



Photo by: Jason Ward

City of Durant

2040 Comprehensive Plan



Table of Contents

Executive Summary	Page 6
Introduction	Page 6
Why Now?	Page 7
What Process?	Page 8
Community Snapshot	Page 11
Community Values	Page 12
Key Performance Areas	Page 15
Economic Development	Page 17
Land Use	Page 22
Housing	Page 26
Transportation	Page 32
Natural Resource Management & Open Space	Page 36
Quality of Life	Page 40
Health and Wellbeing	Page 44
Action Items	Page 48

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FROM THE MAYOR

Dear Citizens of Durant,

I am honored to present to you the City of Durant 2040 Comprehensive Plan, "Envision Durant." Supported by a clearly articulated set of key performance areas and strategic objectives, the Envision Durant 2040 vision statement identifies the right choices to move Durant forward toward a sustainable future.

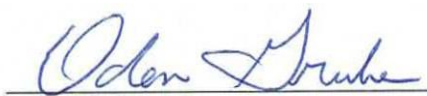
This document represents our collective vision for the future and is the product of a year and a half of dedication and commitment from residents, City Staff, the Planning Commission, and the consultant team, IBTS. This document sets the course for improved sustainability and for moving Durant forward into the future as a thriving, resilient, evolving, and equitable community that supports our values.

The success of this plan will depend on your continued support and participation. The plan places priority on actions and initiatives that we can work on together to strengthen our neighborhoods and business districts. It urges us to tackle small projects that, when combined, make significant differences in the quality of life and economy, now and tomorrow.

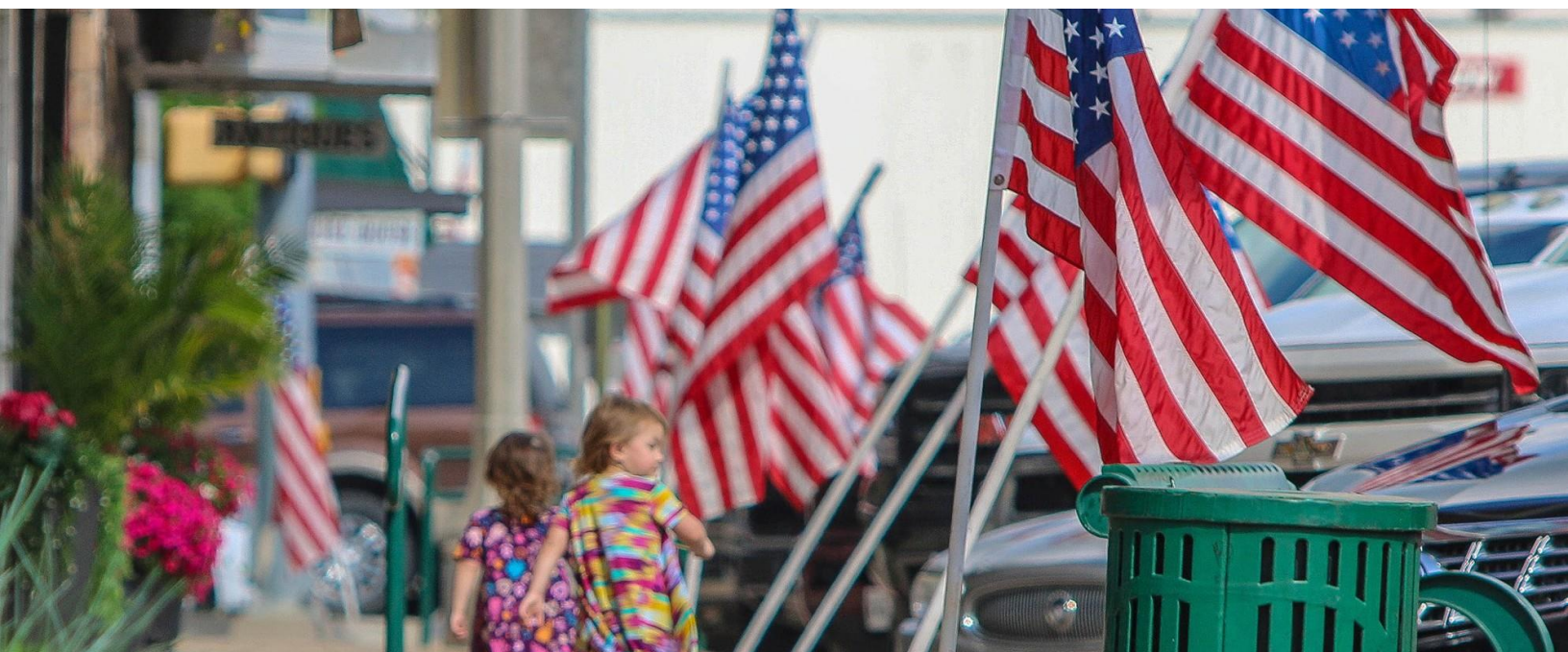
Durant is a progressive, forward-thinking community. Durant is a great place to earn a living, raise a family, and enjoy life. Our legacy is one of hard work, enterprise, cooperation and loyalty to this great place we call home. We must all work together to realize the future that we have collectively envisioned.

I thank you all for your hard work and continued support to build a sustainable future for Durant. I look forward to working with you to implement the strategic objectives contained within this plan as we Envision Durant and all of the great things to come.

Sincerely,


Oden Grube, Mayor
City of Durant, Oklahoma

Executive Summary



The Wall That Heals in Downtown Durant by Matt Swarengin

Introduction

As time moves forward, so shall Durant. As the community grows it will face both opportunities and challenges in many forms. By exploring these possibilities now, we hope to better anticipate our future. This comprehensive plan update is meant to be used on a daily basis as a guide for elected officials, City staff, residents, business owners and potential newcomers, allowing them to make well-informed decisions related to issues such as land use and transportation. These types of decisions can greatly impact the community's growth and physical development as well as its quality of life. More importantly, those decisions will be based on the community's vision for the future. The vision from this plan looks toward the future approximately 10 to 20 years from now; however, it is strongly recommended that the community's vision and this plan be revisited every five to seven years to ensure that it remains consistent with the ever- changing values and concerns of the community. It is also important to note that due to the important nature of comprehensive planning, the State of Oklahoma has established laws that allow municipalities to have the power to regulate land use; however, that power exists only if such regulations are based on an adopted comprehensive plan (Oklahoma Revised State Statutes Section 11-43-103).

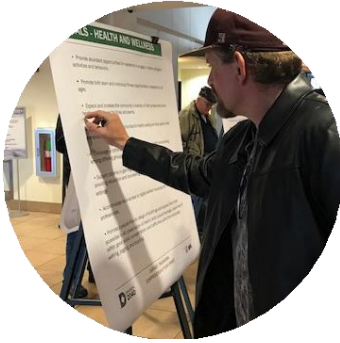
This comprehensive plan, once adopted and implemented, will also strengthen partnerships between public and private entities. This partnership can achieve far more for both parties than either acting alone. An important premise of an effective comprehensive plan is that it creates "win/win" situations for the public and private sectors, for old and new neighborhoods, urban development and open lands conservation, and fiscal integrity and enhanced quality of life.



Why Now?

Much has changed since Durant adopted its last Comprehensive Plan in 2002. The Durant of 2019 is facing a growing, increasingly diverse population and tremendous housing and infrastructure pressures due to thriving industry and plentiful job supply (6.6% 2016 unemployment rate; U.S.: 7.4%). With growth comes change, and City leaders should look to the comprehensive plan to guide decisions related to future land use and development in the community.

This comprehensive plan will help safeguard our community's collective goals and values. Our Durant community values the City's unique history, downtown charm, neighborhood character, and demographic diversity. Concern about the impact of new growth and how to accommodate the needs of a diverse and growing population have pushed the need for comprehensive, community-wide planning to the forefront. Effective planning that addresses the needs of the different sectors and groups that make up the Durant community can help the city grow efficiently while protecting existing assets and accommodating change. Successful communities do not just happen; they must be continually shaped and guided. A community must actively manage its growth and respond to changing circumstances if it is to continue to meet the needs of its residents and retain the quality of life that the citizens of Durant expect and deserve.



What is the process?

Project Kickoff

This task laid the foundation for the planning process by refining the specifics of the project, including the key topic areas, project schedule and project logo. Task forces for the key topic areas were formed and their role in the planning process was determined.

First Open House Meeting

Public engagement is integral to the success of the Durant comprehensive plan update. During this first set in the public engagement process, we performed a SWOT Analysis to identify Strengths, Weaknesses, Opportunities, and Threats facing the community in each of the topic areas.

Existing Conditions Assessment

During this task, data collection to support the development of the plan was conducted. A solid plan needs quantitative data such as demographic, employment and housing patterns.

Second Public Workshop

During this informal public open house, residents were invited to review, discuss and vote on key elements of the comprehensive plan to determine which visions and goals are important to the community to address over the next twenty years. Residents had the opportunity to view displays and talk with staff one-on-one.

Drafting of Goals, Policies & Actions

The next step in the process was to establish the specific goals and objectives of the plan. This task required significant input from task force members, residents, business owners and City staff.

Third Public Workshop

During this meeting residents had the opportunity to review the current land use plan and land use patterns of Durant in order to develop a land use map according to their ideas and opinions for future growth and changes in the community.

Drafting of Comprehensive Plan Update

Finally, it's time to start drafting the plan! During this time, the team organized chapters focused on the key topic areas. These focus on providing the reader with an explanation of the topic area's purpose, as well as an overview of the specific goals and objectives contained within the key topic area.

Public Review & Final Plan Adoption

This is the last step in the process, where the plan is presented to the Planning Commission at a public hearing. Once adopted by the Commission, the plan is forwarded to the City Council for consideration and final adoption.

Once the plan is adopted, the real work begins. Implementation requires commitment and accountability, as the plan has been written with the goal of fostering change. In order to do so, impacts of the plan must be measured and updated accordingly.

City of Durant 2040 Comprehensive Plan Update

Project Timeline and Tasks





History

The City of Durant is located approximately 90 miles north of Dallas/Fort Worth and is situated on approximately 17,152 acres (26.8 square miles) in Bryan County. First established in the early 1870s, Durant is the second largest city within the Choctaw Nation and boasts a vibrant downtown and strong sense of community, and offers abundant recreational and entertainment choices.

The first step in assessing a community's needs is to understand the people who live there. This information becomes one of the benchmarks against which we can measure plan implementation and success. In order to paint a comprehensive picture of who is living in Durant, the demographic assessment relies on data from a variety of sources and methodologies. Unless otherwise noted, the following data is from 2017 estimates of the U.S. Census Bureau's American Community Survey. The following is a summary of findings:

Population:

The City of Durant has experienced modest but constant growth throughout the City's history. The 2017 Census indicated a total population of roughly 17,198, with a median age of 32.3 years. The population is 51.5% Female and 48.5% Male. The average household size is 2.21, slightly lower than the average in Oklahoma (2.27) and nationally (2.37).

Race:

White: 71.4%, American Indian and Alaska Native: 14.6%, Hispanic or Latino: 7.9%, Black or African American: 2.2%, Asian: 0.5%, Two or more races: 6.1%.

Housing:

Total housing units: 7,769, Total occupied housing units: 6,707, Total vacant housing units: 1,062.

Poverty:

14.6% of people are living in poverty (compared to Oklahoma at 16.2%; and the U.S. average of 23.7%).

Educational Attainment:

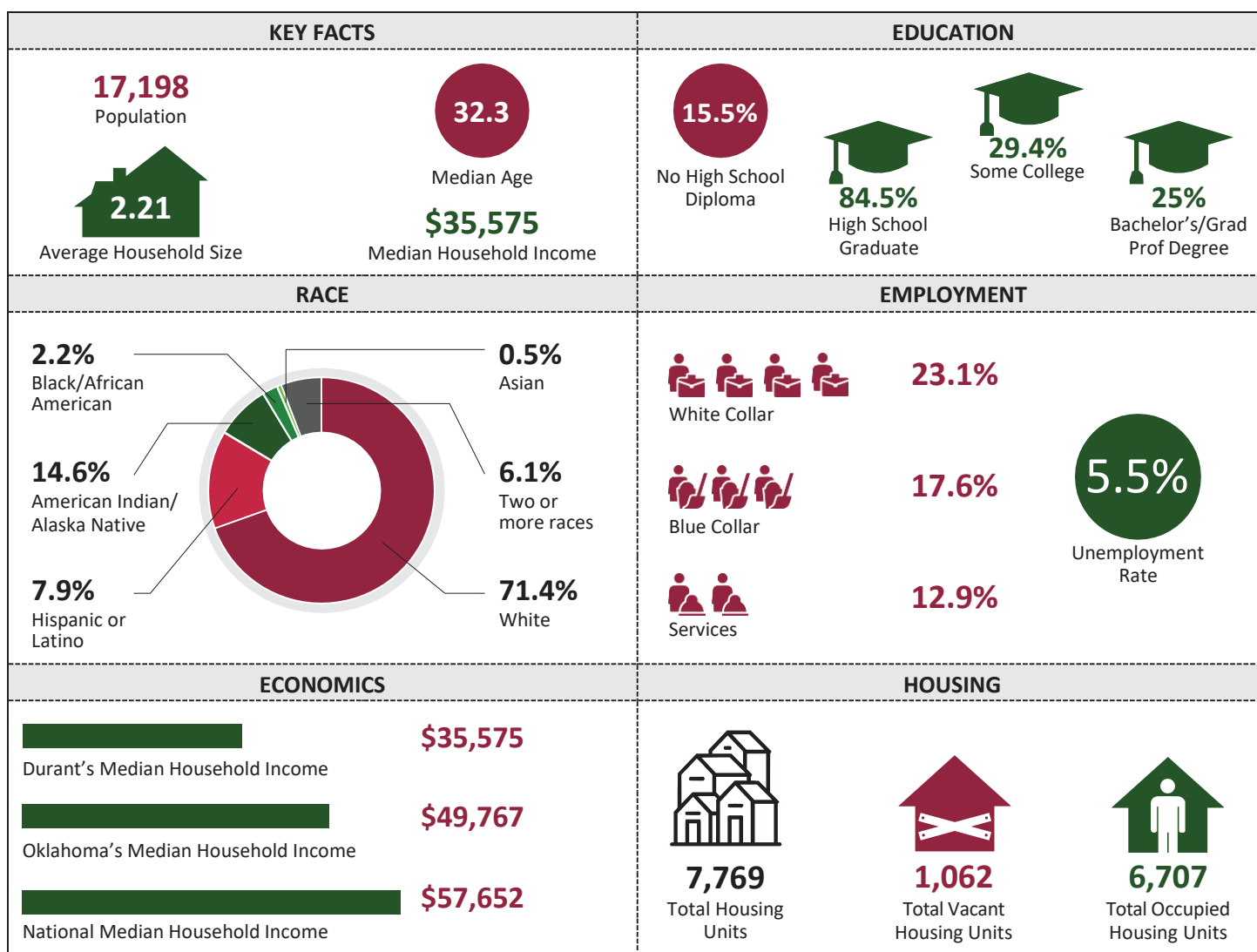
84.5% of Durant residents are high school graduates (Oklahoma 87.5%, U.S. 87.3%). 25% of Durant residents have a Bachelor's degree or higher (Oklahoma 24.8%, U.S. 30.9%).

Employment and Occupations:

The largest employment industry in Durant is educational services, and health care and social assistance which employ roughly 22.1% of the population. The second largest industry – arts, entertainment and recreation, and accommodation and food services – employ 18.6% of the population. The third, retail trade, employs roughly 13.3% of the population.

Economics:

The estimated median household income in Durant in 2017 was \$35,575, which was quite a bit lower than Oklahoma’s national median household income of \$49,767 and the national median household income of \$57,652.



Community Values

Community values are the core principles the community's citizens wish to maintain. These values overlap and are mutually inclusive. They must be acknowledged and constantly defended to ensure that change and development align in accordance with these core principles. These values guide the community's vision and mission, as well as its goals, objective, activities, capital improvements, levels of service and budgets. Illustrated on the facing page are the core values. The list are only examples of what these values might represent.

Community Values Represent

- Walkable, attractive streets and public spaces
- Safe, convenient and flexible transportation systems
- Excellence in educational and cultural services
- A safe, nonthreatening community
- A culture of excellence and kindness
- Community wellness and health
- Environmental stewardship
- Enhanced community pride
- Innovation, creativity and entrepreneurial opportunities
- Healthy economy and fiscal responsibility
- Local and regional partnerships



Photo by: Matt Swearengin





Community Vision:

Durant thrives! Durant is a vibrant, modern community, the community of choice, offering outstanding quality of life for all generations. Durant has a strong sense of pride. Residents honor the past, treasure the present, and responsibly shape the community's future.

The government is fiscally sound and provides top-quality public safety and services responsive to community requirements. They have trust and peace with city governance and as a result, feel safe and secure. Preserving the "Old Durant" while advancing to a "New Durant" makes it a community so rich in character and opportunities that no citizen can imagine a better place to live.

Durant has some of the best dining and night life around. It is well maintained with great streets. It is lush in greenery and citizens are environmentally aware. Families are healthy and happy and utilize the community to walk, run, bike and enjoy their time together. Citizens are diverse, well-educated, motivated, and above everything, they care.

Key Performance Areas

The comprehensive plan consists of seven key performance areas. Each chapter identifies primary challenges facing the community for that topic area, followed by goals to address those challenges.

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ECONOMIC DEVELOPMENT - How to create a strong local economy by attracting new businesses and maintaining successful, resilient businesses, which is essential to the social, cultural and financial vitality of the City of Durant.



LAND USE - How land use policy decisions impact the City's preferred settlement patterns, design qualities and the daily lives of its residents.



HOUSING - How to facilitate the provision of safe, high-quality and affordable housing options to meet the needs of the present and future residents of the City, while preserving and enhancing the community's physical and social fabric and cultural diversity.



TRANSPORTATION - Durant will sustain itself through the support of community led investments and city led improvements. With the community raising the necessary funds to support ongoing infrastructure needs. Durant will prioritize the transportation and infrastructure needs, while also focusing on multimodal infrastructure.



NATURAL RESOURCE MANAGEMENT & OPEN SPACE - How ecosystem integrity and biodiversity are protected systems and how to provide direction for future actions that will improve natural resource management in Durant.




QUALITY OF LIFE - Focuses on creating a place where people want to live, work and play. Durant wants to be an attractive, family-friendly, safe, healthy and diverse community, improving the opportunities for housing choices and creating "sense of place" throughout the City.



HEALTH AND WELLBEING Creating accessible, equitable opportunities to meet the physical, mental, spiritual and social needs of the community to improve quality of life and wellness.

HISTORIC



DOWNTOWN
Durant

EAT. SHOP. LIVE.
Local

#OURDURANT

WWW.DURANTMAINSTREET.ORG



Magnolia Festival of Oklahoma

Texas Feed Fat



Southern Sweets

Welcome TO

HISTORIC



DOWNTOWN
Durant

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Photo

by: Matt Swearingin

“Coming together is a beginning; keeping together is progress; working together is success.”

— Henry Ford

Economic Development

Economic development is the sustained, concentrated actions of policy makers and local governments that promote the improvement of a community’s economic well-being and quality of life. Economic activity is the central, most important part of any community. A strong economy provides opportunities to all citizens by creating jobs, increasing business opportunities, and creating a tax base that provides funding for schools, parks, public facilities and other community services. The City of Durant’s approach to current and future economic considerations can strategically position the City long term as a quality place to live and conduct business – both of which are crucial elements to retaining and recruiting the next generation of residents.

Durant envisions a healthy and resilient economy with an emphasis on fostering innovation and entrepreneurship, growing and attracting primary employers, maintaining a well-rounded tourism industry, and supporting and strengthening existing businesses. Additionally, Durant wants to be seen as a place with a high quality of life, excellent educational and medical services, and the amenities that make it an all-around great place to live and raise a family. The community’s economic success will be accomplished through strong partnerships between the City and the

private and nonprofit sectors. Working together with such entities as the Durant Industrial Authority, Imagine Durant, the Choctaw Nation of Oklahoma, the Durant Independent School District, and the Medical Center of Southeastern Oklahoma, among others, we will create a network to move the community forward.

Like other fluid systems such as transportation and energy, Durant’s economy is dynamic, interdependent and constantly influx. It doesn’t adhere to municipal boundaries and is driven by internal as well as external forces. To be successful, economic development must function as part of the whole socio-economic environment. Economic growth and sustainability are essential to Durant’s future and will determine how the City evolves and redevelops in the coming years.

Economic development does not happen on its own. It requires a deliberate and proactive strategy developed through a public engagement process involving a diverse group of citizens and stakeholders to articulate community values and preferences for growth and development. The goal of this chapter is to discuss goals, strategies, action steps, and resources to grow and diversify the City of Durant’s economy.

GOALS	STRATEGIES
<p>The economic health of the community will be sustainable.</p>	<ul style="list-style-type: none"> • Promote the revitalization of all economic sectors within Durant, including neighborhoods and downtown. • Foster opportunities that encourage private investments and partnerships within the community. • Create a focus on tourism in the downtown, and make the downtown more inviting to university students and visitors. • Promote education and technical training of the workforce to encourage job skill advancement and increased wage levels. • Grow and retain employment opportunities in the City by executing strategies to encourage businesses and industries that exemplify the overall character of the community. • Promote the creation of affordable and diverse housing options close to employment in order to facilitate workforce retention and multimodal options.
<p>Continue to support efforts to renovate, rebuild, build and expand the downtown core by increasing the amenities in the downtown – including hotels, entertainment, restaurants, mixed-use development and other compatible uses – in a manner that is harmonious with the historic character and existing uses.</p>	<ul style="list-style-type: none"> • Implement a historic preservation-based approach to economic development within the downtown core. • Promote new housing and mixed use development. • Promote and enhance the use of the downtown as a center for social interaction, entertainment and arts and culture activities. • Make the downtown a space oriented for those biking and walking, including pedestrian mall and enhanced crossings and intersections, while allowing for all modes to access the core.
<p>Support the efforts of public and private organizations to diversity the local economy.</p>	<ul style="list-style-type: none"> • Collaborate with the business community to develop policies and planning to support economic development and opportunities. • Strategically coordinate land use, infrastructure and multimodal connectivity to facilitate opportunities for vital areas to flourish.

GOALS	STRATEGIES
Support cultural amenities as an important contributor to our economic health and as a reflection of the importance of the arts and our heritage.	<ul style="list-style-type: none"> • Enhance historic resources through preservation and the inclusion of heritage daily life. • Protect historic landmarks and significant cultural features to the extent reasonable feasible. • Promote and encourage the growth of cultural development and participation.
Encourage opportunities for residents to shop locally and help incentivize local businesses.	<ul style="list-style-type: none"> • Promote the revitalization and growth of Durant. • Continue to support efforts to renovate, rebuild, build and expand the downtown core.
Expand recreational, cultural and entertainment opportunities to increase local tourism.	<ul style="list-style-type: none"> • Continue to promote and expand local projects and programs that attract both tourist and local community members. Examples would include the Nowa Oka Trail and expansion of the trail system, the Oklahoma Shakespearean Festival and the Magnolia Festival to name a few. • Continue to promote the creation of an Artist District, art incubator or maker space center.
Promote efforts to further establish Durant as a destination and ideal place for new businesses and industries.	<ul style="list-style-type: none"> • Cooperatively amplify the community's rich recreational and cultural heritage. • Enhance and expand partnerships to promote the community and its amenities. • Ensure multimodal access to employment centers and develop efficient transit networks. • Encourage affordable and diverse housing development near major employment centers to reduce travel time to work. • Assist in identifying and preserving key undeveloped industrial parcels in order to provide appropriate sites for future industry. • Convert some downtown buildings into classrooms, housing and other university presence.
Southeastern Oklahoma State University and the Choctaw Nation will continue to be major factors in the community's economy.	<ul style="list-style-type: none"> • Encourage cooperative land use and transportation planning and collaborative public space activation to promote economic development opportunities



“Cities have the capacity of providing something for everybody, only because, and only when, they are created by everyone.”

— Jane Jacobs

Land Use

Land use planning influences the type and character of development in Durant, as well as the City’s ability to provide and sustain essential urban services. The type, quality and amount of new development and its required urban services can affect attainment of community objectives such as quality of life, sense of place and uniqueness, and a strong local economy. The comprehensive plan and its implementing regulations are important policy and regulatory tools needed to achieve the above, and other, community objectives. They are also essential to guide cooperation, coordination and partnerships with other agencies that have a stake in the overall well-being of the community. In general, land uses should be efficient and sustainable; support a multi-modal transportation network; provide a variety housing choices conveniently located near jobs, schools, shops and parks; prevent sprawling development; minimize conflicts between incompatible uses; and integrate development with existing and planned infrastructure.

The City of Durant is characterized by a broad mix of land uses, ranging from agricultural land to heavier industrial uses. In general, it can be described as a traditional small-town pattern, consisting of a downtown core of shops and offices, surrounded by housing that decrease in age and density moving outward. The City’s

northern boundary is defined by Lake Durant and the southern boundary is defined by the Durant Regional Airport. Existing commercial development is concentrated primarily along large thoroughfares, including U.S. Highway 69/75 and U.S. Highway 70. There are infill and redevelopment opportunities concentrated in these areas as well.

The goals and policies contained in this chapter establish the legislative policy basis for Durant’s land use planning program. The program includes the Durant Municipal Code, regulatory maps, special area plans, etc. In addition, these policies establish important criteria to be used when initiating regulatory changes or reviewing and developing code, map, and policy amendments. The policies also provide guidance on when and how to update the comprehensive plan and state the City’s commitment to coordinating the development and maintenance of its land use program with other affected agencies and jurisdictions.

LAND USE

GOALS	STRATEGIES
Discourage a sprawling land use pattern by establishing well-defined growth boundaries.	<ul style="list-style-type: none">• Promote the revitalization and growth of Durant, including neighborhoods and the downtown.• Maintain and enhance community infrastructure to support revitalization and anticipated growth.• Adopt a citywide structure of neighborhoods, districts, corridors and edges as a means of creating identifiable places and sense of place.• Direct future development toward mixed-use neighborhoods and districts to promote compact development patterns.
Promote the infill of existing vacant parcels.	<ul style="list-style-type: none">• Use subarea plans to identify targeted areas for redevelopment and infill activity.• Develop standards and guidelines to promote infill and development of mixed-use projects.• Promote, encourage and stimulate (when possible) compatible infill within targeted redevelopment areas.• Assess the effect and, if necessary, modify policy and regulations related to infill development cost to achieve an appropriate balance between affordability and other objectives, such as urban design quality, community character and public safety.
Provide opportunities for the redevelopment and revitalization of existing underutilized commercial and industrial areas to promote economic growth, while improving the aesthetics of the community.	<ul style="list-style-type: none">• Create subarea plans to identify targeted areas for redevelopment and infill activity.• Develop standards and guidelines to promote redevelopment and revitalization of underutilized areas.• Assess the effect and, if necessary, modify policy and regulations related to infill development cost to achieve an appropriate balance between affordability and other objectives, such as urban design quality, community character and public safety.
Encourage live/work development opportunities.	<ul style="list-style-type: none">• Use subarea plans to identify targeted areas for redevelopment and infill activity.• Develop standards and guidelines to promote the development, redevelopment and revitalization of underutilized areas as live/work developments.• Promote, encourage and stimulate (when possible) compatible infill within targeted redevelopment areas.• Assess the effect and, if necessary, modify policy and regulations related to live/work developments.

LAND USE

GOALS	STRATEGIES
Durant is a city of cohesive, distinct, diverse, attractive and safe neighborhoods.	<ul style="list-style-type: none">• Preserve residential character through neighborhood planning, assistance to neighborhood organizations, and supportive regulations.• Design policies for residential buildings and neighborhoods that are intended to emphasize creativity, diversity and individuality.• Require development proposals to show that the development contributes to a neighborhood in terms of interconnecting streets, schools, parks, commercial centers and open space, to the extent possible.• Form neighborhood edges using features shared with adjoining neighborhoods, such as streets, open space and other features like streams or channels. Landscaped outdoor areas and trails may be used to create an attractive edge.• Connect neighborhoods through a network of walkways and bike paths. Provide connections in the pedestrian network every 400 feet. Provide direct walkway and bikeway routes to schools.• Consider having block perimeters every 1200 and 2000 feet.• Make all parts of the community accessible to all citizens.
Promote adequate residential densities to support existing and future commercial centers.	<ul style="list-style-type: none">• Retain existing affordable housing stock through conservation efforts of older residential neighborhoods.• Assess the effect and, if necessary, modify policy and regulations related to infill development to achieve an appropriate balance between affordability and other objectives, such as urban design quality, community character and public safety.
Work cooperatively with local governments and organizations to promote and encourage positive growth and development patterns.	<ul style="list-style-type: none">• Seek opportunities to modify land use regulations and permit processes to be consistent, predictable and efficient.• Support and encourage private development by offering incentives and reducing local governmental barriers, when possible.



Jungans

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“The ache for home lives in all of us, the safe place where we can go as we are and not be questioned.”

— Maya Angelou

Housing

Housing is very important for Durant and the people who live here. Studies have shown that in addition to being a place to sleep, relax and keep possessions, decent shelter is important for one’s self-respect. People who take responsibility and pride in their homes are also more likely to participate in community and civic activities. In addition to its social importance, housing plays a critical role in local economies in the form of property taxes. By considering housing-related issues as part of the comprehensive planning process, Durant can be better prepared to meet its future housing needs.

The cornerstone of a city’s quality of life is its housing opportunities and neighborhood character. Offering a diverse mix of housing in cost, unit types and neighborhood settings is important to meet the needs and preferences of all residents. When it comes to housing, one size does not fit all. Each person seeking a new place to call home must find a suitable match between price, location, housing type and lifestyle, which can be a daunting task. A sustainable housing market that allows for a mix of housing options – such as mixed-use residential units, accessory dwelling units (ADUs), co-housing, duplexes and quadplexes and small lot urban estates – provides a window of opportunity to embrace new design, rehabilitate existing neighborhoods and create a more diverse and affordable housing stock that meets the

needs of all current and future residents of Durant.

Neighborhoods

Neighborhoods are the fundamental social units of a community. They are more than a simple collection of homes. A neighborhood’s physical characteristics, aesthetics, level of security and sense of community all have a major influence on its resident’s quality of life. Proper planning is critical to support strong neighborhoods and provides the foundation for quality future residential development that fosters neighborhood character while meeting homebuyers’ expectations. Neighborhood character can be improved rather easily through small touches such as attractive signage and streetscape, well-maintained homes and yards, and proactive code enforcement. Additionally, neighborhood character can be improved by adding entrance, gateway and exit features that are easy to spot and create a sense of arrival. Interactive features such as public art, neighborhood kiosks, and/or library boxes can open the door for community expression and foster placemaking and pride among residents.

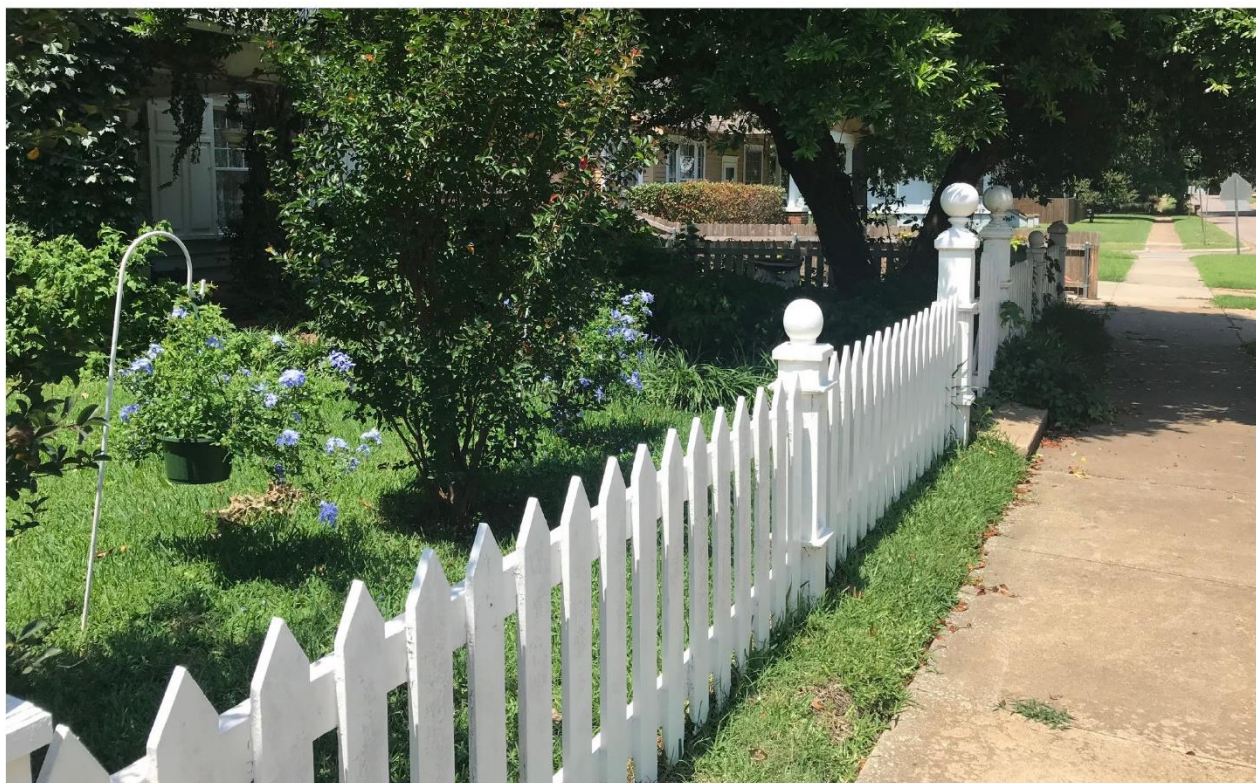
HOUSING

This Housing Chapter provides a framework for promoting a diverse and affordable housing supply, protecting and improving the health and livability of the City's neighborhoods, and making adequate provisions for the current and projected housing needs of all socio- economic segments of the community. The City must develop housing that is affordable to residents of all income levels – from those who are homeless, to low-income and workforce families, and those earning higher

wages. This chapter focuses on providing principles and policies to address housing and neighborhood livability to support a vision for the community that provides opportunities for residents to live in safe, habitable neighborhoods, and addresses the household composition needs that change over time.



HOUSING



GOALS	STRATEGIES
Create adequate public facilities, services and infrastructure to serve existing development and new growth.	<ul style="list-style-type: none"> Promote the revitalization of all sectors within Durant, including neighborhoods and the downtown. Foster opportunities that encourage private investments within the community. Promote the creation of affordable housing opportunities closer to places of employment to facilitate the retention of workforce.
Promote opportunities for redevelopment, revitalization and growth in targeted areas.	<ul style="list-style-type: none"> Implement a historic preservation-based approach to development within the downtown core. Promote new housing and mixed-use development. Promote and enhance the use of the downtown as a center for social interaction, entertainment and arts and cultural activities. Make the downtown a space oriented for those biking, walking, including pedestrian malls and enhanced crossings and intersections, while allowing for all modes to access the core.
Develop safe, attractive and diverse neighborhoods that enhance the overall character of the City.	<ul style="list-style-type: none"> Collaborate with the business community to develop policies and planning to support development and opportunities. Strategically coordinate land use, infrastructure and connectivity to facilitate opportunities for vital areas to flourish.
Create quality and accessible housing options for all household types and income levels.	<ul style="list-style-type: none"> Encourage the construction of diverse housing options within neighborhoods, ranging from multi-family units to single-family units, on a variety of lot sizes.

HOUSING

GOALS	STRATEGIES
Preserve and enhance existing historic housing.	<ul style="list-style-type: none">• Enhance historic resources through preservation and the inclusion of heritage in daily life.• Protect historic landmarks and significant cultural features to the extent reasonably feasible.• Promote and encourage the growth of cultural development and participation.• Promote the revitalization and growth of Durant.
Encourage efforts for public and private organizations to provide new affordable units and encourage the formation of partnerships to implement these policies .	<ul style="list-style-type: none">• Accommodate a wide variety of culturally appropriate housing types throughout the City to support residents at all stages of life and levels of ability .



“If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places.”

— Fred Kent

Transportation

To be a thriving community, Durant will need to improve the walkability and bikeability of the community. It will be essential to provide linkages to connect neighborhoods with amenities, such as schools, trails and parks. Residents desire walkable access to areas where they work and play. More regional trail improvements are already identified, including connecting the existing trail system to the Nowa Oka Trail. This connection will not only serve the demands of the community, but will also provide an economic benefit by attracting additional tourism to the area.

By acknowledging that bicycle and pedestrian travel are practical modes of transportation, the community will show dedication to improving their existing transportation system so that accommodates more modes of travel. Development and implementation of a “Complete Streets Policy” will help to achieve the community’s vision of walkability and bikeability. Ensuring streets are planned, designed and operated as multi-modal will ensure a transportation system that balances access, mobility, safety and emergency response.

Context-sensitive design is critical as the community moves into the future. This will allow projects to be designed with careful consideration for the projects’ settings. This ensures that transportation projects consider all modes as well as prioritize and honor environmental, aesthetic and historic values of the area.

As one of the fastest growing communities in the state, Durant finds itself with a unique opportunity to become a leader as it improves access and mobility across the community. However, in order to lead by example, as Durant will need to identify and secure funding to accomplish these improvements – a challenge for municipalities across the State and the nation. Durant will need to be innovative in securing its funding mechanisms. For example, joining forces with local partners will improve chances for receiving state and federal grant funding. Durant could partner with the Bryan County Industrial Authority, Imagine Durant, the Choctaw Nation of Oklahoma, the Durant Independent School District and the Bryan County Turning Point Coalition to develop programs like Safe Routes to Schools and other transportation related programs. In addition to financial resources, citizen support for public improvement and infrastructure will be vital to making Durant’s transportation vision a reality.

TRANSPORTATION

GOALS	STRATEGIES
Create an affordable, accessible, low-energy, low-impact, and efficient transportation system through full integration of local and regional land use and transportation.	<ul style="list-style-type: none">• Coordinate transportation operations, planning and improvements with the State, the County, neighboring jurisdictions and all transportation planning agencies to ensure the City's interests are well represented in regional planning strategies, policies, and projects.• Plan and coordinate with regional partners to create comparable land use designations.• Plan and coordinate with regional partners to create more walkable and bikeable areas. Plan for land use patterns and transportation systems that minimize air pollution and greenhouse gas emissions.
Create safe, reliable, convenient and effective multi-modal mobility and access for all.	<ul style="list-style-type: none">• Adopt and implement programs and policies that improve safety and accessibility for multi-model transit for all users .
Develop transportation options that support a healthy lifestyle .	<ul style="list-style-type: none">• Adopt and maintain policies, codes and land use patterns that promote walking, biking, public transportation that will connect to each other.• Adopt and maintain policies, codes, and land use patterns that promote walking, biking, public transportation accessible and affordable for all.• Adopt and maintain policies, codes and land use patterns that also promote social interaction to increase public health and the sense of place.
Encourage the use of alternate modes of transportation/mobility, including walking, bicycling and public transportation, to reduce the dependency on private automobile use .	<ul style="list-style-type: none">• Design transportation infrastructure for all mode users, especially pedestrians, bicyclists and transit riders.

TRANSPORTATION

GOALS	STRATEGIES
Promote high-quality infrastructure that is accessible, equitable, efficient, cost effective and sensitive to the environment.	<ul style="list-style-type: none">• Encourage the adoption and implementation of local policies and ordinances to fulfill Complete Streets concepts.• Adopt Complete Streets policies that include an implementation plan.
Establish sidewalks, bicycle lanes, routes, signage and trails throughout the community.	<ul style="list-style-type: none">• Require pedestrian access within commercial development and ensure attractive and functional connectivity with the City's sidewalk network.• Provide pedestrian and bicycle accessibility to major activity and employment centers.• Incorporate trail development with street construction. Where possible, the trail should be detached and separate from the roadway .



“In every walk with nature one receives far more than he seeks.”

— John Muir

Natural Resource Management & Open Space

Natural resources are defined as those elements found in nature and include land, vegetation, wildlife, water systems and air. People value these resources because they directly contribute to the physical, mental and economic health and well-being of the community. Management of these resources affects the quality of life in Durant and the City’s commitment to development, sustainability and environmental stewardship. Natural resource management deals with managing the way people and the natural landscape interact and specifically focuses on a scientific and technical understanding of resources and ecology and the life-supporting capacity of those resources.

There are compelling reasons for placing natural resource management as a high priority in Durant. For example, without management, natural systems and features that can be community assets become liabilities instead. There is a clear connection between today’s daily activities that affect the environment and the quality of life that will be possible for future generations.

With an extensive parks system in place, many of the parks and amenities in Durant are outdated and not designed to sustainable standards. An updated Parks and

Open Space Master Plan could consider these deficiencies. Maintenance efforts could address the current condition of parks and a lack of adequate informational, educational and wayfinding signage. A Greenway System Master Plan could be executed to make planned connections a reality.

A current comprehensive assessment and GIS-based inventory of all natural resources does not exist and could be established. This action will allow for the development of updated natural resource management policies and will uncover critical needs and priorities.

Durant enjoys potable water from the City and Rural Water Districts and must continue to maintain infrastructure to support such. Public lakes and rivers should be managed for better fish and wildlife habitat. Having stormwater management practices and an agreement with the Rural Water Districts and the Choctaw Nation for sewer treatment expansion in place could be essential tasks.

GOALS	STRATEGIES
<p>Strive to be responsible stewards of the natural environment through initiatives such as improving air and water quality, conserving resources and reducing solid waste.</p>	<ul style="list-style-type: none"> • Promote a citywide reduction in air pollution emissions over the long term and evaluate the implementation of a comprehensive Air Quality Plan. • Develop and adhere to water quality standards, treatment practices, low-impact development stormwater quality practices, and procedures to provide the highest level of health protection that can be realistically obtained. • Encourage and possibly incentivize efficient energy consumption or renewable energy resources. • Apply cost-effective pollution prevention and zero-waste strategies that will help protect environmental resources .
<p>Develop strong waste reduction and management programs and protect the community from all forms of hazardous materials .</p>	<ul style="list-style-type: none"> • Apply cost-effective pollution prevention and zero-waste strategies that will help protect environmental resources .
<p>Preserve and restore the natural character of creeks, streams and other valuable environmental features .</p>	<ul style="list-style-type: none"> • Recognize and manage floodplains with intent to provide balance between environmental protection and economic development. • Design flood control, drainage functions and stormwater systems to minimize the introduction of human caused pollutants. • Encourage private landowners and organizations to integrate creeks, streams and other valuable environmental features into new development and to protect, restore or enhance privately owned open space .
<p>Expand trail systems along drainages and riparian areas .</p>	<ul style="list-style-type: none"> • Revisit the citywide trail system plan to further enhance and ensure feasibility of the entire trail system. Ensure they include on- and off- road bicycle transportation facilities. • These facilities should provide for enjoyable and scenic bicycling routes. • Implement off-street, multi-use trails to complement the on-street network and improve transportation, while mitigating impacts on wildlife and native plant communities.

OPEN SPACE AND TRAILS

GOALS	STRATEGIES
Create a comprehensive balanced system of parks and open spaces that include public parks, trails, recreational facilities, and urban streetscapes.	<ul style="list-style-type: none"> • Provide the community with a variety of recreational opportunities through a diverse and interconnected system of parks, trails and open space. • Design public spaces, such as plazas, streetscapes, parks, trails and gateway landscapes, to be functional, accessible, attractive and safe. • Design street systems with consideration to the visual character of the community. Street layout will contribute to the character, form and scale of the City.
Establish a range of recreational facilities and programs that serve all levels of physical ability and ages.	<ul style="list-style-type: none"> • Provide the community with a variety of recreational opportunities through a diverse and interconnected system of parks, trails and open space. • Disperse trails along creek, stream and drainage corridors throughout the City to provide public access and link neighborhoods, schools, parks and commercial areas where compatible with the natural habitat values. • Design street systems with consideration to the visual character of the community. Street layout will contribute to the character, form and scale of the City. • Ensure recreational facilities and programs provide basic access and functionally for people of all ages and widely varying mobility and ambulatory-related abilities.
Preserve and protect valued open space and natural resources through an active, comprehensive program and innovative protection techniques.	<ul style="list-style-type: none"> • Develop and maintain an inventory and assessment of open space and natural features within the area to aid the City and public with information related to preservation and protection of natural resources, including management of publicly owned lands. • Manage conflicts between citizens and natural features through site design, public information and education. • Promote understanding and enjoyment of local parks and open space through site-appropriate recreational activities, formal and in-formal education and interpretive programs.



*“Great places are not created in one fell swoop,
but through many creative acts of citizenship.”*

— #thinkLQC

Quality of Life

Quality of life is the general well-being of individuals and societies that includes the standard of health, comfort and happiness. Urban planning has historically focused on tangible resources such as land or housing. Strong communities, however, are more than a collection of streets and buildings. These communities provide places for citizens to gather, interact, learn, pursue common interests and discover new things. These resources help citizens to learn from and preserve their history, enhance their present quality of life, and prepare for the future.

A part of the quality of life includes placemaking. The term “placemaking” is a classic planning and development concept to describe a community oriented approach to designing the built environment by activating public spaces. A sense of place describes human relationships with particular areas through perceived emotions, relationships, memories, stories and personal experiences. Placemaking is key to retaining and advancing excellent quality of life in Durant and is necessary for creating and sustaining great spaces. The City’s ability to create inviting environments that foster community and communication among people outside of home and work is crucial to improving the quality of life among all residents.

The City of Durant is committed to providing a high quality of life for its citizens, which has a direct correlation to the community’s ability to engage residents, enhance public spaces and contribute to healthy, sustainable practices and opportunities. Durant is fortunate to have a wealth of community resources that contribute to a high quality of life for its residents. These resources include community events, such as the Magnolia Festival; private clubs and organizations, such as the Durant Young Professionals group; and numerous recreational and wellness opportunities, among others.

The City of Durant seeks to continue providing opportunities for leisure and amenities consistent with a high quality of life.

GOALS	STRATEGIES
Develop adequate public facilities, services and infrastructure to serve existing development and new growth.	<ul style="list-style-type: none"> • Review investments in services and capital facilities comprehensively and within a framework that balances and evaluates costs with relative importance of competing needs. • Develop and adopt criteria and level of service standards to ensure that adequate public facilities are available. • Fund facilities in accordance with adopted levels of services for public facilities and outline services within an adopted capital improvement plan. • Permit development only where it can adequately be served by critical public facilities and services. • Ensure development pays its share of the cost of providing needed public facilities and services.
Create opportunities for redevelopment, revitalization and growth in targeted areas.	<ul style="list-style-type: none"> • Create and use subarea plans to identify targeted areas for redevelopment and infill activity. • Develop standards and guidelines to promote infill and development of mixed-use projects. Explore strategies to seed initial development in specified targeted areas. • Explore strategies to offset the impacts to public amenities within targeted areas. • Promote new housing and mixed-use development. • Promote and enhance the use of the downtown as a center for social interaction, entertainment and arts and cultural activities. • Create opportunities for park improvements and revitalization.
Enhance the overall character of the City with safe, attractive and diverse neighborhoods.	<ul style="list-style-type: none"> • Develop “livable,” safe neighborhoods with a focused center and design for easy access to schools, shopping and services. • Integrate new neighborhoods into the broader community structure. • Form an interconnected network of streets and sidewalks that includes automobiles, bicycles and pedestrians.

GOALS	STRATEGIES
Preserve and enhance existing historic housing.	<ul style="list-style-type: none"> • Explore opportunities to combine development efforts with historic preservation. • Place priority on preserving existing residential structures of historic value. • Identify targeted areas for preservation through the Historic Properties Inventory and subarea plans. • Develop standards and guidelines to promote historic preservation.
Create residential development that has a distinctive and attractive community image, design and its own identifiable neighborhood characteristics while meeting the special needs of our residents .	<ul style="list-style-type: none"> • Identify targeted neighborhoods through subarea plans. • Develop standards and guidelines to enhance community image, design and identity. • Preserve the character of stable residential neighborhoods through neighborhood planning, assistance to neighborhood organizations and supportive regulations with consistent enforcement.
Develop many different forms of housing in attractive, safe neighborhoods that encourage walking and social interaction.	<ul style="list-style-type: none"> • Design policies for residential structures that are intended to emphasize creativity, diversity and individuality. Design should be on the premise that creative design is responsive to its context and shall contribute to the comfort and interests of the community .
Encourage the construction of diverse housing options within neighborhoods ranging from multi-family units to single-family units on a variety of lot sizes .	<ul style="list-style-type: none"> • Encourage a variety of housing types and densities, including mixed-use developments .
Encourage efforts for public and private organizations to provide new affordable units and encourage the formation of partnerships to implement these policies .	<ul style="list-style-type: none"> • Encourage public and private, for profit and nonprofit sectors to take action to develop and maintain an adequate supply of single and multi-family housing that is proportionately balanced to the wages within the community's labor force. • Meet the housing needs of all special populations within the community. • Construct housing units with practical features that provide basic access and functionally for people of all ages and widely varying mobility and ambulatory-related



The best six doctors anywhere, and no one can deny it, are sunshine, water, rest, air, exercise, and diet.”

— Wayne Fields

Health & Wellbeing

Maintaining and improving public health and wellness is one of society’s most fundamental goals, similar in importance to public safety, equality of opportunity, and public education. The City of Durant is committed to fostering the health and well-being of all of its residents and to working across sectors to provide opportunities for every citizen to attain good physical, social and mental health.

The concept of health and wellness has historically been associated with issues surrounding physical health. However, the healthy community’s movement defines health beyond traditional health issues and also considers social determinants. A city’s role in improving the health and wellness of individuals, families and communities requires addressing the factors that influence health-related behaviors through local policies that enhance equity. Those behaviors include the following:

- Resource allocation,
- the built environment,
- housing options,
- quality public education
- efficient public transportation,
- employment options,
- cultural belonging,
- recreational opportunities,
- available healthcare.

Achieving sustainable public health outcomes requires a systematic approach to identifying and amending barriers in each of these areas.

The places where people live, work, learn, and play impacts personal health and wellness in a profound way. Healthy communities are sourced in healthy environments and built on face-to-face contracts between residents. Purposeful planning, supportive infrastructure and thoughtful urban landscapes stimulate social ties and physical activity. Social ties and physical activity, in turn, elevate community health, wellness and resilience. Longer, healthier lives positively impact our economy and our ability to adapt and recover from adversity. The Durant community continues to strive to improve health, housing, education and transportation systems, along with increasing access to resources so that the City of Durant is a healthy and inviting place for people of all ages to live.

This chapter provides for community health in the municipality, planning and code enforcement context. We recognize that there are many community health organizations in Durant and Bryan County and it is the City’s intent to help support those functions. In this chapter, we establish meaningful goals and policies that support our vision to further the public’s health and wellness.

WELLBEING

GOALS	STRATEGIES
<p>Provide abundant opportunities for residents to engage in healthy physical activities and behaviors.</p> <p>Remove institutional policy barriers to designing cities for cities.</p> <p>Discourage outer suburban growth</p>	<ul style="list-style-type: none"> Invest in community education efforts that provide a variety of easily accessible recreational programs and opportunities available at little or no cost to participants. Provide incentives for developers to build walkable neighborhoods. Update municipal code to incentivize walkable scale neighborhoods. Make infill investments a preferred choice of developers and home buyers.
<p>Promote both team and individual wellbeing opportunities to all residents.</p>	<ul style="list-style-type: none"> Identify opportunities to create new and/or expand health and wellness programs. Support recreational programs in partnership with the Durant School District, the Parks & Recreation Department and area health agencies, where appropriate.
<p>Expand and increase the community's inventory of both private and public health and wellness facilities.</p>	<ul style="list-style-type: none"> Coordinate with public and private agencies and other entities to evaluate existing needs, facilities and programs relative to health and human services, and develop regionally equitable and comprehensive programs and service delivery systems.
<p>Promote and provide opportunities for healthy food options that are accessible to all.</p>	<ul style="list-style-type: none"> Encourage and support local food production such as home and community gardens and farmers' markets Identify and promote healthy dining options within the City. Implement policies to increase accessibility and affordability of healthy food options within walking distance of all neighborhoods.

WELLBEING

GOALS	STRATEGIES
Encourage a common goal to support community health and well-being among differing groups of residents and interest groups .	<ul style="list-style-type: none">• Ensure every resident, employee and business has equal access to healthy living resources and opportunities.
Support citizens in gaining the skills necessary to address health issues by providing education and counseling in schools, homes, workplaces and community settings.	<ul style="list-style-type: none">• Partner with healthcare organizations to promote, support and expand comprehensive public health services and programs, including substance abuse-free lifestyles and substance use prevention programs.
Promote walking and bicycling as a safe and convenient mode of transportation	<ul style="list-style-type: none">• Improve pedestrian and bicycle amenities to serve the recreation and travel needs of residents and visitors in all parts of Durant .
Promote a people-friendly design of buildings and spaces that are accessible to all and encourage active living.	<ul style="list-style-type: none">• Consider incorporating a development wellness checklist into development review policies.• Establish information programs for developers to convey the role of the built environment in achieving sustainability and community health goals.

**WE LOVE
DOWNTOWN**



DURANT

ACTION ITEMS

ACTION ITEM	PARTNERSHIPS	TIMEFRAME
Expand the Economic Development Department	City Staff	Short-Term to Mid-Term
Establish an Economic Development Strategic Plan	City Staff / Durant Industrial Authority	Short-Term
Collaborate with public and private economic development entities.	City Staff / Durant Industrial Authority / Partner Organizations	Ongoing
Develop a housing study that include an inventory of the existing housing stock and an analysis of housing needs.	City Staff / Realtor Group	Mid-Term
Develop a Downtown Master Plan	Main St / City Staff / Blue Zones / Imagine Durant	Short-Term to Mid-Term
Develop a historic properties inventory for the entire community.	Main St / City Staff / Realtor Group	Mid-Term
Expand upon the existing Arts District	Imagine Durant / Main St / City Staff	Short-Term to Mid-Term
Explore becoming a Certified Local Government with the State Historic Preservation Office.	City Staff	Mid-Term
Develop and adopt historic preservation standards and guidelines.	City Staff	Mid-Term
Develop and implement a Downtown Streetscape Plan that includes adding walkable and bikeable provisions, greenery/plants, slowing traffic and creating a stronger sense of place.	City Staff / Main St / Imagine Durant / Blue Zones	Mid-Term
Encourage opportunities for residents to shop locally or incentivize local businesses.	City Staff / Main St / Imagine Durant	Short-Term

ACTION ITEMS

ACTION ITEM	PARTNERSHIPS	TIMEFRAME
Collaborate with public and private tourism and recreation entities.	City Staff / Chamber of Commerce	Ongoing
Collaborate with state and local arts councils.	City Staff / Imagine Durant	Ongoing
Promote Durant's cultural, historic, recreational, educational and environmental assets as important marketing tools.	City Staff / Main St / Imagine Durant / Chamber of Commerce	Ongoing
Develop and utilize vacant lands inventory.	City Staff / Durant Industrial Authority	Short-Term
Develop a branding and marketing campaign for the City.	City Staff / Durant Industrial Authority / Imagine Durant / Main St	Short-Term to Mid-Term
Collaborate with public and private entities	City Staff / Durant Industrial Authority	Ongoing

Key:

Short-Term: 1 -5 Years

Mid-Term: 5 -7 years

Long-Term: 7+ years

ACTION ITEM	PARTNERSHIPS	TIMEFRAME
Analyze and prioritize subareas and corridors to identify future planning efforts.	City Staff / Imagine Durant	Short-Term to Mid-Term
Develop subarea plans related to neighborhoods or neighborhood districts.	City Staff / Imagine Durant	Mid-Term

ACTION ITEMS

ACTION ITEM	PARTNERSHIPS	TIMEFRAME
Expand the Central Business District.	City Staff / Main Street	Short-Term
Update Regulations and implement new zoning types to allow for a mix of land uses and alternative development opportunities that support quality growth principles, including mixed-use districts.	City Staff	Short-Term
Proactively promote and incentivize smart growth strategies.	City Staff / Blue Zones / Imagine Durant	Mid-Term
Establish programs to provide incentives for redevelopment and rehabilitation of existing structures and property within the target area established by subarea or corridor plans.	Imagine Durant / Main St / City Staff	Mid-Term
Amend the development regulations to encourage infill of vacant properties within targeted areas.	City Staff	Short-Term
Adopt a Complete Streets Ordinance.	City Staff / Imagine Durant / Blue Zones	Short Term
Identify and remove all barriers to affordable housing and accessibility. Including barriers within housing regulations	City Staff	Mid-Term
Refine development regulations as necessary to ensure an efficient, predictable and flexible process.	City Staff	Short-Term to Mid-Term
Develop and adopt design standards that provide guidance for new neighborhood construction or existing neighborhood revitalization (including new residential development).	City Staff / Developers	Short-Term to Mid-Term
Create incentive programs for developers who follow LEED-Neighborhood Development Principles.	City Staff	Mid-Term
Develop and implement changes to the development regulations around connectivity and accessibility.	City Staff	Short-Term to Mid-Term
Key: Short-Term: 1 -5 Years Mid-Term: 5 -7 years Long-Term: 7+ years		

ACTION ITEM	PARTNERSHIPS	TIMEFRAME
Amend development regulations to allow mixed-use development in suitable locations.	City Staff / Main Street / Imagine Durant / Blue Zones	Short-Term to Mid-Term
Encourage the establishment of neighborhood centers within proposed neighborhoods (i.e. having a minimum acreage requirement).	City Staff	Mid-Term
Amend the municipal code to include decision criteria for the evaluation of annexation requests.	City Staff	Short-Term to Mid-Term
Develop the Regional Planning Commission to assist with growth in the 3-mile buffer of City Limits.	City Staff / County Commissioners	Mid-Term to Long-Term
Amend development regulations to include for cluster developments and provide incentives when needed.	City Staff	Mid-Term
Ensure new development is held accountable for providing its fair share of infrastructure cost to support the growth it creates.	City Staff / Developers	Short-Term to Mid-Term
Promote alternative models of housing types including mixed-use developments.	City Staff	Short-Term to Mid-Term
Establish a support program for the maintenance of existing housing in older neighborhoods within the community.	City Staff	Short-Term
Promote affordable and diverse housing options across the City to support economically diverse neighborhoods. Options include: Accessory Dwelling Unit allowance by right, supporting inclusionary housing policies/practices, pursuing land bank & land trust strategies.	City Staff	Short-Term to Mid-Term
Protect and preserve the City's historically significant housing stock and incorporate policies that discourage the demolition of historic homes and resources.	City Staff	Short-Term to Mid-Term
Enforce property maintenance codes to ensure upkeep and maintenance of existing neighborhoods and aging housing stock.	City Staff	Ongoing
Provide assistance to property owners in the rehabilitation and adaptive reuse of historically significant housing.	City Staff	Mid-Term

ACTION ITEM	PARTNERSHIPS	TIMEFRAME
Provide technical assistance to property owners of historically significant housing in applying for and utilizing state and federal assistance programs.	City Staff / Other Partners	Short-Term to Mid-Term
Develop provisions to support emergency and transitional housing, group homes and other community-based residential and care facilities.	City Staff / United Way	Short-Term

Key:

Short-Term: 1 -5 Years

Mid-Term: 5 -7 years

Long-Term: 7+ years

ACTION ITEM	PARTNERSHIPS	TIMEFRAME
Investigate any air quality concerns and if warranted produce Air Quality Plan.	City Staff / ODEQ	Short-Term to Mid-Term
Establish and implement a Municipal Source Stormwater Discharge Program (MS4).	City Staff / ODEQ	Short-Term to Mid-Term
Encourage and facilitate public and private sector information and educational programs that explain and demonstrate energy efficiency, renewable energy and their importance to the community.	City Staff / OG&E	Short-Term
Develop a Solid Waste Management Plan.	City Staff	Short-Term to Mid-Term
Explore and possibly facilitate community and curbside recycling programs.	City Staff	Mid-Term
Facilitate annual hazardous material collection events.	City Staff / ODEQ	Short-Term to Mid-Term

ACTION ITEMS

ACTION ITEM	PARTNERSHIPS	TIMEFRAME
Develop Natural Resources Management Plan.	City Staff	Mid-Term
Inventory and prioritize the quality and community importance of creek, streams and other environmental features.	City Staff	Mid-Term
Establish a Natural Resources Advisory Task Force.	City Staff	Short-Term
Establish and implement Natural Resource Protection Standards	City Staff / ODEQ	Mid-Term
Establish a Walkability and Bikeability Task Force	City Staff / Blue Zones	Short-Term
Update the Master Parks and Trails Plans include an equity and accessibility component.	City Staff / Imagine Durant	Ongoing
Inventory and prioritize the quality and community importance of parks, trails and recreational facilities.	City Staff / Imagine Durant	Short-Term
Collaborate with Durant Public Schools and public health agencies.	City Staff / DISD / Health Dept.	Short-Term to Mid-Term
Develop and implement design and protection standards and guidelines for updates to parks, trails and open spaces.	City Staff / Imagine Durant	Short-Term to Mid-Term
Enhance lighting throughout the City, ensuring lighting is also on a human scale.	City Staff / OG&E	Short-Term to Mid-Term
Assess and develop a baseline for the level of service performance of infrastructure and capital needs.	City Staff	Short-Term

Key:

Short-Term: 1 -5 Years

Mid-Term: 5 -7 years

Long-Term: 7+ years

ACTION ITEMS

ACTION ITEM	PARTNERSHIPS	TIMEFRAME
Identify additional resources for the City's police, fire and civic facilities that will need to be provided in the future.	City Staff	Short-Term
Develop a master drainage study.	City Staff	Ongoing
Monitor the amount of developed and undeveloped land within the city to continually evaluate efforts for more balanced land use patterns and to ensure that land is available for entrepreneurial efforts.	City Staff / Main St. / Imagine Durant	Ongoing
Continue efforts to expand the retail base on a strategic and opportunities basis.	City Staff / Durant Industrial Authority / Main St./ Imagine Durant	Ongoing
Encourage the development of lodging and entertaining opportunities in the downtown area.	City Staff / Main St.	Short-Term to Mid-Term
Continue to support local festivals and events that occur in the downtown area and promote new ideas for tourism opportunities.	City Staff / Main St. / Imagine Durant	Ongoing
Create policies and guidelines to develop and promote placemaking.	City Staff / Blue Zones / Imagine Durant	Short-Term
Nominate properties for a local, state or national historic designation based on the results of the historic properties inventory.	City Staff / Main St. / Imagine Durant	Short-Term to Mid-Term
Modify development regulations to comply with subarea plans, including design standards and guidelines.	City Staff	Short-Term
Assess and amend development code to remove potential barriers to affordability and accessibility.	City Staff	Short-Term to Mid-Term

Key:

Short-Term: 1 -5 Years

Mid-Term: 5 -7 years

Long-Term: 7+ years

ACTION ITEM	PARTNERSHIPS	TIMEFRAME
Modify development regulations so that zoning districts specify a variety of housing types and densities.	City Staff	Short-Term
Secure funding mechanisms (i.e. local, state, federal revenue sources) for public improvement and infrastructure to create a multi-modal City.	City Staff / Industrial Authority / Imagine Durant / Blue Zones / Turning Point Coalition / Choctaw Nation / County Commissioners / DISD	Short-Term to Mid-Term
Update and implement the existing Transportation Master Plan.	City Staff	Short-Term
Coordinate multimodal transportation planning with the Future Land Use Map.	City Staff	Short-Term
Support all multimodal transportation alternatives that provide access to and circulation between adjacent neighborhoods, parks, shopping centers and employment areas.	City Staff	Short-Term to Mid-Term
Employ Transportation Demand Management (TDM) strategies to reduce the number of single-occupancy trips and provide more modal choice.	City Staff	Short-Term to Mid-Term
Implement intersection safety improvements such as pedestrian crosswalks, traffic signal lights, roundabouts and pedestrian countdown timers.	City Staff	Short-Term to Mid-Term
Encourage traffic calming techniques to reduce conflict between vehicles, pedestrians and bicyclists, bring motorized speeds down and create safer spaces for nonmotorized modes.	City Staff / Developers	Short-Term to Mid-Term
Reduce speed limits, where appropriate to facilitate walking and biking	City Staff	Short-Term
Support driver, bicyclist and pedestrian education to improve mutual awareness and safety.	City Staff / Blue Zones / Imagine Durant	Short-Term

ACTION ITEM	PARTNERSHIPS	TIMEFRAME
Develop Safe Routes to Schools Program and out-of-school programs to allow access by bicycle and pedestrian paths or reliable and safe transit.	City Staff / Blue Zones / DISD / Imagine Durant	Short-Term
Develop walking/biking connections to public facilities, parks and employment centers (i.e. downtown and the university)	City Staff / Blue Zones / Imagine Durant / Main St.	Short-Term to Mid-Term
Install attractive wayfinding, landscaping, other greening and treescapes throughout the City to encourage walking and biking.	City Staff / Blue Zones / Imagine Durant / Main St.	Short-Term to Mid-Term
Identify bike lane, recreational trail and sidewalk projects that enhance pedestrian/cyclist safety and encourage use of these facilities in Durant, including streetscape amenities such as lighting, treescapes, other greening, benches, banners and signage.	City Staff / Blue Zones / Imagine Durant	Short-Term to Mid-Term
Evaluate and improve existing sidewalks and ensure compliance with applicable American with Disabilities Act (ADA) standards.	City Staff / Blue Zones	Short-Term to Mid-Term
Develop and implement a Health and Wellbeing Master Plan	City Staff / Blue Zones	Short-Term to Mid-Term

Key:

Short-Term: 1 -5 Years

Mid-Term: 5 -7 years

Long-Term: 7+ years

ACTION ITEM	PARTNERSHIPS	TIMEFRAME
Review and amend Durant Municipal Code and add provisions relating to community health and active living.	City Staff / Blue Zones	Short-Term to Mid-Term
Provide prevention/intervention services through the City.	City Staff / Health Dept.	Mid-Term
Collaborate with neighboring jurisdictions to address any issues related to emergency and preventative medical services in the region.	City Staff / Hospitals / Blue Zones / Other Partners	Mid-Term

ACTION ITEMS

ACTION ITEM	PARTNERSHIPS	TIMEFRAME
Create programs to support and assist with recruiting, retaining and replacing health care and medical professionals	City Staff / Blue Zones	Mid-Term
Research opportunities for promoting healthy dining options	Blue Zones / City Staff / Local Restaurants	Ongoing
Continue to support the Durant Farmer's Market	City Staff / Blue Zones / Main St.	Ongoing
Work with local groups to provide locally grown food to schools, hospitals, nursing homes, daycare centers and businesses.	Blue Zones / City Staff	Short-Term to Mid-Term
Promote urban agriculture	Blue Zones / City Staff / Imagine Durant	Short-Term to Mid-Term
Collaborate with public and private entities to increase access to active recreation facilities and programs to residents of all ages.	City Staff / Blue Zones	Short-Term to Mid-Term
Consider establishing citywide fitness activities and challenges.	City Staff / Blue Zones	Short-Term to Mid-Term
Take steps to create an active living & healthy eating working group that will continue to champion the health and wellbeing related implementation strategies within this plan.	Blue Zones / City Staff	Ongoing
Provide culturally and linguistically appropriate prevention-oriented workshops.	City Staff / Blue Zones / Health Dept.	Short-Term to Mid-Term
Provide crisis management services	City Staff	Ongoing
Promote age friendly and aging in place policies and programs.	City Staff / Blue Zones	Short-Term to Mid-Term
Connect major destinations such as parks, open spaces, civic facilities, employment centers, retail and recreation areas with pedestrian and bicycle infrastructure.	City Staff / Blue Zones / Imagine Durant	Short-Term to Mid-Term

Key:

Short-Term: 1 -5 Years

Mid-Term: 5 -7 years

Long-Term: 7+ years