



# PUBLIC ENGAGEMENT



### 2 - Stakeholder Interviews: August 2016

events. The sequencing of public engagement efforts are described in the graphic below

interested citizens including a steering committee, public workshops, surveys, project website, and community Mustang Comprehensive Plan. Several engagement techniques were utilized to provide opportunities to all

stakeholder input served as the driving force behind all decisions made during the development of the Imagine that provides insight into the current and future needs of the citizens of Mustang. Public engagement and One of the most critical aspects of a comprehensive plan development process is gaining public input

stakeholders, the project team conducted envision the future of Mustang. overall impressions of the community, existing discussed during the interviews include their approximately ten interviews. Topics that were In order to solicit input from key community resources, greatest community needs, how they

and the Status of Project Initiation Phase 1: Mustang 

### Committee Steering Formed \ugust 201

### 3 - Steering Committee: August 2016

Commission, Mustang puclic schools, Chamber of Commerce, and directional body for the plan and senior city staff. The Steering process. Members included the formed to serve as a review, input The Steering Committee was development of the plan. Committee met monthly during the from the City Council, Planning Mayor, as well as representatives



### December 2016 Community SurveyAdministered: September –

survey was available to visitors September and an abbreviated mailed to residents in A 20-question survey was months. received over the course of 3 Over 1,000 responses were to the Western Days event.

### September

July 2016

Project Kick-Off:

Kick-Off Meeting

Projec Vebsite

members for the steering committee the Mustang Planning Commission to officially kick-off the project and generate energy for the project. The team also identified potential The consultant team met with City staff and

### 4 - Project Website Launched:

and other media, the project team created a project website. The site of future events and meetings. also served as a way to alert citizens for plan materials, presentations, In order to serve as a repository

### 0 0 0 0 0 0 0 0 0 0 City Wide Vision Phase 2: Plan 0 0 City Even 0 0 0 0 0 0

### September 2016 Mustang Western Days

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The project team had a presence at the Mustang Western Days a survey, and sign up for future event that celebrates Mustang's trontier past. Numerous citizens notices to learn about the plan, fill out booth and had the opportunity visited the Imagine Mustang



### Planning Charrette:October 2016

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

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Scenarios and Alternative 8 - Major Product:

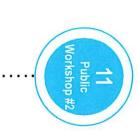
### Norkshop ဖ

### November 2016 Public Workshop #1:

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

### May 2017 11 - Public Workshop #2:

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



### Plan Committee comments provided The Steering

on the draft comprehensive

comprehensive plan

Comprehensive Adopted Fina

Comprehensive 2 - Product: Comprehensiv roduct: Draft Adopted Plan: Imagine Mustang adopted the final City Council Comprehensive 11 - Final he Mustang

### Comprehensive Phase 3: Plan &

Planning &

options for land use,

were focused on

The scenarios

and stakeholder

Based on public

Scenarios Preferred

parks and trails,

and Main Street

transportation,

Product Major

for land use, preferred scenario developed a project team feedback, the

parks and trails,

and Main Street transportation,

downtown village

downtown

Meeting: Planning and Zoning 13 - City Council and

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

IMAGINE MUSTANG | 2017 COMPREHENSIVE PLAN

### OMPREHENSIVE PLAN



## STAKEHOLDER INTERVIEWS:

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

### PUBLIC CHARRETTE

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



# **AESTHETICALLY-PLEASING**

HAPPY MIDDLE-CLASS TIGHT-KNIT

MODEL FUN

KABLE

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.

68%

61%

wall indie pedestrain valkways, trails, and bike paths to link the city

25%

think that Mustang is an economically attractive environment for starting or locating a business

19%

aesthetically pleasing and interesting place for bringing visitors.

Figure 3-2: Community Survey Results

WHEN YOU THINK
OF MUSTANG,
WHAT IS THE FIRST
MENTAL IMAGE
YOU HAVE OF THE
COMMUNITY?

small Town Feel - 20%

Schools - 16%

roximity to OKC – 13%

Town Center – 129

Traffic - 10%

Rogers Airport – 8%

Open space/farms and ranches/lakes – 8%

The many residential neighborhoods – 7%

SH 152/74th Street corridor – 4%

SOME OF THE ISSUES MUSTADDRESS TO BECOME A LEADING COMMUNITY IN THE OKC REGION?

WHAT ARE

Iraffic - 34

Employment opportunities – 19%

Storm water management – 14%

Diverse economic base – 14%

Other - 119

Quantity of entry leve housing – 9%

FROM NOW,
WHAT KIND OF
COMMUNITY DO
YOU ENVISION
MUSTANG TO BE?

Safe and secure – 23°

own character – 20%

Fireat schools - 15%

and play – 12%

Walkable - 7%

Finally having a downtown – 6%

destination - 1%

# IMAGINE MUSTANG >>

The vision for Imagine Mustang was developed from input received at steering committee meetings, public workshops, community surveys, and discussions with city staff. The project team also reviewed vision statements from applicable departments to ensure that the Imagine Mustang vision does not conflict.

Mustang Community Development Department: 'effectively manage growth and change in Mustang to maintain a high quality of life and ensure a successful future for our community.'

Mustang Parks and Recreation Department: 'provide rewarding programs and service that enhance the quality of life for its residents and visitors.'

The overall vision statement for Imagine Mustang is to be a safe community that is self-sustaining with a small town feel. In order to achieve this vision, nine goal themes were developed that each have three sub-goals, for a total of 27 goals. These goals are listed below and goals that are relevant to each subsequent chapter are listed in the introduction.



# COMMUNITY CHARACTER (CC):

The experience one has of living, working, or visiting a community is in large part defined by the character of the community. Elements that can help give Mustang a more positive image, or character, include creating a sense of place and attracting quality economic development.

- CC-1: Promote quality new development & revitalization of some older commercial areas for the successful enjoyment of the community.
- CC-2: Look for opportunities to better define Mustang as a quality community outside of metro Oklahoma City.
- CC-3: Promote the redesign of limited areas of SH 152 to spur quality redevelopment creating a true pedestrian "Main Street" and a generator for new

economic development



### ITY GOVERNMENT (CG):

A transparent, financially-sound, and well-run municipal government is essential to achieving the vision of Imagine Mustang.

- CG-1: Ensure the long-term financial stability of Mustang with fiscally responsible policies and actions.
- CG-2: Establish and maintain a fiscally responsible revenue and expenditure balance.
- CG-3: Ensure that Mustang's neighborhoods are protected from hazards and equipped for disaster preparedness.



### OMMUNITY 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.





### COMPREHENSIVE $\mathsf{PLA}$



# **DESIGN & AESTHETICS (DA)**

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

with pedestrian sidewalks at a minimum of 5' wide (6' preferred).  $\mathsf{DA-1}$ : Design all new streets and plan to retrofit existing streets that have a high walking population

 $\mathsf{DA} extsf{-}2$ : Design our typical suburban developments for equally safe movement of pedestrians, bicycles

and automobiles.  $\mathsf{DA} extsf{-}3 ext{:}$  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

 $ext{E--}2 ext{:}$  Promote a network of open space encompassing private and public developments within Mustang.

respond to community needs and match population demographics. E-3: Connect Mustang through a framework of parks, pedestrian trails and recreation facilities that

# ECONOMIC DEVELOPMENT (ED):

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

employment resulting in better pay and additional economic development. ED-1: Promote and support white-collar business opportunities which will advance higher quality

advantage of Mustang's relationship to the Will Rogers World Airport. ED-2: Promote growth in logistics, technology and distribution types of businesses which may take

supporting development, resulting in new employment opportunities ED-3: Look to have residential housing in a new Downtown for Mustang which will then create





### OBILITY (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 Kilpatrick Turnpike expansion.

M-3: Create quality pedestrian environments along primary walking/biking corridors which includes: benches, lighting, trash receptacles and wayfinding signage.



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.





