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PREFACE





ACKNOWLEDGMENTS

CITY COUNCIL

Don Griffith

Ward 1

Holly Johnson

Ward 2

Randy McFarlin *(Former)*

Douglas O. Dow *(Current)*

Ward 3

Yoli Vazquez

Ward 4

Karen Hudson

At-Large

CITY STAFF

Tommy Eaton

City Manager

Angie Stout

Assistant City Manager

Staci Bungard

Community Development Director

Melissa Jones

Office Manager

Jeff Wood

Todd Osborne

Bryan Reed

Code Enforcement Officers/Building Inspectors

Kerry James

Code Enforcement Assistant

ADVISORY COMMITTEE

Randy McFarlin

Yoli Vazquez

City Council

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Planning Commission

Bridgette Jones

Ada Jobs Foundation

Victor Bolen

Pontotoc County Commission

Wayne Scribner

Chickasaw Nation

Wendell Godwin

East Central University

Chase Sanders

Contractor

Margaret Barton

Real Estate

Sarah Jane Johnson

Real Estate

Kevin Holland

Ada Housing Authority

Sarah Frye

Non-Profit

CONSULTANT TEAM



Freese and Nichols, Inc.



Community Development Strategies



One of the most pressing issues for Ada currently is the attainability of quality housing for the residents of Ada. The housing supply does not meet current demands, which has caused increased rent and home prices while the quality of residential structures has declined. This affects our ability to recruit a talented workforce and retain young individuals and families who will lead Ada into the future. To address this issue, the City is updating our long-range planning policies, beginning with a set of plans for the older neighborhoods within the community, those that were established following World War II and identified in previous studies as areas that offer opportunities for both infill and redevelopment.

Ada is a City of neighborhoods, and as we continue to grow, it is essential that we adopt a thoughtful approach to guiding the future of our neighborhoods while maintaining the charm and uniqueness that make them special. These neighborhood plans are comprehensive, community-driven frameworks that will help shape the growth and redevelopment of our historic neighborhoods. The plans will serve as blueprints for improvements in infrastructure, housing, public spaces, and economic development while ensuring that our neighborhoods remain vibrant and livable for generations to come.

I look forward to working alongside you as we implement these plans and continue to make Ada an even better place to call home.

Sincerely,

Tommy Eaton

City Manager



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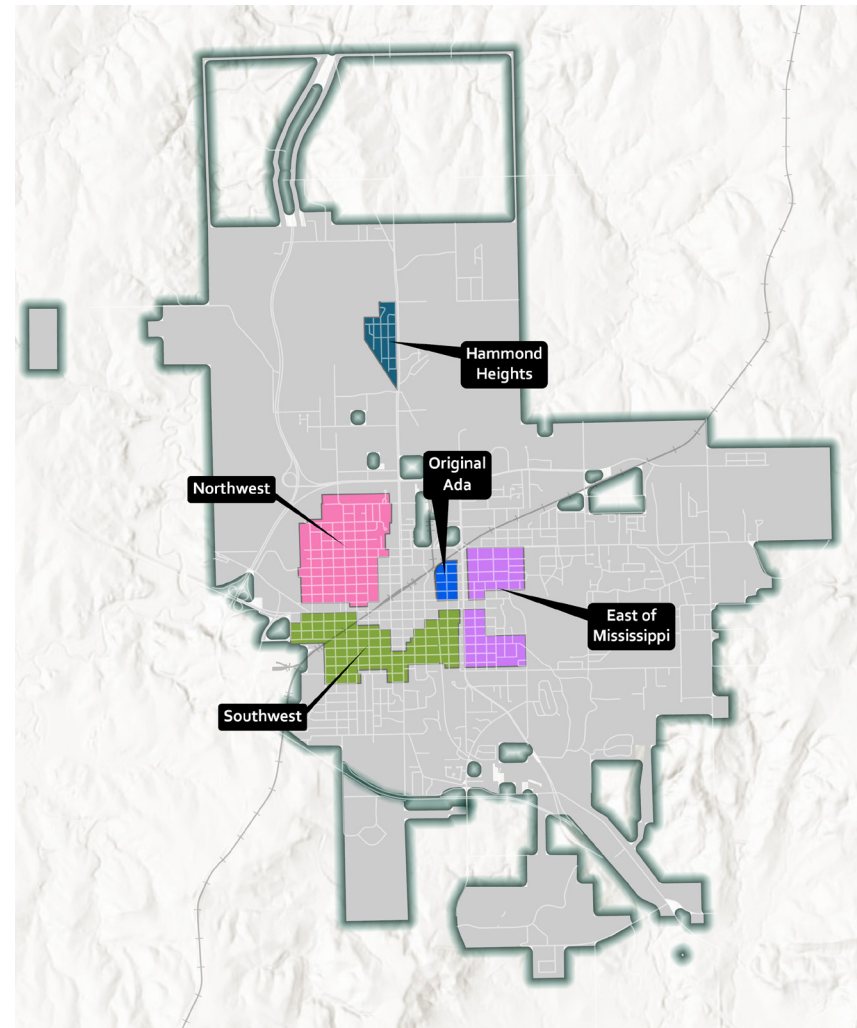
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EXECUTIVE SUMMARY

OVERVIEW

The City of Ada is facing increasing housing demand alongside challenges such as an aging housing stock, limited land availability, and affordability issues. The Advancing Ada Neighborhood Plans (AANP) were developed to address these concerns by guiding the redevelopment of four key neighborhoods: **East of Mississippi, Hammond Heights, Northwest & Original Ada, and Southwest Neighborhoods.** These plans integrate existing conditions, community needs, and long-term growth strategies into Ada's comprehensive housing and infrastructure development framework.



KEY CHALLENGES AND OPPORTUNITIES

Housing Demand & Affordability

- Workforce and student housing shortages contribute to higher costs and limited availability.

Aging & Deteriorating Homes

- The majority of Ada's housing stock was built before 1980, requiring substantial maintenance and redevelopment.

Land Use & Infill Development

- Due to limited new development areas, the City must prioritize infill housing and mixed-use projects.

Infrastructure & Mobility

- Many neighborhoods lack sidewalks, connectivity, and modern infrastructure, necessitating targeted investment.

Opportunities

- Grid system streets with opportunities to activate alleys.
- Capitalize on vacant lots with existing infrastructure and continue dilapidated housing program and neighborhood clean-ups to bring reinvestment and improve existing neighborhoods, housing, and quality of life.
- Strong demand for housing from students and workforce.



NEIGHBORHOOD-SPECIFIC STRATEGIES

East of Mississippi Neighborhood

- Allow low-to-medium- and high-density housing and mixed-use development.
- Consider strategies to improve walkability and integrate active transportation (pedestrian and bicycle) infrastructure with East Central University.
- Address property maintenance issues.
- Address high vacancy rates by promoting strategic housing investments that support quality housing desired by renters.

Hammond Heights Neighborhood

- Maintain single-family residential character while encouraging infill development.
- Enhance pedestrian infrastructure.
- Leverage vacant lots for future low-density residential growth.
- Address property maintenance issues.

Northwest & Original Ada Neighborhood

- Increase residential densities to improve affordability and housing choice.
- Activate alleys, shared access, and consider trail connections for better pedestrian connectivity.
- Address property maintenance issues.
- Encourage mixed-use development along key corridors for local/small-scale commercial growth.
- Address high vacancy rates by promoting strategic housing investments.

Southwest Neighborhood

- Diversify housing with low-to-medium-density developments.
- Activate alleys and improve multi-modal transportation options.
- Address property maintenance issues.
- Encourage mixed-use development along key corridors for local commercial growth.

POLICY AND IMPLEMENTATION RECOMMENDATIONS

Zoning & Land Use Adjustments

- Update zoning regulations to allow diverse housing types, streamline development approvals, and incentivize mixed-use projects.

Infrastructure Investments

- Optimize existing infrastructure capacity and consider trail system integrations.

Community Engagement & Branding

- Develop neighborhood identity programs and improve public outreach for local initiatives.

Housing Affordability & Infill Development

- Expand incentives for housing rehabilitation, support homeownership programs, and partner with community organizations.





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COMMUNITY SNAPSHOT





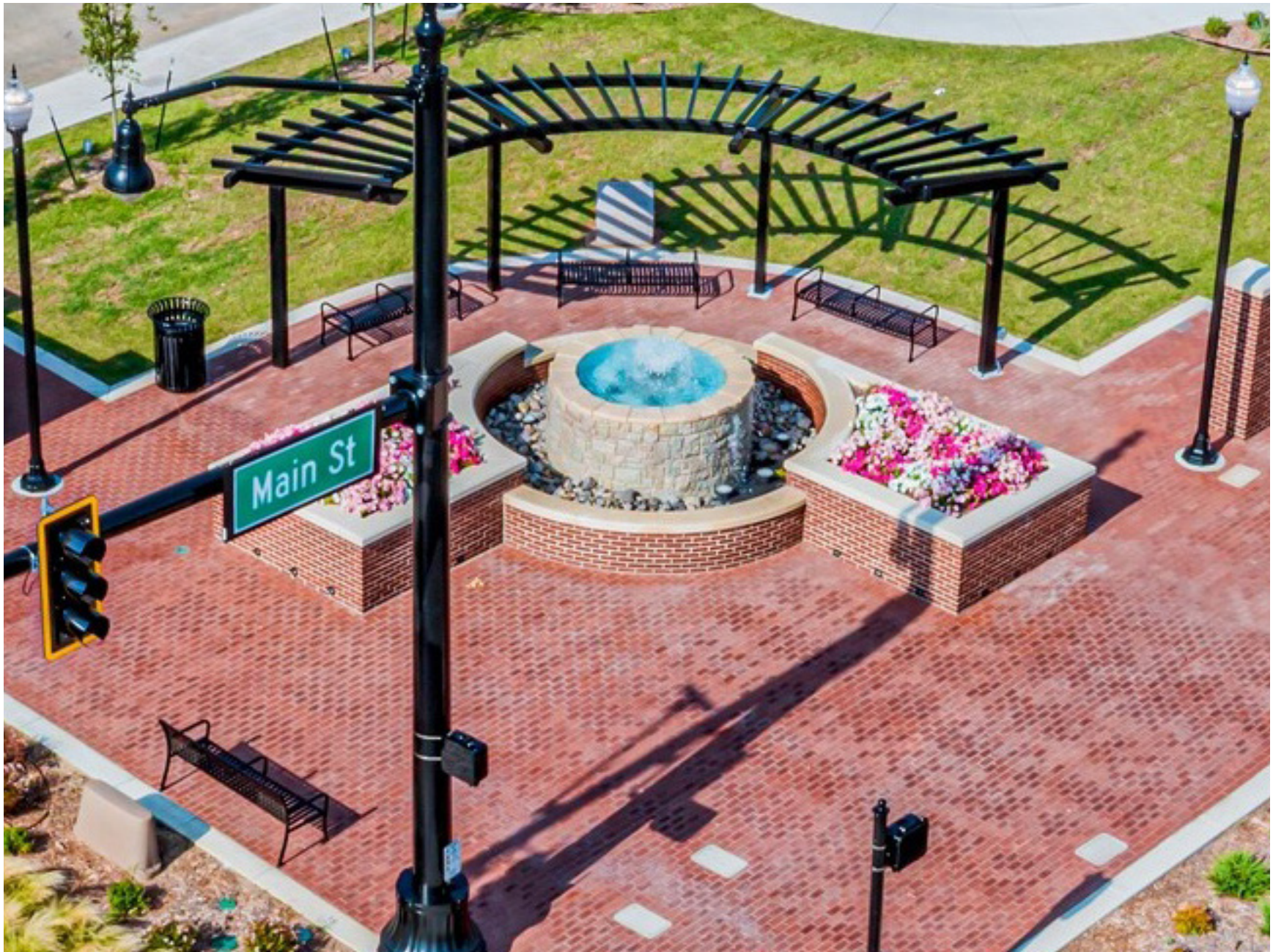
INTRODUCTION

The City of Ada is experiencing a surge in housing demand. At the same time, the City faces several challenges: aging and deteriorating housing stock, limited land availability which confines development to infill and redevelopment, high demand for workforce and student housing, and poor conditions for much of the for-sale and for-rent housing stock. These critical issues are affecting housing availability, affordability, and community revitalization efforts.

To address these challenges, the Advancing Ada Neighborhood Plans (AANP) have been developed to guide the development and redevelopment of four study neighborhoods: East of Mississippi, Hammond Heights, Northwest and Original Ada, and Southwest Neighborhoods. These plans consider existing conditions, needs, and implementation strategies in line with the Housing Assessment and Strategy to shape growth and development in Ada's historic neighborhoods for the coming decades. As part of the 2018 Housing & Redevelopment Options study, these neighborhoods were identified as target areas for redevelopment to help alleviate the housing demand.

These Advancing Ada Neighborhood Plans will be included in the housing element of the Advancing Ada Comprehensive Plan. These plans will guide Ada's anticipated growth through the coming decades for leadership to make regulatory and policy decisions and prioritize housing and infrastructure improvements to increase the quality of life.

The Advancing Ada Neighborhood Plans were created through an extensive public engagement process that combined the analysis of current conditions with the community's vision. An Advisory Committee, representing residents, business owners, and stakeholders, was established to guide the planning process. Their involvement was essential to the final plan's development. Throughout the process, the community participated in numerous engagement events and activities. Residents and stakeholders provided input on Ada's future through online surveys and various community activities. Many recommendations in the plan directly reflect this input, resulting in a community-driven plan.



PLANNING CONTEXT

A BRIEF HISTORY OF ADA

Ada, Oklahoma was formally incorporated in 1901. The City received its name from the daughter of one of the first white settlers to the region, Jeff Reed. He settled in what is now known as Ada in April 1889 and opened a general store for the surrounding region. Ada has evolved over the course of its history from being a City founded in the agricultural production industry, to later a City with a booming oil industry. Now, the significant contributors to the local economy are the Chickasaw Nation which has its headquarters located in Ada, East Central University, Pontotoc Technology Center and the local Mercy Hospital.

According to the U.S. Census Bureau, Ada, Oklahoma is home to 16,481 residents. It is located in Central Oklahoma within the historical boundaries of Chickasaw Nation. The City's central location allows for easy access to the nearby metro areas of Dallas, Oklahoma City and Tulsa.



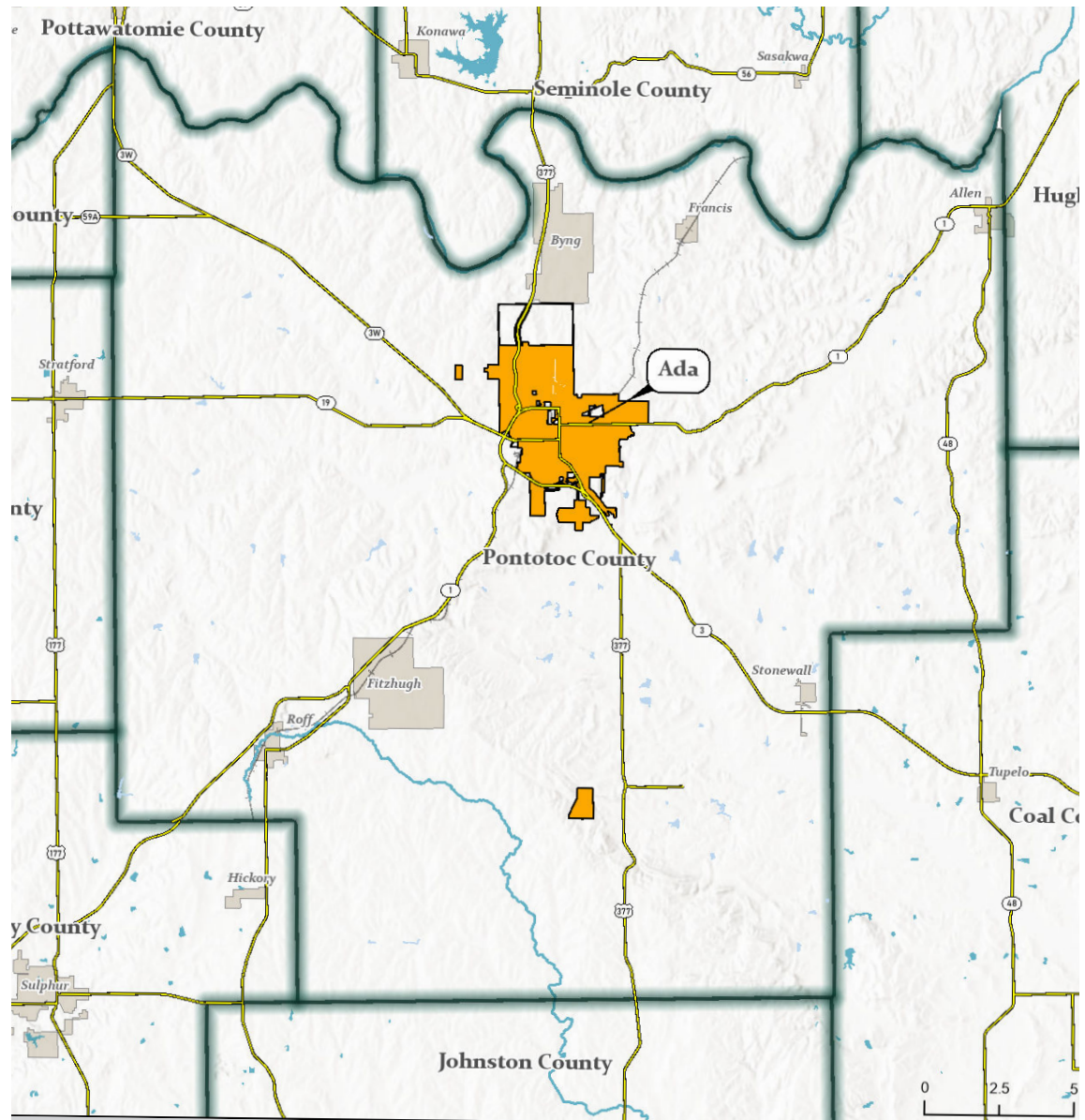
Source: Encyclopedia of Oklahoma History & Culture

REGIONAL CONTEXT

Ada is intersected by U.S. Highway 377 and State Highways 1, 3 and 19. These highways, along with the Burlington Northern Santa Fe Railway, have been significant sources of economic growth and commerce for the region. The City is a part of Main Street America and Tree City USA. Ada is home to a number of important landmarks and nationally recognized historic places such as the Ada Public Library, McSwain Theatre, Wintersmith Park, Sugg Clinic, and the Pontotoc County Courthouse.



Figure 1. Wintersmith Park



DEMOGRAPHIC ANALYSIS

This demographic analysis examines characteristics about the population of Ada identifying facts that may affect the planning process.

COMMUNITY TRENDS

Population and Growth

The City of Ada has seen a steady number of total residents from the years 2000 to 2020 with a slight dip of approximately 2% from 2010 to 2020. The City is projected to grow to a population of 17,255 by the year 2040.

Race and Ethnicity

Race and ethnicity are separate components that make individual groups unique. Race references biological factors, such as physical features or hair color, while ethnicity references cultural factors, such as language or traditions. The largest racial group in Ada is White, which makes up 59.8% of the City's population. The next largest racial group in the City is made up of residents who identify as American Indian or Alaskan Native at 17.5%. This is much larger than the State percentage of 7.7%.

Ethnically, Ada has 5.1% of residents who identify as Hispanic or Latino in it's City population. This is much smaller than the State percentage of 11.2%.

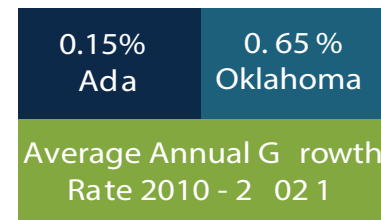


Figure 2. Average Annual Growth Rate

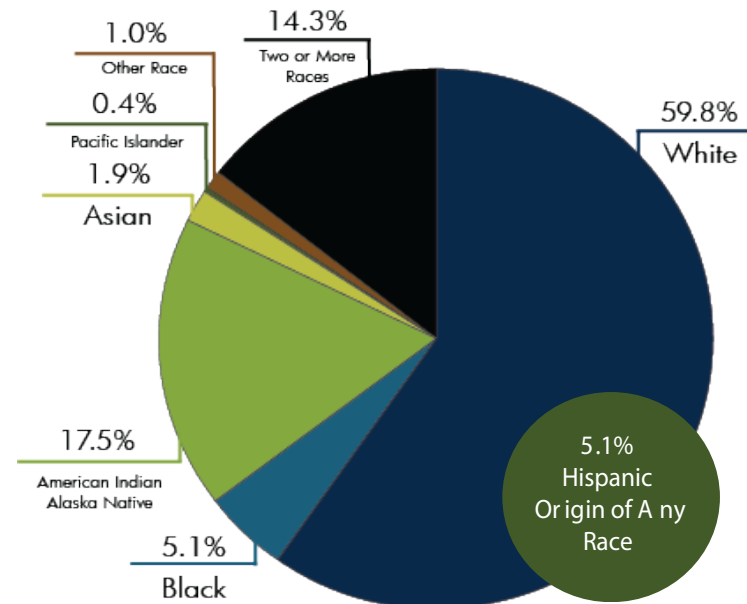


Figure 3. Race and Ethnicity

Source: U.S Census Bureau and American Community Survey

Age Distribution

The age of individuals in a City is essential to understand when allocating for expected services and facilities, such as healthcare facilities, parks, and schools. The largest age group in Ada is those from 18 to 34 years of age, which make up 31.9% of all City residents. The next largest age group within the Ada are those from 35 to 64 years of age, which make up 31.3% of all City residents. The median age of individuals in the City is 31.8 years of age, which is significantly younger than the State median age of 37.8.

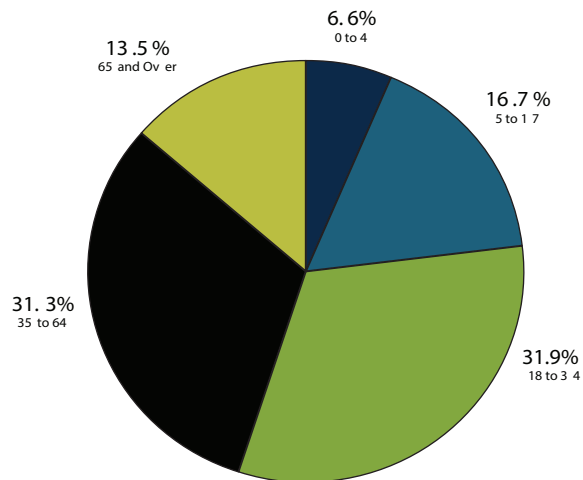


Figure 4. Age Distribution

Source: U.S. Census Bureau and American Community Survey

ECONOMIC OPPORTUNITY

Educational Attainment

An assessment of the community's level of education can yield information regarding potential employers in and around Ada. A workforce that is educated at higher levels will often attract higher-paying jobs, which in turn brings higher-quality development.

The majority of individuals 25 years of age or older in Ada have received a high school diploma or additional level of education. The City also outperforms the State in percentage of individuals with a college degree or graduate/professional degree.

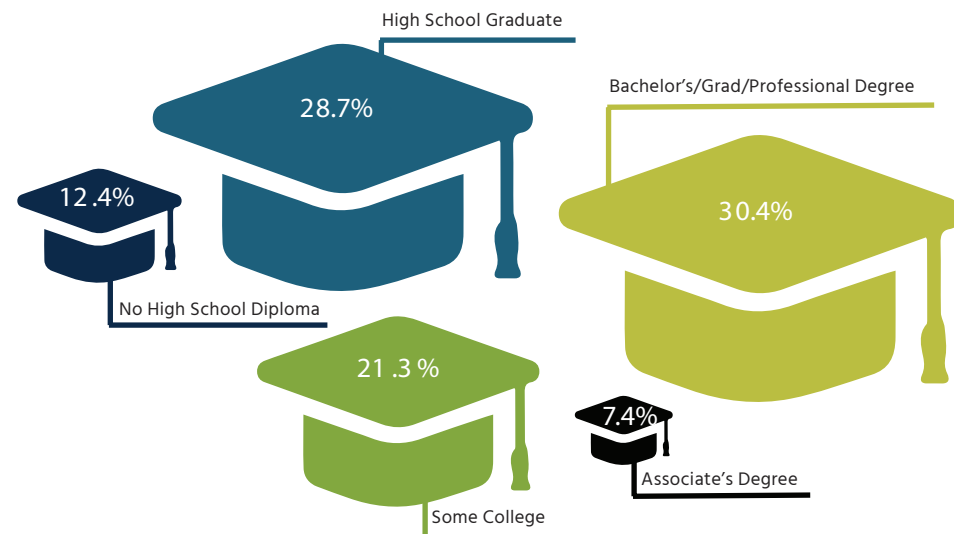


Figure 5. Educational Attainment

Employment

Just as educational attainment serves as an indicator of potential economic growth, existing employment should be considered when evaluating the workforce needs and shortcomings. The American Community Survey (ACS) identifies five major employment sectors:

- Management, Business, Science, and Arts
- Service
- Sales & Office
- Natural Resources, Construction, & Maintenance
- Production, Transportation, & Material Moving

Ada excels in the service industry, surpassing the State in this sector by approximately 3%. The production, transportation and material moving industry is a potential growth sector for the City, as it is trailing behind Pontotoc County and the State itself. Both these existing employment sector trends identify areas where the City may look to grow its available jobs and highlight an existing asset of a skilled workforce regarding necessary service labor.

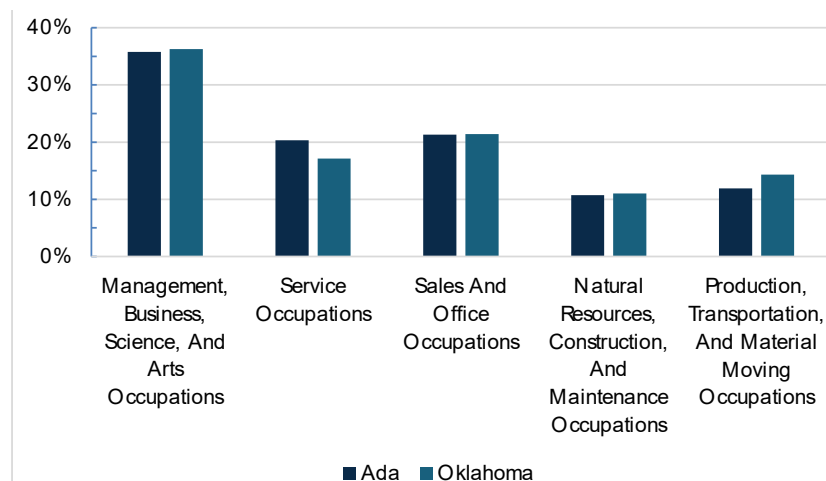


Figure 6. Employment by Sector

Income

Understanding a community's median household income can help identify realistic, obtainable services that can be afforded by the general population. Moreover, assessing Ada's median household income against the State's can highlight goals the City may want to pursue.

The most recent median household income for the City is \$44,721. This is \$12,235 below the median household income of the State's, which is \$56,956.

Mobility

Studying workforce commuting patterns provides an understanding of existing housing needs and opportunities within Ada. In addition, it provides insight on local road stress levels. Based on data from the Longitudinal Employer-Household Dynamic (LEHD) from 2019, Ada encounters a greater number of workers commuting into the City, than workers commuting to surrounding regions for work. Over 10,803 workers commute to Ada solely for work, while 3,457 workers live and work in the City. This points to the City being an employment hub for surrounding rural regions. This could also be an indication that Ada housing supply is not matching demand in terms of housing quality and typology. This is causing a number of would be residents to move to Pontotoc County and surrounding communities.

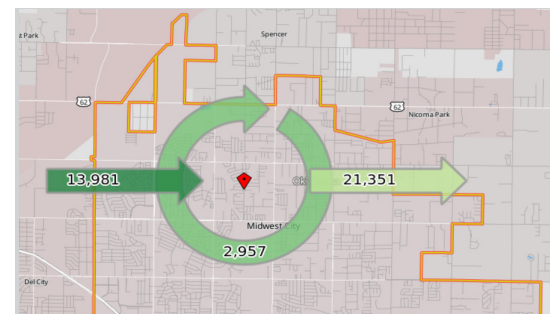


Figure 7. Inflow/Outflow Chart

HOUSING OPPORTUNITY

Occupancy Rates

It is estimated that Ada has 8,080 housing units, of which approximately 81.9% are occupied. There is a vacancy rate of 18.1% which is above levels seen in Pontotoc County and the greater State of Oklahoma. This could indicate a potential mismatch between housing inventory and the type of housing necessitated by surrounding residents. The condition of available housing may also be a factor.

Of these occupied housing units, the City has a greater share of renter-occupied housing units which make up 54% of the housing stock. This is a much higher share of renter-occupied than owner-occupied housing in comparison to Pontotoc County and the State.

Housing Composition

It is important to evaluate the existing household size when determining if the housing stock meets current and projected needs of City residents. More occupants often require larger housing, which may drive the market regarding expected residential development. The City of Ada has an average household size of 2.36. This is lower than the State, which has an average household size of 2.56. This could be an indicator of greater demand for smaller, detached housing units or for multi-family attached housing.

Housing Stock

The evaluation of existing housing in Ada provides insight into future development trends and housing demands. Generational differences include housing preference. For example, younger couples, single individuals, and older empty nesters may be less interested in detached housing due to upkeeping costs and lifestyle preferences. Similarly, families with children are more interested in homes with ample room to grow under one roof. All homes come with a lifespan that, once reached, will require substantial investment or redevelopment to meet current safety codes and resident needs. Depending on the original construction type, this lifespan can range anywhere from 40-100 years.

The vast majority of housing within Ada is single-family detached, making up approximately 72% of the housing stock. The remaining housing is mostly comprised of duplexes, 3-4 unit housing and 5-9 unit housing. The City's share of housing types are in close alignment with State housing trends.

The age of housing in Ada is primarily comprised of housing built between 1950 and 1979, with over half of all housing units being constructed during this time. The City has fallen behind Pontotoc County and the State in housing construction since 1990.

Ada has significant opportunities to expand the supply of denser attached and multi-family housing due in part to the high proportion of young adults within the City, and the presence of East Central University.

Housing Affordability

According to the U.S. Department of Housing and Urban Development (HUD), an affordable home is one in which the occupant is paying no more than 30% of their gross income on housing costs such as a mortgage or rent. Based on data from the Comprehensive Housing Affordability Strategy (CHAS) for 2019, over 36.2% of all renters and 12.3% of all homeowners are cost burdened in Ada. This indicates a higher share of renters in the City are paying more than 30% of their gross monthly income on housing costs.



Figure 8. Owner vs. Renter



COMMUNITY ENGAGEMENT

PUBLIC ENGAGEMENT PROCESS

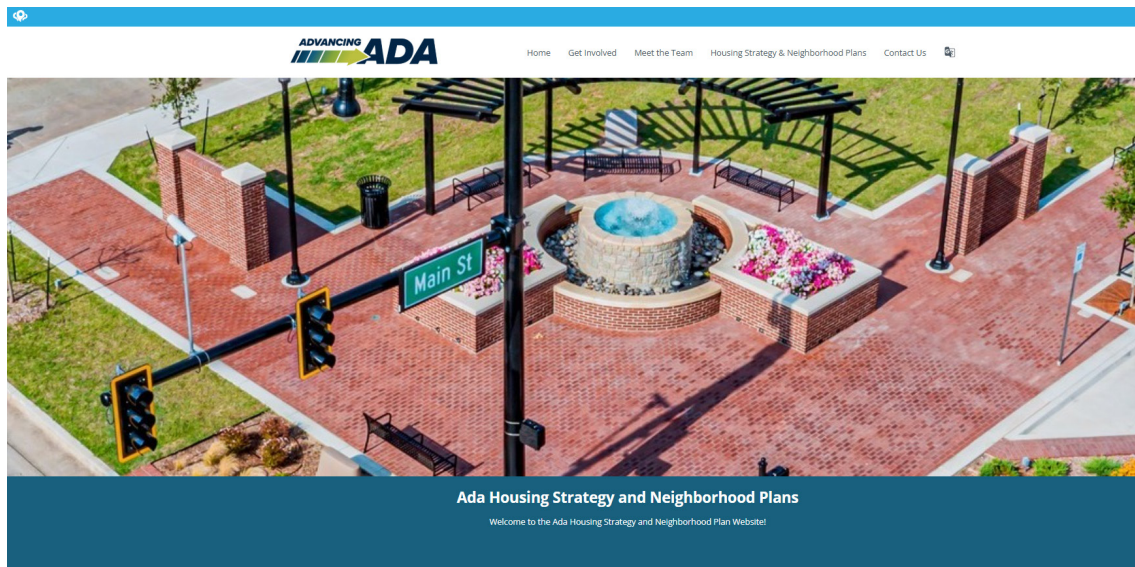
Gathering community input is a critical step in developing the Neighborhood Plans. The community's shared values identified throughout the public engagements process were used to establish the Plan's vision statement, guiding principles, and recommendations. The consultant team incorporated several strategies to inform and engage the community during the planning process, including online engagement, stakeholder interviews, and community events.

During the initial stages of the plan's development, the City Council appointed an Advisory Committee to guide the Neighborhood Plans recommendations. In addition to the Advisory Committee, key stakeholders were also identified to enhance the Plan's understanding of key topical areas.

An online survey and project website were also utilized to reach people who might not otherwise participate in public meetings.



Figure 9. Engagement Timeline



Advancing Ada Housing Strategy and Neighborhood Plan Survey

Please answer the following questions regarding general livability in the City of Ada.

1. My vision for Ada is....

2. What are some of Ada's strengths and opportunities that support your vision for its future?



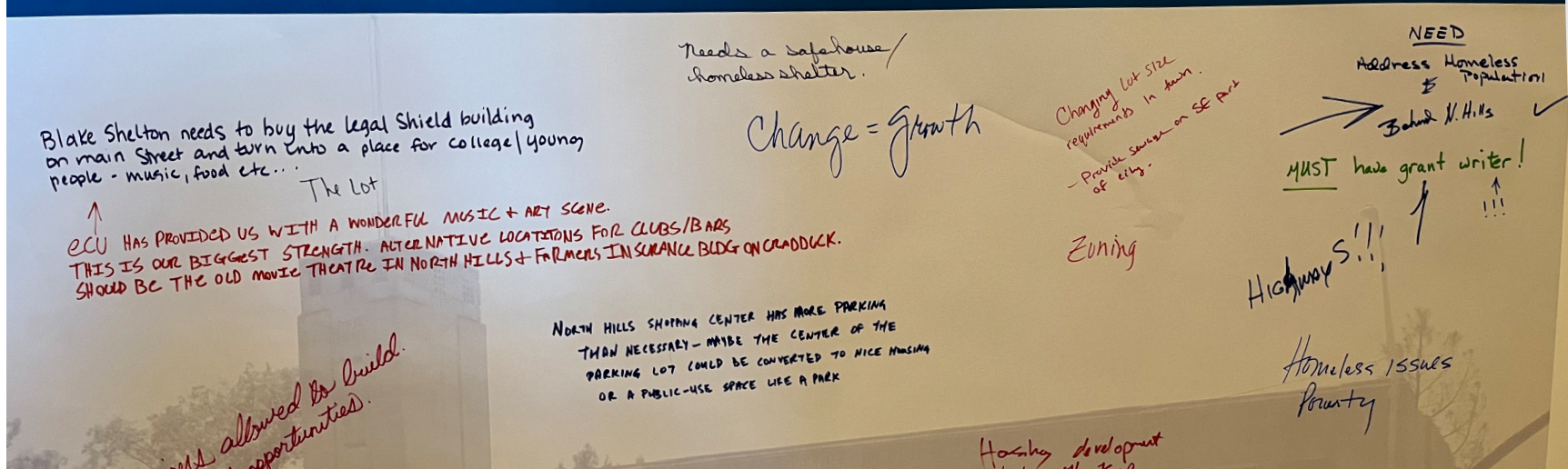
VISION AND GUIDING PRINCIPLES

VISION STATEMENT

A vision statement describes the overriding needs and desires of Ada's community, leaders, and other stakeholders. The statement is derived from the common themes observed during the community engagement phase at the beginning of the planning process.

"Ada 2045: Elevating Lives and Building Pride. Creating a sustainable and equitable future by fostering a sense of pride within the community and ensuring access to safe, affordable, and beautiful housing where everyone can thrive for generations to come."

What are Ada's Best Opportunities for Growth and Success? – What is a Need Ada Can Address, or Trend Ada Can Leverage?



GUIDING PRINCIPLES

Derived from the vision statement and additional community engagement, guiding principles are the values that guide the plan's development and recommendations. Each of the plan's goals will support one or more guiding principles.



Connected Community

The City is physically, culturally, and socially connected through infrastructure, organizations, and shared experiences.



Pride In Place

Foster a sense of pride to maintain the City's integrity and charm.



Efficient & Sustainable

Optimize resource utilization and implement robust plans for future generations to thrive.



Place for All

Ensure access to safe, attainable, and accessible housing options for all residents of Ada.



Community Oriented

Value quality of life and inclusivity for all Ada residents.



Well-Planned Community

The City is intentional, thoughtful, and transparent in its decisions regarding future development, prioritizing residents' well being.



3





EXISTING CONDITIONS



INTRODUCTION

Previous regional and city planning efforts should be considered when developing future plans to ensure coordinated recommendations for the City. This section provides an overview of relevant plans and studies to the future development of Ada.



PLANNING EFFORTS

REGIONAL PLANNING EFFORTS

Pontotoc County Multi-Jurisdictional Multi-Hazard FEMA Mitigation Plan (2023)

The Hazard Mitigation planning process took place from 2018 – 2022 with final approval received for the region in February 2023. This plan encompasses multiple towns, cities, public schools and additional unincorporated areas in the Central Oklahoma region. The plan was created to assess potential hazards and develop a sound plan to mitigate their impacts. The primary goal of the plan is to save the lives and property of regional citizens. After conducting a hazard risk analysis, considering past history, vulnerability, maximum threat, and probability, the largest threats for the region were identified:

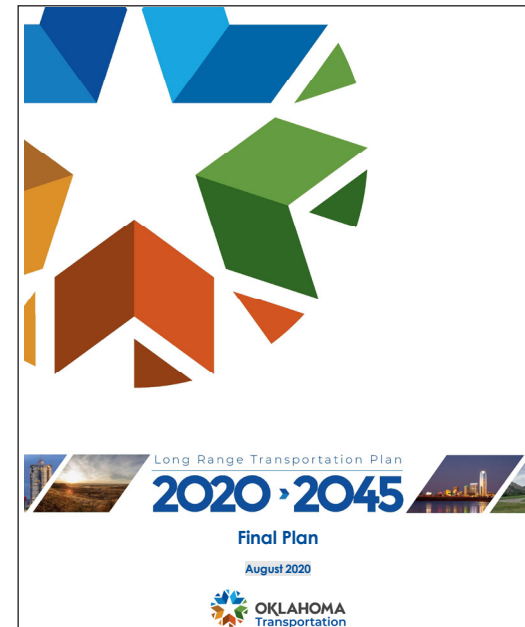
- Severe Winter Storm - 180
- Hail - 190
- High Wind - 165
- Expansive Soil - 190
- Tornado – 190

Any probability score of more than 90 is considered a high probability rating.

Fifteen action items came out of the Hazard Mitigation Plan, primarily surrounding vulnerable population identification, greater public education, community infrastructure improvements and increased emergency management planning.

2045 Oklahoma Long Range Transportation Plan (2020)

The Long-Range Transportation Plan was initiated in March 2019 and completed in August 2020. The goals of the Long-Range Transportation Plan are to ensure a safe transportation system, preserve the condition of the multimodal transportation network, improve regional connectivity, support economic vitality, minimize transportation's impact on the environment, maximize system performance and sustainably fund transportation projects.



LOCAL PLANNING EFFORTS

City of Ada 2020 Long-Range Plan (2010)

The City's current comprehensive plan, prepared by the Ada Metropolitan Planning Commission was adopted in 2010. This was an update to The Planning Document for the City which was adopted by the City Council in 1972. The plan was developed through the use of various studies, determinants and standards which were presented in the planning document. The primary sections of the plan addressed private property, public facilities and a major street plan. The general goals of the plan were to:

- Ensure private and public use was carefully integrated and mutually supporting.
- Ensure the quality of public buildings, open spaces, and other facilities gave residents confidence to invest in the City.

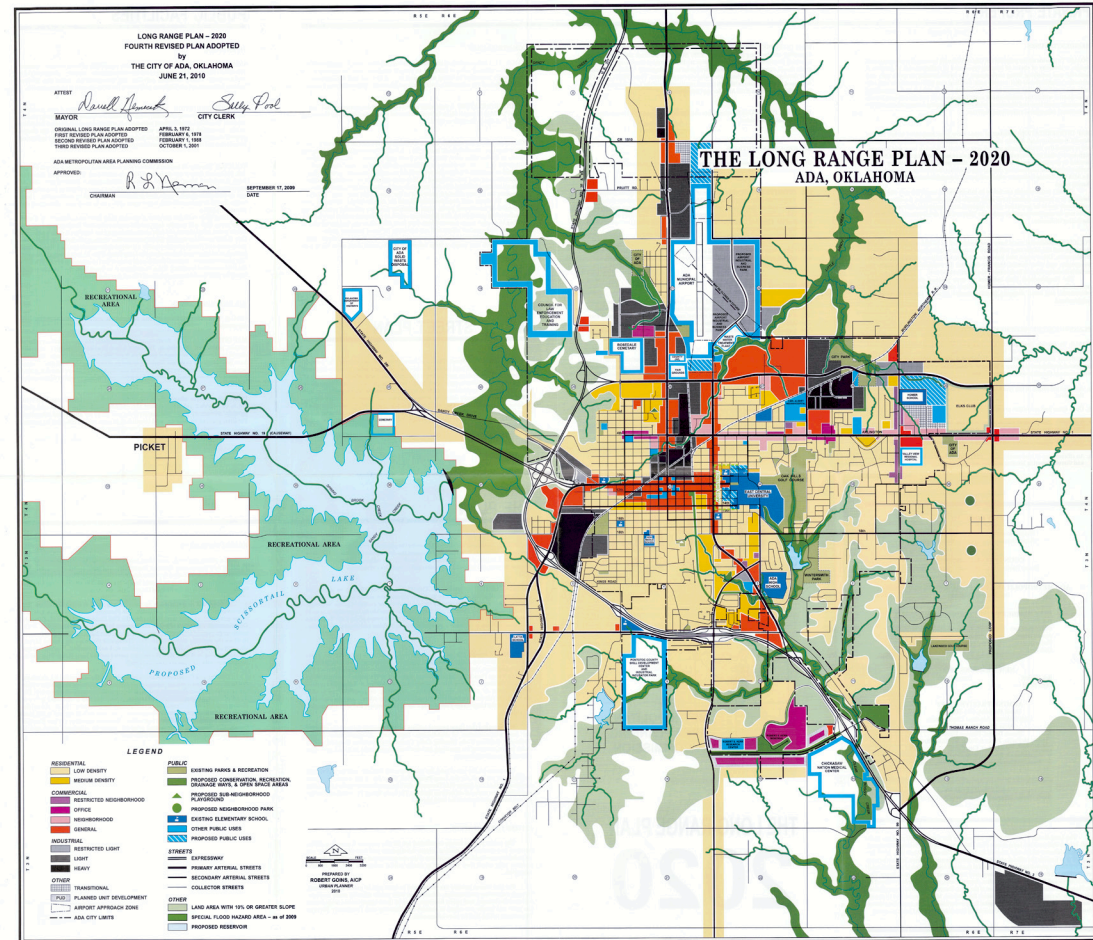


Figure 10. City of Ada Long-Range Plan (2010)

East Central University Campus Master Plan (2015)

The East Central University Campus Master Plan process began in 2011 and was completed in 2015. The goal of the Campus Master Plan was to inform future campus development and to ensure continued positive growth for the university. The community engagement process included planning work sessions, and campus vision tours. The plan addresses campus land-use, walking distances, facility conditions, and campus functionality.

- Phase One: 1-10 Year Completion
 - » New Student Housing Options
 - » New Nursing School Building
 - » New University Wellness Center
 - » Campus Mall Expansion
 - » New Formal Campus Vehicle Entry
- Phase Two: 10-20 Year Completion
 - » New Student Housing Development
 - » Athletic Facility Upgrade
 - » Parking Structure Creation
- Phase Three: 20-50 Year Completion
 - » Building Maintenance
 - » New University Center (Southeast Main Street & Center Street)
 - » New Academic Building
 - » New Administration Building

Housing Needs Assessment and Plan of Action (2015)

In 2014, the City of Ada, in collaboration with RKG Associates, initiated the planning process for the Housing Needs Assessment and Plan of Action, which was completed in 2015. The objective of this plan was to develop a comprehensive strategy to ensure the City maintained a sustainable housing stock that meets the needs of its residents. As part of the planning process, the following seven key objectives were established, each with associated actions.

- Lay the groundwork for neighborhood and housing revitalization
- Create a Community Development Corporation dedicated to neighborhood and housing revitalization
- Revitalize at-risk neighborhoods
- Improve neighborhood's appearance
- Remove blighted structures
- Encourage redevelopment of vacant and underutilized properties
- Procure funding for implementation

The plan outlined a five-year strategy to effectively address the City's growing population and economic development requirements.

City of Ada Housing & Redevelopment Options (2018)

Following the development of the Housing Needs Assessment and Plan of Action report, the City engaged Debruler, Inc. to identify programs that incentivize and link workforce housing development to Ada's targeted revitalization areas. Case studies were conducted to determine the best approach, leading to the recommendation that the City's revitalization efforts begin in specific neighborhoods and address a broad range of income levels and activities by leveraging local resources with other public funding. The report provides examples of housing incentive programs, initiatives, and tools from across the state and nation that the City can adapt to meet its specific market needs.

The Plan identified three unique pre-1940s neighborhood areas to prioritize for housing and redevelopment:

- Northwest (original, Hammond Heights, Broadway/Sunrise)
- South (Midtown/Daggs/Ford/Dan/Hays)
- East (ECU, Arts, Capital Hill, Normal Height)

City's Response

In response to the referenced Housing Plans, the City has taken initiative by:

- Establishing and Implementing a Dilapidated Housing Program
- Removing blighted structures for neighborhood safety and redevelopment opportunities
- Increased Code Enforcement neighborhood clean-up efforts
- Funded Neighborhood Plans and Housing Assessment & Strategies Report

ONGOING PLANNING EFFORTS

South Central Oklahoma Regional Transportation Planning Organization Long-Range Transportation Plan (2025)

The City of Ada is a part of the Southern Oklahoma Development Association (SODA). The South-Central Regional Transportation Planning Organization was formed to administer the regional transportation planning for the ten-county SODA service area. The Long-Range Transportation Plan is scheduled to be completed in early 2025. This plan will develop transportation goals for the region and will identify the strategies needed to reach those goals over a 20-year timeline.

ALIGNMENT WITH NEIGHBORHOOD PLANS

Previous and on-going planning efforts informed these Neighborhood Plans and the resulting recommendations. Selected neighborhood areas were based on the 2018 City of Ada Housing and Redevelopment study. Recommendations were shaped by the market assessment as well as an understanding of the earlier work captured in the 2015 Housing Needs Assessment and Plan of Action. The 2020 Long-Range Plan provided an understanding of the type of development desired by the community in 2010 and the type of infrastructure the City prioritized to support it.

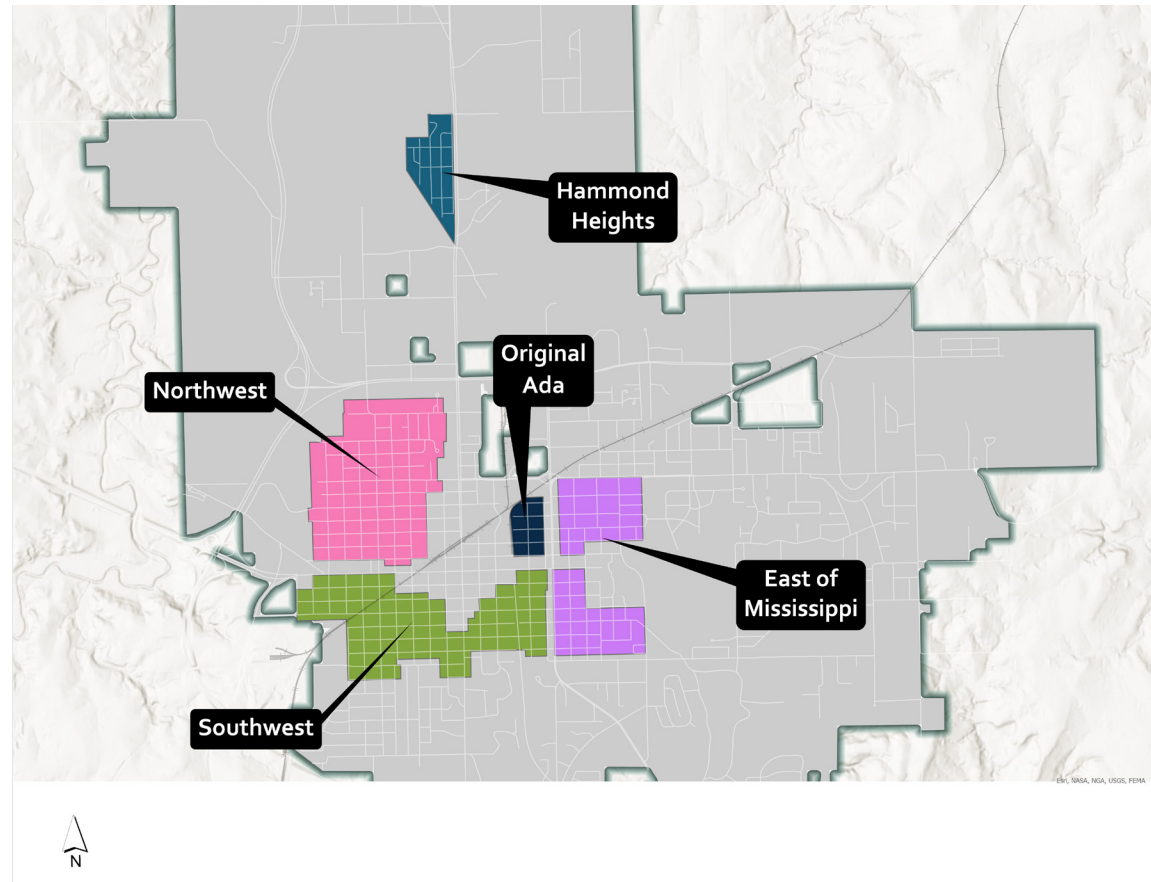


NEIGHBORHOOD PROFILES

To address the City's pressing housing demand, the 2018 Housing & Redevelopment Options Study identified four pre-World War II neighborhoods as key areas for redevelopment, infill development and revitalization. These neighborhoods include:

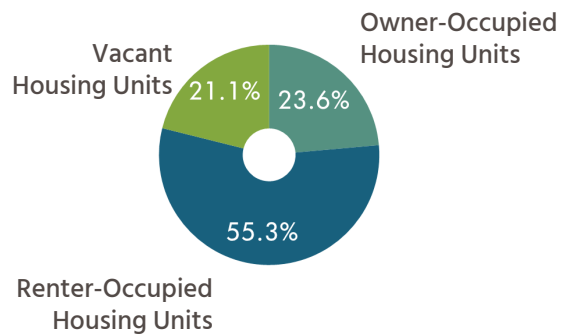
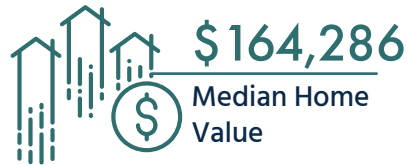
- East of Mississippi
- Hammond Heights
- Northwest and Original Ada
- Southwest

These neighborhoods share similar characteristics, such as the age of structures, the presence of vacant lots and dilapidated homes providing the opportunity for infill development, and comparable lot sizes. The following profiles explore the demographic characteristics of each neighborhood, providing an analysis of existing land use, transportation and mobility, and infrastructure.



EAST OF MISSISSIPPI NEIGHBORHOOD

The East of Mississippi neighborhood is centrally located in the City and borders East Central University. As the name suggests, this neighborhood is situated East of Mississippi Avenue. It extends southeast to the intersection of East 18th Street and Stadium Drive, and north to Arlington Street. This neighborhood serves both local residents and ECU students.

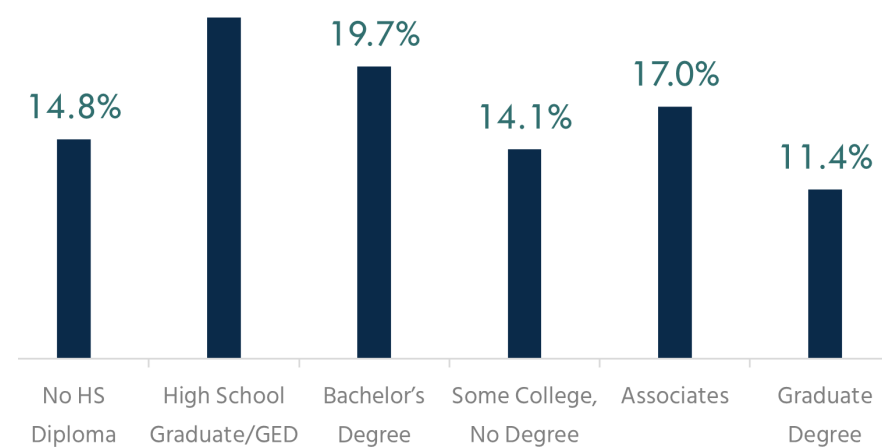


1,431
Population Estimate

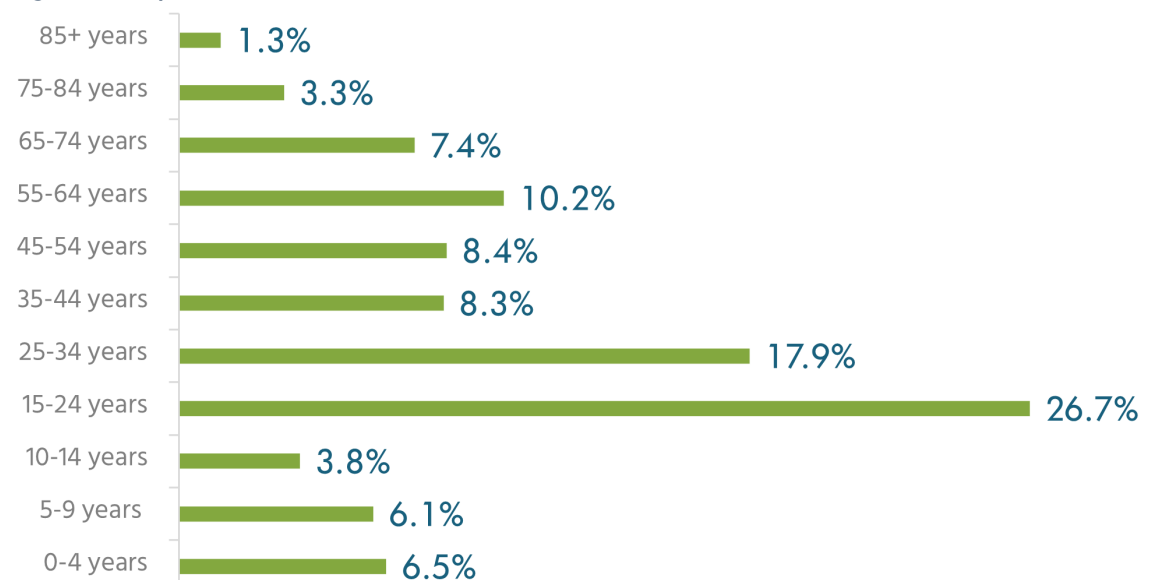
97.9%
Population 16+ Employed

\$49,230
Median Household Income

Educational Attainment



Age Breakup



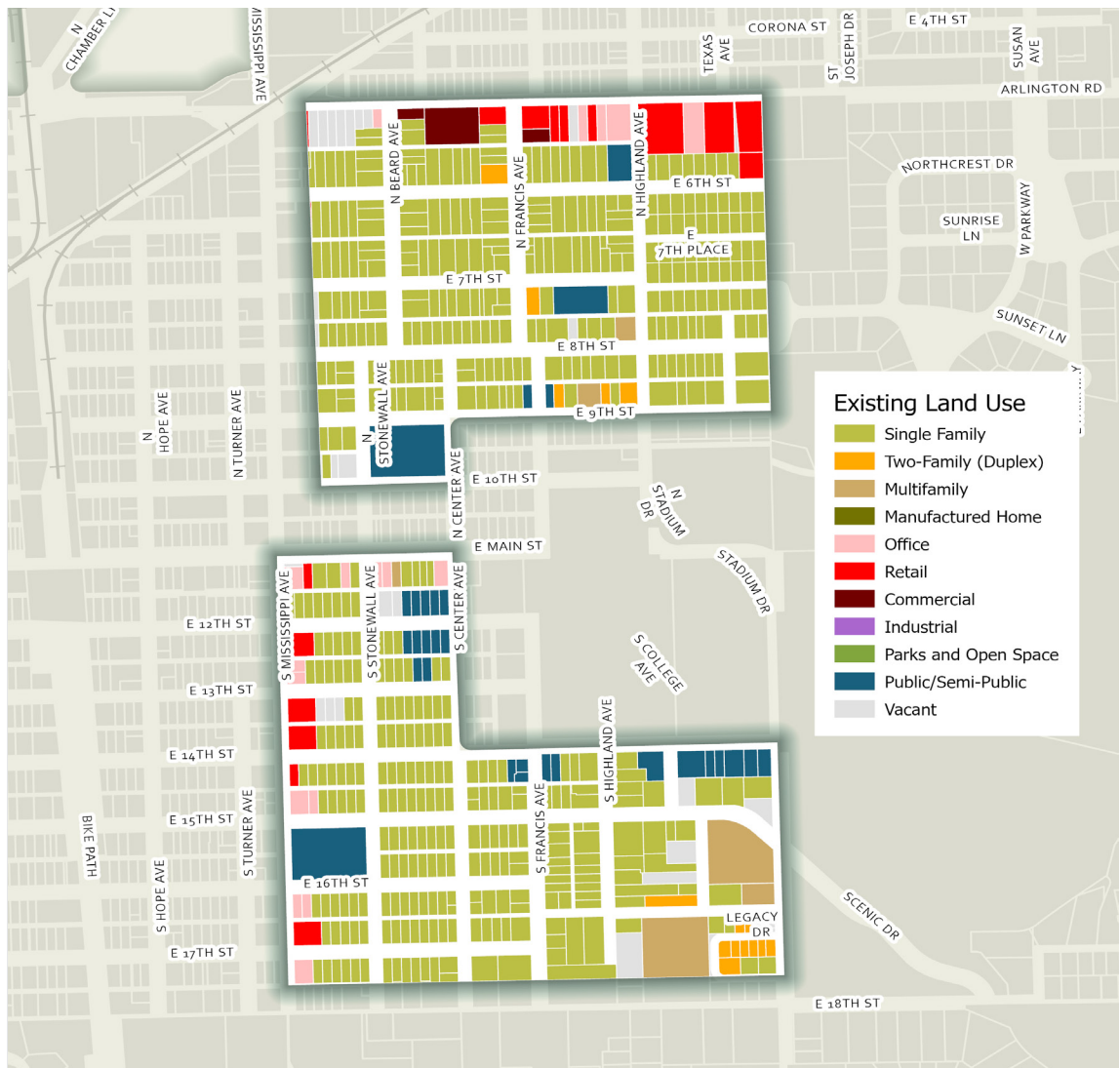
EXISTING LAND USE ANALYSIS

The established East of Mississippi neighborhood possesses a diverse mix of land uses. Predominantly characterized by single-family homes, it also includes a small variety of low-to-medium-density housing options.

Retail and Office uses are concentrated along the main corridors of Arlington Road and East Mississippi Avenue. Additionally, the neighborhood hosts a significant number of public and semi-public structures, including those owned by the University and the Chickasaw Nation. There are a few vacant and potentially dilapidated structures sprinkled throughout the neighborhood, providing redevelopment opportunities.

Land Use	Area (Acres)	% Area
Commercial	1.92	0.90%
Multifamily	6.87	3.22%
Office	4.71	2.21%
Public/Semi-Public	12.58	5.89%
Retail	7.99	3.74%
Right of Way	67.09	31.41%
Single Family	103.17	48.30%
Two Family Duplex	2.95	1.38%
Vacant	6.45	3.02%

Figure 11. East of Mississippi Acreages

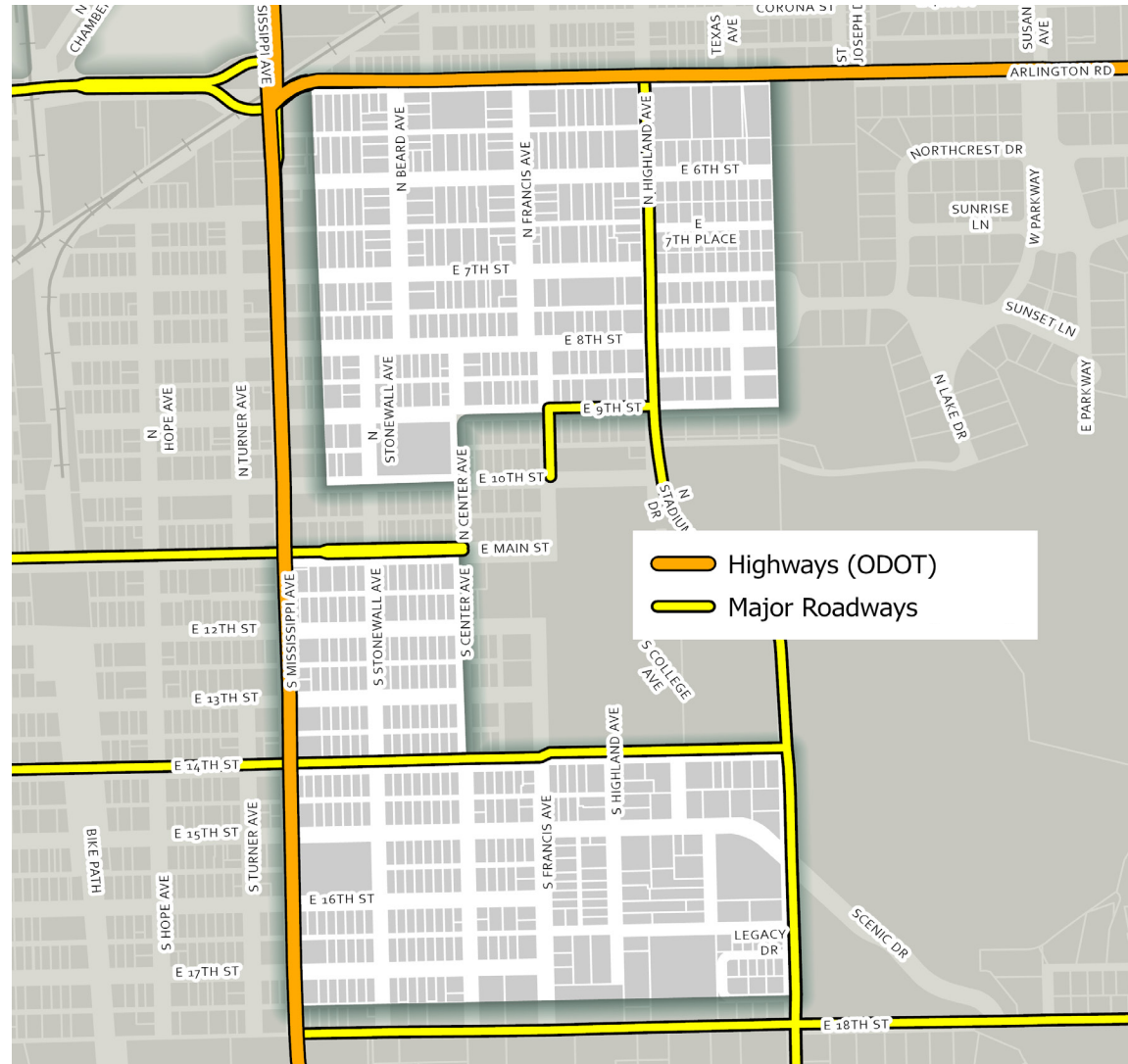


Map 1. East of Mississippi Existing Land Use Map

TRANSPORTATION AND MOBILITY

The East of Mississippi neighborhood benefits from various existing sidewalks; however, the limited sidewalks lack overall connectivity to major destination points.

Establishing multiuse trails to connect the neighborhood to more destinations would create a comprehensive network that supports various modes of transportation and enhances the overall livability of the neighborhood.

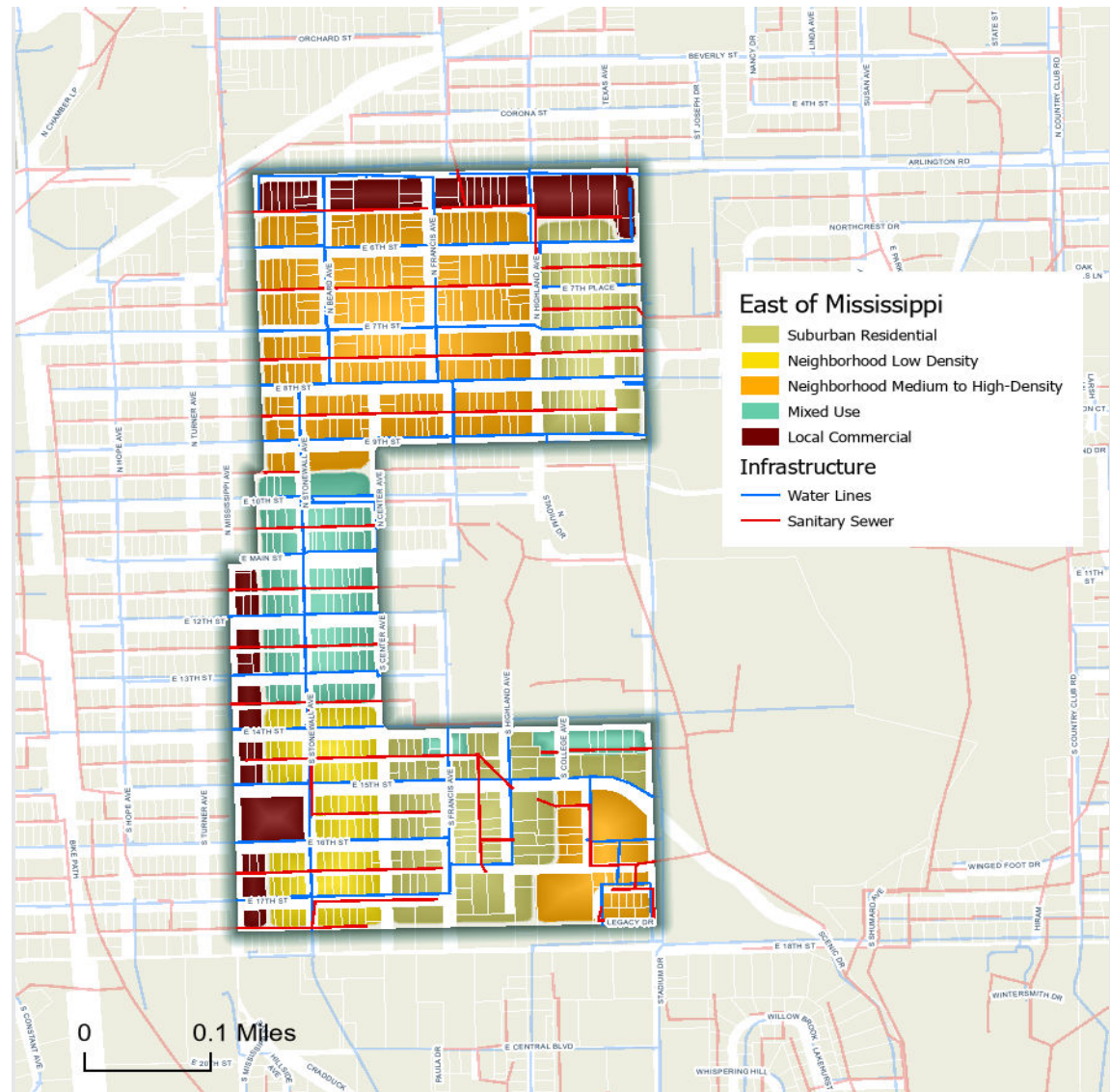


Map 2. East of Mississippi Major Roadways Map

**Highways (ODOT) are controlled and maintained by ODOT whereas Major Roadways are controlled and maintained by the City.*

INFRASTRUCTURE

The East of Mississippi neighborhood is well-served by the City's water supply and has adequate sanitary sewer connections to support future growth. The existing infrastructure provides a solid foundation for redevelopment and increased density.



Map 3. East of Mississippi Infrastructure Map

HOUSING

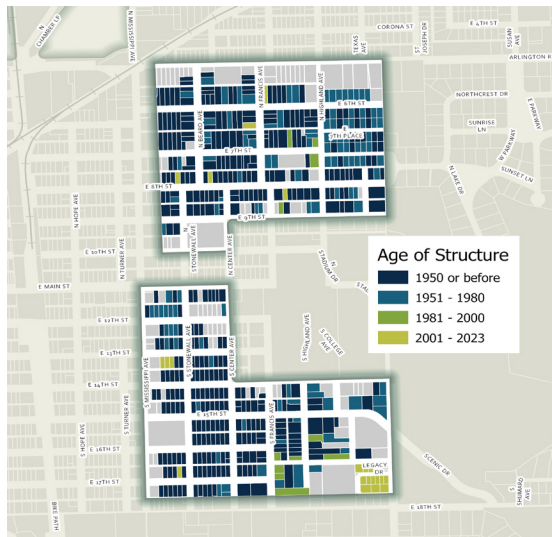
The East of Mississippi neighborhood is characterized by its historic housing stock, with the vast majority of homes built before 1950. The lot sizes in this area vary, with most ranging from 5,000 to 7,500 square feet. There are also some larger lots, between 7,500 and 10,000 square feet, scattered throughout the neighborhood, and even larger lots, between 10,000 and 12,000 square feet, primarily located in the northern part of the neighborhood.

The neighborhood faces a significant housing vacancy rate of approximately 21%, and the vast majority of residents are renters. This high vacancy rate, coupled

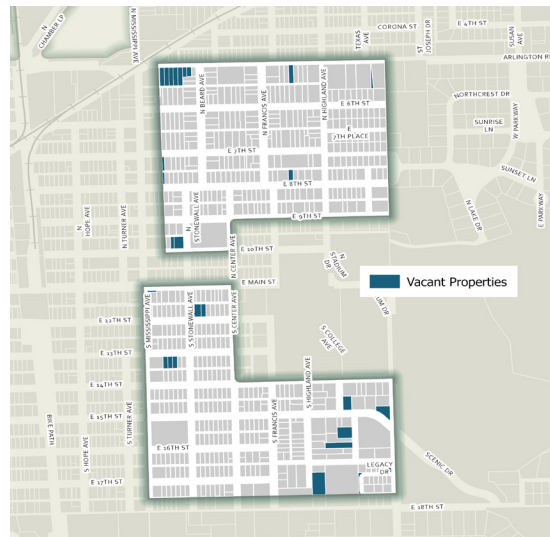
with the fact that many landlords do not reside locally, has made it challenging to maintain housing quality standards. The demand for housing and the lack of local and responsible landlords have contributed to difficulties in ensuring that properties are well-maintained and meet the needs of the community.

The median home value in the East of Mississippi neighborhood is \$164,286, while the median household income is \$49,230. This disparity highlights the affordability challenges faced by residents and underscores the need for strategic reinvestment and development to improve housing conditions and accessibility.

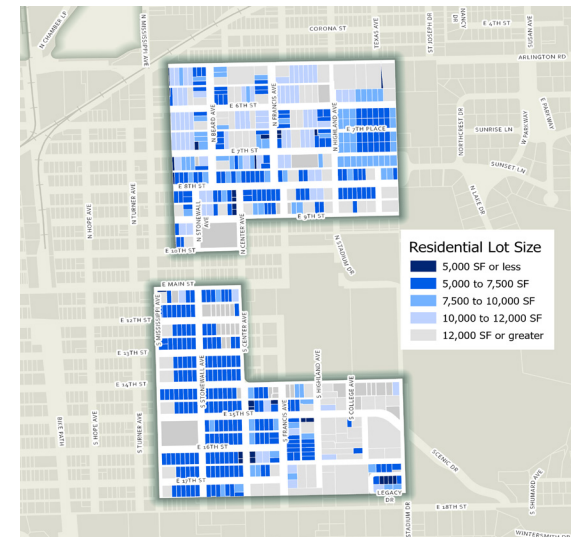
Additionally, housing in this neighborhood should address the needs of both local residents and University students. This dual focus is essential to create a balanced and vibrant community that supports diverse housing needs. To meet the housing demand of both students and locals, it is important to consider adding a variety of housing densities. Introducing mixed-use developments can serve as a buffer between university-owned structures, commercial areas, and residential zones. This approach will not only enhance the neighborhood's functionality but also create a more integrated and dynamic community.



Map 4. East of Mississippi Age of Structures Map



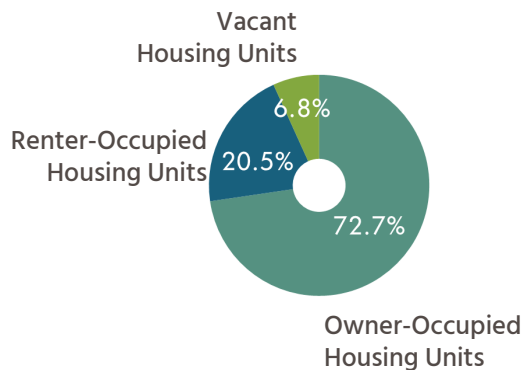
Map 5. East of Mississippi Vacant Properties Map



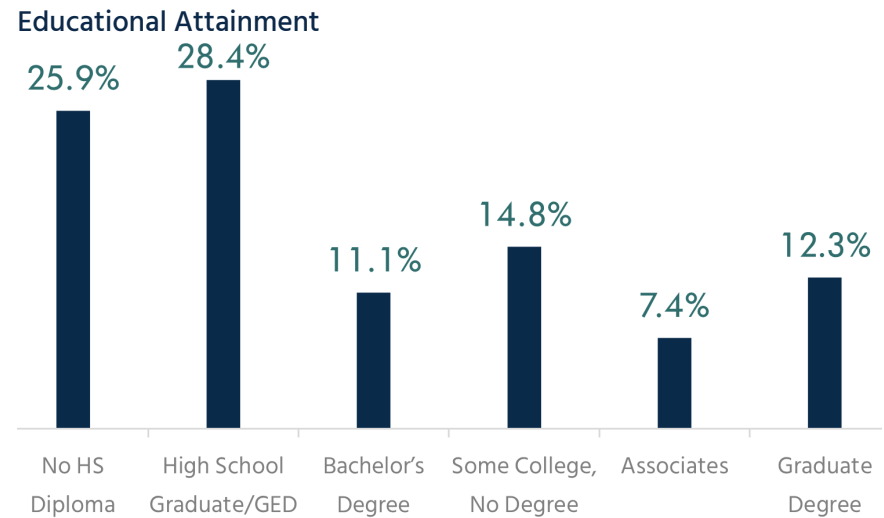
Map 6. East of Mississippi Residential Lot Size Map

HAMMOND HEIGHTS NEIGHBORHOOD

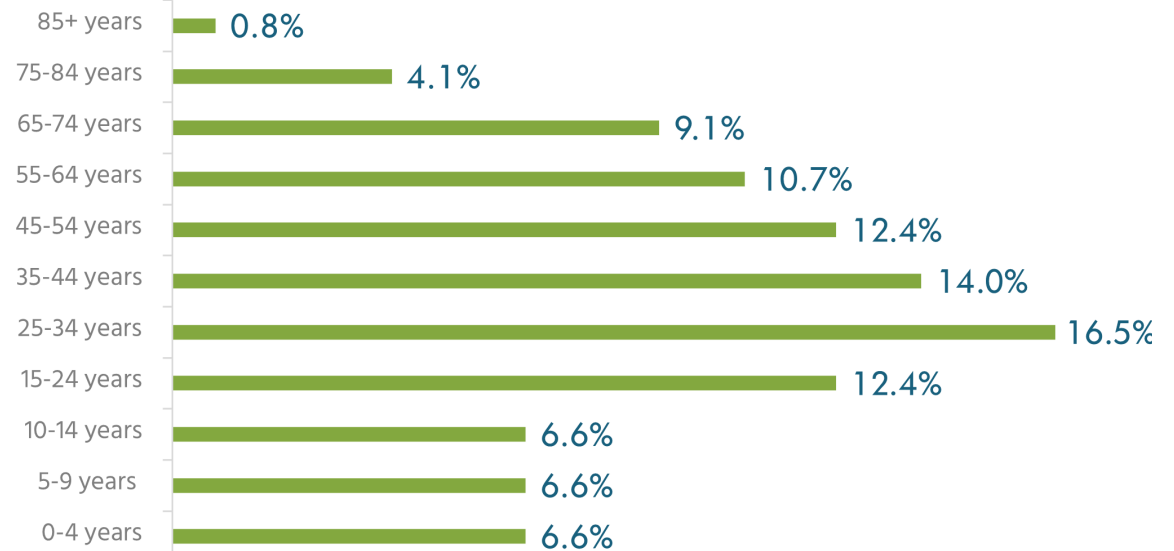
Hammond Heights is located in the northern part of the Ada, bordered by Broadway Avenue, West Tower Road, and Cougar Road. It runs along an old railroad corridor. Hammond Heights also sits adjacent to the Ada Municipal Airport. Unlike the other neighborhoods in this study, the majority of housing in Hammond Heights is owner-occupied.



About the Neighborhood



Age Breakup

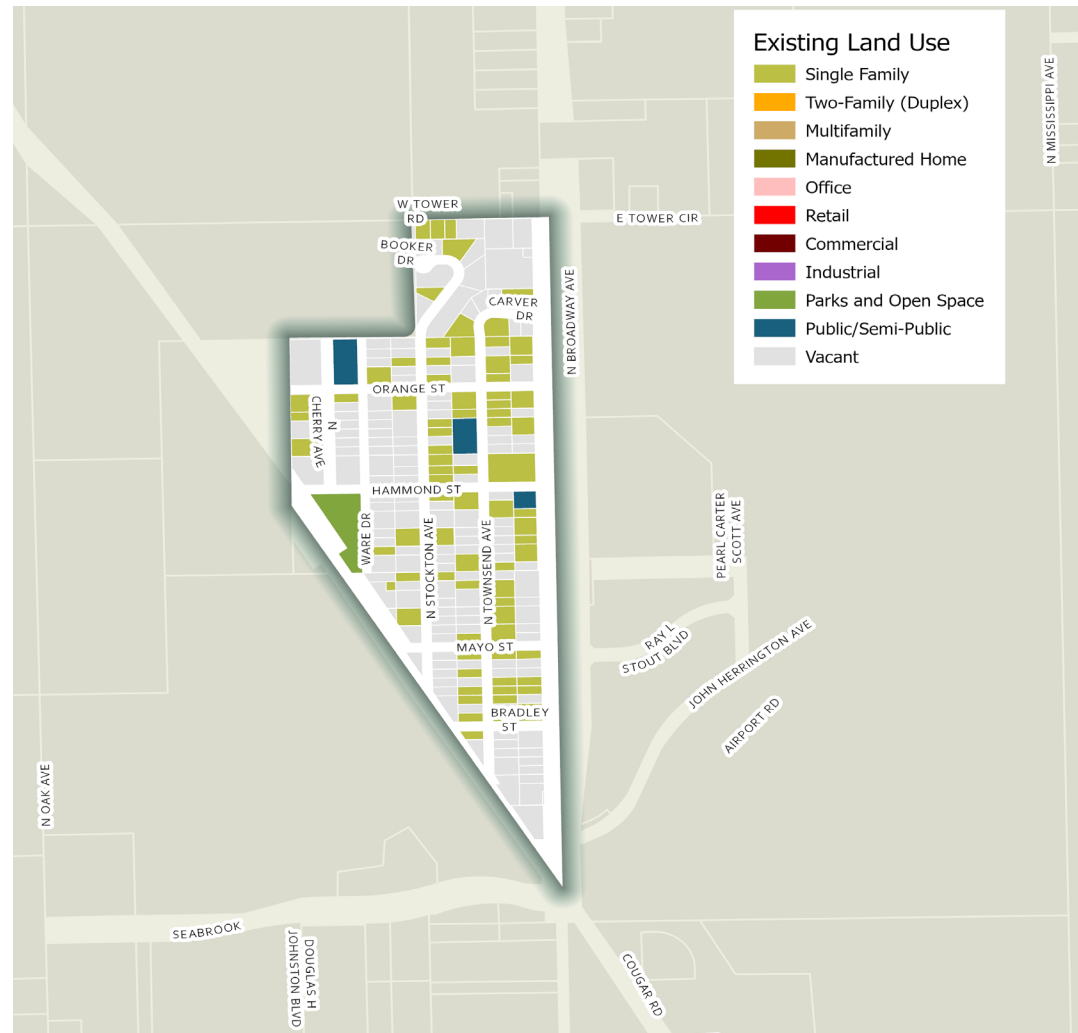


EXISTING LAND USE ANALYSIS

Hammond Heights, a neighborhood with a rich history and is now predominantly composed of single-family homes. The presence of numerous vacant lots and a few potentially dilapidated structures offers significant opportunities for investment and redevelopment. Additionally, the neighborhood possesses a recently renovated park on its western border, providing valuable community space.

Land Use	Area (Acres)	% Area
Parks and Open Space	1.53	2.06%
Public/Semi-Public	1.66	2.24%
Right of Way	23.55	31.73%
Single Family	16.51	22.24%
Vacant	30.97	41.73%

Figure 12. Hammond Heights Land Use Acreages



Map 7. Hammond Heights Existing Land Use Map

TRANSPORTATION AND MOBILITY

Given Hammond Heights' relative isolation from the rest of the City, activating and expanding the trail system could serve as a vital link, fostering greater connectivity and integration.

Additionally, clear neighborhood branding is essential to establish a strong identity and sense of place. Effective branding and wayfinding can highlight the unique features of Hammond Heights, making it easier for residents and visitors to navigate while fostering community pride.

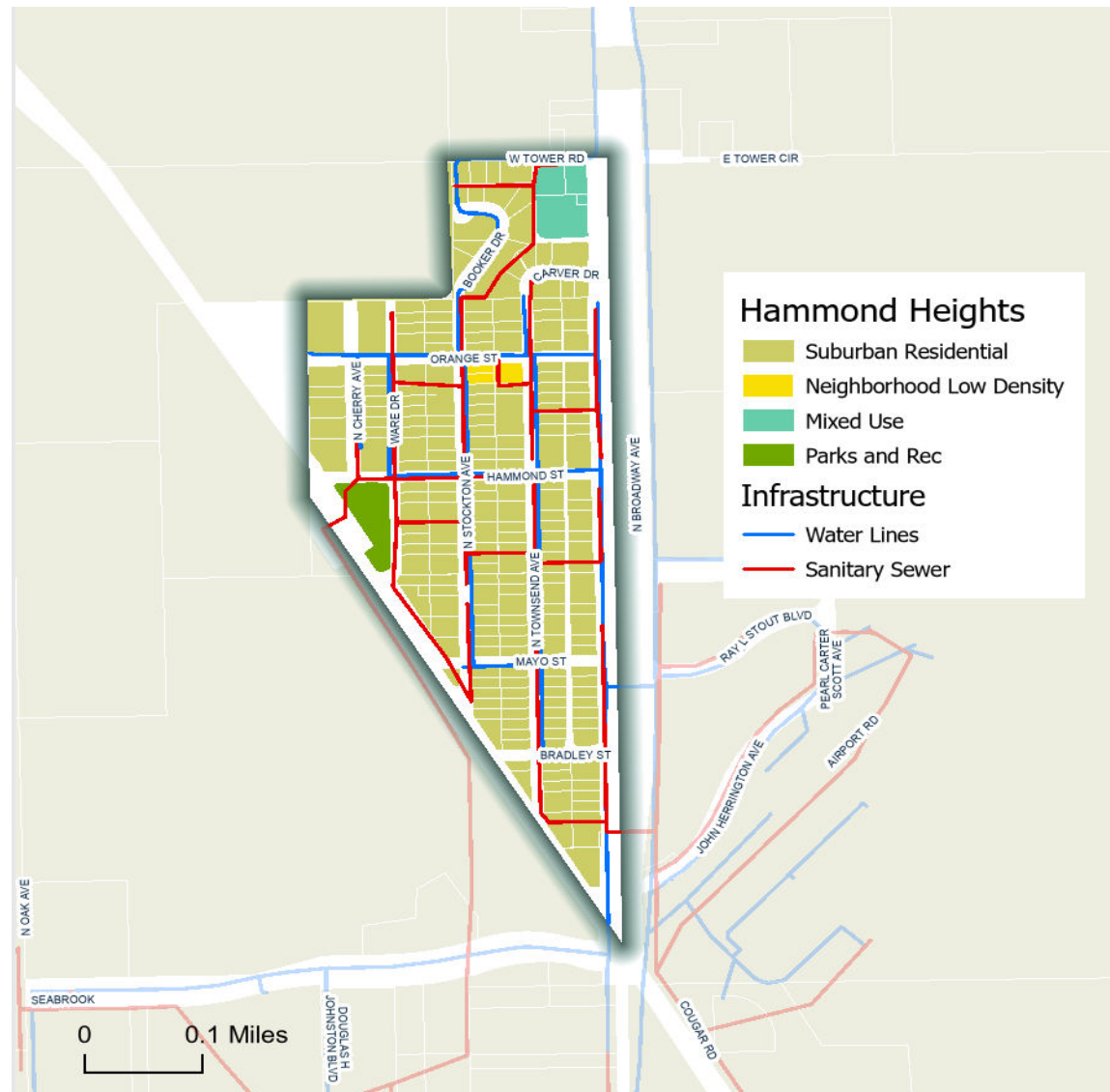


Map 8. Hammond Heights Major Roadways Map

**Highways (ODOT) are controlled and maintained by ODOT whereas Major Roadways are controlled and maintained by the City.*

INFRASTRUCTURE

Hammond Heights benefits from the City's water supply and sufficient sanitary sewer connections, making it well-equipped to handle future development. As part of an overall trail system plan, neighborhood connectivity should be evaluated further.



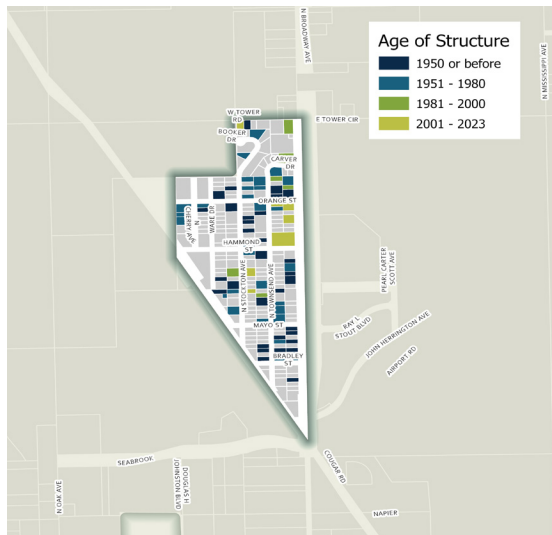
HOUSING

Hammond Heights is predominantly owner-occupied, with 72.7% of homes being owned by their residents. The median home value in this neighborhood is \$106,250, while the median household income is \$56,046. Additionally, just under 42% of the neighborhood's land use is vacant land, with the majority of lot sizes ranging from 5,000 to 7,000 square feet, characterized as small to medium-sized lots, providing ample opportunities for infill development. The ages of structures in Hammond Heights vary widely, from pre-1950 homes to recent developments built between 2001 and 2023.

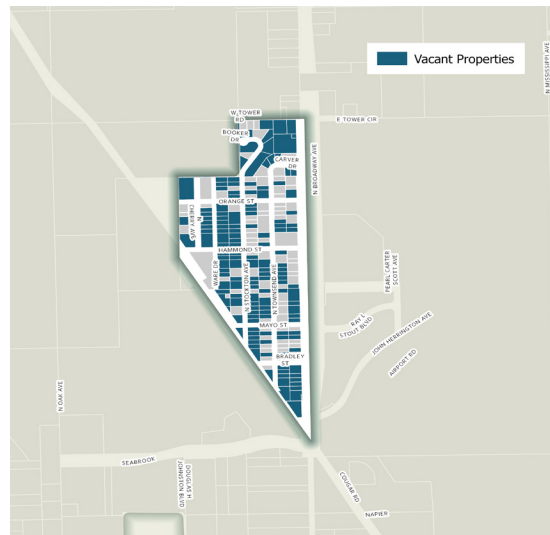
The community has expressed a strong preference to remain a single-family residential area without the introduction of mixed uses. Despite this preference, the neighborhood faces challenges related to maintaining housing standards.

Programs that can rally the community together for beautification efforts and foster a sense of pride in their neighborhood may be considered. Initiatives such as community clean-up days, neighborhood beautification projects, and homeowner support programs can enhance the overall appearance and livability of Hammond Heights.

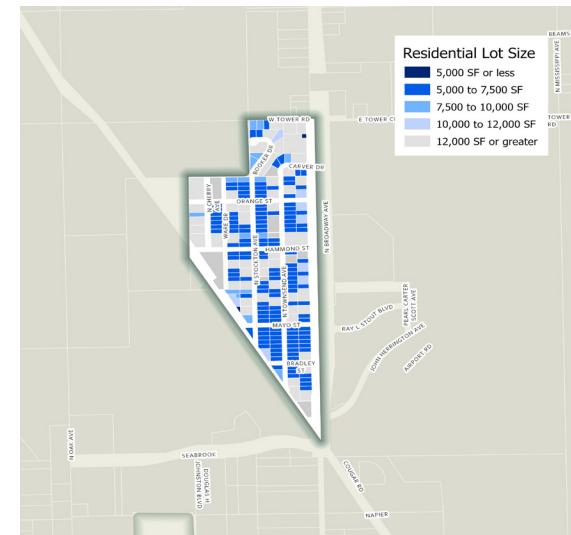
With a large percentage of vacant land, there is significant opportunity for reinvestment in the community. Single-family development on these vacant lots can help alleviate the City's growing housing demand and contribute to the neighborhood's growth and stability.



Map 10. Hammond Heights Age of Structure Map



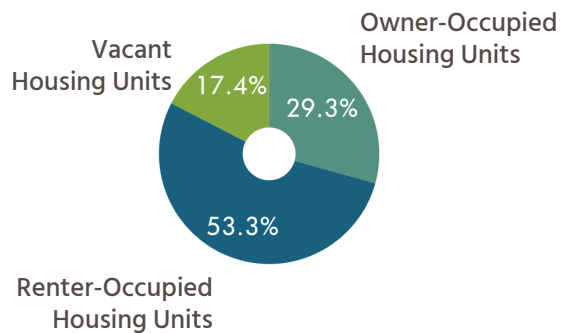
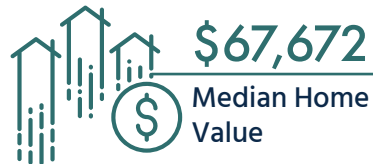
Map 11. Hammond Heights Vacant Properties Map



Map 12. Hammond Heights Lot Size Map

NORTHWEST AND ORIGINAL ADA

The Northwest and Original Ada neighborhoods are centrally located, with Original Ada being one of the oldest parts of the City. These neighborhoods have been grouped together due to their similar characteristics and makeup. Both Northwest and Original Ada are situated north of Main Street. Original Ada is bordered by Arlington Road to the west and Turner Avenue to the east. Northwest is located between Broadway Avenue to the east and North Bluff Street to the west.



Northwest Neighborhood Demographic Profile

2,038

Population Estimate

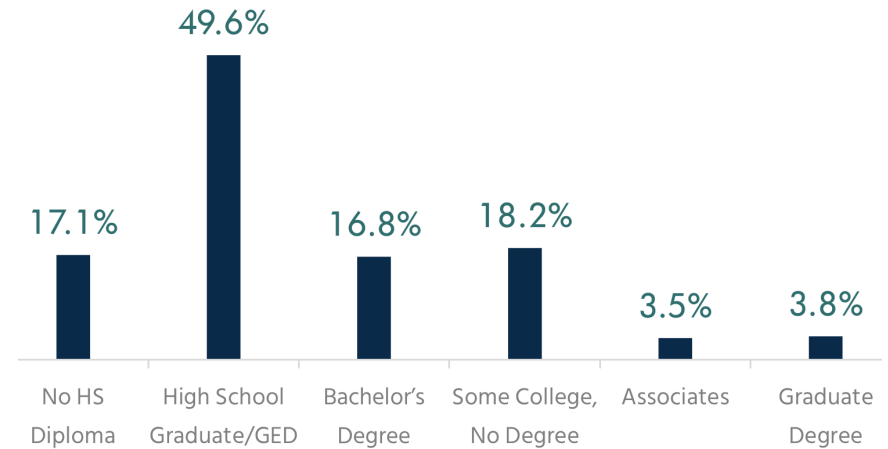
92.8%

Population 16+ Employed

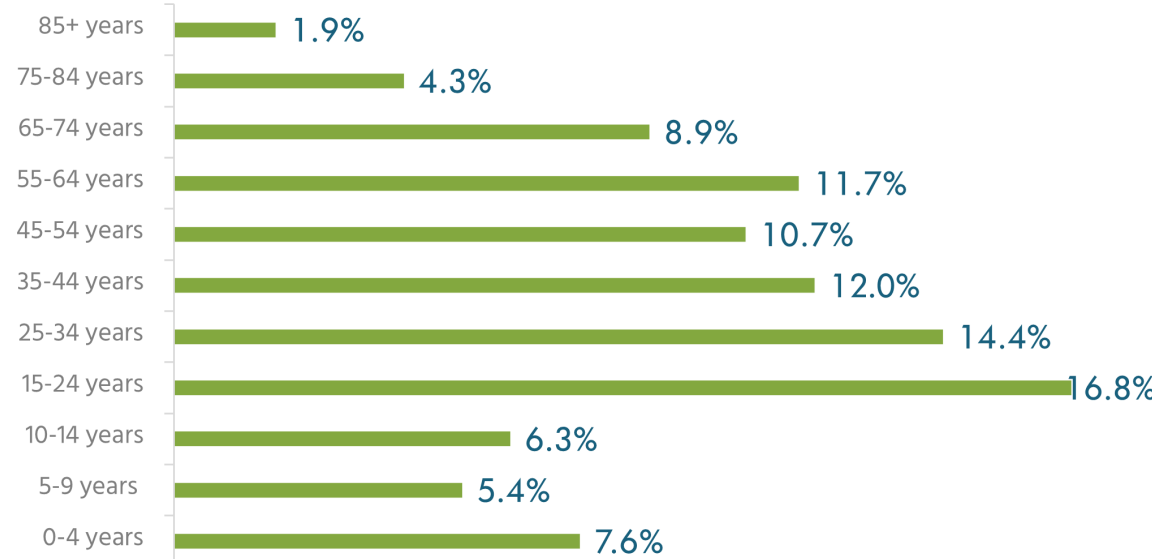
\$26,197

Median Household Income

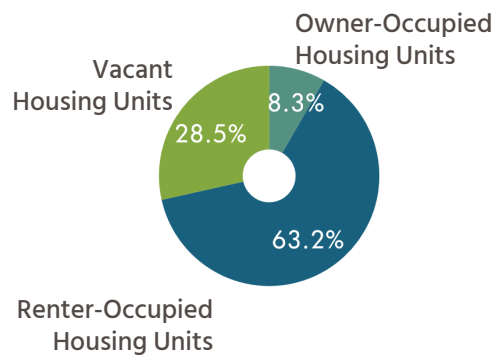
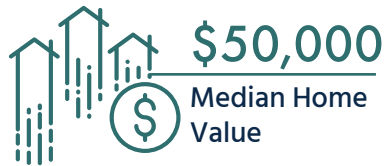
Educational Attainment



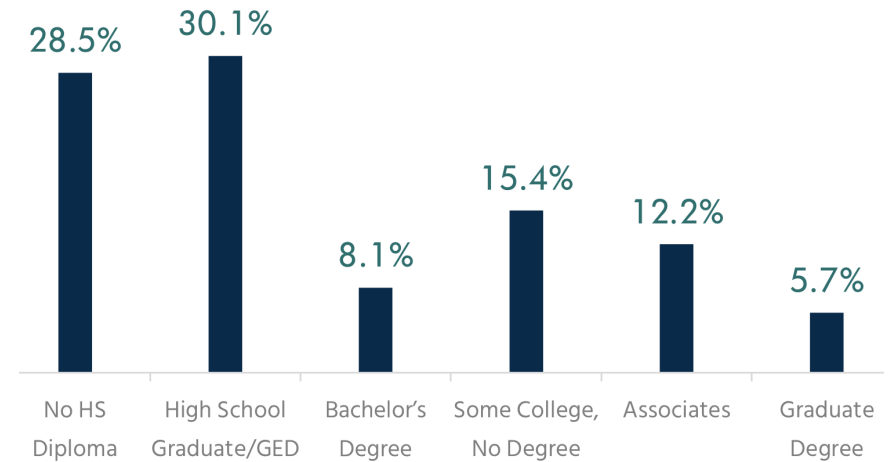
Age Breakup



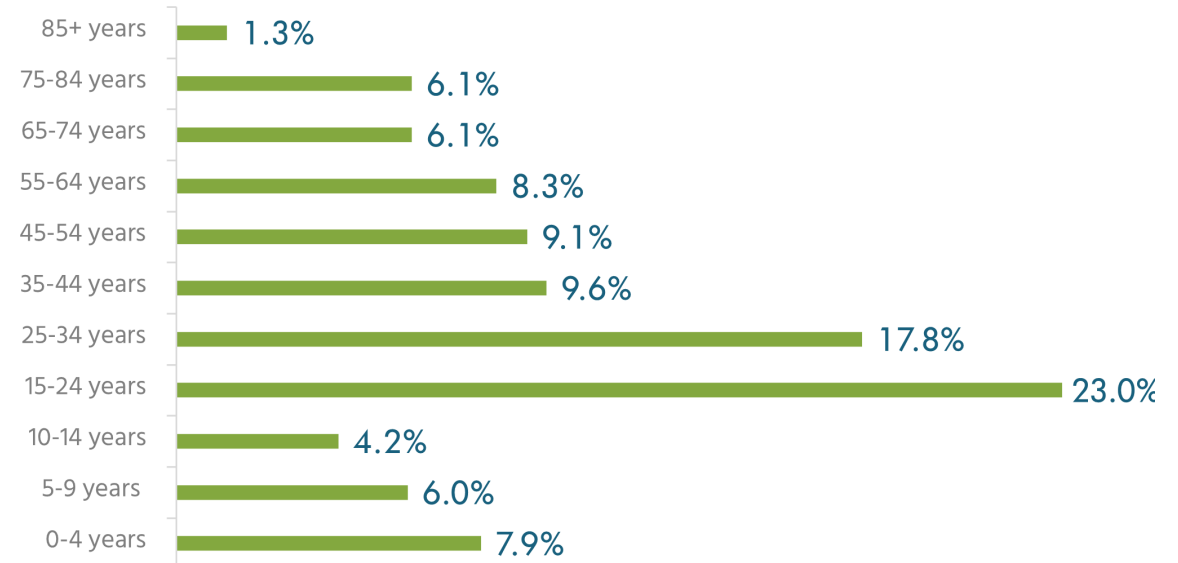
Original Ada Demographic Profile



Educational Attainment



Age Breakup



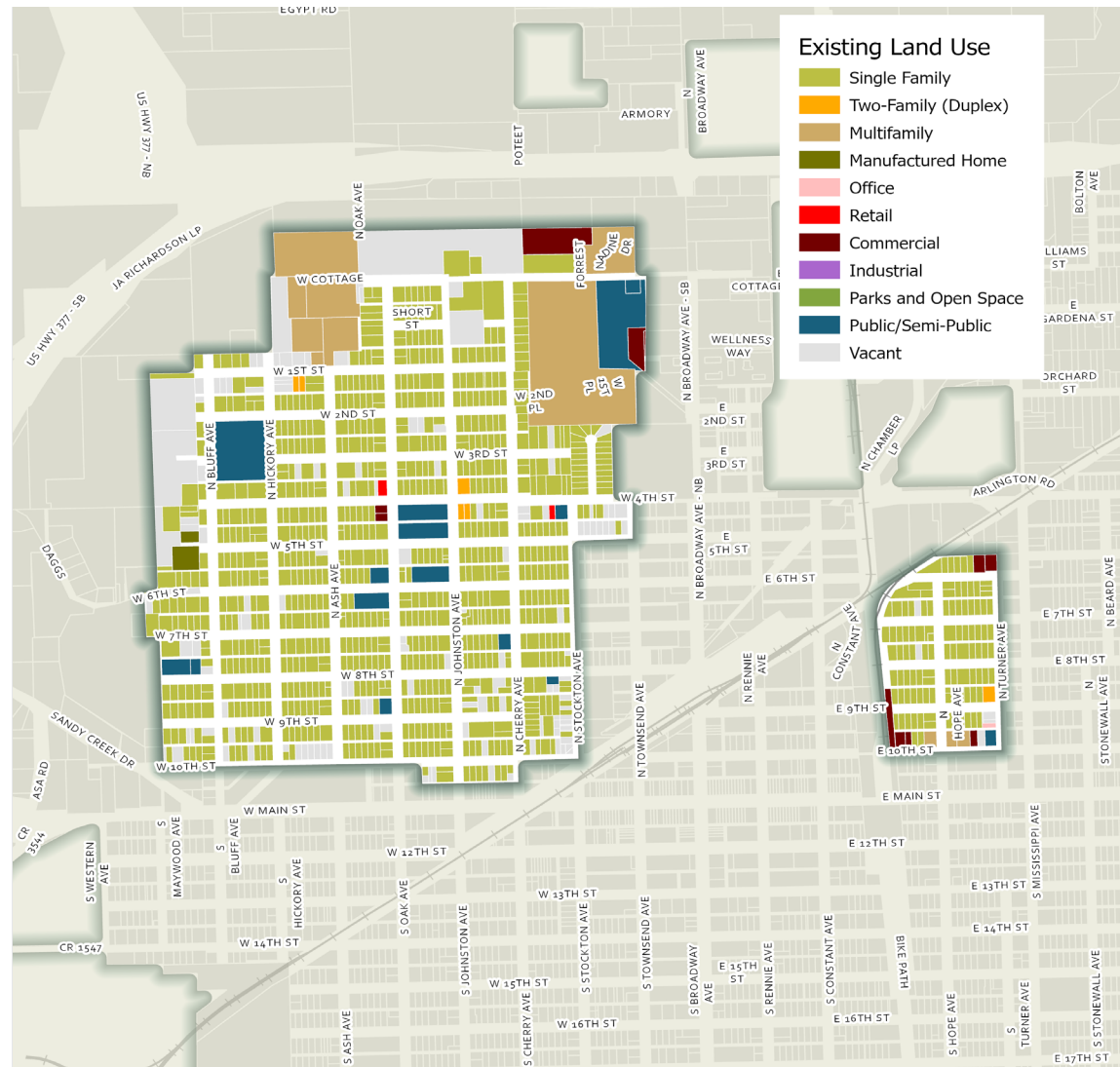
EXISTING LAND USE ANALYSIS

The Northwest & Original Ada neighborhoods are made up of mostly single-family homes, however, both neighborhoods also feature a mix of commercial and residential uses. Along their borders, these neighborhoods include multi-family housing options.

The land use mix is further diversified by public and semi-public structures, as well as commercial and retail spaces. The presence of vacant lots and dilapidated structures scattered throughout both Northwest and Original Ada offer infill development opportunities for both residential and commercial uses.

Land Use	Area (Acres)	% Area
Commercial	16.40	1.18%
Multifamily	44.66	3.20%
Office	0.10	0.01%
Public/Semi-Public	18.37	1.32%
Retail	12.67	0.91%
Right of Way	1,016.65	72.92%
Single Family	175.81	12.61%
Two Family Duplex	1.28	0.10%
Vacant	106.84	7.66%

Figure 13. Northwest & Original Ada Existing Land Use Acreages

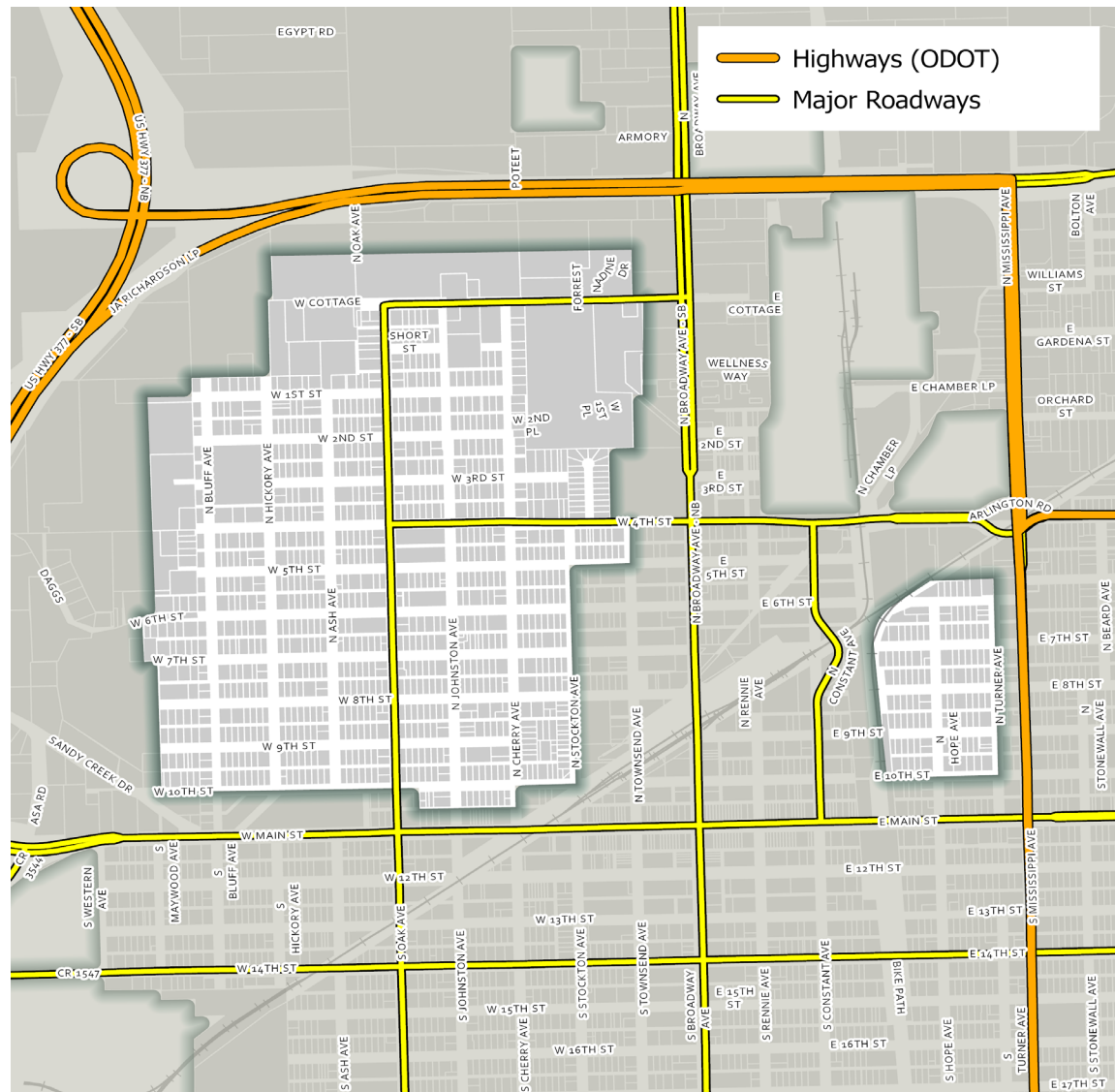


Map 13. Northwest & Original Ada Existing Land Use Map

TRANSPORTATION AND MOBILITY

Given these neighborhoods' central location, their proximity to major roadways, and the bordering Glenwood Park on the southwest side of the Northwest neighborhood, sidewalk expansion should be considered to major destination areas.

Additionally, activating alleys for residential access can significantly improve connectivity and accessibility within the neighborhood. By revitalizing these alleys, residents can benefit from alternative routes for both pedestrian and vehicular access, reducing congestion on main roads and enhancing the overall functionality of the neighborhood's transportation network. The use of alleys for primary access can support the integration of mixed housing densities at an appropriate scale with single-family homes.

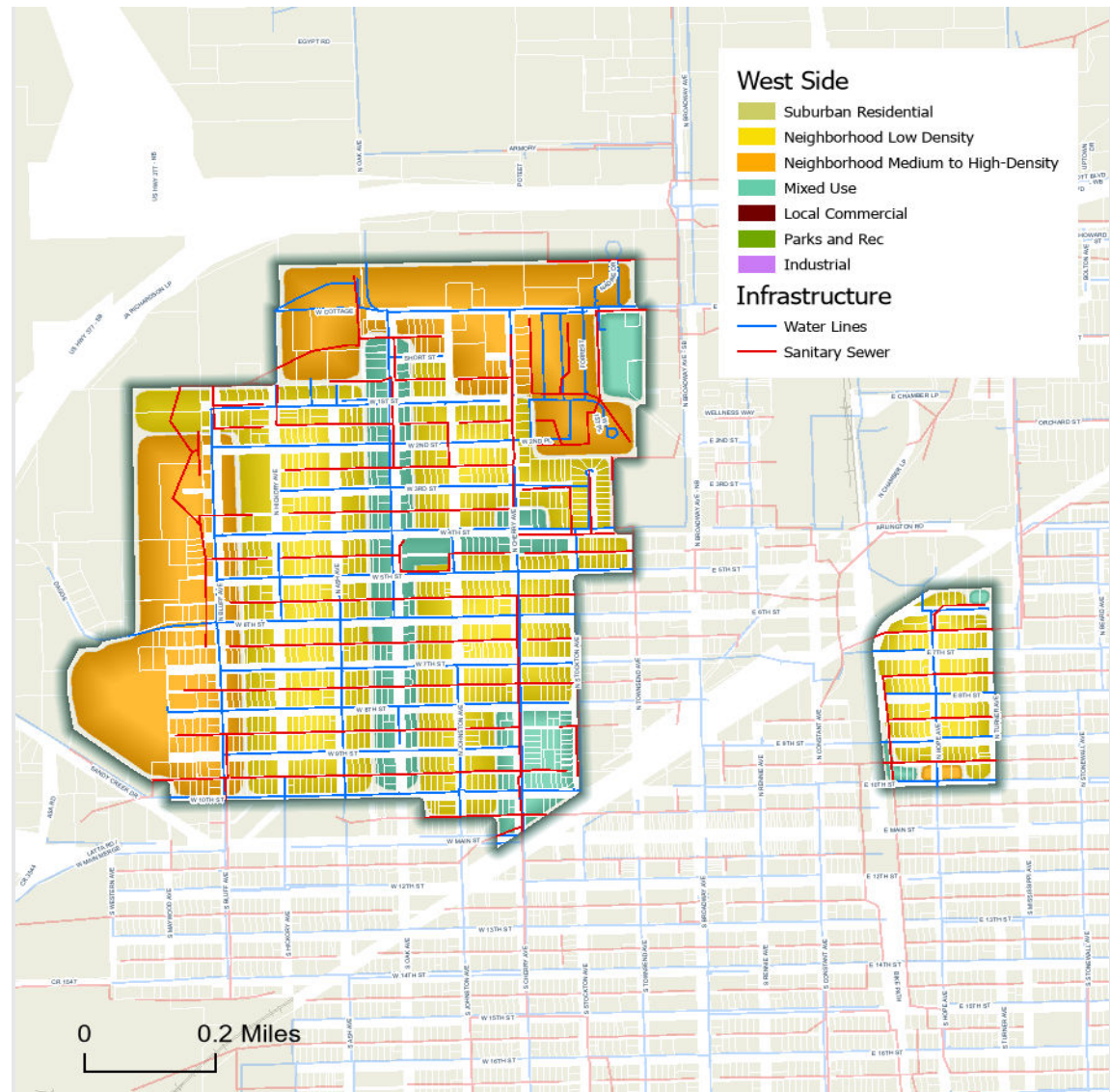


Map 14. Northwest & Original Ada Major Roadways Map

**Highways (ODOT) are controlled and maintained by ODOT whereas Major Roadways are controlled and maintained by the City.*

INFRASTRUCTURE

Both the Northwest and Original Ada neighborhoods are supported by the City's water supply and have adequate sanitary sewer connections to accommodate growth. The grid system of neighborhood streets and alleys present advantages for neighborhood connectivity.



Map 15. Northwest & Original Ada Infrastructure Map

HOUSING

The Northwest and Original Ada neighborhoods feature a mix of housing built either pre-1950s or between 1950 and 1980. Most residential lot sizes range from 5,000 to 7,000 square feet, providing opportunities for infill development. These neighborhoods are predominantly renter-occupied, with just over 63% of residents renting their homes.

Similar to the East of Mississippi neighborhood, Northwest and Original Ada face challenges in maintaining well-kept housing stock. The median home value in these neighborhoods is \$50,000, while the median household income is \$31,104. Additionally, 28.5% of homes

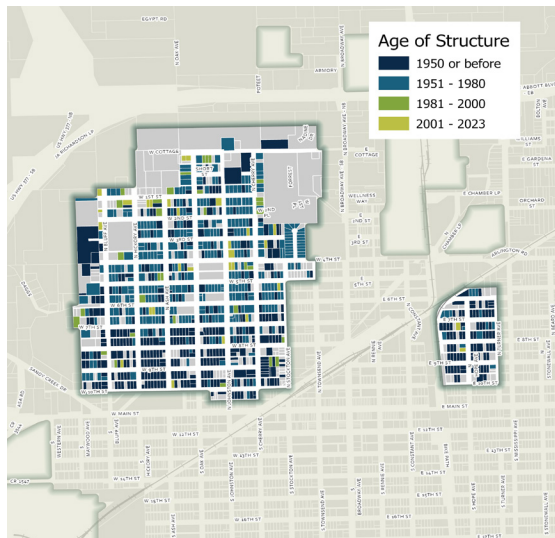
are vacant, highlighting the need for strategic reinvestment, development and rehabilitation efforts.

To address affordability and housing availability, it is important to consider introducing a mix of residential densities. This approach can help create a more diverse and affordable housing market. Additionally, incorporating mixed uses along the major corridor of Oak Avenue can enhance the neighborhood's functionality and vibrancy, providing residents with convenient access to commercial and retail services.

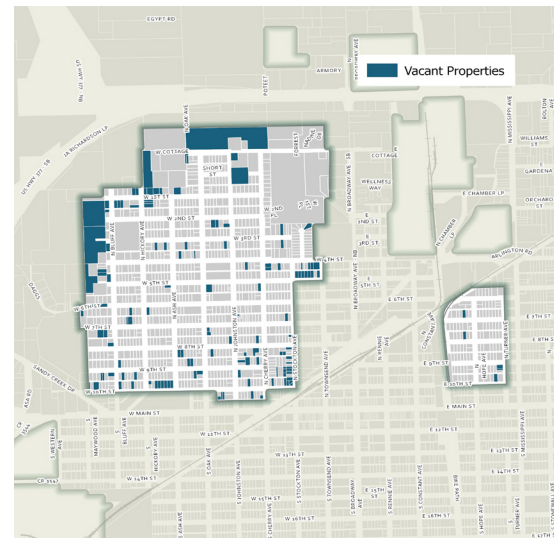
Community beautification and homeowner support programs can unite

residents and foster a sense of pride in their neighborhood. These initiatives also help achieve property maintenance goals, thereby enhancing the overall quality of the housing stock.

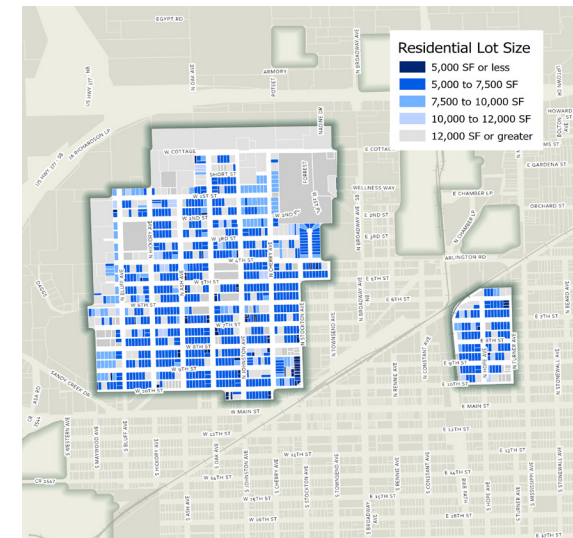
By focusing on these strategies, the Northwest and Original Ada neighborhoods can improve housing conditions, support diverse housing needs, and foster a more connected community.



Map 16. Northwest & Original Ada Age of Structure Map



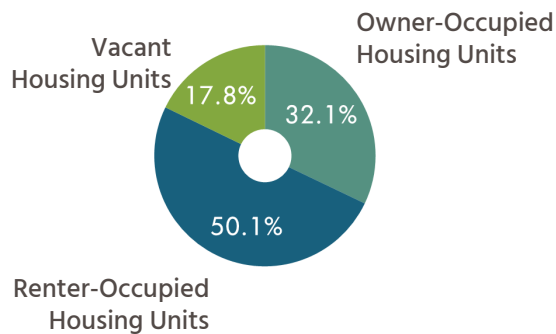
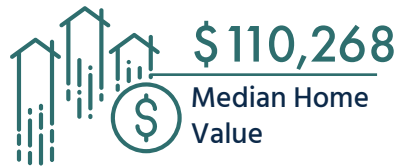
Map 17. Northwest & Original Ada Vacant Properties Map



Map 18. Northwest & Original Ada Lot Size Map

SOUTHWEST NEIGHBORHOOD

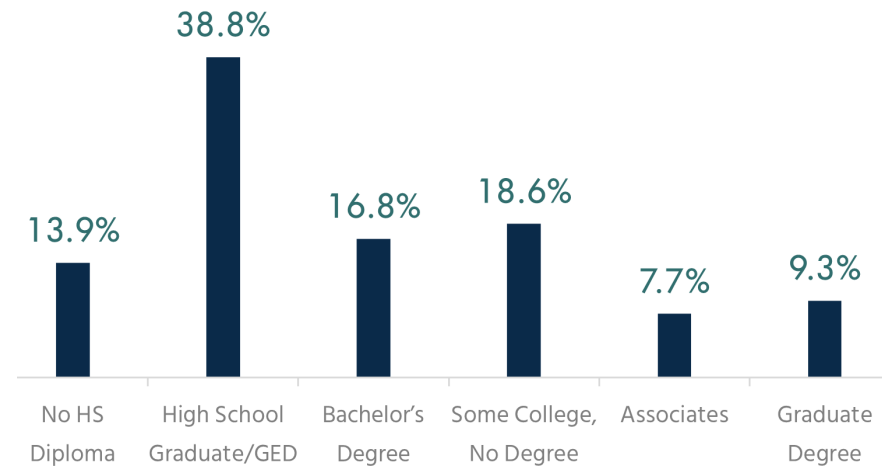
The Southwest neighborhood is centrally located in Ada, just south of Main Street. It is bordered by 19th Street to the south, South Western Avenue and South Hickory Street to the west, and South Turner Street to the east. Several major corridors run through this neighborhood, including South Broadway Avenue, North Oak Street, and South Johnston Avenue. Additionally, the City's rail line runs through the northwest part of this neighborhood.



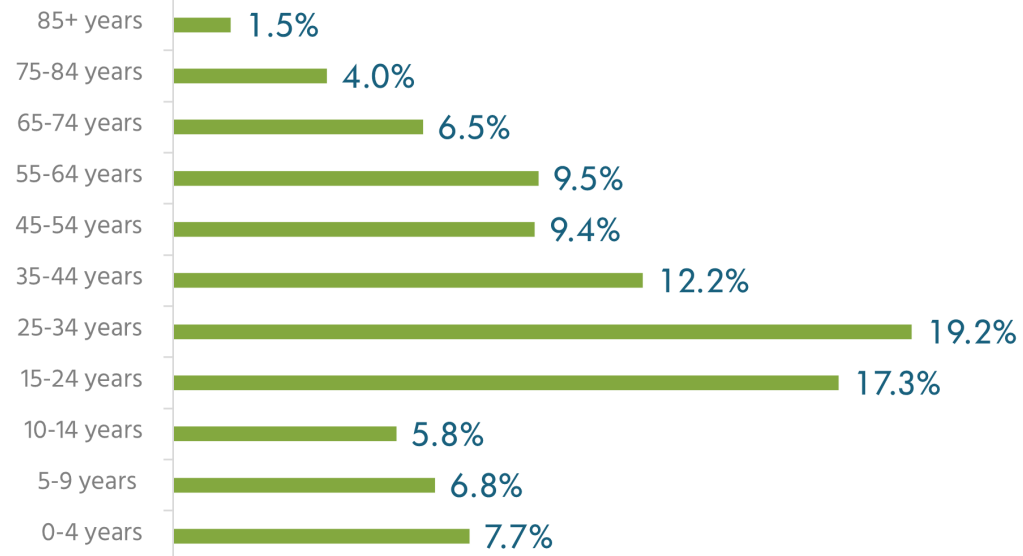
About the Neighborhood



Educational Attainment



Age Breakup

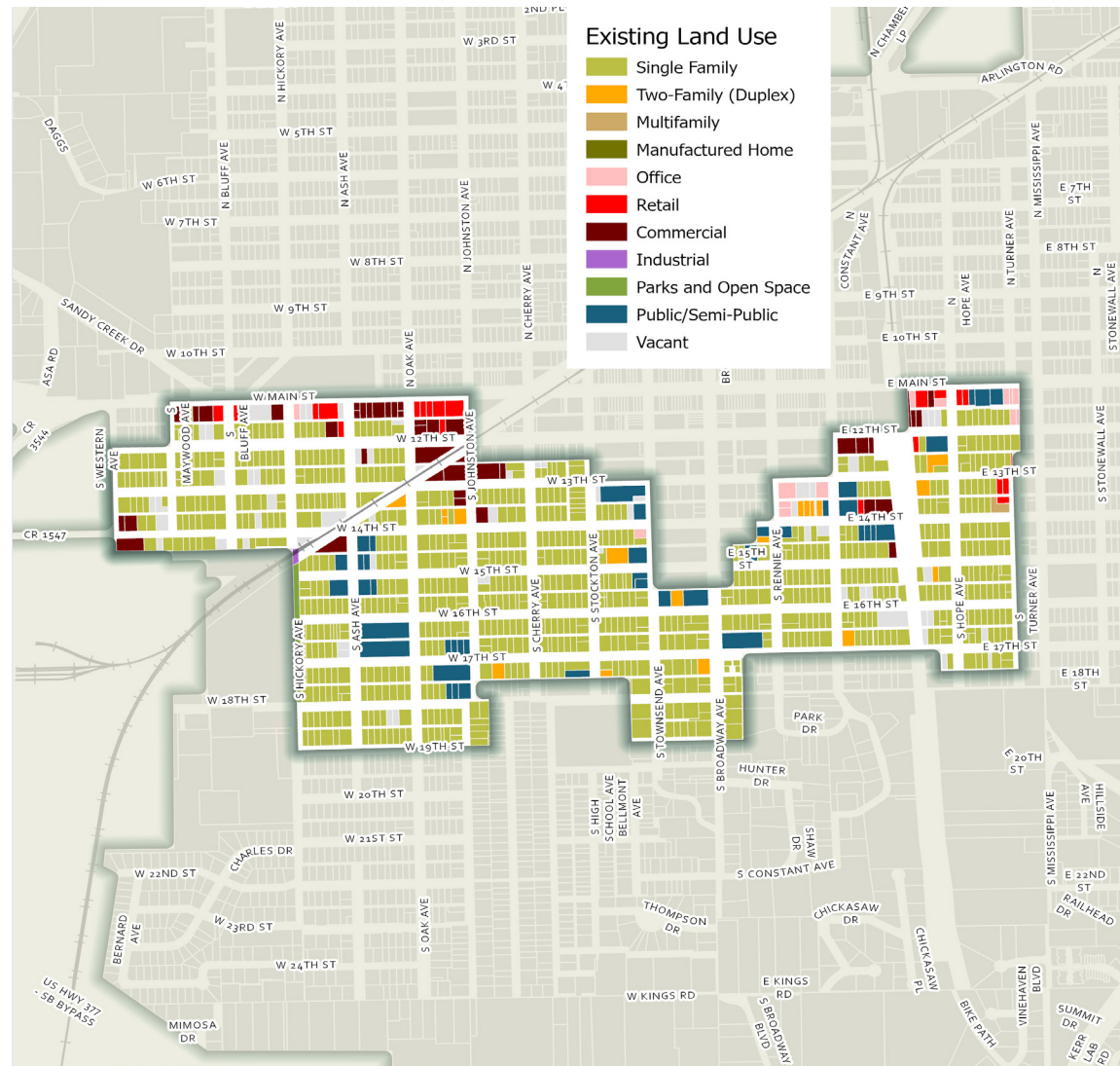


EXISTING LAND USE ANALYSIS

The Southwest Neighborhood's existing land use is diverse. While the majority of the neighborhood is designated for single-family residential, several low-density residential uses are scattered throughout. The northern portion, particularly along Main Street, features commercial and retail uses. Public/semi-public uses are also distributed across the neighborhood. The presence of dilapidated and potentially dilapidated structures, along with several vacant lots, provides many opportunities for redevelopment.

Land Use	Area (Acres)	% Area
Commercial	11.10	3.45%
Industrial	0.15	0.05%
Multifamily	0.34	0.11%
Office	2.42	0.75%
Parks & Open Space	1.21	0.38%
Public/Semi-Public	15.78	4.91%
Retail	4.53	1.41%
Right of Way	126.91	39.49%
Single Family	143.60	44.68%
Two Family Duplex	4.41	1.37%
Vacant	10.97	3.41%

Figure 14. Southwest Land Use Acreages



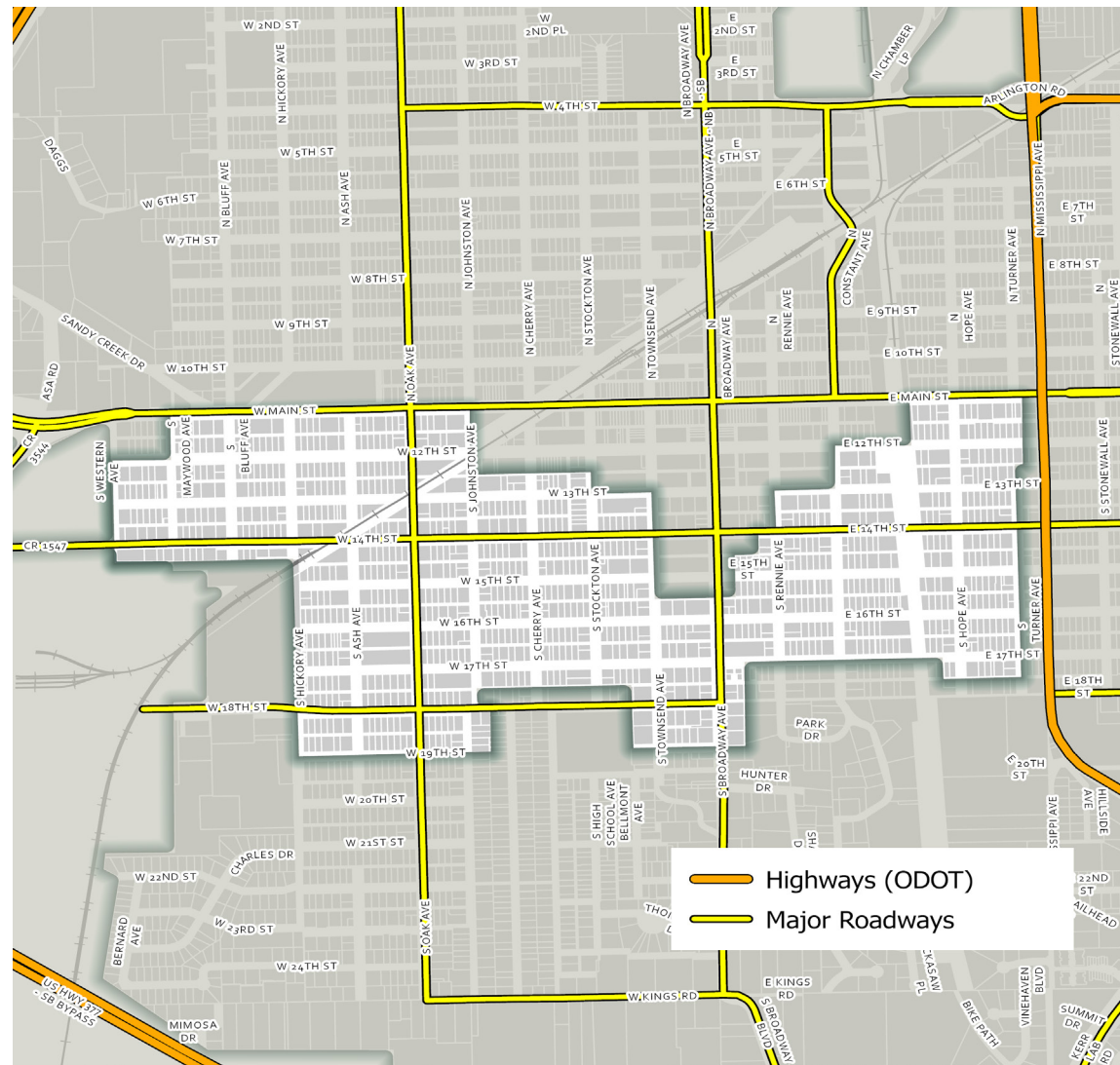
Map 19. Southwest Existing Land Use

TRANSPORTATION AND MOBILITY

The Southwest neighborhood is well-served by multiple major roadways. These roadways include West 18th Street, West 14th Street, West Main Street, Oak Avenue, South Broadway Avenue, and Mississippi and Craddock which are ODOT highways, located just outside the neighborhood.

To improve accessibility and safety, adding sidewalks should be considered, especially around key connections and major roadways. Additionally, activating alleys for residential access can significantly improve connectivity and accessibility within the neighborhood. By revitalizing these alleys, residents can benefit from alternative routes for both pedestrian and vehicular access, reducing congestion on main roads and enhancing the overall functionality of the neighborhood's transportation network.

The street network has areas that are disconnected, particularly in the eastern section of the neighborhood which makes some lots difficult to develop.



Map 20. Southwest Major Roadways Map

**Highways (ODOT) are controlled and maintained by ODOT whereas Major Roadways are controlled and maintained by the City.*

INFRASTRUCTURE

The Southwest neighborhood is well-served by the City's water supply and has adequate sanitary sewer connections to support future growth. The neighborhood benefits from multiple major roadways, providing excellent connectivity. Activating platted alleys will enhance pedestrian mobility and safety.

Where the street network is disconnected, particularly around East 18th Street, capital projects or cost-sharing partnerships between the City and property owners may be needed to support infill development as the municipal budget allows. The street configuration should be studied to determine a solution that connects the street grid and unlocks vacant parcels that do not currently have the required access for a buildable lot. Solutions could involve one-way access or the use of improved alleys to create appropriate public access.

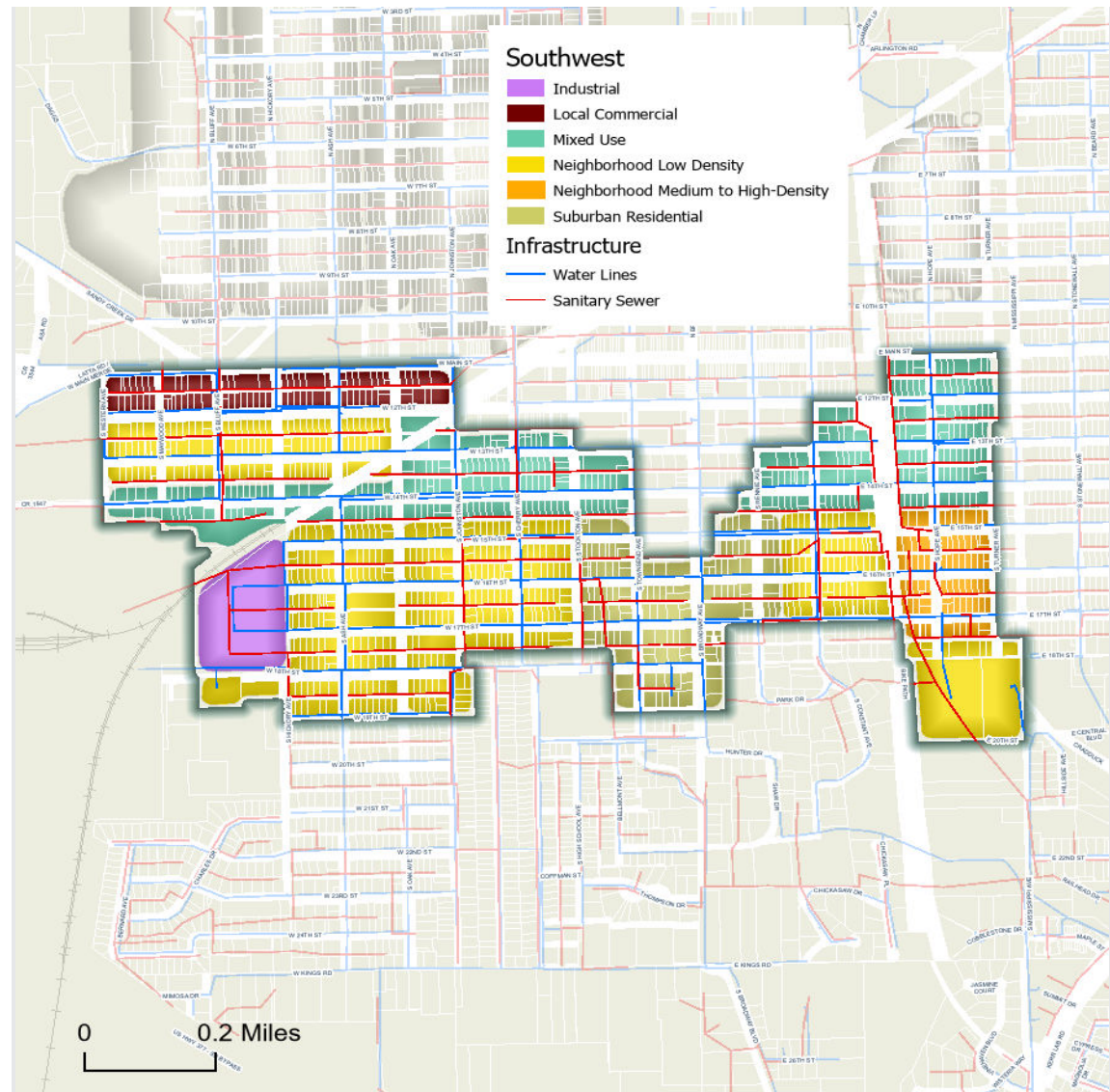


Figure 15. Southwest Infrastructure Map

HOUSING

The Southwest neighborhood is also predominantly composed of pre-1950s housing stock, reflecting its historic character. Most residential lots range from 5,000 to 7,000 square feet, and the neighborhood has a property vacancy rate of 17.8% and a lot vacancy rate of 3.4%, indicating significant potential for redevelopment and revitalization.

Centrally located, the Southwest neighborhood has a median household income of \$38,506 and a median home value of \$110,268. The area is primarily renter-occupied, with 50.1% of residents renting their homes. This high percentage of rental properties highlights the need

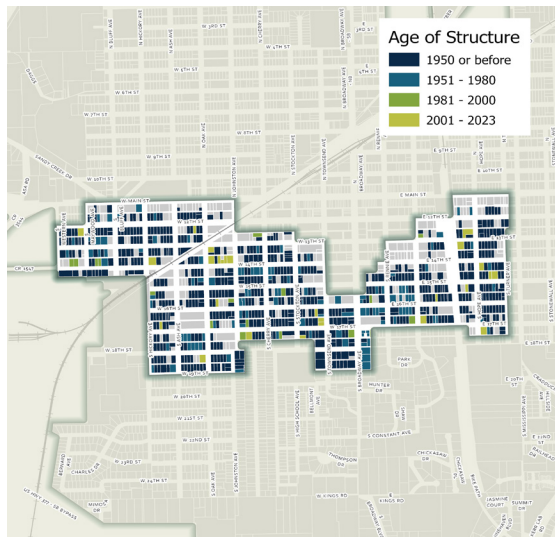
for quality housing to meet the demands of the community.

To address the current housing challenges, it is important to consider introducing a mix of residential densities, particularly along major corridors. This approach can create a buffer between commercial areas and residential zones, enhancing the neighborhood's functionality and livability. Mixed-use developments can provide a seamless transition between different land uses, offering residents convenient access to amenities and services.

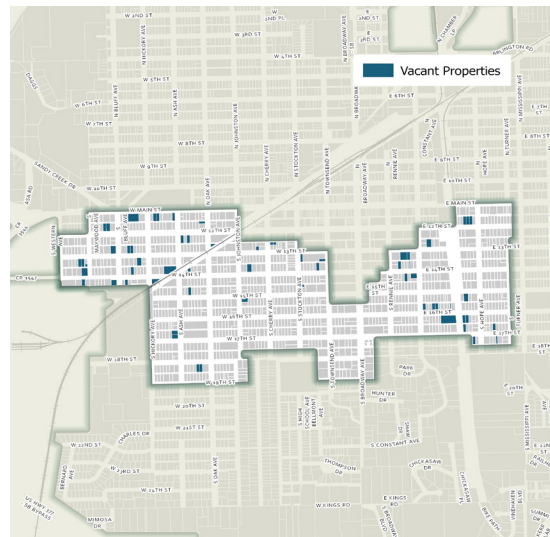
Additionally, reinvestment into the neighborhood is crucial to improve the

quality of the housing stock, which is currently lacking. Efforts to renovate and maintain existing homes, along with the development of new housing, can help elevate the overall standard of living. Programs that support homeowners and landlords in maintaining their properties can also contribute to a more attractive and well-kept neighborhood.

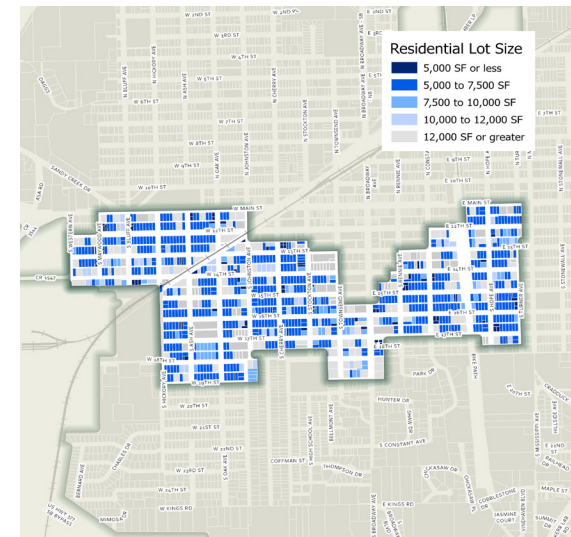
By focusing on these strategies, the Southwest neighborhood can improve housing conditions, support diverse housing needs, and foster a more vibrant and sustainable community. Enhancing the infrastructure, promoting community engagement, and encouraging investment will be key to unlocking the full potential of this centrally located neighborhood.



Map 21. Southwest Age of Structures Map



Map 22. Southwest Vacant Properties Map



Map 23. Southwest Lot Size Map



4





RECOMMENDATIONS



INTRODUCTION

This segment of the Plan synthesizes feedback gathered from stakeholders and community members, along with the existing conditions analysis, to propose recommendations and conceptual and implementation plans for each study area. The recommendations are concentrated on Land Use, Housing, Transportation and Mobility, and other strategic investment opportunities to enhance each neighborhood within the planning area.



FUTURE LAND USE

WHAT IS A FUTURE LAND USE MAP?

The Future Land Use Map (FLUM) guides Ada's future growth and character. The map illustrates the community's desired development scenario by assigning land use categories and associated descriptions to all properties within the City limits, and in this case, selected neighborhood study areas.

Many external and internal factors influence the trajectory of growth within Ada. Societal conditions, such as demographic shifts, housing needs, and quality of life discussions, may sometimes not align with market or political realities; the FLUM and categories are intended to provide clarity and policy direction derived from the community's involvement in this planning effort.

POLICY GUIDANCE

It is important to note that the FLUM and categories are not regulatory.

They alone do not permit or prohibit land uses on any particular property—the official Zoning Map of the City governs the land uses on a parcel-by-parcel basis. However, the future land use categories and map together are a policy tool to help elected and appointed officials make sound land-use and growth decisions when facing site-specific development inquiries and rezoning requests. The FLUM documents the City's long-range vision for Ada, which may differ from today's established land use and zoning.

FUTURE LAND USE MAP & CATEGORIES

DASHBOARD COMPONENTS

The FLUM identifies the following eight categories. Each category includes a description, visual reference, and development characteristics in a dashboard format, as illustrated throughout this chapter.

- Suburban Residential
- Neighborhood Low Density
- Neighborhood Medium to High Density
- Mixed-Use
- Local Commercial
- Regional Commercial
- Parks and Rec
- Industrial

The components and terms used in the land use dashboards are described as follows.

Land Use Description

Each dashboard includes the land use title, corresponding FLUM color, and a description that establishes the category's purpose, intended uses, and design character. Descriptions should be referenced when considering land use decisions, such as the appropriateness of a proposed land use change or rezoning case.

Visual Representation

Each dashboard includes images illustrating the land use description and the primary development type anticipated within the category. Images are not comprehensive and may not illustrate all appropriate uses or development standards.

Appropriateness Rating and Considerations

Appropriateness ranges on a scale of zero (○○○) to three (●●●) markers, where no markers mean a use should likely be prohibited, and three markers mean a use should likely be allowed by right. Where appropriateness is contingent on specific considerations, these are provided to clarify when the use is favorable. The following nine development types have been identified and assigned an appropriateness rating depending on their alignment with the land use description:

- Single-Family, Detached
- Single-Family, Attached
- Multi-Family, Low-Intensity
- Multi-Family, Medium/High-Intensity
- Local Commercial
- Regional Commercial
- Agricultural
- Industrial
- Open Space

Single-Family, Detached

Stand-alone homes on individual lots. These dwellings are typically individually owned and may be built singularly or within larger developments of homes.

Single-Family, Attached

Homes that are attached by at least one shared wall, including but not limited to duplexes and townhomes. Homes are typically individually owned and may be on individually or shared lots and are often higher in overall density than detached single-family homes.

Multi-Family, Low-Intensity

A building that contains no more than four dwellings on a shared lot, including but not limited to condominiums, triplexes, quadplexes, and multi-dwelling homes.

Multi-Family, Medium/High-Intensity

A building that contains more than four dwellings on a shared lot, including but not limited to urban apartment buildings, mixed-use centers, and single-family developments. Developments can include amenities like tenant services and shared community spaces.

Local Commercial

Commercial uses, typically not greater than 15,000 square feet in floor area with consideration for larger structures that are lower volume, intended to meet the immediate needs and services of local residents. Uses include, but are not limited to restaurants, personal services, medical offices, retail establishments, and other local employment generators.

Regional Commercial

Commercial uses with a variety of sizes with an emphasis on structures and developments in excess of 15,000 square feet in floor area targeted toward regional consumer markets. Developments are typically oriented towards frequently traveled thoroughfares and include significant site improvements including parking. Uses include indoor or outdoor entertainment, anchor retail or shopping establishments, and corporate offices.

Agricultural

Farms, ranches, and other uses involved in the raising, tending, and processing of livestock and food products. Associated improvements include agricultural structures, homes, and fences for the protection of livestock and property.

Industrial

Large- and small-scale commercial establishments involved in the creation and handling of industrialized products, processing of data, and other technological advances. Small-scale uses include but are not limited to product assembly and artisan crafts, while large-scale applications encompass distribution, data centers, and high-tech research.

Open Space

Publicly accessible areas serving as conservatories, passive, or active recreational spaces.

MISSING MIDDLE HOUSING

Since the middle of the 20th century in America, the prevailing trend in housing development has leaned toward detached single-family homes and apartment complexes. However, this approach overlooked a diverse range of housing options falling between these extremes, coining the term “Missing Middle”.

“Missing Middle” refers to a variety of housing types that feature multiple units on a single lot, but are lower density in character and complementary to single-family detached housing. Housing types that fall into the “missing middle” category include duplexes, townhomes, and tri/fourplexes.



SUBURBAN RESIDENTIAL

The Suburban Neighborhood category encompasses Ada's traditional housing stock and neighborhoods. Residential uses should occupy most of this category on large to medium sized lots that complement the surrounding character. All residential uses should be appropriate in scale and intensity with established and planned residences in the area. Nonresidential uses are not appropriate within this category.

Residential development within this category will take a more structured form, with consistent block lengths, centralized utilities, and setbacks.

Development Type	Appropriateness	Conditions
Single-Family, Detached	●●●	
Single-Family, Attached	○○○	
Multi-Family, Low-Intensity	○○○	
Multi-Family, Medium- to High-Intensity	○○○	
Local Commercial	○○○	
Regional Commercial	○○○	
Agricultural	○○○	
Industrial	○○○	
Open Space	●●○	Programmed for residents and drainage mitigation



NEIGHBORHOOD LOW DENSITY

The Neighborhood Low Density category supports smaller residential lots for single-family dwellings. This category also begins to provide for the “missing middle” housing densities. Residential uses may vary, including attached and detached dwellings, making it ideal for infill development.

Residential development within this category will take a more structured form, with consistent block lengths, centralized utilities, and setbacks. Low-density multi-family developments such as duplexes, triplexes and townhomes, should utilize shared access conditions or alleys to prevent frequent curb cuts and improve walkability.

Development Type	Appropriateness	Conditions
Single-Family, Detached	● ● ●	
Single-Family, Attached	● ● ●	Compatible in scale with nearby residential uses
Multi-Family, Low-Intensity	● ○ ○	Compatible in scale with nearby residential uses, rear loaded using alleys when possible
Multi-Family, Medium- to High-Intensity	○ ○ ○	
Local Commercial	○ ○ ○	
Regional Commercial	○ ○ ○	
Agricultural	○ ○ ○	
Industrial	○ ○ ○	
Open Space	● ● ○	Programmed for residents and drainage mitigation



NEIGHBORHOOD MEDIUM TO HIGH DENSITY

The Neighborhood Medium- to High-Density category continues to provide for “missing middle” housing densities. Residential uses may include a blend of attached and detached dwellings, allowing for higher densities than allowed in the Neighborhood Low Density Category. Residential and nonresidential uses should support each other by providing neighborhood-focused goods, services, and employment opportunities within proximity. All residential and nonresidential uses should be appropriate in scale and intensity with established and planned residences in the area.

Residential development within this category will take a more structured form, with consistent block lengths, centralized utilities, and setbacks. Higher-density developments should utilize shared access conditions or alleys to prevent frequent curb cuts and improve walkability.

Development Type	Appropriateness	Conditions
Single-Family, Detached	● ● ●	
Single-Family, Attached	● ● ●	Compatible in scale with nearby residential uses, rear loaded using alleys when possible
Multi-Family, Low-Intensity	● ● ●	Integrated with single-family uses, rear loaded using alleys when possible
Multi-Family, Medium- to High-Intensity	● ● ●	Compatible in scale with surrounding residential uses, shared access should be provided with limited curb cuts
Local Commercial	● ○ ○	At key intersections of higher classification streets, in scale with the neighborhood
Regional Commercial	○ ○ ○	
Agricultural	○ ○ ○	
Industrial	○ ○ ○	
Open Space	● ● ○	Programmed for residents and drainage mitigation



MIXED USE

The Mixed-Use category is intended to provide for low- to medium-scale development that supports mixing uses within the same lot or project. Residential and nonresidential uses may be vertically mixed on different building floors or horizontally incorporated next to one another in separate or shared structures. Residential uses should be designed to support nonresidential functions, and vice versa; site access and circulation conditions should promote the shared use of utilities, parking, and common areas.

Development within this category should promote walkability and pedestrian mobility through reduced front and side setbacks, implementation of public gathering spaces, and reduced emphasis on parking and vehicular circulation. Parking lots should be located at the rear of structures whenever possible. The ground floor of mixed-use buildings should activate the street through retail and commercial frontages, shade trees and awnings, curb-side dining and shopping opportunities, and similar elements. Façades should be treated with appropriate finishes and architectural styles complementary to surrounding character.

Development Type	Appropriateness	Conditions
Single-Family, Detached	●●○	Rear-loaded, higher-density to support walkability
Single-Family, Attached	●●○	Rear-loaded, higher-density to support walkability
Multi-Family, Low-Intensity	●●●	
Multi-Family, Medium- to High-Intensity	●●○	Integrate open space and natural preservation
Local Commercial	●●●	
Regional Commercial	●○○	Integrated with vertical mixed-use buildings with frontage on a higher classification street
Agricultural	○○○	
Industrial	○○○	
Open Space	●○○	Plazas/parks serving residents, drainage mitigation, co-location of sports fields/ open space and storm drainage facilities



LOCAL COMMERCIAL

The Local Commercial category is intended to provide shopping, employment, and commercial services to Ada's local community. Development within this category will be small-scale, and access to the local street and pedestrian networks should allow alternatives to vehicular access. Higher-density residential development may be appropriate if ancillary to primary commercial and office uses, with consideration to supporting the local workforce needed within the area. All development should rely on shared access and utility coordination to narrow the impacts on municipal services and traffic generation. Development should orient toward abutting thoroughfares with pedestrian-scale lighting, transparent materials, and landscape improvements to soften the visual impact of higher-intensity uses. Mixed-use should be incorporated along corridors. This category should accommodate a variety of services to attract and retain businesses that meet the needs of Ada's residents and passersby. As Local Commercial areas approach build-out or redevelopment, consideration should be given to retrofitting storefronts and parking conditions to promote the efficient optimization of available land. Parking in shared lots and behind buildings is encouraged.

Development Type	Appropriateness	Conditions
Single-Family, Detached	○○○	
Single-Family, Attached	○○○	
Multi-Family, Low-Intensity	●○○	Subordinate to retail and office uses with emphasis on mixed-use structures
Multi-Family, Medium- to High-Intensity	●○○	Subordinate to retail and office uses with emphasis on mixed-use structures
Local Commercial	●●●	
Regional Commercial	○○○	
Agricultural	○○○	
Industrial	○○○	
Open Space	●○○	Preservation and drainage mitigation



REGIONAL COMMERCIAL

The Regional Commercial category is intended to provide a broad range of shopping, employment, and commercial services to Ada and the surrounding regional community. Development within this category will be large-scale, including uses such as big-box retailers and corporate offices. Regional Commercial located adjacent to residential neighborhoods should require additional buffering, such as increased setbacks, landscaping, controlled traffic patterns, and screening walls, to ensure compatibility.

Development within the Regional Commercial category should have convenient access from major transportation routes. Internal pedestrian connectivity should be maximized to promote a safe and convenient pedestrian experience. This category should accommodate a variety of services to attract and retain large-scale businesses that meet the needs of regional residents and visitors. Parking in shared lots and behind buildings is encouraged.

Development Type	Appropriateness	Conditions
Single-Family, Detached	○○○	
Single-Family, Attached	○○○	
Multi-Family, Low-Intensity	○○○	
Multi-Family, Medium- to High-Intensity	●○○	Subordinate to retail and office uses
Local Commercial	●●○	Integrated with larger commercial developments
Regional Commercial	●●●	
Agricultural	○○○	
Industrial	○○○	Small-scale, serving commercial users
Open Space	●○○	Preservation and drainage mitigation



INDUSTRIAL

The Industrial category is intended to provide for higher-intensity commercial operations and clean industrial practices. Areas within this category are best suited for lower populated areas to prevent conflicts with anticipated freight and commercial traffic. Structures may occupy significant footprints within the site and will likely be driven by operational needs and industry standards. Industrial users may include light manufacturing, assembly, showrooms, and similar users that create minimal impact on surrounding residents and the natural environment. This category also provides opportunities for high-tech users, data centers, and flex office development.

Development within the Industrial category should meet the needs of industrial development without jeopardizing aesthetics and quality. Transparent materials, landscaping, and architectural articulation should be used to soften the impact of large-scale buildings. Operational needs, such as freight loading, maneuvering, and material storage, should be screened and oriented away from vehicular and pedestrian thoroughfares.

Development Type	Appropriateness	Conditions
Single-Family, Detached	○○○	
Single-Family, Attached	○○○	
Multi-Family, Low-Intensity	○○○	
Multi-Family, Medium- to High-Intensity	○○○	
Local Commercial	●○○	Strategically placed at intersections of higher classification streets.
Regional Commercial	●●○	Strategically integrated at appropriate scale with surrounding development
Agricultural	●○○	Processing and harvesting operations
Industrial	●●●	Screening and buffers to be provided with heavy industrial uses
Open Space	●○○	Preservation and drainage mitigation



PARKS AND RECREATION

The Parks And Recreation category encompasses Ada's private and public parks system and gathering spaces. These areas connect residents and visitors to outdoor spaces and preserve Ada's natural and ecological assets. Improvements within these areas should be mindful of their impact on surrounding topography, drainage patterns, and natural habitat. Improvements should include park programming functions, shelters, trails, and other structures supporting public gatherings and recreation where appropriate. Private development within the Parks & Recreation category should remain limited to reserve these areas for public use and enjoyment.

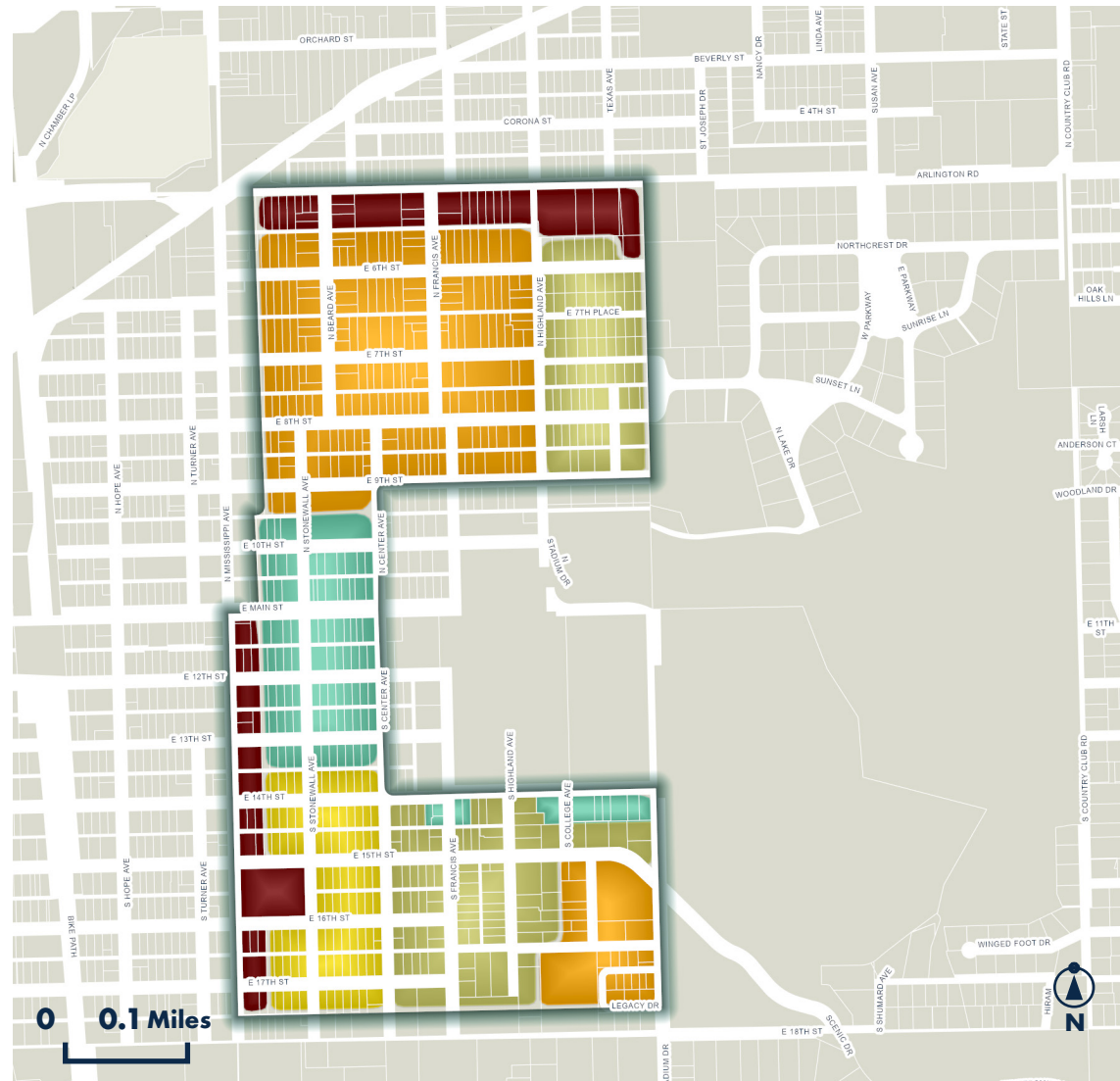
Development Type	Appropriateness	Conditions
Single-Family, Detached	○○○	
Single-Family, Attached	○○○	
Multi-Family, Low-Intensity	○○○	
Multi-Family, Medium- to High-Intensity	○○○	
Local Commercial	●○○	Tied to park programming and users
Regional Commercial	○○○	
Agricultural	○○○	
Industrial	○○○	
Open Space	●●●	



EAST OF MISSISSIPPI NEIGHBORHOOD

The East of Mississippi neighborhood is poised for both residential and commercial growth. To accommodate this, the FLUM indicates a variety of housing densities will be available. Established areas will maintain their single-family character through Suburban Residential land use, while low-to-medium densities will be strategically introduced in redevelopment zones. Mixed-Use development is suitable for areas proximate to the University, with potential for both residential and non-residential growth. Additionally, Local Commercial development will border the neighborhood along the existing commercial corridors of Mississippi Avenue and Arlington Road.

- Suburban Residential
- Neighborhood Low Density
- Neighborhood Medium to High Density
- Mixed Use
- Local Commercial

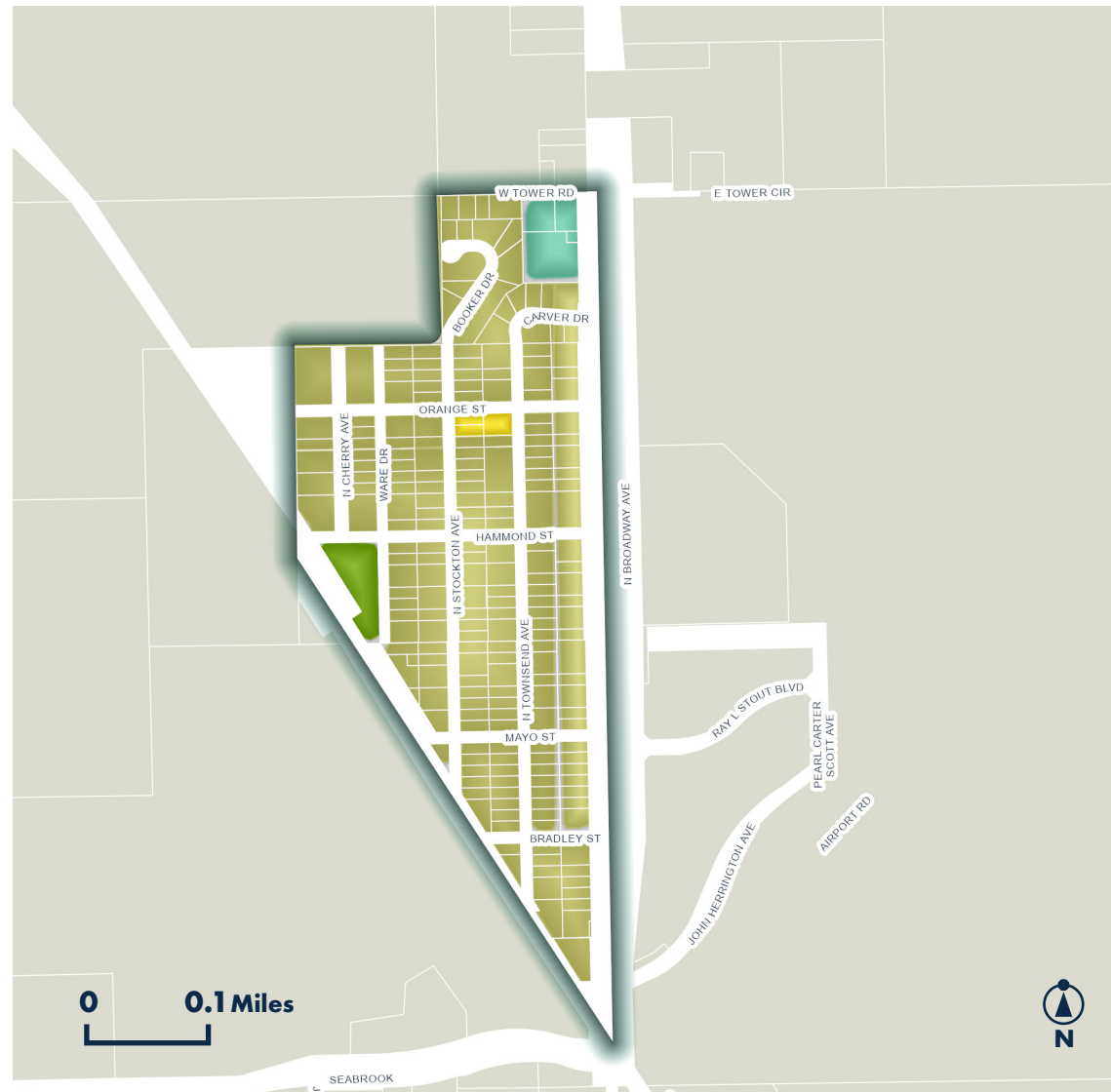


Map 23. East of Mississippi Future Land Use Map

HAMMOND HEIGHTS NEIGHBORHOOD

The existing land use in Hammond Heights indicates significant potential for growth over the next 20 years. The community has expressed a strong desire for this growth to align with the neighborhood's existing single-family character, which is reflected in the FLUM. The majority of the neighborhood will remain Suburban Residential, with two parcels designated for low-density development due to their current low-density status. The northeast portion of the neighborhood is designated for Mixed-Use to comply with its current zoning, which permits both residential and commercial uses.

- Suburban Residential
- Neighborhood Low Density
- Mixed Use
- Local Commercial
- Parks and Recreation

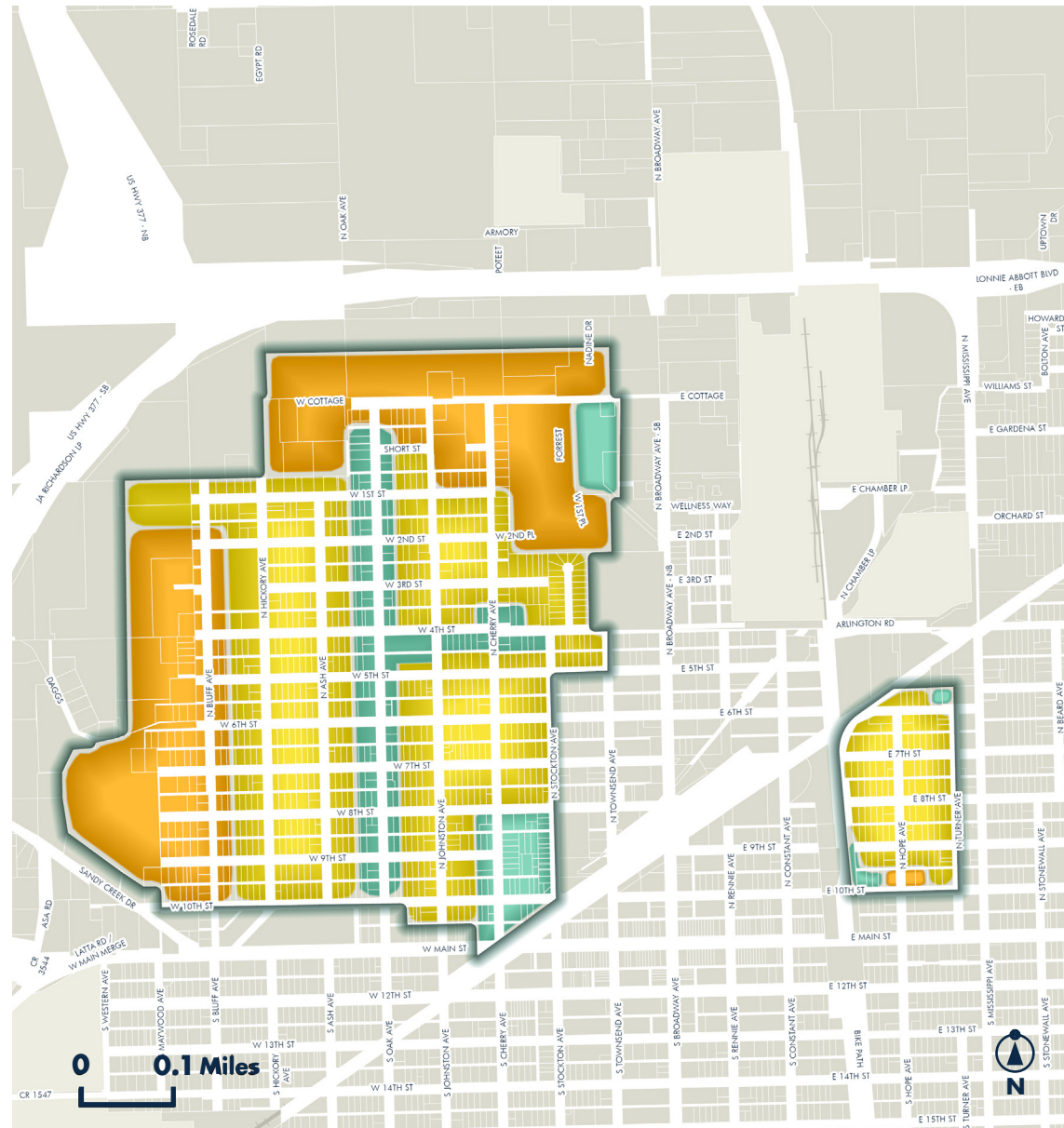


Map 24. Hammond Heights Future Land Use Map

NORTHWEST & ORIGINAL ADA NEIGHBORHOOD

Northwest and Original Ada are anticipating residential growth. Low-to-medium density housing will be strategically introduced throughout the neighborhood. Medium-density housing will be placed along the edges to serve as a buffer between the low-density residential areas and the higher-intensity land uses surrounding the Northwest neighborhood. This increased density will help address housing demand and potentially reduce housing costs. Mixed-Use development will be introduced along Oak Avenue to incorporate local commercial spaces with residential areas. Additionally, Mixed-Use will be strategically applied along Townsend Avenue and Broadway Road.

- Neighborhood Low Density
- Neighborhood Medium to High Density
- Mixed Use

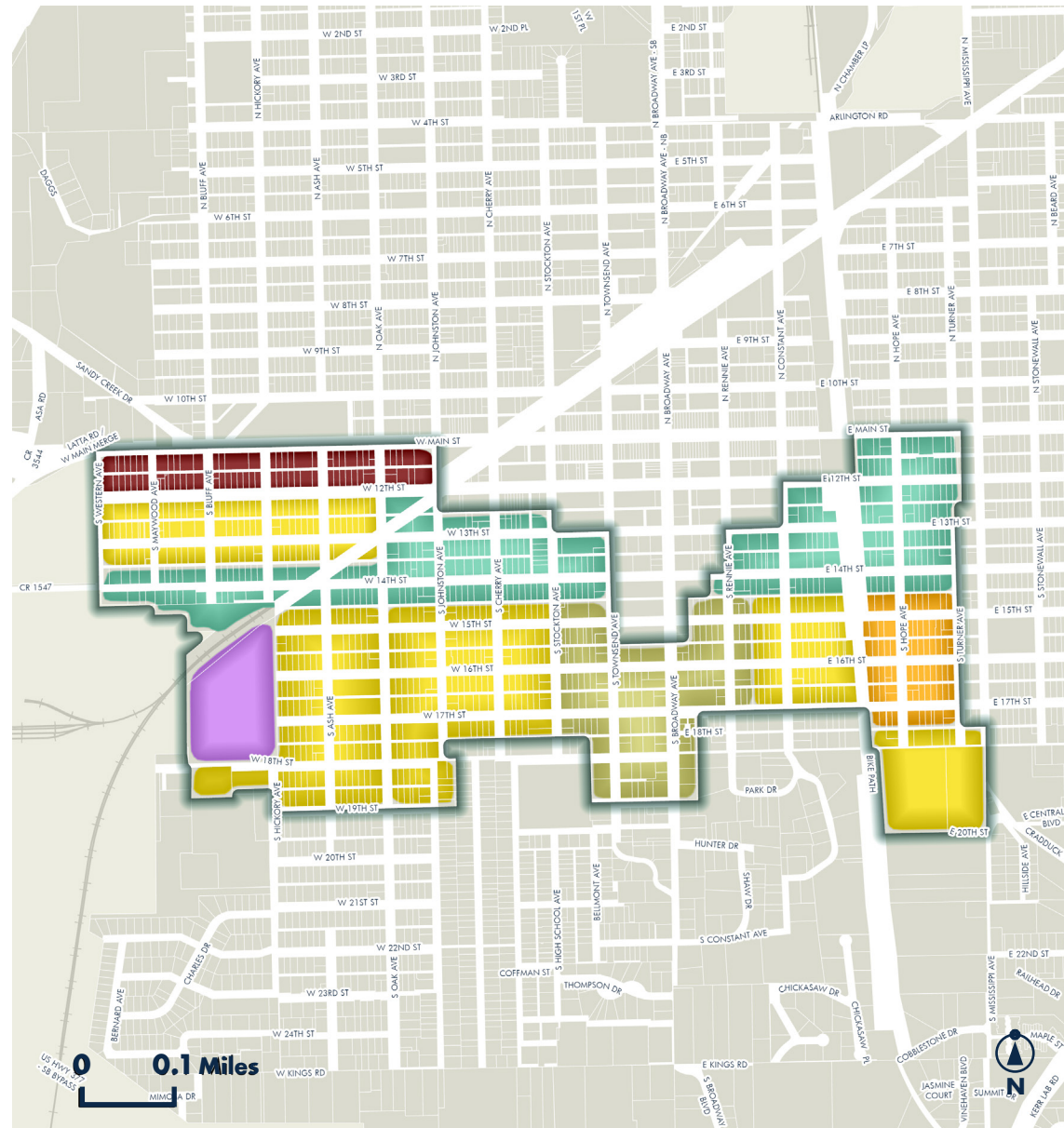


Map 25. Northwest & Original Ada Future Land Use Map

SOUTHWEST NEIGHBORHOOD

The southwest neighborhood will introduce a mix of uses and residential densities throughout the area. Established portions will retain their character and remain Suburban Residential, while low and medium densities will be introduced in key areas to help address housing demand. Local Commercial will continue along Main Street in the northwest portion of the neighborhood. Mixed-Use development will be introduced along key corridors, providing a blend of residential and non-residential uses, which will enhance proximity to local amenities.

- Suburban Residential
- Neighborhood Low Density
- Neighborhood Medium to High Density
- Mixed Use
- Local Commercial
- Industrial



Map 26. Southwest Future Land Use Map

IMPLEMENTATION

HOUSING

Remove barriers to housing diversity (in key areas)

- Expand permitted uses in appropriate residential zoning districts
- Expand the types of housing permitted in the City by adding new use types and descriptions to the zoning regulations
- Improve and streamline development review/approval processes



Foster a sense of Place

- Support the development of neighborhood associations
- Create a community planning program to coordinate outreach and education related to local events and activities and to support the involvement of neighborhood and community organizations
 - » Examples: Springfield, MO Great Neighborhoods Program, Bentonville, AR Great Neighborhoods Partnership



Promote infill development

- Continue the process for clearing title, demolition and rehabilitation to support returning underperforming and vacant property to the tax rolls
- Update development regulations to include a new mixed-use zoning district or use type



Enhance housing conditions

- Consider adopting current International Property Maintenance Code (with local amendments as needed)
- Continue to focus resources on code enforcement including education and outreach as well as compliance



TRANSPORTATION AND MOBILITY

Enhance neighborhood branding and wayfinding

- Develop a program to support unique branding and signage to recognize organized neighborhoods



Leverage new and existing trails and connections

- Update the City's master trail and sidewalk plan
- Identify and fund capital projects that can provide connections to the trail network
- Improve safety conditions along the current trails to encourage use
- Require sidewalks with new or redevelopment and work to connect over time.



Support the use of alleys and shared access for residential access

- Pilot Program to identify resources to reclaim alleys that have fallen into disrepair in low and moderate-to-high-density neighborhoods
- Include minimum standards for design and maintenance of new and refurbished alleys
- Update development regulations to allow (or require) the use of alleys and shared access for moderate-and-high-density residential developments access



Improve parking and vehicle storage

- Update the minimum parking requirements to improve affordability and increase buildable area



INFRASTRUCTURE

Ensure all levels of service are met

- Establish and maintain a routine evaluation process to assess maintenance and expansion needs for mobility and utility infrastructure
- Maintain and update master plans for transportation, water, wastewater, and stormwater systems as needed
- Implement the City's capital improvement program



Optimize existing infrastructure

- Prioritize additional development where excess capacity exists before extending services
- Update development regulations to support infill by reducing minimum lot sizes, reducing minimum parking requirements and expanding the menu of allowed uses in residential zoning districts



IMPLEMENTATION MATRIX

Implementation Action	Responsible Entity	Project, Program, Policy, or Partnership	Guiding Principle
Housing			
Goal: Remove barriers to housing diversity (in key areas)			
Expand permitted uses in appropriate residential zoning districts	Community Services	Policy	Place for all, Well-planned community
Expand the types of housing permitted in the City by adding new types and descriptions to the zoning regulations	Community Services	Policy	Place for all, Well-planned community
Improve and streamline development review/approval processes	Community Services	Policy	Place for all, Well-planned community
Goal: Foster a sense of place			
Support the development of neighborhood associations	Community Services, Public Relations	Partnership	Pride in Place, Community Oriented
Create a community planning program to coordinate outreach and education related to local events and activities and to support the involvement of neighborhood and community organizations.	Community Services, Public Relations	Program, Partnership	Pride in Place, Community Oriented
Goal: Promote infill development			
Continue the process for clearing title, demolition and rehabilitation to support returning underperforming and vacant property to the tax rolls	City Council, Community Development	Program	Efficient and Sustainable, Well-planned community, Place for All

Implementation Action	Responsible Entity	Project, Program, Policy, or Partnership	Guiding Principle
Update development regulations to include a new mixed-use zoning district or use type	Community Services	Policy	Efficient and Sustainable, Well-planned community, Place for All
Goal: Enhance housing conditions			
Provide information to and attend HOA or POA meetings to educate and discuss resources, such as property maintenance	Community Services	Partnership	Place for all, Well-planned community, Pride in place, Community oriented
Continue to focus resources on code enforcement including education and outreach as well as compliance	Community Services	Program	Place for all, Well-planned community, Pride in place, Community oriented
Transportation & Mobility			
Goal: Enhance neighborhood branding and wayfinding			
Develop a program to support unique branding and signage to recognize organized neighborhoods	Community Services	Program	Connected community, Pride in place
Goal: Leverage new and existing trails and connections			
Update the City's master trail and sidewalk plan	Community Services, Public Work, Parks	Policy	Connected community, Community oriented
Identify and fund capital projects that can provide connections to the trail network	Community Services, Public Work, Engineering	Project	Connected community, community oriented
Improve safety conditions along the current trails to encourage use	Parks	Project	Connected community, community oriented

Implementation Action	Responsible Entity	Project, Program, Policy, or Partnership	Guiding Principle
Require sidewalks with new or redevelopment (residential and commercial) and work to connect over time.	Community Services, Public Works, Engineering	Project, Policy, Partnership	Connected community, Well-planned community
Goal: Support the use of alleys and shared access for residential access			
Pilot Program to identify resources to reclaim alleys that have fallen into disrepair in low and moderate-to-high-density neighborhoods	Community Services, Public Works	Program	Connected community
Include minimum standards for design and maintenance of new and refurbished alleys	Community Services	Policy	Connected community
Update development regulations to allow (or require) the use of alleys and shared access for moderate-and-high-density residential developments access	Community Services	Policy	Connected community
Goal: Improve parking and vehicle storage			
Update the minimum parking requirements to improve affordability and increase buildable area	Community Services	Policy	Well-planned community
Infrastructure			
Goal: Ensure all levels of service are met			
Establish and maintain a routine evaluation process to assess maintenance and expansion needs for mobility and utility infrastructure	Public Works, Utility	Policy	Efficient and sustainable, Place for all, Well-planned community

Implementation Action	Responsible Entity	Project, Program, Policy, or Partnership	Guiding Principle
Maintain and update master plans for transportation, water, wastewater, and stormwater systems as needed	Engineering	Policy	Efficient and sustainable, Place for all, Well-planned community
Implement the City's capital improvement program	Engineering, Finance	Policy	Efficient and sustainable, Place for all, Well-planned community
Goal: Optimize existing infrastructure			
Prioritize additional development where excess capacity exists before extending services	Community Services	Policy	Efficient and sustainable, Place for all, Pride in place
Update development regulations to support infill by reducing minimum lot sizes, reducing minimum parking requirements and expanding the menu of allowed uses in residential zoning districts	Community Services	Policy	Efficient and sustainable, Place for all, Pride in place





APPENDICES



APPENDIX A: GLOSSARY OF TERMS

Accessory Dwelling Unit (ADU)

Also known as granny flats, accessory dwelling units are any unit added onto a single-family home where an additional person or family could live. These can take the form of a garage that is converted into its own small unit; or a separate cottage built in the yard of a homeowner.

Affordable Housing:

As a general rule, housing where occupants pay no more than 30% of his or her income for gross housing costs, including utilities. This standard is set by the U.S. Department of Housing and Urban Development (HUD).

Area Median Income:

This is the median income of all households in a community. In other words, if you lined up all the incomes of residents in a row, this one is the midpoint, and it's used to determine who qualifies for certain subsidized affordable housing options like public housing and Housing Choice Vouchers. Typically, these qualifications are expressed as a percentage of AMI. For instance, you might hear about a new apartment going up in your neighborhood that has a portion of units set aside for affordable "below market rate" housing (for example, a 1 bedroom costs \$600 a month instead of the \$800 a 1 bedroom typically goes for in your neighborhood), and those units will be listed as available to anyone whose household income is 80% of AMI. The AMI is determined by the U.S. Department of Housing and Urban Development (HUD) on an annual basis.

Capital Improvements:

A permanent addition to the city's physical assets including structures infrastructure (sewer and water lines, streets), and other facilities such as parks and playgrounds. May include new construction, reconstruction or renovation that extends the useful life of these assets. The cost of land acquisition, design, construction, renovation, demolition, and equipment are all included when calculating capital expenditures.

Community Development Block Grant (CDBG):

A Federal program created under the Housing and Community Development Act of 1974. This program provides annual grants on a formula basis to be used for a wide range of community development activities directed toward neighborhood revitalization, economic development, and improved community facilities and services.

Comprehensive Plan:

Refers to a plan, or any portion thereof, as adopted by a local government, to manage the quantity, type, cost location, timing, and quality of development and redevelopment in the community.

Density:

The maximum density permitted to be developed per unit of land after deducting any required open space, easements and publicly dedicated rights-of-way.

Dwelling Unit:

One or more rooms physically arranged to create a housekeeping establishment for occupancy by one family only.

Economic Development:

A development that provides a service, produces a good, retails a commodity, or emerges in any other use or activity for the purpose of making financial gain.

Future Land Use:

The long-range plan for the desirable use of land in the city as officially adopted and as amended from time to time by the Planning and Zoning Commission and City Council. The purpose of such plan includes serving as a guide in the zoning and progressive changes in the zoning of land and to meet the changing needs of the community, in the subdividing and use of undeveloped land, and in the acquisition of rights-of-way or sites for public purposes such as streets, parks, schools, and public buildings.

Household:

A household includes all the persons who are current residents of a housing unit. The occupants may be a single family, one person living alone, two or more families living together, or a group of related or unrelated persons who share living arrangements.

Housing Unit:

A house, an apartment, a mobile home or trailer, a group of rooms or a single room occupied as separate living quarters or, if vacant, intended for occupancy as separate living quarters.

Infrastructure:

The basic facilities and equipment necessary for the effective functioning of the city, such as the means of providing water service, sewage disposal, electric and gas connections, and the street network.

Land Use:

A description and classification of how land is occupied or utilized, e.g., residential, office, parks, industrial, commercial, etc.

Mixed-Use:

Refers to development projects or zoning classifications that provide for more than one use or purpose within a shared building or development area. Mixed-use allows the integration of commercial, retail, office, medium to high-density housing, and in some cases light industrial uses. These uses can be integrated either horizontally, or vertically in a single building or structure.

Municipal Utility District (MUD):

A MUD is one of several types of special districts that function as independent, limited governments. The purpose of a MUD is to provide a developer an alternate way to finance infrastructure, such as water, sewer, drainage, and road facilities. Managed by a Board elected by property owners within the MUD, a MUD may issue bonds to reimburse a developer for authorized improvements and the MUD will utilize property tax revenues and user fees received from water and sewer services operated by the MUD to repay the debt.

Naturally Occurring Affordable Housing (NOAH):

Housing that is available on the regular market, open to anyone and not subsidized by a government or nonprofit, but which happens to be within the budget of many families within our community. Most affordable housing in America falls into this category.

Planned Unit Development (PUD):

A PUD is intended for large or complex developments under unified control planned as a single continuous project, to allow single or multi-use projects within its boundaries and provide greater design flexibility for development proposed within the PUD. Use of a PUD district will result in development superior to that which would occur using conventional zoning regulations. PUD zoning is appropriate if the PUD enhances preservation of the natural environment; encourages high quality and innovative design and ensures adequate public facilities and services for development within the PUD.

Public Investment District (PID):

A PID is a defined geographical area established to provide specific types of improvements or maintenance which are financed by assessments against the property owners within the area. PIDs provide a development tool that allocates costs according to the benefits received. A PID can provide a means to fund supplemental services and improvements to meet community needs which could not otherwise be constructed or provided.

Public Safety:

The protection of the general population from all manner of significant danger, injury, damage, or harm, such as may occur in a natural disaster. Such protection is typically provided by emergency services organizations such as police, fire, EMS.

Redevelopment:

Refers to public and/or private investment made to re-create the fabric of an area which is suffering from physical, social or economic problems related to the age, type, and condition of existing development. Redevelopment can help to meet market needs for residential and/or commercial development in older parts of the city.

Setback:

A measurable distance, dictated by zoning district, from any property line to an invisible parallel plan, within which certain buildings and structures are prohibited. A setback is separate and distinct from, but is usually included within, a yard, as that term is defined under Street Setback.

Zoning:

Regulatory mechanism through which the city regulates the location, size, and use of properties and buildings. Zoning regulations are intended to promote the health, safety and general welfare of the community, and to lessen congestion, prevent overcrowding, avoid undue concentration of population, and facilitate the adequate provision of transportation, water, sewage, schools, parks, and other public services.

APPENDIX B: NEIGHBORHOOD PARTNERSHIP CASE STUDIES

The following neighborhood associations can serve as models for the City to reference when developing its own neighborhood association framework.

GREAT NEIGHBORHOODS PARTNERSHIP - BENTONVILLE, AR

Launched in 2019, Bentonville's Great Neighborhoods Partnership (GNP) is a collaborative initiative aimed at strengthening community ties and enhancing neighborhood vitality. The program aligns with the city's goals of transparency, improved communication, and fostering neighborhoods that are friendly, safe, attractive, and engaged.

Key Components of GNP:

Planning and Support:

The City's Planning staff assist both emerging and existing neighborhood associations by providing resources on organizing, event planning, goal setting, and developing neighborhood maps.

Neighborhood Partners Registry:

Neighborhoods can register as "Activating" or "Active" partners. Active partners meet criteria such as having defined boundaries, adopting bylaws, elected officers, and hosting at least one annual event.

Neighborhood Programs:

Registered partners have access to various programs, including:

- Block Party Trailer
- Tool Sharing Shed
- Neighborhood Cleanups
- Tree Planting Initiatives

The Great Neighborhoods Partnership emphasizes resident-led initiatives, long-term commitment, and active engagement. By empowering residents and providing structured support, Bentonville fosters resilient neighborhoods that contribute to the City's overall quality of life.



Source: <https://www.bentonvillear.com/1048/Great-Neighborhoods-Partnership>

GREAT NEIGHBORHOODS GRANT PROGRAM - SPRINGFIELD, MO

Springfield, MO has implemented the Great Neighborhoods Grant Program to empower residents in enhancing their communities. Established in 2013, the program is rooted in the city's "Great Neighborhoods Philosophy."

Key Components:

Resident-Led Initiatives:

Encouraging neighborhoods to take the lead in their development.

Long-Term Commitment:

Fostering sustained involvement from residents and businesses.

Inclusivity:

Ensuring all community members have opportunities to participate.

Engaging Activities:

Promoting events that build social connections and address neighborhood issues.

Each year, registered neighborhood associations can apply for grants up to \$500 to fund projects that make their neighborhoods cleaner, safer, and more friendly. Eligible projects include:

- **Clean Initiatives:** Neighborhood clean-ups, beautification efforts, and maintenance projects.
- **Safety Programs:** Neighborhood watch training, pedestrian safety education, and emergency preparedness events.
- **Community Engagement:** Social events, welcome baskets for new residents, and communication tools like newsletters and social media platforms.

Grant recipients are required to submit a final report detailing the use of funds and the impact of their projects. Successful neighborhoods are recognized at the annual Neighborhood Organization Volunteer Awards (NOVA) banquet.

This program serves as a model for community-driven neighborhood improvement, aligning well with Ada's goals of fostering resident engagement and enhancing neighborhood vitality.

Great Neighborhoods Grant Program



Source: <https://www.springfieldmo.gov/675/Great-Neighborhoods-Grant-Program>

APPENDIX C: HOUSING ASSESSMENT

COMPREHENSIVE PLAN UPDATE HOUSING ASSESSMENT AND STRATEGY ADA, OKLAHOMA

Prepared For:

Freese and Nichols - City of Ada

Prepared By:



Ada, OK

Assessment of Housing

INTRODUCTION

This housing study is a component of the 2023 Neighborhood Plans and future Comprehensive Plan Update for the city of Ada, Oklahoma. This has been an effort coordinated by Freese & Nichols on behalf of the city of Ada.

CDS Company Bio

CDS Community Development Strategies (CDS) is a leading national consulting firm headquartered in Houston, Texas, providing economic analysis, public planning, and market research services to clients in a wide variety of industries. CDS was formed in 1971 and is staffed with seasoned professionals who have training and experience in economic development, demographic research, urban planning, statistical analysis, market evaluation, and all aspects of real estate development.



Since 1971, CDS has remained at the forefront of the industry by doing three things:

1. Staying actively involved in numerous professional and trade associations.
2. Providing clear, unbiased, and up-to-date solutions by employing the most appropriate and cost-effective research methods.
3. Utilizing solution-oriented analysis teams to focus on each project assignment adapted to your needs.

The Purpose of this Study

This study contains the most recent research, analysis, and findings for improvement related to the housing market in Ada. The focus of this study centers on the following:

- A comprehensive assessment of current and future demand and market potential for housing (with an emphasis on attainable workforce products) that will best serve the resident population
- An analysis of the supply of housing available
- An assessment of demand / supply mismatches and recommendations for mitigating them
- The magnitude and nature of demand for all types of housing deemed to be needed in Ada
- Survey of local workers to identify any changes in housing needs
- Conclude the potential opportunities to fulfill current and future needs

This study required a considerable amount of participation from Ada's citizens, stakeholders, employers, real estate professionals, and government staff. CDS is grateful for everyone's time and effort.

CDS

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