



CITY OF LAWTON, OKLAHOMA

PUBLIC OUTREACH REPORT





1. Background and Methodology

1.1: Background

The City of Lawton is updating its Land Use Plan for the planning year 2050. The plan is called **One Lawton: One Community, One Vision, Moving Forward**. The city's existing plan is the Lawton Land Use Plan 2030. One Lawton will differ from previous land use plan's by serving as a comprehensive plan. By charter the city's Comprehensive Plan consists of its Land Use Plan, Metropolitan Transportation Plan (MTP), and Mayor's Strategic Plan.



Historic Downtown Lawton

The Land Use Plan and MTP are required to be updated every five years. Lawton's 2050 MTP called Directions 2050 will be adopted as an appendix to this plan with key provisions integrated throughout. The Mayor's Strategic Plan consists of the voter approved Propel 2040 Initiative and this plan strategically builds upon these proposals. The planning effort began in spring 2024 and will conclude in spring 2025.



Lawton has many buffalo statues around town that contributes to the city's unique identity.

Public input is key to developing this plan, with an intent to hear extensively from as many community residents and stakeholders as possible. The success of this planning endeavor is reliant on public and community input. The initial stage of the planning process involves identifying the values and needs of community members and residents, as this information is crucial in effectively addressing their concerns. The public input process aims to understand the city's residents and stakeholders' questions and feedback about Lawton and to inform them about Lawton's approach to the study.

1.2: Methodology

The development of One Lawton involved gathering input from residents and stakeholders through various forms of community engagement, including a steering committee, stakeholder group meetings, key person interviews, online surveys, interactive input maps, social media presence, and a public website. At the time of preparation of this report, additional engagement opportunities were planned to include target strategy area workshops and a community-wide visioning workshop.



Lake Ekmer Thomas

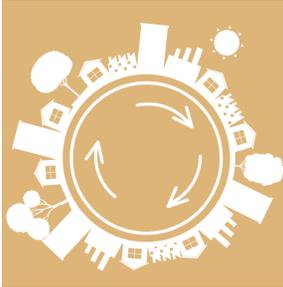
This public input summary captures the themes and findings from the initial community engagement process, all of which will help inform the structure and direction of the project. Future public engagement will determine the overall vision for the plan and its guiding principles. All elements of the public engagement conducted for the plan are critical to the formation of One Lawton. To finalize the plan, concluding public review meetings will be conducted.



2. Public Input Themes

2.1: Overall 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.



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.



Corridor Districts and Image

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



2. Public Input Themes

2.1: Overall Themes



Economic Opportunity

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



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.



Infrastructure Investment

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



3. What We Heard

This section contains important insights that were gathered from outreach across various meetings. It provides a detailed 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 want to see the 2nd 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.



Stakeholders provided input on large maps to show specific areas of opportunity in the city

- » Need for continued investment in road infrastructure.
- » Enhancements to drainage infrastructure are needed in keys areas of East Cache Creek drainage basin.
- » More trails and sidewalks are 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.



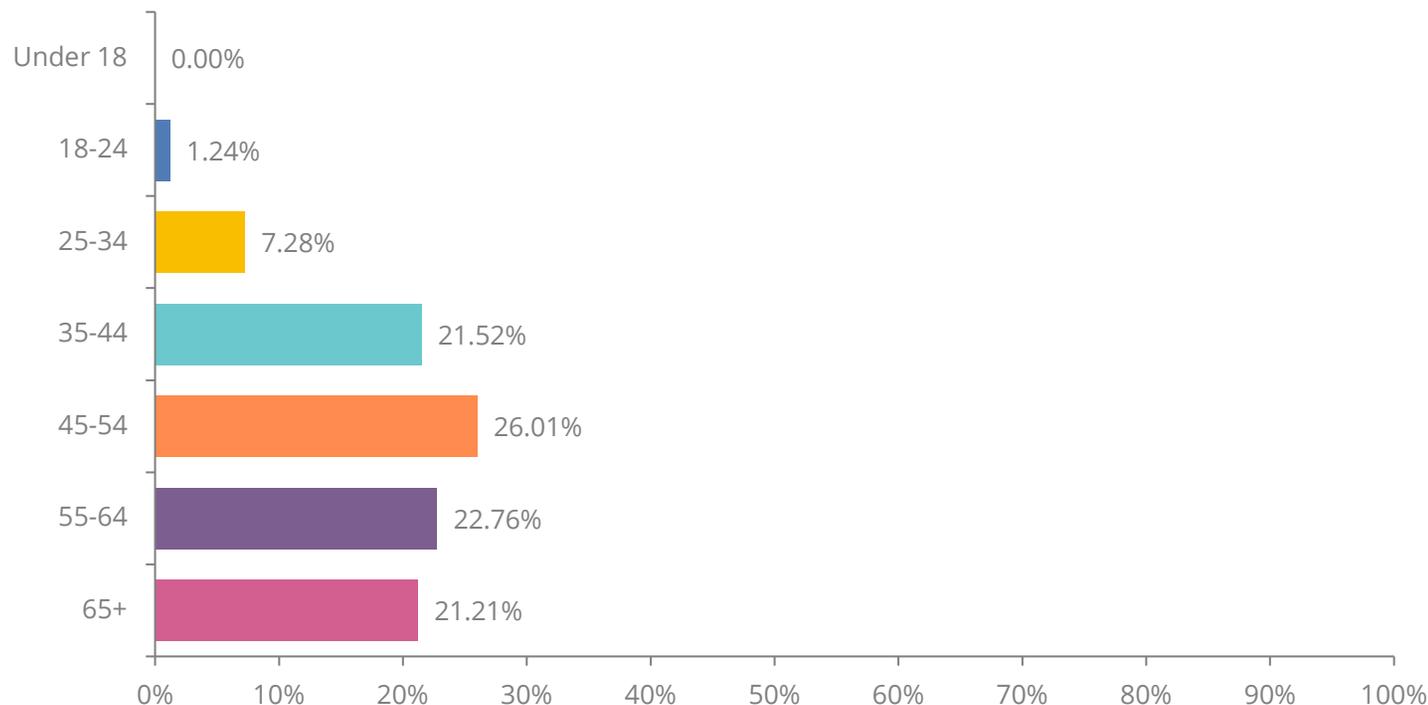
4. Public Input Survey

During the planning process, residents and community members were invited to share their opinions with the planning team through an online survey. The survey was launched in in the summer of 2024 and received more than 600 responses over a several month period. The questions were designed to gather feedback on the status and future growth of Lawton, as well as to gather input on challenges, opportunities, and quality of life, providing community members with an opportunity to express their thoughts and comments. Overall, the project team received feedback on various opportunities and challenges related to several topics, including the housing, quality parks and open spaces, safety, quality jobs and financial opportunities, good infrastructure, better sidewalk networks, trails, etc. Below is a summary of the survey questions and results:

646
Survey Responses Collected

4.1 Q: What is your age?

» Answered: 646 Skipped: 0



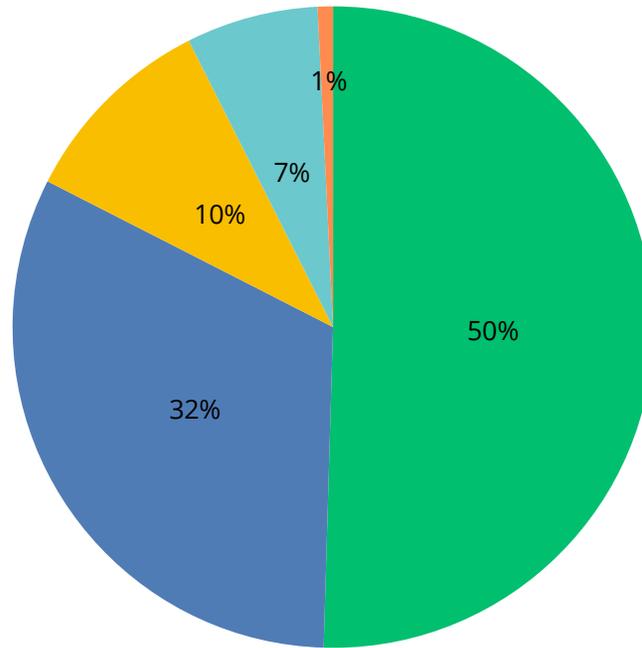
- » Respondents to the survey tended to be middle aged and older adults with over 90% of respondents over 35.
- » The 45-54 age group was most highly represented being about 26% of respondents.
- » The 55-64 age group was the next most represented group at nearly 23% of respondents.



4. Public Input Survey

4.2 Q10 Do you live or work in the City of Lawton?

» Answered: 646 Skipped: 0



■ Live and work in the City ■ Live in the City ■ Work in the City ■ Live or work outside the City ■ Unsure

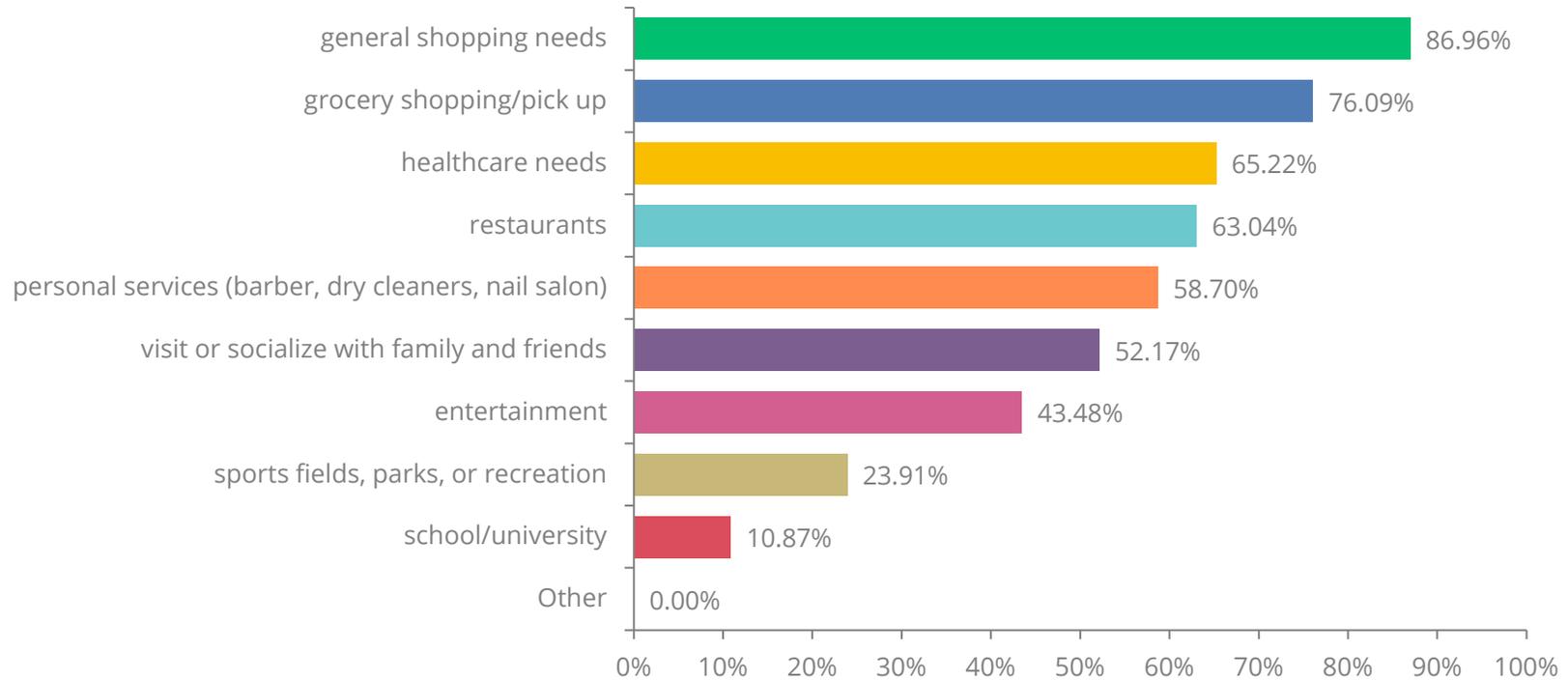
» Over 80% of survey respondents live in Lawton with just over 50% living and working inside city limits. Additionally, 10% of respondents indicated they work in Lawton but live elsewhere. As such, this survey largely represents the idea and opinions of Lawton residents.



4. Public Input Survey

4.3 Q10 What do not live or work in Lawton, what brings you to the City?

» Answered: 46 Skipped: 600



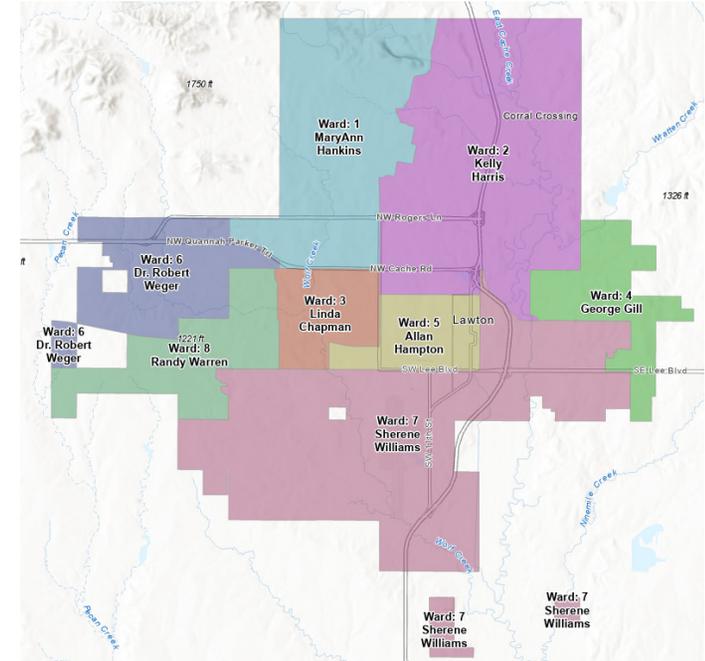
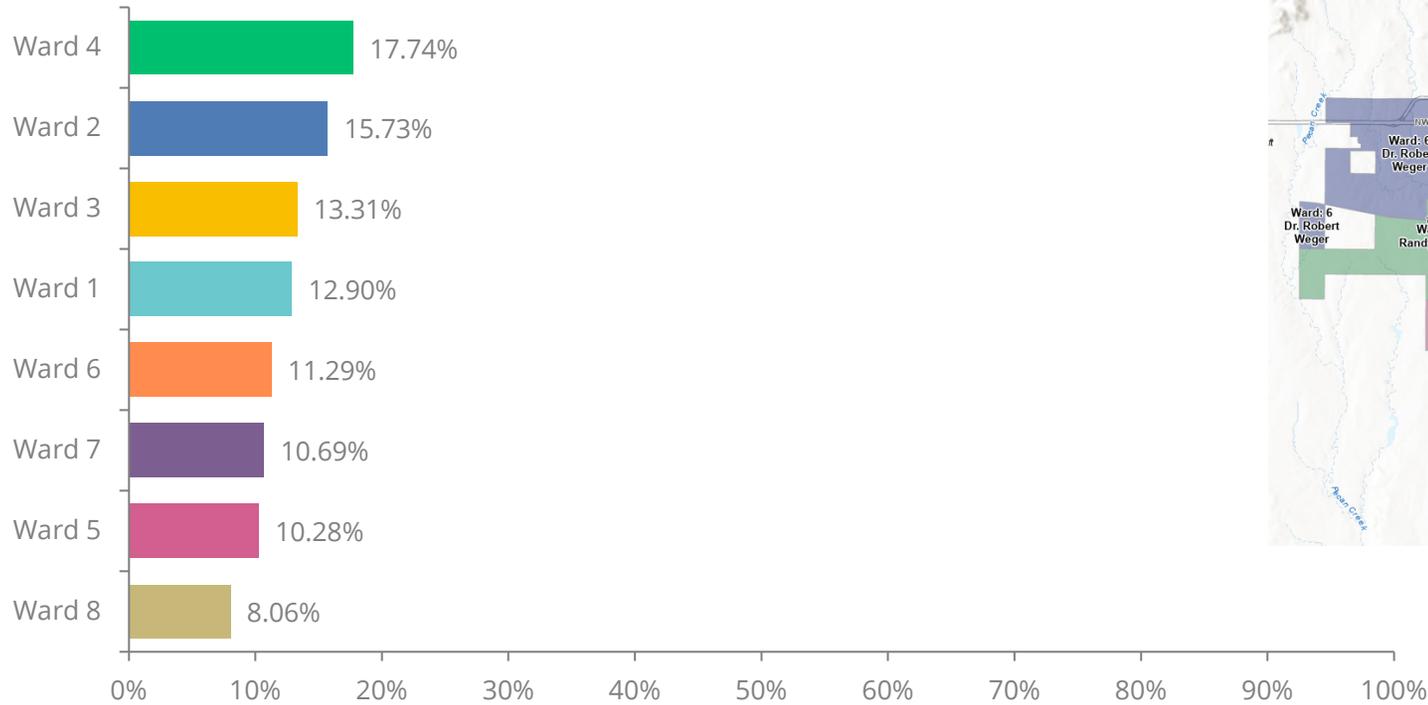
» For those not living or working in Lawton, shopping, groceries, restaurants, and healthcare needs are the activities which are most likely to bring people to the city. While entertainment in Lawton was cited to attract over 40% of respondents, recreation and parks clocked in at just under 24%. Based on these results, entertainment options and recreational opportunities are key areas for future investment.



4. Public Input Survey

4.1 Q1/What do you live or work within the City, please provide which ward that you reside in? Please find the ward map below.

» Answered: 496 Skipped: 150



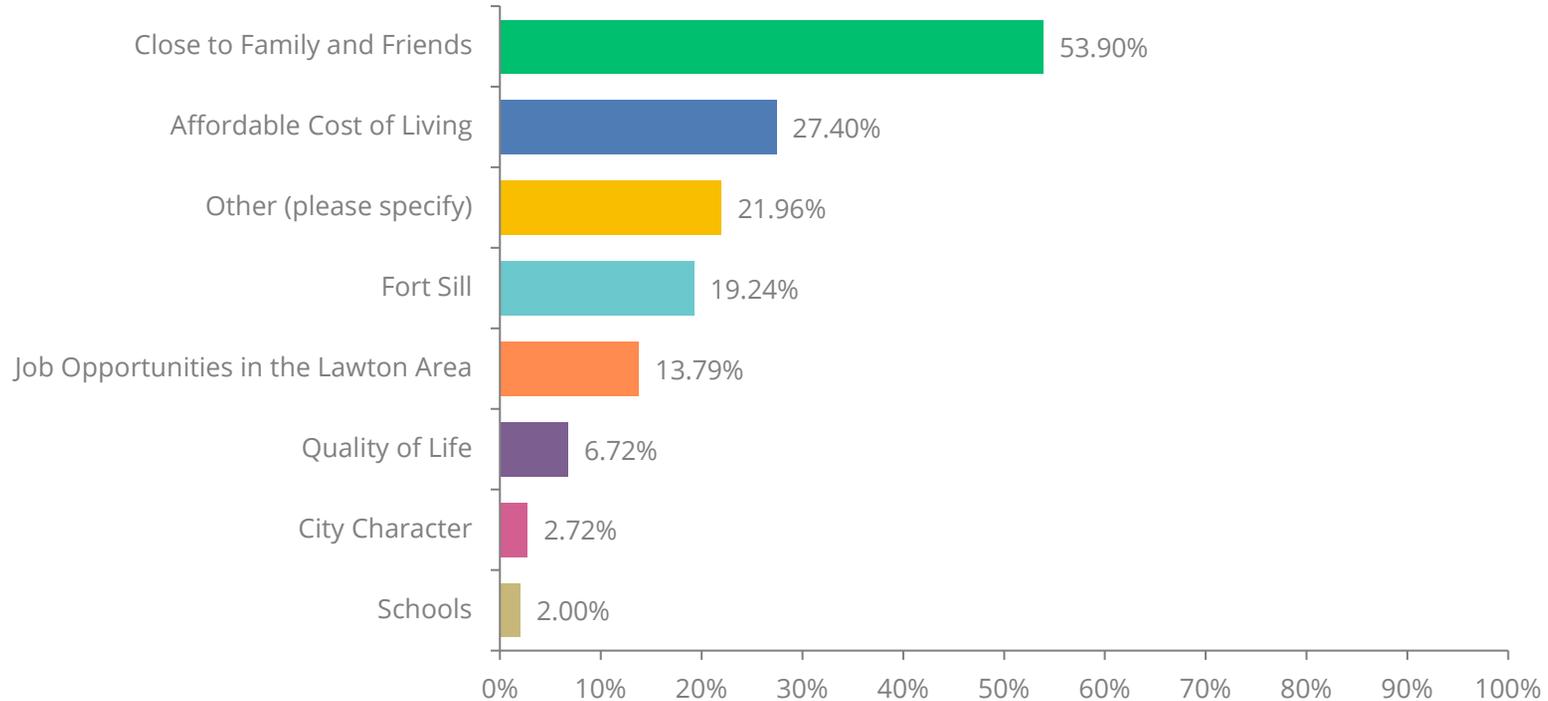
» Respondents to the survey were relatively well distributed across the city. Wards 2, 3, and 4 were slightly overrepresented in the survey. Wards 5, 6, 7, and 8 were slightly underrepresented in the survey. Ward 4 had the highest representation with nearly 18% of respondents being from that ward. Ward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



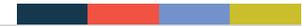
4. Public Input Survey

4.5 Q11 Why do you choose to live or work in Lawton? (Check all that apply).

» Answered: 551 Skipped: 95



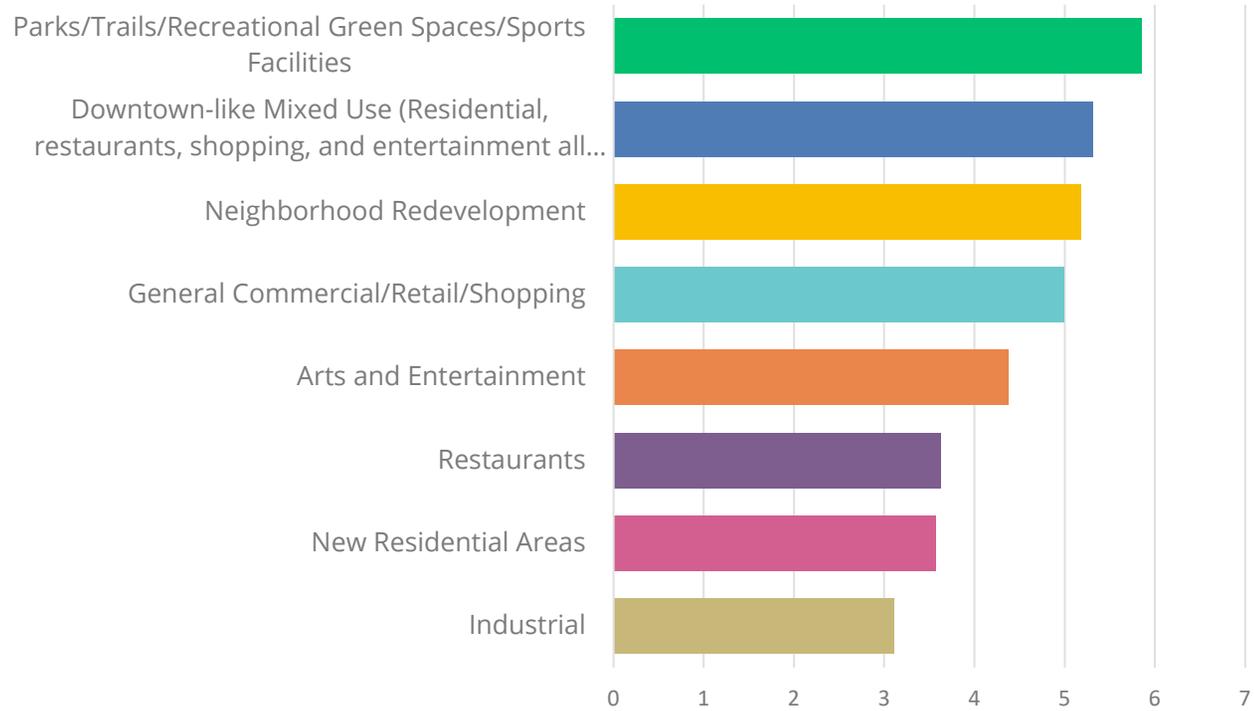
» Over 50% of survey participants indicated that proximity to family and friends was a key for living or working in Lawton. This was followed by cost of living or proximity to Fort Sill as other key reasons. Those providing individual responses frequently cited being born or raised in Lawton or retiring in Lawton as key reasons for living in Lawton.



4. Public Input Survey

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

» Answered: 457 Skipped: 189



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

4.7 Q: Thinking about Lawton’s future, are there any other development types that need to be considered?

» Answered: 31 Skipped: 615

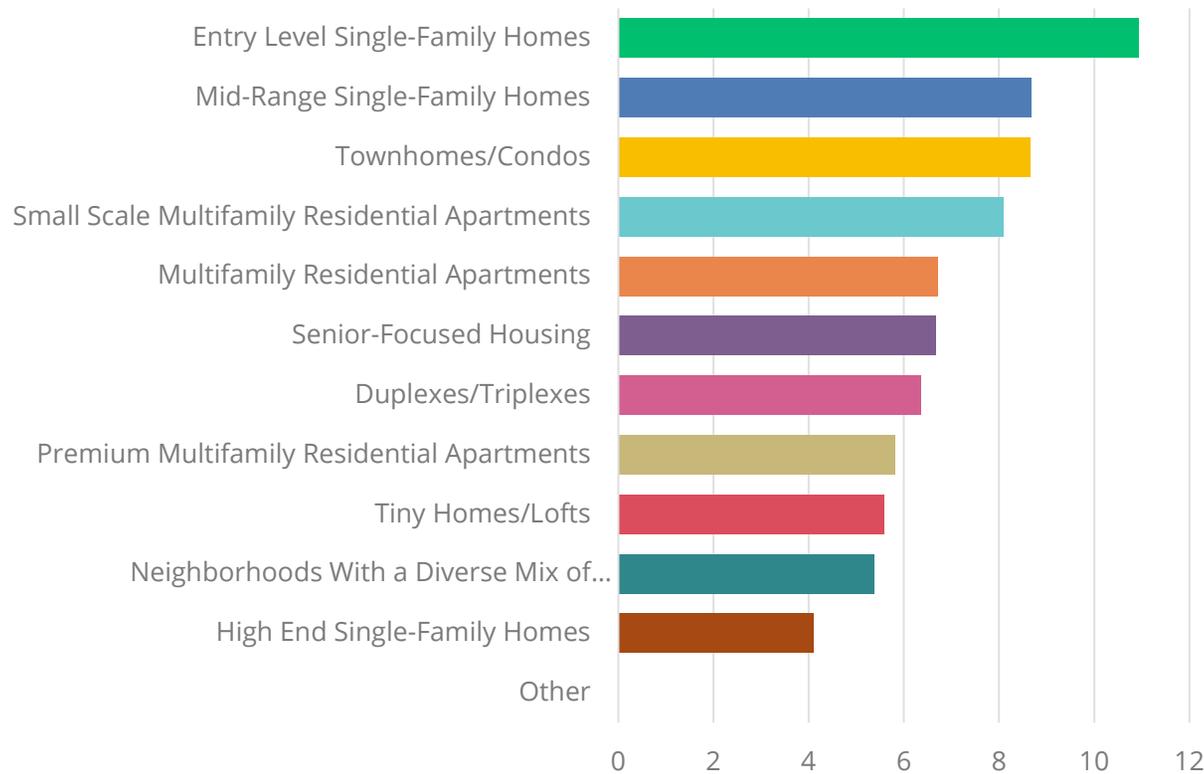
- » This question provided opportunity for open form responses. Many responses focused on quality of life issues such as entertainment opportunities, youth activities, and sidewalks/trails. Road infrastructure and homelessness were also frequently cited.
- » Quotes – “...We are missing the boat with all the money coming into Lawton via Fort Sill. The families take their money to Medicine Park because we don't have anything here to do.”
- » “Lawton desperately needs to redevelop neighborhoods. Tear down old houses. A mixed-use light retail/office/residential would be nice. A “bar and entertainment” street would be incredible. Like 6th street in Austin, etc.”



4. Public Input Survey

4.8 **Q4** What types of housing are needed in the City?(Please rank them in order of importance with 1 = MOST important) Drag and drop the housing types to the desired position (See illustrations above for housing type preferences).

» Answered: 457 Skipped: 189



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

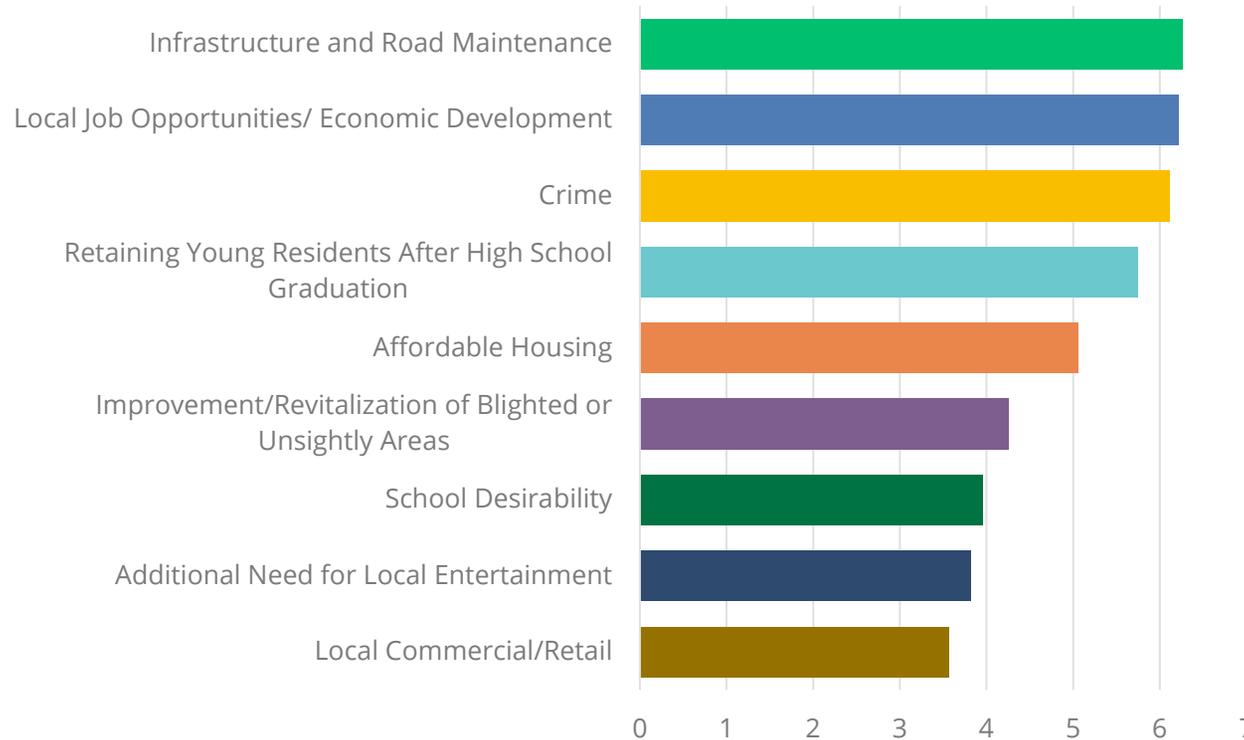




4. Public Input Survey

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

» Answered: 457 Skipped: 189



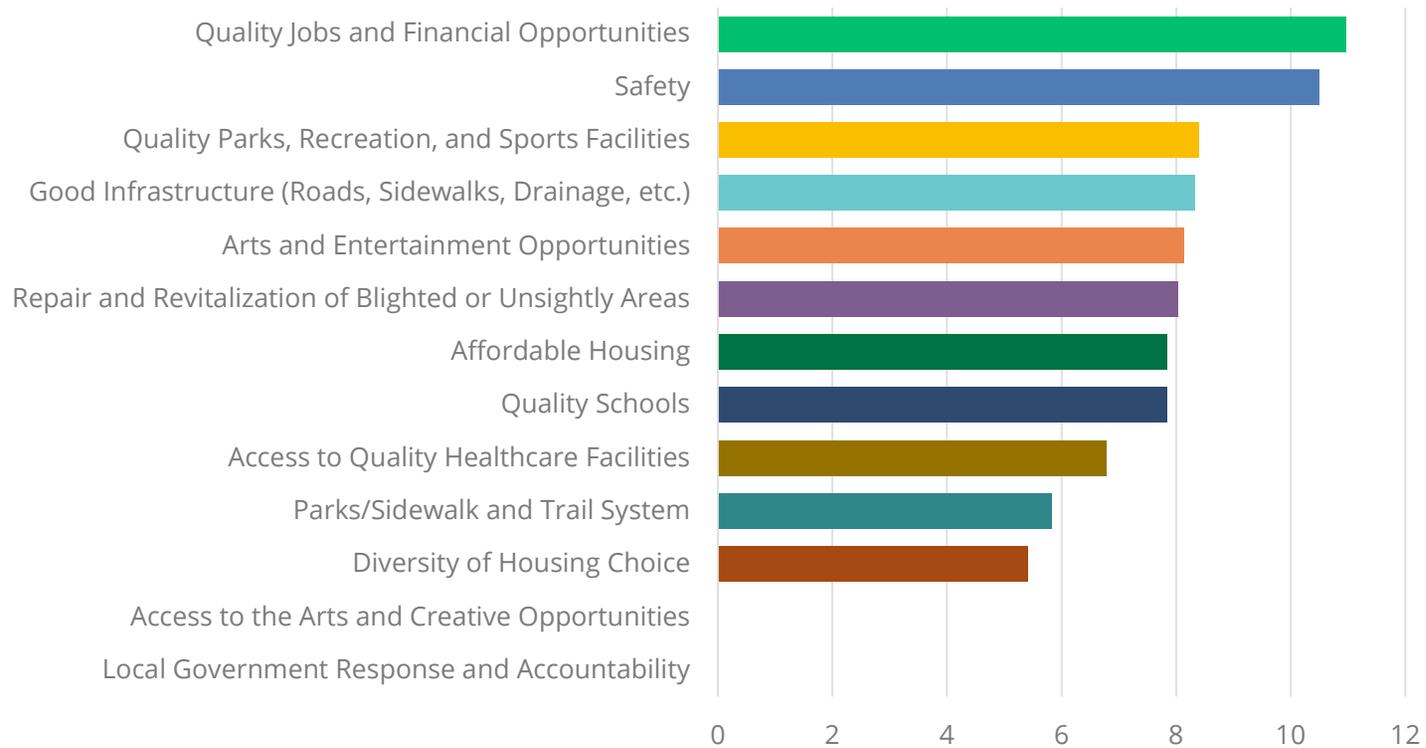
» Looking at challenges over the planning horizon, crime was identified as the most pressing issue and need for additional local entertainment as the least pressing issue. Interestingly, this doesn't completely align with the answers provided in other portions of the survey regarding the importance of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



4. Public Input Survey

4.1 Quality of Life? Quality of Life is a subjective measure of day-to-day satisfaction and access to needed resources for health, comfort, and success. Certain factors will matter more to different people. Please rank what the most important factors are to YOU in determining quality of life?(Please rank them in order of importance with 1 = MOST important) Drag and drop the factors to the desired position.

» Answered: 457 Skipped: 189



» Respondents identified safety and quality jobs as Tier 1 quality of life issues. These were followed by affordable housing, quality parks and recreation, arts and entertainment, neighborhood revitalization, good infrastructure, and quality schools as Tier 2 issues. Given the importance of quality of life to Lawton residents, the ranking of these criteria are important data for the project.



4. Public Input Survey

4.11 Q: How would you rate the quality of life in Lawton?

» Answered: 457 Skipped: 189

2.7



» Quality of life in Lawton was rated as a 2.7 out of 5. However, over 60% of respondents rated quality of life in Lawton as 3 or over. A rating of 3 was the most common answer with close to 50% of respondents providing this response.

4.12 Q: What do you think is Lawton’s greatest opportunity for the future?

» Answered: 37 Skipped: 609

- » :This question provided another opportunity for free form answers on Lawton’s future. Answers were encouraging and varied with no clear single theme. The diversity of answers is an indication of Lawton’s future potential being bright, but also presents a challenge. There is likely no one single answer to building a better Lawton, but many assets and opportunities to leverage.
- » “Think about the future—people and infrastructure. Don’t get stuck in “this is how we’ve always done it” mindset.”
- » “Tapping into & encouraging the people, young & old, who live here and like being here.”
- » “I think we have an amazing location and the potential to attract a lot of families looking to move out of the OKC area as it becomes more crowded and more expensive. Our cost of living is low, the surrounding area is beautiful, and we are close but not too close to OKC, WF, and DFW.”

4.13 Q: What do you think is Lawton’s greatest opportunity for the future?

» Answered: 54 Skipped: 592

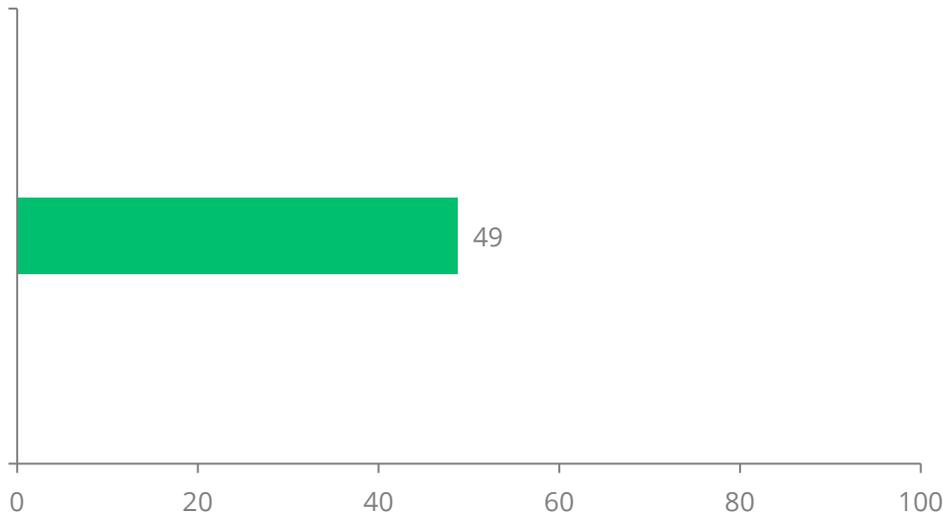
- » This freeform answer provided some clear themes in addressing key challenges. Many answers centered around crime and perceived crime in the community, economic opportunity in the form of quality jobs, homelessness, and affordable housing. While seemingly challenging issues, these problems are not unsolvable and have interrelated potential solutions.
- » “I believe our greatest challenge is changing people’s mindset. Shifting to a positive view of Lawton will be challenging but we do that through a multifaceted approach. I am grateful for city leaders putting out surveys like this to collect data on what residents value.”
- » “Keeping our younger generation from moving after graduation.”
- » “Bad reputation, work on Lawton [public perception], crime, lots of poverty, Cache Road entrance looks depressing for new people first seeing Lawton. More places for people to gather together.”



4. Public Input Survey

4.14 Q: The picture below shows single family residential (attached) townhome units. Each townhome is owned and occupied by one family. Do you like or dislike the idea of encouraging townhome style development in appropriate areas of the City?

» Answered: 444 Skipped: 202



0.76 acres total



2 units per structure

» Response to this development type was relatively neutral with a score of 49 out of 100. As such, it doesn't appear respondents held particularly positive or negative views over this type of development.



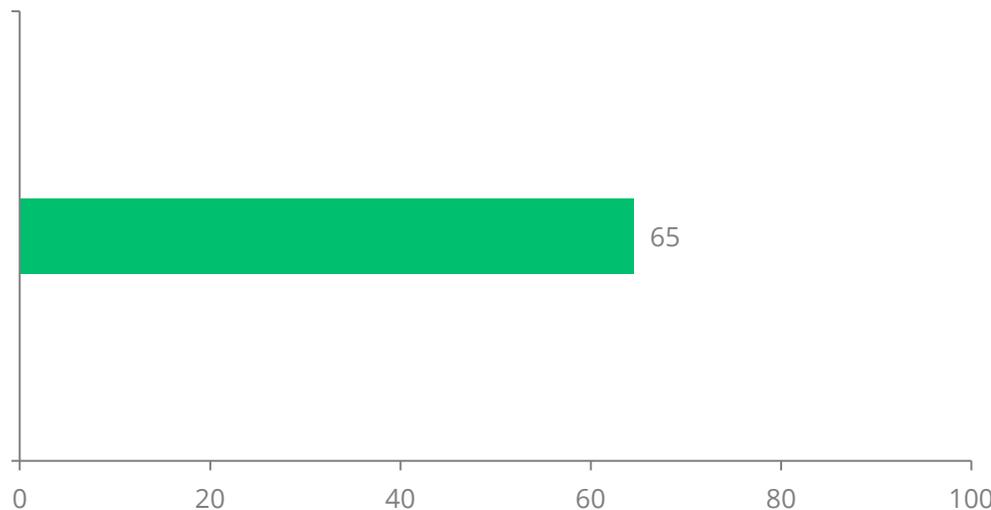
4. Public Input Survey

4.15 Q4/16 The pictures below show options for adding an Accessory Dwelling Unit (ADU) structure to a single family home. ADUs are also commonly referred to as a “Guest House” or “Mother-in-Law Apartment” and are smaller structures placed on the same lot as an existing single family home. The ADU might be attached to the main dwelling or a separate structure. They can be a great way to provide housing for a relative or guest. Do you like or dislike the idea of encouraging Accessory Dwelling Units (ADUs) in appropriate areas of the City?

» Answered: 437 Skipped: 209



▲ Accessory dwelling units (or ADUs) comes in many shapes and styles.
From the AARP's "The ABC's of ADUs"



» Response to this development type was generally positive with overall score of 65. This score seems to indicate a positive desire toward allowing this development form across more of Lawton. ADUs often provide a flexible, affordable housing that provides a good alternative to apartments and can help build wealth for homeowners.



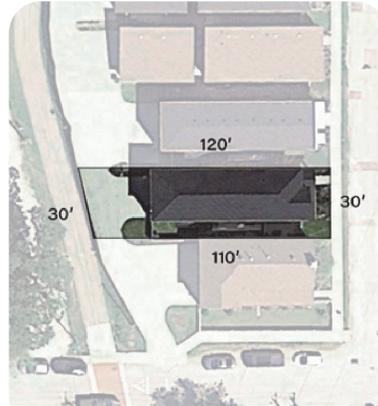
4. Public Input Survey

4.10 **Q10** The pictures below show examples of single family residential units that are able to fit on smaller lots. Many of these include parking areas behind the home. Do you like or dislike the idea of encouraging new types of single-family housing in areas of the City that have existing small lots?

» Answered: 436 Skipped: 210



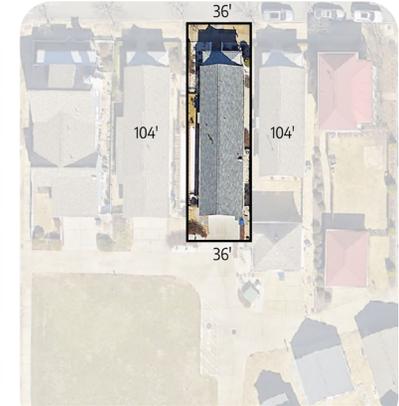
0.1 acre/parcel



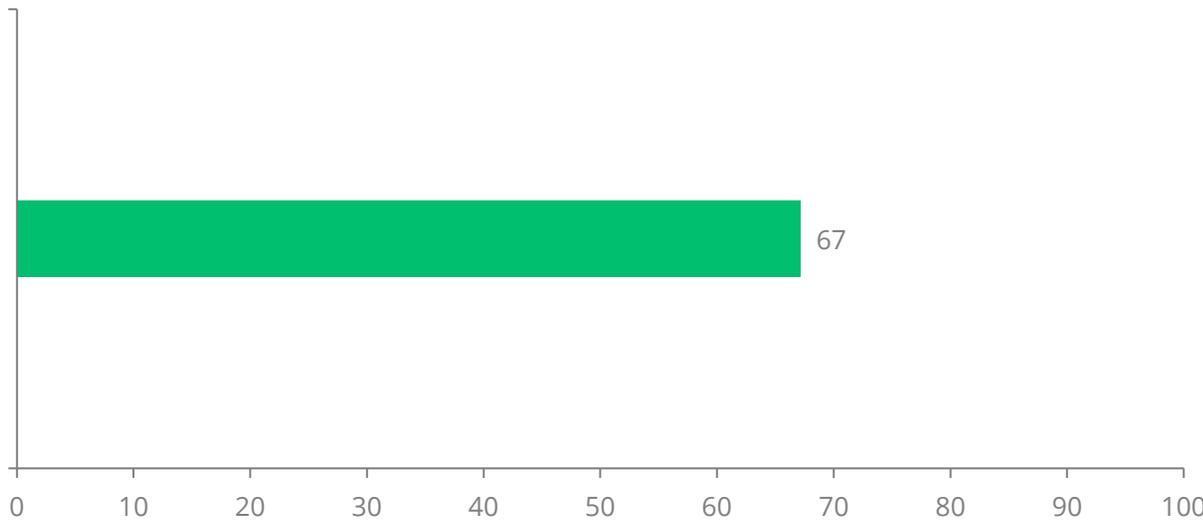
1 unit per parcel



0.1 acre/parcel



1 unit per parcel



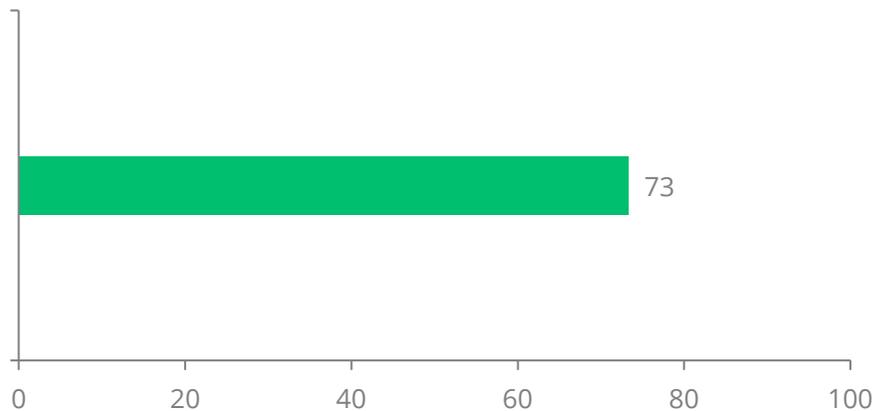
» Small lot single-family was viewed by most respondents as a generally favorable development type for Lawton. Developments allowing these building forms can be great for providing more flexible housing choices. The reduction in land area can additionally make these housing products more affordable for more people within an ownership model.



4. Public Input Survey

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

» Answered: 435 Skipped: 211



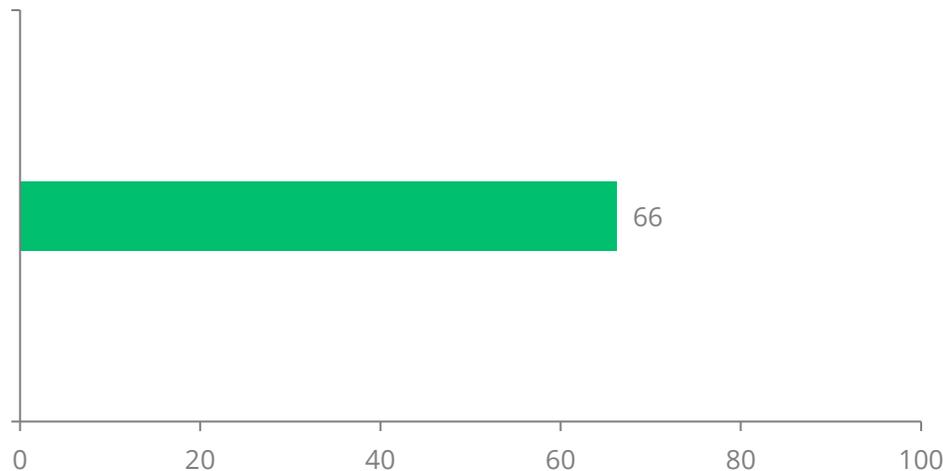
» Cottage homes were viewed the most positively of any housing type listed in the survey with a score of 73. This housing form also provides a great option for people in a variety of life stages such as busy young professionals or retirees looking for low maintenance and neighborhood feel. It can also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



4. Public Input Survey

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

» Answered: 435 Skipped: 211



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



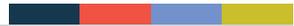
4. Public Input Survey

4.2Q: Q10 Please leave any additional comments or thoughts you have regarding the plan process.

» Answered: 10 Skipped: 636

The question provided an additional opportunity for free form responses. Many of these answers were encouraging and show a city of possibility and hope.

- » "We can't go down in history as the "shady580." We just can't."
- » "We need big, bold changes to make a difference. No more small stuff. Make waves. Anything is better than nothing."
- » "Lawton has great potential! Please encourage new families to settle here; including things they need & want, like jobs, quality health care, daycare, & entertainment etc."
- » "Hoping to see Lawton cleanup and upgrade in the near future. There will always be complainers no matter how positive the progress but keep upgrading our town!! There's a lot of potential!"
- » "I was on the Planning Commission for 17 years. We have lots of costly studies, but none ever result in a "punch list" which the council can work on. Much noise. No results."



5. Stakeholders and Key Persons

5.1: Lawton Outreach Week

Schedule of meetings:

Lawton Outreach Week consisted of several Key Person Interviews as well as Group Stakeholder Meetings. The Key Person Interviews represented members of the development community, education community, elected officials, and non-profit community organizations. Stakeholder meetings also included members of the development community, real estate community, elected officials, nonprofit community organizations, minority community representatives, representatives from Ft. Sill, and education and health services. Participants and organizations were carefully selected to include a wide range of community interests and ensure inclusion of multiple perspectives from the City of Lawton.



Stakeholders learned about the OneLawton Plan

Monday, July 29, 2024

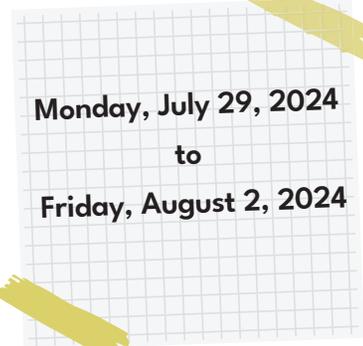
- » Key Person Interviews-key takeaways: Several City-Ft. Sill community groups exist to help build relationships between Lawton and Ft. Sill and support the military community. Beyond

the military connections, there is a need for a unified vision that includes the overall city vision but focus projects as well. Particular area of interest is the 2nd street corridor on the west side and the terminus. Another key takeaway is to include an Entertainment District with restaurants, entertainment for all ages, and community focus. Other important input was that there is a desire for other districts within the city to provide identity. Pedestrian access, public transportation location and scheduling should be evaluated for highest need. Additionally, the southern area of the city could be a potential area of infill.

Monday, July 29, 2024

- » Stakeholder Group Meeting – Quality of Life and Community Service: This group was formed to focus on parks, health and wellness, activities in the city, community service activities in the city, and serving all residents in and around Lawton. Attendees discussed locations where meals are served to those who need the support, and how it would be beneficial to include pedestrian and public transportation option near these locations. Discussion regarding the Downtown Core and identity was discussed. Suggestions were provided for street closures downtown and traffic calming measures. As well as discussions regarding the use of the mall area and redesign of the parking there as a public space. There is a need for additional public greenspaces across the city. There are many

historic and unique features in Lawton that can be promoted and used to help reinforce the identity of the different areas in the city.



- » Stakeholder Group Meeting – Economic and Downtown Input: This group included invitees to represent downtown investment areas, those involved in economic growth and development in the city. At this session, attendees provided input on need for small areas of focused city investment.



Stakeholders provided input via discussion, written comments, and on maps provided.



5. Stakeholders and Key Persons

Farmer’s Market Food Truck Event: Garver set up a booth at the Lawton Farmer’s Market Food Truck Event. Several members of the public walked by and reviewed the informational boards. We were interviewed by one of the local vendors in a Facebook Live recording. Flyers were distributed and a few comment cards were submitted.



Farmer’s Market Food Truck Event

Wednesday, July 31, 2024

» Stakeholder Group Meeting – Community Representation: The Community Representation group was formed to capture input from minority or other underrepresented community groups. This group discussed that food deserts are a concern in some locations. Access to grocery stores should be connected via pedestrian accommodations or public transit. LATS does help combat this some. It was discussed that the city has a number of unhoused veterans and that some prefer to remain unhoused due to numerous factors. There is a need to ensure that the community is served “where they are”, and to provide services and safety for all members of the community. The city could try to provide areas of services

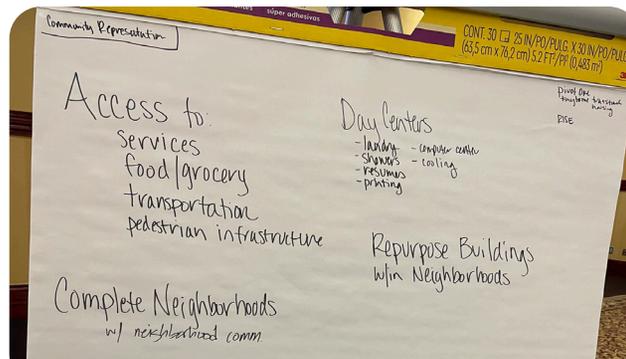
for the unhoused population.

- » Stakeholder Group Meeting – Education and Health Services: At the Education and Health Services meeting, members of the group discussed Workplace Learning and that partnering with the City to fill positions and provide training for city jobs could be a good solution to help fill the city positions and provide the community with the type of training needed to learn important skills. It was discussed that keeping students in Lawton is very important. There is an opportunity to strengthen the relationship between the city and Lawton Public Schools.
- » Stakeholder Group Meeting - Fort Sill Relations: Representatives from Fort Sill Attended and provided insights into how the relationship between the base and the city can be a partnership. They provided data for Garver to review as part of planning for the areas that are in proximity to the base. There is an existing relationship that can be strengthened. Ft. Sill

provides several community activities that all can use, as well as amenities for only service members.

Thursday, August 1, 2024

- » Stakeholder Group Meeting - Housing and Real Estate: This group included members of the finance community, real estate, development community for both commercial and housing. There were several suggestions from this group how the city regulations could be streamlined. They also identified areas that are currently zoned in a way that is not aligned with the current development pressure which causes delays as the rezoning process can be difficult to navigate. Having a unified and updated comprehensive plan will be a helpful tool to understand what the goals are for different areas of the city. It was also suggested that incentives, especially in the downtown area, could be used to encourage development in areas where the city wants to have more development and has the infrastructure to support the developments. Much of this discussion revolved around the 2nd street corridor.
- » Key Person Interviews: These interviews included representatives from the education sector, city government, and economic development. There will likely be more consolidation within the school system and the existing school buildings may need to be repurposed.



Stakeholders provided input on the needs of the residents



5. Stakeholders and Key Persons

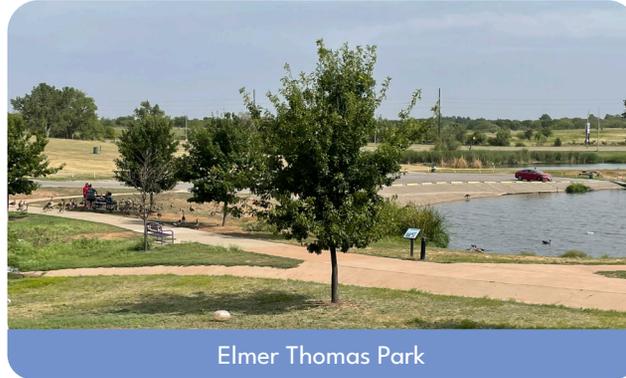
Primarily consolidation within the elementary schools which could reduce neighborhood schools. Bonds are important for school funding.

Additional input focused on the importance of local restaurants, the need for entertainment, with a focus on the downtown area to anchor more of this type of development. The city is car centric and providing an area that is people focused would be appreciated. The city is missing entertainment and activity opportunities for young adults, teens, and children. Lawton could be the "Adventure Capital of OK" if connections to the outdoor adventure activities is leveraged.

Other important items noted included insights into utilizing city plans that have been created previously, but into more focused goals, annexing property strategically, using Tax Incentive Districts, and following the plans set in place to really regulate growth and development. This focus on 2nd Street could be implemented one block at a time to see results and real impact.

Friday, August 2, 2024

- » Independent site visits- In order to understand the community connections, Garver visited several adjacent areas outside the City of Lawton including Medicine Park, the Wichita Mountains Wildlife Refuge, Ft. Sill, and several adjacent cities.



Elmer Thomas Park



Wichita Wildlife Refuge is a nearby treasure

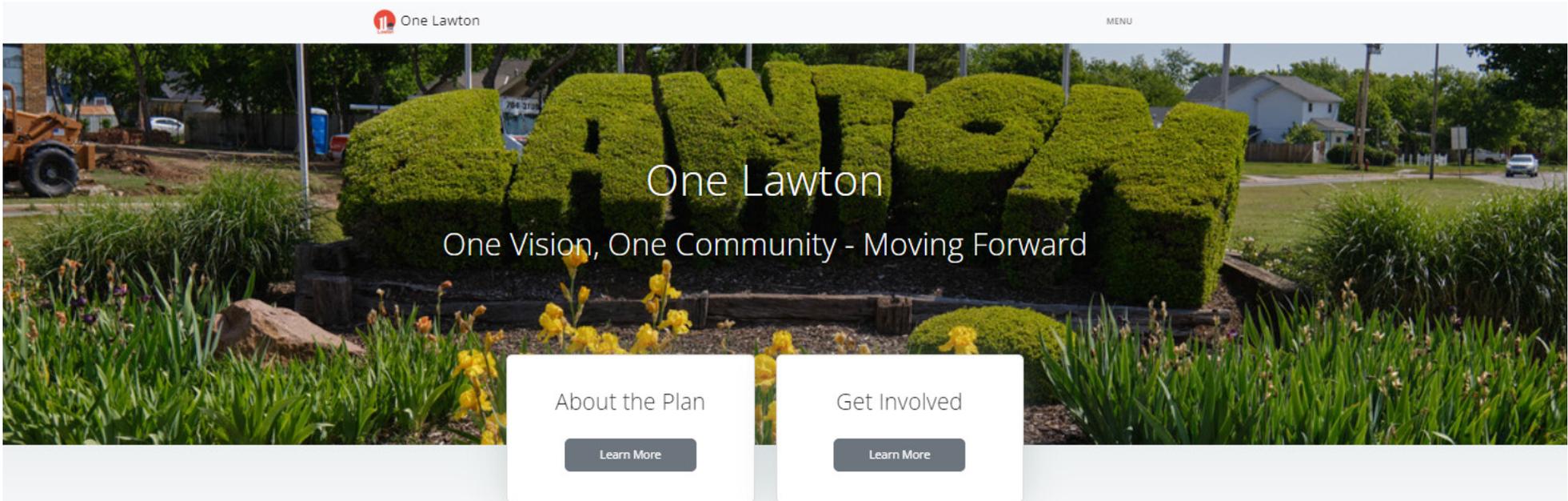
Key Takeaways from Outreach Week:

- » Create Districts for Community Identity.
- » Focus on Downtown and 2nd Street.
- » Entertainment District is priority.
- » Activities are needed for all ages-Consider spaces that can serve multiple age groups both at different times and together.
- » Pedestrian Connections are priority.
- » Strengthen the multimodal transportation options.
- » Strengthen connections between the local school systems and the city.
- » Plan for all members of the community where they are at.
- » Continue to build and maintain relationship with Ft. Sill.
- » Encourage business innovation and support this with focused city investment and incentives.
- » Increase access to greenspace across the footprint of the city.
- » Focus on infill where appropriate.
- » Streamline regulations and process within the city.
- » Have one plan that incorporates all access with focused goals and implementation strategies.
- » Leverage the unique identity of the area and the multiple outdoor activities to promote the city and encourage additional growth and development.
- » Be a Community of Choice.



6. Plan Website

One Lawton plan includes a project website that serves as an information hub throughout the planning process. This website is regularly updated with meeting information, meeting recordings, timelines, progress of the plan, exhibits, and draft plan elements.



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!



7. Opportunities

The feedback obtained through community engagement for One Lawton has provided valuable and consistent information about where Lawton is today. The issues and concerns identified through this engagement present several opportunities to be addressed through planning and strategy with this project. The following are key opportunities identified in the process based around the key themes identified:

Neighborhood Revitalization and Housing:

Propel 2040 will provide unprecedented funding to help catalyze redevelopment in some of Lawton's older neighborhoods. To be successful these funds will need to be leveraged with private investment for the greatest impact. These opportunities for reinvestment provide a generational opportunity to positively impact residents lives and the public perception of the community. Key to these redevelopment opportunities is finding the right mix of housing types and uses to create the amenity of strong neighborhoods of choice.

Quality of Life:

The opportunities for improving quality of life in Lawton are highly multi-faceted. Development of an entertainment district could create vitality near downtown. Investment in the city's parks will help strengthen the city's existing neighborhoods. Improvements in quality of life are critical to attracting new residents and changing community perceptions. More than any area of focus, a multi-pronged approach is necessary to improve quality

of life and create a virtuous cycle of community improvement across the city.

Infrastructure Investment:

Infrastructure is the literal backbone of a community. A great deal of the investments from Propel and the future Propel 2040 deal with infrastructure investment. Public investment of this type always provides opportunities to leverage improvements to have multiplicative impact. The One Lawton Plan will need to identify strategic ways to realize these impacts.

Downtown Development:

The heart of any strong community is a strong downtown. Lawton's sizeable downtown provides a sizeable opportunity for redevelopment. Investment in downtown is an issue affecting the entirety of Lawton. A strong focus of the plan will identify ways to realize new private investment in downtown built upon the unique quality and urban fabric of the city's heart.

Corridor District and Image:

Lawton is a city of corridors. Many corridors no longer represent the best of Lawton or the quality of the kind of community Lawton is. Opportunities for rebirth along these corridors will require rethinking their role, as the function of retail and office change as we approach the midcentury.

Economic Opportunity:

While community concerns over access to good

jobs is a common concern, Lawton's potential is great. FISTA (Fires Innovation Science and Technology Accelerator) presents a transformational opportunity to build community wealth and business growth that will benefit the entire community. A key focus of the plan will be ensuring proper cultivation of Lawton's economy to provide for flourishing future growth.



8. Supplemental Outreach

8.1 Comment Cards

My Future Lawton Looks Like... comment cards were available at multiple outreach events and were incorporated on a display at City Hall. The public were invited to share what their vision of a future Lawton would include.



Comment Cards

Below are representative examples of the "Future Lawton" comment cards received.

MY FUTURE LAWTON LOOKS LIKE...

More Activities to do with family and young Adults. And better roads

MY FUTURE LAWTON LOOKS LIKE...

1. Swimming pool for public open and available for use.
2. Clean up of all parks, in neighborhood playgrounds
add Basketball courts to the hidden park Behind Logan Ave.
3. Paint sidewalks with inspirational quotes
4. Plant fruit trees in parks for Homeless to eat.
5. More done for Homeless

8.2 International Fest Pop-up

The planning team participated in the 2024 International Fest. This pop-up allowed the team to communicate with the public on the purposes and goals of the plan. It additionally allowed the team the opportunity to obtain input from community via comment cards. Comments have been categorized by topic. The following indicate the number of times each topic was mentioned:

106

Comments Collected

- » Recreation and Entertainment: 51
- » Walkability and Pedestrian Infrastructure: 23
- » Roads: 14
- » Commercial Development: 14
- » Miscellaneous: 13
- » Parks and Green Space: 13
- » Downtown Development: 11
- » Safety: 10
- » Public Infrastructure: 7
- » Homelessness: 5
- » Environmental Sustainability: 3
- » Accessibility: 3



International fest



International fest

8.3 Cameron University Pop-up

This pop-up event is scheduled to occur at a later date.



WELCOME TO LAWTON
ELMER THOMAS PARK

← VISITORS CENTER →