

**Yukon Economic Development Authority  
October 16, 2014**

The Yukon Economic Development Authority met in regular session on October 16, 2014 at 4:00 p.m. in the Council Chambers of the Centennial Building, 12 South Fifth Street, Yukon, Oklahoma.

ROLL CALL: (Present)      Ray Wright, Chairman  
   John Nail, Vice-Chairman  
   John Alberts  
   Mike Geers  
   Rena Holland  
   Ken Smith  
   Tara Peters (Absent)

**OTHERS PRESENT:**

Grayson Bottom, City Manager  
Leslie Batchelor, Attorney  
Larry Mitchel, Executive Director  
Jeff Sabin, Counsel  
Sara Hancock, Deputy City Clerk

Mike Segler, City Attorney  
Doug Shivers, City Clerk  
Josh Gotcher, Technology Department  
Amy Phillips, Administrative Assistant

**1. Consider approving the minutes of the September 18, 2014 Regular meeting**

The motion to approve the minutes of the September 18, 2014 Regular meeting, was made by John Alberts and seconded by Rena Holland.

**The vote:**

**AYES: Nail, Smith, Holland, Wright, Alberts, Geers**

**NAYS: None**

**VOTE: 6-0**

**MOTION CARRIED**

**2. Review and Discuss Yukon's Commercial PUD Ordinance and possible options for the development of a project master plan for the Frisco Road TIF District**

Mr. Mitchell stated to defer this item, until later.

**3. Discuss the possible development of an Economic Assistance Program for small business start-ups, as requested by Trustee John Alberts.**

Mr. Alberts stated we needed to get involved with the High School. We need to encourage young people to remain in community. Mr. Smith stated the Chamber of Commerce has scholarships for business degrees. Maybe the city could participate in a scholarship program. Mr. Alberts stated he was looking for a structured outreach to educate the kids and get involved with younger people. Mr. Bottom stated there are some programs already available, such as FBLA. This could be put into place easily. There is a chapter in place at Vo-Tech, as well. The Small Business Administration has "Loaned Executives" program, which provides consulting time. Mr. Wright asked about cost. Mr. Bottom stated just membership fee. Mr. Wright asked who could fund, YEDA. Mr. Bottom stated yes, as well as other funding mechanisms. There is also business Retention and Expansion International, which has curriculum and consultants. Mr. Mitchell and Mr. Bottom could talk to our local representative of the Department of Commerce. Mr. Segler stated DECA is also a business incubator. Mr. Wright likes the idea of joining an existing program. It would be great public relations with, long term benefits. Mr. Mitchell volunteered for High School and other appearances. Mr. Bottom stated Mrs. Phillips has previous experience with this. Mr. Mitchell will bring information back.

Mrs. Batchelor enters meeting at 7:12 pm.

**4. Report from Executive Director with Related Discussion/Questions:**

- A. Yukon Community Design Survey for Frisco Road Development**
- B. First Quarter Status Report**
- C. YEDA Departmental Expense Summary**
- D. FY 2014-2015 TIF Revenue Collections**
- E. FY 2014-2015 Hotel/Motel Tax Collections Updated Report**

Mr. Mitchell stated there was lots of information provided. He would like minutes to reflect the items were received by the Authority. We will use survey responses for developing Master Plan of TIF District.

First Quarter Status Report showed we received over \$24,000.00 and \$10,000.00 for October. We think the difference is due to timing difference. This is for 15 days of August. We will level over time and looking for growth.

Year to Date expenditures include some Main Street Program expenses. You will start seeing these every month.

Hotel/Motel Tax has strong uptick, over \$100,000.00. We believe this has to do partially with the New Fairfield Inn.

## **2. Review and Discuss Yukon's Commercial PUD Ordinance and possible options for the development of a project master plan for the Frisco Road TIF District**

Mr. Mitchell stated a memo from Mrs. Batchelor has been provided, along with existing PUD Ordinance. There would be lots to do if we re-work PUD Ordinance. We are suggesting a move to "Form Based Code" or "Smart Code" to establish district. Mrs. Batchelor questioned if PUD is effect for regulating land use. City's Ordinance has aspects that aren't helpful, such as submitting site plan in its entirety, as well as, it doesn't allow for mixed use. There are reasons to have those restrictions, so we don't want to change ordinance. "Form-based code" is an alternative. Mrs. Batchelor introduced her new associate, Jeff Sabin. He is a graduate from OCU Law, was a city planner at Hutto, TX. Mr. Mitchell stated his community adopted the Smart Code/Form Based Code and they experienced great growth. Mrs. Batchelor clarified there was not a cause and effect, because of Code. Mr. Mitchell agreed.

Asa Highsmith discussed Form Based Code. He stated Conventional Zoning uses setback lines and uses, whereas Form Based Code builds to line. Zoning Design Guidelines is in the middle between these two. It has similar attributes to Form Based controls. Form Based Codes help with where parking happens and provides best environment for activity and vitality. Mr. Highsmith gave examples of Conventional vs. Form Based Codes and gave the basic pieces of Form Based Codes, as follows: Regulate Plan, Public Standards, Building Standards, Administration, Definitions. He provided examples of each. He then stated another guiding principal is Transects. They define density in an area. He gave an example of T-1 Agricultural Density vs. T-6 Urban Density. The Developer is given mandates as to how much of each type of transect is used. Mr. Mitchell stated we handed out a summary of Form Based Codes and Transects. Mr. Wright asked if Oklahoma Architects and Engineers are familiar with this. Mr. Highsmith stated yes, most. Mr. Wright is not familiar with it and hopes architects and engineers would be. Mr. Smith asked if it could be used in other areas of the City. Mr. Mitchell stated start here and could go to other areas of the city. It is often at the request of the Developer. Mr. Smith concerned with how much control the City would have for uses within Mixed Use. Mrs. Batchelor stated to keep in mind YEDA can control by zoning and also contract with developers. This gives assurance we can reach all parcels, give two tools to control. Mr. Smith clarified Developers will still go through Planning Commission. Mr. Bottom stated yes. Mr. Highsmith stated Planning Commission sets percentage of transects used in an area. Mr. Alberts stated this gives Developer and City flexibility.

Mr. Alberts asked for examples. Mrs. Batchelor stated downtown Oklahoma City is basically Form Based Code. Mr. Highsmith stated Southlake, TX is a huge success of mix use, commercial and civic, as well as, some residential and hotels. Mr. Alberts asked if it is more appealing to developers. Sam Day stated it depends on developer. There is less risk and more predictability to savvy developers. Mr. Alberts asked about current developers thoughts. Mr. Batchelor stated Charles Hodges is familiar with this. Mr. Alberts asked if this readies land for developer. Mrs. Batchelor stated it entices the right kind of development and attracts quality developer. Mr. Smith and

Mr. Geers questioned how Form Based Code is different than regular PUD. Mr. Day stated it only regulates the look, not what happens in the building. Mr. Smith stated it sounds like what we already have in place with the Project Plan. Mr. Mitchell stated problem with existing PUD Ordinance, is have to have a master plan. Mr. Highsmith stated strength is flexibility. Mr. Alberts questioned if you could use for the entire City. Mrs. Batchelor stated yes on some things, but not on appearance. It puts pieces together to make a place feel like a place. Mr. Smith asked if Bricktown is Formed Based Code. Mrs. Batchelor stated it mostly is now. Mr. Nail likes regulating appearance. Mr. Highsmith stated you can have exclusion list, tends to be self-selecting. It is a very market driven approach. Mr. Smith asked if there was a draft of a Form Based Code yet. Mr. Mitchell stated we are looking for direction. Mr. Smith stated if overlay is functional with existing ordinances, would the next step be a Form Based Code draft to YEDA. Mr. Mitchell stated yes. Jeff Sabin gave some historical information about Form Based Code. Mr. Geers asked if it would throw out the zoning use. Mr. Sabin stated there are some general guidelines on the function of the building. Mr. Wright stated regulates uses by percentages and then by appearance. Mr. Mitchell stated also density. Mr. Smith asked who controls use after failure. Mr. Highsmith stated the market or anything not on the exclusion list. Mr. Smith asked how we have foresight to make exclusion list. Mrs. Batchelor stated fits with current zoning. Mr. Highsmith stated to look at other developers that are successful, such as Carlton Landing, Lake Eufaula, Wheeler District in Oklahoma City, and Pearl District in Tulsa. Other pieces add more control. Mr. Geers stated he had experience where people drew out their ideas. Mr. Mitchell asked the Authority, if they were inclined one way or another. Mr. Alberts would like to see. Mr. Wright stated this gives ideas to developers of what they have to do. Authority was in agreement to see Form Based Code draft. Mr. Mitchel stated we should have rough draft by next meeting.

## **5. Informational Material**

- A. Oklahoma City 2050 Growth Scenarios: Cost Analysis 2014**
- B. Report on Regional Economic Development Districts (68 O.S. 1370.7)**
- C. The Cities that are benefiting the most from the economic recovery; [newgeography.com](http://newgeography.com); October 07, 2014**
- D. Still in play: Second soccer team still hopes to kick off next year; The Journal Record; September 29, 2014**
- E. Leads and Locates; Greater Oklahoma City Partnership; September 2014**

Mr. Mitchell has provided a copy of the Oklahoma City Cost Analysis. OKC is currently updating their Master Plan. You can see that growth spurt is costing them \$45,000,000.00 per year up to \$80,000,000.00 per year. They want to pull density back into core. Pressure to develop corridors commercially. He is surprised there are no future plans for the Page Airport.

Mr. Mitchell discussed the new law that allows cities to come together to develop districts. ACOG and OKC are trying to develop Transit Authority. Once district is formed, cannot be overlaid.

**6. Setting the date for the next Regular Economic Development Meeting for November 20, 2014 at 4:00 p.m., in the Council Chambers of the Centennial Building, 12 S. Fifth St.**

**7. Adjournment**