

Goldsby 2036 Comprehensive Plan



Adopted by the Board of Trustees

December 1, 2016

Table of Contents

SECTION 1 – Introduction and History

Introduction	4
History	6
Cultural and Recreational Resources	6
Comprehensive Plan Process	10

SECTION 2 – Vision and Goals

Vision	11
Goals	11

SECTION 3 – Data Analysis

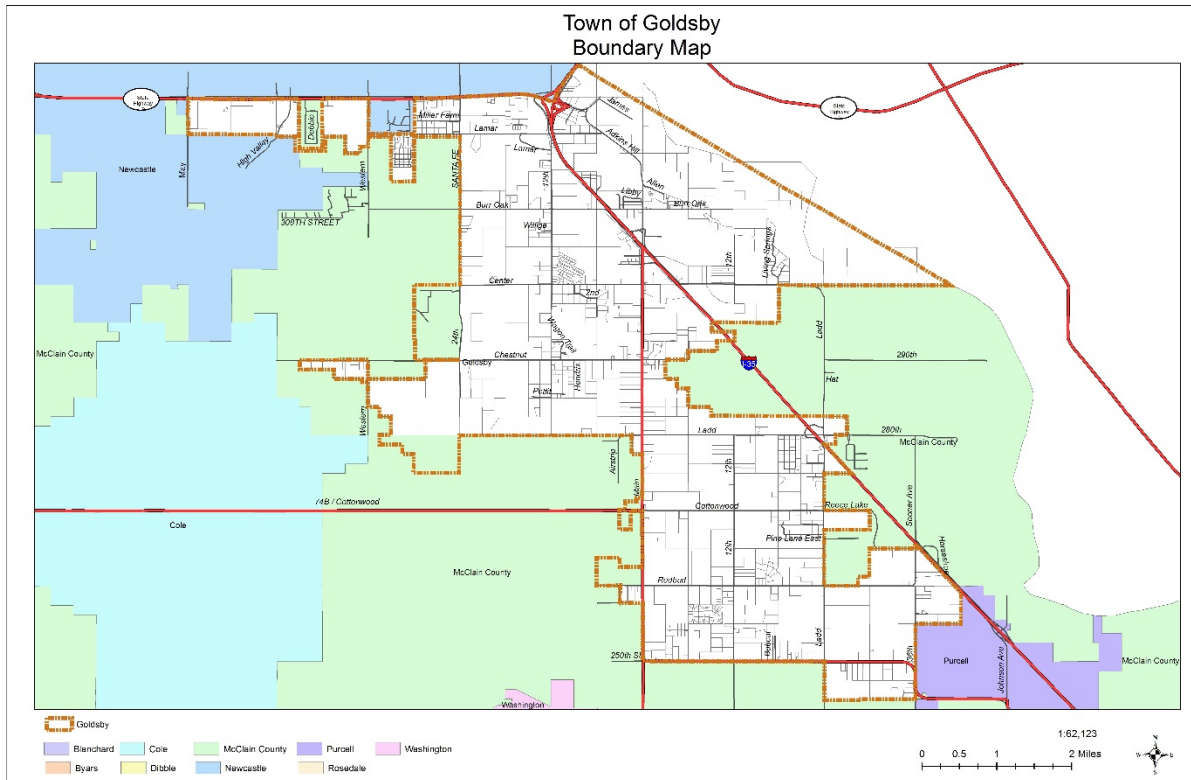
Demographics Profile of Town of Goldsby	14
Age and Gender Pyramid	14-15
Income Distribution	16
Race and Ethnicity	17
Population Trends over the last 40 Years	18
Population Forecasts/Projections Based on Recent Trends	18
Population Projections	18
Minimal Growth	19
Moderate Growth	20
High Growth	21
Comparison Graph of Three Projections	22
Economic Profile for Town of Goldsby	23
Housing Permits	23

Housing Income	24
Housing Occupancy	25
Year Structure Built	26
Employment by Sector over Time	26
Commute to Work	27
Age in Work Force	28
Budgeting	29

SECTION 4 – Plan Recommendations

Land Use Planning	32
Guiding Growth for the Future	32
Existing Zoning	34
Current Land Use Map	35
Future Land Use Map	38
Residential Districts	39
Commercial Districts	40
Industrial Districts	43
Agricultural Resources and Districts	44
Environmental Issues, Open Space, and Hazard Mitigation	46
Environmental Issues	46
Air Quality	46
Noise	46
Open Space	47
Goldsby’s Rural Setting	47
Hazard Mitigation	48
Floods	48

Tornadoes/High Wind/Hail	50
Earthquakes	53
Dam Failure	55
Wildfire	56
Debris Removal	58
Infrastructure	60
Stormwater Management	60
Water Quantity and Quality.....	61
Wastewater.....	62
Internet	63
Transportation	65
Main Avenue Corridor	66
Center Road Corridor	68
Maintenance and Safety	69
Visibility of Goldsby.....	70
Economic Development.....	71
Strengthening Highway Corridors for Economic Development	71
Strengthening Goldsby's Local Economy.....	71
Town Square Visioning.....	72
Section 5 – Implementation Plan	
Implementation Table of Plan Objectives	77



SECTION 1 – Introduction and History

Introduction

Goldsby is a growing community on the southern edge of the Oklahoma City metropolitan area. The rural town offers many amenities to the residents and has recently seen an increase in population due to this and its rural charm. Their rising popularity is beneficial to the community as a whole, but a thorough plan for the future should be hashed out to ensure success along the way and into the future.

A comprehensive plan is a tool for a community to identify trends, forecast possible future impacts and then create goals and objectives to guide a positive vision for the community into the future. With detailed analysis of the current and projected populations, a thorough understanding of the current and proposed land use, and an in depth look at the community's wants and desires; a guiding document for future planning is generated. This process also involved input from a Steering Committee comprised of local and elected officials and citizens. To further gain community guidance, we hosted a Community Planning Fair to gather input as well as produce an online survey.

This plan includes a vision and associated goals, demographic analysis, population projections, economic profile, and a budgeting review. An analysis of this information helped to shape the plan recommendations for future land use, housing, transportation, and utility needs. Further, this detailed understanding of the community needs helped to create a future land use plan that could be used when rezoning in the future.

This plan was created by the Rural and Regional Planning course graduate students lead by Dr. Meghan Wieters of the Regional and City Planning Division in the College of Architecture at the University of Oklahoma. This ***OU Planning team*** was comprised of the following students and faculty:

Dustin Downey
Taylor Johnson
Sam Shreder
Jacquelyn Porter
Jessica Scott
Geetha Vanakamamidi
Dr. K. Meghan Wieters



History

Goldsby is a town located in McClain County and on State Highway 74 south of Interstate 35, Oklahoma, United States. It lies within the Washington, Blanchard and Norman public school districts and is home to the 2nd largest casino in Oklahoma.



The town's namesake, Francis Walter Goldsby, who was known locally as Frank "Walton" Goldsby, had moved into the area in 1892. He was the first county commissioner in District Three at statehood. His father, Peter R. Goldsby, was an intermarried citizen of the Chickasaw Nation and a former county judge of Panola County, Indian Territory.

Goldsby was founded in 1962. Goldsby's first official census, in 1970, registered 298 residents, and the town grew to 603 in 1980 and to 816 in 1990. In 2013, the Town of Goldsby is estimated to be 1,956 (United States Census Bureau). The Town of Goldsby owns the local water authority. Although Goldsby was formerly home to small stores and businesses, it now resembles a Norman suburb, with residents driving to nearby cities for entertainment and shopping. David J. Perry Airport has been deeded to the Town of Goldsby by the Aeronautical Association. It is a community airport providing hangars and flying lessons, and works with Norman's Max Westheimer Airport on related activities.

Goldsby is closely tied to its neighbor to the south, Washington. As Goldsby has no post office, mail is processed through the Washington (zip 73093), Purcell (73080) and Norman (73072) post offices. Goldsby falls within the boundaries of the Washington, Blanchard and Norman public school districts. Goldsby assists Washington with other resources such as fire department mutual aid and supplemental water services when the need arises.

According to the United States Census Bureau, the town has a total area of 19.3 square miles (50 km²), of which 19.2 square miles (50 km²) is land and 0.04 square miles (0.10 km²) (0.10%) is water.

Cultural and Recreational Resources





Goldsby's agrarian heritage is shown through the large open spaces spread throughout the town. Goldsby is rich in agriculture and growth in agricultural related businesses will add

to the uniqueness of the community while supporting the generations of resident families and producers.

The Town hall, Airport and State Forestry Division's tree farm are used by public in which airport and tree farm represent large land areas and play major role in developing Goldsby.

The Town of Goldsby is the home of David Jay Perry Airport, as well as several private landing fields. Goldsby is also the home of the Albert Engstrom Forest Regeneration Center.

The department of Agriculture, Food and Forestry operations located in Goldsby functions as the area headquarters for all of the forestry operations in central and western Oklahoma. Today the center continues to produce over thirty varieties of native hardwood, pine and shrub seedlings annually for the development of windbreaks, erosion control, livestock protection, wildlife habitat, mine reclamation, and reforestation to support a broad range of conservation, natural resource and environmental projects and programs across Oklahoma that have a direct impact on air and water quality.



Goldsby also has one of nation's longest running and Largest RV Facilities in the region. Floyd's RVs has been in Goldsby since 1972 and sits on a 20 acre facility.

The 2nd largest casino in Oklahoma (Riverwind

Casino) is located in Goldsby on State Highway 9. The town includes several small businesses. The most well-known restaurant in town is Libby's Cafe. Goldsby also has a state tag agency, community center, and a veterans' memorial.



Many residents have indicated in the workshops and online surveys that the major draw to Goldsby is the “quality of life”. One resident summed this up after discussing with another resident that the town has a “feeling of quietness, fresh air, caring neighborhoods and nice park, and a Memorial to our service men and women” . Another indicated that while a plan such as this helps guide possible improvements for the future, the fundamental asset is “good people” who want to enjoy the quality of life in Goldsby.

-----**Planning Commission Review and Approval**-----

Planning Commission approved the plan (with some additions) on November 17, 2016

-----**Board of Trustees Review and Approval**-----

Board of Trustees approved the plan on December 1, 2016

Comprehensive Plan Process

The comprehensive planning process begins with a look into the past, and an analysis of the current conditions, and then begins to plan for the future. The OU Planning Team began by reviewing documents produced in the past by the community. This included the 1983 Goldsby plan and the draft plan materials from Association of Southern Central Oklahoma Governments (ASCOG). This draft plan from ASCOG offered a great overview of the community and helped us to plan out a strategy for creating this document. We then took to the streets to complete an in-depth survey of the area including housing types, roadway conditions and design, and businesses present.

In addition to analyzing information, it is important to gather feedback from the community as to what they would like for their town for the future. We generated an online survey that would allow the public to anonymously send us feedback on a number of topics, interests, and other ideas that were important to them and their community. We have also maintained a website to provide another method to keep informed about our work. Another public engagement tool we used was feedback from a Steering Committee that helped guide us throughout this process. As the plan developed and initial goals were determined, we hosted a Community Planning Fair (April 16, 2016). This event gathered public feedback on a number of our plan topics and information to help us formulate a future land use plan. Citizens were asked to vote on topics of importance to them, ‘play’ with future land use and the growing population, and rank amenities they would like to see in their community. With a majority of the plan complete, we then allowed the public to review and comment on sections of the comprehensive plan via the online survey tool starting in April/May 2016 – through the summer, posted the plan and key maps on the website and had a booth at the Augustfest (August 13, 2016) to answer questions and get input.

Once the document is finalized, is then sent to the Board of Trustees and the Planning commission for review and approval. It is intended to be referenced in future planning initiatives.



SECTION 2 – Vision and Goals

Vision

Goldsby is a town rich in character and charm. The purpose of this comprehensive plan is ensuring growth that only enriches both of these values far into the future. Considering that Goldsby is in close proximity to the rapidly expanding cities Oklahoma City and Norman, Goldsby must create a smart and proactive plan to enable such growth. It will be essential for the municipality to identify the infrastructural stresses before they occur.

Residents of Goldsby feel that its small town charm and community character is one of its greatest assets. It is the best option for many seeking a small town feel while still being able to commute to larger cities like Oklahoma City and Norman. However, as it is a small town, it does not have the same level of amenities (such as quality, high-speed internet or a sewage system) that more urban cities have. The objective of this plan is increase these services to the residents of Goldsby without sacrificing its small town nature or community character.

Goals

Having community goals is an important part of the process of creating a comprehensive plan. This step allows residents to look into the future and ask themselves what they would like their community to be. Goals are intended to establish what is important and to guide community leaders in future decisions that will affect the town. The list below are the goals identified by the planning team, working with past documents and the community.

Goal 1- Create a comprehensive plan that helps guide Planning Commission and Board of Trustees in making decisions about future rezoning applications, variances, and other land use issues.

Goal 2- Allow residential development in the appropriate areas as shown in the future land use map.

Goal 3- To provide amenities and infrastructure necessary to complement commercial development along State Highway 9 west of Riverwind Casino.

Goal 4 - To promote and advocate for commercial development which will aid the town's expansion, without removing the rural character of Goldsby.

Goal 5- Limit future possible noise complaints from the interstate and airport.

Goal 6 - Industrial development should only be allowed in those areas shown in the future land use map and should minimize their impact to the rural, visual, and natural characteristics of Goldsby.

Goal 7 - Support existing businesses in the community, including those which may have plans for expansion.

Goal 8 - Ensure that the expansion of development of Goldsby's built environment not threaten historic, pastoral and agricultural assets of the community.

Goal 9 - Maintain good air quality and keep pollution levels low.

Goal 10 - Increase use and awareness of existing open space and increase accessibility of open space in new development.

Goal 11 - Ensure that residences, buildings and infrastructure are safe from possible flooding.

Goal 12 - Minimize the damage associated with tornadic activity, hail and high winds

Goal 13 - Work towards every resident in the Town of Goldsby having access to a storm shelter, encouraging either family-sized (for traditional homes) or community-sized (for mobile home parks and other dense development) shelters.

Goal 14 - Ensure that homes and commercial structures are built to withstand low magnitude tremors.

Goal 15 - Ensure the safety, maintenance and integrity of dams within Goldsby.

Goal 16 - Maintain a low level of risk associated with wildfires.

Goal 17 - Remove debris caused by hazards efficiently and effectively.

Goal 18 - Support an appropriate stormwater management systems to preserve the health and quality of life in Goldsby.

Goal 19 - Protect groundwater and aquatic systems for current and future generations, and establish a built environment balanced with the town's role as a good steward of the environment.

Goal 20 - Ensure adequate water supply for the next 20 years.

Goal 21 - Keep water treatment technology up to date with national standards to ensure safe drinking water.

Goal 22 -Plan to accommodate safe, management of wastewater and avoid excessive number of lagoons which could impact property values and quality of life.

Goal 23 - Ensure that the residents and businesses of Goldsby have quality internet connections.

Goal 24 - Promote transportation design and options that preserve the character of the Town of Goldsby.

Goal 25 - Create a trail plan connecting areas of high activity, such as residential areas, schools, churches, and commercial businesses.

Goal 26 -Maintain safe access to businesses on Main Avenue and at intersections with other corridors.

Goal 27 - Promote street design with a holistic approach.

Goal 28 - Plan for the safety and capacity of future traffic demand on roads such as Center Road.

Goal 29 - Ensure that the transportation network remains of high quality.

Goal 30 - Install traffic safety measures as they are needed with population growth.

Goal 31 - Increase visibility of Goldsby and its attractions on major transportation corridors.

Goal 32 - Prioritize development of Interstate-35 and Highway 9 and 74 corridors to increase sales tax revenues generated by tourists/residents from outside Goldsby.

Goal 33 - Attract businesses that provide essential amenities to Goldsby residents.

Goal 34 -To secure the capability of hosting a town center before implementation.

Goal 35 - To create a comprehensive site plan which addresses all community needs and is applicable to the current and future dynamics of Goldsby.

Goal 36 - To construct and implement the town center, making the concept into a reality.

SECTION 3 – Data Analysis

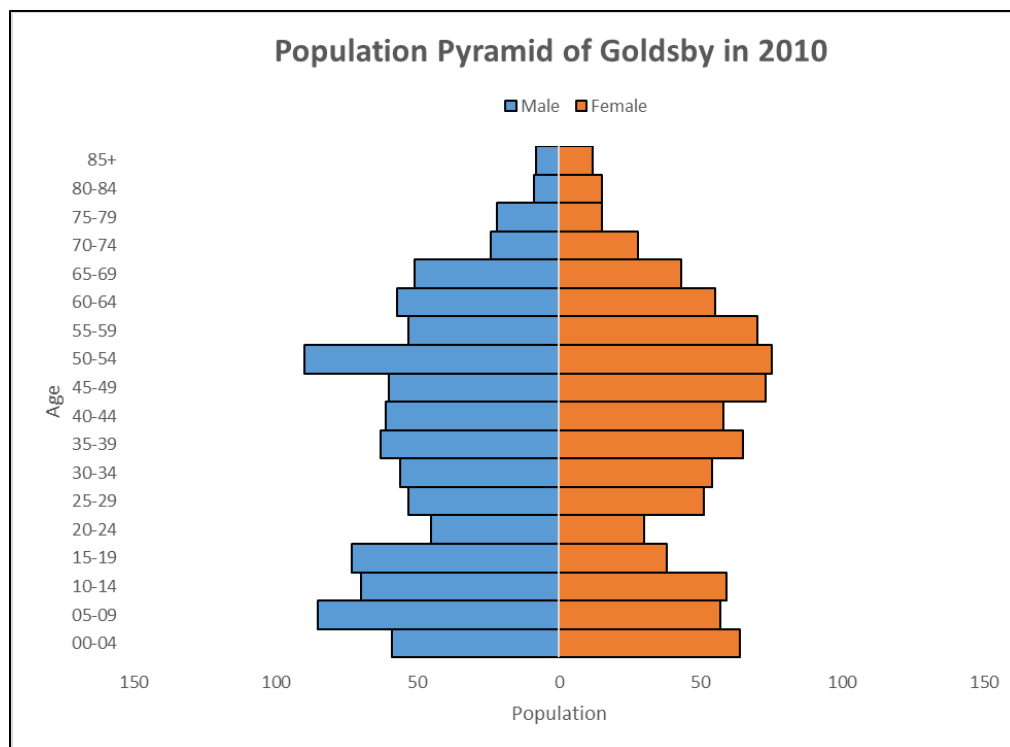
Understanding what makes up a community now is essential to planning for its future. Analyzing data that includes demographic changes (age, income, and housing) helps people understand the make up a community. This data gives us a glimpse into the current needs of the community as well as potential needs for the future. It is also important to analyze economic changes, such as business revenues and occupations. These data help a community know what sectors the community specializes in, both for offering people jobs in the community and what sectors residents may be employed in and commuting to other areas. This data also offers insight into what might attract employers to the community.

The following section offers an insight into the makeup of the Town of Goldsby as it is now and implications that could affect Goldsby in the future.

Demographic Profile for Town of Goldsby

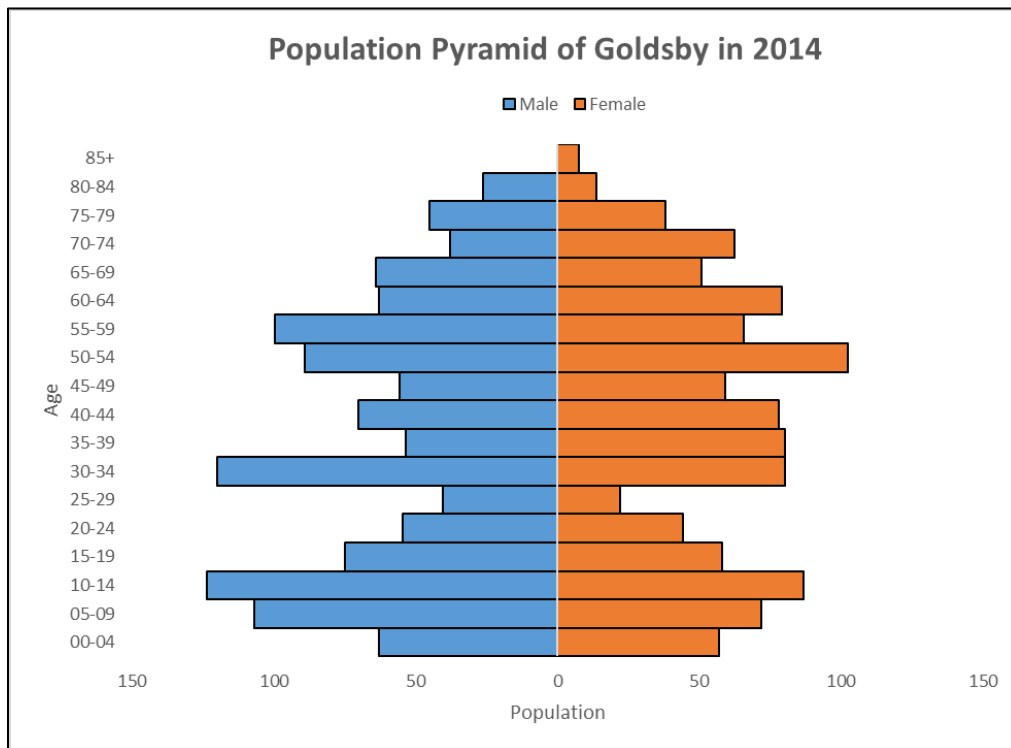
Age and Gender Pyramid

Understanding the age-sex distribution in a population is key to indicate whether or not the population is increasing, decreasing, or staying the same. One tool to study the age-sex in a population are Age and Gender pyramids. Age is displayed on the left in cohorts, with the population the bottom of the graph. An age and gender pyramid was created for Goldsby for both 2010 and 2014.



Source: United States Census Bureau 2010 Decennial Census

- Low infant mortality, slow population growth, long life expectancy
- 20-24 cohort is smaller than either cohort above or below, shows that population moves away after high school and then come some come back after completing their education
- Slight “bulge” at the 45-59 age groups, shows that people come here after having a family and to possible retire.



Source: United States Census Bureau American Community Survey 2014 5-year estimate

- Low infant mortality, slow population growth, long life expectancy
- Population in young adults' decreases from 15-29, showing that less of the population is moving back to Goldsby after high school.
- There is a “bulge” in population in the older generations, 50-64, showing that Goldsby continues to attract and retain retirees.

Income Distribution

Goldsby's Occupations										
	2010		2011		2012		2013		2014	
	Total	Median Earning (Dollars)	Total	Median Earning (Dollars)	Total	Median Earning (Dollars)	Total	Median Earning (Dollars)	Total	Median Earnings (Dollars)
Civilian employed population 16 years and over	1095	30,196.00	975	32,161.00	952	33,864.00	954	39,821.00	984	40,214.00
Management, business, science, and arts occupations	275	45,063.00	335	46,420.00	371	56,250.00	404	61,250.00	408	61,563.00
Service occupations	193	14,356.00	164	17,250.00	148	17,500.00	134	21,786.00	169	22,798.00
Sales and office occupations	263	25,069.00	210	30,486.00	223	26,979.00	232	31,290.00	246	34,706.00
Natural resources, construction, and maintenance occupations	242	32,692.00	194	35,278.00	146	35,833.00	134	37,250.00	119	35,781.00
Production, transportation, and material moving occupations	122	42,568.00	72	38,750.00	64	40,833.00	50	53,333.00	42	42,083.00

Source: American Community Survey 2010-2014

Below is a table displaying the income distribution for the Town of Goldsby. This data was collected from the 2010-2014 American Community Survey, a part of the United States Census. The data is based on the household's average income and average occupation income.

The table above shows the average income of each occupation sector. As you can see, the Management, Business, Science sector has the highest income at 61,563 dollars in 2014, and has increased the most over the time period, 275 in 2010 and 408 in 2014. The occupations that make up this sector include teachers, professors, managers, and artists. Below are some important highlights from the table:

- Management, business, science, and art occupations has increased by total of 133 people and the income has increased by \$16,500.
- Median Household Income is \$82,813.
- All median incomes have increased from 2010-2014, with the exception of the production, transportation, and material moving sector.
- The only sector that has increased in by employment is the management, business, science, and arts.

Race & Ethnicity

Race and Ethnicity		
	2000	2010
Total Population	1,204	1,801
White	1,049	1,472
Black or African American	-	9
American Indian and Alaska Native	62	106
Asian	1	7
Hispanic or Latino	69	237
Some Other Race	56	113

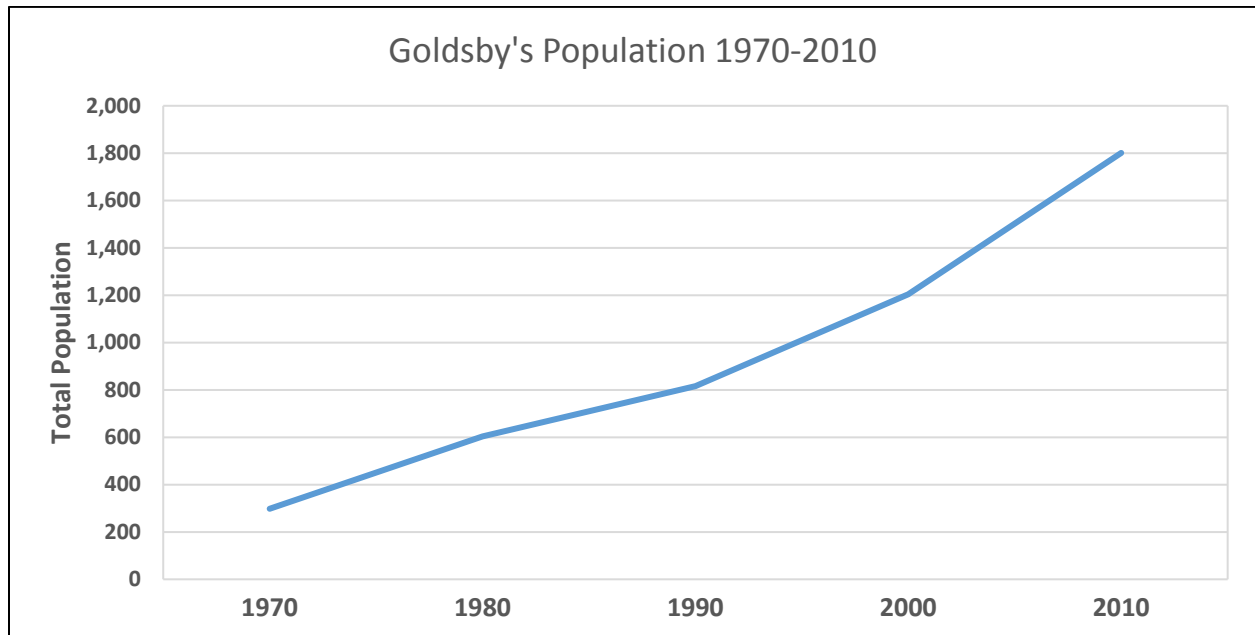
Source: 2000 and 2010 US Census

The race and ethnicity of Goldsby has grown in diversity from 2000-2010 as shown in the in the table above. The majority of the population is white and the second highest is Hispanic or Latino. As shown in the table, none of the race and ethnicity classes have decreased since 2000.

A community member pointed out during the review of the plan, that this data is the profile of why people live in Goldsby (middle and upper incomes, quality of life) but that the population is aging. That paying attention to providing amenities that make younger generations want to move to Goldsby is important. At workshops as well as in online comments, many residents continue to struggle with the benefits of high property values but the inability for affordable options for their children or grandchildren to “come back home to Goldsby” to live. Many of the recommendations in the plan related to land use are to provide some options to address housing and infrastructure (amenities) that over the next 20 years will be valued by the community.

Population over the last 40 years

Below is a chart displaying Goldsby population created using the United States Decennial Census in 1970, 1980, 1990, and 2010. As shown, Goldsby's population has been increasing quickly over the past 40 years, growing from 298 in 1970 to 1,801 in 2010.



Source: Decennial United States Census from 1970 to 2010

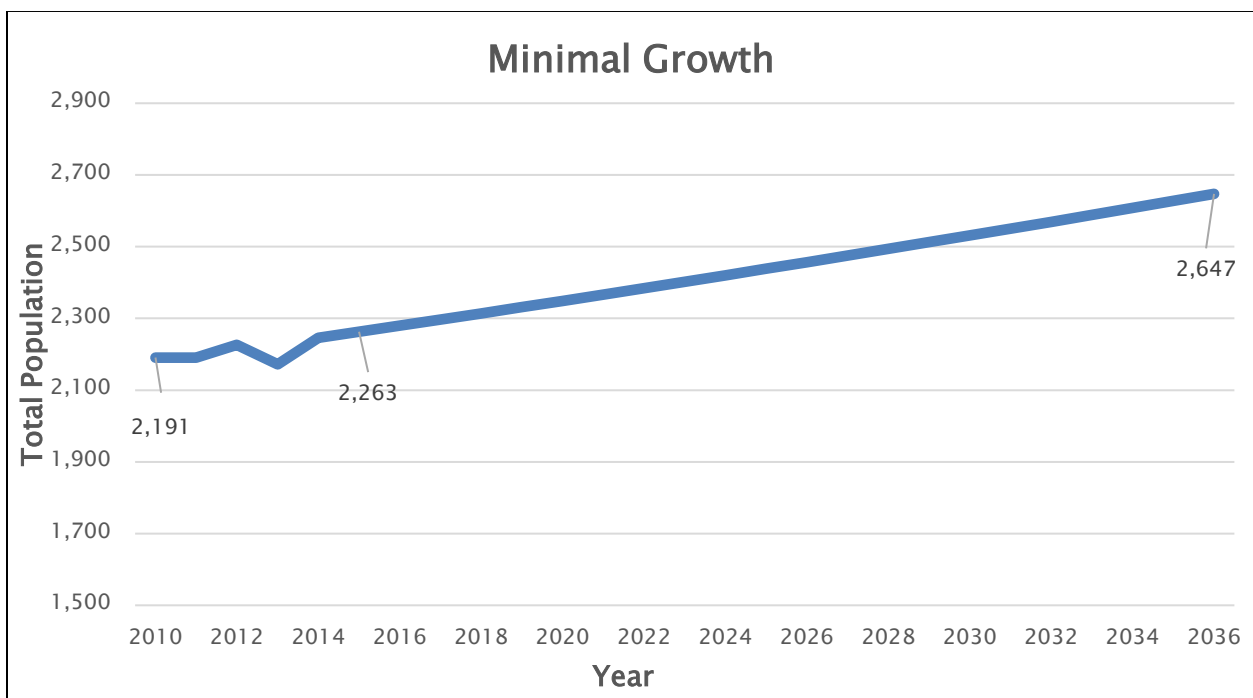
Population forecasts/projections based on recent trends

Population Projections

Planning for future growth is important for every community. As your town or city grows, inevitably more services must be provided. Those services can include water infrastructure, sewer, infrastructure, schools, fire departments, police departments, and many others. Using past United States Census population estimates, projections for future growth have been calculated. In an attempt to plan for multiple situations, three population projections are shown below. These population projections were used in the community workshop ("Community Planning Fair") and as a basis for how the Town of Goldsby should plan to grow and address infrastructure needs and concerns for the future.

Minimal Growth

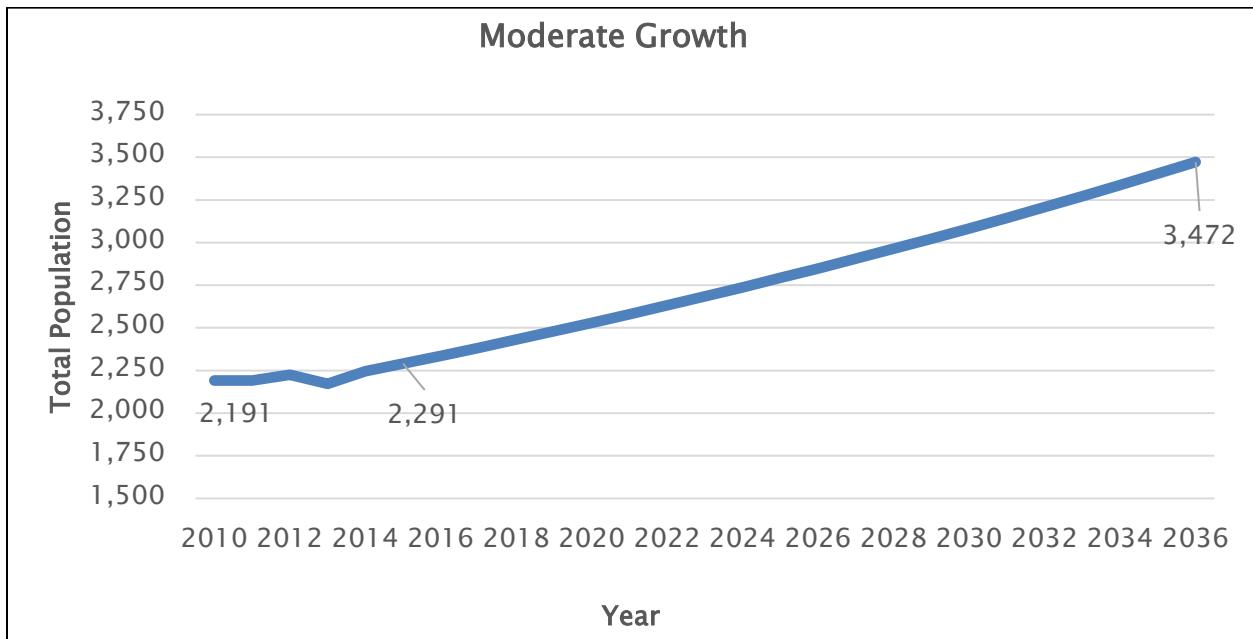
Shown below is the minimal growth population projection. This projection was calculated at a rate of .63 percent using the percent change of the Town of Goldsby's population from 2010 to 2014 from the American Community Survey Demographic and Household 5 year survey. For a town to be healthy, it will need have some growth. This scenario for minimal growth is an option to be considered. In this projection, the population in the year 2036 would be 2,140. This growth would be very manageable for the Town of Goldsby to provide services, however, would most likely require policies and regulations that would slow or manage the growth from the existing market forces.



Source of Data and Methods used for estimation: For the minimal growth scenario based on the American Community Survey Demographic and Housing 5 year using 2010-2014 for the percent change. This data is estimating population from American Community Survey source and is only a sample of the population. However, this was a slow linear growth period for the Town of Goldsby and reflects a slower pace of growth which could impact development in the community. Flaws in data and simple straight-line estimation can include over and underestimates of population due to economic upturns/downturns and other population trends

Moderate Growth

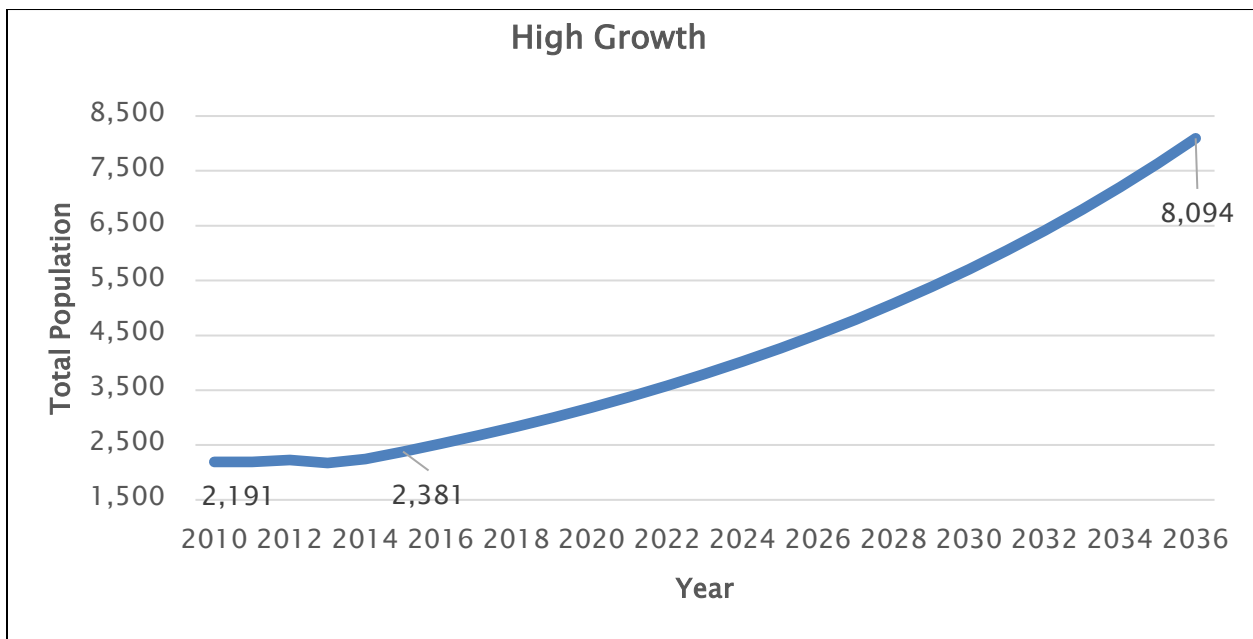
Shown below is the moderate growth population projection. This projection was calculated at a rate of 2.5 percent using American Community Survey Annual Estimates of the Resident Population between the years of 2010 and 2014. This percentage is based on the estimated population percent change of the recent four year time span. This percentage is based on the most recent population estimate to forecast the future population. Projection of the population is a constant projection as a base projection for Goldsby. In this projection, the population in the year 2036 would be 3,455. This growth, again, would be very manageable for the Town of Goldsby to provide services as people gradually moved into the area. This scenario would still most likely require some policies in place to restrict grow, but shows perhaps a more realistic pattern for potential growth.



Source of Data and Methods used for estimation: For the moderate growth scenario the Annual Estimates of the Resident Pop from American Fact Finder was used between 2010 to 2014. This data is estimating population from American Community Survey source and is only a sample of the population. However, this was a relative steady growth period for the Town of Goldsby and reflects a moderate to steady pace of growth which could impact development in the community. Flaws in data and simple straight-line estimation can include over and underestimates of population due to economic upturns/downturns and other population trends

High Growth

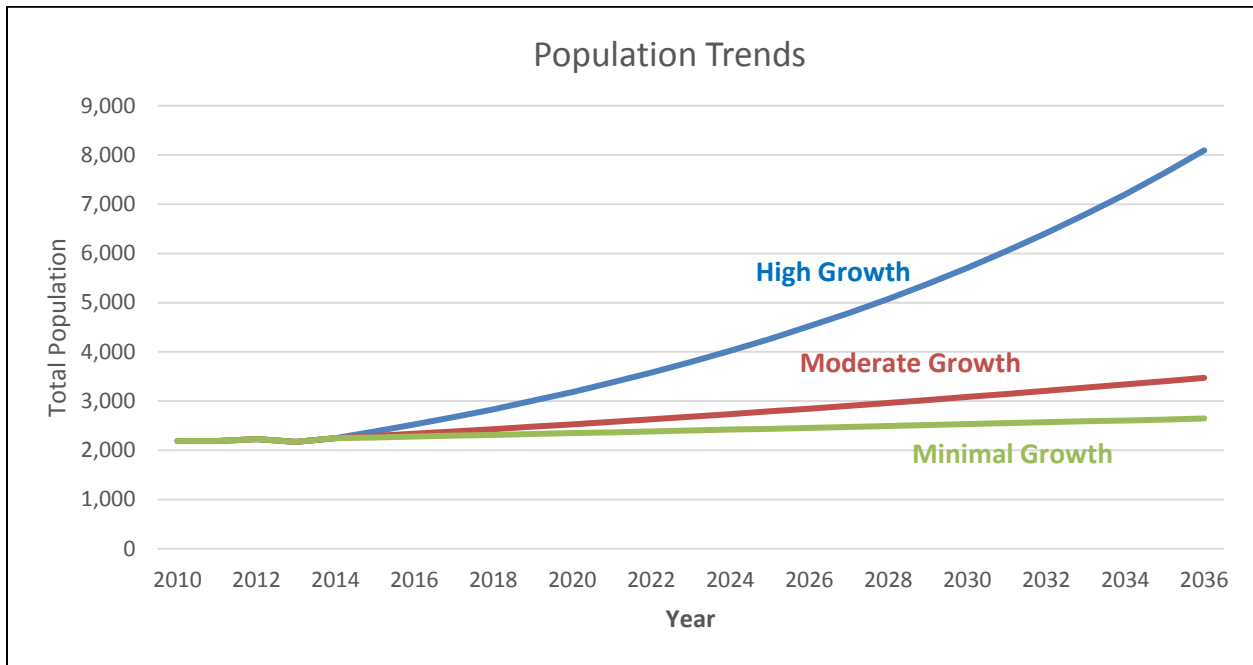
Shown below is the high growth population projection. This projection was calculated at a rate of 6 percent using the percent change of the Town of Goldsby's population from both the Decennial Census in 2000 and 2010, and American Community Survey from 2014. This projection shows that over fourteen years, the population has been increasing more rapidly than if you analyze a shorter time span. In this projection, the population in the year 2036 would be 8,271. This shows a more exponential growth for the Town of Goldsby, and could be possible because of its proximity to the Oklahoma City Metropolitan area and the availability of land. However, this would most likely require more density than what Goldsby has been used to.



Source of Data and Methods used for estimation: For the high growth scenario, the numbers are based on the 2010 census and ACS 2014 for the percent change. This data is estimating population from American Community Survey source and 2010 Census, and is only a sample of the population. However, this was an exponential growth period for the Town of Goldsby and reflects a rapid pace of growth which could impact development in the community. Flaws in data and simple straight-line estimation can include over and underestimates of population due to economic upturns/downturns and other population trends

Comparison Graph of Three Projections

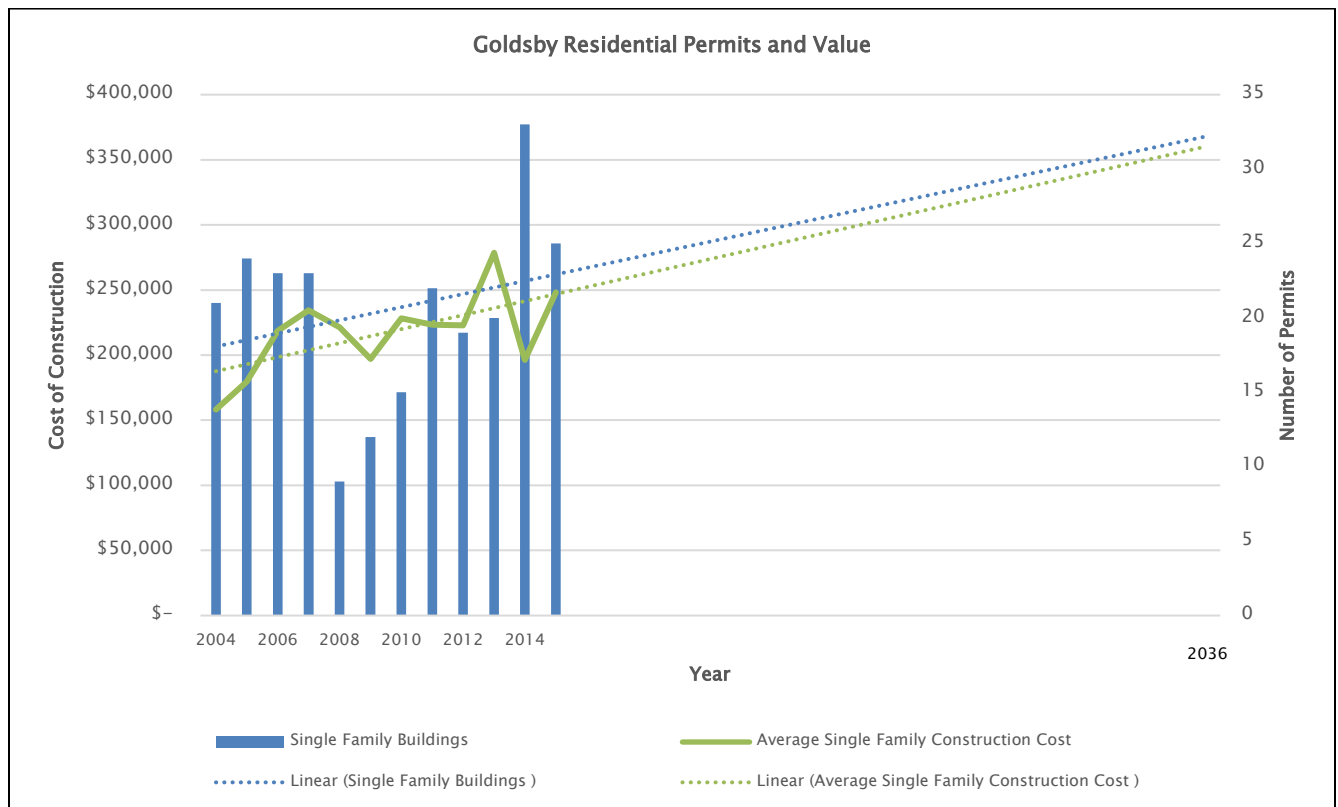
Shown below is a graph with all three growth scenarios from above. It is important to think about all three growth scenarios at once because any of them could be Goldsby's future in terms of population growth. Regardless of the projection, the Town of Goldsby is going to experience growth and should be prepared accordingly. These three projections are estimated growth scenarios that can help Goldsby better plan for the future in water and sewer infrastructure, land use zoning, housing, economic development, etc. Right now, the citizens of Goldsby are in a position to regulate the growth in the manner that they choose.



Economic Profile for Town of Goldsby

Housing Permits

Building permits are a way for the local government to authorize the construction of a building. Building permits are useful to track how much a community is growing in terms of housing stock. The following graph shows single-family building permits and average construction costs for the Town of Goldsby since 2004. The linear projections for both single-family permits and average construction costs to 2036 are also shown.



Source: <http://origins.ou.edu/> 2/24/2016

The building permits has increase with the population as well. The number of building permits relates to the increase in the built environment in Goldsby.

- Permit applications and construction costs are both generally rising.
- Rising construction costs correlate with more expensive housing options in Goldsby.
- 90.2% of households are owner occupied.
- The median property value is \$177,200.
- The rising numbers of permit applications are a supporting factor in Goldsby's population growth.

Housing Income

The chart below shows the income distribution for residents of the Town of Goldsby. The data was collected through the American Community Survey and shows how household income e has changed from 2010 to 2014. Analyzing household income is important because it gives clues about what type of development Goldsby could support.

Income and Benefits (in 2010 inflation-adjusted dollars)					
	2010	2011	2012	2013	2014
Total Households	764	807	821	799	775
Less than \$10,000	36	50	56	38	30
\$10,000 to \$14,999	59	49	56	45	30
\$15,000 to \$24,999	73	112	92	56	44
\$25,000 to \$34,999	71	64	49	57	48
\$35,000 to \$49,999	121	90	95	99	85
\$50,000 to \$74,999	122	153	141	116	119
\$75,000 to \$99,999	141	97	112	127	122
\$100,000 to \$149,999	68	119	149	169	202
\$150,000 to \$199,999	40	41	35	47	41
\$200,000 or more	33	32	36	45	54
Median household income (dollars)	53622	55170	62610	71607	82813
With earnings	623	634	644	618	612
Mean earnings (dollars)	68093	69891	75109	86494	93977
With Social Security income	209	237	245	227	211
Mean Social Security income (dollars)	15647	15835	17141	19243	20873
With Supplemental Security Income	18	21	15	11	10
Mean Supplemental Security Income (dollars)	6000	7990	8520	7509	15850
With public assistance income	15	61	58	49	47
Mean public assistance income (dollars)	4060	1220	717	22	236
With retirement income	126	201	190	202	194
Mean retirement income (dollars)	22553	16906	19348	21806	41175

Source: American Community Survey 2010-2014

The median household income was \$82,813 in 2014, an increase of roughly \$29,000 from 2010. This is a very high median income for a community and could be a result of the increase in the management and scientific jobs sector. Those with retirement income have increased by 168 and the mean retirement income has nearly doubled, \$41,175, since 2010. This shows that the retiree population in Goldsby has begun to increase over the past few years. A comment from the community reflected on this data about higher median incomes and more disposable income as avenue to explore to increase “local businesses” and attempt to spend more of those

dollars in Goldsby. This theme of increasing at least some sales tax revenue with more businesses was repeated in workshops and online tools. In the Land Use section and Economic Development section of this plan, discussion about more local businesses (ideally retail, service type uses) was desired with more intensive commercial at Hwy 9 and IH35. While the highway commercial may not cater to Goldsby specifically (wider market catchment area for the region), these commercial areas would still provide sales tax revenue to the Town of Goldsby.

Housing Occupancy

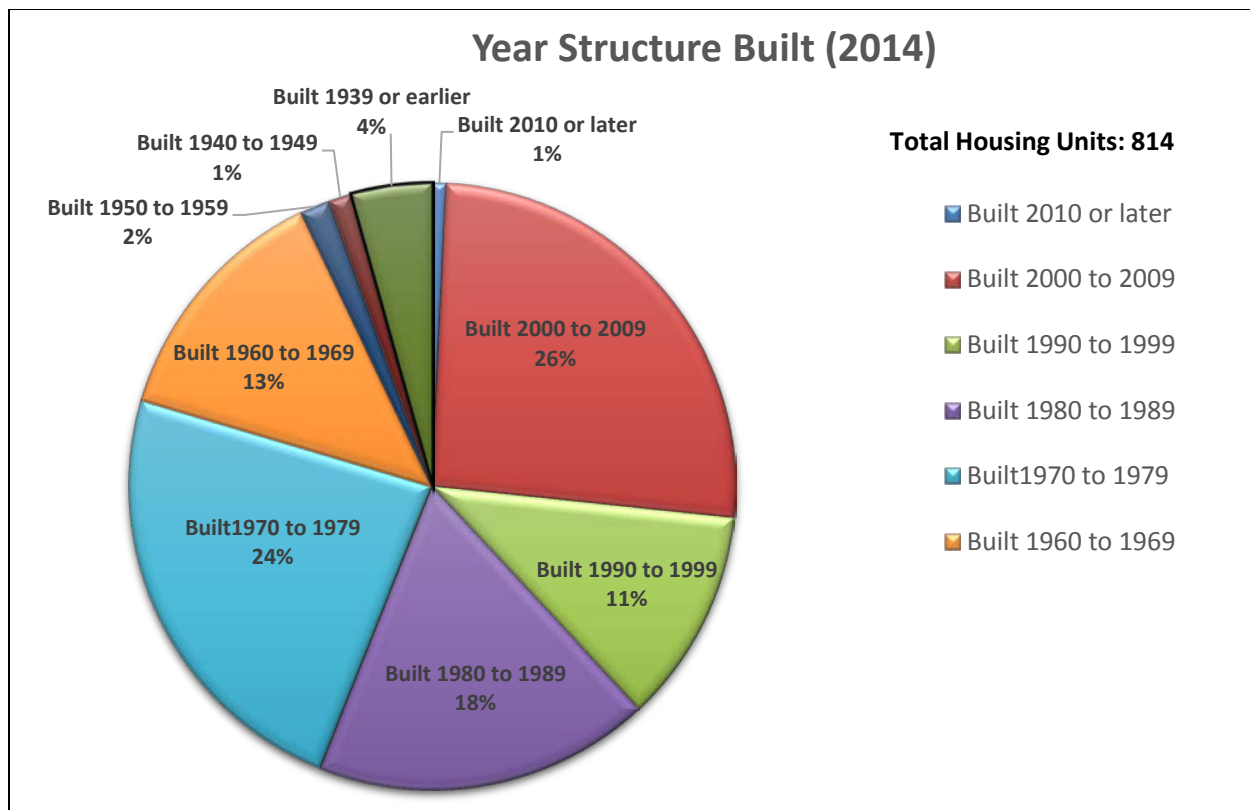
HOUSING TENURE						
	2000		2010		2014	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	507	100.0%	718	100.0%	814	100.0%
Occupied housing units	458	90.3%	669	93.2%	775	95.2%
Owner-occupied housing units	412	90.0%	579	86.5%	699	90.2%
Renter-occupied housing units	46	10.0%	90	13.5%	76	9.8%
Vacant Housing Unit	49	9.7%	49	6.8%	39	4.8%

Source: 2000 and 2010 US Census and 2014 American Community Survey

The graph below shows the amount of housing that is either renter-occupied, owner-occupied, or vacant. The majority of the housing stock is owner occupied, 699 or 90.2 percent. Renter-occupied is 76 or 9.8 percent and the vacant housing is 39 houses or 4.8 percent. This shows that there may not be a lot of options in term of rental choices in Goldsby.

Year Structure Built

The pie chart on the next page displays the 2014 estimate of the year that a structure was built.



Source: American Community Survey 2014

The year in which a structure is built is important to understand the resilience of the community's infrastructure and the potential safety concerns due to old building practices, such as lead based paint. (Lead-based paint legislation went into effect in 1978) As shown in the graph above, the majority of the housing stock has been built since 1960.

Employment by sector over time

The graph below is looking at the number employed by each industrial sector. This is combination of 2000 and 2010 Census data and 2014 American Community Survey.

INDUSTRY						
	2000		2010		2014	
	Number	Percent	Number	Percent	Number	Percent
Civilian employed population 16 years and over	649	100%	1095	100%	984	100%
Agriculture, forestry, fishing and hunting, and mining	45	6.9%	151	13.8%	32	3.3%
Construction	86	13.1%	143	13.1%	103	10.5%
Manufacturing	64	9.8%	47	4.3%	33	3.4%
Wholesale trade	19	2.9%	23	2.1%	30	3.0%
Retail trade	102	15.6%	130	11.9%	97	9.9%
Transportation and warehousing, and utilities	30	4.6%	33	3.0%	50	5.1%
Information	21	3.2%	16	1.5%	25	2.5%
Finance, insurance, real estate, and rental and leasing	34	5.2%	39	3.6%	106	10.8%

Professional, scientific, management, administrative, and waste management services	43	6.6%	65	5.9%	65	6.6%
Educational, health and social services	109	16.7%	216	19.7%	217	22.1%
Arts, entertainment, recreation, accommodation and food services	41	6.3%	89	8.1%	66	6.7%
Other services (except public administration)	38	5.8%	42	3.8%	42	4.3%
Public administration	22	3.4%	101	9.2%	118	12.0%

Source: 2000 and 2010 US Census and 2014 American Community Survey

The agriculture, forestry, fishing and hunting, and mining sector has been decreasing in employment, along with Manufacturing and Retail Trade. Finance, insurance, real estate, and rental and leasing and Public Administration are the growing sectors in Goldsby. This is showing a switch from the tradition manual labor job sectors to a more service based economy, with the exception of the retail trade sector. However, the service based jobs are most likely from other communities in the area.

Goldsby Median Household Income is \$82,813. The cost of living in central Oklahoma is bearable in nearby Norman which has Median House Income of \$50,714, less than Goldsby. Because the Median Household Income in Goldsby is higher than surrounding areas, it is reasonable to assume that the median Goldsby Citizen has a relatively large discretionary income. The United States average disposal income is roughly \$40,689. (http://www.bls.gov/emp/ep_table_410.htm)

Based on Zoom Prospector, Goldsby has a total of 65 establishments. The top industries in Goldsby is construction with 21 establishments and 7 establishments in administrative and support services. Retail has 11 establishments in Goldsby.

Commute to Work

The commute to work data gives information about what percent and number of people travel by themselves or carpool to their work place. It is divided by drive alone, carpooled, public transportation, walk, other means, and work at home. The commute to work is combination of the Census data and the American Community Survey.

COMMUTING TO WORK						
	2000		2010		2014	
	Number	Percent	Number	Percent	Number	Percent
Workers 16 years and over	649	100.0%	1,063	100.0%	991	100.0%
Car, truck, or van -- drove alone	520	80.1%	880	82.8%	805	81.2%
Car, truck, or van -- carpooled	59	9.1%	73	6.9%	92	9.3%
Public transportation (including taxicab)	0	0.0%	0	0.0%	0	0.0%
Walked	14	2.2%	19	1.8%	7	0.7%
Other means	13	2.0%	11	1.0%	0	0.0%
Worked at home	43	6.6%	80	7.5%	87	8.8%
Mean travel time to work (minutes)	22.9	(X)	25.5	(X)	23.2	(X)

Source: 2014 American Community Survey 5 year estimate

The increase in people driving alone was 35 percent between 2000 and 2010. Those working at home doubled from 2000 to 2010, while those that walked and those that used other means decreased by a small amount. Public transportation has stayed at zero as shown in the time period. The mean travel time (23.2 minutes) indicates most people work outside of Goldsby instead of in the city limits. The following information is from the Data USA of Goldsby that use the 2014 American Community Survey.

- 19.6% of the population's commute is between 15 and 19 minutes
- Average travel time to Norman is 17 minutes
- 37.9% of the population's commute is 20 to 34 minutes
- Average travel time to OKC is 28 minutes
- The majority of the population is traveling outside of Goldsby for resources and work.

Age in work force

Understanding the age distribution of your workforce is important because a community needs to know what stage of life their citizens are in. This can help with planning for what employers to attract and what the community needs to provide. The age in work force is information that allow for a better of understanding the age range in which the household incomes are coming from.

Age in Work Force				
	2014			
	Total	In Labor Force	Employed	Unemployed
Population 16 years and over	1,713	62.1%	57.4%	6.8%
16 to 19 years	110	32.7%	32.7%	0.0%
20 to 24 years	99	79.8%	74.7%	3.9%
25 to 44 years	544	84.7%	72.4%	13.6%
45 to 54 years	307	73.6%	72.6%	1.3%
55 to 64 years	308	63.6%	63.6%	0.0%
65 to 74 years	215	25.1%	23.3%	7.4%
75 years and over	130	8.5%	8.5%	0.0%

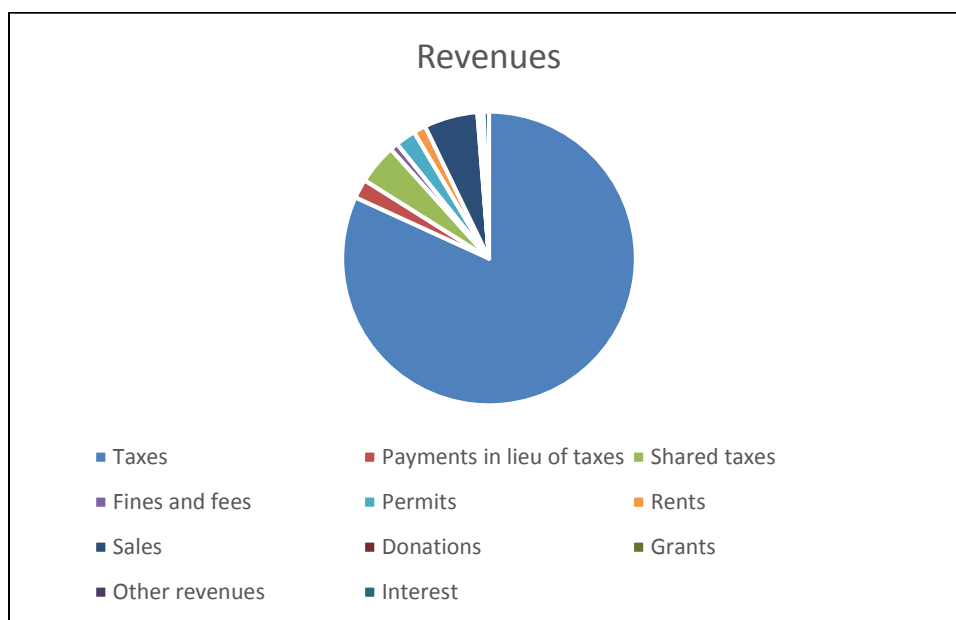
Source: 2014 ACS 5 year estimate

The median age in Goldsby is 39 years old. When looking at the age range in which it falls, it coincides with being the age range with the highest percent in the work force. The majority of the population that is in the work force are between the ages 20 to 64 years old. Overall, the spread of the age of workers is mildly even in the Town of Goldsby.

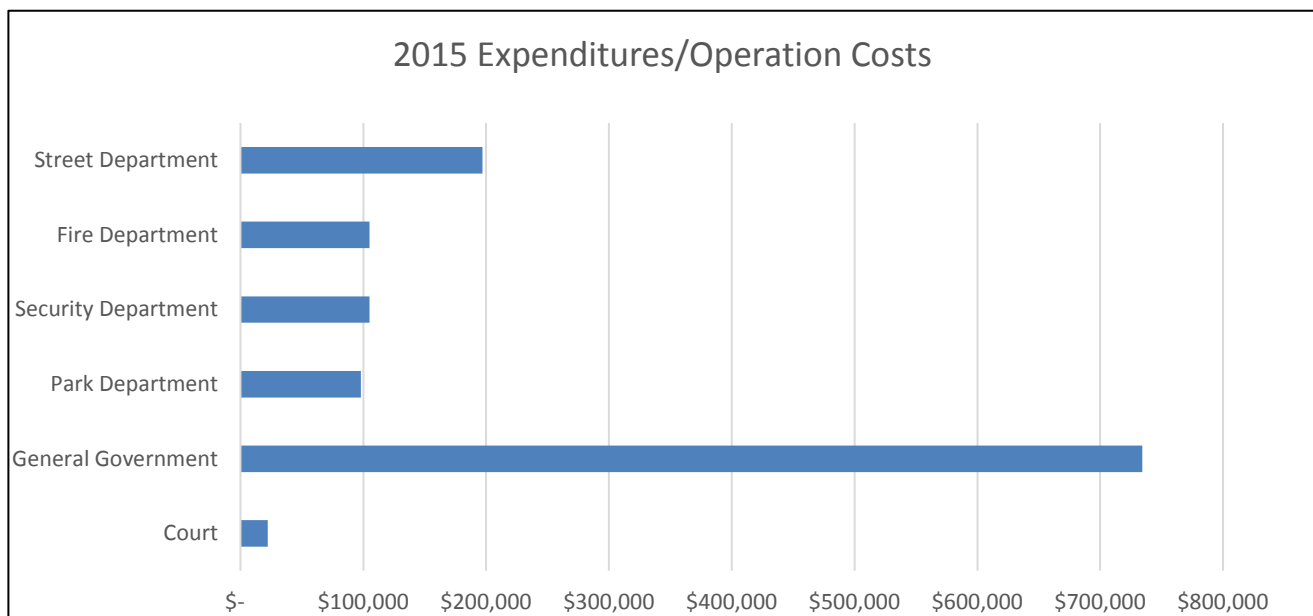
Budgeting

It will take budgeting and financial foresight to deal with the Goldsby's future issues. In 2015, the majority of the revenue is gained through taxes followed by municipal sales and services. This means that if the town is to implement any major projects, it will have to finance through them primarily through increased taxes. Naturally, the citizens of Goldsby must understand the vision for the future so that they are willing to do so.

Shown in the pie chart below, most of Goldsby's revenue comes from taxes, followed by sales made by the municipality. Source Town of Goldsby.



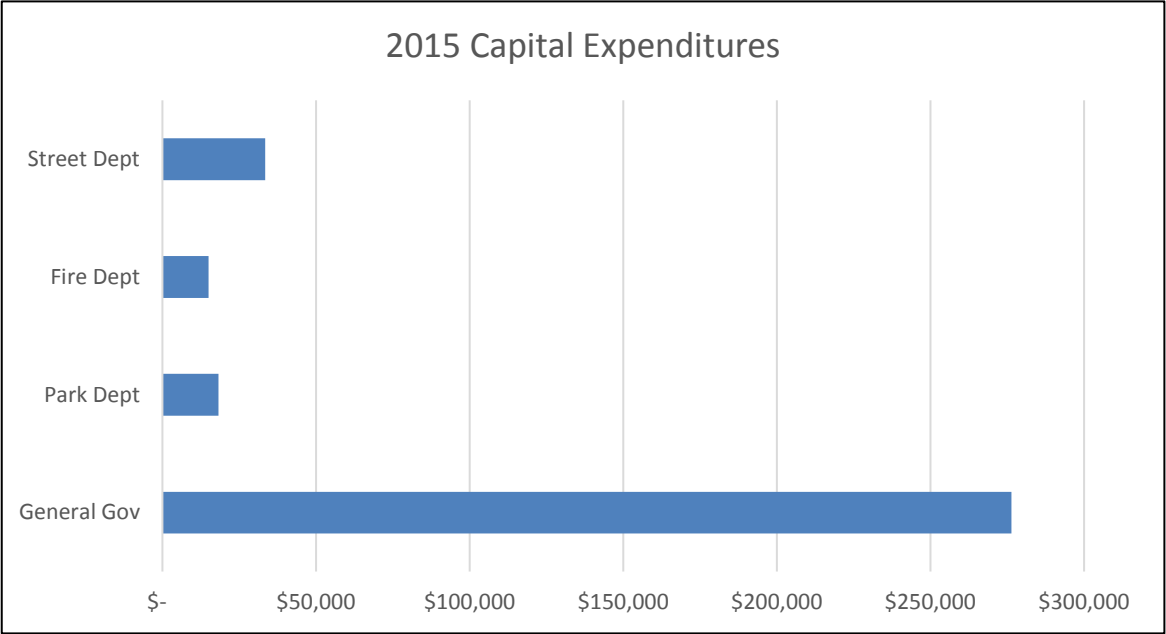
The primary category of municipal expenditures for 2015 was General Government services. This category was a distant first followed by the cost of maintaining and expanding street services. If Goldsby is to expand and develop land further from its core, these expenses will likely rise significantly.



In the future, Goldsby plans to;

- Improve road conditions
- Provide a new water treatment tower
- Upgrade waterline infrastructure
- Add a terminal building to the airport

Below is an outline of which departments spend money on capital projects and how much was spent.



SECTION 4 – Plan Recommendations

Land use planning

Earlier sections of the comprehensive plan have outlined the reasons that increased growth is expected for the Town of Goldsby. Based on the high-growth projection, there will be an additional 6,000 people calling Goldsby home by 2036, quadrupling the current population. This anticipated growth is one of the reasons the Town of Goldsby felt a need to create a comprehensive plan in order to address concerns of infrastructure needs and preserving the character of the town as it develops over time.

New people and businesses will need a place to live, grow, and thrive as part of our expanding community. This land use section is designed to assist in the decision-making process to locate those best places. This section includes the future land use plan, which shall guide future decisions concerning best land use practices in Goldsby.

Connectivity and desirability are among the most important factors to determining prime locations for development in Goldsby. Locations have more to offer when they are connected to water, sewer, and good streets. Locations which will shorten commute times to other cities like Norman and OKC make specific area for future more desirable.

Desirability for development should be one indication to guide the decisions by the community to determine how best to implement wastewater management. Some or many housing options are contingent on a sewer system sometime in the future. Decisions for phasing for constructing a sewer system or connections to other systems to serve the northern areas of the city as well as commercial areas along Main Avenue and Highway 9 may allow for a variety of housing types for the area. Other wastewater management options may also be pursued (e.g. aerobic systems addressing clusters of housing) may also allow future housing that is desired and connected in the future for Goldsby without compromising environmental quality.

Growth is gradual, not immediate. Growth can certainly happen in spurts, as has been experienced over the last few years. While this future land use plan is a proposal for 2036, it does not include every decision that will be needed over those 20 years. The plan and this land use section are guidelines to help envision how to phase work, and what the addition of sewer and other infrastructure (e.g. water, road widening, etc) can do for growth potential. Infrastructure costs can be reduced by phasing implementation in nodes. Taking advantage of the existing networks already in place will minimize the need for costly expansion. When expansion occurs, it should be done strategically, to maximize the potential of added infrastructure. Planned networks should be considered in the review of new potential projects, as amending the plan for a single project may decrease the efficiency of the entire system.

Guiding Growth for the Future

This plan is designed to give guidance to the Planning Commission and Board of Trustees, which will make decisions on rezoning applications, variances, and future land use regulations. It is in the best interest of the Planning Commission and Board of Trustees to evaluate future land use applications to evaluate the following criteria when deciding upon whether to approve the request before them. The future land use map is a guide that both addresses good planning principles but also community goals and vision for 'growing gracefully'. The future land use plan is not requiring current land owners to change their zoning or what they are doing on their land today. The purpose of the plan is to communicate to developers, the community, Planning Commission and Board of Trustees that when or if someone wants to change the zoning in order to do something different in the future that the change should be moving toward being in agreement with the comprehensive plan.

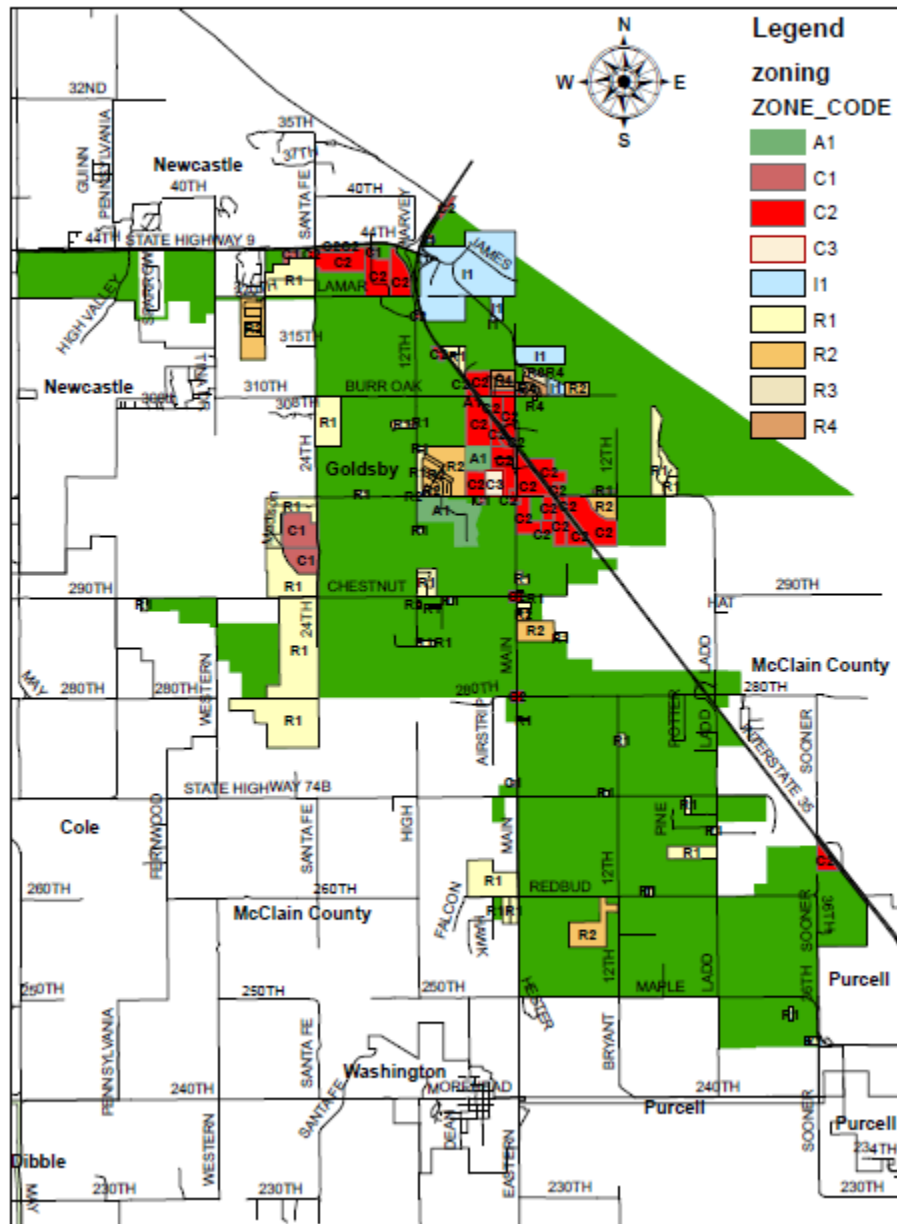
Existing land uses in Goldsby

The majority of the land in Goldsby is zoned for Agricultural uses. As the area grows, developers and land owners have presented zoning changes to the Planning Commission and Board of Trustees. Typically the requests are for residential land uses consistent with other housing in the community.

On the next page is the Existing Zoning followed by a map of Existing Land Uses. On the Existing Zoning Map, you may note small 'spots' of yellow (residential zoning) in larger spaces of green (agricultural zoning). Commercial zoning is focused along IH35 corridor and industrial zoning is limited to east of IH35. Commercial and industrial land uses typically are the major source of sales tax revenue to a community.

Goldsby Current Zoning 2016

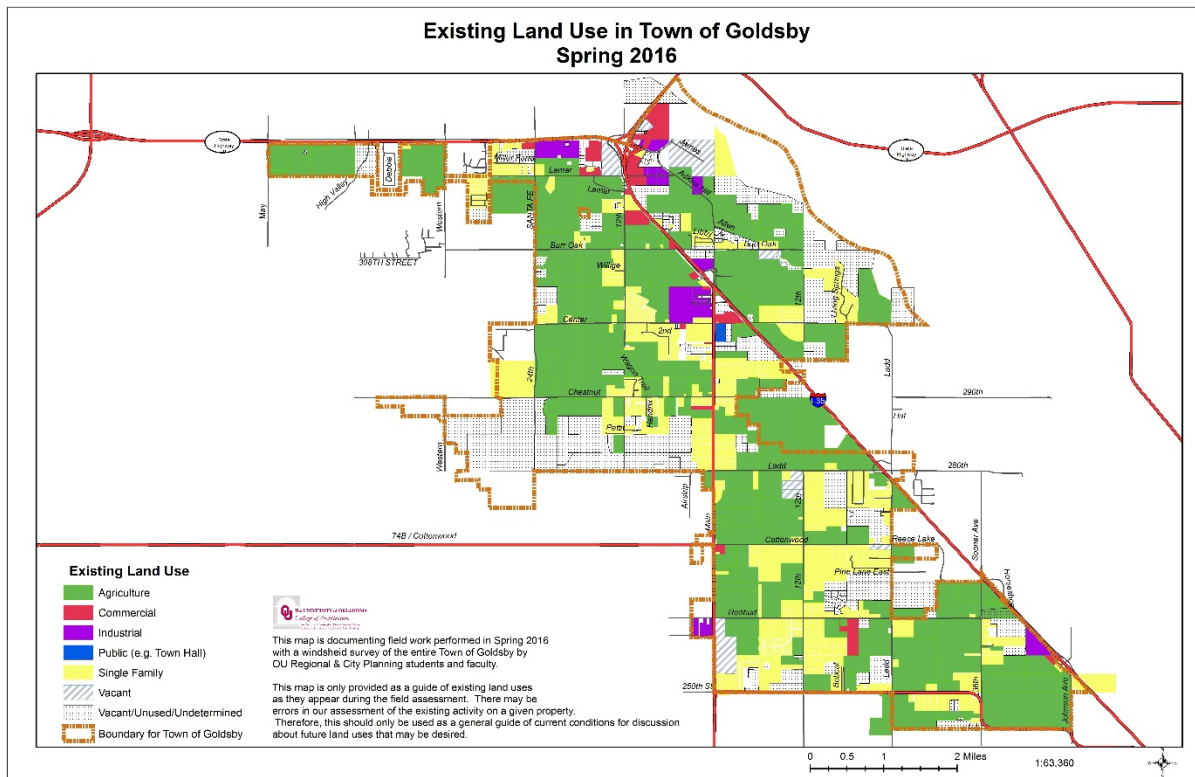
TOWN OF GOLDSBY ZONING MAP



Zoning map: Goldsby, 2016

This map depicts the adopted ordinances for zoning for the town of Goldsby. The above map is the current zoning as of April 2016. This serves as the base zoning for the Town of Goldsby. As noted, much of the land is zoned Agriculture. As landowners elect to change their land use on their properties, the future land use plan will serve as a guide as to the desired future land uses for the area. This is adopted ordinance by the city and is zoned.

Goldsby Current Land Use 2016



Source: Windshield Survey by OU Planning Team, February 2016

What is the difference between land use and zoning? The existing land use is what is on the property right now. Zoning is the regulation which controls potential land uses, density and bulk on the site. The Future Land Use Map in the next section is showing what is recommended for future zoning changes at the time the property owner is interested in changing the land use on the site and applying for the appropriate zoning.

In Goldsby, the OU Planning team noted that while there is extensive space for agricultural land uses, the current use of the land is largely shifting to residential with fewer active farms.

The following goals and objectives are setting the framework for the Future Land Use Plan. This is the guiding plan and map for future development. The intention is to allow property owners

who are interested in changing their land use in the future a guide on what zoning and land uses are envisioned by the community. This then prevents zoning one piece of land in a vacuum, but rather provides context for good policy decisions.

Goal 1: Create a comprehensive plan that helps guide Planning Commission and Board of Trustees in making decisions about future rezoning applications, variances, and other land use issues.

Objective 1.1: Create a future land use map and justification as part of the 2036 Town of Goldsby Comprehensive Plan.

Objective 1.2: Promote cost-efficient land development with potential coordination of a phased sewer system to allow for smaller lots or cluster of housing where appropriate. (See Infrastructure Section for additional objectives related to sewer system)

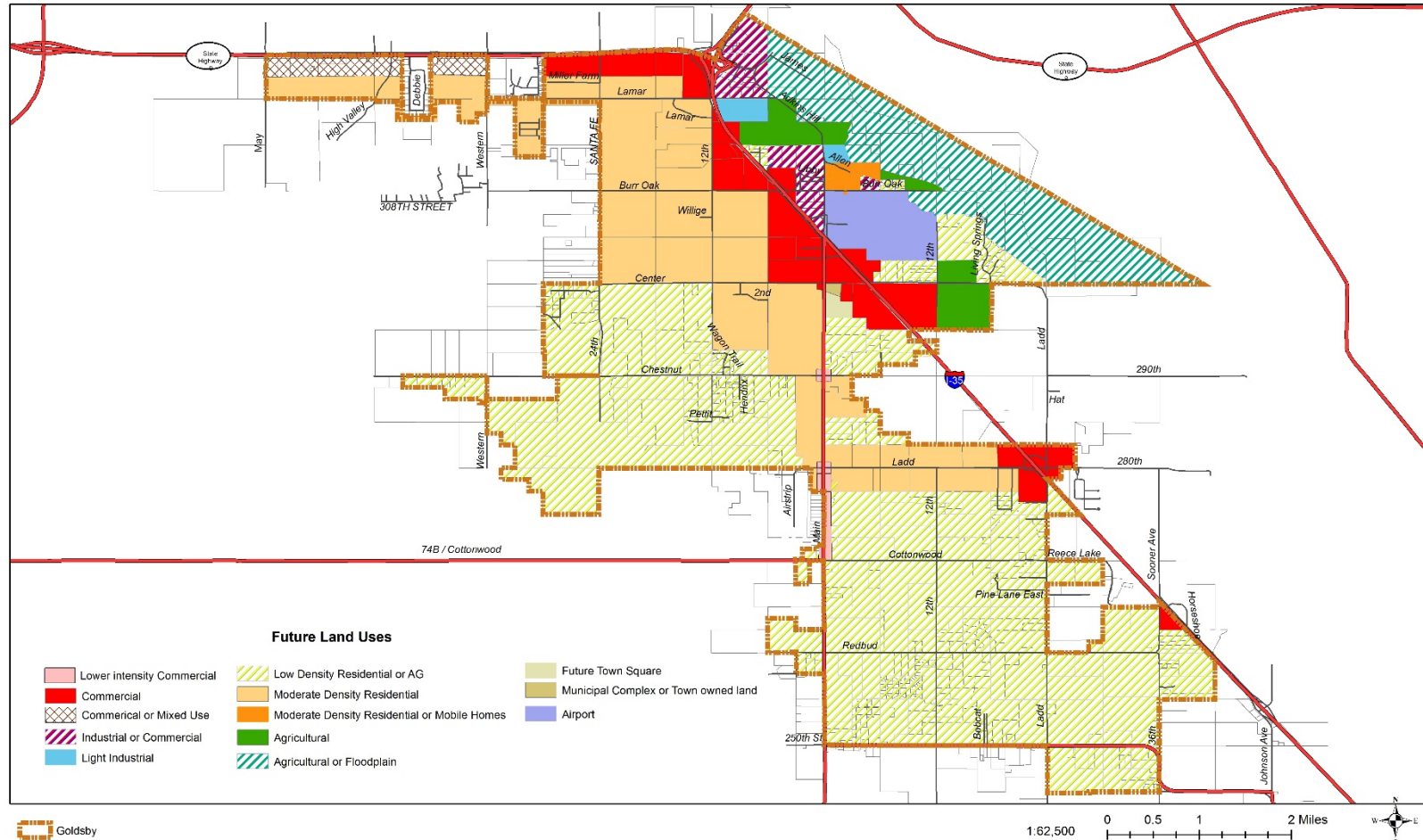
- **The community has not reached complete consensus on whether or not a sewer system is the right direction for investment at this point.** In order to ultimately have lots under $\frac{3}{4}$ acre, at present additional control on wastewater impacts would be required by the Department of Environmental Quality. The size of lot is effectively constrained by method of managing the wastewater.
- **This issue about pursuing a sewer system is a delicate and important issue.** It is connected to providing possible more affordable options for housing to bring younger people (20-30 years old) back to the community. However, the costs are extensive and ultimately care is needed where both the appropriate housing on smaller lots ($\frac{1}{2}$ acre or less than $\frac{3}{4}$ acre lots) are feasible with a phased sewer system (see Infrastructure section for conceptual ideas on how to phase connections to sewer system to potentially connect with neighboring communities and/or Chickasaw Nation.
- **The community should continue to revisit the issue of desired development options for housing and wastewater management in the future.** Coordination with surrounding towns and the Chickasaw Nation may be a possibility.
- **At present many comments have indicated that larger lots with septic systems are best for residential areas in the near term.** Sewer system for commercial areas may be desired.

On the following page is the Future Land Use Map (original) and then the Future Land Use Map with comments from workshops and online survey. Each section of the map is described on the following pages which include:

- Residential Districts
- Commercial Districts
- Industrial Districts
- Agricultural Resources & Districts.

Future Land Use Map Town of Goldsby Comprehensive Plan 2036

Adopted by Board of Trustees December 1, 2016



Source: Created by the OU Planning Team to serve as Future Land Use Map for Comprehensive plan.

Residential Districts

As the population grows, Goldsby will have to dedicate more land to residential uses. Potentially, the community may need to accommodate smaller lot sizes to accommodate this growth. Three types of residential land uses are included in this plan. They are detailed in the following paragraphs.

The largest single future land use district depicted in the plan is a mixture of agricultural and larger-lot single family residential land uses. In these areas, housing and agriculture will have a similar balance to the current state of land use in the area - a few small subdivisions, large lot residential, and farming and ranching activities intermixed throughout the sections. In this section, a minimum lot size of one (1) acre is recommended. This future land use category is generally located throughout a majority of southern and southeastern Goldsby.

A smaller-lot single family future land use category is recommended for most areas northwest of Center Avenue and Main Avenue, and along Main Avenue south of the commercial corridor. This is a prime location for increased density and smaller lot size because the area includes the most commonly traveled roads, most convenient housing locations for commuters to the Oklahoma City metro, and the most likely residential areas to be served by sewer, should Goldsby purchase and implement a sewer system. Lot sizes in this district are recommended to be no smaller than three-quarters (3/4) of an acre, unless sewer is installed. If a sewer system is implemented and extends to the development, this area will support lots potentially as small as one-quarter (1/4) of an acre. Agricultural land uses will be permissible within this district.

In two specific locations, Goldsby has the opportunity to include small lots, loft apartments, duplexes, or small apartment complexes. These locations are recommended to be a cross land use between residential and commercial in the future. One of the locations is on the south side of State Highway 9 west of Riverwind Casino and the commercial area. The other location is within the completed Goldsby Town Center district. Attachment to a sewer system is a prerequisite to this type of development in either location.

Goal 2 - Allow residential development in the appropriate areas as shown in the future land use map.

Objective 2.1: Allow for no less than one-acre lot sizes in the areas of low density as shown in the future land use map in the south, southwest, and southwest parts of Goldsby. Agricultural use continues to be a viable land use and zoning for this area for near future.

The desired minimum size lot for the Low Density Residential/Agriculture has been ideally set at 2 acres. Particularly when considering septic loads that may ultimately be influenced by DEQ.

Objective 2.2: Allow for slightly larger density, no less than $\frac{3}{4}$ of an acre, in the moderate density as shown in the future land use map in the central and northwest parts of Goldsby.

There is interest in providing more housing types in this area of Goldsby, including well-designed options that increase affordability of homes for younger families. However, many options like duplexes or increased density are tied to wastewater/sewer system being constructed in the future.

Objective 2.3: If a sewer system is available in the area south of State Highway 9, west of Western Avenue, then allow for a mixed use land use development of commercial and residential. Also, allow for this type of development in the design of the future Town Square.

Commercial Districts

Highway 9, west of Interstate 35, is a vital and expanding corridor for commercial development, because of the growing populations of Blanchard and Newcastle, as well as the draw of Riverwind Casino. High visibility and traffic in the area makes this a prime location for expanding businesses. Working with the Chickasaw Nation to provide sewer to this corridor is a necessity. Prioritizing this development will increase sales tax revenues, allowing the community to reap the quality-of-life benefits which occur with added revenue.

The current commercial core of Goldsby is located near the intersection of Main Avenue and Center Road, extending north along Main Avenue and along the Interstate 35 Corridor. This is a desirable location based on both centrality and access to Interstate 35. A large proportion of the growing population will use the Main Avenue exit to travel to and from work and other activities in the Norman and Oklahoma City areas. To enhance this growth, the community should work together with the Oklahoma Department of Transportation to ensure that future improvements slated for the exit at Main Avenue will make businesses in the area more accessible to people driving through Goldsby on Interstate 35. Another crucial step is to extend sewer and other facilities through this area and to the Town Center area, if and when developed. Commercial development in this area is highly encouraged.

The new Dollar General is indicative of a node-based development scheme, where areas near intersections are used as hubs for economic activity. This is a beneficial strategy for Goldsby as it allows certain businesses, like stores, gas stations, small offices, and restaurants, to be placed near the people which they serve. This concept is already encoded in the zoning map at the intersections of Main Avenue and Chestnut, Ladd, and Cottonwood Roads, respectively. Continuing and expanding node-based development is encouraged because it allows the population to have needed services without creating long corridors of commercial which alter the rural appeal of Goldsby.

Goal 3 - To provide amenities and infrastructure necessary to complement commercial development along State Highway 9 west of Riverwind Casino.

(See Objective 18.1 in Infrastructure Expand the working relationship with the Chickasaw Nation to provide sewer to proposed business locations.)

(See Objective 18.2 in Infrastructure Ensure other needs of potential businesses are able to be met (e.g. water, internet, electricity, gas))

(See Objective 18.3 in Infrastructure Earmark sales tax revenue from business expansion in this area to assist in provision of sewer to other parts of town.)

Goal 4 - To promote and advocate for commercial development which will aid the town's expansion, without removing the rural character of Goldsby.

(See Objective 24.1 in Transportation Advocate on behalf of the town's interests during the planning stages of the expansion or renovation of any Goldsby roads by the Oklahoma Department of Transportation. These roads include, but are not limited to, Interstate 35, and Oklahoma State Highways 9, 74, and 74B.)

Objective 4.1: Encourage business growth near Interstate 35 Exit 104 (Main Avenue), and within the Town Center, if and when implemented.

Objective 4.2: Expand and continue node-based commercial developments at the intersections of section line roads within Goldsby, especially along Main Avenue.

Objective 4.3 [New- added based on public comments] In order to give guidance to commercial development within the Town of Goldsby, the community will pursue design guidelines (voluntary or regulatory to be determined when created and adopted) to insure new commercial buildings fit into the character of the community.

Objective 4.4 Develop one or more categories for lower intensity commercial zoning to be adopted by Planning Commission and the Board of Trustees as an amendment to the zoning code.

Discussion about commercial zoning within the interior of the Town of Goldsby suggests the new zoning categories to address smaller, less intense, and more local-based commercial would be helpful for the town. The future land use map reflects a lighter red where lower intensity commercial has been deemed more appropriate.

Lower intensity commercial categories

Examples from the City of Oklahoma City to consider:

Land uses permitted in each of these zoning categories can be reviewed at the following link:

https://www.municode.com/library/ok/oklahoma_city/codes/code_of_ordinances?nodeId=OKMUCO2010_CH59ZOPLCO_ARTVIZOBADI_S59-6200OFCODI

Office-based commercial categories

O-1 Limited Office District. The O-1 District is intended to provide a location for those administrative and professional offices that can occupy smaller structures in a landscaped setting. This type of development can serve as a buffer between more intense retail and office commercial uses, and established residential neighborhoods. Emphasis is placed on smaller, individual freestanding buildings, landscaping, setbacks, sign control and restricted building height in order to promote protection for nearby residences. § 59-6200. - Office and Commercial Districts.

O-2 General Office District. The O-2 District is intended to provide a place for those office and institutional activities that require separate buildings, or building groups, and whose employees and clientele may come from a wide geographic area. Land, space and aesthetic requirements of these uses make either a central location or a location on large sites between more intense retail commercial areas and established residential neighborhoods desirable, so as to act as a buffer.

Small-scale General commercial categories

RC Rural Commercial District. The RC District is intended to provide locations for commercial and service uses which primarily serve outlying agricultural areas and/or businesses.

C-1 Neighborhood Commercial District. The C-1 District is intended to provide a location for a limited number of retail commercial goods and personal services that serve the day-to-day needs of residents of surrounding neighborhoods. Because these

shops and offices are lower intensity uses, they may be designed to be located at, or near, arterial street intersections, in close proximity to housing areas, or as limited service facilities in larger planned high density housing areas. This district is limited to the types of uses that will not create increased traffic, noise or other incompatible factors caused by uses serving a larger part of the City and, therefore, would have a negative impact on surrounding neighborhoods.

More intense commercial category (e.g highway commercial)

C-3 Community Commercial District. The C-3 District is intended for business activity that is located at the edge of residential areas but serves a larger trade area than the immediately surrounding residential neighborhoods. Business uses will most often be found in a wide variety of commercial structures, normally on individual sites with separate ingress, egress and parking. Because of the varied uses permitted, it is important to separate them as much as possible, both visually and physically, from any nearby residential areas and to limit the harmful effects of increased traffic, noise and general non-residential activity generated.

When developing the additional commercial zoning categories, reviewing communities with more diverse commercial zoning categories may assist in developing a code with the appropriate land uses by category that address the concerns for the Town of Goldsby.

Goal 5: Limit future possible noise complaints from the interstate and airport.

Objective 5.1: Place commercial or industrial zoning near and around high traffic areas, discouraging residents to live near them.

Objective 5.2: Map noise contours of runways and either restrict development or require information be provided to prospective buyers or residents in the area.

Zoning near airport should be carefully considered to avoid conflicts (housing and noise incompatibility) as well related operational issues for the airport.

Examples of ordinances may include MidWest City near Tinker AFB and Enid, OK.

Industrial Districts

Areas with current industrial zoning in Goldsby are generally located in a place conducive to industrial activities. Near the interstate, with ease of access to the Oklahoma City metro area, this area continues to make sense for industrial businesses. If demand were to outpace the current supply of land zoned industrial, it would be recommended to keep the industrial area close-knit, and allow expansion of the area to happen with adjacent parcels. This will allow the remainder of the town to keep its current agrarian culture and ambiance.

Goal 6: Industrial development should only be allowed in those areas shown in the future land use map and should minimize their impact to the rural, visual, and natural characteristics of Goldsby.

Objective 6.1: Encourage industrial development within the currently zoned Industrial area, and if currently zoned area becomes built out consider adjacent parcels to be rezoned to industrial if needed.

(See Objective 24.2 in Transportation Ensure public streets near industrial development are designed for heavy truck traffic.)

Objective 6.2: Define appropriate and adequate building setback and height requirements.

Comments received by the community included developing and sharing publicly (online for cost-effectiveness) of the zoning districts (Zoning Ordinance for Town of Goldsby) and clear charts explaining key guidelines for these districts (e.g. land uses permitted, setbacks, minimum size lot).

(See Objective 10.1 in Environment: Encourage increased use of landscaping and sensitive site design.)

(See Objective 10.2 Environment: Require appropriate screening of proposed industrial activities to become aware of any potential harm, if any, to residents and workers. Introduce transitional uses or open space between industrial uses and residential land uses.)

Goal 7: Support existing businesses in the community, including those which may have plans for expansion.

(See Objective 32.1 in Economic Development: Encourage industrial development which will provide a variety of job opportunities for local residents.)

Agricultural Resources & Districts

A significant portion of land within Goldsby's jurisdiction is comprised of lands used for agriculture. These farms are responsible for the rural and small town character that first attracted residents to Goldsby. A growing population could cause some of Goldsby's agricultural lands to be redeveloped in favor of more residential or commercial land uses. Goldsby is tasked with ensuring that it meets its growing housing and development needs without compromising its agricultural values.

Goal 8: Ensure that the expansion of development of Goldsby's built environment not threaten historic, pastoral and agricultural assets of the community.

Objective 8.1: Work with community members to protect redevelopment of town's key or important agricultural lands.

Environmental Issues, Open Space, and Hazard Mitigation

As communities attract more people and slowly become more developed, it is important to have a plan for their environment within their community to protect those assets. For a town like Goldsby, that values its agriculture and rural setting, having a document that reflects these values is very important in shaping how the community will grow into the future.

Environmental Issues

Environmental issues are important to think about as communities grow. Often, issues with the environment do not arise in communities until development is placed in inappropriate places or not built correctly. Planning for the placement of future development is discussed in detail in the land use section, however, this section deals with more of the impacts that improper placement could trigger.

Air Quality

With Goldsby being a rural community with low density, there is low concern for air pollution. However, there could be a need to be vigilant of high traffic areas such as Interstate 35 and the Perry Airport. If development continues at its current pace, air quality and pollution will not need to be directly addressed. If development begins occurring at a more rapid pace pollution levels may need to be studied to ensure that the Town of Goldsby is maintaining good air quality. There are some industrial uses currently being used in the northwest section of Goldsby, which may need to be monitored in the future if this sector grows.

Goal 9: Maintain good air quality and keep pollution levels low.

Objective 9.1: Encourage industrial development which will provide a variety of job opportunities for local residents *while maintaining the environmental and air qualities of the area* .

Noise

Noise associated with traffic can lower the quality of life for residents of a town and also take away from its rural setting. Because of Goldsby's proximity to Interstate 35 and the David Jay Perry Airport, noise levels could affect the quality of life of many residents.

Noise associated with Interstate 35 could be controlled by not allowing residential development near the I-35, only permitting commercial development. The size of the airport will limit the size of planes that are able to land, thus minimizing the noise associated with it. However, as with the interstate, residential building should be limited near the airport.

Open Space

Open Space is important for communities to have for many different reasons. Open space, or green/natural space, aids in air quality, mitigating risks associated with storm water, and people generally just need open space in their communities.

Goldsby's Rural Setting

Currently, Goldsby has few official parks within its town limits, with the largest being just south of its Town Hall. To ensure access to open space, developments should be encouraged to incorporate part of their plans to include land set aside for a park or playground.

Open space could be applied largely to agriculture land. Historically, Goldsby has been an agriculture town and to this day it still has a large amount of its land set aside for this use. Also, it has been said that many people are moving to the area for a more rural setting. For Goldsby to preserve their rural feel, much of the land should remain agriculture, with land overtime being slowly rezoned as it becomes appropriate.

Goal 10: Increase use and awareness of existing open space and increase accessibility of open space in new development.

Objective 10.1: Encourage increased use of landscaping and sensitive site design.

Objective 10.2: Use best management practices for managing stormwater.

Objective 10.3: Require appropriate screening of proposed industrial activities to become aware of any potential harm, if any, to residents and workers. Introduce transitional uses or open space between industrial uses and residential land uses.

Objective 10.4: Plan events for gathering residents in open space (such as outdoor movies, visits with Santa, etc.).

- **Community comments included having more public events as a marketing tool, farmer's market, and more festivals.**

Objective 10.5: Create a requirement to build a certain size of open space for large developments based on the acreage. For example, in the City of Altus' Unified Development Code there is a 70 percent open space requirement for a "cluster" of houses at a maximum of .18 units per acre in their Countryside district (see more at (<http://altusok.gov/sites/default/files/ccfiles/UDCRev2-5-08.pdf>)).

Objective 10.6: Create a tree mitigation and preservation plan for new development in Goldsby.

- **One of the treasures in a community, beyond the people, are the trees that provide shade, manage water run-off,** and help preserve the character of the community visually. Developing a subdivision ordinance amendment to include documenting significantly sized trees on a lot/parcel/tract and requirements to preserve (e.g. protect drip-line where roots are during construction, include within the development) and/or replace with appropriate trees should be pursued.
- **Reducing or preventing clear-cutting** sites help to preserve the visual qualities of Goldsby. Additionally, large trees are valued by homeowners and thus increase property values.

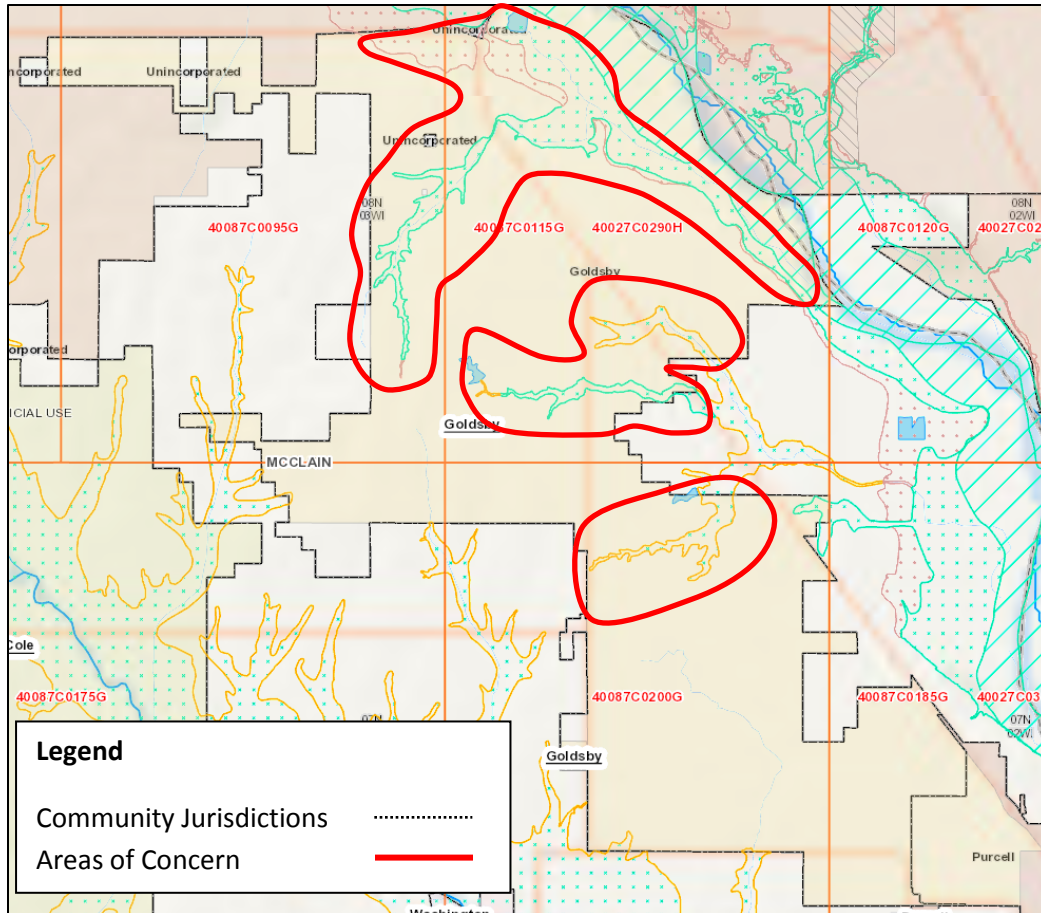
Hazard Mitigation

It is important for any community to plan ahead for events that could impact their community. A community's ability to identify and plan ahead for hazards is what helps them be more resilient. The following sections identify potential natural hazards that could impact residences and businesses in the Town of Goldsby.

Floods

Floods are one of the costliest natural disasters that can occur, causing countless damage to structures, property, and endangering lives. It is important to plan for floods because, in large parts, flood damage can be minimized with proper regulation and development patterns.

As the map from the Oklahoma Water Resources Board shows, a large part of the northeastern part of Goldsby is in the floodplain of the Canadian River. Also, there are a few tributaries that lead to the river that run through parts of Goldsby that have a small floodplain associated with them. The areas of most concern have been outlined roughly in red as shown on the map.



Source: www.owrb.ok.gov

Goal 11: Ensure that residences, buildings and infrastructure are safe from possible flooding.

Objective 11.1: Through building code regulations, do not allow any new structures to be built in the floodplain or floodway and require proper setbacks for structures to be built near the floodplain.

- **Consider buffers around floodplain prior to problems arising. Possibly consider trails and parks where appropriate.**
- Balance the idea of protection of community members from risk while not understanding rural desire for only a certain level of regulation.

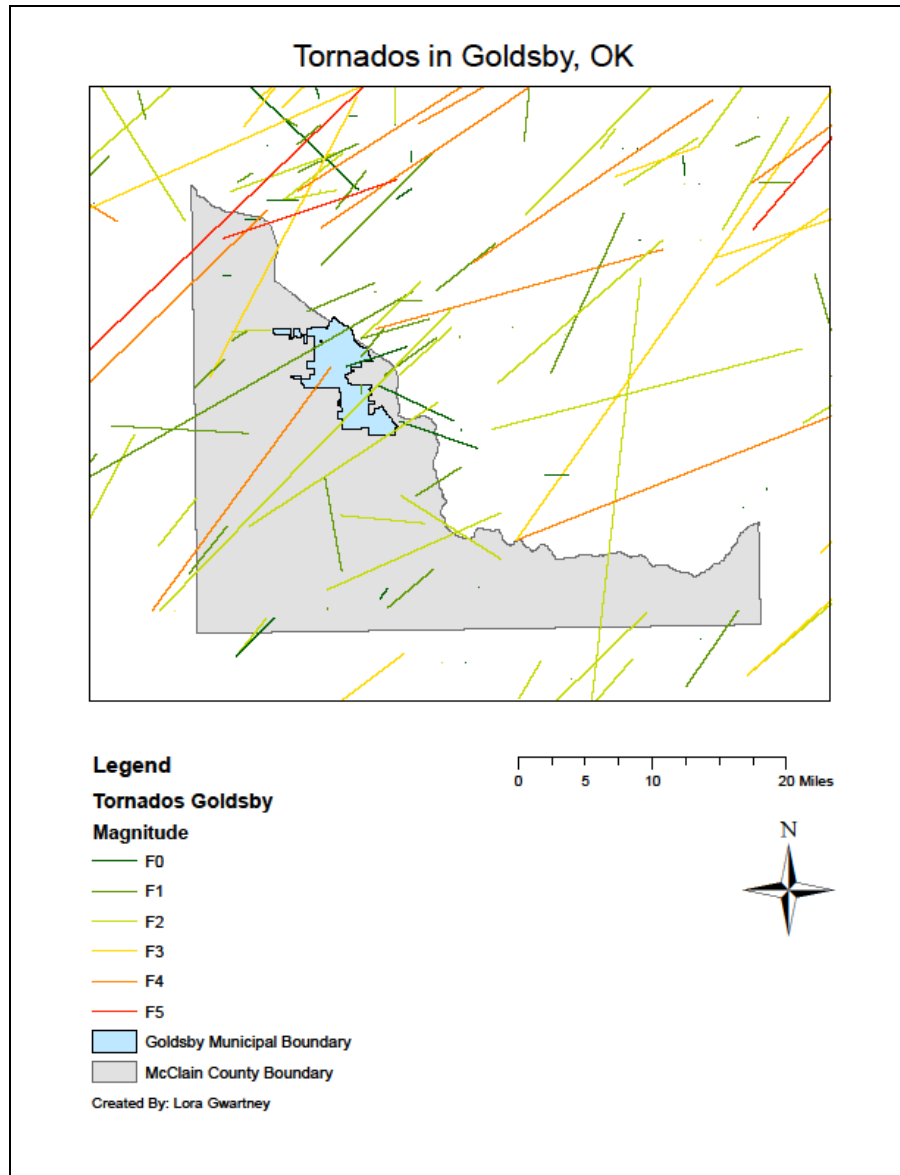
Objective 11.2: Identify projects that could reduce or eliminate long term risk of flooding to structures in floodplains and apply for FEMA's Flood Mitigation Assistance Grant Program.

Tornadoes/High Wind/Hail

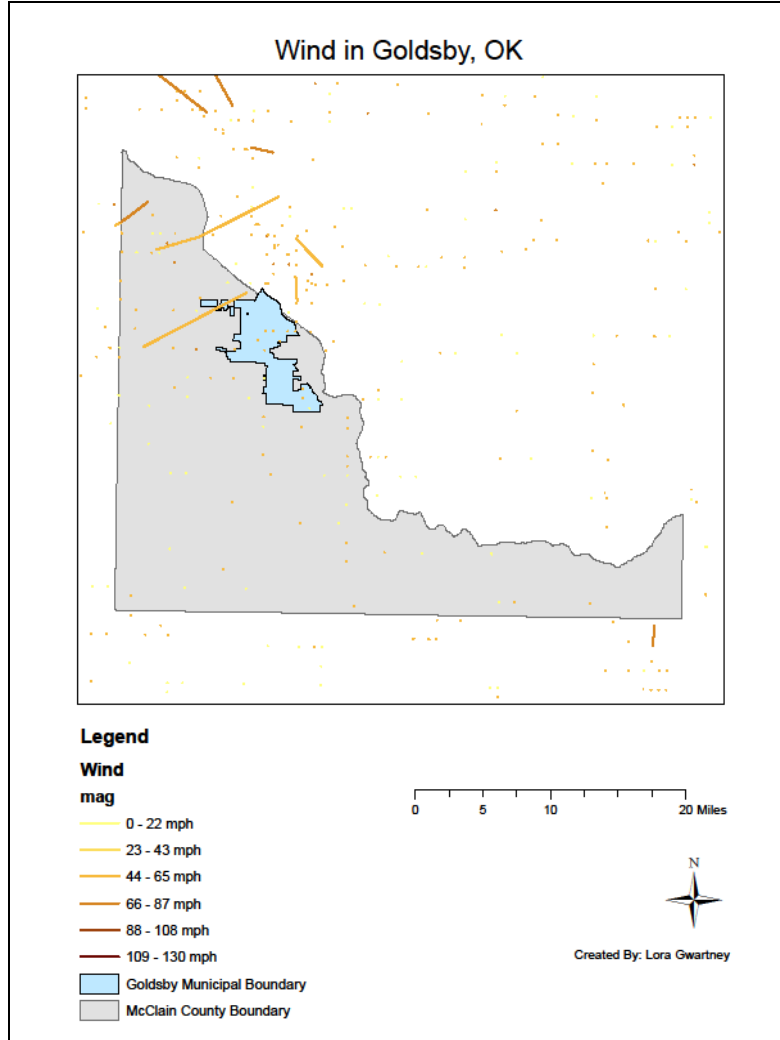
For any community in Tornado Alley (central part of the United States), planning for tornadoes and high winds is a necessity. Goldsby is just south of the City of Moore, which has a history of being hit with tornadoes and the results of its impact affecting the community well after. A plan to bounce back from an event like this can really help a community moving forward from a tornado disaster.

As you can see in the map below, tornadoes are no stranger to Goldsby and the surrounding area. The map displays not just a large number of tornadoes for the area, but also a range of magnitudes.

Hail is also danger for any community and cause large amounts of damage to property and people. However, there are recommendations for a community and its people that could minimize damage.



Wind, not associated with tornado events, can also be harmful to communities. The map below displays high wind events Goldsby and the surrounding area. Being in Oklahoma, high wind gusts are normal, however, ensuring that buildings are properly secure and materials at risk of being moved and becoming a “missile” are secure is very important.



Goal 12: Minimize the damage associated with tornadic activity, hail and high winds.

Objective 12.1: Ensure that building codes and/or information is provided to residents on the latest technology available to minimize damage to structures (i.e. hurricane/tornado clips).

Goal 13: Work towards every resident in the Town of Goldsby having access to a storm shelter, encouraging either family-sized (for traditional homes) or community-sized (for mobile home parks and other dense development) shelters.

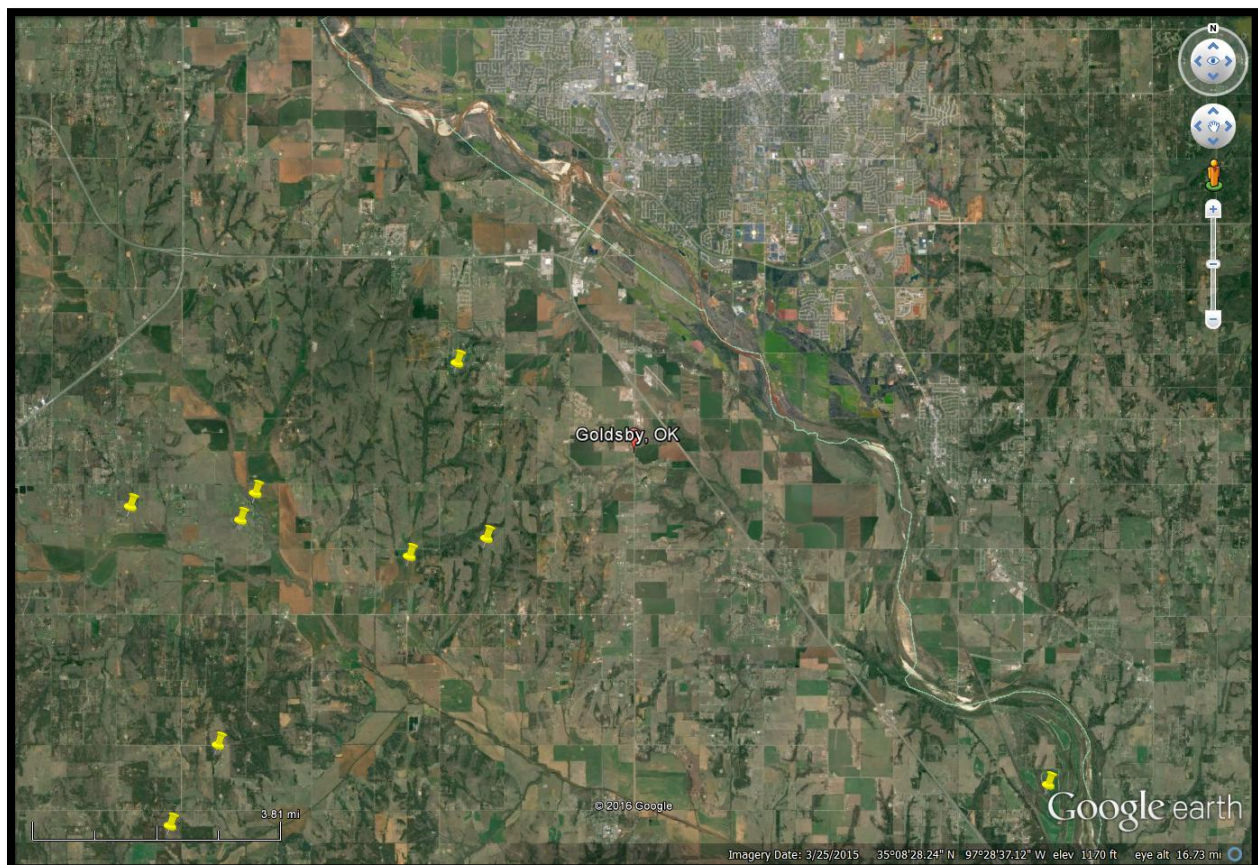
Objective 13.1: Inform residents and assist with applications when grants become available to help with the cost of storm shelters.

Objective 13.2: Work towards 100% of residents having access to nearby shelter (private, personal, public or community-based).

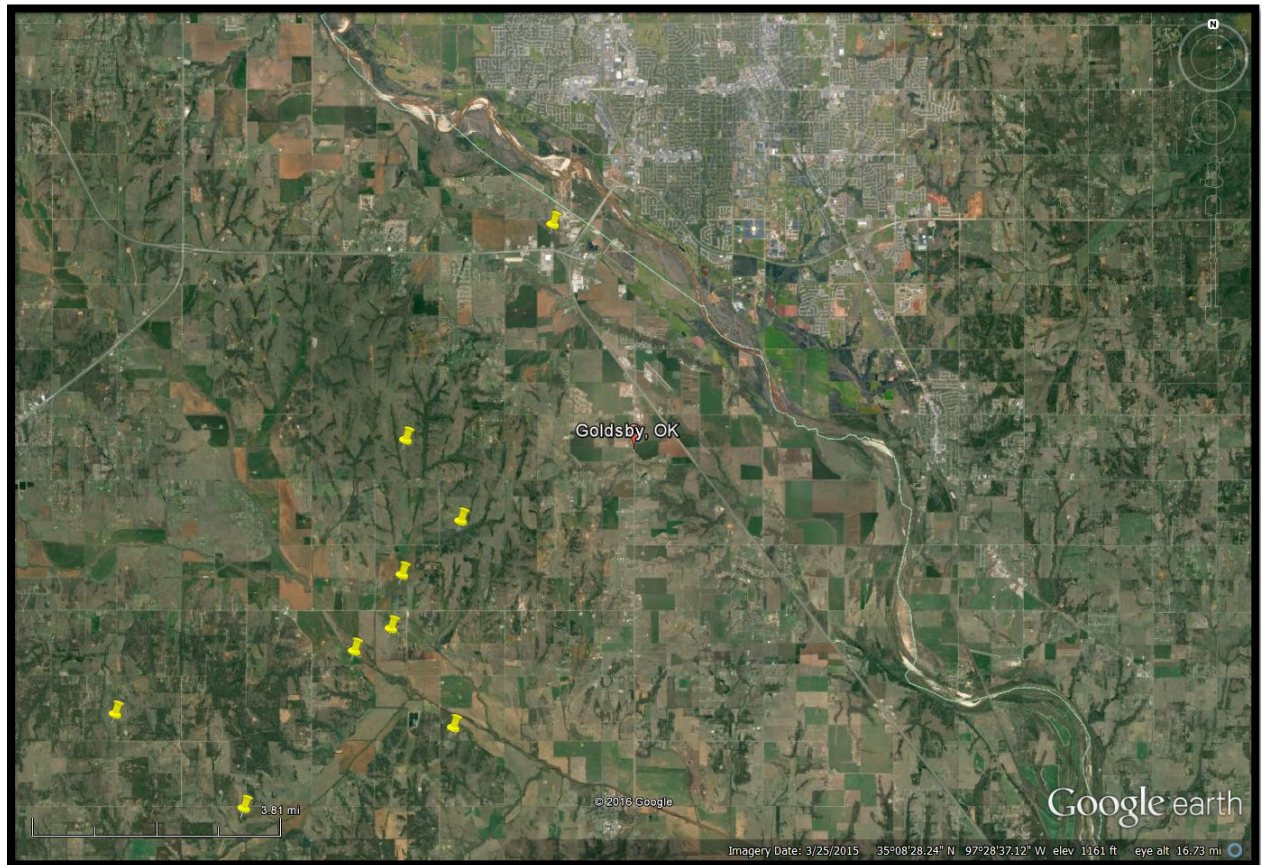
Some of the community feel that shelters/safe rooms should be either via FEMA grants or privately paid for and that the Town of Goldsby may only encourage and inform rather than participate financially in shelters. This objective may be more about informing residents of options and encouraging residents to identify where they will do during a storm event.

Earthquakes

According to the US Geological Survey, Oklahoma's history of earthquakes began in 1918. The Oklahoma Geological Survey identified 59 earthquakes in McClain County from 1990-1999. The average magnitude of these 59 earthquakes was 1.9. Image 1 below shows the locations of earthquakes near Goldsby during the 1990-1999 period.



The Oklahoma Geological Survey identified 20 earthquakes in McClain County from 2000-2009. The average magnitude of these 20 earthquakes was 2.1. The image below shows the locations of earthquakes near Goldsby during the 2000-2009 period.



Although there is a probability for earthquakes to occur in Goldsby, the risk of damage from earthquakes is low. This is due in part to the historical magnitude of the earthquakes being low and also due to the fact that few parts of Goldsby are densely populated. However, in recent years, the frequency and magnitude of earthquakes in the state of Oklahoma, specifically north and northcentral Oklahoma, has increased significantly. The hazard risk for Goldsby has remained low but could potentially increase in the future.

Goal 14: Ensure that homes and commercial structures are built to withstand low magnitude tremors.

Objective 14.1: Have building standards that allow a structure to withstand at least a level 3 magnitude earthquake.

The idea is that all structures in Oklahoma ideally should be built well enough to handle the regular low-level earthquakes that are happening daily/monthly/weekly/annually. The higher level magnitude earthquakes, to date (Aug. 2016 5.6 mag in Pawnee), are infrequent. Increasing the building standard to resist the higher level magnitude earthquakes is likely not a financial investment most residents would elect to do. Setting the standard to a lower level, a minimum threshold, insures basic safety.

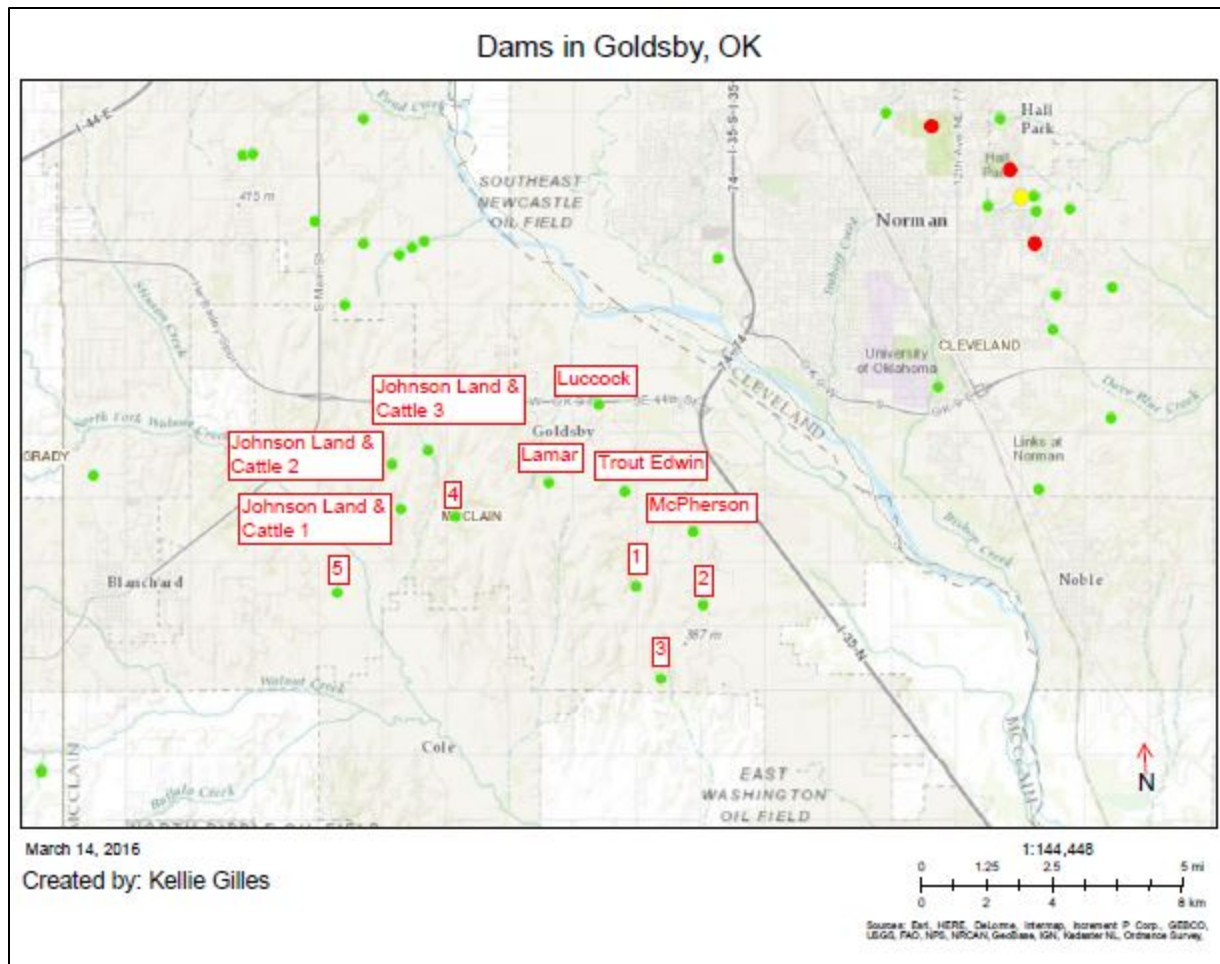
Objective 14.2: Inspect buildings, roads, dams and other infrastructure following earthquakes to determine if they are safe to occupy and use.

Dam Failure

The Oklahoma Water Resources Board regulates 12 dams in or around Goldsby, OK. All of the dams in this area are considered to be low hazards because of the amount of water that they are holding. The Summit Lake Dam in the City of Norman, approximately 7 miles from Goldsby, is the nearest dam be considered a high hazard if it failed. Although some damage may occur in Goldsby as a result of failure of this dam, the risk of significant damage is low.

<u>Dam Name</u>	<u>Hazard</u>	<u>Owner</u>	<u>Year Completed</u>
Lamar CW	Low	Carlene Lamar & JH Reikowsky	1965
Luccock RW	Low	Geraldine Mayes	1970
Trout Edwin M	Low	Eddie & Tracy Law	1956
McPherson PG	Low	BG & SJ LDT	1945
No Name - 1	Low	Phillip & Sandra Torrence	1967
No Name – 2	Low	Billy Adkins	1945
No Name – 3	Low	William Cutsinger Jr	1945
No Name – 4	Low	Roy & Rebecca Oliver	1955
Johnson Land & Cattle Co 1	Low	Roy & Rebecca Oliver	1955
Johnson Land & Cattle Co 2	Low	Roy & Rebecca Oliver	1960
Johnson Land & Cattle Co 3	Low	Roy & Rebecca Oliver	1960
No Name – 5	Low	Billy & Yvonne Adkins	1960

Source: Oklahoma Water Resources Board



● =High risk for dam failure ● = Moderate risk for dam failure ● =Low risk for dam failure

Goal 15: Ensure the safety, maintenance and integrity of dams within Goldsby.

Objective 15.1: Provide information to current and new homeowners that have structures that could be affected by a dam failure.

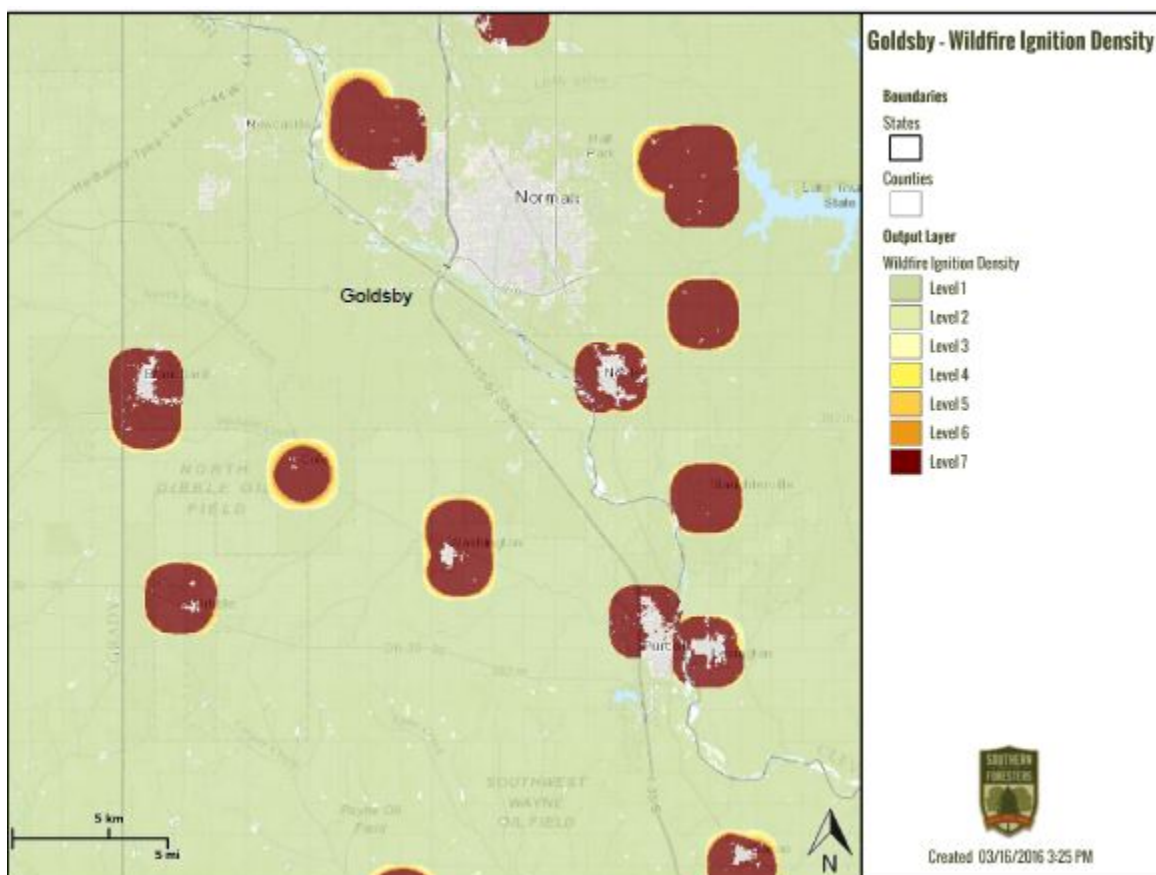
Objective 15.2: Work with the Oklahoma Water Resources Board regarding required 5-year inspections.

Wildfires

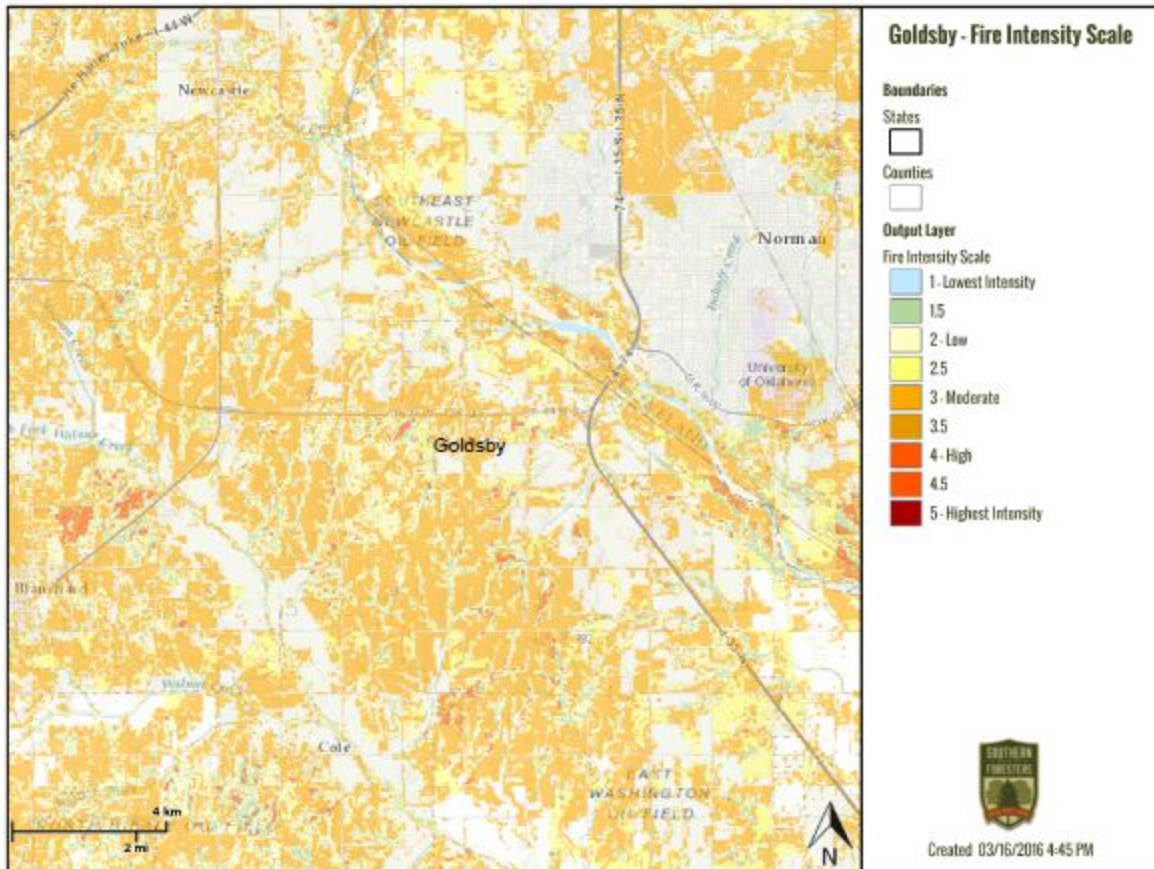
Wildfires are a hazard in Oklahoma due mostly to wind, dry conditions and natural vegetation, With Goldsby being mostly rural with a vast amount of vegetation, the risk of large wildfire could be high in the right conditions. However, because the density of Goldsby is low, the risk of loss of life and damage to homes is relatively low. To combat wildfires, Goldsby is served by the

Goldsby Volunteer Fire Department and is relatively close to other communities that could assist.

The image below shows the Wildfire Ignition Density as identified by the Southern Group of State Foresters. This map shows the likelihood of a wildfire in the area. Goldsby is listed as a Level 1 in terms of the likelihood of a wildfire occurring in the area. Several surrounding communities have a higher rating which could affect Goldsby, as wildfires can spread easily.



The map below was created by the Southern Group of State Foresters to identify areas where there is significant potential for fire hazards. The classification is based on weather categories. The majority of Goldsby is located in the Class 3, Moderate category. The Southern Group of State Foresters defines Class 3 as having “flames up to 8 feet in length; short-range spotting is possible. Trained firefighters will find these fires difficult to suppress without support from aircraft or engines, but dozer and plows are generally effective. Increasing potential for harm or damage to life and property.”



Goal 16: Maintain a low level of risk associated with wildfires.

Objective 16.1: Keep firefighting equipment in working order and up to date.

- **Several residents at workshops and online surveys indicated that eventually the community will have to have paid firefighters for the town and not rely on a volunteer squad. This appears to be an anticipated issue within the 20 year horizon of the plan.**

Objective 16.2: Create a plan with neighboring communities to assist, if necessary, for large wildfire events.

Debris Removal

Debris associated with storms and weather events can cripple a community if there is not a plan in place to take care of it. Communities are most affected by debris in that it limits access

to the transportation network, not allowing residents to get supplies or seek medical assistance.

Goal 17: Remove debris caused by hazards efficiently and effectively.

Objective 17.1: Contract with a local company to be in charge of debris removal after a major storm.

Objective 17.2: Purchase small scale debris removal equipment to assist after storms.

- Options may include small contracts with community members with farm equipment that may be able to double with debris removal (e.g. as an attachment to larger trucks, etc)



<http://www.worldsweeper.com/ChooseEquipment/GatorGetter7.11.html>

Infrastructure

A community's infrastructure is a major deciding factor for what activity goes on in an area. Thus, infrastructure often can predict how the community will grow. This includes the type of development, location of development, and the size. This section discusses stormwater management, water resources, wastewater, and internet connectivity as the main infrastructure issues in the Town of Goldsby as it heads into the future.

Stormwater Management

Properly maintaining storm water is essential to development so that flooding of structures and roads does not occur. Also, if large amounts of stormwater accumulate and become stagnant, then unwanted insects could come into the area. That is why when development occurs, developers should ensure they perform best management practices in relation to the stormwater infrastructure on their site. These practices should take into account the quality and quantity of the runoff that will be generated from the change in land use.

Goal 18: Support an appropriate stormwater management systems to preserve the health and quality of life in Goldsby.

Objective 18.1: Expand the working relationship with the Chickasaw Nation and nearby communities to provide sewer to proposed business locations.

Objective 18.2: Ensure other needs of potential businesses are able to be met (e.g. water, internet, electricity, gas)

Objective 18.3: Identify tax revenue or funding sources for future wastewater treatment plant.

-An option that was raised was to consider a manageable fee to new development to build towards a sewer system. This could be for a targeted area of town experiencing the most growth. This fee could be banked over time to help fund future investments. Further exploration of this idea would be needed.

Objective 18.4: Set best management practices in relation to stormwater that should be followed by developers.

Goal 19: Protect groundwater and aquatic systems for current and future generations, and establish a built environment balanced with the town's role as a good steward of the environment.

Objective 19.1: Ensure that current drainage patterns are not significantly altered. Minimize cut and fill allowances and tree protection and mitigation measures to manage run-off water.

Water Quantity and Quality

Access to water is a necessity to all communities. Development, business, and life in Goldsby would be unfeasible without a sufficient supply of water. Goldsby is committed to ensuring the continual availability of water for all citizens.

Goldsby meets current water demands, and has acquired water rights to outlast growth for the next 20-25 years. The Town of Goldsby is nearing the completion of its new water treatment plant to ensure safe, quality drinking water. Three water wells are currently in the process of being implemented by the end of 2018. To drill these wells, Goldsby has partnered with ASCOG to help offset the cost of drilling. Moving forward, Goldsby should continue to seek supplemental funding to implement water infrastructure. Impact fees for future developments can help cover the costs of water infrastructure projects as well.

There is a concern about contamination in the South Canadian Alluvial supply. This is the primary water source for Goldsby.

Goal 20: Ensure adequate water supply for the next 20 years.

Objective 20.1: Maintain water rights and acquire more as they become available, increasing capacity for future growth.

Water is seen as a high priority by many residents. Some have indicated needing more water pressure, but generally comments were clear that preserving water options for the community was essential now and into the future.

Objective 20.2: Ensure water supply is sufficient by continuing conversations with the City of Newcastle.

Objective 20.3: Insure a reliable supply of water to the community through the development and maintenance of an alternate source (ground water) for use during emergencies or periods of extremely high demand.

Goal 21: Keep water treatment technology up to date with national standards to ensure safe drinking water.

Objective 21.1: Set aside revenue for water treatment plant improvements, maintenance, or repairs as they arise.

Wastewater

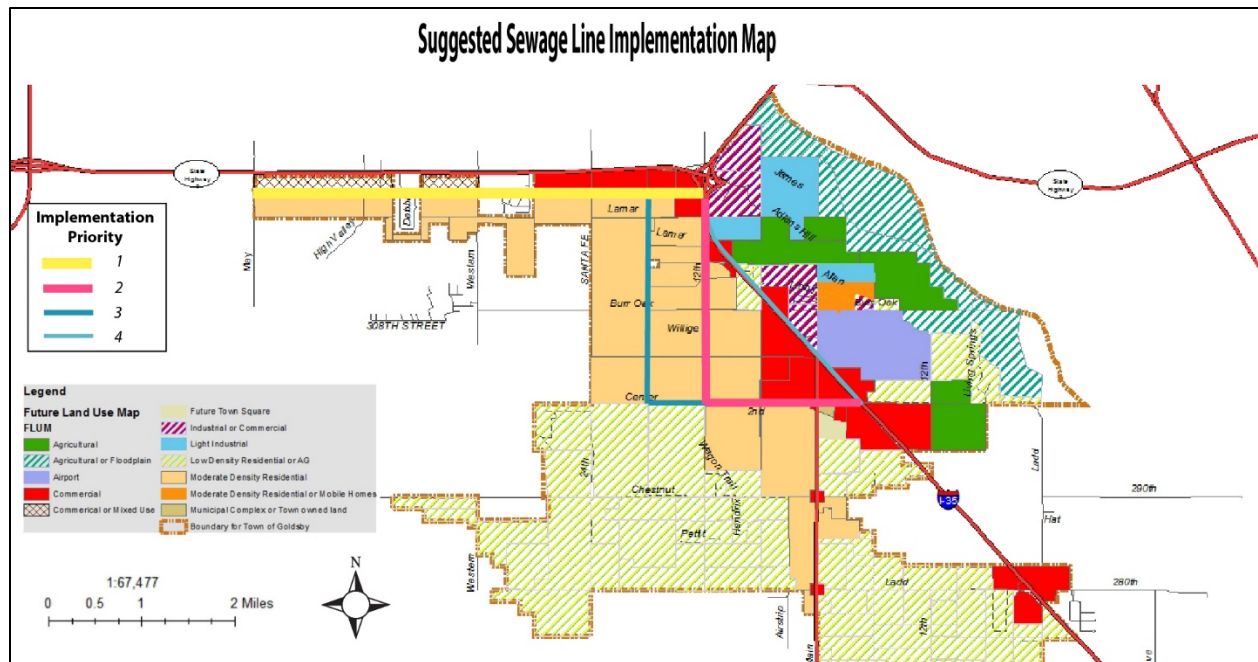
As communities grow, the waste produced within the town limits grow with it. Currently, the town of Goldsby does not have a wastewater treatment plant and residents rely on septic sewer systems to treat their household wastewater. This is a deterrent to growth, especially growth that accommodates affordable homes, because lots have to be larger for the septic system, which means home prices will increase because of the land associated with them.

The Town of Goldsby is currently managing their wastewater using septic fields (Evapotranspiration/Absorption Septic Tanks), some lagoons and subsurface treatment. Additionally, aerobic treatment systems may be possible for small nodes of homes in a cluster depending on soil types and approval by DEQ. These medium scale septic systems have been utilized by towns of a similar size as Goldsby with relative success and long-term efficiency. Currently the Town of Goldsby and the projections for growth over the next 20 years may not require a full scale sewer system, however planning for safe management of wastewater over time is advised.

There has been talk about trying to connect with the Chickasaw Nation wastewater system, but this could be problematic as the Chickasaw Nation grows they may not have the capacity to treat both theirs and Goldsby's. Other options include connecting with Washington's sewer system or constructing a sewer system for Goldsby in the future.

Sewer infrastructure is costly, and should be placed strategically, in order to achieve maximum benefit from the implementation. Below is a map of prioritized locations for sewage treatment needs, when the community decides to implement a sewer system. The most crucial priority is to provide the Highway 9 corridor with sewer, to enhance the commercial offerings located and growing in the area. This heightens the capability of receiving sales tax dollars from outside the community, and is the most likely location for multi-family dwellings.

After implementation of the sewage system in this area, as funds allow, the system should be extended south along 24th Avenue, then east on Center Road to Main Avenue. This will allow smaller lot sizes in these areas, and facilitate commercial development at the current commercial core of Goldsby. The third priority is to extend a line down 12th Avenue, to increase the area in which smaller lots can be made available. A long range option is to place dual lines on each side of Interstate 35 travelling south from Highway 9 to Center Road, to increase our interstate commercial capabilities.



Goal 22: Plan to accommodate safe, management of wastewater and avoid excessive number of lagoons which could impact property values and quality of life.

Objective 22.1: Pursue aerobic systems for clusters of housing as opposed to individual septic systems.

Internet

Connection to the internet is becoming more and more important in the world we live in today. Having a quality connection to the internet can mean that you have access to more job opportunities, can be more aware of weather events, can be more aware of community events, and in general be a better global citizen.

Currently, the internet connection quality in Goldsby is subpar according to its residents. Increasing the quality of the internet could also attract more business and residents to the area, providing an economic boost to Goldsby. As Goldsby moves into the future, it should pursue better quality connection and a broader service extent from the providers in the area.

Goal 23: Ensure that the residents and businesses of Goldsby have quality internet connections.

Objective 23.1: Continue to work on increasing internet access and quality as new connections and technology is available as an asset to the community.

Several comments indicated that good and better internet was desired for existing and new residents. Several additional comments indicated that while valued, that other priorities such as water and roads may be higher level priorities for the community.

Transportation

Transportation is a key element to any community. Citizens expect to have a safe and reliable way to accomplish a variety of daily needs such as going to the grocery store, work, church, meetings, etc. The Town of Goldsby has the foundation for safe, effective, and quality transportation. This foundation is the connected grid system, access to State Highway 9 and access to the Interstate-35 corridor.

This foundation is a key asset to Goldsby for many reasons:

- It connects Goldsby residents to nearby communities for other services
- It allows citizens to easily access jobs in nearby communities
- The grid system efficiently moves people throughout the area

Even with this foundation in place, there are some things to consider for the transportation network when planning for the future of Goldsby. With population projected to rise, main corridors such as Main Avenue and Center Road might need to add capacity. As businesses move to the area, clear and wide lanes need to be accessible for large truck deliveries. As more people are expected to drive on the roadways, a plan for maintenance and possible expansion should be thought about.

Goal 24: Promote transportation design and options that preserve the character of the Town of Goldsby.

Advocate on behalf of the town's interests during the planning stages of the expansion or renovation of any Goldsby roads by the Oklahoma Department of Transportation. These roads include, but are not limited to, Interstate 35, and Oklahoma State Highways 9, 74, and 74B.

Additional roadways and intersections of concern for improvement noted were:

- 12th Ave
- NW 24th & Hwy 9
- Hwy 9/ Santa Fe/24th Ave

Objective 24.1 Advocate for appropriate connections for ODOT roadways.

Goldsby will need to take an active role with ODOT over the years to help shepherd how changes to IH35 impacts the town, and this includes exit ramps and improvements at intersection/connections with the highway.

Objective 24.2 Maintain adequate width and surfaces for roadways near industrial areas.

Objective 24.3 Secure funding for road maintenance and expansion.

Goal 25: Create a trail plan connecting areas of high activity, such as residential areas, schools, churches, and commercial businesses.

Objective 25.1: Promote walking and bicycle connections within the community.

- Over the next 20 years, considering a walking or trail plan in conjunction with any land that may be in the floodplain, may provide a nice community asset.

Objective 25.2: Identify grants to assist with trail network costs.

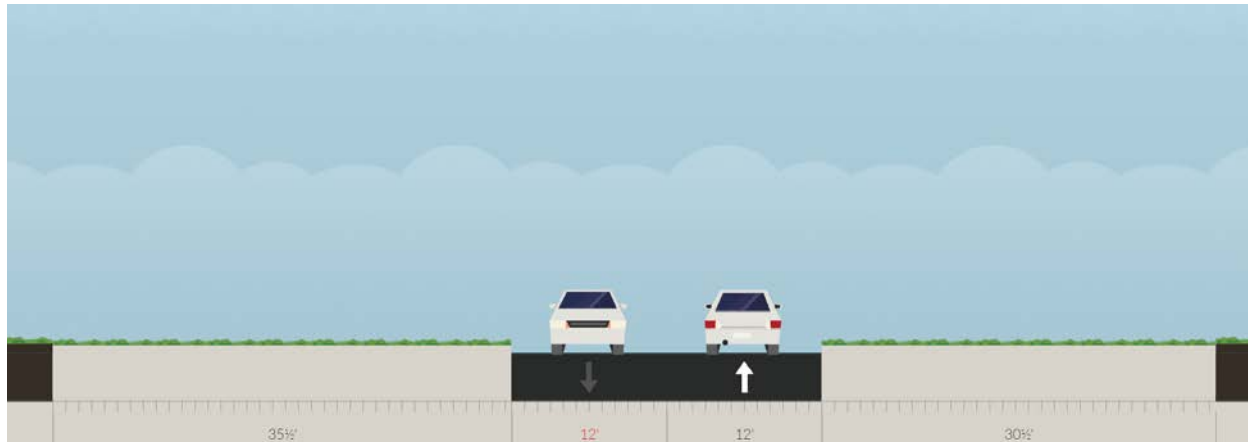
Main Avenue Corridor

Main Avenue, otherwise known as Highway 74, is a heavily traveled roadway into and through Goldsby. Maintenance of this roadway is key to Goldsby's success and planning for future population growth will remain a high priority. It is important that Goldsby begin planning now for any right-of-way (ROW) acquisition and communication with the Oklahoma Department of Transportation (ODOT) for how they envision this roadway expanding and functioning in the future.

As Goldsby's Main Avenue, this roadway also functions as an economic development corridor. To date, a few commercial businesses are present, but more could be added to accommodate the population growth and growing desire for easier access to local merchandise. In addition, the growing population might be able to support commercial businesses like a grocery store or bank.

Below are two streetscapes that show Main Avenue with an added middle turn lane. This added lane would enhance the safety and accessibility of people turning into businesses located on this corridor. The difference in the two designs are the amount of ROW and the lane widths.

Main Avenue – Current Pavement and Right-Of-Way



Main Avenue – Proposed Pavement and Current Right-Of-Way



Expansion of Main Avenue and Center Street would require additional planning work with the community. Many residents at the workshops and online noted that traffic is increasing on these roads and that with existing development traffic is already tight. Over the next 20 years, some level of widening and addressing needs such as shown above with a turn lane to reduce choke points and accidents will likely be needed.

Goal 26: Maintain safe access to businesses at intersections with other corridors.

Objective 26.1 Communicate with ODOT regularly about future design plans for Highway 74, Main Avenue, and overpass/exit design at Interstate-35.

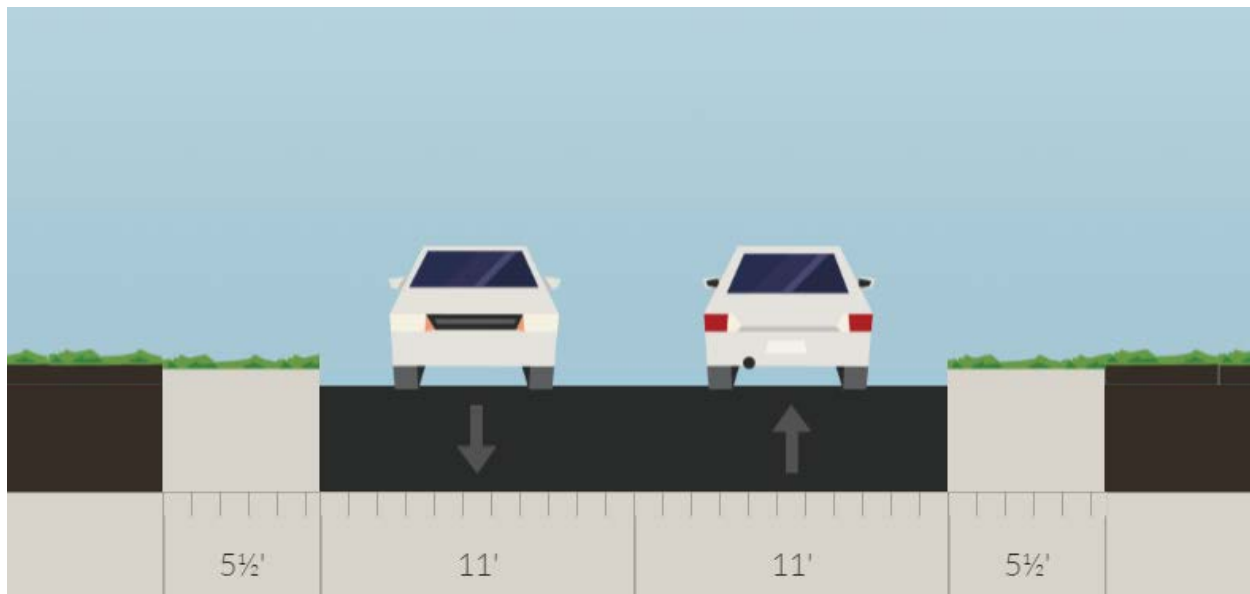
Goal 27: Promote street design with a holistic approach.

Objective 27.1: Create a set of standards that incorporate planning for the pedestrian, cyclists, and motorist for long term success.

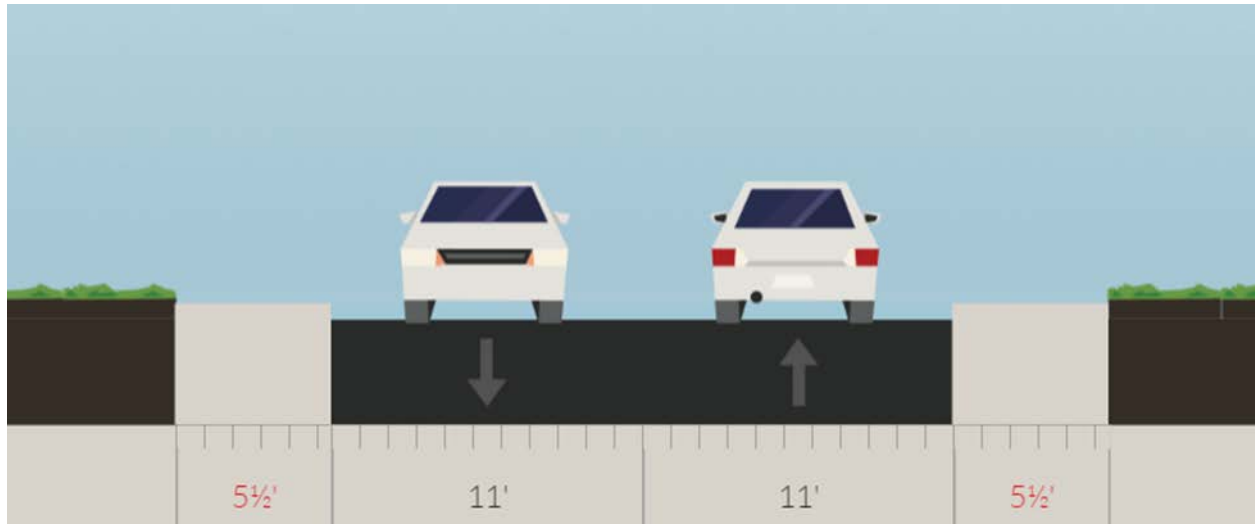
Center Road Corridor

Center Street is becoming increasingly important in the Town of Goldsby, especially near its intersection with Main Avenue. Many future residential and commercial developments could be located near this road that it would need to handle. Center Road represents yet another typical cross section of roadway found in Goldsby. With population growth in the future will come the need for wider streets, but the ROW is limited on most of the corridors. A plan for expansion should be thought about now to accommodate the future Average Daily Traffic (ADT) on heavily trafficked roads and throughout the community. Below are two streetscape designs showing what center road could look like in the future with more development.

Center Road – Current Pavement and Right-Of-Way



Center Road – Proposed Pavement and Current Right-Of-Way



Goal 28: Plan for the safety and capacity of future traffic demand on roads such as Center Road.

Objective 28.1: Begin acquiring ROW on corridors that are anticipated to be the most heavily utilized.

Anticipated road widening needs (land acquisition) in the next 20 years for adding shoulders, center turn lanes, or other transportation needs in the future include:

- Center Road
- Main Avenue
- Ladd Rd.
- West Chestnut Rd
- 24th

Maintenance and Safety

As Goldsby's population continues to increase, the transportation network will be demanded to handle more and more vehicles on a daily basis. To ensure the proper function and safety of the transportation network, maintenance of roads should be a high priority. Currently, almost all of Goldsby's roads are paved and in good condition, however, there will come a time when the conditions begin to deteriorate.

Also, as population increases there may be a need for traffic safety measures to be used in the future. This can include stop lights, stop signs, adjusting speed limits, etc.

Goal 29: Ensure that the transportation network remains of high quality.

Objective 29.1: Secure stable funding to continue maintenance and preservation of road system.

Goal 30: Install traffic safety measures as they are needed with population growth.

Objective 30.1: Design intersections safely and plan for future traffic demands. Particular attention to the following intersections:

- Main Avenue and Chestnut Road,
- Main Avenue and Center Road,
- and Main Avenue and Highway 74b

Objective 30.2: Adjust speed limit or design features to slow traffic on Main Avenue and/or heavily utilized corridors to allow safe merging from business driveways and intersections.

Visibility of Goldsby

As mentioned before, Goldsby is in a good position near Interstate-35 and State Highway 9. These are major transportation corridors for thousands of vehicles per day that the Town of Goldsby could take advantage of for increased economic growth. Businesses are always taking the amount of vehicles passing by a particular site into account when considering where to locate. However, Goldsby's current state of visibility from the major transportation corridors is low. Increasing the amount of signage for Goldsby and its main attractions could increase the town's popularity.

Goal 31: Increase visibility of Goldsby and its attractions on major transportation corridors.

Objective 31.1: Add signage near exits that indicate a motorist is driving through or near Goldsby.

Objective 31.2: Install signage that highlights businesses at exits for Goldsby.

Objective 31.3: Create a "Goldsby" brand for signage and identity for area.

- Comments were received on improving communication both internally and externally. Notably more of a digital presence (website) or a "town phone app" that could increase notifications of meetings, complaints, community events, and other news.

Economic Development

Strengthening Highway Corridors for Economic Development

Goldsby has long understood and capitalized on the fact that development of the Interstate 35 and Highways 9 and 74 corridors is essential to its economic success. Some of the revenues generated through these corridor developments are in part generated from citizens that live outside of the city. This is important to the community because it is money flowing into their community from visitors to the area, or commuters traveling through the area to get from home to work. To further spur development along this corridor, Goldsby seeks to provide necessary sewage infrastructure that would ensure incoming developers no longer cite a lack of facilities as a reason that development on the corridor cannot happen. Other infrastructure amenities that would help attract development include improved internet service for the businesses and their customers and easier to navigate interstate and highway access ramps and intersections.

Strengthening Goldsby's Local Economy

Goldsby could also benefit from development that supports its own citizens. Currently, the town only has a few businesses but there is growing need for more as the population increases. For example, Goldsby residents could benefit from businesses such as hair salons or auto supplies stores. Attracting these enterprises can often be a difficult endeavor, but as the population in Goldsby continues to grow, the feasibility of attracting them will increase. As mentioned in the previous section, implementing a centralized sewage system and improving the town's internet access and quality would help to attract various economic enterprises.

Goal 32: Prioritize development of Interstate-35 and Highway 9 and 74 corridors to increase sales tax revenues generated by tourists/residents from outside Goldsby.

Objective 32.1: Encourage industrial development which will provide a variety of job opportunities for local residents.

Objective 32.2: Maintain adequate infrastructure and connections in order to promote business activity on commercial corridors.

There is a strong desire in the community to increase service and retail type commercial businesses for the community. The nodes identified along Main St. are logical places for small-scale businesses that primarily serve Goldsby.

In workshops and online surveys, community members were aware that commercial uses/retail/service require a certain amount of housing in order for the business to have enough of a catchment area to be successful.

The goal for these businesses also would be to ideally adopt design options that fit in with the community.

Additionally, there remains a desire to maintain agricultural businesses within the community.

Goal 33: Attract businesses that provide essential amenities to Goldsby residents.

Objective 33.1: Increase infrastructural support to this corridor to attract private development.

Town Square Visioning

Goldsby residents have expressed interest in a town center concept, both at the steering committee and community planning stages of drafting this plan. This section is an outlook into the long range vision that was determined by the citizens of Goldsby during the comprehensive planning process. None of the details are firm, and an architectural design team will need to be hired to create more detailed and complete plans before implementation.

Comments from the online plan review survey indicated that many residents would want more information on this before they were comfortable moving forward. Additionally, several comments were received that while an interesting idea, this is not likely one of the top priorities for the community in the near term.

The town center concept is intriguing because it can be implemented on land which is already owned by the town government, can drive sales tax dollars upward, and can be a defining space within Goldsby. This space, however, is only feasible if public infrastructure (water and sewer) are available in the area and able to accept major added loads. Reliable internet may be a condition of placement for some businesses which may wish to locate within the center, so this should also be addressed.

A prime location for this town center is just south of Center Road on 30 acres of town-owned land on the east side of Main Avenue. The location would allow a single street to intersect Main Avenue, then come into the new district. It would be bordered on the north by the stream which runs to the south of the current town park. A pedestrian bridge could be constructed to link the two, which makes both the current municipal complex and park and the town center more justifiable in location. Below is an aerial map of the proposed town center location.

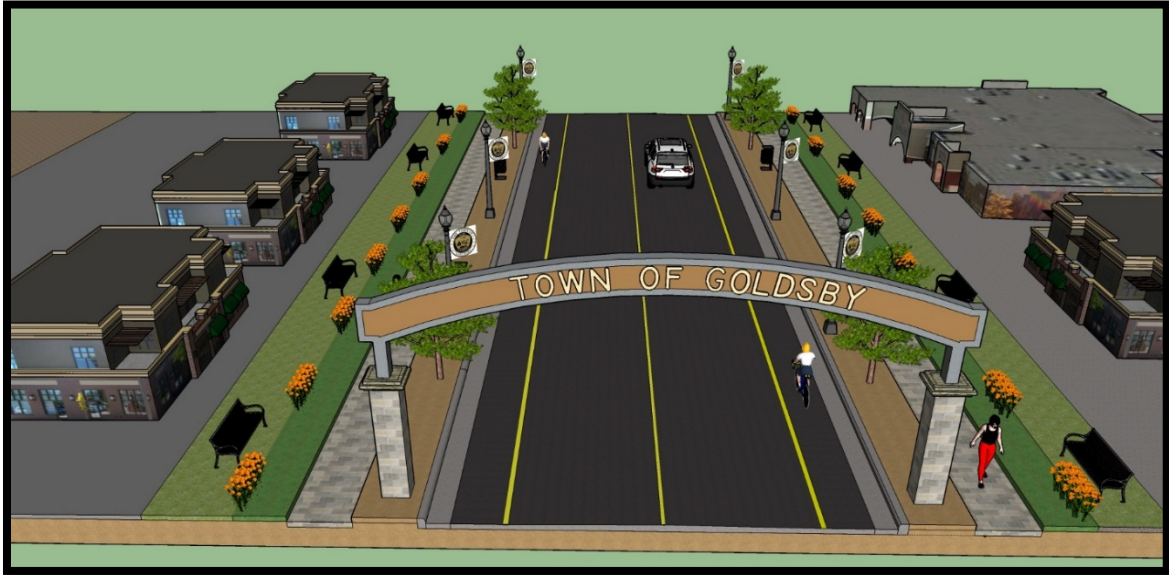


At the Community Planning Fair, attendees were asked to envision the concept in both form and function, through two exercises.

First, residents chose examples of features that exemplified what they wish for the future, both in the town center and in Goldsby as a whole. These features were separated into eight categories. After aggregation of the 12 completed scorecards, the image below visually describes the highest positive response rates. Below are a few of the images which received the best reviews.



Based on the response of the community, we envision that the town of Goldsby may look like the following images. The images show separated clusters of buildings with some loft spaces for additional offices or apartments, the arch, and popular landscape concepts to the respondents at the Town Square Visioning tables.



Next, community members addressed desired land uses within the town center. Shown an aerial map of the proposed town center location, on 30 town-owned acres just south of the current municipal complex on Main Avenue (Highway 74), residents envisioned several potential uses for this land. The most common responses are listed below.

- Plaza / Park Space / Space for Fairs
- Town Hall (Campus)
- Library
- School
- Businesses
- Loft Apartments
- Shops and Cafes

The town center concept is an optional addition to the comprehensive plan. Citizens of Goldsby, before the proposed implementation, should revisit the desires of the community for this space, and craft a place which will fulfill the needs of the town at that time and in the future.

Goal 34: To secure the capability of hosting a town center before implementation.

Objective 34.1: Provide adequate connections to water, wastewater, and electricity, The Town Center can serve public and private uses.

Objective 34.2: Ensure that Main Avenue (Highway 74) is capable of holding additional traffic caused by the addition of Town Center development.

Goal 35: To create a comprehensive site plan which addresses all community needs and is applicable to the current and future dynamics of Goldsby.

Objective 35.1: Hire a design team to help create refined design and plans for town square and public spaces.

Objective 35.2: Conduct additional town meetings and community engagement activities to revisit the needs and desires of the community, and what the spaces should do within the Town Center.

Objective 35.3: Implement business development strategies and tactics to incentivize businesses to develop within the center.

Goal 36: To construct and implement the town center, making the concept into a reality.

Objective 36.1: Create final site plan layout with approximate building locations and finished road and infrastructure schedules.

Objective 36.2: Parcel individual lots as necessary, or evaluate space needs of businesses which will locate in the town center.

Objective 36.3: Begin a phased construction process which will create town center space as the need arises for it.

SECTION 5 – Implementation Plan

Objective	Estimated Cost (if available)	Timing	Requirements for implementation	Sources of funding
Land Use Plan				
Objective 1.1 Future Land Use Map/Plan	N/A	20 year <u>plan</u>	Acts as guide for Planning Commission, Board of Trustees, and community to manage development in the future.	N/A
Objective 1.2 Future sewer system phases guiding development growth or additional density options.	Several million \$ depending on extent of system	20 year plan Additional discussion on a sewer system is needed before being able to pursue this investment.	Increased density, clustering of housing or smaller lots (e.g. 1/2 acre) will require a sewer system and DEQ compliance.	Sales tax over time; development fees
Objective 2.1 Lower density in south/southwest	N/A	Lower densities likely will easily be maintained over next 10 years; increased development pressure may develop over the course of next 20 years.	This is guidance for Planning Commission, Board of Trustees, and community to reflect the level of housing (density) that fits with planned and existing infrastructure.	N/A
Objective 2.2 Increased density central and northwest	N/A	The increased densities (3/4 acre lot, potential for smaller) are related to sewer system access and market pressure for increased housing options in this area.	This is guidance for Planning Commission, Board of Trustees, and community to reflect the level of housing (density) that fits with planned and existing infrastructure.	N/A
Objective 2.3 Mixed use development on Hwy 9 and Western Ave.	N/A		This is guidance for Planning Commission, Board of Trustees, and community to reflect the types of development that fit with planned and existing infrastructure and are appropriate for commercial and housing options.	N/A

Objective 4.1 Business growth near IH35, within Town Center	N/A	On-going	Future land use map reflects the vision for potential development. As population increases, market-demand is present, and the land owner seeks to rezone property, these new land uses are recommended.	N/A
Objective 4.2 Commercial nodes at key intersections	N/A	On-going	Future land use map reflects the vision for potential development. As population increases, market-demand is present, and the land owner seeks to rezone property, these new land uses are recommended. Desire to maintain aesthetic qualities of all commercial and industrial buildings has been expressed.	Keep Oklahoma Beautiful Fresh Paint Days http://www.KeepOklahomaBeautiful.com/fresh-paint-days
Objective 4.3 [New- added based on public comments] In order to give guidance to commercial development within the Town of Goldsby, the community will pursue design guidelines (voluntary or regulatory to be determined when created and adopted) to insure new commercial buildings fit into the character of the community.	N/A	Near term	Design guidelines could be developed with a consultant to visualize options for building materials, style and/or other features.	

Objective 4.4 Develop one or more categories for lower intensity commercial zoning to be adopted by Planning Commission and the Board of Trustees as an amendment to the zoning code.	N/A	Near term	Review of codes from other communities that have additional commercial categories can assist in creating a code revision.	
Objective 5.1 Zone land near highways and high traffic areas for commercial or industrial	N/A	On-going	Future land use map reflects the vision for potential development. As population increases, market-demand is present, and the land owner seeks to rezone property, these new land uses are recommended.	N/A
Objective 5.2 Prevent housing from being located in noise contours of airport.	N/A	On-going	Future land use map reflects the vision for potential development. Reducing future conflicts now by now permitting housing near noise areas is helpful for the future.	N/A
Objective 6.1 Industrial zoned areas	N/A	On-going	Largely, the proposed industrial land uses are matched with existing land uses. An overlay option to move some industrial to commercial uses is also possible.	N/A
Objective 6.2 Setbacks and building heights		Near-term	Recommended regulations for setbacks and heights can assist in maintaining the character of Goldsby desired.	N/A
Objective 8.1 Protect key agricultural lands	N/A	On-going	Balancing development needs with preserving agricultural component within the community is included in the future land use plan. Land south of Center Rd can be preserved for both low density housing and/or agriculture.	N/A

ENVIRONMENT, HAZARD MITIGATION/RESILIENCY & OPEN SPACE				
Objective 9.1 Encourage industrial areas using technology advances to reduce emissions and improve air quality.	N/A	On-going	Provide information to land owners with higher polluting vehicles and equipment of options they may plan for to address air quality over time.	N/A
Objective 10.1 Encourage low impact development options for landscaping	N/A	On-going	Allow or promote options to retain water on individual sites using LID options. Maintains natural landscape consistent with character of community.	N/A
Objective 10.2 Use BMPs for managing stormwater.		On-going	Include regulations for managing stormwater using BMPs to assist in maintaining infiltration of water, reducing flooding, and maintaining pastoral quality of community.	
Objective 10.3 Buffers between industrial and residential uses.	N/A	On-going	Requirements for distance, vegetative buffer, and/or transitional land uses between industrial and residential are encouraged to create balance and compatibility between land uses.	N/A
Objective 10.4 Open space and community gatherings	Varies	On-going	Community-based activities in public and/or private open space increase social capital and cohesiveness in the town.	N/A
Objective 10.5 Open space requirements for new development	N/A	Near Term	Creating a regulation to require open space for new developments will help preserve the quality of Goldsby that draws people to the area.	N/A

Objective 10.6: Create a tree mitigation and preservation plan for new development in Goldsby.	Varies (could hire a consultant to inventory some typical trees, develop a manual on ideal trees, and develop the ordinance)	Near Term in order to preserve existing trees and promote more trees in community.	Creating an ordinance to protect and encourage trees as part of new developments will address drainage and community character.	
Objective 11.1 Prevent development in floodplain	N/A		Review of existing codes to insure that development in the floodplain is prohibited.	
Objective 11.2 Improvements to manage and prevent future flooding.	N/A	On-going	As more development occurs in the Town of Goldsby, paying attention to short and long term drainage patterns may assist in planning for regional drainage improvements and use of low-impact development techniques where appropriate and desired.	
Objective 12.1 Updated information and regulation for reducing damage from hail, high wind and tornadoes.	Nominal; Facebook post	Annual/new resident package	Basic information on options for reducing property damage from tornados, high winds and hail for roofing.	N/A
Objective 13.1 Information to residents on safe room/storm shelters grants	Nominal	On-going	Safe Room rebates consistently have more demand than supply available by FEMA.	FEMA
Objective 13.2 100% access to storm shelters/safe rooms	Varies	On-going	Encouraging new housing developments of all types to consider how residents will be safe during extreme weather events.	

Objective 14.1 Earthquake minimal standards	N/A	On-going	Recommendations or as earthquakes increase possible regulations for housing to resist shaking from low level earthquakes to reduce property damage.	N/A
Objective 14.2 Regular inspection of infrastructure after earthquake event	Varies	Biennial/As needed	Staff trained in assessment of potential damage to public infrastructure and possible subsequent risk after an earthquake or other hazard event.	
Objective 15.1 Provide maps of areas downstream of local dams	N/A	Near Term	Dams are rated as low-risk presently. Having a map available to residents to understand their house location and proximity to nearby dams is a low-level precaution and awareness strategy.	
Objective 15.2 Coordinate with Oklahoma Water Resource Board to obtain results from 5 year inspections of local dams.	N/A	On-going	Regular communication and receipt of information on dams in region to maintain safety for residents.	
Objective 16.1 Maintain fire-fighting equipment	Operating costs	On-going	Regular maintenance and life-cycle assessment for equipment.	
Objective 16.2 Coordination with neighboring communities for wildfire events	Operating costs	On-going	Create formal agreements in advance on how coordination for regional fire events will be managed.	
Objective 17.1 Debris removal	Operating costs	On-going	Maintain ability to or contract out the ability to remove debris from roadways to insure safe access of emergency vehicles to residents after a storm event.	
Objective 17.2 Small scale debris removal equipment	Example: http://www.worldsweeper.com/ChooseEquipment/GatorGetter7.11.html	On-going	Allow ability to address a moderate amount of debris on roadways in-house in order to maintain safe passages.	

INFRASTRUCTURE				
Objective 18.1 Expand the working relationship with the Chickasaw Nation and nearby communities to provide sewer to proposed business locations.	Varies; private developers can negotiate potential options with Chickasaw or other surrounding communities.	On-going	Compliance with DEQ requirements	Private development Fees
Objective 18.2 Plan for infrastructure needs for businesses	Varies	On-going	Private development investment coordinated with public investment over time.	
Objective 18.3 1 Identify tax revenue or funding sources for future wastewater treatment plant.		20 year or longer planning Additional discussion on a sewer system is needed before being able to pursue this investment.	Community may decide when the time is appropriate to save and invest in construction of a sewer system. Steady revenues for maintaining water treatment plant once online will protect the community investment. Phase sewer system with development and commercial sales tax revenues.	Sales tax revenue; USDA Rural grants and loans: http://www.rd.usda.gov/programs-services/all-programs
Objective 18.4 Require BMPs for stormwater management by developers in the Goldsby area.		On-going	Review current codes in community and pursue options for new development. This could simply allow these low-impact options as well as traditional stormwater management	

Objective 19.1 Maintain current drainage patterns and minimize cut and fill allowances for development.		On-going	Review current codes in community and pursue options for new development. This could simply allow these low-impact options as well as traditional stormwater management as well as grading practices. This could also include preservation of trees of a particular diameter or species type.	
Objective 20.1 Maintain water rights and acquire more as they become available, increasing capacity for future growth.		Water Treatment Plant opening in 2018 Water generally is a high priority for the community.	The water treatment plant, access to water, and maintaining options with neighboring communities will be important to addressing growth of the town.	
Objective 20.2 Ensure water supply is sufficient by continuing conversations with the City of Newcastle.		On-going	The water treatment plant, access to water, and maintaining options with neighboring communities will be important to addressing growth of the town.	
Objective 20.3 Insure a reliable supply of water to the community through the development and maintenance of an alternate source (ground water) for use during emergencies or periods or extremely high demand.	varies	On-going	The water treatment plant, access to water, and maintaining options with neighboring communities will be important to addressing growth of the town.	

Objective 21.1 Revenue for water treatment plant improvements and maintenance	varies	On-going		
Objective 22.1 Pursue aerobic systems for clusters of housing or advanced technology options for wastewater management as available.	N/A	Mid to Long Term planning		
Objective 23.1 Continue to work on increasing internet access as new connections and technology is available.	Varies	On-going		
TRANSPORTATION				
Objective 24.1 Advocate for appropriate connections for ODOT roadways	ROW costs, Local \$ contributions	On-going	Community and staff need to continue to envision what the appropriate design for access points and cross-sections for ODOT managed roadways. Innovations are possible to maintain good transportation but also not diminish the quality of the area with high speed traffic.	Federal transp. funds
Objective 24.2 Roadways near industrial areas (adequacy for truck traffic)		On-going	Insure that adequate paving is maintained to handle larger trucks near industrial areas to avoid potholes and dangerous pavement conditions (pavement, turning radii, roadway widths, speeds).	ODOT

Objective 24.3 Secure funding for road maintenance and expansion.		Asphalting certain roads this starts 2016 and will be an ongoing project. The airport is currently completing a new terminal and hangers.		USDA Rural grants and loans: http://www.rd.usda.gov/programs-services/all-programs
Objective 25.1 Promote walking and bicycle connections within the community where feasible.	N/A	On-going	Linking open spaces with public park may assist in creating places for people to walk, run or bike for improved health.	ODOT Transportation Alternatives Program
Objective 25.2 Identify grants to assist with trail network	N/A	On-going	Linking open spaces with public park may assist in creating places for people to walk, run or bike for improved health.	ODOT Transportation Alternatives Program
Objective 26.1 Communicate with ODOT regularly about future design plans for Highway 74, Main Avenue, and overpass/exit design at Interstate-35.		On-going		ODOT Transportation Alternatives Program
Objective 27.1 Create a set of standards that incorporate planning for the pedestrian, cyclists, and motorist		Mid to Long Term Planning		
Objective 28.1: Begin acquiring ROW on corridors that are anticipated to be the most heavily utilized.		Long term planning		

Objective 29.1: Secure stable funding to continue maintenance and preservation of road system.		Mid to long term planning		
Objective 30.1 Plan for improvements to main intersections: Main Avenue and Chestnut Road, Main Avenue and Center Road, and Main Avenue and Highway 74b.		Mid to long term planning	Traffic lights (warrant studies to assess priority and need) Site distance Speeds Design	
Objective 30.2: Adjust speed limit or design features to slow traffic on Main Avenue and/or heavily utilized corridors to allow safe merging from business driveways and intersections.		On-going evaluations		
Objective 31.1 Install a 'welcome to Goldsby' sign on IH 35.		Long term		Crowdfunding ; fundraising events
Objective 31.2 Install signage that highlights businesses at exits for Goldsby		Long term		Crowdfunding ; fundraising events
Objective 31.3 Create a "Goldsby" brand for signage and identity for area.		Mid to long term; new graphic for Town of Goldsby already developed (on cover of the plan)		Crowdfunding ; fundraising events

ECONOMIC DEVELOPMENT & TOWN CENTER				
Objective 32.1 Industrial development as employment within community.	N/A	On-going	Future land use map reflects the vision for potential development. As population increases, market-demand is present, and the land owner seeks to rezone property, these new land uses are recommended. Maintaining some employment within the community assists in diversifying local economy.	N/A
Objective 32.2: Maintain adequate infrastructure and connections in order to promote business activity on commercial corridors.		On-going	As increased development occurs, additional planning for roadways and discussions related to sewer/wastewater management may be needed.	
Objective 33.1: Increase infrastructural support to this corridor to attract private development.		On-going	As increased development occurs, additional planning for roadways and discussions related to sewer/wastewater management may be needed.	
Objective 34.1: Provide adequate connections to water, wastewater, and electricity, The Town Center can serve public and private uses.		Mid to long term planning	Depending on what is ultimately decided for the Town Center (housing, commercial, park space, etc) the infrastructure needs (particularly wastewater) will be critical to resolve.	
Objective 34.2: Ensure that Main Avenue (Highway 74) is capable of holding additional traffic caused by the addition of Town Center development.		On-going		

Objective 35.1 Hire a design team to help create refined design and plans for town square and public spaces.	Approximately \$15-30K depending on scope of work	Long term planning	Creating a master plan for the town center area will help guide the public infrastructure and desired private land uses to complement the town center concept.	For portions of the master planning that may involve public art, NEA annually has a call for “Our Town” grants. Crowdfunding ; fundraising events
Objective 35.2: Conduct additional town meetings and community engagement activities to revisit the needs and desires of the community, and what the spaces should do within the Town Center.		Enlarging the park is expected in 2017. Mid to long term planning		
Objective 39.3 Business development strategies to promote development in the town center.		Mid to long term planning	Tax-increment financing (TIF districts) or Business Improvement District (BID) may be options for this area.	
Objective 36.1: Create final site plan layout with approximate building locations and finished road and infrastructure schedules.		Mid to long term planning		

Objective 36.2: Parcel individual lots as necessary, or evaluate space needs of businesses which will locate in the town center.		Mid to long term planning		
Objective 36.3: Begin a phased construction process which will create town center space as the need arises for it.		Long term planning		

