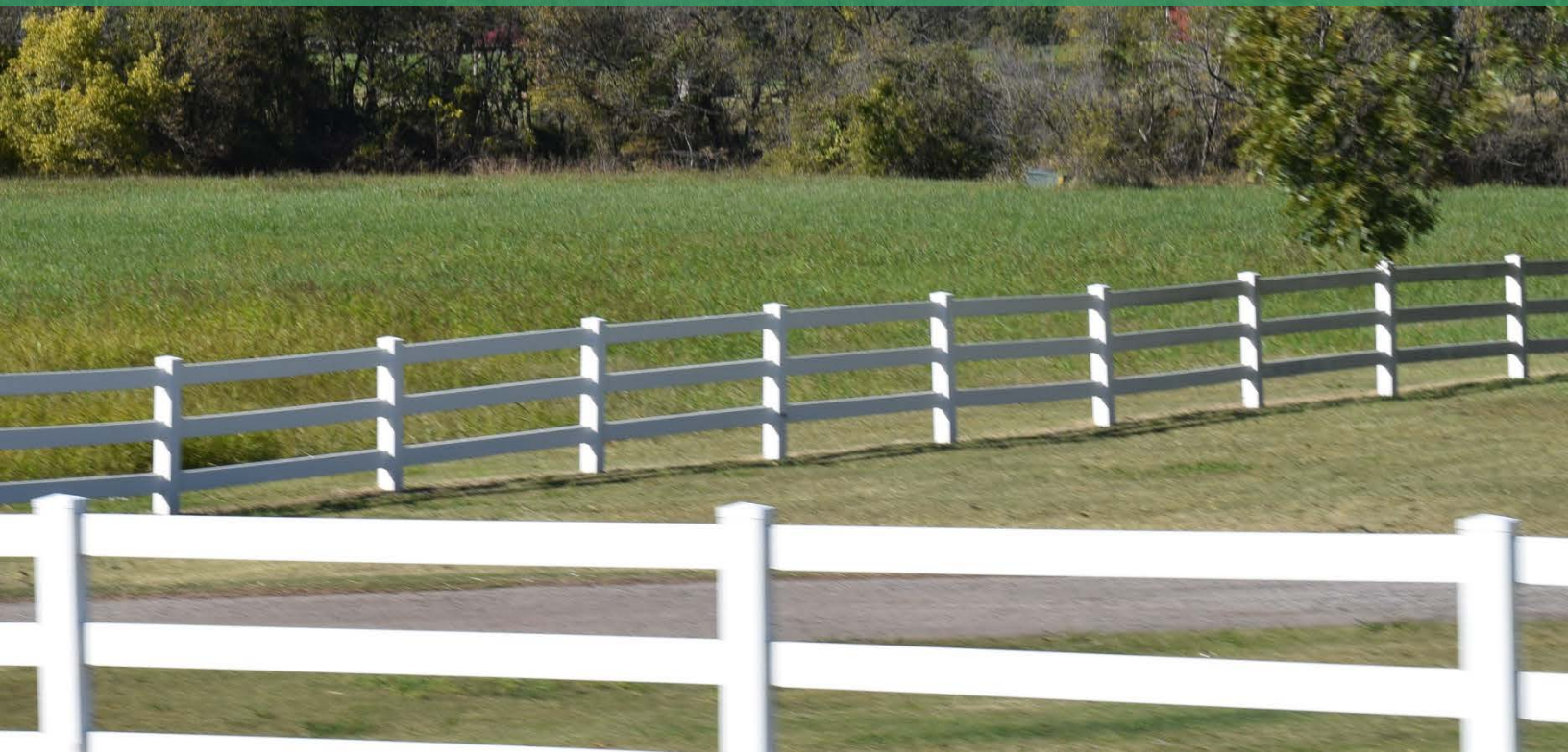


Town of Jones Comprehensive Plan



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Section 1:

Community Snapshot

Introduction

The purpose of this **Community Snapshot** is to understand Jones' background and context. This helps to identify the community's values, needs, and desires, all of which affect future growth and development. This section includes discussion of:

- Town History
- Local Planning
- Demographics
- Housing Characteristics
- Economics



Town History

The Town of Jones had a 2016 population of 2,902 residents (U.S. Census American Community Survey) and includes about 13.6 square miles. Jones is bordered by Oklahoma City to the north and west, and by both Oklahoma City and Choctaw to the south. Before Jones was the town it is today, it was home to numerous Indian tribes, specifically the Kickapoo.

Luther Aldrich platted the Town in 1898 and named it after his close friend and business associate, Charles Jones, who organized a number of construction efforts to modernize early Oklahoma communities. Jones was officially incorporated in 1909 and began to develop along the railroad, which provided opportunities for shipping, commuting, and leisure travel. Jones' early economy was supported by farming (corn, wheat, and cotton), by two cotton gins, the only cotton huller in the State, and a thriving livestock trade. Jones organized telephone service in 1906, installed a water system and electric light plant in 1916, and became "the first small town" to be paved with cement in 1926. Following WWII, railroad service to Jones was suspended, and residents began traveling exclusively by automobile.

Many of Jones' original churches and civic organizations have been in the Town since the turn of the 20th century and continue to play an active role in the community. The Kickapoo Nation still holds nearby reservation lands, and Jones is home to numerous Kickapoo and other Indian families.

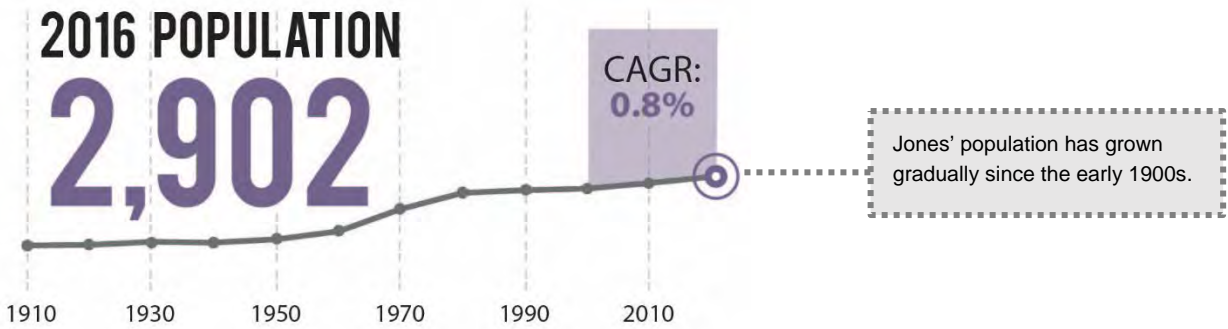
(Jones Historical Society and Oklahoma Historical Society)

Local Planning

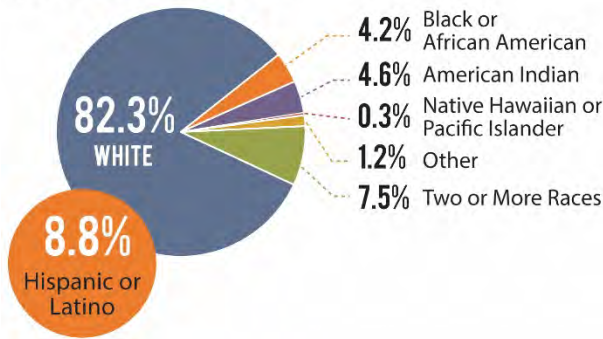
This Comprehensive Plan marks the first known major planning effort in Jones. As the Town grows, future planning efforts, such as thoroughfare or park plans, should be carried out in conjunction with the Comprehensive Plan.

Demographics

Understanding population characteristics can help Jones accommodate current and future needs with a higher degree of efficiency and accuracy. The following data reflects the U.S. Census Bureau's 2016 American Community Survey.



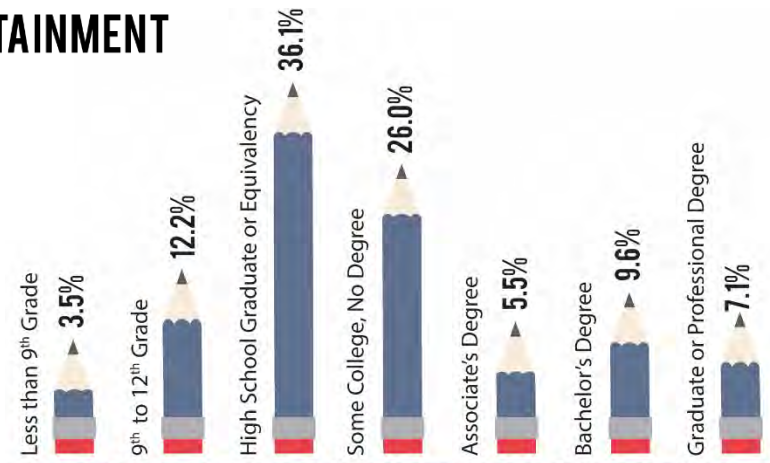
RACE & ETHNICITY



Jones' median age is several years higher than Oklahoma County's overall median age of 34.3 years.

Educational attainment can be indicative of the jobs, amenities, and services that are necessary and desirable to a community.

EDUCATIONAL ATTAINMENT



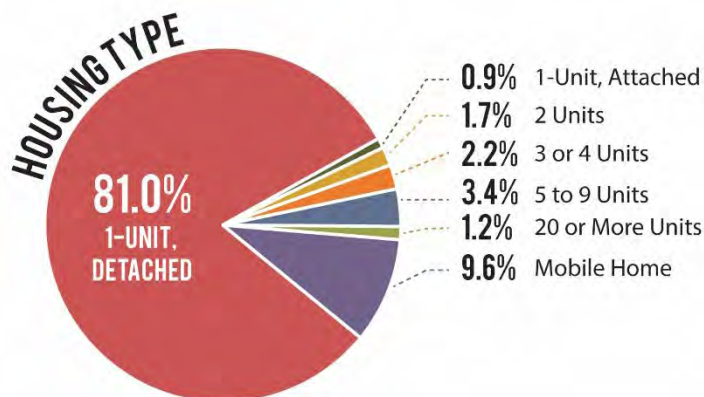
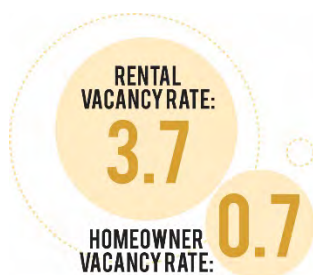
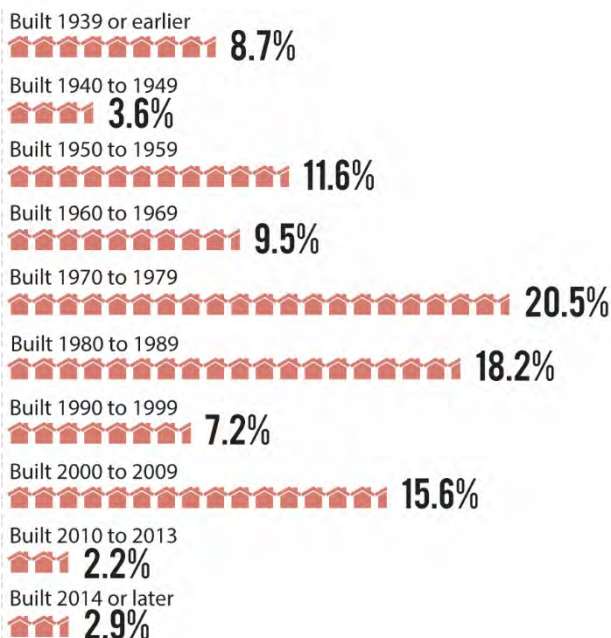
Housing Characteristics

Housing factors, such as age, type, occupancy rate, and value, are very important factors for communities to consider when planning for the future. The following data reflects the U.S. Census Bureau's 2016 American Community Survey.

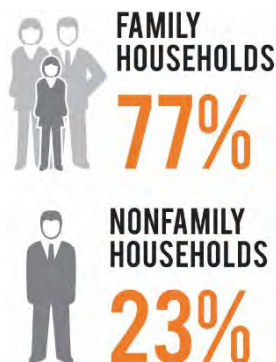
TOTAL HOUSING UNITS

1,061

The age of the Town's housing stock is important because housing units and neighborhoods inevitably deteriorate over time. Generally, new housing is more expensive and becomes less expensive as it ages, so a range of housing age is very important in maintaining a housing market that accommodates a range of incomes. A steady cycle of housing also ensures that neighborhoods age at different times.



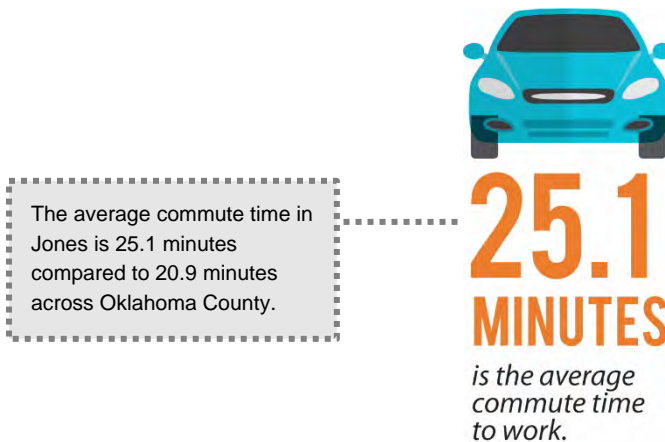
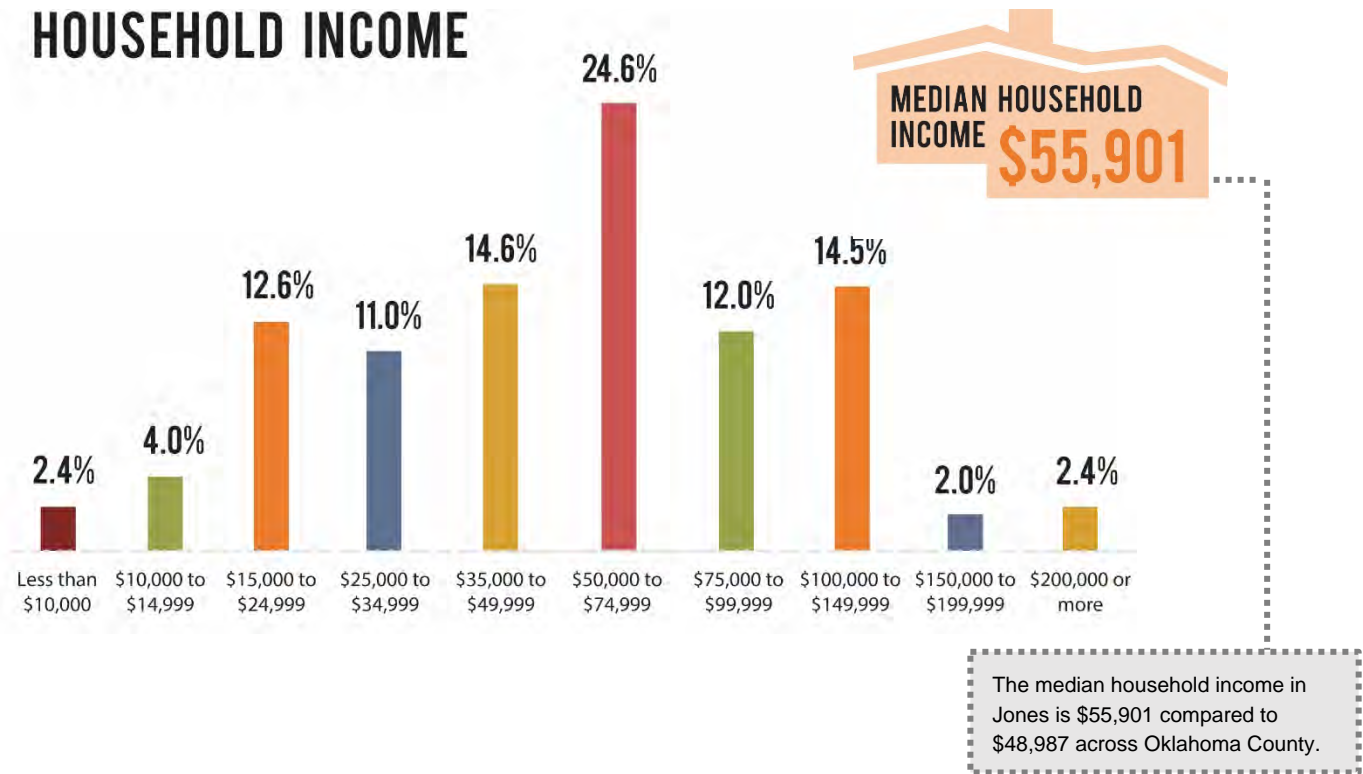
The median home value in Jones is \$127,300 compared to \$137,500 across Oklahoma County.



Family households are those with two or more related people living together, while nonfamily households are those with unrelated occupants.

Economics

Economic conditions are another important element of a baseline assessment, as they can shed light on a community's buying power, tax base, preferences for land uses, and likelihood of needing various social services. The following data reflects the U.S. Census Bureau's 2016 American Community Survey.

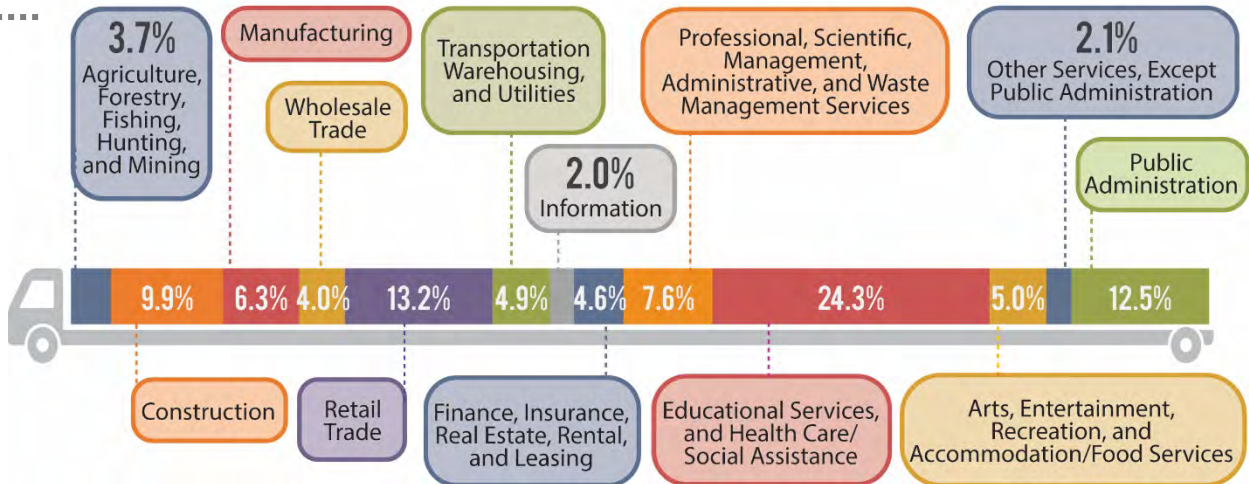


“Occupation” describes the particular job roles held by employed members of the community regardless of whether such jobs are located within the community.

OCCUPATIONS



INDUSTRIES



The term “industry” describes the grouping of similar economic activities. It is a measure of the distribution of employment sectors within a community.

Section 3:

Vision

Introduction

A fundamental component of the comprehensive planning process involves identifying the vision of the community. The vision is the road map that guides decisions within the community and serves as the basis for the Plan's recommendations. Through the Plan, the community's vision guides local leaders and Town Staff to determine whether decisions are ultimately in conformance with Jones' long-term vision as determined by its residents. Jones' vision for the future is identified through public input and through the previously discussed planning context in which the Town exists.

Public Input

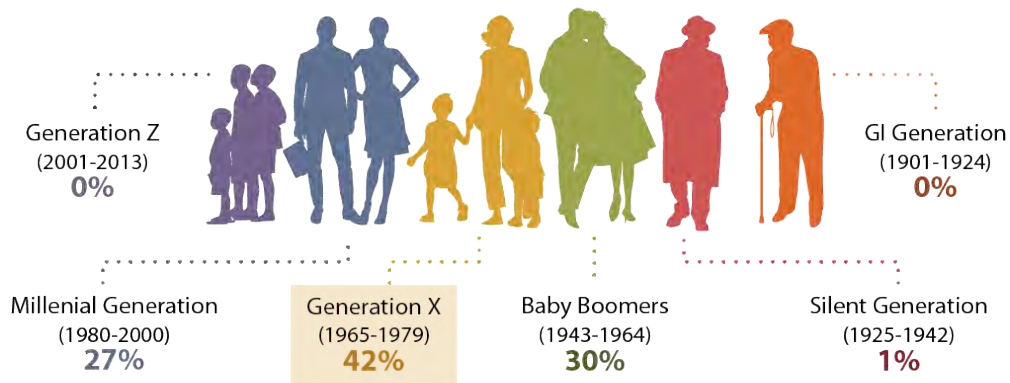
In order for a comprehensive plan to be effective, it must be representative of the community. Ensuring that a plan represents the community's needs, desires, and vision for the future, is done by soliciting input from the project at every step of the planning process. In Jones, this included an online survey, an Advisory Committee, and a community open house meeting; these elements are outlined in the remainder of the **Public Input** section.



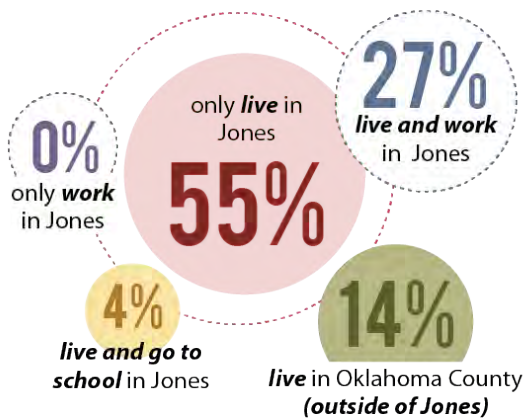
Online Survey

An online survey was posted to solicit public input from August to September 2017. During that period, 74 participants responded to the survey. The survey asked a range of questions about backgrounds, preferences, concerns, needs, and land uses.

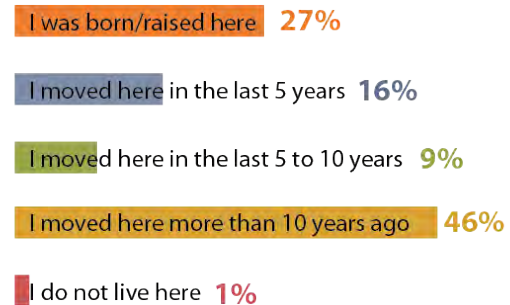
WHAT GENERATION ARE YOU A MEMBER OF?



WHICH BEST DESCRIBES YOU?



HOW DID YOU COME TO LIVE HERE?



WHAT ARE YOUR FAVORITE THINGS?

- ✓ Quality of life/sense of community
- ✓ Natural amenities/rural atmosphere
- ✓ Location (proximity to OKC)
- ✓ Schools
- ✓ Housing choices

85%
Good or Excellent

15%
Fair

0%
Poor or Other/No Opinion

HOW WOULD YOU RATE THE QUALITY OF LIFE?



QUALITY OR TYPE OF NONRESIDENTIAL DEVELOPMENT (RETAIL, OFFICE, COMMERCIAL, ETC.)



is both the **greatest short-term** (1 to 3 years)
and long-term concern (5+ years) for
residents.

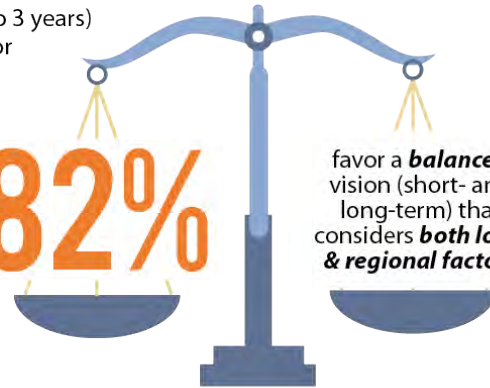
68%+

favor housing options,
employment, amenities,
and services for **families**.



82%

favor a **balanced**
vision (short- and
long-term) that
considers **both local
& regional factors**



94%

of households do
less than half
of their shopping
locally.



37%

would enjoy having
more goods and
services in town.



favor traditional **suburban-style
development** and estate homes,
ranches or ranchettes
(low density, single family).

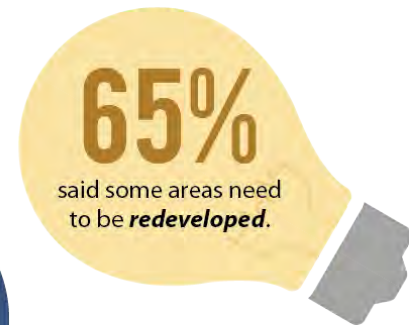
62%+

favor the following **local and
regional** land uses:



27%

favor **higher development
standards** even if it raises
the cost of development



65%

said some areas need
to be **redeveloped**.

Advisory Committee Meetings

September 27, 2017 | Project Kick-Off

The comprehensive planning consultants met with Jones' Advisory Committee in September 2017 to formally kick off the Town's comprehensive planning process. The purpose of this meeting was to:

- Introduce the Committee members and project consultants;
- Introduce the scope and purpose of the EOCP regional planning process and the comprehensive planning process;
- Present preliminary findings about the Town's demographics;
- Review online survey results;
- Conduct a visioning exercise; and
- Conduct a discussion and facilitate an exercise regarding existing and future land uses in the Town.



During the visioning and land use exercises, the Advisory Committee was asked questions intended to identify the values, needs, and desires of the community as well as where future development could or should occur. The Committee was given stickers corresponding to the Town's existing land uses and a copy of the existing land use map. Members were asked to place the land use stickers on the map where they felt the corresponding uses would be appropriate or necessary in the future.

WHERE COULD OR SHOULD FUTURE DEVELOPMENT OCCUR?

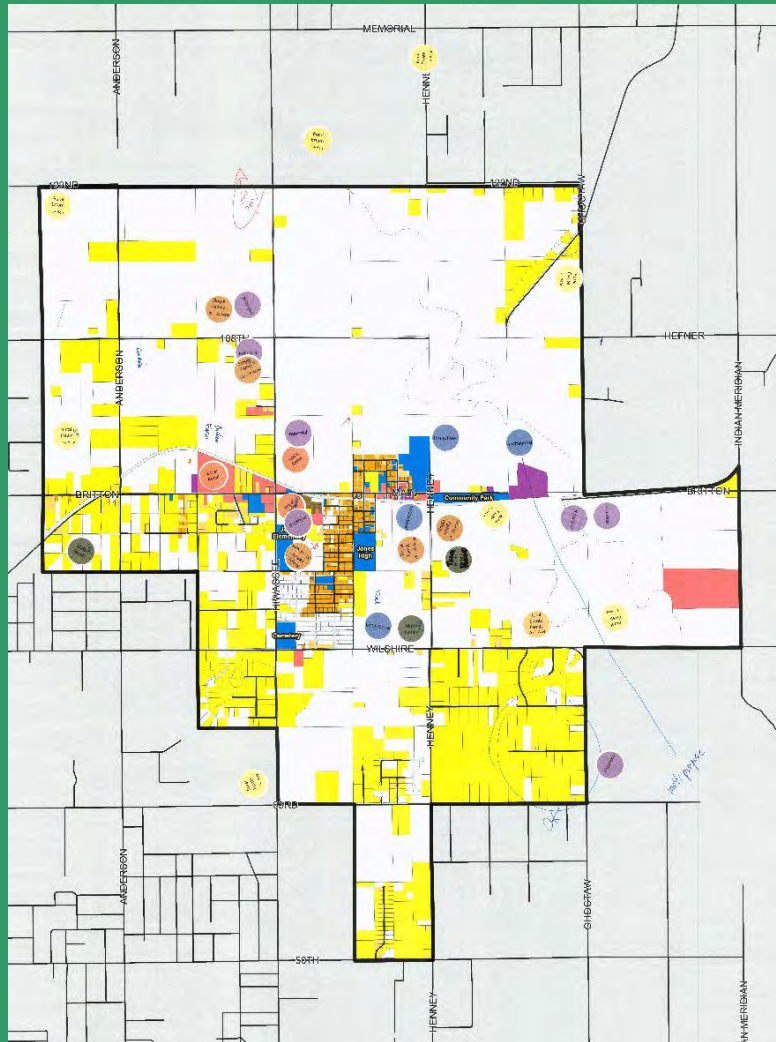
Additional Local Retail/Office/Commercial uses along Britton Road

Suburban residential infill around the core of the town

Industrial uses in the northern or eastern areas of Town

Multipurpose recreational space along the river

Low density housing in less developed areas of Town



Advisory Committee Visioning Exercise



WHAT WORDS WOULD YOU USE TO DESCRIBE THE COMMUNITY?

Agricultural; family farms

State center

Local involvement with school

Horses; nearby track

Blue & Gold sausage

Community reinvestment

Need more housing to strengthen the property tax base



WHAT ARE THE KEY ISSUES?

Land availability; family landowners/trusts

Geography: lack of highway impacts access and nonresidential growth

River moves, splits the town, and floods

Kiwanis ballpark site; need for remediation in the future and continued work with the EPA



WHAT IS YOUR VISION?

Mix of smaller and larger lots, but keeping the small town/agricultural feel

Annexation towards OKC

Balance of residential and commercial uses

Recreational uses (track, stadium, recreation center, amphitheater, amenities for children)

Light industrial and warehousing uses

Bike events and other tourism opportunities; festivals

Green industry opportunities (wind, solar, recycling)

Water sports and events that utilize the river

Community events such as parades and car shows



WHAT ARE THE COMMUNITY'S VALUES?

Blue collar, working class

School pride

Close-knit and supportive

Progressive

Involved church community

Competitive nature, desire to continuously improve

Part of the regional community

March 28, 2018 | Draft Review

The consultant team met with the Advisory Committee again in March 2018 to review and discuss a draft of the plan document. The Advisory Committee members provided important feedback and direction for revising the draft, which resulted in the final document for Town Council consideration. Key topics discussed at the meeting included the following:

- Realignment of the proposed regional trail through Jones,
- Shifting proposed industrial areas westward, away from floodplain and nearer to existing infrastructure, and
- The need for wayfinding signage to direct visitors into the downtown area.

Community Open House

On March 28, 2018, prior to the Advisory Committee meeting, the Town hosted a community open house to collect input on the topics of this plan. The input received was generally consistent with the input provided by the Advisory Committee members. Public comments are summarized below.

RESIDENTIAL

Need a neighborhood for people aged 55 and older, maybe townhomes

Revisit permitting ordinance to better reflect surrounding communities (Edmond, Mustang, Moore)

Does subdividing property require traffic impact analysis?

Better code enforcement in older neighborhoods to encourage and recognize owners who improve the physical appearance and appeal of their properties

COMMERCIAL

Consider a hotel or RV park

Chick-Fil-A or Fuzzy's Tacos

INFRASTRUCTURE

Upgrade sewer and water

PARKS AND RECREATION

Dogs need leashes on walking trail and in the park

People need to pick up after the dogs on the trail and near the trail

Plan for a park as a long-term goal

Splash pad, track, practice field, disc golf

Focus Areas

Focus Areas are the specific topics that have emerged from the community's input. The topics described below represent the community's top goals for the Town's future. To ensure that the recommendations further the community's interests, each recommendation references at least one Focus Area.



Industry

There is a desire within the community to develop light industrial or manufacturing to provide jobs and generate tax revenue.



Sense of Community and Identity

Jones' residents would like to maintain and enhance the existing sense of community, and to establish a more distinct community identity.



Rural Character

Maintaining the Town's existing rural character is important to the community. This is important to consider when balancing industrial and economic development.



Quality of Life

In Jones, the term "quality of life" focuses on creating a place where people want to live, work, and spend time. Important elements are housing options and local shopping/amenities.



Recreation

The Jones community expressed interest in enhancing the Town's recreational amenities. These amenities should focus on activities for all ages and ability levels.

Section 3:

Land Use

Introduction

Many factors impact where and how land is developed in a community. These factors include how much land is developable, existing land uses and their distributions, and the community's needs and desires pertaining to housing, jobs, and amenities. Under the broad context of land use, this section discusses:

- Physical Constraints
- Existing Land Use
- Future Land Use
- Land Use Recommendations



Physical Constraints

Several physical factors, both natural and constructed impact how the Town can grow and develop. These factors include the Town limits, bodies of water and floodplains, distribution of natural resources, and locations of major transportation networks.

Natural Constraints

River and Floodplain

The North Canadian River passes through the heart of Jones, posing challenges regarding land use, safety, and development. While the river is iconic and symbolic for Jones, its ever-changing route and propensity to flood, have left the Town with limited options to capitalize on the River.

Jones also has a large amount of floodplain throughout the Town limits; 2,997 acres are designated as floodplain by the Federal Emergency Management Agency (FEMA). Much of this land runs through the northern and western portions of the Town. This is important because while floodplains can limit the availability of developable land, they can also serve as excellent spaces for parks, trails, or natural areas.

Constructed Constraints

Railroad

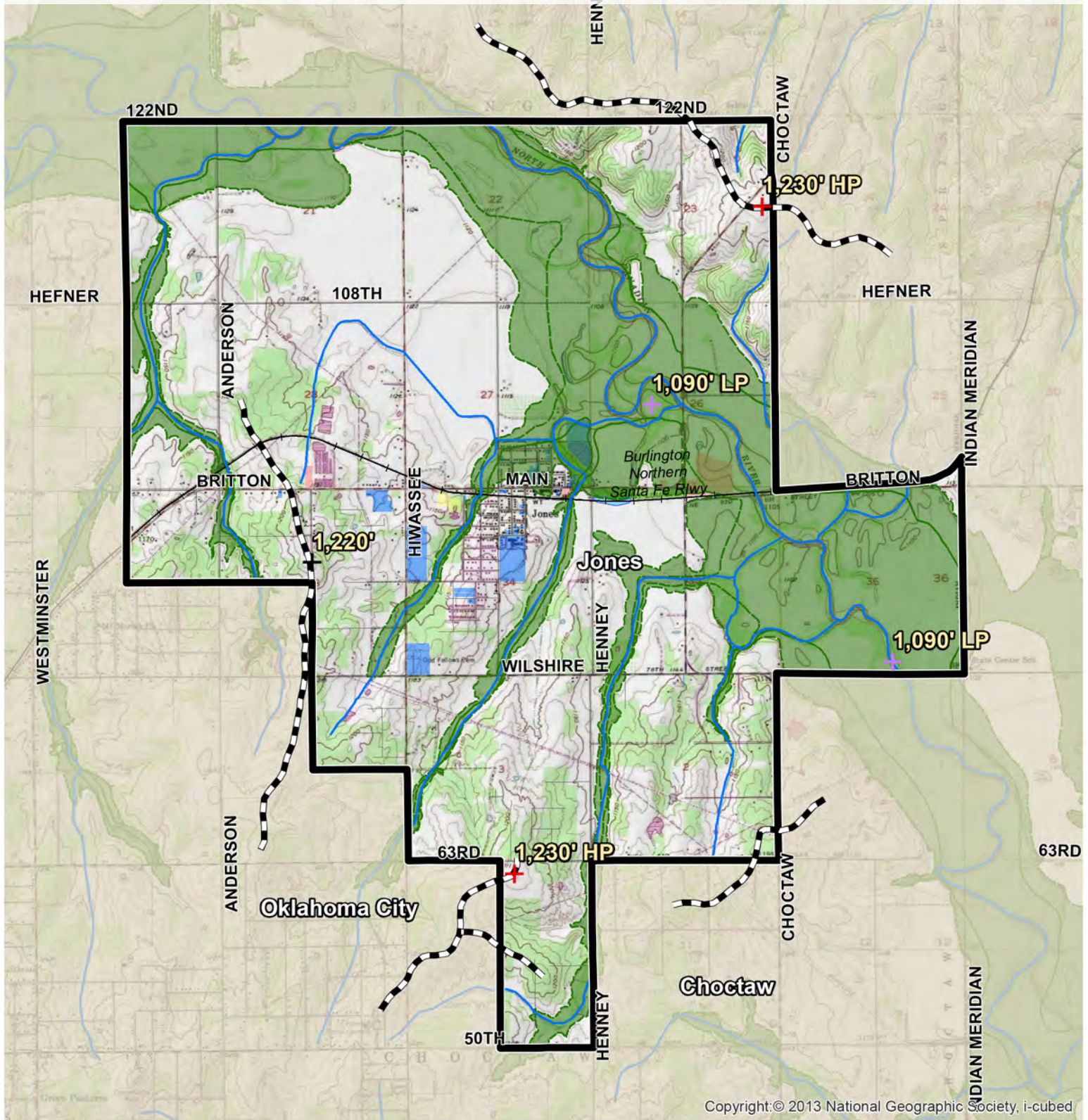
An active Stillwater Central Railroad (SLWC) railroad track runs east-west through the middle of Jones. The more active a railroad line is, the more of an impediment it can be to cross-town connectivity. Because the northern portion of the Jones is less developed, the railroad is likely not a significant barrier at the present time. However, when this area develops one day, it will be important that there is an adequate roadway and connectivity network.

Town Boundaries

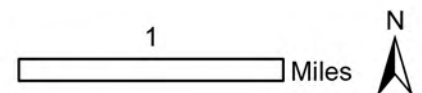
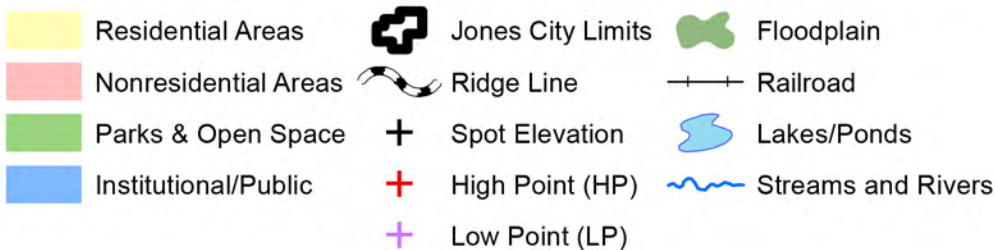
The current town limits currently span 8,733 acres, or 13.6 square miles. Approximately 32% of the Town is developed. This means that the Town can accommodate a significant amount of greenfield development within its current boundaries.



Figure 1. Jones Physical Constraints Map



Copyright: © 2013 National Geographic Society, i-cubed



Existing Land Use

To accurately assess Jones' future land use needs, it is important to analyze the Town's present land use pattern. The pattern of land uses that exist today within the Town has evolved to satisfy the requirements of the community as it has grown, both in geographic size and in population. This section of the plan provides documentation of the way in which the parcels within Jones are currently being used. This will allow for land use recommendations to be tailored to the needs of the Town's citizens. To analyze the land use trends within Jones, aerial photography supported by field verification was used to identify existing land uses in the preparation of this section. This survey was conducted for all areas within the existing Town limits and each parcel of land was color-coded according to the various land use types. The information obtained from the survey is used herein to create the Existing Land Use Map and to discuss Jones' current land use pattern.



Existing Land Use Patterns

- Current Town limits: 8,733 acres, or 13.6 square miles.
- Jones can accommodate growth – only about 32% of land is developed.
- 74% of existing development is comprised of residential uses, mostly low density.
- Most of the higher density development, including Downtown, is located along Britton Road.
- Larger lot residential of a ½ acre or larger lots is widespread with higher concentrations in the southern half of Jones.

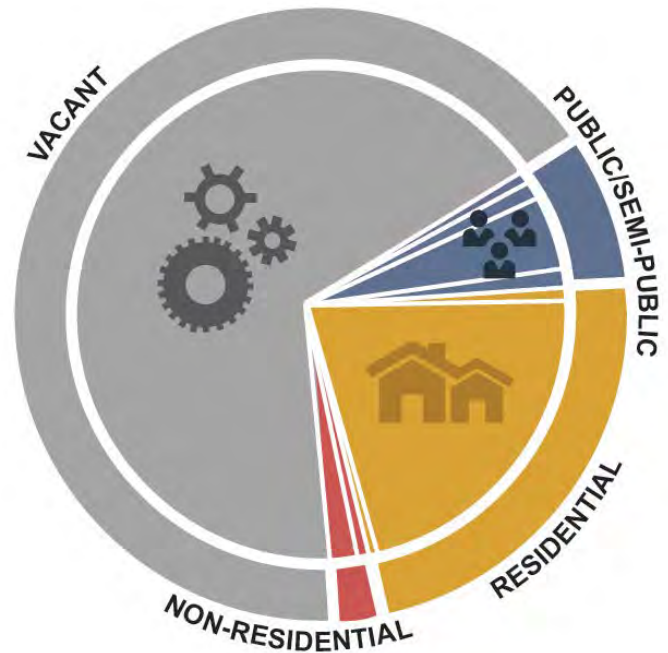
Existing Land Use Types and Distribution

The graphic to the right is a depiction of the land use types that exist in Jones today, as shown on the Existing Land Use Map in

Figure 2. The categories correspond to the use descriptions below.

Over two-thirds of the land within Jones is currently categorized as Vacant. The largest developed land use is the Residential category – primarily the Rural Estate classification.

With relatively low amounts of higher density housing and nonresidential services, Jones' land use character is generally a low-density development pattern and a rural atmosphere. The Downtown core is the Town's activity center and highest intensity area.



VACANT | 68%

Vacant land has no readily visible or apparent use or is used for low-intensity agricultural purposes.

INSTITUTIONAL/PUBLIC | 1%

Facilities that are accessible to the public, such as schools, churches, municipal buildings, cemeteries, and some medical facilities. Also includes support services, such as school bus storage lots.

PARKS & OPEN SPACE | <1%

Public park land, open space, and/or recreational areas located outdoors, including facilities such as tennis courts, public swimming pools, public pavilions, and basketball courts.

RIGHT-OF-WAY | 5%

Land dedicated to public use for streets, alleys, and rail lines.

INDUSTRIAL | <1%

Processing, storage, assembly, and/or repairing of materials and agricultural uses. May range from light industrial with all activity occurring indoors, to heavy industrial with activity sometimes occurring outside.

LOCAL SERVICES | 2%

Provides goods or services that cater to the local community. Such goods and services are those that people do not travel more than a few miles to visit, if they are available locally. For example, medical offices, professional services, dry cleaning, coffee shops, beauty salons, and grocery stores.

REGIONAL SERVICES | 0%

Provides commodities or goods at a larger scale and cater to shoppers both within and outside of the community. Examples include big-box stores, national retailers, large grocery stores, chain restaurants, shopping centers, hotels, etc.

RURAL ESTATE | 21%

1 acre or larger; the largest residential classification. A very low density residential property, possibly serving agricultural purposes with an associated single-family dwelling.

RURAL SINGLE-FAMILY | 1%

½ to 1 acre; Larger lot subdivisions or ranchettes.

SINGLE-FAMILY | 1%

Smaller than ½ acre; Single dwelling units that are detached from any other dwelling unit, is built on-site, and is designed to be occupied by only one family.

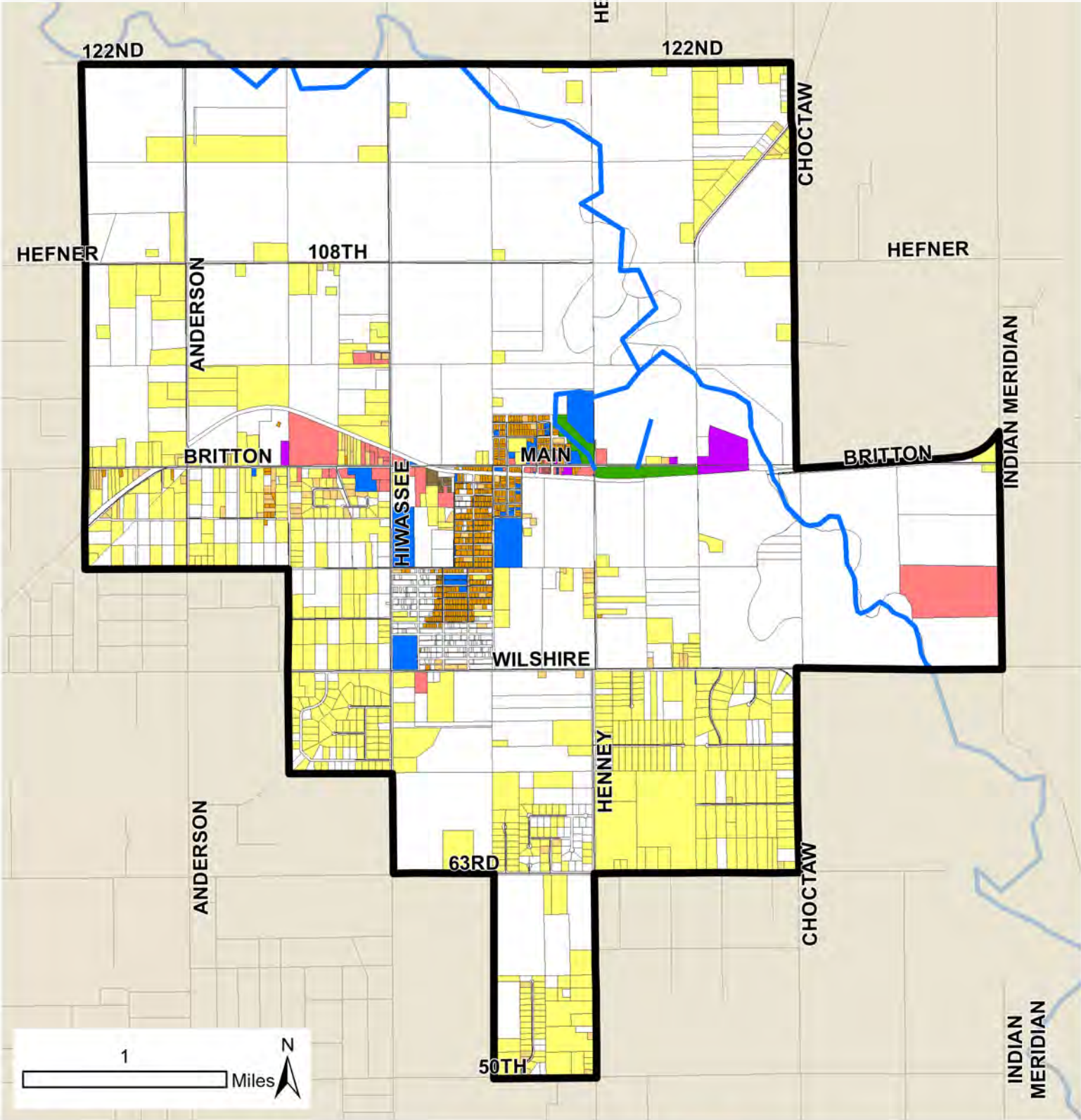
MULTI-FAMILY | <1%

Includes duplexes, townhomes, and higher density multi-family units.

MANUFACTURED HOMES | 0%

Individual dwelling units that are manufactured in a factory rather than on-site. Refers specifically to developments where manufactured homes are high in density, as opposed to a large property with a single manufactured dwelling unit.

Figure 2. Jones Existing Land Use Map



Future Land Use

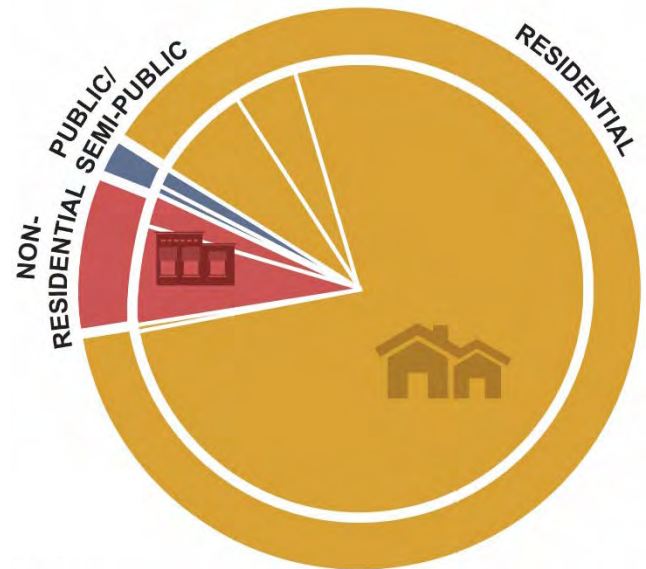
The Future Land Use Map, shown in **Figure 3**, is an illustration of the recommended land uses for Jones. The Map is used to guide future decisions regarding zoning and development standards. The Future Land Use Map is not a zoning map and does not change zoning or how a property can be used; the Town's existing regulations remain in place until they are amended. As zoning changes occur over time, the new zoning classifications should generally be in alignment with the Future Land Use Map.

The Future Land Use Map can and should be reviewed regularly and revised in the future based on changes in demographics, market trends, and community preferences.

Future Land Use Types and Distribution

The graphic to the right is a depiction of the land use types that are proposed for Jones' future, as shown on the Future Land Use Map in **Figure 3**. The categories correspond to the descriptions below.

The recommended land use composition seeks to retain the community's rural character, with the largest category remaining as Residential, with about 76% of the Town proposed of lots one acre or larger. This Map also proposes continue building the Downtown core and pursuing economic development opportunities resulting from the new Turnpike along Britton Road.



INSTITUTIONAL/PUBLIC | 1%

Facilities that are accessible to the public, such as schools, churches, municipal buildings, cemeteries, and some medical facilities. Also includes support services, such as school bus storage lots.

PARKS & OPEN SPACE | 1%

Public park land, open space, and/or recreational areas located outdoors, including facilities such as tennis courts, public swimming pools, public pavilions, and basketball courts.

INDUSTRIAL | 5%

Processing, storage, assembly, and/or repairing of materials. May range from light industrial with all activity occurring indoors, to heavy industrial with activity sometimes occurring outside.

LOCAL SERVICES | 2%

Provides goods or services that cater to the local community. Such goods and services are those that people do not travel more than a few miles to visit, if they are available locally. For example, medical offices, professional services, dry cleaning, coffee shops, beauty salons, and grocery stores.

REGIONAL SERVICES | 0%

Provides commodities or goods at a larger scale and cater to shoppers both within and outside of the community. Examples include big-box stores, national retailers, large grocery stores, chain restaurants, shopping centers, hotels, etc.

RURAL ESTATE | 76%

1 acre or larger; the largest residential classification. A very low density residential property, possibly serving agricultural purposes with an associated single-family dwelling.

RURAL SINGLE-FAMILY | 6%

½ to 1 acre; Larger lot subdivisions or ranchettes.

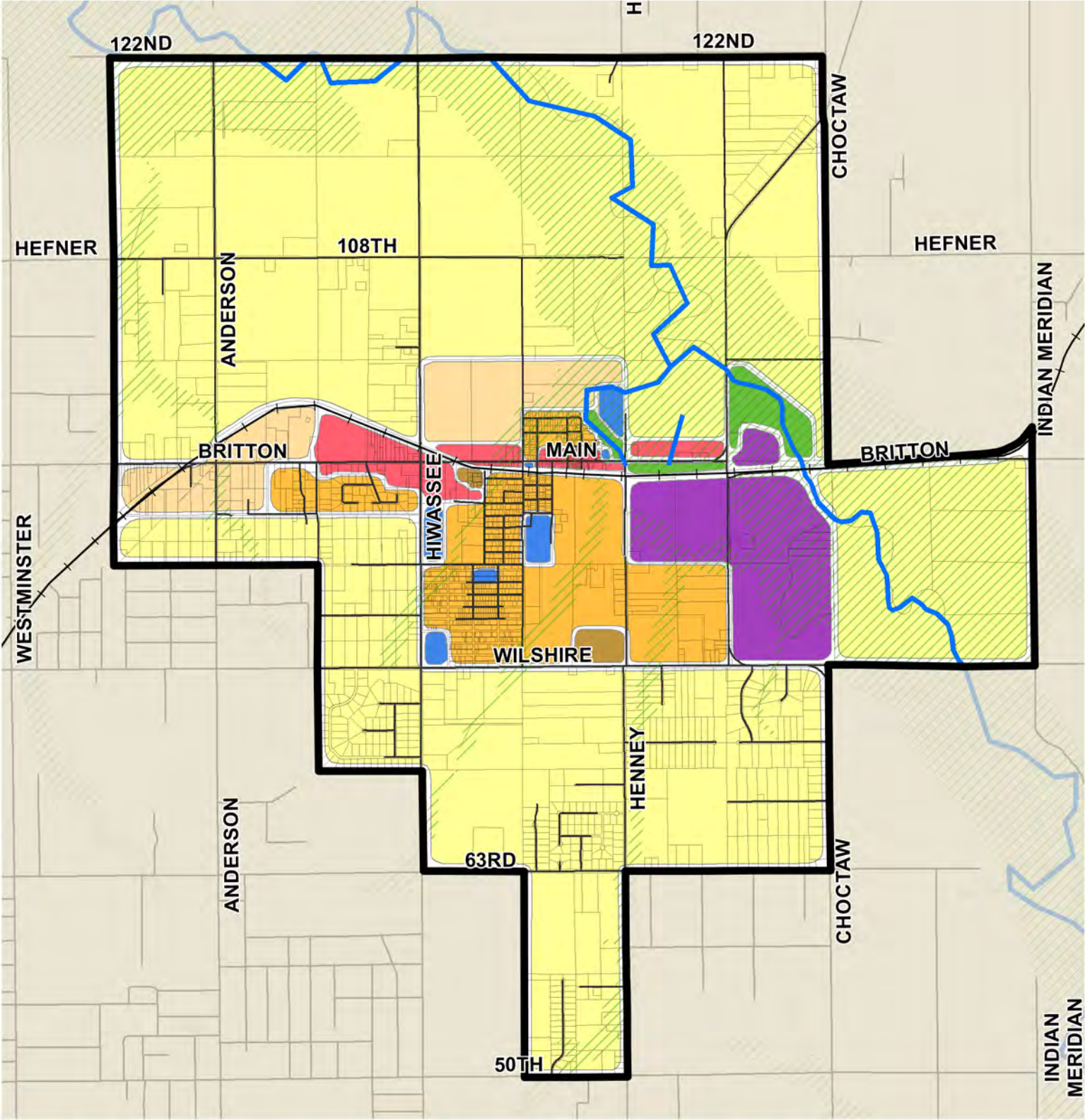
SINGLE-FAMILY | 8%

Smaller than ½ acre; Single dwelling units that are detached from any other dwelling unit, is built on-site, and is designed to be occupied by only one family.

MULTI-FAMILY | 1%

Includes duplexes, townhomes, and higher density multi-family units.

Figure 3. Jones Future Land Use Map



Land Use Recommendations

This section identifies strategies, specific actions, that can be used to meet the land use-related needs and desires of the residents of Jones. Each recommendation references the corresponding Focus Areas, as noted on page 19.

#1 | Ensure Land Use Compatibility

Focus Area(s): 

“Compatibility” refers to whether neighboring uses are complementary in terms of building scale, building height, traffic generation, lighting, and noise. While the Future Land Use Map seeks to minimize the placement of incompatible uses, differences between use types are inevitable and transitions need to be appropriately planned. For example, a new industrial use may locate near an existing or planned residential development. The industrial use could be required to provide a buffer area and/or landscaping to screen the industrial activities from the homes or be limited in its hours of operations to eliminate overnight noise. While such regulations can place a burden on nonresidential and multi-family development, they also reduce nuisances and improves aesthetics, increasing property values and quality of life for the nearby residents.

These characteristics can be regulated through the Town’s zoning regulations, which would need an amendment to include such regulations. Compatibility or adjacency standards typically require all or some of the following when nonresidential and multi-family development occurs adjacent to existing or planned single-family development:

- Lower nonresidential and multi-family building height within a certain distance
- Increased nonresidential and multi-family setbacks
- Buffering and/or additional landscaping
- Stricter conditions regarding lighting, signage, access, hours of operation, and design

Examples of Incompatible Development



Industry



Rural Character



Recreation





Sense of Community
and Identity



Quality of Life

#2 | Promote Low-Impact Development



Focus Area(s):  

Low-impact development (LID) refers to a design approach intended to minimize the environmental impact of development to the property and surrounding properties. LID design can help to reduce flooding, preserve the rural atmosphere, and reduce costs. The following design elements are examples of LID strategies that can be integrated into the Town's zoning regulations to promote LID development:

- Dark skies initiatives
- Clustered housing within a development to preserve open space
- Permeable concrete and pavers
- Rain gardens or bioretention swales
- Preservation of tree canopies
- Use of a drip irrigation system or harvested rainwater
- Use of native and/or drought-tolerant landscaping with limited amounts of turf grass
- Use of solar or wind power sources
- Use of cool roofs (green or white)
- Preservation of open space, wetlands, and floodplain



#3 | Plan for a Multi-Purpose Recreational Destination

Focus Area(s):  

There is support within the community for a multi-purpose recreational facility. The Future Land Use Map identifies an approximately 50-acre site (including floodplain) to the northeast of the Beaty-Mulhausen Community Park that could be ideal for recreational facilities.

Such facilities, also referred to as multi-generational centers, have activities and programming for all age groups and are usually around 50,000 square feet in size. Multi-purpose recreational facilities encompass an increasingly-wide range of amenities including sport courts, natatoriums, meeting rooms, and workout facilities. Through these amenities, a range of services are usually offered including afterschool care and summer camps, sports tournaments, classes and activities for seniors, community fitness programs, and public use of meeting rooms and event space. Other amenities could include a disc golf course, trails, a dog park with dog waste pick-up stations, and a playground.

These amenities and programming opportunities exceed those currently available to the residents of Jones – even to the residents of Eastern Oklahoma County. For this reason, a multi-purpose recreational facility could be a significant quality of life enhancement and economic development tool, depending on how such a facility is designed and programmed.



Industry



Rural Character



Recreation



Sense of Community
and Identity



Quality of Life



Catalyst Project | Plan for a Multi-Purpose Recreation Destination

The proposed multi-purpose recreational destination has been identified as a catalyst project, which is intended to be a big idea that could help the Town create a spark for future development. Suggested steps for implementation are included below.

Needs Analysis

A fundamental part of planning for recreational amenities is identifying what amenities are needed. Conducting a needs analysis will help the Town invest its money efficiently while providing the community with needed amenities. There are many potential amenities to consider, such as active and passive space, meeting rooms, sport courts, and aquatic facilities. A simple way for Jones to conduct this needs assessment would be to conduct a community survey. However, there are also consultants who do this type of work based on community demand and surrounding availability.

Site Selection and Purchase

While the Future Land Use Map suggests an area for a multi-purpose facility, the Town should evaluate several options and communicate with property owners to identify interest and eventually select and buy a site. There are many resources available to buy and develop recreational facilities; these resources are described in the Financing Options section (page 60).

Image and Design

As a point of civic pride, multi-purpose recreational facilities should be visible and fit into the community's existing development patterns. In addition, these facilities should be located so that they serve as a hub to surrounding use, drawing activity into areas of the Town where it can be complemented with other services and amenities. Because they are often associated with community branding and identity (see **#7 | Promote a Unique Brand for the Town**), such facilities warrant design considerations such as architectural features, enhanced landscaping, and integration with the natural environment/river. In addition to design, multimodal connectivity and accessibility are important elements to consider. Such considerations include adequate parking and connections to sidewalks and trails.



Trailhead

Trailheads, discussed as part of recommendation **#11 | Plan for a Local and Regional Trail System** (page 46), should be considered and programmed in coordination with a multi-purpose recreational center. A trailhead is a location where a trail begins or an entry point along a trail. In Jones, a trailhead developed adjacent to a multi-purpose recreational center could incorporate an even wider range of recreation amenities to the Town. Amenities such as bike racks and wayfinding signs could encourage multimodal and recreational transportation and potentially open the area to economic development from recreational offshoots such as restaurants, recreation-oriented retailers, or recreation rental facilities.

Park Master Plan

Jones does not currently have a Parks Master Plan, which is used to inventory existing amenities; examine the community's recreational needs and preferences; recommend, price, and prioritize projects; and serve as the basis for grants and funding. Should it decide to pursue a multi-purpose recreational center, the Town should hire a park planning consultant to create a Parks, Recreation, and Open Space Master Plan that follows the Oklahoma Tourism and Recreation Department's funding requirements.

#4 | Host Additional Community Events

Focus Area(s):  

Community events and attractions can help Jones achieve its goals related to creating a sense of community and improving quality of life. The Old Chicken Farm Vintage Barn Sale is an example of a local community event that attracts visitors from throughout the region. This event is a market for antiques and collectibles, which takes place west of Downtown each spring and fall.

Creating new, successful community events or expanding those that already exist often requires a substantial amount of funding, planning, coordination, and marketing – which is why smaller municipalities often choose to co-program events with various community groups or organizations.

The Town may wish to partner with the Old Chicken Farm Vintage Barn Sale organizers to hold the event quarterly with live music and food vendors, for example. There are also opportunities for smaller events that may require fewer resources, such as movies in the park, small concerts, Downtown block parties with food trucks, or a farmer's market. The Towns of Jones and Luther could also coordinate for a bicycle-focused event, such as a "Tour de Hogback" with a bike ride along the roadway connecting the two areas.

Regardless of the size of planned events, Jones should identify opportunities (programming, funding, partnering, etc.) for another small event or series annually, with the plan of gradually expanding the number and size of events offered to the community.



Industry



Rural Character



Recreation





Sense of Community
and Identity



Quality of Life

#5 | Continue to Facilitate Downtown Enhancements

Focus Area(s):  

The downtown area is typically the heart of a city – a unique and iconic part of its identity. Preserving and enhancing Jones' downtown is of the utmost importance. Historically, from large cities to smaller towns, downtown was the heart and core of the community. It was where business was conducted and where residents went to shop, see a movie, and enjoy dinner.

During the second half of the 20th century, downtowns experienced a state of decline due to a variety of social and economic factors that caused cities to sprawl outward.

Homes were built to accommodate the surge of family households in America. The automobile dominated American culture and shopping malls, and strip centers were built for automobile convenience. Commercial, office, and entertainment activity followed the outward growth of cities. Today, many downtowns are experiencing a remarkable resurgence because people identify these areas as a unique sense of place, which is often lost with typical suburban development.

Jones is unique from many communities in Oklahoma because it already has an identifiable downtown. This puts Jones in a position to capitalize on the resurgent demand for downtown destinations and amenities, which can be done by:

- Create a new zoning district for the Downtown to retain the historic character and allow uses that generate activity, such as entertainment, commercial, and civic uses;
- Embracing and enhancing the sense of being Downtown through land use density, streetscaping, pedestrian amenities, and building façade enhancements;
- Attracting more energy to Downtown by linking it to other community amenities, such as parks, schools, and civic uses; and
- Spreading local and regional awareness of Downtown through wayfinding, community events, and marketing campaigns.

One such opportunity, discussed in **#10 | Consider Floodplain Remediation when Appropriate**, is to work with property owners adjacent to the Downtown area to develop vacant land for nonresidential uses, specifically retail or office development.



#6 | Encourage the Development of an Industrial Park

Focus Area(s):

There is a desire within the community to develop light industrial or manufacturing to provide jobs and generate tax revenue. Several factors make industrial development different from other nonresidential uses; many industrial land uses require:

- Specialized facilities, such as high ceilings, more than large square footage, or loading docks;
- Ability to operate at nontraditional hours; and
- Adequate access and connectivity for trucks.

For these reasons, industrial uses are often ideally well-buffered or located away from residential areas, located near major roadways, and clustered near other similar uses.

The Future Land Use Map identifies an area of the Town to the far east, bordered by Britton, Indian Meridian, Wilshire, and Choctaw, as ideal for industrial development. This area is Jones' closest point to the Turnpike and is located along a railroad line.

As discussed in **Physical Constraints**, an active railroad line runs through Jones. This line spans approximately 275 miles between Tulsa to Duke and is operated by the Stillwater Central Railroad (SLWC). Because Jones has no immediate highway access, rail service is a viable option to sustain industry. The areas identified for industrial development on the Future Land Use Map are located near or along the railroad line.

The community expressed interest in green industry opportunities, which is defined by the US Bureau of Labor Statistics as either “businesses that produce goods or provide services that benefit the environment or conserve natural resources” or “jobs in which workers' duties involve making their establishment's production processes more environmentally friendly or use fewer natural resources.” Visit <https://www.bls.gov/green/> for more information.





Catalyst Project | Encourage the Development of an Industrial Park

The proposed industrial park has been identified as a catalyst project, which is intended to be a big idea that could help the Town create a spark for future development. Suggested steps for implementation are included below.

Employment Base

A fundamental question that Jones will need to consider is whether its desired industries are expected to provide jobs for the current population only, or if the preference is for a large company to relocate to Jones, bringing their employees with them. If the community's preference is for the former scenario, then the community should encourage and support existing local and regional businesses and strengthen opportunities or workforce development and continuing education.

If the Town is seeking a larger business to relocate, then the Town should consider how many new residents are likely to be absorbed and the ability of the Town's housing inventory, services, and infrastructure to accommodate a sudden population influx.

Land Development

It is important to note that the area identified for industrial development is located in the floodplain and will likely require elevated facilities or floodplain remediation. The remediation process can be costly, and therefore is usually done for high value projects that will offset the costs of remediation – industrial development can be one of these uses. For more information on this process, as well as recommendations for incentivizing floodplain remediation, see recommendation **#10 | Consider Floodplain Remediation when Appropriate** (page 45).

Business Identification and Recruitment


While it is useful for the Town to know that green industry is a desired economic base for the community, it will be even more important for the Town to understand realistic expectations given market trends and Jones' location. This will require a market study, which can identify the internal and external market demands for the kinds of industries that Jones wishes to facilitate. A market study can also be useful in identifying opportune industries that the Town might not have considered. With this information, Jones can work with entities like the Chamber of Commerce and the EOCP to identify and recruit ideal employers.

Upon completion of a market study, Jones should consider the following actions:

- Perform a Zoning Ordinance diagnostic and update ordinances as necessary to allow for the desired forms of development;
- If development is near residential areas, develop standards to make it compatible;
- Consider opportunities for spinoff and startup business;
- Identify key parcels for development and specific companies to recruit for those spaces;
- Design/maintain roadways to accommodate truck traffic; and
- Align recruitment to targeted industries, start-ups, and spin-offs.

Incentives play an increasingly important role in recruiting business. The Town should be prepared to partner with the economic development community to develop incentive packages and marketing materials. Relevant partners will likely include the Chamber of Commerce, EOCP, and the Oklahoma Department of Commerce.

#7 | Promote a Unique Brand for the Town

Focus Area(s): 

Communities need visual individuality to avoid becoming anonymous within a region. Anonymity can hamper efforts to spur economic development or develop a sense of place; given a choice, people often patronize businesses in places with strong character and identity, whether shopping for groceries, going out to eat, or running errands.

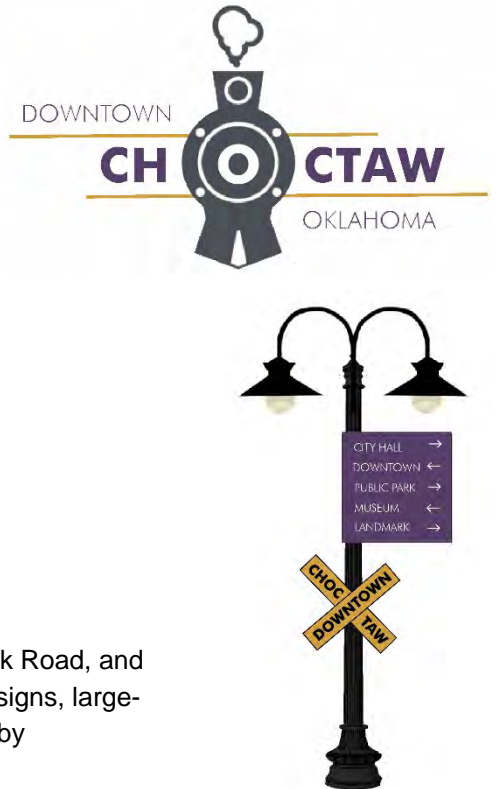
A branding package should include a color scheme, logo, font style, artistic style, and possibly a motto. The Town should identify unique aspects of the community – perhaps the local agricultural industry, close-knit community, or location in the center of the state – to highlight in these features.

A brand can be established and promoted through methods such as:

- Gateway entries and wayfinding signage into the Town or specific neighborhoods,
- Design of directional and street signs, and
- Decorative banners on lamp posts.

Gateways should mark the entrance to Jones along Britton Road, Hogback Road, and Hiwassee Road (see **Figure 6**). Such gateways could include monument signs, large-scale landscaping, lighting, artwork, and other features to define the area by highlighting the Town's unique character.

Downtown Branding Examples from the City of Choctaw



#8 | Incorporate Urban Design Elements in Key Locations

Focus Area(s):    

The use of design in a key area, such as Downtown, can significantly strengthen sense of place and encourage economic development by attracting targeted businesses or industries to an area. Urban design elements should reflect the Town's chosen brand (see #7 | **Promote a Unique Brand for the Town**) and be of a consistent style.

Examples of urban design elements include:

- Pedestrian-oriented street furniture and signs
- Large windows along the sidewalk
- Decorative facades
- Fountains and monuments
- Public art and murals (such as the Jones Drug Store painting)
- Enhanced crosswalks (such as the existing improvements at Main Street and State Street)
- Increased landscaping at intersections
- Ornamental lighting

The Town should first identify appropriate areas to implement urban design enhancements – likely along Main Street, between NW 1st Street and NE 1st Street, possibly existing east toward Jones Park.

Urban design elements can be in the public realm (i.e., the Town's responsibility, such as benches and lighting) or in the private realm (i.e., a property owner's responsibility, such as a sign or building façade). To encourage the incorporation of urban design elements in private developments, the Town may wish to offer incentives for property owners to enhance their properties, such as fee waivers and accelerated permitting for improvement projects, special recognition from the Town, or a façade improvement matching grant. The Town could also amend the zoning ordinance to require certain design elements in new construction within Downtown.



Industry



Rural Character



Recreation



Sense of Community
and Identity



Quality of Life

Section 4:

Facilitating Growth

Introduction

A driving principle of this Eastern Oklahoma County Partnership planning process is that growth is coming to eastern Oklahoma County and local communities should plan for it. Communities that do plan for growth allow themselves to be on the offensive, making it more likely that residents will benefit from growth. This section discusses the many factors that will be directly impacted by future population growth, such as roads and infrastructure.

- Regional Connectivity
- Existing Infrastructure
- Facilitating Growth Recommendations

Regional Connectivity

This section examines the Town's transportation connections to the larger region.

Britton Road

Britton Road (or "Main Street" in Downtown) is an east-west section line road bisecting Jones. This road will become a critical connector to the Northeast Oklahoma County Loop discussed below. Britton Road will be the first exit for drivers traveling south on the Turnpike.

Northeast Loop

The anticipated Northeast Oklahoma County Loop, often referred to as "the Turnpike", will be a 21-mile turnpike connecting I-40 to I-44 and will be an important north-south corridor for eastern Oklahoma County. Although the Turnpike does not bisect Jones, the Town will have convenient access to the Turnpike via Britton Road. With development of the Turnpike officially underway, Jones will have a more convenient point of access to support activity in the Town.

North-South Streets

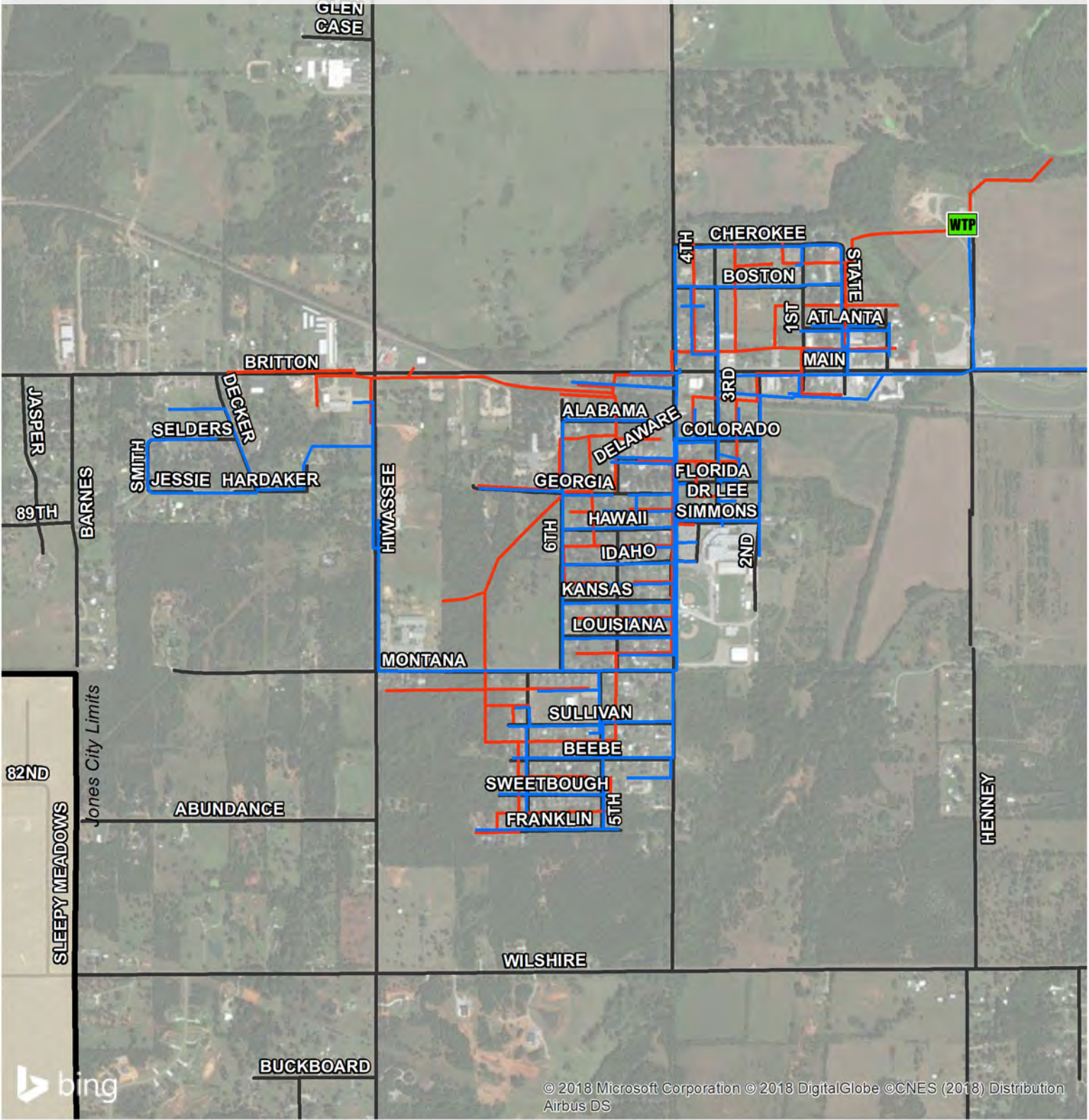
Jones includes five major north-south streets: Anderson, Hiwassee, Henney, Choctaw, and Indian Meridian Roads. Of these, Hiwassee Road carries the most traffic with an average volume of 2,250 vehicles per day (ODOT, 2015). The intersection of Hiwassee Road and Britton Road is the only signalized intersection in the Town.

Existing Infrastructure

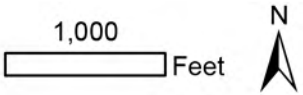
The Town currently has water lines serving much of the Downtown core area, supported by two wells and one standpipe to provide water to the community. The Town has not completed a water master plan, which would identify improvements necessary to accommodate future growth and maintain existing assets. Geographic Information Systems (GIS) mapping data for the Town's water lines, hydrants, wells, and valves was completed by ACOG in 2011.

The Town currently has wastewater lines serving much of the Downtown core area, supported by 4- to 10-inch gravity mains, one lift station with associated force main which delivers the wastewater to wastewater treatment plant located on the north-east side of town. The Town has not completed a wastewater master plan, which would identify improvements necessary to accommodate future growth and maintain existing assets. GIS mapping data for the Town's wastewater lines, manholes, and lift stations was completed by ACOG in 2011.

Figure 4. Jones Existing Infrastructure Map



-  Treatment Plant
-  Water Line
-  Wastewater Line
-  Jones City Limits



Facilitating Growth Recommendations

This section identifies strategies to facilitate future growth in Jones. Each recommendation references the corresponding Focus Areas, as noted on page 19. Several recommendations have been identified as “catalyst projects”. One challenge facing communities is how to create the initial “spark” that eventually fuels public buy-in in addressing the community’s needs and desires. Catalyst projects are big ideas involving land use, design, economic development, and connectivity that could help the Town create the spark it needs.

#9 | Continue Coordination with Oklahoma County, ODOT, and OTA

Focus Area(s):   

Developing and maintaining a good transportation network is important for creating a quality, sustainable transportation system. Jones’s roads are managed by Oklahoma County. The Advisory Committee members noted that the Town has not experienced any major issues with roadway maintenance and that the Town has a positive relationship with the County Commissioner. The Town should continue this on-going coordination with the County.

Although the Town’s roads are maintained by the County, the Town should actively stay engaged with the local and regional transportation organizations to implement the Town’s desired transportation initiatives. More specifically, the Town should continue to coordinate with Oklahoma Department of Transportation (ODOT) on upcoming roadway projects, regional roadway planning initiatives, the development of the future turnpike, and grant funding opportunities. Jones should communicate any intent to facilitate truck-dependent industrial or commercial development to ODOT; it may be beneficial to initiate this discussion before future roadway plans are announced.

To enhance facilities for pedestrians and cyclists, the Town should develop a pedestrian and cycling plan with ODOT and the Oklahoma Bicycling Coalition (OBC) to support alternative forms of transportation along major roadways and highways. Creating roadway designs that are sensitive to their context helps to improve safety and mobility for pedestrians, cyclists, and vehicles.

The new turnpike alignment does not run through Jones; however, the first southbound exit from Luther will be on Britton Road, which will be a major opportunity for the Town. The Town should maintain on-going coordination with OTA regarding plans related to this exit.

To further the efforts recommended in **#7 | Promote a Unique Brand for the Town**, the Town should work with ODOT and Oklahoma County to implement town branding initiatives along major roadways. Elements of the Town’s brand can be integrated into roadway facilities through the placement of signage or public art within the right-of-way, including a Town logo on overpasses or similar infrastructure, or utilizing a particular color scheme.



Industry



Rural Character



Recreation






Sense of Community
and Identity



Quality of Life

#10 | Consider Floodplain Remediation when Appropriate

Focus Area(s):   

With 68% of the land in Jones vacant, greenfield development is likely to occur in the future. However, extensive floodplain and a limited number of landowners looking to develop means the Town must be strategic about when, where, and how development occurs, as well as what kind of development is appropriate in a given location.

The Federal Emergency Management Agency (FEMA) identifies, classifies, and regulates the development of all floodplains in the United States. Classification depends on the flood risk and is used to prescribe different remediation processes. Jones also has a Flood Control Ordinance (FCO) and a Floodplain Administrator (FA) who serves as a liaison to the development and regulatory process. The following table provides an overview of the remediation process for the three most common floodplain classifications in Jones.




Zone X	Zone AE	Floodway
<p>Development plan submitted to and approved by FA if buildings are:</p> <ul style="list-style-type: none"> Elevated to or above the base flood level (100-year floodplain) or designed to be watertight and to allow the passage of water by means of pilings, columns (posts and piers), or shear walls parallel to the flow of the water; or Elevated by means of fill or solid foundation perimeter walls with openings sufficient to facilitate the unimpeded movement of flood waters. 	<p>Same as Zone X, plus property owners must consult an engineer to determine the anticipated impact and will need to obtain a Section 404 Permit through the US Army Corps of Engineers to either raise the land out of the floodplain through filling or perimeter walls; or elevate the buildings out of the floodplain or construct buildings and utilities that are watertight.</p> <p>*Projects that would raise base flood levels by more than one foot are subject to additional steps through FEMA. Please see FEMA's website for details.</p> <p>*Projects that will not raise base flood levels by more than one foot and cause no rise in the floodway only need to follow the FCO after 404 approval.</p>	<p>The only way that the floodway may be developed in any capacity is through a hydraulic and hydrologic engineering assessment resulting in a Conditional Letter of Map Revision (CLOMR) and Letter of Map Revision (LOMR) by FEMA.</p>

Note: It is important to remember that this information is only an overview and can change over time. Property owners should always meet with the FA to discuss any additional requirements and processes.

Generally, floodplain remediation should be done sparingly, especially in Jones where the North Canadian River has unpredictable, frequently changing flow patterns. Risk-conscious policies, which are a focus of the Jones Future Land Use Map, include encouraging no or low-density development in flood-prone areas, utilizing floodplains instead as natural or recreational areas. However, should high-value, low-risk areas of the floodplain become available for development, the Town can help make the remediation process more efficient by commissioning a floodplain study which would identify which areas that would be the easiest to remediate and make the findings available to industries and developers. The Town could also identify incentives that would be appropriate to aid in floodplain development.

At least one property owner along Main Street is likely to seek develop of their property for nonresidential uses. While much of the property is located in the floodplain – moreover the floodway – a shallow strip of frontage (classified as Zones X and AE) along Main Street has been recommended to develop as Local Services – uses that would complement the existing development pattern of Downtown.

#11 | Plan for a Local and Regional Trail System

Focus Area(s):   

This Eastern Oklahoma County Partnership Regional Comprehensive Plan proposes a regional trail network throughout the eastern portion of the County. As shown in **Figure 5**, the proposed trail would connect the cities of Luther, Harrah, Choctaw, Nicoma Park, Midwest City, and Jones with a 55-mile route. The proposed route extends south from Luther along the new Turnpike to Harrah, then west along 23rd Street through Choctaw and Nicoma Park to connect to Midwest City's trail network; north along Choctaw Road, then jogging west along 63rd Street, north on Hiwassee, and east on Britton Road in Jones; then northeast along Hogback Road to complete the loop in Luther. A potential 12-mile Luther Road bike lane has also been indicated as an alternative or supplement to the turnpike trail.

This trail is proposed to accommodate bicycle and pedestrian users. Such a network could provide local recreation options and capitalize on the strong bicycling community present within the region. A regional trail connecting the cities with unique trailheads and connections into the heart of each community could be a significant generator of tourism and local sales tax revenue.

A trailhead signifies an entry point or other key location along a trail. In Jones, a trailhead is proposed near the northeastern corner of the Britton Road and Hogback Road intersection. This location could provide access to the proposed multi-purpose recreation center (see **#3 | Plan for a Multi-Purpose Recreational Destination**); a connection into Downtown Jones for bicyclists or pedestrians to patronize local businesses; and a potential scenic outlook of the North Canadian River. A passive recreational space would be a good use of the land near the river, to accommodate the river's changing course.

The trail network would likely include a mixture of on- and off-street trails and sidewalks. The segment along the new Turnpike would be fully separated from the roadway to protect users from high-speed traffic. The segments along Hogback Road and Hiwassee Road may be on-street with shared or dedicated bike lanes. (Note that on-street options cannot accommodate pedestrians, except when a sidewalk is provided over shorter distances.) Further study is needed to define an exact route.

While the Eastern Oklahoma County Partnership has initiated the idea and initial route, each city would be responsible for funding the construction of the trail. There are many organizations throughout Oklahoma that provide grant funding and support for trail construction, including Federal funding through the Oklahoma Trails Board.

Example of an On-Street Trail with a Dedicated Lane and Barriers



Example of Natural Surface Off-Street Trail



Example of a Concrete Surface Off-Street Trail



Industry



Rural Character



Recreation

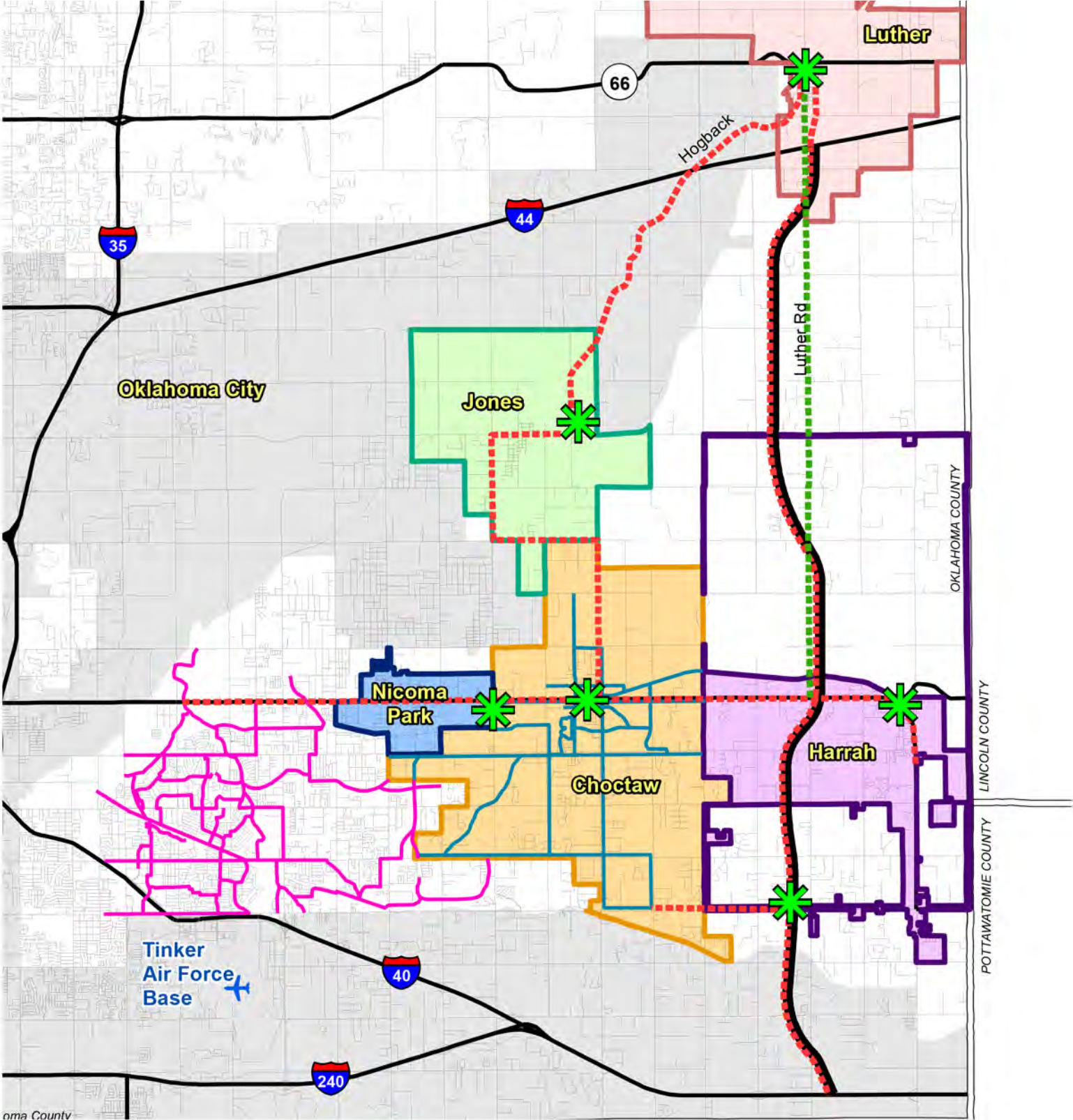


Sense of Community
and Identity



Quality of Life

Figure 5. Proposed Regional Trail Network



-  Potential Trailheads
-  EOC Trail
-  Potential Luther Road Bike Lane
-  Midwest City Trail System
-  Choctaw Trail System
-  Turnpike Alignment

#12 | Plan and Prioritize Water and Wastewater Improvements

Focus Area(s):

The water and wastewater system should be evaluated for capacity to serve proposed developments. The primary focus of the evaluation should be around providing fire protection to areas designated as commercial or industrial. Additionally, the systems may need to be extended to serve development where infrastructure does not exist.

It is recommended that the Town conduct system-wide water and wastewater master plans and GIS mapping update. A robust GIS mapping database provides a powerful tool with regards to operations, maintenance, asset management, and future planning. An asset management program will assist the Town in developing a proactive maintenance operating plan and can be incorporated with the master plan or completed as a standalone study. The master plan will allow the Town to develop a perspective of short-term, and long-term system water demands, wastewater flows, capacity requirements, and identify areas with rehabilitation needs.

A water master plan should identify storage capacity needs for typical operations and fire emergencies. The plan should also include a recommended schedule to drill new wells based on capacity needs as well as remaining useful life of existing wells. The master plan should include recommended water system looping for redundancy and reliability, replacement of smaller diameter lines, and the addition of elevated storage as part of the short-term Capital Improvement Plan (CIP). CIP projects recommended should also include up-sizing smaller diameter lines and aging infrastructure to better serve new development.

Additionally, a rate study is recommended to identify the financial impact of new development on the Town's water and wastewater system and develop a capacity fee to collect in order to assist with infrastructure budgetary needs for any future development.

Section 5:

Action Plan

Introduction

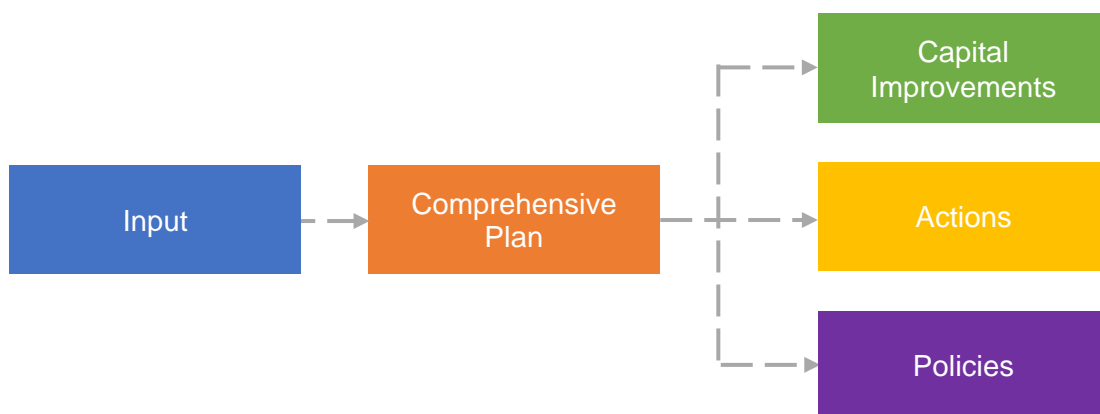
This section outlines the action plan for implementing the Land Use Recommendations and Facilitating Growth Recommendations. The following subsections are included to help guide the next steps:

- Implementation Strategies
- Implementation Matrix
- “Big Ideas” Summary
- Financing Options



Implementation Strategies

Successful communities establish a clear vision for their future and identify the steps necessary to achieve that vision. This section completes the Comprehensive Plan by providing implementation techniques and priorities that address the vision, recommendations and related policies established herein. This Action Plan is structured into a coordinated action program so that Town leaders, staff, and other decision-makers can easily identify the steps that are necessary to achieve the vision for Jones described within this Plan. It is also important to note that most communities cannot afford to complete all of the desired tasks at once; therefore, it is important to identify the top priorities that are most critical for achieving the vision. Many of these recommendations will take several years to complete, but this plan will help the Town to identify the “low-hanging fruit” and allocate funding in future budgets for the costlier projects.



The Roles of the Comprehensive Plan

A Guide for Daily Decision-Making

The current physical layout of the Town is a product of previous efforts put forth by many diverse individuals and groups. In the future, each new development that takes place – whether it is a subdivision that is platted; a home that is built; or a new school, church, or shopping center that is constructed – represents an addition to Jones’ physical form. The composite of all such efforts and facilities creates the Town as it is seen and experienced by its citizens and visitors. If planning is to be effective, it must guide each and every individual development decision. The Town, in its daily decisions pertaining to whether to surface a street, to approve a residential plat, to amend a zoning ordinance provision, to enforce the building codes, or to construct a new utility line, should always refer to the basic proposals outlined within the Comprehensive Plan. The private builder or investor, likewise, should recognize the broad concepts and policies of the Plan so that their efforts become part of a meaningful whole in planning the Town. The Future Land Use Map is particularly important for the Town as it provides guidance and basis for the Town’s decisions, protecting against undesirable or unfair practices, such as spot zoning.

Zoning and Subdivision

The usual processes for reviewing and processing zoning amendments, development plans, and subdivision plans provide significant opportunities for implementing the Comprehensive Plan. Each zoning, development and subdivision decision should be evaluated and weighed against applicable recommendations and policies contained within this Comprehensive Plan. The Plan allows Jones to review proposals and requests in light of an officially prepared document adopted through a sound, thorough planning process. If decisions are made that are inconsistent with Plan recommendations, then they should include actions to modify or amend the Plan accordingly to ensure consistency and fairness in future decision-making. Amending the subdivision ordinance and zoning ordinance represent two major, proactive measures that the Town can take to implement Comprehensive Plan recommendations.

A Flexible and Alterable Guide

Jones' Comprehensive Plan is intended to be a dynamic planning document – one that responds to changing needs and conditions. Plan amendments should not be made without thorough analysis of immediate needs, as well as consideration for long-term effects of proposed amendments. The Town Council and other Town officials should consider each proposed amendment carefully to determine whether it is consistent with the Plan's goals and policies, and whether it will be beneficial for the long-term health and vitality of the Town of Jones.

Comprehensive plans are not rigid, unchanging documents. Once adopted, any element of a plan can be amended or changed if a petitioner demonstrates to the Town Council that they have a better proposal that meets the community's vision.

Regular Review

Regular review of the Comprehensive Plan with respect to current conditions and trends should be performed. Such on-going, scheduled reevaluations will provide a basis for adjusting capital expenditures and priorities, and will reveal changes and additions that should be made to keep the Plan current and applicable long-term. Items that appear to need specific attention should be examined in more detail, and changes and/or additions should be made accordingly. By such periodic reevaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. As Jones grows, annual reviews should place particular attention on assessing the amount and location of nonresidential land uses shown on the Future Land Use Map (see **Figure 3**).

Planning Commission

The Planning Commission should include an agenda item twice per year to review the progress of the Comprehensive Plan implementation. This can be accomplished through an update from Town staff on the progress of the action items, which action items are next, and any staff needs to complete upcoming actions. The Planning Commission should also make an annual recommendation to the Town Council regarding which actions need moved into the upcoming year, or are completed and should be removed from the Plan.

Keeping it Current:

- Recommended annual review
- Comprehensive review and update every 5 to 7 years

Town Council

The Town Council should include an agenda item annually to amend the plan by removing the completed action items and assigning the planned actions for the upcoming year. Since the Planning Commission will be reviewing the Plan three times per year, the Planning Commission should make an annual recommendation to the Town Council regarding the updates. This annual update of the plan by Town Council should coincide with development of the Town's annual budgeting process.

Comprehensive Review

In addition to periodic annual reviews, the Comprehensive Plan should undergo a complete, more thorough review and update every five to seven years. The review and updating process should begin with a stakeholder committee similar to the one appointed to assist in the preparation of this Plan, thereby encouraging stakeholder input from the beginning of the process. Specific input on major changes should be sought from various groups, including property owners, neighborhood groups, civic leaders and major stakeholders, developers, merchants, and other citizens and individuals who express an interest in the long-term growth and development of the Town. This input can be easily obtained by re-administering the online survey with every update of the Comprehensive Plan. An informed, involved citizenry is a vital element of a democratic society. The needs and desires of the public are important considerations in Jones' decision-making process. Citizen participation takes many forms, from educational forums to serving on Town boards and commissions. A broad range of perspectives and ideas at public hearings helps Town leaders and the Town Council to make more informed decisions for the betterment of the Town as a whole. Jones should continue to encourage as many forms of community involvement as possible as the Town implements its Comprehensive Plan.

Implementation Matrix

The following tables compile all the actions from each recommendation section into implementation tables. The information presented below is intended to summarize the recommendations throughout the Plan; see the recommendations within the referenced sections for more detail. These tables are to help the Town Staff, Town Council, community leaders, and other decision-makers with successful implementation of this Comprehensive Plan.

Land Use Recommendations and Tasks	Responsible Person(s)	Type			Timeline		
		Action	Policy	Budget	1-5 Years	6+ Years	On-Going
#1 Ensure Land Use Compatibility							
1.1 Amend the zoning regulations to require the following for nonresidential or multi-family development adjacent to existing or zoned single-family development: <ul style="list-style-type: none">Increased side/rear yard setbacks with enhanced landscaping to buffer between uses,Masonry screening walls to screen between uses,Reduced building heights near the shared property line, andRestrictions on lighting, hours of operation, and site access.	Staff or consultant to draft text; Planning Commission to review; Council to approve	<div></div>			<div></div>		
1.2 Consider adjacency impacts when hearing rezoning requests.	Council		<div></div>				<div></div>
#2 Promote Low-Impact Development							
2.1 Amend the zoning regulations to allow the following: <ul style="list-style-type: none">Clustered residential development to preserve open space within the development,Solar panels and roofing materials, andWind energy turbines (with a minimum setback equal to the height).	Staff or consultant to draft text; Planning Commission to review; Council to approve	<div></div>			<div></div>		
2.2 Amend the zoning regulations to require the following: <ul style="list-style-type: none">Full cut-off exterior light fixtures,Native and/or drought-tolerant landscaping, andPermeable surfaces for extra parking.	Staff or consultant to draft text; Planning Commission to review; Council to approve	<div></div>			<div></div>		
#3 Plan for a Multi-Purpose Recreational Destination							
3.1 Conduct a needs analysis to identify local and regional demand for specific amenities.	Staff to conduct a community survey, or Council to retain a consultant	<div></div>			<div></div>		
3.2 Evaluate/select site and purchase land to accommodate the desired facility.	Staff, Council, and EOCP	<div></div>		<div></div>		<div></div>	
3.3 Define the important design characteristics for the facility.	Staff to propose; Planning Commission and Council to determine	<div></div>				<div></div>	

Land Use Recommendations and Tasks	Responsible Person(s)	Type			Timeline		
		Action	Policy	Budget	1-5 Years	6+ Years	On-Going
3.4 Incorporate a trailhead into the design at the facility to connect to the proposed regional trail.	Staff or consultant to prepare park concept and site plans	●		●		●	
3.5 Develop a Parks Master Plan to coordinate long-term planning efforts.	Council to direct Staff or retain consultant	●		●		●	
#4 Host Additional Community Events							
4.1 Designate a volunteer Events Committee to consider opportunities and plan seasonal and/or annual community events.	Council	●			●		
4.2 Evaluate opportunities for partnerships between the Town and local organizations/entities to co-host events.	Events Committee	●	●				●
#5 Continue to Facilitate Downtown Enhancements							
5.1 Define a target Downtown infill and redevelopment area to concentrate development in the core area.	Staff to propose; Planning Commission and Council to determine	●			●		
5.2 Amend the zoning ordinance to create a new zoning district in Downtown to limit the types of uses allowed in the core area and ensure quality development standards that are consistent with the current historic appearance.	Staff or consultant to draft text; Planning Commission to review; Council to approve	●			●		
5.3 Plan for capital improvements and/or partnerships to enhance pedestrian and bike facilities in Downtown.	Council	●	●	●			●
#6 Encourage the Development of an Industrial Park							
6.1 Conduct a market analysis to determine the industry types that are most in-demand within Jones.	Council to retain economic analysis consultant	●		●	●		
6.2 Work with local businesses to identify their existing needs.	Staff	●			●		
6.3 Focus on attracting spin-off businesses to support the existing industry.	Staff and EOCP		●				●
6.4 Convey the desired industries to the Eastern Oklahoma County Partnership to assist in recruitment efforts.	Staff and EOCP	●					●
6.5 Review the zoning ordinance to ensure that the desired uses are allowed.	Staff, Planning Commission, and Council	●			●		●
#7 Promote a Unique Brand for the Town							
7.1 Develop a branding package to include a logo, motto, and design details.	Staff or graphic design/marketing consultant	●			●		
7.2 Incorporate the brand within Town materials, street signs, and throughout the community.	Staff	●	●	●			●
7.3 Identify specific locations for gateway entry signs to define the community and allocate future funding for installation.	Staff to recommend; Council to decide	●		●		●	

Land Use Recommendations and Tasks	Responsible Person(s)	Type			Timeline		
		Action	Policy	Budget	1-5 Years	6+ Years	On-Going
#8 Incorporate Urban Design Elements in Key Locations							
8.1 Identify the area(s) appropriate for enhanced urban design elements.	Staff to propose; Planning Commission and Council to determine	●			●		
8.2 Identify an appropriate style (e.g., traditional or modern, wood or metal) for street furniture.	Staff to propose; Planning Commission and Council to determine	●			●		
8.3 Allocate future funding for landscaping and street furniture improvements within the designated urban design area.	Council			●		●	
8.4 Amend the zoning ordinance to require the following for nonresidential development within the designated urban design area: <ul style="list-style-type: none">Windows facing the sidewalks, andHigher quality building materials.	Staff or consultant to draft text; Planning Commission to review; Council to approve	●			●		

Facilitating Growth Recommendations and Tasks	Responsible Person(s)	Type			Timeline		
		Action	Policy	Budget	1-5 Years	6+ Years	On-Going
#9 Continue Coordination with Oklahoma County, ODOT, and OTA							
9.1 Appoint a Staff member to act as liaison to Oklahoma County, ODOT, and OTA and attend meetings at least quarterly to stay informed on upcoming plans.	Staff and Council	●					●
9.2 Develop a pedestrian and cycling plan with ODOT and the Oklahoma Bicycling Coalition.	Staff or consultant to draft text; Planning Commission to review; Council to approve	●				●	
9.3 Request that the Town’s logo and branding materials be incorporated in future construction projects within Jones.	Staff liaison to ODOT and OTA	●			●		
#10 Consider Floodplain Remediation when Appropriate							
10.1 Prepare an informational packet of steps and resources for property owners who are considering developing in the floodplain.	Staff	●			●		
#11 Plan for a Local and Regional Trail System							
11.1 Maintain communication with the Eastern Oklahoma County Partnership on the status of the proposed regional trail.	Staff and EOCP		●				●
11.2 Prioritize local trails and trailheads that connect to the proposed regional trail.	Council		●	●			●
#12 Plan and Prioritize Water and Wastewater Improvements							
12.1 Develop water and wastewater system master plans.	Council to retain consultant	●		●	●		
12.2 Update the Town’s GIS mapping system.	Staff and/or consultant	●		●	●		
12.3 Conduct a rate study and develop a capacity fee to assist with infrastructure financing for future development.	Staff and/or consultant	●		●	●		

“Big Ideas” Summary

Many topics in this Comprehensive Plan overlap with and influence each other. This is especially true of the catalyst projects, which are impacted significantly by physical features, development patterns, and regional connectivity. The purpose of **Figure 6. Jones’ Big Ideas Map** is to identify the location of this Plan’s major recommendations and to illustrate their context within the community.



Multi-purpose recreational facilities provide activities and programming for all age groups. Such an amenity desired by the community and could be used to spur community and economic development. See **#3 | Plan for a Multi-Purpose Recreational Destination** on page 32.



Jones already has an identifiable Downtown, but there are opportunities to further develop and enhance it. See **#5 | Continue to Facilitate Downtown Enhancements** on page 35.



There is a desire within the community to develop light industrial or manufacturing industries. An eastern area of the Town could be ideal for industrial development; it is Jones’ closest point to the Turnpike and is located along a railroad line. See **#6 | Encourage the Development of an Industrial Park** on page 36.



Gateways mark key entrances into the Town, and should be implemented as part of a broader branding initiative. See **#7 | Promote a Unique Brand for the Town** on page 38.

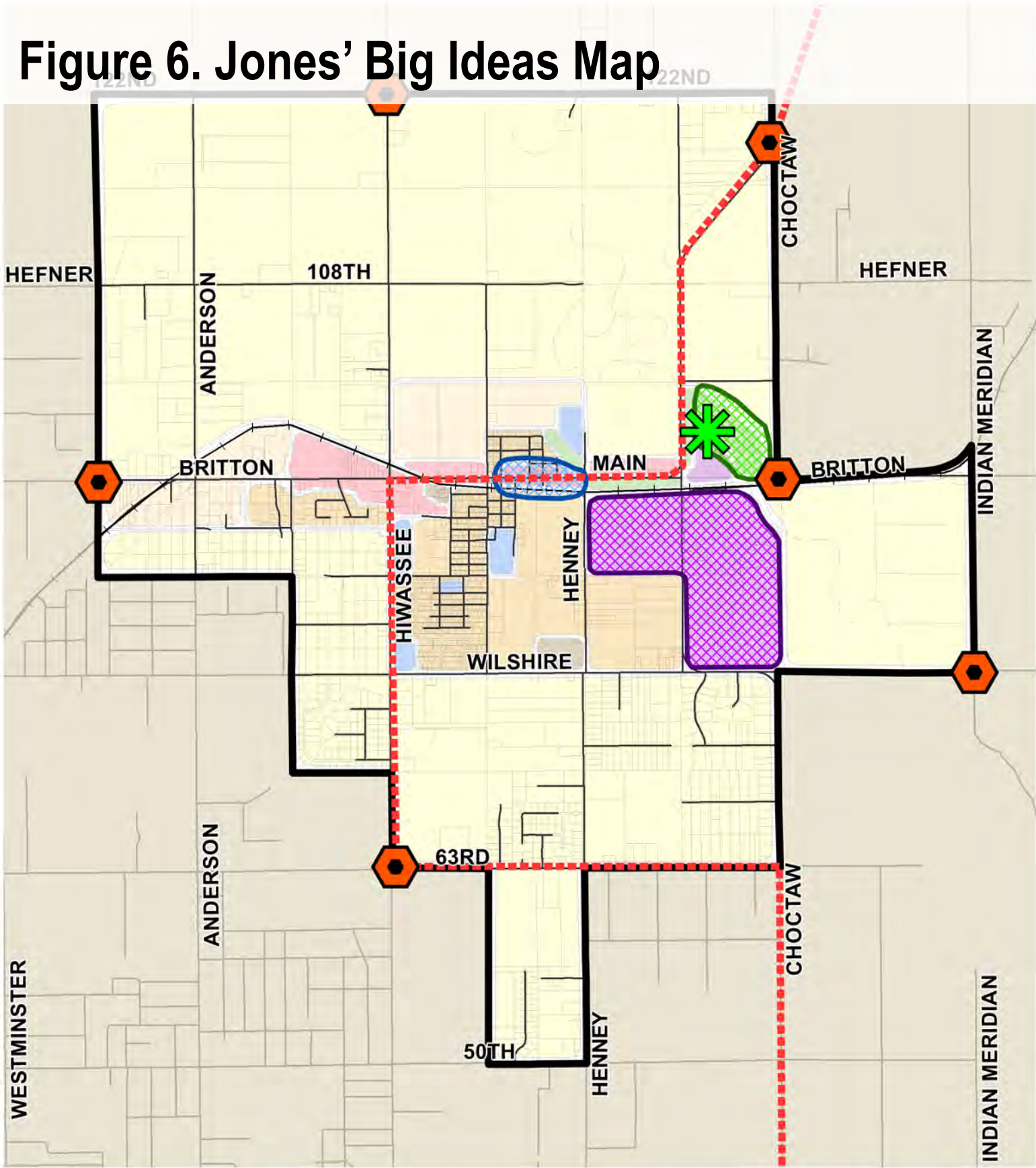




Trailheads provide access to local and regional trail systems. A trailhead should be constructed in Jones, ideally in a location that complements future recreational facilities and/or Downtown. See **#3 | Plan for a Multi-Purpose Recreational Destination** on page 32 and **#11 | Plan for a Local and Regional Trail System** on page 46.



There is the possibility that a regional trail could be constructed to link the EOCP member communities. This is an excellent opportunity to connect Jones to the greater Eastern Oklahoma County region. See **#11 | Plan for a Local and Regional Trail System** on page 46.

Figure 6. Jones' Big Ideas Map



-  Gateways
-  Potential Trailhead
-  Downtown Placemaking
-  Riverfront Park/Recreation Facilities
-  Industrial Park Development
-  EOC Trail
-  Jones City Limits

Financing Options

As Jones plans future projects and initiatives to serve its community, it will be important for the Town to assess how it will pay for these improvements. The following resources and tools may be useful to the Town when implementing the Plan's recommendations.

Economic Development Authorities

Economic Development Authorities (EDAs) are often utilized in communities as a means of concentrating resources towards economic development and creating new jobs. The advantages to EDAs are that they may exist as a public entity (directly associated with municipal government) or may exist as a non-profit organization. EDAs may be created to promote and attract economic development for the Town as a whole, or they may be created to specifically address issues within a particular neighborhood or area within the community. EDAs often receive funding from both public and private sources and essentially act as an ambassador for the area that they serve. Advocacy and proactive outreach are important functions of EDAs in their attempt to explain and reach out to potential development and provide reasons and offer incentives for choosing to locate within the identified area. It is recommended that members of the EDA use this document as a guide in promoting and attracting development within the study area.

Municipal Bonds

Municipal bonds are often a way for cities to fund a variety of projects. In Oklahoma, the multi-year indebtedness can only be undertaken by legally designated special authorities. General obligation bonds are backed by the underlying credit of the Town. This means that repayment can be made using a variety of sources of revenue available to the Town. Debt financing through the issuance of municipal bonds is one of the most common ways to fund parks, recreation, and open space. This type of funding is a strategy wherein a municipality issues a bond and receive an immediate cash payment to finance projects and must repay the bond with interest over a set period of time ranging from a few years to several decades. Capital projects are often funded using revenue bonds which are amortized using utility revenue. These projects often include water service, sanitary sewer service, and stormwater projects. The availability of municipal bonding for parks and open space is often dependent upon the overall municipal needs financed by the Town. Capital items such as purchase of land and physical improvements with a usable life expectancy of 15 to 30 or more years can be funded with municipal bonds.

Developer Requirements

This involves requiring new development to provide a dedication of land for parks (or fee-in-lieu of land), park development fees, and trail rights-of-way or easements to offset the Town's costs.

Private Donations

This source of financial assistance would usually come from a citizen, organization, or business that has an interest in assisting with the development of the park system. Land dedication is not an uncommon occurrence when property is being developed. The location of a neighborhood park within a residential development offers additional value to residential units within that neighborhood, especially if the residential development is occupied by younger families with children. Once property is acquired through this method, the Town should be prepared to improve the facility for use within a reasonable length of time.

Private donations may also be received in the form of funds, facilities, recreation equipment, art, or in-kind services. Donations from local and regional businesses as sponsors for events or facilities should be pursued. A Parks Improvement Trust Fund may be set up to manage donations by service organizations, benevolent citizens, willed estates, and other donated sources. The purpose of this trust is to establish a permanent source of

principal value that will increase as donations occur. The principal cannot be decreased; however, the annual interest can be used for park development.

State, Federal and Nonprofit Grants and Loans

There are several state and federal grants and loans that provide funds to municipalities, counties, and other local units of government. Eligible projects include trails, water/wastewater infrastructure, stormwater, and beautification/revitalization projects. A listing of possible funding sources can be found in the following table.

Funding Opportunity	Description
Water and Wastewater Infrastructure	
Drinking Water State Revolving Fund (ODEQ/OWRB)	Low-interest loan program for water infrastructure
Clean Water State Revolving Fund (OWRB)	Low-interest loan program for wastewater infrastructure
Water and Environmental Programs (USDA)	Multiple grant and loan programs earmarked for water and wastewater infrastructure
Community Development Block Grants (U.S. Department of Commerce)	Provides financing for public infrastructure, including water/wastewater, drainage, and streets
Financial Assistance Program (OWRB)	Low-interest loan program for water infrastructure projects
Rural Economic Action Plan Grants (OWRB)	Funds for municipalities for water infrastructure projects; priority for populations of less than 1,750
Rural Economic Action Plan Grants (ACOG)	Funds available for water infrastructure; targeted for populations of less than 7,000
Trails	
Recreational Trails (Oklahoma Tourism and Recreational Department)	Funding from the Federal Highway Administration to be used on recreational trails and trail-related projects
Surface Transportation Block Grant (ACOG)	Funding from the Federal government through ACOG; eligible projects include pedestrian facilities
Revitalization and Beautification	
Keep Oklahoma Beautiful	Grant funds are made available on a competitive basis to program affiliates for beautification projects
Brownfield Program (ODEQ)	A revolving loan program that provides funds to clean up contaminated properties
Public Works and Economic Adjustment Assistance Program (U.S. Department of Commerce)	Funding to help distressed municipalities “advance new ideas and creative approaches to advance economic prosperity”

Public Improvements District (PID)

When authorized by Town Council in compliance with state laws, new developments can establish a Public Improvement District (PID). As a taxing district, the PID provides funds specifically for the operation and maintenance of public facilities such as parks and major boulevards.

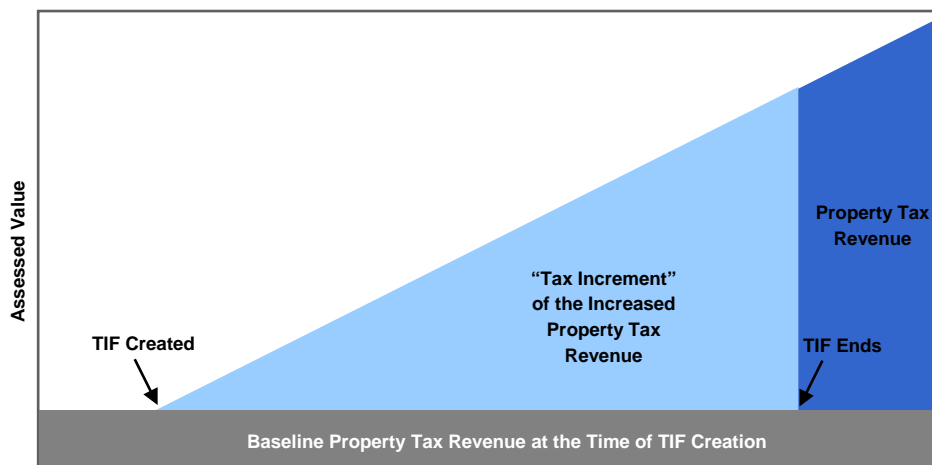
Tax Increment Financing (TIF)

TIF districts are used by local governments to finance public improvements in a defined area using the additional property tax revenues created by the increasing property values within the area. Such public improvements can include land acquisition, infrastructure, sidewalks, and other planning/engineering services. Because TIFs rely on an increase in property value, this tool is appropriate in areas where the property tax value is anticipated to increase (e.g., vacant land that will be developed for businesses). When an area is designated as a TIF district, the tax base is frozen at the current level. As development occurs within the TIF, the increased value of property, or the tax increment, is captured. The tax increments are posted to a separate fund to finance public improvements within the district.

The Government Finance Officers Association published *An Elected Official's Guide to Tax Increment Financing* (available at www.gfoa.org), which provides more detail on the following generalized steps for implementing a TIF:

- Step 1: Determine TIF feasibility
- Step 2: Create a (re)development plan for the designated area
- Step 3: Adopt the TIF
- Step 4: Implement the program for the set term
- Step 5: Evaluate and end the TIF

The Town should begin with Step 1 to evaluate the feasibility and appropriateness of a TIF within Jones.



Partnership with the School District and County

The Town should investigate opportunities to share park facilities and their associated cost with both the local school districts and counties. The Town, school districts and counties have many common goals. Additionally, assets and costs can be shared between the entities to help meet each entity's specific needs. For example, the Town may purchase land next to a future school site and a school district may install the facilities, such as a playground, which can be enjoyed by the entire community. As a result, the entire community benefits because each entity can generally save tax dollars than if a park site is developed independently.