



CITY OF LAWTON, OKLAHOMA

# COMPREHENSIVE PLAN



MARCH 2026 – DRAFT



# Acknowledgments

## ELECTED OFFICIALS

Mayor Stan Booker  
Council Member Tiffiney Dimery  
Council Member Taron Epps  
Council Member Allan Hampton  
Council Member Lane Hooton  
Council Member Kirby Brown  
Council Member Robert Weger  
Council Member Sherene L. Williams  
Council Member Randy Warren

## STEERING COMMITTEE

Deborah Jones  
Allen Smith  
Barbara McNally  
Sherene L. Williams  
Randy Warren  
David Denham  
David Madigan  
Debra Porter  
Ernie Sheppard  
John Purcell  
Louis Izzi  
Richard Rogalski  
Sandy Foster  
Rusty Whisenhunt  
Melissa Sims

## CITY PLANNING COMMISSION

Dwain Baxter  
Melissa Busse  
David Denham  
Ron Jarvis  
Joan Jester  
Deborah Jones  
Michael Logan  
Darren Medders  
Neil Springborn  
Dwight Tanner  
Taylor Williams

## CITY STAFF

John Ratliff, City Manager  
Rusty Whisenhunt, Public Utilities Director  
Christine James, Planning Director  
Kameron Good, Senior Planner  
Christy Ryans-Huffer, Planner I  
Jonathan Stone, Transportation Planner  
Hope Davis, Transportation Planner





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# Introduction

## WHAT IS ONE LAWTON?

At its core the One Lawton Plan serves as an update of the Lawton Land Use Plan 2030. Beyond this core purpose, the Plan serves as the City's Comprehensive Plan by bringing together its Long Range Transportation Plan, Mayor's Strategic Plan, and integrating elements of other vital City plans. The Plan aspires to create a shared vision for the City's future, driven by the values and aspirations of Lawton's residents.

This connectedness is the essence of the idea of **ONE LAWTON**

- One Community
- One Vision
- Moving Forward



## PURPOSE AND AUTHORITY

One Lawton serves as an official policy statement of the City of Lawton for directing its growth and development as well as articulating strategies to address Lawton's current and future challenges. The Plan will help guide decisions of the City Planning Commission and City Council during the planning period ending in 2050.

Specifically, One Lawton contains the officially adopted Land Use Plan for the City of Lawton. This plan provides guidelines for the growth and development through the planning of land uses and design of the built environment. It is not meant to direct land use arrangement precisely, and it does not serve as a zoning ordinance. It is an instrument to blend public and private interests to best suit the entire community. Residents and businesses should consider the plan as a reference guide for Lawton's development. The plan is a living document and over time will need to be updated to address new challenges and growth issues.

Authority for the Plan rests in state law and the Lawton City Charter. The Oklahoma Statutes §11-45-101 through §11-45-104 outline state authority of the City Planning Commission to develop plans, including *"to prepare from time to time plans for the betterment of the municipality as a place of residence and business."*

The Lawton City Charter §C-1-3 further defines this authority by requiring development of a *"Comprehensive Plan which will provide for the careful and thoughtful integration of residential, commercial, industrial, public, and other elements to achieve and preserve social purposes, economic values, and aesthetic quality of the neighborhoods and of other areas that compose the city."*

The Comprehensive Plan consists of the Land Use Plan, Long Range Transportation, and Mayor's Strategic Plan and is adopted by resolution of the City Council. The Plan is to be updated on a recurring cycle every five years.



There are many buffalo statues around town that contribute to the City's unique identity



## PLANNING PROCESS

The plan was developed over a period stretching from Spring 2024 to Spring 2025. A steering committee directed the preparation of the plan during a process that included careful study of the area. Areas of analysis include Lawton's history, demographics and projected population, community and stakeholder opinions, topography, utility capacity, transportation systems, existing infrastructure, and land use among myriad other items. Community engagement drove many of the findings of the plan and served as a critical component to defining the plan's overall vision and goals. The planning process was broken down into three primary phases, illustrated to the right.



Steering Committee Meeting

## LAWTON TODAY

PHASE I

- » Plan Kickoff
- » Existing Conditions Analysis
- » Initial Community Engagement

## LAWTON TOMORROW

PHASE II

- » Community Engagement/Visioning and Goals
- » Land Use Plan, Quality of Life and Community Image Plan, Transportation Plan
- » Target Strategy Areas Plan
- » Implementation Plan

## PUBLIC INPUT & PLAN FINALIZATION

PHASE III

- » Plan Review
- » Public Open House
- » Final Plan Presentations



# Executive Summary

## Overview

The One Lawton Comprehensive Plan establishes a unified vision for Lawton’s growth and development through 2050, integrating the City’s Land Use Plan, Long Range Transportation Plan, Mayor’s Strategic Plan and other major City initiatives into a coordinated framework. The plan is rooted in community engagement and aims to position Lawton as a community of choice where families thrive, leveraging its natural assets, cultural heritage, quality of life, and economic potential.

## Unified Vision

One Lawton is grounded in the idea of *One Community, One Vision, Moving Forward*. This idea is fully represented in a broader vision for the plan. Lawton is a thriving and vibrant community of choice with strong neighborhoods, a robust economy, and a high quality of life that leverages its natural setting and local assets to set a standard for excellence.

## Core Goals and Policy Framework

The plan organizes its vision into four pillars, each supported by goals and actionable policies:

### 1. Setting the Lawton Standard

This goal focuses on creating a consistent, transparent, and efficient development process. Policies call for regular review and updates of development regulations to ensure they remain relevant and promote high-quality outcomes. The plan emphasizes streamlining zoning and permitting processes through technology and interdepartmental coordination, improving customer service

for developers, and tracking variances to identify systemic issues. These measures aim to establish Lawton as a regional standard for excellence in planning and development.

### 2. Community Identity and Quality of Life

Lawton seeks to strengthen its identity and enhance livability through investments in public spaces, cultural amenities, and historic preservation. Policies include protecting historically significant areas like Old Town North, expanding parks and trail systems, and improving streetscapes for walkability. The plan also promotes public art initiatives, gateway enhancements, and branding for character districts to foster civic pride. Partnerships with local institutions and cultural organizations will support programming and events that celebrate Lawton’s heritage and create vibrant community spaces.

### 3. Strong Neighborhoods

The plan prioritizes reinvestment in aging neighborhoods while encouraging the development of new neighborhoods with diverse housing options and a strong sense of place. Policies advocate for targeted revitalization through Neighborhood Improvement Districts, incentives for infill development, and pre-approved housing design programs to reduce barriers for builders. Mixed-density and mixed-use development is encouraged to create “complete neighborhoods” with integrated amenities and transportation connections. These strategies aim to stabilize property

values, attract families, and ensure equitable access to quality housing.

### 4. Economic Development and Opportunity

Lawton’s economic strategy focuses on diversification and leveraging its unique assets, including Fort Sill and the FISTA Innovation Park. Policies support advanced manufacturing, defense-related industries, and technology sectors while promoting mixed-use development and protecting industrial areas from incompatible uses. The plan emphasizes infill development, limits annexation except for major economic projects, and coordinates growth with utility and transportation infrastructure. By fostering innovation and resilience, Lawton aims to build a stronger tax base and prepare for future economic shifts.

## Key Recommendations

### Quality of Life and Community Image

- » **Continue Propel 2040 Investments:** Complete major projects such as the Elmer Thomas Park transformation, including the amphitheater, pedestrian bridge, and boardwalk. Expand the aquatic center and sports complex to position Lawton as a regional destination for recreation and youth sports.
- » **Historic Preservation:** Nominate Old Town North as a National Register Historic District and adopt local historic district protections to stabilize property values and encourage reinvestment. Extend protections to the Mattie Beal House area through the Historic Preservation Overlay District.



# Executive Summary

- » **Public Art and Gateways:** Develop a citywide Public Art Master Plan and implement a “1% for the Arts” program for public projects. Construct monumental gateway signage and landscaping at key entry points (Lee Blvd and SW 11<sup>th</sup> St) to enhance first impressions.
- » **Tourism Development:** Conduct a market study to position Lawton as a hub for outdoor recreation tied to the Wichita Mountains, including potential partnerships for destination retail and adventure tourism.

## Neighborhood Reinvestment and Development

- » **Neighborhood Improvement Districts (NIDs):** Establish NIDs to concentrate code enforcement, infrastructure upgrades, and redevelopment incentives in distressed neighborhoods.
- » **Propel 2040 Redevelopment Fund:** Use the \$25 million fund to leverage federal programs (HOME, CDBG) and private investment for housing rehabilitation and infill development.
- » **Housing Incentives:** Create pre-approved housing design programs for rapid permitting and offer financial incentives such as tax abatements, fee waivers, and linked deposit lending programs to encourage affordable housing construction.
- » **Complete Neighborhoods:** Promote mixed-density, mixed-use neighborhoods with integrated parks, trails, and community amenities to foster walkability and connectivity.

## Economic Development and Resiliency

- » **FISTA Innovation District:** Expand the Fires Innovation Science and Technology Accelerator south of downtown to attract advanced manufacturing and defense-related industries. Address flooding and infrastructure needs to support redevelopment.
- » **Diversification Strategy:** Partner with the Chamber and Lawton-Fort Sill Economic Development Corporation (LEDC) to target advanced manufacturing, aerospace, and technology sectors while maintaining strong ties with Fort Sill.
- » **Industrial Development:** Protect and expand industrial areas at the City’s western edge, ensuring buffering from residential uses and prioritizing heavy industrial projects that strengthen the tax base.
- » **Infill and Annexation Policy:** Prioritize infill development within City limits and adopt policies requiring annexation before extending sewer service to residential developments outside City boundaries.

## Infrastructure and Transportation

- » **Stormwater Management:** Complete a Stormwater Master Plan and implement green infrastructure solutions to mitigate flooding risks.
- » **Street and Utility Upgrades:** Continue aggressive pavement management and utility improvements funded through *Propel 2040*. Update pavement condition data every five years.

- » **Active Transportation:** Expand sidewalks, bike lanes, and trails citywide, ensuring connectivity between neighborhoods, parks, and major corridors.
- » **Gateway Corridors:** Reimagine Cache Rd as a walkable mixed-use corridor through a road diet, streetscape improvements, and housing redevelopment. Enhance Sheridan Rd and Fort Sill Blvd with beautification and overlay districts.

## Corridor and District Redevelopment

- » **Downtown Entertainment District:** Develop along 2<sup>nd</sup> Street with mixed-use infill, boutique retail, restaurants, and event programming. Implement a signature roundabout with public art at C Ave and 2<sup>nd</sup> St.
- » **University District:** Improve connectivity between Cameron University and downtown through streetscape enhancements, bike routes, and mixed-use development at Gore Blvd and 27<sup>th</sup> St.
- » **Cache Legacy Corridor:** Transition underutilized commercial properties into housing and mixed-use developments. Implement a road diet and pedestrian improvements to create a vibrant, walkable corridor.

## Implementation

A detailed Implementation Matrix assigns responsibilities, timelines, and performance indicators across departments and partners. Actions are categorized as short-term (1–5 years), mid-term (5–10 years), and long-term (10+ years), ensuring accountability and adaptability.



# Context and Trends

## HISTORY AND REGIONAL SETTING

### History

Lawton was one of three town sites designated by the federal government ahead of the 1901 land lottery, which opened the Kiowa-Comanche-Apache lands to non-native settlement. Named after U.S. Army Major General Henry W. Lawton, its economy has been closely tied to nearby Fort Sill, operating continuously since 1869. This led to significant growth for the City from the 1930s to the 1970s, during World War II and the height of the Cold War.



Downtown Lawton soon after its founding in 1901

As the seat of Comanche County, Lawton has served as a governmental and political hub. Its early development as an agricultural center, coupled with the arrival of railroads, attracted various industries. Within two years of its founding, Lawton boasted several industries, including ice plants, grain elevators, and cotton gins. By 1936, 18 industries were in operation, ranging from dairy and tank manufacturing to quarrying and electric utilities. Lawton's economic influence extended regionally, solidifying its position as a wholesale marketing, distribution, and manufacturing center for southwestern Oklahoma.



By 1920, Downtown Lawton had grown substantially

As the City grew, so did downtown. By 1965, downtown occupied over 30 blocks. Unfortunately, a \$21.5 million Urban Renewal modernization project approved in 1970 effectively gutted much of downtown. This initiative included the demolition and renovation of numerous historic commercial buildings such as the old City Hall, two County Courthouses, the Ritz Theater, and many other important community structures. In their place, the Central Mall was constructed to make downtown competitive with emerging shopping areas like the Cache Road Square shopping center.

Cameron University has been part of Lawton's story since its earliest days. Founded in 1908, Cameron State School of Agriculture was established as one of six agricultural high schools in Oklahoma. Today, it has grown to an institution of over 5,000 students supporting undergraduate and graduate programs. Lawton is also home to Great Plains Technology Center. Established in 1971, the technical school provides critical career education services across much of southwest Oklahoma.

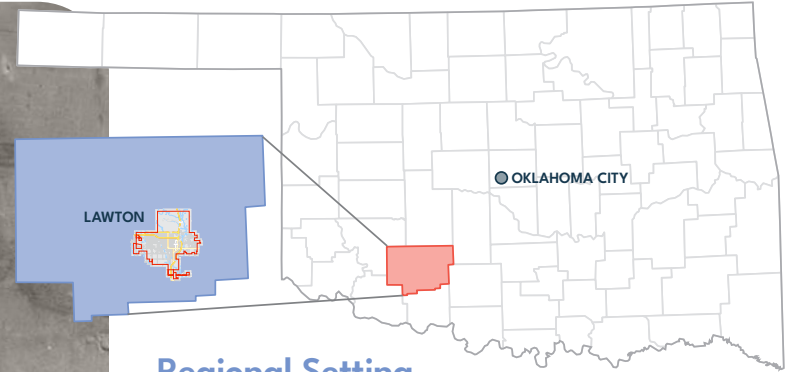
With no original provisions for City government, Lawton was initially controlled by governor-appointed Comanche County officials. The first City government, a mayor-council form, was elected in late October 1901. Over the years, the City's governance structure has changed several times, finally settling on a council-manager government in 1972, under a charter that has continued into the twenty-first century.

Today, Lawton is a city with a rich history and legacy, as well as a bright future, built on the shoulders of its leaders and residents over the last 120 years. Over the decades, its population has increased significantly, standing as a welcoming community with a diverse population and people. As the City looks forward to tomorrow, it can reflect proudly on its past as a sturdy foundation for future generations.

*Adapted from The Encyclopedia of Oklahoma History and Culture, Cynthia Savage by the Oklahoma Historical Society*



Downtown was forever changed with the construction of Central Mall



## Regional Setting

Lawton, the county seat of Comanche County, is located in southwest Oklahoma, 87 miles southwest of Oklahoma City and 193 miles northwest of Dallas. With a population of 90,381, it is the largest city in southwest Oklahoma and the sixth-largest city in the state. Lawton is located directly south of the historic Fort Sill military reservation, though significant portions of Fort Sill fall within city limits. The City is accessible via several highways, including Interstate 44, U.S. Highway 62, and State Highway 7.

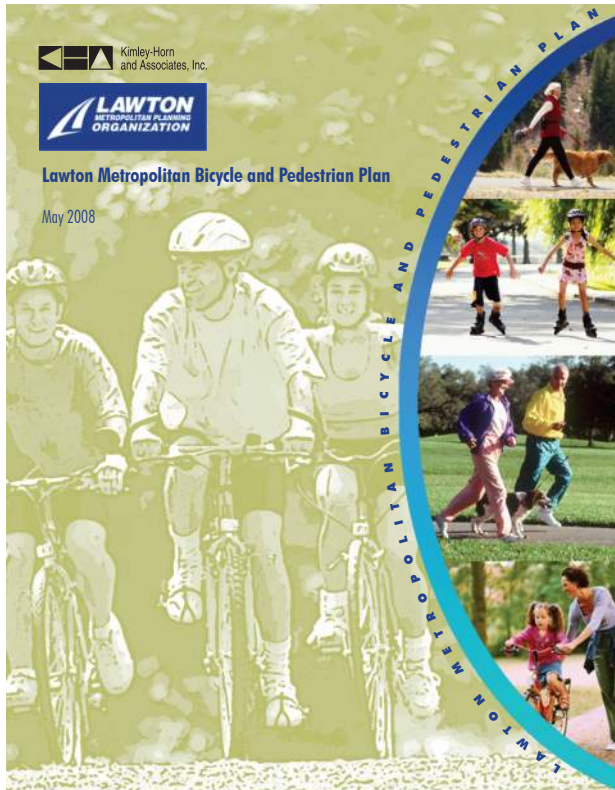
Lawton has a network of transportation corridors that are vital for connectivity and economic growth. One of the most important of these corridors is Interstate 44, which links Lawton to major urban centers such as Oklahoma City, Wichita Falls, and St. Louis.

The City is also connected by two Class 1 rail corridors along Burlington Northern Santa Fe (BNSF) and Union Pacific's rail lines. By air, Lawton is connected by the Lawton-Fort Sill Regional Airport with daily service to Dallas/Forth Worth International Airport via American Airlines. Locally, community residents are served by the Lawton Area Transit System, operating a fixed-route bus system, paratransit, and shuttle service to Fort Sill.

Lawton has grown considerably since this 1933 aerial photo was taken



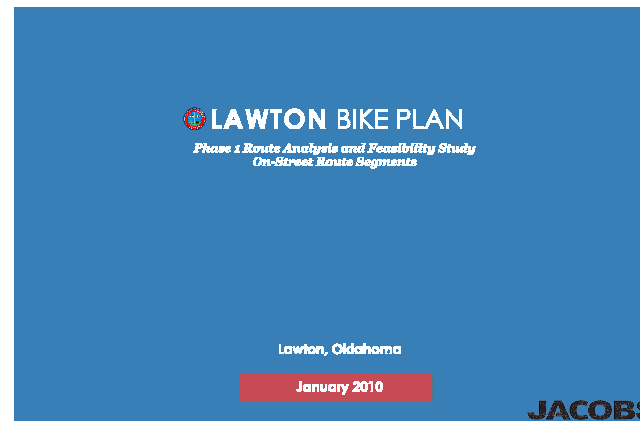
## PREVIOUS PLANNING EFFORTS AND REGULATIONS



### Lawton Metropolitan Bicycle and Pedestrian Plan (2008) and Lawton Bike Plan (2010)

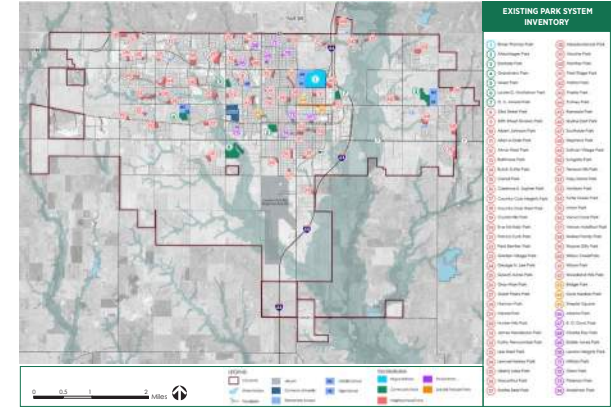
In 2008, the Lawton City Council adopted the Lawton Metropolitan Bicycle and Pedestrian Plan. This plan aimed to enhance multimodal transportation and guide the development of bicycle and pedestrian routes throughout the City. The plan prioritized on-street routes, focusing on lower-speed local and collector streets to allow the limited available funding to impact more areas.

Afterward, the City secured a \$500,000 Transportation Enhancement Grant and allocated \$40,000 of annual funding to implement the plan. However, some difficulties arose during the initial design phase, resulting in a consultant-led Phase I Route Study to address barriers and impediments. This study was the inception of the 2010 Lawton Bike Plan.



The Lawton Bike Plan Phase 1, adopted in 2010, builds on the Lawton Metropolitan Bicycle and Pedestrian Plan. Its main focus is implementing “on-street” and “trail” facilities, prioritizing on-street facilities to maximize budgeted funding. The study provides detailed conceptual designs, cost estimates, and recommendations for amending the Master Plan. The report summarizes field investigations, route recommendations, feasibility analyses, and proposed design standards and criteria. This report paves the way for future planning and grant applications, advancing Lawton’s vision for improved bicycle and pedestrian infrastructure.

FIGURE 41 - Existing Park System Map



### Lawton Parks, Sports & Recreation, Trails, and Open Space Master Plan Update

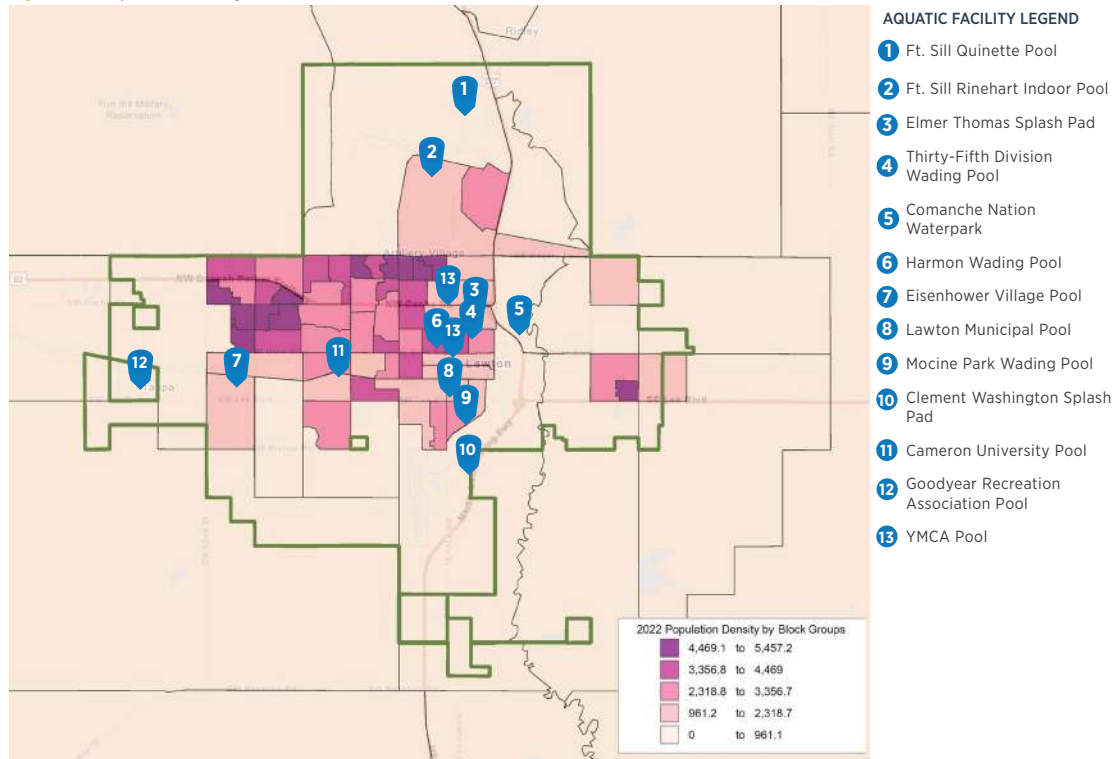
The Parks, Sports, and Recreation, Trails, and Open Space Master Plan, adopted in March 2022, is a comprehensive guide for Lawton’s park and recreation development over the next decade. It includes an inventory of the existing park systems, assesses current needs, and projects future demands based on population growth. Community engagement was integral to its creation, including input gathered from residents, stakeholders, and officials. The plan informs City staff and decision-makers, aiding in prioritizing park improvements and seeking grant funding. The plan identified parks as crucial to Lawton’s future growth and economic development. With over 70 park sites across the City, approximately 64% of Lawton residents have access to a parks within a ten minute walk, surpassing the national average.





## PREVIOUS PLANNING EFFORTS AND REGULATIONS CONT.

Figure 2.2 - Population Density



2 | COMMUNITY UNDERSTANDING

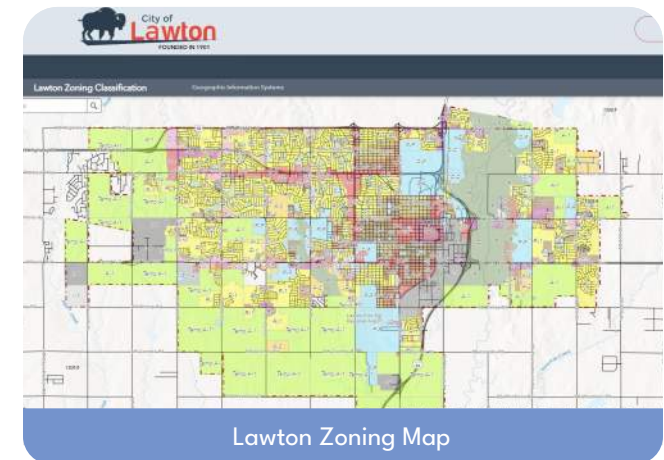
### Lawton Zoning Ordinance

The Lawton Zoning Ordinance serves as a vital framework for guiding land use and development within the city limits of Lawton. Designed to create balanced and thriving community, this set of regulations categorizes land into various zones based on similarity and compatibility of uses, including residential, commercial, industrial, and public facilities, among others. The ordinance aims to encourage appropriate land use, stabilize property values, enhance public safety, and minimize issues like traffic congestion and overpopulation. By establishing clear guidelines for building usage, size, and location, it enables the City to plan effectively for essential infrastructure like transportation, utilities, and public amenities. Upholding the principles of public health, safety, comfort, convenience, and general welfare, the ordinance serves as a structure for all development to align with the City's long-term vision for sustainable growth and community well-being.

### Lawton Aquatics Master Plan

The 2023 City of Lawton Aquatics Master Plan is the outcome of a comprehensive analysis initiated by the Mayor and City Council to address the community's recreational needs. Building on previous studies, the Aquatics Master Plan focuses specifically on assessing the condition of and future improvements to the City's aquatic facilities. The plan includes recommendations for meeting the evolving needs of the next two generations of Lawton residents. It emphasizes modernizing aquatic programs with the goal of enhancing community well-being and economic vitality.

The four-month process yielded a detailed report containing a community profile, system inventory, needs assessment, and implementation strategies. Recommendations include securing funding for modern aquatic centers, considering a multi-generational Recreation Center, and implementing maintenance upgrades across various parks. This plan underscores the City's commitment to providing safe, accessible, and enriching recreational opportunities for its residents.





## PREVIOUS PLANNING EFFORTS AND REGULATIONS CONT.

### Lawton Subdivision Regulations

The Lawton Subdivision Regulations govern the development and subdivision of land in Lawton. These regulations establish standards for property owners and developers to promote orderly and efficient land use, with the goal to safeguard public health, safety, and welfare. They cover various aspects of subdivisions, such as land use, infrastructure, and public facilities, to promote high-quality community development. The regulations are guided by the principles of the official comprehensive plan, which seeks to harmonize development with existing community features and plans. The City Council adopted these regulations under state authority, and they apply to land subdivision activities, including the division of land into smaller tracts or lots and the dedication of public streets or alleys.



Comanche National Museum & Cultural Center



“Welcome to Lawton” mural by Shaw Brothers Sign Company (NW Cache Road at Quanah Parker Trailway)

### Lawton 2030 Land Use Plan

The Lawton 2030 Land Use Plan is a strategic document guiding the City’s development over a 25-year horizon, ending in 2030. The plan was established to promote sound community growth by promoting community health, safety, and welfare. The purpose and authority of this plan, as outlined by Oklahoma statutes and the City charter, underscore its importance in shaping Lawton’s physical landscape. Developed over a two-year period with input from various stakeholders, including City officials, community organizations, and the public, the plan reflects a collective vision for the City’s growth and development.

Implementation of the plan relies on a variety of tools, including zoning regulations, building codes, and infrastructure provision to promote economic,

efficient, and aesthetically pleasing development. It was essential to distinguish the land use plan from the City’s zoning ordinance; while the former provides general policies and long-term guidance, the latter specifies regulations that manage and control current land use.

The planning period for the 2030 Land Use Plan spanned from 2005 to 2030, with a requirement for review every five years to maintain its relevance. The plan included an amendment procedure to address changing community needs and accommodate requests not initially aligned with the adopted plan. A land use map was developed to accompany the plan. It details the various land use designations and aims to foster compatibility between development projects and the City’s vision.

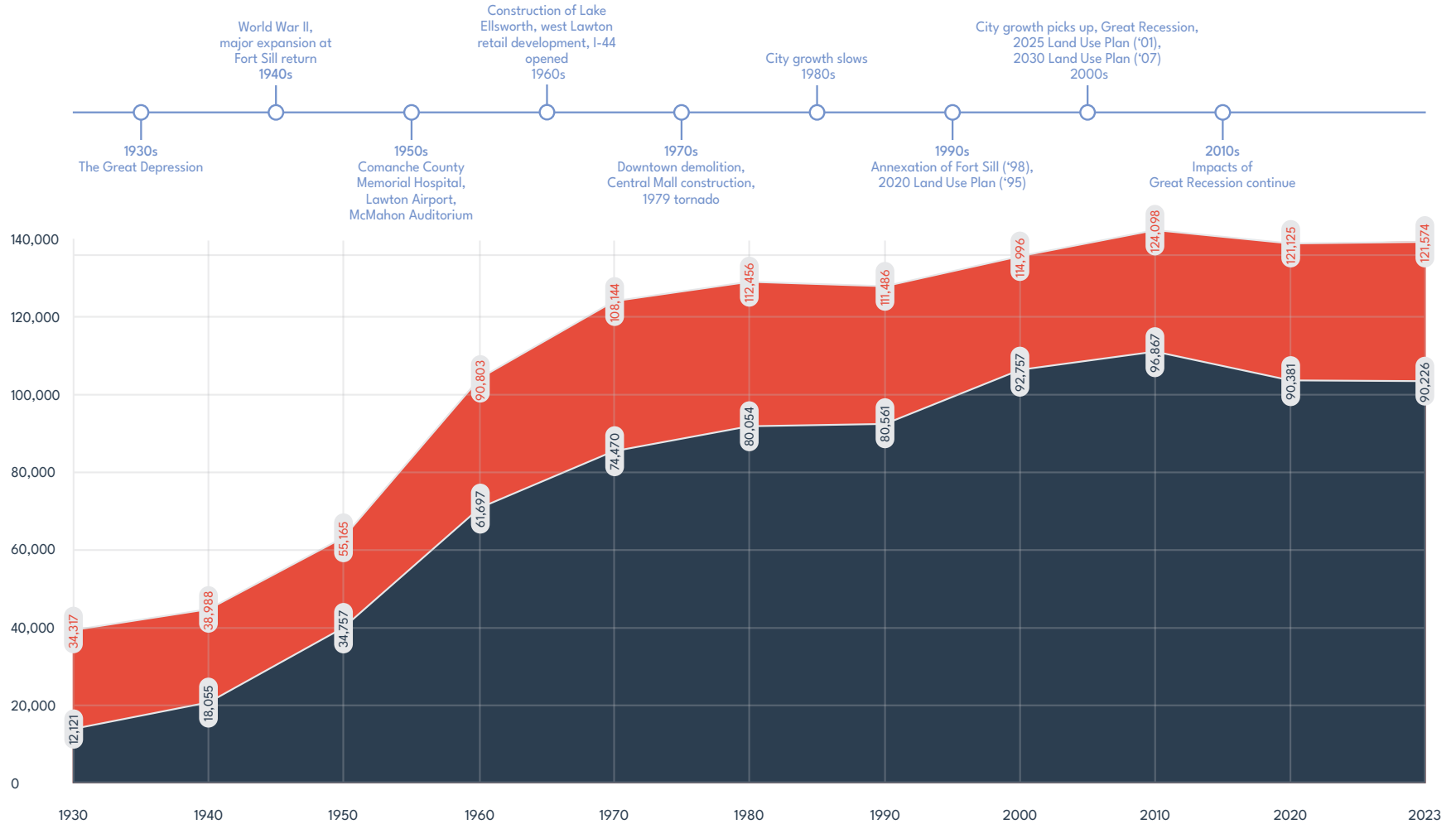


# TRENDS

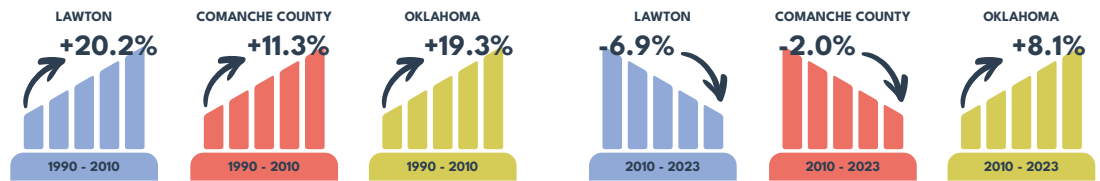
## Population Change

### Lawton and Comanche County

Lawton, OK Comanche County Source: 2020 Decennial Census, 2022 ACS, U.S. Census Bureau

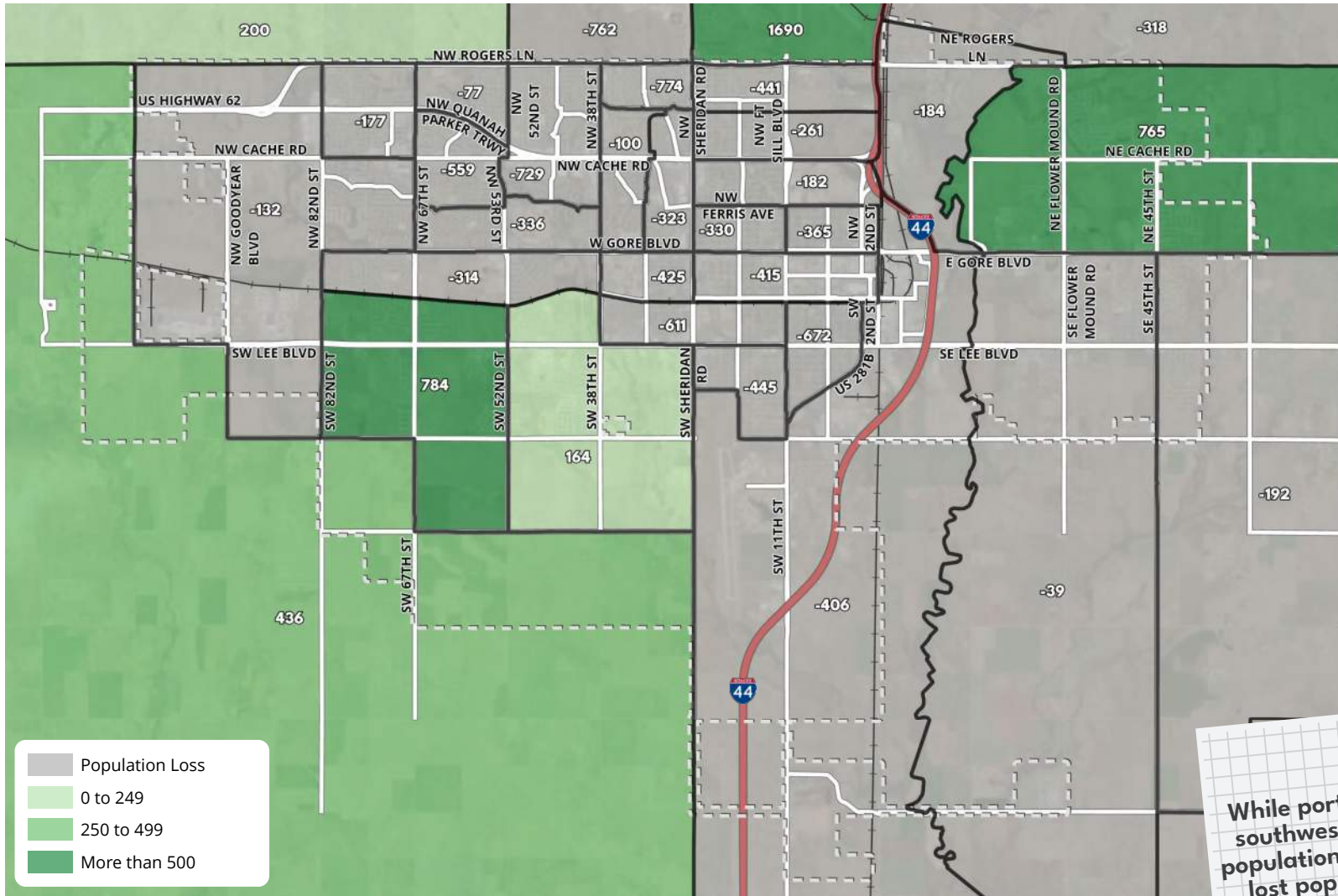


» Lawton’s population peaked in 2010, reaching over 96,000 residents. The City saw a significant population decline between 2010 and 2020 of over 6,000 people or 6.7%. Population change for the City is estimated to have remained relatively flat in the first half of the current decade.





# Population Change 2010 - 2020



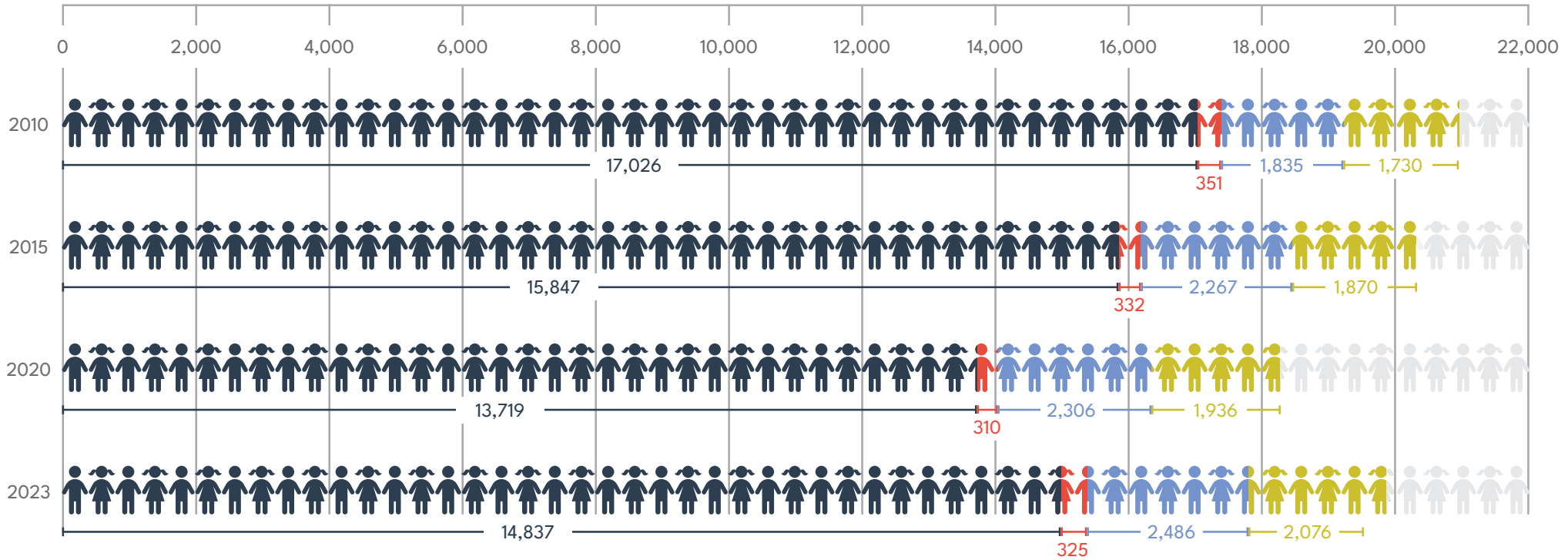
» Between 2010 and 2020 much of the City saw population decline with a few notable exceptions. The City's southwest growth area being the neighborhoods along SW Lee Boulevard west of Sheridan Road saw a population increase of nearly 1,000 people. East Lawton north of E Gore Boulevard and east of I-44 gained over 750 residents. Among the areas that saw some of the most significant population loss were the neighborhood north of NW Lincoln Avenue between NW 38<sup>th</sup> Street and NW Sheridan Road with a loss of nearly 800 residents as well as the Lawton View neighborhood.

While portions of east and southwest Lawton gained population, much of the City lost population between 2010 and 2020. Current estimates note the population is stable.



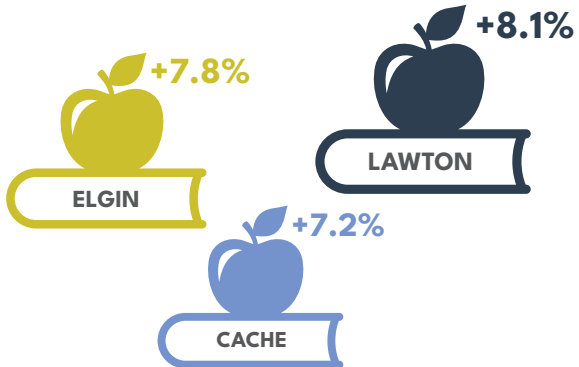
# District Enrollment Change

## Lawton Public Schools and Selected Entities



Source: Oklahoma State Department of Education

### 2020 - 2023 ENROLLMENT



» The Lawton, Flower Mound, and Bishop school districts are functionally a single district for secondary education, as Flower Mound and Bishop student attend Lawton Public Schools for middle and high school. While the Elgin and Cache districts have seen modest growth since 2010, Lawton Public Schools have seen declining enrollment. However, this trend has reversed with an 8% growth in enrollment since 2020.



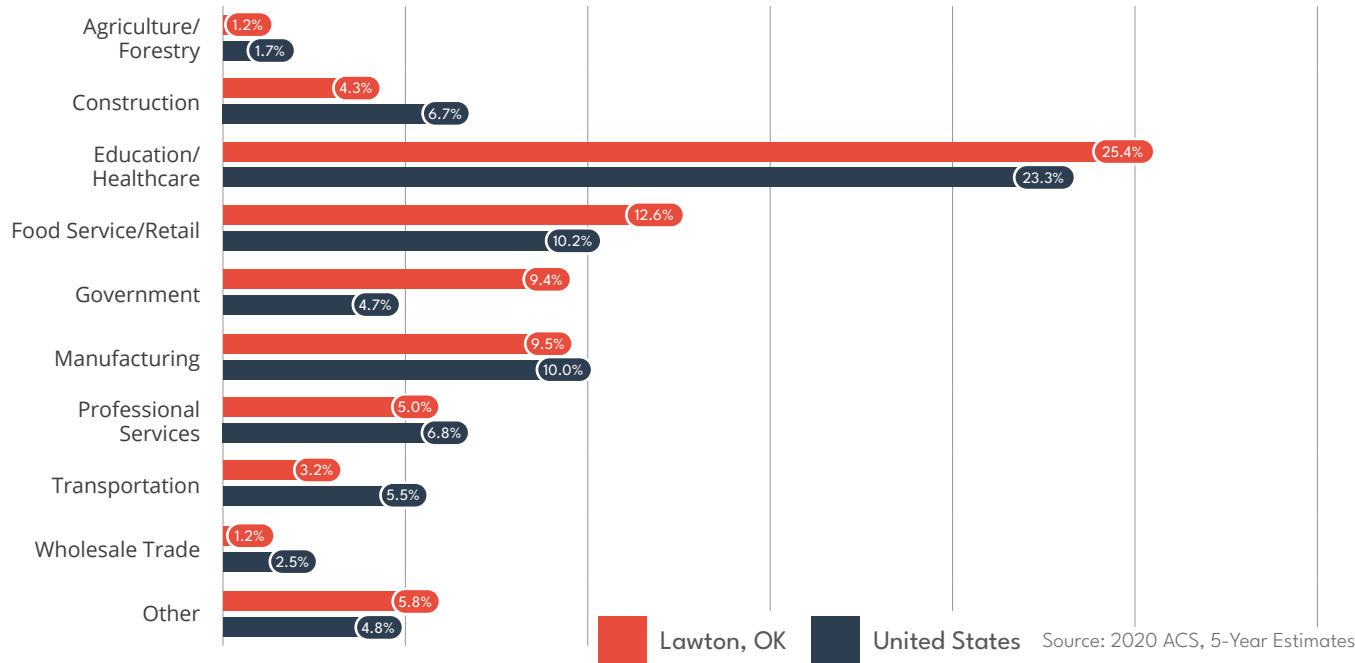
Photo courtesy of ©Crossland Construction

Eisenhower Middle School is one of Lawton's newest schools



## Employment by Industry

### Employment by Industry 2020 - Lawton and United States



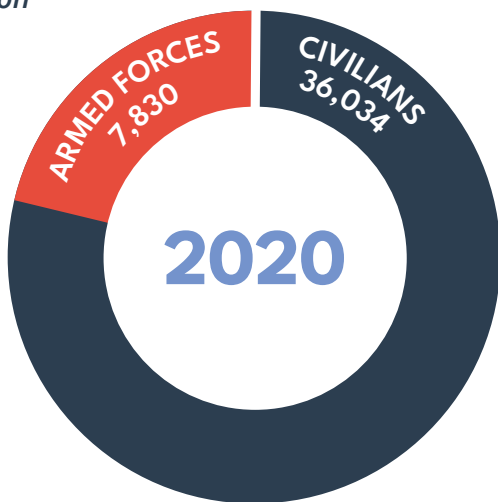
The healthcare and education sector employs more than 25% of Lawton's population

- » Government, particularly due to Fort Sill, accounts for almost 10% of all employment in Lawton. This concentration represents an employment rate for the sector at double of that found in the country as a whole. Other concentrations of the Lawton economy are accommodation/food services, education/healthcare, and retail trade. These are areas where local employment in these industries exceeds the rate seen within the US as a whole. Despite the perception of Lawton as a military town, the City has a relatively diverse economy with an employment base that largely mirrors that of the broader nation.

- » Civilian employment in Lawton has steadily increased since 2000, despite a near halving of armed forces employment. These decreases can be attributed to both a smaller military presence and an increased number of military personnel living outside the City. Regardless, the growth in civilian employment shows the strength and resilience of the local economy to weather changes.

## Employed Labor Force

### Lawton



2000 - 2010

↑ 16.9%



↓ 36.8%



## Housing

### Vacancy by Occupancy Type 2020 - Lawton, Peer Cities, and Oklahoma

#### OWNED VACANCY RATE

**3.5%**

#### RENTAL VACANCY RATE

**15.9%**

#### PEER AVERAGE

**1.9%**

#### PEER AVERAGE

**10.4%**

#### STATE AVERAGE

**2.0%**

#### STATE AVERAGE

**11.7%**

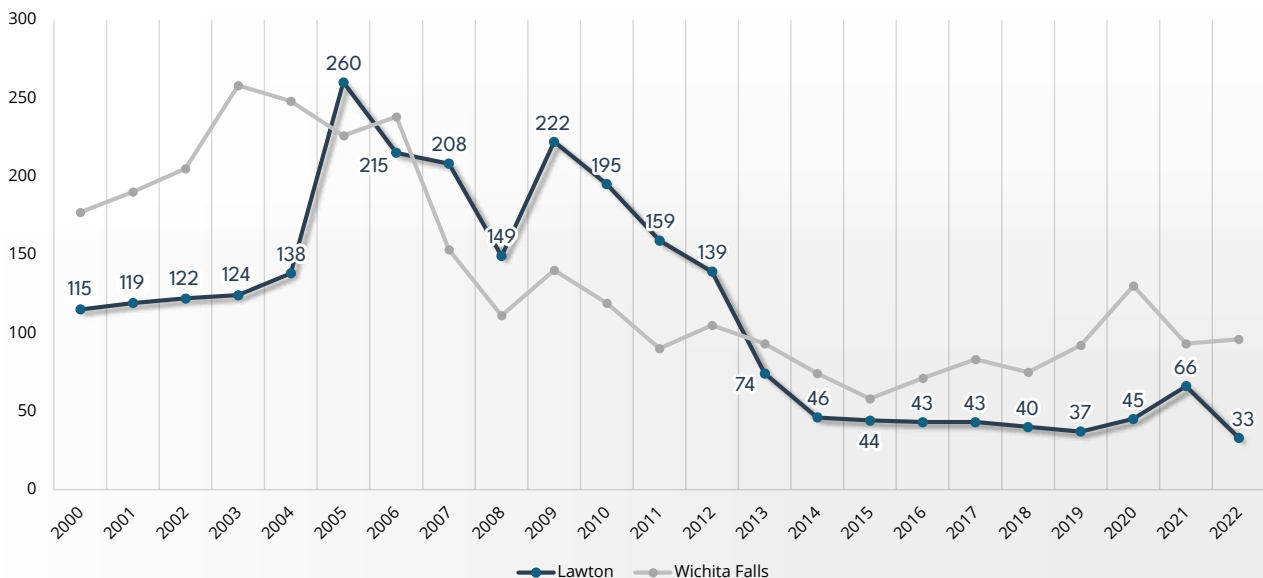


Vacancy rates are of particular concern in older neighborhoods

- » Lawton has a relatively high rental vacancy rate. This suggests a surplus of available rental properties in the City. This isn't completely negative as this surplus can help keep rental prices low. However, community sentiment suggests much of the vacancy can be attributed to a perceived lack of quality and poor condition of many rental offerings. With an owned home vacancy rate of only 3.5%, it appears there may be gaps in the local housing market that aren't directly meeting the needs of Lawton residents. This could suggest programs to rehab and convert rental property to owner occupied housing could be beneficial.
- » Construction of single-family housing has declined since the early 2000s, but has remained relatively consistent over the last ten years. However, the City has recently taken measures to help incent more new housing construction. Regardless, new housing starts only represent a portion of Lawton's development potential. The City has significant potential for rehab of existing single-family homes as well as attractive small-scale multi-family homes.

Source: 2020 Decennial Census

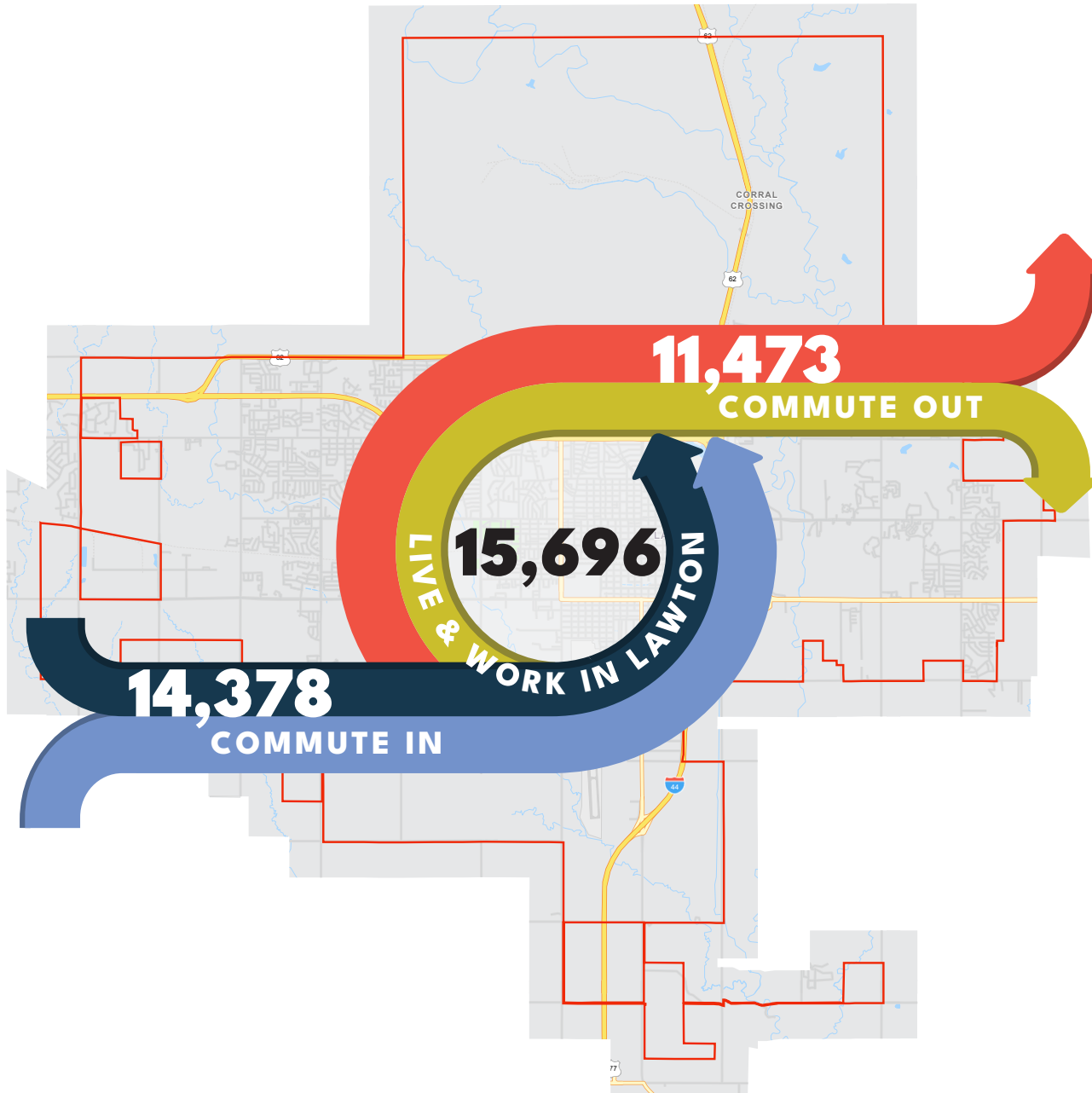
### Single-Family Construction Trends - Lawton and Wichita Falls





## Daily Job Inflow/Outflow

Lawton



Hwy 62, looking NE toward Fort Sill

» Lawton's population grows each work day by nearly 3,000. This signifies Lawton's role as a jobs hub where people from the surrounding area commute for work. Only 57.3% of people employed at jobs in Lawton are Lawton residents. This represents a significant opportunity to capture growth and new residents by converting these workers to residents. Addressing quality of life and other challenges are critical to this initiative.



## Population Forecasts

Population forecasts are provided for Lawton through the year 2060. These forecasts indicate a realm of possibilities of population change the community may experience over the coming decades. These forecasts are based on three different scenarios:

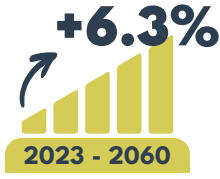
### REGIONAL RECAPTURE

PROJECTED  
POPULATION BY 2060

96,133



POPULATION  
INCREASE



NEEDED ANNUAL  
HOUSING PRODUCTION



The Regional Growth Recapture scenario assumes Lawton is increasingly competitive in attracting residents compared to the surrounding communities as a result of community improvement, shorter commutes, greater quality of life and place, and easier access to regional destinations. This scenario indicates a modest population gain of 5,752 residents by 2060. The scenario uses step down analysis of the projected population for Comanche County using Woods and Poole population projections. Notably, the City is currently on track to meet this trend based on housing production, if housing vacancies see a decline.

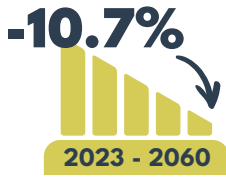
### TREND

PROJECTED  
POPULATION BY 2060

80,592



POPULATION  
DECREASE



NEEDED ANNUAL  
HOUSING PRODUCTION



The Trend scenario represents projected trends if no action or intervention toward encouraging growth occurs. This scenario assumes no community improvement, no investments in quality of life or place, and increasing leakage of potential new residents to surrounding communities. This scenario indicates a loss of nearly 10,000 residents by 2060. The scenario uses step down analysis of the projected population for Comanche County using Woods and Poole population projections. The analysis took a trend line of the City's percentage of the county population since 2000.

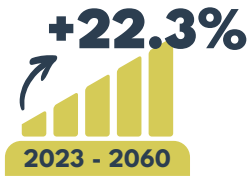
### 0.5% ANNUAL GROWTH

PROJECTED  
POPULATION BY 2060

110,336



POPULATION  
INCREASE



NEEDED ANNUAL  
HOUSING PRODUCTION

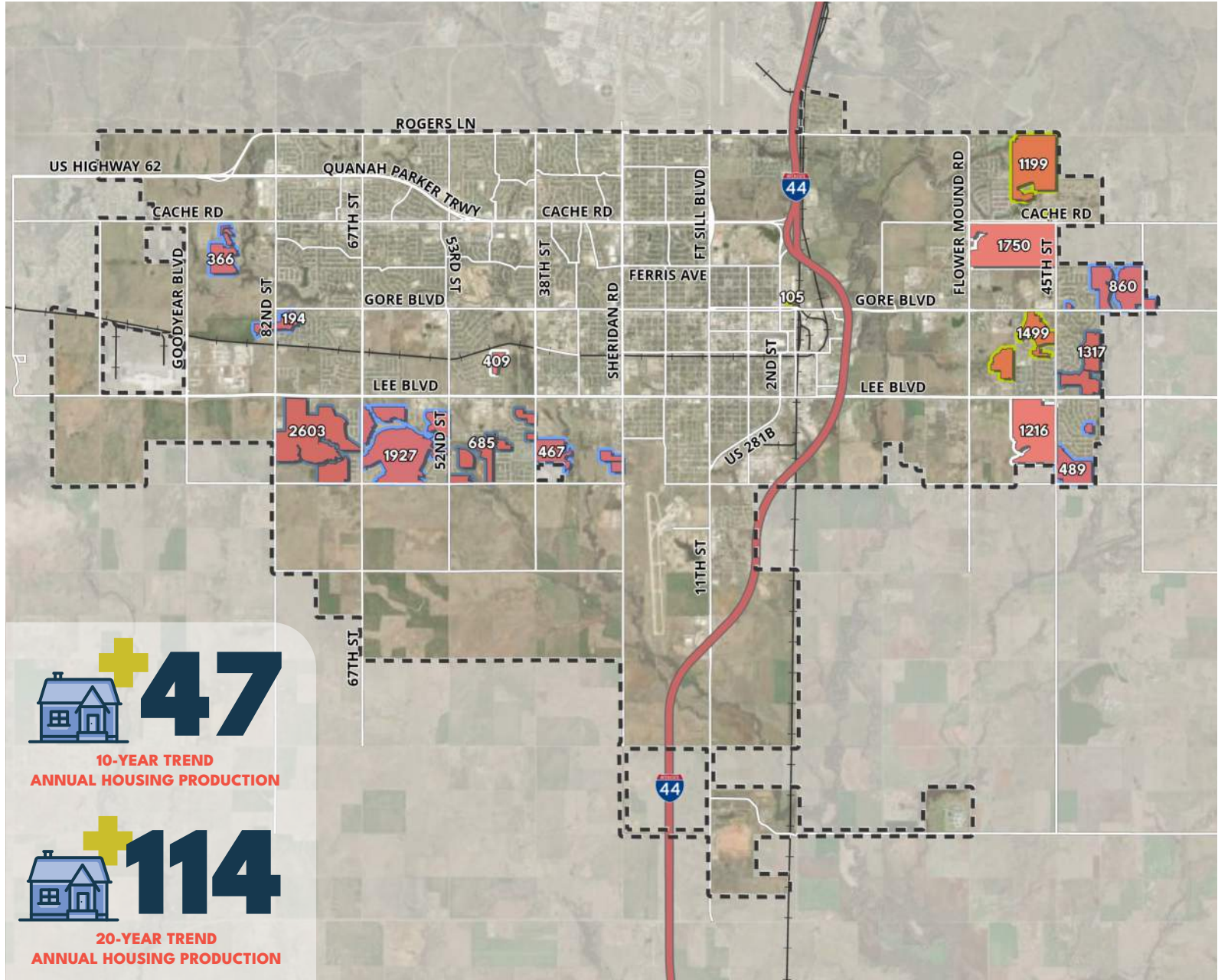


This scenario represents a modest growth rate for the City with an annual 0.5% annual growth rate. This scenario assumes increased development patterns by way of infill development as well as greenfield development. This scenario represents what could be possible with continued investments in quality of life and place as well as positive economic growth and strengthening of Lawton's existing neighborhoods. It indicates a substantial population gain of approximately 20,000 residents by 2060.



## Growth Areas

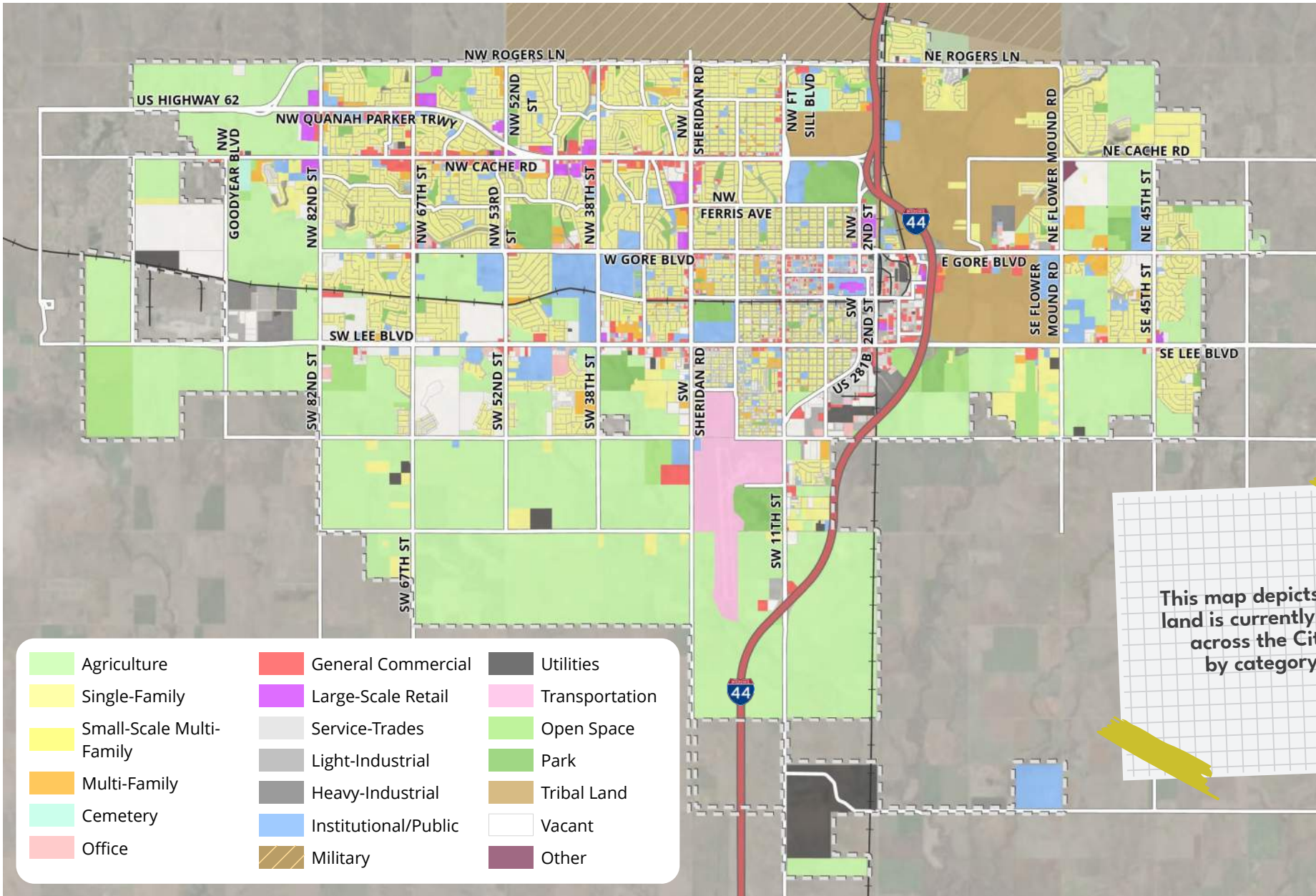
- » This map indicates the City's primary potential growth areas for future residential development. These areas have the potential to support over 15,000 new residents, which would accommodate the Regional Recapture and Trend population scenarios.
- » Realizing the 0.5% Annual Growth population scenario will require utilization of all this land in addition to growth via infill development. Encouraging effective infill development will likely require market incentives to overcome market challenges.
- » Based on long-term housing development trends, the Regional Recapture population scenario is the most likely scenario to be realized. However, loss of the City's existing housing stock will need to be offset with more housing production or increased housing rehabs.





# PHYSICAL DATA

## Existing Land Use

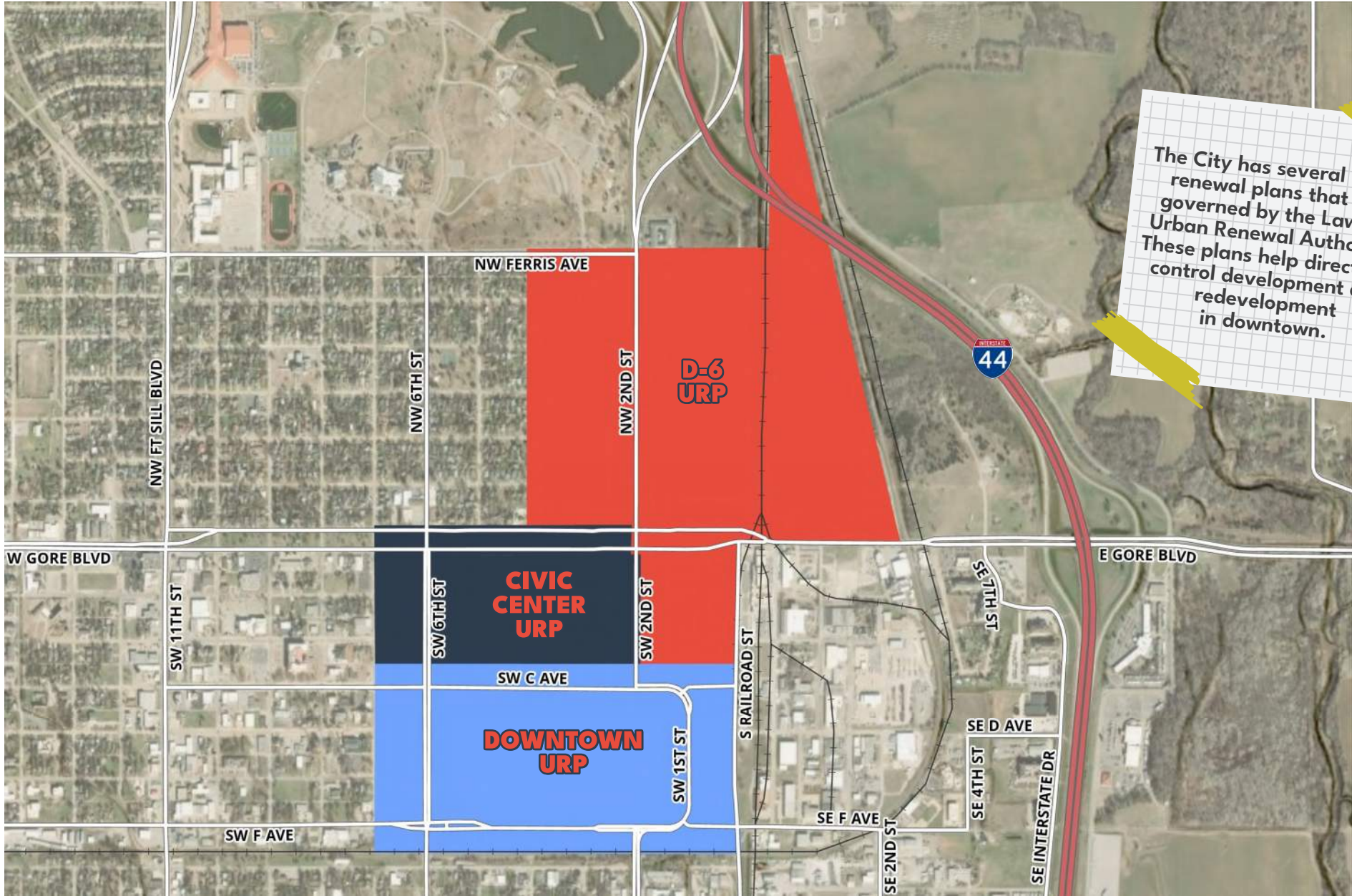


This map depicts how land is currently used across the City, by category.



# PHYSICAL DATA

## Urban Renewal Plans

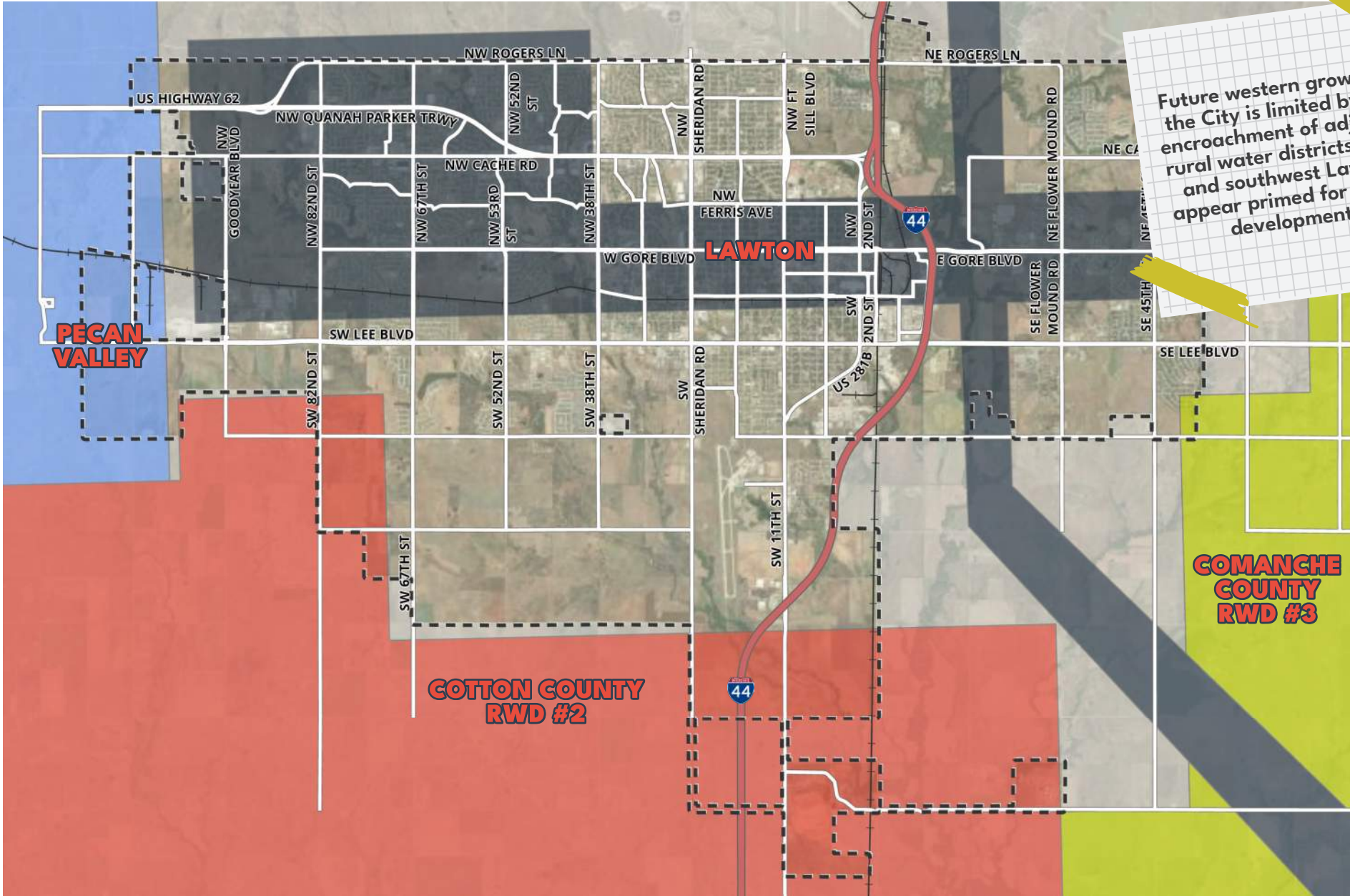


The City has several urban renewal plans that are governed by the Lawton Urban Renewal Authority. These plans help direct and control development and redevelopment in downtown.



# PHYSICAL DATA

## Rural Water Districts



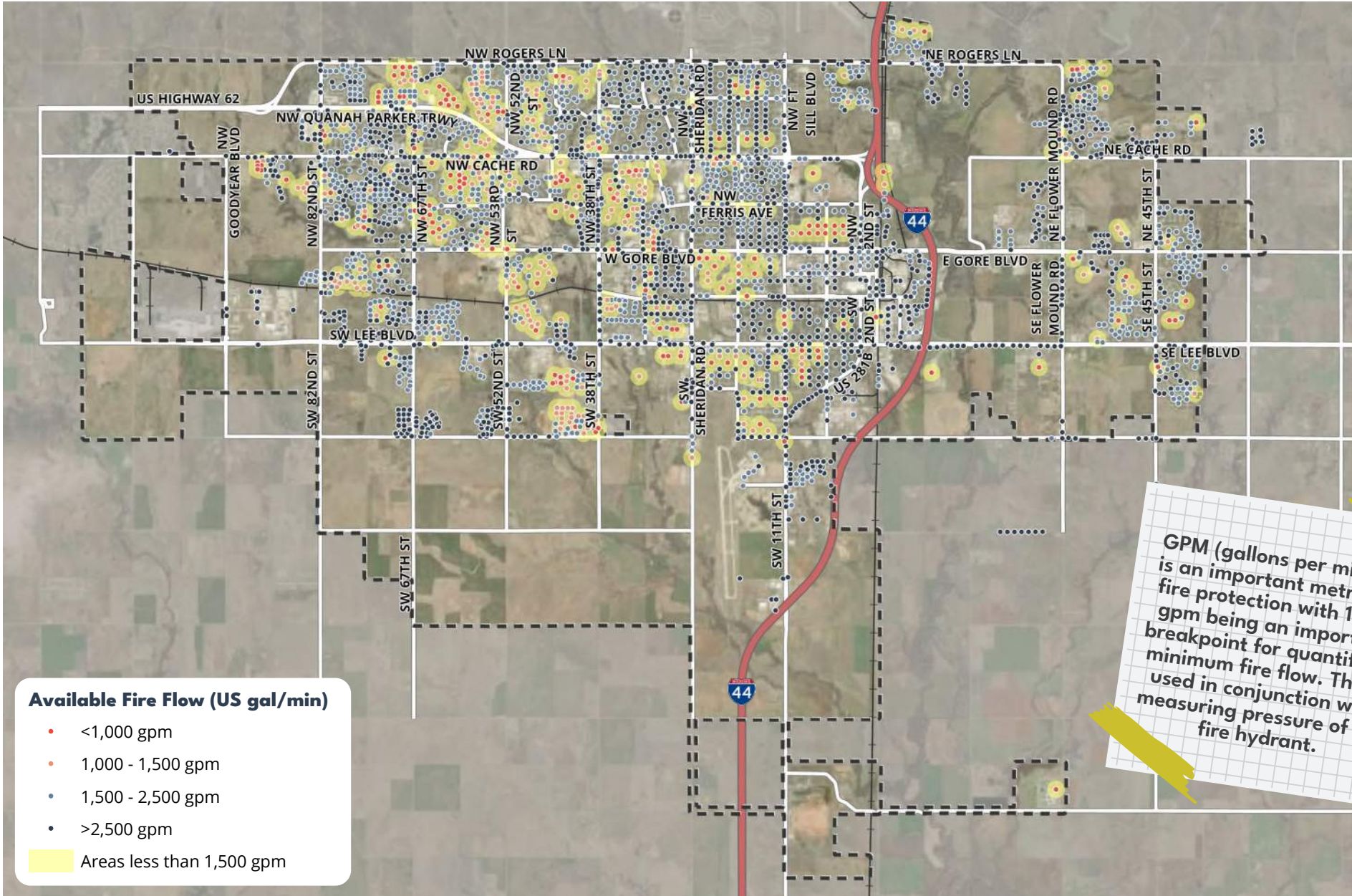
Future western growth of the City is limited by the encroachment of adjacent rural water districts. East and southwest Lawton appear primed for future development.





# PHYSICAL DATA

## Utility Assessment

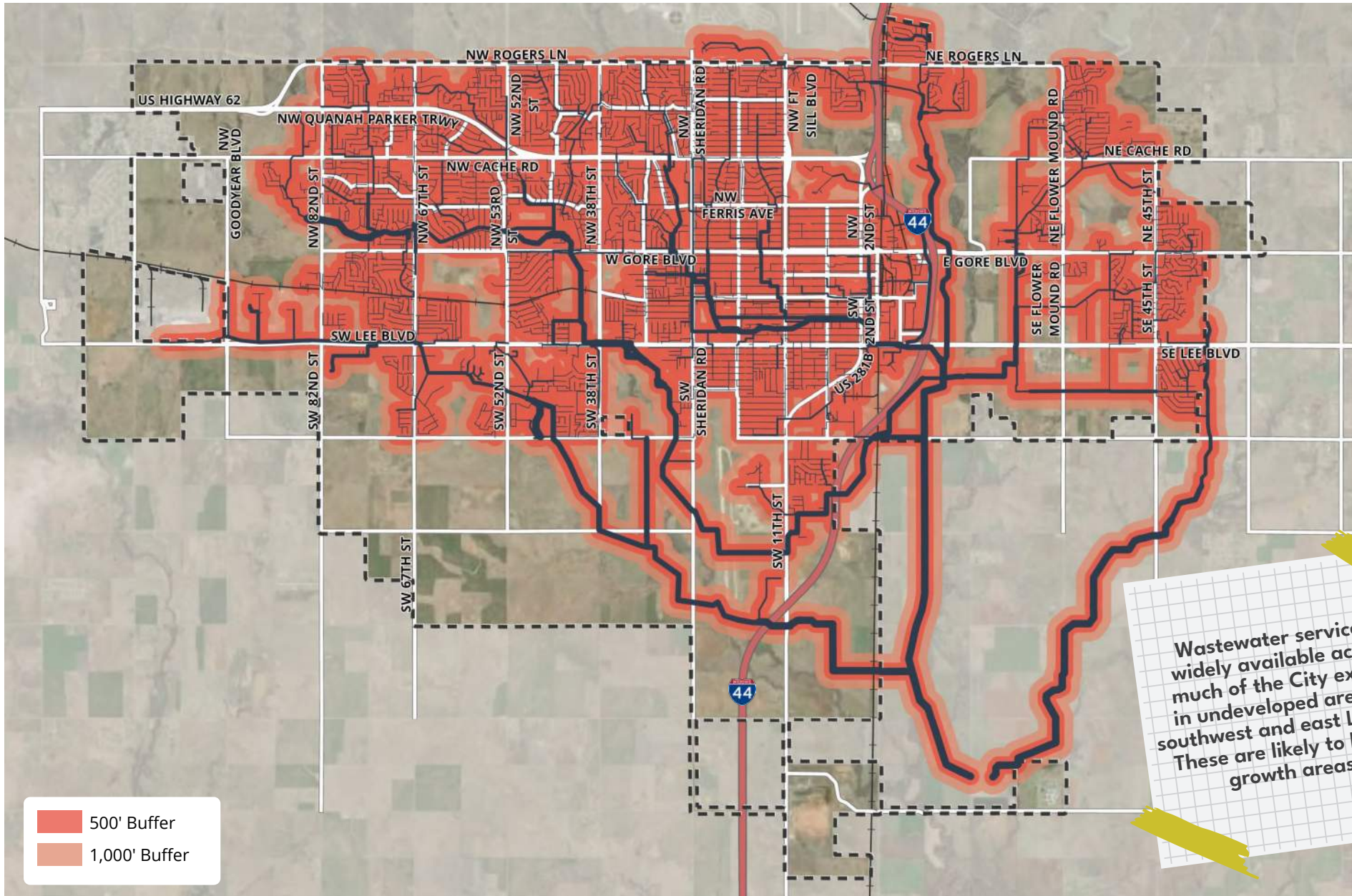


GPM (gallons per minute) is an important metric for fire protection with 1,500 gpm being an important breakpoint for quantifying minimum fire flow. This is used in conjunction with measuring pressure of the fire hydrant.



# PHYSICAL DATA

## Utility Assessment

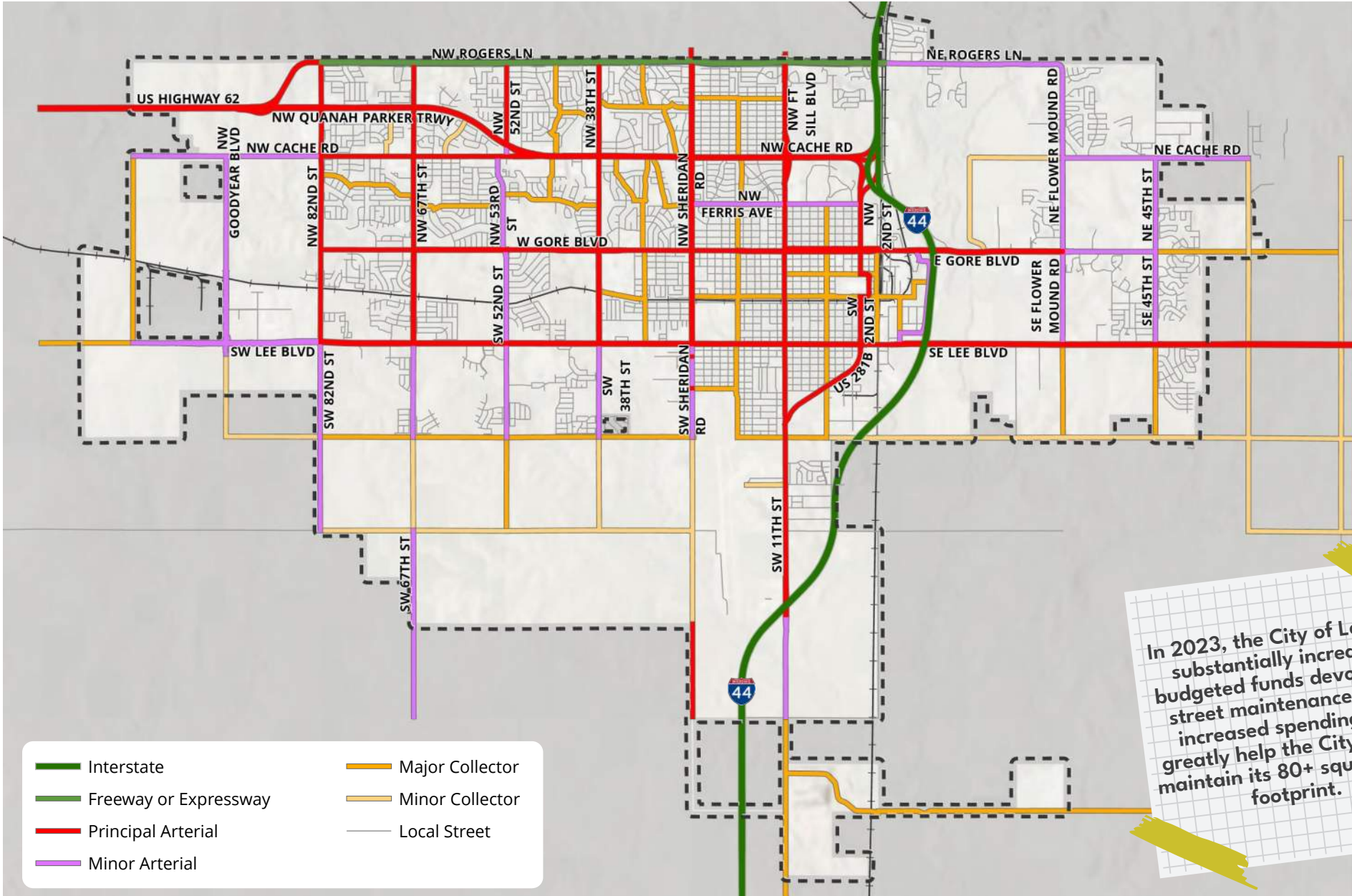


Wastewater service is widely available across much of the City except in undeveloped areas in southwest and east Lawton. These are likely to be key growth areas.



# PHYSICAL DATA

## Transportation Assessment



In 2023, the City of Lawton substantially increased budgeted funds devoted to street maintenance. This increased spending will greatly help the City better maintain its 80+ square mile footprint.



# Community Engagement

## OUTREACH OPPORTUNITIES

The development of One Lawton involved gathering input from residents and stakeholders through various forms of community engagement, including steering committee meetings, stakeholder group meetings, key person interviews, a community-wide visioning workshop, a pop-up event at Cameron University, online surveys, interactive input maps, social media presence, and a public website.

All elements of the public engagement conducted for the plan are critical to the formation of One



Community visioning exercise during workshop



Community members share results of the visioning exercise with other workshop groups

Lawton. From the engagement, six main themes were identified for focus in the One Lawton Plan. Neighborhood Revitalization and Housing, Economic Development, Quality of Life, Downtown Development, Corridor Districts and Imagine, and Infrastructure Investment.

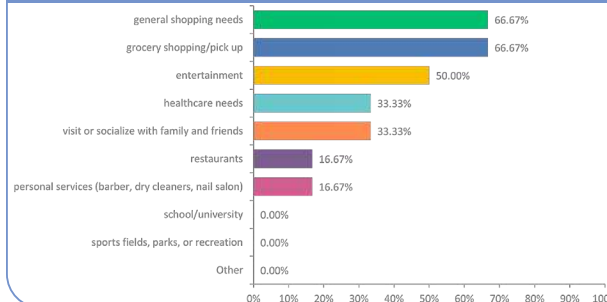
Using those main themes, the City of Lawton Vision, Goals and Policies were created. These Goals and Policies reflect the values of the residents and others who provided input.

### One Lawton Public Input Survey Outside the City

\* 3. If you do not live or work in Lawton, what brings you to the City? (please select all that apply)

- general shopping needs
- school/university
- restaurants
- sports fields, parks, or recreation
- personal services (barber, dry cleaners, nail salon)
- healthcare needs
- grocery shopping/pick up
- entertainment
- visit or socialize with family and friends

### Sample online survey question ↑ and result ↓



## MY FUTURE LAWTON LOOKS LIKE...

*more side walks*

## MI FUTURO LAWTON SE PARECE A...

*Boys and girl Club*  
*Skate rink again for kids*  
*Jobs for children with disabilities*  
*Fun Centers*  
*Outfits-clothing*



Public input comment card responses



One Lawton  
One Vision. One Community - Moving Forward



The City of Lawton is in the process of drafting an updated 2050 Land Use Plan called One Lawton. One Lawton aspires to create a shared vision for our city's future, driven by the values and aspirations of Lawton residents. The plan will be driven by community engagement and specifically focused on the future development and growth of the City by helping guide land use through 2050.

Development of the plan will span from now into early 2025. This webpage will be updated frequently throughout the process, including opportunities for community engagement. Check back soon for more information!

Plan website



## PUBLIC INPUT THEMES

These themes reflect groupings of many of the ideas and concerns consistently mentioned throughout the community engagement process.



### 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.



### Economic Development & 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 adequate infrastructure and services to yield brighter futures for all.



### Corridor Districts and Image

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



### 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.



### 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.



### Infrastructure Investment

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



## WHAT WE HEARD

This section contains important insights that were gathered during outreach across various meetings. It provides a summary of the project team's collective understanding, covering a range of perspectives.

This includes opportunities, concerns, and recommendations identified by community residents and stakeholders.



- » 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

- » More types of housing are needed to meet the needs of all residents
- » Consistently expressed desire to see the 2<sup>nd</sup> Street corridor developed as an entertainment district
- » Need for greater resources and facilities to deal with a rising homelessness issues
- » A tighter coordination of transit with local high demand partners such as Great Plains Technology Center and Cameron University could potentially realize greater utilization and reliability
- » Certain corridors leading into Lawton don't accurately portray the quality and charm of Lawton
- » Both the perception and reality of crime in Lawton has a negative impact on attracting and retaining residents and visitors
- » Concern over perceived community apathy, though it is clear many people dearly love the community
- » Closer coordination between key community partners such as Ft. Sill, Lawton Public Schools, local hospitals, Cameron University, etc. could bring benefits for the City as a whole
- » Need for continued investment in road infrastructure
- » Enhancements to drainage infrastructure are needed in key areas of East Cache Creek drainage basin
- » More trails and sidewalks are needed throughout Lawton

- » Local government response and accountability is a perceived concern for some
- » Lawton has significant strengths and opportunities to build on for a brighter future



Stakeholders help identify specific areas of opportunity within the City on large maps



Community members provide input on what they would like to see in the City's future



# Vision, Goals, and Policies

## Introduction

Lawton is a diverse city of opportunity with a rich history. It serves as the economic and cultural hub of Southwest Oklahoma. The Wichita Mountains National Wildlife Refuge, Fort Sill, and Cameron University are local assets drawing many to Lawton. Its strategic position, immense local assets, and history are and will help propel the City forward toward a bright future.

## VISION

*A community of choice where families thrive  
KIDS FIRST!*

In the past, Lawton has conducted many planning efforts. These separate efforts are not well connected nor are they tied together to achieve the goal of the City of Lawton being a Community of Choice Where Families Thrive. This plan aims to help remedy this challenge. While principally an update of the City's Land Use plan, the One Lawton Plan is an alignment of these previous plans and initiatives synthesized into one vision to achieve the Plan Mission for *Lawton to be known as a thriving and vibrant community of choice with a rich history, strong neighborhoods, and a strong economy that leverages its beautiful natural setting and local assets to set a standard for excellence.*

## GOALS AND POLICIES

### Setting the Lawton Standard



Lawton will be the standard of excellence for the region, reviewing regulations regularly for relevance, appropriateness, and fair application; applying them equally to all development.

#### Goal 1: Consistency in review and implementation

- » **Objective 1:** Ensure all project development is reviewed consistently per code by evaluating existing regulations for appropriateness, updating project review checklists, distributing information to the development community on the review process and expectations based on project submittal type.
- » **Objective 2:** Establish a process for communication between departments throughout the development process.

#### Goal 2: Streamline zoning and development processes

- » **Objective 1:** Work with the development community and City Planning Staff to identify areas of code that can be streamlined and changed in a way that can facilitate safe and desirable development in an expedited manner.
- » **Objective 2:** Use technologies, procedures, and review methods that help streamline and enhance customer service for review processes in a manner that promotes development.

#### Goal 3: Review regulations, procedures, and implementation regularly to update or improve, as needed

- » **Objective 1:** Review development standards on at least an annual basis to make sure they are appropriate and set a foundation for high quality of development.
- » **Objective 2:** Implement a process to track approval of requested waivers and variances of code requirements. Identify any trends and amend codes where waivers and consider frequently waived requirements.

**NEW BUSINESS ROADMAP COLORADO SPRINGS**

Congratulations! You're off on an amazing journey. While starting your own business can be complex, we hope this guide helps you navigate the process and access the resources available along the way.

For help beyond this list, organizations like the City Office of Economic Development, the Colorado Springs Chamber & EDC, El Paso County, Downtown Partnership, MyLifeColorado and Colorado Springs Utilities Economic Development can assist you in finding your way.

	PLANNING	LOCATION	CONSTRUCTION	OPERATION			
<b>STEP ONE: Research &amp; business plan</b>	<b>STEP TWO: Obtain financing</b>	<b>STEP THREE: Obtain site location</b>	<b>STEP FOUR: Site selection &amp; approval</b>	<b>STEP FIVE: Construction &amp; permits</b>	<b>STEP SIX: Inspections</b>	<b>STEP SEVEN: Operation</b>	
<b>TASKS</b>	<ul style="list-style-type: none"> <li>Create a Business Plan</li> <li>Obtain a Franchise Fee</li> <li>Get Insurance</li> <li>Get Training</li> </ul>	<ul style="list-style-type: none"> <li>Choose Business Legal Structure</li> <li>Register Your Business Name &amp; Employer ID Number</li> <li>Register State &amp; Local Tax</li> <li>Determine Special License Needs</li> </ul>	<ul style="list-style-type: none"> <li>Define Location Needs (Size, Use, etc.)</li> <li>Conduct Site, Zoning, &amp; Compliance</li> <li>Site Acquisition Meeting with City Planning</li> </ul>	<ul style="list-style-type: none"> <li>Get New Contract (If Lease)</li> <li>Get General Building Department Approval</li> <li>Obtain Land Encumbrance</li> </ul>	<ul style="list-style-type: none"> <li>Code Study</li> <li>Obtain Design, Survey &amp; Review Construction Plan</li> <li>Apply for Permits for Mechanical, Electrical &amp; Construction</li> </ul>	<ul style="list-style-type: none"> <li>Utility Inspection</li> <li>File Inspection</li> <li>Public Health Inspection</li> <li>Building Inspection</li> <li>Final Final Building Codes &amp; Requirements</li> <li>Open for Business</li> </ul>	<ul style="list-style-type: none"> <li>Understand employer responsibilities</li> <li>Understand insurance</li> <li>Understand customer service</li> <li>Understand employee benefits</li> </ul>
<b>SUGGESTED CONTRACTORS</b>	Accountant	City Clerk City Sales Tax State Department of Revenue	City Clerk Regional Building Department (RBD)	City Clerk Regional Building Department (RBD)	City Clerk Regional Building Department (RBD)	City Clerk Development Center (DC)	
<b>HELPFUL RESOURCES</b>	Small Business Administration (SBA) SCORE El Paso Public Library Colorado Springs Chamber & EDC MyLifeColorado Mentor	City Clerk State Department of Revenue SBA MyLifeColorado	City Clerk Regional Building Department (RBD) Colorado Springs Utilities Public Health Fire Marshal	City Clerk Regional Building Department (RBD) Colorado Springs Utilities Public Health Fire Marshal	City Clerk Regional Building Department (RBD) Colorado Springs Utilities Public Health Fire Marshal	City Clerk Development Center (DC) Colorado Springs Chamber & EDC City Economic Development City Department of Labor	

**NEED HELP?** Contact the City of Economic Development, Chamber & EDC at [www.csedcs.com](http://www.csedcs.com) or call 303.591.4000

Created in partnership with:

Colorado Springs Chamber & EDC, Downtown Partnership, El Paso County, MyLifeColorado, SBD, SBA, SCORE, City of Economic Development

Colorado Springs helped streamline processes by identifying all the steps to open a business

Image credit: Colorado Springs Chamber and EDC



## GOALS AND POLICIES

### Community Identity and Quality of Life



Lawton will use its rich history and growing quality of life as a means to cement a community identity that evokes pride and a shared sense of civic responsibility. The City will continue to invest in quality-

of-life initiatives and leverage them with private investment and development that furthers these efforts.

#### Goal 1: Protect and connect historically significant areas

- » **Objective 1:** Work with agencies like the Chamber of Commerce to promote and provide additional programming of historical sites. Encourage the preservation of historical sites.
- » **Objective 2:** Review and establish districts in which distinct historical features and sites are located and develop appropriate imaging for those districts that embrace the history.
- » **Objective 3:** Work in conjunction with the Oklahoma Historical Society to explore a Certified Local Government program and consider developing local historic district protections for neighborhoods such as Old Town North.

#### Goal 2: Invest in public spaces and connections

- » **Objective 1:** Maintain and update the Parks Master Plan and Active Transportation Plan to guide park and trails development, redevelopment, and programming. This plan should be updated in conjunction with updates to the Land Use Plan and Capital Improvements Plans.
- » **Objective 2:** Ensure future street improvements adequately provide for pedestrians, cyclists, and drivers by including sidewalks and trails.
- » **Objective 3:** Develop both active and passive recreation opportunities and expand recreational programming.
- » **Objective 4:** Develop public space and downtown space programming, starting with focus on the Downtown Entertainment District along C Avenue and 2nd Street.

#### Goal 3: Identity and sense of place

- » **Objective 1:** Identify Character Districts and develop individual design strategies for each Character District. Include marketing and branding for each Character District.
- » **Objective 2:** Redevelop and improve the main corridors and entry points in the City of Lawton.
- » **Objective 3:** Establish standards for high-quality design of multi-use, commercial, and multi-family developments.

#### Goal 4: Private/Public partnerships

- » **Objective 1:** Pursue partnerships with community institutions to provide programming that can have a community-wide benefit such as monthly downtown events.
- » **Objective 2:** Pursue events and outreach opportunities that highlight Lawton's history and identity.
- » **Objective 3:** Work with the Lawton Arts and Humanities for programs, interpretive programs, and public art that highlights and develops connections to Lawton's strong history.
- » **Objective 4:** Work with local educational facilities to develop age-appropriate educational information and activities that highlight Lawton's history.
- » **Objective 5:** Work with local banking institutions and non-profits to develop incentives that will leverage private and community investment to assist in the redevelopment in challenged neighborhoods.

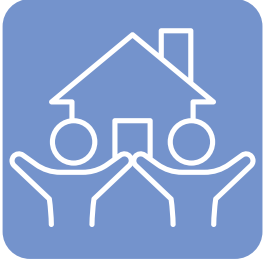


The Historic Old Town North neighborhood could benefit from local historic district protections



## GOALS AND POLICIES

### Strong Neighborhoods



Lawton will be a community of strong neighborhoods by reinvesting and revitalizing existing and reinvesting in challenged neighborhoods while building new neighborhoods that create places not developments.

#### Goal 1: Reinvest in existing neighborhoods

- » **Objective 1:** Using Propel 2040, the City will help enhance and reinvest in existing neighborhoods with a variety of existing programs and by exploring additional partnerships to strengthen these neighborhoods.
- » **Objective 2:** Promote compatible infill development within existing neighborhoods.
- » **Objective 3:** Encourage and support community programs to improve and maintain a sense of place within existing neighborhoods.
- » **Objective 4:** Ensure that both existing and new residential developments are connected to multiple modes of transportation.

**Strong neighborhoods across all of Lawton is the path toward a stronger Lawton.**

#### Goal 2: Develop new neighborhoods with a strong sense of place and a variety of housing choice

- » **Objective 1:** Encourage new neighborhoods that are planned to combine a variety of design elements, uses, densities, housing options, and amenities.
- » **Objective 2:** Develop land use regulations and review processes that promote mixed-use developments.

### Economic Development and Opportunity



Lawton will continue fostering new business opportunities and leveraging its economic assets. It will strive to develop an economy that is stronger tomorrow than it is today.

This will be achieved by leveraging existing infrastructure, encouraging diversity in development, and thoughtful growth.

#### Goal 1: Guide and carefully direct growth in a smart and responsible manner

- » **Objective 1:** Encourage development in areas already served by City services, where service provision is most cost effective.
- » **Objective 2:** Encourage development that creates long-term community value and can be easily adapted for future reuse.
- » **Objective 3:** Encourage development that is compatible with the natural and built environment of the surrounding area.

- » **Objective 4:** Promote development that builds the City's tax base and generates sufficient tax revenue to pay for the life-cycle costs of its supporting infrastructure.
- » **Objective 5:** Promote mixed-use development that combines commercial, residential, and office functions in the same building.
- » **Objective 6:** Plan for future industrial development and prevent encroachment of incompatible development, limiting future economic, which can limit future economic development efforts.

#### Goal 2: Enhance the City's land use regulations and development review processes

- » **Objective 1:** Provide and carry out land use and building regulations that protect the health, safety, welfare, and aesthetics of the community.
- » **Objective 2:** Promote use of land use tools that allow flexibility in site design and layout for innovative developments.
- » **Objective 3:** Support policies that allow the construction of a variety of housing types and price ranges to meet the needs of residents of all ages and incomes.
- » **Objective 4:** Ensure development review is conducted in a way that evaluates external impacts of development on adjacent properties.
- » **Objective 5:** Ensure that all development adheres to adopted standards. Review standards frequently to make sure the standards are appropriate and set a foundation for a high quality of development.



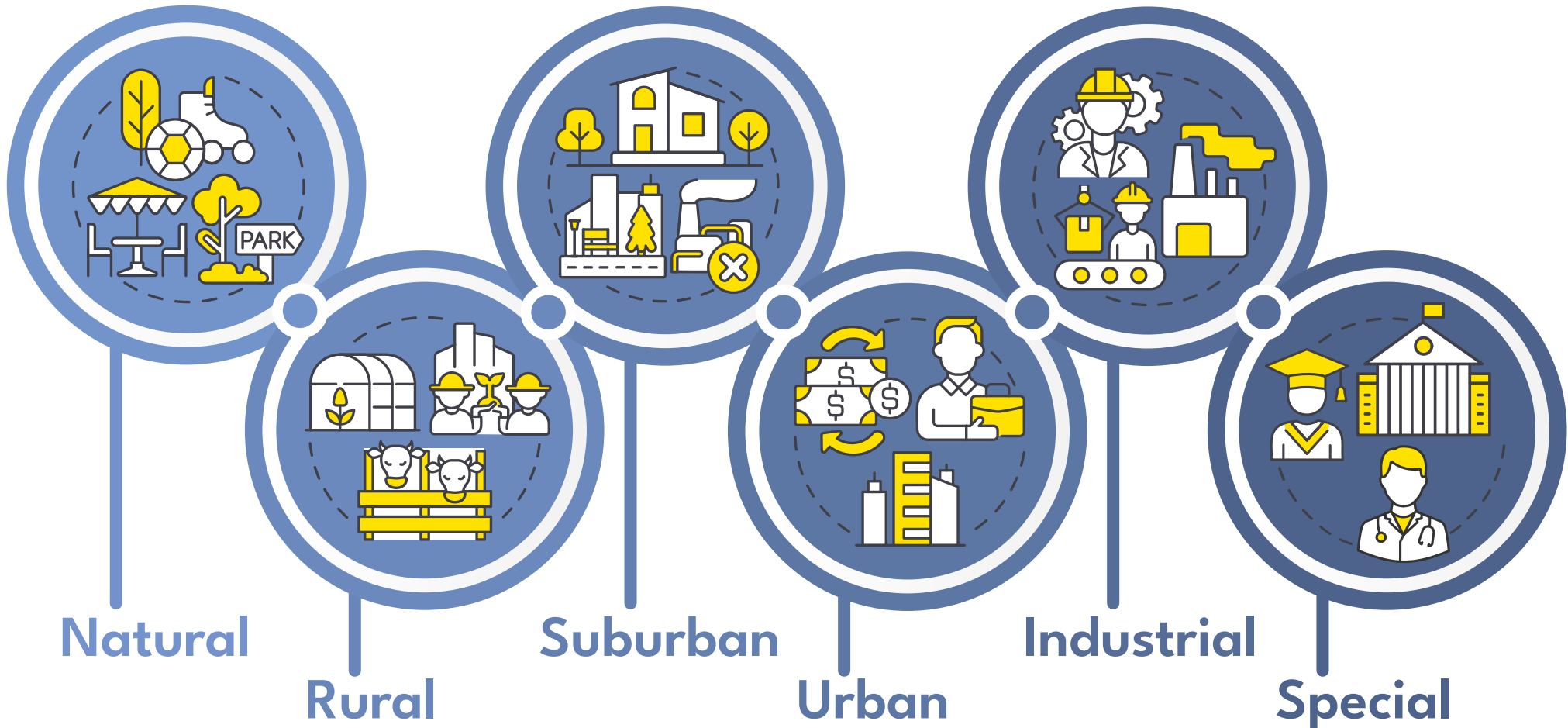


# Plan Elements

## LAND USE PLACE TYPES

Many land use plans focus on the strict separation of different types of land uses. This approach often fails to take into account whether or not proposed land uses actually create any adverse influence on one another. *In other words, the strict separation of land use types becomes the end goal rather than a means to achieve a broader community goal.*

In departure from this approach, this **plan emphasizes the nature of land uses**. Thus, the size, use intensity, traffic generation, and the overall impacts of a development become more important than the actual activity conducted on the property.





# Place Type Standards

## NATURAL

These place types are designed to protect areas which are intended for recreational development or are environmentally sensitive and prone to natural hazards such as flooding. It is understood preservation of these areas serves a necessary purpose to promote and protect community health, safety, and welfare.



golf course



transect illustration



creek



wildlife refuge



soccer fields



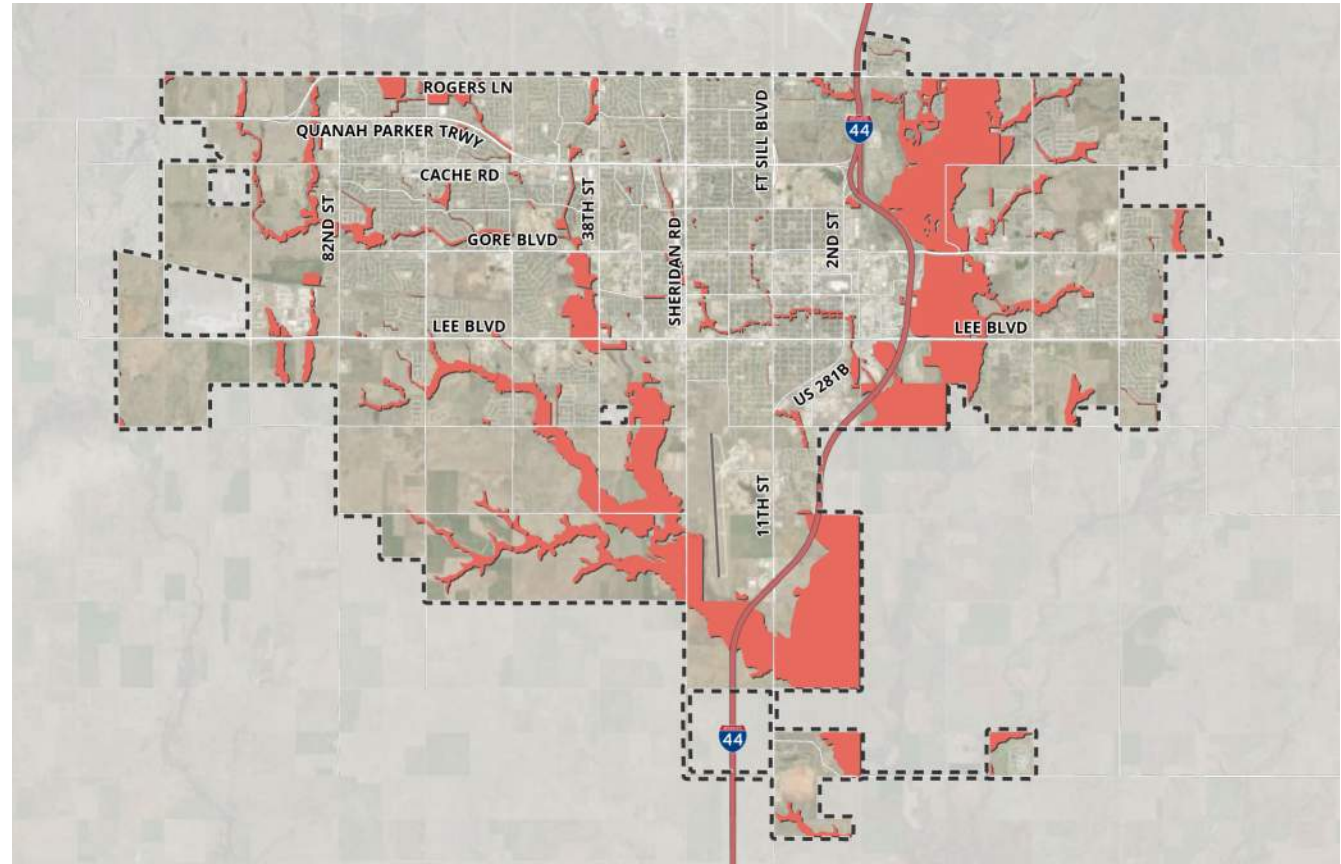
## NATURAL

### Conservation Area (N-CON)

**Character:** Areas intended for natural preservation and resource conservation. These include environmentally sensitive areas such as floodplains/floodways, wetlands, or areas with environmental/topographical constraints. Development is not intended for these areas. However, uses that have little or no impact on the surrounding areas, or can be adequately mitigated may be allowed. These areas may feature passive recreation facilities such as trails, or the related zoning may be used as a buffer device between adjacent properties/uses.

#### CHARACTERISTICS

Land Use	Vacant/Recreational
Density	Not applicable
Utility Requirements	None
Related Zoning	F





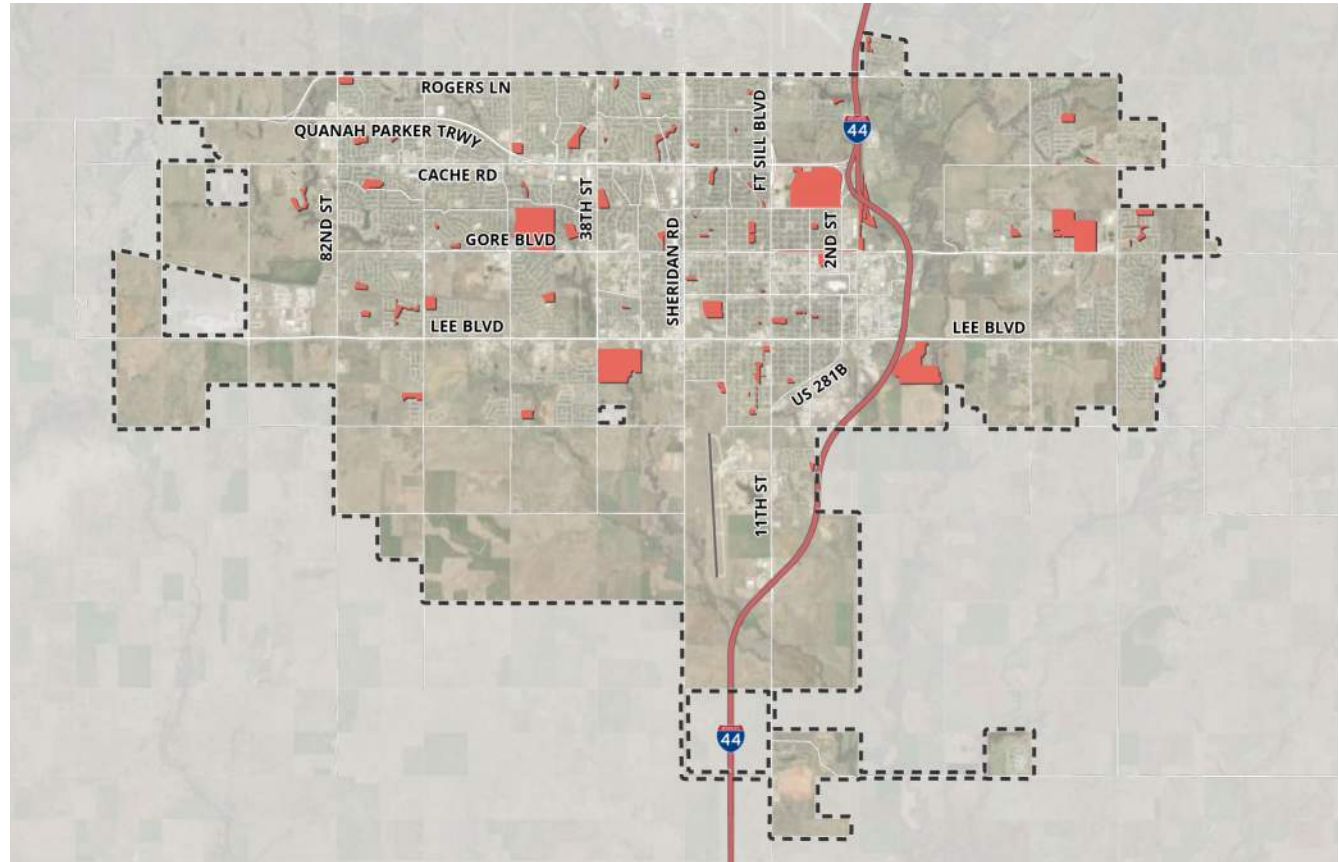
## NATURAL

### Recreational Area (N-REC)

**Character:** Areas intended for recreational use. These uses include golf courses, soccer fields, baseball/ softball complexes, and other similar recreational facilities. The natural function of land in this area should be preserved. When alterations to the physical form of the land are required for areas subject to flooding and natural hazards, changes should be mitigated.

#### CHARACTERISTICS

Land Use	Recreational/Vacant
Density	Sparsely spread buildings
Utility Requirements	Possible water/sewer
Related Zoning	P-F





# Place Type Standards

## RURAL

Cities often have rural edges that allow for future development areas or the preservation of farmland. These areas typically are not served by a City's wastewater utility by virtue of a lack of demand or to restrict density and preserve future development or capacity. As rural areas obtain wastewater services, it is anticipated such areas will transition to a suburban form.



undeveloped rural property



transect illustration



farmland



rural residential



large lot subdivision



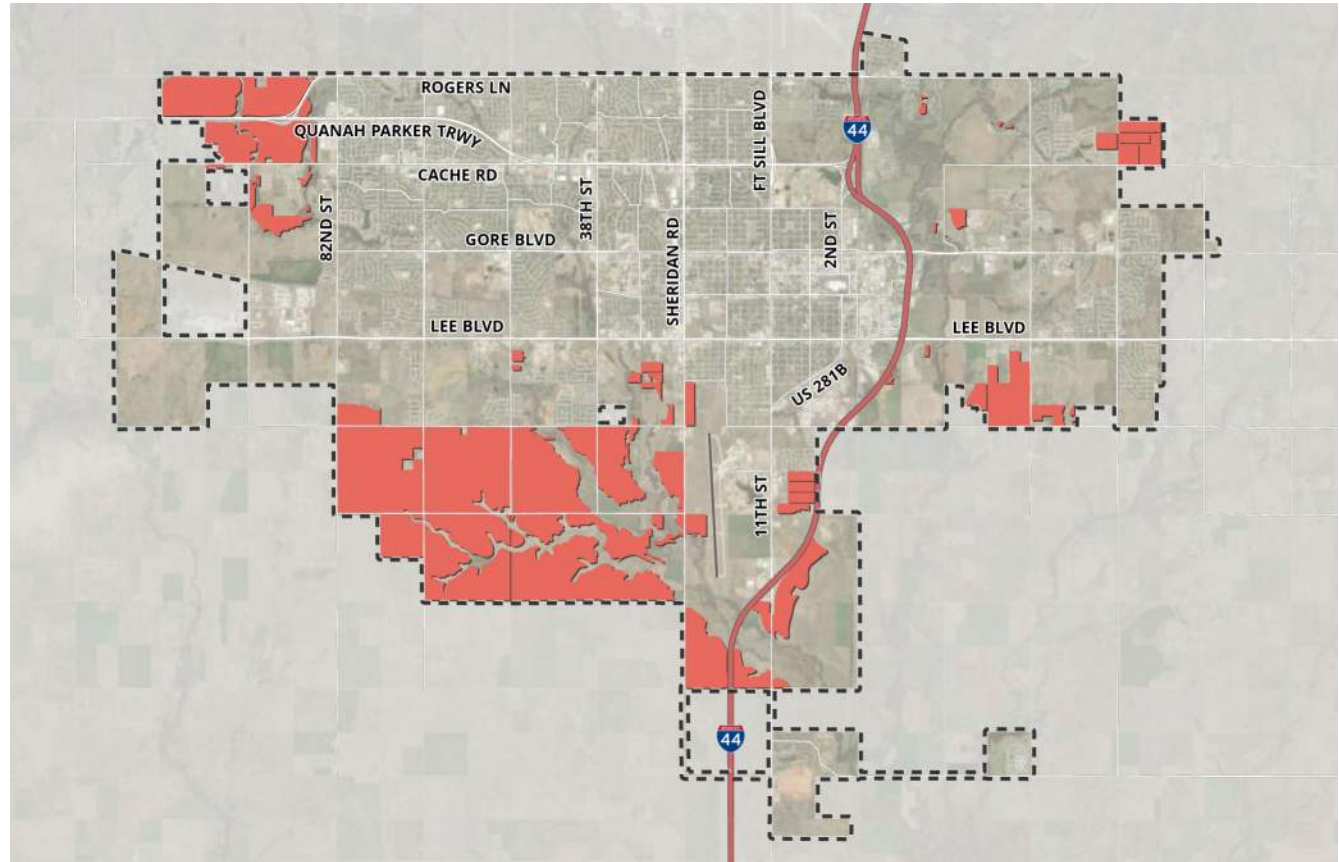
## RURAL

### Rural Preservation Area (R-RSV)

**Character:** Areas in the periphery of the City devoted primarily to farms and agriculture or residential estate development with institutional uses. This place type has no uniform development pattern. There are a range of housing types and lot sizes. Platted residential areas are not programmed for sewer service and are intended to be designed at a density to accommodate septic system service. Unplatted areas and farms are encouraged to remain in large parcels to allow for future development. These development areas may also serve as a buffer to Fort Sill.

#### CHARACTERISTICS

Land Use	Agricultural/Residential
Density	0.5 unit/acre or less
Utility Requirements	Water
Related Zoning	A-1, A-2, R-E





# Place Type Standards

## SUBURBAN

The majority of most communities across the United States are dominated by suburban forms of development. It arose because of dependence on the auto. As such, uses and buildings in these areas tend to be spread out in a manner that necessitates ownership of a vehicle. Current planning practices attempt to mitigate the negative impacts of this development form to create more livable, walkable, and vibrant communities with mixed-use and mixed-density.



apartment complex



transect illustration



single-family subdivision



multi-tenant commercial center



neighborhood elementary school



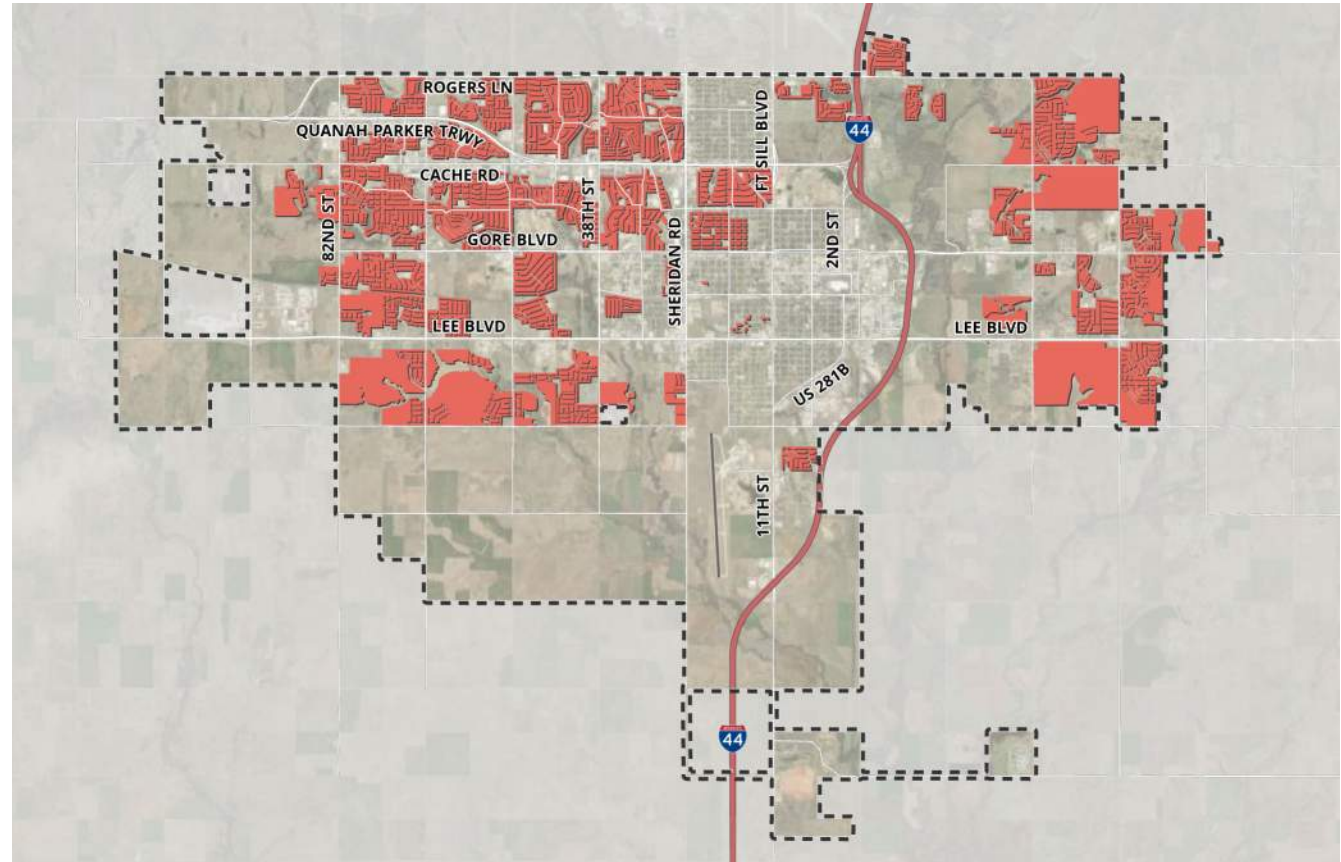
## SUBURBAN

### Suburban Low-Density Neighborhood (S-LDR)

**Character:** Areas set aside for neighborhoods of single family homes. These include low-density subdivisions that have already been developed or those areas intended for subdivision development. These areas are mostly made up of detached single-family homes with driveways and garages/accessory structures along with customary institutional uses such as schools and places of worship. These neighborhoods have auto-oriented functions.

#### CHARACTERISTICS

Land Use	Single-Family Residential
Density	6 units/acre or less
Utility Requirements	Sewer/Water
Related Zoning	R-1





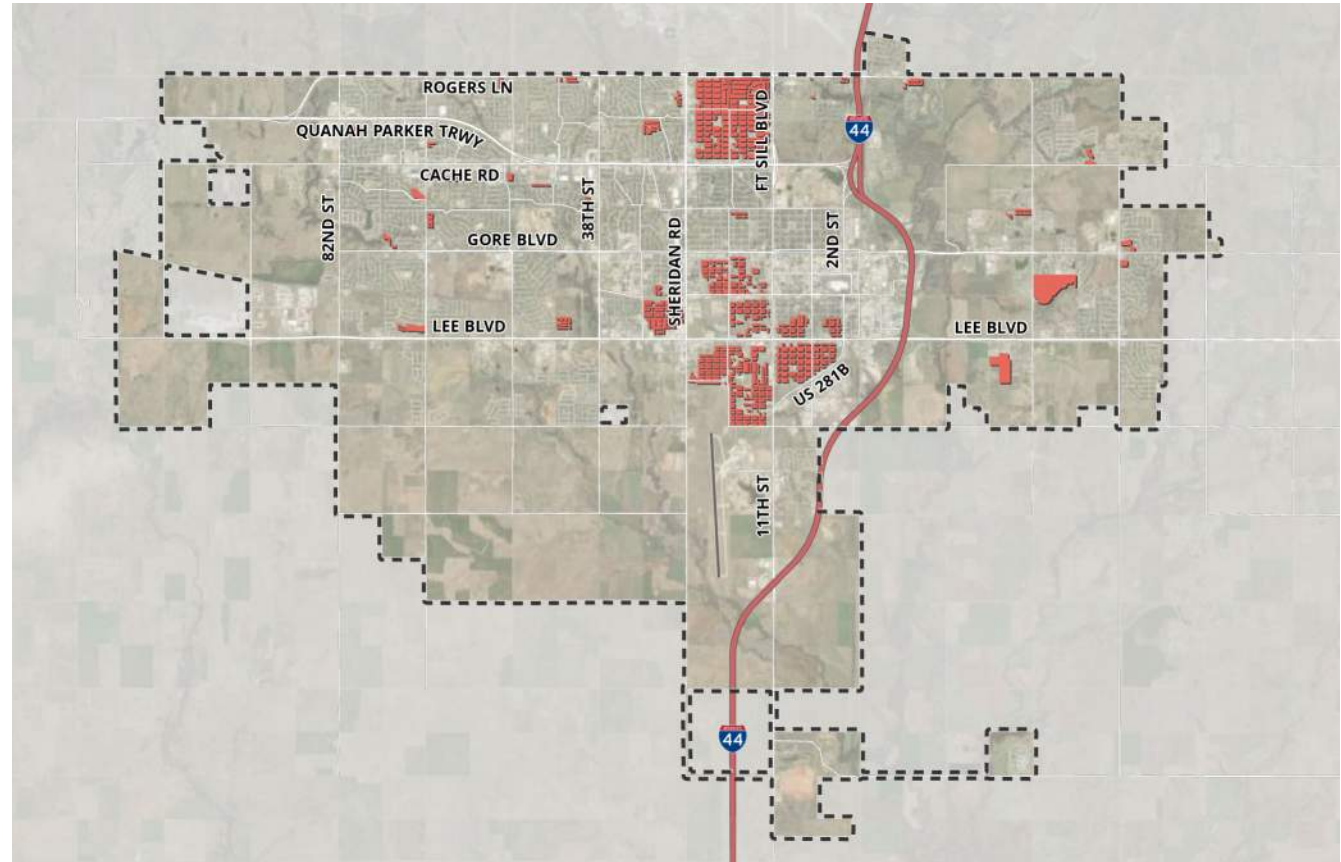
## SUBURBAN

### Suburban Medium-Density Neighborhood (S-MDR)

**Character:** Areas intended primarily for mixed density housing developments incorporating single-family and small-scale multi-family residential in cohesive neighborhoods with customary institutional uses such as schools and places of worship. The areas also feature small-scale multi-family residential such as single duplex or fourplex units on an individual lot. These areas feature auto-oriented functions and are intended to be located generally along local streets and/or collector streets.

#### CHARACTERISTICS

Land Use	Small-Scale Multi-Family, Mixed-Density Residential
Density	12 units/acre or less
Utility Requirements	Sewer/Water
Related Zoning	R-2





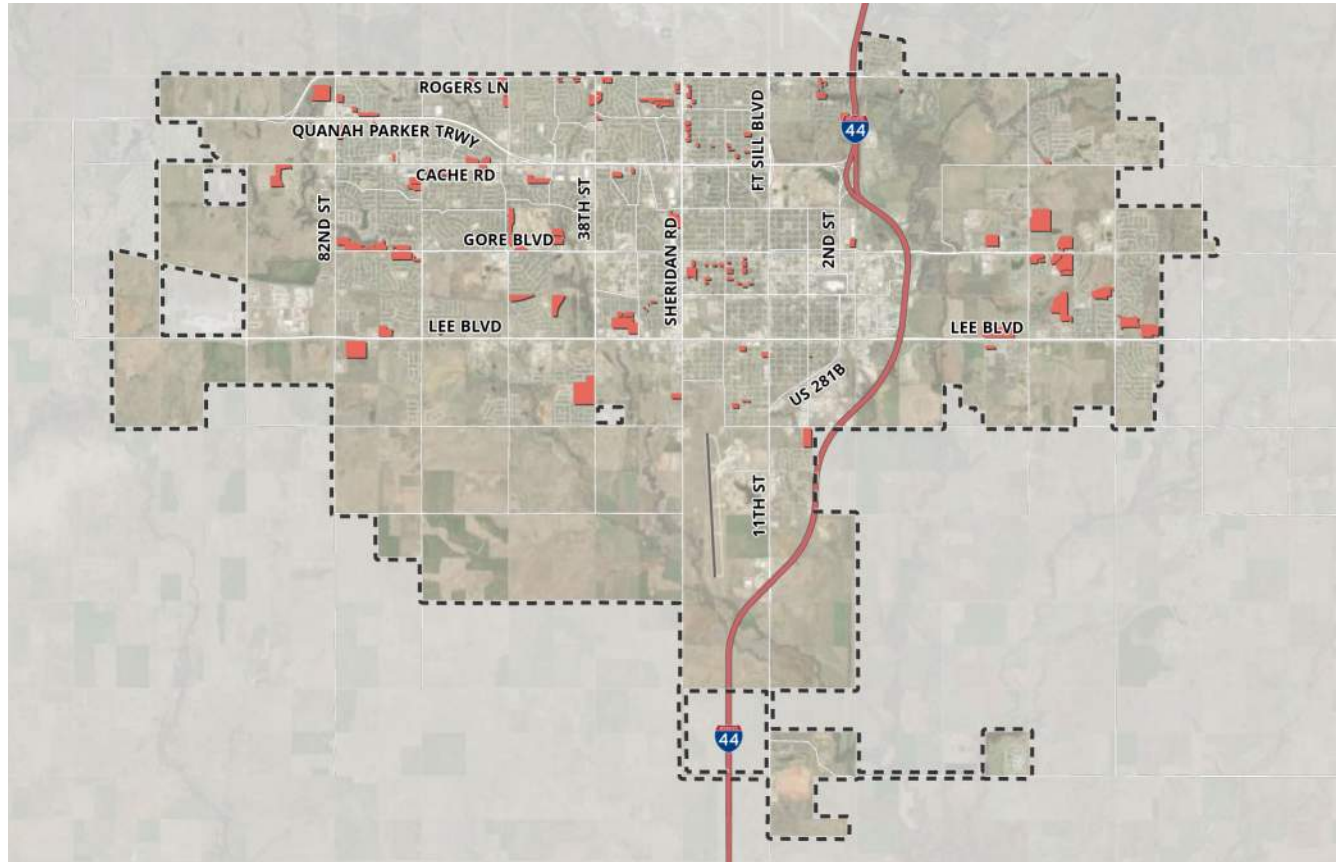
## SUBURBAN

### Suburban Apartment Development (S-APT)

**Character:** Areas intended primarily for large-scale multi-family residential such as garden-style apartment complexes. These areas also include a mixture of housing types including single-family, two-family, and small-scale multi-family residential. Where single-family and two-family housing is included, it is intended to be located within a subdivision. These areas are typically characterized by one to four-story buildings with medium-sized parking lots and are intended to be located along collector or arterial streets.

#### CHARACTERISTICS

Land Use	Large-Scale/Mixed Multi-Family
Density	40 units/acre or less
Utility Requirements	Sewer/Water
Related Zoning	R-3, R-4





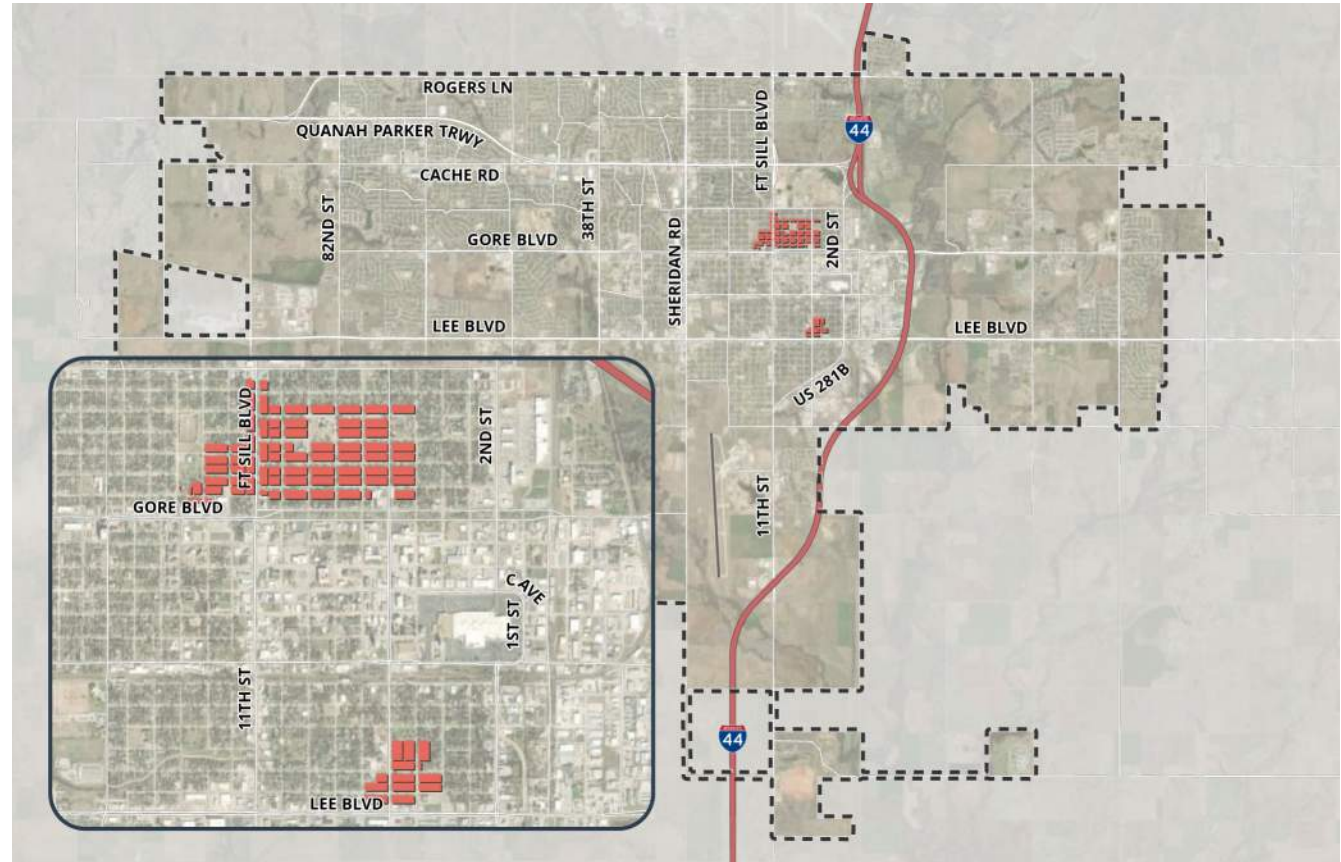
## SUBURBAN

### Traditional Historic Neighborhood (S-TND) Historic

**Character:** These areas are composed of historic neighborhoods in the City that were developed before the 1950s such as Old Town North. They are characterized by a mixture of primarily single-family homes and well-designed historic small-scale multi-family development. Houses may or may not have parking via a garage at the rear, side, or in the front of the house. However, garages are intended to be less prominent and respect historic building forms. Lot sizes are not completely uniform, but larger lots are less common. Infill development is encouraged through well-designed small-scale multi-family, accessory dwelling units, and office uses within existing homes along major corridors.

#### CHARACTERISTICS

Land Use	Single-Family Residential, Small-Scale Multi-Family, Limited Office
Density	12 units/acre or less, 0.3 FAR
Utility Requirements	Sewer/Water
Related Zoning	R-T (Proposed), P-0, or Existing Zoning





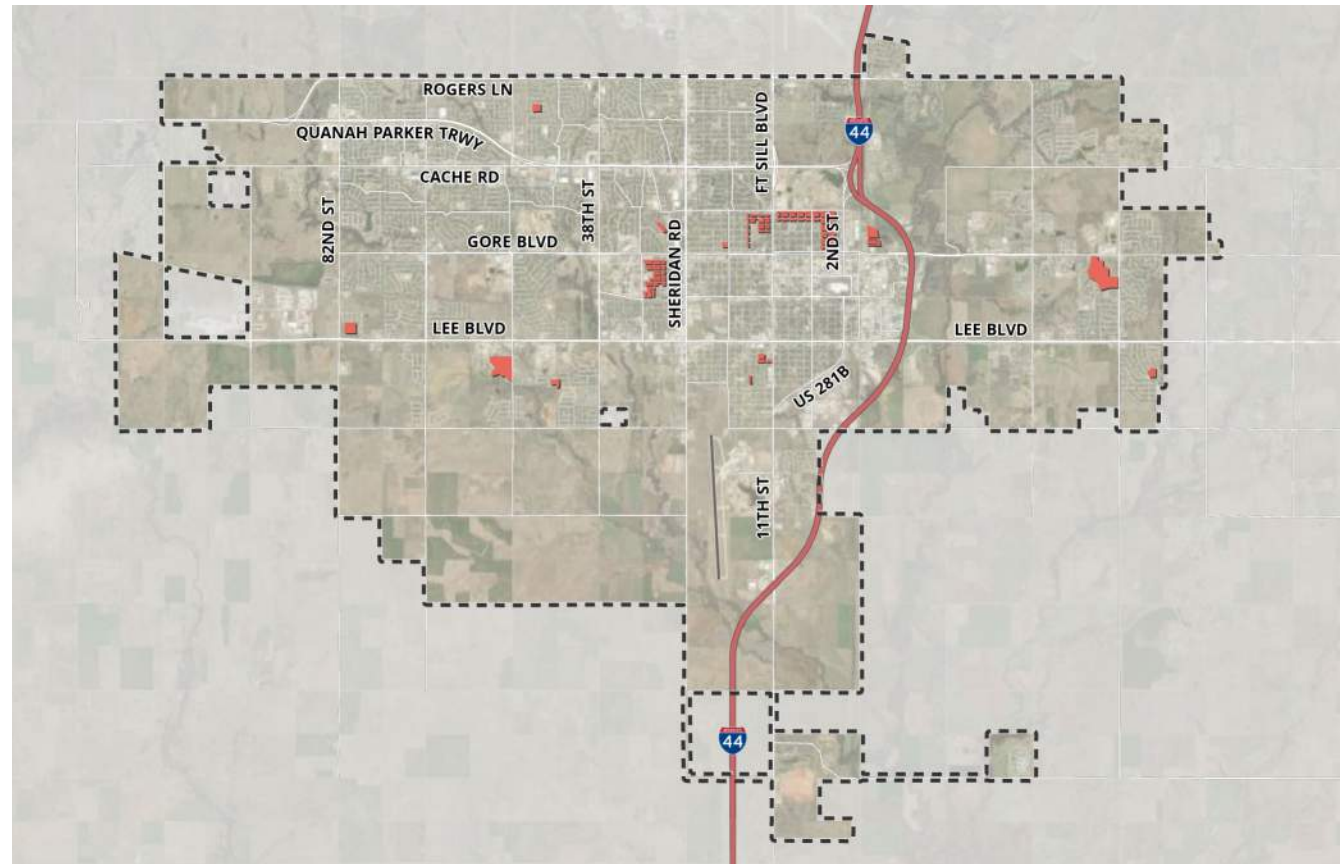
## SUBURBAN

### Walkable Neighborhood (S-WND)

**Character:** Medium density residential neighborhood characterized by development abutting the street. Garages exist but are at the back of the houses with all driveways accessed from a common alley. Roads have on-street parking and there are sidewalks and other pedestrian amenities. Town houses or other multi-family structures are mixed in with single-family housing. These areas can be denser than traditional urban neighborhoods depending on how much multi-family housing is constructed.

#### CHARACTERISTICS

Land Use	Single-Family Residential, Small-Scale Multi-Family
Density	12 units/acre or less
Utility Requirements	Sewer/Water
Related Zoning	R-T (Proposed) or Existing Zoning





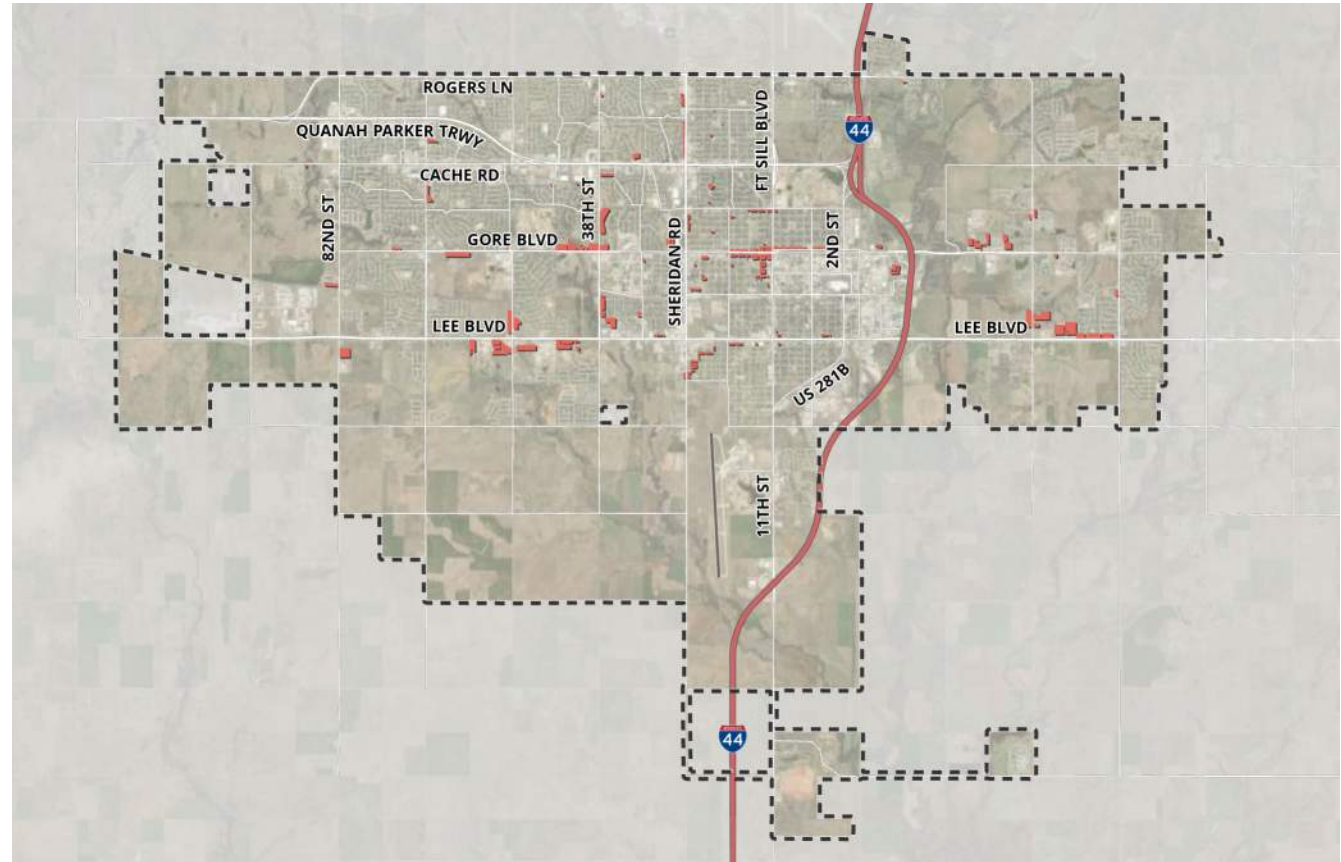
## SUBURBAN

### Office/Buffer Area (S-OFF)

**Character:** Areas include a mixture of office, light commercial uses, and various housing types including duplexes, small-scale multi-family, single-family attached homes, and single-family detached homes. The districts typically represent areas in transition from single-family residential to more intensive uses or areas where office and limited commercial is most appropriate. Within these transitional areas, a great deal of care is warranted to balance the pressure to allow more productive uses with the need to protect existing property owners.

#### CHARACTERISTICS

Land Use	Mixed-Density Residential, Limited Commercial, Limited Office
Density	12 units/acre or less, 0.3 FAR
Utility Requirements	Sewer/Water
Related Zoning	P-O





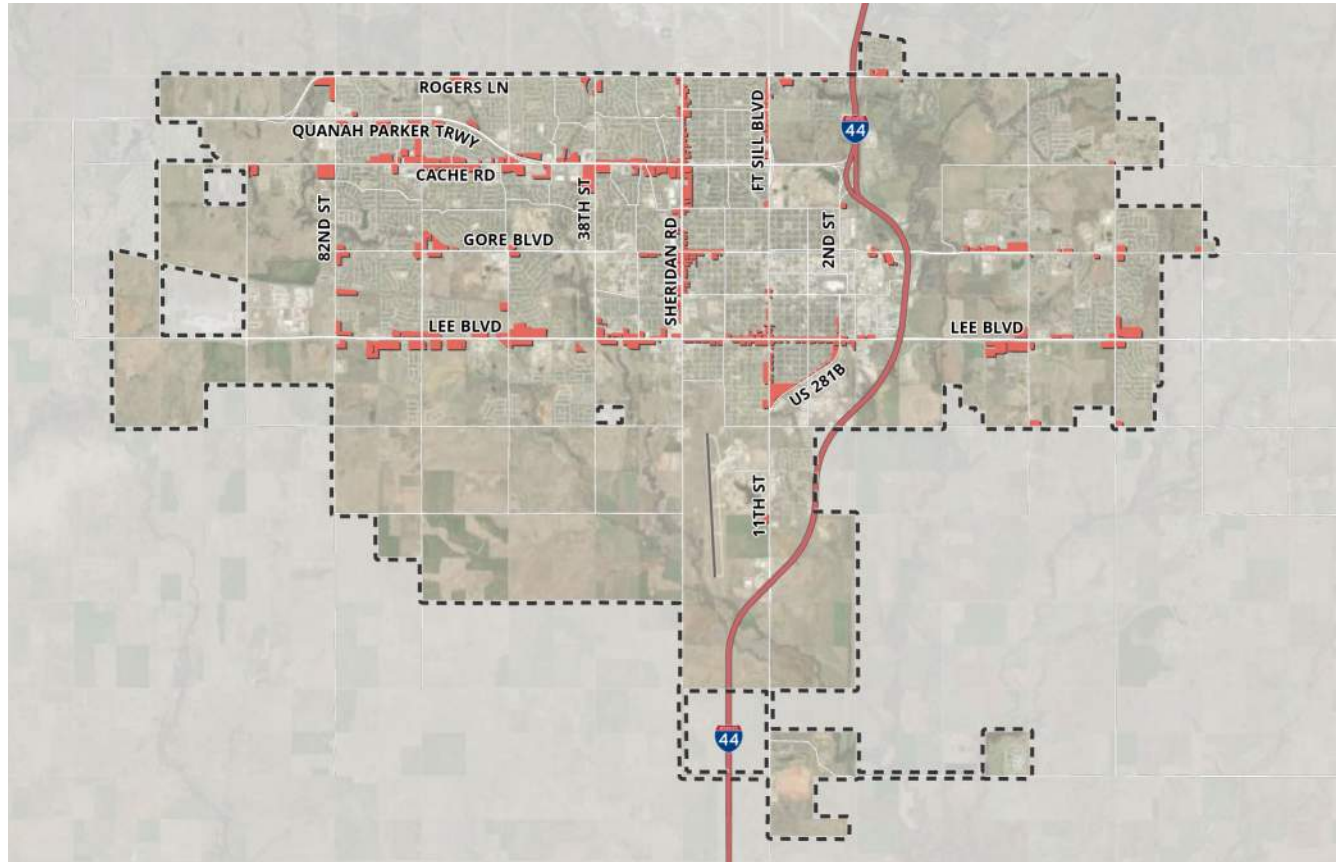
## SUBURBAN

### Corridor Commercial (S-COR)

**Character:** Areas include commercial, retail, and office developments abutting arterial corridors. Typically, auto-oriented, these areas consist mainly of low-rise buildings often set back with parking in front, though side/rear parking is encouraged. Development should enhance the visual appearance of the City and outdoor display sales are limited. Special regulations for design, signage, and landscaping may apply. Alternatives to strip commercial development are encouraged. The zoning designation for these areas shall depend on the site's compatibility for use intensity, with less intense zoning areas meant for more moderate development due to surrounding property.

#### CHARACTERISTICS

Land Use	Retail, Office, General Commercial
Density	1.0 FAR
Utility Requirements	Sewer/Water
Related Zoning	C-1, C-2 or C-C1, C-C2 (Proposed)





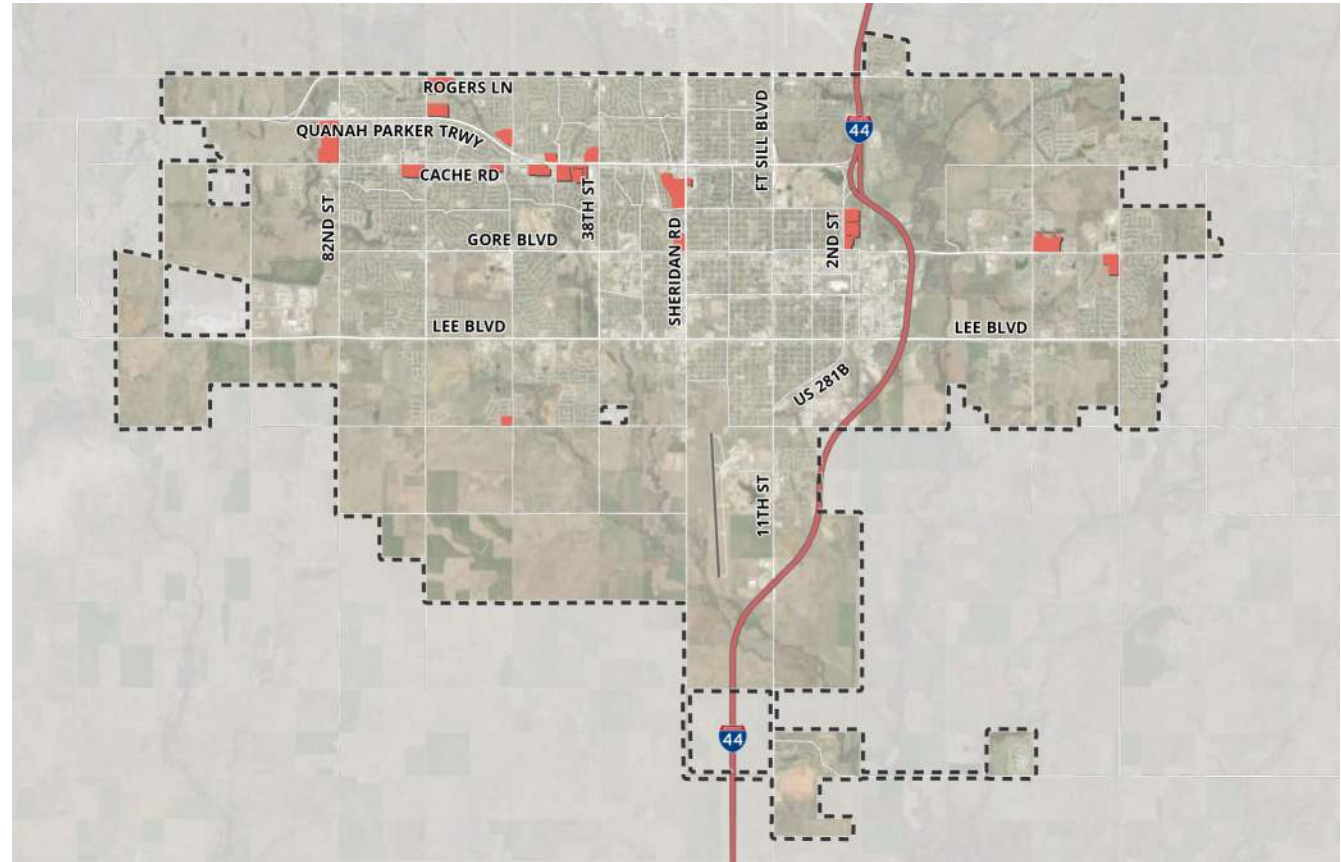
## SUBURBAN

### Commercial Center (S-CEN)

**Character:** Areas include large-scale office, retail, and commercial operations on large sites abutting arterial corridors. These areas often compose commercial centers with multiple building sites including big-box stores with expansive parking lots. Outdoor storage retail operations such as hardware superstores are also common, but all outdoor storage should be screened. All development should enhance the visual appearance of the City and be well landscaped. Special regulations for design, signage, and landscaping may apply.

#### CHARACTERISTICS

Land Use	Retail, Office, General Commercial
Density	1.0 FAR, typically 3 acres +
Utility Requirements	Sewer/Water
Related Zoning	C-2, C-3 or C-S (Proposed)





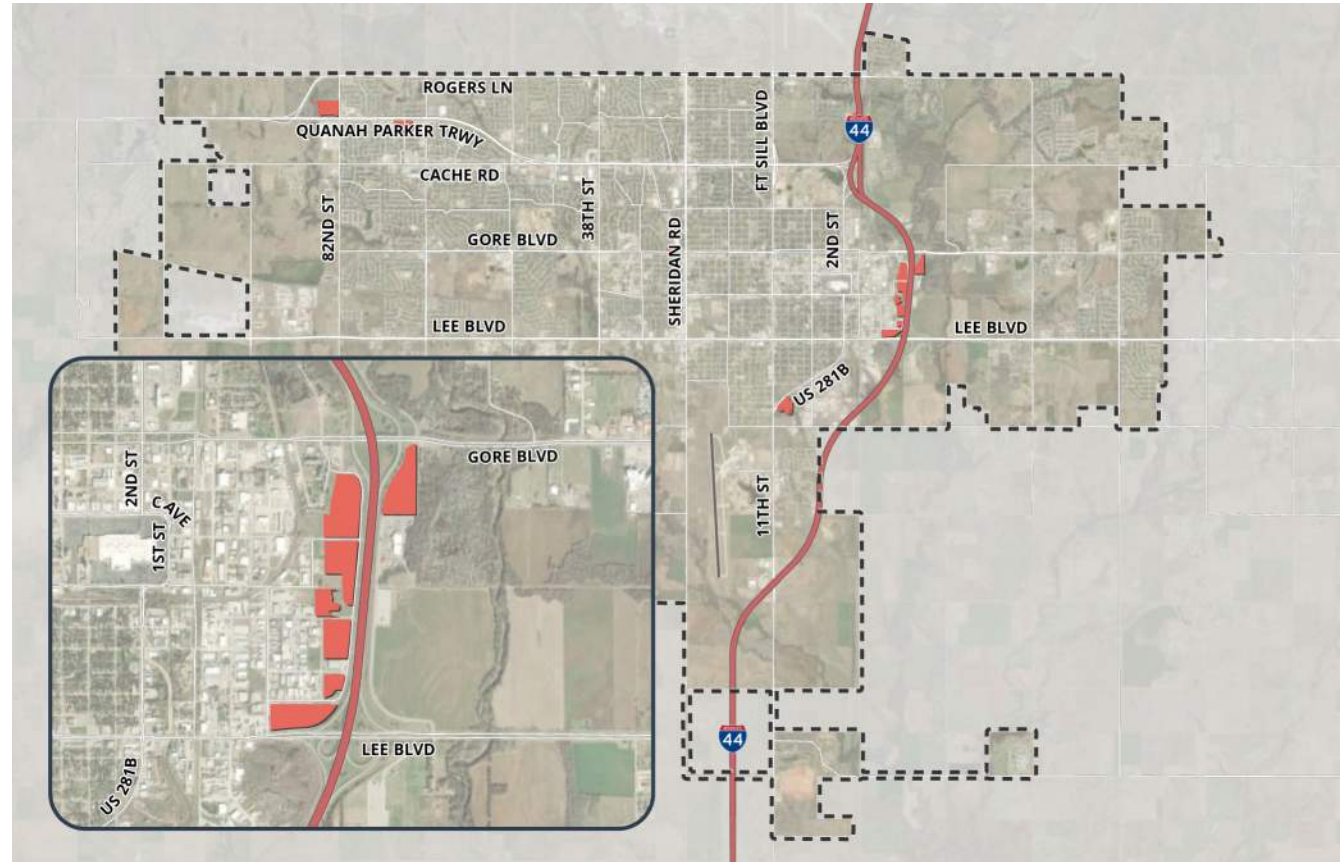
## SUBURBAN

### Highway Corridor (S-HWY)

**Character:** Areas include medium- and large-scale retail, and commercial operations along I-44 and limited areas of other major corridors. These areas often feature uses such as car, boat, or RV dealerships with outside storage and/or outdoor display of products with expansive parking lots. All development should enhance the visual appearance of the City and be well landscaped. Special regulations for design, signage, and landscaping may apply.

#### CHARACTERISTICS

Land Use	Retail, Outdoor Display Commercial
Density	1.0 FAR, typically 3 acres +
Utility Requirements	Sewer/Water
Related Zoning	C-4, C-5 or C-H (Proposed)





# Place Type Standards

## URBAN

These areas often represent the heart of the City or a neighborhood and are the most walkable portions of Lawton. Downtown and similar urban nodes typify urban land use, being a location with a mix of uses, high quality urban services and infrastructure, and vitality that heavily contributes to the character and identity of the City.



entertainment district



transect illustration



single-family walkable neighborhood



downtown storefronts



downtown apartments



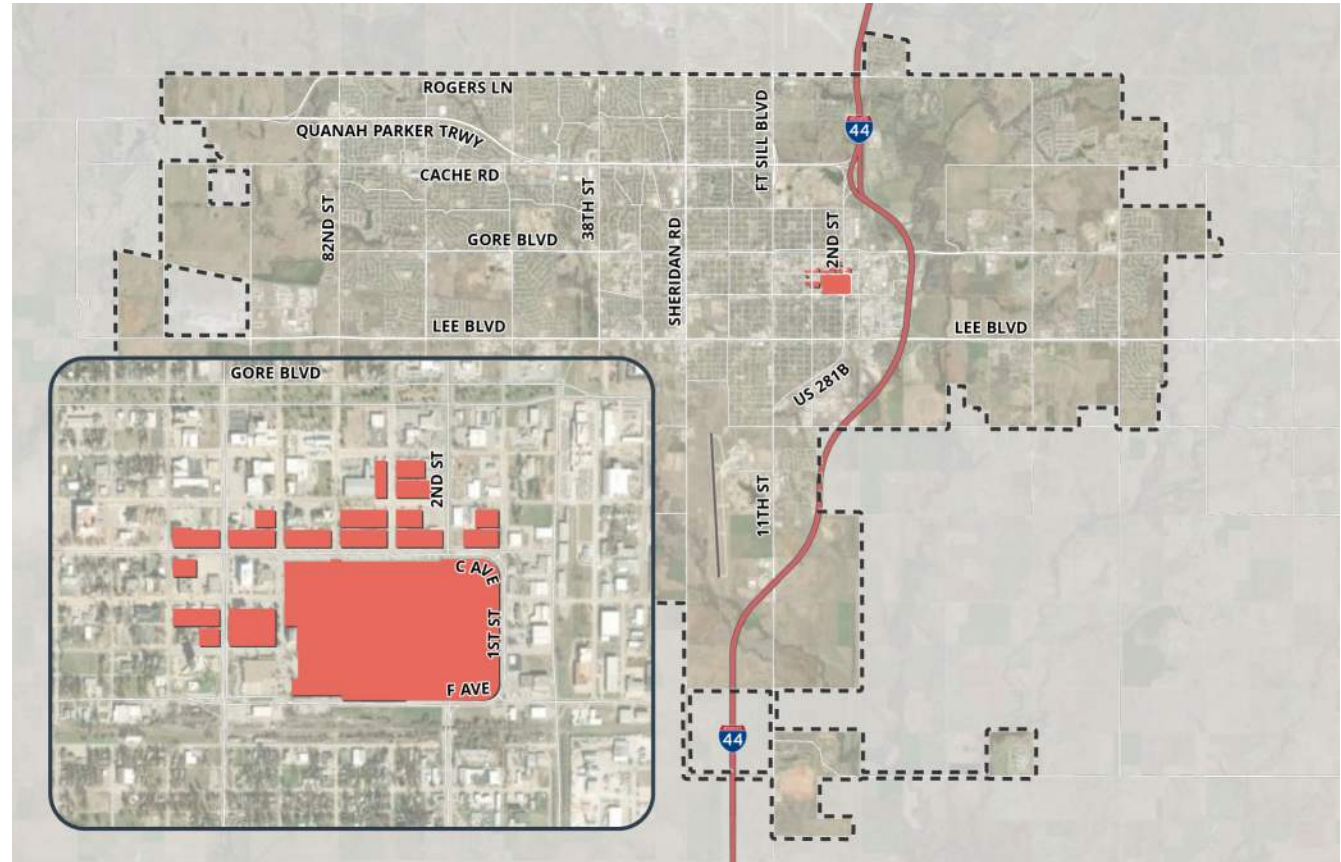
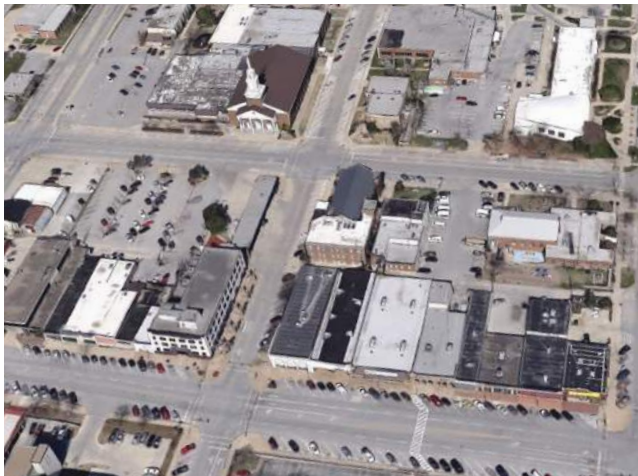
## URBAN

### Downtown Core (U-CBD)

**Character:** Area representing Lawton’s historic heart with a mix of commercial, residential, entertainment, and institutional uses. Buildings are often multi-story and built to the property lines with high quality pedestrian amenities. Parking is intended to be accommodated on-street, at the rear of the lot, or within public off-street parking lots. These areas feature a historic street grid with frequent connections and pedestrian focus. Residential uses exist in this area and may be located above commercial structures. Streetscapes are well designed and there are public spaces.

#### CHARACTERISTICS

Land Use	Mixed-Use
Density	3.8 FAR or less
Utility Requirements	Sewer/Water
Related Zoning	MUD (URP) or MU-D (Proposed)





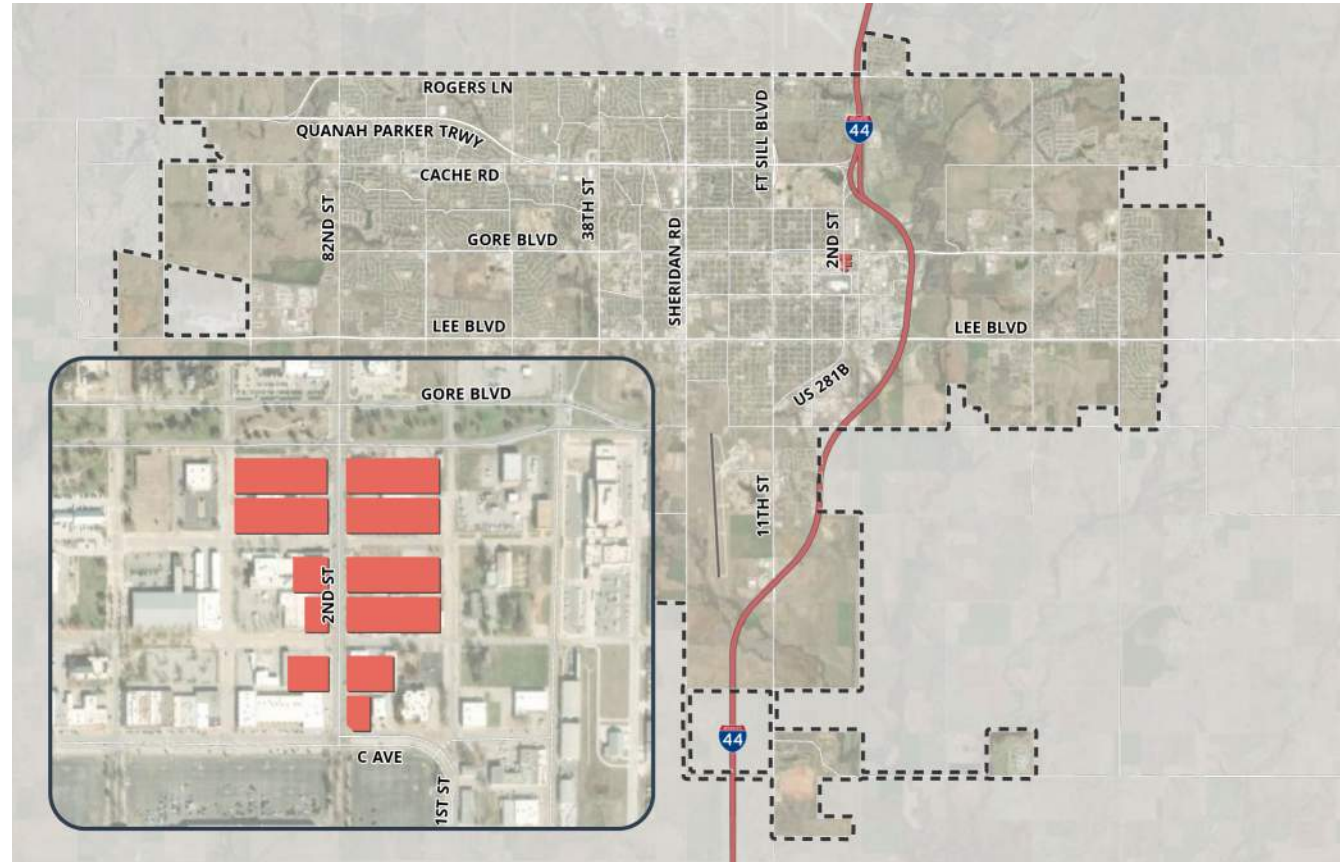
## URBAN

### Lawton Entertainment District (U-ENT)

**Character:** This area serves as a complement to Lawton's downtown and is meant to focus largely on entertainment uses. These include boutiques, restaurants, bars, food halls, brewpubs, distilleries, and similar uses. Uses are intended to be active throughout the day and evening, attracting diverse sets of residents and tourists. Buildings should have a form consistent with downtown and encourage mixed-use. Parking should be accommodated on-street or within coordinated public off-street lots. Walkability is paramount to the success of these areas.

#### CHARACTERISTICS

Land Use	Mixed-Use, Restaurants, Bars
Density	2.8 FAR or less
Utility Requirements	Sewer/Water
Related Zoning	ENT (Proposed)





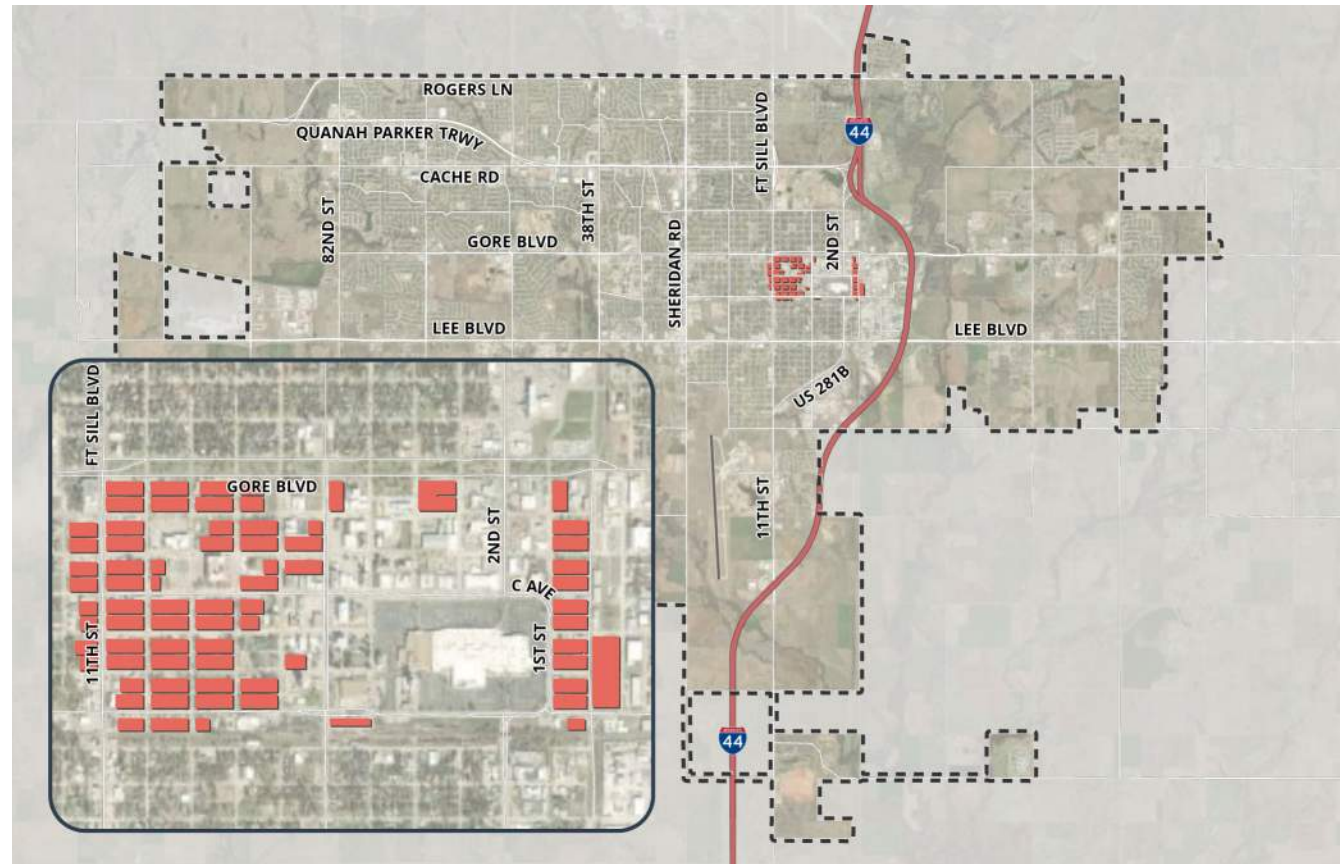
## URBAN

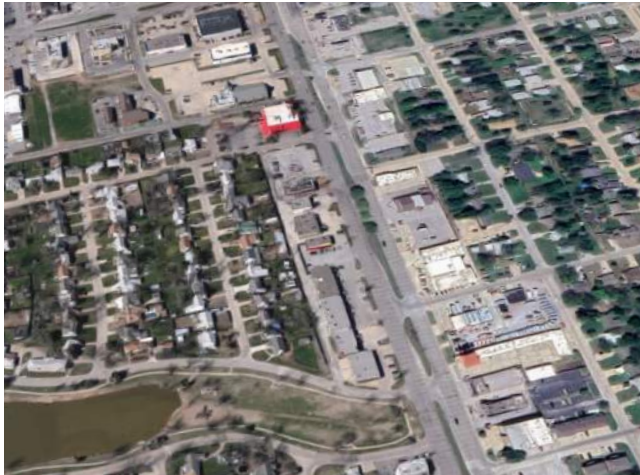
### Downtown Buffer (U-BUF)

**Character:** This district serves as the area that has traditionally encompassed downtown, but which rests outside of the downtown core. The area features a mix of uses and building types ranging from structures built to the property lines and those with limited setbacks. Parking within these areas largely occurs on-street or within private off-street lots at the side or rear of the lot. These areas have significant opportunities for infill development. Such development should have a general urban form but be more flexible in accommodating the more auto-oriented nature of uses in these areas. Residential infill is strongly encouraged.

#### CHARACTERISTICS

Land Use	Mixed-Use, Residential, Office
Density	24 units/acre, 1.0 FAR or less
Utility Requirements	Sewer/Water
Related Zoning	Various URP Zones or MU-B (Proposed)





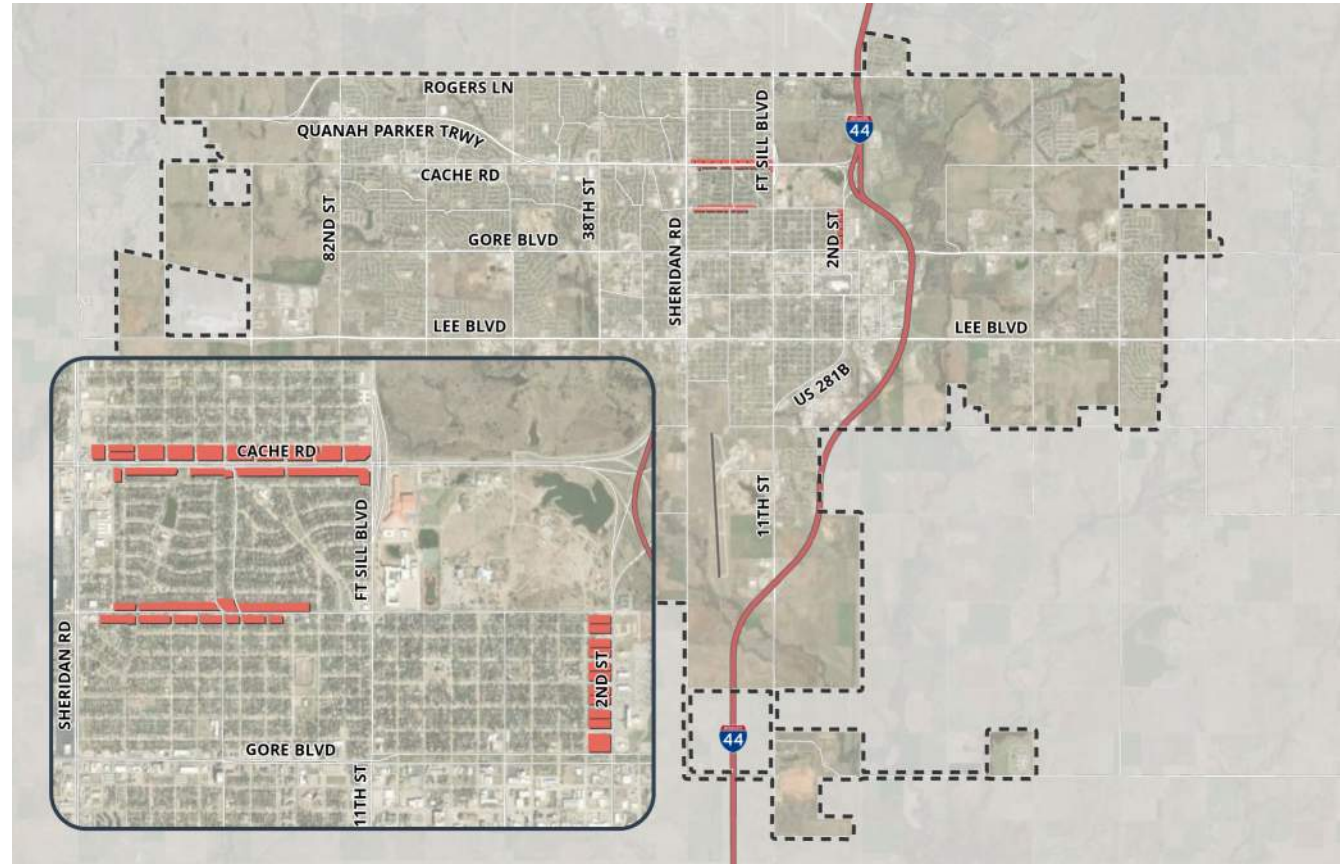
## URBAN

### Mixed-Use Corridor (U-MUC)

**Character:** This district is primarily comprised of the 2nd Street (north of W Gore Blvd) and Cache Legacy Corridors along with the Vaska Arts District. These areas combine a variety of medium-density and higher intensity developments, including small-scale multi-family and adjacent compact single-family residential, office, and neighborhood commercial uses such as light retail and quick-service dining. Such development should be more urban in form with buildings addressing the street. Parking within these areas is primarily off-street to the side or rear of buildings. These areas are intended for redevelopment which should focus on compact residential, light commercial, and arts related uses with increased pedestrian connectivity focus.

#### CHARACTERISTICS

Land Use	Residential, Office, Light Retail, Dining
Density	12 units/acre, 1.0 FAR or less
Utility Requirements	Sewer/Water
Related Zoning	Various URP Zones/Existing Zoning or MU-C Proposed)





# Place Type Standards

## INDUSTRIAL

These areas, while critical to employment and a city's economy, have the greatest potential for adverse impacts on adjacent land use. Modern approaches to dealing with industrial areas are to separate and protect them from encroachment of incompatible development like residential neighborhoods. Proper buffering and mitigation measures are often necessary for industrial uses which create noise, odors, or other external impacts.



Industrial warehouse



transect illustration



industrial park office building



manufacturing facility



warehouse with outdoor storage



## INDUSTRIAL

### Service Trade Areas (I-SRV)

**Character:** Areas designated under this category are often part commercial and part industrial in nature. They often locate along major corridors and may depend on customer traffic for business. Development in these areas may also be associated with construction and a service trade like a contractor yard or heating and repair business. Outdoor storage is a component to uses in such areas.

#### CHARACTERISTICS

Land Use	Semi-Industrial, Service Trades
Density	Varies
Utility Requirements	Sewer/Water
Related Zoning	I-1





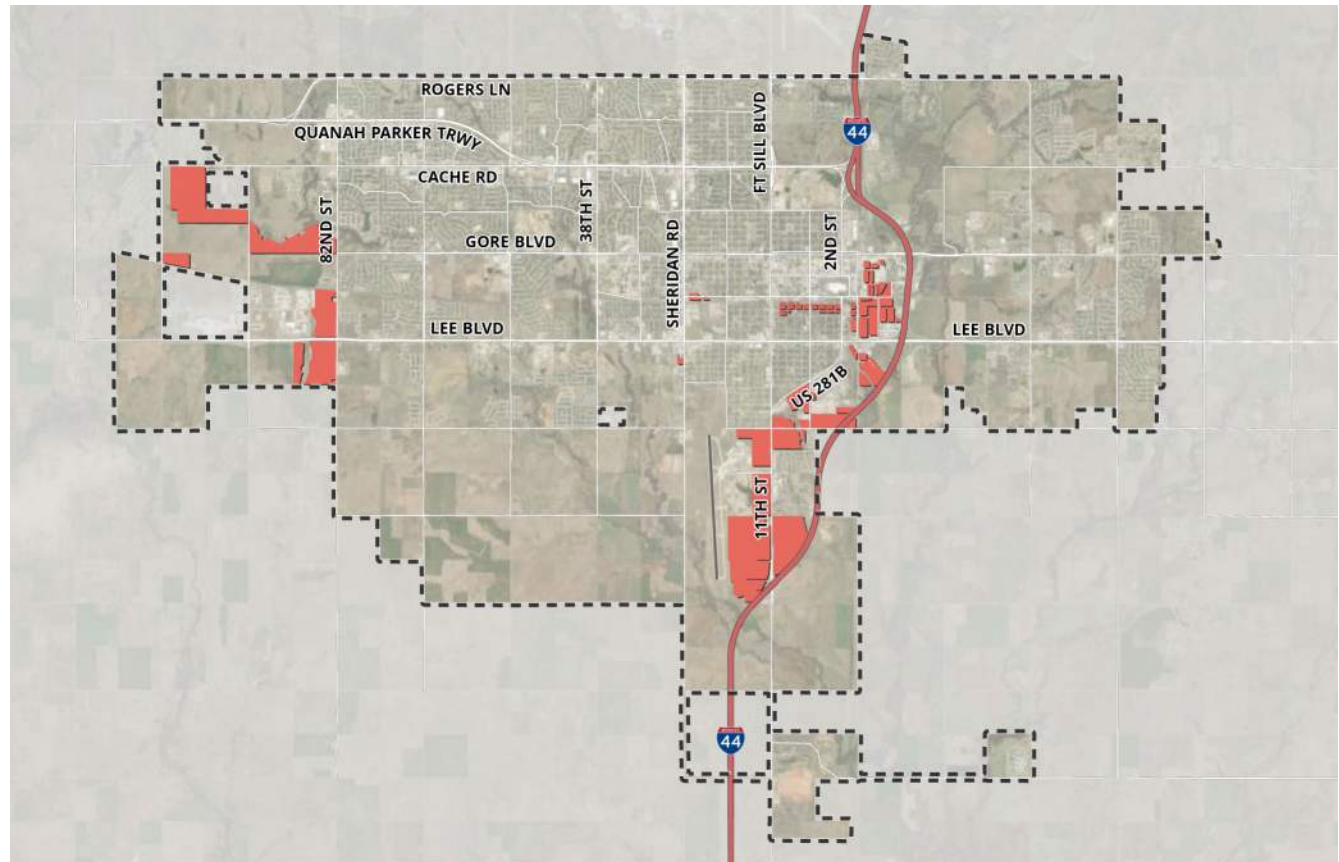
## INDUSTRIAL

### General Industrial Area (I-GEN)

**Character:** Industrial parks and complexes comprised of large-scale industrial operations. These areas preclude other types of uses from occurring. The developments are internally focused and usually require large scale buffering/landscaping between adjacent uses. Typically located away from the City center, but close to major transportation amenities. These areas typically have industrial functions that occur inside an enclosed building but may have outdoor storage.

#### CHARACTERISTICS

Land Use	Industrial
Density	5 acres +
Utility Requirements	Sewer/Water
Related Zoning	I-2, I-3





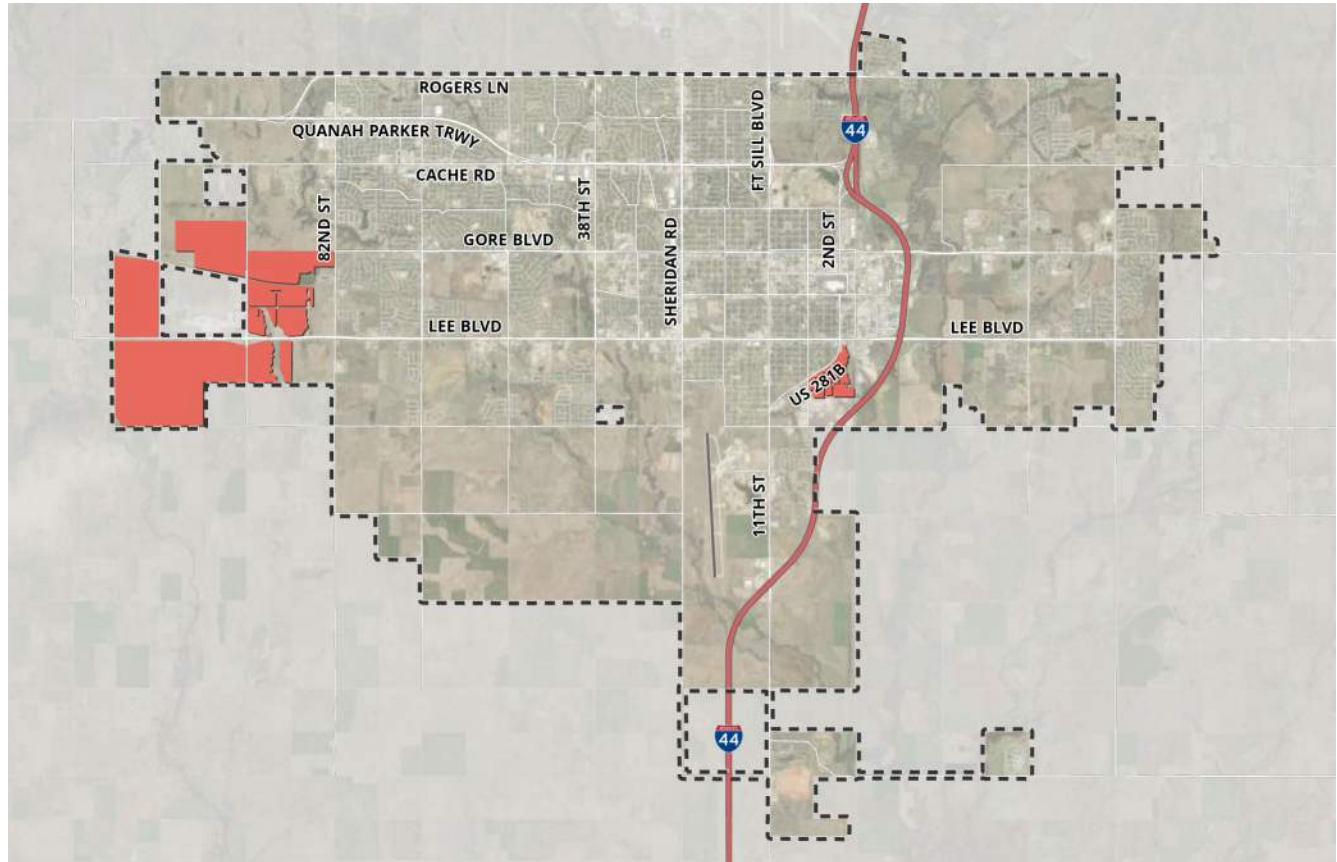
## INDUSTRIAL

### Heavy Industrial Area (I-HVY)

**Character:** These areas are reserved for those industrial uses which are very large such as the Goodyear Plant and which may have the most adverse impacts on adjacent property. Buffering is critical for areas to ensure proper mitigation of such impacts. The scale of these areas necessitate multiple accesses and connection to major corridors. These areas typically have industrial functions that occur inside an enclosed building but may have outdoor storage. Such areas should only be located at the periphery of the City.

#### CHARACTERISTICS

Land Use	Industrial
Density	5 acres +
Utility Requirements	Sewer/Water
Related Zoning	I-4





# Place Type Standards

## SPECIAL

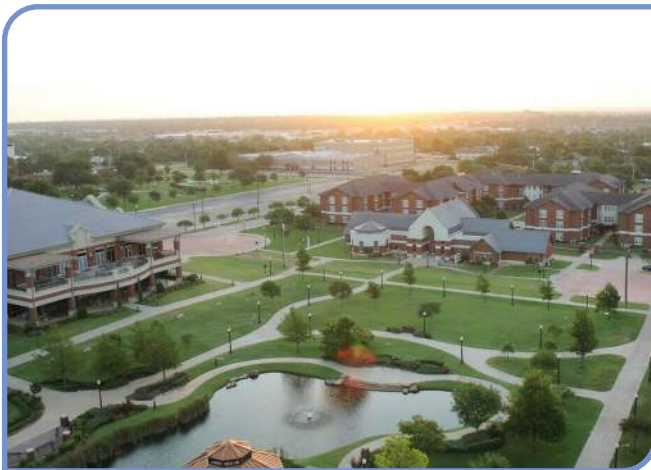
Certain areas of the community are unique and do not mesh with traditional urban or suburban forms. These include areas such as university campuses or medical centers. Such areas demand protection from adverse uses and may have a unique thematic character or land use pattern.



wastewater treatment plant



transect illustration



university campus



medical center campus



high voltage substation



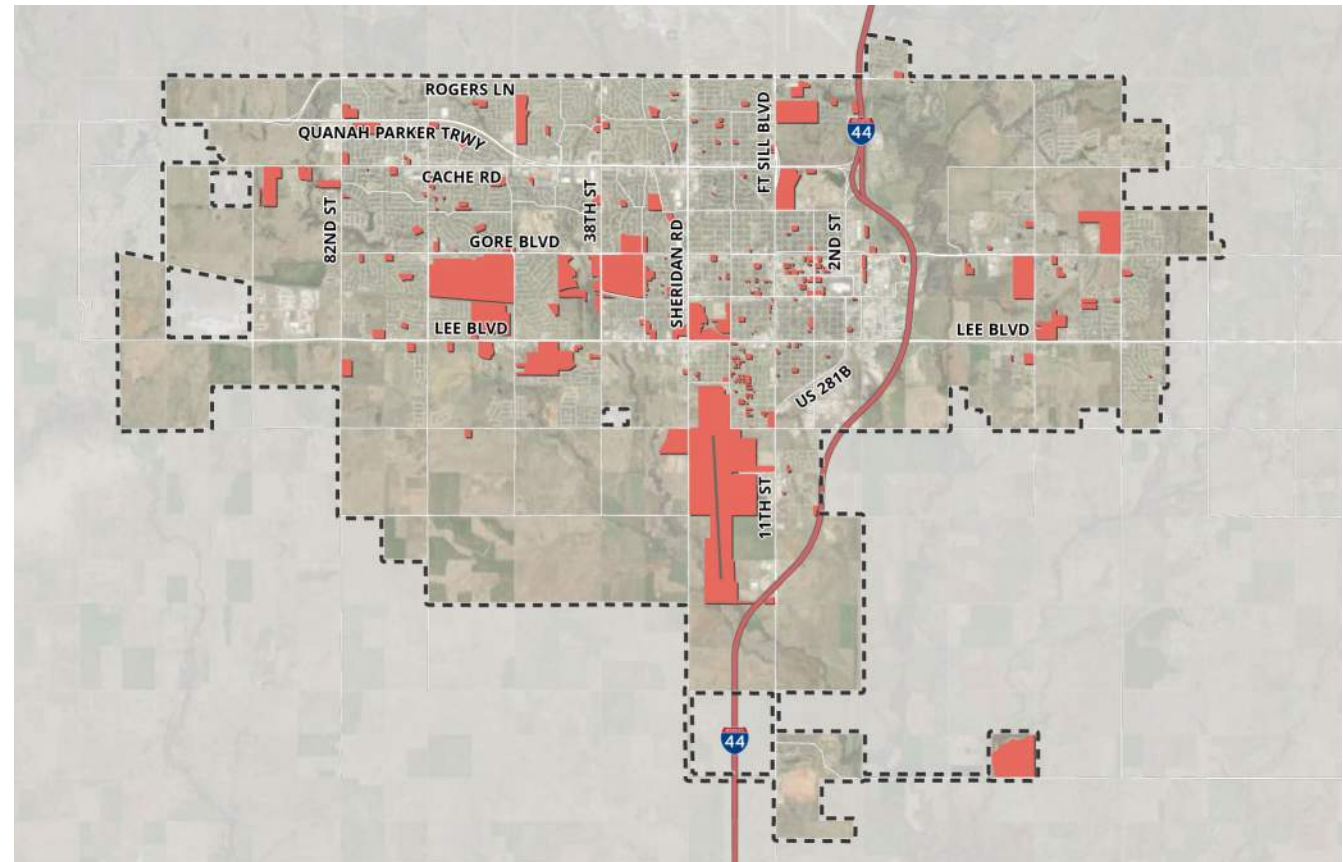
## SPECIAL

### Institutional Area (S-INS)

**Character:** These areas are composed of large-scale campuses, including schools, medical complexes or other similar uses which are typically disconnected from other uses. Uses have an internal focus with clustered buildings that are repetitive in use and/or design.

#### CHARACTERISTICS

Land Use	Public, Institutional
Density	Varies
Utility Requirements	Sewer/Water
Related Zoning	P-F





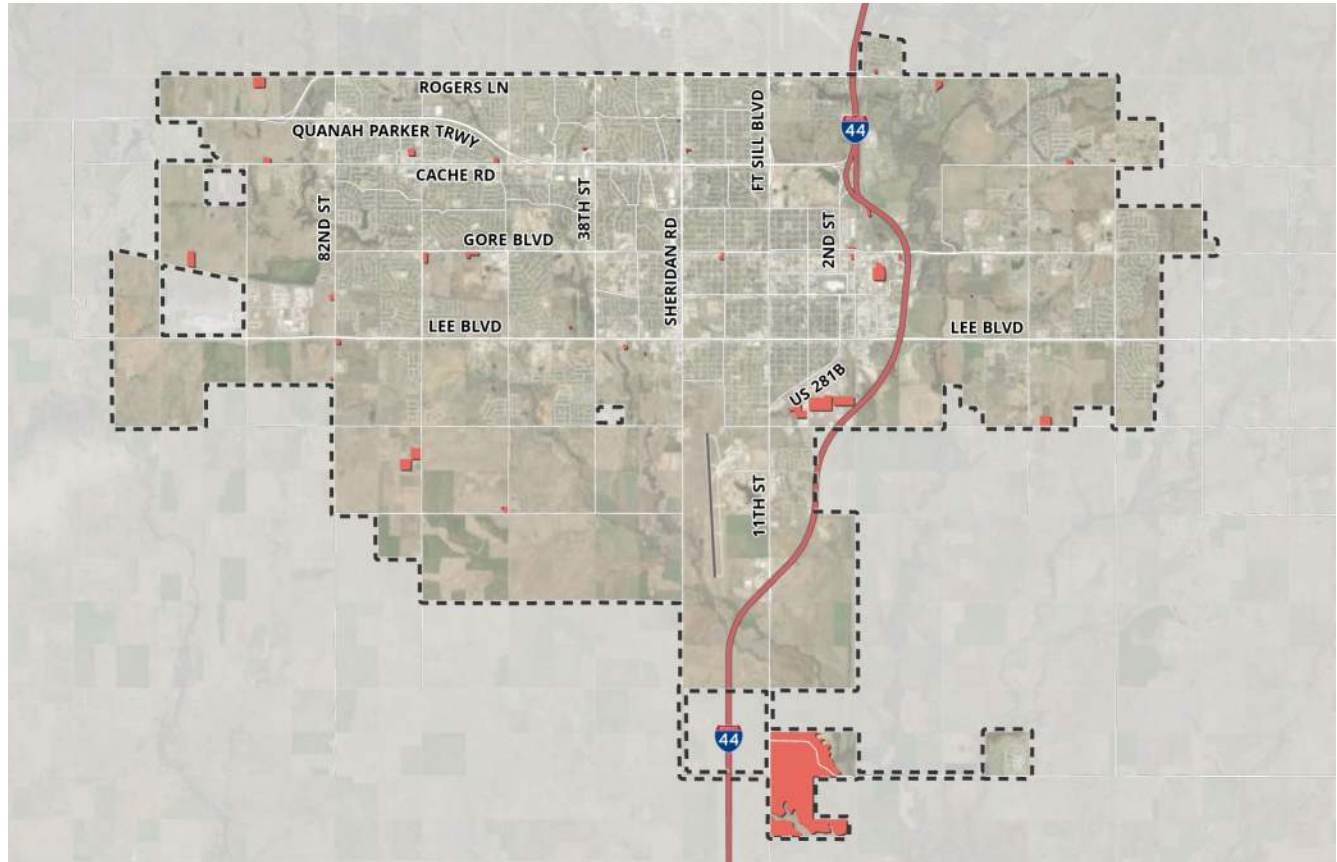
## SPECIAL

### Utility Area (S-UTL)

**Character:** These locations are often driven by topographic/geographic necessities and are essential to the function of the City. These include public utility facilities like water treatment plants, electric substations, and sewer plants. Measures should be taken to ensure compatibility when placed in residential areas.

#### CHARACTERISTICS

Land Use	Public Utilities
Density	Varies
Utility Requirements	Sewer/Water
Related Zoning	Various





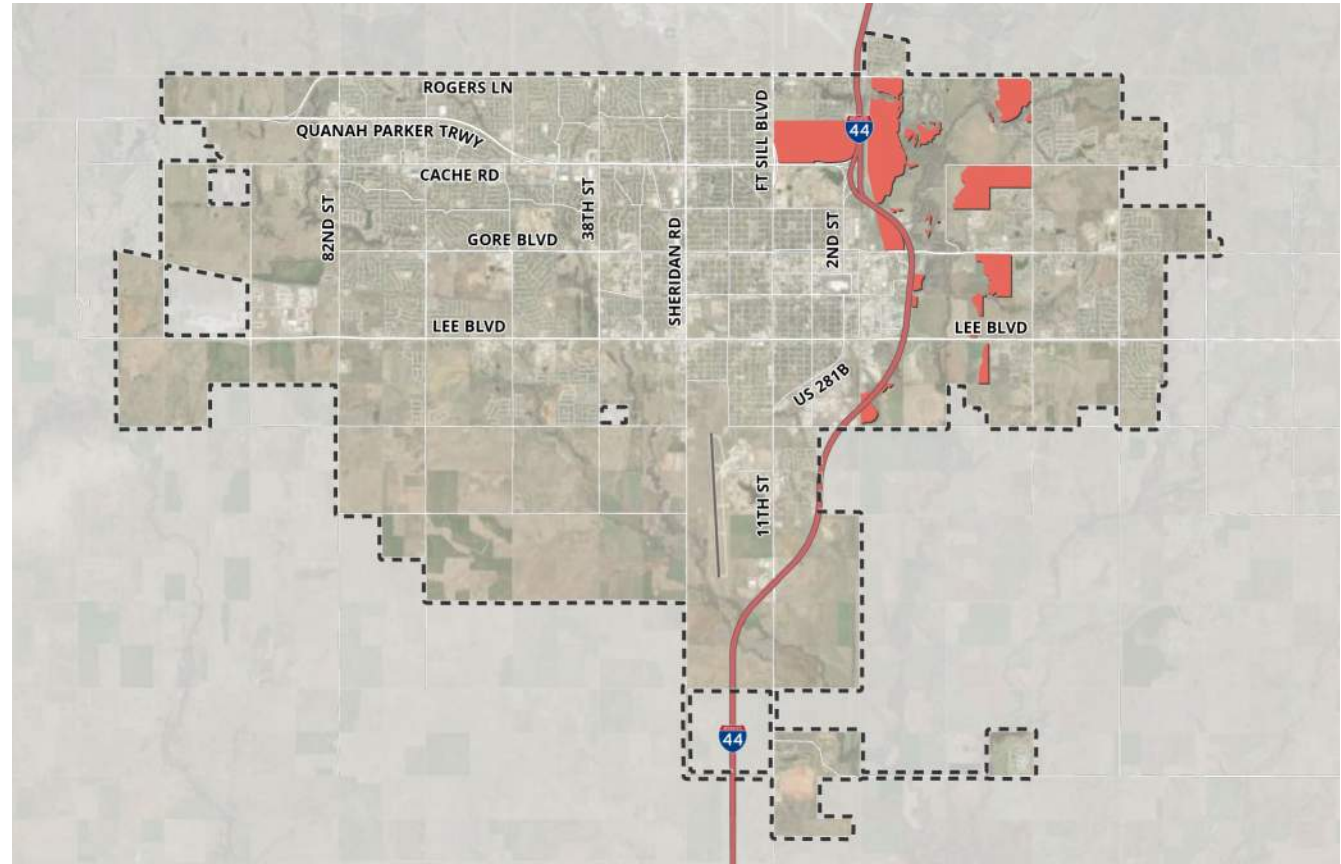
## SPECIAL

### Tribal Lands (S-TRB)

**Character:** Tribal lands in Lawton are primarily used for cultural preservation, community services, and trust land management by the Comanche, Kiowa, and Apache tribes, including hospitals/clinics and schools, cultural heritage sites and facilities, and retail and entertainment establishments. Rather than functioning like traditional reservations elsewhere in the U.S., these serve as hubs for tribal government, heritage protection, and community/social and economic development. Such properties are not subject to the City's zoning regulations.

#### CHARACTERISTICS

Land Use	Retail, Commercial, Office, Institutional
Density	Varies
Utility Requirements	Sewer/Water
Related Zoning	None







## TARGET ISSUES & STRATEGY AREAS

Each of the following target issues address a significant theme that emerged through the public engagement process of the plan. They address critical concerns that should be a priority for the City moving forward. Each are tied to the Goals and Policies as well as the Implementation Matrix for the plan.

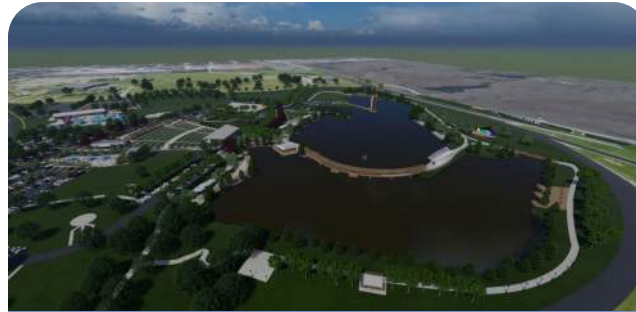
### Quality of Life and Community Image

It has become a well-established truth that quality of life and community image are imperative to community growth. Recognition of this idea is central to *Propel 2040*, and was a key reason for the creation of a dedicated 1/4 cent sales tax devoted to parks, community amenities, and recreational facilities. Quality of life and community image also extend into the development of the City and its built environment. People are attracted to beautiful, walkable places that have a sense of identity and place. This portion of the plan details the quality of life and community image recommendations integral to setting up the community for long-term growth and success.

#### *Propel 2040* Projects

The quality of life improvements being as a result of the passage of *Propel 2040* represent one of, if not, the largest investments being made in quality of life in Lawton's history. Chief among these investments is the transformation of Elmer Thomas Park. The recently constructed \$19 million aquatic center opened for the 2025 summer season as a big success. Following completion of that project, the City Council authorized another \$21 million in improvements to the park as the first phase of the boardwalk and amphitheater project. This phase

of improvements include the new amphitheater, a modern outdoor concert facility as well as a new pedestrian bridge across Lake Helen.



Proposed large-scale renovation of Elmer Thomas Park to include an amphitheater and boardwalk

Photo credit: City of Lawton, OK



Proposed Lawton Youth Sports Complex

Other *Propel 2040* projects include system-wide modernization of the City's park system with updates to over 30 parks, renovation of the McMahon Memorial Auditorium, renovation of the Carnegie Library Town Hall into a community arts facility, and development of the Lawton Ft. Sill Sports Park. Located in the former Eastside Park, the sports complex will be a first class facility

including an indoor sports facility for basketball, volleyball, pickleball, indoor turf sports, and fitness. The remainder will be devoted to a host of artificial turf fields for soccer, baseball, and football. These improvements will make Lawton an attractive destination for youth sports tournaments.

### Historic Preservation

Lawton is a community with a rich, diverse and interesting history. The story of that history is partially told through the historic built environment of the City. The City's historic neighborhoods and structures are a foundation for Lawton's identity and are a sense of civic pride. Preservation of these areas is critical and can serve as a critical engine for neighborhood reinvestment.

- » **Old Town North Neighborhood:** Dating back to the decade of Lawton's founding, Old Town North is Lawton's most intact and distinguished historic neighborhood, with many beautiful and well-preserved historic homes. Consideration should be given to nomination of the neighborhood as a National Register of Historic Places District and potentially as a local historic district. The neighborhood was previously studied for designation in the early 1990s. Such designation would expand protections significantly beyond the current handful of properties under the Historic Preservation Overlay District.

Nomination as a national register district would allow access to important state and federal tax credits for rehabilitation of structures and provide honorific status for the area. Designation as a local historic district would



## TARGET ISSUES & STRATEGY AREAS

add regulatory teeth to ensure homes in the district are rehabilitated and modified in a way that maintains and preserves the character of the neighborhood. Local historic districts, while subject to increased regulatory control, typically see increased property values and neighborhood pride. Regulations in such areas come in the form historic district guidelines or standards and are specifically based on the architecture of the structures in the area. The City of Norman historic preservation program provides an excellent regional example of effective use of historic preservation to advance community goals.



Old Town North Neighborhood

- » **Mattie Beal House District:** The neighborhood surrounding the Mattie Beal House has a great deal of character and potential for improvement. The house itself serves as an anchor for what could be a vibrant urban neighborhood. Consideration should be given to including the area surrounding the house in the City's Historic Preservation Overlay District. Such regulations would apply in the immediate area

around the Mattie Beal House on SW Summit Ave, SW Park Ave, and SW 5th St. Doing so will likely stabilize conditions in the neighborhood and improve property values as well as property conditions in the area.



Historic Mattie Beal House

Photo credit: Lawton Heritage Association

### *Identity and Sense of Place in Development*

Much of the development within newer parts of Lawton has a character common to most suburban development across the US over the last 40 years. Such development is driven by franchise architecture and the standardization of development. This contrasts with much of the City's older commercial areas like downtown. The Corridor and Character Districts discussed later in this plan document are an effort toward addressing this issue. However, the City should additionally consider enhancing it's architectural and development standards to help create a stronger sense of place through development. Such standards don't necessarily mean higher costs associated with development and should focus primarily on high value-add features that do not substantially increase development costs.

This would include addressing the existing gaps in Section 18-4-1-106 of the Zoning Code including the following:

- » Addressing building placement, articulation, and detailing as well location of building entrances.
- » Requiring compliance with standards for façades that don't face a street but do face the public realm.
- » Increased flexibility for new and innovative building materials like fiber cement panels and metal panels that promote architectural diversity.
- » Add minimum glazing requirements for commercial development.
- » Consider streamlining landscaping regulations to more straightforward minimum standards such as front, side, and rear planting buffers as well as parking lot islands.
- » Remove minimum parking requirements for commercial development to align parking requirements with market demand.



A building like this is not currently allowed under Lawton's architectural standards

Photo credit: Nichiha USA



## TARGET ISSUES & STRATEGY AREAS

### Public Arts

Lawton has a strong arts tradition due to the presence of the McMahon Foundation. As an example, the City's auditorium bears the McMahon name. Dedication to the arts is seen in subtle ways across the City with the numerous murals and the Lawton buffalo sculptures across town. Public art can be an important component to community identity and image. The City should continue to investment in public art with a direct eye towards making public art a component of public construction projects. The City should consider developing a public art master plan to develop a framework for public art investment and provide a dedicated funding stream for such projects. A potential option is a "1% for the Arts" program that requires 1% percent of any public parks or facility project budget be dedicated to public art.



Public art installation at the Norman Public Library Central

Photo credit: Normal Arts Council



I-25/Dillon Drive Interchange Improvements  
City of Pueblo, CO

Photo credit: Short Elliot Hendrickson Inc.

### City Gateways

A visitor's first impression of a community can dramatically shape how one perceives a community. As such, first impressions and the City's gateways matter. The City should place a high priority on establishing clear, well-defined visual gateways into the community for each of the City's exits along I-44. Improvement plans for Elmer Thomas Park will be transformative for redefining how Lawton is perceived along its main northern entry point. Additionally, Gore Blvd provides a positive impression of the City. However, gateways at Lee Blvd and SW 11th St don't accurately portray Lawton's beauty and charm. The City should consider establishing clear, monumental gateways at one or both of these exits to help redefine community impressions. This can be achieved through gateway signage/sculpture as well as through development patterns. In addition to new gateway signs, the City should explore creating a special overlay district near both interchanges.

### Outdoor Recreation Hub

One of the largest amenities within the region and Oklahoma rests within Lawton's backyard. The Wichita Mountains are one of the most unique and interesting landscapes within a 500-mile range of the City, with key tourism target markets resting in close proximity. Dallas-Forth Worth and Oklahoma City are both less than 3 hours away. The Wichita Mountain Wildlife Refuge has significant unrealized potential as an outdoor recreation destination. Lawton stands to be a hub and gateway to the Wichita Mountains and could possibly support a destination outdoor recreation store focused on rock climbing, hiking, camping, and mountain biking. The City should explore developing a market study and tourism plan to better understand how it can realize benefits from its tourism potential.



Mount Scott



## TARGET ISSUES & STRATEGY AREAS

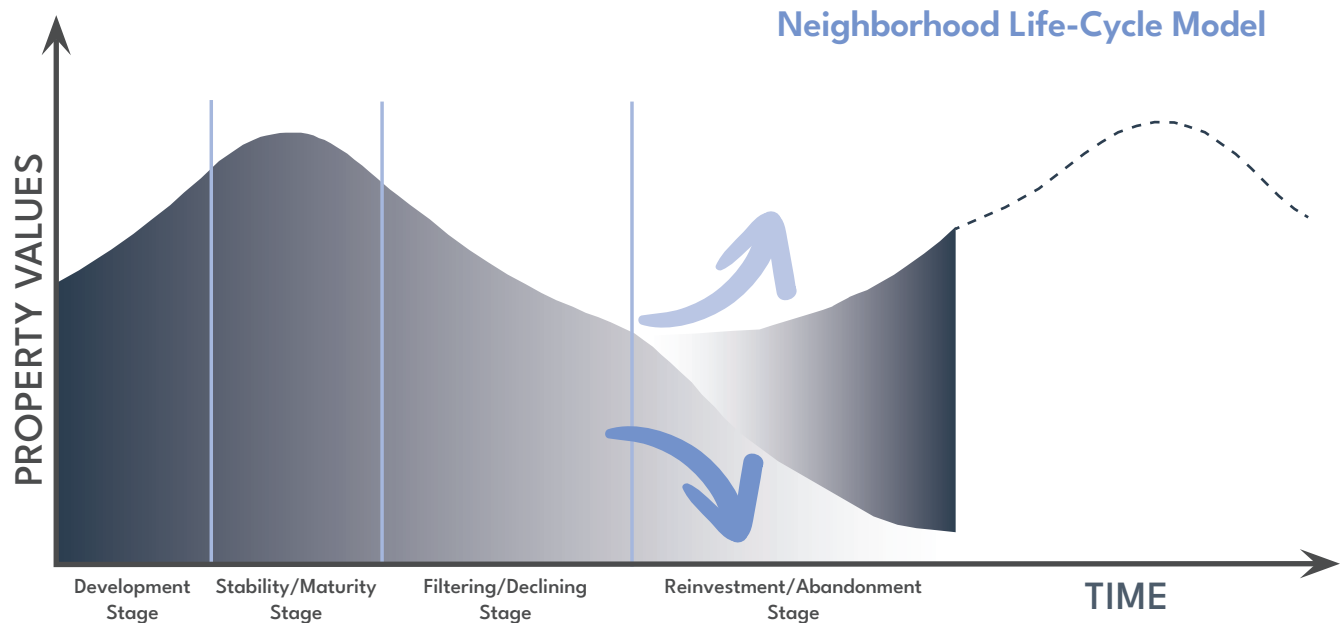
### Key Recommendations:

- » Continue pursuing the *Propel 2040* quality of life improvements.
- » Consider enhancing protections for the Old Town North neighborhood as a National Register of Historic Places districts with area-specific local ordinance protections.
- » Place the area surrounding the Mattie Beal House under the City's Historic Preservation Overlay Zoning District.
- » Enhance and streamline the City's existing architectural development and landscaping standards.
- » Explore developing a public arts program that is funded through a "1% for the Arts" fund.
- » Pursue development of a City-wide public arts master plan.
- » Evaluate development of special regulations for the areas surrounding the Lee Blvd and SW 11th St interchanges.
- » Pursue design and construction of monumental gateway signage/sculpture for the Lee Blvd and SW 11th St interchanges.
- » Explore and study Lawton's potential as a tourism destination for the Wichita Mountains.

### Neighborhood Reinvestment and Development

Strong neighborhoods create a strong city. A city is only as strong as the elements from which it is built, and the neighborhood is the fundamental building block of a city. Neighborhoods naturally evolve over time, often experiencing decline as they age. This is explained through Hoover and Vernon's Neighborhood Life-Cycle Theory, shown in the graphic below. Property values increase in a neighborhood as it develops and matures, slowly declining as the neighborhood ages. As disinvestment occurs, a tipping point is reached where a neighborhood is either abandoned or significant reinvestment takes place.

Reinvestment often has to be catalyzed by some type of government action. Many times code enforcement can be used to help stabilize a neighborhood, creating a positive environment for private investment. Other times, stronger intervention is necessary to overcome unfavorable conditions that discourage reinvestment. The *Propel 2040* Capital Improvement Plan (CIP) has made neighborhood reinvestment a priority by way of a proposed \$25 million redevelopment fund.





## TARGET ISSUES & STRATEGY AREAS

### *Propel 2040 Redevelopment Fund*

The proposed redevelopment fund within *Propel 2040* could be utilized in a number of ways. Ideally, these funds would be leveraged with federal and/or private funds. One option would be to support the efforts of the Lawton Urban Renewal Authority (LURA) in efforts toward redevelopment of the neighborhoods in and near downtown. In mid-2025, LURA commissioned a study to evaluate property conditions within the areas near its current areas of operation. The study recommended expanding LURA's operations by way of expanding its existing Urban Renewal Plans (URP)s. A key recommendation of investing in and establishing the area south of downtown as a FISTA Innovation District is discussed in later parts of the plan.

### *Neighborhood Improvement Districts*

The *Propel 2040* redevelopment fund could be used toward a model Neighborhood Improvement District (NID) program. A NID would be a series of public/private actions designed for transformative impact within a defined neighborhood, possibly within LURA's area of operations or nearby neighborhoods. The following are examples:

- » **Focused Code Enforcement:** These enhanced efforts would be focused on the idea of maintenance order policing, and shifting code enforcement to a proactive approach instead of being complaint driven within the designated area. These efforts should be focused on addressing the most critical needs such as dilapidated and dangerous structures as well unsafe and unsanitary conditions. The City

should consider focusing all primary dilapidated and dangerous structure efforts within a designated NID for maximum impact.

- » **City Lien Foreclosures:** The City was given an important tool in effectively addressing code enforcement issues with the passage of HB 2147, having taken effect on November 1st. The law allows a city to foreclose on a non-owner occupied property when city liens are greater than \$1,500 and at least six months have passed. The impact of this law is yet to be seen, but it provides a promising opportunity to address chronic and a serious code enforcement issue, recoup code enforcement costs, and get such properties primed for redevelopment.



Photo credit: KTAB/KRBC (BigCountryHomepage.com)

- » **Housing Development Incentives:** Encouraging redevelopment within distressed and challenged neighborhoods can be difficult. Often construction costs can exceed the appraised value of a home post-construction. As a result, unique incentives and financing structures often have to be used to make new construction and rehabilitation occur. Tax increment financing (TIF) through the Local Development Act is one avenue, by way of reinvestment areas.

Abilene, TX has developed a unique program called Rebuild ABI. The City of Abilene created specific neighborhood empowerment zones, similar to the NID concept. A direct payment incentive is provided to local home builders that construct affordable, homeowner occupied single-family housing. Favorable financing terms are provided to the builder through local banks with the City providing additional incentives including waived permit fees, sidewalk construction, and demolition assistance. This program is being effectively used to encourage reinvestment in some of Abilene's most disadvantaged and challenged neighborhoods.

**The Propel 2040 Redevelopment will serve as a key tool for addressing many of Lawton's existing challenged neighborhoods.**



## TARGET ISSUES & STRATEGY AREAS

» **Pre-Approved Building Designs:** To encourage investment, cut red tape, and remove barriers to housing investment, the City should consider developing a pre-approved housing design program to be used within a NID. The City would contract with an architect or multiple architects to develop single-family and small-scale multi-family designs that could be used by an investor/developer for free or a minimal charge. The City would additionally identified parcels where such pre-approved plans could be used automatically. This program would allow for same-day permit approval with minimal upfront work or documentation required by a home builder. Claremore and Tulsa have implemented this type of program and new programs are being implemented in Bartlesville and Fayetteville, AR.

» **Leveraging HOME and CDBG funds:** The City currently utilizes Home Investment Partnership Program (HOME) and Community Development Block Grant (CDBG) funds, but such funds could be leveraged for a defined period towards supporting revitalization efforts within a NID. For example, Conway, AR used CDBG to assist in developing a mixed-income housing development. The City of Conway used \$1.2 million for infrastructure and site preparation and established a direct partnership with a developer to build a high-amenity neighborhood with a mix of subsidized and market-rate workforce housing. The development resulted in 12 new homes, with seven homebuyers receiving down payment subsidy and five homes being sold at market rate.

### Complete Neighborhoods

A unique heritage of Lawton's planning and development history is the City's Neighborhood Unit Concept. Originally derived from Clarence Perry's neighborhood unit concept, Lawton's model has been implemented throughout much of the community. Its result has been many amenity rich neighborhoods with ample park space, community schools, a mix of residential housing options, and nearby commercial all based around the City's super block structure. Today, implementation of this concept is less feasible due to requirements for larger school sites and the maintenance of neighborhood parks. However, much of this concept can remain as a planning ideal for development. A new complete neighborhood concept should include a variety of housing types within a neighborhood, strategic preservation of open space to retain the natural function of the land and preservation of open space for natural greenways, and inclusion of mixed-use nodes. This concept is similar to the Suburban Walkable Neighborhood place type discussed in this plan. While not appropriate everywhere, this concept should be encouraged and used, where possible.



Photo credit: City of Tulsa



Spruce Street Cottages • Conway, AR

Photo credit: City of Conway, AR



Photo credit: 2050 Land Use Plan

Lawton Neighborhood Unit Concept



## TARGET ISSUES & STRATEGY AREAS

### Key Recommendations:

- » Pursue a targeted and coordinated approach to neighborhood reinvestment and redevelopment that focuses on the City's most challenged and disadvantaged neighborhoods as a priority.
- » Consider using the *Propel 2040* Redevelopment Fund towards implementation of the Neighborhood Improvement District concept.
- » Leverage the organizational expertise and advantages of the Lawton Urban Renewal Authority towards further realizing redevelopment and neighborhood reinvestment outside of LURA's current areas of operations.
- » Explore creation of a pre-approved housing design program.
- » Develop a package of standardized, easily usable housing development incentives to encourage neighborhood reinvestment.
- » Continue to pursue Lawton's traditional neighborhood unit concept in a modified form that encourages mixed-density, mixed-use neighborhoods.
- » Encourage use of federal incentives made permanent in 2025 and which are available in many older neighborhoods including New Market Tax Credits and Opportunity Zones.

### Economic Development and Opportunity

Community growth doesn't occur without economic opportunity and development. Fort Sill has served as the economic backbone for Lawton since the City's founding. However, the City has seen greater diversification of its economy in recent decades. This is a trend that will and should continue, while leveraging the advantages of the City's most important partner.

#### Economic Development

Lawton has a diverse economy that is broadly representative of the US economy as a whole. This means the City has few strong specializations. However, recent study by the Lawton Economic Development Corporation has identified advanced manufacturing and military related business as key economic development targets for the community moving forward. These recommendations were based on the City's existing strengths with the presence of Fort Sill and operationalizing assets at Cameron University and the Great Plains Technology Center. A particular strength of the City of Lawton is its relationship with the Chamber and Lawton Economic Development Corporation. These relationships should continue to be fostered and utilized for community advancement.

### Economic Resiliency

Today, economic uncertainty is top of mind for many. We find ourselves in a period of incredible economic disruption due to changes in technology such as artificial intelligence and evolving geopolitical dynamics. This makes economic diversification increasingly important. Lawton should continue to pursue efforts toward strong economic diversification so that the loss of any one employer or economic segment has minimal impact on the City's economy as a whole.



Photo credit: FirehawkAerospace.com

**Continued diversification of Lawton's economy is important to the City's future.**



## TARGET ISSUES & STRATEGY AREAS

### FISTA

The Fires Innovation Science and Technology Accelerator presents a generational opportunity for Lawton residents. Focused on helping Lawton realize next-generation business development, it leverages key Lawton advantages including a military focused workforce and tailored workforce training assets. Continued support and expansion of FISTA is recommended, including development of a broader FISTA Innovation District. This recommendation is detailed later in the document.



FISTA Innovation Park

Photo credit: FISTA

**The FISTA is a generational economical development opportunity for Lawton.**

### Infrastructure Development and Land Use

Water and sewer utilities are the biggest determinant of where growth can and cannot happen. Urban density requires sewer utilities to be realized. This means these utilities also serve as a key tool for implementing the City's land use policies as well. In the past, extension of utilities outside City limits have created a de facto western growth boundary for the City. Developments outside the City using sewer have had an impeding effect on industrial development. It is recommended that a strong and definitive policy be adopted limiting future extensions of sewer service to only properties within City limits. be adopted. Such policy will likely need a carve out providing specifically for industrial development projects, but should universally apply to all residential developments. This will ensure City utilities are leveraged in a manner that respects the interests and needs of Lawton residents first and foremost.

Recent funding of the maintenance and development of Lawton's utilities systems is critical. These are being made as part of the original Propel Capital Improvements Plan and *Propel 2040*. The improvements should be seen as investments in Lawton's future success. However, land use policy should help maintain the health of the City's infrastructure. The City should carefully consider any future annexation for residential development. With large vacant tracts within the City and ample opportunity for infill development, priority should be given to residential development within Lawton first. Though industrial development, in particular heavy industrial development, is best placed at

the City's edge and protected from encroachment of incompatible uses that might hinder full use of industrial property. Doing so will assist in the financial health of City's utility system and protect the City's employment centers.



Aerial view of west Lawton

Photo credit: Google

### Key Recommendations:

- » Work with Chamber of Commerce and Lawton Economic Development Corporation to pursue advanced manufacturing and military business development.
- » Pursue diversification of the City's employment to prepare for any possible future economic disruption in a rapidly evolving economy.
- » Support the continued development of the FISTA Innovation Park and a potential FISTA Innovation District.
- » Prioritize and encourage infill development in the City.
- » Encourage heavy industrial development at the City's western edge and discourage encroachment of adjacent residential uses.
- » Encourage residential greenfield development inside the City's existing City limits.



## TARGET ISSUES & STRATEGY AREAS

### Infrastructure Investment

The infrastructure in a city and the tax base that support it are essential to continued growth. The health of both the tax base and infrastructure in a city are directly related. A city cannot provide adequate infrastructure without an adequate tax base, and an economy to create a tax base is enabled by good infrastructure. As such, discussion of these items are a part of this plan.

**Infill Development:** As Lawton has grown, the size of the City and its amount of its infrastructure base has as well. In recent decades, neighborhoods near downtown have lost population. This means fewer rate and taxpayers in these areas to support the same infrastructure and City governance needs. This also means the City's population is further spread out, meaning more miles of roads, waterlines, and sewer lines per person. This places a financial strain on the community.



Pettaway Neighborhood • Little Rock, AR

Photo credit: Pettaway Square

Combating this trend is necessary to ensuring Lawton's long term success. As such, infill development should be a high priority for the City. Infill development utilizes the existing streets and utilities the City already has in place by building

on existing vacant lots. While an entire section of this plan is devoted to strategies to address infill development and neighborhood reinvestment, it is important to recognize the issue for its implications to the fiscal and health of the City.

**Stormwater Management:** Dealing with issues of flooding and stormwater management are particularly challenging in Lawton due to the City's topography and geography. Past development and drainage practices have left the City with serious needs for the improvement and maintenance of its drainage systems. While capital improvements will go a long way to fixing many of the City's drainage issues, review of the City's Stormwater Drainage Policy should be conducted to identify areas of potential enhancement. The existing regulations are nearly 20 years old and stormwater management practices, including concepts like Low Impact Development (LID) and regional detention, have advanced in that time. Additionally, the City should consider altering drainage requirements for redevelopment to treat the sites as greenfield development rather than requiring post construction drainage to match the existing conditions of the site.

**Transportation Investment:** In 2023, the City conducted a pavement management study to analyze current pavement conditions and develop a plan for future maintenance needs. The study found that smaller investments in pavement preservation on a short time frame can forestall needs for larger investments in street reconstruction on a longer time frame. Essentially, dollars invested on maintaining roads before they deteriorate saves money in the long term.

The passage of *Propel 2040* provided a dedicated ¼ of cent of a permanent sales tax for streets and bridges. As a result of the passage, the City announced a program of mill and overlay for 105 streets in 2025. This aggressive plan is critical to reversing problems of decades of insufficient maintenance of City streets.

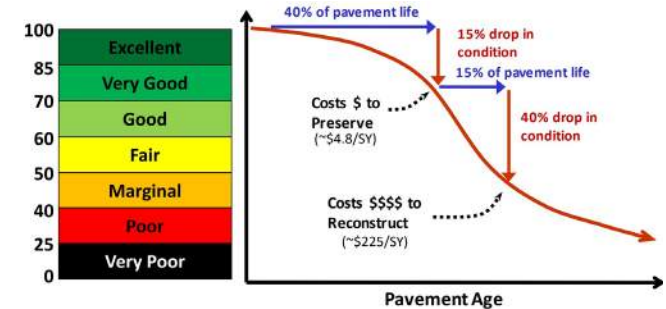


Image credit: Lawton Pavement Management Study

### Key Recommendations:

- » Discourage future annexation except for the purposes of attracting major employers and economic development prospects.
- » Encourage infill development in areas where existing supporting infrastructure can support development.
- » Continue investing in utility and stormwater infrastructure using studies as basis to determine critical infrastructure needs.
- » Review the City's Stormwater Drainage Policy against current best management practices.
- » Continue updates of the City's Pavement Management Data on a five year basis with the next update in 2028.
- » Consider adopting policies to require annexation prior to the extension of sewer service for residential outside City limits.



# TARGET ISSUES & STRATEGY AREAS

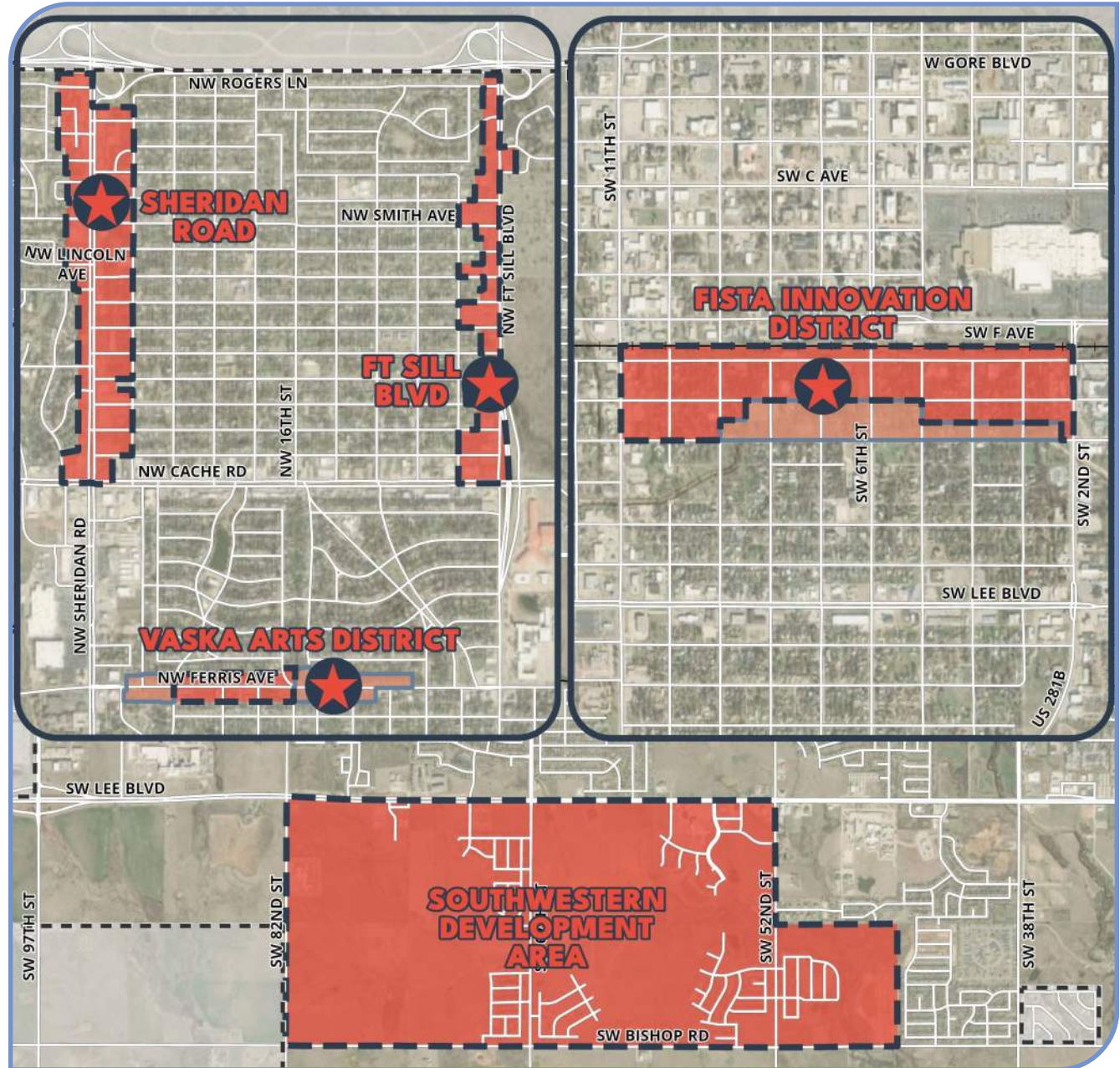
## Corridors and Character Districts

There are several distinct Corridors and Districts within Lawton. The primary gateways into the community are the Cache Road Corridor and the Gore Blvd Corridor. Other important corridors are the Sheridan Road Commercial Corridor, Fort Sill Blvd Corridor, and the 2nd Street Downtown Corridor.

In addition to the Corridors, there are several distinct districts within the City that have been identified. Three areas were developed as Target Strategy Areas, and have had additional planning included in this plan: the Cache Legacy Corridor, the Downtown Entertainment District, and the University District.

While these were identified as three of the areas with the most opportunity to develop strategically, several other areas may also need to be studied in the future as they also offer unique features and could benefit from future planning and target strategies.

Some of these areas, show in the map at right, are discussed on the following pages.





## TARGET ISSUES & STRATEGY AREAS

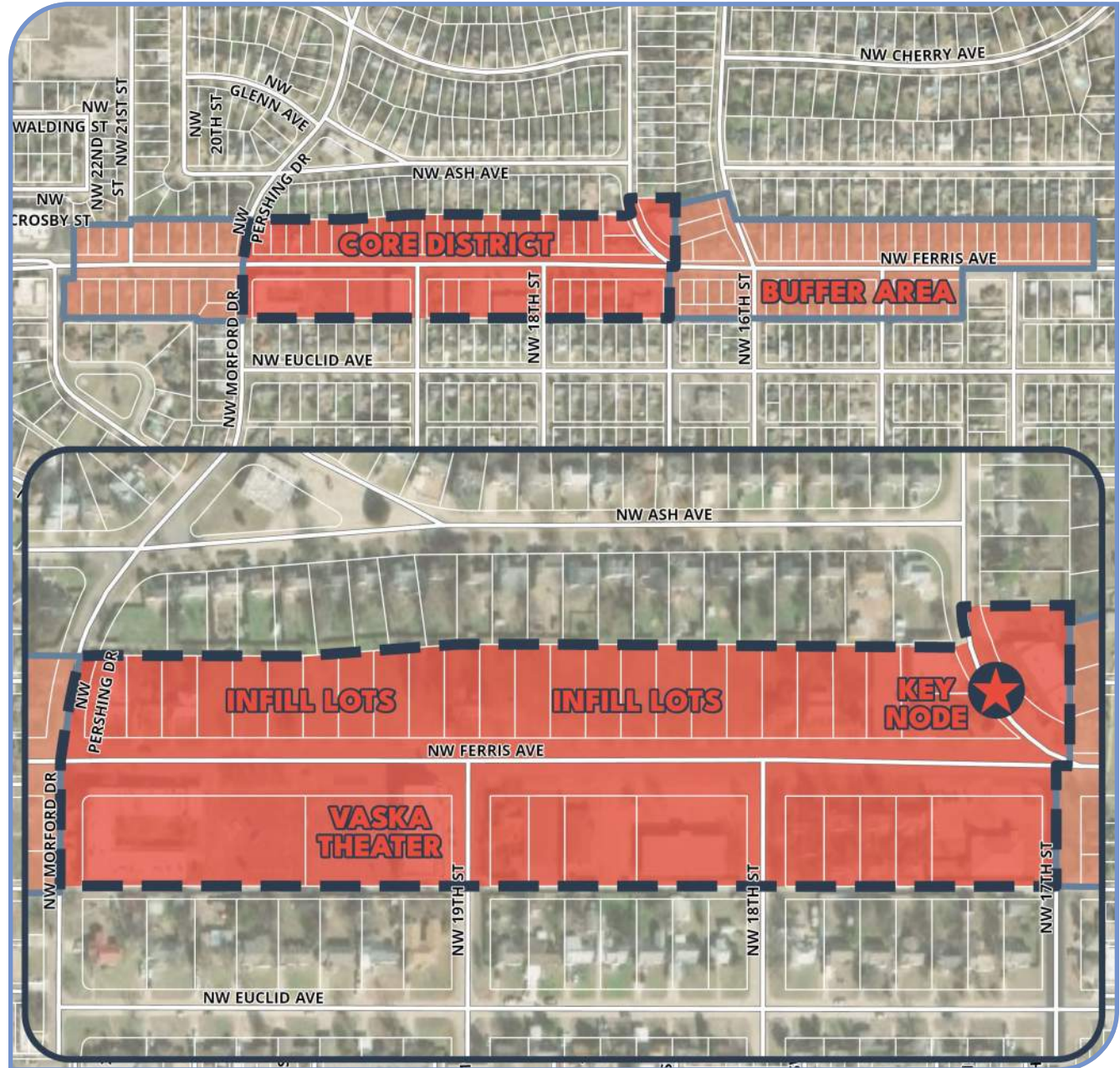
### Corridors and Character Districts

#### Vaska Arts District

The Vaska Theatre is an enduring icon for Lawton residents. Its location on Ferris Avenue is a pleasant surprise for Lawton visitors. Residential tear downs in the area surrounding the theater now present opportunities for arts related infill development to complement the theater. Development in the area should include small-scale multi-family and low intensity commercial uses like restaurants, galleries, dance studios, and arts education related uses. Structures should be built to address the street and road diet to convert Ferris Avenue from 4-lanes to 3-lanes should be considered.

#### Key Recommendations:

- » Allow rezoning of the area to permit mixed-use development including small-scale multi-family, arts related commercial development, and restaurants.
- » Ensure development is built to address the street by requiring build-to lines for setbacks.
- » Consider a road diet conversion of Ferris Avenue from 4-lanes to 3-lanes and make streetscape improvements including sidewalks, streetlights, and street trees.
- » Place public art in the area to encourage future investment.
- » Tie public investment to proactively attracting private investors to the area.





## TARGET ISSUES & STRATEGY AREAS

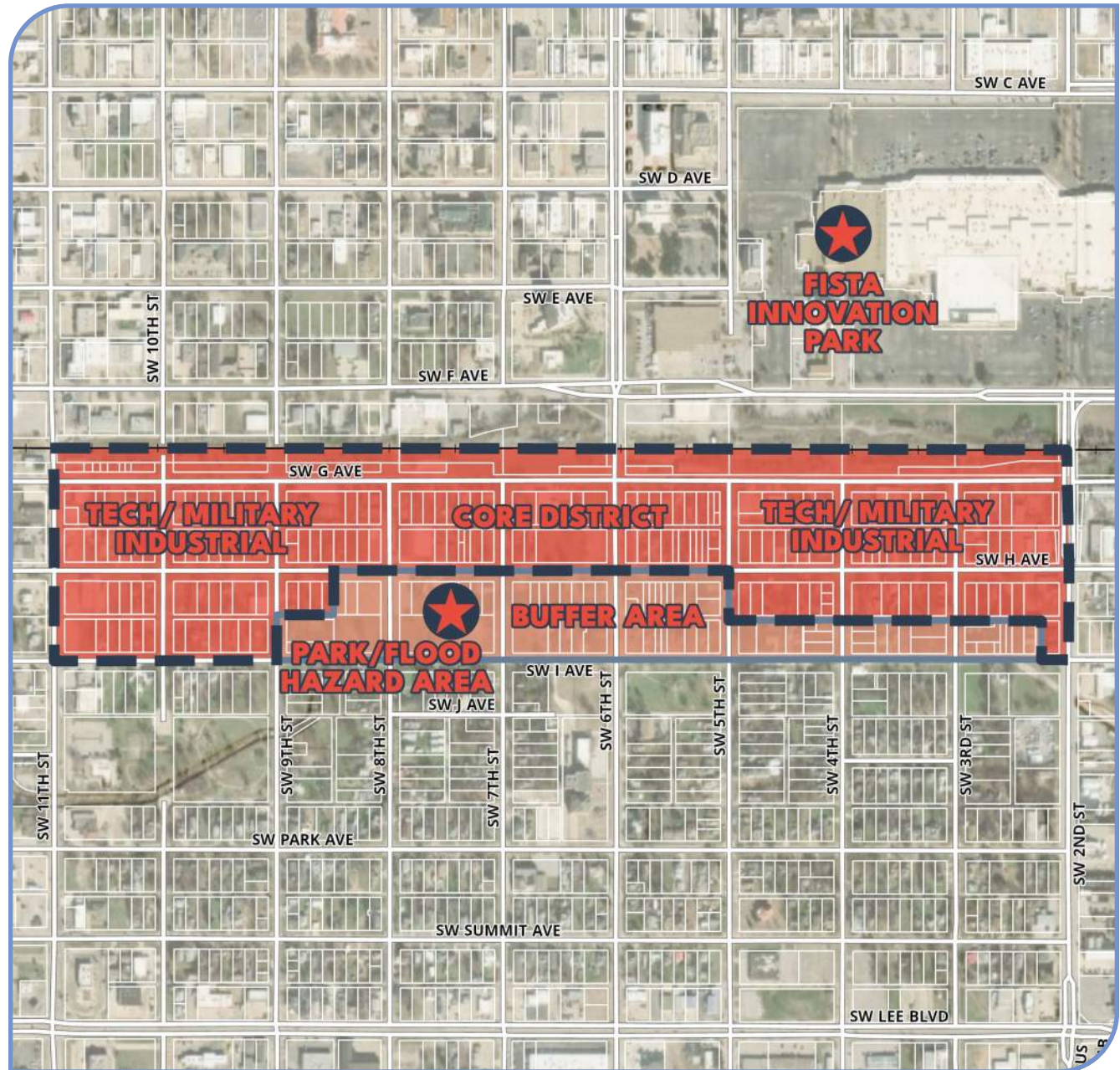
### Corridors and Character Districts

#### FISTA Innovation District

The Innovation District located south of the FISTA Innovation Park and the Lawton Central Plaza is a unique area that is primed to develop into an innovation hub with businesses and workspaces that will utilize new technology and manufacturing ideas, bringing advanced technology business to the area. Most of this area is available for redevelopment due to repeat flooding in the area, making it less suitable for housing. The proximity to FISTA Innovation Park will help drive the development of this area.

#### Key Recommendations:

- » Study the area to determine the appropriateness for future redevelopment.
- » Further assess flooding and drainage hazards in the area and how they can be more effectively managed.
- » Assess and study any necessary modifications to utility and transportation infrastructure to accommodate a future innovation district.
- » Consider creation of a specialized industrial district focused on the development of industrial land that will accommodate development in the district while protecting adjacent neighborhoods.







## TARGET ISSUES & STRATEGY AREAS

### Corridors and Character Districts

#### Southwestern Development Area

While most areas within the core of Lawton will benefit from infill development, planning for the southwest area is critical. This is one of the few areas of “greenfield development” or land that has not already been previously developed. As more development occurs, this area presents an opportunity for Lawton to create complete neighborhoods with access to services, infrastructure, and community facilities. It is important to plan ahead and develop this area thoughtfully.

#### Key Recommendations:

- » Encourage a development pattern that places commercial nodes at key intersections.
- » Explore regulations that promote mixed-density housing development within neighborhoods with uses such as accessory dwelling units and missing middle small-scale multi-family.
- » Consider changes to the City’s existing park land dedication requirements to allow a fee-in-lieu or require private maintenance of park space unless part of planned parks investments.
- » Require the reservation of land for future trail corridors in new development.
- » Promote the development of a stronger network of collector streets within the new development area to foster greater connectivity of the street network.





## Target Strategy Areas

### Cache Legacy Corridor

The Cache Road Corridor is a key gateway into Lawton from I-44, defining how residents and visitors alike perceive the City. The corridor additionally carries among the highest volumes of traffic in Lawton, increasing its importance. Elmer Thomas Park sets a strong first impression for those using the road. However, the corridor west of Fort Sill Boulevard to Sheridan Road doesn't portray the true character and charm of the Lawton community.

Much of the section between Fort Sill Boulevard and Sheridan Road is occupied by older commercial buildings and sites that are poorly suited to meet the needs of modern commercial development. These include buildings that are difficult to adapt for new uses such as older motels. In some areas, lot depths are as shallow as 115'-130' with very little room to accommodate parking, landscaping, and appropriate buffering for the adjacent residential development. The result is underutilized and vacant properties that discourage reinvestment and fail to be adequately reused.

This warrants a reimagining and rethinking of the function of the corridor along this segment. The following are key strategies for the corridor:

**Road Diet:** The current configuration of Cache Road is a 6-lane boulevard designed to carry 40,000-50,000 vehicles per day with current traffic counts around 20,000 vehicles per day. These conditions make the corridor a prime candidate for a road diet from a 6-lane boulevard to a 4-lane boulevard to match the configuration of the roadway east of Fort Sill Boulevard. This would be

achieved by moving the curbs on the north and south sides of road in toward the median. It would create opportunities for green buffers, street trees, and sidewalks along the north and south sides of Cache Road as well as provide the opportunity to address any existing drainage issues. Additionally, by reducing the footprint of the roadway, long-term maintenance costs would be reduced. An investment of this significance would signal to the private sector the City's commitment to redevelopment of the corridor.

**Housing Redevelopment:** While the corridor may no longer be well suited for commercial use, it is very well-suited for redevelopment with a variety of housing types. The shallow lots along the south side of the corridor can easily be adapted for townhouses and walk-up apartments utilizing rear parking and access. Other small-scale multi-family such as Cottage Court developments are also recommended.



Oak Cottage Court • Decatur, GA

Photo credit: City of Decatur, GA/Decatur Land Trust/Decatur Development Authority



High Trestle Trail Bridge • Des Moines, IA

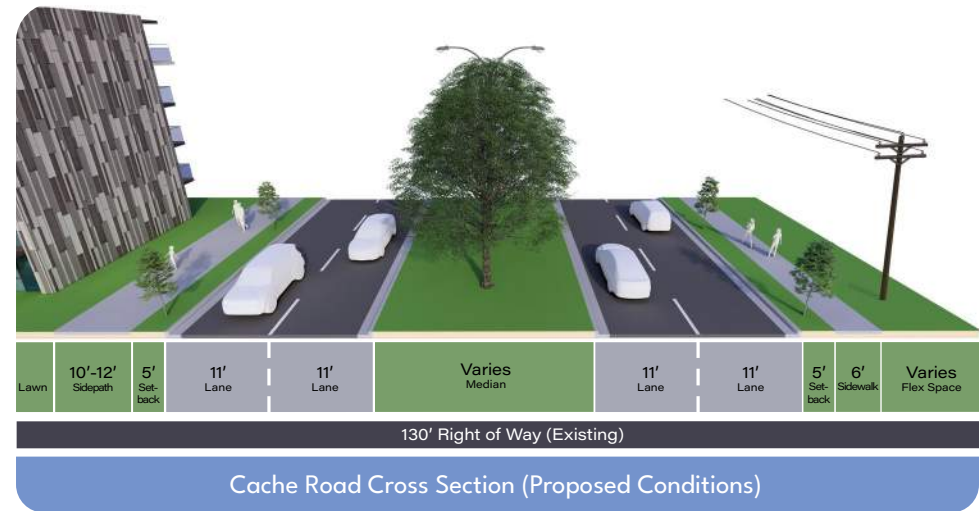
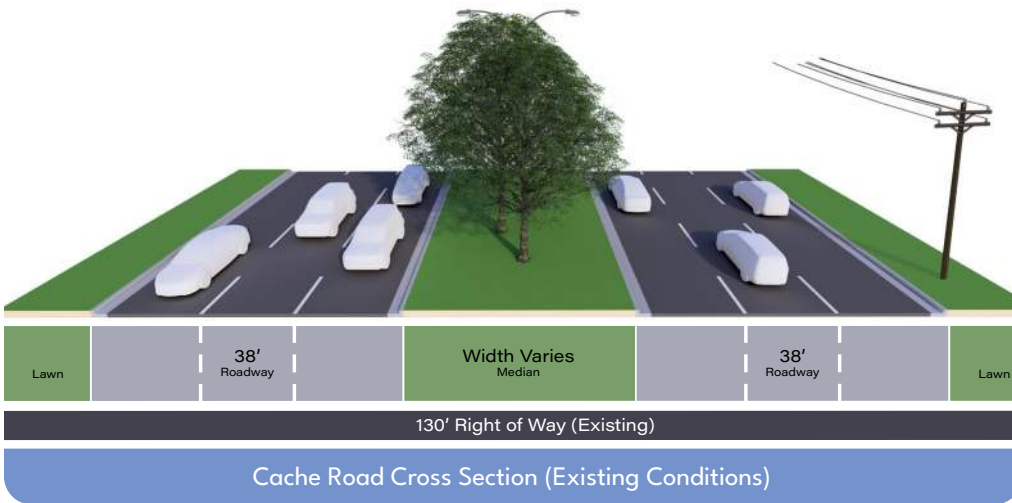
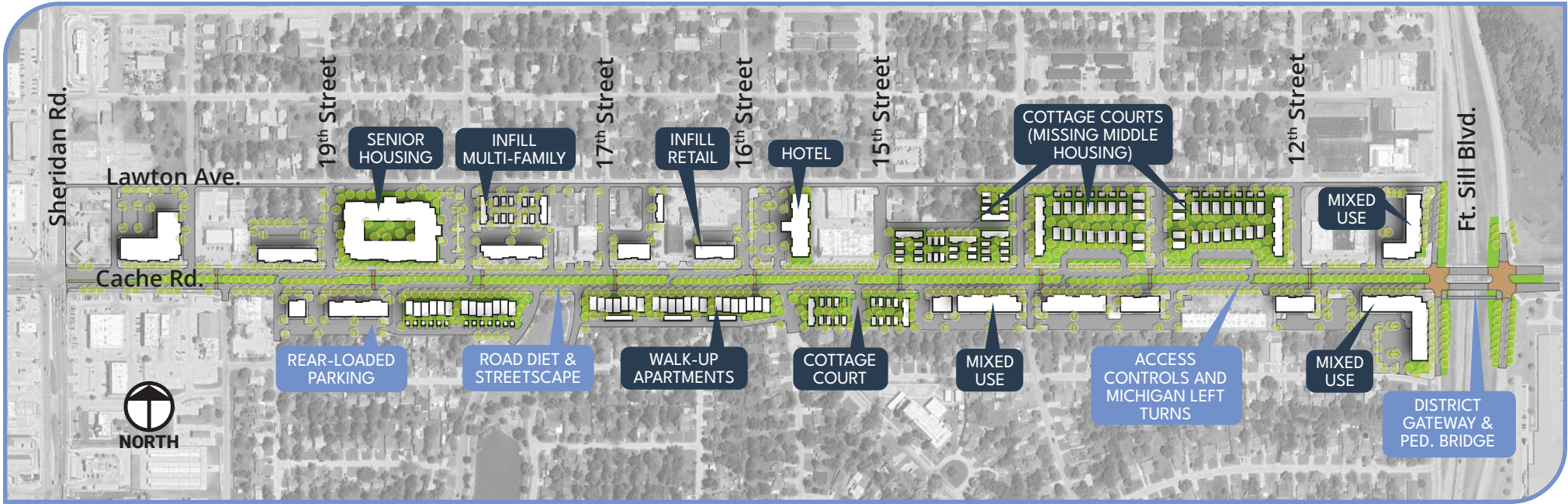
Photo credit: The Des Moines Register

**Walkable Corridor:** Currently development along the corridor discourages investment in the surrounding neighborhoods including Lawton Heights and Liberty Heights, both well-suited and primed for reinvestment. A key plan recommendation is redevelopment as a walkable corridor. This would mean building new housing and mixed-use close to the street and improving sidewalks. New business development is encouraged to include uses that serve as neighborhood assets such as coffee shops, restaurants, and small-scale retail that encourage pedestrian traffic. This type of redevelopment would create a virtuous cycle of reinvestment for the entire area. A pedestrian bridge over Fort Sill Boulevard is proposed and would create an opportunity for a light installation that could serve as a gateway feature to Fort Sill.



# Target Strategy Areas

## Cache Legacy Corridor





## Target Strategy Areas

### Downtown Lawton

Downtown Lawton is the part of Lawton that has seen the most change since the City's first days. At the City's founding, a tent city sprung up then gave way to wooden buildings and then to many grand brick buildings representative of Lawton's prosperity in the 1920s-1940s. Those grand buildings gave way to many newer structures like Central Plaza in the 1970s-1980s. Today, much of the commercial, retail, and entertainment activity customary to a downtown is gone. This presents a great opportunity to reinvent Downtown Lawton once again.

The following are key strategies for Downtown Lawton:

- » **Downtown Gateway Development:** The two properties on the south side of the intersection of Gore Boulevard and 2<sup>nd</sup> Street are important to defining the character of Downtown Lawton and the proposed Entertainment District. The plan recommends development of the site with an iconic downtown gateway building. Possible uses might include a key civic use, boutique hotel, or business headquarters. The structure should address the street and provide a strong impression of downtown.



Downtown Gateway • Santa Clara, CA

Image credit: City of Santa Clara, CA/SiliconeSage Builders

- » **Multi-family Infill:** A number of vacant and underutilized sites exist throughout downtown. These sites could be utilized for downtown multi-family, generating increased activity. Existing on-street parking could be partially utilized to meet parking demands with off-street parking also used. This infill development would fill existing gaps in the housing market. However, such housing projects would likely be more successful after development of the entertainment district, described in the following pages. Housing that could be successful now would include senior housing, as indicated near Shepler Square Park.



MacArthur Commons • Little Rock, AR

Photo credit: Moses Tucker Partners



Elliot Square • Durham, NC

Image credit: Chappell Residential

- » **C Avenue Road Diet:** A legacy of the development of Central Plaza in the 1970s, C Avenue between 5<sup>th</sup> Street and 2<sup>nd</sup> Street is paved and striped as a 5-lane roadway. This configuration far exceeds the traffic needs for the roadway and supporting land uses. The street could be reduced to a 3-lane configuration by moving the curb in from the south side of the road to match with the lane configuration between 5<sup>th</sup> and 6<sup>th</sup> Streets. Drainage infrastructure on the south side of the street would be improved in accordance with the City's Stormwater Master Plan. The streetscape along both sides of the street would be improved and allow for infill development in parts of the existing parking for Central Plaza.
- » **C Avenue Infill Development:** The fence and wall along C Avenue on north of Central Plaza is often cited as an empty gap in downtown. The parking lot for Central Plaza is grossly underutilized, often resting nearly completely empty. This presents an opportunity for new infill buildings in the form of podium buildings. Such structures would be designed to rest at street level with C Avenue and could be 2-3 stories for mixed-use such as boutiques, restaurants, office, or multi-family. The rear of the structure could be utilized for parking and loading functions related to the use. This infill development would be helpful as FISTA expands, including for the potential of more public facing operations for FISTA with fewer security requirements.



## Target Strategy Areas

### Downtown Lawton

» **Central Plaza Park Space:** The City's Stormwater Master Plan calls for two large detention/retention ponds in the parking lot of Central Plaza. These locations are at the west and east ends of the parking lot's north end. The City should seek EPA 319(h) grants administered through the State of Oklahoma to develop these ponds as park assets. Such grants fund the facility design and construction for innovative approaches to reducing nonpoint source pollution such as Low Impact Development practices. This grant has been used in other communities to develop high amenity urban parks that serve recreation, flood mitigation, and stormwater pollution prevention roles.

» **Main Street Program:** One of the challenges for downtown is often the coordination and promotion of downtown businesses. Main Street America™ was created over 40 years ago to help with these issues and others faced by downtown. In Oklahoma, the Oklahoma Department of Commerce operates the Oklahoma Main Street Program, a network of certified and affiliate programs. The Main Street programs nearest to Lawton are located in Duncan and Medicine Park. These programs require a full-time director and are often taken on by the City, Chamber of Commerce, or a partnership of the two. The key benefit such a program could provide Lawton is in the coordination of special events downtown as well as the promotion and coordination of downtown businesses.



MLK Square • Conway, AR

Photo credit: City of Conway, AR



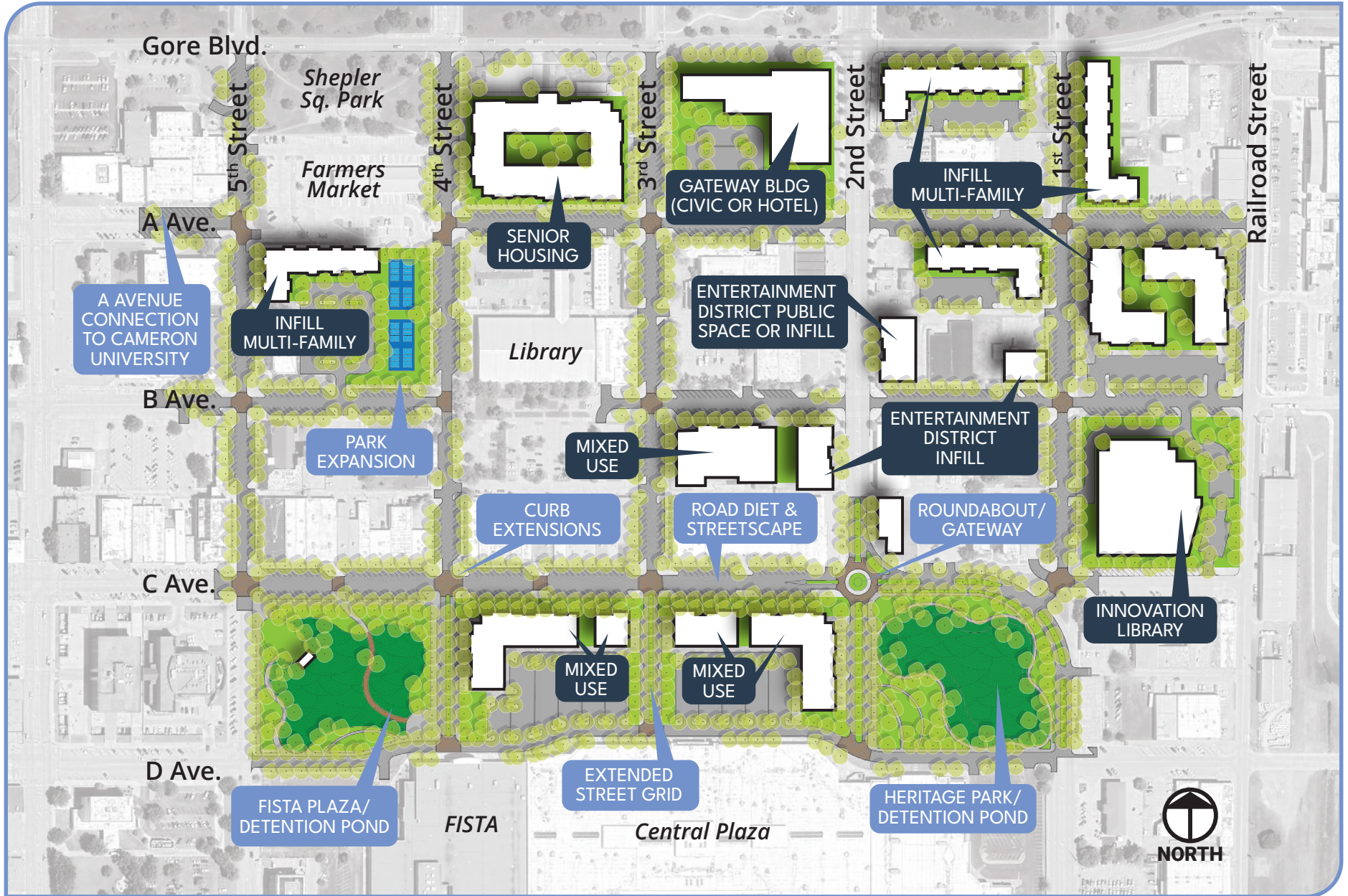
Main Street Events • Duncan, OK

Photo credit: Main Street Duncan



# Target Strategy Areas

## Downtown Lawton





## Target Strategy Areas

### Entertainment District

Throughout the planning process, a lack of entertainment options for adults was cited again and again. The 2<sup>nd</sup> Street corridor from Gore Boulevard to C Avenue presents an opportunity to leverage the improvements to 2<sup>nd</sup> Street and the development efforts north of Gore Boulevard over the last 10 years to create a new entertainment district. The following are key strategies for developing the Entertainment District:

- » **Infill and Use Mix:** Entertainment districts function by being a destination with multiple attractions. These include boutiques, restaurants, bars, music venues, coffee shops, and the like. These uses need to be compactly located to encourage walking from destination to destination. For example, one might grab a drink before dinner at a bar, go next door for a meal, and catch a live music show to wrap up the evening. The mix of uses complement one another. However, a successful district encourages activity throughout the day from lunch to late at night.

To achieve this, new infill development will be needed to complement existing structures and uses in the area. Southwest Oklahoma Brewing is a great pioneer business for the district. Other businesses like Crooked Halo Boutique, Past Perfect Too, and Country Lace Boutique are strong counterparts to the brewery. Infill structures should be placed to create a walkable nexus of buildings built to the street along 2<sup>nd</sup> Street, that create visual interest and encourage walking. Additionally, empty lots such as the one directly south of Southwest Oklahoma Brewing could be used temporarily for outdoor events space, with the property being converted to a public space or infill structure in the future.

- » **Programming:** Drawing people to an entertainment district is vital to its success. Businesses fail without customers. Programming plays a critical role in attracting visitors to an area. Special events need to occur on a regular basis to visitors regularly. Examples include Food Truck Fridays – attracting area food trucks to set up shop on 2<sup>nd</sup> Street every Friday or Baggo and Brews – utilizing an outdoor space on a monthly basis for Baggo tournaments and allow visitors to consume drinks in the designated event area. Events could be organized by a potential future Oklahoma Main Street program.



Downtown Food Truck Festival • Little Rock, AR

Photo credit: Little Rock Convention & Visitors Bureau

- » **Incentives:** The Oklahoma Department of Commerce manages incentives such as the sales tax credits/incentive payments authorized by the Tourism Development Act. This incentive is directed toward entertainment districts, destination hotels, and other similar uses that help attract out-of-state visitors. To qualify, the use must attract 25% of its visitors from out of state. However, the incentive can cover as much as 25% of the development cost over a 10-year period. This incentive could be leveraged with other incentives like the New Market Tax Credit.

**Drawing people to an entertainment district is vital to its success... Programming plays a critical role in attracting visitors to an area.**



First Friday monthly event held in the SoMa District South Main Entertainment District • Little Rock, AR

Photo credit: SoMa Little Rock



## Target Strategy Areas

### Entertainment District

» **Signature Roundabout:** The intersection of 2<sup>nd</sup> Street and C Avenue is one of the most significant intersections downtown. It should signal a sense of arrival to a destination. Improvements to the intersection with a roundabout with a signature piece of public art could help achieve this aim. The existing intersection is large enough to accommodate a single lane roundabout. As such, primary improvements would consist of a center island and splitter islands to control flows. The roundabout would compliment the proposed road diet for C Avenue.



City Center Dr and 3rd Ave SW • Carmel, IN  
Public Art • “Homage to Hoagy” by Arlon Bayliss

Photo credit: City of Carmel, IN

» **On-street Parking:** The existing improvements to 2<sup>nd</sup> Street have gone a long way toward making the corridor a pedestrian friendly environment. The plantings, benches, streetlights, and street trees all encourage pedestrian activity. However, the current 5-lane configuration well exceeds the traffic capacity needed for cars and undermines the intent of the streetscape. The plan recommends converting the outer lanes, adjacent to the sidewalk, to parking lanes. This would not require any structural modifications to the street and could be achieved through the painting of lanes. This concept could even be tested to determine its feasibility on a temporary basis.

**The plan recommends converting outer lanes, adjacent to the sidewalk, to parking lanes...This concept could even be tested to determine its feasibility...**



Illustration of proposed on-street parking improvements along 2<sup>nd</sup> Street



## Target Strategy Areas

### University District

Cameron University is one of the greatest assets within Lawton, producing new, local workforce talent year after year. Over the last ten years the University has seen challenges with declining enrollment. Those trends halted with the start of the fall 2024 semester. As the University progresses, improvement of the surrounding neighborhood will be critical for continued growth and attracting students. The plan proposes the creation of a University District with supporting uses focused on student housing and campus related uses. The following strategies are proposed:

- » **University Mixed-Use:** Increasingly, competition for enrollment at universities is based around the college experience. Universities are placed in an arms race to provide excellent facilities and amenities while working to keep down costs. This has placed universities in the role of developer, often developing mixed-use buildings that provide student amenities like restaurants and shops with student housing on upper floors. These buildings provide excellent gateways to campus. The plan proposes the development of future mixed-use buildings at the intersection of the 27<sup>th</sup> Street and Gore Boulevard. On the west side of the street, many of the existing buildings are owned by Comanche County Hospital. The University should explore partnership opportunities that involve the acquisition of these parcels for future development.



UCA Donaghey Hall • Conway, AR

Photo credit: Polk Stanley Wilcox Architects

- » **Campus Row:** Along 27<sup>th</sup> Street there are numerous student related organizations such as Baptist Collegiate Ministry and The Wesley Foundation. Future development along 27<sup>th</sup> Street should continue this pattern with student focused uses such as infill multi-family, campus organizations, fraternities/sororities, etc. This land use pattern will allow the campus to mix naturally into the surrounding neighborhood.
- » **27<sup>th</sup> Street Streetscape:** Currently this corridor lacks sidewalks in many areas, making access to the neighborhood and campus organizations difficult. The addition of sidewalks, better lighting, and more enhanced crossings with features like Rectangular Rapid Flashing Beacons (RRFB) would make the corridor safer for students. Additionally, as new development occurs along the corridor, consideration should be given to adding on-street parking in areas supported by the proposed university mixed-use buildings.

- » **A Avenue Bikeway:** Cameron University is approximately 1.75 miles west of downtown, an easily comfortable bike ride. A Avenue additionally is a low traffic corridor, meaning it is a low stress environment for bicycle riders. The plan proposes designation of A Avenue as a bike route/bicycle boulevard. From 27<sup>th</sup> Street to Sheridan Road, this would require bike route signage and sharrows on the road. An enhanced crossing at Sheridan would be necessary in the form of an RRFB. From Sheridan Road to 7<sup>th</sup> Street, bike route and sharrows would again be utilized. From 7<sup>th</sup> Street to 5<sup>th</sup> Street restriping of the existing pavement to add bike lanes would be used.



RRFB • Arlington County, VA

Photo credit: Arlington County, VA



# Target Strategy Areas

## University District



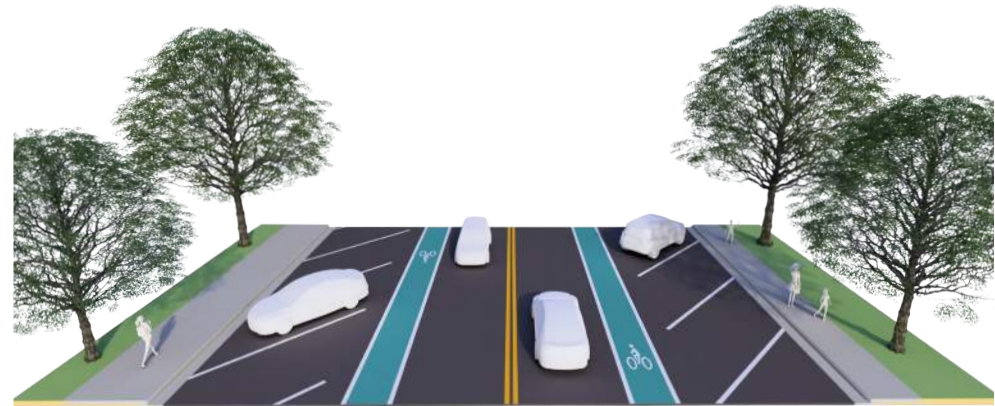


# Target Strategy Areas

## University District



A Avenue Cross Section (Existing Conditions)



A Avenue Cross Section (Proposed Conditions)



## TRANSPORTATION PLAN

### Relationship to other Plans

Directions 2050 serves as the federally mandated Metropolitan Transportation Plan (MTP) for the Lawton Metropolitan Planning Organization. The plan serves as one of the main components of the Lawton Comprehensive Plan, as prescribed in the City Charter. By federal requirement, the MTP is updated every five years with a 25 year time horizon. This time horizon matches the time horizon of the Land Use Plan.

Directions 2050 MTP contains a Functional Classification map. These designations relate to the intensity of use and play an important role in federal funding through the Lawton Metropolitan Planning Organization. This functional classification is a requirement of and developed in conjunction with the Oklahoma Department of Transportation (ODOT) and the Federal Highway Administration (FHWA). However, this map does not indicate locations for future roadways. As a result, a Master Street Plan Map is included within this plan.

The function of the Master Street Plan Map is to work in conjunction with Directions 2050 MTP to establish a locally adopted functional classification map to work in concert with the Lawton Subdivision Regulations. The classification indicated on the Master Street Plan Map corresponds to a designated street cross section establishing a standard for which street construction by developers through private investment must be made, as required by the Lawton Subdivision Regulations. It additionally establishes locations for future streets required for reservation and/or construction through the development process.



### Master Street Plan

The Master Street Plan Map indicates the locally adopted adaptation of the functional classification map included in the Directions 2050 MTP, which is a representation of the functional classification established by ODOT and FHWA. The ODOT/FHWA functional classification is used to determine which streets are eligible for federal aid. The Master Street Plan Map contains local modifications to this functional classification and indicates locations for future streets.

### Street Cross Sections

The cross sections on the following pages are provided to illustrate standards for the construction of streets by private resources and developers. These cross sections work in tandem with adopted road construction standards that govern all aspects of roadway design and construction including road pavement width, curb and gutter requirements, and requirements for bicycle and pedestrian elements.

#### *How these Cross Section are used:*

The cross sections on the following pages correspond to the road classifications contained on the Master Street Plan maps. The following

steps are necessary to determine the correct cross section for use.

1. Reference the Master Street Plan map: This map indicates the classification of the roadway and determines the required amount of right of way. This map contains the functional classification of each road.
2. Review the Bicycle and Pedestrian Elements Plan: This plan indicates the type of bicycle and pedestrian improvements required for the roadway, determining where side paths, bike lanes, and wide shoulders are required. Requirements for sidewalks shall be determined in accordance with the requirements of the Lawton Subdivision Regulations.
3. City Engineer determination: After identifying the functional classification as well as the bicycle and pedestrian elements, the City Engineer shall review the Master Street Plan map to identify the improvement classification for the roadway. In addition to the amount of right of way and bicycle/pedestrian elements determined above, the improvement classification governs which cross section shall be used for determining roadway configuration details such as number of lanes and pavement width. If an improvement classification has not been previously determined for the section of roadway, the City Engineer shall determine which cross section and/or cross section elements are appropriate to the project location. Such determination of improvement classification shall be made for the entirety



## TRANSPORTATION PLAN

of roadway section in either direction to the next intersecting roadway that has at least 5,000 average daily traffic or has a functional classification of Collector or above. This determination shall be recorded on the Master Street Plan for future use and reference.

*The following is an example of this process:*

### Master Street Plan Designation.

Minor Arterial – 90' ROW

### Bike and Pedestrian Elements Designation.

Bike Route – Wide Shoulders required



#### City Engineer determination.

Improvement to Rural Collector standards is required (Two 10-foot Travel Lanes with 6-foot Shoulders and no rumble strip)



## Street Types

### Interstate

A route designed and operated by ODOT or Oklahoma Turnpike Authority (OTA) that is designed to carry large volumes of traffic for long distances and through urban areas at high speeds. To achieve this, access is typically controlled with access ramps and medians. The City of Lawton does not maintain or directly control these routes.

### Freeway or Expressway

Designed to carry large volumes of traffic for long distances and through urban areas at high speeds. To achieve this, access is typically controlled or partially controlled with access ramps and/or medians. The City of Lawton does not maintain or directly control these routes.

### Principal Arterials

Routes that carry traffic across major segments of the City, with a primary function of throughput, rather than access. It is recommended that driveway access onto principal arterials be limited by access management standards and parking be prohibited.

### Minor Arterials

Like Principal Arterials, these streets also have a primary function of carrying traffic rather than access. While access management standards are also recommended for these facilitates, driveway access should be less restricted than on principal arterials and parking should be generally prohibited.

### Collectors

These streets can be major or minor collectors, serving as a conduit between local streets and the network of arterials. Collectors may also be designed to carry traffic over multi-mile distances as well. It is recommended that driveway access is seldom limited and parking generally allowed, depending on local context. Collector streets often accommodate bicycle traffic well.

### Local Streets

These facilities have the lowest speed and carrying capacity, filtering traffic to collectors and arterial streets. Local street should be primarily designed to permit access to abutting property and have very limited access with slow speeds. Parking should be typical unless local land use or the nature of the street precludes it.

### Summary of Right of Way Standards

Classification	Right of Way	Pavement Width
Principal Arterial	100-125 feet	Varies - refer to applicable cross section
Minor Arterial	100 feet	
Collector	60 feet	
Local	50 feet	
Mixed-Use	60-80 feet	

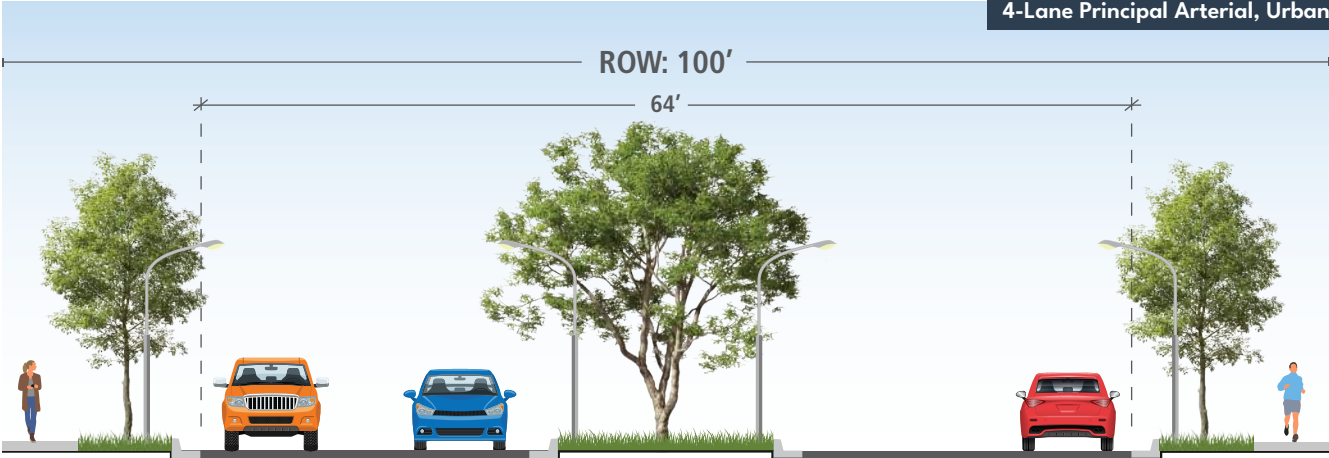
*Refer to cross sections for more road- and classification-specific details*



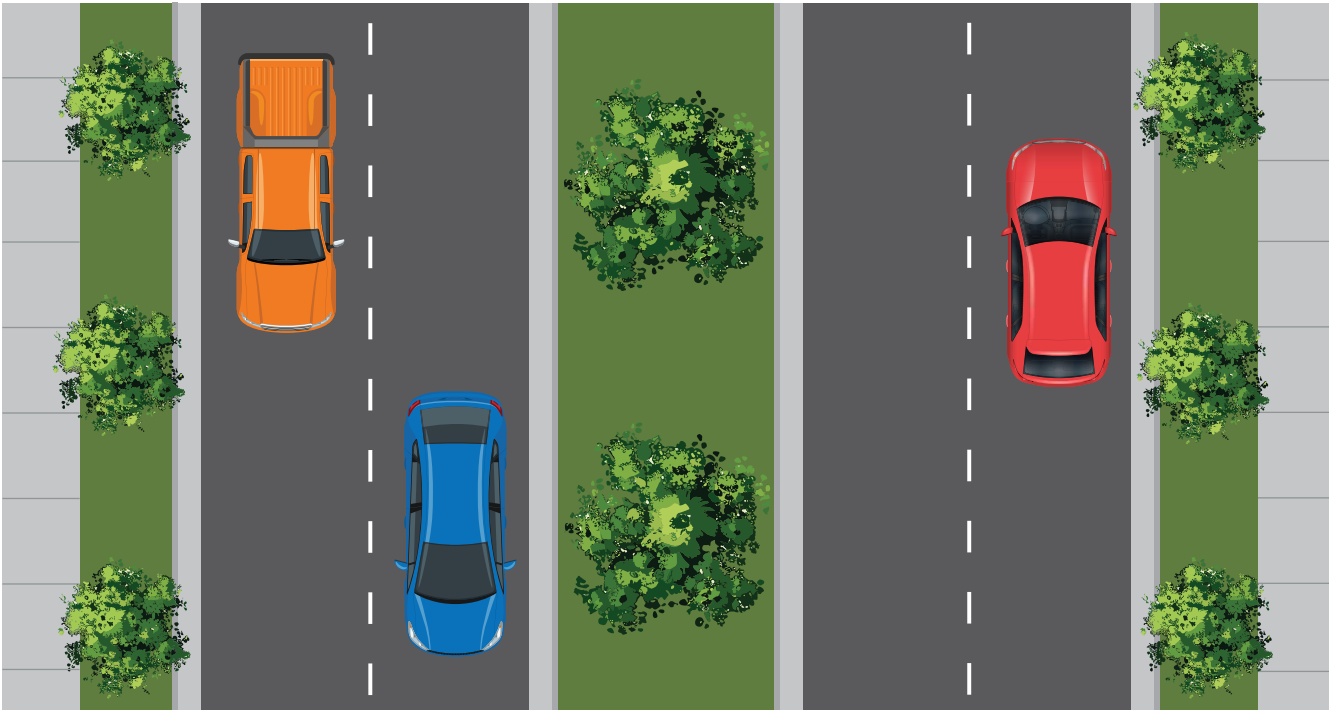
# Principal Arterial, Urban



4-Lane Principal Arterial, Urban



SIDEWALK/ SIDE PATH	GREENSPACE	TRAVEL LANE	TRAVEL LANE	RAISED LANDSCAPED MEDIAN	TRAVEL LANE	TRAVEL LANE	GREENSPACE	SIDEWALK/ SIDE PATH
6'-12'	6'-12'	10'-12'	10'-12'	14'-16'	10'-12'	10'-12'	6'-12'	6'-12'



## Elements

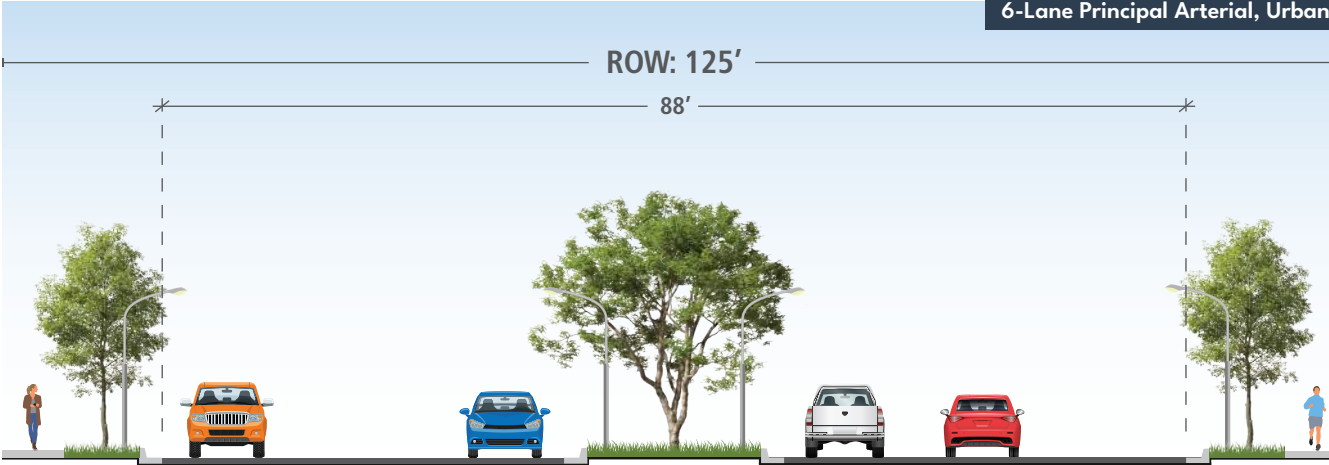
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- » **Transit.** Lawton Area Transit System (LATS) should be consulted on necessary transit accommodations along existing and planned transit routes.
- » **Pedestrian Crossings.** Pedestrian refuge islands and other techniques may be required by the City Engineer when a pedestrian must cross more than three vehicle lanes.
- » **Active Transportation.** The appropriate active transportation element shall be included based on the facility indicated in the Lawton Metropolitan Bicycle and Pedestrian Plan and Lawton Bike Plan. Sidewalks are required on both sides of the street.
- » **Dimensions.** All dimensions are expressed as maximums except where ranges are indicated and may be reduced upon City approval.



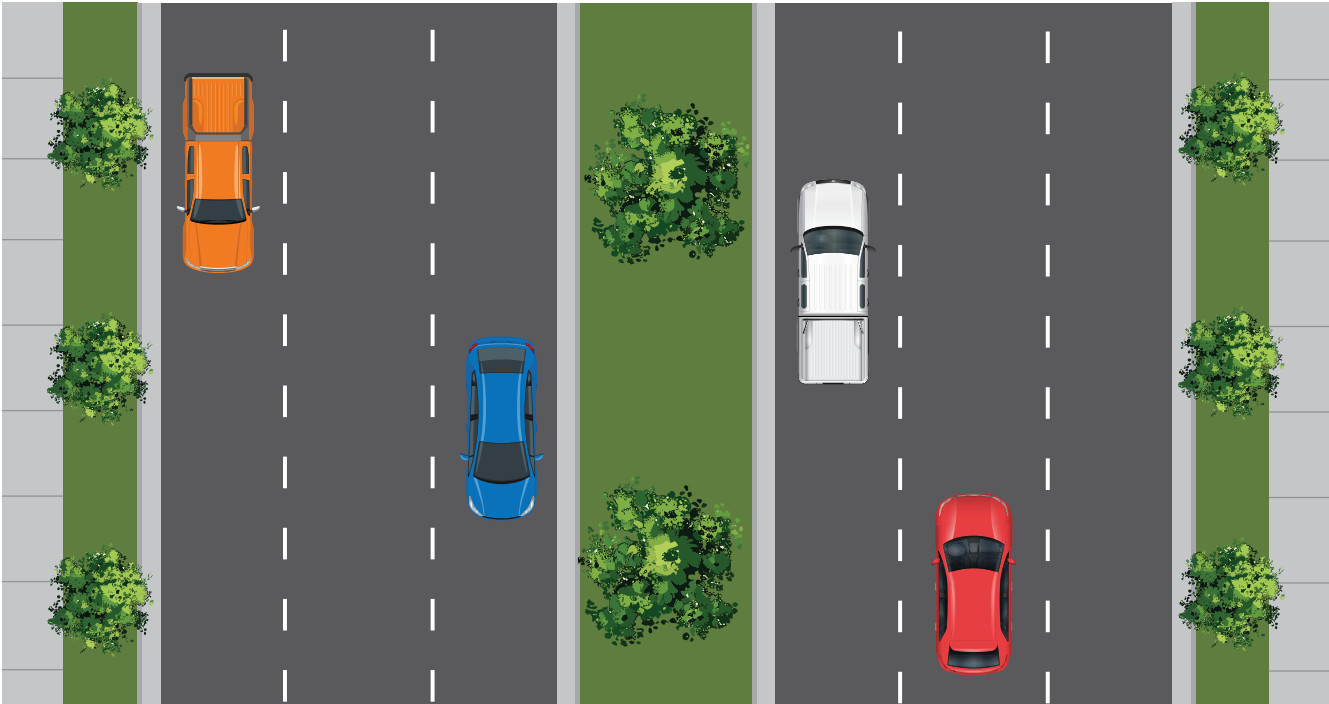
# Principal Arterial, Urban



6-Lane Principal Arterial, Urban



SIDEWALK/ SIDE PATH	GREENSPACE	TRAVEL LANE	TRAVEL LANE	TRAVEL LANE	RAISED LANDSCAPED MEDIAN	TRAVEL LANE	TRAVEL LANE	TRAVEL LANE	GREENSPACE	SIDEWALK/ SIDE PATH
6'-12'	6'-12'	10'-12'	10'-12'	10'-12'	14'-16'	10'-12'	10'-12'	10'-12'	6'-12'	6'-12'

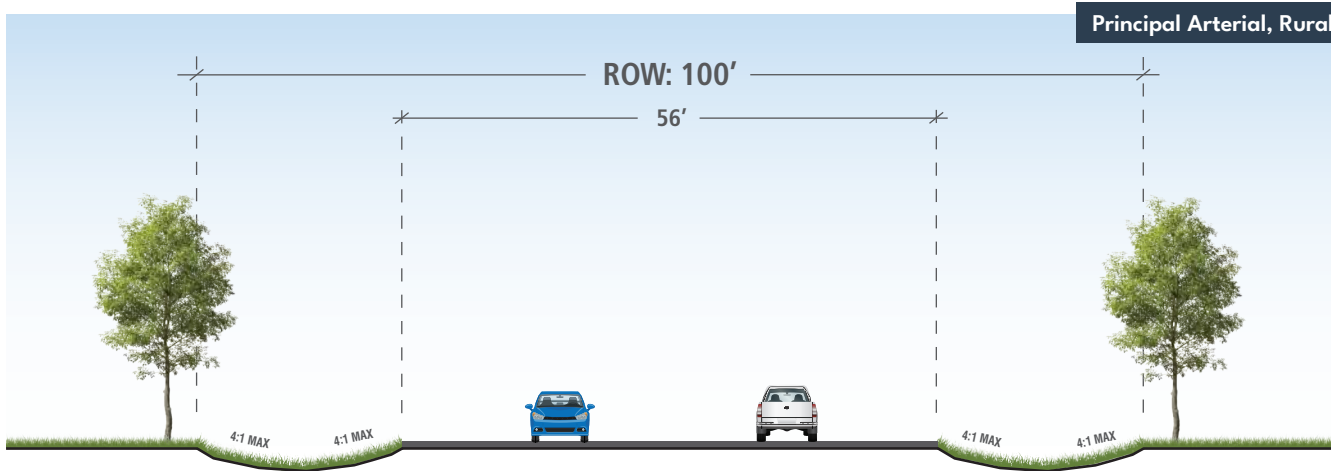


## Elements

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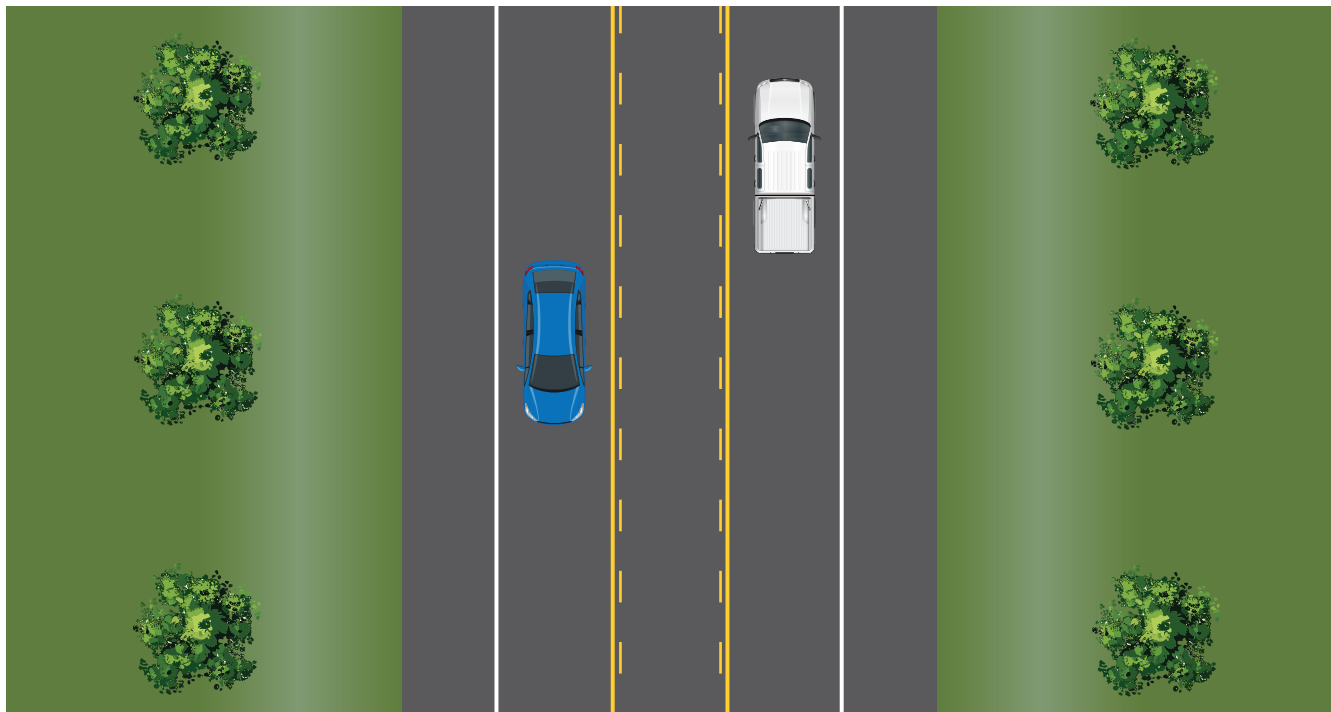


# Principal Arterial, Rural



Principal Arterial, Rural

	OPEN DITCH	PAVED SHOULDER	TRAVEL LANE	CENTER TURN LANE	TRAVEL LANE	PAVED SHOULDER	OPEN DITCH	
-	22'	10'	10'-12'	12'	10-12'	10'	22'	-

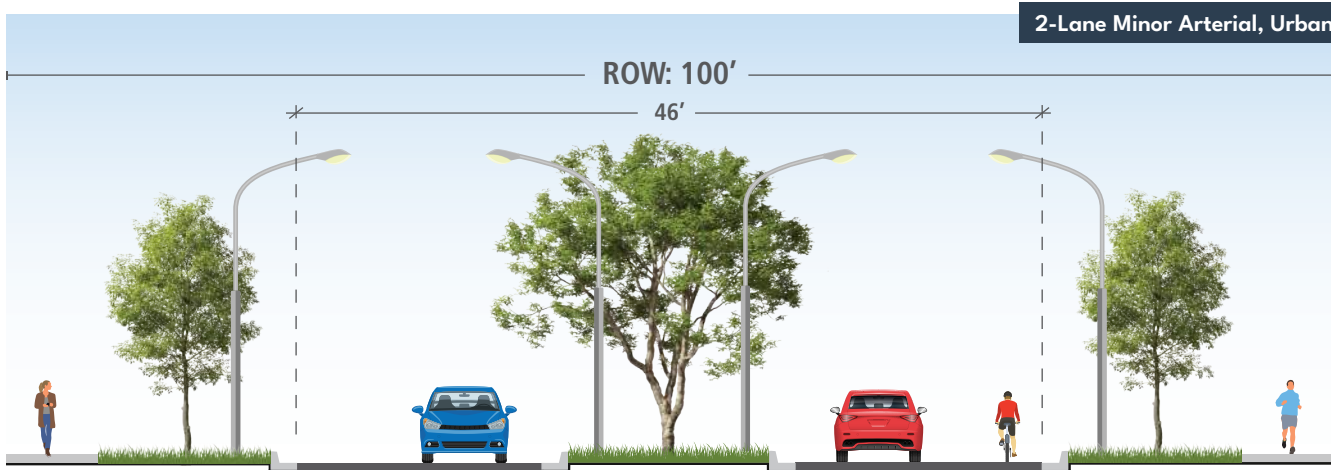


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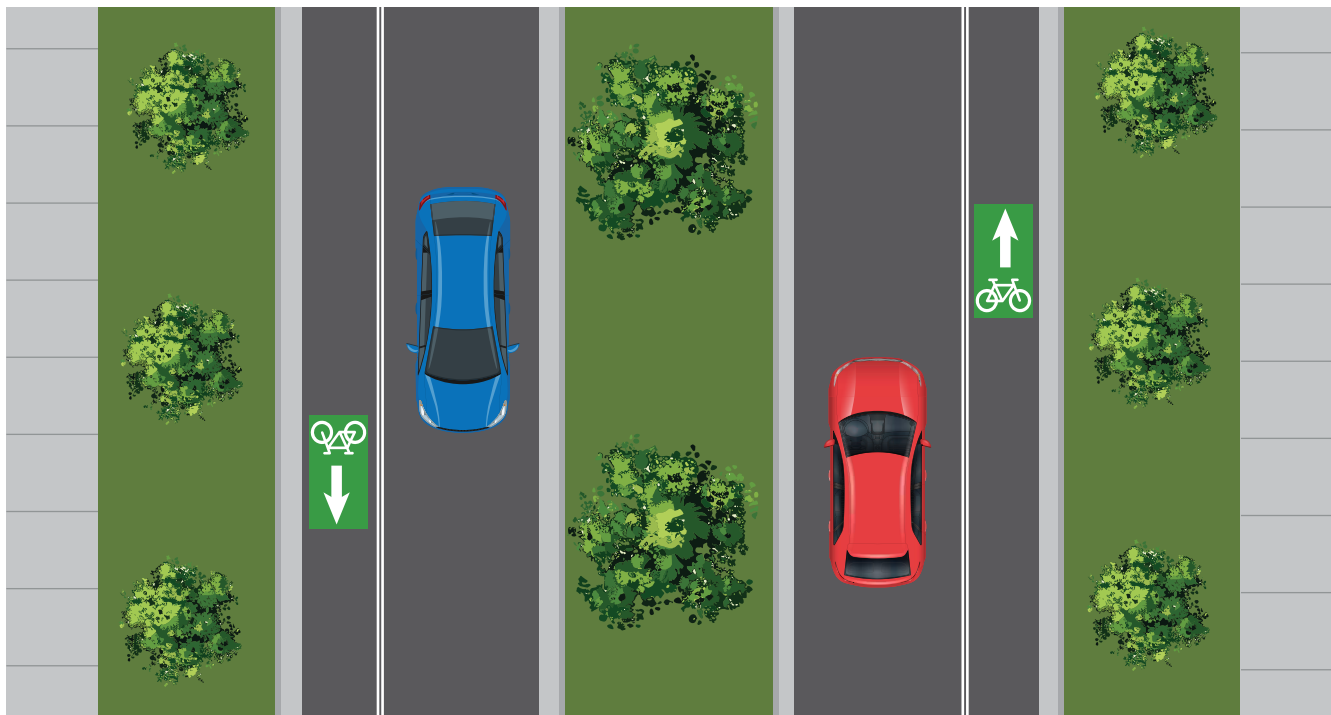


# Minor Arterial, Urban



2-Lane Minor Arterial, Urban

SIDEWALK/ SIDE PATH	GREENSPACE	BIKE LANE	TRAVEL LANE	RAISED LANDSCAPED MEDIAN	TRAVEL LANE	BIKE LANE	GREENSPACE	SIDEWALK/ SIDE PATH
6'-12'	VARIES	5'	10'-12'	12'	10'-12'	5'	VARIES	6'-12'

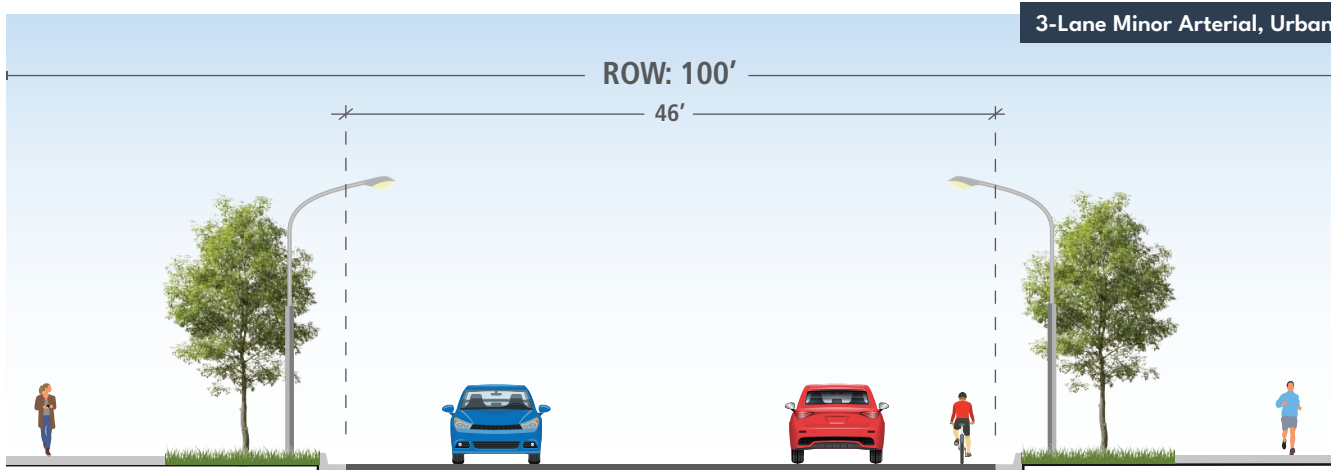


## Elements

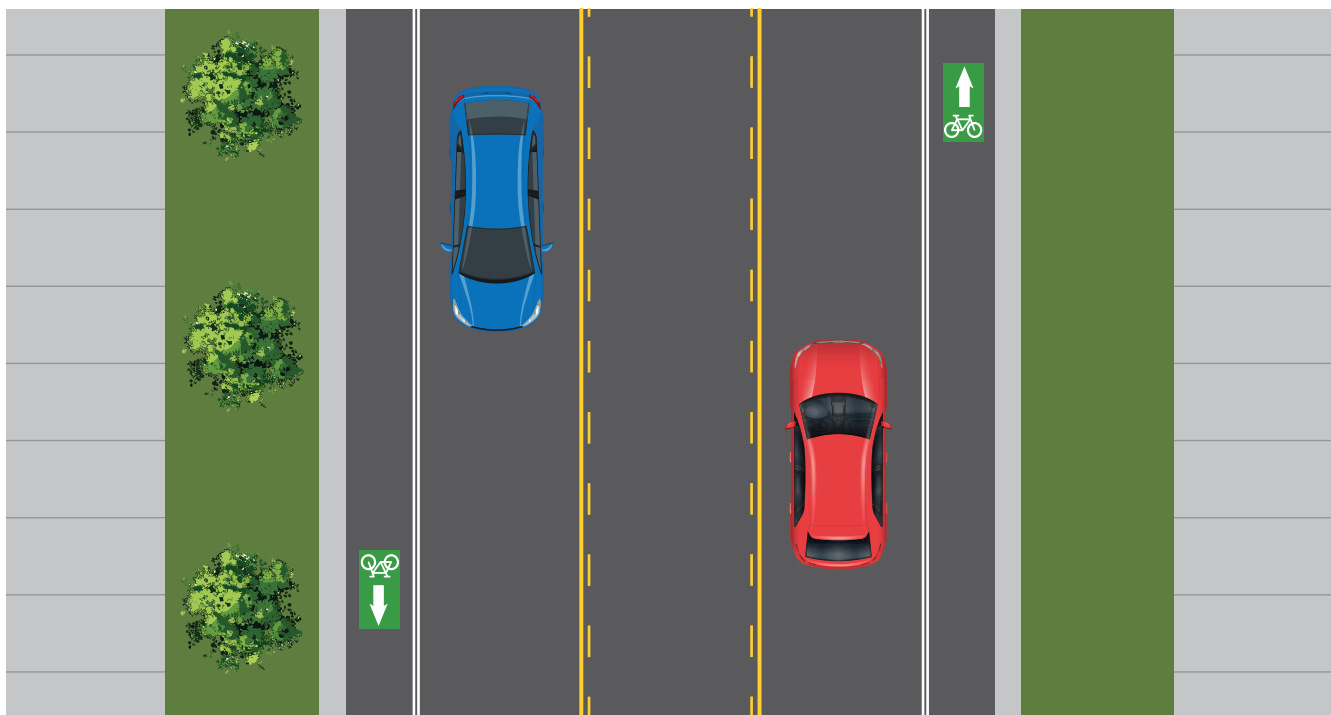
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- » **Bike Lanes.** Bike lanes shall be placed and measured exclusive of gutters.
- » **Dimensions.** All dimensions are expressed as maximums except where ranges are indicated and may be reduced upon City approval.



# Minor Arterial, Urban



SIDEWALK/ SIDE PATH	GREENSPACE	BIKE LANE	TRAVEL LANE	CENTER TURN LANE	TRAVEL LANE	BIKE LANE	GREENSPACE	SIDEWALK/ SIDE PATH
6'-12'	VARIES	5'	12'	12'	12'	5'	VARIES	6'-12'



## Elements

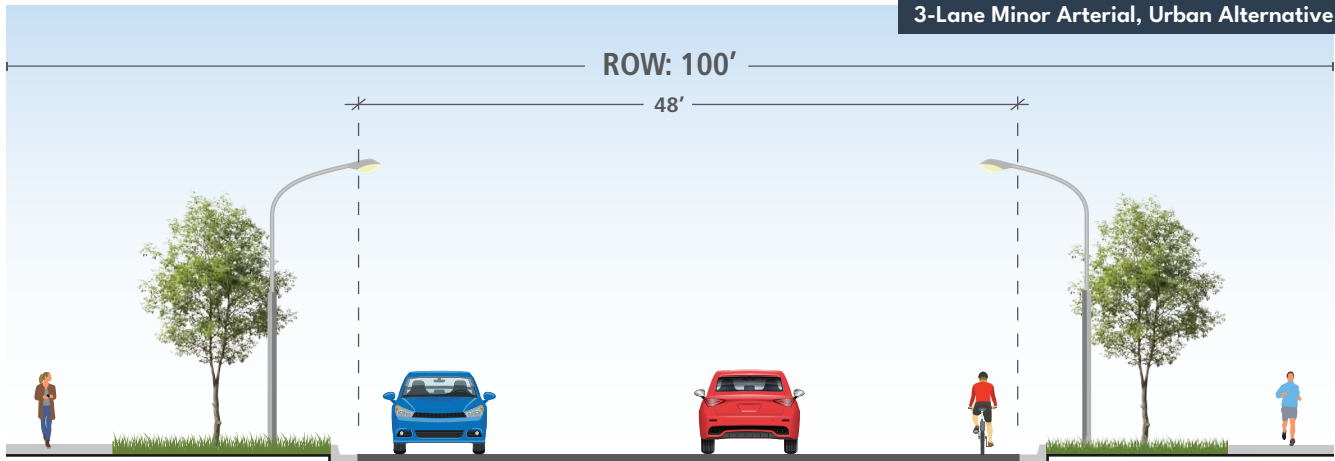
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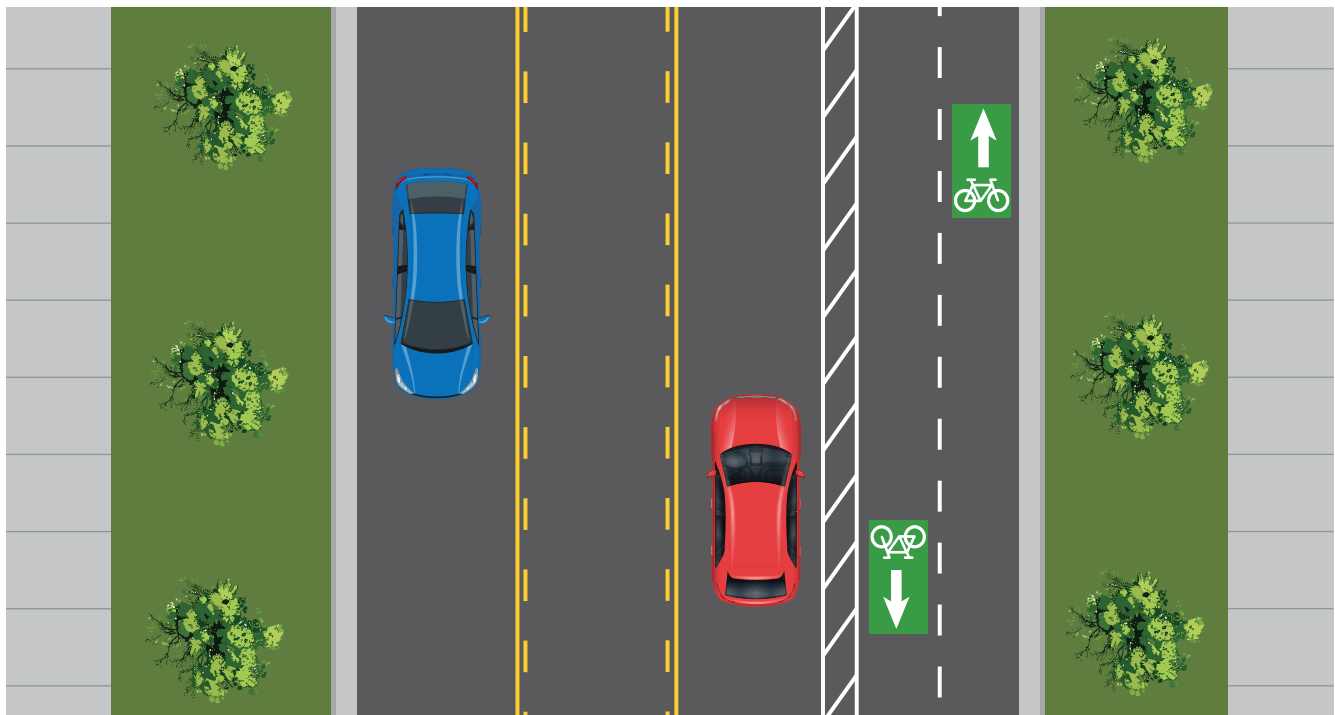
# Minor Arterial, Urban



3-Lane Minor Arterial, Urban Alternative



SIDEWALK	GREENSPACE	TRAVEL LANE	CENTER TURN LANE	TRAVEL LANE	BUFFER	CYCLE TRACK	GREENSPACE	SIDEWALK
6'	VARIES	11'	11'	11'	3'	12'	VARIES	6'

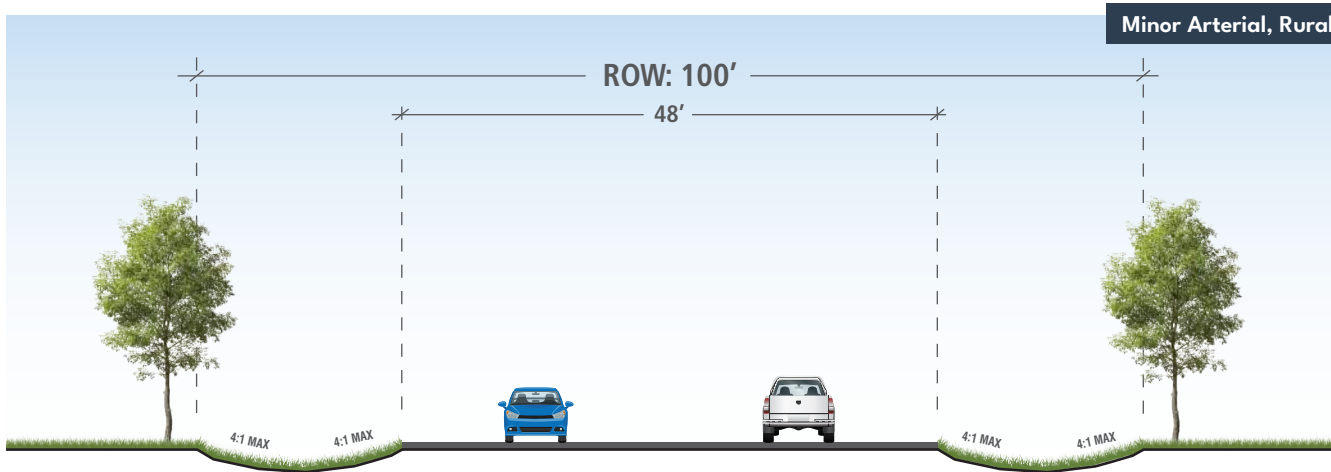


## Elements

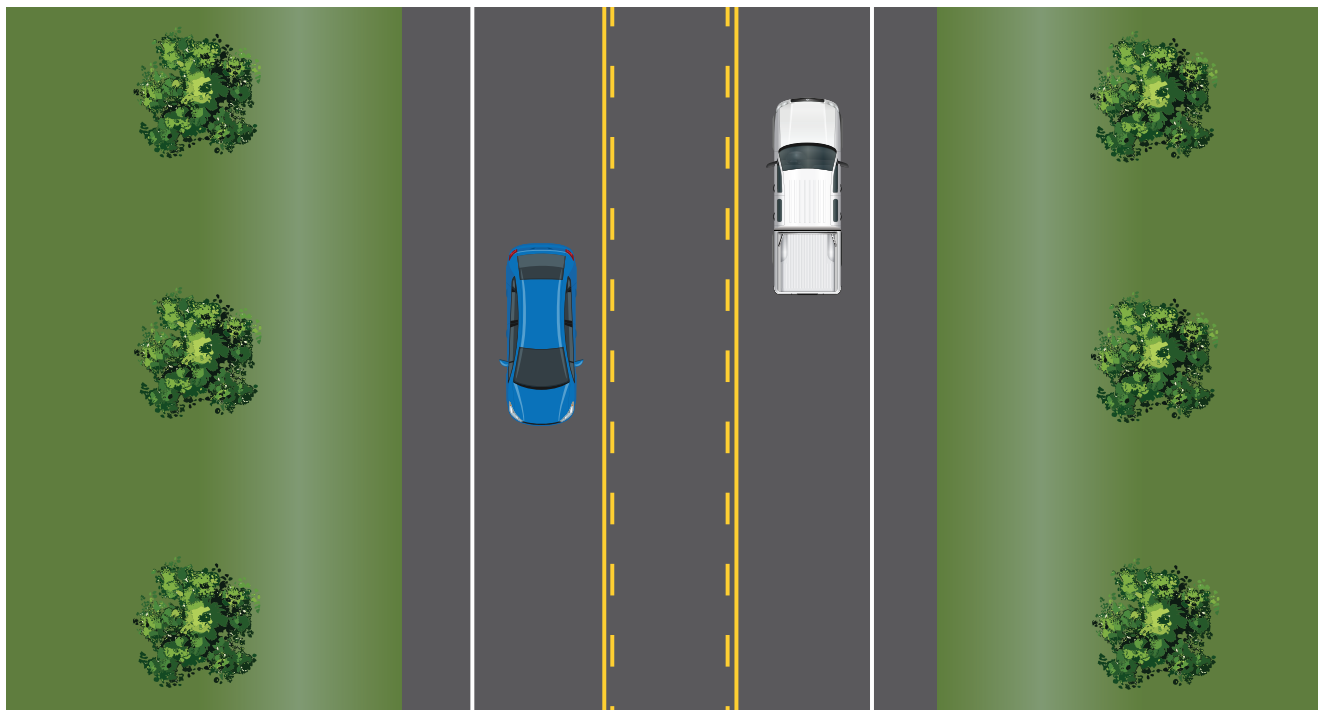
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## Minor Arterial, Rural



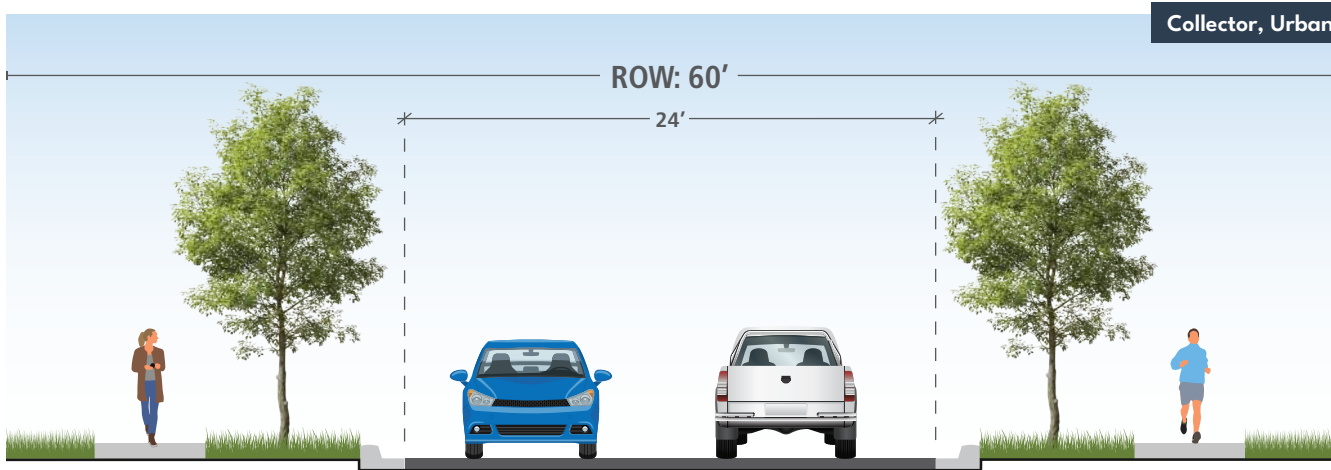
	OPEN DITCH	PAVED SHOULDER	TRAVEL LANE	CENTER TURN LANE	TRAVEL LANE	PAVED SHOULDER	OPEN DITCH	
-	22'	6'	10'-12'	12'	10'-12'	6'	22'	-



Minor Arterial, Rural

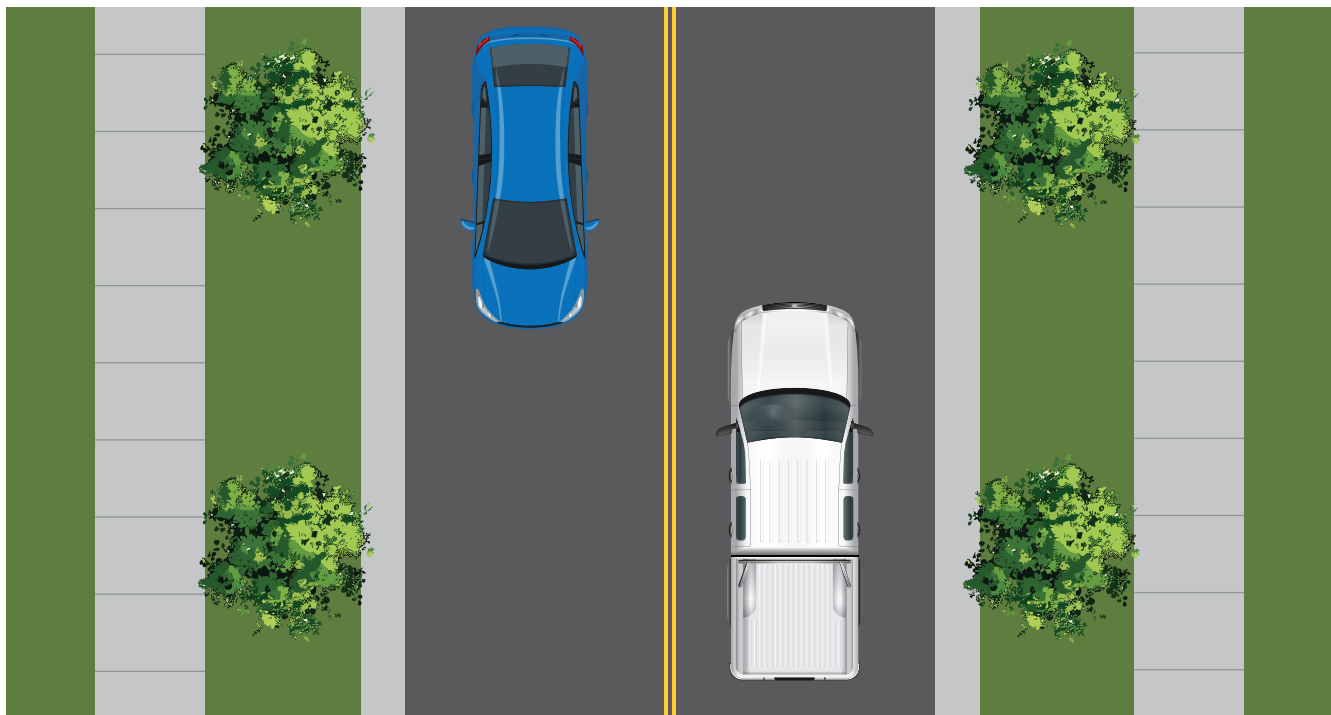
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Collector, Urban

	SIDEWALK	GREENSPACE		TRAVEL LANE	TRAVEL LANE		GREENSPACE	SIDEWALK	
VARIES	5'	7'		12'	12'		7'	5'	VARIES

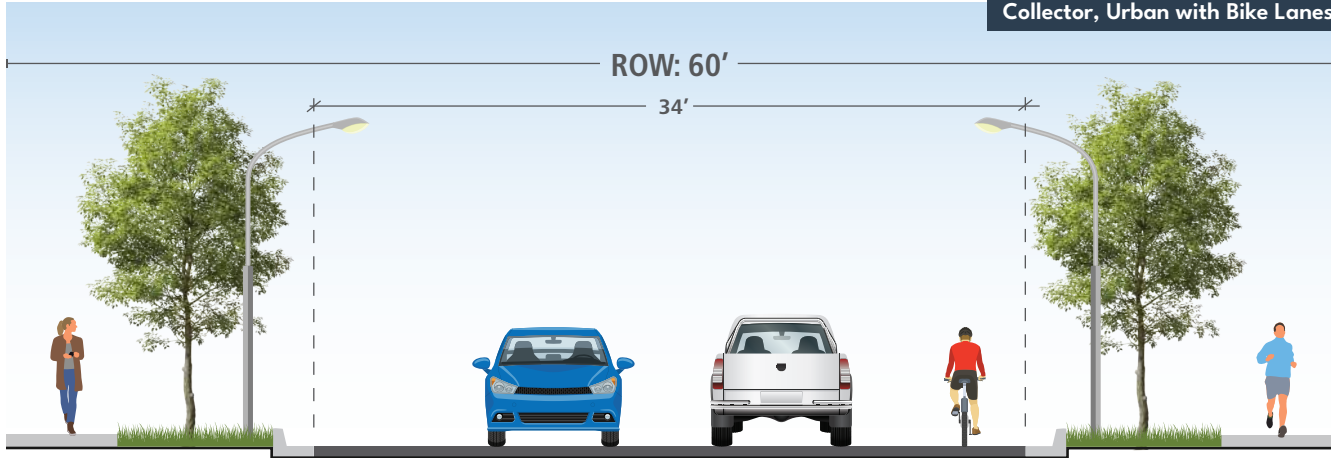


Elements

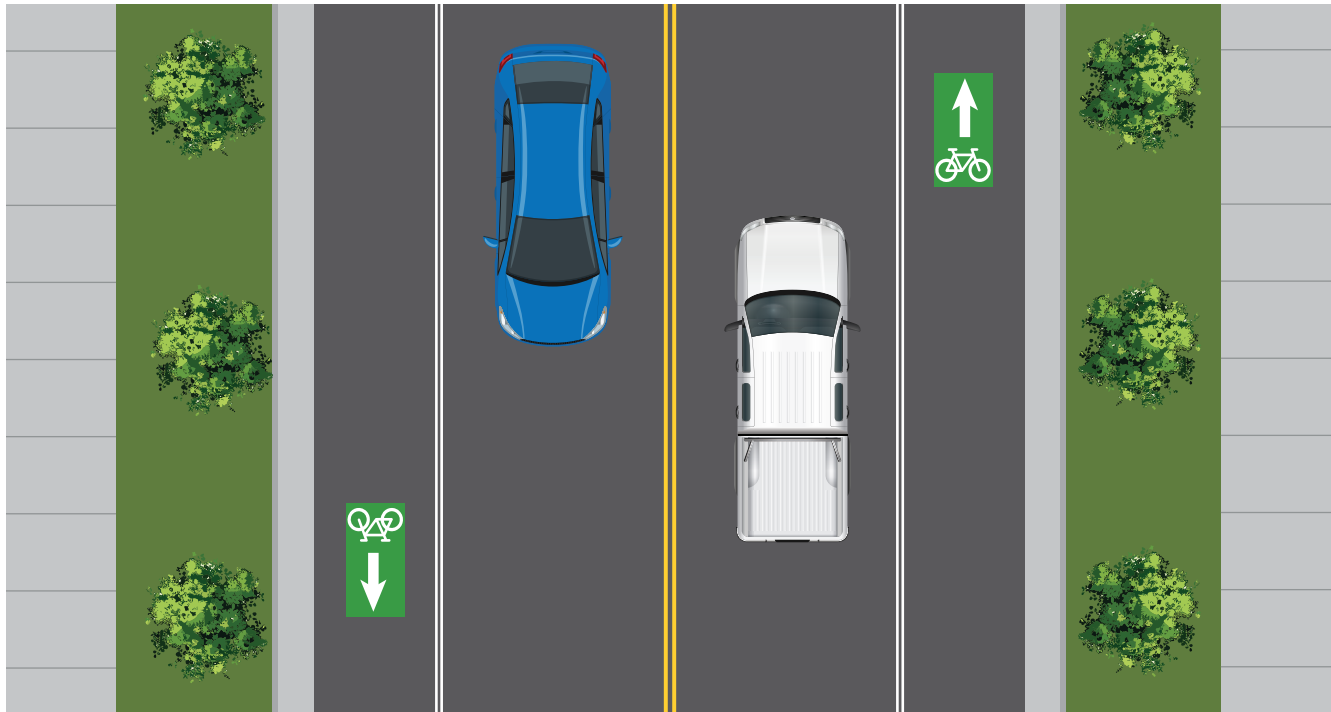
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Collector, Urban with Bike Lanes



SIDEWALK	GREENSPACE	BIKE LANE	TRAVEL LANE	TRAVEL LANE	BIKE LANE	GREENSPACE	SIDEWALK
5'	7'	6'	11'	11'	6'	7'	5'



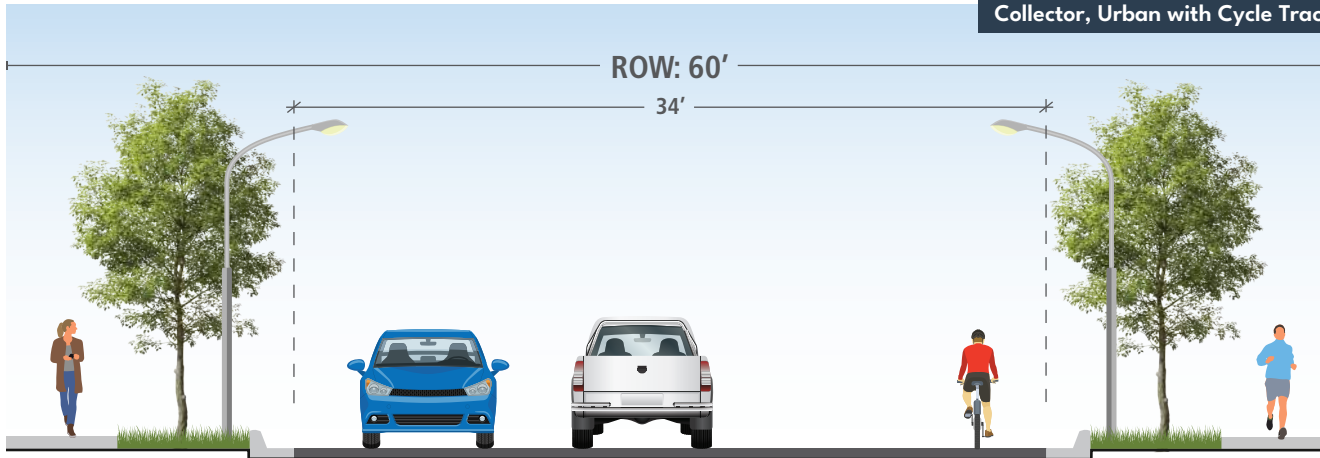
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- » **Bike Lanes.** Bike lanes may be unmarked within residential neighborhoods to function as a multi-purpose fog lane.
- » **Dimensions.** All dimensions are expressed as maximums except where ranges are indicated and may be reduced upon City approval.

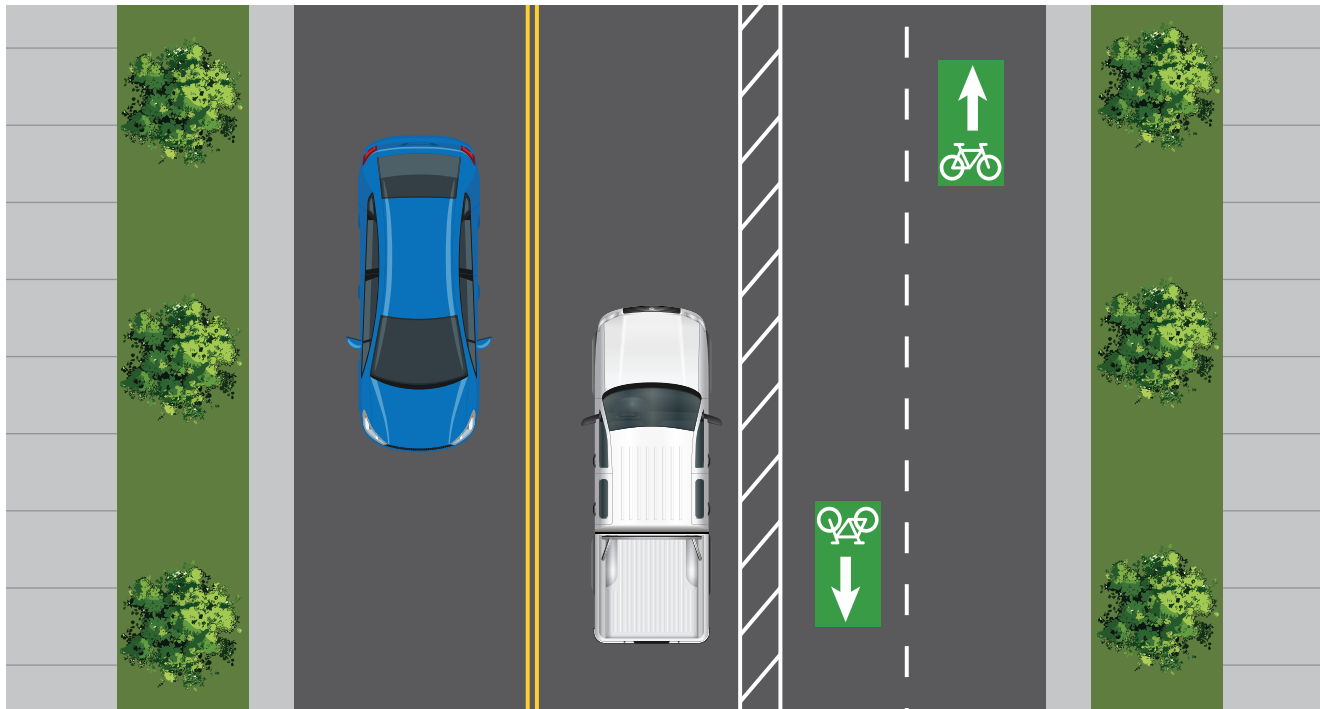


## Collector, Urban

Collector, Urban with Cycle Track

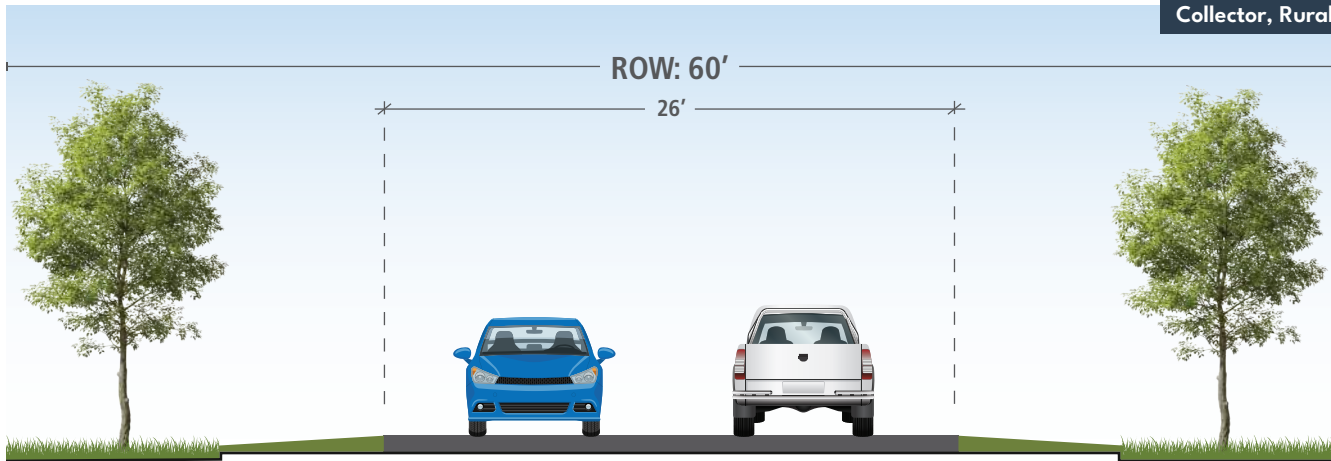


SIDEWALK	GREENSPACE	TRAVEL LANE	TRAVEL LANE	BUFFER	CYCLE TRACK	GREENSPACE	SIDEWALK
5'	7'	10'	10'	2'	12'	7'	5'



### Elements

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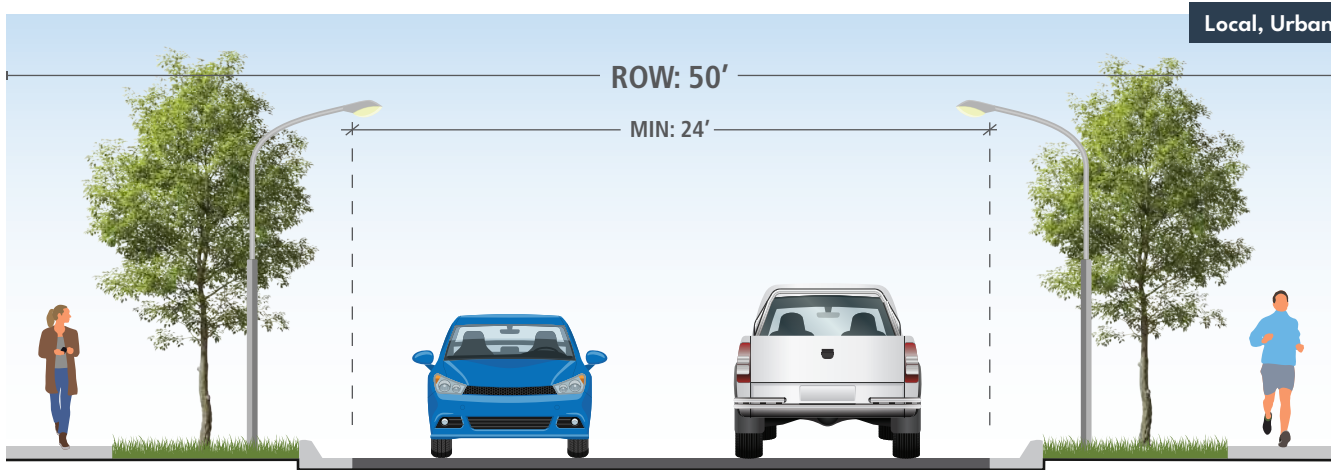
Collector, Rural

GREENSPACE	GRADED SHOULDER	TRAVEL LANE	TRAVEL LANE	GRADED SHOULDER	GREENSPACE
VARIES	4'	13'	13'	4'	VARIES



Elements

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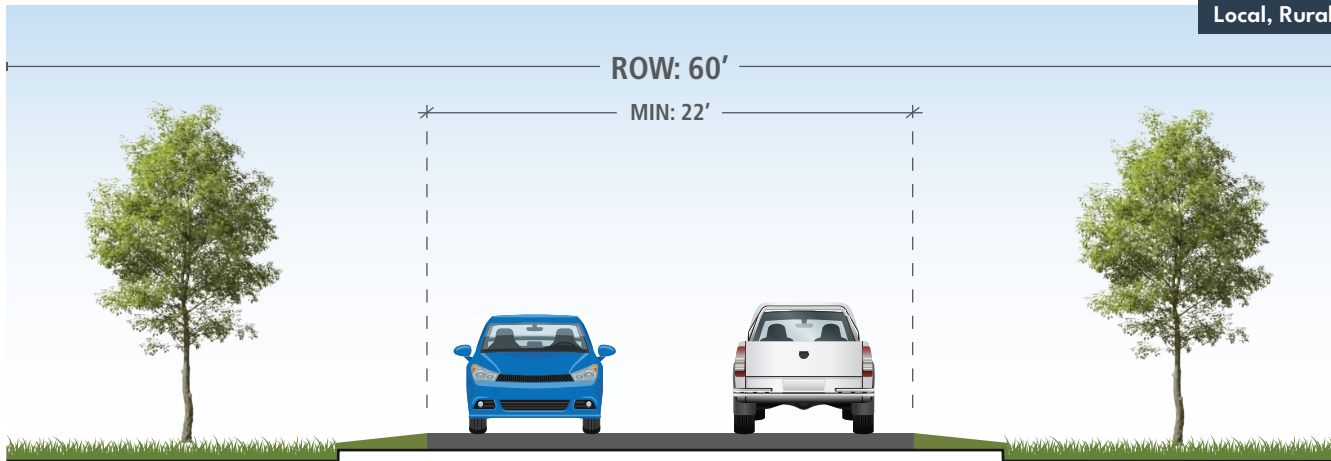


SIDEWALK	GREENSPACE	TRAVEL LANE w/ PARKING ALLOWED	TRAVEL LANE w/ PARKING ALLOWED	GREENSPACE	SIDEWALK
4'	7'	12'	12'	7'	4'



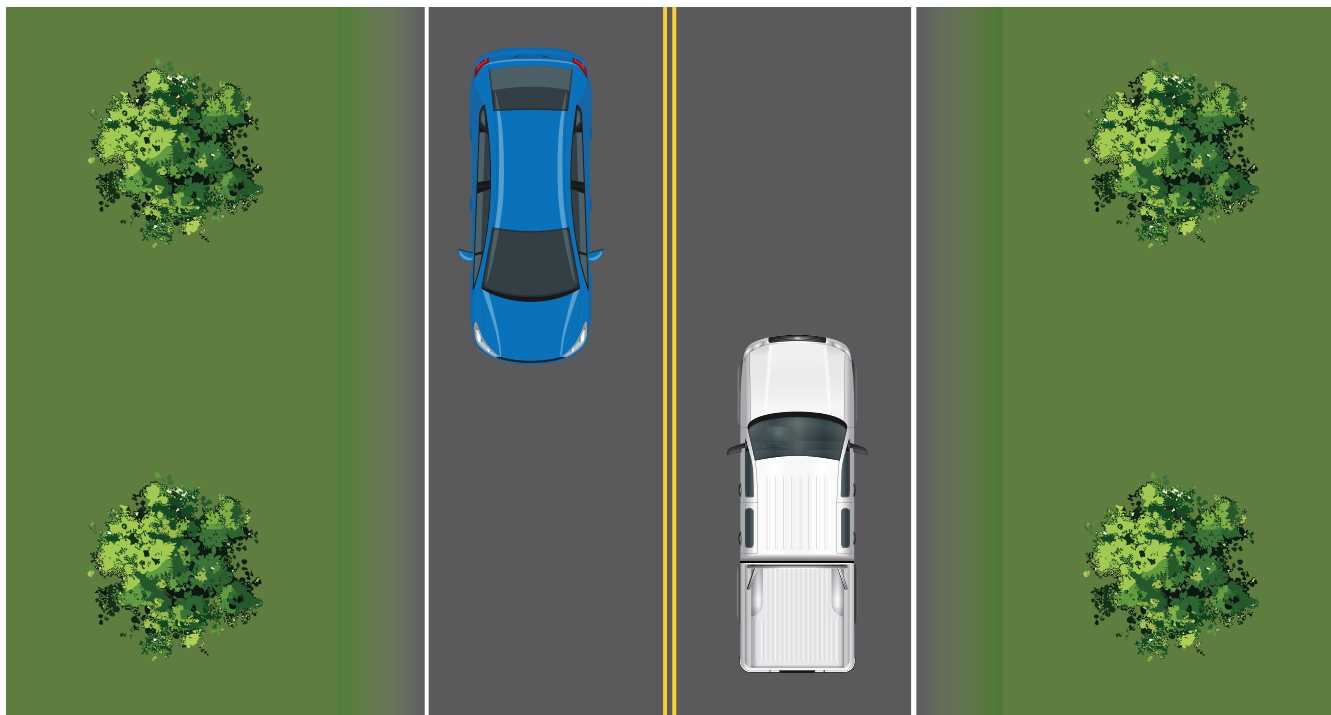
Elements

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Local, Rural

GREENSPACE	GRADED SHOULDER	TRAVEL LANE	TRAVEL LANE	GRADED SHOULDER	GREENSPACE
VARIES	4'	11'	11'	4'	VARIES



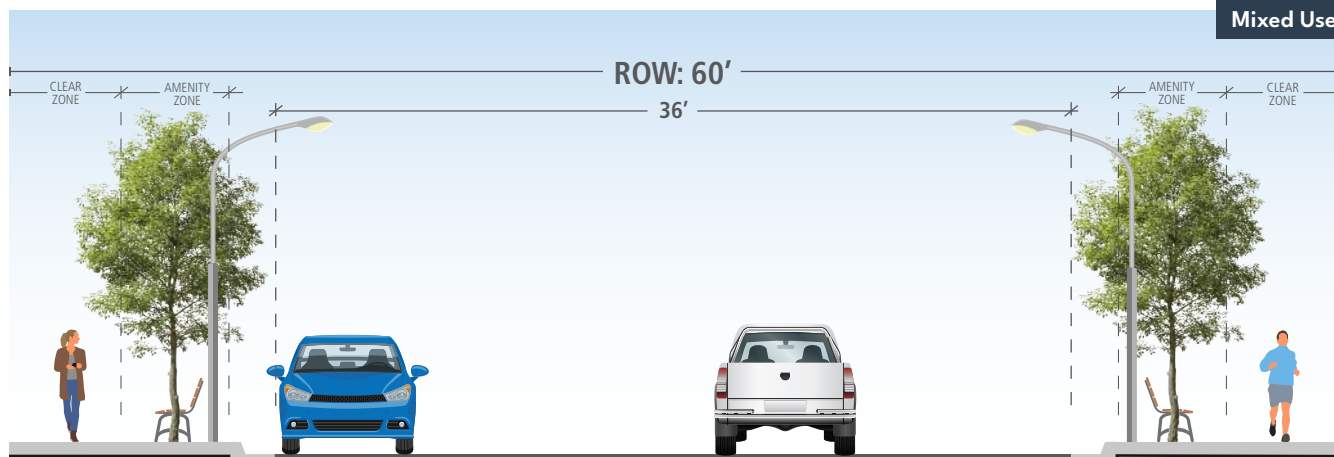
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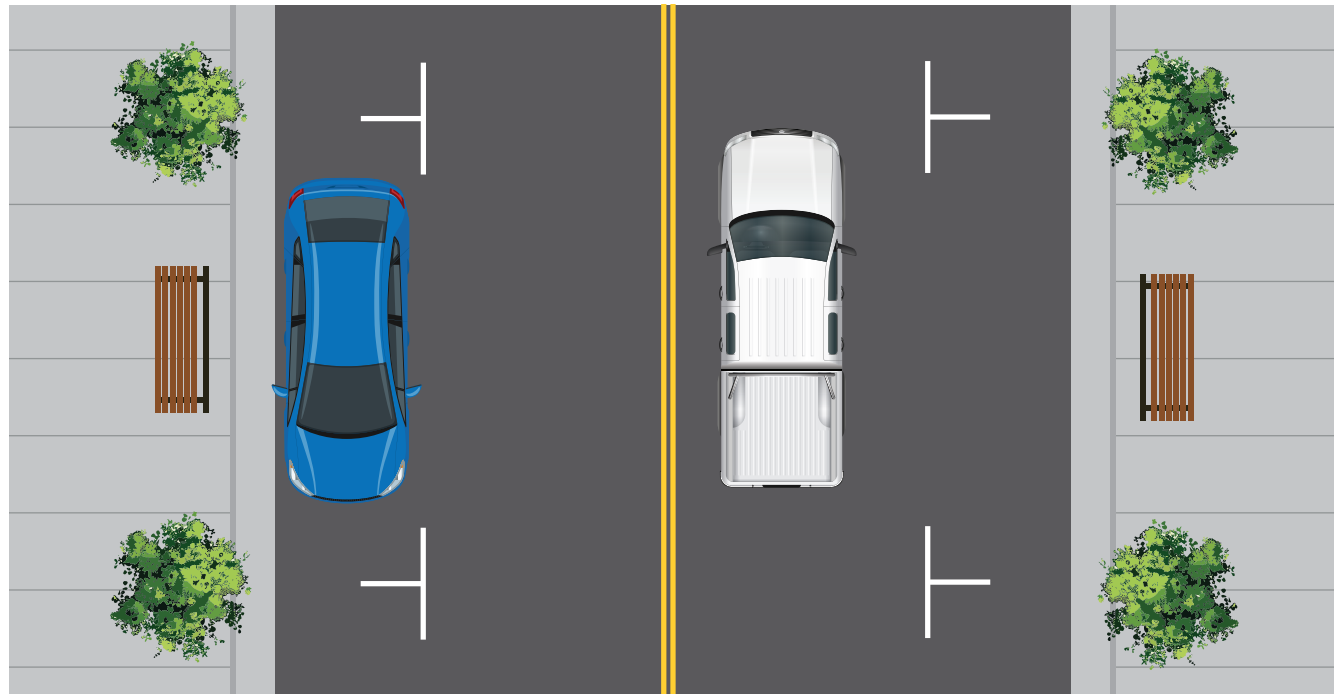
# Mixed Use Street

May be used in place of a designated Minor Arterial, Collector, or Local with sufficient ROW.



Mixed Use

SIDEWALK		PARKING LANE	TRAVEL LANE	TRAVEL LANE	PARKING LANE	SIDEWALK	
CLEAR ZONE	AMENITY ZONE					AMENITY ZONE	CLEAR ZONE
5'	5'	8'	10'	10'	8'	5'	5'



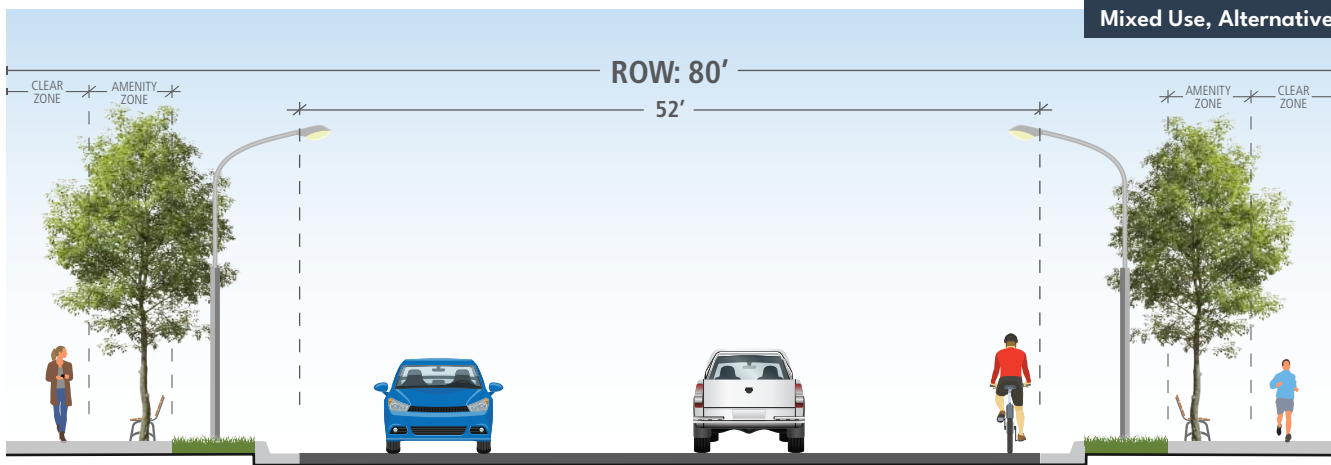
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- » **Dimensions.** All dimensions are expressed as maximums except where ranges are indicated and may be reduced upon City approval.



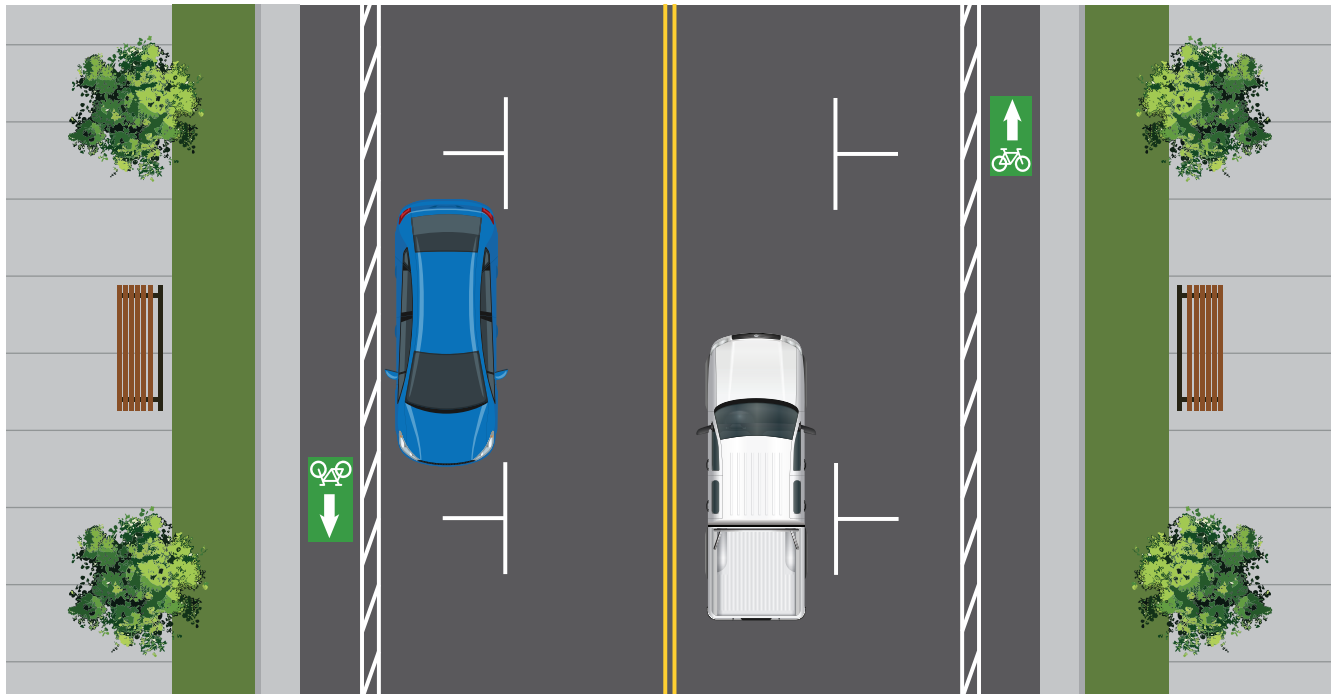
# Mixed Use Street, Alternative

May be used in place of a designated Minor Arterial, Collector, or Local with sufficient ROW.



Mixed Use, Alternative

SIDEWALK		GREENSPACE	BIKE LANE	PARKING LANE	TRAVEL LANE	TRAVEL LANE	PARKING LANE	BIKE LANE	GREENSPACE	SIDEWALK	
CLEAR ZONE	AMENITY ZONE									AMENITY ZONE	CLEAR ZONE
5'	5'	5'	5'	8'	11'	11'	8'	5'	5'	5'	5'

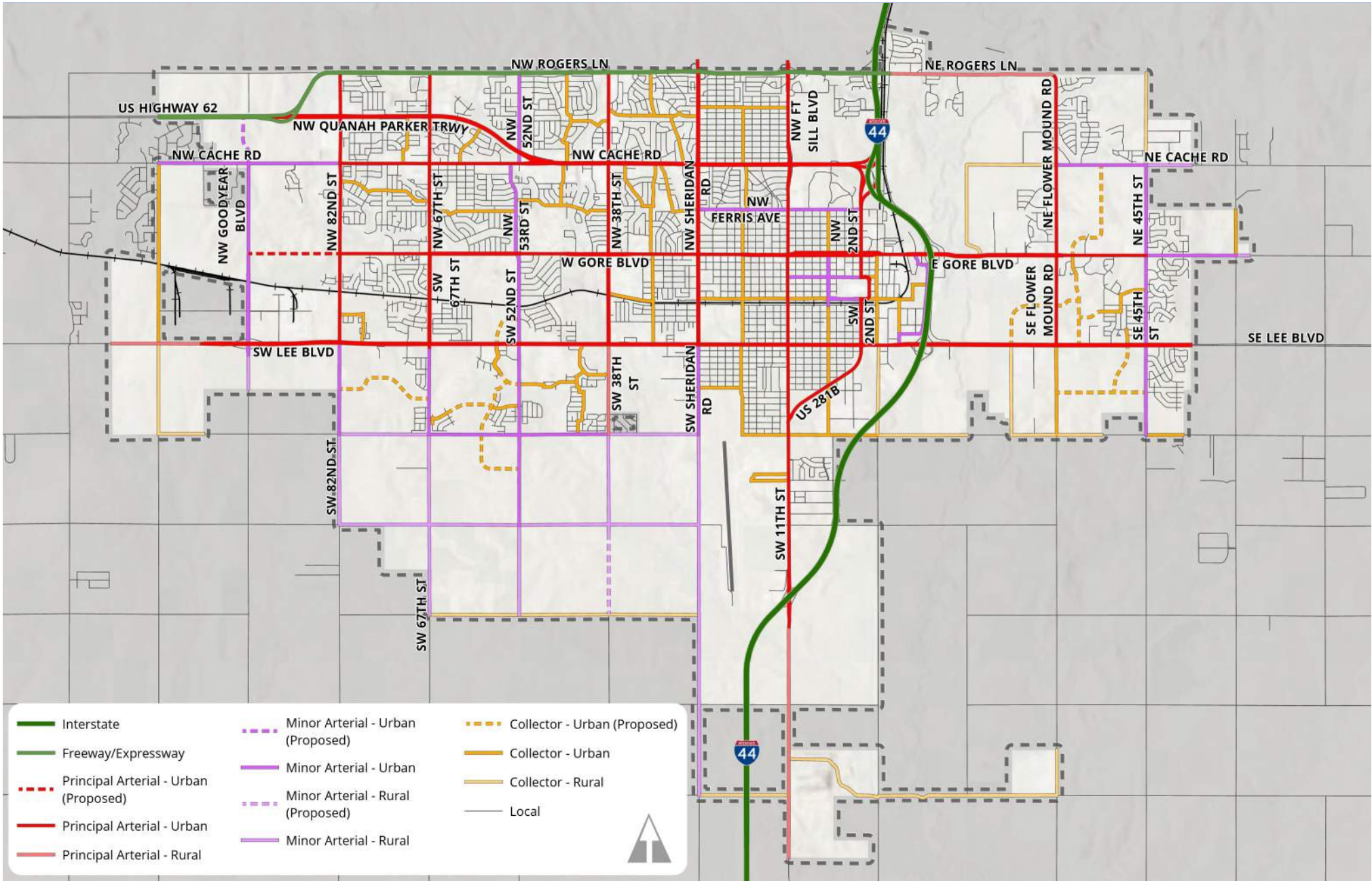


## Elements

- » **Right-of-way.** All required design elements must be included in the cross section and located on publicly owned ROW. Sidewalks or side paths may be located on permanent dedicated easements. The right-of-way must be sufficient to accommodate planned lanes for the roadway.
- » **Transit.** Lawton Area Transit System (LATS) should be consulted on necessary transit accommodations along existing and planned transit routes.
- » **Pedestrian Crossings and Traffic Calming.** Pedestrian refuge islands and/or traffic calming techniques may be required by the City Engineer when warranted.
- » **Active Transportation.** The appropriate active transportation element shall be included based on the facility indicated in the Lawton Metropolitan Bicycle and Pedestrian Plan and Lawton Bike Plan.
- » **Bike Lanes.** Bike lanes shall be placed and measured exclusive of gutters.
- » **Dimensions.** All dimensions are expressed as maximums except where ranges are indicated and may be reduced upon City approval.



# Transportation Plan Map





## IMPLEMENTATION PLAN MATRIX

### GOAL AREA 1. SETTING THE LAWTON STANDARD

Associated Entities	Action Item	Time Frame				Progress Indicator	
		Short 1-5 yrs	Medium 5-10 yrs	Long 10+ yrs	Ongoing		
<b>Consistency in review and implementation</b>							
Planning Department, City Planning Commission	Ensure all project development is reviewed consistently per code by evaluating existing regulations for appropriateness, updating project review checklists, distributing information to the development community on the review process and expectations based on project submittal type.	<ol style="list-style-type: none"> <li>Review existing regulations for any code that is contradictory or unclear in an ongoing cycle.</li> <li>Update project review checklists annually.</li> <li>Update the project review checklist and other information on the City website and create a listserv to notify interested parties of changes to any code or changes in policy</li> <li>Create Application Types for each submittal that includes all expected submittals and approvals needed.</li> <li>Create a notification list to notify interested parties.</li> </ol>	✓				Annual review cycle set up and completed. Application types established for each project type
Planning Department, Building Division	Establish a process for communication between departments throughout the development process.	<ol style="list-style-type: none"> <li>Create interdepartmental checklists to be signed by each department as each step is completed.</li> </ol>	✓				Increased communication between City offices
<b>Streamline zoning and development processes</b>							
Planning Department	Work with the development community and Planning Department Staff to identify areas of code that can be streamlined and processed in a way that can facilitate safe and desirable development in an expedited manner.	<ol style="list-style-type: none"> <li>Create a focus group to review existing code for areas of inefficiency.</li> <li>Draft code revisions and revisions to processes that support streamlined review.</li> </ol>	✓				Decreased project review time and simplify processes for applicants
Planning Department, Building Division	Use technologies, procedures, and review methods that help streamline and enhance customer service for review processes in a manner that promotes development.	<ol style="list-style-type: none"> <li>Develop application guides for the various types of development and make them available on the website.</li> <li>Explore planning support system tools that help guide developers to the correct application types.</li> <li>Consider create a position for a development liaison that works across departments as an advocate for applicants through the development process.</li> </ol>	✓				
<b>Review regulations, procedures, and implementation regularly to update/improve as needed</b>							
Planning Department	Review standards on at least an annual basis to make sure the standards are appropriate and set a foundation for a high quality of development.	<ol style="list-style-type: none"> <li>Internally review sections of code, as needed, related to quality of life and standards of development. Set a calendar for review so that each section is reviewed annually.</li> </ol>				✓	Current and appropriate design standards that reflect the Lawton Standard and are aligned
Planning Department	Implement a process to track approval of requested waivers and variances of code requirements. Identify any trends and amend code on issues where waivers and variances are frequently approved.	<ol style="list-style-type: none"> <li>Track repeat variance and waiver requests, ensure that any recommended code changes are aligned with regulations in Oklahoma Statutes, do not cause harm, and recommend the minimum change needed to be more in sync with common practices.</li> </ol>	✓				Fewer repeat variances and waivers



## IMPLEMENTATION PLAN MATRIX

### GOAL AREA 2. QUALITY OF LIFE AND COMMUNITY IMAGE

Associated Entities	Action Item	Time Frame				Progress Indicator
		Short 1-5 yrs	Medium 5-10 yrs	Long 10+ yrs	Ongoing	
<b>Protect and connect historically significant areas</b>						
Mayor, City Manager, Chamber of Commerce, Historic Preservation Commission, Lawton Heritage Association	<i>Work with appropriate agencies and the Chamber of Commerce to promote and provide additional programming of historical sites. Encourage the preservation of historical sites.</i>	1. Develop a single guide resource for historic sites in Lawton that help tell the Lawton story. 2. We need to consider this recommendation in context of programs like the Lawton Talking Trails. This idea needs to be fleshed out a little more.	✓			Increased awareness and preservation of historical sites
Community Relations, Marketing	<i>Review and establish districts in which distinct historical features and sites are located and develop appropriate imaging for those districts that embrace the history.</i>	1. Set "historical districts" and develop marketing materials for these areas. 2. Consider measures like district signage and neighborhood plaques that help foster distinct identity.		✓		
Mayor, City Manager, Chamber of Commerce, Oklahoma Historical Society, Historic Preservation Commission, and Lawton Heritage Association	<i>Work in conjunction with the Oklahoma Historical Society to explore a Certified Local Government program and consider developing local historic district protection.</i>	1. Create a Certified Local Government (CLG) Program to help identify areas that may need historical preservation protections and		✓		
<b>Invest in public spaces and connections</b>						
Parks & Recreation Department	<i>Maintain and update the Parks Master Plan and Active Transportation Plan to guide park and trails development, redevelopment, and programming. This plan should be updated in conjunction with updates to the Land Use Plan and Capital Improvements Plans.</i>	1. In conjunction with current updates to the Land Use Plan and the CIP, the Parks Master Plan and Active Transportation Plan needs to be reviewed and updated.	✓			Updated Parks Master Plan and Active Transportation Plan
Public Works Department, Planning Department	<i>Ensure future street improvements adequately provide for pedestrians, cyclists, and drivers by including sidewalks and trails.</i>	1. Review and updated development regulations to require appropriate facilities. 2. Review development plans and ensure that they are in compliance with standards set regarding all required transportation facilities.			✓	Increase in facilities for bicyclists and pedestrians. More miles of bike appropriate lanes, and sidewalks



## IMPLEMENTATION PLAN MATRIX

### GOAL AREA 2. QUALITY OF LIFE AND COMMUNITY IMAGE

Associated Entities	Action Item	Time Frame				Progress Indicator	
Parks & Recreation Department	<i>Develop both active and passive recreation opportunities and expand recreational programming.</i>	1. As part of the Parks Master Plan, programming opportunities need to be identified and included in parks information.				✓	Public space activation and increased activity in these spaces
Parks & Recreation Department, Arts and Humanities, Chamber of Commerce, Community Relations and Marketing	<i>Develop public space and downtown space programming, starting with focus on the Downtown Entertainment District.</i>	1. Work in collaboration with the Chamber and the Downtown Lawton group to promote existing businesses in the Downtown Entertainment District. 2. Work with Marketing to develop Downtown Entertainment District brand. 3. Develop downtown design and landscape standards. 4. Evaluate parking requirements for Commercial development and consider eliminating requirements in the downtown area.	✓			✓	
<b>Identity and sense of place</b>							
Planning Department, Community Relations and Marketing, Arts and Humanities	<i>Identify Character Districts and develop individual design strategies for each Character Districts. Include marketing and branding for each district.</i>	1. Character Area Districts are being developed as part of the Future Land Use Plan. 2. Marketing and branding efforts for each district need to be designed and utilized.	✓	✓			Awareness of the districts and activation of the places
Planning Department, Public Works Department, City Manager	<i>Redevelop and improve the main corridors and entry points to gateways.</i>	1. Complete individual plans for Entry Points into the City of Lawton. 2. Create a prioritization for each entry point and focus efforts based on this schedule.		✓			Improved entry features
Planning Department	<i>Establish standards for high-quality design of multi-use, commercial, and multi-family developments.</i>	1. Review comparison City standards regarding commercial and multi-family design. 2. Draft design standards for general commercial and multi-family structures and sites.		✓			Improved design of new commercial and multi-family developments
Planning Department	<i>Ensure developments provide for compatible transitions between residential and nonresidential areas.</i>	1. Utilize the Future Land Use Plan to make determinations regarding uses. 2. Update the Future Land Use Plan on a regular schedule. 3. Ensure that less compatible uses have buffers or other means to reduce potential impact.		✓			Limited non-compatible uses abutting residential areas



## IMPLEMENTATION PLAN MATRIX

### GOAL AREA 2. QUALITY OF LIFE AND COMMUNITY IMAGE

Associated Entities	Action Item	Time Frame				Progress Indicator
<b>Private/Public Partnerships</b>						
City Manager, LPS, Arts and Humanities, Chamber of Commerce	<i>Pursue partnerships with community institutions to provide programming that can have a community-wide benefit such as monthly downtown events.</i>	1. Identify interested stakeholders to help organize and promote downtown-focused events. 2. Identify a schedule of events for the downtown area and encourage business owners to participate in the events. Provide advertising incentives during these events.	✓			Ongoing events downtown that draw residents and visitors
Arts and Humanities, Lawton Fort Sill Art Council	<i>Work with the Lawton Arts and Humanities for programs, interpretive programs, and public art that highlights and develops connections to Lawton's strong history.</i>	1. Develop an Arts and Culture Plan for the City to identify opportunities for new public art and programs to foster Lawton's community identity. 2. Work with an external partner such as Lawton Fort Sill Art Council or an existing board or trust to serve in an advisory role for potential City public art projects. 3. Consider a 1% for the Arts program that sets aside funding for public art as a part of all future public construction projects such as parks, public facilities, and streets.		✓		Increased in public artworks, either via permanent installations or events  Increased in historical awareness in the community
LPS, Lawton Heritage Association	<i>Work with local educational facilities to develop age-appropriate educational information and activities that highlight Lawton's history.</i>	1. Partner with LPS and the Lawton Heritage Association and Museum of the Great Plains to create Lawton Day curriculum or module to teach local history.	✓			Increased awareness and pride in Lawton's history among young residents
Banking Industry, City Manager	<i>Work with local banking institutions and non-profits to develop incentives that will leverage private and community investment to assist in the redevelopment in challenged neighborhoods.</i>	1. Establish one or more Neighborhood Investment Districts (NID)s. These areas would be identified as key areas for desired private investment. 2. Work with a local bank to create a linked deposit lending program to provide low interest loans for investors in NIDs.		✓		Increased private investment in challenged neighborhoods

### GOAL AREA 3. STRONG NEIGHBORHOODS

Associated Entities	Action Item	Time Frame				Progress Indicator
<b>Reinvest in existing neighborhoods</b>		Short 1-5 yrs	Medium 5-10 yrs	Long 10+ yrs	Ongoing	
Mayor, City Manager, Private Entities	<i>Using the information in the PROPEL 2040 plan, the City will help enhance and reinvested in existing neighborhoods with a variety of existing programs and by exploring additional partnerships to strengthen these neighborhoods.</i>	1. Continue pursuing the Propel 2040 quality of life improvements. 2. Consider enhancing protections for the Old Town North neighborhood as a National Register of Historic Places District with area-specific local ordinance protections. 3. Place the area surrounding the Mattie Beal House under the City's Historic Preservation Overlay Zoning District.		✓	✓	Creation of protections for sensitive zones within the City  Completion of items in the Propel 2040 plan



## IMPLEMENTATION PLAN MATRIX

### GOAL AREA 3. STRONG NEIGHBORHOODS

Associated Entities		Action Item	Time Frame				Progress Indicator
Planning Department	Promote compatible infill development within existing neighborhoods.	<ol style="list-style-type: none"> <li>Pursue a targeted and coordinated approach to neighborhood reinvestment and redevelopment that focuses on the City's most challenged and disadvantaged neighborhoods as a priority.</li> <li>Consider using the Propel 2040 Redevelopment Fund towards implementation of the Neighborhood Improvement District concept.</li> <li>Leverage the organization expertise and advantages of the Lawton Urban Renewal Authority towards further realizing redevelopment and neighborhood reinvestment outside of LURA's current areas of operations.</li> </ol>	✓				Increased infill housing
Neighborhood Services	Encourage and support community programs to improve and maintain a sense of place within existing neighborhoods.	<ol style="list-style-type: none"> <li>Host public neighborhood meetings to establish identity of place.</li> <li>Encourage art or styling based on the input received.</li> <li>Provide assistance from the City programs to install or implement community building features or activities.</li> </ol>		✓			Unique Neighborhood images throughout the City. Connected community within individual neighborhoods
Planning Department, Public Works Department	Ensure that both existing and new residential developments are connected to multiple modes of transportation.	<ol style="list-style-type: none"> <li>Work between departments to identify areas that need additional service for public transportation and pedestrian accommodations.</li> <li>Work between departments to identify areas with existing services that would be ideal for new development of housing.</li> </ol>		✓			Increased connectivity for pedestrians, additional sidewalks, bus ridership increases
<b>Develop new neighborhoods with a strong sense of place and a variety of housing choice</b>			Short 1-5 yrs	Medium 5-10 yrs	Long 10+ yrs	Ongoing	
Planning Department	Encourage new neighborhoods that are planned to combine a variety of design elements, uses, densities, housing options, and amenities.	<ol style="list-style-type: none"> <li>Explore creating a pre-approved housing design program.</li> <li>Develop a package of standardized, easily usable housing development incentives to encourage neighborhood investment.</li> <li>Continue to pursue Lawton's traditional neighborhood until concept in a modified form that encourages mixed-density, mixed-used neighborhoods.</li> <li>Encourage use of federal incentives made permanent in 2025 and which are available in many older neighborhoods including New Market Tax Credits and Opportunity Zones.</li> </ol>	✓				More "complete neighborhoods"
Planning Department	Develop land use regulations and review processes that promote mixed-use developments.	<ol style="list-style-type: none"> <li>Ensure that land use regulations allow mixed use opportunities.</li> </ol>	✓				A gradual mix of uses within existing neighborhoods



# IMPLEMENTATION PLAN MATRIX

## GOAL AREA 4. ECONOMIC DEVELOPMENT AND RESILIENCY

Associated Entities		Action Item	Time Frame				Progress Indicator
			Short 1-5 yrs	Medium 5-10 yrs	Long 10+ yrs	Ongoing	
Planning Department	<i>Promote mixed-use development that combines commercial, residential, and office functions in the same building.</i>	1. Review existing zoning and development regulations to make sure that mixed use development is allowed in appropriate areas.				✓	Increased mixed use development where appropriate
Planning Department	<i>Plan for future industrial development and ensure incompatible development does not encroach on them, which can limit future economic development efforts.</i>	1. Evaluate the existing industrial areas and identify areas that could be used for future industrial development with minimal impact to the surrounding uses. 2. Make sure that zoning regulations allow for industrial uses in appropriate areas.				✓	Well-planned Industrial Areas with access to infrastructure. Minimal disruption to other uses due to industrial development
<b>Enhance the City's land use regulations and development review processes</b>			Short 1-5 yrs	Medium 5-10 yrs	Long 10+ yrs	Ongoing	
Planning Department, Planning Commission, City Council	<i>Provide and carry out land use and building regulations that protect the health, safety, welfare, and aesthetics of the community.</i>	1. Enhance and streamline the City's existing architectural development and landscaping standards.				✓	Higher level of design in new construction
Planning Department	<i>Promote use of land use tools that allow flexibility in site design and layout for innovative developments.</i>	1. Review existing regulations and remove obstacles to allow flexibility in design.	✓				Regulations that allow for flexibility in design adopted
City Council, Planning Department, Planning Commission	<i>Support policies that allow the construction of a variety of housing types and price ranges to meet the needs of residents of all ages and incomes.</i>	1. Explore creating a pre-approved housing design program. 2. Develop a package of standardized, easily usable housing development incentives to encourage neighborhood reinvestment. 3. Continue to pursue Lawton's traditional neighborhood unit concept in a modified form that encourages mixed-density, mixed-use neighborhoods. 4. Encourage use of federal incentives made permanent in 2025 and which are available in many older neighborhoods including New Market Tax Credits and Opportunity Zones.				✓	Greater diversity of housing choice within the City
Planning Department	<i>Ensure development review is conducted in a way that evaluates external impacts of development on adjacent properties.</i>	1. Set up a process of review that evaluates existing uses adjacent to and in the vicinity of the proposed development. 2. Ensure regulations include buffering or screening requirements for less compatible uses.	✓				Policy and process in place for review of proposed developments.  Less conflict between new development and existing residents



## IMPLEMENTATION PLAN MATRIX

### GOAL AREA 4. ECONOMIC DEVELOPMENT AND RESILIENCY

Associated Entities		Action Item	Time Frame				Progress Indicator
			Short 1-5 yrs	Medium 5-10 yrs	Long 10+ yrs	Ongoing	
Planning Department	Ensure that all development adheres to adopted standards. Review standards frequently to make sure the standards are appropriate and set a foundation for a high quality of development.	<ol style="list-style-type: none"> <li>1. Review all development to the same standard using the Code of Ordinances and checklists to ensure compliance.</li> <li>2. Provide an annual review of different sections of code. All code should be reviewed at least once every five (5) years and include a comparison of surrounding jurisdictions, as well as an evaluation of development needed for the community.</li> </ol>				✓	<p>Records indicating that a policy checklist has been completed for each review</p> <p>Records indicating each section of code to be reviewed on a schedule and records of each review</p> <p>Updated codes and standards</p>
<b>Coordinate growth and utilities in the most efficient and effective manner</b>							
Public Utilities, Public Works Department, Planning Department	Control the extension or provision of utilities in order to carry out the provisions of this plan.	<ol style="list-style-type: none"> <li>1. Work between departments to identify areas that need additional service for public utilities.</li> <li>2. Work between departments to identify areas with existing utilities that would be ideal for new development.</li> </ol>				✓	Creation of a service map to guide new development
Public Works Department, Planning Department	Ensure no approved development will result in a reduction in the adopted level of service for public infrastructure.	<ol style="list-style-type: none"> <li>1. Require that development upgrade or extend infrastructure when necessary.</li> </ol>	✓				No reduction in service for existing infrastructure
Public Utilities	Limit the extension of services outside the City Limits and focus on improving and replacing infrastructure within the City.	<ol style="list-style-type: none"> <li>1. Carefully review the future impact of requested extensions based on the proposed intensity of development being proposed, future development expected, and future cost to maintain the infrastructure</li> </ol>	✓				Minimal new services located outside City limits
Public Utilities, Planning Department	Require all developments to install public utilities and become annexed to the City as a condition of tying onto City sewer.	<ol style="list-style-type: none"> <li>1. Require all developments to be annexed into the City if City sewer will be required to serve the development</li> </ol>	✓				No new residential developments on City sewer outside City limits
Public Utilities	Encourage development to occur where it can be supported by the transportation and utility infrastructure.	<ol style="list-style-type: none"> <li>1. Work between departments to identify areas that need additional service for public utilities and transportation infrastructure.</li> <li>2. Work between departments to identify areas with existing utilities and transportation infrastructure that would be ideal for new development.</li> </ol>				✓	Creation of a service map to guide new development
Public Utilities	Prioritize the maintenance of existing utility and transportation infrastructure over the expansion of new facilities.	<ol style="list-style-type: none"> <li>1. Consider adopting policies to require annexation prior to the extension of sewer service for residential outside City limits.</li> <li>2. Prioritize and encourage infill development in the City.</li> </ol>				✓	Increased infill and fewer empty lots within the City



## IMPLEMENTATION PLAN MATRIX

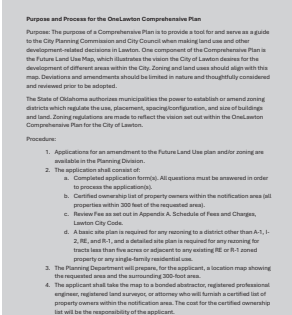
### GOAL AREA 4. ECONOMIC DEVELOPMENT AND RESILIENCY

Associated Entities		Action Item	Time Frame				Progress Indicator
			Short 1-5 yrs	Medium 5-10 yrs	Long 10+ yrs	Ongoing	
Planning Department	Promote development patterns such as mixed-use development that yield higher tax revenue per acre.	<ol style="list-style-type: none"> <li>1. Review existing regulations for any code that is prohibiting mixed use development.</li> <li>2. Use the Future Land Use plan to guide appropriate locations for mixed use development.</li> <li>3. Update the project review checklist and other information on the City website and create a listserv to notify the development community and other interested parties.</li> </ol>	✓			✓	Identify areas for mixed-use developments Increase in mixed-use development types Increased communication with developers and other interested in development
<b>Adequately address issues of drainage and flood hazards</b>							
Public Works	Ensure developments adequately address drainage to ensure new drainage problems are not created.	1. Ensure all new development is reviewed to meet drainage criteria.	✓				Drainage criteria being met with new developments
Public Works	Promote the use of green infrastructure as a way to work with the environment to prevent localized flooding risks and drainage problems.	1. Develop codes to allow green infrastructure methods to enhance flood prone areas.		✓			Increase in natural and green infrastructure to handle flooding and waterways
Public Works	Provide regulations that ensure drainage issues caused by development are properly mitigated.	1. Develop codes to address drainage review and criteria for all new development	✓				Reduced flooding due to increased drainage facilities
Public Works	Complete a Stormwater Master Plan and institute initiatives found in that plan in order to ensure adequate mechanisms are in place to finance public investment in drainage infrastructure.	1. Complete the Stormwater Master Plan to ensure that drainage is a complete system throughout the City, and public investment helps work with the existing infrastructure.	✓				Connected and complete drainage systems throughout the City



# Appendices

A complete copy of each of the following documents and plans are appended as separate documents.



EXPLANATION OF PLAN AMENDMENT



2050 MASTER TRANSPORTATION PLAN



PUBLIC OUTREACH REPORT



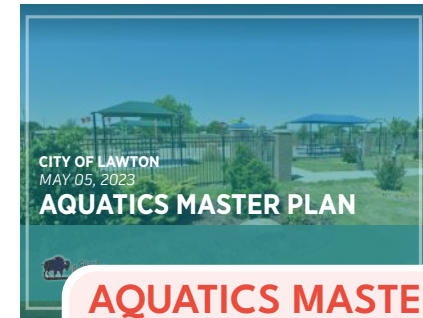
EXISTING CONDITIONS REPORT



PEER COMMUNITY REPORT



PARKS MASTER PLAN



AQUATICS MASTER PLAN



WELCOME TO LAWTON  
ELMER THOMAS PARK

← VISITORS CENTER →