

# Downtown Development Authority (DDA) Development Plan

**Prepared by:** The Village of Lawton DDA

**Effective Date:** 02/19/2025

**Review Period:** 5 Years

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## 1. Introduction

The Village of Lawton Downtown Development Authority (DDA) is committed to revitalizing and enhancing the downtown district. This plan outlines strategic initiatives to support economic growth, infrastructure improvements, and community engagement.

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## 2. Vision & Objectives

### Vision Statement

To create a vibrant, economically sustainable downtown that attracts businesses, residents, and visitors while preserving the community's character and history.

### Objectives

- Promote economic growth through business attraction and retention.
  - Improve infrastructure and streetscapes to enhance walkability.
  - Support cultural, entertainment, and recreational activities.
  - Strengthen public-private partnerships for downtown investment.
  - Preserve and restore historic buildings.
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## 3. Development Area & Boundaries

Defined by the following:

### North of the North Railroad Right-of-Way Line:

Beginning at the intersection of the Northerly right-of-way line of the Railroad Right-of-Way and the East line of Section 32, Town 3 South, Range 13 West; thence Northerly along said East line of Section to the Northeast corner of said Section and the North corporation limits of the

Village of Lawton; thence Westerly along the North line of said Section 32 and the North corporation line to the Northwest corner of the Village, being the North Eighth post in the Southwest Quarter of Section 29, Town 3 South, Range 13 West; thence Southerly on said Eighth line the East and West Eighth line in the Southwest Quarter of said Section 29; thence West on said Eighth line to the West line of the East 3/8 of the Southwest Quarter of the Southwest Quarter of said Section 29; thence Southerly on said West line to the Section line common to Sections 29 and 32, Town 3 South, Range 13 West; thence East along said Section line 379.5 feet; thence South 19' 58" East parallel with the West Section line of said Section 32, 264 feet; thence West parallel with the North Section line of Section 32, 49.5 feet; thence South parallel with the West Section line of said Section 32 to the North line of the Railroad Right-of-Way; thence Northeasterly on said North Railroad Right-of-Way line to the place of beginning.

#### **South of the South Railroad Right-of-Way Line:**

- Commencing at the intersection of the North line of Dodge's Addition and the Easterly Right-of-Way of Main Street; thence Northwesterly along said Easterly line of Main Street 192.37 feet; thence on a line 40 feet Southerly of and parallel with the centerline of the main track of the Railroad 860 feet to the place of beginning; thence Southeasterly 172 feet (except any portion thereof lying within Lot 7 Block 11 of Bitely's Addition); thence Southwesterly along the North line of said Dodge's Addition to the centerline of Railroad Avenue; thence Southeasterly along said centerline of Railroad Avenue to the centerline of Fourth Street; thence Westerly on Fourth Street to the centerline of Main Street; thence Southeasterly in the center of Main Street parallel with the East line of Whitehead's Addition to a line which is 200 feet South of the North line of said Addition extended to the center of Main Street; thence Westerly parallel with and 200 feet South of the Northerly line of said Whitehead's Addition to the West line of said Addition and the North and South Quarter line in Section 32, Town 3 South, Range 13 West; thence South on said North and South Quarter line to the East and West Eighth line in the Southwest Quarter of said Section 32; thence East on same to the centerline of Main Street; thence South and Westerly to the South line of said Section 32 and the South corporation limits of the Village of Lawton; thence West on the South Section line and the South corporation limits of the Village of Lawton to the North and South Eighth line in the Southwest Quarter of said Section 32; thence North on the North and South Eighth line of to the East and West Quarter line of said Section 32; thence West on said East and West Quarter line to the South line of the Railroad Right-of-Way; thence Northeasterly on the said South Railroad Right-of-Way line to the place of beginning.

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## **4. Key Development Projects**

### **A. Streetscape & Infrastructure Improvements**

- Improve sidewalks, lighting, and crosswalks.
- Install wayfinding signage and street furniture.
- Enhance public parking areas and accessibility.

- Implement green spaces and public art installations.

## **B. Business & Economic Development**

- Offer grants and incentives for business façade improvements.
- Develop a business attraction and retention strategy.
- Establish a revolving loan fund for small businesses.
- Support mixed-use developments with retail, office, and residential spaces.

## **C. Public Spaces & Events**

- Activate public spaces with outdoor seating, parks, and plazas.
- Organize seasonal markets, festivals, and cultural events.
- Encourage outdoor dining and pedestrian-friendly activities.

## **D. Historic Preservation & Building Improvements**

- Identify and restore key historic structures.
- Offer tax incentives for preservation efforts.
- Partner with local historical societies for adaptive reuse projects.

## **E. Transportation & Connectivity**

- Enhance pedestrian-friendly connections between downtown and surrounding neighborhoods.
- Explore ride-sharing partnerships or shuttle services.

# **5. Funding & Implementation Strategy**

## **Funding Sources**

- Tax Increment Financing (TIF)
- Grants (state, federal, private)
- Public-private partnerships
- Special assessments or sponsorships
- Local business improvement contributions

## **Implementation Timeline**

<b>Project</b>	<b>Phase 1 (Year 1-2)</b>	<b>Phase 2 (Year 3-4)</b>	<b>Phase 3 (Year 5+)</b>
Streetscape Enhancements	Planning & Design	Construction	Completion & Maintenance
Business Incentive Program	Launch	Expand	Ongoing Support

<b>Project</b>	<b>Phase 1 (Year 1-2)</b>	<b>Phase 2 (Year 3-4)</b>	<b>Phase 3 (Year 5+)</b>
Public Events & Placemaking	Pilot Events	Expand Calendar	Institutionalize Programming
Historic Preservation	Identify Key Sites	Begin Restorations	Completion

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## 6. Community Engagement & Partnerships

- Collaborate with local businesses, property owners, and residents.
- Establish a DDA advisory board with community stakeholders.
- Conduct public meetings and feedback sessions.
- Work with regional planning agencies and economic development groups.

## 7. Performance Metrics & Evaluation

Success will be measured by:

- Increased downtown property values and business openings.
  - Higher pedestrian and visitor traffic.
  - Improved public satisfaction based on surveys.
  - Increased participation in events and programs.
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## 8. Conclusion

This development plan serves as a roadmap for revitalizing downtown Village of Lawton. The DDA will work diligently to implement these projects, seek funding opportunities, and collaborate with stakeholders to create a thriving downtown district.