



# **CITY COUNCIL PROJECT UPDATE**

**ONE** Lawton is an alignment of plans and initiatives synthesized to ONE vision.



# Project Overview

## PHASE ONE: LAWTON TODAY

1. Plan Kickoff ✓

2. Existing Conditions Analysis ✓

3. Initial Community Engagement ✓



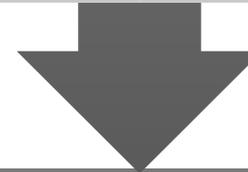
## PHASE TWO: LAWTON TOMORROW

1. Community Engagement/Visioning Goals

2. Land Use Plan, Quality of Life and Community Image Plan, Transportation Plan

3. Target Strategy Areas Plans

4. Implementation Plan



## PHASE THREE: PUBLIC INPUT AND PLAN FINALIZATION

1. Plan Review

Public Open House

Final Plan Presentation

# Engagement Opportunities



- Public Input Survey (600+ Responses)
- International Fest Booth (106 Comment Cards)
- Cameron University Pop-Up (Visual Preference and Comment Cards)
- Visioning Workshop (Map markup and Comment Cards)
- One Lawton Facebook
- Key Person Interviews
  - People from community with unique knowledge or important insights that can be particularly valuable to the project
- Stakeholder Focus Groups
  - Business/Economic Development
  - Real Estate/Development
  - Downtown Stakeholders
  - Education and Healthcare
  - Recreation/Quality of Life
  - Minority Communities
  - Fort Sill Area



CITY OF LAWTON, OKLAHOMA

# PUBLIC OUTREACH REPORT



# Public Input Themes



## Neighborhood Revitalization and Housing

There is a need for redevelopment and revitalization in many of Lawton's older neighborhoods. These areas may provide opportunities for new housing types in the city.

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## Quality of Life

Residents and stakeholders want continued investment in quality-of-life amenities like parks, trails, and entertainment opportunities. However, residents additionally place great emphasis on safety and access to good jobs.

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## Corridor Districts and Image

Lawton is a city of corridors. New development on some corridor has unfortunately led to disinvestment on other corridors. There is strong interest for in seeing redevelopment, possible special treatments to establish identity, and creation of districts with special functions such as entertainment, regional shopping, gateways, etc.

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# Public Input Themes



## Economic Opportunity

Opportunity is important for all residents. There is a strong desire for more good jobs, and major opportunities are on the horizon. However, there is also concern for Lawton's most vulnerable residents being supported with upadequate infrastructure and services to yield a towards brighter futures for all.

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## Downtown Development

Many see downtown as an opportunity for Lawton's future. Whether that is future growth from Fires Innovation Science and Technology Accelerator (FISTA) or the opportunity that exists for redevelopment, downtown is seen as critical to the future health of all of Lawton.

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## Infrastructure Investment

Continued investment in the city's infrastructure systems is necessary, whether that is water/wastewater, streets, or drainage.

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# What We Heard



- Lawton has a unique history and people that should be celebrated to a greater degree.
- Consistent concern and desire for more entertainment options in Lawton across all age groups from children to adults.
- Desire for continued investment in city parks and programs for all ages.
- Many residents and stakeholders want to see downtown redeveloped.
- Redevelopment of many of Lawton's older neighborhoods is critical to the future success of the city.
- Existing city codes can be an impediment to both developers and city planners in realizing the most ideal forms of development for the city.
- Identified need for different housing options for older adults.

# What We Heard



- More types of housing are needed to meet the needs of all residents.
- Consistently expressed want to see the 2nd Street corridor developed as an entertainment district.
- Need for greater resources and facilities to deal with a rising homelessness issue.
- A tighter coordination of transit with local high demand partners such as Great Plains Technology Center and Cameron University could potentially realize greater utilization.
- Certain corridors leading into Lawton don't accurately portray the quality and charm of Lawton.
- Perception, as much as the reality, of crime in Lawton has a negative impact on attracting and retaining residents and visitors.
- Concern over perceived community apathy, though it is clearly many people dearly love the community.

# What We Heard



- Closer coordination between key community partners such as Ft. Sill, Lawton Public Schools, Cameron Univ., local hospitals, etc. could reap benefits for the city as a whole.
- Need for continued investment in road infrastructure.
- Enhancements to drainage infrastructure are needed in keys areas of East Cache Creek drainage basin.
- More trails and sidewalks are wanted throughout Lawton.
- Local government response and accountability is a perceived concern for some.
- Lawton has a great deal of potential to build upon for a brighter future.

# Vision Workshop



# ONE LAWTON INSTRUCTIONS



## • Process

- Each team had maps, markers, notepads
- Developed ideas for Lawton
- Took notes and mark ups on the map with ideas
- Each team presented ideas at the end

# ONE LAWTON

WHAT DO WE PLAN?



## Future

- Residential
- Commercial
- Industrial

## Redevelopment



Natural  
Areas



Rural  
Areas



Suburban  
Areas



Urban  
Districts



Industrial  
Areas



Special  
Districts

# ONE LAWTON

## INSTRUCTIONS



- P-E-T Exercise



Preserve – Areas/Assets that are already great and don't need any changes.



Enhance – Things that are assets but could use a little improvement.



Transform – Things that must change or be removed. Threaten Future.

- Vision Concept

- What should the community be in 20 Years.
- Positive steps that can be taken to enhance the community.





# Pop up-Cameron University

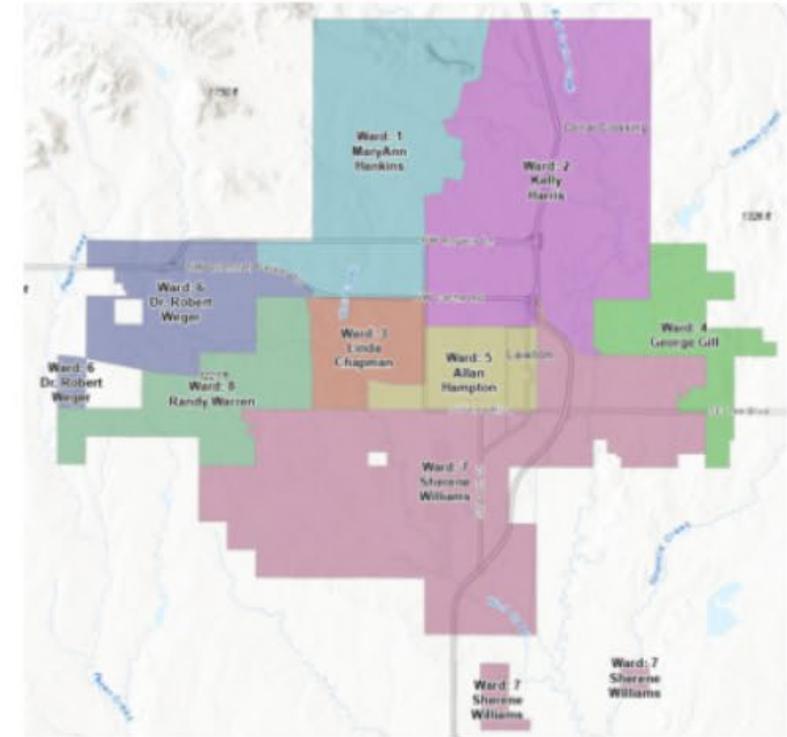
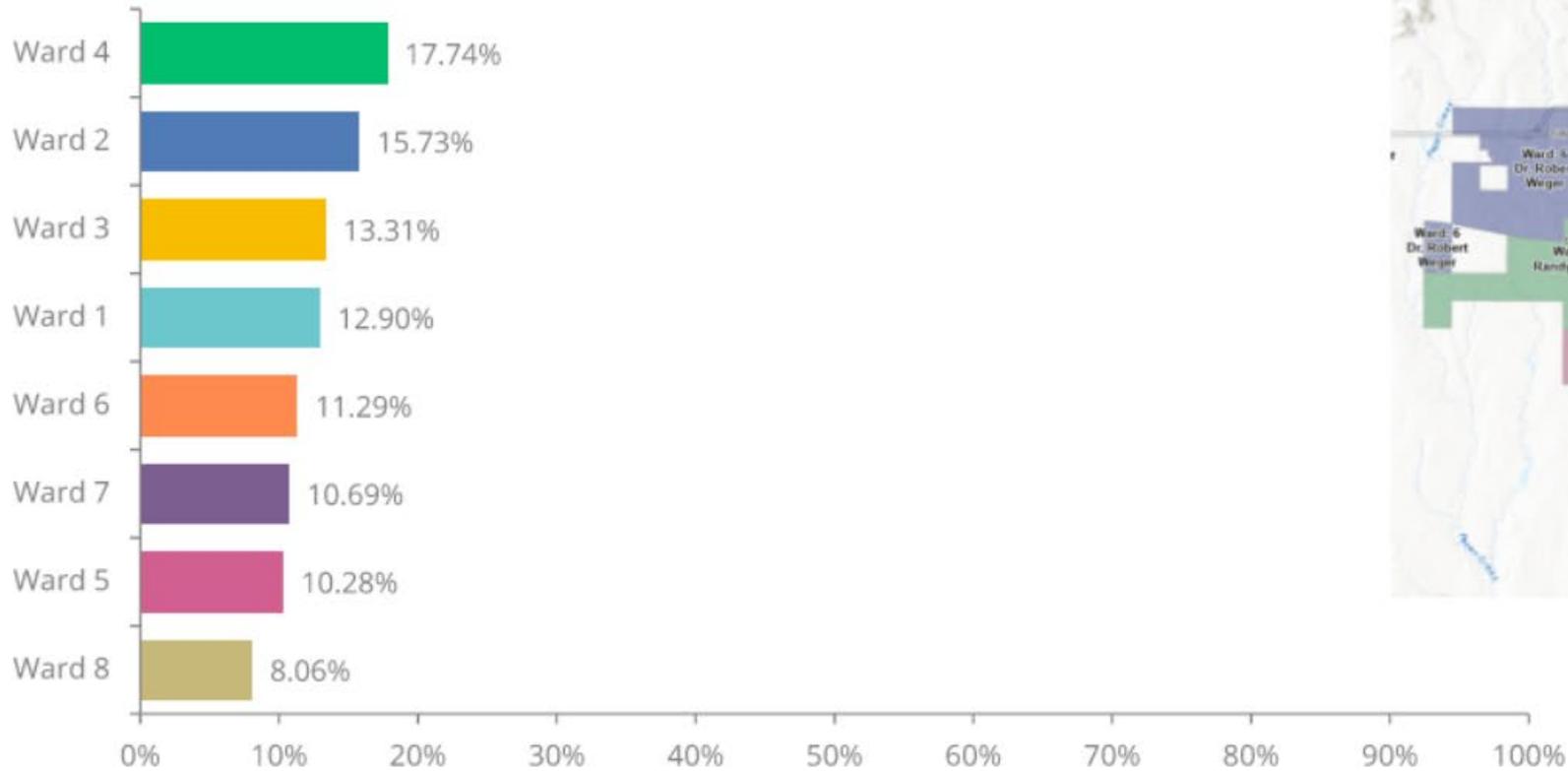
## MI FUTURO **LAWTON**

### SE PARECE A...

- Sidewalks
- Dog Parks
- No more Car Washes
- Fancy Restaurants
- Housing Grants

#### 4.4 Q: If you live or work within the City, please provide which ward that you reside in? Please find the ward map below.

» Answered: 496 Skipped: 150



» Respondents to the survey were relatively well distributed across the city. Wards 2, 3, and 4 were slightly overrepresented in the survey. Wards 5, 6, 7, and 8 were slightly underrepresented in the survey. Ward 4 had the highest representation with nearly 18% of respondents being from that ward. Ward 8 had the smallest amount of representation in the survey.

4.9 Q: What do you feel are major challenges facing Lawton, in the next 20 years?(Please rank them in order of importance with 1 = MOST pressing challenge) Drag and drop the challenges to the desired position.

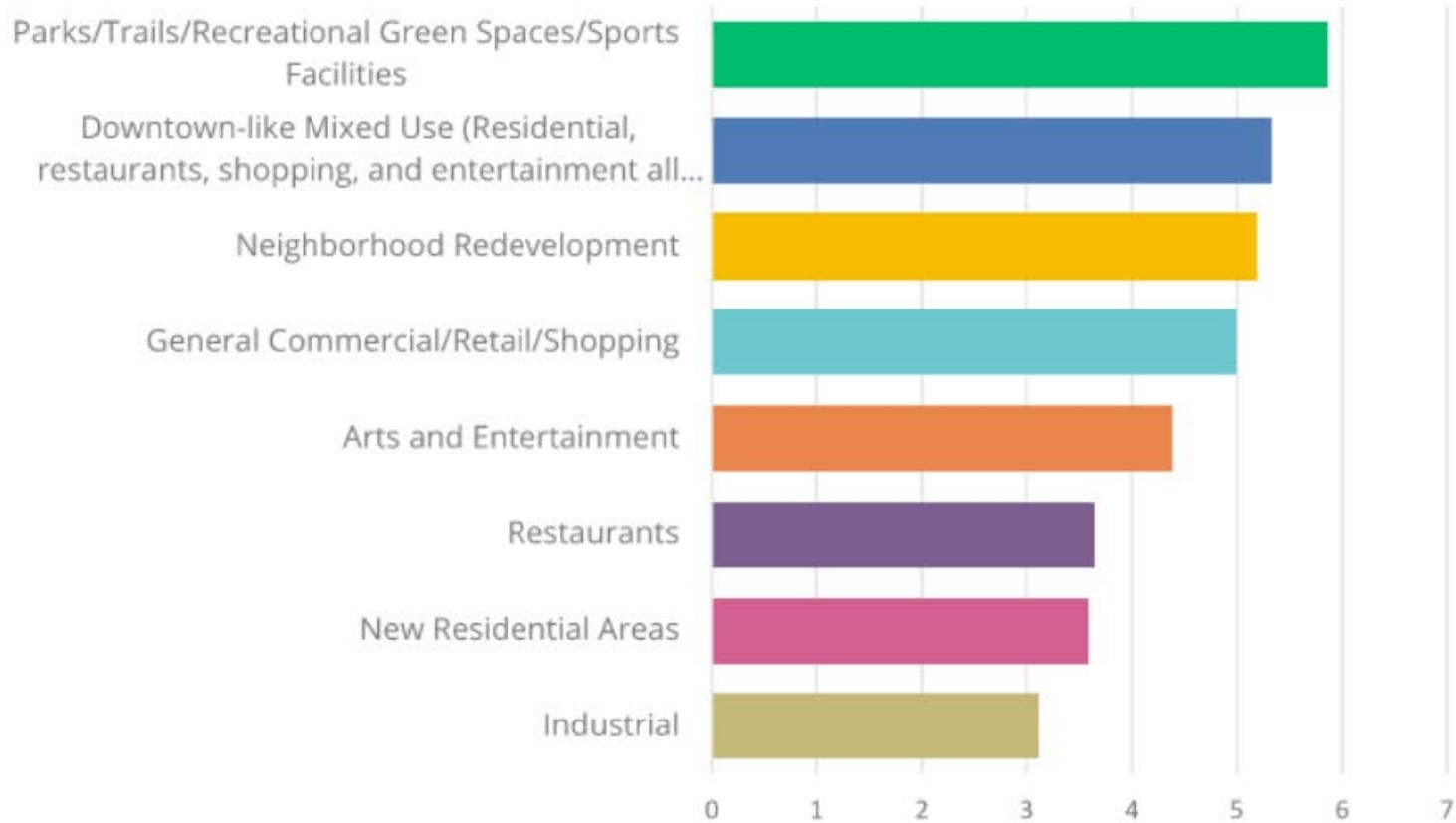
» Answered: 457 Skipped: 189



» Looking at challenges over the planning horizon, crime was identified as the most pressing issue and need for additional local entertainment as the least pressing issue. Interestingly, this doesn't completely align with the answers provided in other portions of the survey regarding the importance of entertainment. Rated nearly as highly as crime was infrastructure and road maintenance as well as economic development.

4.6 Q: Thinking about Lawton's future, how important is addressing each of these development types? (Please rank in order of importance with the top or number 1= Most important) Drag and drop the development types to the desired position.

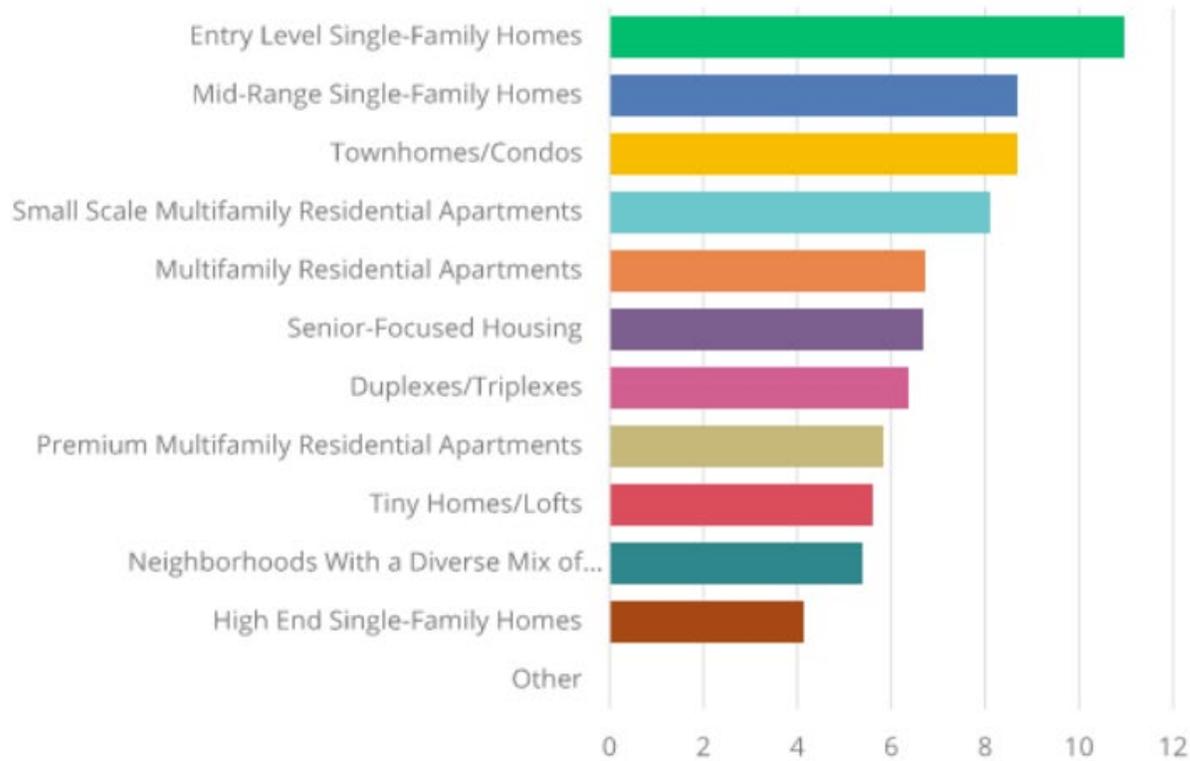
» Answered: 457 Skipped: 189



» The type of development most important to Lawton's future was indicated as neighborhood redevelopment (5.79) closely followed by parks and recreation (5.71). These were followed by retail (5.09) and downtown development (4.91). Industrial development (3.33) was cited as least critical. These results seem to indicate a desire of higher quality of life in the community through investment in existing neighborhoods and parks/recreation facilities.

4.8 Q: What types of housing are needed in the City?(Please rank them in order of importance with 1 = MOST important) Drag and drop the housing types to the desired position (See illustrations above for housing type preferences).

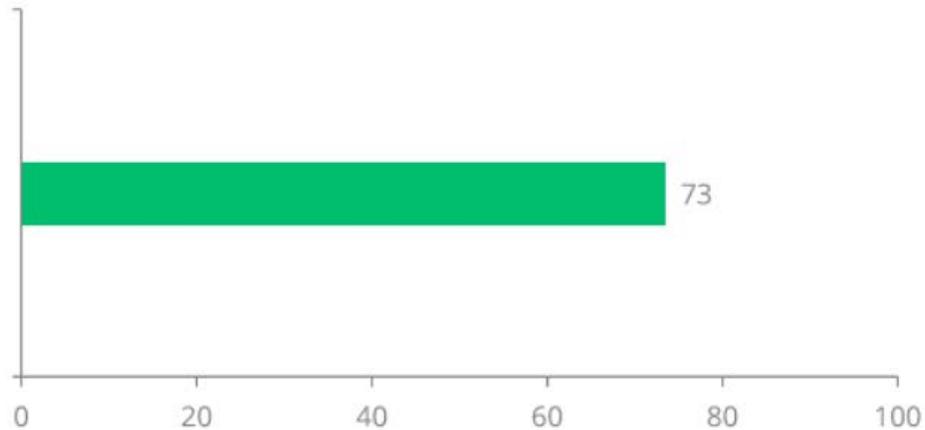
» Answered: 457 Skipped: 189



» This question was intended to help identify perceived needs in the Lawton housing market. Respondents far and away identified entry level single-family as the highest need. High end single-family was identified as the lowest need. Following entry level single-family, townhomes/condos, small scale mutli-family, and mid-range single-family were seen as the next highest priorities. These housing types could be good possible uses for redevelopment in many of Lawton's older neighborhoods.

4.17 Q: The pictures below show new developments with Cottage Homes. Cottage home developments are single family residential units that provide a diverse housing choice and housing that is more attractive to some households than that of traditional single-family homes. Most Cottage Homes have ample front porches, are clustered around green spaces, and offer maintenance free (or lower maintenance) yards for individual residents. Do you like or dislike the idea of allowing Cottage Homes in some areas of the City that have traditionally been standard single-family residential lots?

» Answered: 435 Skipped: 211



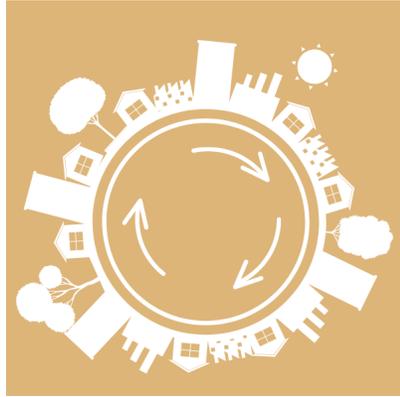
» Cottage homes were viewed the most positively of any housing type listed in the survey with a score of 73. This housing form also provides a great option for people in a variety of life stages such as busy young professionals or retirees looking for low maintenance and neighborhood feel. It can also be attractive to families with children looking for a tight knit community experience that allows their children social independence in a safe environment.

4.18 Q: The pictures below show new developments with a mix of uses (residential apartments over commercial and office uses). While often seen in downtowns, Mixed Use Developments can also be created in other parts of the City. Mixed Use Developments create a unique neighborhood feel and a better pedestrian environment. Do you like or dislike the idea of allowing mixed use developments in some areas of the City that have traditionally been exclusively commercial?

» Answered: 435 Skipped: 211



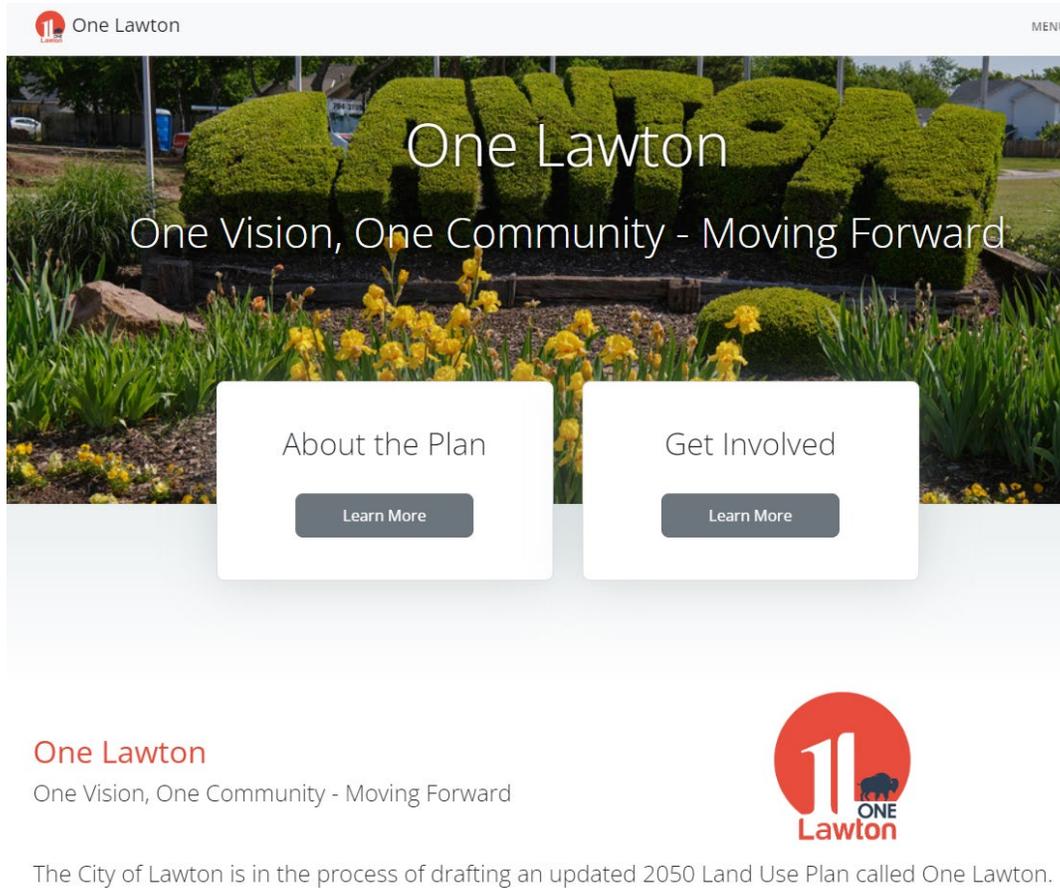
» These mixed-use forms were additionally viewed generally positively. These types of buildings can be a great alternative to traditional garden apartments and be placed in areas like a redeveloping downtown. Such projects typically need to be solvent without full utilization of the first floor commercial.



# Opportunities



# Project Website



<https://lawton.planyourcity.com>

