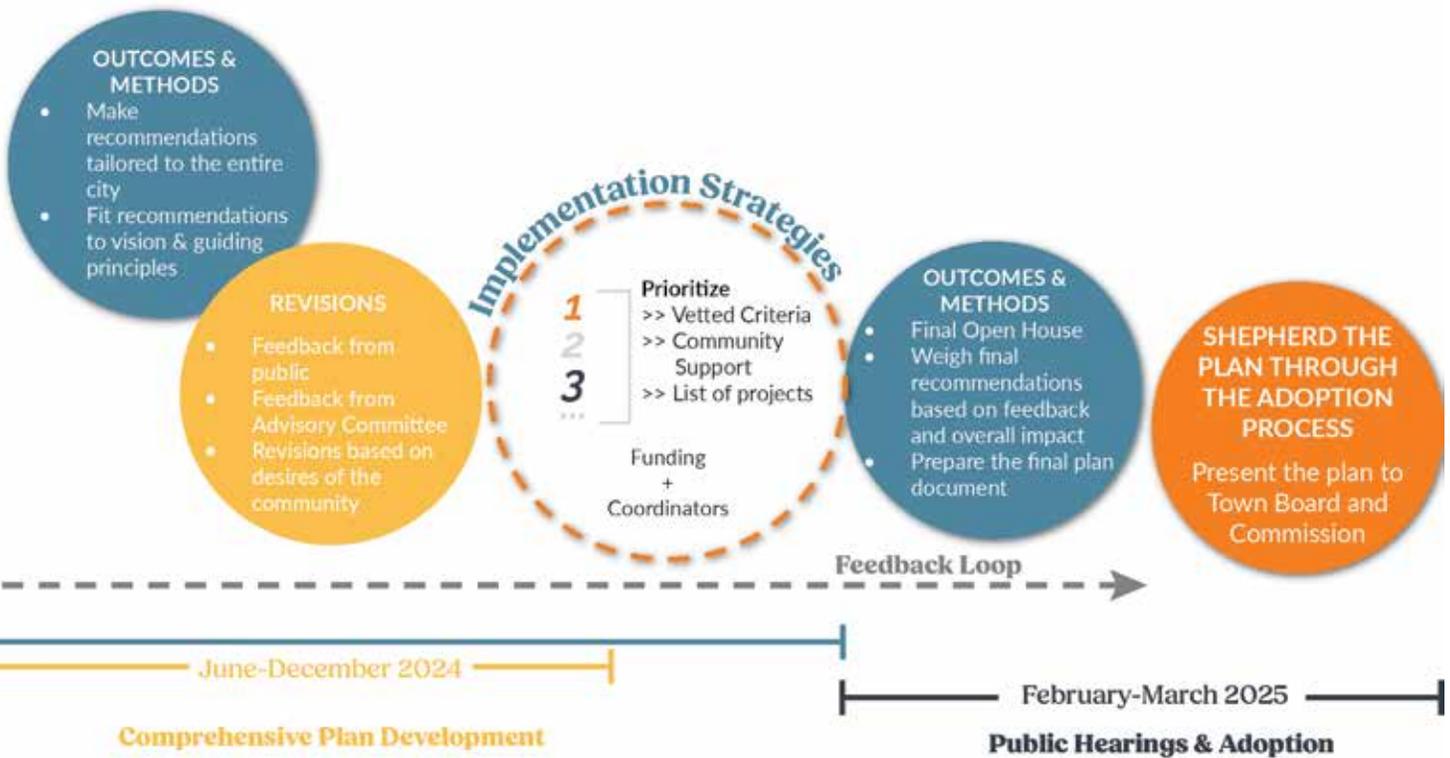
How Did We Get Here?

Developing the *Goldsby Legacy, Vision, & Purpose Comprehensive Plan* occurred in four phases: Initiation and Understanding, Community Engagement, Plan Development, and Adoption.

The Town of Goldsby began the comprehensive planning process in April of 2024 with the Initiate and Understand phase, which consisted of a review of the existing conditions in the town, focusing on land use, transportation, infrastructure, demographics, housing, employment, and real estate, amongst other topics. As the first phase concluded, the Community Engagement phase was launched via a Kick-Off meeting in June 2024 (see page 28 for more details). The Community Engagement phase continued throughout the remaining months of 2024, culminating in a Final Open House in January 2025. Throughout the Community Engagement phase, the feedback and ideas of the community were considered as the Plan Development phase was underway. This process featured a continuous feedback loop to ensure that the outcomes of the planning process met the community's expectations.

As of January 2025, this plan has been presented to the Goldsby residents and stakeholders for their consideration and feedback. The beginning of 2025 will involve refining the plan and shepherding it through the adoption process.





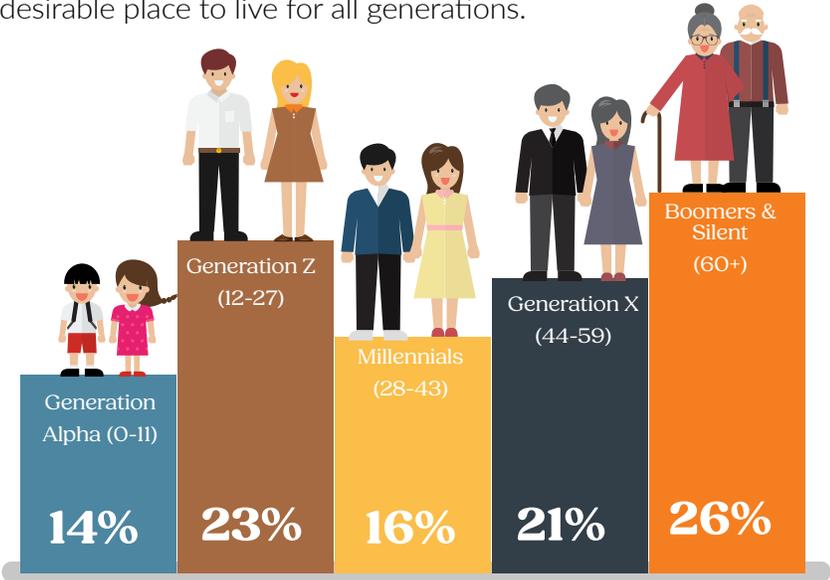
Executive Summary

Overview

The Goldsby Legacy, Vision, & Purpose Comprehensive Plan sets forth a roadmap for the town’s sustainable growth and preserving its rural character while addressing the needs of future development. This plan includes input from community stakeholders and outlines strategic objectives for land use, economic development, infrastructure, and quality of life. It provides a guide for both immediate and long-term decisions to ensure that Goldsby remains a thriving and attractive place to live, work, and visit.

Goldsby at a Glance

Goldsby is a growing community with an estimated population in 2024 of 3,006 and is expected to reach 3,356 by 2029, reflecting steady growth and an older-than-average median age of 40.7 years. This age distribution underscores a need to balance amenities and services for both older adults and younger families to maintain Goldsby’s appeal as a desirable place to live for all generations.



The town's population is predominantly white (70%), with significant American Indian/Alaskan Native and Hispanic/Latino representation. There is a high level of educational attainment, with 36% holding at least a bachelor's degree in Goldsby. The median household income is notably higher than the state average at \$109,335, with over half of households earning above \$100,000. This affluence indicates strong local spending power and suggests potential demand for additional local amenities and services to support the town's growing, affluent population.

Four-Year College Degree Attainment



Household Income



The demographic and economic snapshot highlights several priorities for future growth. First, the town's high household income suggests economic resilience and opportunities for local retail and service expansion, which can help retain sales tax revenue. Second, the aging demographic structure emphasizes the importance of planning for accessible, age-friendly infrastructure and amenities. Third, the continued population increase reinforces the importance of infrastructure planning, particularly water and road networks, to support sustainable growth without sacrificing the quality of life. Finally, the data indicates that balancing new development with preserving Goldsby's rural charm will be critical in maintaining its unique appeal and community identity.

Community Engagement

Community engagement was pivotal to shaping the plan, with numerous public meetings, surveys, and pop-up events beginning in June 2024. Residents voiced their concerns over infrastructure limitations, particularly water supply, and emphasized a desire to preserve Goldsby's rural charm. The feedback gathered directly influenced the vision and priorities of this plan, aligning them with the community's aspirations for a sustainable and prosperous future.

Vision & Priorities

Goldsby envisions a future where rural character blends with modern amenities, centered around a vibrant Town Square. Strategic priorities include enhancing community character, supporting economic prosperity, expanding parks and recreation, and ensuring resilient infrastructure to support growth.



Plan Elements

Each section of the comprehensive plan is structured to address key areas of development and provides recommendations for implementation:

1. Future Development

Focuses on balancing growth with Goldsby's small-town character, with key recommendations for managing land uses and zoning regulations that align with infrastructure capacity.

2. Town Square

Envisions a walkable Town Square that supports local businesses, public spaces, and multi-use areas, prioritizing commercial over residential development.

3. Transportation & Mobility

Suggests improvements to road infrastructure to address increased traffic volumes, with a focus on safety, access, and supporting future economic development.

4. Utilities & Public Facilities

Prioritizes reliable water and sewer systems, essential for meeting the town's growing demands, and recommends strategies for expanding public facilities in step with development.

5. Housing & Neighborhoods

Emphasizes diverse housing options to meet community needs while maintaining Goldsby's rural residential feel through balanced development and open space.

6. Community Character

Aims to preserve Goldsby's unique identity through land use policies that prioritize green spaces, rural aesthetics, and quality of life improvements.

7. Economic Development

Recommends promoting commercial activity along major roadways to capture economic opportunities while maintaining the town's rural charm.

8. Sustainability

Advocates for sustainable practices, including water conservation, floodplain protection, and green infrastructure to manage natural resources effectively.

Future Land Use

The Future Land Use Map outlines Goldsby’s vision for growth and development, with designated areas for rural, suburban, and commercial development. This map will guide zoning and inform infrastructure planning to ensure that growth is aligned with community goals.

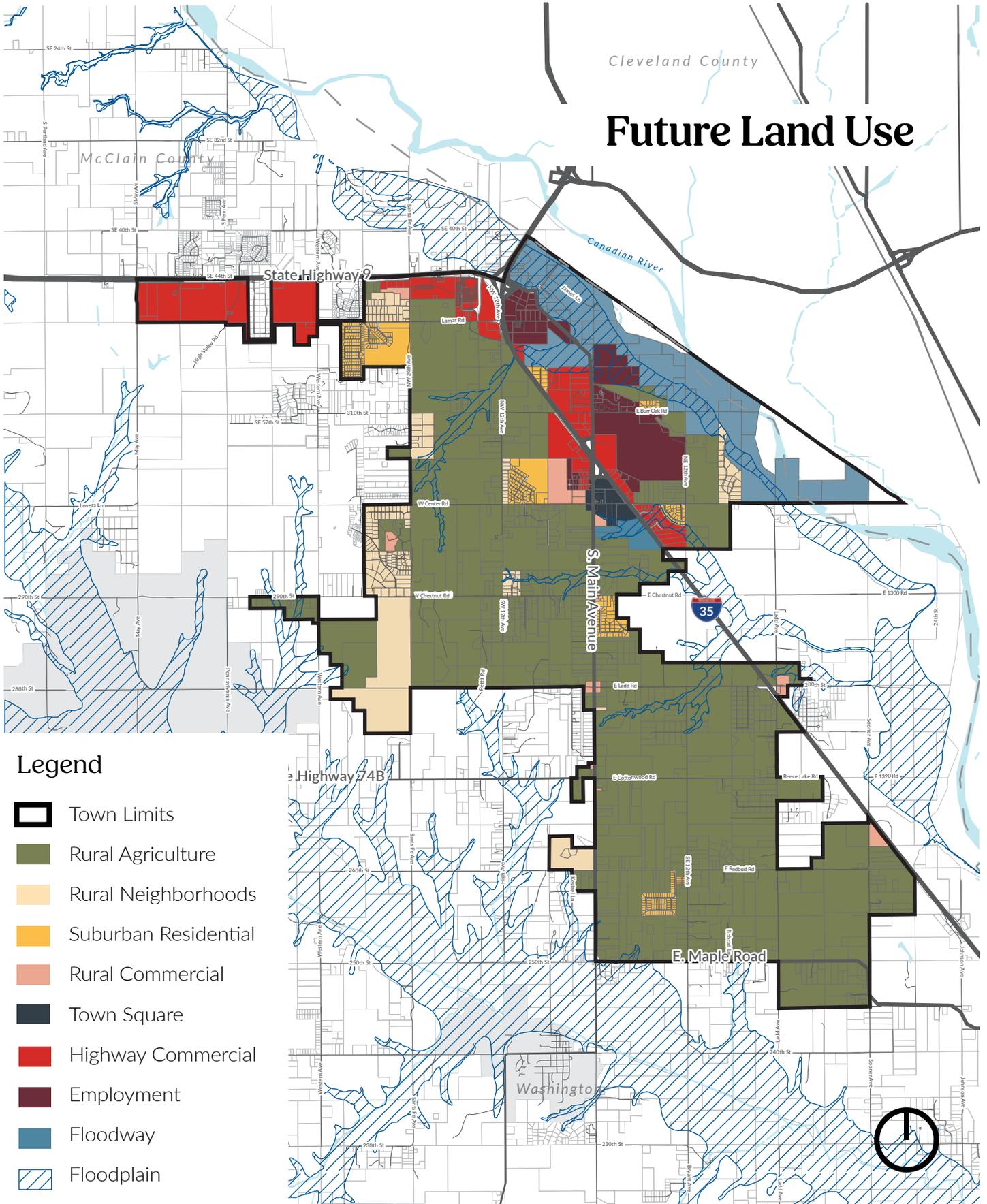
Future Land Use & Zoning Compatibility Table

The Future Land Use & Zoning Compatibility Table provides a cross-reference of land use categories with compatible zoning districts, ensuring that the zoning ordinance facilitates the desired development patterns for each area. This compatibility framework below is designed to support balanced growth that retains Goldsby’s character while accommodating new opportunities.

Future Land Use	A-1	R-1	R-2	R-3	R-4	R-5	R-6	R-7	PUD	C-1	C-2	C-3	I-1	F-1
Rural Agriculture	X													
Rural Neighborhoods		X												
Suburban Residential			X						L					
Rural Commercial	X									X				
Town Square				X				X	L	X	X	X		
Highway Commercial											X	X		
Employment										X	X		X	
Floodway	X													X

X = Compatible, L = Limited

Future Land Use



Legend

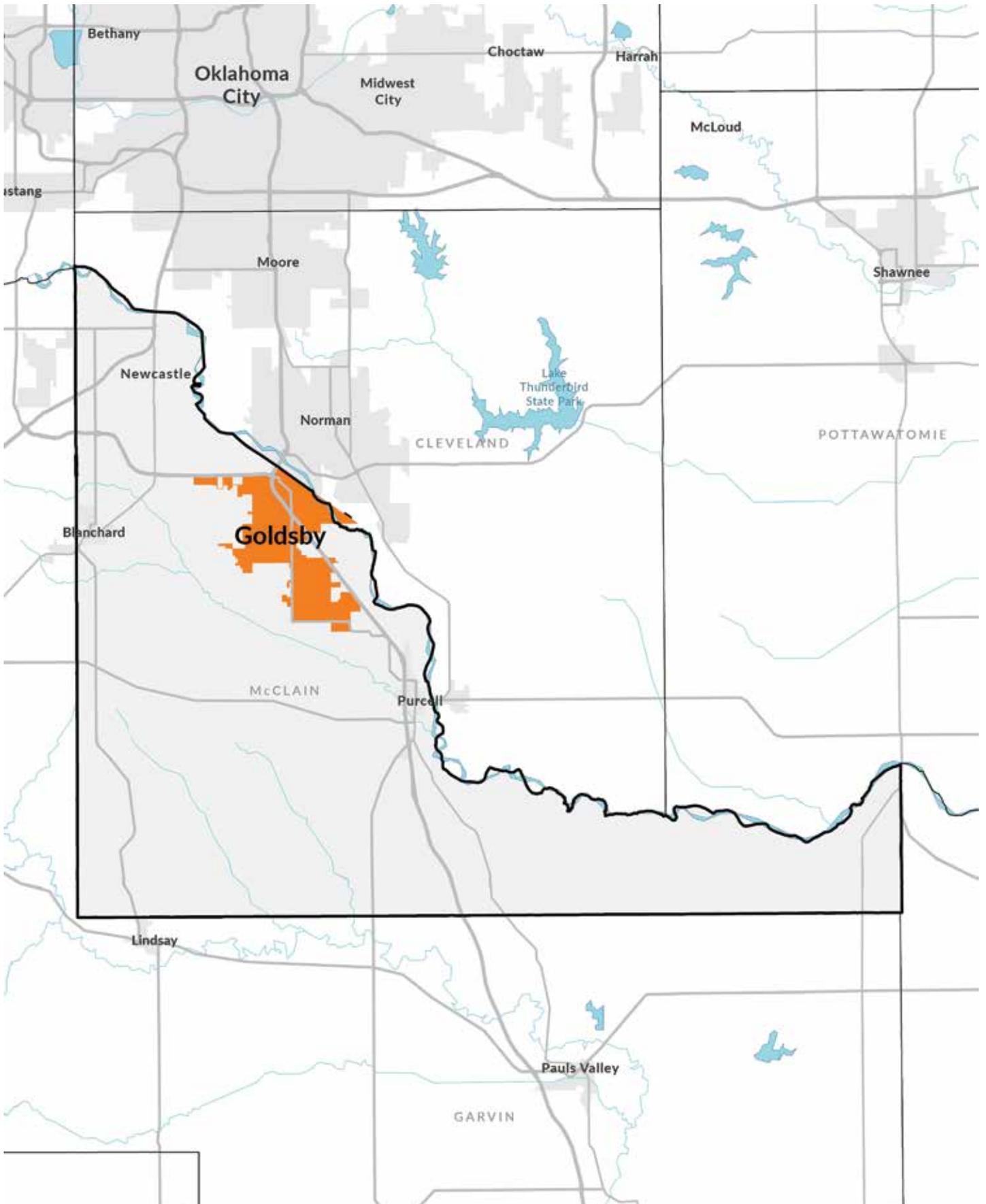
- Town Limits
- Rural Agriculture
- Rural Neighborhoods
- Suburban Residential
- Rural Commercial
- Town Square
- Highway Commercial
- Employment
- Floodway
- Floodplain

Community Profile

History

Goldsby is located in McClain County and on Highway 74 south of Interstate 35. Goldsby was incorporated on January 18, 1962, to avoid incorporation into the City of Norman.* Goldsby's history is marked with significant milestones. The first census in 1970 recorded 298 residents, and the town grew to 603 in 1980 and to 816 in 1990, reflecting its early growth. Goldsby is closely associated with neighboring Washington and shares resources such as fire department aid. Goldsby's history is deeply intertwined with neighboring communities, such as Norman and Washington. Mail is primarily processed through Washington and Norman with some from the Purcell Post Office as Goldsby has no post office of its own. The Davis Jay Perry Airport was originally built by the US Navy in 1943 to work in tandem for the war effort with what is now the Norman Regional Airport. Today it is a public-use airport. Goldsby is renowned for its open farmland, neighborhoods, and vibrant attractions, including Libby's Cafe, Marcum Nursery, and Perry Airport. Notably, Goldsby is home to the Area Headquarters for the Central and Western Oklahoma Department of Agriculture, Food, and Forestry, highlighting its importance in regional governance and agriculture.

* (<https://www.okhistory.org/publications/enc/entry?entry=GO005>)



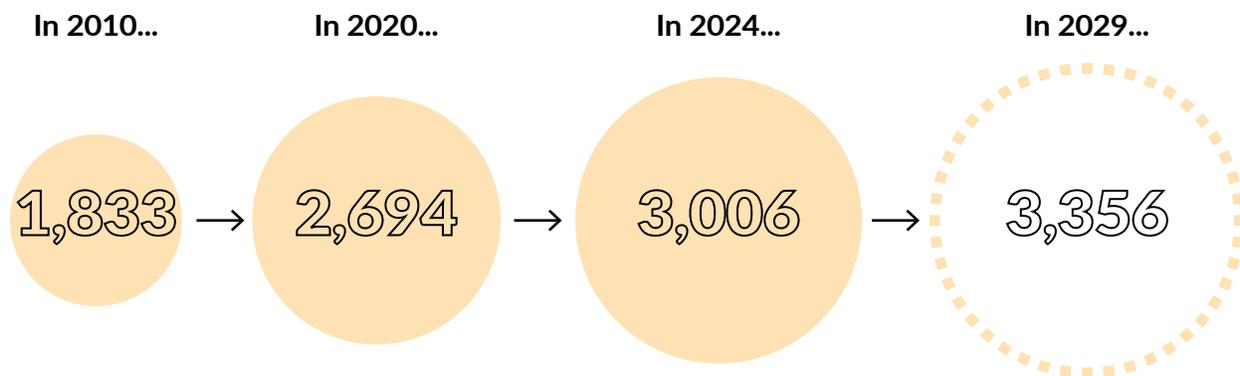
Who Is Goldsby?

Demographics

Population & Age

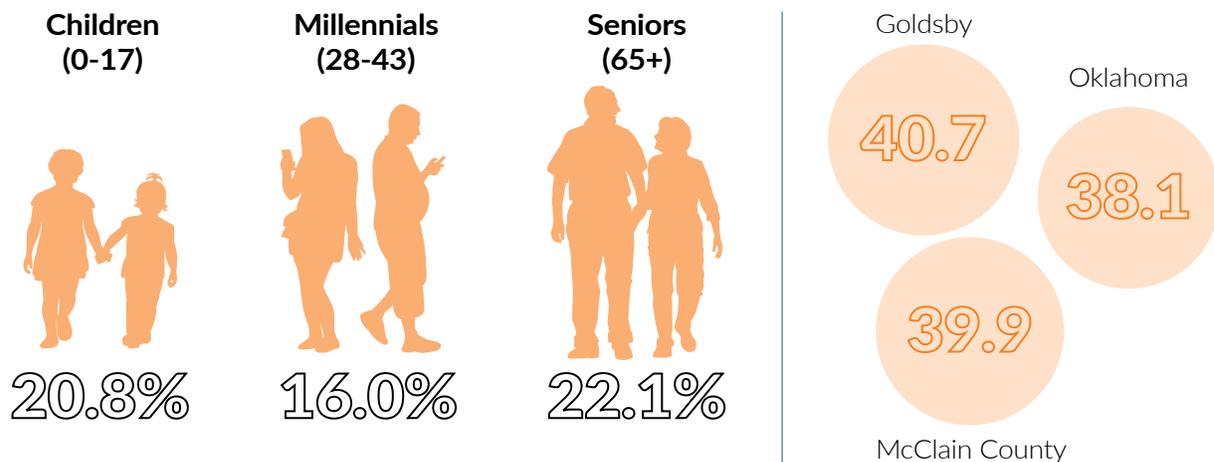
The current population of Goldsby is estimated at 3,006.

Goldsby's population has steadily increased from 1,833 in 2010 to an estimated 3,006 in 2024, with a forecasted population of 3,356 by 2029. This growth trend reflects the town's increasing attractiveness and development.



Goldsby has a similar age distribution to McClain County and Oklahoma.

Goldsby has a lower share of Millennials (aged 28 to 43) than the county and the state. The town also has a lower share of children aged 0 to 17, but a higher share of seniors (aged 65 and older) than the state. This is reflected in the town's median age in 40.7, which is nearly a year older than McClain County and older than the state.

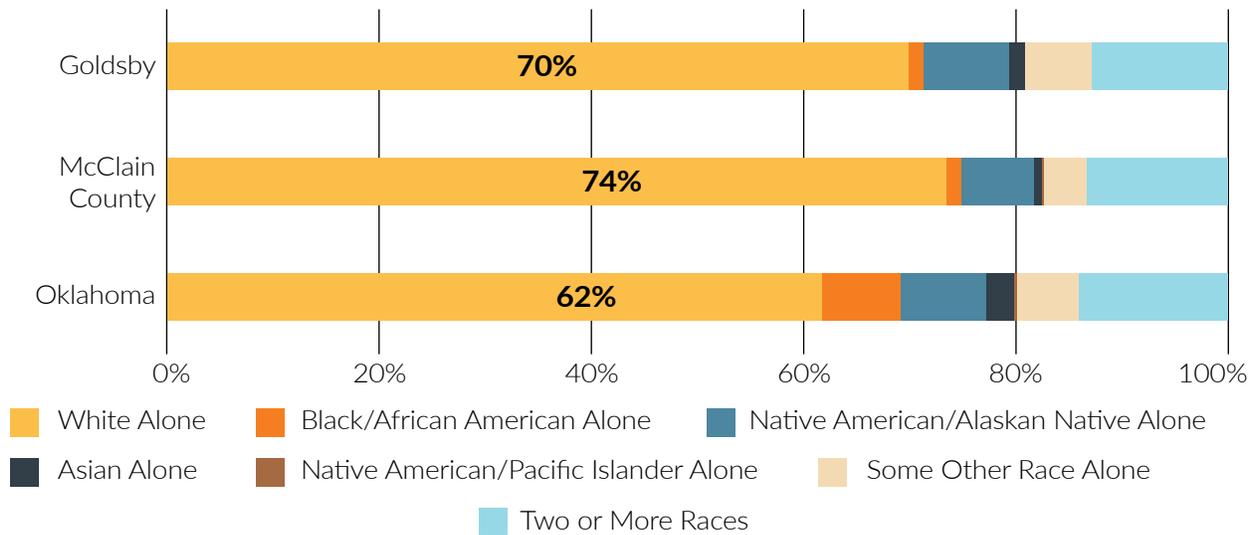


Source: KB Advisory based on data from Claritas

Race & Ethnicity

Goldsby and McClain County are less racially and ethnically diverse than Oklahoma.

Goldsby is majority white, representing 70 percent of the population. 12 percent of Goldsby's population identifies as being of two or more races, and 8 percent of the town identifies as American Indian/Alaskan Native Alone. 12 percent of Goldsby's population identifies as Hispanic/Latino.



Educational Attainment

Goldsby has a greater share of college educated residents than McClain County and Oklahoma.

Goldsby residents are relatively well-educated, with 36 percent holding at least a four-year degree and 13 percent holding advance degrees. This level of educational attainment surpasses both McClain County and state averages and is likely a result of Goldsby's proximity to the University of Oklahoma.

Four-Year College Degree Attainment

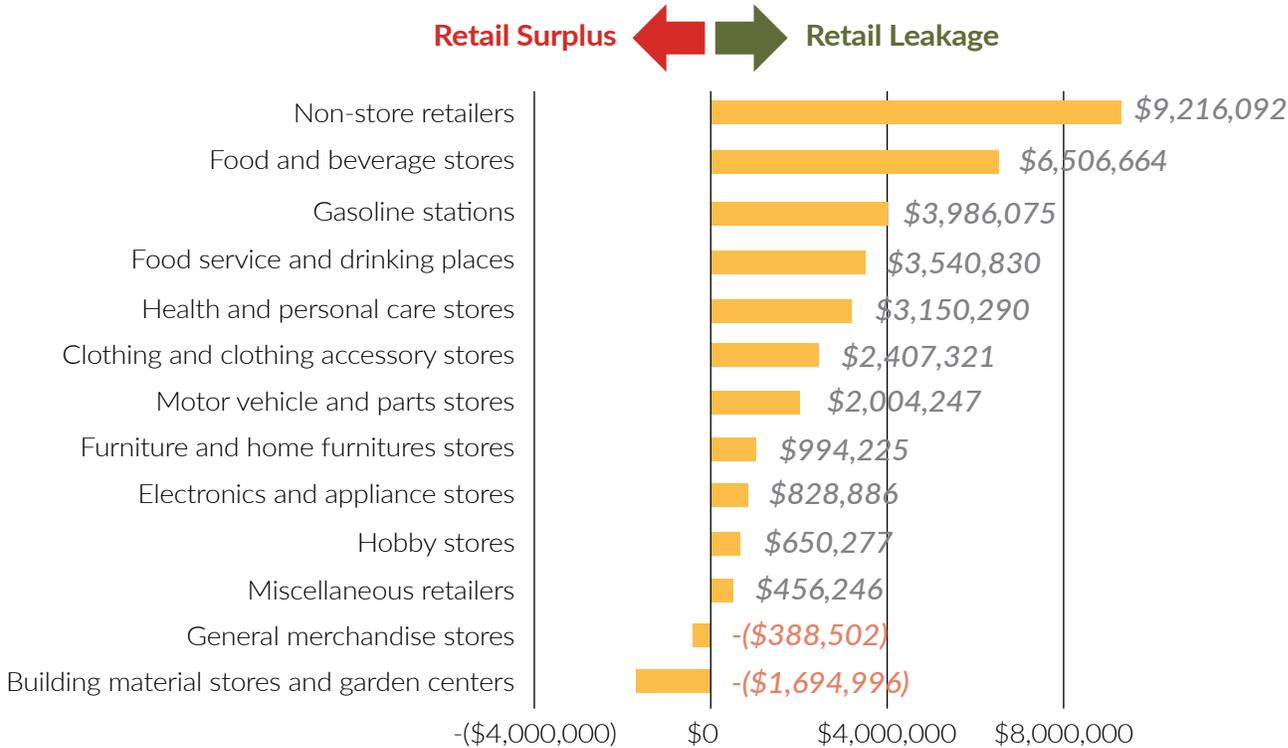


Source: KB Advisory based on data from Claritas

Household Spending

The total amount of retail demand exceeds the supply in Goldsby by \$31.7 million.

This dynamic suggest that goods and services are under supplied in Goldsby, and Goldsby residents likely spend money outside of Goldsby. The graph below shows the difference between retail spending in Goldsby (supply) and spending by local households (demand). For example, households spend \$2.4 million more annually at clothing and clothing accessory stores outside of Goldsby than in Goldsby. This shows that Goldsby is losing millions in possible sales tax revenue that can be used to fund public projects.



Source: KB Advisory based on data from Claritas

Community Engagement

“I love that you are asking for our input. That is such a heartwarming gesture.”

- Survey Respondent

Overview

Community engagement was critical to developing the *Goldsby Legacy, Vision, & Purpose Comprehensive Plan*. As part of the planning process, the Town hosted several events that began in June 2024 and include stakeholder advisory committee meetings, a developer roundtable, a series of public meetings, and pop-up events. These events were opportunities for a variety of community members to provide input and feedback regarding the Town of Goldsby and the planning process. In addition to these in-person events, a community input survey was distributed by the Town for further input.

The input gathered from in-person and online participation guided the planning process and is directly reflected in the vision, goals, recommendations, and policies included in this plan. To date, there have been a total of 500 instances of participation across all outreach efforts, demonstrating a strong commitment from the community to shaping the future of Goldsby.



APPROXIMATELY



COMMUNITY
ENGAGEMENT PARTICIPANTS

391

COMMENTS
on the map activities

229 SURVEY
RESPONSES

100 PARTICIPANTS KICK-OFF
MEETING

70 POP UP
EVENTS

35 COMMUNITY DESIGN
WORKSHOP

40 OPEN
HOUSE

15 DEVELOPER
ROUNDTABLE

Outreach Strategy

To foster robust community engagement in the *Goldsby Legacy, Vision, & Purpose Comprehensive Plan*, a multi-faceted outreach strategy was implemented. This included a combination of digital and traditional methods such as online platforms, direct mail to all Goldsby residents, prominent signage on Main Street, and local newspaper publications. These outreach efforts were amplified through strategic promotion on the Town's website, the plan's dedicated website, and social media channels.

Project Website

A project website was established to provide ongoing information and updates about the plan throughout its development. This website served as a central hub, offering residents easy access to meeting notices, plan documents, and participation opportunities. Additionally, the website hosted interactive tools for online engagement, including surveys and input maps.



Community Input Survey

The community input survey was posted on the plan website and was live from June 3, 2024 until July 10, 2024. The survey featured 28 total questions, including a set of optional questions intended to get demographic data from respondents. In addition to the online survey, a hard copy version was made available.

The survey received a total of 229 responses, a response rate of 7.6 percent.

Who Took the Survey?

The typical survey respondent was:

- A resident who's lived there for at least five years
- Works outside the town
- Between the ages of 35 and 65
- White, non-Hispanic
- Living in a home they own with at least two other people
- Has a household income of at least \$100,000

Using the data collected from the optional demographics portion of the survey, it can be inferred that respondents were mostly representative of Goldsby's demographic make-up.

Overall Feedback

Over 90 percent of residents rate the quality of life in Goldsby as “good” or “excellent.”

What **energizes** people about Goldsby:

- The small town feel and rural character
- Improvement of infrastructure and essential services
- Economic and business growth
- The family-friendly environment

What **concerns** people about Goldsby:

- The lack of water infrastructure
- Growth management and its effect on infrastructure
- A loss of the small-town feel
- Traffic concerns
- Preserving quality of life and community character

Top Priorities:

1. Enhancing public services and utilities
2. Preserving agriculture
3. Zoning and development regulations
4. Parks, recreation, and open space
5. Natural resource protection



Interactive Mapping

The interactive map provided a platform for residents to share specific feedback, pinpointing concerns and community assets with detailed descriptions. This tool yielded valuable insights for the planning process, focusing on five key areas of interest.

What transportation challenges do you experience?

- **Road widening and traffic lights.** There is a strong desire for road widening, dedicated turn lanes, and traffic lights at key intersections, particularly along Highway 9, Highway 74, and Main Street.
- **Speeding and safety.** Issues with speeding, large trucks, and overall traffic safety are critical, with calls for reduced speed limits and better road maintenance.

Where would smaller lot sizes be more acceptable? Where would larger lot sizes be more desirable?

- **Smaller lot sizes.** Some respondents favor smaller, suburban-style lots, especially along Highway 74.
- **Larger lot sizes.** Conversely, there is a strong preference for maintaining larger lot sizes (five acres or more) in rural areas, particularly south of Center Road, to preserve the agricultural and rural character of the town.

Do you believe the Town of Goldsby is properly handling water demands and infrastructure from new development?

- **Water pressure issues.** There are significant concerns about low water pressure, particularly in the mornings, and the need for better management and infrastructure upgrades to support current and future development.
- **Water rationing.** Frustrations with ongoing water rationing were expressed, with calls for better enforcement and long-term solutions to meet growing water demands.

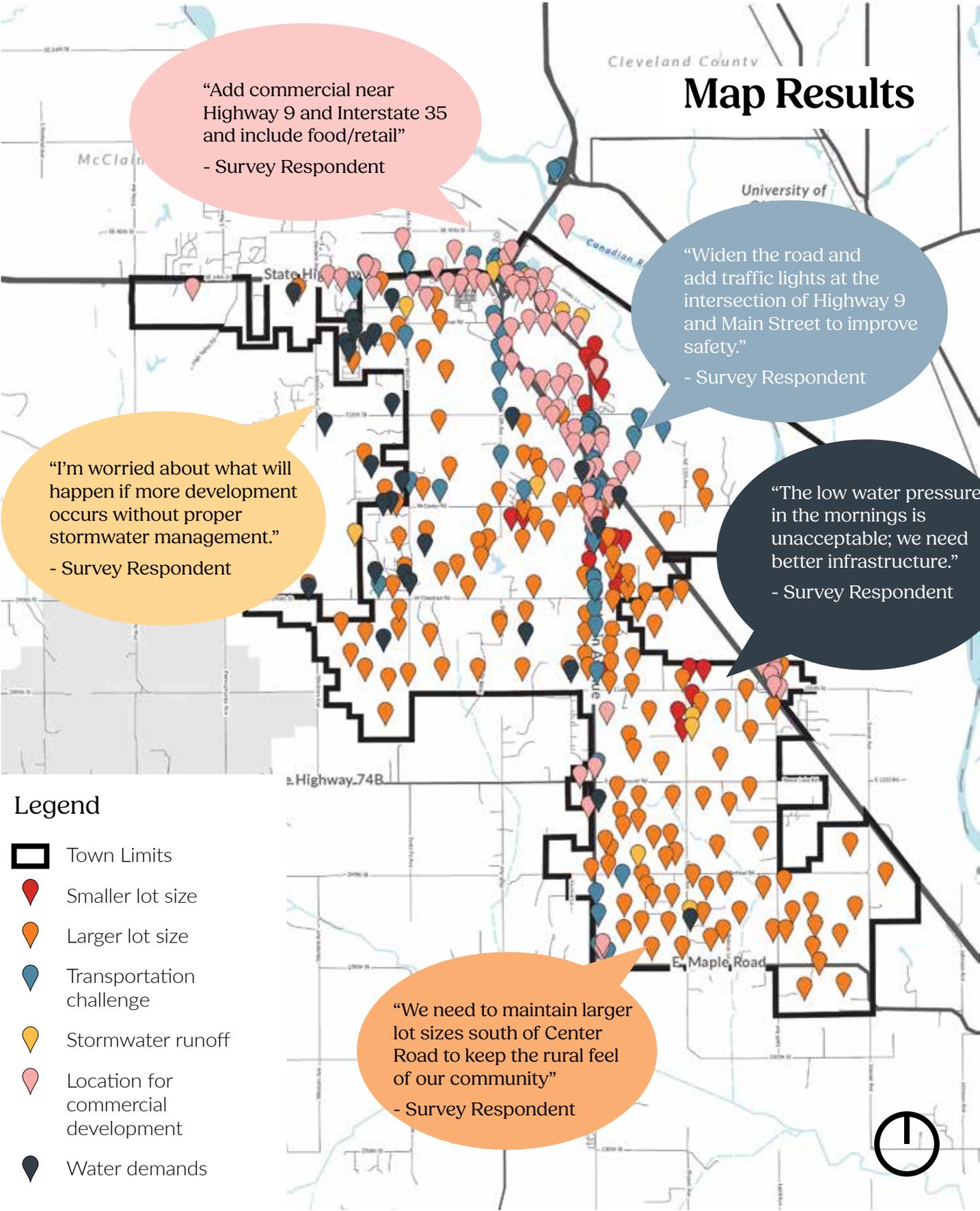
Do you believe the Town of Goldsby is properly handling stormwater runoff from new development?

- **Flooding concerns.** Respondents highlighted issues with flooding, particularly in areas prone to heavy rains, with some residents worried about the impact of future development on stormwater management.

Are there any other areas in Goldsby that you think could be considered for potential commercial use and sales tax generation?

- **Commercial development.** There is support for commercial growth, particularly along Highway 9 and east of Interstate 35, with specific interest in grocery stores, mixed-use developments, and businesses that generate high sales tax revenue.

Map Results



Legend

-  Town Limits
-  Smaller lot size
-  Larger lot size
-  Transportation challenge
-  Stormwater runoff
-  Location for commercial development
-  Water demands

Meetings

Advisory Committee Meetings

The purpose of the Advisory Committee was to provide guidance, share insights, and ensure the comprehensive plan reflected the community's needs and aspirations.

The Advisory Committee was composed of seven members representing a diverse cross-section of the community. The committee included representatives from the Board of Trustees, Planning Commission, Town Staff,

Washington Public Schools, and community residents. The diversity of this group ensured that a variety of perspectives were considered in the committee's deliberations. The Advisory Committee met a total of four times throughout the process.



Community Kick-Off Meeting

In June 2024, a kick-off meeting was held at the community center to introduce residents to the comprehensive plan process and to gather input on the town's vision and goals. Around 100 people attended, demonstrating strong community interest in the future of the town. Two key activities focused on the town's Town Square vision. The first activity sought residents' opinions on the appropriate boundaries for the Town Square area by selecting their preferred development options. Participants were also invited to share their vision for the future of the Town Square to demonstrate what they need and desire to see in the future of Town Square. A separate activity sought input on the vision for growth and preservation within the town. Residents were encouraged to indicate areas they believed were suitable for future development and areas that should remain unchanged.



Pop-Up Events

Following the Community Kick-Off Meeting, the first pop-up event was held at Libby's Cafe on Main Street to engage residents who couldn't attend the initial meeting. This event was intended to connect with community members who might not participate in regular meetings. The second pop-up event took place during Washington School Carnival, where we aimed to reach a diverse range of people to gather different opinions and ensure everyone's voice in the community was heard. This event included a visualization survey, where attendees selected the features they wanted to see in the community. With over 50 participants, the event allowed us to engage with the majority of attendees, facilitating conversations across different age groups and families and gathering valuable insights from a wide cross-section of the community.

Community Design Workshop

During the Community Design Workshop, we presented the community with a draft version of the future land use map and invited feedback to understand how well it aligned with residents' vision for the area. This interactive session encouraged participants to share their thoughts on the proposed land use plan, helping us assess community support and identify areas for adjustment.

The second activity focused on reimagining the Town Square. We provided participants with a map of the Town Square that included various types of land uses, along with brief explanations for each. In a hands-on exercise, residents were asked to create their own land use layout for the Town Square, similar to assembling a puzzle. This engaging approach

was well-received, with participants sharing creative ideas and voicing what they truly want for their hometown. The exercise provided valuable insights into residents' preferences, helping us better understand their aspirations for the town's future.



Community Engagement

Participants also engaged in a Visual Preference Survey in Community Design Workshop, where they rated images of various public spaces and street designs, selecting features they wished to see incorporated in Goldsby. This survey highlighted residents' aesthetic and functional priorities, helping guide development decisions to align with the community's vision for an appealing and unified town design. Additionally, an Ambulance Service Table provided details on emergency service availability, response times, and coverage areas, giving community members a clearer understanding of current emergency response capabilities and inviting discussions on potential enhancements to ambulance service.

Developer Roundtable

During the Developer Roundtable, we welcomed around 15 developers whose decisions have a significant impact on the town's growth and future development. This event had a strong turnout, with engaged discussions and idea-sharing among key developers. The roundtable provided an opportunity for developers to review the draft land use concepts and share their perspectives on how best to align development with the town's goals. Their feedback offered valuable insights into practical considerations, as well as innovative ideas that could support sustainable growth. This collaborative exchange helped us understand the priorities and concerns of developers, ensuring that their expertise is integrated into the town's planning process.

Final Open House

The final open house marked a significant milestone in the planning process, bringing together around 40 participants to review the draft plan and provide feedback. The event showcased key elements of the comprehensive plan, including the draft future land use map, recommendations, and the vision for the Town Square. Residents were encouraged to share their thoughts and engage with the materials presented. An interactive activity invited attendees to select their top five priorities from the recommendations, helping to identify what matters most to the community. This event offered an invaluable opportunity for public input, ensuring that the final plan reflects the aspirations and priorities of Goldsby's residents.



Key Takeaways

- Overall, many are generally content with the existing quality of life in their town.
- Goldsby residents are divided on change — some would rather see Goldsby remain the way it is and has always been, and others are willing to see something new but only if it respects the character of the area.
- Concerns about rapid growth and urbanization bleeding over from Norman are prevalent, and respondents indicated a need for controlled growth and limited development.
- There is significant concern and interest in improving infrastructure, particularly roads and the water supply, and adding essential services like grocery stores and urgent care clinics.
- There is a desire for development that supports the existing population without overwhelming both the existing and future infrastructure capacity.
- Many see potential in attracting new businesses that could provide local shopping and dining options, thereby retaining tax dollars within Goldsby, either in the form of a Town Square district and/or promoting commercial development along Interstate 35 and other major road corridors.
- Economic growth, particularly through sales tax revenue, is seen as crucial for funding infrastructure improvements while maintaining the town's self-sufficiency.
- Opportunities for family activities, parks, and maintaining a close-knit community are important factors in respondents' satisfaction and optimism about the town's future.
- To ensure sustainable growth, top priorities for Goldsby include addressing water infrastructure issues, creating a traffic and access management plan, completing a comprehensive water system master plan, and aligning development regulations with the comprehensive plan.



Vision & Priorities

Goldsby's Vision & Strategic Priorities

The vision for the Town of Goldsby has been shaped by the invaluable input of its residents and stakeholders. Through a comprehensive community survey and a series of stakeholder advisory meetings and community workshops, insights were gathered on the challenges and needs of the community. Participants identified key issues and prioritized their importance, leading to the development of a clear and actionable vision. This collaborative approach has ensured that the vision reflects the collective aspirations and priorities of the people of Goldsby, paving the way for a vibrant and sustainable future.

Vision Statement

The Town of Goldsby envisions a thriving community where rural charm meets modern amenities, with a Town Square District that fosters pride and connection. With support for local businesses, enhanced public spaces, and resilient infrastructure, the community will prosper for future generations.

Strategic Priorities



Infrastructure

Ensure strong and reliable water, sewer, and road infrastructure for current needs and future growth.



Community Character

Preserve and enhance our community's rural character and small-town charm while celebrating what makes us unique.



Economic Prosperity

Develop high-quality commercial areas in strategic locations to support local businesses and foster economic prosperity.



Town Square District

Create a charming, walkable Town Square District with shops, restaurants, and attractive streetscapes.



Parks & Recreation

Expand parks and recreational offerings to foster and maintain a close-knit and family-friendly atmosphere.

Goldsby's Future Development

"I am hopeful that good leadership and stable infrastructure will allow Goldsby's growth to be deliberate, managed well, and positive."

- Survey Respondent

"I'm excited about building new businesses and bringing things to the area that benefit the people who live here."

- Survey Respondent

Land Use & Development

Existing Land Use

In developing the Comprehensive Plan for Goldsby, it is essential to have a clear understanding of the existing land use within the town. Goldsby has several categories of land use, including urban residential, urban commercial, urban agriculture, rural residential, rural commercial, state land exempt, and exempt (which encompasses churches, government buildings, schools, etc.). These categories are designated by the McClain County Assessors Office, and the designations help to define the current distribution of land use throughout the town. The comprehensive plan takes all these categories into account to analyze the existing conditions of the town. It is important to maintain a balance between the current land uses and the future development needs of the town.

The Existing Land Use map is shown on page 37, and the land use categories, as designated by the McClain County Assessor Office, are described on the following pages.

Urban Agriculture

Urban agriculture encompasses the majority of land in Goldsby, with a significant percentage of the town's area (6,511.2 acres at 40.1 percent) falling under this category. These parcels are distributed widely across the town, and some are located along the main street. Urban Agriculture parcels play a vital role in the town's landscape and contribute to its character.

Rural Agriculture

Rural agriculture primarily occupies the outskirts of Goldsby, especially in the northeast part of the town. The area covers 4,000.5 acres, which is equivalent to 24.6 percent of the entire town. These parcels, often large, signify the remaining areas dedicated to agricultural activities before transitioning to other land uses. Their location reflects the boundary between rural and urban development in Goldsby.

Urban Residential

Urban residential parcels are scattered throughout Goldsby, intermingling with rural residential areas in some parts of the town. These parcels collectively cover an area of 2,719 acres, which accounts for 16.7 percent of the total area of the town. Urban residential in comparison with rural residential is almost double the parcels addicted to urban residential. Most of the residential parcels are dedicated to single-family housing.



Goldsby's Future Development

One of the primary challenges facing Goldsby is the limited diversity of housing types, particularly in residential areas characterized by large lots for single-family homes.

Rural Residential

Rural residential properties are predominantly situated in the western and southern parts of Goldsby. These areas feature single-family detached homes on spacious lots, reflecting a more rural lifestyle within the town limits. The rural residential area spans over 1,937 acres of land, which makes up 11.9 percent of the total land area.

Urban Commercial

The urban commercial category primarily includes commercial properties along Main Street and north of Interstate 35 in Goldsby, which covers 593 acres and 3.7 percent of the land. These areas serve as key commercial hubs within the town, offering various goods and services to residents and visitors. They play a key role in future development and in defining the character and identity of Main Street.

Rural Commercial

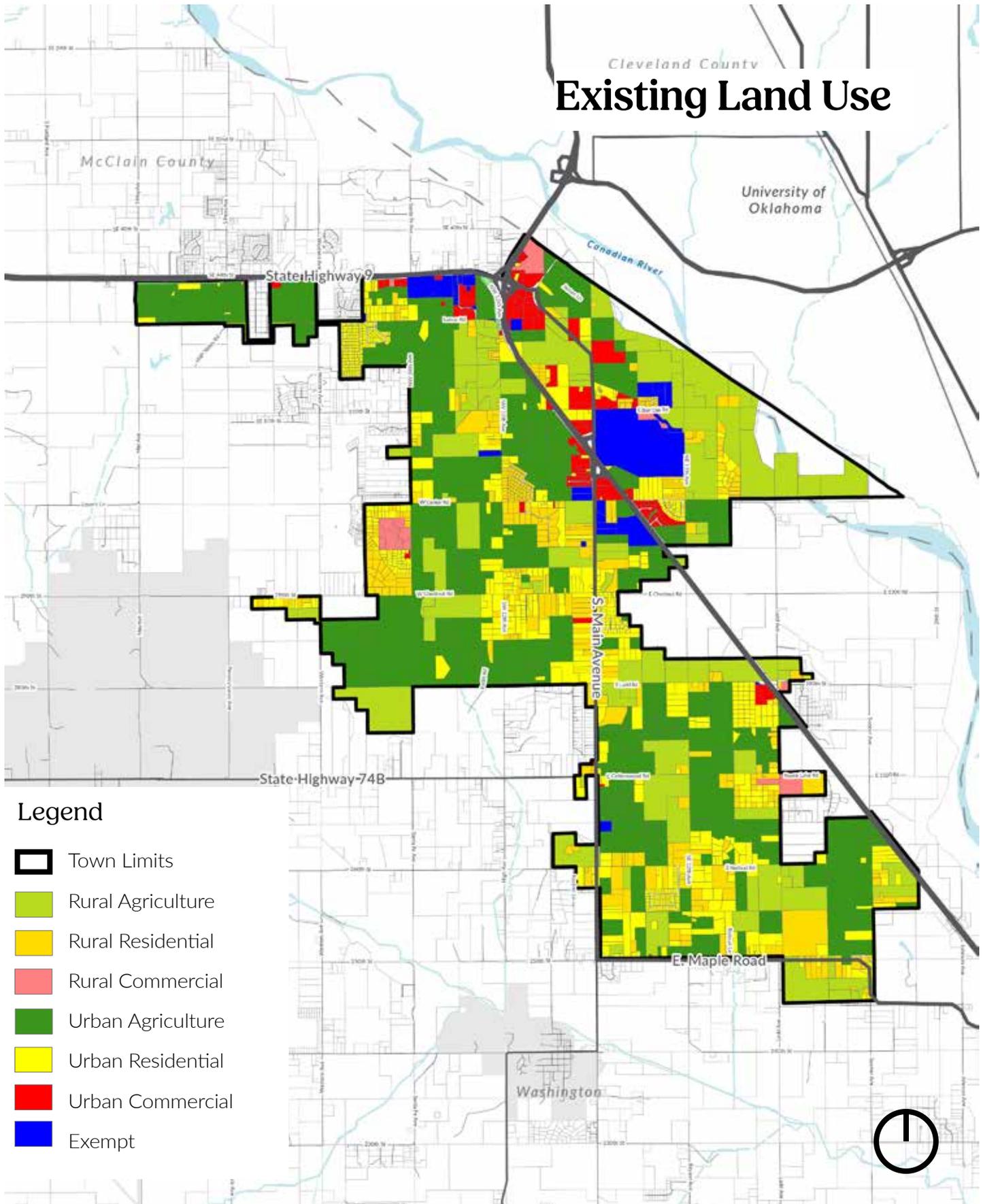
There are fewer than 20 rural commercial parcels located in the western area of Goldsby. This land use covers 2,13.2 acres, which is 1.3 percent of the town. These properties provide commercial opportunities while still maintaining a rural atmosphere, thus contributing to the town's economic diversity.

Exempt (Churches, Government, Schools, Etc.)

The Davis Jay Perry Airport is located northeast of Interstate 35. After the airport, there are some small parcels on Main Street. Some of these parcels belong to the Chickasaw Nation Trust and are located on the north side of town, right off Highway 9. This land use makes up 83.5 acres and 4.5 percent of the town's land area.

State Land Exempt

The town has small parcels located on the north side of town, stretching from Interstate 35 to Highway 9 along the town's northern boundary. This land use covers less than 1 percent of the town.



Source: <https://mcclain-co-ok.us/offices/mcclain-county-assessor/>

Existing Zoning

The town of Goldsby has fifteen distinct zoning districts, consisting of seven types of residential zoning districts and three commercial zoning districts, as well as one agricultural, one general industrial, two flood districts, and one PUD. Zoning regulations are an essential tool of a comprehensive plan to help shape the town's future. It is essential to understand the current zoning framework to inform the development of the Comprehensive Plan. The current zoning map is shown on the following page, and the districts are described below:

Agricultural-Residential District (A-1)

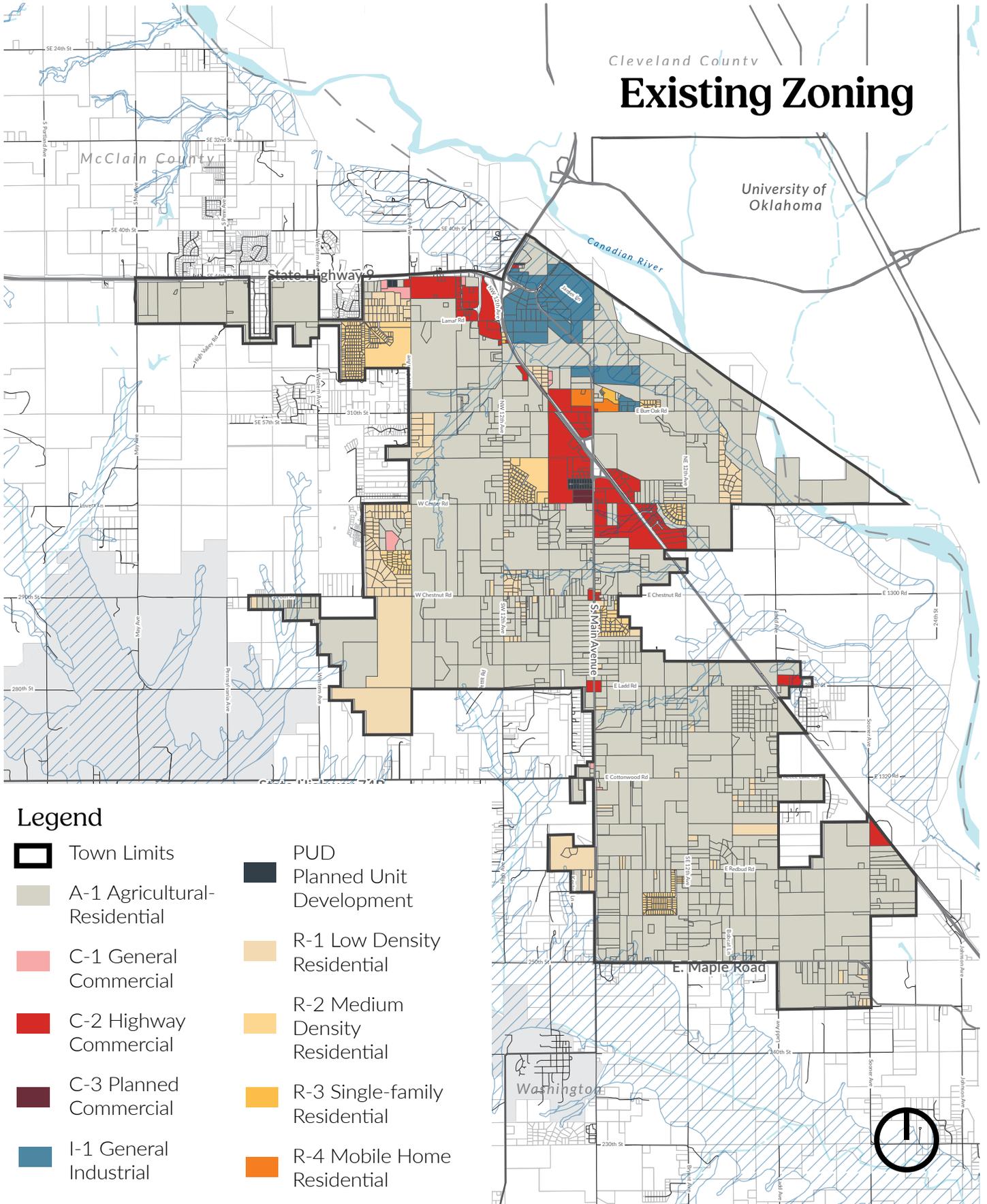
Agricultural-Residential (A-1) district has the largest portion of the city that serves to preserve land for agricultural and related uses, preventing premature suburban development and excessive utility extensions. The minimum lot size is 5 acres.



Residential Districts

- Low Density Residential (R-1) district in Goldsby is designed for single-family residential use with a minimum lot size of 1.5 acre. It permits single-family detached homes, parks, and playgrounds, fostering a suburban environment with larger lots.
- Medium Density Single-family Residential (R-2) district allows for single-family homes, balancing higher density with a residential feel. It encourages housing diversity while maintaining a suburban character. With Board of Trustee approval, individual septic systems can be used on lots 0.75 acre in size or larger. The minimum lot area in R-2 zoning is 10,000 square feet, but this would require connection to a public sewer system which is not currently available.
- Single-family Residential (R-3) district focuses on single-family residential within the town's major drainage basin. The district states that lot sizes shall range between 0.25 acres and 0.75 acres. However, the minimum lot size is listed as 6,500 sq. ft.
- Mobile Home Residential (R-4) district caters to mobile homes in subdivisions or parks, ensuring safe and attractive placement with specified setback and utility requirements.
- The R-5 zoning district supports mixed single-family residential units, R-6 encourages multi-family residential developments, and R-7 focuses on planned residential developments with creative design and unified areas. Currently, there are no parcels with these zoning designations.

Existing Zoning



Legend

- | | |
|--|--|
|  Town Limits |  PUD
Planned Unit
Development |
|  A-1 Agricultural-
Residential |  R-1 Low Density
Residential |
|  C-1 General
Commercial |  R-2 Medium
Density
Residential |
|  C-2 Highway
Commercial |  R-3 Single-family
Residential |
|  C-3 Planned
Commercial |  R-4 Mobile Home
Residential |
|  I-1 General
Industrial | |

Goldsby's Future Development

Commercial Zoning Districts

- The General Commercial (C-1) district caters to various commercial activities such as retail, business, finance, and entertainment, ensuring pedestrian safety. It permits a range of businesses like retail stores, restaurants, hotels, offices, and medical clinics, with parking requirements tailored to each type of use. Special guidelines prioritize pedestrian safety, blending with residential areas, and providing ample off-street parking.
- The Highway Commercial (C-2) district focuses on services geared towards highways, including retail, automotive, gas stations, and entertainment venues. While mirroring C-1's uses, it also includes highway-specific businesses like drive-in theaters, with parking designed to ease traffic flow and enhance site design.
- The Planned Commercial (C-3) district encourages organized shopping areas, emphasizing safe and appealing commercial spaces without disrupting

nearby residences. It permits similar uses to C-1 but encourages a shared parking facility for the entire development, with detailed requirements for design, development plans, parking, and signage to create a harmonious commercial environment.

General Industrial District (I-1)

The General Industrial District (I-1) is designed to accommodate industrial development while preventing adverse effects on surrounding areas. It allows various industrial uses, including manufacturing, warehousing, and processing activities, with specific parking requirements based on the type of use. Accessory uses such as temporary buildings, caretaker dwellings, and necessary structures are permitted, subject to zoning regulations. The district also permits certain uses on review, such as stockyards or waste disposal areas, with criteria to prevent nuisances or hazards to neighboring properties.



Planned Unit Development (PUD)

Planned Unit Development (PUD) regulations serve the purpose of encouraging developments that prioritize a superior environment, unified design, and community benefits beyond what standard zoning regulations cover. These regulations offer flexibility in land use and building design, with the condition that they contribute to overall planning quality and community well-being. The objectives of PUD include maximizing choices in environments and housing options, ensuring ample open spaces and recreational facilities, enhancing natural features, promoting innovative planning approaches, and fostering economically viable land use. Minimum district area requirements typically involve properties of at least ten acres, although smaller parcels may qualify if they align with PUD goals without compromising public welfare.

Floodway Districts

- The Floodway (F-1) district's purpose in future development is to mitigate flood risks, prevent adverse impacts on watercourses, and regulate land use to minimize flood-related damages. Permitted uses

in this district, such as agricultural activities, recreational uses, and limited structures like docks, must not obstruct flood flows or adversely affect adjacent areas. The F-1 district also permits certain accessory uses, subject to specific standards, and may allow additional uses on review if they meet set criteria, including not conflicting with neighboring districts or the town's comprehensive plan.

- The Floodway Fringe (F-2) district focuses on those areas of the floodplain, outside of the Floodway, which are subject to periodic flooding. By implementing special regulations, this district aims to reduce flood losses before development occurs. It permits similar uses as the F-1 district, with conditions to protect floodways and neighboring areas, allowing accessory uses and structures that meet specific requirements. The F-2 district's role in future development includes providing additional regulations to mitigate flood risks and promote safe development practices in flood-prone areas.



Goldsby's Future Development

School Districts

The Town of Goldsby itself doesn't have its own school. Instead, Goldsby students primarily attend schools in two neighboring districts: Norman Public Schools and Washington Public Schools. While some Goldsby families might choose Norman schools, Washington remains the primary district for Goldsby students.

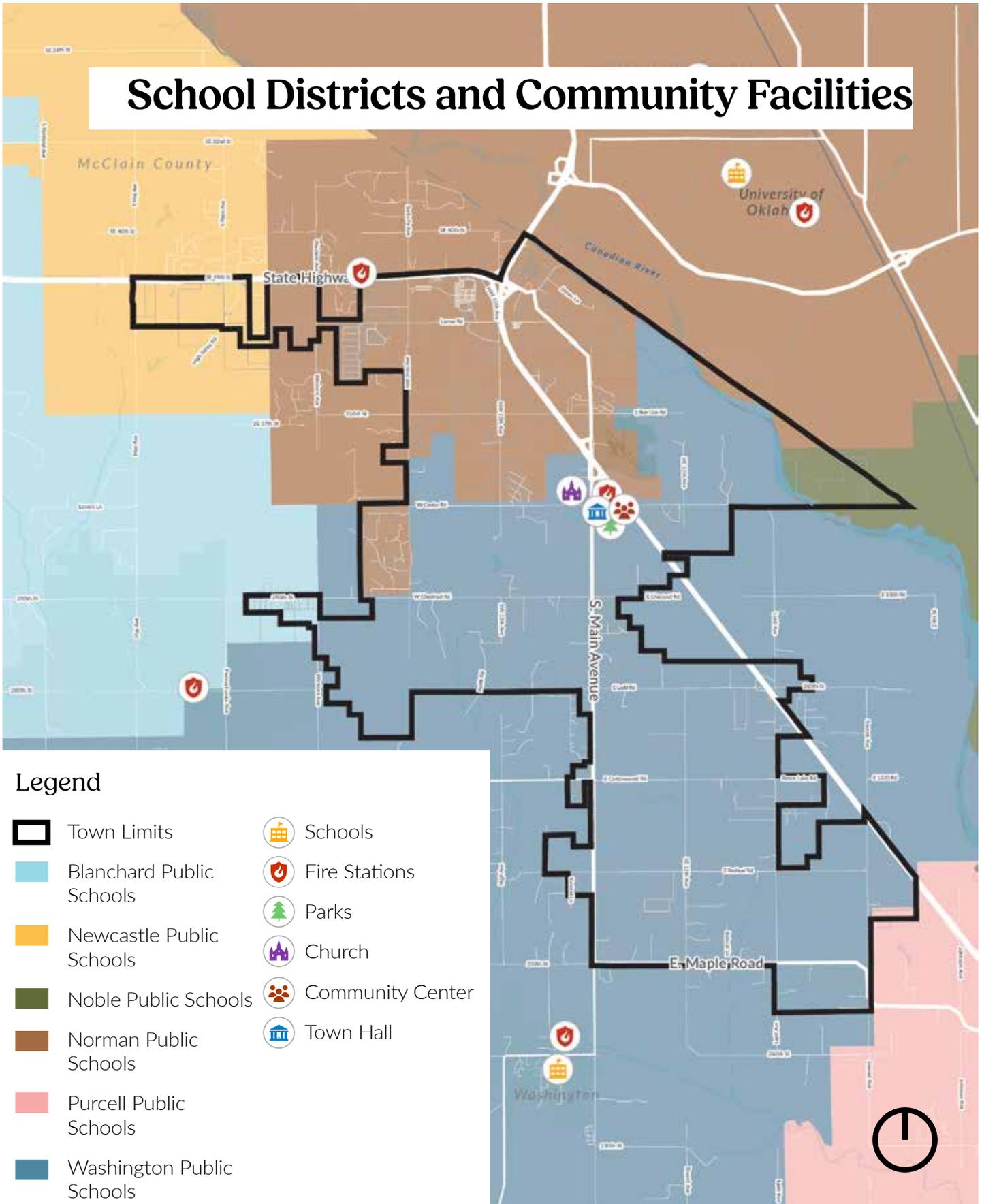
The map on the following page illustrates the location and borders of the school districts surrounding Goldsby. The map highlights the large land areas within Goldsby that fall with the southern portion of the town primarily within Washington Public School District the northern portion primarily within Norman Public School District. This visual representation provides a clear understanding of the district's geographical layout and the placement of key educational institutions within the area.

Community Facilities

Goldsby boasts a fire station. It is important to note that it relies on dedicated volunteers who respond to emergencies, rather than a permanent, paid staff. This volunteer spirit is commendable, but it can be challenging during natural disasters or large-scale emergencies. The Town relies on an agreement with the McClain county for road maintenance and some police services.

The heart of Goldsby's community facilities lies along Center Road and Main Street. This area features the community center, town hall, fire station, and the town's only park. This park is a popular spot for residents and even attracts visitors from surrounding towns seeking a safe and scenic place to enjoy the outdoors.

School Districts and Community Facilities



Legend

- | | | | |
|---|---------------------------|---|------------------|
|  | Town Limits |  | Schools |
|  | Blanchard Public Schools |  | Fire Stations |
|  | Newcastle Public Schools |  | Parks |
|  | Noble Public Schools |  | Church |
|  | Norman Public Schools |  | Community Center |
|  | Purcell Public Schools |  | Town Hall |
|  | Washington Public Schools | | |

Future Land Use & Development Strategy

Goldsby is growing, but the growth will need to be managed in a way that is balanced in its intensity while retaining its small town appeal. This section establishes the necessary guidance on land use planning that is essential to maintaining that character while anticipating that public infrastructure and service needs will be met in the mid- to long-term. As the town continues to grow and develop, Goldsby will need a solid, yet flexible, approach to future development that establishes:

- What properties will likely see a significant change in its use;
- Where new development is most likely to occur; and
- The density and intensity of future development.

The Future Land Use map shown on the facing page is a physical interpretation of the town's vision. The map will inform decision-makers and provide predictability to residents and investors on the different land use and zoning changes that are envisioned for each parcel over the coming decades. The vision is twofold—it considers both Goldsby's short- and long-term goals as it relates to future development. The future land use designation for a particular parcel represents the Town's official recommendation.

The comprehensive plan includes eight future land use designations. Each future land use is described on subsequent pages.

The future land use vision is based on three major ideas:

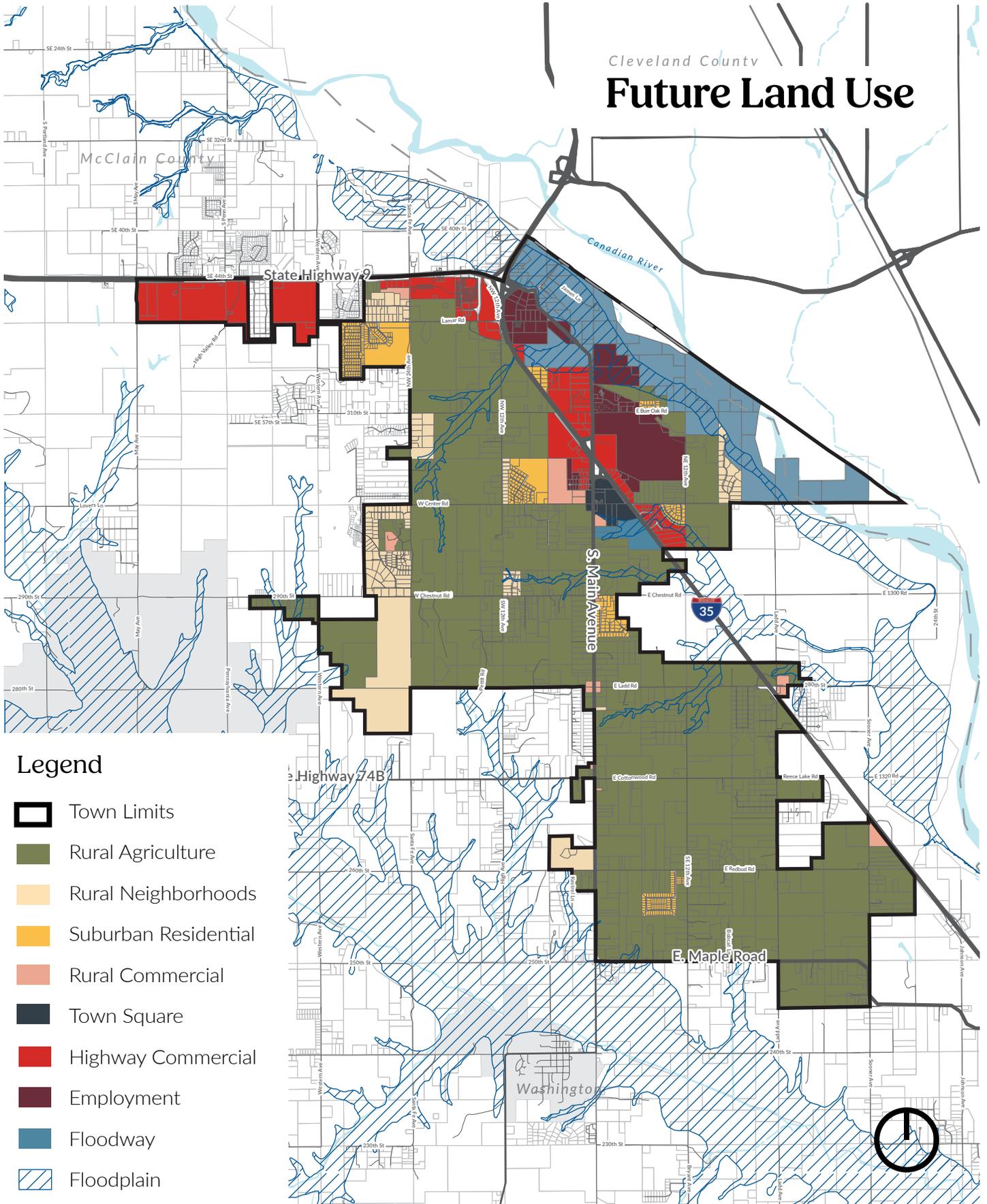
1. Keep the small-town feel
2. Focus any growth in a few key areas
3. Establish a town square

The Comprehensive Plan & Zoning Code Connection

The primary purpose of the Town of Goldsby's zoning ordinance is to implement the comprehensive plan. Zoning ordinances are regulations, and the comprehensive plan is a policy document that guides regulations. A zoning ordinance is considered to be in accordance with the comprehensive plan if land use types and intensities are compatible with the goals, objectives, strategies, and land uses listed in the plan. The zoning ordinance should not be contradictory to the comprehensive plan nor prevent its implementation. This is important when property owners need to rezone their property to undertake new development. If the plan for a development does not line up with the vision of this plan, the Town's Board of Trustees have the authority to not grant the rezoning.

The table on page 54 shows the zoning districts that are most compatible with Future Land Use designations.

Cleveland County
Future Land Use



Legend

-  Town Limits
-  Rural Agriculture
-  Rural Neighborhoods
-  Suburban Residential
-  Rural Commercial
-  Town Square
-  Highway Commercial
-  Employment
-  Floodway
-  Floodplain

Goldsby's Future Development

Rural Agriculture

Description

These areas should consist of active farms and agricultural enterprises and very low-density, large-lot single-family residential with a minimum lot size of five acres. These areas are unlikely to see large amounts of new growth or development in the long term. Development patterns in these areas should consist of larger areas of undeveloped or cultivated land, characterized by deep setbacks from the road.

Implementation Considerations

- Support future agri-tourism opportunities.
- Ensure community facilities and institutional uses, such as schools or places of worship, minimize impacts on nearby residential uses.
- Changes to undeveloped land should be related to other nearby developed areas, where possible.

Compatible Lot Size

Minimum 5 acres*

**The 5-acre minimum lot size assumes that adequate public utilities, such as water and streets, are available to serve the development. If public infrastructure cannot be adequately provided, a larger minimum acreage with private roads, water, and sewer to serve the development should be considered.*

Compatible Zoning District(s)

A-1



Rural Neighborhood

Description

These areas should consist of active farms and agricultural enterprises and low-density, large-lot single-family residential with a minimum lot size of 1.5 acres that may or may not be in planned subdivisions. These areas also consist of undeveloped lands likely to face development pressures for new residential or commercial development. Similar to Rural Agriculture, they should have deep setbacks and incorporate a high percentage of open space. Where it occurs, new development should preserve natural features and agricultural character.

Implementation Considerations

- Development of these areas should only occur if the necessary public utilities and infrastructure is available to serve them.
- Ensure community facilities and institutional uses, such as schools or places of worship, minimize impacts on nearby residential uses.

Compatible Lot Size

Minimum 1.5 acres

Compatible Zoning District(s)

R-1



Suburban Residential

Description

These areas consist of low-density, detached single-family housing with a minimum lot size of 0.75 acres in planned subdivisions. Suburban Residential areas are located close to goods, services, and major roadways. They are intended to provide a buffer between more rural and agricultural areas and major commercial centers.

Implementation Considerations

- Development of these areas should only occur if the necessary public utilities and infrastructure is available to serve them.
- Where possible, larger subdivisions (30 lots or more) should contribute to local roadway connectivity by avoiding dead-ends and single points of entry into the development.
- Ensure community facilities and institutional uses, such as schools or places of worship, minimize impacts on nearby residential uses.

Compatible Lot Size

Minimum 0.75 acres

Compatible Zoning District(s)

R-2, PUD (limited)



Rural Commercial

Description

The town's rural roadways boast significant natural, historic, or cultural features, and scenic or pastoral views. To balance that with necessary commercial growth, new development along these minor road corridors and intersections should be limited to low-intensity, small-scale commercial uses to serve Goldsby residents.

Implementation Considerations

- Prioritize commercial development that serves local residents.
- Incorporate interparcel access and connectivity between new developments, where possible.
- Incorporate vegetated buffers between adjacent residential uses and the roadway.

Compatible Zoning District(s)

A-1, C-1



Town Square District

Description

Goldsby's Town Square District is envisioned as a focal point for activity with higher-density retail, office, civic uses, entertainment uses, and housing in a walkable setting and with buildings oriented to the street and parking in the rear and along the street. Businesses in the Town Square District should serve both local residents and attract visitors from other nearby communities.

Because of the lack of water infrastructure and limited sewer infrastructure in Goldsby at the time this plan was written, commercial development should be prioritized over residential in the short- and medium-term. If and when residential development is developed within the Town Square, it should be in the form of multifamily above ground-floor retail and single-family detached housing on lots with a minimum lot size of 0.75 acres.

Implementation Considerations

- See pages 56-71 for the Town Square Subarea Visioning Plan.

Compatible Zoning District(s)

R-3, R-7, C-1, C-3, PUD (limited)



Highway Commercial

Description

Goldsby's major roadways include Interstate 35 and State Highway 9, which serve as high-capacity connectors to local roadways, as well as employment and housing, making them desirable for larger scale commercial development. New development along these major road corridors and intersections should consist of regionally-serving, higher-intensity commercial uses, entertainment uses, and some residential, where appropriate.

Implementation Considerations

- Prioritize the location of regional-serving businesses in this area.
- Locate higher intensity uses requiring direct access and visibility directly along major roads.
- Buffer and screen between higher intensity commercial developments and surrounding residential neighborhoods with landscaping and/or lower intensity commercial uses.
- Prioritize interparcel access and connectivity between new developments.
- Encourage the practice of shared parking across properties.

Compatible Zoning District(s)

C-2, C-3



Goldsby's Future Development

Employment

Description

The area east of Interstate 35 is already home to a number of industrial and commercial uses, including the David Jay Perry Airport. This area should continue to house industrial space, office buildings, and complexes providing employment opportunities for area residents and support the nearby airport. This area can also accommodate supportive uses like retail and service commercial to serve employees and fulfill complementary needs.

Implementation Considerations

- Assure that the necessary infrastructure and transportation is available to support existing, expanded, and new commercial and industrial developments.
- Buffer and screen between industrial developments and surrounding residential neighborhoods with substantial landscaping, parking, or commercial uses.
- Adaptive reuse is encouraged when buildings are no longer used for their original purpose but are in good enough condition to house other commercial and industrial uses.
- Residential development near the Employment area shouldn't be located in the noise contours of the airport.

Compatible Zoning District(s)

C-1, C-2, I-1



Floodway

Description

The intent of the Floodway area is to maintain and protect the existing 100-year floodplain in its natural state. Areas in the Floodway area are not suitable for significant residential, commercial, or industrial developments due to the presence of floodplains along the Canadian River. Appropriate uses for this area include agricultural uses, public or private open space, and recreational uses.

Implementation Considerations

- Green stormwater infrastructure that uses vegetation, soils, and natural processes to manage rainwater, improve water quality, and improve the aesthetics of the surrounding areas is recommended.
- Linear parks and trails should be considered in this area.

Compatible Zoning District(s)

A-1, F-1, F-2 (Overlay)



Future Land Use & Zoning Compatibility

Future Land Use	A-1	R-1	R-2	R-3	R-4	R-5	R-6	R-7	PUD	C-1	C-2	C-3	I-1	F-1
Rural Agriculture	X													
Rural Neighborhoods		X												
Suburban Residential			X						L					
Rural Commercial	X									X				
Town Square				X				X	L	X	X	X		
Highway Commercial											X	X		
Employment										X	X		X	
Floodway	X													X

X = Compatible, L = Limited

What Makes a Zoning District “Limited?”

While the table above calls out what zoning districts would be compatible, “limited” means that a specific zoning district may be appropriate for rezoning for only a certain amount of properties and/or if additional conditions set by the Board of Trustees are met.

Some things that should be considered include:

- Is there infrastructure, existing or planned (roads, water, sewer, etc.), that would support the uses described by that zoning district?
- Would that zoning district allow for a specific type of development that meets the needs of the town or would add significant value to the community?

Future Land Use & Development Recommendations

In addition to the future land use map, the following is a series of recommendations aimed at managing growth and development in Goldsby over the long-term. Collectively, these recommended strategies are designed to promote development that aligns with the community's desire to retain its small-town charm.

Commit to the Future Land Use & Development Strategy

Throughout the process of creating this plan, the community expressed their perception that growth was becoming unmanageable, as made evident by the growth-induced issues with water infrastructure. In response, a new Future Land Use and Development Strategy was developed to provide clear guidance to both the Board of Trustees and the community, while acknowledges the need for flexibility over time. However, this strategy is only as effective as the will to commit to it—to give the community confidence in the plan as a decision-making tool, as well as a more coordinated pattern of development that meets their vision.

Ensure that the Zoning Ordinance is in line with the Comprehensive Plan

The relationship between a town's comprehensive plan and its zoning ordinance is important and must be in harmony with each other. Goldsby's comprehensive plan is the guiding vision for new development, while the Zoning Ordinance codifies its recommendations so that the vision can be upheld. As the Comprehensive Plan is implemented, the Zoning Ordinance should be examined for barriers to implementation and updated accordingly.

Prioritize commercial development over residential development

Prioritizing commercial development can significantly boost the local economy by attracting businesses, creating jobs, and increasing tax revenues. This economic growth can fund public services and infrastructure improvements, enhancing the overall quality of life for residents. The State of Oklahoma is unique in that cities and towns are primarily funded by sales tax revenues and do not receive property ad valorem tax like other states. New commercial development should primarily be concentrated in the Town Square and Highway Commercial areas.

Maximize open space

Goldsby prides itself on its rural character and its wide open spaces. To preserve that character, new development should include as much open space as possible and should provide connections to recreational areas where possible.

Town Square Subarea District

What Makes a Successful Town Square?

Having a vibrant central commercial business district, like a Town Square, can have numerous benefits to a community. Aside from creating a sense of place and a central hub of commercial and cultural activity, it can boost a local economy by attracting businesses that want to be near where their future customers and potential workers live, which then brings in more tax dollars to fund public investments.

The most successful Town Squares share many common characteristics:



Anchoring attractions. An anchor is a destination that people will go out of their way to visit, regardless of any inconvenience like traffic or parking. That anchor can generate foot traffic to other places within the area. Examples of an anchoring attractions could include a theatre, a large park, civic buildings, a museum, etc.



A mix of day and night uses. While some businesses will see the majority of its customers during the daytime, successful districts have life after five o'clock when many offices and businesses close for the day. However, there is research that suggests that a Town Square will see the majority of consumer spending beyond that time. In a lot of places, eating and drinking establishments drive a lot of nighttime activity. In addition to being supported at all times of day, a successful Town Square will have businesses that are also open on weekends, when many working people are available to spend their money.



Retail clusters. Successful Town Squares have a critical mass and mix of businesses that offer something for everyone. These clusters should include dining establishments, like coffee shops, bistros, pubs, and sit-down restaurants; daily needs shopping, like food markets and pharmacies, that draws in local customers; and destination retail shops that draw non-local customers.



A residential base. Successful districts have a strong residential base either within them or adjacent to them that supports and drives a daily flow of traffic to downtown businesses. The residents in these areas also mutually benefit from having close access to amenities within a close walking or driving distance.



Walkability. Walkability is achieved through two means. The first is clustering developments close together to reduce vehicle trips to the next destination. The second is to foster a safe and comfortable environment for pedestrians. Design elements such as narrow streets, wide sidewalks, street trees, crosswalks, and other features can help create that comfortable environment and reduce vehicle trips. Streets will often have engaging storefronts, shady trees, and other amenities to improve their walkability and enjoyment.



Parks and open spaces. Parks can be a great anchor to a district because they can serve a variety of purposes: they can serve as a gathering space for special events, provide a source for active recreation, and be a place to enjoy the outdoors.



Programming and events. Successful districts will have regular programming and events that draws in crowds. These can be as small as a farmers market or an outdoor movie night at the park, or as big as an arts festival that takes over the entire area. These events have the potential to generate spending at nearby businesses, contributing to the prosperity of the town.



A feeling of safety. Safety can be a big factor in one's decision to visit a place. However, a place could actually be safe but not feel safe. To make a district feel safe, elements like lighting, well-designed pedestrian infrastructure, and visibility need to be in place.



What Did the Community Say?

Through community surveys, workshops, and pop-up events, town square district elements were identified as a strategic priority for the Town

The visual preference survey results from the Community Design Workshop and pop-up event at the Washington School Carnival revealed the desired specific town square streetscape elements to be considered in the future:

The top three streetscape elements with the most votes were:



Goldsby's Future Development

Of the options presented for the types of amenities and development that should be prioritized for a Town Square, restaurants (51 percent), retail (37.7 percent) and streetscape/landscaping enhancements (32.9 percent) were the top answers, which matches up with the top amenities respondents indicated earlier in the survey, however, 27.2 percent of respondents selected “none of these,” indicating that they likely don’t support a Town Square district in Goldsby. Many of those who selected “none of these” expressed anti-growth sentiments elsewhere in their responses, including selecting “none of these” as a response to the question about the types of businesses and amenities they want to see in Goldsby.



Retail



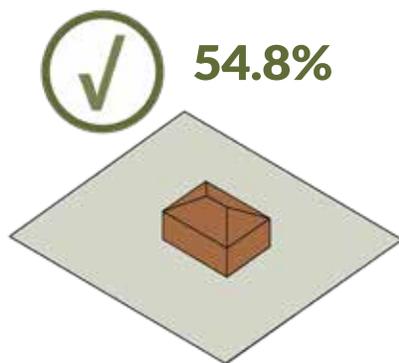
Dining



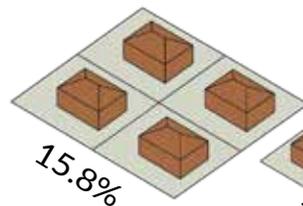
Streetscape and landscape enhancements

Over half of respondents said they want to see single-family housing on lots over an acre in the Town Square district. Comparatively, other types of housing didn’t get more than 15 percent of respondents’ support.

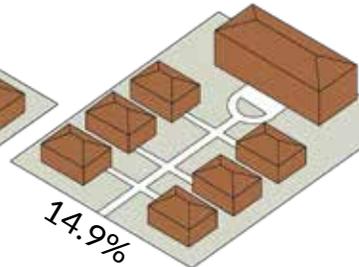
Single-Family Lots Over 1 Acre



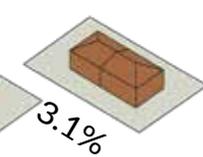
Single-Family Lots Under 1 Acre



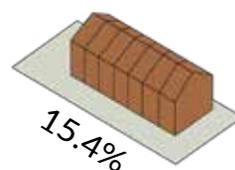
Cottage Court Housing



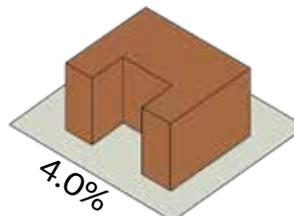
Two- and Three-Family Housing



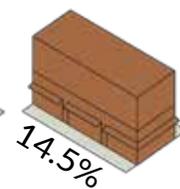
Townhouses



Stand-alone Multifamily Housing



Multifamily Units Above Retail



Goals for Goldsby's Town Square

This plan for Goldsby's Town Square focuses on establishing a central commercial district that can accommodate existing and new businesses, new and enhanced public spaces, and residents that want to live near the town's amenities. The design plans on pages 66 and 67 present an idea for long-term future to show potential, but it does not guarantee that development will occur, or that the final site designs will be exactly as shown.

Bring new businesses to Goldsby

New businesses will do two important things: keep money in Goldsby and create additional revenue to fund improvements to the Town's water infrastructure. More importantly, these businesses can provide new places for residents to enjoy and attract visitors. Goldsby should focus on attracting a couple of local or regional restaurant concepts that are open for dinner, a late night spot, and specialty retail. The Town should also consider adding an "anchor" to the Town Square, such as a brewery or distillery, an art gallery, or a museum.

Create a walkable district

Historically, Town Squares were built in a time when walking was a primary form of transportation. Walkability can be a major contributor to having a small town, country feel. People are attracted to places where they can easily walk from one destination to another, only needing their car to arrive or leave. Goldsby should develop streetscapes along Main Street and Center Road that have wide sidewalks that serve businesses and connect to future walking and biking infrastructure outside the district. Trail networks should be incorporated throughout the district to promote walkability within the district.

Expand usable and accessible public space

Public spaces are a key ingredient to Town Squares. They provide an anchor, space for events, and a place for people to come together, relax, or be active. Goldsby currently has Goldsby Park, which is popular amongst residents with its playground, pavilion, and walking trail. Goldsby should consider expanding the park to add additional programmed amenities for residents and visitors, such as sports fields, a splashpad, an amphitheater, etc. Of course, public space isn't just limited to parks: memorial plazas, outdoor/sidewalk dining, and seating areas are additional things Goldsby can incorporate into its Town Square.

Concentrate development within the core of the District to foster a vibrant and cohesive Town Square

It is important to focus efforts on the heart of the Town Square District. By clustering development in this central area, we can create a unique and interconnected environment that attracts businesses, residents, and visitors. This approach will enhance the district's appeal, promote economic growth, and build a strong sense of community. Starting at the heart and building outward will maximize the impact and sustainability of the community's development initiatives.

Case Study: City of Milton, GA

The City of Milton's journey to developing a successful downtown area, particularly through the Crabapple development, is quite an inspiring story. After Milton's incorporation in 2006, city leaders and residents had a vision for a vibrant, walkable downtown that would serve as a central hub for the community. This vision began to take shape with the development of the Market District in Crabapple, which has become a cornerstone of Milton's downtown area.

The Market District Crabapple, which celebrated its grand opening in April 2024, features a mix of commercial spaces, including restaurants, offices, and retail shops. This development was designed to create a lively, pedestrian-friendly environment that encourages community engagement and local commerce. The area also hosts events like Crabapple Fest, which attracts thousands of visitors and further boosts the local economy.

The City of Milton's journey from strategic vision to the construction of its downtown area, particularly in Crabapple, involved several key steps:

- **Strategic Vision and Planning:** Community involvement and clear vision for the downtown area, which included walkable, accessible space that would attract both residents and visitors.
- **Zoning and Regulatory Approvals:** Necessary zoning changes and regulatory approvals.
- **Partnerships and Funding:** Public-private partnerships, grants, and incentives.
- **Infrastructure Development:** Utility upgrades and road and pedestrian improvements.
- **Construction and Implementation:** Phased construction and ongoing community engagement.
- **Activation and Programming:** Business attraction and hosting regular events and activities to create a sense of community and draw people in.

These efforts have transformed Crabapple into a destination, enhancing Milton's downtown and community life.



Recommendations

Attract commercial uses that meet community needs

Pursue a variety of new retail, office, dining, and entertainment options to accommodate different needs and rent costs (month-to-month leases, pop-up spaces, open air markets). It is important to attract a variety of commercial uses that activate the corridor on weekdays, evenings, and on weekends.

Create an overlay zoning district and amend the subdivision regulations

Create an overlay zoning district in the core of Town Square and an overlay zoning district designed for properties along the I-35 frontage. An overlay zoning district allows the opportunity to set design guidelines and standards to address building forms and streetscape enhancements. Vehicular and pedestrian connectivity between parcel should be required with new development when feasible.

Incorporate a central community gathering space

Incorporate a central green, community plaza with outdoor seating, and a pavilion. These elements “set the stage” for a public space that supports surrounding land uses and can be used in a variety of ways to add value to the community and draw in visitors

Link public spaces through a connected network of trails and sidewalks

Safe and inviting connectivity play a key role in improving accessibility, economic development, and community well-being. Linking the existing Goldsby Park to new public spaces, such as public plazas and expanded trail networks will provide connectivity to link major hubs in the Town. A pedestrian connection should also be developed from the Town-owned airport site to the core of Town Square. These improvements help create an environment that is more sustainable and attractive for all residents and visitors.

Utilize Town-owned surplus land

The Town should utilize surplus land as an opportunity to address needs and priorities as identified in the plan. Surplus lots could be leased or sold to developers with conditions that advance community priorities, such as providing community-serving commercial development that meets certain design standards.

Take action to recruit a grocery store

The retail demand analysis identified retail leakage in grocery store sales to other communities. Residents also voiced a desire for more stores that would allow them to stay in Goldsby for their day-to-day shopping needs. Marketing activities should directly target smaller-scale grocery store retailers and respond to their specific needs.

Tie incentives for investment to performance measures and reporting

The fiscal impact of a development project should be significant factor in determining the potential of incentives. Ensuring that incentives are tied to performance measurements and reporting will help align the incentive package with the desired outcome.

Design and fund entrance gateways at key intersections

Gateways are intended to establish a positive first impression by creating a welcoming atmosphere and promoting placemaking identity, branding, and community pride. Key intersections could be near the intersections of Main St. & Center Rd. and Main St. & I-35.

Develop a public awareness campaign to promote Town Square

Prioritize commercial development and promote the vision of the conceptual plan shown on the following pages. The Town Square Conceptual Plan is intended to illustrate a coordinated redevelopment strategy that meets the intent of the Subarea Plan. It includes detail for development/redevelopment along the Main Street corridor between I-35 & Center Rd. and along the Town-owned surplus land by the airport.

Promote the Town Square conceptual plan

Develop a public awareness campaign and platform to tell Town Square's story, share the vision for the future, and provide resources for implementation. A public awareness campaign and platform is essential for inclusive governance, informed decision-making, and the long-term success of a town square by fostering community engagement, transparency, and support. This could include establishing a website, sending a press release, and promoting on social media. The community vision as reflected in the Subarea Plan will need to be effectively packaged and marketed to parties that can help implement the vision. This will include significant staff time invested in meeting with and touring prospects around emerging opportunity sites.

Enhance streetscapes in the Town Square area to create a walkable district

Set a specific design standard for streetscapes in Town Square, and coordinate with ODOT along the Main Street corridor. Streetscape improvements should include traffic calming design, sidewalks, street trees, lighting, street furniture, and native-plantings. The proposed street sections illustrated on pages 68-29 include recommended streetscape design concepts for Main Street and its intersections along Town Square. The street section recommendations are illustrated to meet the intent of the Subarea Plan by enhancing safety, convenience, and the experience of traveling in Town Square while also supporting economic activity.

Town Square Conceptual Plan

This is a conceptual visioning plan for a new downtown for Goldsby. The design and land uses are subject to change as future development occurs.



Note: The conceptual development plan is intended to illustrate a coordinated development strategy that meets the intent of the Subarea Plan.

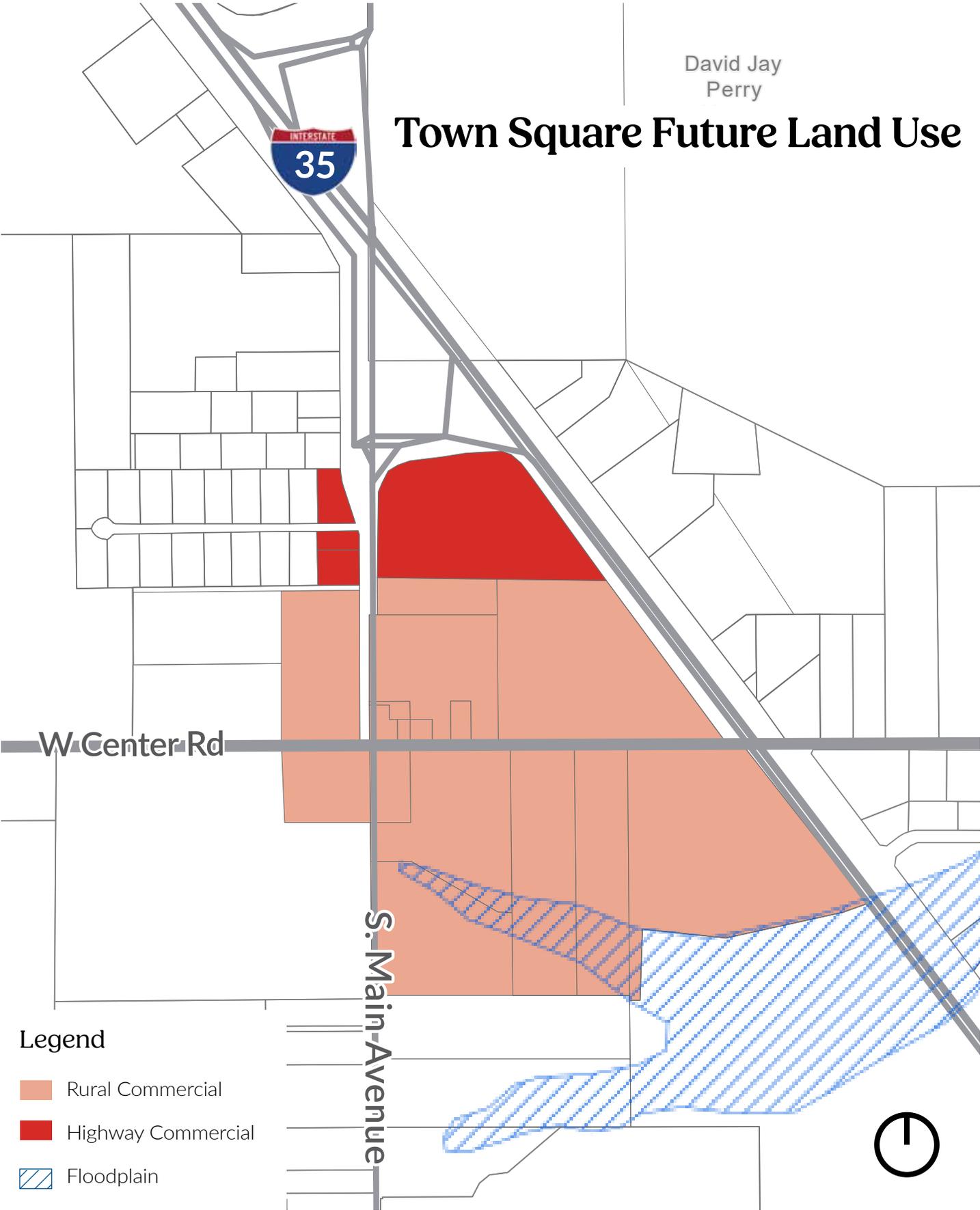


LEGEND

- | | |
|-----------------------------|--|
| A COMMERCIAL | I ROCK SHOP |
| B RESTAURANT | J OFFICE |
| C GAS STATION | K GROCERY STORE |
| D MIXED-USE | L NURSERY |
| E HOTEL | M SEASONAL OUTDOOR
DISPLAY AND SALES |
| F EXISTING BUILDINGS | N FUTURE DEVELOPMENT AREA |
| G MULTI-USE TRAIL | O GATHERING BARN |
| H OUTDOOR PAVILION | |

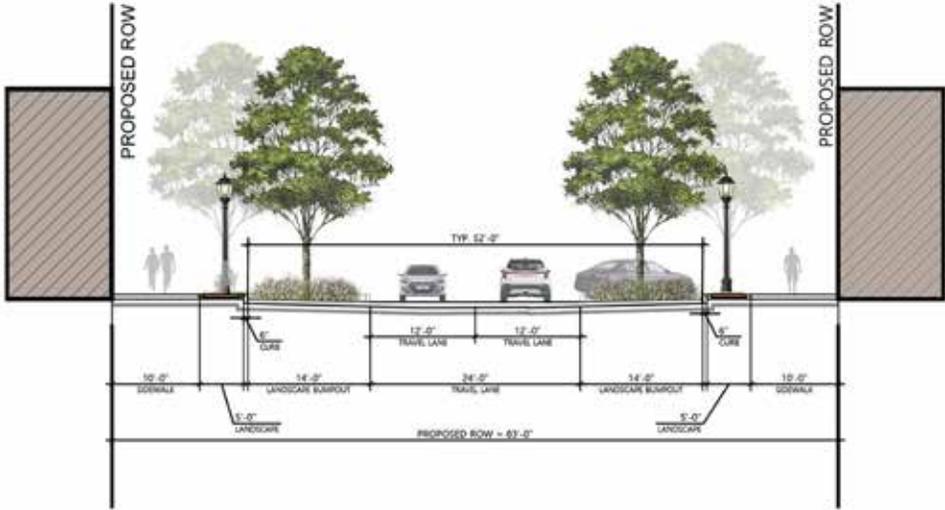
David Jay
Perry

Town Square Future Land Use



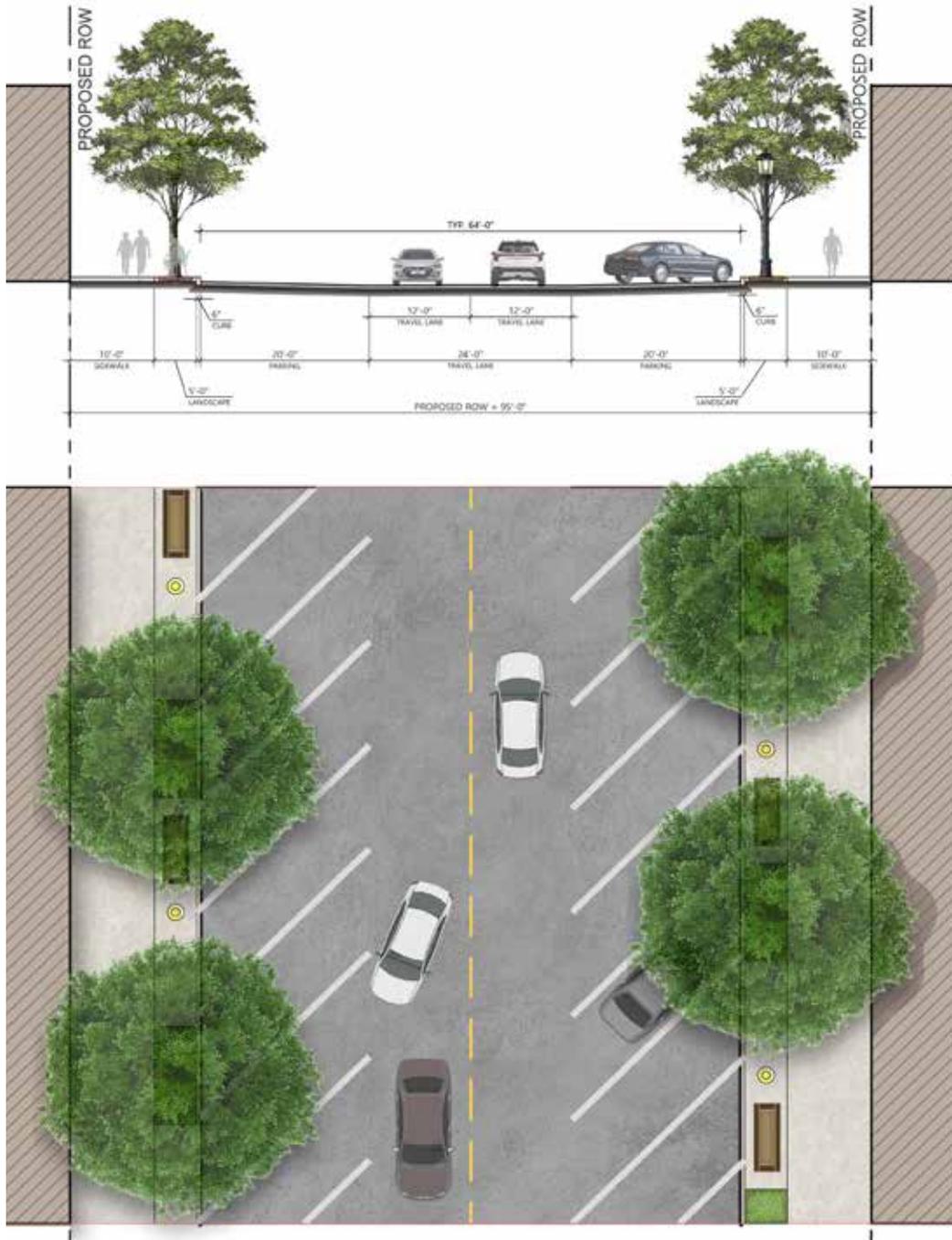
Town Square Infrastructure Considerations

Main Street Intersection Sections



Town Square Infrastructure Considerations

Main Street Section



Town Square Utility Considerations

Based on the conceptual area plan proposed, Goldsby's water and sewer systems will likely need to be improved to serve the area at full buildout. As is understood at the time of writing this Comprehensive Plan, Goldsby is working to upgrade their water lines and a water model for the Town of Goldsby is currently underway. Preliminary findings from the water model have confirmed significant water capacity issues. The water line upgrade underway is anticipated to increase pressures and flows across the system. However, without the completion of the water model and the need for a water master plan, the exact increases and improvements to the overall system are unknown.

Given the development types proposed in the conceptual area plan, the necessary utility improvements would necessitate a full analysis. Until this analysis is completed, the following estimations are very preliminary. The consultant team expects that a 12-inch looped water line could properly serve the area as proposed. Similarly, for sanitary sewer capacity an 8-inch sewer line would likely serve the area as proposed. Following this line upsize would likely result in an expansion of the existing lagoon system. At a later time when development proposals are more concrete, an analysis can be conducted to determine the exact utility improvements that will be needed to serve the area.

Resilient Goldsby

“Goldsby needs to have a solid plan to expand their water and sewer infrastructure before approving any commercial or residential growth.”
- Survey Respondent

Transportation & Mobility

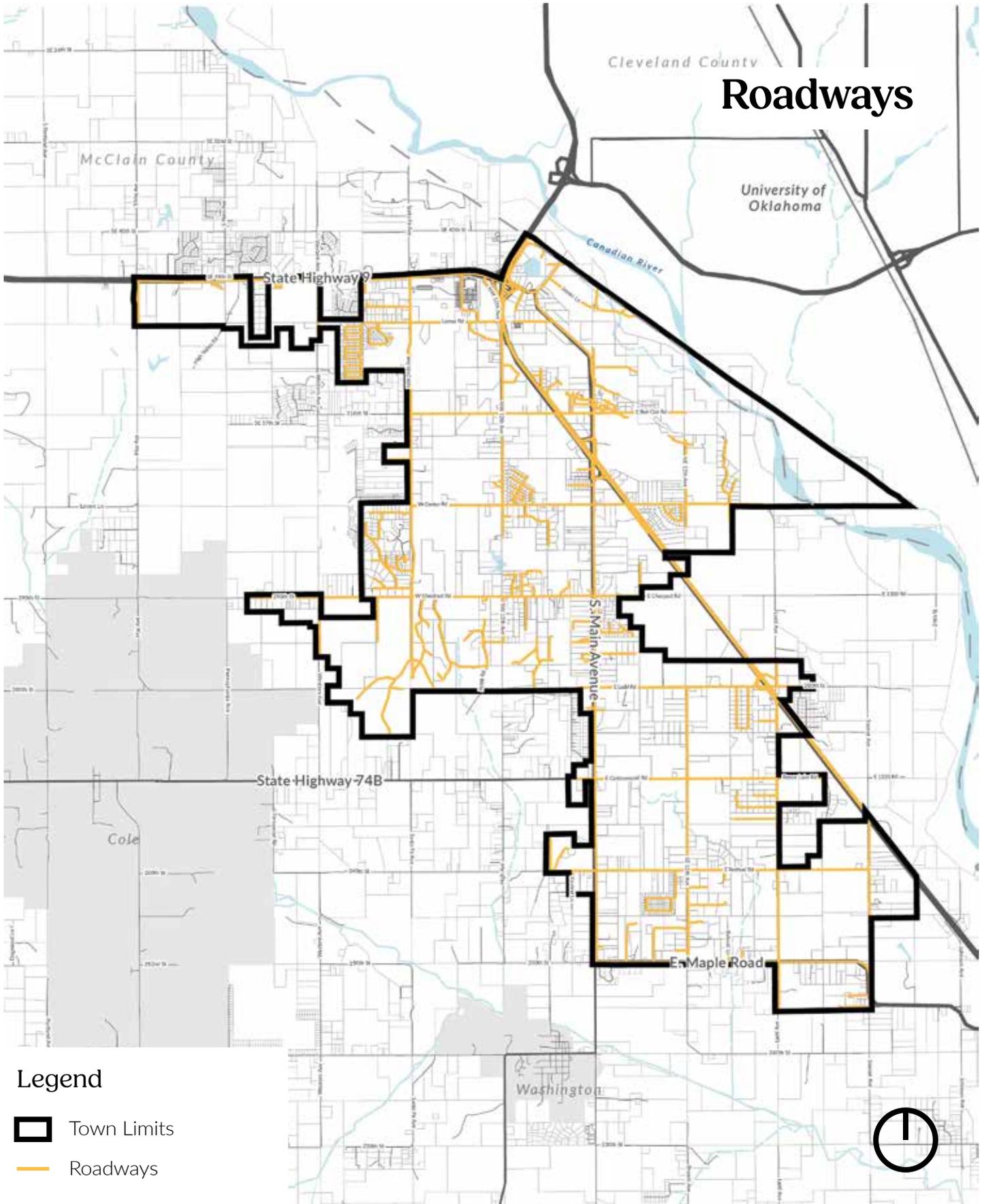
A town’s transportation system often shapes its growth, influencing both its challenges and opportunities. To support controlled and smart population growth, enhance residents’ quality of life, and drive economic development, the transportation network must evolve alongside the community. The Town of Goldsby has experienced steady growth and increased traffic along the town’s primary thoroughfare as a result. The information and recommendations within this chapter seek to offer a concise and clear path to address existing concerns and enhance the transportation system within the Town of Goldsby.

Existing Roadway Conditions

The map on the next page shows the existing roadway network in Goldsby. The following pages describe elements of this network in more detail.

“I’m concerned that the roads won’t be able to handle an increase of population.”
- Survey Respondent

Roadways



Legend

-  Town Limits
-  Roadways

Roadway Classifications

A town's transportation system is intrinsically linked to its land use and development, as different land uses require streets capable of accommodating the traffic they generate. To effectively address transportation challenges in Goldsby, it is essential to understand the hierarchical system of roadways and their operational functions.

Most municipalities employ a functional roadway classification system to manage its street inventory, which includes the following classifications: Interstate, Principal Arterial, Minor Arterial, Major Collector, Minor Collector, and Local Streets. These classifications reflect the varying roles each type of roadway plays in supporting the transportation needs of the community.

When determining capacity of streets and roads within the Town of Goldsby, the Association of Central Oklahoma Government's document *ACOG Complete Streets Policy* was consulted, as it is the generally accepted standard for this part of the state.

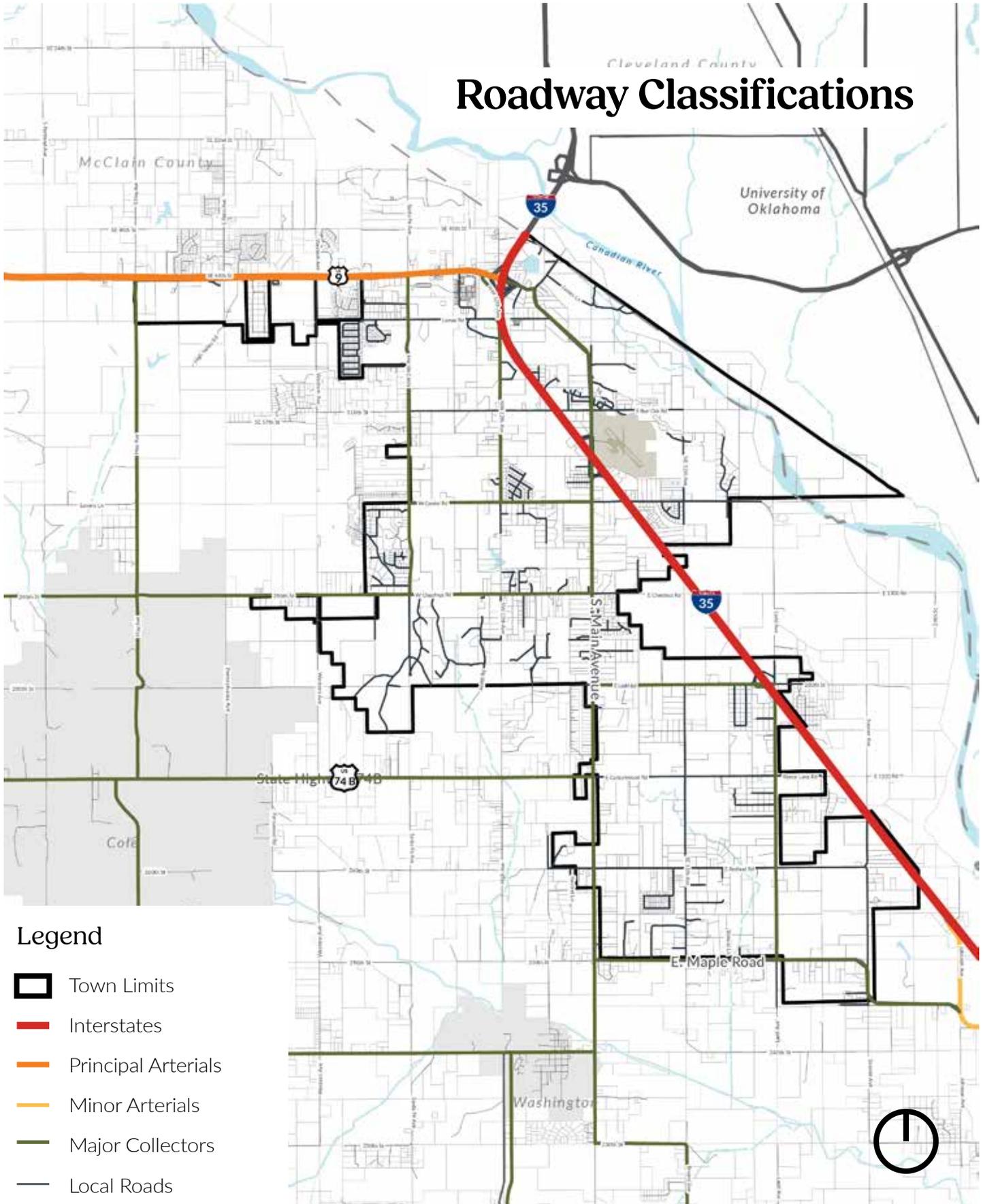
Interstate

The Interstate classification refers to a category of highways designed for high-capacity, long-distance travel. These roadways facilitate the movement of people and goods across state lines, providing limited access and prioritizing through traffic. Interstate 35, the highest capacity roadway within Goldsby, spans approximately 4.5 miles across the town. Being a four-lane roadway, the average daily capacity for this span of Interstate 35 is 50,000 vehicles. Upon completion of the planned widening to six lanes the capacity will be increased to 75,000 vehicles per day. Interstates are characterized by high-speed travel, controlled access points, and minimal interruption from local traffic. The interstate system plays a crucial role in the state's transportation infrastructure by supporting economic activities and enhancing mobility.



Interstate 35

Roadway Classifications



Legend

-  Town Limits
-  Interstates
-  Principal Arterials
-  Minor Arterials
-  Major Collectors
-  Local Roads

Principal Arterials

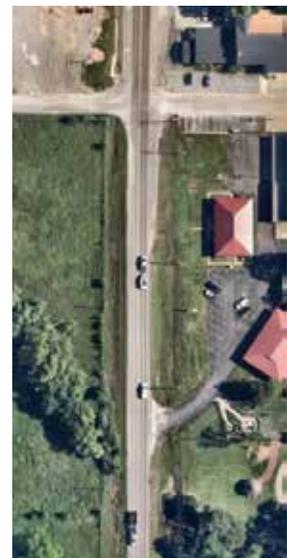
Principal arterials serve as major thoroughfares in a town’s overall network. Highway 9, Goldsby’s only designated Principal Arterial, totaling approximately three miles traverses the town’s northern boundary and connecting it to larger regional centers. These roads support high volumes of traffic, providing vital links between neighborhoods, commercial areas, and transportation hubs. A four-lane undivided arterial, such as Highway 9, has a daily capacity of 30,000 vehicles. Effective management and upkeep of principal arterials are pivotal for reducing congestion, improving safety, and fostering economic development by ensuring accessibility to essential services.



Highway 9

Major Collectors

Major Collectors, totaling approximately 26 miles in Goldsby, are an essential link between local streets and higher-capacity roadways, such as arterials and interstates. Major Collectors are designed to collect and distribute traffic from smaller residential and commercial areas, facilitating access to regional destinations and supporting local mobility. These roadways typically feature a moderate capacity and may include a combination of multi-lane segments and controlled access points, allowing for efficient movement while still accommodating slower traffic and local activities. The daily capacity for a two-lane undivided Collector is 16,600 vehicles. By providing critical connections within urban and rural settings, Major Collectors play a vital role in enhancing accessibility and ensuring a cohesive transportation network.



Main Street

Local Roadways

Local roadways, totaling approximately 80 miles in Goldsby, encompass the streets that primarily provide access to residential areas, businesses, and community facilities. These roadways are designed to accommodate lower traffic volumes and speeds, fostering safe and convenient travel. Typically featuring one lane in each direction, local roads prioritize accessibility over through traffic, allowing for direct connections to homes, schools, and parks. The daily capacity for a two-lane Local roadway is 8,000 vehicles. While they may not serve as major thoroughfares, Local roadways play a crucial role in enhancing neighborhood connectivity and promoting a sense of community. By ensuring that residents have reliable access to essential services and amenities, Local roads contribute significantly to the overall quality of life within Oklahoma's towns and cities.



Cottonwood Road



Center Road & Blake Blvd

Daily Traffic Volumes

The Oklahoma Department of Transportation, like most transportation departments and communities, relies on Average Annual Daily Traffic (AADT) counts as a critical metric for evaluating roadway usage and planning necessary infrastructure improvements. AADT measures the average number of vehicles traveling a specific road segment in both directions over a full year, offering necessary insights into traffic patterns and trends. These counts are indispensable for guiding development decisions in rural communities as well, where they inform the placement of new roads or improvements to existing ones to accommodate increased traffic stemming from agricultural activities, resource extraction, or tourism.

In rural settings, AADT counts are fundamental for understanding growth and ensuring efficient transportation networks that support local economies. They help communities and transportation authorities pinpoint congested routes that may benefit from upgrades such as widening, improved signage, or enhanced intersections to enhance traffic flow and safety. Understanding the growth of various roadways will aid Goldsby in future transportation projects and guiding development.

Improvements based on AADT counts in rural communities are central to boosting overall mobility and fostering economic resilience. By investing in infrastructure upgrades informed by these traffic metrics, rural areas can reduce travel times, lower transportation costs for businesses, and improve access to essential services for residents. Moreover, these improvements contribute to enhancing quality of life by providing safer and more reliable travel options, ensuring that rural communities can thrive and adapt to changing needs and opportunities over time.

As seen on the map in next page, the average daily traffic in Goldsby is concentrated along the major thoroughfares, Interstate 35, Highway 9, and Main Street where 2020 and 2021 counts show up to 56,100 vehicles per day on Interstate 35, 21,400 vehicles per day on Highway 9 and 6,600 vehicles per day on Main Street. For a rural community these counts are not only important for funding purposes, they also pose an opportunity for economic growth. Through smart land use decisions, the town has a chance to attract Interstate 35 and Highway 9 travelers into Goldsby.

Traffic Counts Near Key Intersections

The results from the Community Input Survey identified five main intersections that experience traffic flow issues. All five intersections are located along Main Street at the following cross streets: Center Road, Chestnut Road, Ladd Road, Cottonwood Road and Redbud Road (below). Of these five cross streets, four have AADT counts from the Oklahoma Department of Transportation. As the highest traffic counts are seen on Main Street, it is clear vehicles are primarily traveling through Goldsby on Main Street and far fewer vehicles are traveling along the east/west streets. The below images display the traffic count locations along Main Street and on cross streets near the primary intersections.

Based on the publicly available data at the time of this report, the traffic counts along Main Street fall below the lower end of capacities for a two-lane road. The ACOG Complete Streets Policy which was referenced earlier in this chapter do not recommend widenings or considering a widening until traffic counts exceed 10,000 AADT. Alternatively, if the community believed development pressures would create a considerable increase in the number of trips per day, they can plan ahead by adding a center turn lane. A center turn lane could address entering and exiting maneuvers for roadways that see higher than typical speeds for their classification. In this scenario, it should be noted with Main Street's current counts coupled with the other known reasons development may not occur, increased capacity on Main Street may not be the considerable problem it is perceived to be in the Community Input Survey.



Resilient Goldsby

S Main Street & W Chestnut Road

A 2021 traffic count was completed on W Chestnut Road, a Major Collector, near the Main Street intersection. This count shows an average daily traffic count of 640 vehicles.

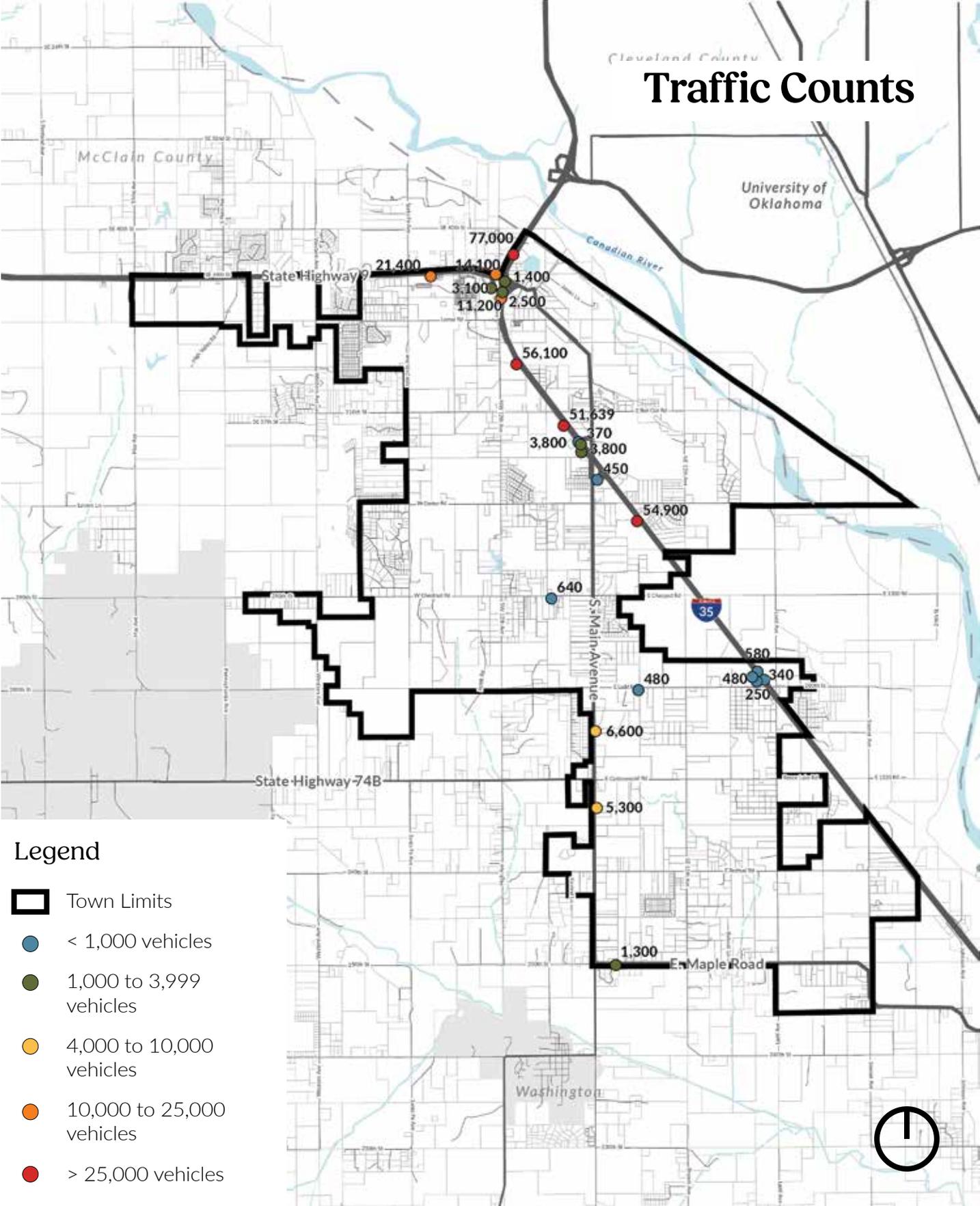


E Ladd Road & S Main Street

A 2021 traffic count was completed on E Ladd Road, a Major Collector, near the Main Street intersection. This count shows an average daily traffic count of 480 vehicles.



Traffic Counts



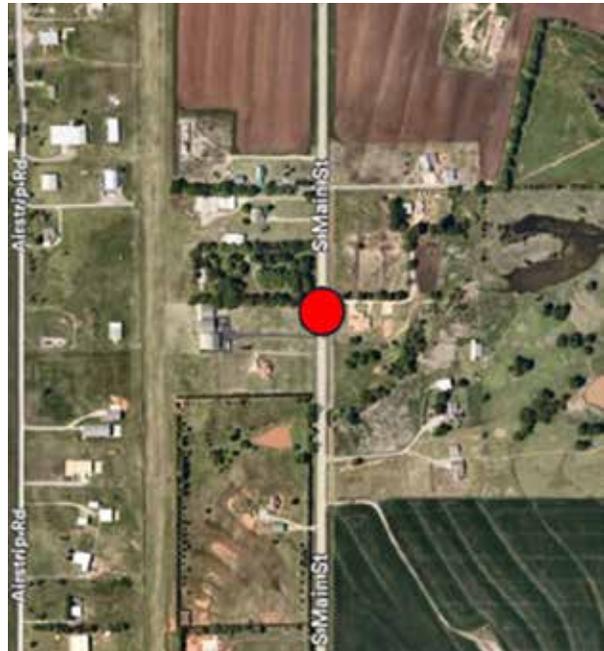
S Main Street Between Cottonwood Road & Redbud Road

A 2023 traffic count was completed on Main Street, a Major Collector, south of Cottonwood Road and north of Redbud Road. This count shows an average daily traffic count of 5,400 vehicles. This is a significant increase from the aforementioned counts and indicates Main Street as a primary thoroughfare in Goldsby.



S Main Street Between Ladd Road & Cottonwood Road

A 2023 traffic count was completed on Main Street, a Major Collector, south of Ladd Road and north of Cottonwood Road. This count shows an average daily traffic count of 6,800 vehicles. The increase in traffic volume on this stretch of Main Street is likely due to the Interstate 35 exit ramp onto Ladd Road east of Main Street.



Induced Demand

Rural communities facing development pressures from expanding neighboring cities and metro areas should be aware of the concept of induced demand. This is when adding capacity to existing streets creates the opposite effect of what the project sought to achieve. For Goldsby, this may look like expanding Main Street and other roads to a three or four-lane section at key intersection points. When this occurs, it may encourage more development to occur because it has lessened delays at intersections or overall commute times. Typically, after a municipality increases the carrying capacity of a roadway, the roadway sees a near immediate increase in usage resulting in the opposite impact they intended.

Induced demand should be considered when reviewing roadway projects for widening.



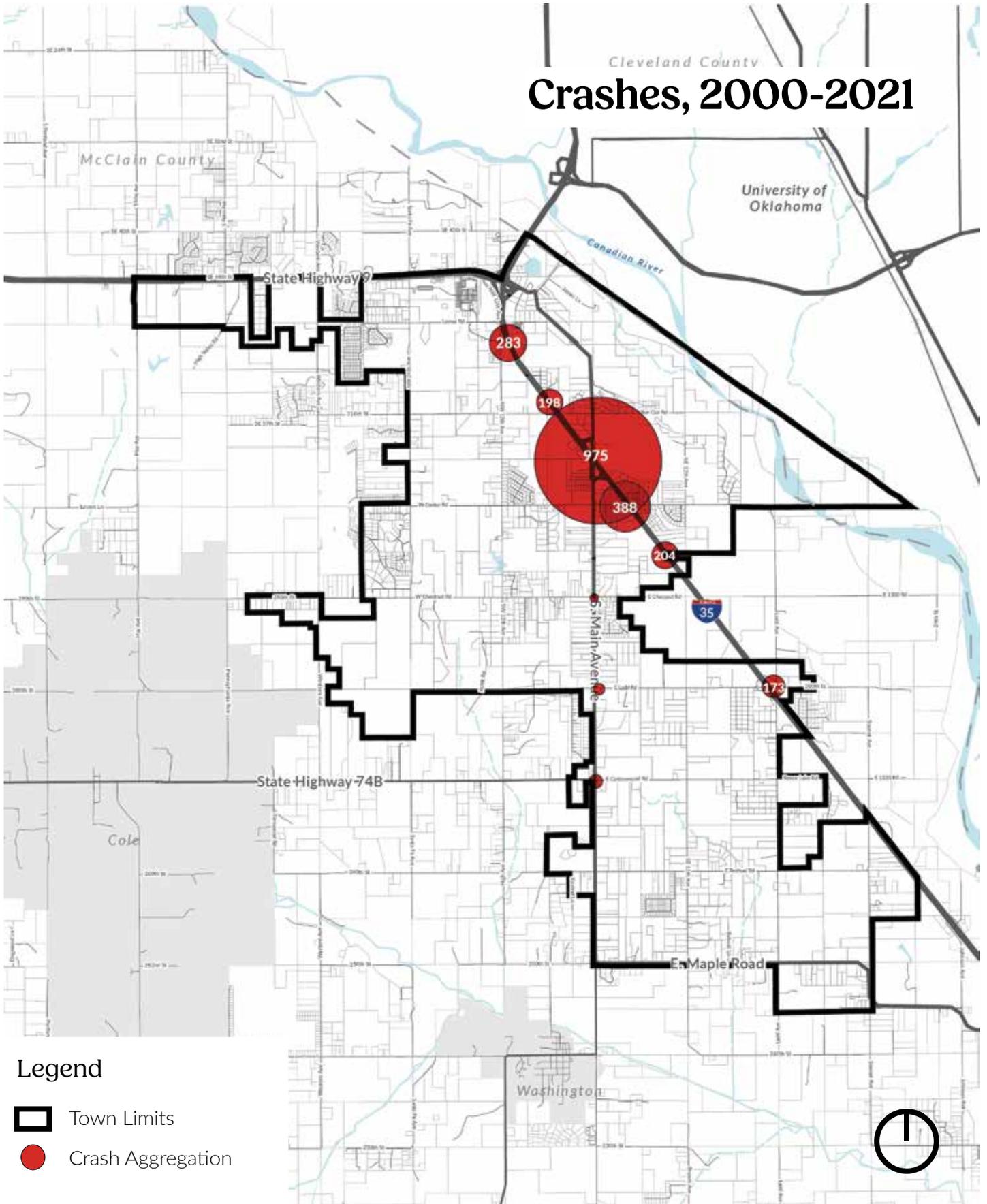
Crash Data

The Oklahoma Department of Transportation (ODOT) gathers crash data through various sources including law enforcement reports, hospital records, and insurance claims. This comprehensive collection process helps officials analyze trends, identify high-risk areas, and develop targeted interventions to improve road safety. The Town of Goldsby can use this information to prioritize areas for traffic calming measures, improved signage, and enhanced enforcement where needed. Understanding the types of crashes (fatalities, injuries, property damage) helps Goldsby officials and staff allocate resources effectively to prevent future accidents.

In Goldsby, the crash data from 2001 through 2021 paints a picture of significant impact: 14 fatalities, 298 injuries, and 712 instances of property damage. The crash locations can be seen on the map to the right. The low number of fatalities in Goldsby over the last two decades is not surprising given the low traffic counts. The crash locations are focused along the major thoroughfares: Interstate 35 and Main Street. Similarly, there is a cluster of crashes along Goldsby's south border on Maple Road/250th Street. This is interesting given the rural residential nature of the surrounding area and may warrant further study to understand the underlying cause of the crashes in this stretch of Maple Road/250th Street. It is important to note that ODOT did not provide crash data for Highway 9 along Goldsby's northern boundary.

Crash data is helpful in pinpointing conflict intersections and areas. By studying the circumstances of accidents—such as locations, types of vehicles involved, and contributing factors like speeding or visibility issues—municipalities can implement changes that positively impact road safety. This might include redesigning intersections, adding bike lanes, or improving pedestrian crossings. Conversely, neglecting crash data can lead to negative consequences such as persistent safety hazards or inefficient use of infrastructure funds.

Cleveland County Crashes, 2000-2021



Legend

-  Town Limits
-  Crash Aggregation

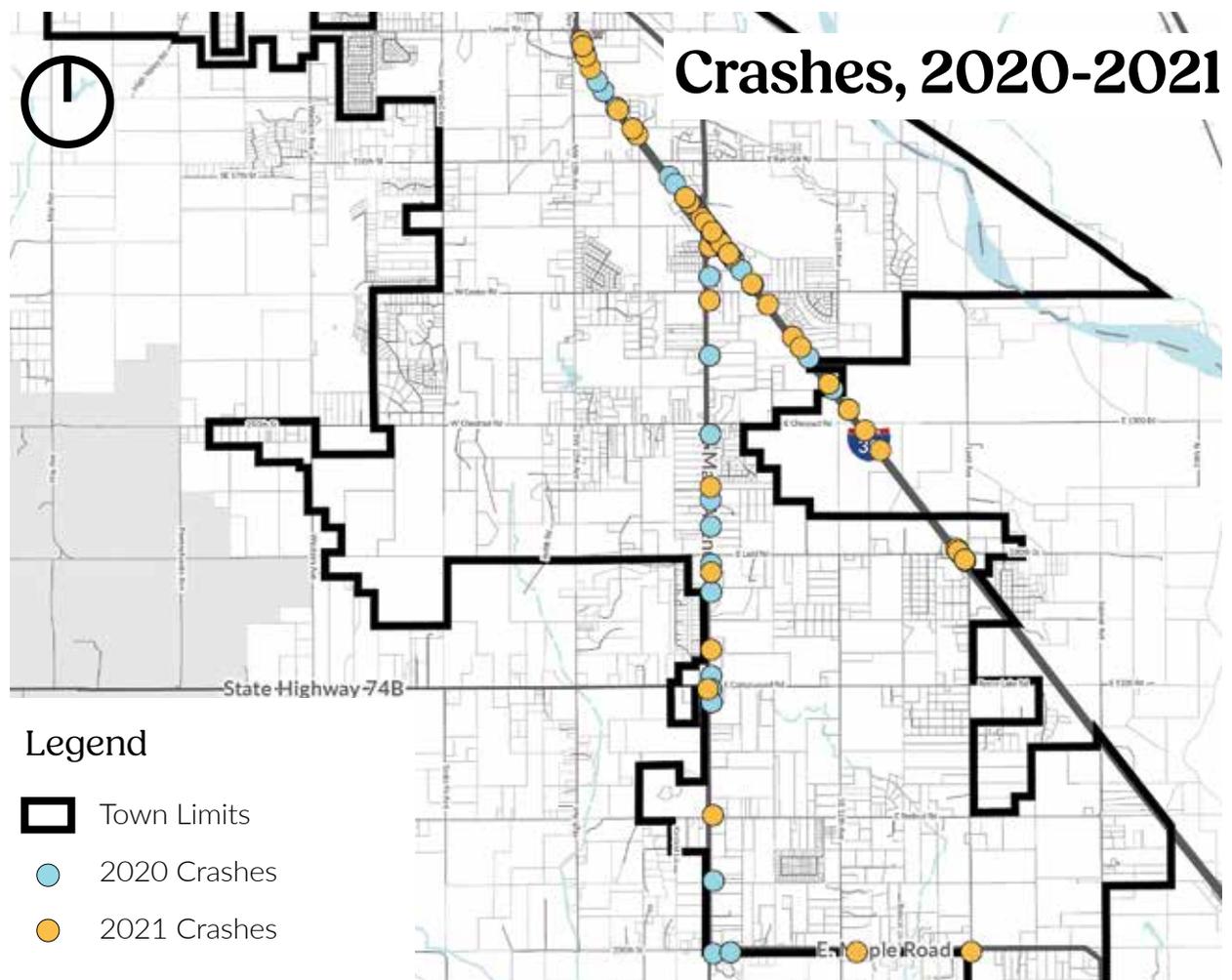
Resilient Goldsby

2020 Crash Data

In 2020, Goldsby had two fatalities, 16 injuries and 53 incidents of property damage, as shown on the map below. Similar to the broader trends observed from 2001 to 2021, the majority of these incidents occurred along major roadways, Interstate 35 and Main Street within the town limits. These specific locations highlight areas where increased attention to road safety measures, such as improved signage, enhanced visibility, and potentially reduced speed limits, could mitigate risks and improve overall traffic safety.

2021 Crash Data

In 2021, Goldsby had no fatalities, 29 injuries and 44 incidents of property damage, as shown on the map [below/to the right]. 2021 is the most recent year data is available for this area. It is important to note that the majority of the crash points are along Interstate 35, not local roadways in Goldsby.



Traffic Calming Devices

Given the number of fatalities and crashes that have occurred as shown in the ODOT data, options exist for creating safer conditions and reducing conflict points. Traffic calming devices have proven to be a very effective way for cities to reduce traffic speeds and increase pedestrian safety in key areas. These devices can be implemented on small scale projects with insignificant costs. These devices can also be incorporated into overall street repair projects areas, specifically around parks, commercial areas or neighborhoods.

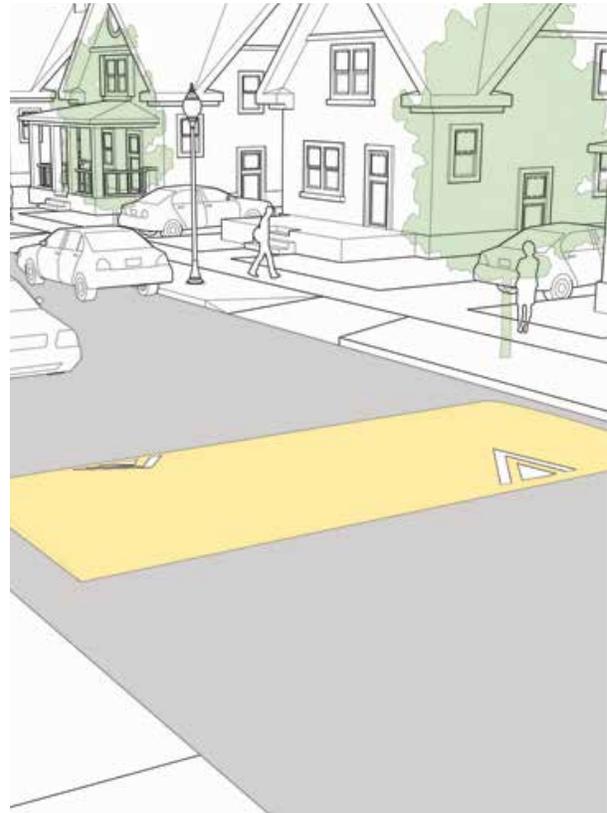
Roundabout

A circular intersection where drivers maneuver around a center island without any traffic signals or stop signs. The goal is to reduce a driver's speed by creating a conflict point that forces the motorist to slow down and move with caution. They are designed to accommodate all vehicles including emergency vehicles and buses. They are proven to reduce collisions and increase driver/pedestrian safety.



Speed Humps

Vertical traffic calming devices intended to slow speeds on low-volume, low-speed roads. They can reduce speeds to 15-20 mph and are primarily installed on local, neighborhood roads. Speed humps are one of the most frequent/economical devices utilized by peer cities.



Resilient Goldsby

Islands/Medians

Roadways are channelized to separate drivers. They are used to create a pinchpoint in the middle of a street and reduce pedestrian crossing distances. When landscaped, islands/medians can enhance roadway aesthetics. They also provide for pedestrian safety by reducing traffic speeds and allowing a pedestrian to cross one direction of traffic at a time.

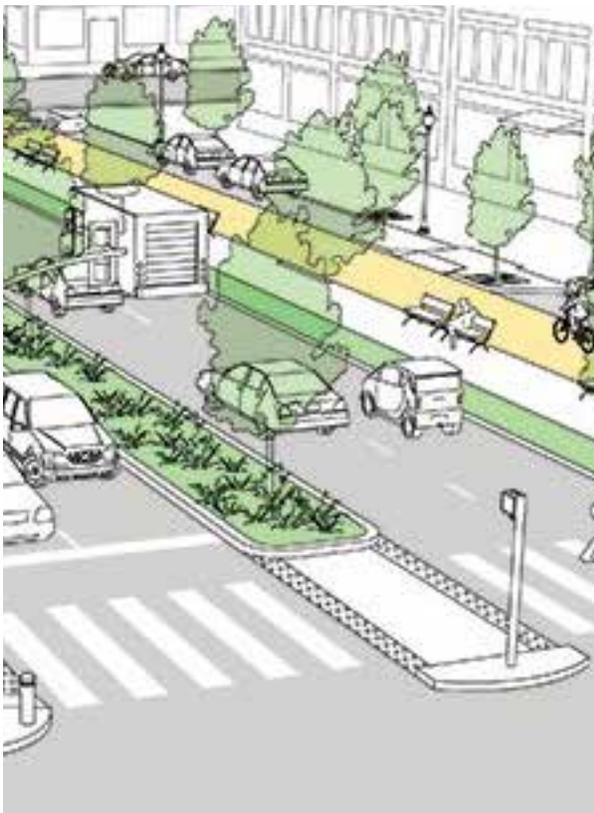


Image Source: National Association of City Transportation Officials

Raised Crosswalks/Speed Table

Vertical traffic calming devices that reduce vehicular speeds and bring drivers to the pedestrian level. A curb ramp makes pedestrians more visible to approaching motorists while allowing the pedestrian to cross a roadway at a nearly constant grade. While these are primarily used on local streets, they can also be installed on collector streets that experience heavy pedestrian traffic.



Pinchpoint

Curb extensions can be installed to slow traffic speeds, reduce pedestrian crossing distance and add public space to a roadway. These are created by extending both sides of the curb. Pinchpoints can be used midblock or at intersections, effectively creating a gateway effect. These narrow the driving lanes and break up driver sight lines, while increasing pedestrian and motorist visibility.



Chicanes

Offset curb extensions that often create an s-shape in a wide roadway. These are typically found on residential or downtown streets with low traffic volumes. On very wide streets, chicanes are often accompanied by a center median to discourage drivers from speeding down the center. While they slow vehicular speeds considerably, they also increase the amount of public space in an area and provide opportunities for increased landscaping, adding aesthetic enhancements to a roadway.

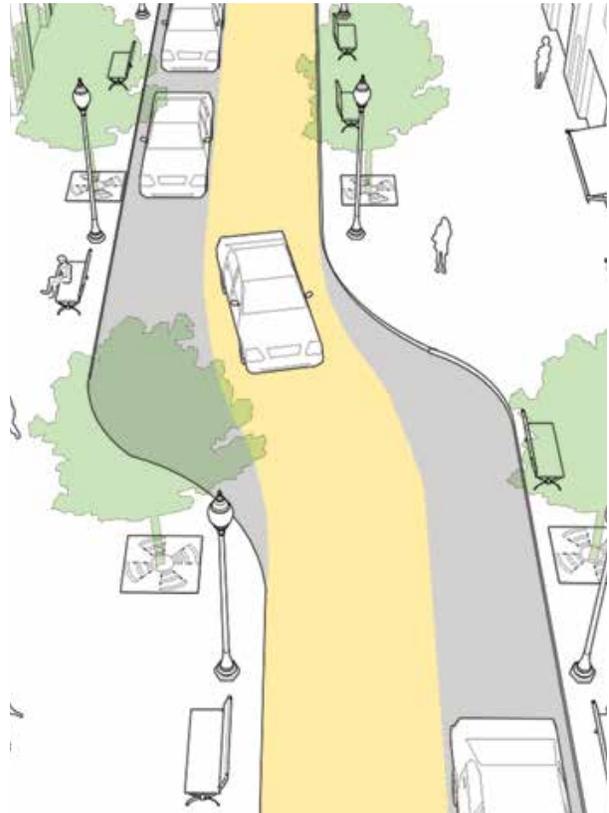


Image Source: National Association of City Transportation Officials

Pedestrian & Bike Network

A well-maintained pedestrian network and sidewalks are fundamental components of urban infrastructure that significantly contribute to residents' health and quality of life in towns like Goldsby. Accessible sidewalks provide safe pathways for pedestrians to walk, jog, or engage in physical activity. In commercial areas where sidewalks are more prevalent, they encourage foot traffic and support local businesses by creating a pedestrian-friendly environment that activates the streetscape, enhances economic activity and community interaction.

The only sidewalk that exists in Goldsby is located on the north side of the two new commercial developments near Main Street & Interstate Drive. These sidewalks present an opportunity to the Town of Goldsby to create a pedestrian network in the Main Street area. By requiring sidewalks to be constructed with new developments, the Goldsby can establish a cohesive pedestrian network. The lack of sidewalks inhibits pedestrian activity and connectivity. A cohesive pedestrian network is essential for fostering a sense of community and improving safety, as well as promoting active transportation options. Well-designed sidewalks not only enhance mobility for pedestrians of all ages and abilities but also contribute to neighborhood connectivity, making it easier for residents to access schools, parks, and amenities without relying solely on motor vehicles.

Goldsby currently lacks a dedicated bike-only network. This presents an opportunity for the Town of Goldsby to develop bike-friendly routes. Bike infrastructure not only supports healthier lifestyles and safer streets but also enhances the overall livability and attractiveness of Goldsby for residents and visitors alike. The Community Input Survey results display a lack of importance for a bike network with 60 percent of residents designating bike infrastructure as unimportant or somewhat important. Therefore, it is recommended that future sidewalks and trails should be planned for and considered in specific strategic locations, including areas that connect residents to the proposed Town Square District.



Bike and trail systems can offer many benefits in relation to highways and major thoroughfares by enhancing both transportation efficiency and community well-being:

- **Reduced Traffic Congestion.** By providing an alternative mode of transportation, bike trails can help alleviate congestion on highways. Encouraging cycling for short trips reduces the number of vehicles on the road, improving traffic flow.
- **Promoting Multi-Modal Transportation.** The integration of bike trails with highway systems encourages a multi-modal transportation approach, allowing commuters to combine cycling with public transit or car travel. This can enhance overall mobility and reduce reliance on single-occupancy vehicles.
- **Environmental Benefits.** By encouraging cycling over driving, the trail system contributes to improved air quality. This aligns with broader environmental goals and can enhance the sustainability of highway infrastructure.
- **Economic Development.** Nearby businesses may benefit from greater foot traffic and tourism. This can lead to improved economic vitality along highway corridors.
- **Health and Safety Improvements.** Reduced reliance on highways for short trips promotes healthier lifestyles, leading to lower healthcare costs and improved public health outcomes. Additionally, the presence of bike trails can decrease highway-related accidents, benefiting all road users.

Case Study: Pennsylvania Trail System

Off-street bike trails can be essential for rural communities, providing a multitude of benefits that enhance both quality of life and local economies. The Pennsylvania bike and trail system exemplifies this importance, offering a network of scenic trails that connect small towns, parks, and natural landscapes in rural areas. These trails not only promote active transportation and outdoor recreation but also serve as critical corridors for tourism, attracting cyclists from outside the area and boosting local businesses. With features like well-maintained paths, wayfinding signage, and access to local attractions, the Pennsylvania Trail System encourages healthy lifestyles and fosters community engagement. Additionally, the trails contribute to environmental sustainability by promoting eco-friendly transportation options and preserving green spaces. By integrating biking into the rural landscape, communities can improve public health, stimulate economic growth, and enhance social connectivity among residents.



ODOT Planned Projects

The planned projects by the Oklahoma Department of Transportation (ODOT) in and near Goldsby, including bridge improvements, widening and resurfacing of roads and intersection improvements, hold significant importance for the town from a land use and economic perspective. These projects present numerous opportunities for Goldsby to enhance its infrastructure, promote economic development, and improve the overall quality of life for its residents.

Bridge improvements are necessary for maintaining safe and efficient transportation routes, particularly in rural areas where bridges often serve as vital links. By upgrading and maintaining bridges, Goldsby can ensure reliable access across waterways and other obstacles, facilitating smoother movement of vehicles. Widening and resurfacing projects not only improve traffic flow but also accommodate future growth and development, allowing the town to handle increased vehicle volumes effectively. These infrastructure enhancements can stimulate economic activity by making Goldsby more attractive to businesses and residents seeking accessible transportation networks. Improved road conditions and enhanced safety features also contribute to a more livable environment.

The following are planned ODOT projects in Goldsby

The approximate locations of each planned ODOT project are shown on the facing page.

- **Interstate 35 Widening**

The widening of Interstate 35 to six lanes has already begun north of Goldsby and continues into the town. The widening will continue down to Ladd Road. This will increase the capacity of Interstate 35 in this area. The additional three-mile widening is expected to begin in 2025.

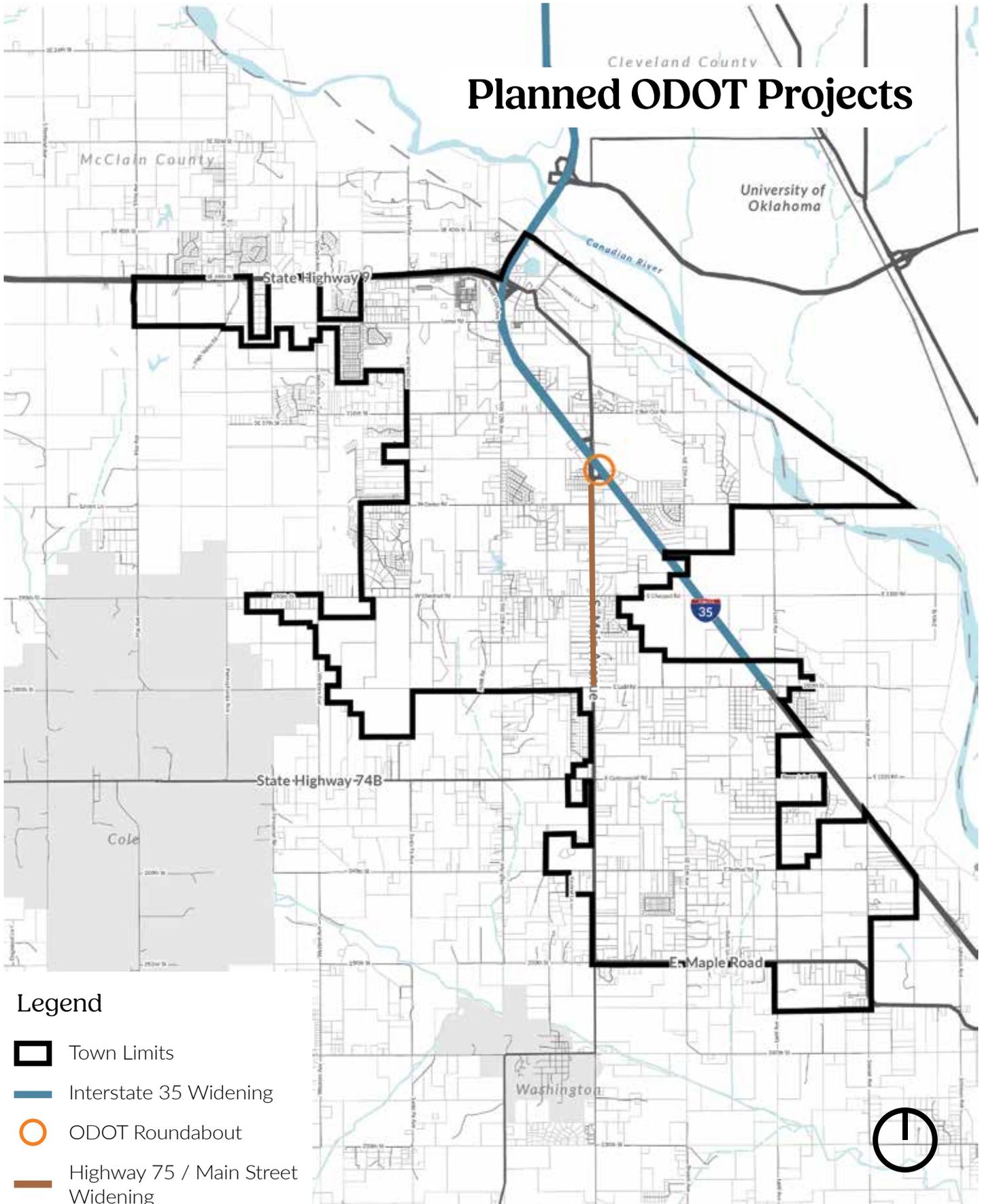
- **ODOT Roundabout**

The planned roundabout at the Highway 74/Main Street interchange will facilitate traffic flow on to and off of Interstate 35. The approximate location of the roundabout is shown on the image below. This roundabout will be similar to the existing roundabout north of Interstate 35. At the time of writing this comprehensive plan, the roundabout is in the preliminary design stage and construction is expected to begin in 2028.

- **Highway 74 Improvements**

As noted in the resident survey, the town's main thoroughfare, Highway 74/Main Street, experiences significant traffic flow issues daily. To mitigate these issues, ODOT improvements are anticipated to include widening of the roadway for the addition of a center turn lane. The project will extend from I-35 south down to Ladd Road and will increase the capacity of the roadway by separating turning vehicles from through traffic. At the time of writing this report, these improvements are currently in the design phase with anticipated time frames are forthcoming. It is important to note that while Highway 74/Main Street is one of the town's main thoroughfares, it is not under the town's jurisdiction.

Planned ODOT Projects



Legend

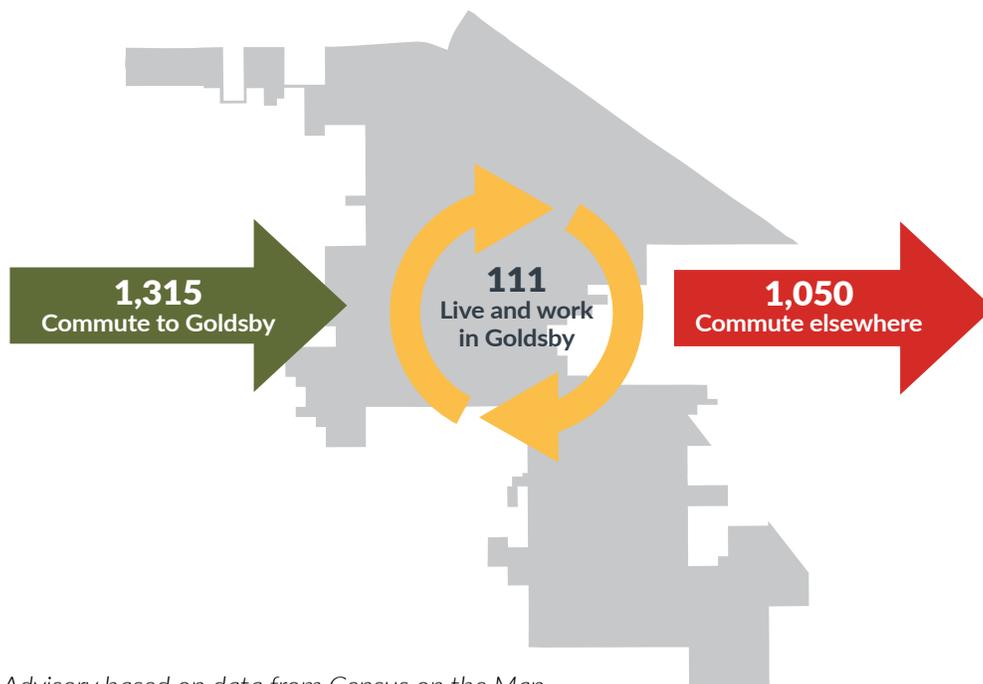
-  Town Limits
-  Interstate 35 Widening
-  ODOT Roundabout
-  Highway 75 / Main Street Widening

Commuter Patterns

The majority of Goldsby residents, 86 percent, drive to work, which is slightly higher than the national average of 80 percent. Roads and their conditions are important to the residents as 42 percent of residents spend over 30 minutes commuting to and from work. These commuting patterns could be changed by increased pedestrian and bicyclist infrastructure for those who live and work within Goldsby, reducing the demands placed on public roads.

Increasing vehicle travel lanes creates induced demand, as noted previously in this chapter. Increasing roadway capacity encourages more people to drive. While this seems counterintuitive, it has been proven by multiple studies. Drivers will take a path of least resistance and therefore, a community cannot build out of congestion. Instead, they use their resources to encourage other forms of transportation and invest in improving the condition of their existing network.

Understanding the community's workforce and employment is essential to making informed decisions in relation to infrastructure improvements. The below image illustrates the inflow and outflow of commuting patterns by Goldsby residents for work. Roughly 38 percent of Goldsby residents are commuting out of the community for work while less than 1 percent live and work within Goldsby. An additional 1,315 people live outside of Goldsby and commute to the town for work. While these numbers should not be considered unusual there is potential for the Town of Goldsby to further analyze these trends to determine industries' potential for business recruitment. Attracting employers within town limits would reduce residents' commute times and keep them within the community for all hours of the day. Increasing a community's daytime population has positive effects on a town's bottom-line.

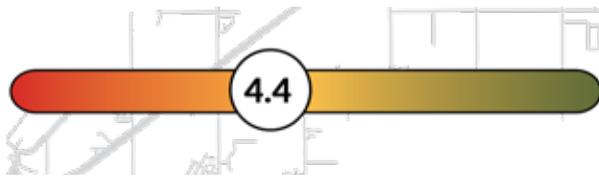


Source: KB Advisory based on data from Census on the Map

What Did the Community Say?

On average, respondents to the Community Input Survey rated the quality of the transportation network a 4.4 based on a scale of 1 to 10, indicating it to be somewhat below average. Items that were cited as needing the most improvement were traffic flow (62 percent), the overall roadway conditions (43 percent), and intersections (38 percent).

Bicycle and pedestrian infrastructure were a mixed-bag in terms of support – About 60 percent of respondents stated that they didn't think it was important to provide it and 40 percent stated that it was important.



Problematic Areas

With proper design, an intersection can function in two important ways, it can facilitate efficient traffic flow and ensure bike/pedestrian safety. Throughout the development of this comprehensive plan, key intersections were identified based on discussions with town leaders, staff, and the Community Input Survey. The following intersections were those deemed the most problematic in terms of traffic flow and navigation: Main Street at Center Road and Main Street at Chestnut Road.

Main Street acts as the primary transportation spine in Goldsby connecting residential and commercial developments. Given the traffic counts on Main Street and the survey responses, these intersections are the busiest in Goldsby and could greatly benefit from traffic calming devices to increase traffic accessibility to Main Street.



Main St. & Center Rd.



Main St. & Chestnut Rd.

Transportation & Mobility Recommendations

Implement traffic calming devices at key intersections

Improving roadway conditions can improve traffic flow. Implementing traffic calming devices at key intersections can enhance the safety and quality of life in a town. By slowing down vehicles in areas with high pedestrian activity, these devices can reduce the likelihood of accidents and create a more inviting environment for residents. Improved roadway conditions not only foster better traffic flow but also encourage walking and biking. This holistic approach not only protects pedestrians and cyclists but also promotes a sense of community as people feel safer moving around their community.

Consider three-lane intersections designs

A center turn lane at key intersection points on Main Street if development is projected to significantly increase. This will help with turning during busy times while not interrupting traffic flow. Considering the addition of three-lane sections and a center turn lane on Main Street will significantly improve traffic flow if projected development is expected to increase traffic volume. This design enables safer turning maneuvers during peak times without disrupting the overall traffic flow, effectively balancing the needs of drivers and pedestrians.

Create a traffic and access management plan

Coupled with a comprehensive traffic and access management plan, which can help modernize town regulations, these improvements create a framework for sustainable growth.

Consider a bicycle and trail network

Developing a bike trail network that connects to Main Street enhances mobility options for residents, making it easier to access local businesses and amenities while encouraging a different mode of transportation and further reducing vehicular volume on public roadways. See the Town Square Subarea and Community Character sections of the plan for specific recommendations.

The above recommendations have the ability to shape Goldsby's transportation network in a way that will prime the community for smart growth. Together, these initiatives not only improve daily commutes but also enrich the overall community experience, fostering a vibrant, connected, and safer town for all its residents.

Utilities & Public Facilities

Public services are some of the most vital operations the Town of Goldsby provides its residents both inside and outside of the city limits. These include the provision of public utilities, water and sanitary sewer. The placement of public utilities is directly related to the Land Use Plan. The availability and adequacy of public water and sewer services strongly impacts the manner in which land is permitted to develop. Areas with adequate services are able to develop at higher levels of intensity (if appropriate in relation to the land use plan). These same areas, however, must have sufficient capacity to serve anticipated future needs. Undersized utility lines may lead to health and safety problems. Conversely, utility systems which have excessive capacity that will not be used in the future are a drain on financial resources.

Services such as water, sanitary sewer and community spaces are expected by citizens and improve their quality of life. These basic necessities are the responsibility of the town; not only do they provide them, they also plan for future growth and ensure that capacity keeps up with demand. As noted in the Resident Survey, 64% of residents believe the Town's primary focus for the future should be enhancing public facilities, utilities and services.

Existing Conditions

In general, the condition of the utility infrastructure and related facilities are in good condition. The Town of Goldsby water system is supplied from water towers and underground wells. The Goldsby water system consists of two water towers, seven water wells and distribution lines for services. The Town of Goldsby wastewater system consists of lagoon treatment system, a lift station, and sanitary sewer lines for service.

Drinking Water System Analysis

Goldsby's existing water system services both residential and commercial developments throughout the town and extends beyond the town limits in several areas to the east, west and south. The analysis of the existing water system conducted during this comprehensive planning process identified past water capacity issues and opportunities for improvement. In addition to review and analysis by the comprehensive plan consulting team, a separate design firm is currently completing a water model for the Town of Goldsby. However, during the process of the comprehensive plan, a new water line was constructed that provided relief to past capacity issues.

This analysis, along with the preliminary findings of the water model, show that recent upgrades have increased the capacity of the water distribution system which has worked to address past issues. The Town of Goldsby is cognizant of previous distribution system issues that resulted in an unreliable water system for residents.

Given the expected increase in residential and commercial developments and the corresponding addition of new water meters, the Town of Goldsby now has the ability to forecast future water needs as the community grows. Understanding and adequately planning for future growth is essential to ensuring appropriate capacity within Goldsby's water system. One of the number one concerns raised during the public engagement phase of this comprehensive plan was the need to address infrastructure prior to any increase in the town's population resulting in an expansion of residential and commercial areas. With this improvement, the Town is now in an improved position for growth according to this document. This proactive strategy will ensure that all residents have reliable access to water resources and support the long-term sustainability of the community.

Resilient Goldsby

Sanitary Sewer

The Town of Goldsby's sanitary sewer system was previously a private system operated by a private development which was then taken over by the town recently and is currently in transition. This includes a lagoon system which has a current service area of approximately 832 acres in northeast Goldsby. The majority of development within Goldsby is served by private sewer solutions. Upon completion, the lagoon system will serve future commercial developments. As the system is new to Goldsby and in transition, more data will be available once construction is complete.

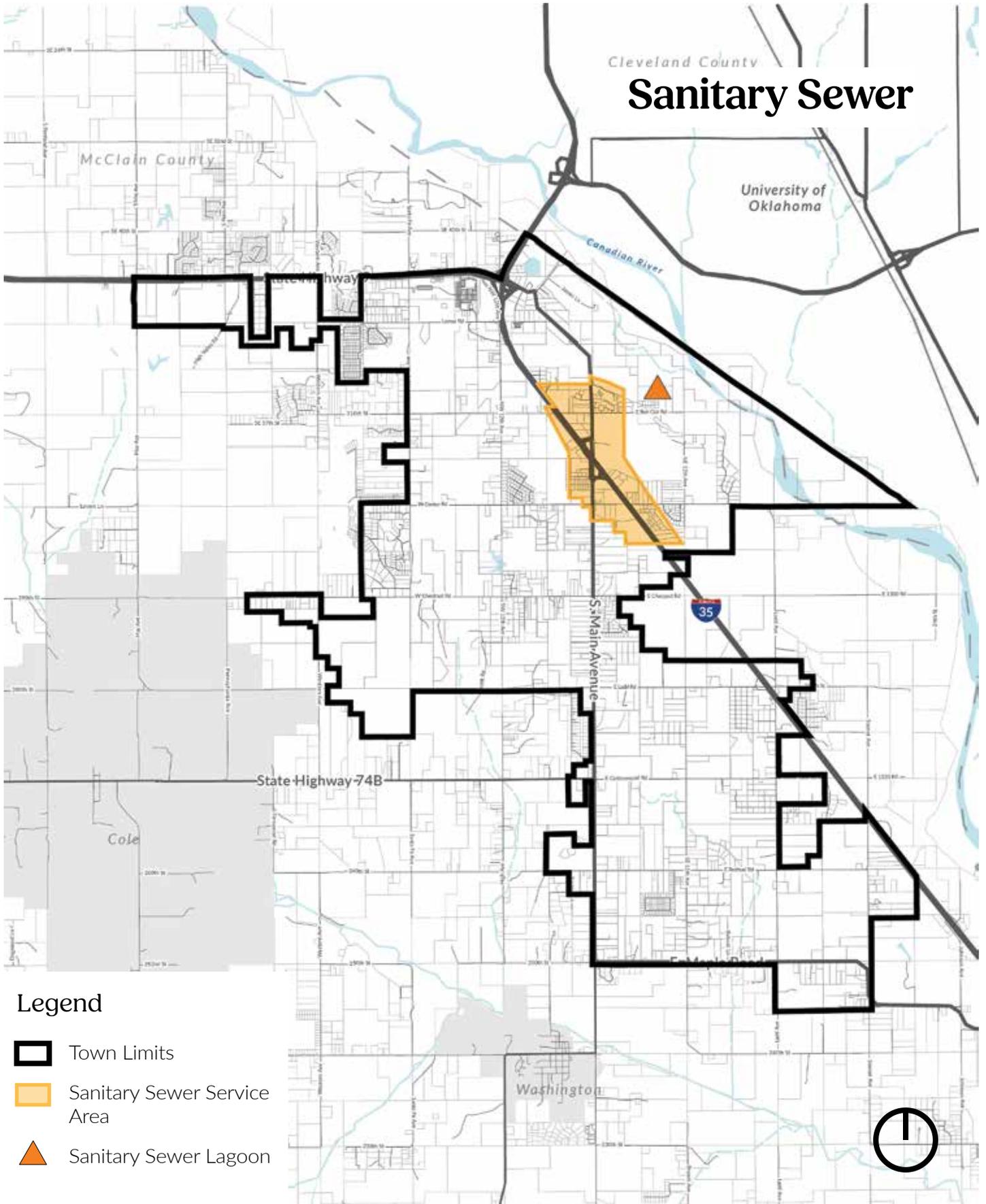
Ultimately, the Town's decision on future growth will dictate the upgrades necessary for the wastewater improvements. Based on survey responses and this comprehensive plan, it seems prudent for the Town to focus on utilizing the capacity of the wastewater system for commercial expansion.



Stormwater

The Town of Goldsby's stormwater infrastructure consists of bar ditches along the roadway network and a regional stormwater retention pond at the airport property that serves a substantial portion of the core Main Street area. If in the future as roadways are improved with curb and gutter, stormwater infrastructure could be useful for commercial areas, such as Main Street. Stormwater infrastructure is essential to manage potential flooding issues should development increase in Goldsby and allow for more urban development without bar ditches.

Sanitary Sewer



Legend

-  Town Limits
-  Sanitary Sewer Service Area
-  Sanitary Sewer Lagoon

What Did the Community Say?

Generally, the respondents of the Community Input Survey were unsure how the Town was doing in properly handling stormwater runoff from new developments, but a majority didn't believe that the Town was properly handling water demands for new developments.

Concerning water, the Input Map revealed significant concerns about low water pressure, particularly in the mornings, and the need for better management and infrastructure upgrades to support current and future development.

Another concern was water rationing. Frustrations with ongoing water rationing were expressed, with calls for better enforcement and long-term solutions to meet growing water demands. Respondents also highlighted issues with flooding, particularly in areas prone to heavy rains, with some residents worried about the impact of future development on stormwater management.

Is the Town properly handling stormwater runoff?



Is the Town properly handling the demand for water?



Utilities & Public Facilities Recommendations

Implement findings from water model study that is currently underway

The study will identify system capacities, weaknesses, and necessary upgrades. Implementing its findings ensures reliable water distribution, prevents failures, and supports future growth efficiently.

Utilize the findings from the upcoming Tri-City Association Water Needs Study to help guide long-term growth

This study will forecast future water demands and potential shortages. Using its insights will help the town plan infrastructure investments, conservation efforts, and policy updates to ensure long-term water availability.

Monitor water usage as Town grows to ensure long-term capacity availability

Increased development leads to higher water demand. Regular monitoring will help detect inefficiencies, prevent shortages, and support sustainable growth without overburdening the system.

As development progresses, will need to increase water main size on Main Street

More residents and businesses will require higher water capacity. Upgrading the Main Street water mains will maintain pressure, ensure adequate supply, and support fire protection needs.

As development progresses, will need to increase wastewater infrastructure

Growth increases wastewater production, putting stress on existing systems. Expanding wastewater infrastructure will prevent overloading, maintain health standards, and ensure environmental compliance.

Complete a stormwater master plan and continued investment in regional detention ponds

A stormwater master plan will provide the necessary data, analysis, and recommendations to identify priority planned improvements to the stormwater system. Study into the potential of increased capacity for the existing regional detention system or the possibility of a secondary regional detention site should be evaluated. The specific regional

detention improvements would be revealed through the stormwater master plan. Regional detention ponds help manage stormwater runoff, reducing flood risks and environmental impacts. They are also a cost-effective way to enhance community aesthetics and recreational opportunities.

Consider impact fees for development to pay for necessary public infrastructure needed to offset impacts from development

New development increases demand for infrastructure. Impact fees ensure developers contribute to costs, balancing growth with necessary improvements without overburdening current residents.

Proactively pursue funding options for major infrastructure improvements

Due to the substantial cost of major infrastructure improvements, it is recommended that major funding sources be pursued in order to make notable strides in improving the resiliency of the infrastructure systems. In addition to pursuing grant opportunities, potential active funding strategies are described on pages 130 and 131 of the plan.

The above recommendations are intended to help Goldsby navigate past issues while also ensuring sufficient capacity for future demand. The Town should continue to monitor water usage especially as new development is proposed to ensure strain on the system does not occur. Given the community's commitment to water infrastructure, continued monitoring will be necessary to prevent capacity issues.

Livable Goldsby

“The increased amount of housing developments concerns me.”

- Survey Respondent

Housing & Neighborhoods

Goldsby’s housing and neighborhoods are not unlike that of the typical rural landscape: houses situated on large lots, in suburban-style neighborhoods, with wide setbacks. Residents enjoy rural living away from the hustle-and-bustle they associate with their neighboring communities.

Today, housing is a hot topic. Goldsby has experienced a huge uptick of population and household growth over the last decade, and it is expected that the town will continue to attract families in the next five to ten years. However, Goldsby’s residents are hesitant that their existing infrastructure won’t be able to handle the demand that new housing will bring with a growing population.

In addition to concerns about infrastructure, Goldsby residents wish to ensure that new housing is in line with their existing character while solving the challenges facing many communities such as housing affordability and a lack of housing for seniors. Through the context-sensitive recommendations outlined in this section, a high quality of life will be maintained for all residents while addressing their top concerns and aspirations.



Existing Conditions

Housing by Type

The majority of housing units in Goldsby are owner-occupied. Only 10 percent of housing units in Goldsby are renter-occupied, compared to 20 percent of units in the overall county.

86 percent of housing inventory in Goldsby consists of single-family style homes. The distribution of housing types within Goldsby closely resembles the distribution of housing types within the County, however both the Town and County have higher proportions of single-family detached homes than the state of Oklahoma overall and have a far lower proportion of attached and multifamily products of all types.

Housing Inventory by Type

	Goldsby	McClain County	Oklahoma
Single-family detached	86%	81%	73%
Townhouses	1%	1%	2%
Duplexes, triplexes, quadplexes	1%	2%	5%
5+ unit buildings	0%	4%	11%
Trailer, RV, boat	12%	12%	9%

Housing Tenure

	Goldsby	McClain County	Oklahoma
Owner-Occupied Units	904 (89.6%)	13,662 (79.9%)	1,018,371 (64.8%)
Renter-Occupied Units	105 (10.4%)	3,440 (20.1%)	553,983 (35.2%)
Total Units	1,009	17,102	1,572,354

Source: KB Advisory based on data from Claritas

Livable Goldsby

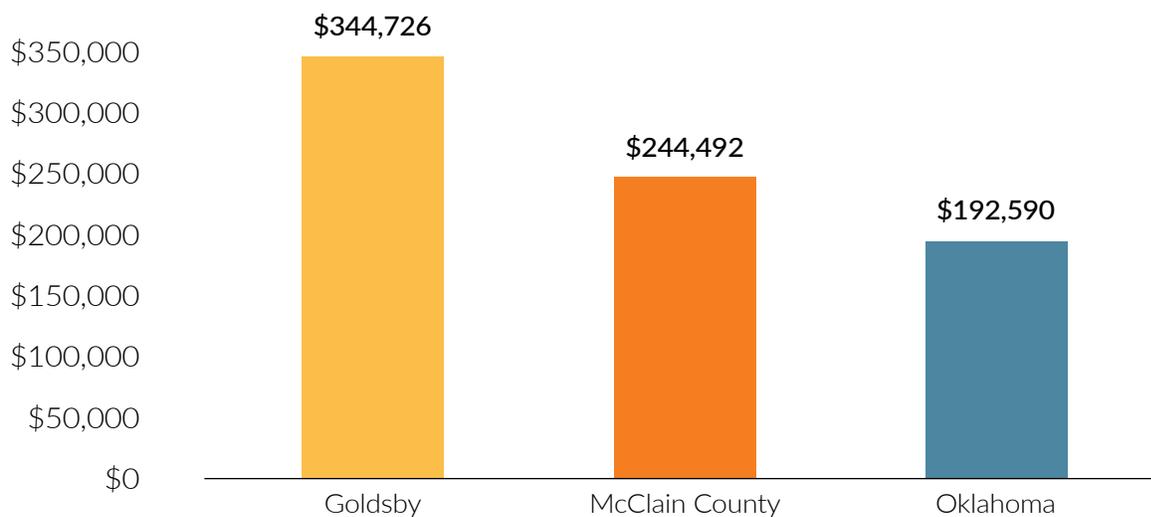
Home Age & Value

Homes in Goldsby tend to be newer and of higher value than others in the County or in the state overall.

The median home value in Goldsby is just over \$340,000, which is \$100,000 greater than the value of homes in McClain County and nearly \$150,000 greater than Oklahoma overall.

The median home age in Goldsby is just over 20 years old, which is similar to the median home age of homes in the county, demonstrating that the Town and County have developed at fairly similar rates as a result of outward growth and suburbanization of the Oklahoma City metro.

Owned Home Median Value, 2024



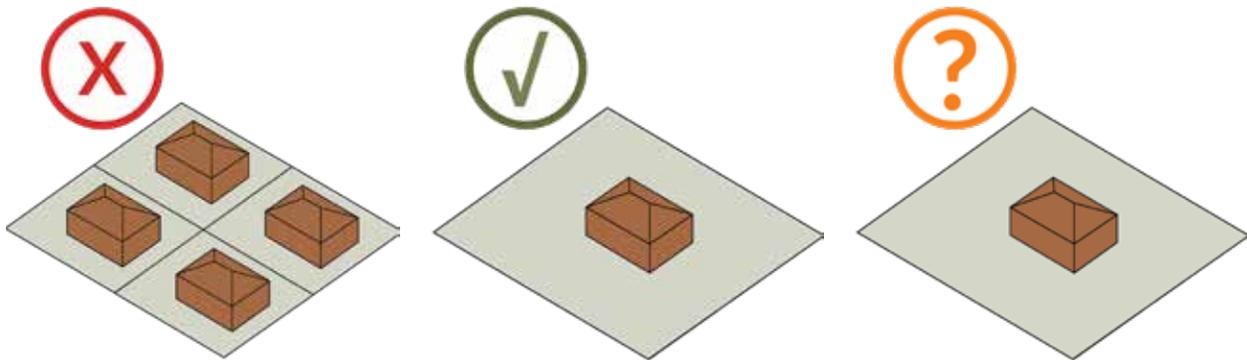
Housing Age

	Goldsby	McClain County	Oklahoma
Median Age of Housing (Years)	23	25	44

Source: KB Advisory based on data from Claritas

What Did the Community Say?

The top concerns about housing are that too much is being built (two-thirds of responses) followed distantly by affordability (23.7 percent) and quality (21.1 percent). The perception of too much seems to come from the sentiments expressed about limited water and sewer infrastructure in the town and the desire to retain a rural small-town feel. The overwhelming majority of respondents do not think the plan should recommend smaller lot housing. However, while the support for larger lot housing fell in the majority (59.2 percent), about 23 percent of respondents weren't sure if the larger lot housing should be part of the plan's recommendations, either.



Housing & Neighborhoods Recommendations

The following policies will assist the Town in future decision-making regarding new housing and neighborhoods built throughout Goldsby and address key concerns affecting Goldsby's existing housing.

Implement the Future Land Use map to guide the location of new housing

The Future Land Use map on page 45 reflects the Town's vision regarding land use and development density, and will be a driver of where new residential development can be built and how much should be built.

Initial Steps: Adopt the comprehensive plan.

Promote housing affordability

Goldsby residents have indicated that housing affordability is one of their top concerns. What's considered affordable may vary from person to person, but it is broadly defined as having a monthly cost at or below 30 percent of one's income. While incomes in Goldsby are generally higher than surrounding areas, it is vital that there is housing available to meet a range of budgets. The Town of Goldsby should minimize all barriers to building affordable housing and encourage the preservation of naturally-occurring affordable housing units. The Town should also be cognizant of federal, state, and regional resources that can assist them with any affordable housing initiatives.

Initial Steps: Audit the zoning ordinance for barriers to creating and preserving affordable housing. Conduct a study to determine the extent of affordability issues in Goldsby.

Explore opportunities for senior housing and aging-in-place

People over the age of 60 years old currently make up 26 percent of Goldsby's population. An additional 21 percent of the population is middle-aged, between 45 and 59. It can be inferred that there are residents in Goldsby that are either in need of senior housing today or anticipate needing it in the next 10 to 20 years. It is likely that these residents will want the choice to remain in Goldsby as they continue aging. While some may be able to continue living in their current homes for the rest of their lives, others may desire, or even require, a residence that can allow them to either continue living independently but with less property maintenance, or one that has supportive care. Today, Goldsby does not have any senior living facilities or age-restricted communities. These types of communities can take many forms, ranging from nursing homes, to assisted living facilities, to small, one-story houses on small lots that are ideal for aging-in-place. Any opportunities to locate these types of housing to meet future demand should be considered and should be placed in close proximity to existing or future senior services.

Initial Steps: Research and review opportunities to locate senior housing in Goldsby.

Consider a temporary restriction on housing construction until water infrastructure issues are resolved

The capacity of the existing water infrastructure is not enough to serve existing houses, let alone the new houses that are being built today. This is a top concern for many Goldsby residents. Until the water infrastructure is upgraded and can serve both existing and future housing, the Town of Goldsby should consider issuing a temporary moratorium to limit residential development until the issue is addressed. Common types of moratoriums include:

1. **Development moratorium.** A temporary halt on new residential building permits.
2. **Subdivision moratorium.** A temporary halt the approval of new subdivision plats or lots splits for residential development.
3. **Zoning moratorium.** Involves temporarily not accepting rezoning applications that propose a residential zoning district.
4. **Conditional moratorium.** Allows limited development under specific conditions, such as requiring developers to provide their own water supply solutions or contribute to infrastructure improvements.

This will allow the Town to prioritize infrastructure improvements without the pressure of new development.

Initial Steps: Evaluate moratorium options, select the preferred method, and issue the moratorium.

Consider minimum open space requirements for subdivisions

Incorporating parks and open space amenities into the design of new subdivisions can enhance quality of life by providing areas for recreation, social interaction, and opportunity for physical activity close to home. These spaces also improve community aesthetics and contribute to overall well-being and a stronger sense of community. Goldsby's development regulations would need to be amended to incorporate this requirement for subdivisions that meet certain criteria, such as a lot size, density, or number of lots in the subdivision.

Initial Steps: Evaluate the development regulations and consider amending to require open space minimums based on specific criteria.

“We should expand the current park to have hiking trails and bike path.”

- Survey Respondent

Community Character

Goldsby has successfully preserved its rural character over the years, and the community envisions a future that enhances this charm while celebrating its unique identity. The town’s picturesque rolling landscapes and rich agricultural heritage create a stunning backdrop for daily life. Local businesses contribute to a warm, small-town atmosphere, fostering a tight-knit community spirit. The distinctive character and specific needs of Goldsby shape its identity, making it truly one-of-a-kind. By focusing on community character and placemaking, we aim to highlight and bolster the elements that set Goldsby apart to promote a high quality of life for all residents.

Existing Conditions

The Town of Goldsby also directly contributes to community character through its parks, trails, and community events. The Town owns and maintains the Goldsby Legacy Park that features a flexible greenspace, playground structure, picnic pavilions, and trails.



What Did the Community Say?

Through community surveys, workshops, and pop-up events, community character-building elements were identified as a continued priority. In the Community Input Survey, parks and recreation was identified as the third most desired business or amenity in Goldsby with 39 percent of the respondents indicating they would like to see more parks and recreation amenities. In addition, the respondents selected parks, recreation, trails, and open space as one of the top 5 priorities for the future.

The visual preference survey results from the Community Design Workshop and pop-up event at the Washington School Carnival revealed the desired specific park and gateway elements to be considered in the future:

The top three parks and trail elements with the most votes were:



The top three identified gateway features were:



Source: Johnson County Arts & Heritage Center



Community Character Recommendations

The following is a series of recommendations aimed at building on the unique elements of Goldsby and the character envisioned by the community for the future. The implementation of these strategies can help ensure that the sense of community character is felt throughout the town.

Establish cohesive gateways and site identification signs, reflective of Goldsby's brand

Gateways and site identification signs help create a strong sense of place and community identity fostering pride among residents and making the community more recognizable to visitors. Examples of current opportunities include a monument community sign with landscaping at the primary entry into the Town, landscaping along primary corridors, and cohesive sign designs for parks and trails. As Town Square develops, it will be important to incorporate branded and cohesive identification signs to help drive foot traffic to local businesses and attractions.

Initial Steps: Establish an ad-hoc committee to identify specific design standards for public gateways investments (i.e. signage, landscape, hardscape, sidewalks, lighting, street furnishings).

Continue support of and expand community events and festivals

Local events and festivals, like the annual tree lighting in November, encourage interaction and celebrate local culture. Support of community events and festivals should continue and expand to offer consistent opportunities for community gatherings throughout the year and in the Town Square as the district progresses. Organizing events takes a lot of resources. Forming partnerships and volunteer groups will be critical for the expansion of event offerings.

Initial Steps: Evaluate annual community events to identify opportunities for improvement and establish goals to create new events over time.

Consider establishing a farmers' market

As a community with deep roots in agriculture and a strong desire to support local businesses, establishing a regular farmers' market should be considered. A farmers' market offers fresh local produce to residents, can draw people to town, and promotes local farmers and artisans.

Initial Steps: Establish an ad-hoc committee to gather input from residents and local farmers and to develop a plan to establish the market in the Town Square.

Create public art installations that reflect the town’s history and values

Public art was the top-voted gateway element in the community visual preference survey. Public art provides an opportunity to reflect local identity and culture, encourage social interaction, and bring distinctive beauty to an area.

Public art can be incorporated through murals, sculptures, and other methods throughout Goldsby, including the following locations:

- Public venue locations
- Roundabouts
- Greenspaces
- Active parks and recreation facilities

Initial Steps: Identify prospective sites for unique public art at primary gateways and public spaces. Acquire the rights to place art and signage, when needed on private properties, that convey pride and sense of place.

Encourage the performing arts

Supporting visual and performing arts fosters creativity and self-expression for residents while promoting cultural understanding and community engagement. Providing a place for shared experiences through visual arts and music contributes to the well-being and richness of a community. Public parks and plazas are often great places for visual and performing arts and could be organized in conjunction with other events, festivals, and markets. For example, outdoor concert series in Town Square.

Initial Steps: Review opportunities for musicians and artists to perform and display their talents in prominent and appropriate locations in the community.

Establish night sky protections in the Zoning Ordinance

It is recommended that the Zoning Ordinance be updated to include regulations that preserve and enhance the natural night sky and reduce and prevent light pollution. This can be accomplished by requiring outdoor lighting fixtures to be fully shielded downward to minimize light spill and glare.

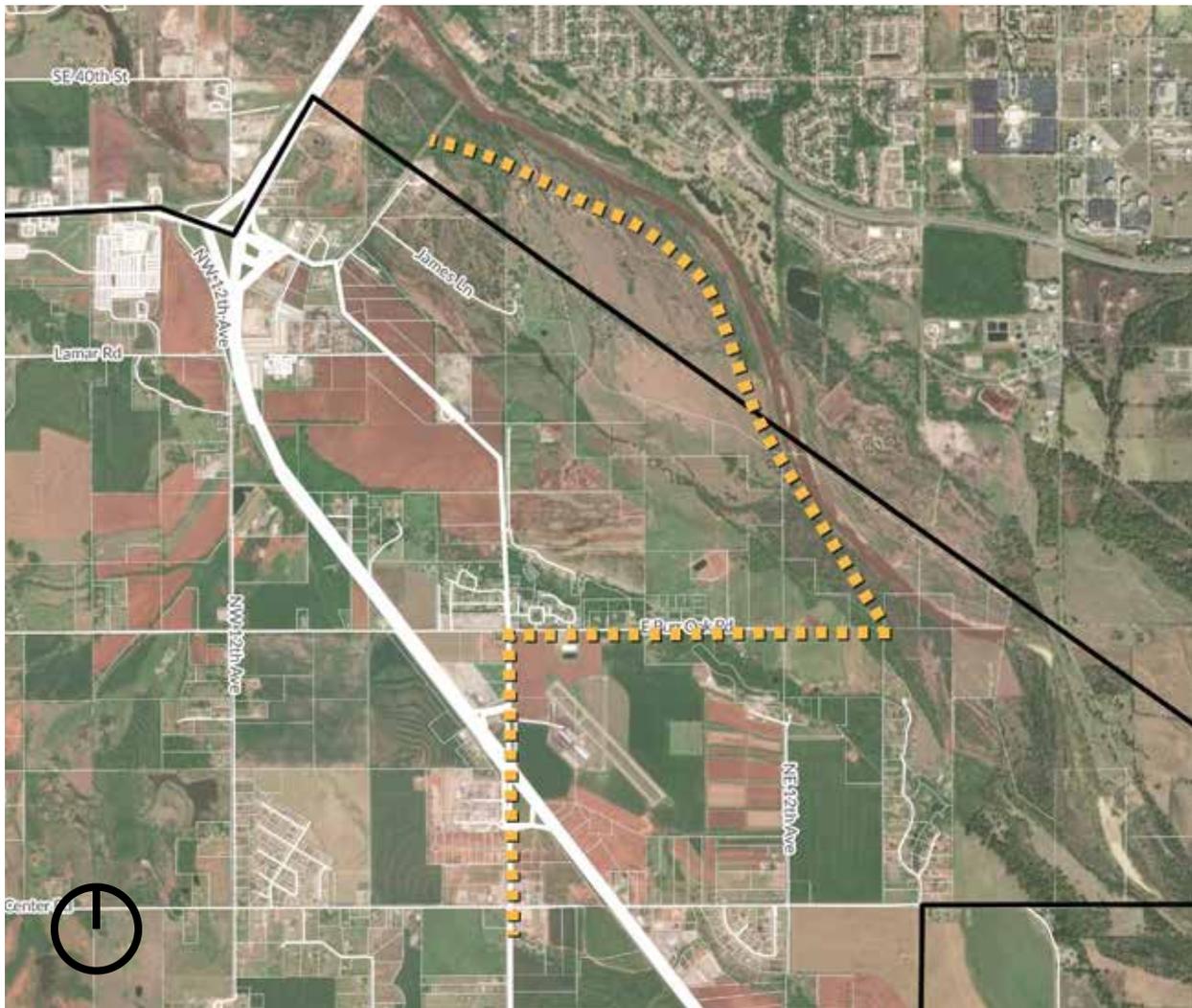
Initial Steps: Draft the ordinance and present to Planning Commission for consideration.

Livable Goldsby

Enhance community access to outdoor recreation by developing and preserving natural amenities, such as nature trails along the river and floodplains

Outdoor recreation opportunities were the second-ranked parks and trails elements in the visual preference survey. Enhancing access to outdoor recreation opportunities promotes physical health and well-being and capitalizes on existing natural landscapes that are unique amenities to Goldsby. It also fosters environmental stewardship and enhances the community's attractiveness as a place to live and visit. A new Riverfront to Main Trail is envisioned as a primary trail to enhance access to the Canadian River, stimulate local economic growth, and connect two key community assets. An illustrative example of Riverfront to Main Trail is shown below

Initial Steps: Establish a Parks and Trails Master Plan.



Expand public recreational amenities

The expansion of playgrounds was cited as one of the top elements for parks in the visual preference survey activity. Residents also identified more specific desires during community engagement events for a splash pad, ADA-accessible playground equipment, pickleball courts, and shade structures at existing parks.

Initial Steps: Research grant opportunities to expand recreational amenities.

Enhance and maintain the appearance of Goldsby's high-profile commercial corridors and areas

The appearance of a community's high-profile commercial corridors is crucial to building community character. These corridors serve as the face of the community, and a well-kept appearance helps build a positive image and attract investment that boosts local economies. An elevated standard should be set for streetscapes, public improvements, and private development within the high-profile commercial corridors. The following strategies should be considered:

- Update development regulations to include design standards along key development areas, such as the Main Street and I-35 corridors (signs, parking, landscaping, façade materials, curb cuts, etc.)
- Develop a design standard for streetscapes and public improvements, including promoting the transformation of the Town Square into an attractive, pedestrian-oriented environment and incorporating high-quality design into major public improvement projects.

Initial Steps: Continue moving forward with a code audit and implement recommendations of the audit.

Thriving Goldsby

Economic Development

“We have the potential to be a true, self-sustaining town.”

- Survey Respondent

The most important tool for the economic success of a town is a plan that defines the vision of the community. For Goldsby, this Comprehensive Plan, is the document that will inform the implementation of economic strategies and tie them into the town’s physical planning and design, vision and priorities, and land use goals.

With a guiding vision in place, the Town can attract further development in commercial spaces by introducing Town-led initiatives that leverage its unique strengths and opportunities. Elected officials and staff must now work to broaden the Town’s appeal, attracting a wider variety of retail and commercial offerings to enhance economic growth and community vitality.



Economic Assessment

Employment by Sector

The share of jobs in both Goldsby and McClain County follow similar patterns.

In 2021, there were an estimated 1,426 jobs in Goldsby. Approximately 47 percent of these jobs were in the Construction sector. Retail Trade and Accommodation and Food Services are the next most prevalent industries, each accounting for approximately 15 percent of jobs in Goldsby. Goldsby has a far greater share of jobs in the Construction sector than McClain County or Oklahoma. Approximately 12.9 percent of all jobs in McClain County are in Goldsby. The Construction, Wholesale Trade, and Agriculture, Forestry, Fishing and Hunting sectors are represented well by Goldsby in the share of McClain County jobs.

Jobs by Sector

	Goldsby	Share of McClain County Jobs	McClain County	Annual Wage
Construction	673	41.5%	1,623	\$55,377
Wholesale Trade	27	30.3%	89	\$93,473
Agriculture, Forestry, Fishing, and Hunting	48	27.0%	178	\$38,987
Administration & Support, Waste Management and Remediation	30	17.6%	170	\$49,160
Professional, Scientific, and Technical Services	58	14.5%	399	\$65,810
Retail Trade	233	13.3%	1,756	\$32,314
Real Estate and Rental and Leasing	11	12.1%	91	\$57,851
Other Services (excluding Public Administration)	60	12.0%	500	\$62,839
Accommodation and Food Service	220	11.5%	1,911	\$21,231
Other	66	15.3%	4,355	-

Source: KB Advisory based on data from Census on the Map

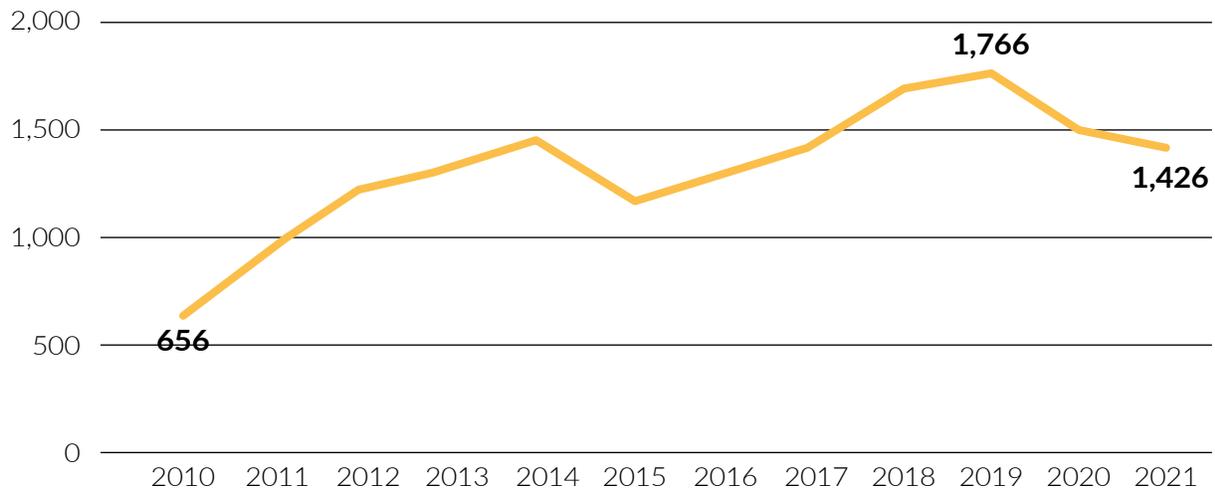
Thriving Goldsby

Employment Trends

Employment in Goldsby has steadily increased over the past decade, growing from 656 jobs in 2010 to 1,426 jobs in 2021.

The number of jobs in Goldsby peaked in 2019 when the town had 1,766 jobs. Since 2019, the number of jobs in Goldsby has decreased. While jobs have decreased in Goldsby since 2019, the population has increased. This trend suggests the number of Goldsby residents that work elsewhere is growing.

Jobs Over Time



Commuting Patterns

There are 1,426 people employed in Goldsby.

An estimated 1,315 people live outside of Goldsby and commute to the town to work, while 1,050 people live in Goldsby and work outside of the town. A majority of Goldsby residents do not work in Goldsby. Goldsby residents commute to multiple places in the Oklahoma City metro area to work. Norman, home to the University of Oklahoma, is the densest employment location of Goldsby residents. Other Goldsby residents commute the Oklahoma City for work. Only 111 people both live and work in Goldsby.

Employment	Number of People
People employed in Goldsby	1,426
Working residents in Goldsby	1,161
Goldsby residents employed in the town	111
Goldsby residents employed elsewhere	1,050
People employed in Goldsby living elsewhere	1,315

Key Takeaway: Economic Assessment

While there are job opportunities located within the Town of Goldsby, nearly half of these jobs are construction jobs, reflecting a lack of diversity in local employment opportunities. This is further emphasized by the town’s relatively high incomes and workforce commuting trends, which reveal that 90% of the town’s working residents leave the community daily for work.

As employment in the town has decreased, and the jobs that do exist are highly concentrated in one industry, it is imperative that Goldsby focus on attracting stable, higher-quality employment opportunities for town residents.

Source: KB Advisory based on data from Census on the Map

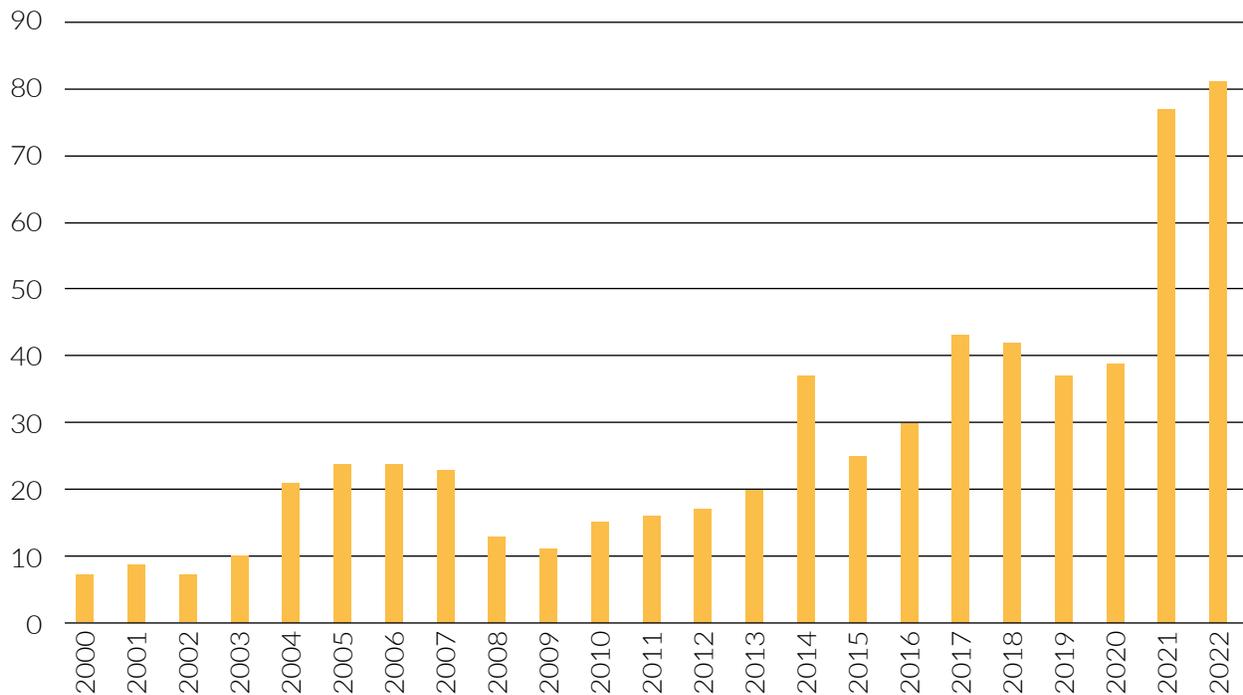
Real Estate Assessment

Residential Permitting Activity

Since 2000, Goldsby has built only single-family units, adding no new multi-family units to the housing stock.

Between 2000 and 2022, residential permitting has increased tenfold. Goldsby more than doubled the number of new single-family units built, increasing from 33 units to 77 units between 2020 and 2021 alone.

Residential Permits



Source: US Department of Housing and Urban Development SOCDS Database

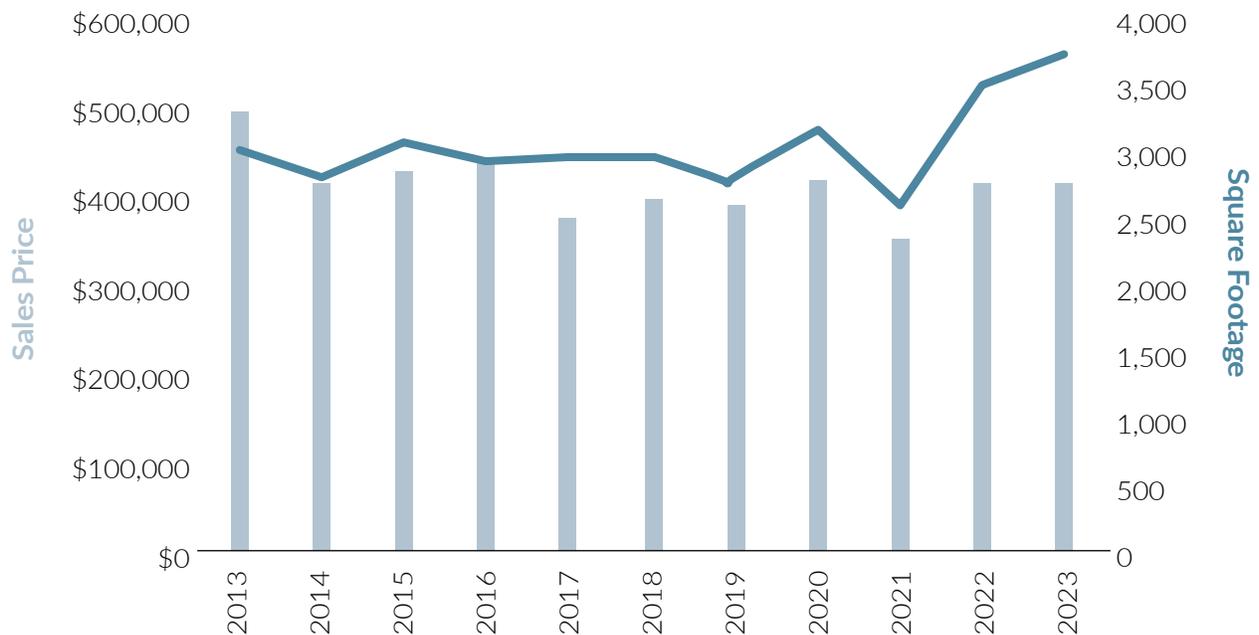
Home Sales

The average price of a home in Goldsby has increased steadily over the last five years, increasing from approximately \$350,000 in 2019 to over \$500,000 as of 2024. Although there have been notable exceptions over the last five years, the majority of the houses sold within the Town of Goldsby have been concentrated between a price range of \$400,000 to \$600,000.



The chart below describes the growing sale price of houses in Goldsby, which suggests a relatively healthy market where new construction has a significant price premium over older products. The table also details the average home size in square feet for every year since 2013. The data indicates that houses have been delivered at relatively similar sizes over the last decade with the typical house falling between 2,000 and 3,000 square feet.

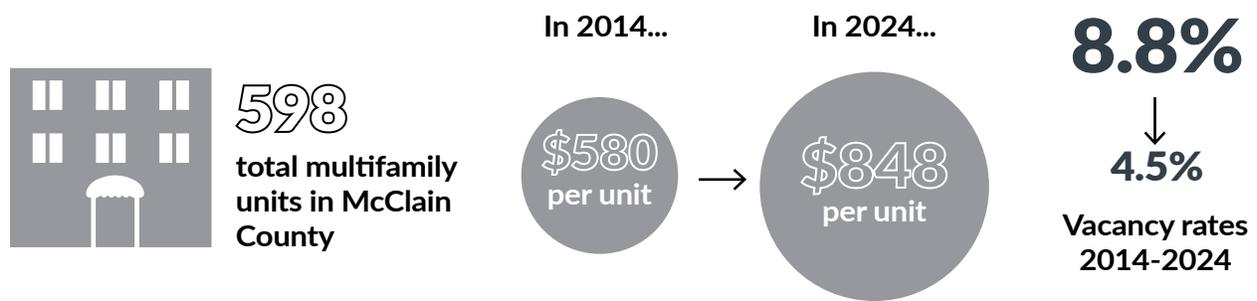
Average Sales Price and Average Square Footage by Year Built, 2013-2023



Multifamily

Presently, there are no multifamily units within the Town of Goldsby, however data recognizes the Adkins Hill Mobile Home Village within the town as a multifamily property and functionally may serve a similar role to multifamily products within the Goldsby community. This analysis of the multifamily market looks more broadly at McClain County, which has seen no new units added since 2012.

The multifamily market in McClain County has experienced rising rents and falling vacancies since 2014, trends which may be consequences of the lack of new units added to the county's inventory over this period. Together, these indicators, interpreted in the context of a growing Oklahoma City metro area, point towards a need for new multifamily construction in McClain County, some of which could be developed in Goldsby.



Key Takeaway: Residential Real Estate Assessment

Local residential development in the Town of Goldsby has focused exclusively on single-family homes, with increasing prices and a predominantly owner-occupied market. The lack of new multifamily developments, coupled with rising rents and home prices, suggest a need for diversified housing options to meet demand.

The growth of Norman, the Oklahoma City region and Goldsby's advantageous location within it all present significant opportunities for new housing development in Goldsby over the next two decades. One of the primary limiting factors on new housing development in years to come will be the existence of necessary water infrastructure, which is currently over-burdened due to recent housing unit development.

Retail

There are very few retail options in Goldsby, with Libby's Café and Marcum's Nursery representing the majority of the town's offerings. This analysis of the retail market examines the trends within the county.

Similar to the multifamily market, McClain County has seen growing rents per square foot for retail and incredibly low vacancy over the past decade. The pandemic's impact on vacancy in the county was almost negligible and has since bounced back. Unlike the multifamily market, the retail market has produced new products within the county over the past decade, however the growth of rents and the near-zero vacancy for retail in the county suggests that the past decade of deliveries has not kept pace with demand for retail space.



Office

There are very few true office products within the Town of Goldsby, with an overall supply of roughly 13,000 square feet. While this analysis is aimed at true office products, there are a number of industrial and flex properties in Goldsby that are used as office and production or staging spaces by local businesses.

The office market in McClain County has experienced fluctuating rents and generally near-zero vacancy for office space within the market. While office has struggled across the board as a property class, the low levels of vacancy and generally small supply could point towards opportunity for small-scale, contextual office products in McClain County and in Goldsby specifically due to its vicinity to Norman and the University of Oklahoma, which have continued to grow over the last decade.



Thriving Goldsby

Industrial

Goldsby is home to a significant number of industrial and flex properties. The town's location along Interstate 35 has made it an attractive location for industrial real estate development and several construction companies rent or own industrial facilities within Goldsby.

Like office, the industrial and flex market has experienced fluctuating rents and vacancy for space within the market. Despite the market fluctuations, rents have generally increased across the last decade, if only modestly and while vacancy is slightly higher currently than it was in 2014, it is much lower than the period high of roughly 14 percent. The future viability of industrial space within McClain County should not be determined in reference to these market indicators alone. The Oklahoma City metro area continues to grow and future growth will add more households and more retailers to the region, which will also translate to a greater need for industrial and flex space. Two major interstate highways, Interstate 44 and Interstate 35 both pass through the county. Real estate that is in close proximity to these major transportation corridors will likely be prime locations for industrial and flex space as the region expands.



Key Takeaway: Commercial Real Estate Assessment

Goldsby residents currently spend most of their retail dollars outside of the town due to a general lack of retail options within the town. Most of Goldsby's commercial real estate is industrial in nature, due to the town's advantageous access to I-35.

As Goldsby continues to grow, the town should prioritize commercial development, particularly place-conscious retail development in an effort to capture retail sales that currently occur outside of the town and to fill existing gaps in the local market.

What Did the Community Say?



Where Are They Going?

When asked where they typically hang out in Goldsby outside of their home, most indicated on a map they go to the center of town, Main Avenue at Center Road to:

- Eat at Libby's
- Shop at Marcum's
- Visit the park
- Attend church

Norman is, overwhelmingly, the top place people go to shop, dine, or recreate outside of Goldsby, followed distantly by Purcell to the south.



**Daily needs shopping
(groceries and pharmacies)**



**Dining and entertainment
(restaurants, cafes, and bars)**



Parks and recreation

What Do They Want More Of?

Respondents want to see more daily needs shopping (groceries and pharmacies), dining and entertainment (restaurants, cafes, and bars), and parks and recreation in Goldsby.

This aligns with some of the typical businesses and amenities one would find in a Town Square setting.

Economic Development Recommendations

These recommendations include a discussion of potential economic development activities that can enhance the quality and timing of new development and an expanded economy in Goldsby.

First Steps

Hire an economic development manager

Economic development can be a complex orchestration of interdependent moving parts and stakeholders working in concert to achieve a common goal. The most challenging aspect of aggressive economic development can be the day-to-day management of a wide range of tasks. Economic development initiatives typically work best when they are managed by a “quarterback” in the form of a manager or agency. This quarterback enlists the support of many specialists and partner individuals and organizations, ensuring that those partners are working towards a shared vision and desired outcome.

Invest in the Town Square District

Investing in the development of the Town Square is about more than just adding businesses—it’s about creating a distinct, engaging, and welcoming place that gives people a reason to visit, stay, and spend time. As one small town placemaking expert noted, “They don’t come here for our Walmart,” a sentiment which emphasizes the importance of creating unique and memorable spaces that distinguish the town from generic commercial developments.

Many of the town’s residents already leave town to access generic retail offerings in Norman and other areas. It seems unlikely that these generic retail strip centers, which do not offer a sense of place or a true retail experience beyond a basic offering, will successfully attract residents from nearby communities like Norman or Purcell to Goldsby, as these types of developments already exist in abundance there.

For Goldsby, this means developing a Town Square District not just as a location for businesses, but as a destination where people experience a sense of community and place. By focusing on placemaking, Goldsby can create a vibrant Town Square that showcases local culture, offers diverse activities, and provides an inviting atmosphere that draws both residents and visitors. This approach will help differentiate Goldsby from surrounding areas, making it a place that people seek out specifically for its charm and character, rather than simply for convenience. Investing in Town Square will, therefore, be key to achieving long-term economic development goals by creating a space that people connect with and that businesses want to be part of. See the Town Square District Subarea Plan section of this plan for more information.

Target Industries

As the Town of Goldsby continues to experience growth, it is important that the town offers a diversity of employment opportunities for area residents. By building a diversified local employment ecosystem, Goldsby can aim to recapture area residents who may currently commute out of Town daily for work, and attract new workers to the area who will not only increase local economy output through their labor, but also through their consumer spending in the area.

The industries that the Town of Goldsby should make a conscious effort to attract include:

- **Grocery stores.** Goldsby should take action to recruit a mid-sized grocery store to serve both residents and visitors, ideally located along Main Street to enhance accessibility and provide a consistent flow of activity in the downtown area. Additionally, the attraction of a grocery store to Goldsby will help the town to recapture grocery purchases that are currently lost to neighboring communities. This recapture of grocery spending may allow the town to generate a new, reliable source of sales tax revenue.
- **Retailers.** For the same reasons that Goldsby should aim to attract a grocer to the town, there should also be a focus on attracting and creating opportunities for retailers to set up shop along Main Street as well as on well-suited development pads adjacent to Interstate 35, which allow for high-visibility and allow for Interstate 35 to be leveraged as a sales tax boosting asset. Retailers should cater to both local residents and travelers, such as convenience stores, cafes, and service-oriented establishments. Doing so will allow Goldsby to recapture retail purchases that currently occur outside of the town, tap into passive travel retail from the interstate, and create a regional destination that attracts retail customers from neighboring communities.
- **Manufacturing.** Goldsby is well positioned, due to its access to Interstate 35 and distance from the urban core of Oklahoma City where land prices are more expensive, to attract manufacturing activities to the community, though its likely future orientation as a suburban or at least exurban community of the Oklahoma City metro suggests that these manufacturing activities should take the form of smaller footprint light-industrial manufacturing rather than more intensive manufacturing. By attracting manufacturing jobs of this variety, Goldsby will diversify its local employment opportunities and offer high-quality, well-compensated opportunities to area residents.

Thriving Goldsby

- **Logistics.** Goldsby's access to Interstate 35 and proximity to Norman and Oklahoma City place it in an ideal position to attract light industrial facilities focused on logistics and distribution. By attracting more employers in this sector, Goldsby can leverage its access to Interstate 35 and the locational advantages that the corridor provides to continue to diversify its local employment ecosystem.
- **Hospitality and lodging.** Goldsby should encourage the development of boutique hotels or short-term rental accommodations within walking distance of downtown attractions to capitalize on the tourism potential and support extended visitor stays. In the short term, hospitality and lodging may leverage access to Interstate 35 and proximity to Norman to achieve success, however a downtown hotel can in time become an integrated component of an attractive downtown district with a regional draw due to retail offerings and community programming efforts along Main Street.



Evaluating the Fiscal Impacts of Development

Attracting businesses

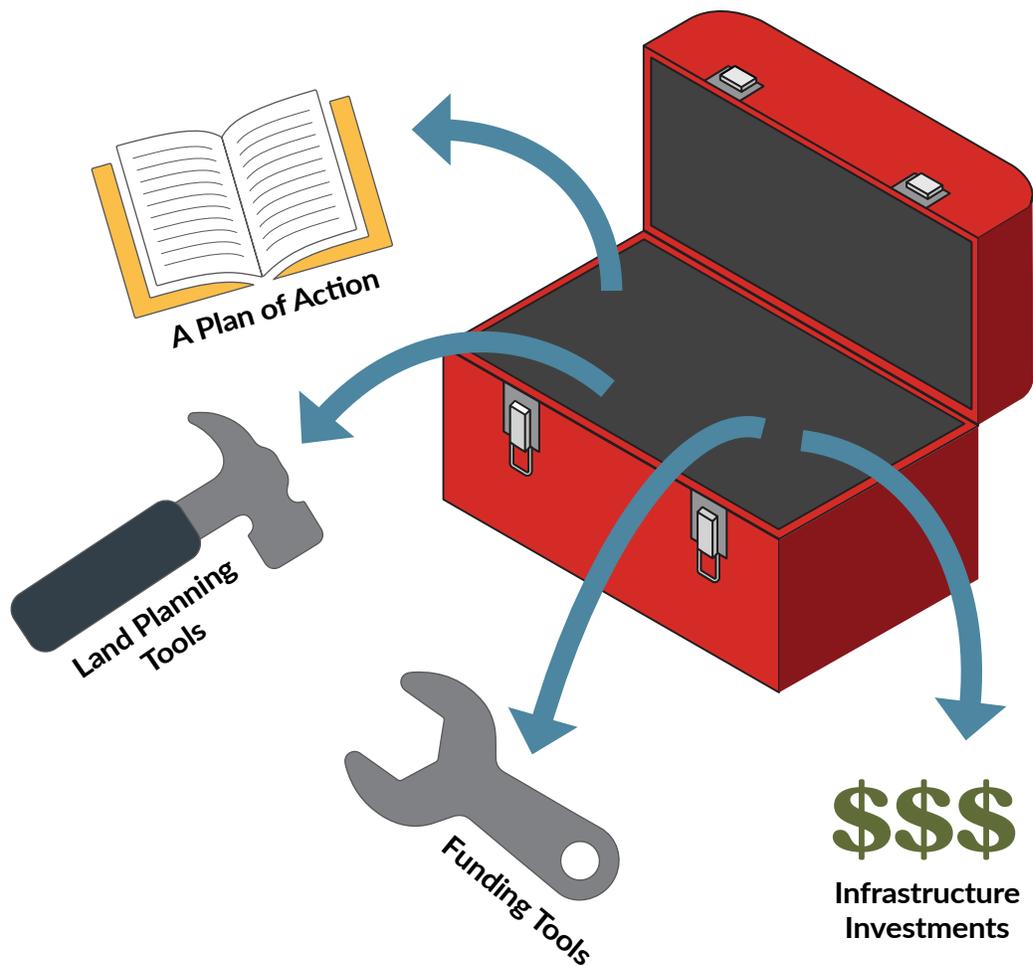
In a small community like Goldsby, evaluating the fiscal impact of development is crucial to ensuring sustainable growth. As the town's water and sewer infrastructure is already strained, and commercial development is needed to increase sales tax revenues, it is essential to carefully balance the benefits of new development against its costs. The challenge is to attract commercial businesses that generate tax revenue without further burdening the infrastructure through significant residential growth. This evaluation process will help determine which developments provide the best return on investment while aligning with Goldsby's infrastructure capacity and long-term fiscal health.

Recommendations for how Goldsby can evaluate the fiscal impact of future developments include:

- **Cost-benefit analyses (CBAs).** Implement a structured approach for conducting CBAs to understand the economic trade-offs of proposed developments. Assess both short-term and long-term impacts, including infrastructure costs, potential strain on public services, and expected sales tax revenue increases. This ensures that each project aligns with Goldsby's overall fiscal health and sustainability goals. While imposing CBAs as a development requirement could defer the responsibility and cost of conducting these analyses onto the development community, Goldsby must weigh imposing a requirement of this variety against its potential to deter development.
- **Sales tax revenue projections.** Develop tools to estimate the increase in sales tax revenues generated by various types of commercial developments either in-house or with the assistance of an expert consultancy as needed. By focusing on the net gains from new retail or service businesses, Goldsby can better evaluate which projects will significantly enhance the town's revenue without requiring excessive residential expansion. By understanding the sales tax potential of development opportunities, Goldsby's leadership will also gain a better understanding of the funds that will be available in the future to allow for additional residential development opportunities.
- **Infrastructure impact assessments.** Establish guidelines for evaluating the impact of each development on existing water and sewer systems. Prioritize developments that contribute to sales tax revenue while requiring minimal infrastructure expansion or upgrades, ensuring that new projects are compatible with the town's current capacities.
- **Monitoring and reporting framework.** Implement a monitoring system to track the actual fiscal performance of developments compared to projections. Regular reporting will provide data-driven insights, allowing the town to refine its strategies, adjust policies, and better anticipate future infrastructure needs based on development outcomes.

Economic Development Toolbox

Implementing a long-term area-wide economic development vision requires various administrative, economic, and financial strategies. In some cases in Goldsby, those strategies are available in some form. Often, the bottleneck slowing progress lies in deciding which tools to use and when to use them, garnering community political and financial support, a commitment to utilize those tools, and following through with a plan. The economic development tools outlined in the following section are aimed at helping to support development that will make it easier to attract the target industries outlined previously, as well as to support broader community goals. Economic development tools can be grouped into two categories: active strategies and passive strategies.



Active Strategies

Various tools can be used to actively fund, administer, or facilitate improvements to the local physical environment, including land acquisitions, infrastructure, buildings, and public space. These strategies usually require some outlay of capital or grant funding in order to accomplish particular objectives.

Dispense land

Goldsby already possesses a relatively sizeable collection of land and buildings acquired through condemnation or other means. Acting as the “quarterback” organization, the Town can create partnerships to incentivize recipients of currently unused land to bring about strategic redevelopment.

Land owned by the Town can be redeveloped in several ways:

- **Direct ownership.** The Town can act as owner and developer, usually for a public purpose such as a government facility, library, or park.
- **Large-parcel sale.** The Town could convey a large parcel (or assemblage of parcels) to a private-sector master developer, typically through a Request For Proposals (RFP) or Request for Qualifications (RFQ) process. In both of these cases, the town would have an opportunity to frame a vision for the resulting redevelopment through restrictions to be negotiated through a development agreement.
- **Ground lease.** The Town of Goldsby could retain ownership of the underlying land and instead lease the right to develop on that land (typically for 99 years) to a master developer or vertical developer. While ground lease arrangements allow the public sector owner to maintain ownership and control of the underlying land, developers building on leased land frequently encounter more difficulty qualifying for financing.
- **Land swap.** The Town could exchange a parcel of land it owns with a private or public entity for another piece of land or roughly equivalent value. The swap is typically used to achieve specific development or planning goals without the need for a direct sale or purchase of property. Goldsby might use land swaps to facilitate strategic development, optimize land use, leverage partnerships, and promote public benefits, advancing economic goals without cash transactions.

Utilize public spending on infrastructure

Direct spending on infrastructure, particularly water and sewer systems, will be necessary to support redevelopment in Goldsby. The town must prioritize spending on projects that support and enhance community goals. The town can use normal funding channels to direct departments to build infrastructure (including other examples such as roads, sidewalks, and parks) in priority areas, such as increasing water and sewer capacity to support private sector development efforts. This reduces the burden on private development partners to fund these public amenities and increases value and market potential to redevelopment areas.

Apply for Community Development Block Grant (CDBG)

The Community Development Block Grant program is administered by the U.S. Department of Housing and Urban Development (HUD) to assist eligible communities in development projects that conform with federal and local policy goals. Jurisdictions and eligible nonprofits can apply for CDBG funding on a yearly cycle. CDBG grants can be applied to public facilities, infrastructure, public services, housing, and blight remediation.

Utilize bonds

Bonds can be issued by the town to the high costs of development, backed by the expectation that over time that investment will provide increased revenue or public benefit sufficient to cover the costs of repaying that debt over time.

With regards to creating housing, bonds can help to provide grants and below-market interest loans to developers and builders to incentivize housing-related spending that aligns with public policy goals, such as quality affordable housing. Funding allocations from these bonds are often used to help public and private development partners finance the acquisition, construction, or renovation of housing.

Use tax increment financing (TIF)

According to the Oklahoma Department of Commerce, “Tax Increment Financing (TIF) is a public tool that reallocates newly generated tax dollars for up to 25 years for supporting development or redevelopment in certain limited areas of a city, town, or county. In Oklahoma, the terms and conditions for using TIF are provided in the Local Development Act (62 O.S. §§850-869), enacted by the State in 1992 and has been amended several times. Tax Increment Financing is used to help generate private development projects, through the funding by tax dollars, for public improvements and other eligible project costs.”

TIF allows public revenue growth within a designated area to be captured and reinvested back into that area. In this way, the value growth resulting from public and private investment can be recirculated to incentivize further growth. Growth in tax collections generated by new investment in the TIF district, create higher local fiscal revenues, which are allocated to pay infrastructure costs or certain private development costs within the district. TIF funding can also be capitalized through debt in using revenue bonds or loans to provide additional funding in the early phases of a project, with the ensuing TIF revenue dedicated to satisfying those debt obligations.

The feasibility of TIF should be evaluated as tool that could be used in the future to accomplish economic development goals as the pace of redevelopment picks up in certain districts such as downtown.

Passive Strategies

In addition to the sorts of active programs that require high levels of administrative capacity and (usually) some level of town investment, there are also more passive types of policies and plans that also serve to guide economic development in Goldsby.

Create a business improvement district (BID)

Business Improvement Districts (BIDs) are a public/private partnership in which property owners pay a special assessment for the maintenance, development, and promotion of their commercial district. The services are typically managed by a non-profit association whose purpose is to steward the district and its prosperity. BIDs can be managed by a merchant's association that can include an Executive Director who reports to the Board of Directors and manages the district services and relations. BIDs deliver supplemental services within a defined district such as:

- Maintenance and sanitation
- Public safety
- Marketing and promotion
- Capital improvements
- Landscaping and beautification.

Downtown Goldsby would be the most likely location for a BID, considering that it is the part of town that is currently the most intensively developed and which is generally agreed upon to be the most appropriate part of town for new development of any kind to occur. Creating a new BID would require a community-driven approach with property owners, business owners, other interested stakeholders, and support from the Town Board of Trustees and Mayor. After Town government approves a BID, delivering the services and affecting change in the district requires coordination and management.

Utilize revolving loan funds

A revolving loan fund (RLF) provides gap-financing for development and expansion of small businesses. RLFs are typically established by development authorities or purpose-built nonprofit corporations. They are typically used to fund the acquisition of land or buildings, construction, renovation, and operating capital. Initial funding for a revolving loan fund typically comes from public sources, but it can also include participation from private financial institutions philanthropic organizations.

Issue tax credits and abatements

A very low complexity way to facilitate or incentivize physical development is to alter how property, business, and sales taxes are assessed towards particular projects that align with public policy goals. This generally reduces the tax obligations of those participating projects for a period of time, helping to enhance the construction and operation cash flows for projects that might otherwise not be economically feasible. However, this should be thoroughly weighed against the downsides of that potential lost revenue.

Sustainability

Sustainability is the foundation of long-term growth and responsible development, ensuring that present needs are met without compromising the ability of future generations to thrive. It rests on three interconnected pillars—economic, social, and environmental—each playing a crucial role in shaping a balanced and resilient future.

- **Economic sustainability.** This emphasizes the importance of financial stability and the efficient use of resources. It encourages growth and development while fostering innovation, ensuring that economic activities generate long-term prosperity without depleting essential assets. Economic sustainability is weaved into the Economic Development section on pages 116-133.
- **Social sustainability.** Focused on human well-being, this pillar seeks to create inclusive, healthy, and vibrant communities. Social sustainability promotes equity, access to essential services, and social cohesion, ensuring that all members of society benefit from economic and environmental advancements.
- **Environmental sustainability.** Protecting and preserving the natural world, this pillar highlights the importance of managing natural resources responsibly. It promotes actions that reduce pollution, conserve ecosystems, and combat climate change to ensure a healthy environment for future generations.

This section of the Thriving Goldsby chapter will serve as a deeper dive into social sustainability and environmental sustainability. It explores how Goldsby can balance infrastructure development, urbanization, and stormwater management with environmental sustainability. Climate change, a major threat to water resources, is also a key concern. The goal is to plan for the future, ensuring everyone in Goldsby can enjoy a healthy environment for generations to come.

As Goldsby grows, development decisions that impact natural water flow must be carefully considered. Urbanization often creates impervious surfaces, leading to increased runoff and potential water quality and heat-related issues. This section identifies solutions that mitigate these negative impacts and ensure a high quality of life for residents.

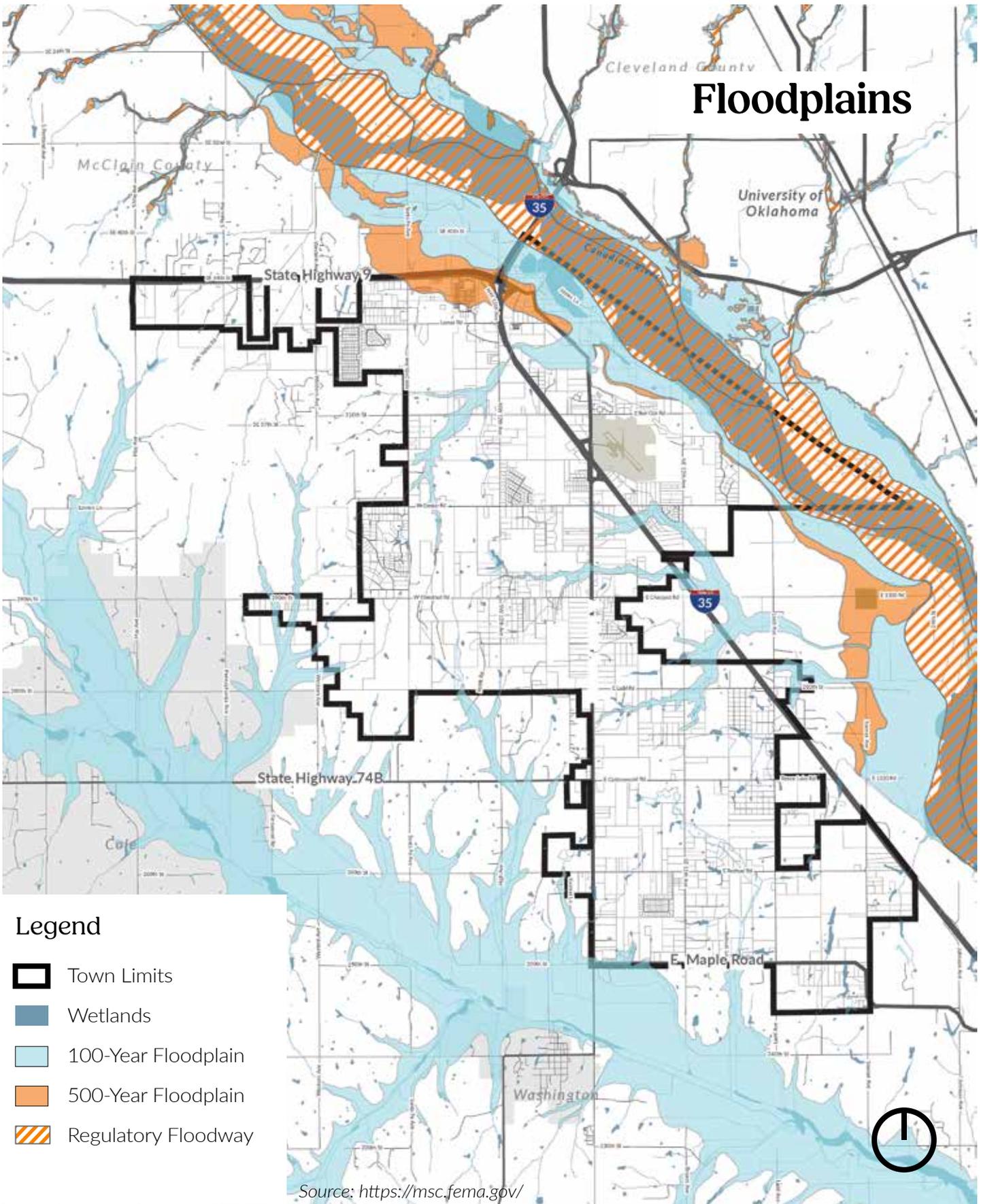
Environmental Existing Conditions

Goldsby's wetlands, riparian, and drainage areas play a vital role in flood control and erosion prevention. In May 2023 a Supreme Court decision limited federal wetland protections to those directly adjoining a waterbody. This weakens protections for wetlands separated by barriers like dunes or berms, placing them at greater risk of development. As Goldsby continues to grow, its wetlands face increasing pressure.

Flood risk areas in Goldsby stem from its proximity to low-lying regions near streams and the Canadian River, which runs northeast of the town. Some developments lie within the 500-year floodplain along Highway 9, with certain properties in the higher-risk 100-year floodplain, requiring particular attention. As the town expands, the risk of flooding grows with the reduction of natural vegetation that would otherwise absorb rainfall. This risk is further heightened by the lack of dedicated stormwater infrastructure, currently limited to bar ditches along roadways, and the absence of curb and gutter systems in areas like the town square. Flood-prone zones can threaten property, safety, and infrastructure, making it essential for Goldsby to monitor these vulnerable areas within its environmental context.



Floodplains



Legend

-  Town Limits
-  Wetlands
-  100-Year Floodplain
-  500-Year Floodplain
-  Regulatory Floodway

Needs & Opportunities

Needs

- **Prioritize existing residents and water infrastructure.** Before considering any future development, it is imperative to address the needs of current residents and the town's existing water infrastructure. Developing a water system that adequately supports the current and future needs of the community must be a top priority. Innovative financing strategies should be explored to fund this critical infrastructure, including those that generate ongoing revenue. For example, investing in commercial development can increase the tax base, providing a sustainable funding source for infrastructure projects. This approach not only supports local businesses but also empowers the community while simultaneously addressing water infrastructure needs.
- **Align land use with water and sewer infrastructure.** As Goldsby plans to expand its wastewater and water systems, it is crucial to closely integrate these plans with land use policies. By ensuring that sewer and water infrastructure development precedes new development, the town can effectively manage growth, minimize environmental impacts, and protect natural resources. Prioritizing infrastructure improvements in existing developed areas and implementing strict requirements for adequate wastewater and water capacity in new development proposals are essential components of this strategy. This integrated approach will help prevent urban sprawl and foster sustainable development. By aligning regulations with the realities of community needs, the town can promote vibrant, sustainable communities that meet the needs of residents and businesses alike.
- **Integrate climate change resilience into infrastructure planning.** Climate change poses significant challenges to communities. Goldsby must incorporate potential climate impacts into its infrastructure planning to ensure long-term resilience. This includes considering increased heat, severe storms, and altered precipitation patterns. For example, using heat-resistant materials in construction and designing stormwater systems to handle heavier rainfall can help mitigate climate-related risks. By proactively addressing these challenges, Goldsby can protect its infrastructure and safeguard the community's well-being for future generations.
- **Expand green infrastructure.** By incorporating natural elements like rain gardens, bioswales, and green roofs into the town's landscape, the town can effectively manage manmade wetlands, improve air quality, and create inviting public spaces. These features could be incentivized or mandated through the development process for new construction and redevelopment projects. Not only will this help protect the environment, but it will also enhance Goldsby's charm as a small, rural community.

Opportunities

- **Improve Infrastructure for Infill and Redevelopment.** Prioritizing infrastructure improvements in existing developed areas is essential to encourage infill development and redevelopment. By focusing on upgrading existing water and stormwater systems within developed areas, Goldsby can stimulate commercial investment in key areas, increase property values, and reduce urban sprawl. This strategic approach will also help preserve the town's character and create a more walkable, connected community.
- **Strengthen the development review process.** It is crucial to ensure that the development codes and processes align with the comprehensive plan. By increasing staffing and expertise, Goldsby can enhance its ability to evaluate development plans for their impact on water, sewer, and stormwater management. Implementing clear performance standards and developing detailed design and permitting guidelines for development projects will streamline the review process and promote high-quality development.
- **Expand the tree canopy.** Increasing tree canopy throughout Goldsby offers numerous environmental and community benefits. By protecting existing trees and mandating tree planting in new development and redevelopment projects the town can improve air quality and enhance the overall aesthetic appeal. Investing in tree care and education programs will also foster a sense of stewardship among residents and encourage greater tree preservation.
- **Stimulate economic growth through commercial development.** Encouraging commercial development along the main street can revitalize the town center, attract visitors, and generate additional tax revenue. By creating a vibrant commercial district, Goldsby can support local businesses, create jobs, and enhance the overall quality of life. Implementing zoning regulations and incentives that promote mixed-use development can further strengthen the town square area and create a more walkable, lively focal point for the community.
- **Create vibrant public spaces.** Investing in open spaces is essential for building a strong sense of community and providing opportunities for recreation, social interaction, and outdoor enjoyment. By developing parks, greenways, and community gathering places, Goldsby can enhance the quality of life for residents of all ages. These spaces also contribute to the town's overall appeal and can attract new residents and businesses.

What Did The Community Say?

The residents of Goldsby have expressed a strong commitment to sustainability, emphasizing the critical role of infrastructure, greenspaces, and supporting local businesses in the town's future. Concerns about the lack of water and sewer sources have highlighted the need for significant improvements in these areas. Additionally, the preservation of natural landscapes and the creation of more green spaces are seen as essential for maintaining the town's environmental health and quality of life. The community envisions a sustainable future where equitable access to water and waste management programs effectively minimize environmental impact.

Environmental Sustainability Recommendations

Prioritize water and wastewater planning and investments

Prioritizing water and wastewater planning and investments is essential to support Goldsby's sustainable growth and ensure reliable service delivery. By strategically directing resources to improve and expand infrastructure in targeted areas, the town can accommodate future development while preserving natural resources and keeping rural feeling in the community.

- **Encourage strategic growth through policy and rate-setting tools.** Utilize policies and rate-setting mechanisms to guide development in targeted areas, particularly key locations like the town square. Effective growth management strategies, such as defining service delivery boundaries and implementing system development charges, support sustainable expansion. Development should be prioritized in areas already served by existing water and wastewater infrastructure.
- **Evaluate stormwater regulations to support innovative development solutions.** Update stormwater regulations to encourage creative and sustainable development approaches that enhance natural site features. Focus efforts on developed areas to foster resilience and adaptability.

Plan for sustainable and resilient infrastructure that protects environmental assets

Goldsby's sustainable development relies on forward-thinking infrastructure planning and management. With much of the town's infrastructure yet to be established, there is a valuable opportunity to implement cutting-edge technology and global best practices tailored to Goldsby's needs. New infrastructure should prioritize sustainable designs that minimize impacts on natural landscapes. Regional collaboration is also essential to protect shared resources like the Canadian River, enhancing environmental resilience across the area.

- **Encourage development that respects natural topography.** Promote growth that works with the land's natural contours, preserving Goldsby's unique topography and reducing the need for excessive grading or re-contouring.
- **Promote environmentally responsible infrastructure design.** Emphasize infrastructure solutions that are resource-efficient and limit disruption to wetlands, native vegetation, and other natural assets.
- **Encourage regional collaboration for shared resource protection.** Work with neighboring communities and agencies to protect critical resources like the Canadian River through cooperative planning and conservation efforts.
- **Incorporate nature-based solutions in infrastructure projects.** Where feasible, adopt green infrastructure practices, such as permeable paving and natural drainage, to support sustainable stormwater management and foster ecological health.

Enhance natural systems through sustainable infrastructure

Reducing impervious surfaces, promoting green infrastructure, and connecting natural habitats are key strategies for protecting Goldsby's environmental assets and supporting sustainable growth. Impervious surfaces like pavement disrupt natural hydrology, leading to increased stormwater runoff and pollution in local waterways. Limiting these surfaces and increasing permeable areas can reduce runoff, improve water quality, and enhance the town's resilience.

- **Encourage tree planting as a core green infrastructure practice.** Trees play a crucial role by sequestering carbon, filtering stormwater, and providing natural cooling. Implementing Tree Preservation and Replacement Regulations for new developments will help safeguard Goldsby's tree canopy, ensuring the continued presence of this valuable natural resource.
- **Connect natural habitats and sensitive lands.** Creating community trails along creeks and natural corridors strengthens ecological connectivity and enhances access to recreational spaces. These trails support habitat preservation and encourage residents to engage with the town's natural landscape.

Social Sustainability Recommendations

Foster transparency and inclusive community engagement throughout the planning process

- **Engage stakeholders at all stages of the planning process.** Actively involving stakeholders from the initial stages of planning ensures that their perspectives, needs, and insights are incorporated into decision-making. This engagement leads to more effective and relevant outcomes that reflect the community's values and priorities.
- **Seek diverse participation in the planning process.** To create plans that serves the entire community, it is vital to seek input from a diverse range of participants. The Town should establish inclusive decision-making processes that actively seek input from various community members, particularly those who may feel marginalized. This could include hosting town hall meetings at different times and encouraging feedback through surveys. By reaching out to underrepresented groups and ensuring equitable access to participation, the planning process can reflect the unique voices and experiences of all community members.
- **Continue to engage the public after the comprehensive plan is adopted.** Ongoing public engagement is crucial for the successful implementation of the comprehensive plan. By maintaining communication with residents and stakeholders post-adoption, the Town can encourage feedback, track progress, and make necessary adjustments, ensuring that the plan remains dynamic and responsive to the community's evolving needs.

- **Refine outreach policies and strategies to keep residents informed and engaged with what's happening around town.** Increasing communications in local governments builds trust, promotes civic engagement, and fosters a sense of belonging. One example is releasing a quarterly newsletter highlighting community updates, progress on projects, upcoming events, new developments, and information on how to be involved in community issues. The newsletter can be released on social media, through email, and/or sent with utility bills. Establishing a communications team/committee would provide a framework to develop a proactive communications strategy.

Promote social equity and inclusiveness in the community

Creating an equitable environment for all residents of the community will ensure that everyone has access to the resources and opportunities needed to thrive, regardless of their situation.

- **Foster community cohesion and engagement.** Organizing community events that celebrate local culture and encourage interaction among residents can help build social capital and strengthen community ties. The Town should support initiatives that promote social engagement, such as community plazas, local festivals, and volunteer programs. These activities can foster a sense of belonging and mutual support among residents, contributing to a more cohesive and inclusive community.
- **Plan for access to healthy, locally grown foods for all community members.** To promote health and well-being within the community, it is essential to ensure access to healthy, locally grown foods for all residents. Establishing a farmer's market can serve as a central hub for fresh produce and other agricultural products, making nutritious options readily available. This initiative can also support local farmers and strengthen the local economy while fostering community connections. By prioritizing local food access, the community can cultivate a healthier population and promote sustainable agricultural practices.

Implementation

Implementation Overview

This chapter answers the “how” by providing a blueprint of actions steps to achieve the community’s vision and to update the plan as needed in the future.



**“Action is the foundational
key to all success.”**

-Pablo Picasso

Four Key Implementation Strategies:

There are four key strategies for implementation that are critical set the project or initiative up for success.



USE THE PLAN CONSISTENTLY

The Comprehensive Plan should be actively used and incorporated into daily decision-making and policy guidance for future land use, development, and redevelopment, as well as transportation, economic development, and housing. Care should be taken to ensure that the community's vision is honored and respected as these decisions are made.



ACTIVELY COMMUNICATE

There should always be transparency in all matters regarding implementation of this plan. Town staff, elected and appointed officials, citizens, and other key stakeholders should always be kept in the loop about the plan and its progress.



CELEBRATE WINS

As projects and initiatives are completed, big or small, the Town should honor and celebrate those achievements!



ENGAGE COMMUNITY CHAMPIONS

Just because the planning process ends does not mean the conversations have to end too. As the plan is implemented, the Town should continue to engage with the members of the community who had a hand in shaping this plan to ensure forward momentum.

Implementation

Overview of Work Program

The community work program is organized as a matrix to clearly lay out the steps that will advance the comprehensive plan. Although each recommendation is inherently interrelated, action steps are organized by the five Community Strategic Priorities:



The community work program outlines the action items, including the type of project, estimated time frame, leaders, and partners.

Time Frame

While some tasks should be started immediately to continue to build momentum, other tasks have a longer time horizon, ranging from short-term to long-term. The immediate tasks are those that are easier to implement, directly advance other tasks, or address a critical issue.

- Priority: Recommended to commence within 1 year
- Short-Term: 1-5 years
- Mid-Term: 6-10 years
- Long-Term: 11+ years

Type of Project

The work program tasks have been categorized into the following types: (1) capital investment, (2) initiative, (3) regulation, (4) partnership, and (5) targeted planning/study. Most capital projects will require additional feasibility analysis, construction documents, and detailed cost estimates.

Leaders & Partners

A task leader and community partners are identified for each item in the matrix. However, partnering with multiple government agencies, private developers, and community groups is critical to successfully implement the comprehensive plan.

Implementation Roles

The plan will be implemented through public investment and private development, led by government agencies, property owners, and community groups, over several years and decades.

Public Investment & Private Development

Public investments follow a deliberate process, often commencing with budget allocations for planning and design. While some public investments may yield rapid results, many capital improvements are long-term endeavors that begin with the allocation of funding for initial studies. The pace of property development will be influenced by market conditions and numerous public and private considerations. Given the cyclical nature of market conditions, physical changes in the built environment may occur in intermittent waves. It is important to note that while the construction of new structures may appear swift, the process involves years of preliminary work, including site planning, financing, and permitting, which often occurs behind the scenes.

Role of Government Agencies

The Town of Goldsby has taken the lead in developing an updated comprehensive plan, from its inception to its submission to the Town Board of Trustees. However, other governmental entities and federal agency partners will contribute significantly to realizing the plan's recommendations. These contributions will manifest through construction projects, funding mechanisms, regulatory processes, and operational programs. One of the Town's key roles is to consistently monitor the progress of the plan's recommendations and advocate for their implementation. Approval authorities hold a critical position, serving as decision-makers for updates to local regulations, development, and public space enhancements.

Role of Community Groups

Community groups, serving as advocates and stewards, play a pivotal role in the execution of the plan. These community groups can put the plan into action by organizing community programs and events, actively maintaining public spaces, supporting social and economic initiatives, providing services to specific and vulnerable populations, advocating for future research efforts, and participating in public processes. Their dedication is central to fostering community engagement and ensuring the effective realization of the plan's goals.



Implementation

Action Plan

I. Goldsby's Future Development

Task No.	Action	Type
D.1	Adopt the future land use and development strategy	Initiative
D.2	Complete code audit and implement recommendations to ensure Zoning Ordinance aligns with the Comprehensive Plan	Regulation
D.3	Prioritize commercial development over residential development	Initiative
D.4	Attract commercial uses that meet community needs	Initiative
D.5	Create an overlay zoning district	Regulation
D.6	Incorporate a central community gathering space in Town Square	Capital Investment
D.7	Link public spaces through a connected network of trails and sidewalks in Town Square	Capital Investment, Regulation
D.8	Utilize Town-owned surplus land to promote commercial development	Initiative
D.9	Take action to recruit a grocery store in Town Square	Initiative
D.10	Tie incentives for investment to performance measures and reporting	Initiative
D.11	Enhance streetscapes in the Town Square area to create a walkable district	Capital Investment, Regulation
D.12	Design and fund cohesive entrance gateways at key intersections	Capital Investment
D.13	Promote the Town Square Conceptual Plan	Initiative

Estimated Time Frame	Leader	Potential Partner(s)	Strategic Priorities				
							
Ongoing	Town officials and administration	Community	✓	✓	✓	✓	
Priority	Town administration	Consulting partner			✓	✓	
Priority	Town officials and administration	Greater OKC Chamber of Commerce (OKC Chamber)			✓		
Priority	Town administration	Developers, OKC Chamber			✓		
Priority	Town administration	Consulting partner		✓	✓	✓	
Mid-term	Town administration	Developers				✓	✓
Mid-term	Town administration	Developers				✓	✓
Short-term	Town administration	Developers, OKC Chamber			✓		
Mid-term	Town administration	Developers, OKC Chamber			✓		
Ongoing	Town administration	OKC Chamber			✓		
Priority	Town administration	Consulting Partner, Developer		✓	✓	✓	
Short-term	Town administration	-		✓			
Priority	Town administration	OKC Chamber		✓	✓	✓	

Implementation

II. Resilient Goldsby (Transportation & Infrastructure)

Task No.	Action	Type
R.1	Create a traffic and access management plan	Targeted Study
R.2	Implement traffic calming devices at key intersections	Capital Investment
R.3	Consider installing additional lanes at key intersections	Capital Investment
R.4	As development progresses, will need to increase wastewater infrastructure and water main size on Main Street	Targeted Study, Capital Investment
R.5	Undertake a parks and trails master plan	Initiative
R.6	Complete a stormwater master plan and continued investment in regional detention ponds	Capital Investment
R.7	Implement the findings from the water model study that is currently underway and utilize the findings from the upcoming Tri-City Association Water Needs Study to help guide long-term growth	Targeted Study, Capital Investment
R.8	Consider impact fees	Initiative
R.9	Proactively pursue funding options for major infrastructure improvement projects	Initiative

III. Livable Goldsby (Housing & Community Character)

Task No.	Action	Type
L.1	Explore opportunities for senior housing and aging in place	Initiative
L.2	Promote housing affordability	Initiative
L.3	Consider issuing a temporary moratorium on residential development until water infrastructure issues are resolved	Regulation
L.4	Continue support of and expand community events and festivals	Initiative
L.5	Consider establishing a farmers market	Initiative
L.6	Create public art installations reflecting town history and values	Capital Investment
L.7	Establish night sky protections in the Zoning Ordinance	Regulation
L.8	Expand public recreational amenities at Goldsby Park	Capital Investment

Estimated Time Frame	Leader(s)	Potential Partner(s)	Strategic Priorities					
								
Short-term	Town administration	Consulting partner	✓					
Short-term	Town administration	Consulting partner	✓					
Mid-term	Town administration	Consulting partner	✓					
Short-term	Town administration	Consultant	✓					
Short-term	Town administration	Consulting partner, ACOG	✓	✓				✓
Short-term	Town administration	Consultant	✓					
Priority	Town administration	Consulting partner	✓					
Short-term	Town administration	Consulting partner	✓					
Priority	Town administration	Federal & state agencies	✓					

Estimated Time Frame	Leader(s)	Potential Partner(s)	Strategic Priorities					
								
Short-term	Town administration	Developers		✓				
Ongoing	Town administration	Developers		✓				
Priority	Town administration	-	✓	✓				
Short-term	Town administration	Non-profits, volunteers		✓			✓	
Short-term	Town administration	McClain County, USDA		✓	✓	✓		
Mid-term	Town administration	Artists		✓			✓	
Short-term	Town administration	-		✓				
Long-term	Town administration	-		✓			✓	✓

Implementation

IV. Thriving Goldsby (Economic, Environmental & Social)

Task No.	Action	Type
T.1	Hire a Planning & Economic Development Manager	Initiative
T.2	Further develop Town Square master plan design and streetscapes using the subarea plan as a starting point.	Capital Investment
T.3	Evaluate the fiscal impact of future development	Initiative
T.4	Explore active and passive economic development strategies to recruit target industries (pages 120, 121, 124-126)	Initiative
T.5	Encourage strategic growth through policy and rate-setting tools	Initiative
T.6	Evaluate stormwater regulations to support innovative development solutions	Regulation
T.7	Encourage development that respects natural topography	Initiative, Regulation
T.8	Collaborate with regional partners to protect shared resources, such as the Canadian River	Initiative
T.9	Incorporate nature-based solutions in infrastructure projects	Initiative
T.10	Encourage tree plantings as a core green infrastructure practice	Initiative, Regulation
T.11	Refine outreach policies and strategies to enhance proactive communications	Initiative
T.12	Seek diverse participation in planning processes communications with the community	Initiative

V. Comprehensive Plan Maintenance

Task No.	Action	Type
M.1	Establish a comprehensive plan implementation committee dedicated to ongoing oversight and execution of the plan	Initiative
M.2	Annual comprehensive plan updates and maintenance and ensure alignment with the plan when considering rezoning.	Initiative

Estimated Time Frame	Leader(s)	Potential Partner(s)	Strategic Priorities				
							
Short-term	Town administration	-		✓	✓	✓	✓
Priority	Town administration	Consultant		✓	✓	✓	✓
Short-term	Town administration	-			✓		
Priority	Town administration	OKC Chamber			✓		
Short-term	Town administration	-	✓				
Mid-term	Town administration	Consulting partner, Developers	✓				
Mid-term	Town administration	Developers		✓			
Ongoing	Town administration	McClain County, neighboring cities	✓	✓			✓
Ongoing	Town administration	-	✓	✓			
Mid-term	Town administration	-	✓	✓			
Short-term	Town administration	-		✓			
Ongoing	Town administration	-		✓			

Estimated Time Frame	Leader(s)	Potential Partner(s)	Strategic Priorities				
							
Priority	Town administration	Dedicated volunteers	✓	✓	✓	✓	✓
Short-term	Town administration	-	✓	✓	✓	✓	✓

Implementation

Updates and Amendments

The comprehensive plan is similar to a roadmap for the community’s future—it should be adaptable to the changing conditions over time. As Goldsby evolves, the community will encounter new challenges and find that some issues are no longer as crucial. It’s a dynamic process where solutions that once seemed impractical may be replaced by more viable alternatives. To keep the plan aligned with the community’s goals, the Town needs to regularly revisit and make sure each element aligns with the collective vision. This ensures that the plan remains not just a document, but a relevant reflection of community aspirations.

Annual progress report

An annual progress report drafted by town staff that includes a presentation to the Planning Commission and City Council is recommended. This helps town administration and elected or appointed officials to stay up to date on the implementation of the plan and ensure that the plan stays current.

Amendments

It is recommended that town staff update the plan at least every two years, providing an opportunity to evaluate proposed changes simultaneously for a comprehensive understanding of the effects of any changes. Requests to amend the comprehensive plan may be received from the public, and this often related to development proposals that do not currently align with the future land use map. When amendments are proposed to the comprehensive plan, it is imperative to follow state statute procedures and local regulations through the amendment process.

Plan Amendment: Factors of Consideration

1. Alignment with the goals, policies, and action strategies outlined in the plan.
2. Potential impacts on infrastructure, water, sanitary sewer, drainage, and the transportation network.
3. Potential ramifications for the Town’s capacity to provide, finance, and sustain services.
4. Potential effects on environmentally sensitive and natural areas.
5. Contribution of the proposed amendment to the overarching direction and character of the community, as articulated in the plan’s vision and values, and as reflected in ongoing public input.



Amendment Policies

To further guide growth of the town in a manner consistent with the intent of the comprehensive plan, the following policies have been adopted:

1. The Future Land Use Map shall be a major factor in the review of the compatibility of the request for rezoning land.

Evaluating zoning change requests involves considering several key factors to ensure the proposed change aligns with the community's goals and regulations. Consistency with the comprehensive plan ensures that the change supports the overall vision for the area.

2. Requests to amend the Future Land Use Map will be considered by the Planning Commission on a quarterly basis.

The Planning Commission will review requests to amend the Future Land Use Map once every three months. Requests to amend the plan shall be processed in the same manner as requests for changes in zoning. Requests for changes in zoning that involve a change in Future Land Use Map shall not be heard unless the change in Future Land Use Map has been recommended for approval first.