



STOCKYARDS CITY MASTER PLAN

OKLAHOMA CITY, OK

THE ALLIANCE FOR ECONOMIC DEVELOPMENT OF OKC
THE CITY OF OKLAHOMA CITY PLANNING DEPARTMENT
STOCKYARDS CITY MAIN STREET
OKLAHOMA NATIONAL STOCKYARDS

APRIL 7, 2022



ACKNOWLEDGMENTS

The Alliance for Economic Development of OKC

Cathy O'Connor, President and CEO

Leana Dozier, Director of Policy, Planning, and Partnerships

Elizabeth Larios, Project Manager

Oklahoma City Planning Department

Kim Cooper-Hart, Division Manager, Plan Development and Implementation

Susan Atkinson, Senior Planner, Community Engagement Coordinator and Senior Editor

Stockyards City Main Street

Debbie Harrison, Executive Director

Oklahoma National Stockyards

Kelli Payne, President

Design Team

Jim Crosby, PLA, ASLA, Planning Design Group

Monica Concienne, Landscape Architect, Planning Design Group

Kala Ade, AIA, Associate Principal, Specialty Practice Director, GH2 Equine Architects

Olivia Hupy, RA, Architect, GH2 Equine Architects

Andrew Littman, Vice President, Gibbs Planning Group

John Bry, CMSM, Private Consultant

Erica Jones, P.E., Street and Stormwater Team Coordinator, CEC Corporation



TABLE OF CONTENTS

SECTION 1: EXECUTIVE SUMMARY

PROJECT INTRODUCTION.....	6
PLAN RECOMMENDATIONS SUMMARY	13

SECTION 2: PROJECT CONTEXT

EXISTING CONDITIONS.....	16
USER SURVEY RESULTS / STAKEHOLDER INPUT.....	29
MARKET STUDIES.....	41

SECTION 3: PROPOSED MASTER PLAN

LAND USE DIAGRAM.....	48
INSPIRATIONAL IMAGES.....	49
RECOMMENDATIONS.....	55
AGRI-PARK / BOUTIQUE HOTEL CONCEPT.....	56
INTERSECTION OF EXCHANGE AND AGNEW CONCEPT.....	57
CONNECTIVITY DIAGRAM.....	59

SECTION 4: CONCLUSION

IMPLEMENTATION.....	62
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APPENDIX

STAKEHOLDER / ENGAGEMENT PARTICIPANTS.....	68
RETAIL MARKET ANALYSIS.....	69
RESIDENT SURVEYS.....	114

Please note that photos used throughout the document were either taken by a design team member or gathered through the Internet for reference or informational purposes only.

SECTION ONE

EXECUTIVE SUMMARY

PROJECT INTRODUCTION

The Stockyards City Master Plan is a framework of community revitalization recommendations that seeks to harness the significant physical, cultural, and economic assets of Oklahoma City's Stockyards City District.

The Plan establishes a revitalization vision for Stockyards City that preserves and capitalizes on the area's community, character, and culture. The plan was created through an intensive process of field research, analysis, and stakeholder engagement efforts that included community surveys, focus group discussions, and one-on-one interviews.

Plan implementation is envisioned as a variety of public-private partnerships, phased over 2-10 years. Plan recommendations are followed by an Implementation Toolkit identifying a wide range of public, private and philanthropic funding sources that could be applied to ongoing development projects in Stockyards City.

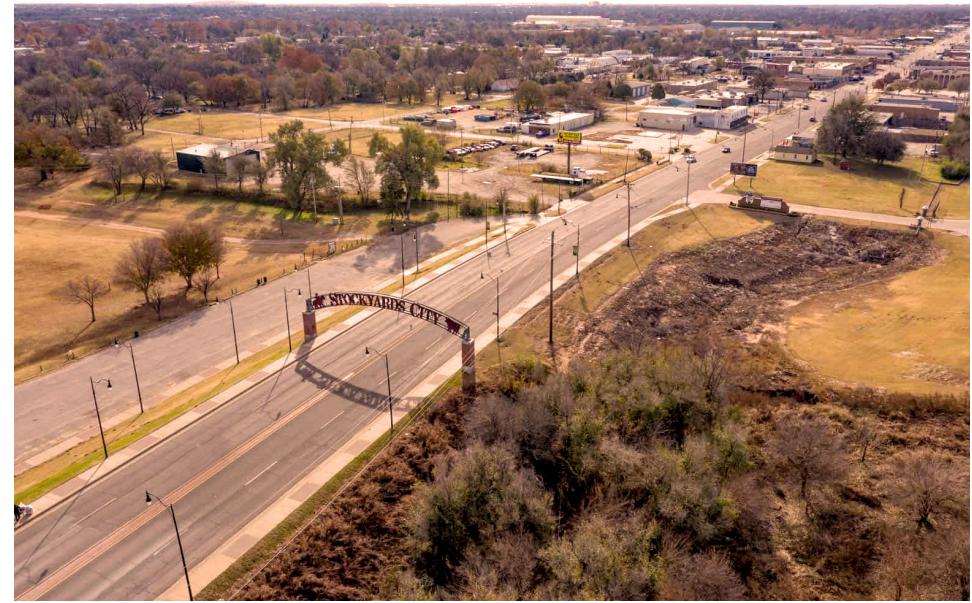
Background

In 2019, The Alliance for Economic Development saw an opportunity to expand on previous work by a group called River Park Horse Experiences, Inc. to create equestrian-focused development in River Park, a mostly undeveloped 20-acre parcel located at Agnew Avenue and the Oklahoma River in Stockyards City (SYC). The group also explored the development of dedicated equestrian trails along the river to connect SYC with other riverfront attractions.

In 2020, The Alliance issued a Request for Proposals to create a Master Plan for the Stockyards City area that would include detailed economic analysis and a well-designed revitalization vision and plan for the district that could be implemented through a series of public-private partnerships.

In July 2020, the contract for the SYC Master Plan was awarded to a team that included Planning Design Group (PDG) and GH2 Architects–Equestrian Practice, with market analysis by Gibbs Planning Group (GPG).

The project has been managed by The Alliance, with a project team that included Alliance staff, staff from the City of OKC Planning Department, Stockyards City Main Street Executive Director Debbie Harrison, and Kelli Payne, President of the Oklahoma National Stockyards.



Aerial looking South on S Agnew Avenue



Stockyards Stampede

PROJECT INTRODUCTION



Looking Northeast on S Agnew Avenue



Looking Northwest on S Agnew Avenue

Market and Trade Area

The GPG study finds that SYC District has a large trade area of roughly 900,000 year-round residents in 350,000 households. Nearly 30 percent of the trade area's residents over the age of 25 have a four-year college degree and 35.3 percent of households earn over \$75,000 per year. These findings suggest that the Stockyards City District could support an additional 60,000 square feet (sf) of retail and restaurant development, which could generate as much as \$22.3 million in new annual sales by 2026. Capitalizing on tourism as an economic driver could boost these returns even higher, particularly in the restaurant category.

Hotel

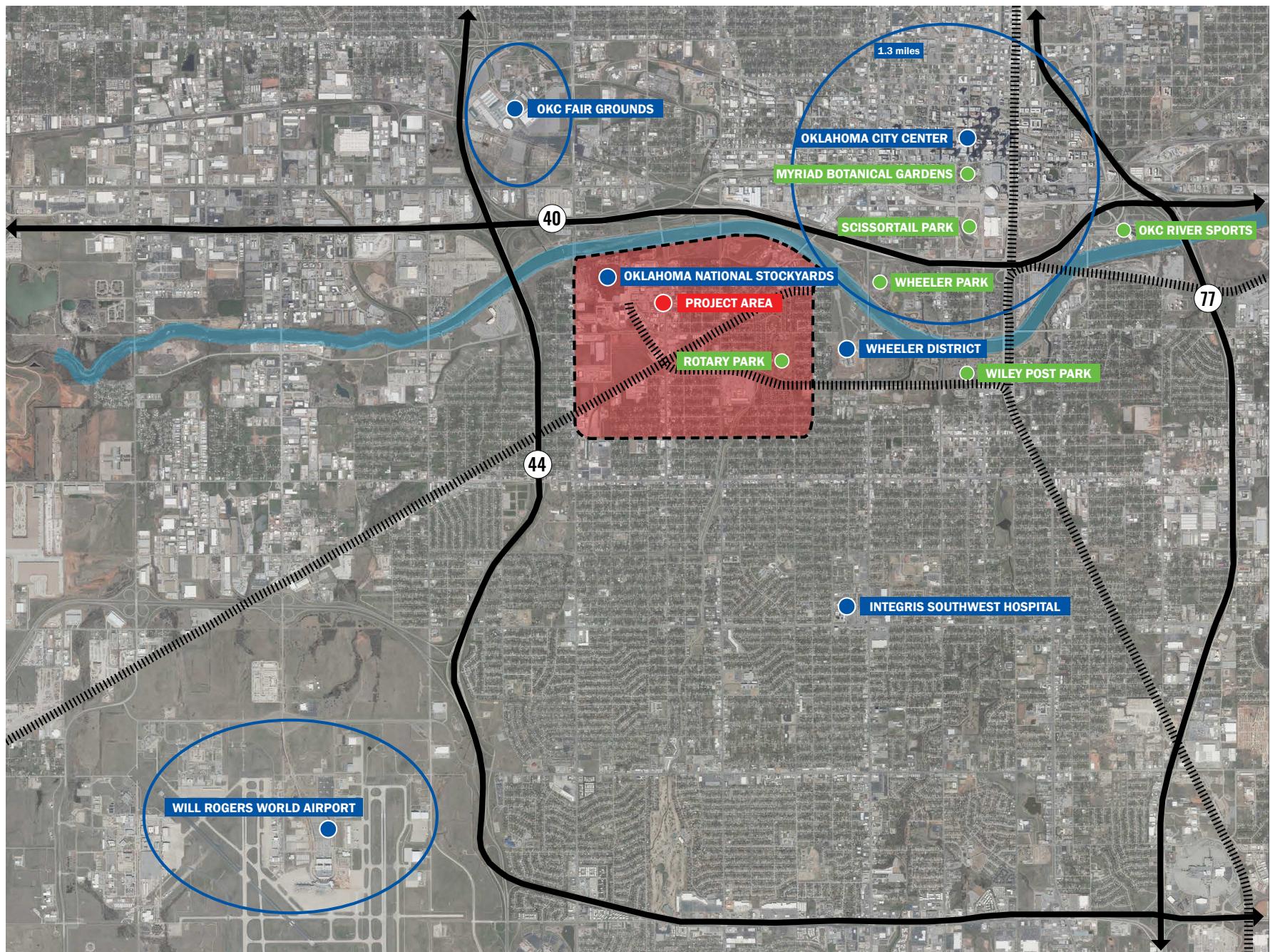
This study finds that the SYC District could support a moderately upscale class, limited-service hotel of 150 to 200 keys, and could expect average occupancy rate between 70 to 75 percent.

However, GPG adds with “a well-designed hotel operating according to industry standards could outperform these projections.” Hotel performance could be amplified by making the hotel a cornerstone of a mixed-use development project that gives people multiple reasons to visit. This increases potential capture demand from both leisure and business travel segments.

Focus group interviews with hotel industry and tourism officials suggest that a boutique hotel with a well-appointed western style, in keeping with the district’s historic character, could be successful. In stakeholder interviews throughout the public engagement process, merchants and property owners welcomed the notion of a western-themed hotel with multiple connections into Stockyards City’s existing and future destinations and character.

Based on existing conditions, economic and market analysis, planning and design analysis, and community input, The Stockyards City Master Plan recommends that the major themes presented throughout the Plan, regarding natural synergy, #AgDoesn’tStop, Main Street, Carriage Corridor, Retail + Restaurants, Hotel, Oklahoma National Stockyards, SYC Residents, and Tourism, become guideposts and mile markers for community revitalization.

MASTER PLAN STUDY AREA CONTEXT



PROJECT INTRODUCTION

Project Context

Listed in the National Register of Historic Places, Stockyards City is a regional destination known for its historic commercial district with western-themed specialty retailers and restaurants, for the Oklahoma National Stockyards (ONSY), and for attractions including the Rodeo Theater, Stockyards Central Live, and Rodeo Cinema, which opened in 1924. The district also hosts well-attended annual events including the Stockyards Stampede, Cowboy Christmas, and Wines of the West Festival.

Main Street Organization

Stockyards City Main Street (SYCMS) became the state's first urban Main Street community in 1992 and remains Oklahoma City's only Main Street program. SYCMS is a thriving 501(c)3 association of restaurants, retailers, service providers, industrial businesses, and individual supporters.

SYCMS has administered a City-sponsored Business Improvement District (BID) since 2001. BID-funded activities include District Management, Marketing, Events, Beautification and Safety.

The Main Street organization is well-regarded in the Stockyards community, with a high degree of trust and a well-earned reputation for "delivering the goods," on professional district management.



Stockyards City Gateway Arch



Stockyards Stampede



Since 1992, Stockyards City Main Street has operated as a 501(c)3 organization whose mission is to educate the public about western heritage by preserving community history through the creation of a welcoming and active tourist destination area and by promoting economic vitality and business success. Stockyards City is the Oklahoma Main Street Center's first Urban Main Street community.

PROJECT INTRODUCTION



Oklahoma National Stockyards Gate



Cowboy Christmas Parade

Oklahoma National Stockyards

Oklahoma National Stockyards is the largest stocker and feeder cattle market in the world with 45 full-time employees, and temporary/commission workforce that expands to 200 during twice-weekly livestock auctions held 49 weeks a year. At 110 years old, Oklahoma National Stockyards is the last of the country's big-city cattle markets. And beef is still big business in OKC: In 2020, Oklahoma National Stockyards sold 436,700 head of cattle generating over \$330M in sales for farmers and ranchers throughout the state and the region. In 2020, 45,000 people visited Oklahoma National Stockyards. Visitor estimates for 2021 are set to exceed 100,000. Oklahoma National Stockyards' holdings include 96 acres MOL.

City Role

Since the district's inception, the City of Oklahoma City has supported SYCMS with technical assistance through the Commercial District Revitalization Program, by managing ongoing infrastructure reinvestment projects throughout the district, and by enforcing design standards for buildings in the Stockyards City Design Districts.

Alliance Role

The Alliance for Economic Development of Oklahoma City was formed in 2011. The Alliance coordinates land utilization, incentives, and economic development tools that enhance Oklahoma City's attractiveness for new investment through the creation of Tax Increment Financing districts, identification and development of job creation sites, and the assembly of public-private redevelopment opportunities. As economic development experts, The Alliance is the primary coordinator and manager of the Stockyards City Master Plan and upon release and publication of the plan, the Alliance will begin to work with the City of Oklahoma City to establish the community partnerships required to implement Stockyards City Master Plan recommendations.

PROJECT INTRODUCTION

Community

As of 2019, there were 1135 people residing in Stockyards City neighborhoods. Much of the community's housing stock was built between 1900-1950 and many structures would be considered historic. Stockyards City residents' roots run deep in the area, with surveys indicating that many residents have lived in SYC for more than 11 years.

In addition to predominantly single-family neighborhoods, the Stockyards community includes the Will Rogers Courts public housing complex. This historic complex, with over 60 buildings, was built by the Works Progress Administration (WPA) in 1936. It includes 37 acres of land adjacent to Rotary Park and houses between 800-900 residents.

The opening of the Oklahoma National Stockyards in 1910 began to attract many immigrants from Mexico, many of whom came to work as vaqueros (cowboys) at the Stockyards. Vaqueros and their families lived and worked near their employer in a community that was then called Packing Town.

SYC residents today are employed throughout the district, including at Oklahoma National Stockyards. Residents' deep love of horses and vaquero culture continues to this day. Many residents' survey responses prioritized the development of community attractions that would give their families access to horses and equestrian culture.

Many Stockyards residents speak Spanish as a first language and many households are bilingual. SYC household incomes are generally low-to-moderate. Residential surveys for this planning study were available in English and Spanish and residents were eager to share their opinions—175 responses (15% response rate) is regarded as a robust response from a community survey.



Aerial looking West on Exchange Avenue



Oklahoma National Stockyards

PROJECT INTRODUCTION

River Horse Park and River Trails Development Concept

Around 2013, a handful of civic-minded equestrian enthusiasts came together to explore the possibility of developing an equestrian-focused destination along the Oklahoma River in Stockyards City.

They observed that OKC attracts thousands of annual visitors, many of whom come seeking a “real live horse experience” in one of the Cowboy Capitals of the World, yet they were hard to come by in the heart of the city. The group recognized that both visitors and the entire community could benefit from a destination that allows the public to see, touch, and interact with horses.

In Stockyards City, the group saw a natural fit for such a destination, with a nearby historic commercial district complete with authentic cowboy character, specialty retail and restaurants, and western themed entertainment.

Calling themselves the “Committee of the Willing,” (COW) the group assembled a coalition of stakeholders and commissioned a mixed use, equestrian-focused development concept for River Park—20 acres of publicly-owned, mostly undeveloped parkland along the Oklahoma River and accessible via Agnew Avenue. The group also explored the possibility of creating dedicated equestrian trails along the river to connect Stockyards City destinations with OKC’s growing portfolio of riverfront attractions.

In 2016, the Oklahoma River Redevelopment Authority (OCRRA), which manages River Park, and the City of OKC agreed to reserve River Park for future development and operation of equestrian amenities as outlined in the Equestrian Trails Conceptual Master Plan that the COW commissioned.

In 2018, COW entered into Memorandum of Understanding with OCRRA and the City of OKC. The agreement allowed “River ParkExperiences, Inc.,” a non-profit development group made up of COW members, to begin fundraising to develop River Horse Park for a mix of equestrian uses.

In 2017, the River Park destination idea gained traction when the City’s transportation agency, EMBARK, was awarded \$1.1M in federal funds to build a riverboat landing. This award added a stop on the Oklahoma River Cruises network and helped solidify the notion that River Park was becoming a future destination. Construction of the Stockyards Landing was completed in 2020, with opening in July 2021.

Possible funding for River Horse Park and Riverfront Equestrian Trails were among projects that the Oklahoma City Council considered when framing proposals for public votes on the 2017 General Obligation Bond and the 2019 MAPS 4 initiative. Given other community priorities, River Horse Park and the Equestrian Trails projects did not rise to the top of the list. And without the backing of public funding, pledged private support did not materialize.

Since 2018, the following City-funded improvements have been built at River Park:

- Improved entrance to River Park from Agnew and a paved parking lot
- Sewage Lift Station along southern edge of River Park
- Construction of Stockyards Landing was funded by a 2017 Federal Transportation Administration 5307 Grant for \$1,085,212 with a required 20% match from COTPA



Equestrian Trails Conceptual Master Plan Document Cover

PLAN RECOMMENDATIONS SUMMARY

The Stockyards City Master Plan is a framework of community revitalization recommendations built around the natural synergy between the Stockyards district's authentic Western character and future development of Agritourism and Agricultural Innovation programming. Plan recommendations are designed to strengthen physical connectivity between the Oklahoma River, Stockyards Landing, and the district's key commercial frontages along Agnew and Exchange.

The plan seeks to activate and enhance Stockyards City's inventory of physical, cultural, and economic assets through a series of destination and placemaking projects aimed at preserving and capitalizing on the district's community, character, and culture. Plan implementation is envisioned through a variety of public-private partnerships, phased over 2-10 years.

1. Agritourism Park

Activate River Park through an Agritourism and Ag Innovation approach to future development. This approach will diversify the audience of stakeholders, patrons, and funding sources while creating spaces for a variety of animal programming. River Park could also connect to future riverfront development west of the Agnew Bridge.

2. Hotel on Agnew

Study finds current levels of leisure and business travel could support development of a 150-200 key hotel in SYC. Market and tourism experts believe there is demand for well-appointed, Western-themed hotel connected to Stockyards Landing and agritourism destinations envisioned for River Park. Hotel success could be further augmented by adding a boarding hub for the Youngs Carriage Corridor.

3. Youngs Carriage Corridor

Youngs Blvd is envisioned as a multi-modal pathway connecting the riverfront, River Park, and the heart of the commercial district that is friendly to pedestrians and horse-drawn conveyances. The Carriage Corridor boarding hub could also provide a natural location for the OK County Sheriff's Mounted Patrol Division district office and stables.

4. Clustered Entertainment Venues

Western-themed entertainment venues should be clustered near the hotel and River Park to maximize visibility, attractiveness, and access to visitors.

5. Main Street Infill and Development

The historic Stockyards City Main Street commercial district, with specialty retailers, destination restaurants, and western-themed entertainment continues to attract new investment, patrons, and visitors. Market analysis suggests the district can absorb 61,000 sf of new commercial operators.

6. "Headin' to Market" Corner

The corner of Agnew and Exchange is the district's most visible and important intersection. The NW corner houses the iconic "Headin to Market" monument by Oklahoma artist Harold Holden. This highly visible corner should be reimaged with a pedestrian placemaking focus and improved pedestrian access to emphasize its importance to the district.

7. Marketplace + Coliseum

Study research hinted at significant unmet demand in OKC for small exhibition spaces. Existing parking lots north of Exchange and west of Agnew near the ONSY Gateway are proposed for future redevelopment as a flexible indoor-outdoor marketplace and small coliseum.

8. New Residential Development

With new destinations and recreational opportunities being developed nearby, the area south of River Park between Youngs and Penn may provide an attractive setting for new housing in the Stockyards area.

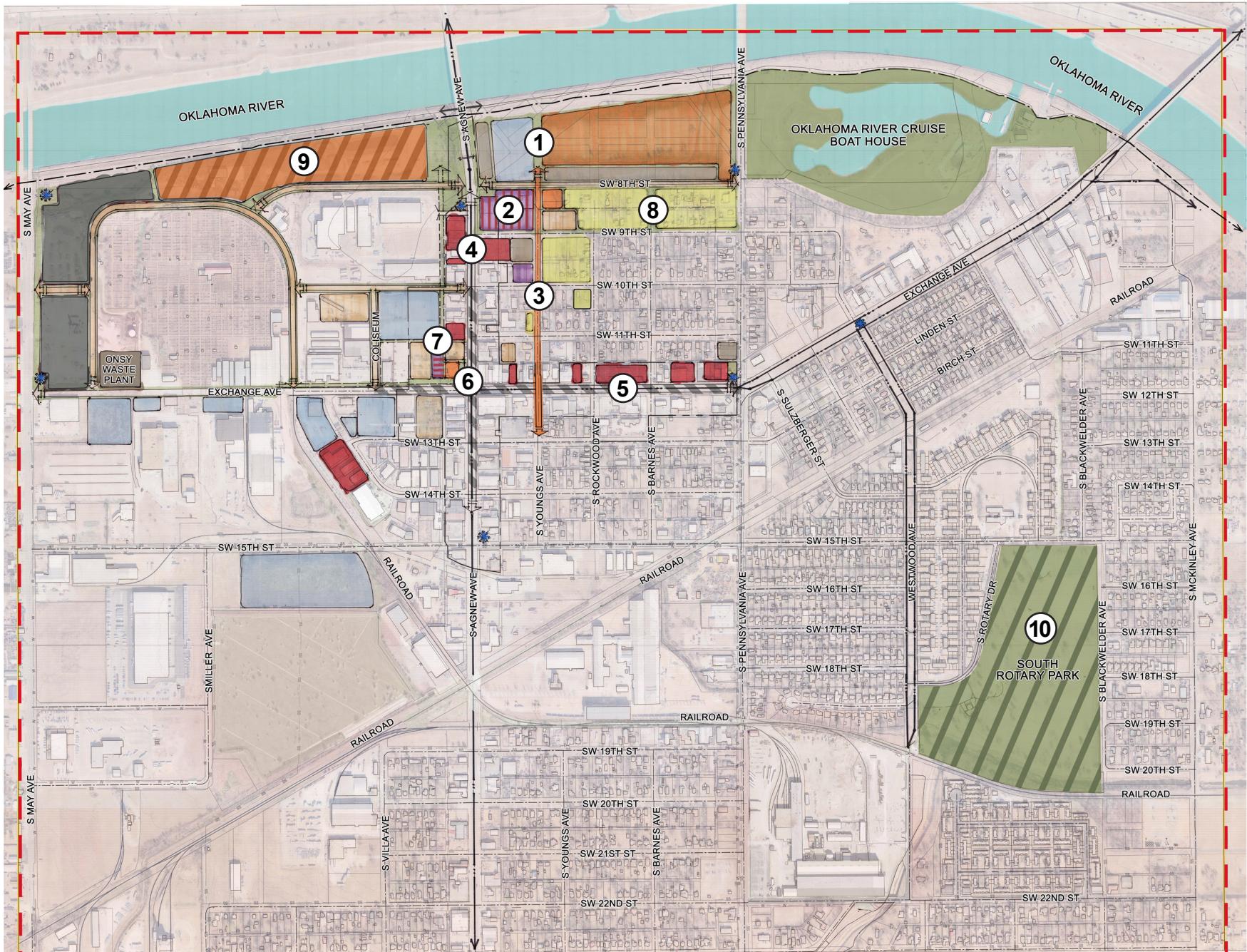
9. Oklahoma National Stockyards

ONSY is already a significant tourist attraction, on pace to welcome 100,000 visitors in 2021. ONSY encompasses MOL 95 acres, including large undeveloped tracts that may be well-suited for Agritourism and Ag Innovation programming. ONSY needs additional focused study to fully explore development opportunities.

10. Ongoing Improvements to South Rotary Park

South Rotary Park is a 43-acre community park that recently received a new walking path, playground, picnic shelter upgrades, and soccer fields. As a community-scale park facility, South Rotary Park may also be eligible for additional improvements funded by MAPS 4 including lighting, additional seating and gathering areas, and facilities that support more community programming.

Major Plan Recommendations



SECTION TWO

PROJECT CONTEXT

EXISTING CONDITIONS



Intersection at S Agnew Avenue and Exchange Avenue



Looking West on Exchange Avenue

The existing conditions identified are a summary of several site visits from the design team along with engagement from community surveys, focus groups, and one on one conversations with stakeholders. These inventoried items describe both challenges and assets of the Stockyards City District.

The main challenges are summarized as:

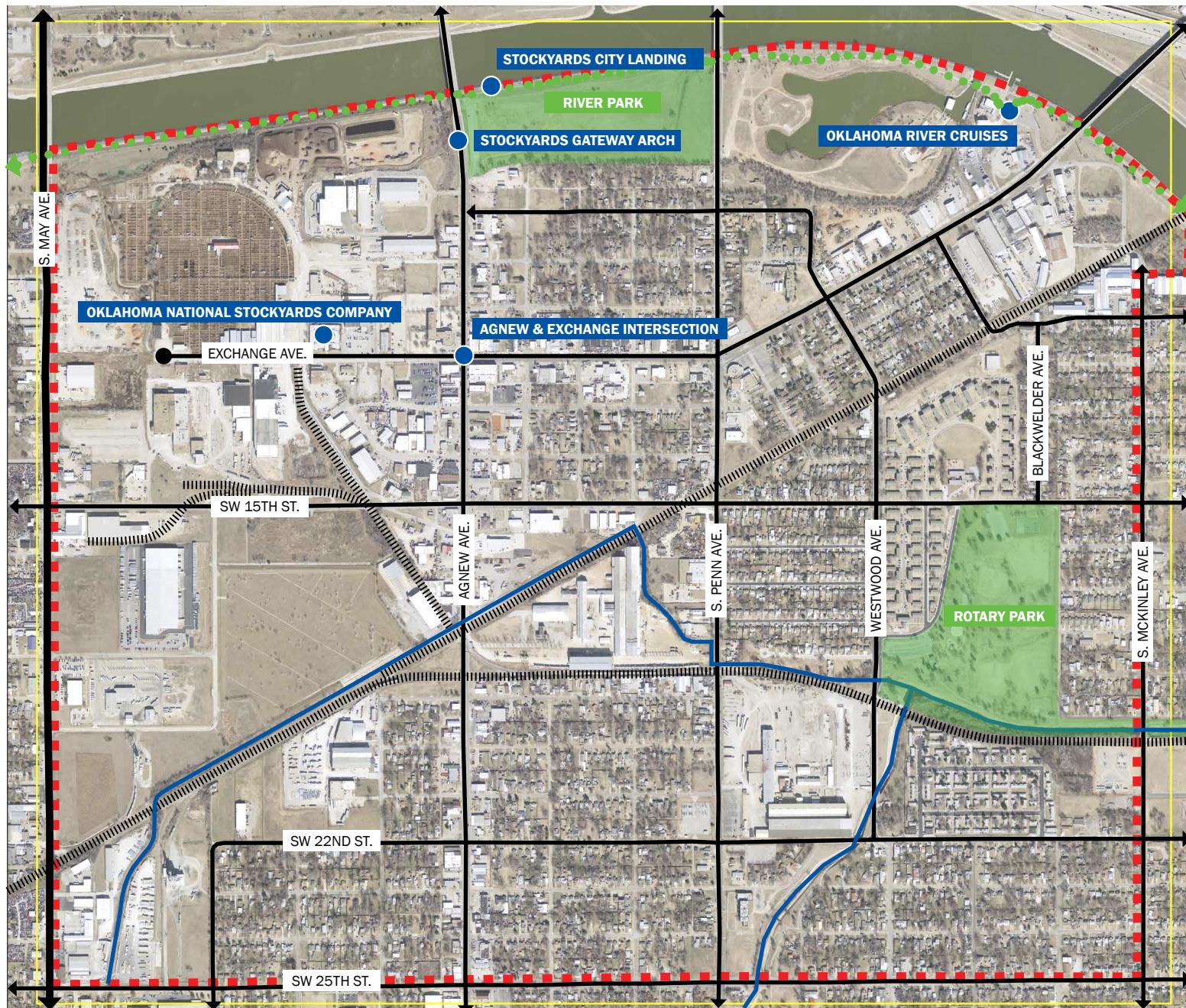
- Insufficient water, stormwater, waste water infrastructure
- Underutilized land
- Inattentive landlords
- Neglected rental property
- Storefront gaps along Agnew & Exchange
- Lack of continuous sidewalk along Agnew & Exchange
- Vagrancy
- Criminal activities
- Perceptions of lack of safety
- Encampments of people experiencing homelessness
- Until now, lack of cooperative spirit and revitalization momentum
- Stray animals and loose dogs
- Wide streets not always pedestrian friendly
- Many low-income households in SYC struggling to make ends meet

The main assets are summarized as:

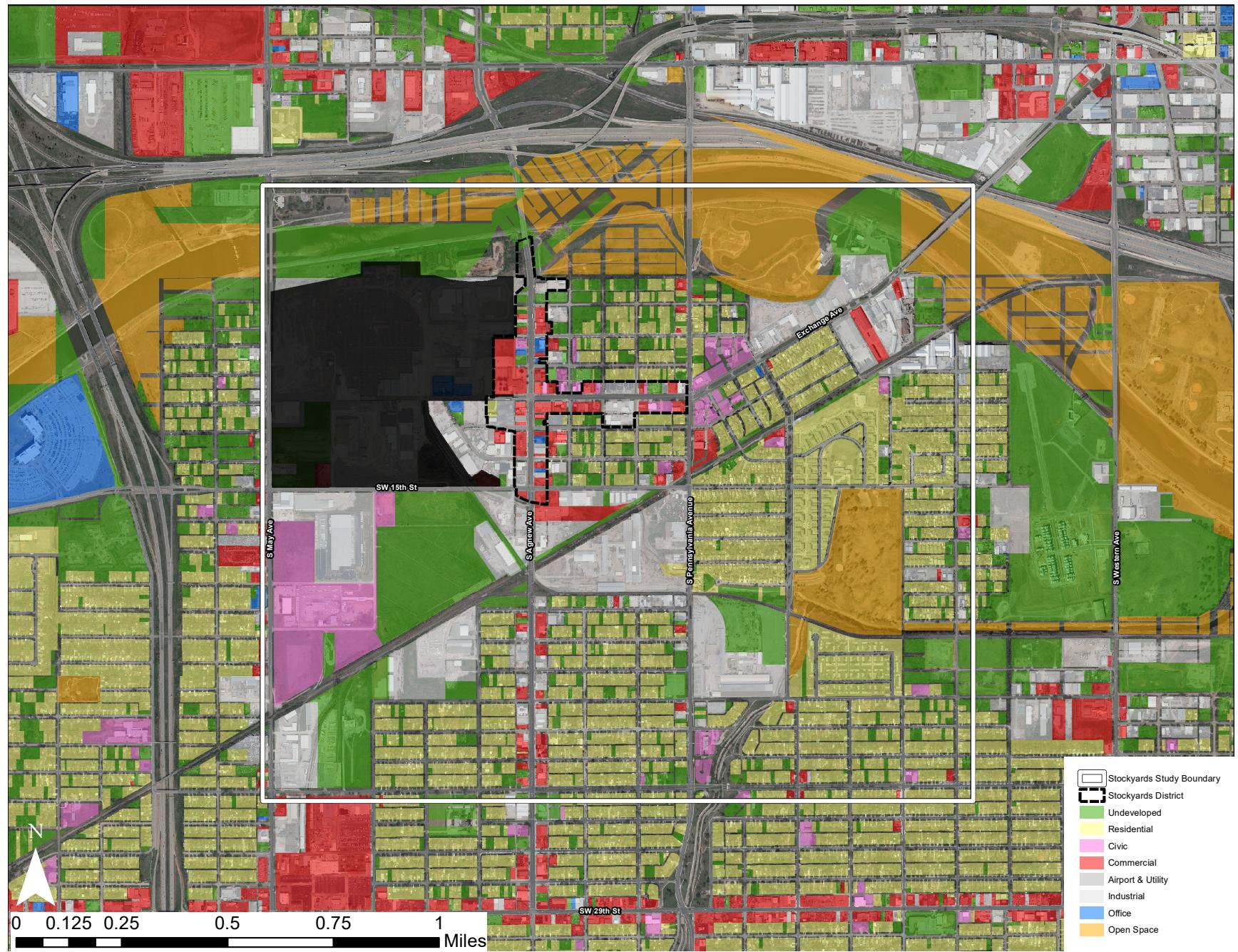
- Authentic western character
- Oklahoma National Stockyards legacy business in state, region, and US
- Oklahoma National Stockyards already a tourist destination
- SYC Main Street district already a tourist destination
- SYC Main Street organization, BID, design review in place
- Signature events- Stockyards Stampede, Wines of the West, etc.
- Core of SYC on National Register of Historic Places
- Growing group of specialty retail and restaurants
- Iconic “Headin’ to Market” sculpture at Agnew & Exchange
- Agnew gateway arch
- Oklahoma National Stockyards Gate
- Available property throughout district and at Oklahoma National Stockyards
- Undeveloped river frontage
- Interstate access, good potential visibility
- Funded public improvements underway-street enhancements
- River Park is undeveloped: includes new driveway, parking lot and lift station
- Bank property at Agnew & Exchange is significant reuse opportunity
- Residential community eager to engage
- Non-profit partners in district
- Community love for “vaquero culture”

EXISTING CONDITIONS

Master Plan Study Area

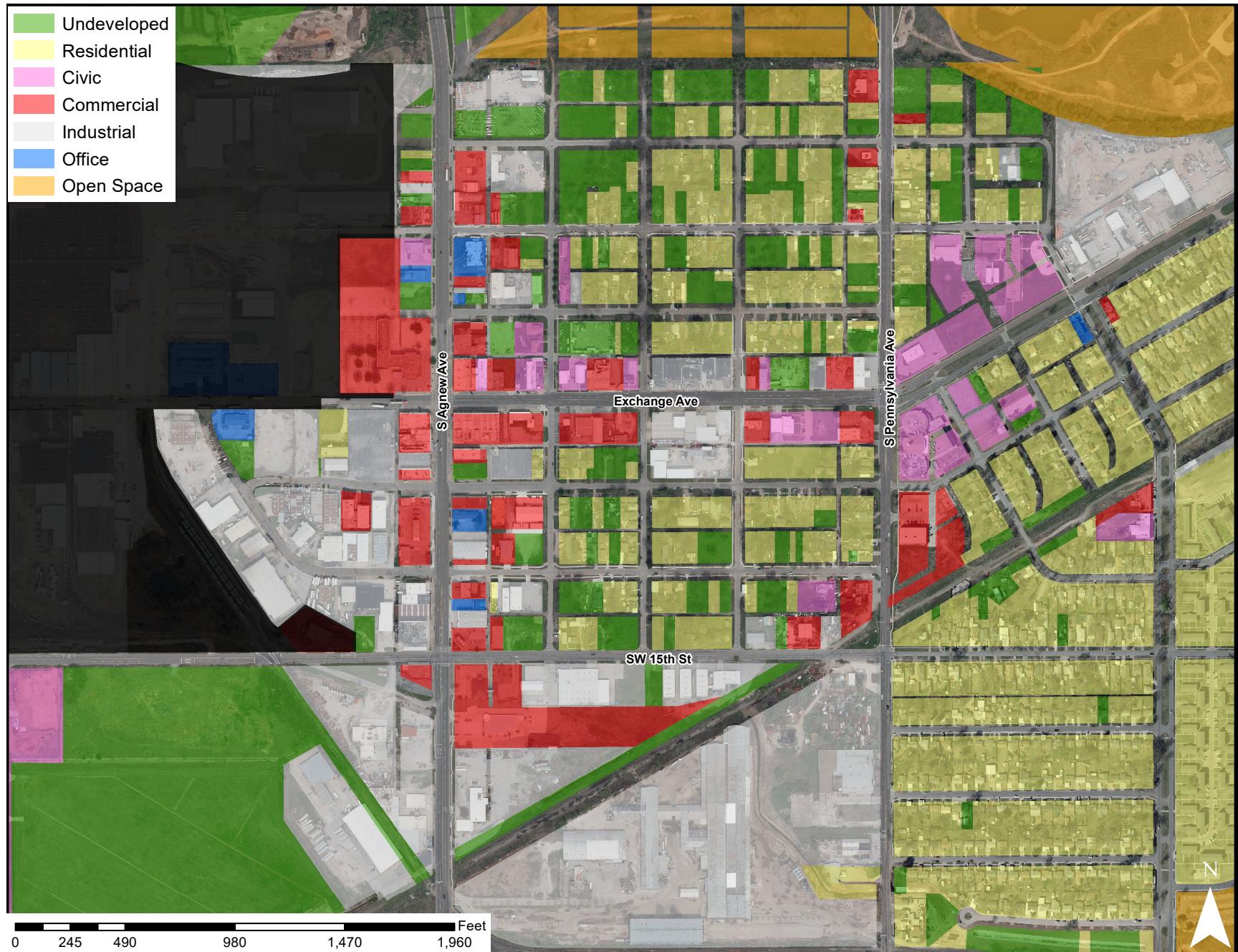


Commercial Core - Existing Land Use



EXISTING CONDITIONS

Study Area - Land Use

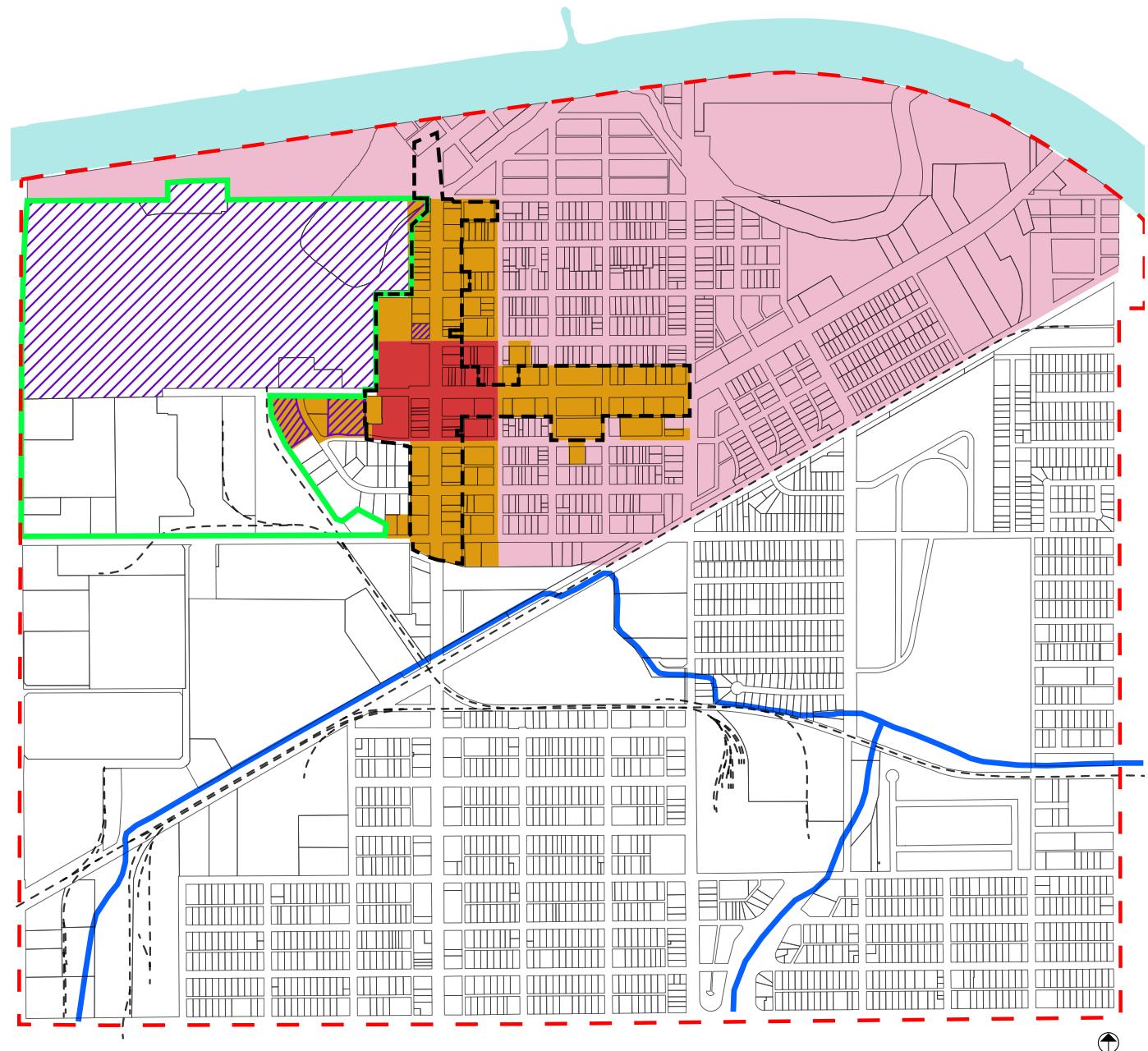


Overlay and Special Zoning Districts

The master plan study area incorporates several design districts throughout the project area. These districts provide implementation, regulations, and guidelines for development. The overall goal of the districts are to provide assistance for residents, property owners and developers throughout the development process. Each design district has specific reviewing boards or agencies that review and provide further assistance through the development process.

LEGEND

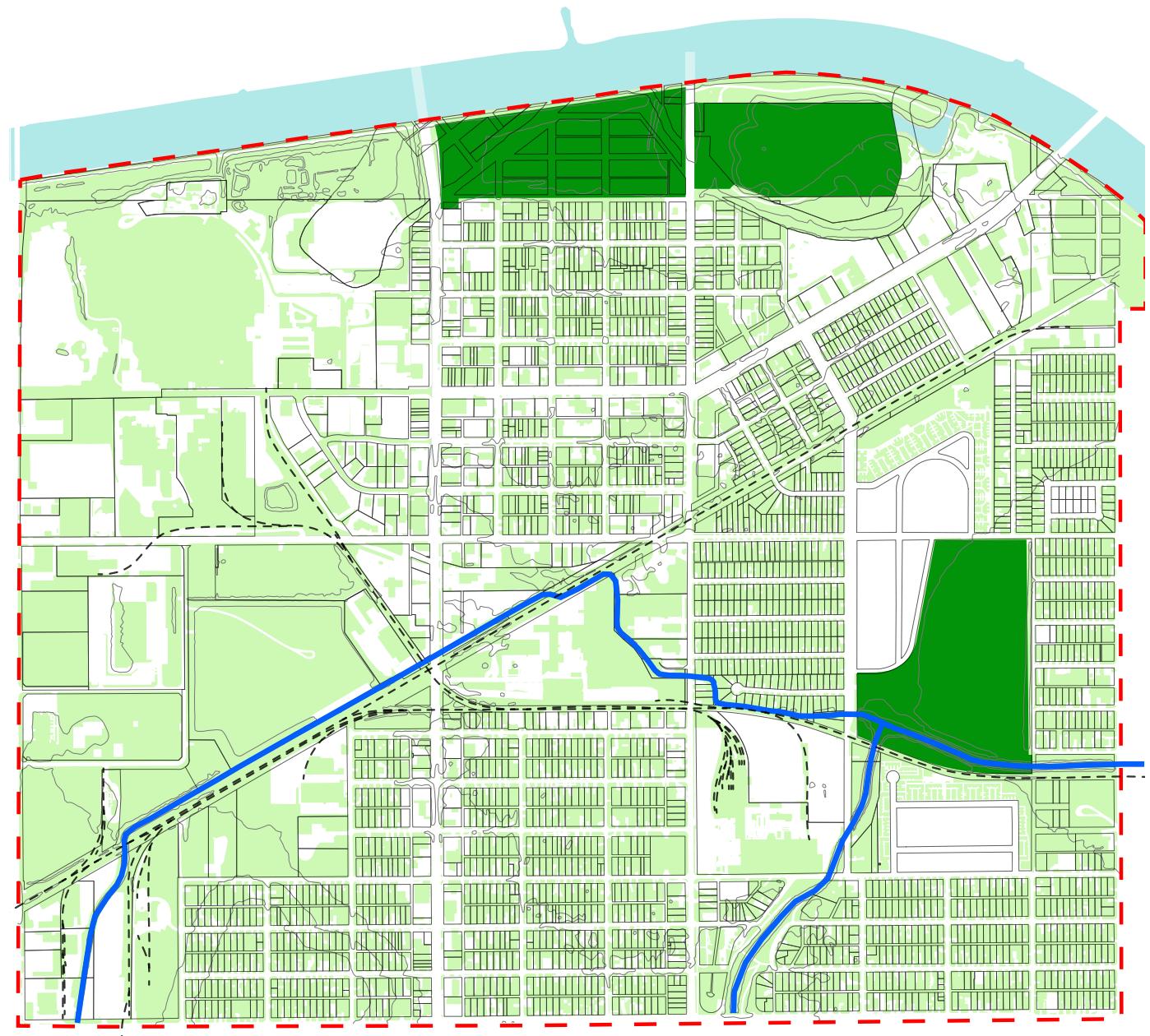
- Existing Railroads
- Stockyards MP Study Area
- Twin Creek
- Unincorporated Boundary
- Scenic River Overlay Design District (SRODD)
- Stockyards City Transitional Overlay District (SYT)
- Stockyards City Development District (SYD)
- Oklahoma National Stockyards Owned Property
- - - Business Improvement District (BID) Boundary



EXISTING CONDITIONS

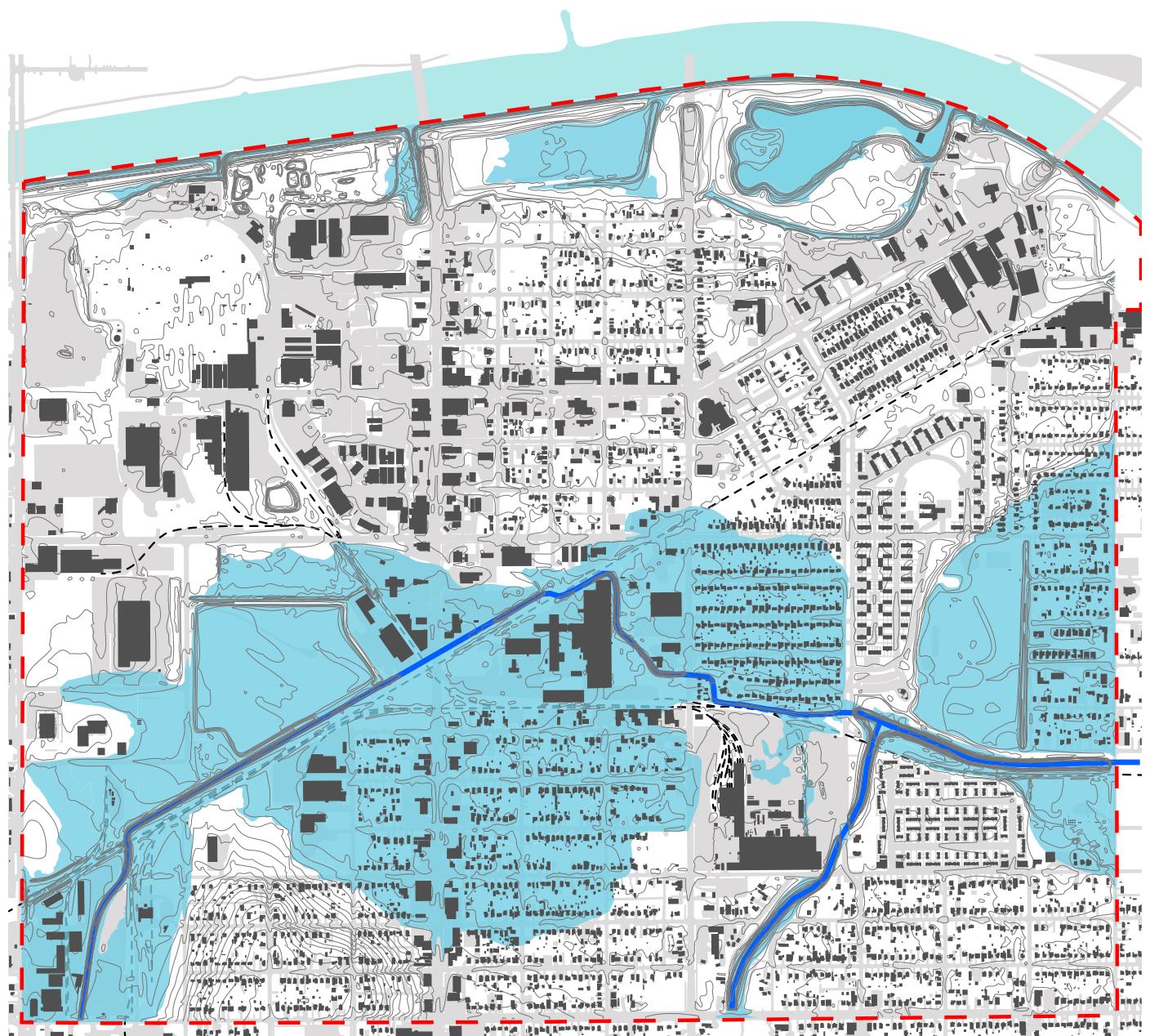
Vegetation and Open Space

Connections to public city parks encourage and promote accessibility to nature and open space for the community. Amenities such as trees, landscaping, connection to the Oklahoma River, and community gathering spaces were key items noted throughout the community survey results. The current trail and sidewalk infrastructure lack pedestrian connectivity throughout the district and surrounding parks and trail systems.



Existing Flood Zones

Many of the areas noted as existing flood zones are located near Twin Creek, Oklahoma River, and city public parks. Nearby existing land uses to the flood zones are residential, industrial, and public park area. The existing flood zones are important to identify throughout the design process and implementation.



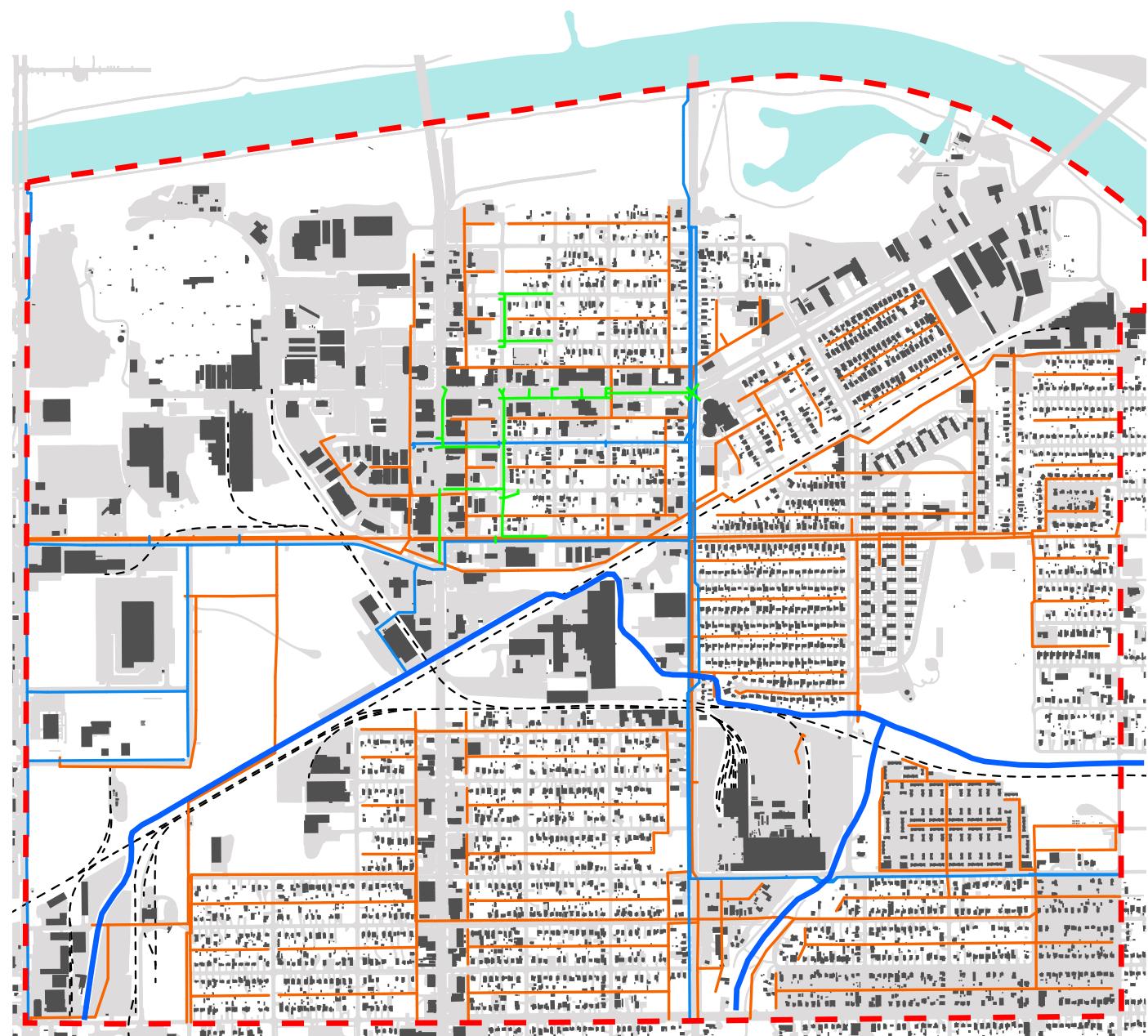
LEGEND

- Existing Railroads
- Stockyards MP Study Area
- Existing 2 ft. Contours
- Twin Creek
- Existing Building Footprints
- Existing Pavement
- Oklahoma River
- Existing Flood Zones

EXISTING CONDITIONS

Existing Utilities

The existing utility map is intended to show the utilities noted within the OKC GIS system. Further research indicates several of the utilities in the area will need to be replaced and improved as redevelopment and additional development occurs.

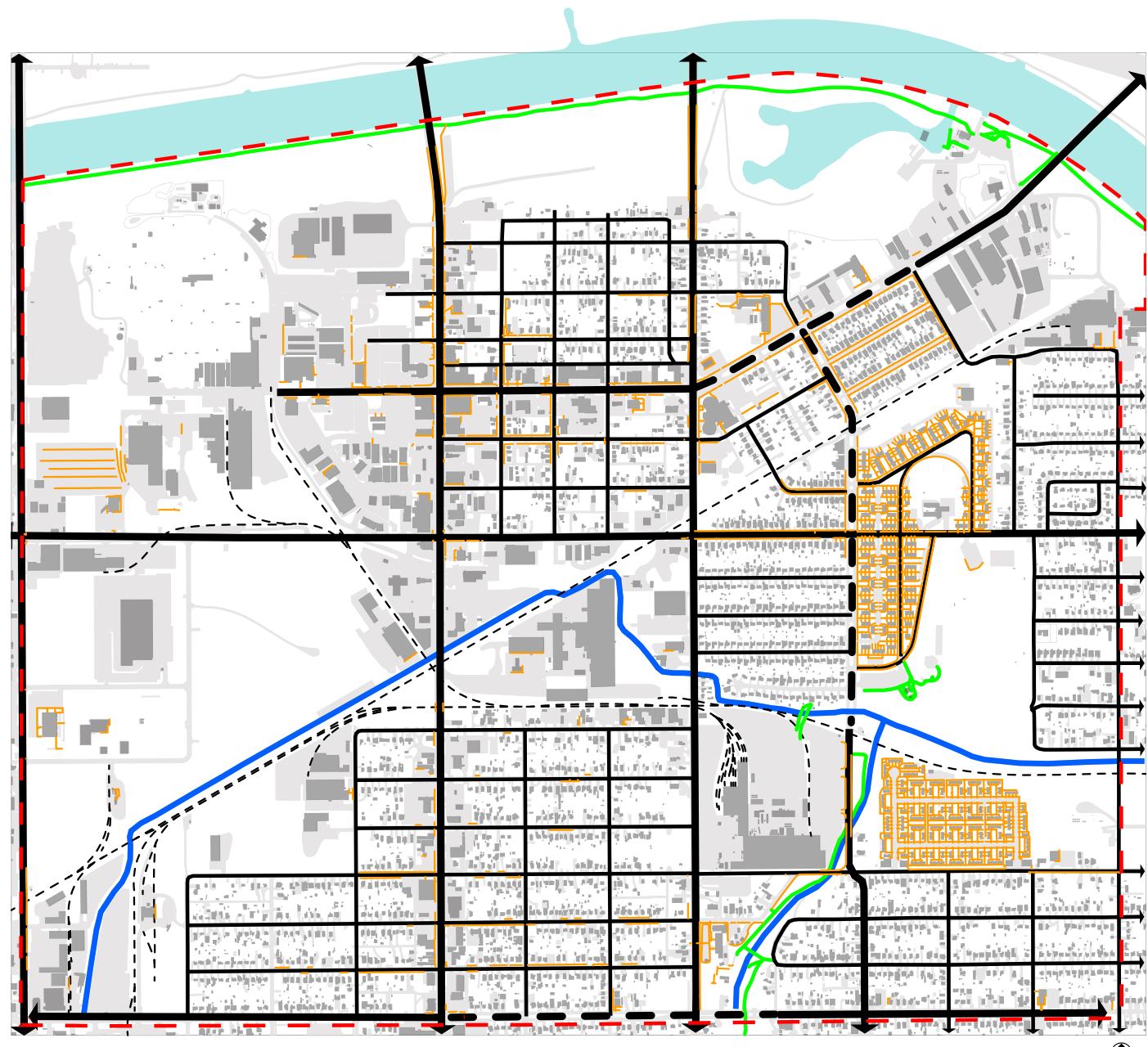


LEGEND

- - - Existing Railroads
- - - Stockyards MP Study Area
- Twin Creek
- Existing Sewer Line Location
- Existing Water Line Location
- Existing Storm Line Location
- Existing Building Footprints
- Existing Pavement
- Oklahoma River

Existing Connectivity

The existing connectivity map indicates several gaps in trails and sidewalks throughout the district. Currently there are several improvement projects underway to help address these gaps of accessibility. Several primary streets run through the project area and are major thoroughfares within the city street network. These primary streets connect to Downtown OKC, the adjacent fairgrounds, and Interstate on-ramps.



HISTORIC PRESERVATION AND PLACE MANAGEMENT

Retaining the historic integrity and character of the Stockyards City District will be important to long-term economic success and viability. Visitors, shoppers, prospective businesses, investors, and residents are attracted to well-maintained districts with an authentic sense of place—a valuable community asset.

National Register Historic District

The heart of the Stockyards City Master Plan Study Area was listed in the National Register of Historic Places in 1979. The National Register (NR) district includes twenty early 20th Century structures along Agnew and Exchange, within the Oklahoma National Stockyards property (ONSY), and the ONSY gate. In addition to the architectural significance of the historic buildings, Stockyards City's Historic District was listed in the NR based on ONSY's historical significance as Oklahoma City's first major industry.

Currently there are no locally designated historic districts or landmarks in the SYC study area. Listing in the National Register is largely an honorific designation and does not include design regulations or protections for private undertakings. Listing in the NR is a primary eligibility criterion for properties seeking to qualify for state and federal Historic Rehabilitation Tax Credits.

This study recommends that the existing Stockyards City NR Historic District be evaluated for possible boundary expansion and to include structures that did not meet age eligibility requirements when it was listed in 1979. Regardless of future zoning changes that may occur, structures in the Stockyards City NR Historic District should be protected as historic resources through local designation.

Stockyards City Main Street

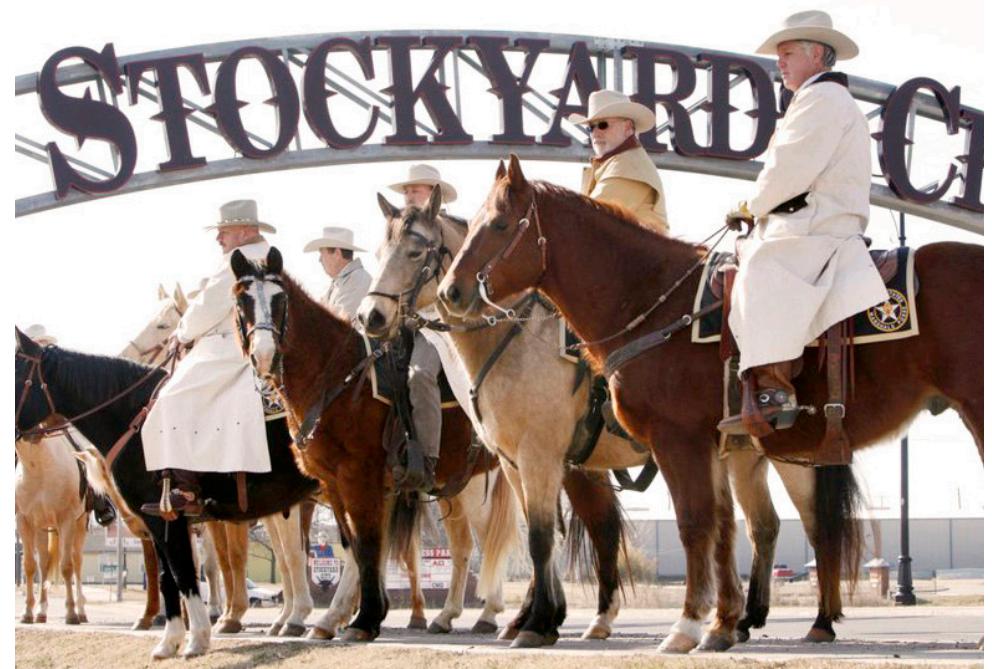
Stockyards City Main Street (SYCMS) became the state's first urban Main Street community in 1992 and is currently Oklahoma City's only Main Street program. SYCMS, Inc. is a thriving 501(c)3 association of restaurants, retailers, service providers, industrial businesses, and individual supporters. The organization is well-regarded in the community, with a high degree of trust and a well-earned reputation for "delivering the goods" on district management. Historic preservation goals are incorporated into SYCMS district's annual workplan in compliance with Main Street America™ accreditation standards.

Business Improvement District (BID)

SYCMS has administered the Stockyards City Business Improvement District (BID) since 2001. BID-funded activities include District Management, Marketing, Events, Beautification and Safety. A BID is a valuable place management tool that supports the Stockyards City District's historic character and sense of place. The SYC BID successfully renewed its third ten-year cycle in 2021.

Commercial District Revitalization Program

Another place management tool used in SYC is on-going technical assistance from city staff through the Commercial District Revitalization Program (CDRP). The CDRP helps property owners and stakeholders create, market, organize and maintain commercial districts. On an ongoing basis, CDRP staff serves as a bridge between the SYCMS district and City departments, trusts, and authorities.



Stockyards City Centennial (2010)

DESIGN REVIEW, LAND USE, AND ZONING

Land uses in Stockyards City's Core Area are regulated through **planokc**, the City's comprehensive plan, and by a system of tools that seek to protect Stockyards City's special historic character. Regulatory tools include base zoning categories; the Stockyards City Development District (SYD) - a special purpose zoning district; and two zoning overlays: Stockyards City Transitional District (SYT) and Scenic River Overlay Design District (SRODD).

Design Review Districts

Beginning in 1996, the City of OKC established three design districts in the greater Stockyards City area. OKC Planning Department staff oversees design ordinance implementation and provides technical assistance to residents, property owners and developers.

Stockyards City Development District (SYD)

The SYC Urban Design Committee includes a Stockyards City Main Street board member and five business or property owners appointed by the Mayor and City Council. The Stockyards City Urban Design Committee reviews and has approval authority in applications for demolition, additions to existing structures, and new structures in the Stockyards City Development District and Stockyards City Transitional Overlay District design districts.

Stockyards City Transitional Overlay District (SYT)

This overlay district includes development regulations and guidelines allowing most uses permitted in underlying zoning districts in the Stockyards City Area. This overlay protects Stockyards City's character through preservation and rehabilitation of existing buildings, by encouraging architectural innovation in new construction, and through the effective use of streetscaping techniques to enhance the urban environment.

Scenic River Overlay Design District (SRODD)

SRODD includes six sub-districts along the Oklahoma River corridor between S. Meridian Avenue and S. Eastern Avenue, including a large area of Stockyards City. SRODD regulations and guidelines establish a framework for varied development opportunities along the Oklahoma River corridor, with a goal to ensure consistency and quality while still permitting flexibility and creativity. The Riverfront Design Committee and City staff review new construction and expansions or alterations of building exteriors within the SRODD.

Land Use Typology

planokc, Oklahoma City's comprehensive plan, designates The Stockyards District as Urban Medium (UM) land use typology. UM applies to fully urbanized areas of the city, mostly built prior to the 1960s. Urban Median land use priorities include:

- Infill of vacant lots
- Rehab of underutilized property
- Development that supports revitalization of distressed neighborhoods



Stockyards Stampede

ZONING



Looking East on Exchange Avenue



Stockyards Stampede

Stockyards City includes the following base zoning categories:

SYD

The Stockyards City Development District (SYD) is a mixed-use retail and commercial services district intended for the conduct of commercial, office and limited industrial uses, while conserving the exterior architectural quality of an area of historic significance. The District serves a larger trade area than the immediate surrounding neighborhoods.

R-1—Single -Family Residential District

The R-1 District is the most restrictive residential district. The principal use is single-family residential with provisions for recreational, religious, and educational facilities.

R-3—Medium Density Residential District

This district creates and preserves residential areas with a broad range of housing types and densities, close to essential support services. Regulations incentivize infill housing development consistent with the existing character and density of an area. Provisions are also made for non-residential uses that support residential development.

R-4 General Residential District

The R-4 District is a higher density residential district which encourages multiple-family and group residential developments and represents a broad variety of housing types and densities.

I-2 Moderate Industrial District

The I-2 District is intended for conduct of light manufacturing, assembly, and fabrication, and for warehousing, wholesale and service uses, and outdoor operation and storage.

I-3 Heavy Industrial District

The I-3 District is intended to provide locations for industrial uses that may generate relatively high levels of noise, vibrations, smoke, dust, odor, or light.

Observations and Recommendations

During multiple stakeholder interviews throughout the planning process, the SYC planning team heard comments that “the City won’t let us do.....” While this is not an unknown complaint within design districts in any city, OKC planning staff reports that the Stockyards City Urban Design Committee has reviewed only 16 applications since 2017—considerably fewer than the City’s other designated design review districts.

Gibbs Planning Group’s Stockyards City District Retail Market assessment includes a statement that their recommendations assume the following factors in the completion of their analysis: “Properties within the Stockyards District will be properly zoned and have the necessary infrastructure to support new commercial development.”

- SYC’s land use regulatory system continues to evolve over time. Development opportunities envisioned in this plan will require the creation of new zoning tools or a streamlining of existing tools to create a user-friendly system that is well-aligned with community-wide revitalization goals.
- A “regulatory refresh” is especially critical along Exchange Avenue between Penn and Youngs Blvd and along Agnew north of 11th Street and south of 13th Street. These are valuable commercial frontages that are currently zoned for industrial activities. These areas offer the district’s best opportunities to add specialty retail, restaurants, and entertainment. The opportunity to connect River Park to the heart of the Stockyards District is strongest along Agnew.
- The OKC City Planning Department is currently in the process of updating citywide zoning and development codes. As soon as possible, working with City staff, Stockyards City Main Street should host a community focus group conversation on zoning and design regulations in the SYC design districts. Community input on current land use regulations and design guidelines will help pinpoint where changes are needed to continue to attract compatible new investment to the Stockyards City area.



Stockyards Stampede



Oklahoma National Stockyards

COMMUNITY ENGAGEMENT

Public engagement activities included community surveys, focus group conversations, and one-on-one phone interviews with key property owners conducted by team members between December 2020-April 2021.

Ten focus group conversations were held via Zoom including:

- SYC Main Street Board members
- SYC merchants and property owners
- Equestrian Enthusiasts and COW members
- Cattle Industry
- Equestrian Industry
- Economic Development experts
- Fair Park administration and equestrian event staff
- Greater OKC Hotels Association
- Travel OK and OKC CVB Tourism officials
- OK County Sheriffs Office Mounted Patrol staff

Phone interviews included 12 large property owners in SYC and retail & restaurant operators. (See Appendix for full lists.)

Survey Process

The project team distributed surveys to five Stockyards City stakeholder groups to gather community input on desires for future amenities and attractions. Surveys were made available on paper and electronically via Survey Monkey. Project team received a total of 274 responses from five surveyed groups.

Responses from Business & Property Owners and Cattle & Equestrian Industries reflect their desire for amenities catering to visitors and tourists. Residents' responses expressed a desire for quality-of-life improvements that impact their daily lives.

(See Appendix for detailed summaries.) Surveyed groups included (# responses):

- Residents in English (133) and Spanish (43)
- SYC Business and Property Owners (32)
- Cattle Industry (45)
- Equestrian Industry (16)
- OK Riverfront Redevelopment Authority Trustees (5)



Stockyards Stampede



Looking North on S Agnew Avenue

COMMUNITY ENGAGEMENT



Intersection at S Agnew Avenue and Exchange Avenue



Stockyards Stampede

There was broad agreement among respondents in all five groups for the following amenities and attractions in the Stockyards City community:

- Hotel
- Indoor and Outdoor Arenas
- Entertainment Venues
- Restaurants and Retail
- Welcome/Interpretive Center
- Community Gathering Spaces
- Safety and Security Improvements
- Pedestrian and Placemaking amenities
- Pedestrian connections to Oklahoma River
- Food Hall/Commercial Kitchen Incubator

Resident Findings

Residents were surveyed in English and Spanish. The team received 176 responses from residents—15% response rate—from a population of 1135 inhabitants (2019). Around 56% of all residential respondents indicated they have lived in Stockyards City for more than 11 years.

Residents' surveys asked detailed questions about community desires for future amenities, attractions, and transportation improvements. Residents' responses will be used to inform this plan and the ongoing design of City-funded street enhancement projects throughout SYC. Survey responses will also be used to help organize future SYC neighborhood associations and other community development efforts.

Residents expressed strong support for adding the following attractions and amenities to the community:

- Grocery Store
- Access to equestrian facilities, events, and interactions with horses
- Parks, children's play areas, and walking paths
- Pedestrian access to the river
- Restaurants
- Sidewalks
- Community Gathering Places
- Entertainment venues

CATTLE INDUSTRY

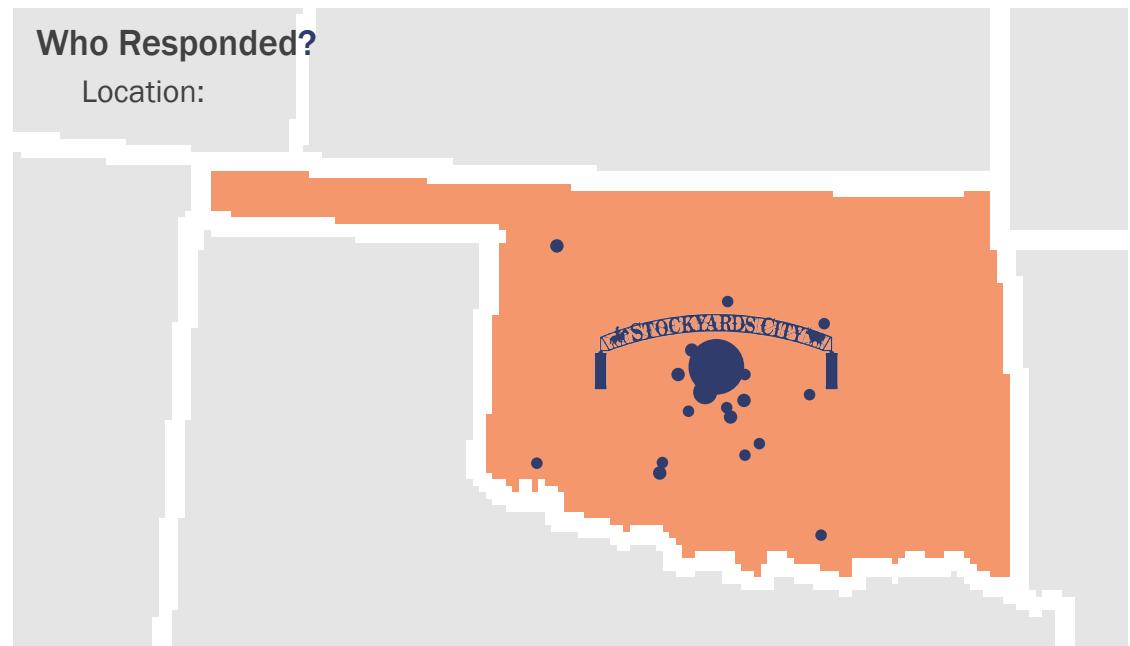


Since the Oklahoma National Stockyards opened in 1910, it has been a catalyst to draw Cattle owners from across the United States to Stockyards City. To gather feedback from the Cattle Industry, an 11-question survey was developed and available through hard copies distributed by the Oklahoma National Stockyards and by Survey Monkey online for respondents to participate.

Key items to be considered in the Master Plan, based on input received via the survey, were that respondents preferred a hotel, community event opportunities, entertainment venues and additional restaurants developed in the Stockyards City Main Street area. Amenities that respondents felt would enhance the District were prioritized to include a Welcome Center along with improvements to enhance security such as additional lighting and parking as well as trees, landscaping and public art. Respondents were also polled regarding potential facilities to be added to support the Agritourism Industry within Stockyards City

Who Responded?

Location:

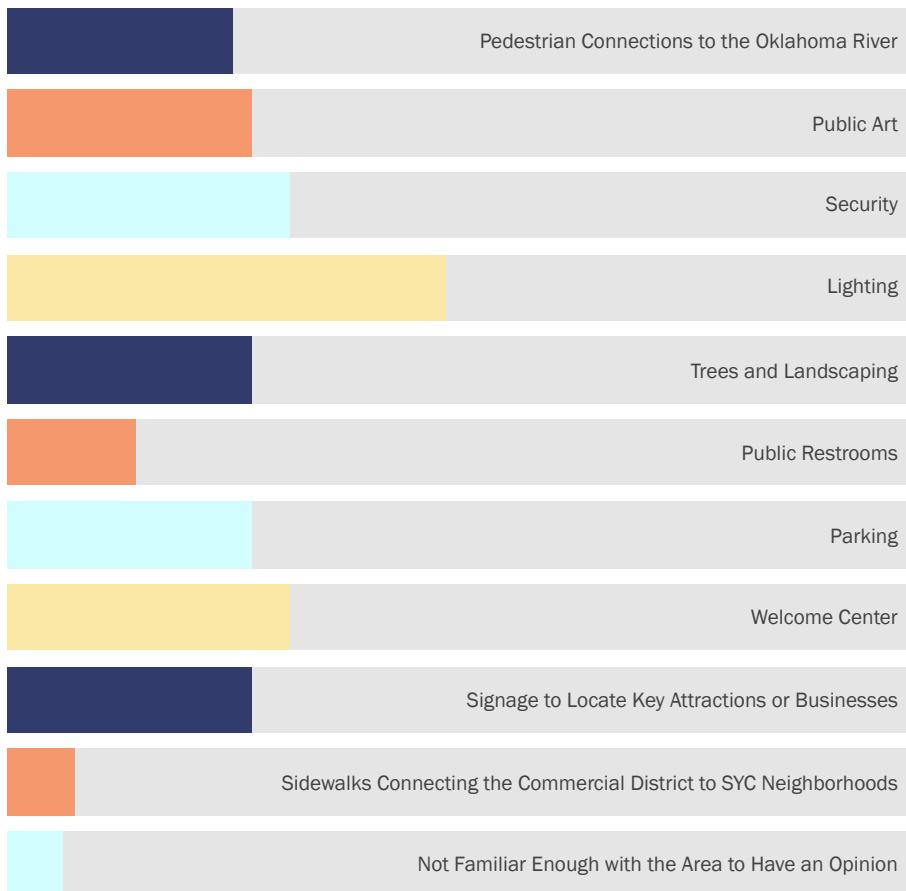


What Other OKC Destinations do you Visit?*

Shopping Cowboy Hall of Fame
Oklahoma City Zoo
Meridian Corridor
Tequeria Rafita's
Oklahoma Science Museum
Bricktown
Restaurants American Farmers & Ranchers
Downtown Antique Malls Penn Square Mall
OKC Outlets Capitol Walmart
Choctaw Southside
Grocery Stores Tower Theatre Airport
Remington Park Midtown
Cavender's

CATTLE INDUSTRY

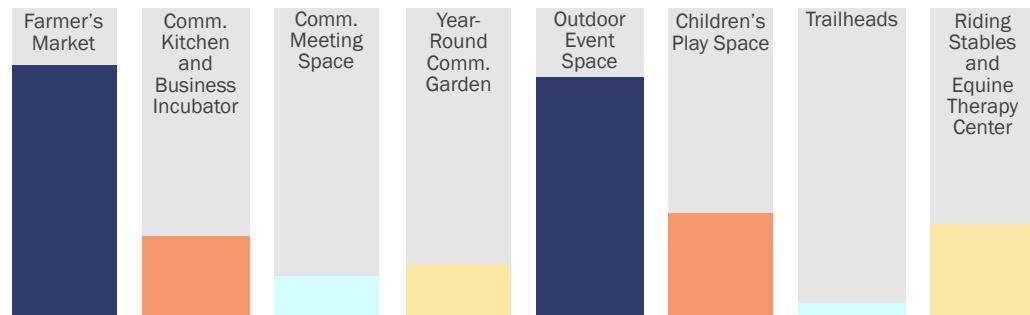
Preferred Amenities for Stockyards City Main Street Area



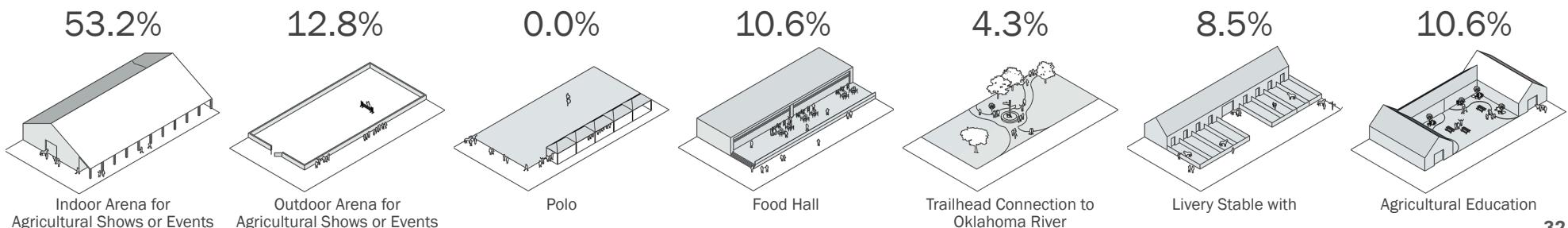
Preferred Attractions for Stockyards City Main Street Area



Complimentary Attractions for Stockyards City Main Street Area



Preferred Agritourism Facility



EQUINE INDUSTRY



To gather feedback from Equine stakeholders, a 13 question survey was developed and available online through Survey Monkey for respondents to participate. In addition, a focus group session was conducted with local participating via a web based meeting format.

Key items to be considered in the Master Plan, based on input received via the survey, included respondents preferring retail and businesses, a hotel and community events to consider adding to the Stockyards City Main Street area. Regarding potential facilities to be added to support the Equine and Agritourism Industry, respondents prioritized a Food Hall, and Indoor and Outdoor Arena for Agriculture Shows and Events and an Agriculture Education Center.

What Other OKC Destinations do you Visit?*

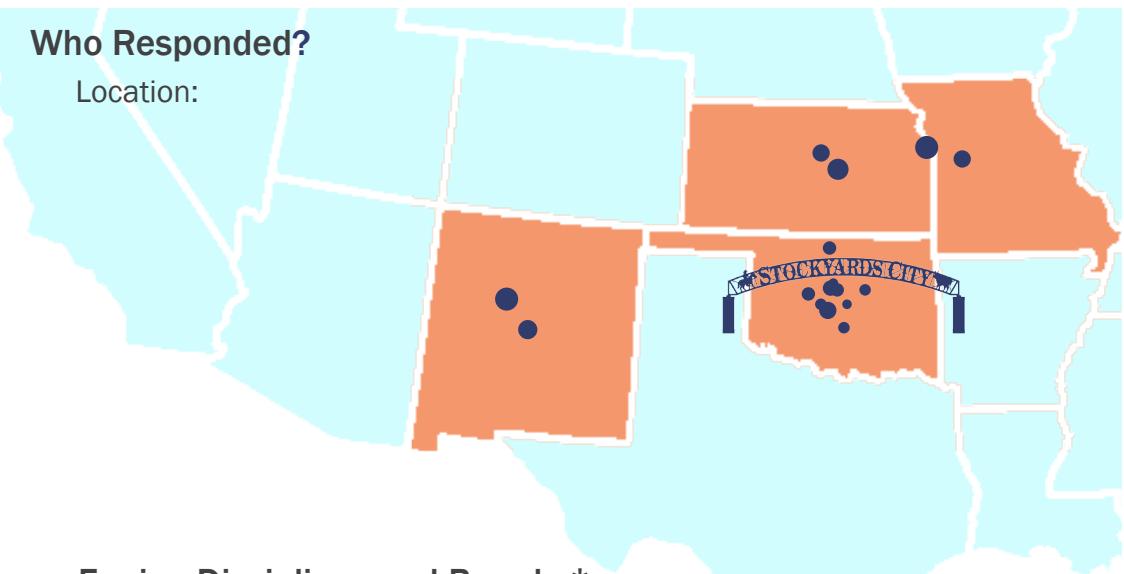
Cowboy Hall of Fame
Oklahoma City Zoo
Bricktown
National Cowboy & Western Heritage Museum
Stockyards City
Remington Shopping
Downtown
Riversport White Water Rafting
Tener's Western Outfitters

Restaurants
Plaza District
Charleston's
Midtown
Devon Tower

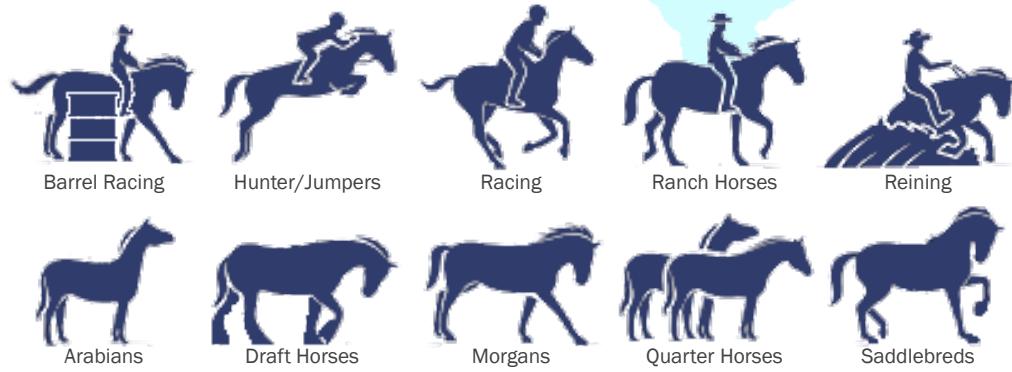
* Outside of the Oklahoma City Fairgrounds

Who Responded?

Location:

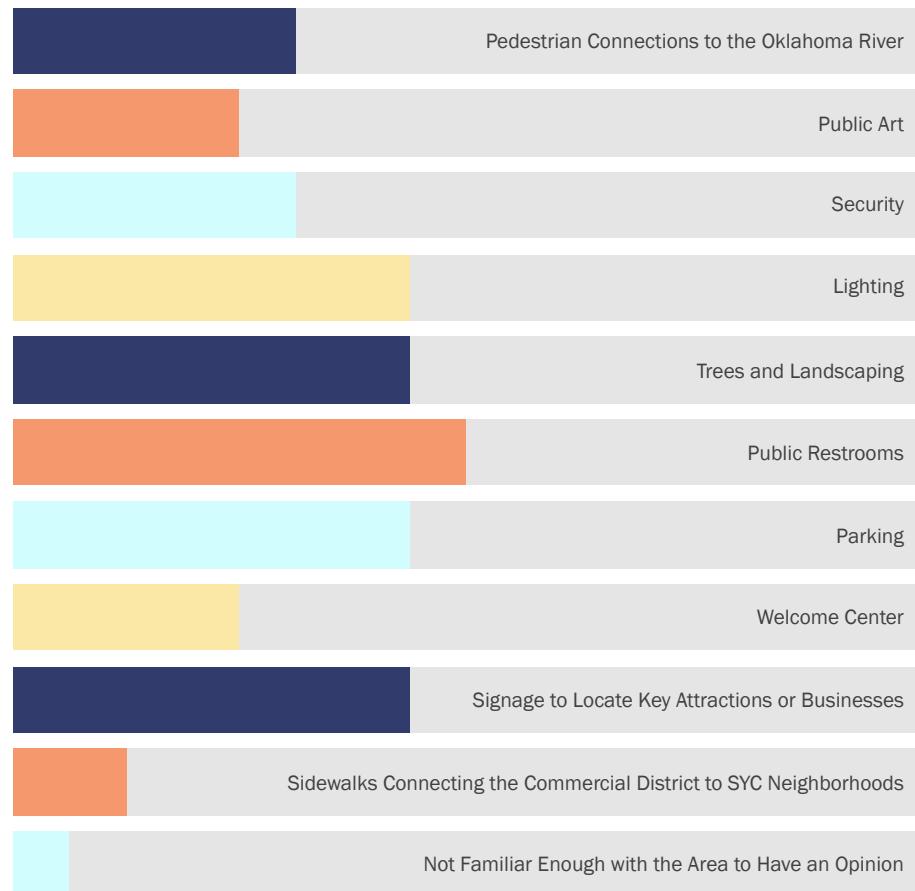


Equine Disciplines and Breeds *:



EQUINE INDUSTRY

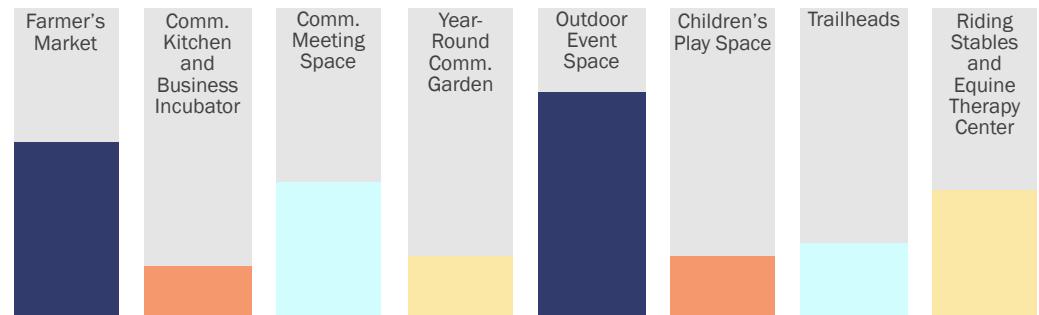
Preferred Amenities for Stockyards City Main Street Area



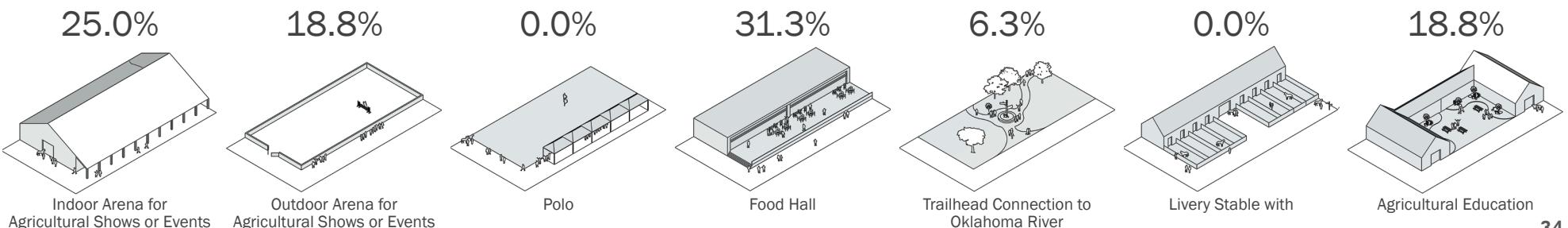
Preferred Attractions for Stockyards City Main Street Area



Complimentary Attractions for Stockyards City Main Street Area



Preferred Agritourism Facility



RESIDENTS / RESIDENTES



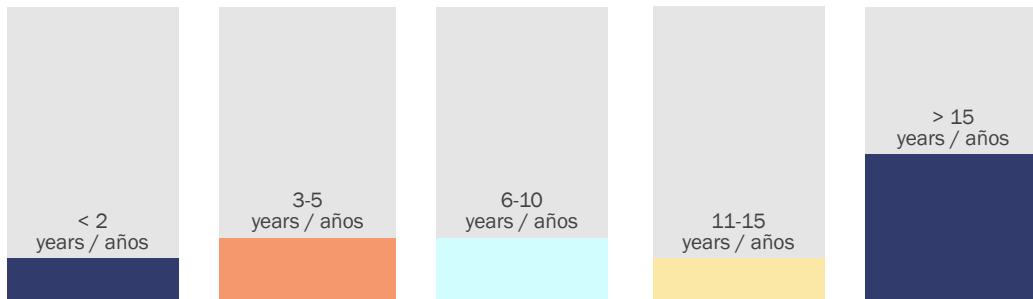
To gather feedback from Residents living within the district, a survey was distributed at local businesses that was available in both English and Spanish.

Key items to be considered in the Master Plan, based on input received via the survey, included respondents supporting the following additions to the SYC District including a Grocery Store, access to equestrian facilities, events, and interactions with horses; parks, children's play areas, and walking paths; pedestrian access to the river; additional restaurants; improved sidewalks; community gathering places and entertainment venues.

In addition, one of the key findings from the Residents survey data was a great desire for establishment of a neighborhood association. Residents were very eager to participate in the survey process and would appreciate an organization being developed to help facilitate future engagement with the residents and plans within the district.

How Long Have you Lived in Stockyards City?

¿Cuanto Tiempo a Vivido en Stockyards City?



What do you Like about Living in Stockyards City?
¿Que le Gusta de Vivir en la Comunidad de Stockyards City?

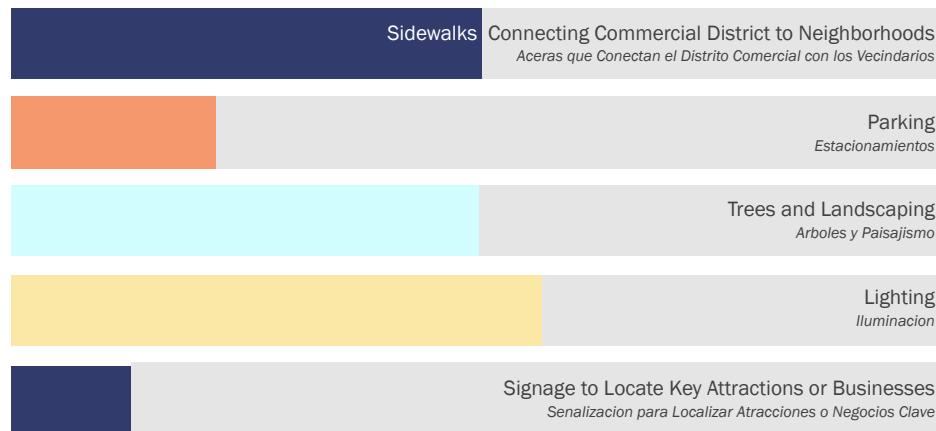
Places to Eat / Los Restorantes
La Historia / The History
Vivo Agusto / Comfortable Living
The Schools / Las Escuelas
Tranquilo / Quiet, Peaceful
Los Hispanos
La Vecindad / The Neighborhood

Proximity / Proximidad

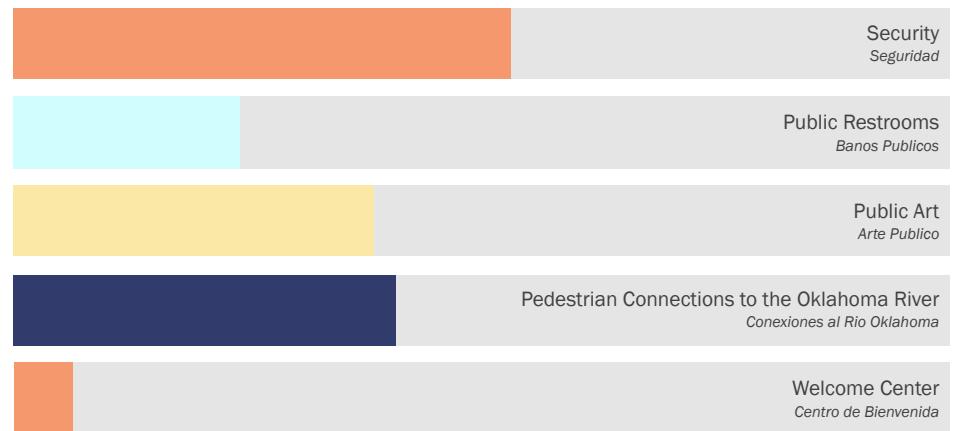
Los Vaqueros / The Cowboys
Tiendas Cercas / Nearby Shops
Housing Types / Tipos de Vivienda
Cattle / Vacas
Diversity / La Diversidad
Cultural Heritage / Patrimonio Cultural
Cattleman's Steakhouse
Cost of Living / Costo de Vida

RESIDENTS / RESIDENTES

Preferred Amenities for Stockyards City Main Street Area



Servicios Preferidas para la Area de la Calle de Stockyards City



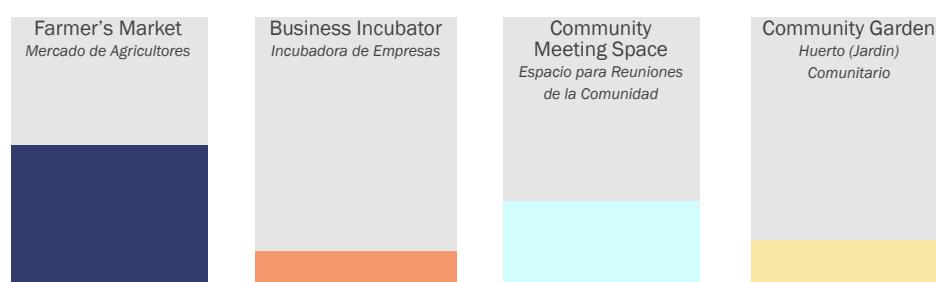
Preferred Attractions for Stockyards City Main Street Area



Atracciones Preferidas para la Area de la Calle de Stockyards City?



Complimentary Attractions for Stockyards City Main Street Area



Atracciones Complementarias para las Areas de la Calle de Stockyards City

BUSINESS AND PROPERTY OWNERS



Business and Property Owners within the Stockyards District were engaged to provide insight into their current challenges and input for future growth and development within the industry via a survey that was available online through Survey Monkey as well focus group sessions. A focus group session was conducted with Stockyards City Main Street Board members attending to specifically gather input on organizational priorities, immediate opportunities, the District's most pressing challenges and thoughts regarding potential partners.

Key findings included the overall Goal for the Business Owners is to strive to increase visitors to the District while maintaining authenticity. A few opportunities that were highlighted to leverage for the District include further engagement to support the National Stockyards which is one of the largest Businesses located in the Stockyards, maintaining the historical value of the District, to be prepared for change including adapting with technology and to incorporate sustainability models.

Interviews were also conducted with several Property Owners to gather feedback and share key findings from the survey results to gather input on potential master plan elements.

Advantages of a Business or Property in the Stockyards City Area

Tourists Culture Ease of Access Friendly Community

Central Location

Heritage

Unique History

National Stockyards

Agricultural Industry Small-Town Atmosphere

Main Street

What Kind of Business?



Retail or Grocery



Restaurant
Food or Drink



Entertainment,
Hospitality or Lodging



Manufacturing



Services
(Personal or Professional)

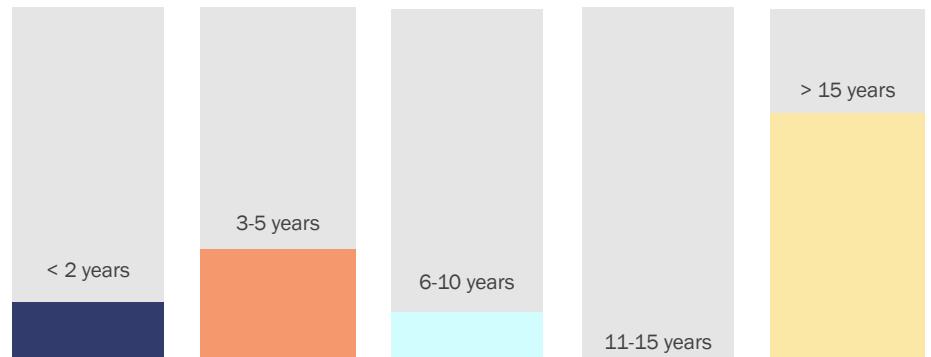


Cattle Sales



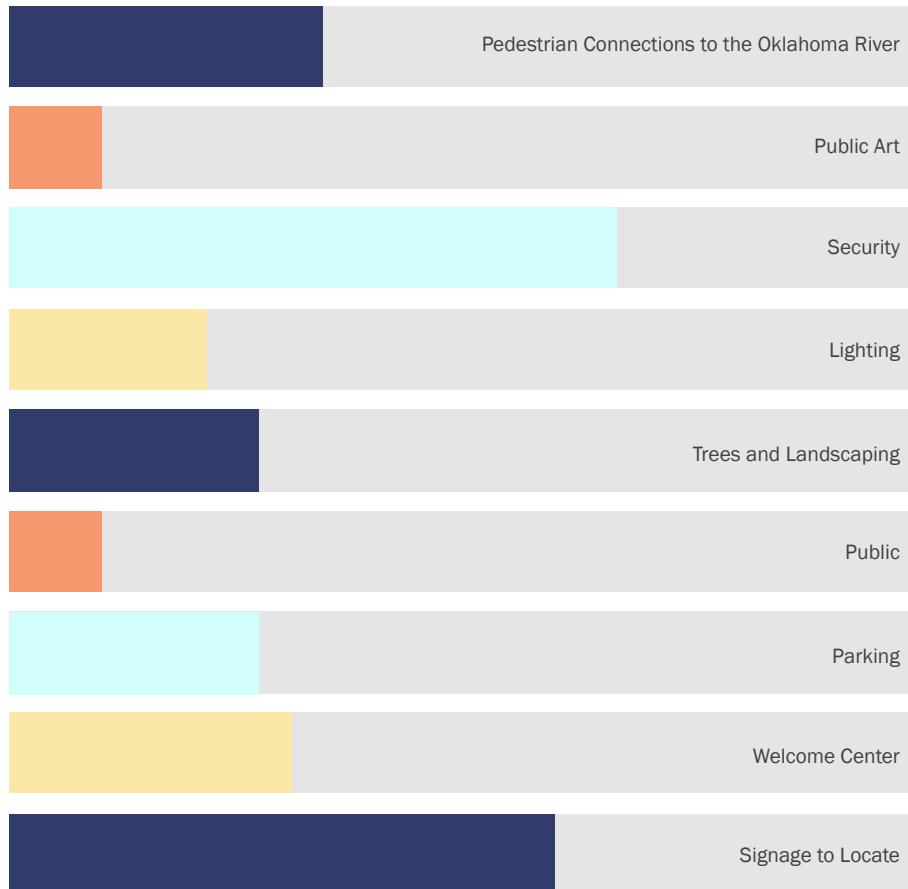
Property Owner

How Long Have you had your Business or Owned Property in Stockyards City?



BUSINESS AND PROPERTY OWNERS

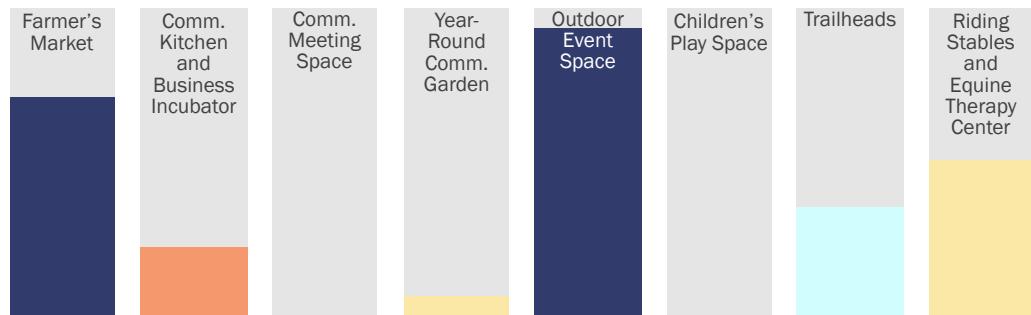
Preferred Amenities for Stockyards City Main Street Area



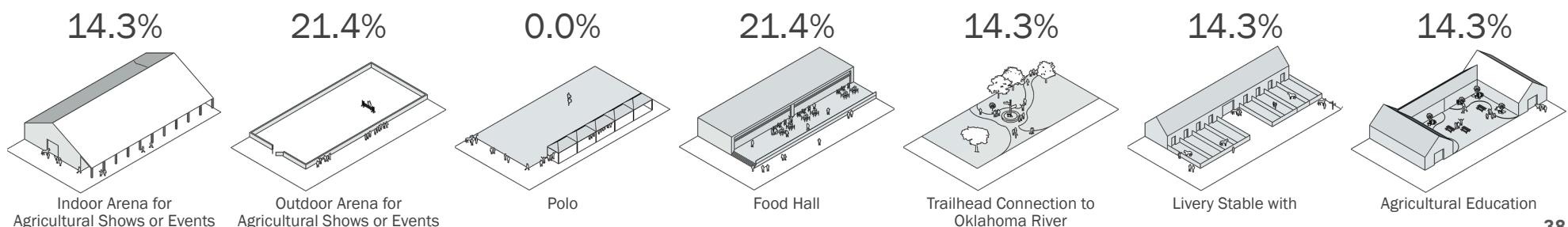
Preferred Attractions for Stockyards City Main Street Area



Complimentary Attractions for Stockyards City Main Street Area



Preferred Agritourism Facility



OKLAHOMA CITY RIVERFRONT REDEVELOPMENT AUTHORITY



The Oklahoma River Redevelopment Authority (OCRRA), which owns River Park and provides continual support for maintenance, activities, and public use of the Oklahoma River, had agreed to reserve River Park for equestrian amenities as outlined in the Equestrian Trails Conceptual Master Plan. A survey was distributed to the OCRRA Trustees to gather feedback on programming and development opportunities.

Key items to be considered in the Master Plan, based on input received via the survey, included respondents supporting the following additions to the SYC District including an equestrian facility with trail riding, outdoor event venues, pedestrian connections to the Oklahoma River, farmer's market, public restrooms, and way-finding signage. There is also a preference for development that ties into and promotes the character of Stockyards City.

A key finding from the OCRRA Trustee survey data was a desire to follow the Equestrian Trails Conceptual Master Plan and develop equestrian facilities and support spaces: restaurants, retail, family-oriented areas, and public toilets.

What could the City do to Improve Redevelopment Tools for Public and Private Development along the Riverfront?

**Stay Ahead of Infrastructure Improvements
Promote Destinations**

Advertise the Ferry Dock Make Information Available
Enable Resources to be Easily Accessible to the Public
Improve Necessary Infrastructure Prior to Development

What Kind of Public and Private Development would you like to see along the Riverfront around Stockyards Landing?



Covered Waiting Area for Boats



Equestrian Facility and Trailriding



Family Event Space



Promotes Stockyards Character



Restaurants and Retail

What Kind of Future Programming do you see as most Appropriate for River Park?



Flexible Park Area



Trailriding and Equestrian Experience



Space for Family Activities



Athletic Space



Public Toilets

How do you see Stockyards City in Relationship to other Destinations along the Riverfront?

Needs Development / Upgrade

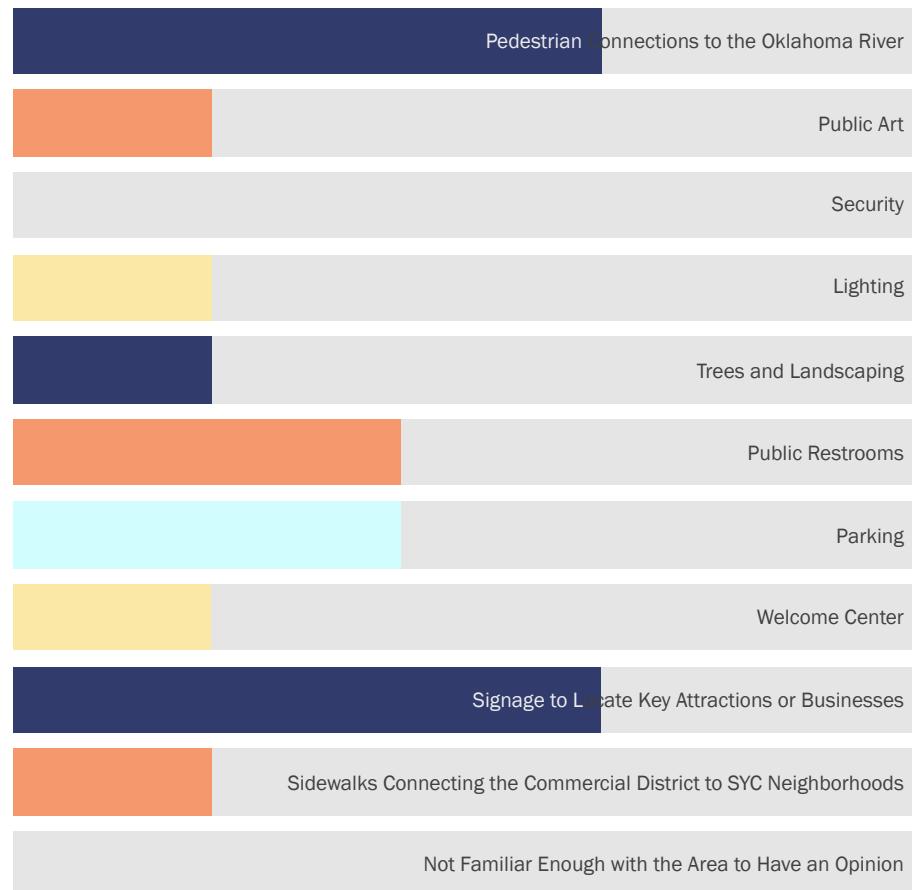
Has Potential to be a Riverfront Destination

Part of the Overall Experience

A Story of Western Heritage that Cannot be Replicated

OKLAHOMA CITY RIVERFRONT REDEVELOPMENT AUTHORITY

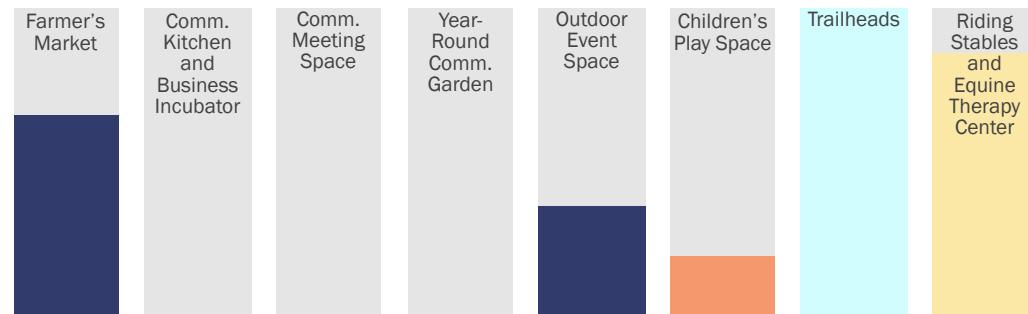
Preferred Amenities for Stockyards City Main Street Area



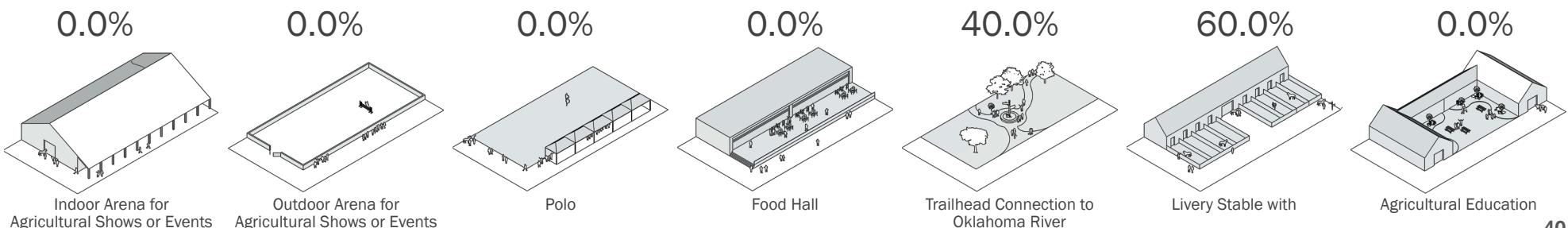
Preferred Attractions for Stockyards City Main Street Area



Complimentary Attractions for Stockyards City Main Street Area



Preferred Agritourism Facility



MARKET STUDIES

Background

The SYC Master Plan Study includes market analysis from Gibbs Planning Group (GPG) and City Planning staff. (See Appendix for full studies.) GPG distilled key indicators of Stockyards City's market demand to broadly measure the district's economic health and to assess commercial trends and current levels of business activity in the study area.

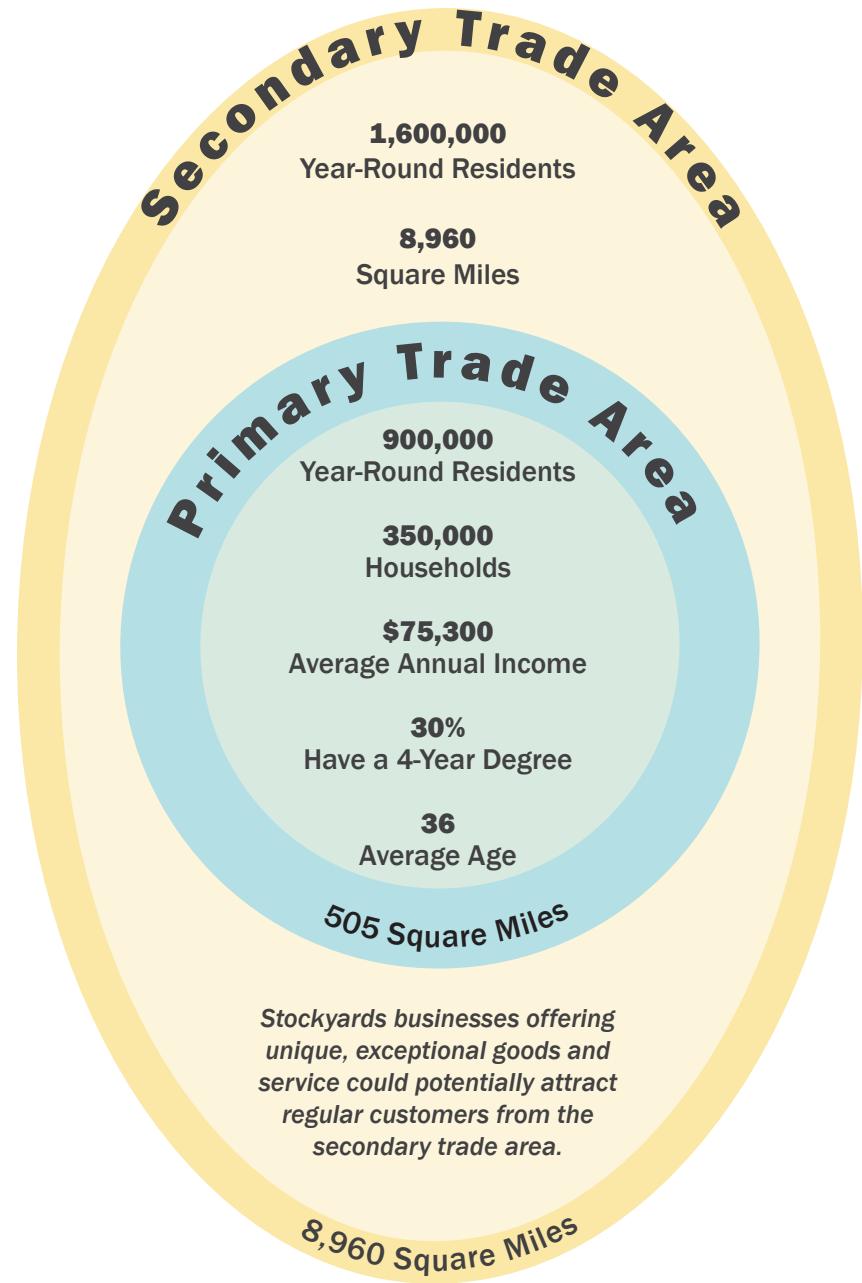
Key indicators of market demand included: Employment, Population and Income, Tourism, and Area Lodging Market. From these key indicators, GPG assessed the overall study area market and created targeted analysis of the potential viability of a hotel in the Stockyards City District.

In the Retail Market Analysis report, GPG addressed the following questions regarding the Stockyards City District and surrounding areas:

1. What is existing and planned SYC retail market?
2. What are potential trade areas?
3. Current population and demographic characteristics? Projected for 2025?
4. How much retail square footage is supportable?
5. What types of retailers are supportable?
6. What is an achievable retail sales volume by new businesses?



Looking South on S Agnew Avenue



New Commercial Findings

Starting in 2021, SYC District Could Absorb

60,000 Square Feet
of New Business or Expansions to Existing Stores

this could include

40,000 Square Feet
13 - 16 New Retail Stores

20,000 Square Feet
9 - 12 New Restaurants

SYC District can generate up to
\$21,200,000
 in annual sales.

By 2026, SYC District could generate as high as
\$22,300,000
 in annual sales.

New stores could generate above average sales of
\$338 per Square Foot
 annually if managed per industry best practices.

Increasing tourism demand would likely
 increase these numbers.

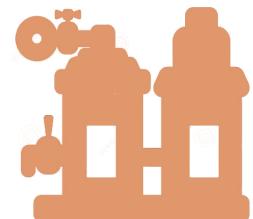
Leading Supportable Retail and Restaurant Categories



General Merchandise



Grocery



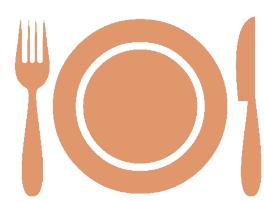
Breweries and Pubs



Department Stores



Bars

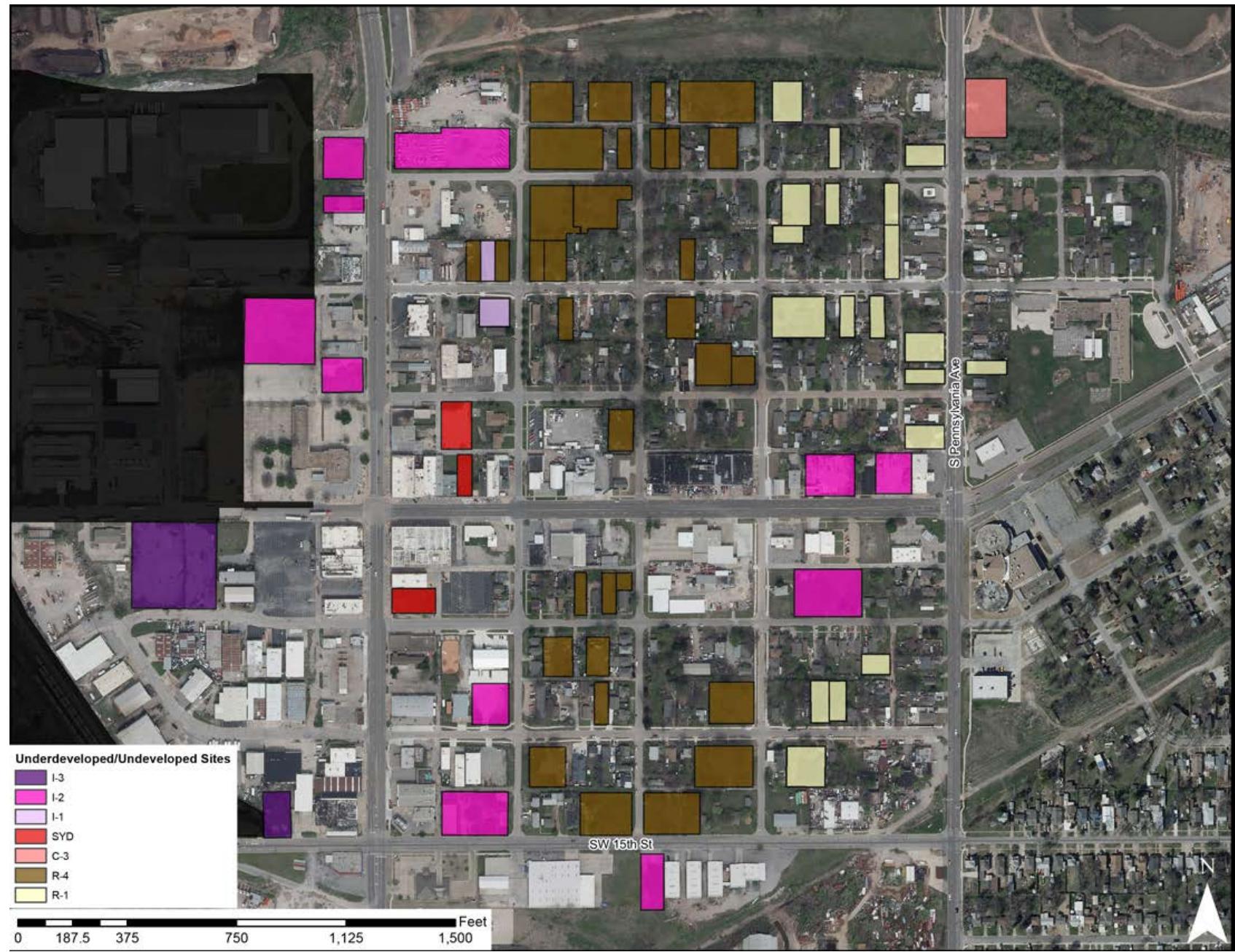


Full-Service Restaurants



Looking West on Exchange Avenue

MARKET STUDIES





Intersection at S Agnew Avenue and Exchange Avenue



Stockyards City Gateway Arch

Hotel Market Potential Analysis

Gibbs Planning Group analysis finds that the Stockyards City District:

- Can potentially support a moderately upscale class, limited-service hotel of 150 to 200 keys.
- Potential average daily room (ADR) rate for the hotel could reach up to \$180
- Could expect average occupancy rate between 70 to 75 percent.

A well-designed hotel operating according to industry standards could outperform these projections by being a part of a mixed-use development project, which could increase potential capture demand from both the leisure and business trip segments. Conversely, a new hotel in immediate study area vicinity would directly impact the potential for new hotel development within the Stockyards City District.

City staff analyzed current land use and parcel utilization in the core of the SYC study area between the River, Penn, SW15th St and Agnew. This analysis identified multiple undeveloped and underutilized parcels that could be developed to support new retail outlets as proposed in the GPG analysis.

Potential Hotel Site

Based on GPG's recommendation that hotel success could be amplified as part of a mixed-use development project, City staff analysis has identified a potentially suitable hotel site along Agnew immediately south of River Park. Owners of these parcels were interviewed on their support for a hotel development and were generally supportive.

An area bounded by Agnew, River Park, and Youngs Blvd between 8th-9th Streets offers sufficient land to develop a hotel site that could be connected to a future agritourism destination at River Park. With primary street frontage along Agnew, this hotel development could also include a boarding hub for a multi-modal "carriage corridor" proposed for Youngs Blvd. The Carriage Corridor would connect SYC Landing, River Park, and the new hotel site to Exchange Avenue and the heart of SYC Main Street district.

SECTION THREE

PROPOSED MASTER PLAN

#AgDoesn'tStop

#NewAgOnAgnew

PROPOSED MASTER PLAN

Stockyards Master Plan - Proposed Land Use

The Stockyards City Master Plan is a framework of recommendations that seek to harness Stockyards City District's significant physical, cultural, and economic assets to promote successful, sustainable, community-wide revitalization. The Plan establishes a revitalization vision for Stockyards City that preserves and capitalizes on the area's unique history, character, community, and culture.

Plan implementation is envisioned through projects at many different scales, initiated by a variety of public-private partnerships over 2-10 years. A Plan Implementation Toolkit later in this report identifies a range of public, private, and philanthropic funding sources that can help develop future Stockyards City projects.

This plan is also intended to give future direction to the Oklahoma National Stockyards in view of the significant development opportunities that exist on their property. Oklahoma National Stockyards is located within unincorporated Oklahoma County, wholly surrounded by the City of Oklahoma City. Because they are on private property not within the City of OKC municipal boundary, this plan includes only general recommendations for their property. The plan identifies that Oklahoma National Stockyards is a significant destination for both commerce and tourism, a prominent stakeholder and influencer in the Stockyards City District, and a large economic generator for the district, the city, and the regional economy.

A tool used in developing a vision for The Stockyards City Master Plan was to gather inspirational images for facilities or amenities that were identified during the Community Engagement phase. A summary of these inspirational images are located in the following pages.

LEGEND

	Potential Infill/ Redevelopment
	Agritourism
	Future Stockyards Development
	Ag Innovation
	Mixed-Use
	High-Medium Density Residential Infill
	Proposed Parking
	Existing Parking Lot Enhancements
	Park
	Community Park Improvements
	Street Enhancements
	Potential Light Industrial Infill
*	Gateway Marker
	Stockyards Landing Boat Dock

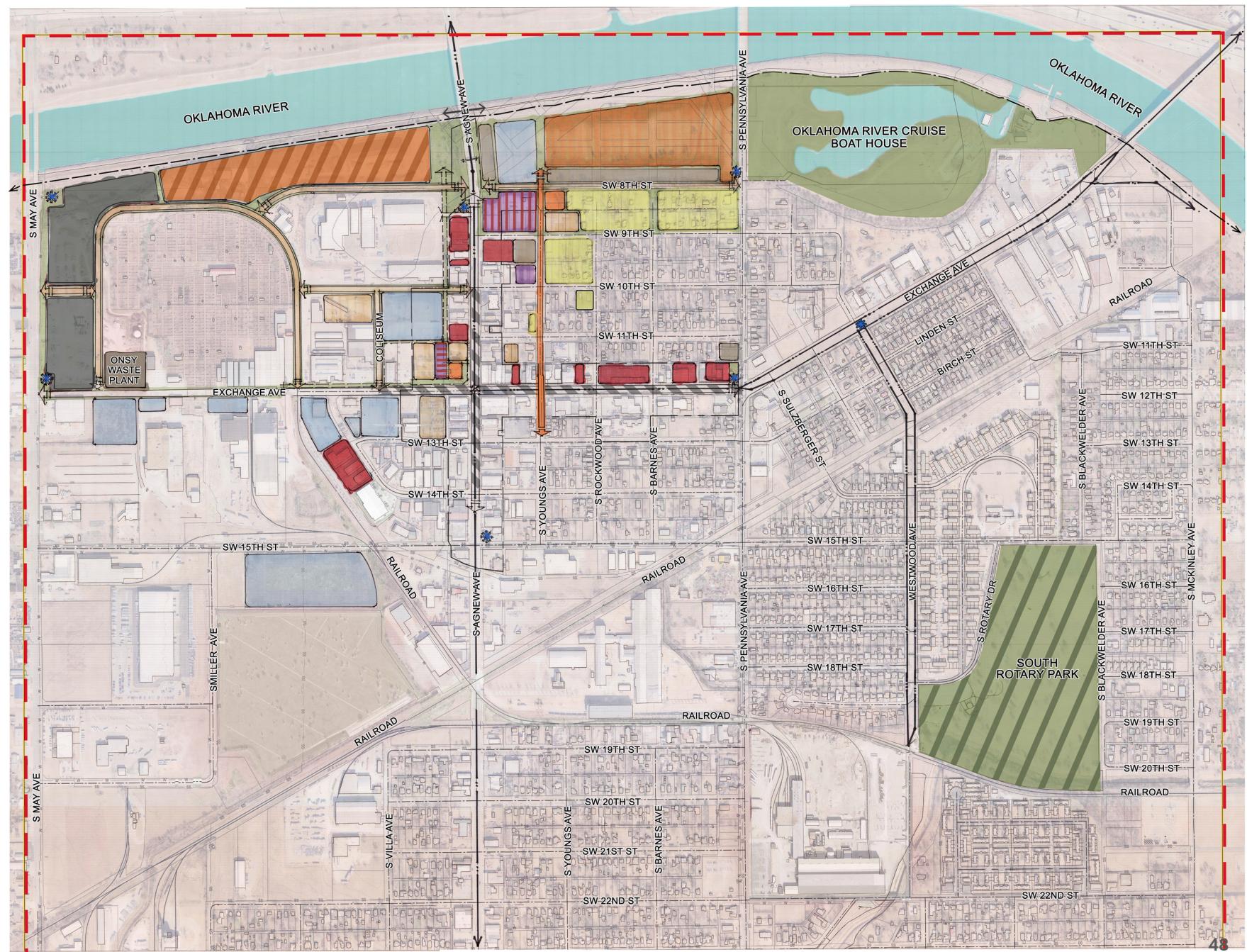


Aerial Sketch of Hotel, Agritourism Facility, and River Park
47



Aerial Sketch of Marketplace and Coliseum Concepts

Land Use Diagram

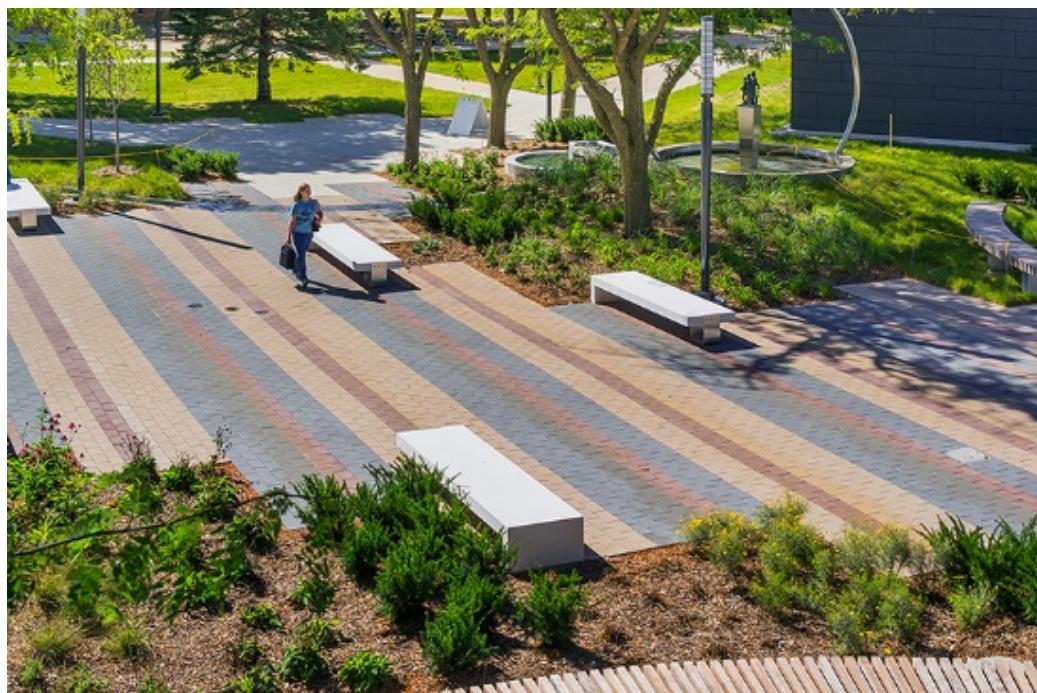
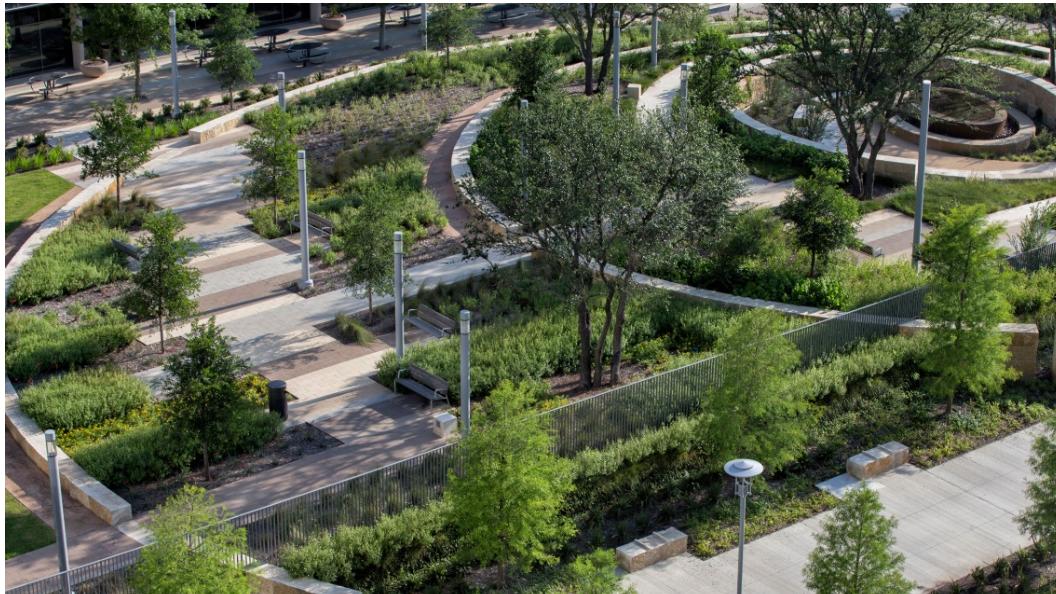


PROPOSED MASTER PLAN - INSPIRATIONAL IMAGES

Interpretive Center + Coliseum + Market

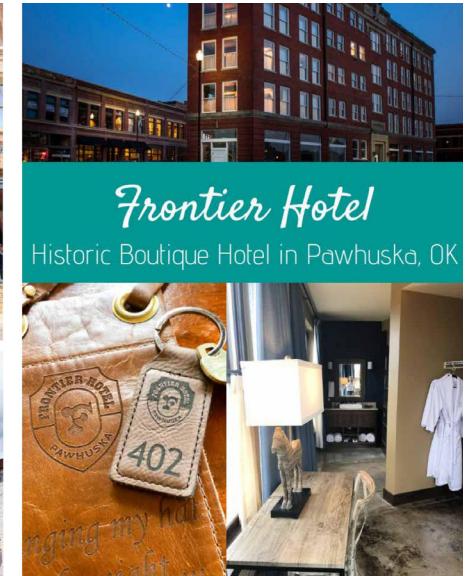
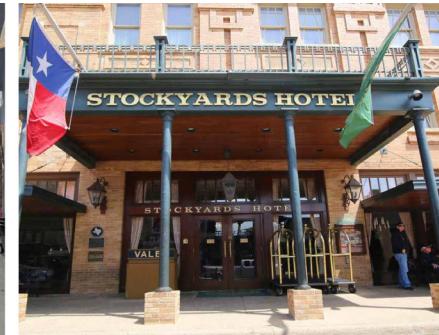


Interpretive Center Plaza



PROPOSED MASTER PLAN - INSPIRATIONAL IMAGES

Boutique Hotel



Local Grocer



PROPOSED MASTER PLAN - INSPIRATIONAL IMAGES

Carriage Corridor + Mounted Patrol





PROPOSED MASTER PLAN - RECOMMENDATIONS

1. Agritourism Park

Activate River Park through an Agritourism and Ag Innovation approach to future development. This approach will diversify the audience of stakeholders, patrons, and funding sources while creating spaces for a variety of animal programming. River Park could also connect to future riverfront development west of the Agnew Bridge.

2. Hotel on Agnew

Study finds current levels of leisure and business travel could support development of a 150-200 key hotel in SYC. Market and tourism experts believe there is demand for well-appointed, Western-themed hotel connected to Stockyards Landing and agritourism destinations envisioned for River Park. Hotel success could be further augmented by adding a boarding hub for the Youngs Carriage Corridor.

3. Youngs Carriage Corridor

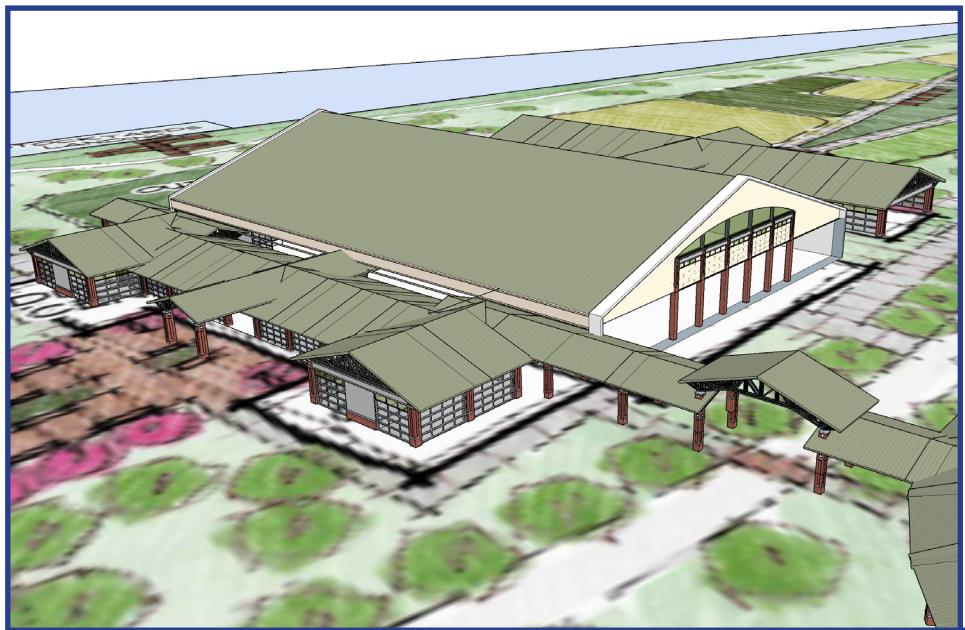
Youngs Blvd is envisioned as a multi-modal pathway connecting the riverfront, River Park, and the heart of the commercial district that is friendly to pedestrians and horse-drawn conveyances. With crossing improvements, the carriage corridor could also extend south of Exchange. The Carriage Corridor boarding hub could also provide a natural location for the OK County Sheriff's Mounted Patrol Division district office and stables.

4. Clustered Entertainment Venues

Western-themed entertainment venues should be clustered near the hotel and River Park to maximize visibility, attractiveness, and access to visitors.

5. Main Street Infill and Development

The historic Stockyards City Main Street commercial district, with specialty retailers, destination restaurants, and western-themed entertainment continues to attract new investment, patrons, and visitors. Market analysis suggests the district can absorb 61,000 sf of new commercial operators—39,000 sf of retail and 22,000 sf of restaurants. Recommended retail sectors include grocery stores, bars, breweries, pubs, general merchandise, and department stores. Grocery stores were strongly desired by community residents as expressed in their surveys.

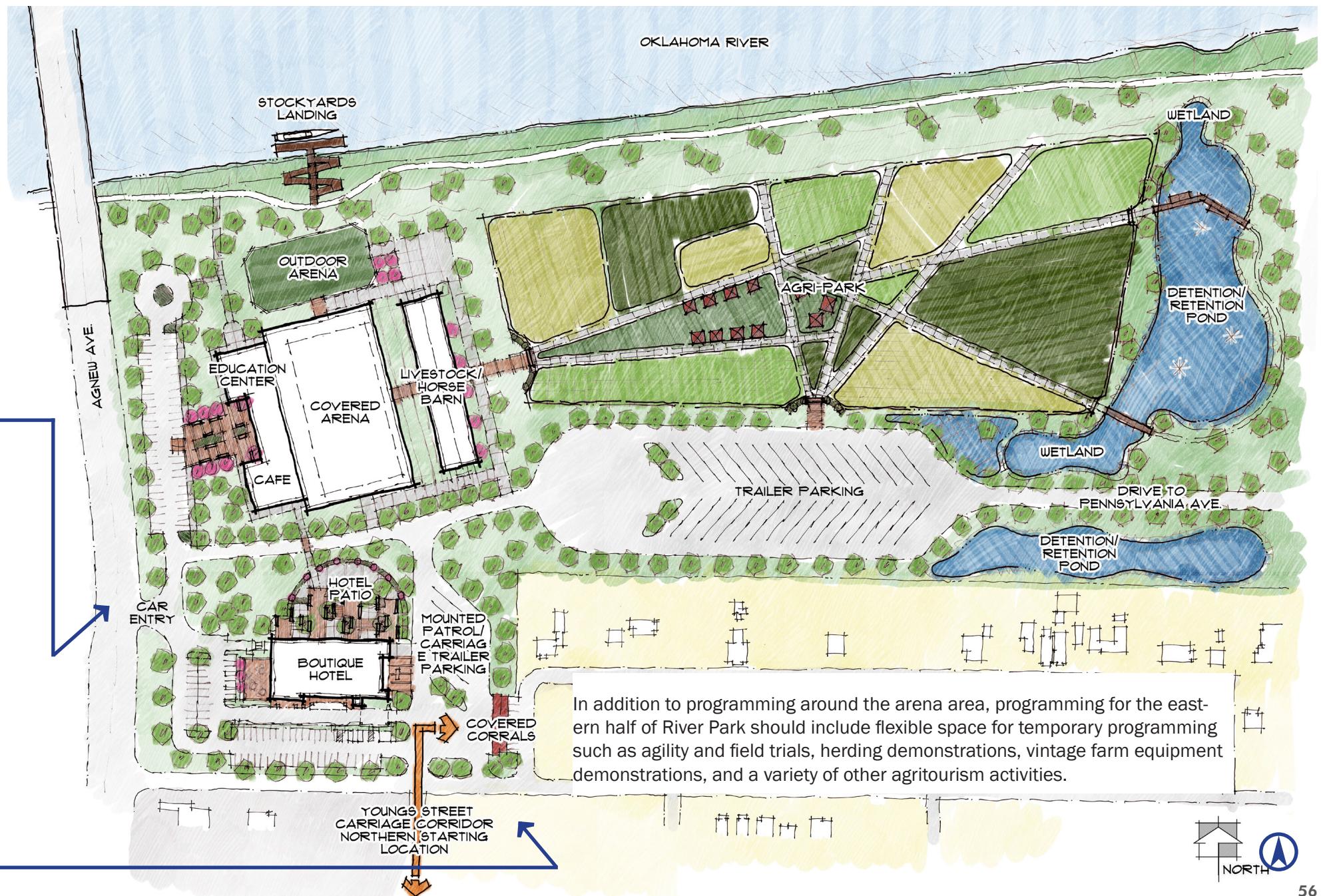


Sketch of Agritourism Park Covered Arena Concept



Sketch of Boutique Hotel Concept

Agri-Park + Boutique Hotel Concept



PROPOSED MASTER PLAN - RECOMMENDATIONS

6. “Headin’ to Market” Corner

The corner of Agnew and Exchange is the district's most visible and important intersection. The NW corner houses the iconic “Headin to Market” monument by Oklahoma artist Harold Holden. This highly visible corner should be reimagined with a pedestrian placemaking focus and improved pedestrian access to emphasize its importance to the district.

7. Marketplace + Coliseum

Study research hinted at significant unmet demand in OKC for small exhibition spaces. Existing parking lots north of Exchange and west of Agnew near the ONSY Gateway are proposed for future redevelopment as a flexible indoor-outdoor marketplace and small coliseum.

8. New Residential Development

With new destinations and recreational opportunities being developed nearby, the area south of River Park between Youngs and Penn may provide an attractive setting for new housing in the Stockyards area.

9. Oklahoma National Stockyards

ONSY is already a significant tourist attraction, on pace to welcome 100,000 visitors in 2021. Located in unincorporated OK County, ONSY encompasses MOL 95 acres, including large undeveloped tracts that may be well-suited for Agritourism and Ag Innovation programming. ONSY needs additional focused study to fully explore development opportunities.

10. Ongoing Improvements to South Rotary Park

South Rotary Park is a 43-acre community park that recently received a new walking path, playground, picnic shelter upgrades, and soccer fields. As a community-scale park facility, South Rotary Park may also be eligible for additional improvements funded by MAPS 4 including lighting, additional seating and gathering areas, and facilities that support more community programming.

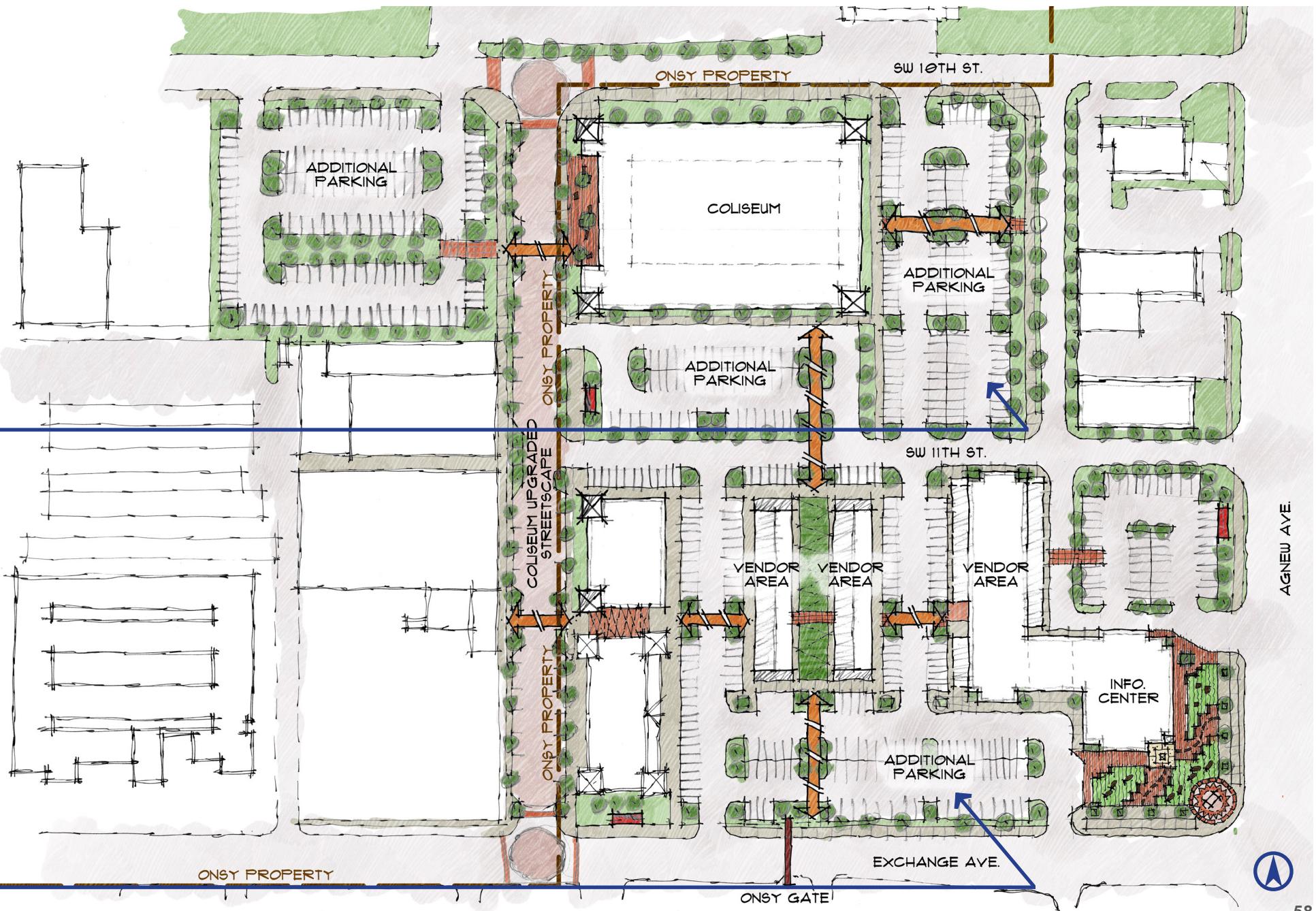


Sketch of Coliseum Concept



Sketch of Marketplace Concept

Intersection of Exchange and Agnew Concept



PROPOSED MASTER PLAN

Future Connectivity Improvements

Full implementation of the Stockyards City Master Plan will require a new approach that connects district destinations through the transportation network for pedestrians, bicycles, and horse-drawn conveyances, as well as vehicles. Connectivity improvements are recommended to accomplish the following goals:

- Create strong sense of place at intersection of Agnew and Exchange
- Improve pedestrian connectivity along Agnew and Exchange
- Create a Youngs Blvd Carriage Corridor
- Create space for placemaking improvements at key locations
- Add segments of the citywide bicycle network

Relocate Truck Traffic Phases 1-2

The intersection of Agnew and Exchange offers the only truck access to the Oklahoma National Stockyards, which means there is routinely 18-wheeled truck traffic turning at this intersection and stacking on the streets on ONSY sale days. But the corner of Agnew and Exchange is also a prime location to create placemaking and people gathering spots. These desirable improvements will be hard to accomplish unless large truck traffic can be relocated. A related issue is the possibility of extending Exchange west from Agnew, through ONSY property, to connect to May Avenue. ONSY property includes May Avenue frontage currently only accessible internally through the ONSY site.

Phase 1 reroutes trucks entering the ONSY site to 10th Street from Agnew. This approach works if Exchange can be extended to May Avenue. Phase 2 adds ONSY site circulation from 10th Street, around the existing cattle pens, adding an additional new street south of the Exchange extension that connects to SW 15th then May Avenue.

Multi-Use Trails

The Stockyards District offers opportunities to create east-west connectivity for the citywide bicycle network through plans for the future conversion of an abandoned rail line to a multi-use trail. Planned conversion of a rail bridge over the Oklahoma River was funded by the 2017 GOB.

On Street Bike Facilities

The Stockyards City area fills a missing east-west circulation gap in the citywide bicycle network. For this reason, the City was awarded federal funding for on-street bicycle facilities located along Exchange, Westwood, and Agnew. These facilities have been conceptually designed and must also work seamlessly with funded street enhancement projects currently under design along Agnew and Exchange. The final design and functionality of on-street bicycle facilities will require input from community stakeholders.

Youngs Carriage Corridor Phases 1-2

The Youngs Carriage Corridor will connect Stockyards Landing and River Park with the heart of the commercial district. This is proposed as a multi-modal facility on a low-traffic street can accommodate pedestrians, bikes, horse-drawn carriages, and motorized vehicles. Phase 1 will connect River Park along Youngs to Exchange, continuing south SW 13th Street. Phase 2 could allow additional circulation within the heart of the commercial district, connecting to ONSY.

Proposed Intersection Improvements

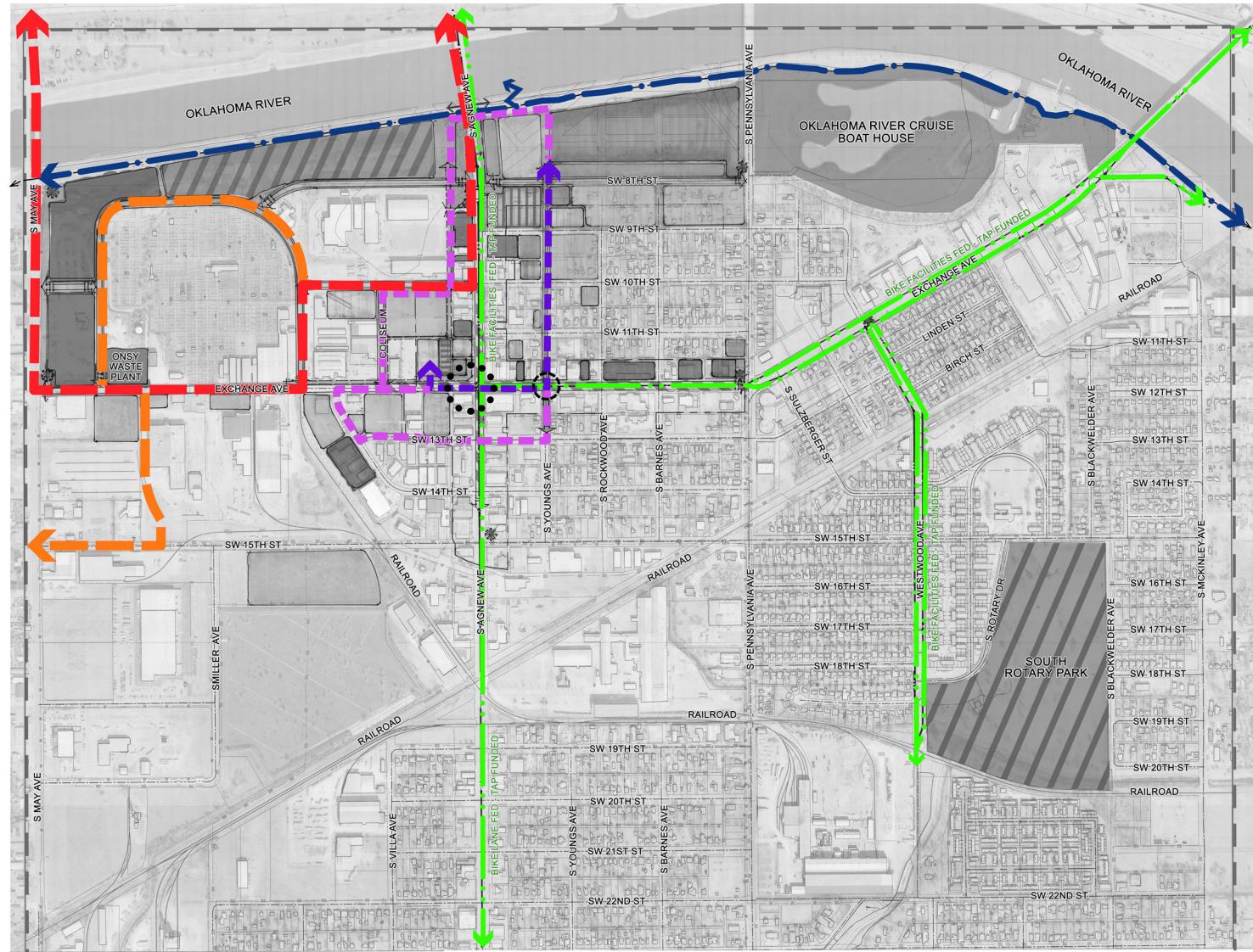
The long-term success of the Carriage Corridor will require intersection improvements at Youngs and Exchange. These improvements are needed to allow pedestrians, bicycle, and horse-drawn vehicles to safely cross Exchange. In the short term, this could be accomplished with bump outs and crosswalks and a pedestrian-activated signal at the intersection of Youngs and Exchange.

Proposed Intersection Transformation

The intersection of Agnew and Exchange is the most important corner in the heart of the Stockyards District. At present, the intersection is wide with frequent large trucks turning, making it feel somewhat uncomfortable to pedestrians. A complete intersection transformation is needed to reroute truck traffic, shorten crossing distances for pedestrians across all four streets, and amplify beautification and placemaking opportunities. The northwest corner, home of the iconic “Headin to Market” sculpture, is well-situated to become the pedestrian gateway to the Marketplace and Coliseum destination area recommended in this plan.

LEGEND

- Stockyards Truck Traffic (Ph. 1)
- Stockyards Truck Traffic (Ph. 2)
- Multi-Use Trail (Existing)
- On Street Bike Facilities (FED - TAP Funded)
- Carriage Route (Ph. 1)
- Carriage Route (Ph. 2)
- Intersection Improvements (Proposed)
- Intersection Transformation (Proposed)



SECTION FOUR

CONCLUSION

IMPLEMENTATION

Implementation Process

The Stockyards City Master Plan is a framework of community revitalization recommendations designed to activate and enhance the district's significant collection of physical and economic assets. The Plan capitalizes on Stockyards City's authentic identity by recommending a series of complementary projects that build on the district's community, character, and culture.

Through a coordinated implementation planning process, the Master Plan will help guide the Stockyards community in its ongoing evolution as a destination district structured around Western-themed retail, restaurants, and entertainment, agritourism, and agricultural innovation.

Plan implementation is envisioned as a series of public-private partnerships, phased over 2-10 years. These partnerships will be essential to leveraging a variety of public as well as private funding sources. Together, these funding sources comprise the revitalization toolkit.

Implementation Management

The Alliance for Economic Development of Oklahoma City is well-positioned to serve as central implementation manager for the Stockyards City Master Plan. The Alliance should perform this role in coordination with the City of OKC Planning Department, Stockyards City Main Street, and the Oklahoma National Stockyards. The process could benefit from establishment of a Stockyards City Stakeholder Advisory Committee—not unlike the MAPS 4 Citizens Advisory Committee structure.



Looking East on Exchange Avenue



Looking Northwest over SYCMS

Next Steps

- Given public ownership of River Park, the recent opening of Stockyards Boat Landing in River Park, and current availability of public funding, development of the Agricultural Tourism Park may be the most logical and impactful place to begin to plan implementation.

Public investment in the Agritourism Park is also likely to help catalyze hotel development on adjacent parcels and demand for the Youngs Carriage Corridor. Coordinated design and development of the park, hotel, carriage corridor, and the Sheriff's Department Mounted Patrol substation could become the first of many public-private partnerships required to fully implement the Stockyards City Master Plan.

- A smaller, near-term task is to connect Stockyards City Main Street stakeholders with the City Planning Department's ongoing Development Code update. Working with City staff, Stockyards City Main Street might consider hosting a community focus group on zoning and design regulations in the SYC design districts. Community perspective on land use regulations and design guidelines will help pinpoint where changes are needed to continue to spur new investment.
- South Rotary Park is a 43-acre community park that recently received a new walking path, playground, picnic shelter upgrades, and soccer fields. As a community-scale park facility, South Rotary Park may also be eligible for additional improvements funded by MAPS 4 including lighting, additional seating and gathering areas, and facilities that support more community programming.

Toolkit

The table on the next two pages lists plan recommendations, identifies likely funding sources—or tools—that could be used to accomplish each recommendation, and outlines development activities that each of those tools could support. These funding sources should be considered as potential components of the “capital stack” that will be required to build each of these projects.

IMPLEMENTATION

MASTER PLAN RECOMMENDATION	FUNDING TARGET	USE
Agritourism Park	OK Riverfront Redevelopment Authority (OCRRA) MAPS 4 General Obligation Bonds (GOB) ARP Tax Increment Financing (TIF) OK County Sheriff's Department Private Foundations: <i>Noble, Oklahoma Cattlemen's Association, Express Personnel, 4-H, FFA</i> Oklahoma Department of Agriculture-OK	Owns River Horse Park, new use agreements/MOU Sidewalks/Bike Lanes/Trails Construct Park's Utility Infrastructure Improve Park's Wastewater/Stormwater Infrastructure Construct Sheriff's Mounted Patrol Facility Programming and Parks Facilities Development Programming and Parks Facilities Development
Hotel	Tax Increment Financing (TIF) MAPS 4 New Market Tax Credits (NMTC)	Development Assistance/Financing, Utility Infrastructure, Sidewalk and Placemaking Improvements along Agnew Placemaking Connectivity of Hotel to River Park Incentives to attract Hotel Development and provide jobs in a distressed community
SYC Marketplace and Coliseum	GOB TIF MAPS 4 Rural Enterprises, Inc (REI) Oklahoma Department of Agriculture-OK Incubator OSU-FAPC	Site Improvements and Infrastructure Development Assistance/Financing/Building Construction Placemaking for Surrounding Area Business Development and Operator Support Business Development and Operator Support Business Development and Operator Support
Youngs Carriage Corridor	MAPS 4 TIF GOB STBG-UZA SBA Oklahoma County	Carriage Hub Construction at Park-Hotel Site Junction Land Assembly for New Housing along Youngs Street Improvements along Youngs Improve Multi-modal Connectivity between Park - Exchange Transit Operator Business Development Construct Sheriff's Mounted Patrol Facility
Grocery Store	TIF GOLT	Use as Incentives to help attract Private Operator

MASTER PLAN RECOMMENDATION	FUNDING TARGET	USE
Oklahoma National Stockyards (ONSY)	CBDG-State Wastewater Engineering Oklahoma Industrial Revenue Bonds USDA-Agricultural Innovation Commercial Properties Assess Clean Energy Oklahoma Catalyst Oklahoma Manufacturing Alliance REI Oklahoma Quality Jobs-Small Employer	Wastewater Improvements Stormwater/Wastewater Improvements Program Development, development of Ag Innovation Hub Finance efficient Electrical Infrastructure Improvements Business Development and Operator Support Support Growth/Evolution of existing Industrial Operators Business Development Support and Funding, Operator Support, Catalyze additional Private Impacts Incentives to qualifying Employers under 500 Employees
Main Street	BID District Management Expansion Main Street Transformation Strategies National Register Historic District Expansion District Development Liaison	Continue effective BID Management, Expand BID size and number of BID Payers to expand BID capabilities and help attract new Investors Continue to implement YC Main Street Transformation Strategies to support existing Operators and help attract new Investors Work with the City to expand and update the current SYC National Register Historic District Central to the hub of District-wide Information and Contacts for Potential Investors
Retail + Restaurants	TIF Development Code Update	Fund district-wide Water, Stormwater, and Sanitary Sewer Upgrades to help attract new Retail and Restaurant Operators and Investment, Development Assistance and Financing, Sidewalk and Placemaking Improvements along Agnew and Exchange City Planning staff work with SYC Stakeholders to adopt new Zoning and Development Codes that promote Infill Development and a mix of Land Uses
Residential Development	TIF CDBG	Fund Land Acquisition, Development and Assistance Financing, New Housing Construction Fund Housing Rehab, Home Buying, and New Home Construction in SYC

IMPLEMENTATION

Summary of Implementation Tools

FUNDING SOURCE/PROGRAM NEEDS	District Infrastructure	Street Enhancement	Historic Preservation	Park Development	Carriage Corridor	Hotel Development	Promoting Entrepreneurship	Small Business Development	Ag-Innovation	OK National Stockyards	ONSY Utility Infrastructure	Sustainability	New Industries	Commercial Building Rehab	Housing Rehab+Reinvestment	Youth Ag Education	Agritourism Development	Beautification
PHILANTHROPIES																		
4-H Foundation									✓	✓	✓			✓			✓	✓
FFA-Future Farmers of America									✓	✓	✓			✓			✓	✓
OK Cattlemen's Assn Foundation									✓	✓							✓	✓
Greater OKC Parks and Trails Foundation																		
Noble Foundation												✓		✓			✓	
CITY																		
GOB-General Obligation Bonds	✓	✓	✓		✓	✓	✓											✓
GOLT Bonds-General Obligation Limited Tax Bonds		✓							✓					✓		✓		✓
MAPS 4-Metropolitan Area Projects	✓	✓	✓		✓	✓												✓
TIF-Tax Increment Financing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓	✓	✓
CDBG-City/HOME-Community Development Block Grants	✓			✓										✓			✓	
OCRAA-OK Riverfront Redevelopment Authority					✓				✓	✓	✓			✓				
COUNTY																		
OK County SHINE Program													✓	✓	✓			✓
OK Industries Authority																		
STATE																		
Historic Rehabilitation Tax Credits-OK State Office of Historic Preservation (SHPO)					✓							✓			✓	✓		
OCAST-OK Center for Advancement of Science + Tech												✓		✓	✓			
ODAFA-Dept of Agriculture, Food + Forestry												✓		✓	✓			
ODAG-OK Dept of Agriculture, Sustainable Practices in Ag												✓	✓	✓	✓			✓
ODOC-OK Dept of Commerce Incubator Grants												✓	✓		✓			
OK Industrial Revenue Bonds-Small Issue													✓					✓
CDBG-State/Water-Wastewater Engineering + Construction						✓						✓	✓					
OIFA-OK Industrial Finance Authority												✓	✓					
OHFA-OK Housing Finance Authority																✓	✓	
RESEARCH & DEVELOPMENT																		
OK Catalyst-SBIR+SBTP-Small Business Innovation & Research + Small Business Technology Transfer Program												✓	✓		✓	✓		
i2E-Innovation to Enterprise									✓	✓	✓	✓	✓		✓			✓
OK Manufacturing Alliance									✓	✓	✓		✓	✓				
OSU-FAPC Food + Ag Processing Center									✓	✓	✓			✓	✓			
OSU-New Product Development Center									✓	✓	✓							
Rural Enterprises, Inc. (REI)									✓	✓	✓	✓	✓		✓			
FEDERAL																		
SBA-Small Business Administration												✓	✓					
USDA Urban Ag and Innovative Production	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓	✓	✓
C-PACE-Commercial Property Assessed Clean Energy-Dept of Energy												✓	✓	✓	✓	✓		
STBG-UZA , TAP-Surface Transportation Block Grant, Urbanized Areas Transportation Alternative Grants								✓			✓	✓	✓					
NMTC-New Market Tax Credits	✓					✓							✓			✓	✓	
Historic Rehabilitation Tax Credits-OK State Office of Historic Preservation (SHPO)													✓			✓	✓	
RESOURCES									✓		✓							
Stockyards City Main Street	✓				✓				✓	✓	✓			✓	✓			✓
OK Main Street Center													✓	✓				
National Main Street Center																		

APPENDIX

COMMUNITY ENGAGEMENT PARTICIPANTS

LAST	FIRST	TITLE	AFFILIATION
Allen	Scott	Executive Director	Grace Rescue Mission
Brown	Matt	Property Owner	904-940 S. Agnew
Burch	David	Trust Officer	Oklahoma Riverfront Redevelopment Authority (OCRRA)
Chronister	Lisa	Assistant Director	COKC Planning Dept
Cohenour	Meriruth	Director of Market Development	Oklahoma Dept of Agriculture
Douglas	Tiana	COW committee member	River Horse Experiences, Inc./ COW
Egan	David	General Manager	Cattlemen's Steakhouse
Friddle	Katie	CPUD Division Manager, HP Planner	COKC Planning Dept, CPUD
Garner	Randy	Deputy, Section Leader	OK County Sheriff's Dept., Mounted Patrol Division
Griggs	Laura	Associate Planner, Scenic River SRODD	COKC Planning Dept, CPUD
Gumman	Amit	Property Owner	2301 Exchange
Hemani	Anile	Property Owner	1927 Exchange
Hooper	Rhonda	Chair, Marketing Director	River Horse Experiences, Inc
Johnson	Tommie	Sherriff	OK County Sheriff's Dept
Johnston	Ryan	Property Owner	904-940 S. Agnew
Kelsey	Michael	Executive Vice President	OK Cattlemen's Association
Koeppel	Shyon	Property Owner	2001 Exchange
Lanham	David	Board Member	SYC Main Street + Delco Diesel
Maughan	Brian	County Commissioner, Ward 2	OK County Commission
Miller	Todd	Business Owner	Grain and Grange, etc.
Miller	Dave	General Manager	Langstons
Munz	Scott	Senior Vice President	Fair Park
Ocker	Lindsey	Property and Business owner	McClintock Restaurant, SYC residential parcels
O'Connor	Cathy	President, CEO	The Alliance for Economic Development
O'Leary	Frank	Board Member	SYC Main Street + DeSheilds Collision Works
O'Toole	Tim	Executive Director	Fair Park
Payne	Kelli	President, Chair	Oklahoma National Stockyards (ONSY), SYC Main Street
Penner	Jeff	Executive Director	Greater OKC Hotels Association
Philbrick	Michael	Associate Planner, SYD 1-2	COKC Planning Dept, CPUD
Price	Sandy	VP for Tourism and Sales	OKC Convention and Visitors Bureau
Ramirez	Tiffany	Program Manager	EmpowerOKC, a Program of Lilyfield
Rush	Jesse	Assistant Director	EMBARK, OK River Transit
Scarberry	Cindy	Executive Director	Opry Heritage Foundation of OK + SYC Main Street Board Member
Sillis	Andrea	Horse Show Scheduler	Fair Park
Smith	Jeanne	River Transit Program Consultant (ret.)	EMBARK, OK River Transit
Stallbaumer	Todd	Consumer and Trade Marketing Director	TravelOK
Swartz	Zac	Assistant Director, Public Policy	OK Farm Bureau
Torres	Gloria	Trustee	OCRRA
Wiens	Jo Slama	Property and Business owner	National Saddlery, Rodeo Cinema, etc.
Yadon	Kelly	Program Coordinator	OK Main Street Center/OK Dept of Commerce

Retail Market Analysis

Stockyards City District
Oklahoma City, Oklahoma



Prepared For:
The Alliance for the Economic Development of OKC

Prepared By:
Gibbs Planning Group

01 February 2021

TABLE OF CONTENTS

INTRODUCTION	1
Executive Summary	1
Background	2
Methodology	3
RETAIL TRADE AREAS	3
Primary Trade Area	4
Secondary Trade Area	5
COMPETING SHOPPING CENTERS	7
Regional, Outlet, Lifestyle Centers and Major Retail Districts	7
Community & Power Centers	11
Neighborhood Centers	18
ANALYSIS ASSUMPTIONS	19
RETAIL & RESTAURANT DEMAND	20
Retail Category Definitions	21
Shopping Center Definitions	24
Limits of Study	25
APPENDIX	28
Exhibit A: Primary Trade Area Community Profile	28
Exhibit B: Primary Trade Area Housing Profile	35
Exhibit C: Secondary Trade Area Community Profile	37

INTRODUCTION



Figure 1: The Stockyards City District encompasses over two square miles and is easily accessible from both Interstate-40 and Interstate-44.

Executive Summary

This study finds that the Stockyards City District in Oklahoma City can presently support up to 60,000 square feet (sf) of additional retail and restaurant development, which could generate as much as \$22.3 million in new annual sales by 2026. This new commercial development could include 13 to 16 new retail stores totaling 40,000 sf and 9 to 12 new restaurants totaling 20,000 sf. The leading supportable retail and restaurant categories are grocery, bars, breweries and pubs, full-service restaurants, general merchandise stores and department store merchandise.

The Stockyards City District is a regional destination. Perhaps best known for the Oklahoma National Stockyards, the world's largest stocker and feeder cattle market, it is also home to a plethora of unique retailers and restaurants. Its sprawling primary trade area is home to roughly 900,000 year-round residents and 350,000 households with an average income of \$75,300 per year. Many trade area residents are gainfully employed, and the average age is 36.0 years – 1.9 years younger than the state average. Nearly 30 percent of the trade area's residents over the age of 25 have a four-year college degree and 35.3 percent of households earn over \$75,000 per year.

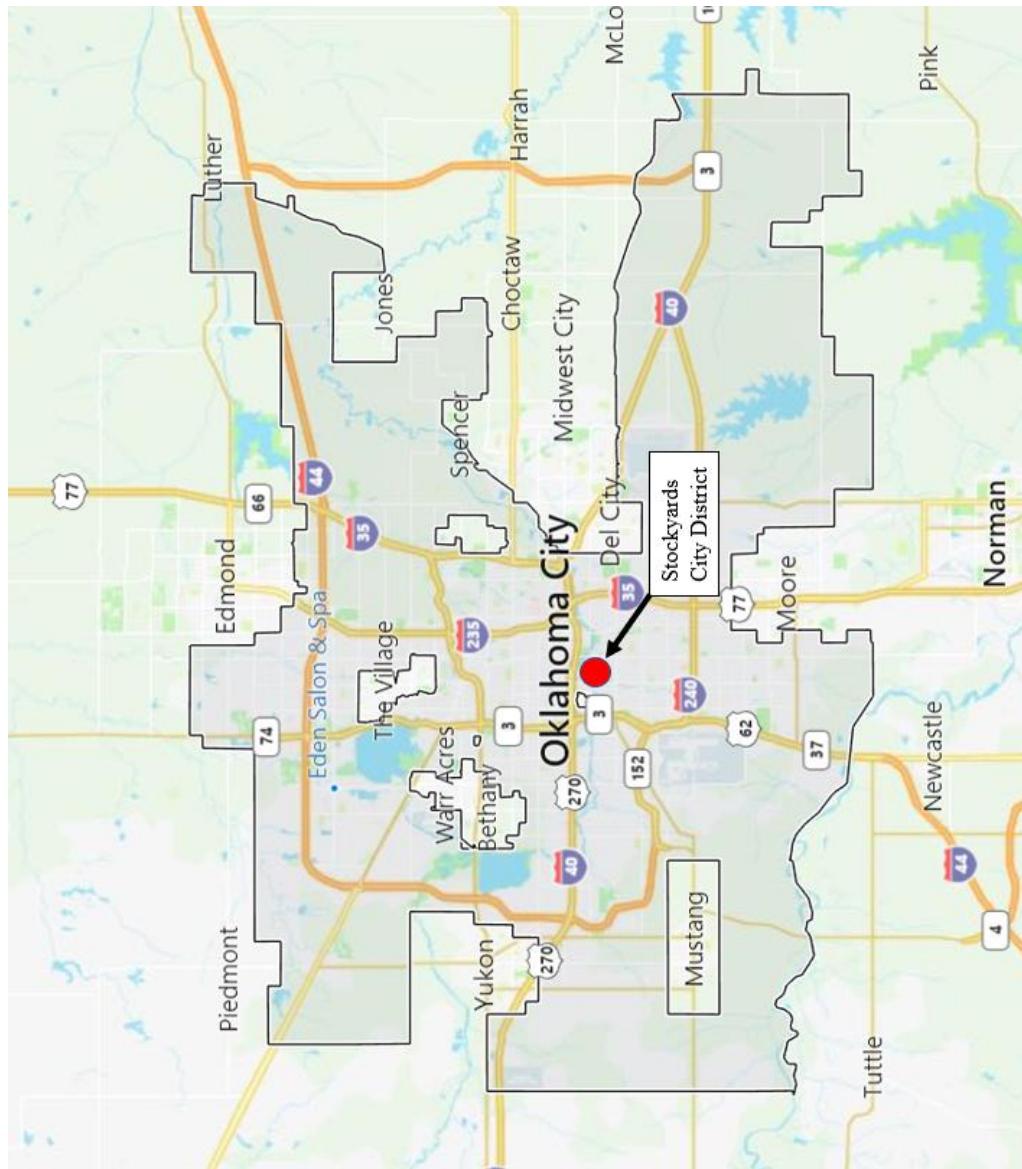


Figure 2: The Stockyards City District is located in the center of Oklahoma City.

Background

Gibbs Planning Group, Inc. (GPG) has been retained to conduct a retail feasibility analysis to determine how much additional retail and restaurant development (if any) is supportable in Oklahoma City's Stockyards City District through 2026. This research is being conducted in conjunction with the Stockyards City Master Plan led by the Planning Design Group.

GPG addressed the following issues in this study:

- What is the existing and planned retail market for the Stockyards City District and surrounding areas?
- What are the potential trade areas for the Stockyards City District?
- What are the population and demographic characteristics of the Stockyards City District's trade areas currently and projected for 2025?
- How much retail square footage is supportable in the Stockyards City District and what retailers may seek to deploy a new business there?
- What retail sales volumes can potentially be achieved in the Stockyards City District by these new businesses?



Figure 3: The Stockyards City District is home several renowned Western-inspired retailers and restaurants such as Little Joe's Boots (pictured left) and Cattlemen's Steakhouse (pictured right).

Methodology

To address the above issues, GPG defined trade areas that would likely serve retail development in the Stockyards City District based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Environmental Systems Research Institute (ESRI).

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new commercial development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the trade areas, existing and planned retail competition, traffic and retail gravitational patterns and GPG's qualitative assessment of the Stockyards City District.

Net potential captured consumer expenditure (gap) is equated to potential retail development square footage, with the help of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism and demographics of the Stockyards City District.

RETAIL TRADE AREAS

Based on GPG's analysis of the region's commercial centers, population clusters, employment, visitors, highway access and the retail gravitation in the market, this study estimates that the Oklahoma City Stockyards District has two trade areas, a primary and a secondary. Using data from ESRI (Environmental Systems Research Institute) and the U.S. Census Bureau, GPG obtained the most recent population and demographic characteristics (2020), and those projected

for 2025 for the defined trade areas, Oklahoma City, Oklahoma City Metropolitan Statistical Area (MSA) and State of Oklahoma.

Primary Trade Area

The primary trade area is the consumer market where the study area has a significant competitive advantage because of access, design, lack of quality competition and traffic and commute patterns.

The Stockyard District's primary retail trade area covers 505 square miles and includes roughly 894,200 year-round residents. By 2025, the primary trade area's population is estimated to grow by 45,700 people, or 1.0 percent annually. This growth rate is higher than that for the secondary trade area and State of Oklahoma, but lower than that for the city and MSA. In the next five years, the number of households in the primary trade area will increase from 352,900 to 370,000 and will include an average of 2.49 people per household.

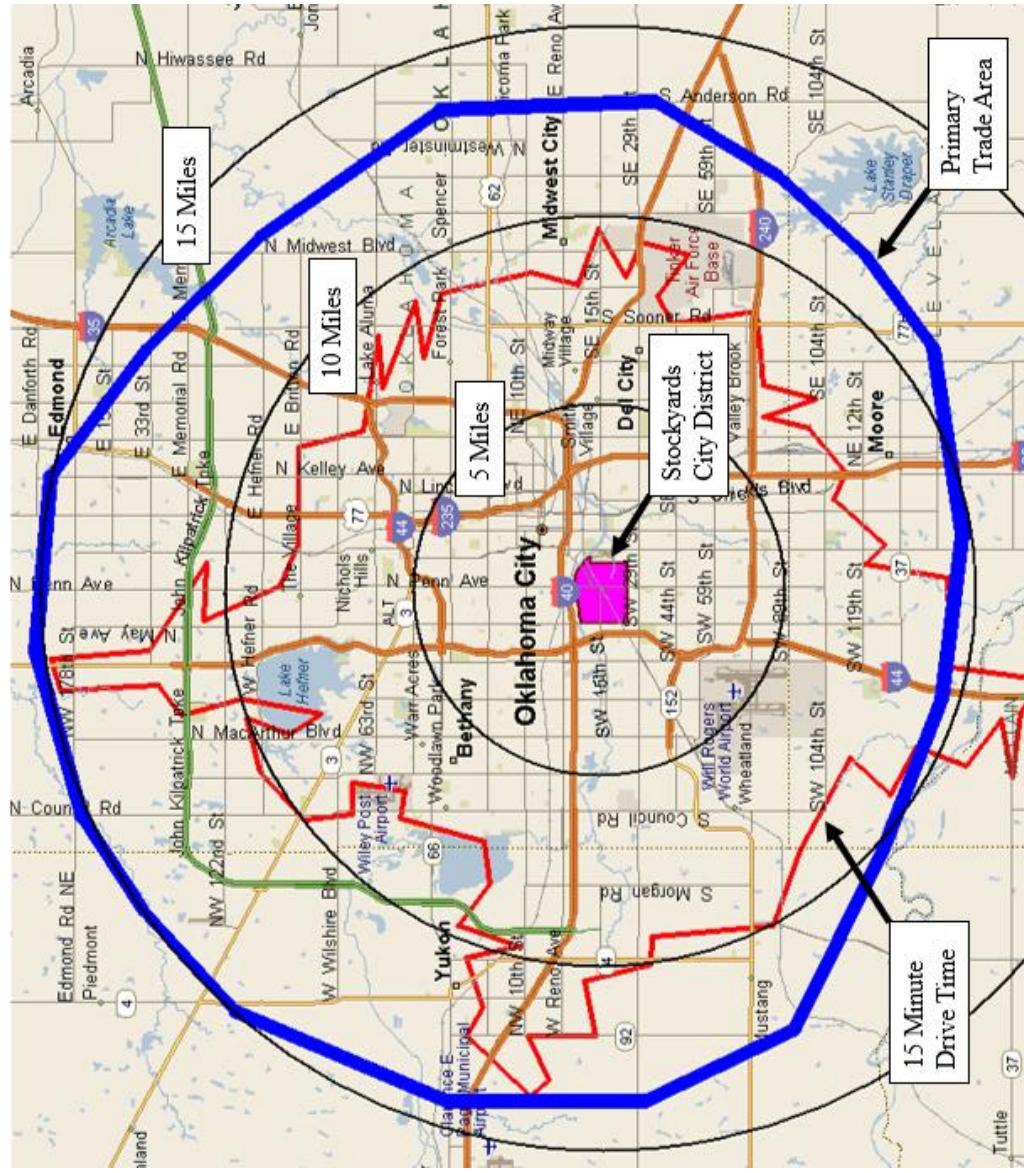


Figure 4: The Stockyards City District's estimated primary trade area is shown above inside the blue line and the 15 minute drive time inside the red line.

The median household income for residents in the Stockyard District's primary trade area is \$54,600 and is expected to increase to \$57,300 by 2025. Furthermore, the current average household income is \$75,300, with over 35 percent of households earning over \$75,000 per year –

higher than that for the State of Oklahoma. Approximately 29.9 percent of the primary trade area's residents over the age of 25 have earned a bachelor's degree or higher, compared to 25.9 percent for the State of Oklahoma. Residents living in the primary trade area have a median age of 36.0, which is 1.9 years younger than the state's median age of 37.9.

Nearly 91 percent of the primary trade area homes are occupied, and the median home value is estimated to be \$152,300. Of all the primary trade area's housing units, 54.4 percent are owner-occupied, a number that has decreased 0.8 percent since 2010 and is expected to remain constant through 2025. Renter-occupied households have increased from 35.3 percent in 2010 to 36.3 percent in 2020 and are expected to increase to 36.6 percent by 2025. The primary trade area's current residential vacancy rate is 9.2 percent, a number that has decreased 0.3 percent since 2010 and is projected to continue to decrease to 9.0 percent by 2025. The following borders approximately delineate the Stockyard District's primary trade area (See *Figure 5*)

- North – NW 178th Street & NW 192nd Street
- South – SW 149th Street, SW 159th Street & SE 149th Street
- East – South Anderson Road, North Anderson Road & Lake Stanley Draper
- West – South Cemetery Road, Richland Road & North Piedmont Road

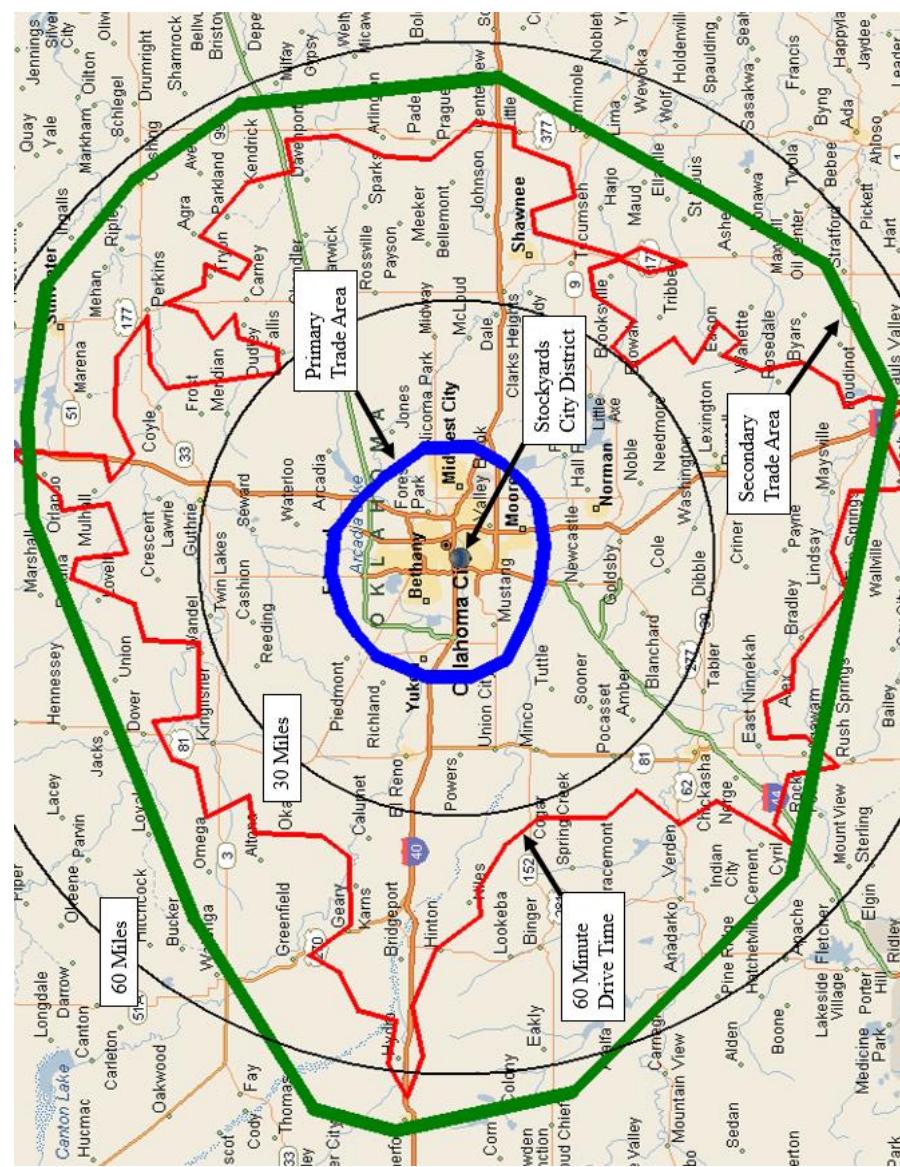


Figure 5: The estimated secondary trade area shown above in green and primary trade area in blue.

Secondary Trade Area

The Stockyard District's secondary trade area is roughly 8,960 square miles and includes 1,636,000 residents. GPG estimates that residents, workers and visitors in the secondary trade area

will only account for a minimal amount of the Stockyard District's retail and restaurant commerce due to other more convenient commercial centers. However, Stockyard District businesses that offer unique, exceptional goods and services could potentially attract customers from the secondary trade area on a regular basis.

The secondary trade area demonstrates a lower household growth rate (0.94 percent annually) than that for the primary trade area, city and MSA, but a slightly higher household growth rate than that for the State of Oklahoma. The number of households is 631,500, increasing to 661,800 by 2025. The population is expected to grow by 0.98 percent annually to 1,717,500 by 2025. This growth rate is lower than the annual population growth rate for the primary trade area, city and MSA, but higher than that for Oklahoma.

Figure 6: Demographic Comparisons

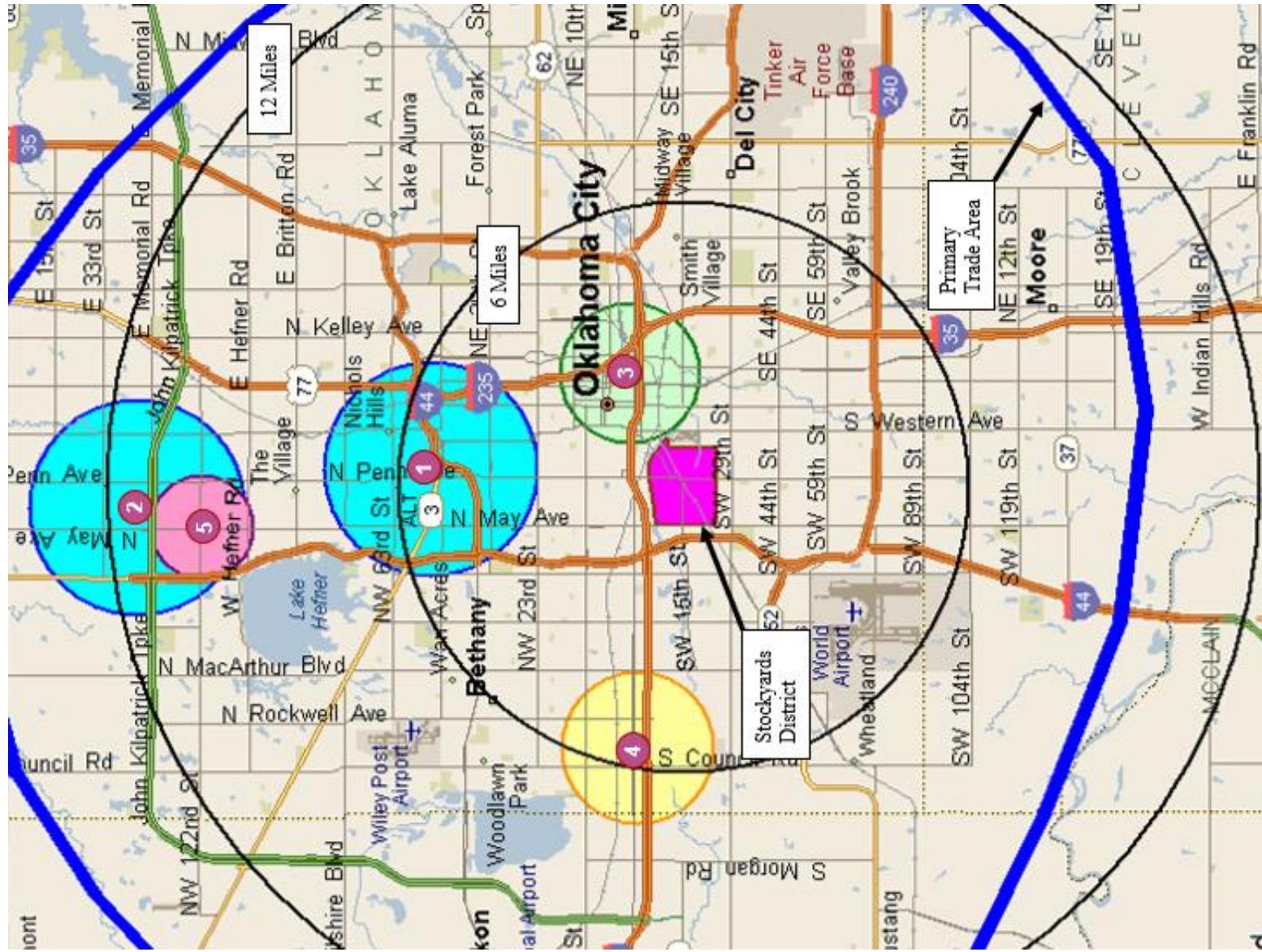
<i>Demographic Characteristics</i>	<i>Primary Trade Area</i>	<i>Secondary Trade Area</i>	<i>Oklahoma City</i>	<i>Oklahoma City MSA</i>	<i>State of Oklahoma</i>
2020 Population	894,200	1,636,000	670,600	1,421,300	4,027,700
2025 Population	939,900	1,717,500	709,700	1,498,800	4,137,500
2020-25 Projected Annual Growth Rate	1.00%	0.98%	1.14%	1.07%	0.54%
2020 Households	352,900	631,500	262,300	550,200	1,557,800
2025 Households	370,000	661,800	276,900	578,900	1,597,400
2020-25 Projected Annual HH Growth Rate	0.95%	0.94%	1.09%	1.02%	0.50%
Persons Per Household 2020	2.49	2.52	2.51	2.52	2.51
Median Age	36.0	36.3	35.9	36.5	37.9
2020 Median Household Income	\$54,600	\$56,000	\$54,800	\$57,400	\$52,400
2020 Average Household Income	\$75,300	\$77,800	\$77,300	\$79,900	\$72,600
2025 Median Household Income	\$57,300	\$59,200	\$58,100	\$60,800	\$55,100
2025 Average Household Income	\$82,600	\$85,400	\$85,400	\$87,700	\$79,600
% Households w. incomes \$75,000+	35.3%	36.9%	36.1%	38.1%	33.8%
% Bachelor's Degree	19.2%	19.0%	19.7%	19.5%	16.7%
% Graduate/Professional Degree	10.7%	11.3%	11.2%	11.5%	9.2%

Figure 6: This side-by-side table compares the primary trade area demographic statistics with those of the secondary trade area, Oklahoma City, Oklahoma City MSA and State of Oklahoma.

The median household income in the secondary trade area is \$56,000 and the average household income is \$77,800, both of which are higher than the state's figures. The median household income is expected to increase to \$59,200 by 2025, while the average household income will have grown by 9.3 percent to \$85,400. Educational attainment of a bachelor's degree or higher is at 30.3 percent and 36.9 percent of households earn more than \$75,000 annually. The median age in the secondary trade area is 36.3 years, which is lower than the state's median age of 37.9.

COMPETING SHOPPING CENTERS

Figure 7: Competing Regional, Outlet, Lifestyle Centers and Major Retail Districts



Retail Center Name	Shopping Center Type	Retail Size (sf)	Distance to Center of OKC Stockyards District
1. Penn Square Mall	Regional Center	1.1 million	5.5 miles
2. Quail Springs Mall	Regional Center	810,000	11 miles
3. Bricktown	Retail Shopping District	400,000	2.5 miles
4. OKC Outlets	Outlet Center	350,000	5.5 miles
5. Shoppes at Northpark	Lifestyle Center	250,000	10 miles

Figure 7: Map and table of the competing regional, outlet, lifestyle centers and major retail districts.

1. Penn Square Mall



Figure 8: Penn Square Mall is among Simon Property Group's highest performing malls. In fact, in 2018 average sales at Penn Square Mall were over \$700/sf.

Opened in 1960, Penn Square Mall was originally a 580,000 sf open-air shopping center anchored by a 200,000 sf Montgomery Ward and 130,000 sf Oklahoma City-based John A. Brown. Today, the Penn Square Mall is a 1.1 million sf regional shopping center with four anchor tenants: J.C. Penney, Macy's and two separate Dillard's stores. It is also home to over 140 specialty retailers, 11 quick-service restaurants and four full-service restaurants (Whiskey Cake Kitchen & Bar, Pepperoni Grill, Texas de Brazil and The Cheesecake Factory). Several brands have their only Oklahoma City area location at the Penn Square Mall, such as Apple, The Container Store, GODIVA, LUSH, Madewell, Microsoft, Mr. Ooley's, Pottery Barn, See's Candies and Williams-Sonoma. In addition to its retail and restaurant offerings, Penn Square Mall features a 10-screen AMC Theatres and the Red Door Escape Room. Owned and managed by Simon Property Group, the Penn Square Mall is located 5.5 miles north of the Oklahoma City Stockyards.

2. Quail Springs Mall

Located in northwest Oklahoma City, approximately 11 miles north of the Oklahoma Stockyards district, Quail Springs Mall was developed by DayJay Associates in 1980. This 810,000 sf regional shopping center is currently anchored by J.C. Penney, Von Maur, Dillard's, Lifetime Athletic and AMC Theatres. Quail Springs Mall is also home to over 100 other tenants including H&M, Hibbett Sports, Express, Victoria's Secret, The Children's Place, PINK, BJ's Restaurant & Brewery, Chick-fil-A, rue21, Earthbound Trading Company and Raising Cane's Chicken Fingers. Additionally, the center has been adding more entertainment tenants. Blue Zoo Aquarium (which spans over 22,800 sf) opened earlier this year and Round1 (which will include bowling, an arcade,

restaurant and bar) is under construction and scheduled to open in April 2021. Today the Quail Springs Mall is owned and managed by the Brookfield Properties Retail Group.



Figure 9: In October 2018, Life Time Fitness opened a massive 180,000 sf complex (now called "Lifetime Athletic") at Quail Springs Mall. In addition to weights and other typical amenities, this location includes indoor and outdoor pools, a poolside bistro and indoor and outdoor tennis courts.

3. Bricktown

Bricktown is a thriving entertainment and retail district that encompasses 50 square city blocks. Some of the major attractions within Bricktown are the Chickasaw Bricktown Ballpark, the mile-long Bricktown Canal and the Harkins movie theatre. Bricktown is also home to more than 45 restaurants, bars and retail shops, along with public art, museums and galleries. Bricktown's many restaurant's include Charleston's Restaurant, Pearl's Crabtown, Mickey Mantle's Steakhouse, Tapwerks Ale House (Oklahoma's oldest tap room), Toby Keith's I Love This Bar & Grill and Bourbon Street Café (a Creole eatery). With the notable exception of Bass Pro Shops, retail in Bricktown is comprised of locally-owned and operated retailers such as Bricktown Candy Company, Electraleaf, Jumpin Jackalope, Painted Door Gift Boutique and Put a Cork in it Winery. Bricktown is situated 2.5 miles northeast of the Oklahoma City Stockyards.

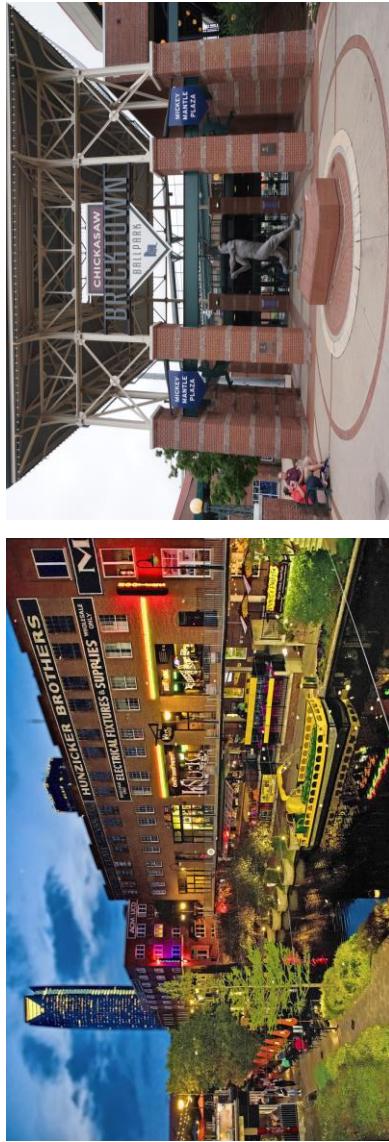


Figure 10: Oklahoma City's historic warehouse district, Bricktown has been revitalized into a thriving entertainment district replete with nightlife, family-friendly activities, restaurants and retailers.

4. OKC Outlets

Opened as the Outlet Shoppes at Oklahoma City in 2011, today OKC Outlet consists of 350,000 sf and is one of the largest shopping centers owned by The Outlet Resource Group. Its 90 shops

include Polo Ralph Lauren Factory Store, Coach, Kate Spade New York, Nike Factory Store, Michael Kors, Tommy Hilfiger, Brooks Brothers Factory Store, j.Crew Factory, Talbots Outlet, Banana Republic Factory Store and Vera Bradley. In addition to its stores, the OKC Outlets has a center court area for concerts and events, a children's play area and a food court. It is estimated that the OKC Outlets generate \$120 million in annual retail sales and \$4 million in annual sales tax revenue. This prominent outlet center is located 5.5 miles west of the Oklahoma City Stockyards.



Figure 11: OKC Outlets is the only outlet center in the entire State of Oklahoma.

5. Shoppes at Northpark

Shoppes at Northpark is a lifestyle center in which every store and restaurant is locally owned and operated. Opened in 1973, today this 250,000 sf center is still owned by its original developer Morris Enterprises.

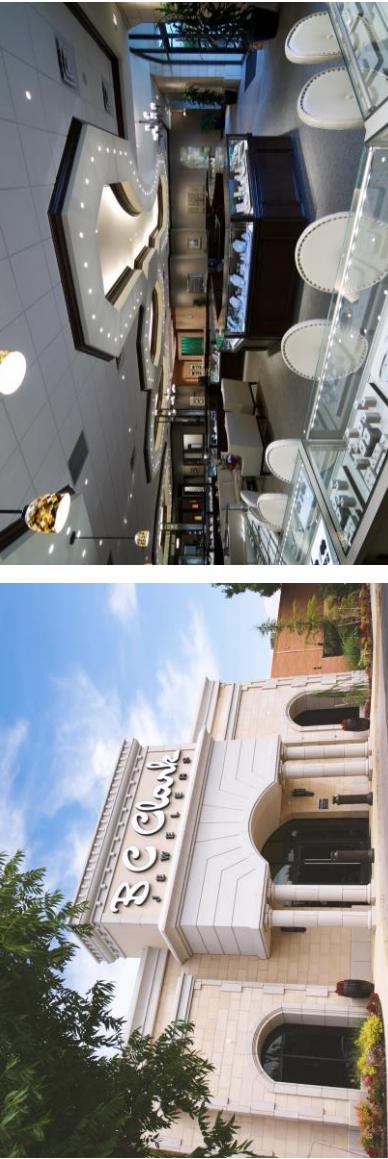
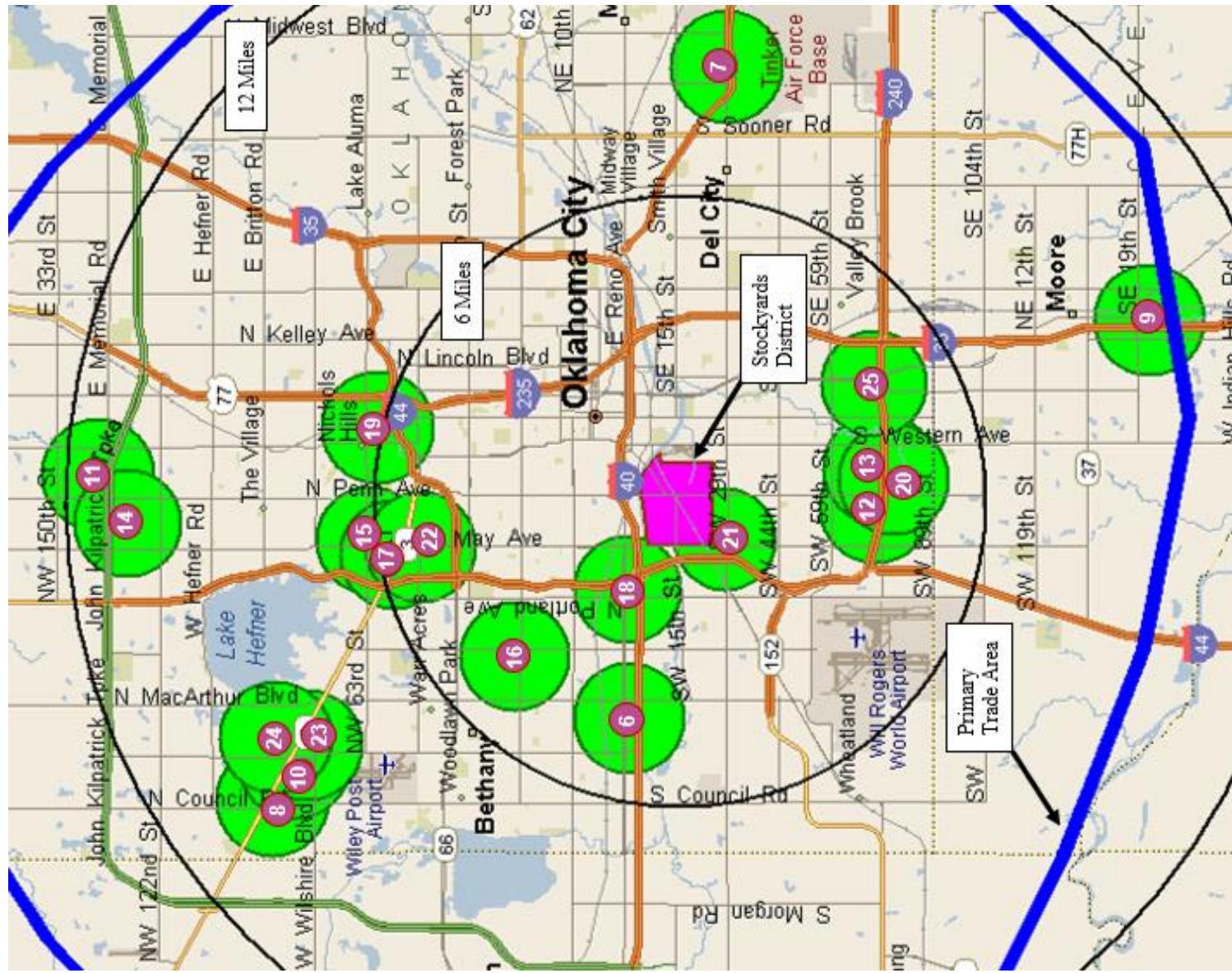


Figure 12: BC Clark Jewelers, at the Shoppes at Northpark, is Oklahoma's oldest jewelry store.

The Shoppes at Northpark is home to over 40 high-end retail stores such as BC Clark Jewelers, Geno's Furs, Keedo Kids, Shoe Gallery, Nancy's, Bachle's Fireplace Furnishings, Cheever's Flowers, as well as eateries that include City Bites, Coffee Jerks, Hacienda Tacos, The Hamilton Supperette & Lounge, Rosebeary's Bakery and Stake House of Japan. Additionally, the Shoppes at Northpark features fitness venues Anytime Fitness Northpark, Obvious Group Fitness and Fit4Mom. Although Oklahoma City's oldest continuously operating movie theater closed at this center last year, the Shoppes at Northpark still has the entertainment venues 3rd Act Theatre

Company and Fun & Games Bridge Club. This Shoppes at Northpark is located 10 miles north of the Oklahoma City Stockyards.

Figure 13: Competing Community and Power Centers



Retail Center Name	Shopping Center Type	Retail Size (sf)	Distance to Center of OKC Stockyards District
6. Westgate Marketplace	Power Center	780,000	4.5 miles
7. Midwest City Town Ctr. Plaza	Power Center	690,000	8.5 miles
8. Silver Springs Pointe	Power Center	610,000	9 miles
9. Shops at Moore	Power Center	400,000	10 miles
10. Rockwell Plaza	Power Center	375,000	8.5 miles
11. Memorial Square	Power Center	320,000	11.5 miles
12. Walnut Square	Community Center	320,000	4 miles
13. 240 Penn Park	Power Center	300,000	4 miles
14. Quail Springs Marketplace	Power Center	290,000	11 miles
15. French Market Mall	Power Center	250,000	6 miles
16. Windsor Hills	Community Center	250,000	4.5 miles
17. Centennial Plaza	Power Center	230,000	6 miles
18. SW Reno Ave. & Portland Ave. Power Center	Power Center	230,000	2 miles
19. Belle Isle Station	Power Center	200,000	6 miles
20. Southern Hills	Community Center	200,000	4.5 miles
21. Economy Square	Community Center	190,000	1 mile
22. Mayfair Village	Community Center	160,000	5 miles
23. Rockwell Northwest	Power Center	160,000	8.5 miles
24. Market Plaza	Community Center	150,000	8.5 miles
25. South Shields Plaza	Power Center	150,000	4.5 miles

Figure 13: Map and table of the competing power and community shopping centers.

6. Westgate Marketplace



Figure 14: In terms of square footage, the largest tenants at Westgate Marketplace are Walmart Supercenter (220,000 sf) and Home Depot (95,000 sf).

Westgate Marketplace is a sprawling 780,000 sf power center. This center is currently owned and managed by its developer, Zerby Interests. Westgate Marketplace's largest retail tenants (in terms of square footage) are Walmart Supercenter, Home Depot, Hobby Lobby, Ross Dress For Less, Office Depot, Harley-Davidson, PetSmart, Best Buy, Shoe Carnival and Dollar Tree.

Additionally, this center is home to many limited-service and full-service restaurants such as Applebee's, McAlister's Deli, McDonald's, Five Guys, Texas Roadhouse, Buffalo Wild Wings,

Panera Bread, KFC, Jersey Mike's Subs and Starbucks. Westgate Marketplace is situated 4.5 miles west of the Oklahoma City Stockyards.

7. Midwest City Town Center Plaza

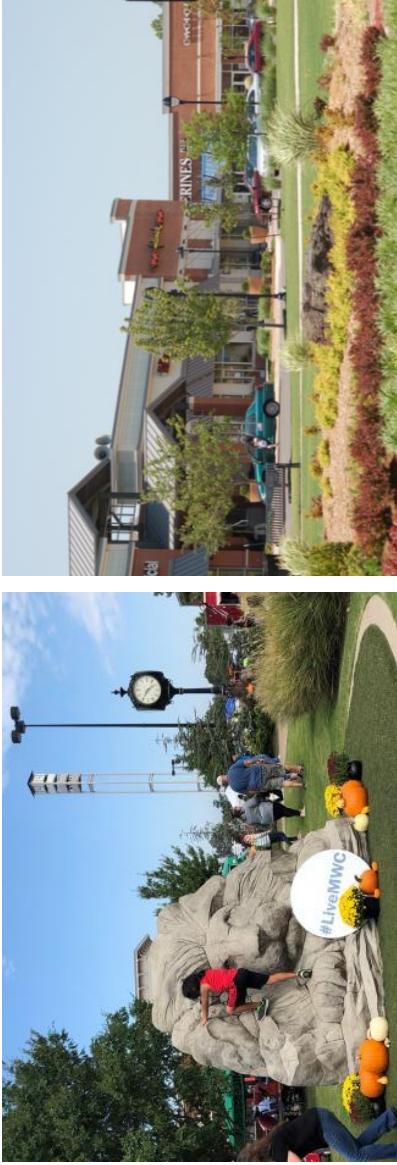


Figure 15: In the middle of Midwest City Town Center Plaza is the picturesque Charles Johnson Park; with its fountain, sculptures, centennial clock, benches, beautiful flowers and foliage, the park is a relaxing venue for outdoor community concerts and special events throughout the year.

Located in Midwest City across from the Tinker Air Force Base, Midwest City Town Center Plaza is a sprawling 690,000 sf power center. Opened in 2005, today it is anchored by Target, Lowe's, Dick's Sporting Goods, Best Buy, Marshalls and Kohl's. Other retailers at this center include Office Depot, Old Navy, Hibbett Sports, The Children's Place, Rue 21, Lane Bryant and Ulta. Additionally, Midwest City Town Center Plaza offers 16 dining options such as Raising Cane's, Taco Bell, Jack in the Box, Panda Express, Starbucks, Chick-fil-A and Logan's Roadhouse. This summer, JC Penney (which occupied a 90,000 sf store) and Pei Wei both announced that they would be closing at Midwest City Town Center Plaza. This center, which is managed by Collett Retail, is situated 8.5 miles east of the Oklahoma City Stockyards.

8. Silver Springs Pointe

Built in 1998, Silver Spring Pointe is a 610,000 sf power center. Its largest tenants, in terms of square footage, are Walmart Supercenter (215,000 sf), Sam's Club (130,000 sf) and Home Depot (110,000). Some of the other tenants at Silver Springs Pointe are Kohl's, Office Depot, Mattress Firm, Panda Express, Wendy's, Pizza Hut, Sally Beauty Supply, Sport Clips, GameStop and McDonald's. This shopping center is located 9 miles northwest of the Oklahoma City Stockyards.

9. Shops at Moore

Located in the City of Moore, the Shops at Moore is a 400,000 sf power center. It is owned by Kite Realty Group Trust. The current tenants at Shops at Moore include Best Buy, Hobby Lobby, Carter's, JCPenney, Five Below, Maurices, Ross Dress For Less, Old Navy, Bed Bath & Beyond, PetSmart, GNC, Jimmy John's, Waffle House and Whataburger. The Shops at Moore was built in 2004 and is located 10 miles southeast of the Oklahoma City Stockyards.

10. Rockwell Plaza

Situated at the busy intersection of Northwest Expressway and Rockwell Avenue, Rockwell Plaza is exposed to over 115,000 vehicles per day. It features 375,000 sf of retail space and was built in 1980. Current major retail tenants at this power center include Target, Ross Dress For Less, Jo-Ann Fabrics, PetSmart, K&G Men's Company, Dollar Tree and Cato's Fashions. There are also several restaurants at Rockwell Plaza, such as Louie's Grill & Bar, Cici's Pizza, Scholotsky's, Taco Bueno, Raising Cane's Chicken Fingers, KFC and Starbucks. In addition to its retail and restaurant offerings, this center is also home to the Loony Bin Comedy Club and Aqua-Tots Swim School. Rockwell Plaza is located 8.5 miles northwest of the Oklahoma City Stockyards.

11. Memorial Square



Figure 16: When Memorial Square's Super Target opened in 2001 it became the first Super Target location in the State of Oklahoma.

Memorial Square is a 320,000 sf power center that was constructed in 2001. It is anchored by Super Target, Marshalls, DSW, Party City and David's Bridal. Memorial Square is also home to retailers and restaurants such as CVS Pharmacy, Carter's, Plato's Closet, P.F. Chang's, QDOBA and Red Robin. This center is located 11.5 miles north of the Oklahoma City Stockyards.

12. Walnut Square

The current tenants at Walnut Square include Big Lots!, dd's Discounts, Green Acres Market, Hobby Lobby, Outback Steakhouse, Our Sister's Closet and Vintage Stock. This 320,000 sf community shopping center is also home to North Pole Adventure, a 35,000 sf interactive Christmas attraction with a life-sized replica of the North Pole. Walnut Square was built in 1975 and is currently owned and managed by Oklahoma City-based Price Edwards & Company. It is located to the immediate north of I-240 and 4 miles south of the Oklahoma City Stockyards.

13. 240 Penn Park

Located just south of downtown Oklahoma City along Interstate 240, 240 Penn Park is a 300,000 sf power center. This center includes Michaels, Old Navy, Ross, Marshalls, PetSmart, Best Buy, Five Below, Lane Bryant, Famous Footwear, Half Price Books and Sally Beauty. Additionally, Phase 2 of this center was recently completed. Phase 2 added 60,000 sf of retail space and features a 40,000 sf Conn's Appliance, Skechers, U.S. Cellular, Clothes Mentor, Volcano Sushi and J's

Hallmark. 240 Penn Park is owned by RCG Ventures and is situated 4 miles south of the Oklahoma City Stockyards.

14. Quail Springs Marketplace

Located directly across from Quail Springs Mall, Quail Springs Marketplace is a 290,000 sf power center. It is exposed to over 150,000 vehicles per day, benefiting from frontage on the major six lane John Kilpatrick Turnpike that loops around the north and west side of Oklahoma City.

Current tenants at Quail Springs Marketplace include Office Depot, Ross Dress For Less, Ulta, Metro Shoe Warehouse, Boot Barn, Old Navy, Michaels, PetSmart and Golf Galaxy, First Watch and Texas Roadhouse. Built in 1998, this center is currently owned by Amcon Resources and managed by Bayer Properties Management. Quail Springs Marketplace is situated 11 miles north of the Oklahoma Stockyards.

15. French Market Mall

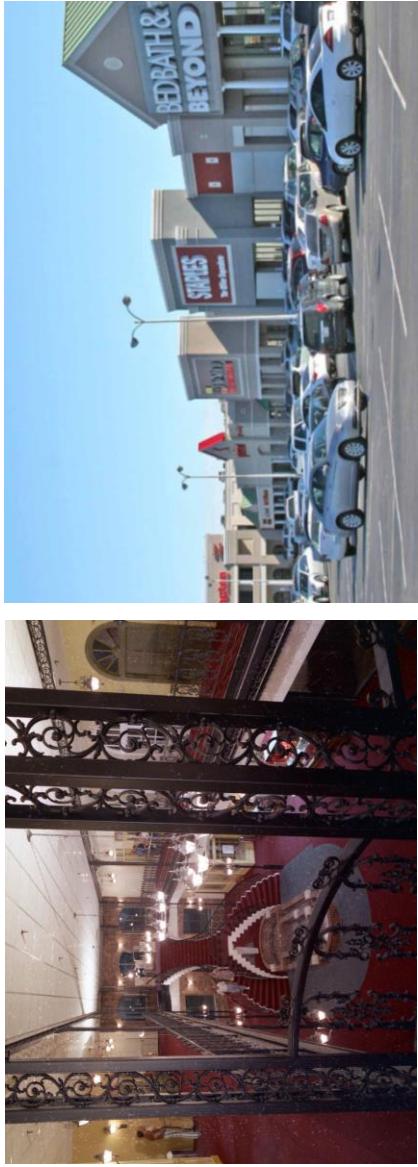


Figure 17: The interior of the French Market Mall soon after it opened in 1972 (pictured left) juxtaposed to how it looks today (pictured right).

Built in the early 1970s as an enclosed mall designed by Fred Pojezny, today the French Market Mall is a 250,000 sf power center. It is owned by Saul Centers and is 6 miles north of the Oklahoma Stockyards. It is currently anchored by Burlington, Dollar Tree, Petco, The Tile Shop, Staples and Bed Bath & Beyond. Additionally, it also is home to other tenants such as Verizon, Lakeshore Learning Center, City Cleaners, T Mobile, Mattress Outlet, Tobacco Exchange and Raising Cane's Chicken Fingers.

16. Windsor Hills Shopping Center

The centerpiece of Oklahoma City's Windsor District, the Windsor Hills Shopping Center features 250,000 sf of retail space. It is a community shopping center that was built in 1974. The current tenant mix at this center includes Crest Fresh Market, Dollar Tree, DD's Discounts, New Tops & Bottoms, Goodwill Industries and B & B Theaters, Shoe Show Megastore, Its Fashion Metro and Chen's Buffet. Windsor Hills Shopping Center, which is owned by Square Deal Capital, is 4.5 miles of the Oklahoma City Stockyards.

17. Centennial Plaza

Built in 1992, Centennial Plaza is at the southeast corner of North May Avenue and NW 59th Street. It is a 230,000 sf power center with current tenants that include Best Buy, Home Depot, Guitar Center, Supercuts and Jimmy Johns. Currently a 50,000 sf anchor space, formerly occupied by Gordmans, sits vacant. Centennial Plaza is owned by American Finance Trust and is located 6 miles north of the Oklahoma Stockyards.

18. SW Reno Ave. & Portland Ave. Power Center

This 230,000 sf power center is immediately west of the massive I-40/I-44 intersection. The retail tenants at this center are almost all furniture stores, including Ethan Allen, Ashley HomeStore, Mathis Brothers Furniture, Mathis Rug Outlet, ProSource of Oklahoma City and Bob Mills Furniture. This center is situated 2 miles northwest of the Oklahoma City Stockyards.

19. Belle Isle Station

Belle Isle Station is a 200,000 sf power center that was built in 1998. Shadow anchored by a 220,000 sf Walmart Supercenter, its current tenants include Nordstrom Rack, Five Below, REI, Ross Dress For Less, Old Navy, ULTA, Torrid and Shoe Carnival. Belle Isle Station is owned and managed by Kite Realty. It is located adjacent to Penn Square Mall and 6 miles north of the Oklahoma City Stockyards.

20. Southern Hills Shopping Center

Situated at the southeast corner of Interstate 240 and Pennsylvania Avenue, Southern Hills shopping center is home to Dollar Tree, CDR Electronics, Northern Tool & Equipment, Mazzio's Pizza, Starbucks, Del Taco and Sam's Southern Eatery. It is a 200,000 sf community shopping center that was built in 1962. Southern Hills shopping center is 4.5 miles south of the Oklahoma City Stockyards.

21. Economy Square

Featuring 190,000 sf of retail space, Economy Square is a community shopping center that was built in 1960. It is managed by Newmark Grubb and is home to tenants that include Locke Supply, Dollar Tree, American Freight Appliance, dd's Discounts, Dollar General, Buy For Less, Sonic, AT&T, Metro by T-Mobile, Veronica's Hair Design and Walgreens. Economy Square is located 1 mile southwest of the Oklahoma City Stockyards.

22. Mayfair Village

Mayfair Village is an older shopping center that was developed by the Warr family and completed in 1958. Today it is a 160,000 sf community shopping center that straddles both sides of May Avenue. On the east side of May Avenue, the current tenants include Michael's, Stein Mart, Mayfair Barber Shop, Lamees Tailor Shop, A M Nails, The Ink Hub, Royal Pharmacy and the UPS Store. On the other hand, the west side of May Avenue features such retailers and restaurants as Aldi, CVS Pharmacy, Julie's Barber Shop and Ron's Hamburger & Chili. In March 2020, Mayfair Village was purchased by three Oklahoma-City based real estate investors (Celeb Hill,

Nick Prefakes and Mark Ruffin). Mayfair Village is situated 5 miles north of the Oklahoma City Stockyards.



Figure 18: Mayfair Village is known for its New England Cape Cod architecture, complete with a clock tower, cupolas and dormers.

23. Rockwell Northwest

This 150,000 sf power center is owned and managed by John A Henry & Co. Realty. Built in 1985, its current tenants are Hobby Lobby, Skechers, Party City, Tuesday Morning, FedEx, Edible Arrangements, Chick-fil-A, Qdoba Mexican Grill, U.S. Cellular, WingStop, Five Guys, Potbelly and Starbucks, among others. Rockwell Northwest is located at the southeast corner of Northwest Expressway and Rockwell Avenue, directly across from the Rockwell Plaza Shopping Center and 8.5 miles northwest of the Oklahoma City Stockyards.

24. Market Plaza

Located at the northeast corner of Northwest Expressway and Rockwell Avenue, Market Plaza was built in 1979. It is a 150,000 sf community shopping center that is currently owned by American Asset Management. The current tenants at Market Plaza include Westlake Hardware, Sean's Wine & Spirits, Aldi, Petco, Papa Johns, J.J. Beauty Supply and Supercuts. Market Plaza is situated across from Rockwell Plaza and Rockwell Northwest and 8.5 miles northwest of the Oklahoma City Stockyards.

25. South Shields Plaza

A 150,000 sf power center, South Shields Plaza is owned and managed by Zerby Interests. It was built in 1972 and is home to Burlington, Harbor Freight, Citi Trends and the Academy of Martial Arts. South Shields Plaza is 4.5 miles southeast of the Oklahoma City Stockyards.

Figure 19: Neighborhood Centers

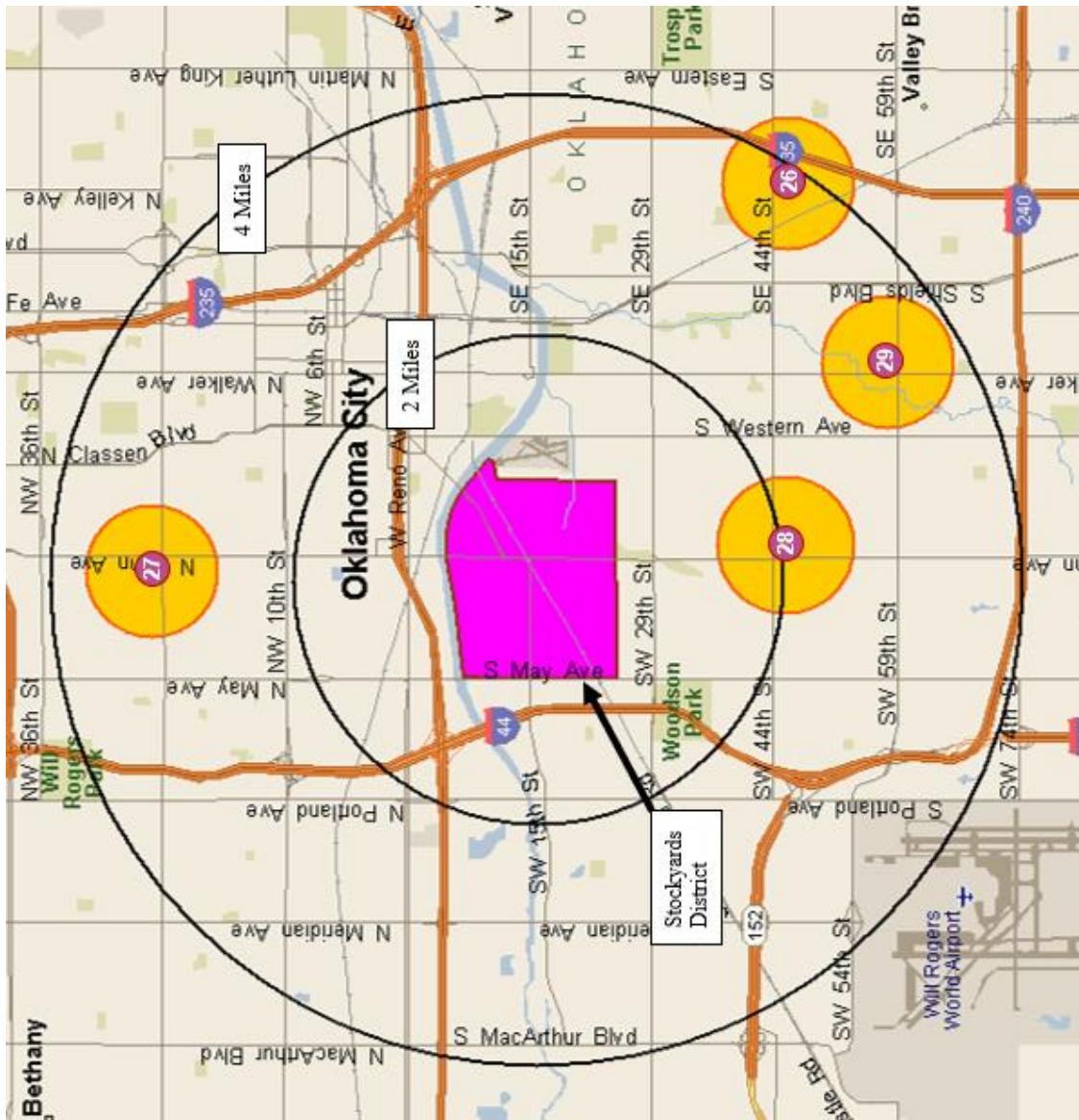


Figure 19: Map and table of the competing neighborhood shopping centers.

Retail Center Name	Shopping Center Type	Retail Size (sf)	Distance to Center of OKC Stockyards District
26. Southeast Plaza	Neighborhood Center	110,000	3.5 miles
27. Penn Crossing	Neighborhood Center	100,000	3 miles
28. Grant Square	Neighborhood Center	100,000	2 miles
29. Walker Square	Neighborhood Center	50,000	3.5 miles

26. Southeast Plaza

The tenants at Southeast Plaza are Smart Saver, OKC Plaza Latina and Family Dollar. This is a 110,000 sf neighborhood center that was built in 1972. Today, Southeast Plaza is owned by Star One LLC and managed by Emerson's Commercial Real Estate. Southeast Plaza is located 3.5 miles southeast of the Oklahoma City Stockyards.



Figure 20: In 2016, Oklahoma City grocer Buy For Less (pictured left) converted its location at Southeast Plaza to a new discount cost-plus format called Smart Saver (pictured right).

27. Penn Crossing

Penn Crossing, a 100,000 sf neighborhood shopping center, is anchored by Walmart Neighborhood Market. Additionally, some of its other current tenants are Subway, Papa John's, Citi Trends, Dollar Tree, Gold's Gym, Westlake Ace Hardware, Great Clips and Mazzio's Italian Eatery. Penn Crossing is owned by Brady's Properties and was built in 1994. This center is 3 miles north of the Oklahoma City Stockyards.

28. Grant Square

Grant Square is an older neighborhood shopping center that was built in 1958. Featuring 100,000 sf of retail space, it is home to Feria Latina Supermarket, Rent-A-Center, Payless Thrift Store, Family Dollar, Aaron's and US Cellular, among others. Grant Square is located 2 miles south of the Oklahoma City Stockyards.

29. Walker Square Shopping Center

Walker Square Shopping Center features roughly 50,000 sf of retail space. It is home to a 40,000 sf Buy For Less Supermercado, Easyhome Furnishings, Rent one and several office or medical office tenants. Walker Square Shopping Center, which is a neighborhood shopping center, was built in 1983. It is owned by Amcon Resources and is 3.5 miles southeast of the Oklahoma City Stockyards.

ANALYSIS ASSUMPTIONS

Gibbs Planning Group, Inc. has assumed the following factors in the completion of this commercial market analysis:

- No major regional retail centers will be developed within the defined Stockyards' trade areas through 2026.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.

- Properties within the Stockyards District will be properly zoned and have the necessary infrastructure to support new commercial development.
- Annual population growth for the primary trade area is estimated to be 1.0 percent from 2021 to 2026.
- Any new commercial development in the Stockyards District will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for New Urbanism, International Council of Shopping Centers and the ULI.



Figure 21: The Oklahoma National Stockyards, the world's largest stocker and feeder cattle market, opened in 1910. Since its inception, more than 100 million head of livestock have passed through its gates.

RETAIL & RESTAURANT DEMAND

This study estimates that an additional \$21.2 million in annual sales can currently be captured by retailers and restaurants in the Oklahoma City Stockyards District, potentially growing to as much as \$22.3 million annually by 2026. If achieved, this growth could support 39,000 sf of new retailers and 22,000 sf of new restaurants, for a total of 61,000 square feet. This growth could be absorbed with the opening of 22 - 29 new businesses or by existing stores through expanded operations and marketing. If managed per industry best practices, these new stores could generate above average sales of \$338 per square foot per year

See below GPG's supportable retail table, *Figure 22*. Note, these supportable numbers are in addition to existing Stockyard's District businesses and only reflect potential new demand.

Figure 22: 2021 & 2026 Supportable Retail Table

Retail Category	Total Demand	Est. SF	2021 Sales/SF	2021 Est. Retail Sales	2026 Sales/SF	2026 Est. Retail Sales	
Retailers							
Beer, Wine & Liquor Stores	\$138,133,460	1,700	sf	\$360	\$612,000	\$380	\$646,000
Book & Music Stores	\$52,387,834	1,700	sf	\$290	\$493,000	\$305	\$518,500
Department Store Merchandise	\$1,575,084,552	5,500	sf	\$290	\$1,595,000	\$305	\$1,677,500
Florists	\$25,117,061	1,200	sf	\$350	\$420,000	\$370	\$444,000
General Merchandise Stores	\$454,052,427	6,100	sf	\$290	\$1,769,000	\$305	\$1,860,500
Grocery Stores	\$1,457,272,542	10,000	sf	\$450	\$4,500,000	\$475	\$4,750,000
Jewelry Stores	\$83,109,325	1,800	sf	\$420	\$756,000	\$440	\$792,000
Miscellaneous Store Retailers	\$265,441,563	1,600	sf	\$290	\$464,000	\$305	\$488,000
Gift Stores	\$99,778,516	5,100	sf	\$290	\$1,479,000	\$305	\$1,555,500
Sporting Goods & Hobby Stores	\$314,555,792	4,300	sf	\$320	\$1,376,000	\$335	\$1,440,500
Retailer Totals	\$4,464,933,072	39,000	sf	\$335	\$13,464,000	\$353	\$14,172,500
Restaurants							
Bars, Breweries & Pubs	\$25,260,498	6,700	sf	\$385	\$2,579,500	\$405	\$2,713,500
Full-Service Restaurants	\$613,893,410	6,100	sf	\$370	\$2,257,000	\$390	\$2,379,000
Limited-Service Eating Places	\$502,276,427	4,400	sf	\$310	\$1,364,000	\$325	\$1,430,000
Coffee, Ice Cream, Pretzels, etc.	\$16,607,804	4,800	sf	\$315	\$1,512,000	\$330	\$1,584,000
Restaurant Totals	\$1,158,038,139	22,000	sf	\$345	\$7,712,500	\$363	\$8,106,500
Retailer & Restaurant Totals	\$5,622,971,211	61,000	sf	\$338	\$21,176,500	\$355	\$22,279,000

Figure 22: Estimated additional retail and restaurant 2021-2026 demand for the Oklahoma City Stockyards District.

Note: Sales stated in constant 2021 dollars.

Retail Category Definitions

Retail categories in the Supportable Retail Table correspond to the North American Industry Classification System (NAICS), the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. The following NAICS codes and definitions are provided by the U.S. Census Bureau:

Retail

Auto Supply Stores (441): establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories, automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; establishments primarily engaged in retailing and installing automotive accessories; and establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

Furniture Stores (4421): establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings and/or floor coverings.

Home Furnishings Stores (4422): establishments primarily engaged in retailing new home furnishings (except furniture).

Electronics and Appliance Stores (4431): establishments primarily engaged in retailing the following new products: household-type appliances (refrigerator, dishwasher, oven), cameras, computers/software, televisions and other electronic goods.

Hardware Stores (4441): establishments primarily engaged in retailing new building materials and supplies (lumber, plumbing, electrical, tools, housewares, hardware, paint, and wallpaper).

Lawn and Garden Supply Stores (4442): establishments primarily engaged in retailing new lawn and garden equipment and supplies. (Nursery, farm and garden products, outdoor power equipment).

Grocery Stores (4451): establishments primarily engaged in retailing a general line of food products (canned/frozen food, fruits and vegetables, meat, fish, poultry, milk, bread, eggs, soda).

Specialty Food Stores (4452): establishments primarily engaged in retailing specialized lines of food (meat, fish/seafood, fruits/vegetables, baked goods, candy, nuts, confections, popcorn, ice cream, items not made on the premises).

Beer, Wine, and Liquor Stores (4453): establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine and liquor.

Health & Personal Care Stores (4461): establishments primarily engaged in retailing health and personal care products (pharmacies/drug stores, first aid, beauty products, household supplies, candy, prepackaged snacks, optical goods, vitamins/supplements).

Clothing stores (4481): men's and boys' clothing stores; women's and girls' clothing stores; children's and infants' clothing stores; family clothing stores; clothing accessories stores.

Shoe Stores (4482): Shoes (men's, women's, child/infant, athletic).

Jewelry Stores (4483): Jewelry, luggage, and leather goods (silverware, watches, clocks, handbags, briefcases, belts, gloves).

Sporting Goods Stores (4511): establishments primarily engaged in retailing new sporting goods (fitness equipment, bikes, camping, uniforms and footwear).

Book & Music Stores (4512): establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

Department Stores (4521): establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel; furniture; appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys and sporting goods. Merchandise lines are normally arranged in separate departments.

General Merchandise Stores (4529): establishments primarily engaged in retailing new goods in general merchandise stores (except department stores) (warehouse clubs, supercenters, apparel, auto parts, dry goods, hardware, groceries, housewares, no line predominating).

Florists (4531): establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

Office Supplies & Gift Stores (4532): establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers; and (4) retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations and curios.

Miscellaneous Retailers (4539): establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery, and gift stores; and used merchandise stores). Pet supplies, art dealers, manufactured home dealers, tobacco/cigar stores,

Restaurants

Full-Service Restaurants (7221): establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. Establishments that provide these types of food services to patrons with any combination of other services, such as carryout services are classified in this industry.

Limited-Service Restaurants (7222): establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or providing off-site delivery (cafeterias, snack/ juice bar, ice cream/soft serve shops, cookie shops, popcorn shops, donut shops, coffee shops, bagel shops).

Special Food Services (7223): establishments primarily engaged in providing one of the following food services (2) a location designated by the customer; or (3) from motorized vehicles or non-motorized carts.

- **Food Service Contractors:** Establishments may be engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based (cafeteria, restaurant, and fast food eating-place) on contractual arrangements with these types of organizations for a specified period of time. Management staff is always provided by the food services contractor.
 - **Caterers:** providing single event-based food services. These establishments generally have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premise site. Banquet halls with catering staff are included in this industry. Examples of events catered by establishments in this industry are graduation parties, wedding receptions, business or retirement luncheons and trade shows.
 - **Mobile Food Services:** establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles or non-motorized carts. The establishment is the central location from which the caterer route is serviced, not each vehicle, or cart. Included in this industry are establishments primarily engaged in providing food services from vehicles, such as hot dog carts and ice cream trucks.
- Drinking Places (Alcoholic Beverages)** (7224): establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption (bars, taverns, nightclubs).
- Shopping Center Definitions**
This study utilizes the shopping centers typologies defined by the International Council of Shopping Centers (ICSC) as follows:
- **Convenience Centers:** Convenience centers are 30,000 sf or less, unanchored, and generally will service a trade area of up to one mile. These centers include banking, carryout foods, florists, mail centers, small restaurants, small food markets, and professional services such as real estate and financial consulting. The centers typically include six to eight businesses.

- **Neighborhood Centers:** Neighborhood centers are anchored with a full-sized supermarket and typically range from 60,000 to 100,000 sf. They service a trade area of two to three miles and can include apparel, banks, carryout food, hardware, mail centers, restaurants, sporting goods and professional services such as financial consulting and real estate.
- **Community Centers:** Community centers typically range from 150,000 to 300,000 sf and are almost always anchored with a full-sized department store. They also include junior anchor retailers selling books, crafts, shoes, and sporting goods. Community centers often include large home improvement stores and medium-sized discount apparel stores. Their service area is typically five to seven miles in suburban locations.
- **Lifestyle Centers:** Lifestyle centers average 150,000 to 200,000 sf and feature popular apparel, book, and home furnishing stores, as well as cinemas and a wide selection of themed restaurants. The centers are frequently planned as walkable areas with main streets. Recently, lifestyle centers have included large anchors such as department stores, public libraries, and supermarkets. These centers typically have a trade area of four to six miles when developed in suburban settings. Lifestyle centers that include civic, employment, and residential buildings along with the retail land use are defined as ‘town centers.’
- **Regional Centers:** Regional centers average trade areas of eight to 12 miles and are anchored with multiple department stores. The centers can range from 800,000 to 1,500,000 sf, and often include cinemas along with 200,000 sf of national brand fashion.

LIMITS OF STUDY

The findings of this study represent GPG’s best estimates for the amounts and types of retailers and restaurants that may be reasonably supportable at the Oklahoma City Stockyards District. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable.

This study is based on estimates, assumptions, and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its representatives. This study is designed as objective third-party research and GPG does not recommend that any or all of the supportable retail be developed in the study area.

No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of 28 January 2021 and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG’s view of reasonable expectations at a particular time, but such information, estimates, or

opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. The actual amounts of supportable retail could be significantly higher or lower depending on multiple market and not market factors including the type, design and quality of the new development. Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved. This study should not be the sole basis for programming, planning, designing, financing, or development of any commercial center.

END OF STUDY

Appendix A1: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

FTA

Area: 505.11 square miles

Prepared by Esri

Population Summary	
2000 Total Population	715,263
2010 Total Population	794,254
2020 Total Population	894,182
2020 Group Quarters	15,495
2025 Total Population	939,946
2020-2025 Annual Rate	1.00%
2020 Total Daytime Population	938,829
Workers	461,254
Residents	477,575
Household Summary	
2000 Households	287,387
2000 Average Household Size	2.43
2010 Households	317,298
2010 Average Household Size	2.46
2020 Households	352,895
2020 Average Household Size	2.49
2025 Households	370,002
2025 Average Household Size	2.50
2020-2025 Annual Rate	0.95%
2010 Families	200,562
2010 Average Family Size	3.08
2020 Families	220,394
2020 Average Family Size	3.12
2025 Families	230,332
2025 Average Family Size	3.14
2020-2025 Annual Rate	0.89%
Housing Unit Summary	
2000 Housing Units	316,409
Owner Occupied Housing Units	55.9%
Renter Occupied Housing Units	34.9%
Vacant Housing Units	9.2%
2010 Housing Units	350,791
Owner Occupied Housing Units	55.2%
Renter Occupied Housing Units	35.3%
Vacant Housing Units	9.5%
2020 Housing Units	388,844
Owner Occupied Housing Units	54.4%
Renter Occupied Housing Units	36.3%
Vacant Housing Units	9.2%
2025 Housing Units	406,597
Owner Occupied Housing Units	54.4%
Renter Occupied Housing Units	36.6%
Vacant Housing Units	9.0%
Median Household Income	
2020	\$54,571
2025	\$57,530
Median Home Value	
2020	\$152,317
2025	\$168,884
Per Capita Income	
2020	\$29,794
2025	\$32,584
Median Age	
2010	34.1
2020	36.0
	36.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Appendix A2: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

PTA

Area: 505.11 square miles

Prepared by Esri

2020 Households by Income		2025 Households by Income	
Household Income Base		Household Income Base	
<\$15,000	352,895	<\$15,000	370,002
\$15,000 - \$24,999	10.2%	\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	9.5%	\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	10.3%	\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	14.9%	\$50,000 - \$74,999	14.3%
\$75,000 - \$99,999	19.8%	\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	13.3%	\$100,000 - \$149,999	12.7%
\$150,000 - \$199,999	4.6%	\$150,000 - \$199,999	4.6%
\$200,000+	4.7%	\$200,000+	\$75,305
Average Household Income	\$75,305		
2020 Owner Occupied Housing Units by Value		2025 Owner Occupied Housing Units by Value	
Total		Total	
<\$50,000	211,606	<\$50,000	221,150
\$50,000 - \$99,999	6.3%	\$50,000 - \$99,999	5.1%
\$100,000 - \$149,999	18.7%	\$100,000 - \$149,999	15.6%
\$150,000 - \$199,999	24.1%	\$150,000 - \$199,999	20.5%
\$200,000 - \$249,999	20.5%	\$200,000 - \$249,999	9.6%
\$250,000 - \$299,999	13.7%	\$250,000 - \$299,999	6.7%
\$300,000 - \$399,999	13.8%	\$300,000 - \$399,999	6.3%
\$400,000 - \$499,999	3.1%	\$400,000 - \$499,999	3.1%
\$500,000 - \$749,999	2.5%	\$500,000 - \$749,999	2.5%
\$750,000 - \$999,999	1.2%	\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	0.5%	\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.2%	\$1,500,000 - \$1,999,999	0.2%
\$2,000,000+	0.3%	\$2,000,000+	\$200,054
Average Home Value	\$200,054		
Total		Total	
<\$50,000		<\$50,000	
\$50,000 - \$99,999		\$50,000 - \$99,999	
\$100,000 - \$149,999		\$100,000 - \$149,999	
\$150,000 - \$199,999		\$150,000 - \$199,999	
\$200,000 - \$249,999		\$200,000 - \$249,999	
\$250,000 - \$299,999		\$250,000 - \$299,999	
\$300,000 - \$399,999		\$300,000 - \$399,999	
\$400,000 - \$499,999		\$400,000 - \$499,999	
\$500,000 - \$749,999		\$500,000 - \$749,999	
\$750,000 - \$999,999		\$750,000 - \$999,999	
\$1,000,000 - \$1,499,999		\$1,000,000 - \$1,499,999	
\$1,500,000 - \$1,999,999		\$1,500,000 - \$1,999,999	
\$2,000,000+		\$2,000,000+	\$229,948
Average Home Value	\$229,948		

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest/dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Appendix A3: Primary Trade Area Community Profile

Gibbs Planning Group		Community Profile			
		Prepared by Esri			
		Area: 505.11 square miles			
2010 Population by Age					
Total					
0 - 4		794,253			
5 - 9		7.8%			
10 - 14		7.2%			
15 - 24		6.6%			
25 - 34		13.9%			
35 - 44		15.8%			
45 - 54		12.6%			
55 - 64		13.4%			
65 - 74		10.9%			
75 - 84		6.3%			
85 +		3.9%			
18 +		1.6%			
Total		74.6%			
2020 Population by Age					
0 - 4		894,183			
5 - 9		7.1%			
10 - 14		6.9%			
15 - 24		6.7%			
25 - 34		12.8%			
35 - 44		15.0%			
45 - 54		13.7%			
55 - 64		11.5%			
65 - 74		11.5%			
75 - 84		8.7%			
85 +		4.3%			
18 +		1.8%			
Total		75.6%			
2025 Population by Age					
0 - 4		939,946			
5 - 9		7.1%			
10 - 14		6.8%			
15 - 24		6.7%			
25 - 34		12.9%			
35 - 44		14.3%			
45 - 54		14.0%			
55 - 64		11.5%			
65 - 74		10.5%			
75 - 84		9.3%			
85 +		5.2%			
18 +		1.8%			
Total		75.7%			
2010 Population by Sex					
Males		387,416			
Females		406,838			
2020 Population by Sex					
Males		438,111			
Females		456,071			
2025 Population by Sex					
Males		460,786			
Females		479,160			

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Appendix A 4: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

PTA

Area: 505.11 square miles

Prepared by Esri

2010 Population by Race/Ethnicity		
Total	794,255	
White Alone	65.8%	
Black Alone	14.0%	
American Indian Alone	3.6%	
Asian Alone	3.4%	
Pacific Islander Alone	0.1%	
Some Other Race Alone	7.7%	
Two or More Races	5.4%	
Hispanic Origin	14.8%	
Diversity Index	66.0	
2020 Population by Race/Ethnicity		
Total	894,182	
White Alone	62.0%	
Black Alone	14.3%	
American Indian Alone	3.6%	
Asian Alone	4.3%	
Pacific Islander Alone	0.1%	
Some Other Race Alone	9.6%	
Two or More Races	6.2%	
Hispanic Origin	18.5%	
Diversity Index	71.5	
2025 Population by Race/Ethnicity		
Total	939,946	
White Alone	61.5%	
Black Alone	14.4%	
American Indian Alone	3.6%	
Asian Alone	4.4%	
Pacific Islander Alone	0.1%	
Some Other Race Alone	9.7%	
Two or More Races	6.4%	
Hispanic Origin	18.8%	
Diversity Index	72.1	
2010 Population by Relationship and Household Type		
Total	794,254	
In Households	98.2%	
In Family Households	80.2%	
Householder	25.2%	
Spouse	17.4%	
Child	31.2%	
Other relative	3.9%	
Nonrelative	2.4%	
In Nonfamily Households	18.0%	
In Group Quarters	1.8%	
Institutionalized Population	1.0%	
Noninstitutionalized Population	0.8%	

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Appendix A5: Primary Trade Area Community Profile

Gibbs Planning Group	Community Profile	Prepared by Esri
PTA	Area: 505.11 square miles	
	2020 Population 25+ by Educational Attainment	
Total	594,082	
Less than 9th Grade	4.5%	
9th - 12th Grade, No Diploma	6.9%	
High School Graduate	22.2%	
GED/Alternative Credential	4.2%	
Some College, No Degree	24.4%	
Associate Degree	7.8%	
Bachelor's Degree	19.2%	
Graduate/Professional Degree	10.7%	
	2020 Population 15+ by Marital Status	
Total	708,751	
Never Married	33.4%	
Married	47.3%	
Widowed	5.8%	
Divorced	13.5%	
	2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	438,298	
Population 16+ Employed	89.9%	
Population 16+ Unemployment rate	10.1%	
Population 16-24 Employed	13.5%	
Population 16-24 Unemployment rate	17.2%	
Population 25-54 Employed	64.5%	
Population 25-54 Unemployment rate	9.2%	
Population 55-64 Employed	15.3%	
Population 55-64 Unemployment rate	8.3%	
Population 65+ Employed	6.8%	
Population 65+ Unemployment rate	7.5%	
	2020 Employed Population 16+ by Industry	
Total	411,908	
Agriculture/Mining	3.0%	
Construction	8.1%	
Manufacturing	7.5%	
Wholesale Trade	2.5%	
Retail Trade	11.2%	
Transportation/Utilities	4.9%	
Information	1.3%	
Finance/Insurance/Real Estate	7.1%	
Services	47.0%	
Public Administration	7.3%	
	2020 Employed Population 16+ by Occupation	
Total	411,907	
White Collar	61.3%	
Management/Business/Financial	14.7%	
Professional	21.6%	
Sales	10.0%	
Administrative Support	15.0%	
Services	17.2%	
Blue Collar	21.6%	
Farming/Forestry/Fishing	0.2%	
Construction/Extraction	6.5%	
Installation/Maintenance/Repair	3.8%	
Production	5.2%	
Transportation/Material Moving	5.9%	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Appendix A6: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Prepared by Esri

PTA
Area: 505.11 square miles

2010 Households by Type		
Total	317,298	
Households with 1 Person	30.2%	
Households with 2+ People	69.8%	
Family Households	63.2%	
Husband-wife Families	43.6%	
With Related Children	19.9%	
Other Family (No Spouse Present)	19.6%	
Other Family with Male Householder	5.3%	
With Related Children	3.2%	
Other Family with Female Householder	14.3%	
With Related Children	9.8%	
Nonfamily Households	6.6%	
All Households with Children	33.4%	
Multigenerational Households	3.8%	
Unmarried Partner Households	6.5%	
Male-Female	5.7%	
Same-sex	0.8%	
2010 Households by Size		
Total	317,299	
1 Person Household	30.2%	
2 Person Household	32.2%	
3 Person Household	15.7%	
4 Person Household	12.1%	
5 Person Household	6.0%	
6 Person Household	2.4%	
7 + Person Household	1.5%	
2010 Households by Tenure and Mortgage Status		
Total	317,298	
Owner Occupied	61.0%	
Owned with a Mortgage/Loan	43.2%	
Owned Free and Clear	17.8%	
Renter Occupied	39.0%	
2020 Affordability, Mortgage and Wealth		
Housing Affordability Index	191	
Percent of Income for Mortgage	11.7%	
Wealth Index	77	
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	350,791	
Housing Units Inside Urbanized Area	97.9%	
Housing Units Inside Urbanized Cluster	0.0%	
Rural Housing Units	2.1%	
2010 Population By Urban/ Rural Status		
Total Population	794,254	
Population Inside Urbanized Area	97.7%	
Population Inside Urbanized Cluster	0.0%	
Rural Population	2.3%	

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Appendix B1: Primary Trade Area Housing Profile

Gibbs Planning Group

Housing Profile

PTA
Area: 505.11 square miles

Prepared by Esri

Population		Households	
2010 Total Population	794,254	2020 Median Household Income	\$54,571
2020 Total Population	894,182	2025 Median Household Income	\$57,530
2025 Total Population	935,946	2020-2025 Annual Rate	1.06%
2020-2025 Annual Rate	1.00%		

Housing Units by Occupancy Status and Tenure		Census 2010		2020		2025	
		Number	Percent	Number	Percent	Number	Percent
Total Housing Units	350,791	100.0%	388,844	100.0%	406,597	100.0%	
Occupied							
Owner	193,506	50.5%	352,895	90.8%	370,002	91.0%	
Renter	123,792	35.3%	211,640	54.4%	221,185	54.4%	
Vacant	33,493	9.5%	141,255	36.3%	148,817	36.6%	

Owner Occupied Housing Units by Value		Census 2010		2020		2025	
		Number	Percent	Number	Percent	Number	Percent
Total		211,605	100.0%	221,149	100.0%	221,149	100.0%
<\$50,000		13,306	6.3%	11,381	5.1%	11,381	5.1%
\$50,000-\$99,999		39,530	18.7%	34,562	15.6%	34,562	15.6%
\$100,000-\$149,999		50,954	24.1%	47,946	21.7%	47,946	21.7%
\$150,000-\$199,999		43,423	20.5%	44,179	20.0%	44,179	20.0%
\$200,000-\$249,999		20,332	9.6%	22,250	10.1%	22,250	10.1%
\$250,000-\$299,999		14,162	6.7%	17,668	8.0%	17,668	8.0%
\$300,000-\$399,999		13,412	6.3%	18,607	8.4%	18,607	8.4%
\$400,000-\$499,999		6,655	3.1%	9,976	4.5%	9,976	4.5%
\$500,000-\$749,999		5,292	2.5%	7,516	3.4%	7,516	3.4%
\$750,000-\$999,999		2,451	1.2%	3,827	1.7%	3,827	1.7%
\$1,000,000-\$1,499,999		1,053	0.5%	1,652	0.7%	1,652	0.7%
\$1,500,000-\$1,999,999		377	0.2%	585	0.3%	585	0.3%
\$2,000,000+		658	0.3%	1,000	0.5%	1,000	0.5%
Median Value		\$152,317		\$168,884		\$168,884	
Average Value		\$200,054		\$229,948		\$229,948	

Census 2010 Housing Units		Percent	
Total		350,791	100.0%
In Urbanized Areas		343,299	97.9%
In Urban Clusters		0	0.0%
Rural Housing Units		7,492	2.1%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

Appendix B2: Primary Trade Area Housing Profile

Housing Profile

Area : 505.11 square miles

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	193,506	100.0%
Owned with a Mortgage/Loan	136,916	70.8%
Owned Free and Clear	56,590	29.2%

Census 2010 Vacant Housing Units by Status

	Number	Percent
Total	33,461	100.0%
For Rent	15,474	46.2%
Rented - Not Occupied	607	1.8%
For Sale Only	4,706	14.1%
Sold - Not Occupied	1,131	3.4%
Seasonal/Recreational/Occasional Use	1,366	4.1%
For Migrant Workers	35	0.1%
Other Vacant	10,143	30.3%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	% of Occupied
Total	317,299	193,507	61.0%
15-24	20,896	3,750	17.9%
25-34	62,706	27,690	44.2%
35-44	54,948	31,919	58.1%
45-54	62,196	41,497	66.7%
55-64	53,690	40,107	74.7%
65-74	32,218	25,632	79.6%
75-84	21,817	17,242	79.0%
85+	8,828	5,670	64.2%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	% of Occupied
Total	317,300	193,507	61.0%
White Alone	226,372	151,660	67.0%
Black/African American	44,291	17,715	40.0%
American Indian/Alaska	9,941	5,313	53.4%
Asian Alone	8,667	5,841	67.4%
Pacific Islander Alone	275	112	40.7%
Other Race Alone	16,463	7,245	44.0%
Two or More Races	11,291	5,621	49.8%
Hispanic Origin	30,856	14,490	47.0%

Census 2010 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	% of Occupied
Total	317,298	193,506	61.0%
1-Person	95,669	47,875	50.0%
2-Person	102,109	70,789	69.3%
3-Person	49,712	31,205	62.8%
4+Person	38,481	24,951	64.8%
5-Person	19,009	11,647	61.3%
6-Person	7,584	4,422	58.3%
7+ Person	4,734	2,617	55.3%

2020 Housing Affordability

Housing Affordability Index
Percent of Income for

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

191
11.7%

Appendix C1: Secondary Trade Area Community Profile

Gibbs Planning Group

Community Profile

STA
Area: 8,960.49 square miles

Prepared by Esri

Population Summary	
2000 Total Population	1,285,364
2010 Total Population	1,455,878
2020 Total Population	1,636,006
2020 Group Quarters	47,488
2025 Total Population	1,717,544
2020-2025 Annual Rate	0.98%
2020 Total Daytime Population	1,631,793
Workers	734,893
Residents	896,900
Household Summary	
2000 Households	502,101
2000 Average Household Size	2.47
2010 Households	566,556
2010 Average Household Size	2.49
2020 Households	631,499
2020 Average Household Size	2.52
2025 Households	661,778
2025 Average Household Size	2.52
2020-2025 Annual Rate	0.94%
2010 Families	369,025
2010 Average Family Size	3.06
2020 Families	407,490
2020 Average Family Size	3.09
2025 Families	425,936
2025 Average Family Size	3.10
2020-2025 Annual Rate	0.89%
Housing Unit Summary	
2000 Housing Units	553,351
Owner Occupied Housing Units	59.1%
Renter Occupied Housing Units	31.6%
Vacant Housing Units	9.3%
2010 Housing Units	626,566
Owner Occupied Housing Units	58.5%
Renter Occupied Housing Units	31.9%
Vacant Housing Units	9.6%
2020 Housing Units	695,039
Owner Occupied Housing Units	58.3%
Renter Occupied Housing Units	32.5%
Vacant Housing Units	9.1%
2025 Housing Units	727,288
Owner Occupied Housing Units	58.4%
Renter Occupied Housing Units	32.6%
Vacant Housing Units	9.0%
Median Household Income	
2020	\$55,978
2025	\$59,188
Median Home Value	
2020	\$161,480
2025	\$178,849
Per Capita Income	
2020	\$30,130
2025	\$33,010
Median Age	
2010	34.4
2020	36.3
2025	37.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Appendix C2: Secondary Trade Area Community Profile

Gibbs Planning Group

Community Profile

STA

Area: 8,960.49 square miles

Prepared by Esri

2020 Households by Income		2025 Households by Income	
Household Income Base		Household Income Base	
<\$15,000	631,490	<\$15,000	661,769
\$15,000 - \$24,999	10.7%	\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	9.3%	\$25,000 - \$34,999	8.7%
\$35,000 - \$39,999	9.9%	\$35,000 - \$39,999	9.3%
\$50,000 - \$74,999	14.0%	\$50,000 - \$74,999	13.4%
\$75,000 - \$99,999	19.2%	\$75,000 - \$99,999	19.0%
\$100,000 - \$149,999	13.1%	\$100,000 - \$149,999	13.6%
\$150,000 - \$199,999	5.1%	\$150,000 - \$199,999	5.1%
\$200,000+	5.1%	\$200,000+	\$77,783
Average Household Income	\$85,415	Average Household Income	\$85,415
2020 Owner Occupied Housing Units by Value		2025 Owner Occupied Housing Units by Value	
Total	405,444	Total	424,392
<\$50,000	7.7%	<\$50,000	6.3%
\$50,000 - \$99,999	17.2%	\$50,000 - \$99,999	17.2%
\$100,000 - \$149,999	20.6%	\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	19.5%	\$150,000 - \$199,999	10.3%
\$200,000 - \$249,999	10.3%	\$200,000 - \$249,999	7.8%
\$250,000 - \$299,999	7.8%	\$250,000 - \$299,999	7.9%
\$300,000 - \$399,999	3.8%	\$300,000 - \$399,999	3.8%
\$400,000 - \$499,999	2.9%	\$400,000 - \$499,999	2.9%
\$500,000 - \$749,999	1.2%	\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.5%	\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.2%	\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.3%	\$1,500,000 - \$1,999,999	\$209,191
\$2,000,000 +	Average Home Value	\$2,000,000 +	\$209,191
<\$50,000	Total	<\$50,000	424,392
\$50,000 - \$99,999		\$50,000 - \$99,999	
\$100,000 - \$149,999		\$100,000 - \$149,999	
\$150,000 - \$199,999		\$150,000 - \$199,999	
\$200,000 - \$249,999		\$200,000 - \$249,999	
\$250,000 - \$299,999		\$250,000 - \$299,999	
\$300,000 - \$399,999		\$300,000 - \$399,999	
\$400,000 - \$499,999		\$400,000 - \$499,999	
\$500,000 - \$749,999		\$500,000 - \$749,999	
\$750,000 - \$999,999		\$750,000 - \$999,999	
\$1,000,000 - \$1,499,999		\$1,000,000 - \$1,499,999	
\$1,500,000 - \$1,999,999		\$1,500,000 - \$1,999,999	
\$2,000,000 +	Average Home Value	\$2,000,000 +	\$240,039

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Appendix C3: Secondary Trade Area Community Profile

Gibbs Planning Group

Community Profile

STA
Area: 8,960.49 square miles

Prepared by Esri

2010 Population by Age		2020 Population by Age		2025 Population by Age	
Total		Total		Total	
0 - 4	1,455,879	0 - 4	1,636,005	0 - 4	1,717,545
5 - 9	7.2%	5 - 9	6.5%	5 - 9	6.5%
10 - 14	6.9%	10 - 14	6.5%	10 - 14	6.4%
15 - 24	6.6%	15 - 24	14.3%	15 - 24	14.5%
25 - 34	15.5%	25 - 34	14.4%	25 - 34	14.4%
35 - 44	14.5%	35 - 44	12.9%	35 - 44	12.9%
45 - 54	12.4%	45 - 54	11.6%	45 - 54	11.6%
55 - 64	13.7%	55 - 64	12.1%	55 - 64	12.1%
65 - 74	11.2%	65 - 74	9.0%	65 - 74	9.0%
75 - 84	6.6%	75 - 84	4.4%	75 - 84	4.4%
85 +	3.8%	85 +	1.7%	85 +	1.8%
18 +	75.4%	18 +	76.9%	18 +	77.0%
Total		Total		Total	
0 - 4		0 - 4		0 - 4	
5 - 9		5 - 9		5 - 9	
10 - 14		10 - 14		10 - 14	
15 - 24		15 - 24		15 - 24	
25 - 34		25 - 34		25 - 34	
35 - 44		35 - 44		35 - 44	
45 - 54		45 - 54		45 - 54	
55 - 64		55 - 64		55 - 64	
65 - 74		65 - 74		65 - 74	
75 - 84		75 - 84		75 - 84	
85 +		85 +		85 +	
18 +		18 +		18 +	
2010 Population by Sex		2020 Population by Sex		2025 Population by Sex	
Males		Males		Males	
Females		Females		Females	
2020 Population by Sex		2025 Population by Sex		2025 Population by Sex	
Males		Males		Males	
Females		Females		Females	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Appendix C4: Secondary Trade Area Community Profile

Gibbs Planning Group

Community Profile

STA

Area: 8,960.49 square miles

Community Profile

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	1,455,879
White Alone	72.6%
Black Alone	9.4%
American Indian Alone	5.0%
Asian Alone	2.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.0%
Two or More Races	5.2%
Hispanic Origin	10.6%
Diversity Index	56.2
2020 Population by Race/Ethnicity	
Total	1,636,007
White Alone	69.2%
Black Alone	9.7%
American Indian Alone	5.0%
Asian Alone	3.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.4%
Two or More Races	6.2%
Hispanic Origin	13.6%
Diversity Index	62.3
2025 Population by Race/Ethnicity	
Total	1,717,545
White Alone	68.3%
Black Alone	9.9%
American Indian Alone	5.1%
Asian Alone	3.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.6%
Two or More Races	6.5%
Hispanic Origin	14.3%
Diversity Index	63.7
2010 Population by Relationship and Household Type	
Total	1,455,878
In Households	96.8%
In Family Households	79.6%
Householder	25.3%
Spouse	18.5%
Child	30.2%
Other relative	3.4%
Nonrelative	2.2%
In Nonfamily Households	17.2%
In Group Quarters	3.2%
Institutionalized Population	1.5%
In Prisons, Jails, and Other Institutions	1.2%
In Nursing Care Facilities	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, *Census 2010 Summary File 1*. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography race/ethnic groups.

Appendix C5: Secondary Trade Area Community Profile

Gibbs Planning Group

Community Profile

STA Area: 8,960.49 square miles

Prepared by Esri

2020 Population 25+ by Educational Attainment

Total	1,082,271
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	6.6%
High School Graduate	23.4%
GED/Alternative Credential	4.4%
Some College, No Degree	24.0%
Associate Degree	7.7%
Bachelor's Degree	19.0%
Graduate/Professional Degree	11.3%

2020 Population 15+ by Marital Status

Total	1,316,854
Never Married	32.6%
Married	49.3%
Widowed	5.6%
Divorced	12.5%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	809,572
Population 16+ Employed	90.0%
Population 16+ Unemployment rate	10.0%
Population 16-24 Employed	14.2%
Population 16-24 Unemployment rate	17.6%
Population 25-54 Employed	63.1%
Population 25-54 Unemployment rate	8.9%
Population 55-64 Employed	15.9%
Population 55-64 Unemployment rate	8.0%
Population 65+ Employed	6.7%
Population 65+ Unemployment rate	7.3%

2020 Employed Population 16+ by Industry

Total	728,643
Agriculture/Mining	3.8%
Construction	7.6%
Manufacturing	7.4%
Wholesale Trade	2.4%
Retail Trade	10.9%
Transportation/Utilities	5.1%
Information	1.3%
Finance/Insurance/Real Estate	6.5%
Services	47.5%
Public Administration	7.4%

Total	728,641
White Collar	61.5%
Management/Business/Financial	15.0%
Professional	22.5%
Sales	9.8%
Administrative Support	14.2%
Services	17.0%
Blue Collar	21.6%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	6.3%
Installation/Maintenance/Repair	3.9%
Production	5.2%
Transportation/Material Moving	5.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Appendix C6: Secondary Trade Area Community Profile

Gibbs Planning Group

Community Profile

STA

Area: 8,960.49 square miles

Prepared by Esri

2010 Households by Type		Total	566,555
Households with 1 Person			27.9%
Households with 2+ People			72.1%
Family Households			65.1%
Husband-wife Families			47.7%
With Related Children			21.2%
Other Family (No Spouse Present)			17.5%
Other Family with Male Householder			5.0%
With Related Children			3.0%
Other Family with Female Householder			12.8%
With Related Children			8.5%
Nonfamily Households			7.0%
All Households with Children			33.2%
Multigenerational Households			3.6%
Unmarried Partner Households			6.0%
Male-female			5.3%
Same-sex			0.7%
2010 Households by Size		Total	566,557
1 Person Household			27.9%
2 Person Household			33.7%
3 Person Household			16.0%
4 Person Household			12.7%
5 Person Household			6.0%
6 Person Household			2.3%
7 + Person Household			1.4%
2010 Households by Tenure and Mortgage Status		Total	566,556
Owner Occupied			64.7%
Owned with a Mortgage/Loan			44.0%
Owned Free and Clear			20.7%
Renter Occupied			35.3%
2020 Affordability, Mortgage and Wealth		Total	188
Housing Affordability Index			12.1%
Wealth Index			82
2010 Housing Units By Urban/ Rural Status		Total Housing Units	626,566
Housing Units Inside Urbanized Area			67.3%
Housing Units Inside Urbanized Cluster			12.0%
Rural Housing Units			20.7%
2010 Population By Urban/ Rural Status		Total Population	1,455,878
Population Inside Urbanized Area			66.3%
Population Inside Urbanized Cluster			11.9%
Rural Population			21.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Appendix C7: Secondary Trade Area Community Profile

Gibbs Planning Group

Community Profile

STA
Area: 8,960.49 square miles

Prepared by Esri

Top 3 Tapestry Segments

1.

2.

3.

2020 Consumer Spending

Apparel & Services: Total \$

Average Spent

Spending Potential Index

Education: Total \$

Average Spent

Spending Potential Index

Entertainment/Recreation: Total \$

Average Spent

Spending Potential Index

Food at Home: Total \$

Average Spent

Spending Potential Index

Food Away from Home: Total \$

Average Spent

Spending Potential Index

Health Care: Total \$

Average Spent

Spending Potential Index

HH Furnishings & Equipment: Total \$

Average Spent

Spending Potential Index

Personal Care Products & Services: Total \$

Average Spent

Spending Potential Index

Shelter: Total \$

Average Spent

Spending Potential Index

Support Payments/Cash Contributions/Gifts in Kind: Total \$

Average Spent

Spending Potential Index

Travel: Total \$

Average Spent

Spending Potential Index

Vehicle Maintenance & Repairs: Total \$

Average Spent

Spending Potential Index

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

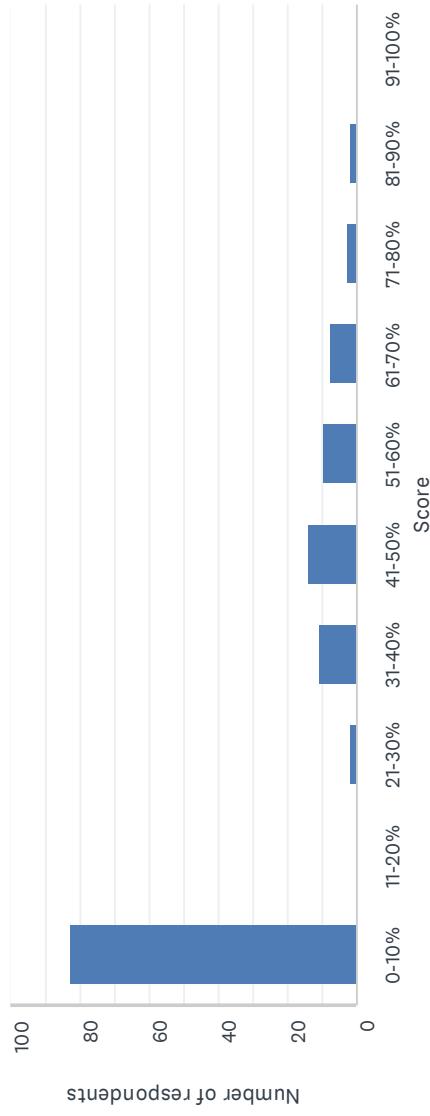
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Quiz Summary

AVERAGE SCORE

52% • 8.2/16 PTS



STATISTICS

Lowest Score

25%

Median

50%

Highest Score

88%

Mean: 52%

Standard Deviation: 14%

Question Ranking

QUESTIONS (4)

Q15 Do you use the OKC bus system, EMBARK?

DIFFICULTY	AVERAGE SCORE
1	24%

Q11 How would you describe your home's condition?

DIFFICULTY	AVERAGE SCORE
2	60%

Q16 Do you ever visit parks in Oklahoma City?

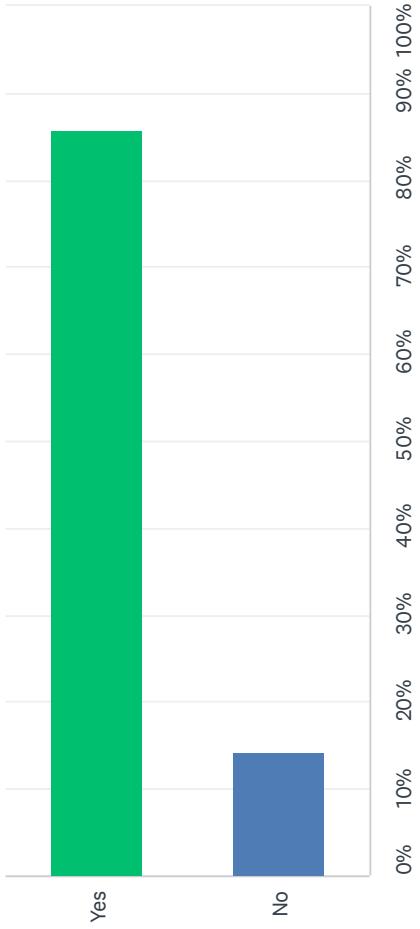
DIFFICULTY	AVERAGE SCORE
3	61%

Q6 Does the Stockyards City community feel safe to you?

DIFFICULTY	AVERAGE SCORE
4	65%

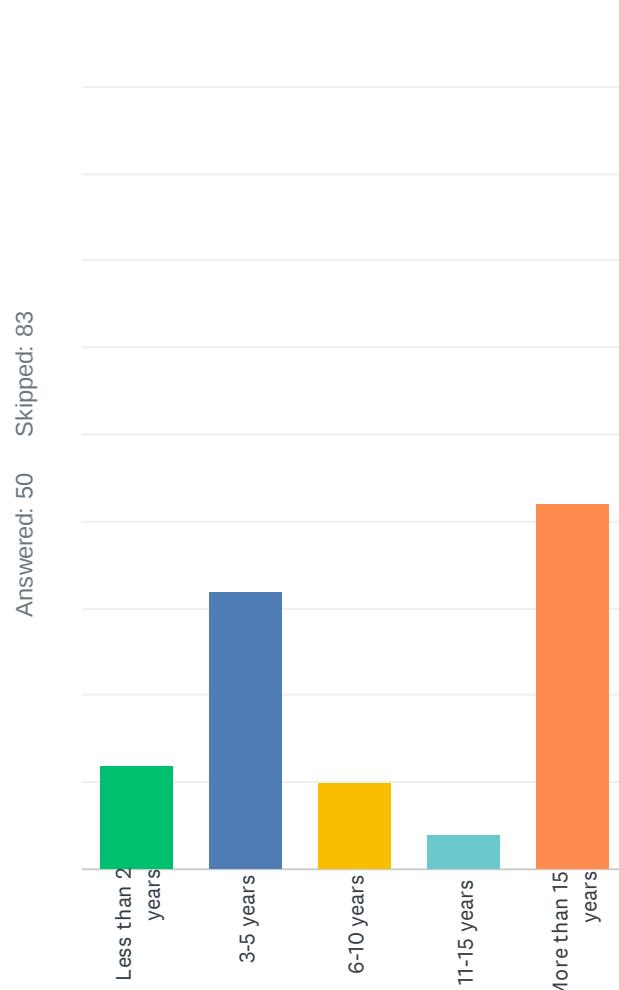
Q1 Do you live in the Stockyards City, between SW 25 and the Oklahoma River and between May and McKinley Ave?

Answered: 133 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	85.71% 114
No	14.29% 19
TOTAL	133

Q2 About how long have you lived in Stockyards City?



ANSWER CHOICES	RESPONSES
Less than 2 years	12.00%
3-5 years	32.00%
6-10 years	10.00%
11-15 years	4.00%
More than 15 years	42.00%
TOTAL	50

Q3 What is your zip code?

Answered: 50 Skipped: 83

Stockyards City Resident Survey

#	RESPONSES	DATE
1	73108	1/28/2021 3:02 PM
2	73109	1/28/2021 2:58 PM
3	73108	1/28/2021 2:55 PM
4	73108	1/28/2021 2:50 PM
5	73108	1/28/2021 2:45 PM
6	73108	1/28/2021 2:41 PM
7	N/A	1/28/2021 2:32 PM
8	73108	1/28/2021 2:23 PM
9	73108	1/28/2021 2:17 PM
10	73119	1/28/2021 2:04 PM
11	73109	1/28/2021 2:00 PM
12	73108	1/28/2021 1:54 PM
13	73108	1/28/2021 1:44 PM
14	73108	1/28/2021 1:41 PM
15	73108	1/28/2021 1:39 PM
16	73108	1/28/2021 1:27 PM
17	73108	1/25/2021 1:34 PM
18	73108	1/25/2021 10:54 AM
19	73108	1/23/2021 1:59 AM
20	73108	1/21/2021 7:20 PM
21	73108	1/20/2021 4:43 PM
22	73108	1/19/2021 11:15 PM
23	73108	1/19/2021 7:43 AM
24	73108	1/19/2021 7:40 AM
25	73108	1/19/2021 7:37 AM
26	73108	1/18/2021 9:35 PM
27	73108	1/18/2021 8:29 PM
28	73108	1/18/2021 2:00 PM
29	73129	1/18/2021 6:44 AM
30	73109	1/15/2021 9:38 PM
31	73108	1/15/2021 7:53 PM
32	73108	1/15/2021 7:25 PM
33	73108	1/15/2021 6:52 PM
34	73129	1/15/2021 5:09 PM
35	73108	1/15/2021 5:02 PM
36	73108	1/15/2021 4:40 PM
37	73108	1/15/2021 4:16 PM

38	73108	1/15/2021 4:07 PM
39	73108	1/15/2021 3:50 PM
40	73108	1/15/2021 3:45 PM
41	73108	1/15/2021 3:39 PM
42	73108	1/15/2021 3:33 PM
43	73108	1/15/2021 3:30 PM
44	73108	1/15/2021 1:59 PM
45	73180	1/15/2021 11:11 AM
46	73108	1/15/2021 9:41 AM
47	73108	1/15/2021 9:13 AM
48	73108	1/6/2021 12:55 PM
49	73108	1/5/2021 5:10 PM
50	73108	1/4/2021 10:53 AM

Q4 What do you like about living in the Stockyards City community?

Answered: 50 Skipped: 83

#	RESPONSES	DATE
1	N/A	1/28/2021 3:02 PM
2	N/A	1/28/2021 2:58 PM
3	It's quiet	1/28/2021 2:55 PM
4	Schools are not too far	1/28/2021 2:50 PM
5	Nothing	1/28/2021 2:45 PM
6	The best- everything	1/28/2021 2:41 PM
7	Quiet and peaceful	1/28/2021 2:32 PM
8	It's cheap	1/28/2021 2:23 PM
9	Location	1/28/2021 2:17 PM
10	Location	1/28/2021 2:04 PM
11	A lot of options to go eat and shop	1/28/2021 2:00 PM
12	Nothing	1/28/2021 1:54 PM
13	Cattleman's steakhouse	1/28/2021 1:44 PM
14	Nice. People mind their own business.	1/28/2021 1:41 PM
15	Close to a lot of shopping/ my job	1/28/2021 1:39 PM
16	It's peaceful	1/28/2021 1:27 PM
17	Being close to the rivers, being close to the highways, being close to downtown, being somewhat centered in OKC, and the heritage and history of the stockyards	1/25/2021 1:34 PM
18	Close to everything I need. I like the feel of it.	1/25/2021 10:54 AM
19	It's cheap. I'm comfortable.	1/23/2021 1:59 AM
20	Close to Downtown. Close to the river. The feel is unique. Vaquero equipment at my fingertips!	1/21/2021 7:20 PM
21	Proximity of things	1/20/2021 4:43 PM
22	Its close to different businesses, really convenient for our daily needs.	1/19/2021 11:15 PM
23	Not much	1/19/2021 7:43 AM
24	It's quiet	1/19/2021 7:40 AM
25	It's quiet for the most part.	1/19/2021 7:37 AM
26	I like that we are minutes away from the supermarket in minutes away from downtown	1/18/2021 9:35 PM
27	The stores	1/18/2021 8:29 PM
28	The culture and history UNTOUCHED	1/18/2021 2:00 PM
29	Family grew up here	1/18/2021 6:44 AM
30	how rich the culture is.	1/15/2021 9:38 PM
31	Shopping	1/15/2021 7:53 PM
32	Small and love the shops close together	1/15/2021 7:25 PM
33	The people	1/15/2021 6:52 PM
34	It's wonderful place to be in it's like no other place where it has its Beauty but in the hearts of people yes it's awesome place	1/15/2021 5:09 PM
35	I love the close knit feel of the neighborhood.	1/15/2021 5:02 PM
36	our main population is black and brown we love the diversity and do not need anything to	1/15/2021 4:40 PM

	change		
37	Historical	1/15/2021 4:16 PM	
38	The different cultures in the neighborhood	1/15/2021 4:07 PM	
39	Cost of living	1/15/2021 3:50 PM	
40	A few exhibits	1/15/2021 3:45 PM	
41	Small community	1/15/2021 3:39 PM	
42	The heritage it represents!	1/15/2021 3:33 PM	
43	Close to everything	1/15/2021 3:30 PM	
44	Oklahoma City	1/15/2021 1:59 PM	
45	Proximity to downtown	1/15/2021 11:11 AM	
46	Close to downtown. Hispanic feel	1/15/2021 9:41 AM	
47	The housing types. The closeness to downtown. The history. The amount of Hispanics and the proximity to sw 29th district.	1/15/2021 9:13 AM	
48	My family is multi racial and here they blend in well.	1/6/2021 12:55 PM	
49	I enjoy having a small town feel in a large city. It has its perk such as close proximity to a post office.	1/5/2021 5:10 PM	
50	Quiet and community	1/4/2021 10:53 AM	

Q5 What do you NOT like about living in the Stockyards City community?

Answered: 48 Skipped: 85

Stockyards City Resident Survey

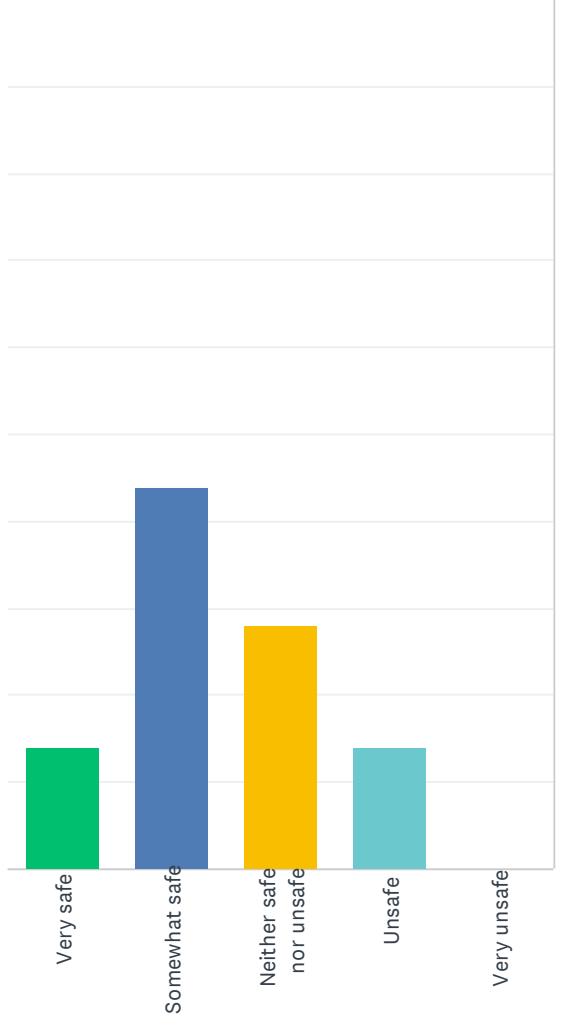
#	RESPONSES	DATE
1	N/A	1/28/2021 3:02 PM
2	N/A	1/28/2021 2:58 PM
3	Nothing	1/28/2021 2:55 PM
4	Very crowded	1/28/2021 2:50 PM
5	Unkept streets, not enough landscapes or community resources	1/28/2021 2:45 PM
6	Theft	1/28/2021 2:41 PM
7	Homeless, walk up and down the street	1/28/2021 2:32 PM
8	Trashy empty yards	1/28/2021 2:23 PM
9	Speeding	1/28/2021 2:17 PM
10	Noisy neighbors	1/28/2021 2:04 PM
11	A lot of speeding on my street	1/28/2021 2:00 PM
12	Too many homeless, not enough to see(stores)- considering it should be a well visited area.	1/28/2021 1:54 PM
13	Random people always walking around	1/28/2021 1:44 PM
14	Kind of trashy. Homes seen to be run down.	1/28/2021 1:41 PM
15	Noisy at night	1/28/2021 1:39 PM
16	The trash. This area doesn't let you have chickens!	1/28/2021 1:27 PM
17	Lack of more budget friendly restaurants and grocery store	1/25/2021 1:34 PM
18	Trinity industries is now empty and ugly. So is columbus school. Lots of old abandoned stuff. It's ugly and becomes messy and trashy over time.	1/25/2021 10:54 AM
19	The houses look old. There are a lot of empty properties that homeless people hangout in. There is some obvious crime sometimes.	1/23/2021 1:59 AM
20	The homeless people. The empty lots. The stray dogs.	1/21/2021 7:20 PM
21	Crime	1/20/2021 4:43 PM
22	Delinquency.	1/19/2021 11:15 PM
23	There is at times activity I'm not interested in dealing with - gang activity, gun shots	1/19/2021 7:43 AM
24	Hearing gunshots sometimes	1/19/2021 7:40 AM
25	n/a	1/19/2021 7:37 AM
26	It feels like the government has abandoned this area I see other communities getting you Parks or feels while this area it's just been neglected	1/18/2021 9:35 PM
27	The poverty is very much noticeable unfortunately	1/18/2021 8:29 PM
28	N/A	1/18/2021 2:00 PM
29	Tourists	1/18/2021 6:44 AM
30	Crime rate.	1/15/2021 9:38 PM
31	Park Loitering	1/15/2021 7:53 PM
32	N/a	1/15/2021 7:25 PM
33	Gentrification	1/15/2021 6:52 PM
34	I have no doubt about it	1/15/2021 5:09 PM
35	The drug abusers that surround the area and homeless.	1/15/2021 5:02 PM

36	N/a	1/15/2021 4:16 PM
37	Noting	1/15/2021 4:07 PM
38	Stray dogs	1/15/2021 3:50 PM
39	Needs the community to help and keep roads more clean	1/15/2021 3:45 PM
40	There's nothing really around us.	1/15/2021 3:39 PM
41	Nothing	1/15/2021 3:30 PM
42	Oklahoma City	1/15/2021 1:59 PM
43	Vacant properties	1/15/2021 11:11 AM
44	Lots of Homeless people	1/15/2021 9:41 AM
45	The amount of homelessness. Lack of lighting. Lack of sideways. Pot holes.	1/15/2021 9:13 AM
46	It's hard if you don't know spanish to get a job.	1/6/2021 12:55 PM
47	I do not like the strong odors that come from living in this community.	1/5/2021 5:10 PM
48	No sidewalks, bad roads	1/4/2021 10:53 AM

Q6 Does the Stockyards City community feel safe to you?

Answered: 50

Skipped: 83



QUIZ STATISTICS

Percent Correct
5%Average Score
2.6/4.0 (65%)Standard Deviation
0.91Difficulty
4/4

ANSWER CHOICES	SCORE	RESPONSES
Very safe	4/4	14.00%
Somewhat safe	3/4	44.00%
Neither safe nor unsafe	2/4	28.00%
Unsafe	1/4	14.00%
Very unsafe	0/4	0.00%
TOTAL		50

Q7 If you feel unsafe, what specifically feels unsafe?

Answered: 35 Skipped: 98

Stockyards City Resident Survey

#	RESPONSES	DATE
1	Vagrancy, theft, graffiti, trashy houses	1/28/2021 3:02 PM
2	Some people that walk at night	1/28/2021 2:50 PM
3	Homeless walking around	1/28/2021 2:45 PM
4	Had theft in my home	1/28/2021 2:41 PM
5	Random people walking around	1/28/2021 1:44 PM
6	Lots of people walking around seem to be looking for trouble	1/28/2021 1:41 PM
7	Lack of a police presence in the community	1/25/2021 1:34 PM
8	Trash everywhere	1/25/2021 10:54 AM
9	Crime. Like drugs and theft.	1/23/2021 1:59 AM
10	Stray dogs. Lack of lighting	1/21/2021 7:20 PM
11	my life	1/20/2021 4:43 PM
12	delinquency	1/19/2021 11:15 PM
13	Loose dogs	1/19/2021 7:43 AM
14	Not a lot of good lighting, what seems like gang activity	1/19/2021 7:40 AM
15	Or cars had been broken into so the fact that I have to make sure that my cars are locked	1/18/2021 9:35 PM
16	Walking out at night	1/18/2021 8:29 PM
17	homeless	1/18/2021 2:00 PM
18	There isn't the good community there once was	1/18/2021 6:44 AM
19	the amount of people who wander at night.	1/15/2021 9:38 PM
20	Lot of homeless	1/15/2021 7:53 PM
21	The homeless ppl around	1/15/2021 7:25 PM
22	Gentrification	1/15/2021 6:52 PM
23	There's always good and bad I don't mind it I know what's good	1/15/2021 5:09 PM
24	The lack of street lights in the neighborhoods	1/15/2021 5:02 PM
25	N/a	1/15/2021 4:16 PM
26	Safe	1/15/2021 4:07 PM
27	NA	1/15/2021 3:50 PM
28	When I call the law they don't show up	1/15/2021 3:45 PM
29	Nothing	1/15/2021 3:30 PM
30	Crooks, illegals, POC	1/15/2021 1:59 PM
31	Vagrants	1/15/2021 11:11 AM
32	Homeless people	1/15/2021 9:41 AM
33	Prostitute walking around, drug deals Abey now and then and homelessness.	1/6/2021 12:55 PM
34	The lack of street lighting and the lack of sidewalk/bike lanes.	1/5/2021 5:10 PM
35	Not much streetlights	1/4/2021 10:53 AM

Q8 Where do you buy most of your groceries? (store name and general location)

Answered: 50 Skipped: 83

Stockyards City Resident Survey

#	RESPONSES	DATE
1	N/A	1/28/2021 3:02 PM
2	Walmart SW 44th and Western	1/28/2021 2:58 PM
3	Family Dollar	1/28/2021 2:55 PM
4	Crest I 44	1/28/2021 2:50 PM
5	Winco, buy for less	1/28/2021 2:45 PM
6	Homeland and tractor supply	1/28/2021 2:41 PM
7	Winco	1/28/2021 2:32 PM
8	Family dollar on Penn	1/28/2021 2:23 PM
9	Buy 4 less 29th street	1/28/2021 2:17 PM
10	Walmart/ off 40	1/28/2021 2:04 PM
11	Buy for less 29th street	1/28/2021 2:00 PM
12	Buy for less SW 28th street	1/28/2021 1:54 PM
13	Family dollar 15th street	1/28/2021 1:44 PM
14	Winco or Aldi	1/28/2021 1:41 PM
15	Walmart on 40	1/28/2021 1:39 PM
16	Winco	1/28/2021 1:27 PM
17	Buy for less 29th and may. Walmart supercenter sw3rd and MacArthur	1/25/2021 1:34 PM
18	Walmart or WinCo	1/25/2021 10:54 AM
19	Walmart	1/23/2021 1:59 AM
20	Walmart on 44th and western	1/21/2021 7:20 PM
21	Buy for Less on 29th and may	1/20/2021 4:43 PM
22	feria latina (sw44&penn) buy for less (29&may)	1/19/2021 11:15 PM
23	Buy 4 Less on SW 29th and May	1/19/2021 7:43 AM
24	Family Dollar on Pennsylvania or Wal-Mart on NW 23rd Street	1/19/2021 7:40 AM
25	Family Dollar on Penn, Buy 4 Less on May and SW 29th	1/18/2021 7:37 AM
26	Aldi on 59th and La Hacienda on 29th	1/18/2021 9:35 PM
27	Aldi on 59th and penn	1/18/2021 8:29 PM
28	Walmart, Aldis, cash saver	1/18/2021 6:44 AM
29	Buy4Less on may	1/15/2021 9:38 PM
30	buy for less, 29th and may	1/15/2021 7:53 PM
31	Buy for less	1/15/2021 7:25 PM
32	Family dollar	1/15/2021 6:52 PM
33	El rodeo, south side okc	1/15/2021 5:09 PM
34	Buy for less, smart saver , Walmart,	1/15/2021 5:02 PM
35	Buy For Less off of 29th and May	1/15/2021 4:40 PM
36	Mexican stores walmart and buy for less we dont have manu grocery store options	1/15/2021 4:16 PM
37	But for less	

38	Buy for less	1/15/2021 4:07 PM
39	Walmart Grocery store on 44th and Western	1/15/2021 3:50 PM
40	Wal-Mart on SW 54th and Family Dollar on S Penn	1/15/2021 3:45 PM
41	Walmart, sams, Costco	1/15/2021 3:39 PM
42	buy for less 29th	1/15/2021 3:33 PM
43	Walmart	1/15/2021 3:30 PM
44	Buy for less	1/15/2021 1:59 PM
45	Homeland midtown	1/15/2021 11:11 AM
46	Sam's and walmart on sw 3rd	1/15/2021 9:41 AM
47	Sw 29th buy for less and WinCo on nw 39 and walmart in 44th and western	1/15/2021 9:13 AM
48	Walmart sw 44and western	1/6/2021 12:55 PM
49	Buy For Less on SW 29th and Aldi's on SW 59th	1/5/2021 5:10 PM
50	Crest	1/4/2021 10:53 AM

Q9 Where do you buy most of your clothing? (store name and general location)

Answered: 50 Skipped: 83

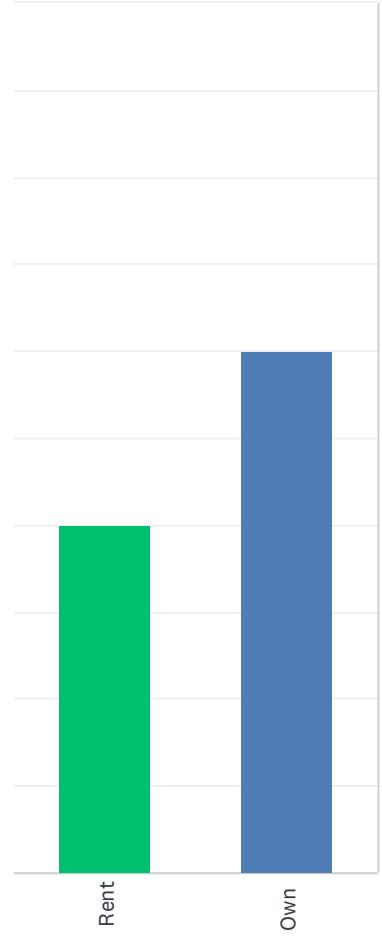
#	RESPONSES	DATE
1	N/A	1/28/2021 3:02 PM
2	N/A	1/28/2021 2:58 PM
3	I don't buy clothes, I get donated clothes	1/28/2021 2:55 PM
4	Walmart i44	1/28/2021 2:50 PM
5	Thrift, Ross, marshalls	1/28/2021 2:45 PM
6	JC Penny, Levi's, Arizona	1/28/2021 2:41 PM
7	DD's	1/28/2021 2:32 PM
8	Thrift Stores	1/28/2021 2:23 PM
9	Ross off of 40	1/28/2021 2:17 PM
10	Target, mall	1/28/2021 2:04 PM
11	Walmart- Reno and 40	1/28/2021 2:00 PM
12	Ross (MacArthur) Burlington (N May)	1/28/2021 1:54 PM
13	Okc Outlet Mall	1/28/2021 1:44 PM
14	Walmart or the mall	1/28/2021 1:41 PM
15	DD's on 40	1/28/2021 1:39 PM
16	Walmart. Boutique. Boot store	1/28/2021 1:27 PM
17	Online	1/25/2021 1:34 PM
18	Random. Not often.	1/25/2021 10:54 AM
19	Walmart. Thrift stores	1/23/2021 1:59 AM
20	DD on 29. Ross on 1240. The mall. -PennSwuare	1/21/2021 7:20 PM
21	Online	1/20/2021 4:43 PM
22	Ross (240&penn) outlet mall (i40& council)	1/19/2021 11:15 PM
23	Wal-Mart or thrift stores	1/19/2021 7:43 AM
24	At my church - Crosslight Chapel in Moore	1/19/2021 7:40 AM
25	Penn Square Mall or Family Dollar	1/19/2021 7:37 AM
26	JcP Booth Barn online	1/18/2021 9:35 PM
27	Ross	1/18/2021 8:29 PM
28	Walmart, Ross, thrift stores	1/18/2021 2:00 PM
29	Walmart	1/18/2021 6:44 AM
30	okc outlets on reno	1/15/2021 9:38 PM
31	Outlet mall	1/15/2021 7:53 PM
32	Langston joe boots	1/15/2021 7:25 PM
33	Pennsquare mall, penn and expressway	1/15/2021 6:52 PM
34	Walmart area Moore area	1/15/2021 5:09 PM
35	Outlet Mall off of Council RD	1/15/2021 5:02 PM
36	Ross and marshalls	1/15/2021 4:40 PM
37	Ross	1/15/2021 4:16 PM

Stockyards City Resident Survey

38	Dd		1/15/2021 4:07 PM
39	Walmart 104th		1/15/2021 3:50 PM
40	Any place		1/15/2021 3:45 PM
41	Marshall's, Ross, and the mall		1/15/2021 3:39 PM
42	Thrift store		1/15/2021 3:33 PM
43	Mall Or Ross		1/15/2021 3:30 PM
44	Outlet		1/15/2021 1:59 PM
45	JC Penny's		1/15/2021 11:11 AM
46	Dds on 29th ross walmart on sw 3rd		1/15/2021 9:41 AM
47	Ross on 1240		1/15/2021 9:13 AM
48	Walmart on 74 or on Reno and DD on 29th.		1/6/2021 12:55 PM
49	Consignment Stores		1/5/2021 5:10 PM
50	Online		1/4/2021 10:53 AM

Q10 Do you rent or own the house you live in?

Answered: 50 Skipped: 83

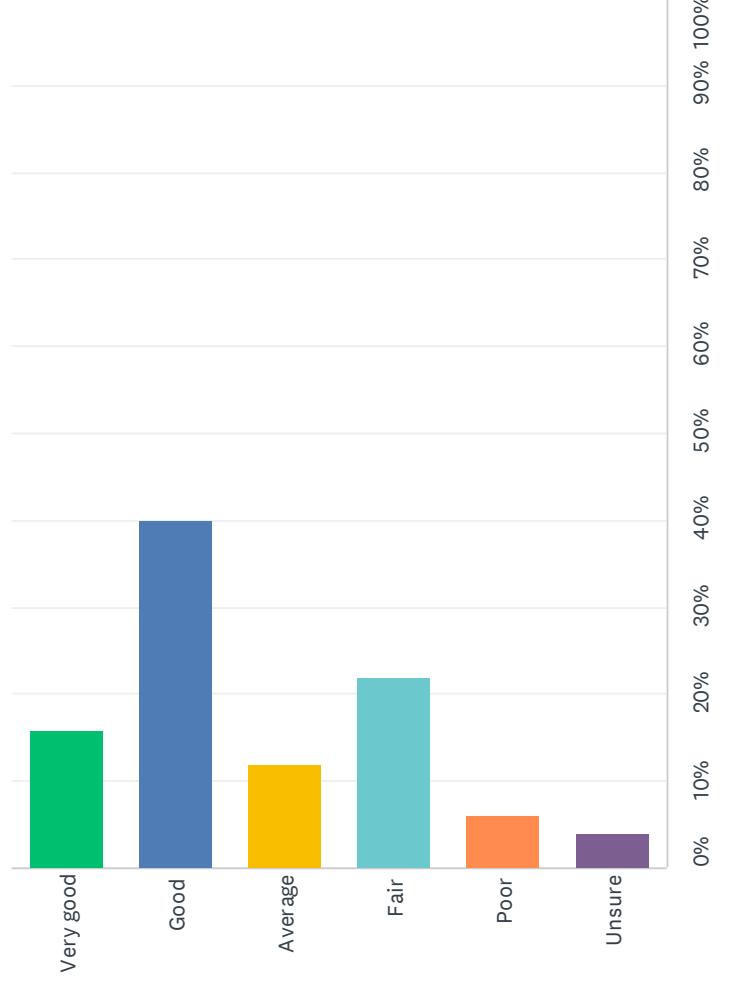


ANSWER CHOICES	RESPONSES	
	Rent	Own
Rent	40.00%	20
Own	60.00%	30
TOTAL		50

Q11 How would you describe your home's condition?

Answered: 50

Skipped: 83



QUIZ STATISTICS

Average Score
2.4/4.0 (60%)Standard Deviation
1.20Difficulty
2/4

ANSWER CHOICES

Very good

4/4

RESPONSES
16.00%
8

Good

3/4

40.00%
20

Average

2/4

12.00%
6

Fair

1/4

22.00%
11

Poor

0/4

6.00%
3

Unsure

--

4.00%
2**TOTAL**

#

UNSURE

DATE

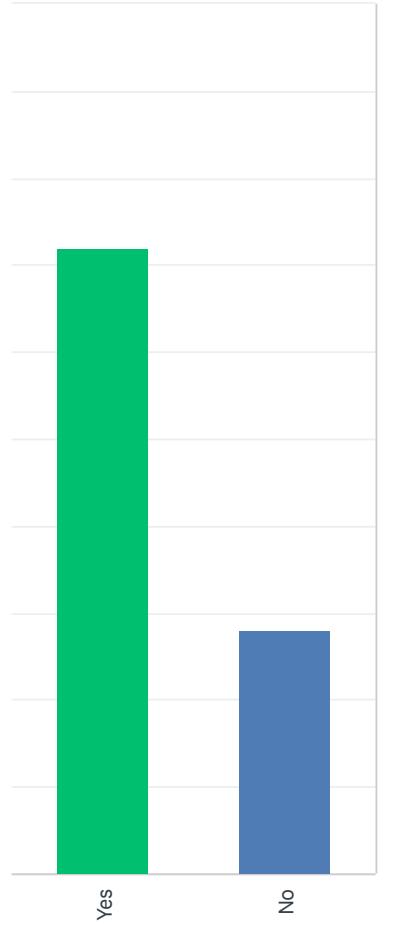
1/28/2021 1:41 PM

1 In the 16+ years, my family has transformed the house from poor to great!

1/5/2021 5:10 PM

Q12 Does your current house meet your/your family's needs?

Answered: 50 Skipped: 83

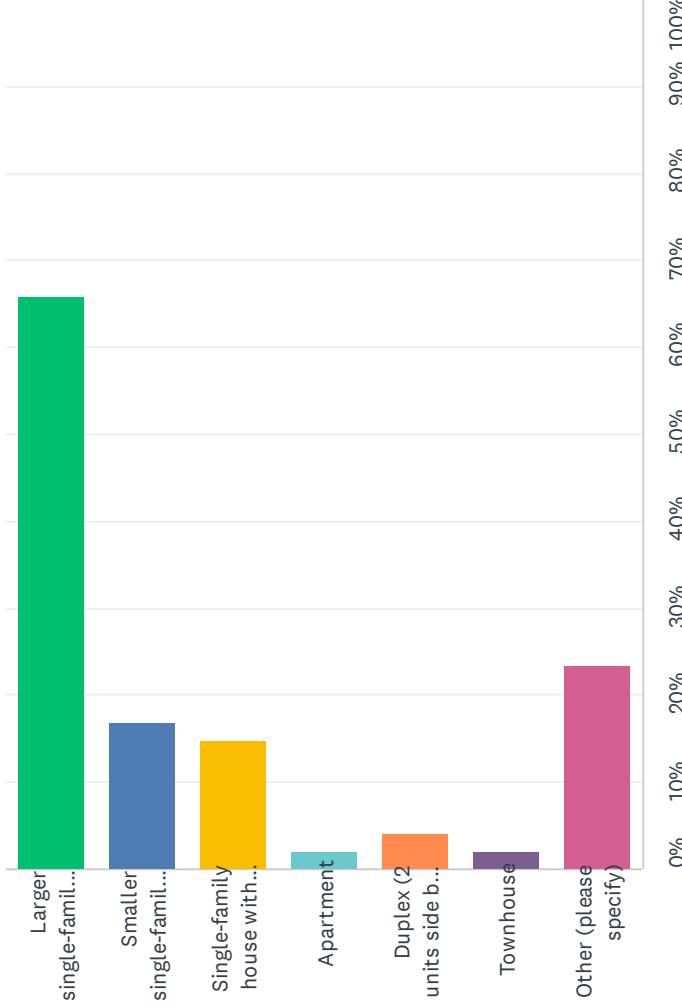


ANSWER CHOICES	RESPONSES
Yes	72.00% 36
No	28.00% 14
TOTAL	50

Q13 What kind of housing do you think would better meet your/your family's needs?

Answered: 47

Skipped: 86



ANSWER CHOICES

	RESPONSES
□ Larger single-family house	65.96% 31
□ Smaller single-family house	17.02% 8
□ Single-family house with additional small house for family member or tenant	14.89% 7
□ Apartment	2.13% 1
□ Duplex (2 units side by side or one on top of the other)	4.26% 2
□ Townhouse	2.13% 1
Other (please specify)	23.40% 11
Total Respondents: 47	

#	OTHER (PLEASE SPECIFY)	DATE
1	N/A	1/28/2021 3:02 PM
2	None	1/28/2021 2:58 PM
3	Floors are cracking /no doors	1/28/2021 2:32 PM
4	Just better condition	1/28/2021 2:23 PM
5	Just better condition	1/28/2021 1:41 PM
6	Just better or higher quality. Make the landlord care without raising rent.	1/23/2021 1:59 AM
7	Better siding and paint	1/21/2021 7:20 PM
8	N/A	1/18/2021 2:00 PM
9	Bigger rooms	1/15/2021 3:45 PM
10	Needs a better roof and some nicer newer paint	1/15/2021 9:41 AM
11	Garage	1/15/2021 9:13 AM

Q14 Where do you/your family go for leisure time activities?

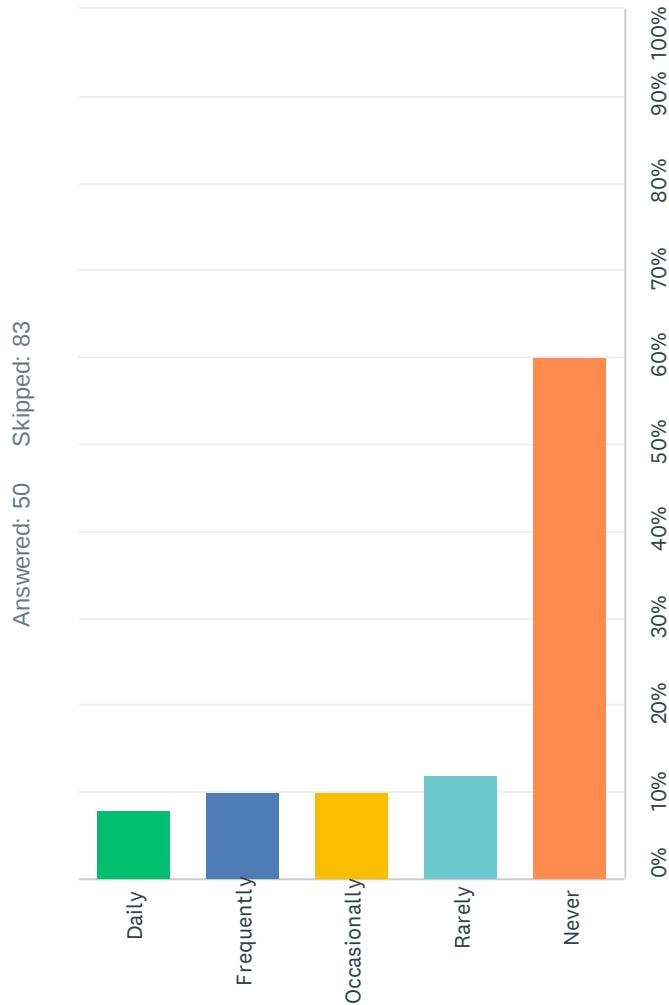
Answered: 50 Skipped: 83

#	RESPONSES	DATE
1	None	1/28/2021 3:02 PM
2	No where	1/28/2021 2:58 PM
3	The park to go fishing	1/28/2021 2:55 PM
4	Park or school park	1/28/2021 2:50 PM
5	Park, OKC wheeler, river	1/28/2021 2:45 PM
6	Meridian Lanes	1/28/2021 2:41 PM
7	Church	1/28/2021 2:32 PM
8	For a walk with my dog	1/28/2021 2:23 PM
9	Go for a walk by the river	1/28/2021 2:17 PM
10	Shopping, park	1/28/2021 2:04 PM
11	Eat, park, shop	1/28/2021 2:00 PM
12	Scissortail Park (due to Covid) not much to do in the area, no outdoor dining here.	1/28/2021 1:54 PM
13	Bricktown	1/28/2021 1:44 PM
14	Thrift stores, antique store	1/28/2021 1:41 PM
15	Walk around the neighborhood	1/28/2021 1:39 PM
16	The river. The FLEA market. Movies.	1/28/2021 1:27 PM
17	OKC Downtown. north side	1/25/2021 1:34 PM
18	Movies	1/25/2021 10:54 AM
19	No where really. I guess walking or a park or something. I don't really get out much.	1/23/2021 1:59 AM
20	Walk along the river or around the block. Or walk around the mall.	1/21/2021 7:20 PM
21	Downtown	1/20/2021 4:43 PM
22	Downtown okc, Myrian garden.	1/19/2021 11:15 PM
23	Go for bike rides around neighborhood, wish there was someplace to go swimming regularly	1/19/2021 7:43 AM
24	Church or take walks	1/19/2021 7:40 AM
25	Church	1/19/2021 7:37 AM
26	Lexinton, Arcadia,	1/18/2021 9:35 PM
27	Relatives house	1/18/2021 8:29 PM
28	Visit family	1/18/2021 2:00 PM
29	Test	1/18/2021 6:44 AM
30	scissortail park	1/15/2021 9:38 PM
31	Na	1/15/2021 7:53 PM
32	Anywhere's	1/15/2021 7:25 PM
33	The river	1/15/2021 6:52 PM
34	Parks downtown area suburb areas	1/15/2021 5:09 PM
35	We like to go to Agnew park right next to the river and Stockyards	1/15/2021 5:02 PM
36	we dont have enough places arround us to go to we normally walk or go to the parks and lakes in the surrounding areas	1/15/2021 4:40 PM
37	Park	1/15/2021 4:16 PM

Stockyards City Resident Survey

38	Downtown	1/15/2021 4:07 PM
39	Midwest city	1/15/2021 3:50 PM
40	Friends	1/15/2021 3:45 PM
41	Downtown	1/15/2021 3:39 PM
42	Parks	1/15/2021 3:33 PM
43	Downtown	1/15/2021 3:30 PM
44	Bricktown	1/15/2021 1:59 PM
45	Bricktown	1/15/2021 11:11 AM
46	Walk around the neighborhood and the mall	1/15/2021 9:41 AM
47	Mall. Movies. Parks.	1/15/2021 9:13 AM
48	Bricktown. Church. On sw 44. At home activities	1/6/2021 12:55 PM
49	We go to a lot of parks and movie theaters (prior to COVID)	1/5/2021 5:10 PM
50	Wheeler district, Scissortail park	1/4/2021 10:53 AM

Q15 Do you use the OKC bus system, EMBARK?



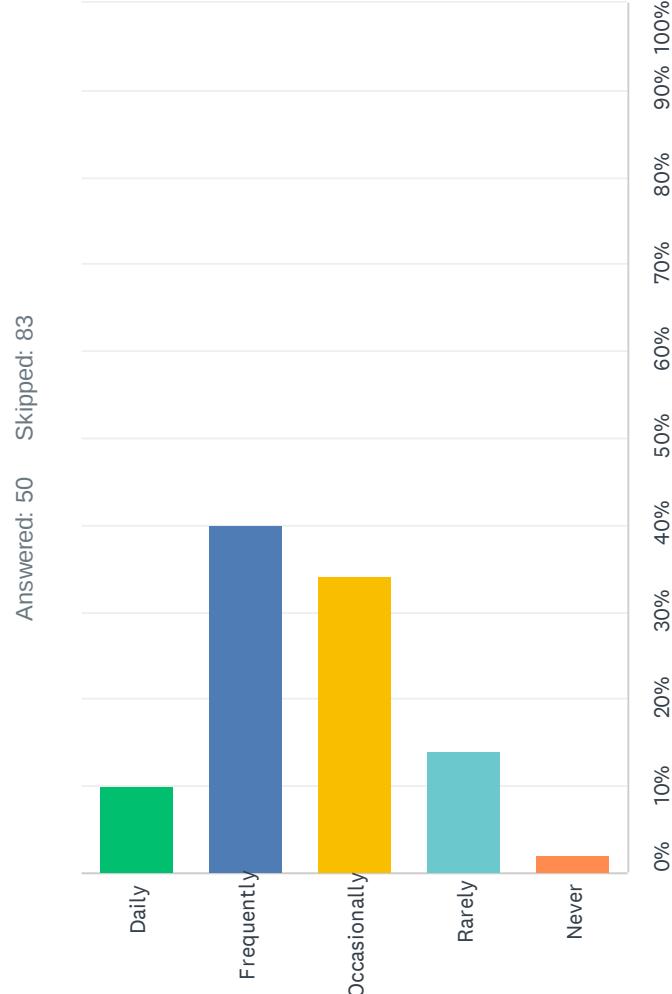
QUIZ STATISTICS

Percent Correct
3%

Standard Deviation
1.36

ANSWER CHOICES	SCORE	RESPONSES	
		Difficulty 1/4	Difficulty 4/4
✓ Daily	4/4	8.00%	4
Frequently	3/4	10.00%	5
Occasionally	2/4	10.00%	5
Rarely	1/4	12.00%	6
Never	0/4	60.00%	30
TOTAL			50

Q16 Do you ever visit parks in Oklahoma City?



QUIZ STATISTICS

Percent Correct
4%

Average Score
2.4/4.0 (61%)

Standard Deviation
0.93

ANSWER CHOICES

	SCORE	RESPONSES	Difficulty 3/4
✓ Daily	4/4	10.00%	5
Frequently	3/4	40.00%	20
Occasionally	2/4	34.00%	17
Rarely	1/4	14.00%	7
Never	0/4	2.00%	1
TOTAL			50

Q17 When you visit an OKC park, what activities do you do there?

Answered: 50 Skipped: 83

Stockyards City Resident Survey

#	RESPONSES	DATE
1	Stroll and shop	1/28/2021 3:02 PM
2	Use playgrounds and splash parks	1/28/2021 2:58 PM
3	Fish, bicycle	1/28/2021 2:55 PM
4	Walking	1/28/2021 2:50 PM
5	Soccer, running, walking	1/28/2021 2:45 PM
6	Swimming, bowling, track, walking	1/28/2021 2:41 PM
7	Swings	1/28/2021 2:32 PM
8	Walking my dog	1/28/2021 2:23 PM
9	Play ground, trails	1/28/2021 2:17 PM
10	Go for a walk or take my child to play	1/28/2021 2:04 PM
11	Walk,bike, run	1/28/2021 2:00 PM
12	Like to hang out with our 4 kids and pet. During the summer we love the water park.	1/28/2021 1:54 PM
13	Feed ducks, hike, play ground	1/28/2021 1:44 PM
14	Walk. Basketball	1/28/2021 1:41 PM
15	Walk/jog	1/28/2021 1:39 PM
16	Trails. Park equipment	1/28/2021 1:27 PM
17	Walk. Dog park	1/25/2021 1:34 PM
18	Fresh air	1/25/2021 10:54 AM
19	Walking. Events.	1/23/2021 1:59 AM
20	Walking. Kids playground equipment, water activities in the summer. Sometimes event with free food!	1/21/2021 7:20 PM
21	walk	1/20/2021 4:43 PM
22	walk. Woodson, wiley post, wheeler park	1/19/2021 11:15 PM
23	Frisbee golf with friends	1/19/2021 7:43 AM
24	N/A	1/19/2021 7:40 AM
25	Hang out, enjoy outdoors	1/19/2021 7:37 AM
26	Let the kids play	1/18/2021 9:35 PM
27	Scissor tail park	1/18/2021 2:00 PM
28	Car meets	1/18/2021 6:44 AM
29	Na	1/15/2021 8:29 PM
30	walk around, walk my pets, hang out with friends	1/15/2021 9:38 PM
31	Ride bikes	1/15/2021 7:53 PM
32	Walk, play football	1/15/2021 7:25 PM
33	Walk or run	1/15/2021 6:52 PM
34	Spend time with the family party	1/15/2021 5:09 PM
35	I just walk on the trails	1/15/2021 5:02 PM
36	Walk	1/15/2021 4:40 PM
37	Playground, physical activity	1/15/2021 4:16 PM

38	Playground and walk	1/15/2021 4:07 PM
39	Walk, play equipment	1/15/2021 3:50 PM
40	Walk	1/15/2021 3:45 PM
41	Walk	1/15/2021 3:39 PM
42	Walk around	1/15/2021 3:33 PM
43	Walk	1/15/2021 3:30 PM
44	All	1/15/2021 1:59 PM
45	Picnic 2-3 times mo	1/15/2021 11:11 AM
46	Splash pad playground equipment for kids	1/15/2021 9:41 AM
47	Walk. Dog park	1/15/2021 9:13 AM
48	Water activities. Playground	1/6/2021 12:55 PM
49	We enjoy walking, riding bikes, and the playground. We are fond of public art.	1/5/2021 5:10 PM
50	Picnic, take our dogs, frisbee	1/4/2021 10:53 AM

Q18 What is your favorite park in Oklahoma City?

Answered: 47 Skipped: 86

#	RESPONSES	DATE
1	Myriad Gardens	1/28/2021 3:02 PM
2	Earlywine	1/28/2021 2:58 PM
3	The one by the river	1/28/2021 2:55 PM
4	Woodson	1/28/2021 2:50 PM
5	River walk	1/28/2021 2:45 PM
6	None	1/28/2021 2:41 PM
7	N/A	1/28/2021 2:32 PM
8	The river	1/28/2021 2:23 PM
9	Scissortail	1/28/2021 2:17 PM
10	Scissortail park	1/28/2021 2:04 PM
11	Rotay Park	1/28/2021 2:00 PM
12	Scissortail park	1/28/2021 1:54 PM
13	Scissor tail park	1/28/2021 1:44 PM
14	Rotary or the one on sw 29 and may. Or the basketball court downtown across from myriad gardens	1/28/2021 1:41 PM
15	Rotay park	1/28/2021 1:39 PM
16	Willy post or 29th St and may	1/28/2021 1:27 PM
17	Scissor tail park	1/25/2021 1:34 PM
18	Downtown	1/23/2021 1:59 AM
19	The ones downtown. Or the one on sw 15th for basketball or soccer	1/21/2021 7:20 PM
20	scissortail	1/20/2021 4:43 PM
21	will post	1/19/2021 11:15 PM
22	Rotay Park	1/19/2021 7:37 AM
23	Woodson park	1/18/2021 9:35 PM
24	Scissortail park	1/18/2021 8:29 PM
25	Woodson park	1/18/2021 2:00 PM
26	Thunderbird	1/18/2021 6:44 AM
27	Scissortail or the myriad gardens	1/15/2021 9:38 PM
28	Scissor tail park	1/15/2021 7:53 PM
29	Downtown	1/15/2021 7:25 PM
30	Wheeler park	1/15/2021 6:52 PM
31	Robinson park well it's known for that name but I don't know the original name to it	1/15/2021 5:09 PM
32	The new one downtown. Scissor tail Park	1/15/2021 5:02 PM
33	Robinson park we dont have many attractive things in oklahoma	1/15/2021 4:40 PM
34	Rotary	1/15/2021 4:16 PM
35	Woodson park	1/15/2021 4:07 PM
36	NA	1/15/2021 3:50 PM
37	All	1/15/2021 3:45 PM

Stockyards City Resident Survey

38	The new park downtown	1/15/2021 3:39 PM
39	Sissortale	1/15/2021 3:33 PM
40	Woodson	1/15/2021 3:30 PM
41	scissortail park	1/15/2021 1:59 PM
42	Scissortail	1/15/2021 11:11 AM
43	Downtown and roatery	1/15/2021 9:41 AM
44	Scissor tail and Wiley post	1/15/2021 9:13 AM
45	Nw called wayans	1/6/2021 12:55 PM
46	Prior to Scissortail Park, it was Edwards Park	1/5/2021 5:10 PM
47	Scissortail	1/4/2021 10:53 AM

Q19 What do you like about this park?

Answered: 46 Skipped: 87

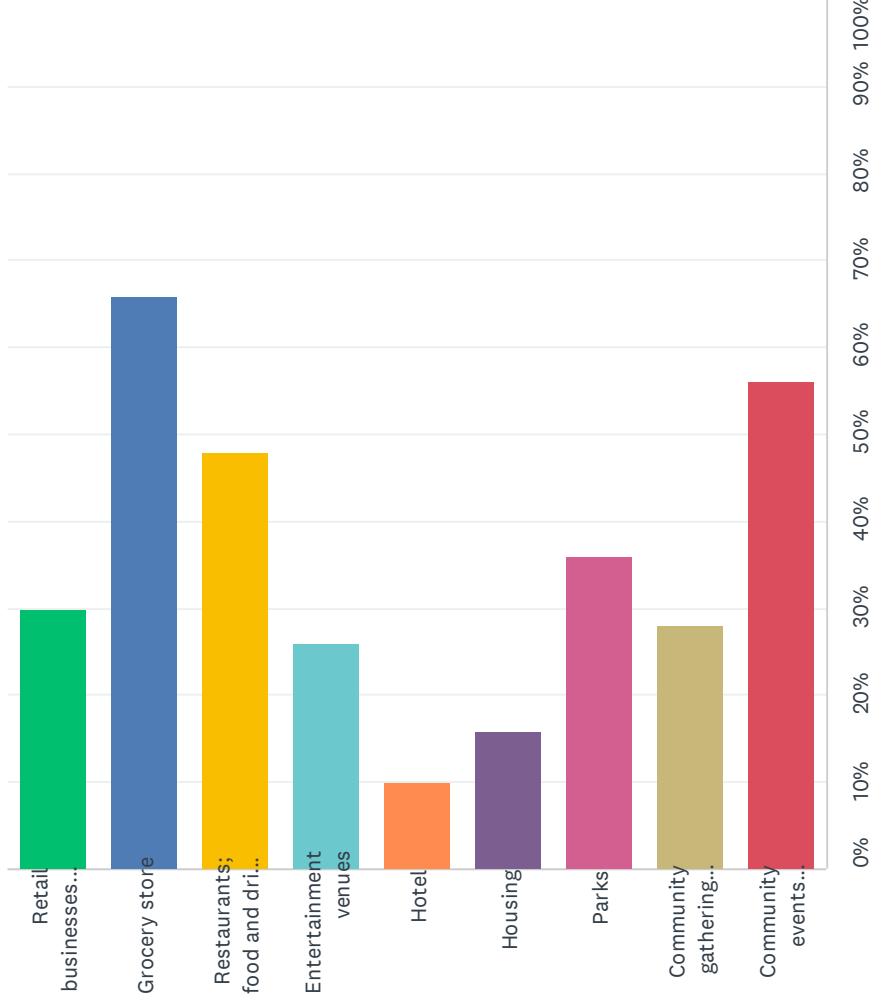
Stockyards City Resident Survey

#	RESPONSES	DATE
1	Landscaping	1/28/2021 3:02 PM
2	N/A	1/28/2021 2:58 PM
3	Everything	1/28/2021 2:55 PM
4	Big wide area	1/28/2021 2:50 PM
5	Trees, pavement, clean	1/28/2021 2:45 PM
6	N/A	1/28/2021 2:41 PM
7	Swing, watching the water	1/28/2021 2:32 PM
8	It's close	1/28/2021 2:23 PM
9	Clean, well-maintained	1/28/2021 2:17 PM
10	My child loves it	1/28/2021 2:04 PM
11	Close to me	1/28/2021 2:00 PM
12	It's big enough that we don't bump into other families.	1/28/2021 1:54 PM
13	Clean and it's large	1/28/2021 1:44 PM
14	Basket ball	1/28/2021 1:41 PM
15	It's close	1/28/2021 1:39 PM
16	They're big. Kids play soccer and on equipment. Lots of benches for people watching.	1/28/2021 1:27 PM
17	Scenery. Location. Dog park. Food trucks	1/25/2021 1:34 PM
18	Botanical. Water/river	1/23/2021 1:59 AM
19	Downtown is pretty. The one on 15 has basketball goals. The new one with futsal!	1/21/2021 7:20 PM
20	proximity	1/20/2021 4:43 PM
21	water park	1/19/2021 11:15 PM
22	It's nearby	1/19/2021 7:37 AM
23	Water games the playground	1/18/2021 9:35 PM
24	It's very nice	1/18/2021 8:29 PM
25	The car meets	1/18/2021 2:00 PM
26	Lake	1/18/2021 6:44 AM
27	open air, safe with covid, the feel of nature from the pond	1/15/2021 9:38 PM
28	Walking/riding trails	1/15/2021 7:53 PM
29	New	1/15/2021 7:25 PM
30	It has nice walking paths	1/15/2021 6:52 PM
31	There's a skate Park right by it exercise equipment as well	1/15/2021 5:09 PM
32	The new feel and nice amenities	1/15/2021 5:02 PM
33	Its peaceful	1/15/2021 4:40 PM
34	Close location	1/15/2021 4:16 PM
35	It's has a variety of things to do	1/15/2021 4:07 PM
36	NA	1/15/2021 3:50 PM
37	Everything	1/15/2021 3:45 PM

38	How big it is and nice view	1/15/2021 3:39 PM
39	Kids place	1/15/2021 3:30 PM
40	everything	1/15/2021 1:59 PM
41	Proximity to downtown	1/15/2021 11:11 AM
42	Splash pad and sport court	1/15/2021 9:41 AM
43	Dog park. By the river	1/15/2021 9:13 AM
44	In a breast neighborhood and your and claim and not a lot of t traffic	1/6/2021 12:55 PM
45	I enjoy the peacefulness of the place and the waster feature	1/5/2021 5:10 PM
46	Big, different activities, feels safe	1/4/2021 10:53 AM

Q20 Choose 3 attractions you think should be added to the Stockyards City Main Street area to enhance the commercial district:

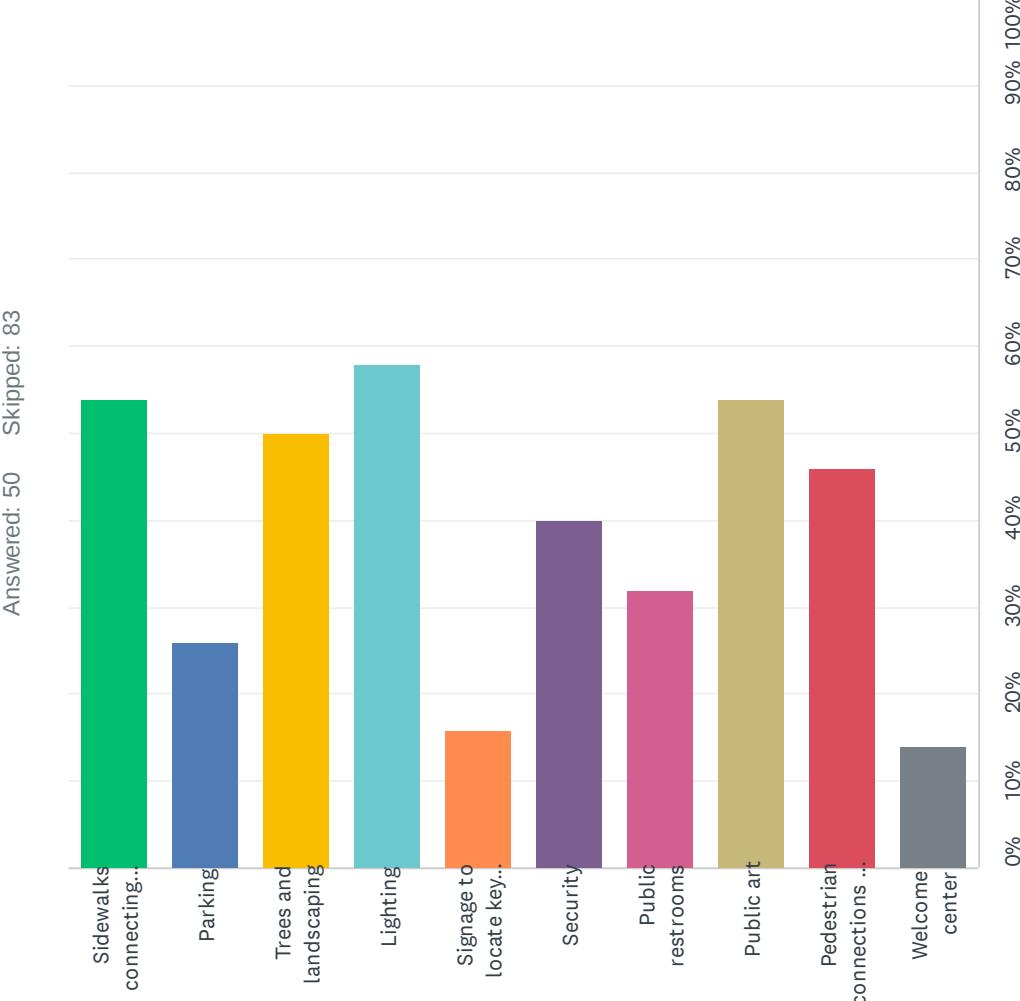
Answered: 50 Skipped: 83



ANSWER CHOICES

	RESPONSES
<input type="checkbox"/> Retail businesses (Clothing, furniture, gift shops, etc.)	30.00% 15
<input type="checkbox"/> Grocery store	66.00% 33
<input type="checkbox"/> Restaurants; food and drink options	48.00% 24
<input type="checkbox"/> Entertainment venues	26.00% 13
<input type="checkbox"/> Hotel	10.00% 5
<input type="checkbox"/> Housing	16.00% 8
<input type="checkbox"/> Parks	36.00% 18
<input type="checkbox"/> Community gathering places	28.00% 14
<input type="checkbox"/> Community events (festivals, exhibitions, sporting event, farmers markets, etc.)	56.00% 28
Total Respondents: 50	

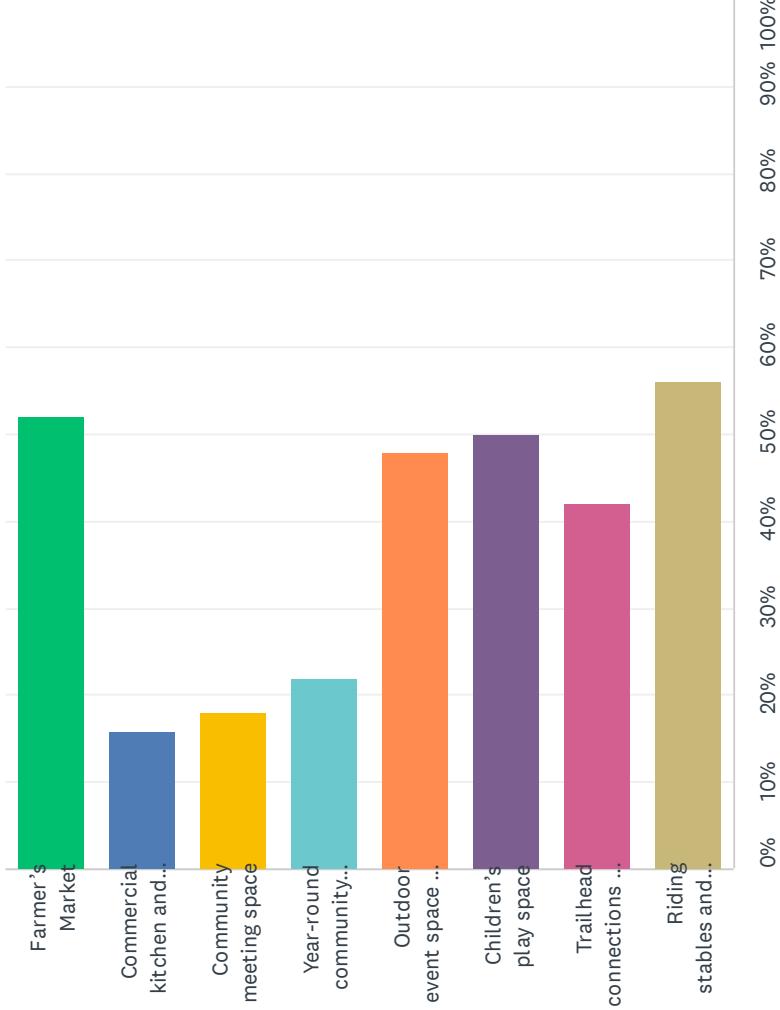
Q21 Choose 3 amenities you think should be added to the Stockyards City Main Street area to enhance the commercial district:



ANSWER CHOICES	RESPONSES
□ Sidewalks connecting commercial district to SYC neighborhoods	54.00% 27
□ Parking	26.00% 13
□ Trees and landscaping	50.00% 25
□ Lighting	58.00% 29
□ Signage to locate key attractions or businesses	16.00% 8
□ Security	40.00% 20
□ Public restrooms	32.00% 16
□ Public art	54.00% 27
□ Pedestrian connections to the Oklahoma River	46.00% 23
Welcome center	14.00% 7
Total Respondents: 50	

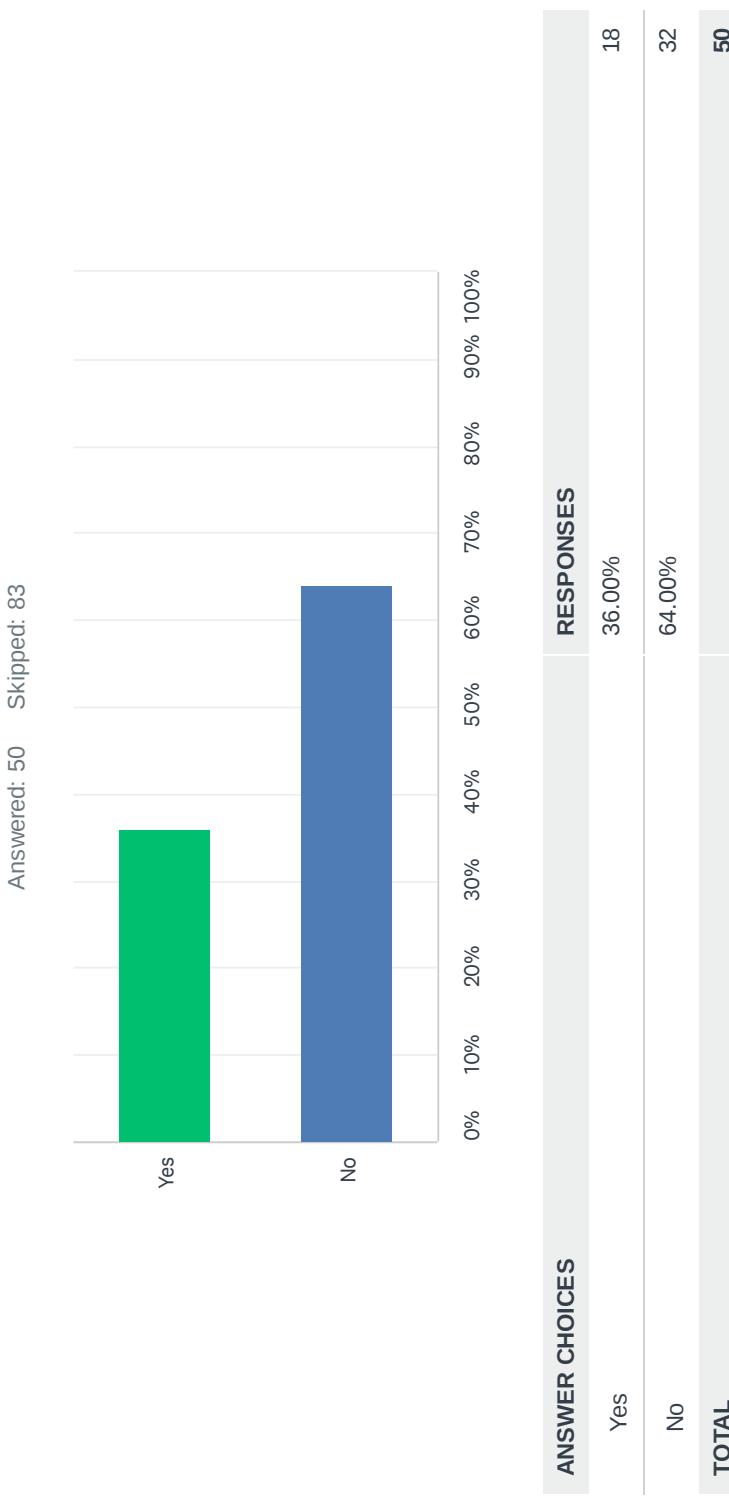
Q22 Choose 3 attractions you think would most complement the Stockyards City Main Street area:

Answered: 50 Skipped: 83

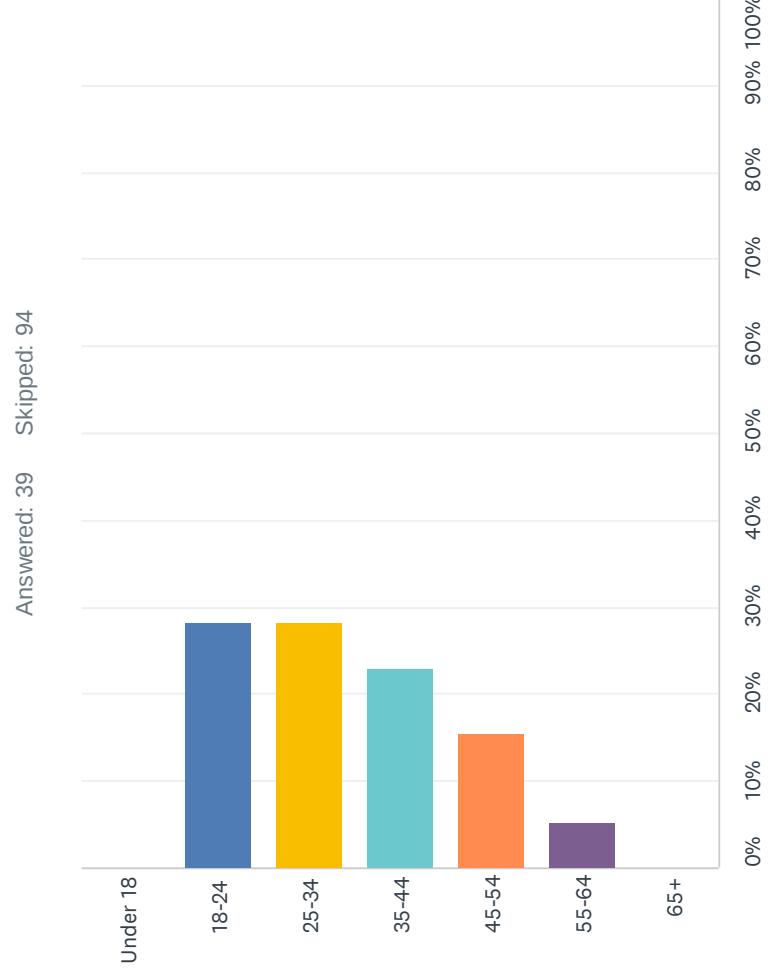


ANSWER CHOICES	RESPONSES
<input type="checkbox"/> Farmer's Market	52.00%
<input type="checkbox"/> Commercial kitchen and business incubator with rentals for small business start-ups	16.00%
<input type="checkbox"/> Community meeting space	18.00%
<input type="checkbox"/> Year-round community garden	22.00%
<input type="checkbox"/> Outdoor event space for concerts, festivals, events	48.00%
<input type="checkbox"/> Children's play space	50.00%
<input type="checkbox"/> Trailhead connections to multi-use trail along river	42.00%
<input type="checkbox"/> Riding stables and equine therapy center	56.00%
Total Respondents: 50	

Q23 Would you be interested in taking a more active role in the future of Stockyards City or of starting a Stockyards City Neighborhood Association?



Q24 What is your age? optional

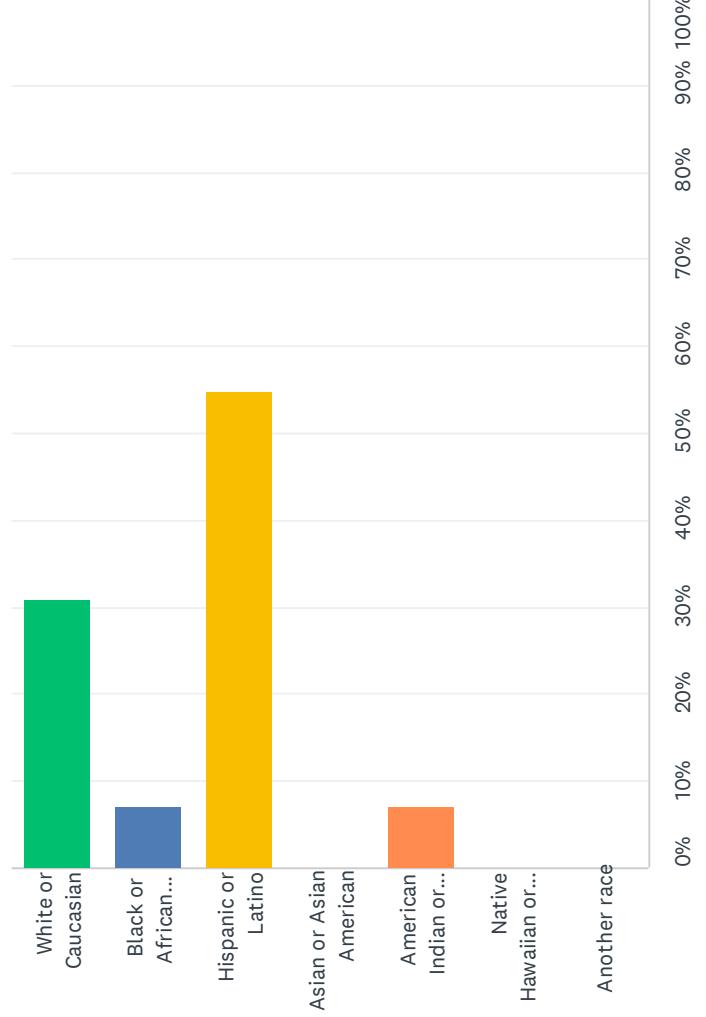


ANSWER CHOICES	RESPONSES
Under 18	0.00%
18-24	28.21%
25-34	28.21%
35-44	23.08%
45-54	15.38%
55-64	5.13%
65+	0.00%
TOTAL	39

Q25 What is your race? optional

Answered: 42

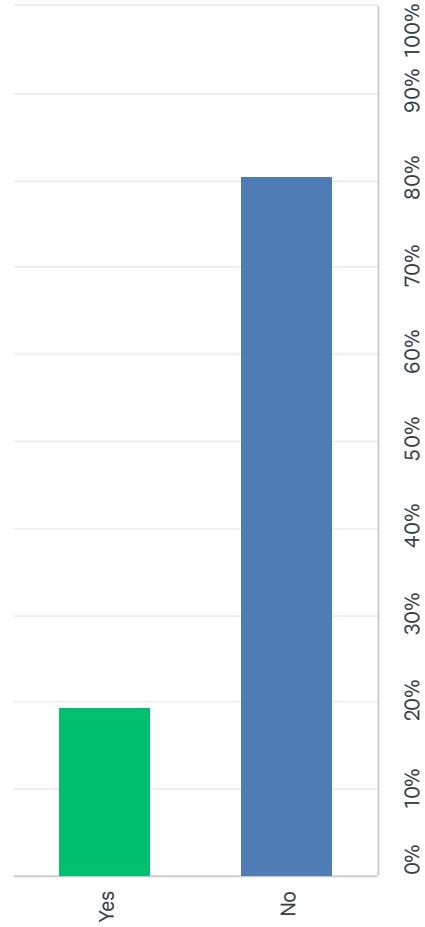
Skipped: 91



ANSWER CHOICES	RESPONSES
White or Caucasian	30.95%
Black or African American	7.14%
Hispanic or Latino	54.76%
Asian or Asian American	0.00%
American Indian or Alaska Native	7.14%
Native Hawaiian or other Pacific Islander	0.00%
Another race	0.00%
TOTAL	42

Q29 Do you own a small business?

Answered: 36 Skipped: 97



ANSWER CHOICES	RESPONSES	PCT (%)
Yes	7	19.44%
No	29	80.56%
TOTAL	36	

Q30 What is the name of your business?

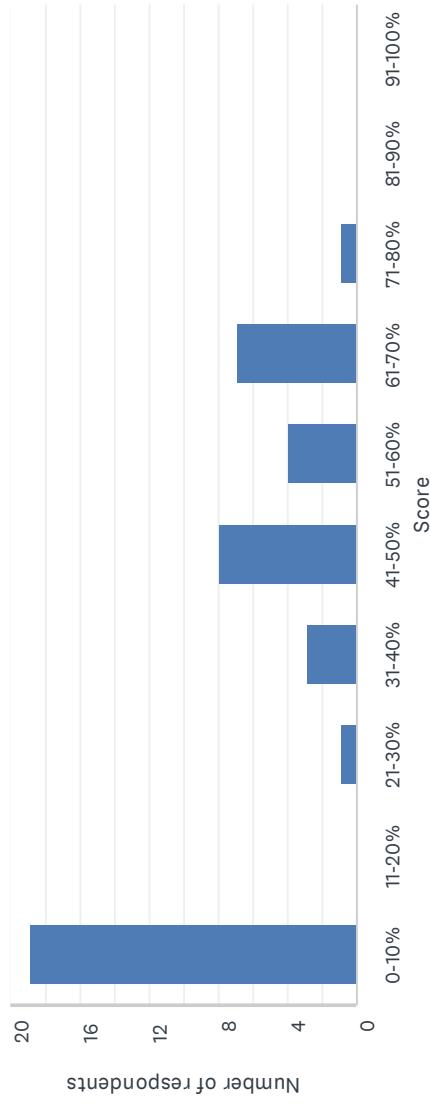
Answered: 4 Skipped: 129

#	RESPONSES	DATE
1	Bill's welder Repair	1/28/2021 3:03 PM
2	Solis Auto Repair/Superior Auto Care	1/18/2021 9:36 PM
3	Palmtrees Studios	1/18/2021 2:00 PM
4	Negros & Illegal catching	1/15/2021 1:59 PM

Quiz Summary

AVERAGE SCORE

53% • 8.5/16 PTS



STATISTICS

Lowest Score

25%

Median

53%

Highest Score

75%

Mean: 53%

Standard Deviation: 12%

Question Ranking

QUESTIONS (4)

Q15 ¿Usted o su familia utilizan el sistema de autobuses de la ciudad, "EMBARK"?

1 9%

Q16 ¿Usted o su familia visitan los parques de Oklahoma City?

2 65%

Q11 ¿Cómo describiría el estado de su casa?

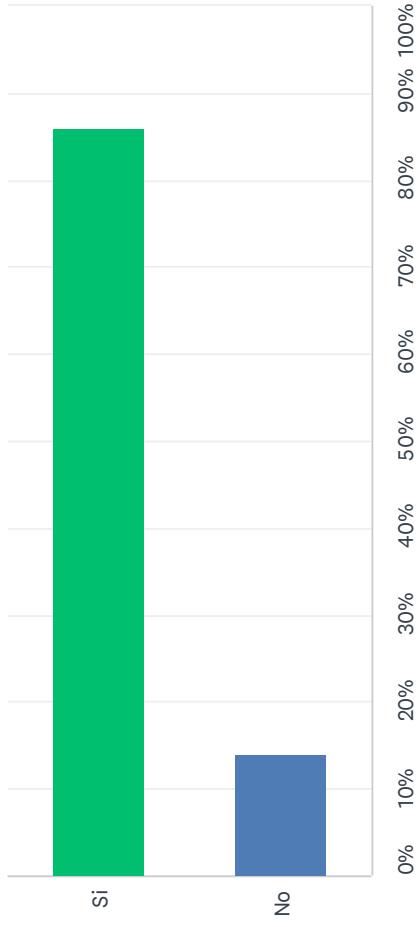
3 66%

Q6 ¿Se siente seguro de vivir en el área de Stockyards City?

4 74%

Q1 ¿Vives en la comunidad de Stockyards City? entre SW 25 y el Rio de Oklahoma y entre la May y la Ave. McKinley?

Answered: 43 Skipped: 0

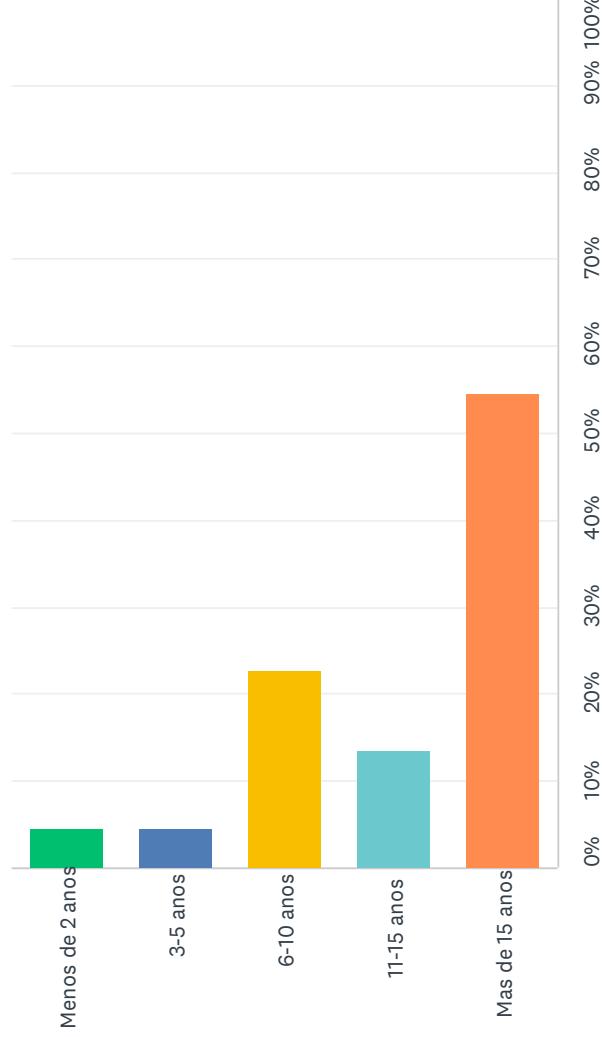


ANSWER CHOICES	RESPONSES
Si	37
No	6
TOTAL	43

Q2 ¿Cuanto tiempo a vivido en Stockyards City?

Answered: 22

Skipped: 21



ANSWER CHOICES	RESPONSES
Menos de 2 años	4.55%
3-5 años	4.55%
6-10 años	22.73%
11-15 años	13.64%
Más de 15 años	54.55%
TOTAL	22

Q3 ¿Cuál es su código postal?

Answered: 24

Skipped: 19

#	RESPONSES	DATE
1	73108	1/29/2021 4:20 PM
2	73108	1/29/2021 4:06 PM
3	73108	1/29/2021 3:59 PM
4	73109	1/29/2021 3:51 PM
5	73108	1/29/2021 3:42 PM
6	73108	1/29/2021 3:35 PM
7	73108	1/29/2021 3:27 PM
8	73108	1/29/2021 3:13 PM
9	73108	1/29/2021 3:04 PM
10	73109	1/29/2021 2:53 PM
11	73108	1/29/2021 1:45 PM
12	73108	1/29/2021 9:50 AM
13	73159	1/29/2021 9:39 AM
14	73108	1/29/2021 9:28 AM
15	73108	1/29/2021 9:11 AM
16	73119	1/29/2021 8:43 AM
17	73108	1/23/2021 2:10 AM
18	73108	1/18/2021 8:50 PM
19	73108	1/15/2021 7:43 PM
20	73108	1/15/2021 7:06 PM
21	73108	1/15/2021 1:29 PM
22	73108	1/15/2021 9:48 AM
23	73108	1/6/2021 2:27 PM
24	73108	1/6/2021 1:11 PM

Q4 ¿Qué le gusta de vivir en la comunidad de Stockyards City?

Answered: 24

Skipped: 19

#	RESPONSES	DATE
1	tiendas cercas	1/29/2021 4:20 PM
2	vivo agusto	1/29/2021 4:06 PM
3	tranquilo,mas hispanos	1/29/2021 3:59 PM
4	me gusta la vecindad	1/29/2021 3:51 PM
5	es tranquillo y todos somos unidos	1/29/2021 3:42 PM
6	las vacas ,mis vecinos	1/29/2021 3:35 PM
7	una area pacifica	1/29/2021 3:27 PM
8	el rio y el sentir vaquero	1/29/2021 3:13 PM
9	la area esta tranquila	1/29/2021 3:04 PM
10	la comodidad ,las tiendas hispanas ,esta calmado ,las escuelas	1/29/2021 2:53 PM
11	la historia	1/29/2021 1:45 PM
12	todo	1/29/2021 9:50 AM
13	tranquilo	1/29/2021 9:39 AM
14	que es muy tranquillo	1/29/2021 9:28 AM
15	local community feels tranquil	1/29/2021 9:11 AM
16	los hispanos,los vaqueros y lleguas	1/29/2021 8:43 AM
17	Las tiendas. Junto de hispanos y Comida hispana. El rio. Las escuelas,esta barato.	1/23/2021 2:10 AM
18	Centros comerciales cercas	1/18/2021 8:50 PM
19	Que es muy tranquilo	1/15/2021 7:43 PM
20	Nosotros desde que llegamos a vivir a qui emos vivido muy a gusto sobre todo porque nos quedan cercas las tiendas y muy tranquilo el barrio	1/15/2021 7:06 PM
21	Las tiendas mexicanas	1/15/2021 1:29 PM
22	Los hispanos	1/15/2021 9:48 AM
23	Los hispanos. Los restaurantes en la 29. El rio	1/6/2021 2:27 PM
24	No problems, no crime	1/6/2021 1:11 PM

Q5 ¿Qué NO le gusta de vivir en la comunidad de Stockyards City?

Answered: 21

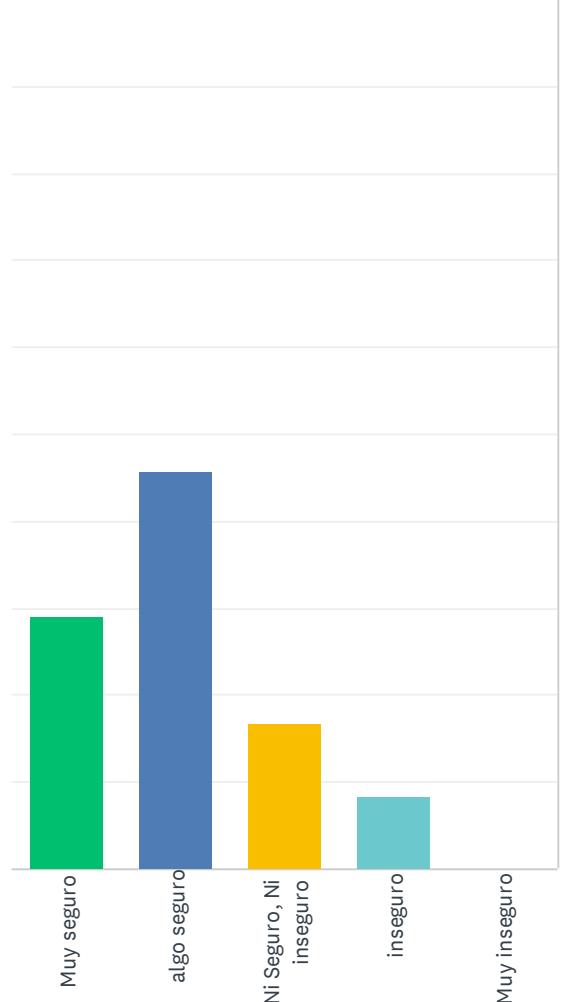
Skipped: 22

#	RESPONSES	DATE
1	muchas jentes ,nos rosaros	1/29/2021 4:20 PM
2	los vagabundos que andan alrededor	1/29/2021 4:06 PM
3	muchas delincuencia	1/29/2021 3:59 PM
4	n	1/29/2021 3:51 PM
5	a estirical algun vez	1/29/2021 3:42 PM
6	los bajabundos ,esta osuro	1/29/2021 3:35 PM
7	nada todo muy bien	1/29/2021 3:27 PM
8	no dye tiendas artesanles hispanas	1/29/2021 3:13 PM
9	muchos vecinos no mantuun sus yardas limpias	1/29/2021 3:04 PM
10	peros en la calle	1/29/2021 9:50 AM
11	la delincuencia	1/29/2021 9:39 AM
12	vaga rundos	1/29/2021 9:11 AM
13	el holor de las vecas y las calles	1/29/2021 8:43 AM
14	Los vagabundos. Las calles están oscuras. Las calles estaban muy olludas.	1/23/2021 2:10 AM
15	Hay residentes que no limpian su provided mucha basura	1/18/2021 8:50 PM
16	El tren	1/15/2021 7:43 PM
17	Ami en lo personal vivo alado de un arroyo y tiene más de un año que se está deslabando y la ciudad no a querido hacer nada toda mi cerca se caño y mi esposo no puede hacer nada porque está inválido y mi nieta no puede salir a jugar por el peligro que está	1/15/2021 7:06 PM
18	Ay gente que no limpian afuera . No cortan la llarda. Y eso ase que lis barrios se bean ma(feos)	1/15/2021 1:29 PM
19	Los vagabundos	1/15/2021 9:48 AM
20	Los vagabundos. Las condiciones de la calle.	1/6/2021 2:27 PM
21	N/a	1/6/2021 1:11 PM

Q6 ¿Se siente seguro de vivir en el área de Stockyards City?

Answered: 24

Skipped: 19



QUIZ STATISTICS

Percent Correct
16%Average Score
3.0/4.0 (74%)Standard Deviation
0.91Difficulty
4/4

ANSWER CHOICES	SCORE	RESPONSES
✓ Muy seguro	4/4	29.17%
algo seguro	3/4	45.83%
Ni Seguro, Ni inseguro	2/4	16.67%
inseguro	1/4	8.33%
Muy inseguro	0/4	0.00%
TOTAL		24

Q7 ☐ Si el área le parece insegura, ¿qué se siente específicamente insegura?

Answered: 13 Skipped: 30

#	RESPONSES	DATE
1	rosos	1/29/2021 4:20 PM
2	solos vagabundos	1/29/2021 4:06 PM
3	rosa e veses	1/29/2021 3:59 PM
4	se gura	1/29/2021 3:51 PM
5	no hay suficiente alumbrado y vigilancia	1/29/2021 3:42 PM
6	mucho homeless en las calles	1/29/2021 3:04 PM
7	a veces la gente pelea en la calle	1/29/2021 8:43 AM
8	No hay mucha luz en las noches.	1/23/2021 2:10 AM
9	Por el tren	1/15/2021 7:43 PM
10	No insegura	1/15/2021 7:06 PM
11	Pasa demasiada gente viciosa	1/15/2021 1:29 PM
12	Necesito más luz y menos vagabundos	1/15/2021 9:48 AM
13	No	1/6/2021 1:11 PM

Q8 ¿Dónde compra la mayoría de sus alimentos? (nombre de la tienda y ubicación general)

Answered: 24

Skipped: 19

#	RESPONSES	DATE
1	tiendas mexicans ,buy for less 29	1/29/2021 4:20 PM
2	buy for less en la 29 y may	1/29/2021 4:06 PM
3	buy for less en la 29	1/29/2021 3:59 PM
4	buy for less sw 36 -walmart de la 44	1/29/2021 3:51 PM
5	sw 29 buy for less	1/29/2021 3:42 PM
6	buy for less en la 29	1/29/2021 3:35 PM
7	buy for less	1/29/2021 3:27 PM
8	buy for less en la 29 walmart en la sw 23	1/29/2021 3:13 PM
9	buy for less sw 29th y may	1/29/2021 3:04 PM
10	el rodeo o buy for less en la Kentucky &25 Y 29 Y Agnew	1/29/2021 2:53 PM
11	aldi at 59th	1/29/2021 1:45 PM
12	buy for less en la 29 &aldi en la 59	1/29/2021 9:50 AM
13	buy for less	1/29/2021 9:39 AM
14	walmart nw 23 y western 44	1/29/2021 9:28 AM
15	walmart, western & 44 st	1/29/2021 9:11 AM
16	la aldi	1/29/2021 8:43 AM
17	La buy for less o la Michoacana en la 59 y walker.	1/23/2021 2:10 AM
18	En Buy for less sw 29th may	1/18/2021 8:50 PM
19	Walmart 6100 W Reno Ave	1/15/2021 7:43 PM
20	Bayforles sw29	1/15/2021 7:06 PM
21	Aldy y walmart	1/15/2021 1:29 PM
22	La walmart	1/15/2021 9:48 AM
23	La walmart en la 44 y western. La sam's en la 3. Y WinCo en la 39	1/6/2021 2:27 PM
24	Walmart and buy for less	1/6/2021 1:11 PM

Q9 ¿Dónde compra la mayor parte de su ropa? (nombre de la tienda y ubicación general)

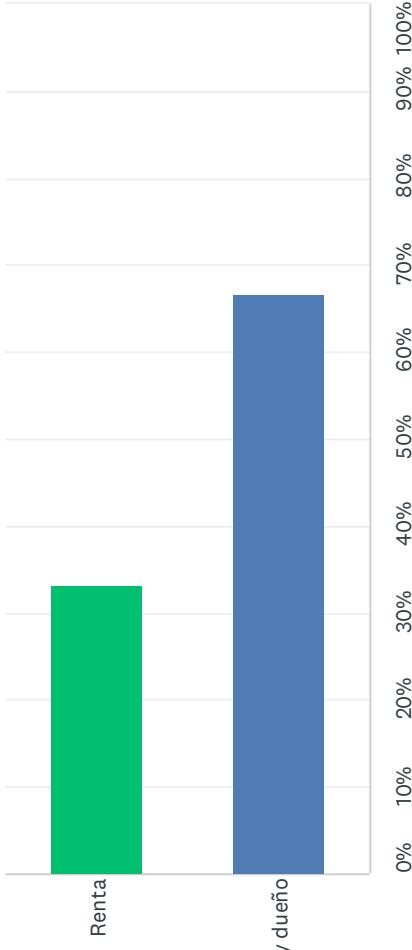
Answered: 24

Skipped: 19

#	RESPONSES	DATE
1	ross.walmart	1/29/2021 4:20 PM
2	ross	1/29/2021 4:06 PM
3	walmart /dds /ross	1/29/2021 3:59 PM
4	walmart 74 santa fe	1/29/2021 3:51 PM
5	jcpenny midwest city	1/29/2021 3:42 PM
6	la ross en la sw 3 y DDS en la 29	1/29/2021 3:35 PM
7	walmart	1/29/2021 3:27 PM
8	DDS on 29th ,ross ,penn square mall	1/29/2021 3:13 PM
9	thift store	1/29/2021 3:04 PM
10	la walmart sw 3 la DDS 29 la ross sw	1/29/2021 2:53 PM
11	ross at 40	1/29/2021 1:45 PM
12	dd\$ en 29	1/29/2021 9:50 AM
13	ross	1/29/2021 9:39 AM
14	la ross	1/29/2021 9:28 AM
15	walmart	1/29/2021 9:11 AM
16	western wear vaqueros en la western y 29	1/29/2021 8:43 AM
17	La DD. O la half n half.	1/23/2021 2:10 AM
18	Dd's sw 29th may	1/18/2021 8:50 PM
19	Ross dress for less	1/15/2021 7:43 PM
20	Walmart Oklahoma City 600 w reno ave	1/15/2021 7:06 PM
21	Por internet	1/15/2021 1:29 PM
22	La walmart y la ross	1/15/2021 9:48 AM
23	La ross en la 3. Y la DD en la 29. Y la wal mart	1/6/2021 2:27 PM
24	Various stores, cheapest	1/6/2021 1:11 PM

Q10 ¿Alquila (Renta) o es dueño (Pose) de la casa en la que vive? Rento / Soy Dueño

Answered: 24 Skipped: 19

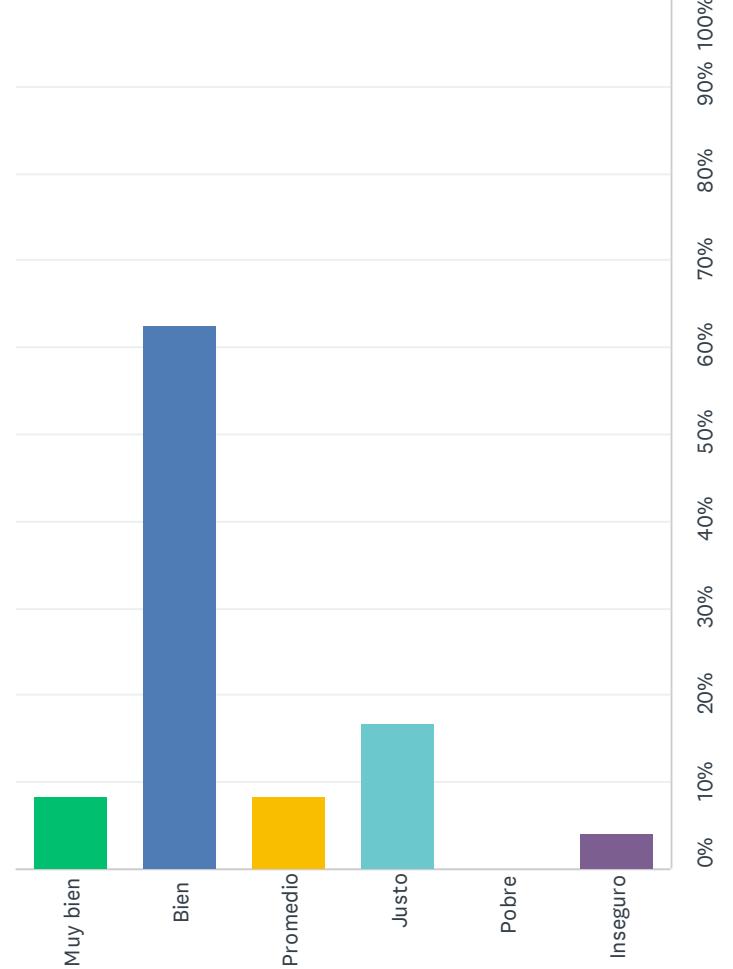


ANSWER CHOICES	RESPONSES
Renta	33.33%
Soy dueño	66.67%
TOTAL	24

Q11 ¿Cómo describiría el estado de su casa?

Answered: 24

Skipped: 19



QUIZ STATISTICS

Average Score
2.7/4.0 (66%)Standard Deviation
0.88Difficulty
3/4

ANSWER CHOICES

	SCORE	RESPONSES
Percent Correct 5%	4/4	8.33%
Muy bien	3/4	62.50%
Bien	2/4	8.33%
Promedio	1/4	16.67%
Justo	0/4	0.00%
Pobre	--	4.17%
Inseguro	--	1
TOTAL		24

INSEGURÓ

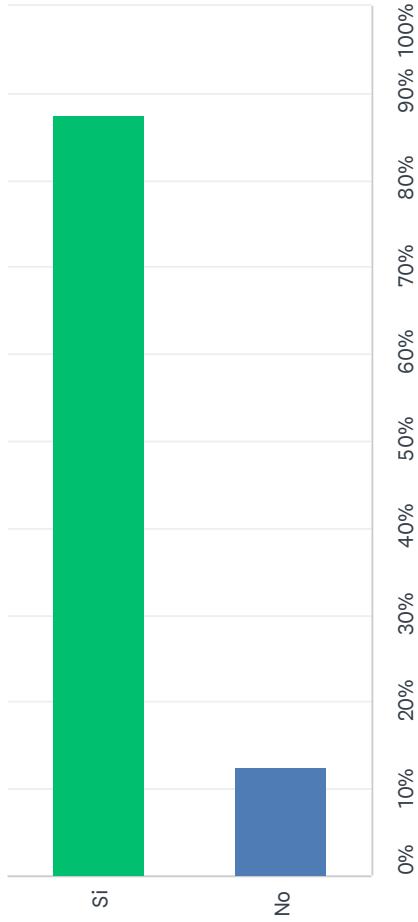
1 es chica y somos 6

DATE

1/29/2021 9:50 AM

Q12 ¿La casa en la que vives ahora, satisface sus necesidades y las de su familia?

Answered: 24 Skipped: 19

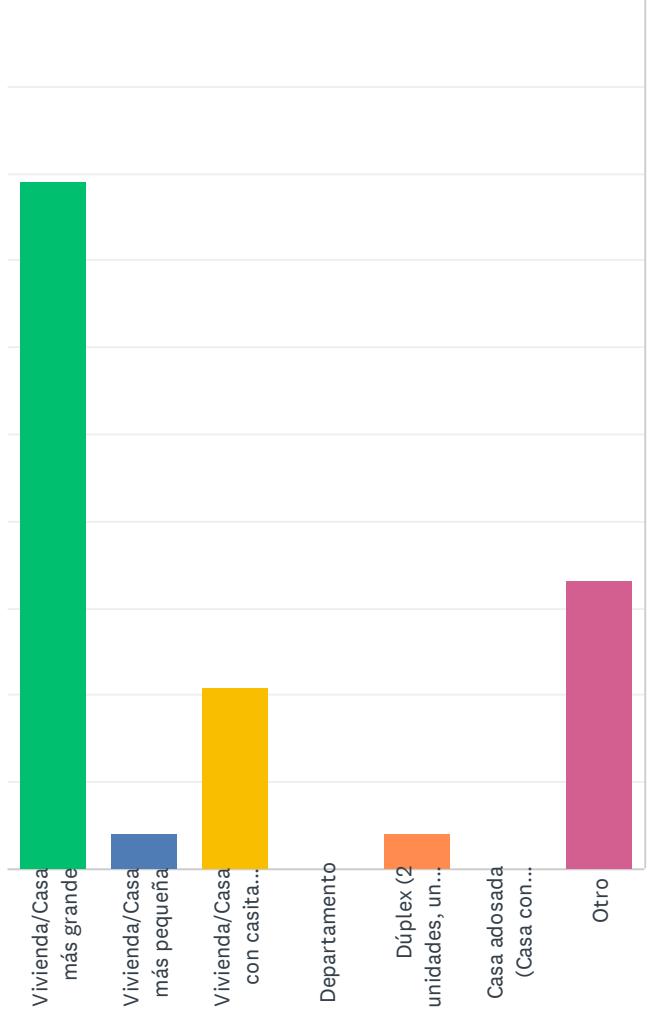


ANSWER CHOICES	RESPONSES
Si	87.50% 21
No	12.50% 3
TOTAL	24

Q13 ¿Qué tipo de vivienda cree que satisfaría mejor sus necesidades o las de su familia?

Answered: 24

Skipped: 19



ANSWER CHOICES

	RESPONSES
Vivienda/Casa más grande	79.17%
Vivienda/Casa más pequeña	4.17%
Vivienda/Casa con casita adicional para miembro de la familia o inquilino	20.83%
Departamento	0.00%
Dúplex (2 unidades, una al lado de la otra o una encima de la otra)	4.17%
Casa adosada (Casa con muchos pisos chicos)	0.00%
Otro	33.33%
Total Respondents: 24	8

#	OTRO	DATE
1	3 bed mejor	1/29/2021 4:20 PM
2	bad plumbrias ,need washer&dryer	1/29/2021 3:59 PM
3	estoy bien en mi casa	1/29/2021 3:51 PM
4	casa con garage	1/29/2021 3:13 PM
5	quiero oportunidad de compar	1/29/2021 2:53 PM
6	3 bed 2 baths	1/29/2021 9:11 AM
7	Agregar un garage	1/6/2021 2:27 PM
8	Content	1/6/2021 1:11 PM

Q14 ¿A dónde va usted o su familia para realizar actividades divertidas?

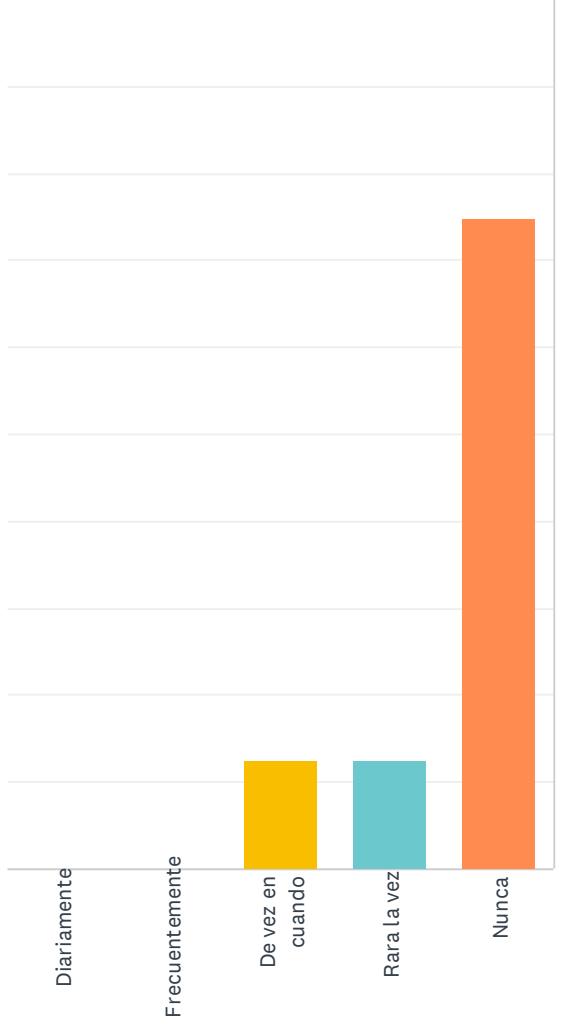
Answered: 24

Skipped: 19

#	RESPONSES	DATE
1	el parque	1/29/2021 4:20 PM
2	al parke	1/29/2021 4:06 PM
3	parke	1/29/2021 3:59 PM
4	al parque o los lagunas - a mexico aveces	1/29/2021 3:51 PM
5	ymca sw119	1/29/2021 3:42 PM
6	al cine ,al mall ,al park,la iglesia	1/29/2021 3:35 PM
7	solo al parke	1/29/2021 3:27 PM
8	al cine ,al parke a caminar, de compras ,downtown a caminar	1/29/2021 3:13 PM
9	parque	1/29/2021 3:04 PM
10	con familia a las fiestas de casa	1/29/2021 2:53 PM
11	al rio	1/29/2021 1:45 PM
12	a los parques a correr	1/29/2021 9:50 AM
13	parques	1/29/2021 9:39 AM
14	al parque de la robinson	1/29/2021 9:28 AM
15	parques para ninos que agua juegos	1/29/2021 9:11 AM
16	el raneno de mi familia	1/23/2021 2:10 AM
17	A caminar. Con familia.	1/18/2021 8:50 PM
18	Parques	1/15/2021 7:43 PM
19	Parque	1/15/2021 7:06 PM
20	Parque	1/15/2021 7:06 PM
21	Lagos. Parques	1/15/2021 9:48 AM
22	A comer	1/6/2021 2:27 PM
23	Al mall. Al Cine.	1/6/2021 1:29 PM
24	Dances	1/6/2021 1:11 PM

Q15 ¿Usted o su familia utilizan el sistema de autobuses de la ciudad, “EMBARK”?

Answered: 24 Skipped: 19



QUIZ STATISTICS

Percent Correct	Average Score	Standard Deviation	Difficulty
0%	0.4/4.0 (9%)	0.71	1/4

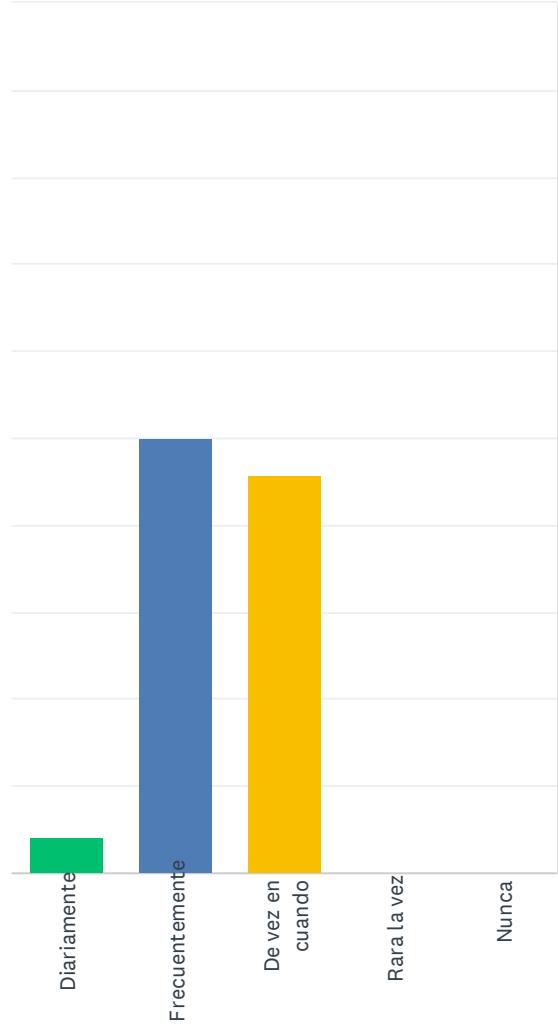
ANSWER CHOICES

	SCORE	RESPONSES
Diariamente	4/4	0.00%
Frecuentemente	3/4	0.00%
De vez en cuando	2/4	12.50%
Rara la vez	1/4	12.50%
Nunca	0/4	75.00%
TOTAL		24

Q16 ¿Usted o su familia visitan los parques de Oklahoma City?

Answered: 24

Skipped: 19



QUIZ STATISTICS

Percent Correct
2%Average Score
2.6/4.0 (65%)Standard Deviation
0.58Difficulty
2/4

ANSWER CHOICES		SCORE	RESPONSES
Diariamente	✓	4/4	4.17%
Frecuentemente		3/4	50.00%
De vez en cuando		2/4	45.83%
Rara la vez		1/4	0.00%
Nunca		0/4	0.00%
TOTAL			24

Q17 Si es que visitan parques, ¿qué actividades los llevan allí?

Answered: 24

Skipped: 19

#	RESPONSES	DATE
1	caminamos ,bicicleta	1/29/2021 4:20 PM
2	andar el bicicletas	1/29/2021 4:06 PM
3	caminar	1/29/2021 3:59 PM
4	caminar	1/29/2021 3:51 PM
5	juegos,caminar	1/29/2021 3:42 PM
6	ejercicio ,caminar ,los perros	1/29/2021 3:35 PM
7	solos juegos para los ninos	1/29/2021 3:27 PM
8	caminar los ninos jugar ,tennis	1/29/2021 3:13 PM
9	caminar ,jugar en los juegos	1/29/2021 3:04 PM
10	bicicletas ,los columpios	1/29/2021 2:53 PM
11	juegos y para mojarse	1/29/2021 1:45 PM
12	bicicleta ,la pelota ,ejercicio	1/29/2021 9:50 AM
13	correr ,caminar ,jugar en la juegos	1/29/2021 9:39 AM
14	a lugar ,handar en visicleta y agarrar el papalote	1/29/2021 9:28 AM
15	columpios ,juegos para ninos	1/29/2021 9:11 AM
16	a caminar	1/23/2021 8:43 AM
17	Los juguetes pa ninos. Fiestas.	1/23/2021 2:10 AM
18	Caminar	1/18/2021 8:50 PM
19	Los juegos para los ninos	1/15/2021 7:43 PM
20	Alos choritos de agua y que juegue mi nieta y yo a caminar	1/15/2021 7:06 PM
21	Caminar . Pasear mi perro	1/15/2021 1:29 PM
22	Los ninos y la caminada	1/15/2021 9:48 AM
23	Los juguetes de Nino. El fútbol. A caminar	1/6/2021 2:27 PM
24	Walk	1/6/2021 1:11 PM

Q18 ¿Cuál es su parque favorito en Oklahoma City?

Answered: 22

Skipped: 21

#	RESPONSES	DATE
1	el de la may &29	1/29/2021 4:20 PM
2	wheeler	1/29/2021 4:06 PM
3	parke de la Robinson	1/29/2021 3:59 PM
4	todos las lagunas	1/29/2021 3:51 PM
5	downtown el nuevo	1/29/2021 3:42 PM
6	el del centro	1/29/2021 3:35 PM
7	ninguno vamos a diferentes	1/29/2021 3:27 PM
8	el nuevo downtown	1/29/2021 3:13 PM
9	scissor tail park	1/29/2021 3:04 PM
10	el del centro	1/29/2021 2:53 PM
11	robisson	1/29/2021 1:45 PM
12	el del centro	1/29/2021 9:50 AM
13	sw 119	1/29/2021 9:39 AM
14	el parque dela robinson	1/29/2021 9:28 AM
15	el rio con la rueda de fortuna	1/29/2021 8:43 AM
16	Willy post.	1/23/2021 2:10 AM
17	Myriad botanical garden	1/18/2021 8:50 PM
18	Woodson Park	1/15/2021 7:43 PM
19	Sw119	1/15/2021 1:29 PM
20	El del centro	1/15/2021 9:48 AM
21	El del centro.	1/6/2021 2:27 PM
22	Robinson park and scissortail park	1/6/2021 1:11 PM

Q19 ¿Qué te gusta de este parque?

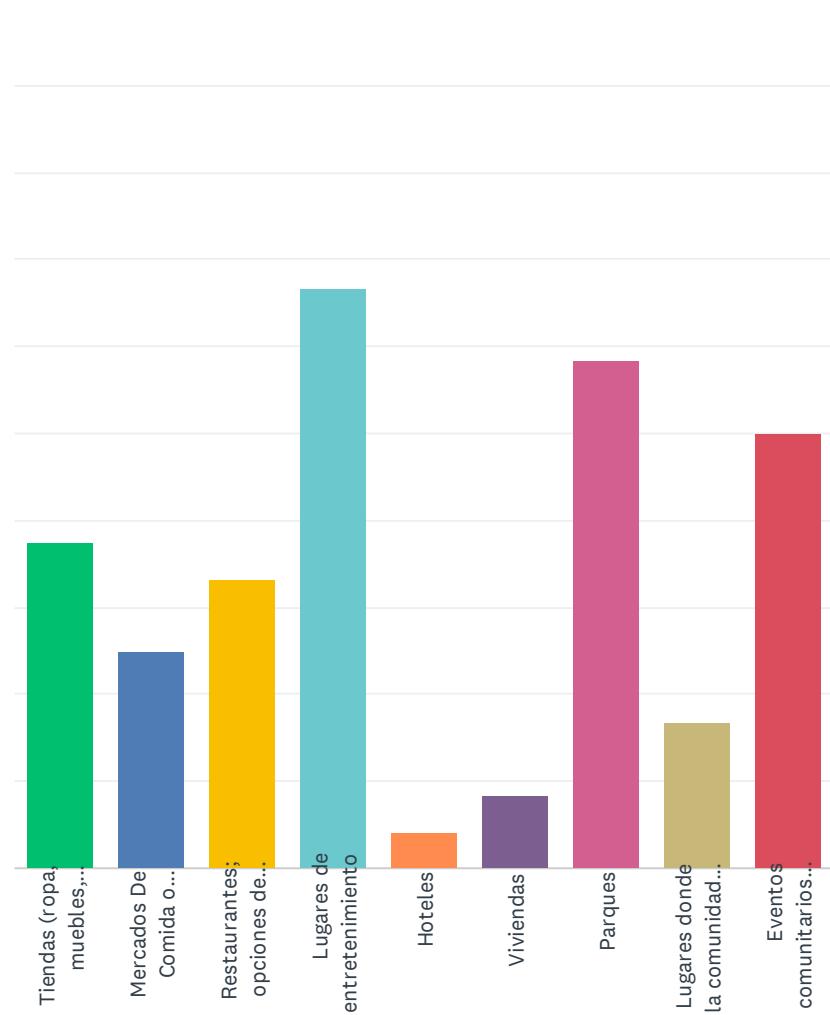
Answered: 21

Skipped: 22

#	RESPONSES	DATE
1	GRANDE EN SISI a& CAMINAR	1/29/2021 4:20 PM
2	la rueda de la fortuna	1/29/2021 4:06 PM
3	los juegos para los niños	1/29/2021 3:59 PM
4	las aguas de la lagunas	1/29/2021 3:51 PM
5	hay muchas cosas	1/29/2021 3:42 PM
6	esta bonito y grande y limpia y tiene muchas actividades	1/29/2021 3:35 PM
7	esta sonito ,las flores	1/29/2021 3:13 PM
8	desestresante	1/29/2021 3:04 PM
9	los juegos para niños las resfaldillas	1/29/2021 2:53 PM
10	tiene juegos para que los niños se mojan	1/29/2021 1:45 PM
11	esta grande	1/29/2021 9:50 AM
12	todo	1/29/2021 9:39 AM
13	los juegos de agua	1/29/2021 9:28 AM
14	la rueda esta bonita ,las pasadas ,y las letras de okc	1/29/2021 8:43 AM
15	Podemos rentar el salón para fiestas.	1/23/2021 2:10 AM
16	Actividades para los niños	1/18/2021 8:50 PM
17	Toda las actividades que tiene	1/15/2021 7:43 PM
18	Ay mucho para caminar	1/15/2021 1:29 PM
19	La agua y los eventos	1/15/2021 9:48 AM
20	Está bonito. Las flores. A veces, los eventos.	1/6/2021 2:27 PM
21	A lot of activities	1/6/2021 1:11 PM

Q20 Elija solamente 3 atracciones que crea que deberían agregarse al área de la calle principal de Stockyards City para mejorar el distrito comercial:

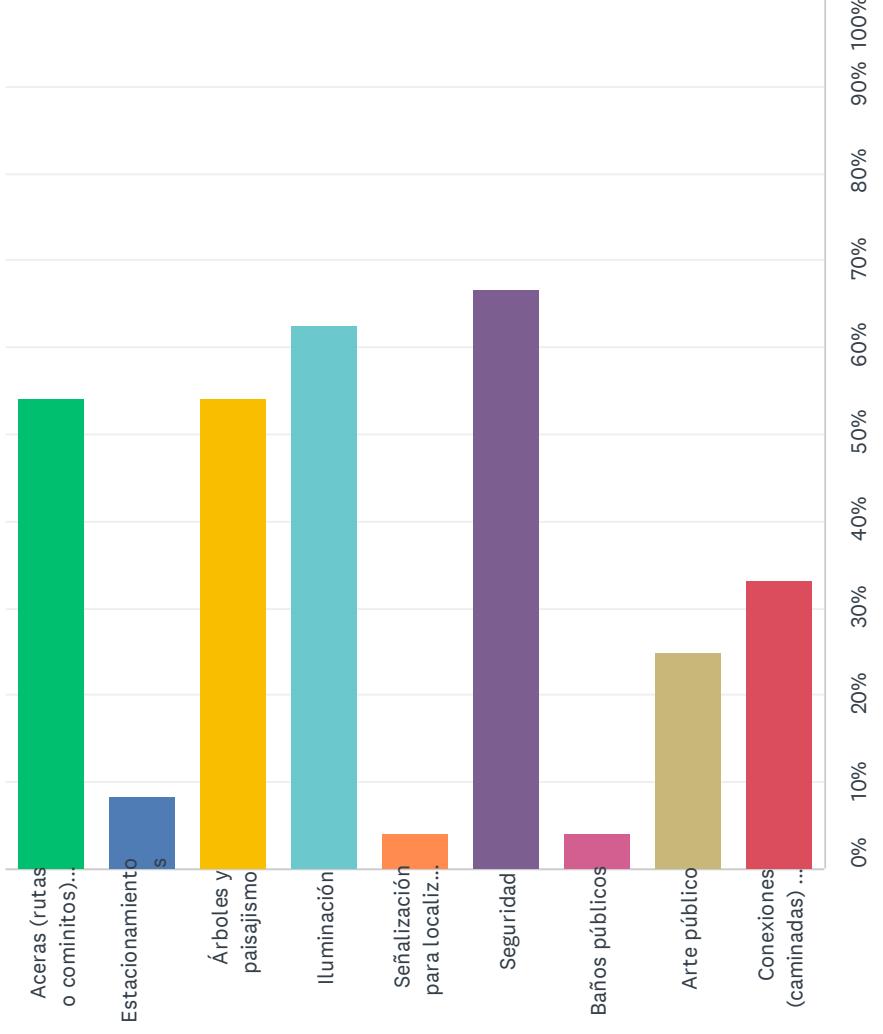
Answered: 24 Skipped: 19

**ANSWER CHOICES**

	RESPONSES
Tiendas (ropa, muebles, regalos, etc.)	37.50% 9
Mercados De Comida o Supermercados	25.00% 6
Restaurantes; opciones de comida y bebida	33.33% 8
Lugares de entretenimiento	66.67% 16
Hotels	4.17% 1
Viviendas	8.33% 2
Parques	58.33% 14
Lugares donde la comunidad se pueda reunir	16.67% 4
Eventos comunitarios (festivales, exposiciones, eventos deportivos, mercados de artesanías o agricultores, etc.)	50.00% 12
Total Respondents: 24	

Q21 Elija solamente 3 servicios que crea que deberían agregarse al área de la calle principal de Stockyards City para mejorar el distrito comercial:

Answered: 24 Skipped: 19



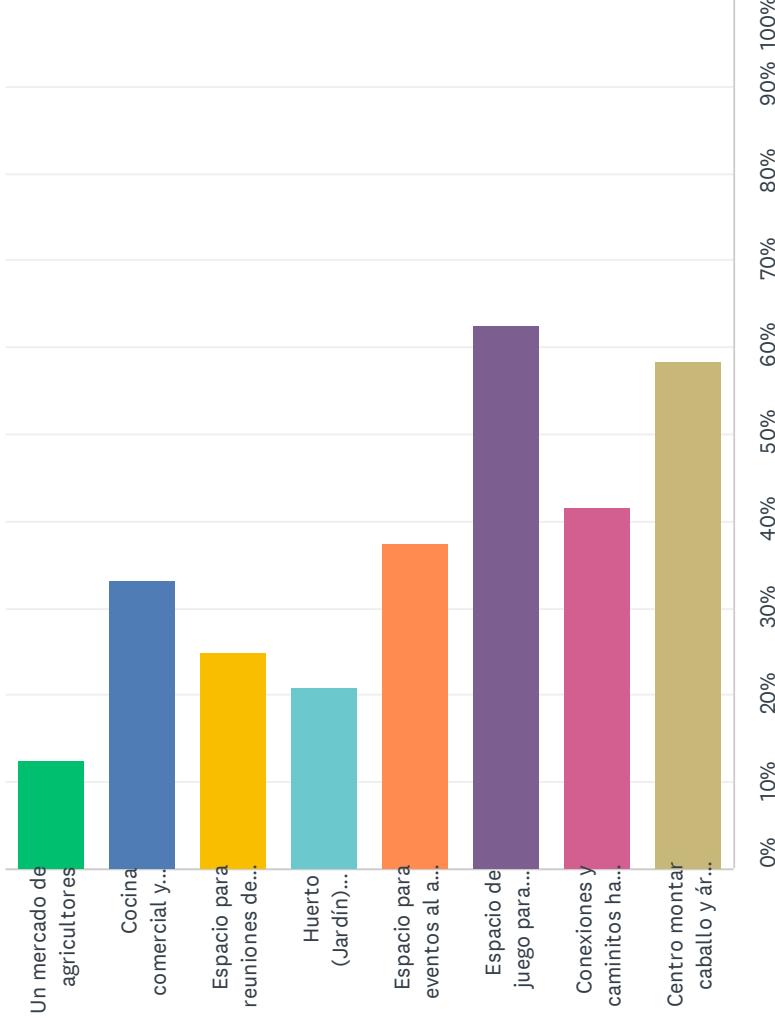
ANSWER CHOICES

	RESPONSES
Aceras (rutas o cominitos) que conectan el distrito comercial con los vecindarios	54.17% 13
Estacionamientos	8.33% 2
Árboles y paisajismo	54.17% 13
Iluminación	62.50% 15
Señalización para localizar atracciones o negocios clave	4.17% 1
Seguridad	66.67% 16
Baños públicos	4.17% 1
Arte público	25.00% 6
Conexiones (caminadas) al río Oklahoma	33.33% 8
Total Respondents: 24	

Q22 Elija solamente 3 atracciones que crea que complementarán más el área de la calle principal de Stockyards City:

Answered: 24

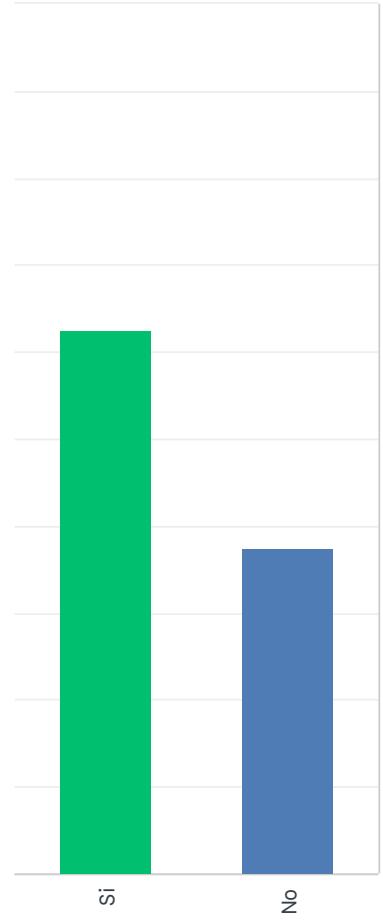
Skipped: 19

**ANSWER CHOICES**

	RESPONSES
Un mercado de agricultores	12.50% 3
Cocina comercial y incubadora de empresas con alquiler para la puesta en marcha de pequeñas empresas	33.33% 8
Espacio para reuniones de la comunidad	25.00% 6
Huerto (Jardín) comunitario durante todo el año	20.83% 5
Espacio para eventos al aire libre para conciertos, festivales y eventos.	37.50% 9
Espacio de juego para niños	62.50% 15
Conexiones y caminitos hacia una área de usos múltiples a lo largo del río	41.67% 10
Centro montar caballo y área de terapia de caballos	58.33% 14
Total Respondents: 24	

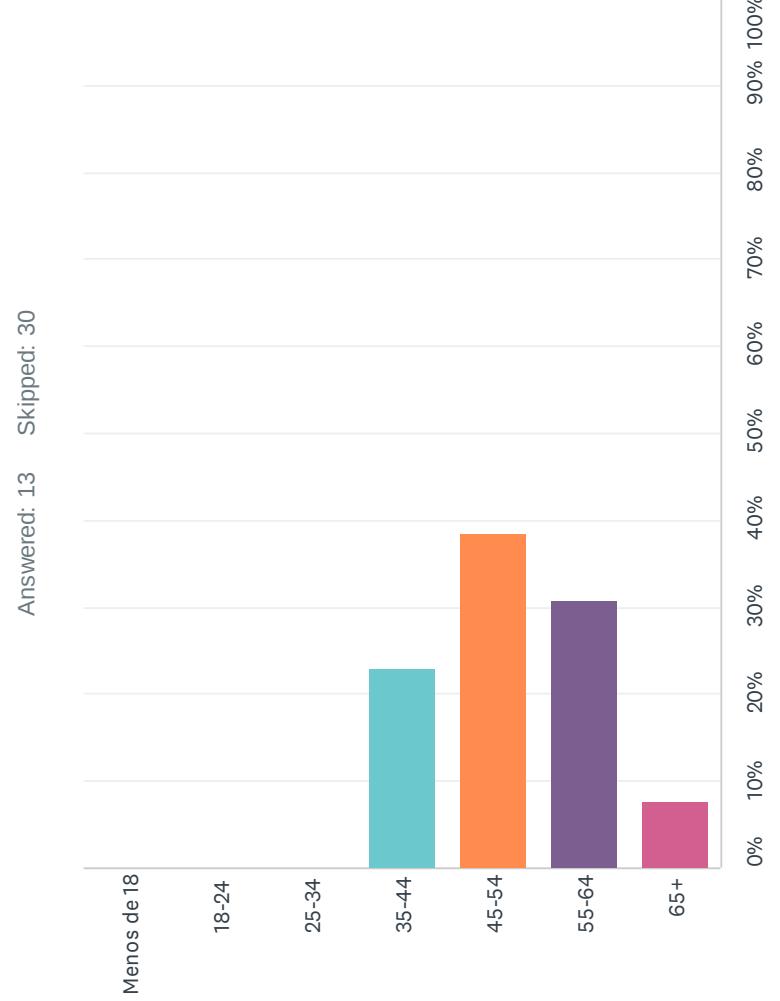
Q23 ¿Estaría interesado en tomar un papel más activo en el futuro de Stockyards City o en iniciar una Asociación de Vecinos de Stockyards City?

Answered: 24 Skipped: 19



ANSWER CHOICES	RESPONSES
Si	15
No	9
TOTAL	24

Q24 ¿Cuál es su raza? opcional

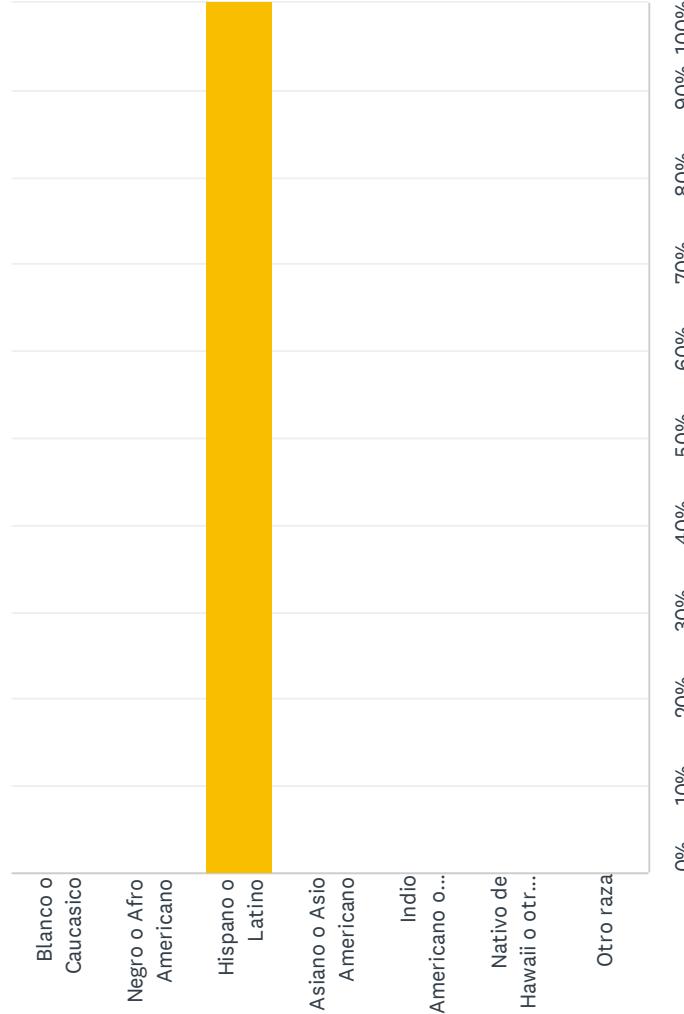


ANSWER CHOICES	RESPONSES
Menos de 18	0.00%
18-24	0.00%
25-34	0.00%
35-44	23.08%
45-54	38.46%
55-64	30.77%
65+	7.69%
TOTAL	13

Q25 ¿Cuál es su etnia?

Answered: 19

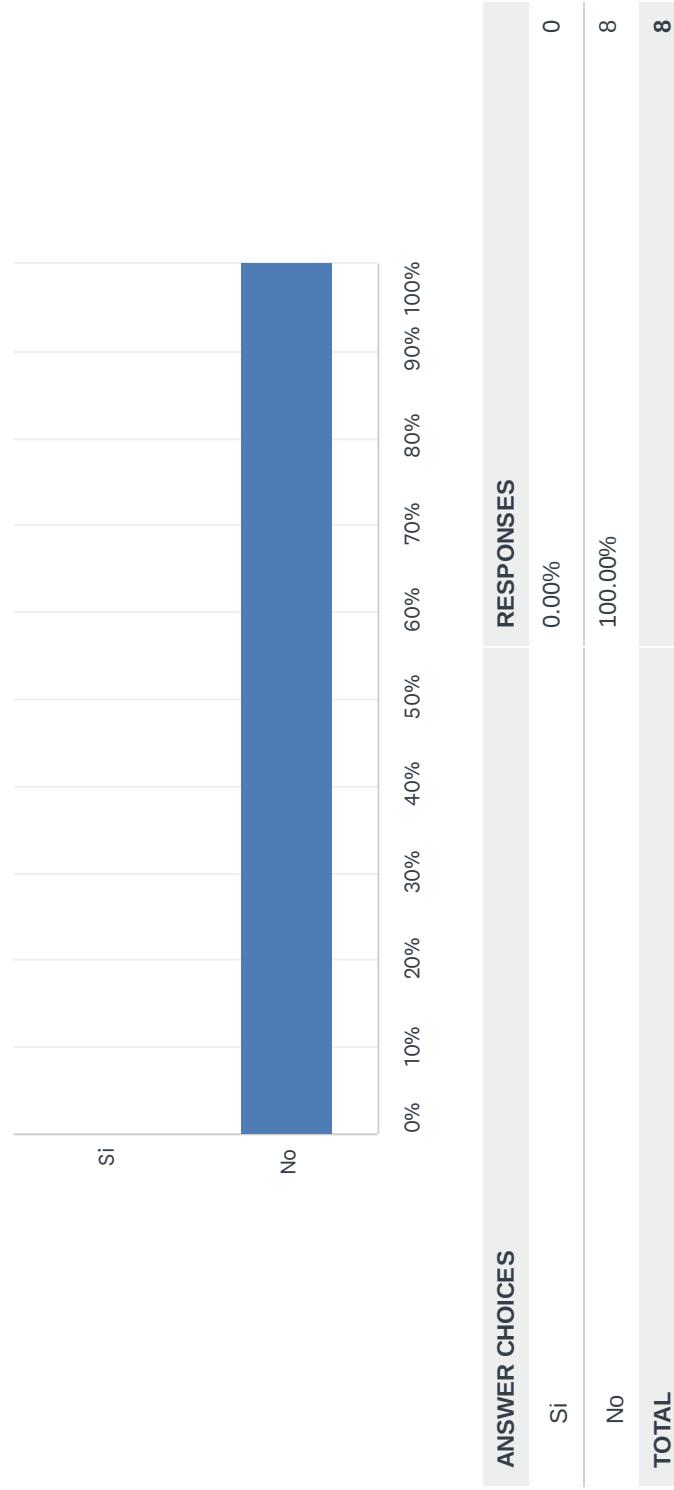
Skipped: 24



ANSWER CHOICES	RESPONSES
Blanco o Caucásico	0.00%
Negro o Afro Americano	0.00%
Hispano o Latino	100.00%
Asiano o Asio Americano	0.00%
Indio Americano o Nativo de Alaska	0.00%
Nativo de Hawaii o otro Pacífico Isleño	0.00%
Otro raza	0.00%
TOTAL	19

Q29 ¿Tienes una pequeña empresa?

Answered: 8 Skipped: 35



Q30 Nombre de la(s) empresa(s) de las cuales posee (incluidas las empresas de casa)

Answered: 0 Skipped: 43

#	RESPONSES	DATE
There are no responses.		