



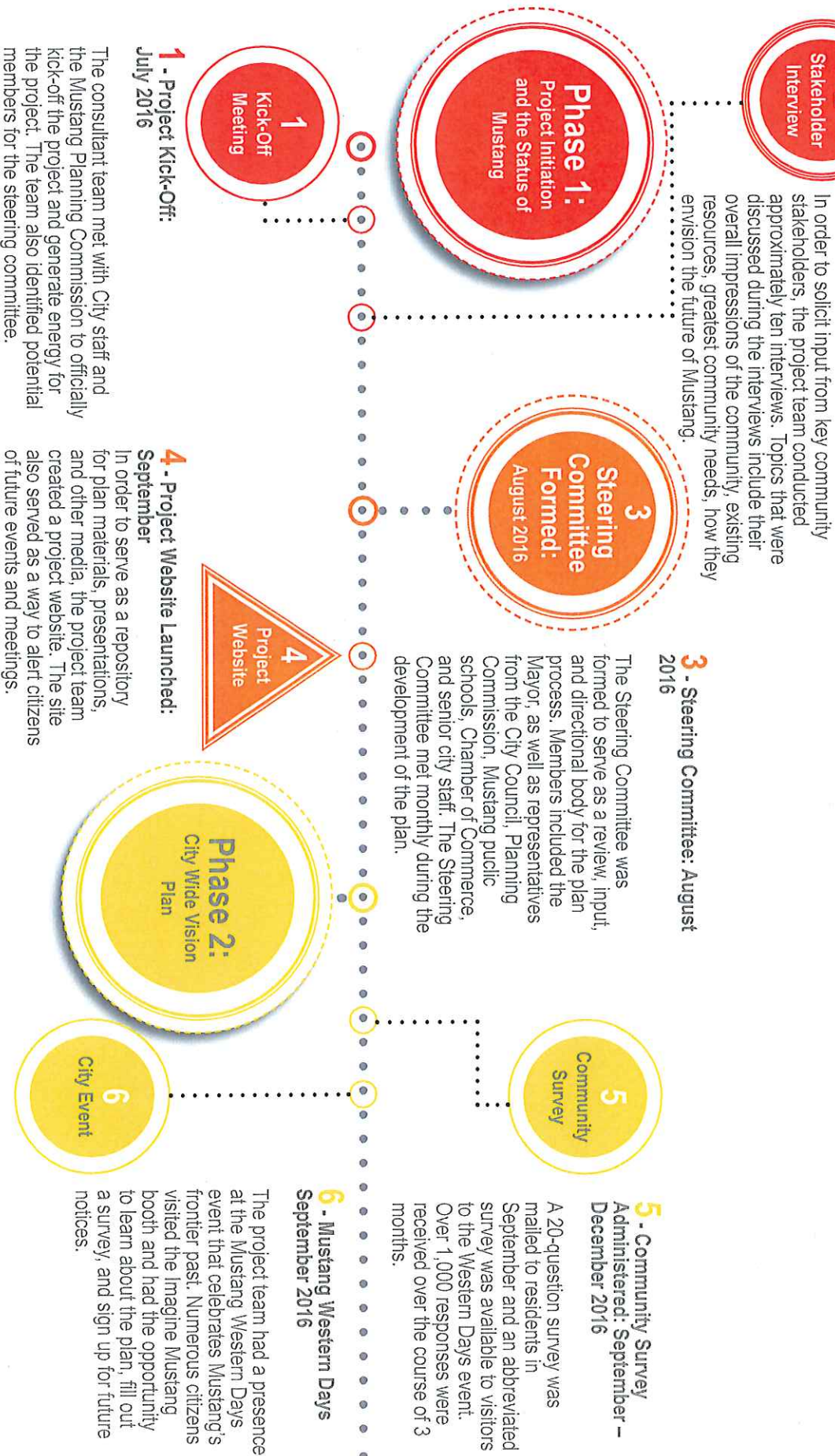
VISION & GOALS

3

- PUBLIC ENGAGEMENT
- IMAGINE MUSTANG VISION

PUBLIC ENGAGEMENT

One of the most critical aspects of a comprehensive plan development process is gaining public input that provides insight into the current and future needs of the citizens of Mustang. Public engagement and stakeholder input served as the driving force behind all decisions made during the development of the Imagine Mustang Comprehensive Plan. Several engagement techniques were utilized to provide opportunities to all interested citizens including a steering committee, public workshops, surveys, project website, and community events. The sequencing of public engagement efforts are described in the graphic below.





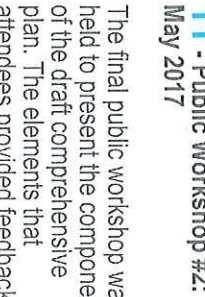
7 - Planning Charrette:
October 2016

During this two day event, the Imagine Mustang team met with various stakeholders to develop concepts for city-wide land use scenarios, parks and trails, transportation, and a Main Street downtown village. At the conclusion of the charrette, the public was invited to an open house to provide their input on the concepts that were generated earlier during the charrette.



9 - Public Workshop #1:
November 2016

During this public workshop, the project team presented the draft comprehensive plan goals, results of citizen engagement, and further refined concepts from the charrette. Workshop attendees commented on the city-wide scenario concepts and the consensus was that stakeholders liked components from each of the three scenarios.

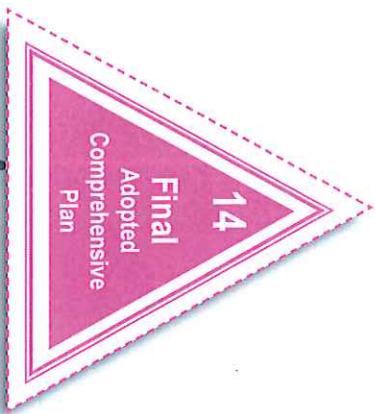


11 - Public Workshop #2:
May 2017

The final public workshop was held to present the components of the draft comprehensive plan. The elements that attendees provided feedback on included land use, transportation, parks and trails, economic development, urban design, housing, and stormwater management.



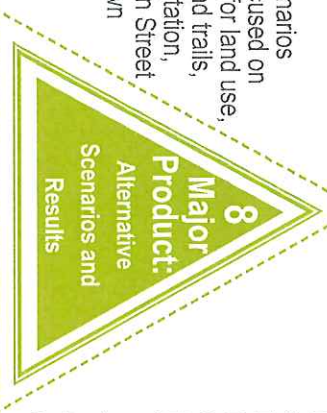
12 - Product:
Draft Comprehensive Plan
The Steering Committee provided comments on the draft comprehensive plan.



11 - Final Comprehensive Adopted Plan:
The Mustang City Council adopted the final Imagine Mustang comprehensive plan on 2017.

8 - Major Product:
Alternative Scenarios and Results

The scenarios were focused on options for land use, parks and trails, transportation, and Main Street downtown village.



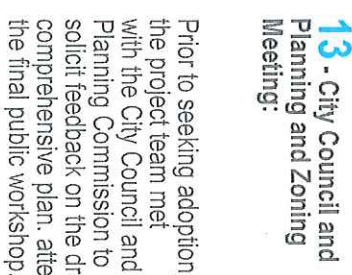
8 - Product:
Preferred Scenarios

Based on public and stakeholder feedback, the project team developed a preferred scenario for land use, parks and trails, transportation, and Main Street downtown village.



13 - City Council and Planning and Zoning Meeting:

Prior to seeking adoption, the project team met with the City Council and Planning Commission to solicit feedback on the draft comprehensive plan, attended the final public workshop.





Key input that was received during these engagement efforts are described in the following sections.

STAKEHOLDER INTERVIEWS:

Stakeholders perceived the current character of Mustang as a religious town with a small-town feel that serves as a bedroom community to the greater Oklahoma City region. Elements that stakeholders felt Mustang is lacking include higher education, quality retail, sidewalks, employment opportunities, cultural and entertainment opportunities, and a town center. When asked what they envision Mustang to look like in the future stakeholders described a community that is safe, clean, self-sustaining, aesthetically-pleasing, and maintains the small-town feel. Figure 3-1 depicts the most commonly used phrases that interviewees used when asked to describe how they envision Mustang in 20 years.

PUBLIC CHARRETTE:

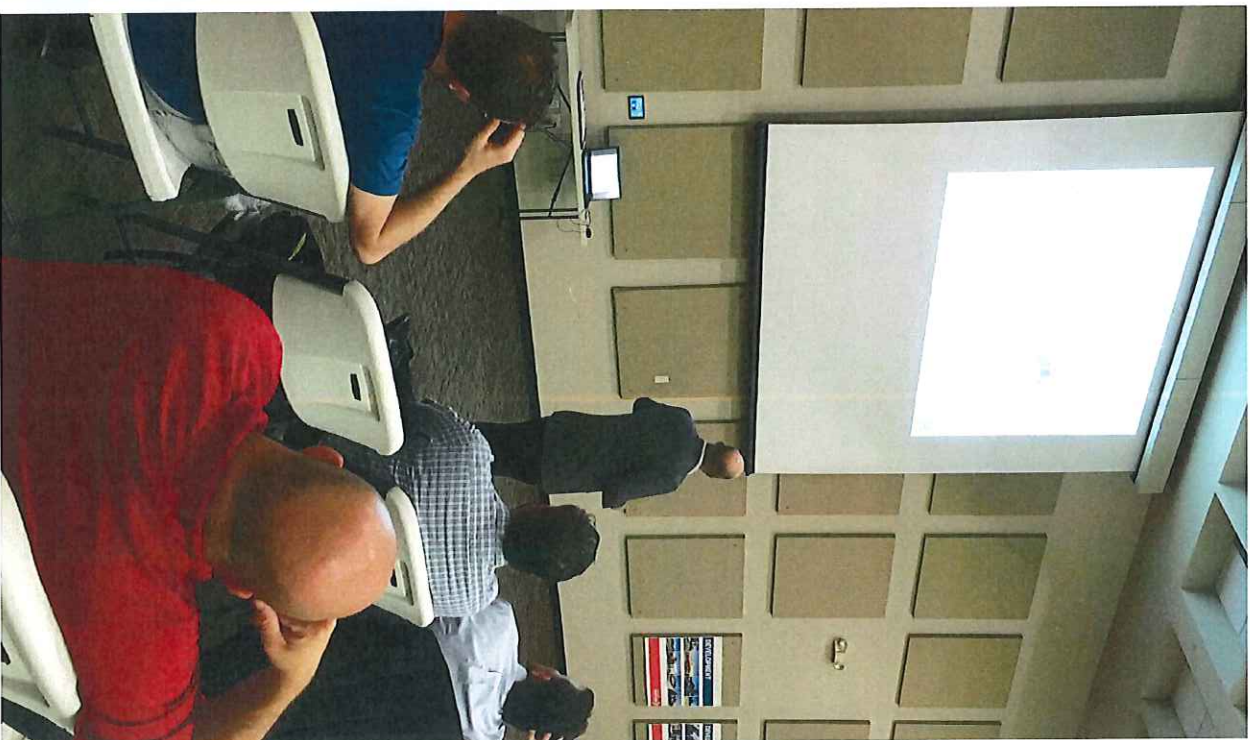
During the two-day public charrette, a planning and design 'studio' was set up for the project team to develop concepts for the city-wide land use scenarios, town center development, parks, trails & bikeways, roadway circulation, and stormwater management. Stakeholders and the public were able to stop in at any time to view the progress. Formal presentations were given throughout the two-day period. Key concepts that were developed include the three city-wide land use scenarios and the three potential locations for the new town center. The project team also identified locations for future parks, developed concepts for typical streetscape and gateway entry features, and assessed solutions that would help address flooding.



CLEAN AESTHETICALLY-PLEASING
 MIDDLE-CLASS
 HAPPY TIGHT-KNIT
 MODEL FUN UNIQUE
 SELF-SUSTAINING HOPEFUL
 HOME HEALTHY
 SAFE HEALTHY
 SMALL-TOWN LIKABLE

Figure 3-1: Commonly Used Descriptions of Mustang







COMMUNITY SURVEY:

Community Survey: The most positive responses from the survey were to questions about the city services Mustang provides, that Mustang is a high-quality community to raise a family, and that respondents are generally happy with the direction development has taken in the past few years. Additionally, the most important factors related to quality of life to respondents were the quality of public institutions and infrastructure as well as a safe, clean, and well-maintained residential neighborhoods. Alternatively, the least important factors related to quality of life to respondents were the variety of housing options and variety of employment opportunities. The complete survey results are included in Appendix page 162.

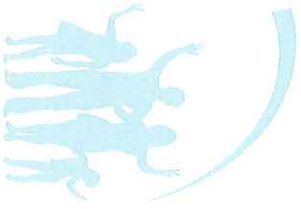


Figure 3-2: Community Survey Results



COMMUNITY HEALTH (CH):

The overall health and safety of residents in a community is critical to attract and maintain residents that are invested in the success of the community.



CH-1: Provide high-quality Police, Fire and EMS services to keep Mustang's citizens safe and healthy.

CH-2: Promote the distribution of locally grown and produced food via a Farmers Market, neighborhood gardens, and other local operations.

CH-3: Work with the Association of Central Oklahoma Governments (ACOG) and adjacent communities to support clear air, water, and stormwater initiatives.

FUTURE DOWNTOWN (D):

The lack of a downtown in Mustang means that there is no central gathering place for shopping, dining, or new employment opportunities.

D-1: Establish a quality pedestrian environment with streetscape amenities such as; decorative lighting; shade trees, landscaping, wayfinding signage, benches, bike racks and trash receptacles which create an economic development catalyst for Mustang.

D-2: Create a business incubator for Downtown that is focused on technology and start-up companies.

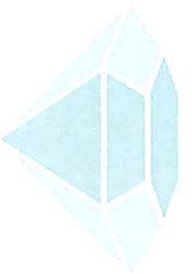
D-3: Establish a new Downtown as a complete neighborhood, which requires urban housing of several different types and densities, which supports our aging and empty-nester populations across the country.





DESIGN & AESTHETICS (DA):

How a community is designed and subsequently how it looks has a great impact on the experience of residents and visitors.



- DA-1: Design all new streets and plan to retrofit existing streets that have a high walking population with pedestrian sidewalks at a minimum of 5' wide (6' preferred).
- DA-2: Design our typical suburban developments for equally safe movement of pedestrians, bicycles and automobiles.
- DA-3: Work with developers to create a Mustang Downtown, which should have a pedestrian friendly character, bring a different quality of shopping to the community and grow a local tourism industry.

ENVIRONMENTAL (E):

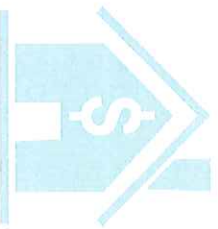
Protection of natural resources and the provision of quality parks, recreation, and trails enhances the quality of life in a community.



- E-1: Provide for the realistic preservation of Mustang's unique environmental resources.
- E-2: Promote a network of open space encompassing private and public developments within Mustang.
- E-3: Connect Mustang through a framework of parks, pedestrian trails and recreation facilities that respond to community needs and match population demographics.

ECONOMIC DEVELOPMENT (ED):

Creating more job opportunities and attracting quality new development to increase sales tax will increase economic development within Mustang.



- ED-1: Promote and support white-collar business opportunities which will advance higher quality employment resulting in better pay and additional economic development.
- ED-2: Promote growth in logistics, technology and distribution types of businesses which may take advantage of Mustang's relationship to the Will Rogers World Airport.
- ED-3: Look to have residential housing in a new Downtown for Mustang which will then create supporting development, resulting in new employment opportunities.

MOBILITY (M):

Improving mobility and accessibility of residents in Mustang is a priority for the community to ensure that traffic doesn't hamper future growth and economic development.

- M-1: Move people across and through Mustang with a variety of modal types as part of a comprehensive transportation network (automobiles, buses, bicycles, pedestrians, etc.).
- M-2: Maximize opportunities to enhance Mustang's locational advantage in the Oklahoma City metro area with the new Klipatrick Turnpike expansion.
- M-3: Create quality pedestrian environments along primary walking/ biking corridors which includes: benches, lighting, trash receptacles and wayfinding signage.



RESIDENTIAL NEIGHBORHOOD (RN):

The backbone of Mustang are the neighborhoods found throughout the city. Ensuring that the homes remain stable while also increasing the diversity of the housing mix found in the city is critical.

- RN-1: Create a program to improve the image of multi-family residential neighborhoods by building such items as: neighborhood entry features with a community name, pedestrian sidewalks, buffers and other items.
- RN-2: Work to get homes out of the danger of flooding and do not allow redevelopment in flood prone areas.
- RN-3: Establish Neighborhood Improvement Plans for older residential neighborhoods to create a comprehensive set of recommendations to support, upgrade and improve property values.

