

# MAIN STREET CORRIDOR PLAN

CITY OF LODI  
AUGUST 2016

vierbicher  
planners | engineers | advisors



## **Acknowledgements**

The Vierbicher team would like to acknowledge the time and effort contributed to the development of this Plan by the community leaders, business owners, residents, and other members of the public who shared their hopes, concerns and ideas for the future of this area. The amount of thoughtful input and insights on the local community was invaluable in drafting this document. This input served as the basis for the recommendations contained in this document. Special thanks to the numerous individuals who participated in the public open house events and online survey. The members of the Main Street Corridor Plan Steering Committee were especially dedicated to the project and will be instrumental in ensuring its success. These individuals include:

Jim Ness, Mayor

Tegan Kreuger

Rich Stevenson, Alder

Peter Tonn, Alder

Bill Welch, Alder

Mary West

Dona Newman, Director of Administration

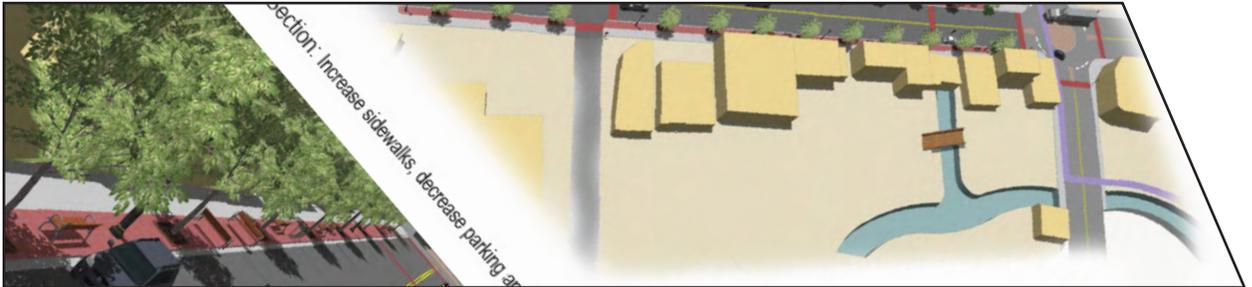
# Contents

Executive Summary	VI
Introduction	1
Planning Process	5
Background & Previous Plans	9
Sub-Corridor Identification	17
Existing Conditions	21
Public Input	29
Sub-Corridor Recommendations	41
Spring Creek Parkway	59
Design Guidelines	69
Implementation & Funding	96
Appendix A - Public Input	111

Vierbicher Associates, Inc.  
999 Fourier Drive, Suite 201  
Madison, Wisconsin 53717  
(608) 826-0532  
[www.vierbicher.com](http://www.vierbicher.com)

© 2016 Vierbicher Associates

This page intentionally left blank



## EXECUTIVE SUMMARY

## EXECUTIVE SUMMARY

The intent of the City of Lodi Main Street Corridor Plan is to create a vision for the city's primary transportation and commercial spine along the State Highway 113/Main Street Corridor. This vision utilizes placemaking, a concept that capitalizes on a local community's assets, inspiration, and potential with the intention of creating public spaces that promote health, happiness, and well-being. Moreover Lodi has a sense of place with a strong identity and character that is recognized by residents and visitors. The design elements and plans will capitalize on Lodi's sense of place.

Main Street is the face for the community, and public perception of the community is directly connected to the appearance and vitality of Main Street. As Lodi's most visible and ubiquitous public spaces, the city's streets and Corridors should provide the traveling, multi-modal public with an attractive, safe, and functionally appropriate transportation environment. Maintaining the traditional character of downtown's streetscape and developing a high-quality design for the Main Street Corridor are important design responsibilities.

The consultant and steering committee reviewed existing materials and information relevant to zoning, development plans, transportation planning, and marketing initiatives. Three public meetings were held for citizens to participate and provide their input. During the open house, residents were invited to speak about their concerns or ideas and submit written comments. An online survey was developed based on the first public meeting and distributed. This plan represents meeting discussions, the online survey, and public input. This executive summary highlights

the preferred projects the City should implement as suggested by the steering committee and public input for the five sub-corridors and the Spring Creek Parkway.

The plan provides full design guidelines on page 70 for the Main Street Corridor, which promotes a cohesive character and appearance throughout the downtown, the Corridor, and the Community. These efforts help strengthen the sense of place that is unique to Lodi. The plans and recommendations highlight five common elements that should be incorporated in the city's project implementation.

The five elements include:

- Consistent streetscape
- Traditional design with a twist
- Local artists and art
- Historic preservation
- Connectivity

The first element the city should focus on for project implementation is creating a **consistent streetscape** throughout all sub-corridors. The city will recommend additional landscaping along the frontage of properties to screen commercial uses from adjacent residential uses, and parking lots. In areas with excessive setbacks, the street should be framed with landscaping and plantings. In the Transition sub-corridor there is a mix of commercial and residential uses, the City should consider requiring additional landscaping along the frontage of commercial uses that are set back from the street to screen them from adjacent and nearby residential uses. Additional buffering may be needed on the north end of the Transition sub-corridor nearest the more intense and larger commercial

uses within the North sub-corridor. Commercial buildings built in more of a “downtown” style (zero- or minimal setbacks and traditional storefronts) further south should be maintained, but the intensity of uses should step down as distance from downtown increases. The State Highway 60 sub-corridor also includes a mix of commercial and residential uses; City should consider requiring additional landscaping along the frontage of commercial uses set back from the street in order to screen them from adjacent and nearby residential uses. Additionally, the City should work with business owners to minimize the height, area, and illumination of signs within these areas.

Efforts should be made to establish the streetscape, frame the street with appropriate landscaping and decorative plantings near the property line, and use short walls or railings along parking lots to define the space further. The design guidelines favor the incorporation of quality open space and landscaping into all developments. Flowers and ornamental plantings may also be used at gateways to establish an entrance to the Main Street Corridor. The steering committee suggested partnering with the local garden club to develop a traditional landscaping guidebook for the City of Lodi.

Integrating consistent visual elements of the street, including sidewalks, street furniture, trees and open spaces throughout the streetscape are a key element. A **traditional design with a twist** streetscape will blend in with Lodi’s character. Additionally, Lodi has a strong commitment to **local art** and is home to many artists, artisans, and craftspeople. Adding public art will enrich the downtown and corridor experience, add beauty, and inspire public interest in the area. Art selected for the corridor will have a relationship to Lodi’s sense of place and complement

the character of the building or space where it is placed by working with **local artists**. The art will provide interaction through touch and movement and stimulate play and creativity.

The traditional design with a twist will incorporate the Franz Aust dry-laid stone wall and iron work throughout the community with signage, gateways, parks, and landscaping to add to the consistent design elements throughout the community. The Veterans Memorial Park sign is an example of stone and steel materials, and aesthetics to replicate at gateways throughout the Corridor. Building upon the “Welcome to Lodi” signs that exist on the north, east, and west sides of the city with additional lighting for enhanced visibility and landscaping around signs with native plants captures the Lodi sense of place. Additionally, the arch and column gateway features in Goeres and Habermann Parks are excellent elements to incorporate throughout the community. Within the downtown sub-corridor, important gateways are located at the south end of downtown (Main/Corner/ Columbus Streets), the north end of downtown (approximately at Main Street’s intersection with 2nd Street and Locust Street), and at the intersection of STH 113 and STH 60 (the “four corners”).

In the south sub-corridor, the northeast corner of Corner and Pleasant Streets feature Franz Aust-designed stone walls. These extend north up the east side of Corner Street and east along the north side of Pleasant Street. Several portions of these walls, especially those further north are in very poor condition and have been subject to a series of incomplete and aesthetically harmful repairs. Every effort should be made to maintain and repair these character-defining walls.

As a way to preserve its **historic character**, creating parking lots on the

periphery of downtown will preserve downtown buildings, and provide signage to mark the parking areas to ensure downtown customers can easily navigate the area. Clear signage to mark parking areas already in existence on side-streets and behind businesses within the downtown district is key. Highway 113 is an auto-oriented rural highway, with no on-street parking and narrow shoulders. The roadways are local arterials with on-street parking and narrow neighborhood-style sidewalks.

**Connectivity**, an element of placemaking, is highlighted throughout this plan and is a main element for the city to focus on with project implementation. To increase connectivity in the downtown sub-corridor, the city will build wider sidewalks in the Downtown, narrowing the vehicular travel lanes to twelve feet each and narrowing the parallel parking lanes to eight feet. This scenario would allow for the sidewalks to be widened to fourteen feet, which would allow more space for seating, improved landscaping, more or healthier street trees and even outdoor cafés. The city and property owners should ensure furniture placement does not obstruct the walkway. To provide for better connection and access, the city will place a mid-block crosswalk downtown in front of City Hall. Additionally, more people are biking in the community. To accommodate bicyclists, the City will explore striping Main Street for bicycle lanes; additional information is provided in the Transition sub-corridor section.

In the South sub-corridor and Transition sub-corridor, sidewalks are on one side of the street. The city will construct sidewalks on the opposite side of the streets whenever additional development or redevelopment occurs, where space allows, and when WisDOT reconstructs STH 113 and to keep consistent with the cross-section street

layout as downtown. In the North sub-corridor, sidewalks are also only on one side of Main Street. While the right-of-way may preclude this in some areas, the City will require or include sidewalks in any future private development or redevelopment or road construction where possible. A suggested alternative to sidewalks on both sides of the road is to construct a 10- or 12-foot wide multi-use path on one side of the road for bicycles and pedestrians from the north corporation boundary line to the Transition sub-corridor where vehicular traffic is slower, and the Corridor assumes a more residential character.

In the Transition sub-corridor, additional directional signage should be installed at the intersection of Fair Street, giving directions to travelers' to downtown (from the north, Lake Wisconsin (from the south, the fairgrounds, Habermann & Goeres Parks, and the schools (both directions).

In the South sub-corridor, improving Doctors Park will increase its attractiveness as a downtown gateway and its usability to the public as a primary destination for pedestrian and bicycling connections. The corner of Corner Street and Main Street within Doctors Park is an excellent location for additional directional signage, indicating distance and direction to downtown, City Hall, the Post Office, library, schools, and Lake Wisconsin. This corner is also an important location for a gateway feature signifying that travelers on STH 113 are entering downtown Lodi. Such a feature should draw from the materials and colors of the stone Aust Walls across the street. Consolidating the memorial plaques into a single permanent home, such as a shelter as part of the improvements to Doctors Park is an excellent initiative.

In the Downtown sub-corridor, vacating Sodders Street right-of-way will revert the property to the adjacent landowners,

which will increase the adjacent properties' taxable value, in addition to increasing development options. However, the final executed concept needs to happen after the city meets with Public Works, the Public Safety Committee, local businesses, residents, and consultants to review traffic pattern options for Sodders Street and Spring Street.

In the State Highway 60 sub-corridor, additional directional signage for travelers coming into Lodi from the east and west directing them toward downtown, the schools, tourist attractions, and other important community destinations. This is especially important at Clark Street, the Four Corners, and Water Street. Sidewalk and bicycle facility recommendations are similar to those already discussed in the Transition and South sub-corridor sections.

As a safety concern, the city should address the various speed limits upon entering the city from different directions. One particular concern was the entrance to Lodi on Highway 113 from the south. The speed limit changes from 55 mph to 25 mph without proper warning. The abrupt change in speed limit was noted as a primary concern. If the speed limit is not changed, at least installing additional warning signage about the speed limits change would be beneficial. This plan does recommend reducing the speed limit to 45 mph near the Ice Age Trail parking lot 300 yards south of the City, and moving the existing 25 mph warning slightly further north.

The Spring Creek Parkway is a critical element of the Corridor plan by providing connectivity within and outside of the community. Refer to the Spring Creek Parkway map on page 68 of this Plan for route details. Not only will the Spring Creek Parkway connect north to south, but with additional connectors,

the community will connect to the downtown and be connected west to east, particularly connecting the Joyce Neighborhood on the northwestern side of Lodi to the northeastern side of Lodi. The Spring Creek Parkway general route begins at Veterans Memorial Park where it runs concurrently with the Ice Age Trail. This overlap will aid in the usage of the Ice Age Trail by providing a stopover in Lodi for trail users.

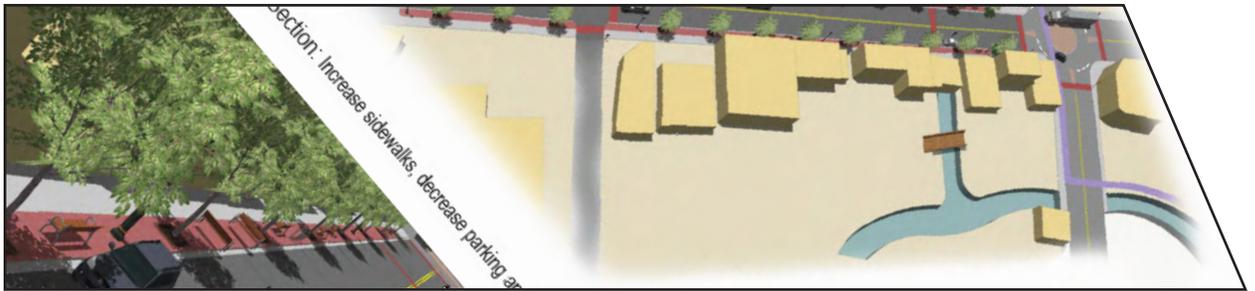
The Spring Creek Parkway will be a multi-use trail that will blend in with the natural environment and allow non-motorized vehicles. The Spring Creek Parkway will be located on the inside of Spring Creek in the City to allow access within the community. Considering the various changes along the Spring Creek Parkway, surfaces will be decided upon at a later date depending on the trail segment and costs.

The footbridge that crosses Spring Creek just west of Spring Creek Park is dilapidated. The addition of a new footbridge across Spring Creek just east of Main Street before its tributary joins the Creek is suggested and should be one of the first investments for the Spring Creek Parkway. The second footbridge will enhance pedestrian circulation through parking areas behind the buildings and businesses on the east side of Main Street. By providing this additional connectivity Lodi is increasing its connectivity and walkability, an important characteristic of placemaking.

Finally, the city should reference this plan during its budget and capital improvement process to be aware of the planned projects and available grants to properly incorporate the projects into budget planning. While this plan may suggest a long-term project, funding may become available sooner than expected. The city will be prepared to utilize funding or apply for grants by reviewing this plan annually.

The implementation and funding section on page 97 is a roadmap for the City of Lodi municipal government, local stakeholders, and business owners to follow through the redevelopment process. It provides a list of projects along with their associated timeframes and estimated costs. The funding is available in the form of grants, capital improvement planning, private funding, and tax incremental financing. The city created multiple tax increment districts (TIDs) during this Corridor Planning process, which the city should utilize TID funding for the planned projects. Funding resources are included in the implementation and funding section.

All improvements along the Corridor and throughout the city should be consistent and reflect the identity of Lodi. When starting any project, this Plan should be referenced to ensure consistency throughout the Corridor and the community. Additionally, local stakeholders should be included in future project processes.



## INTRODUCTION

## INTRODUCTION

This document resulted from the City's creation of Tax Increment District (TID) #4 and #5 and amendment of TID #3 in 2015 as a combined vehicle to finance the City's participation in the development, redevelopment, and revitalization of the City's Main Street corridor. All three districts are adjacent to or straddle Wisconsin State Highway 113 as it passes through Lodi. Additionally, all three districts have been created or amended to allow expenditures within a one-half mile radius of the district boundaries. Because of the district locations and half-mile expenditure areas, the three TIDs have created an environment along Main Street/Highway 113 that is ripe for high-quality development and redevelopment assisted by public financing through TIF. This gives Lodi the unique opportunity to guide development and encourage a particular aesthetic within the City's highest-traffic core. A map of TID 3, TID 4, TID 5, and their respective half-mile expenditure radii boundaries can be seen on page 2.

This planning effort builds upon the work begun in 2015 with the TIDs by taking a comprehensive look at the State Highway 113/Main Street Corridor through Lodi, with specific attention to Downtown, and what must be done to spur the desired redevelopment and revitalization. This plan takes a wider view than just the TID, and encompasses some elements that, while not strictly TID-related, are nonetheless critical to success in accomplishing the overarching goal of having an inviting and successful backbone running through the whole City. State Highway 113, which is signed as Main Street through most of Lodi, is the most important vehicular and commercial corridor

within the City of Lodi. Main Street is the face for the City, and public perception of the City is directly connected to the appearance and vitality of Main Street. To ensure that Main Street can capitalize on economic opportunities from the TIDs straddling the corridor, and strengthen its position as an economic engine for the City, the City of Lodi Common Council commissioned the creation of this Main Street Corridor Plan (the Plan).

The intent of the City of Lodi Main Street Corridor Plan is to create a vision for the City's primary transportation and commercial spine along the State Highway 113/Main Street corridor from where it crosses Lodi's city limits on the north and south and to take advantage of long-term financing and planning options to create a district that meets the needs of Lodi residents and entices visitors to spend their time and money in Lodi because of its commercial options and physical aesthetic. In 2007, UW-Landscape Architecture graduate student Leigh Gevelinger completed her capstone project titled "A Sustainable Approach for Downtown Revitalization" for downtown Lodi. Ms. Gevelinger included several designs for improvements for Spring Creek Park within her plan.

The 2009 City of Lodi Comprehensive Plan identified a number of goals and objectives pertinent to this corridor plan, each of which was supported by several policies. Among these objectives was preserving the attractiveness of entry corridors into the Lodi area. Important policies to achieve this objective include enhancing and protecting the aesthetic quality of the primary entrances into the community, particularly Highways 60 and 113, developing a community-wide wayfinding signage system to better direct citizens and visitors to key

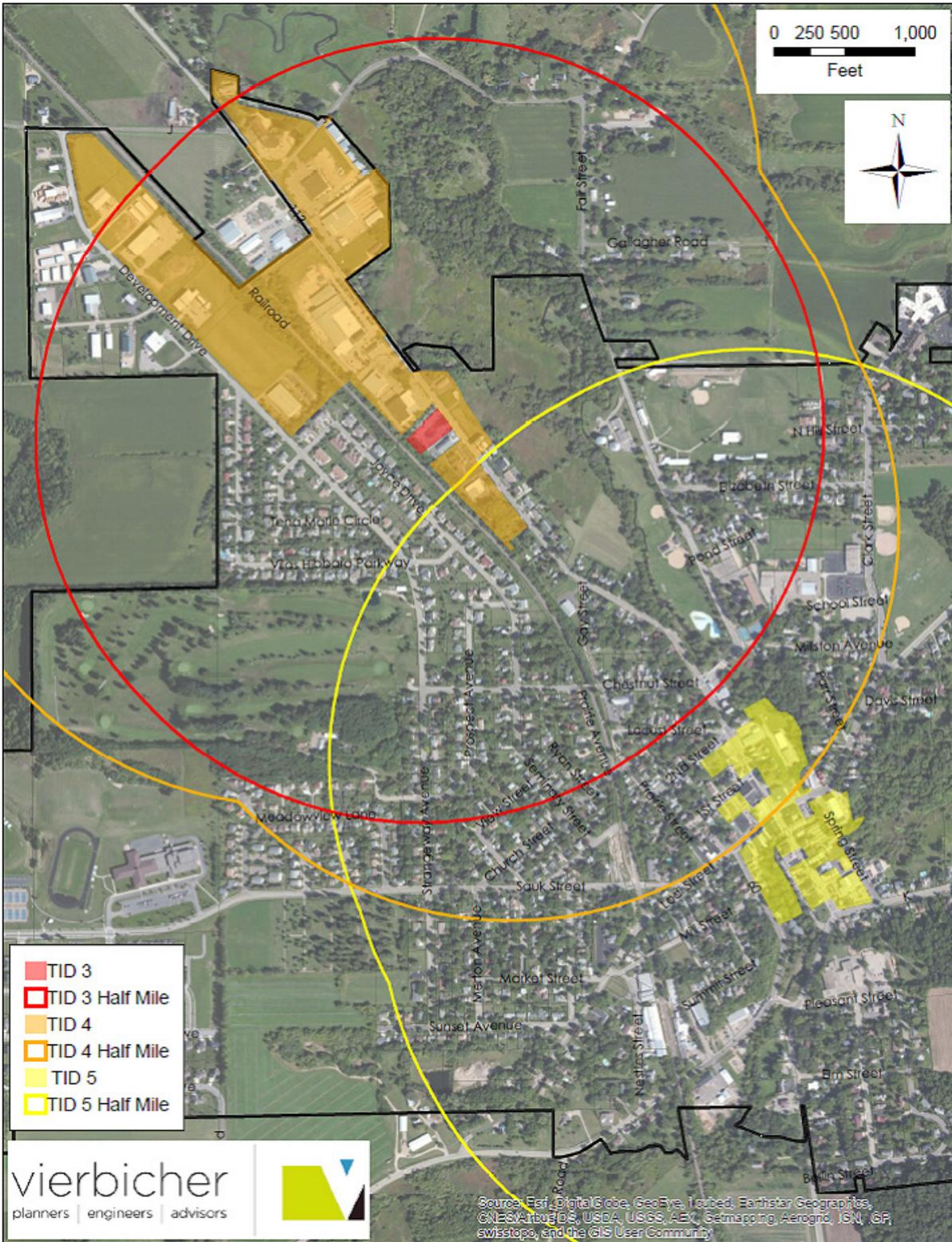
destinations in and around the City, promoting the use of more efficient street lighting and encouraging more extensive floral, shrub, and tree planting and maintenance in both public right-of-ways and on private property.

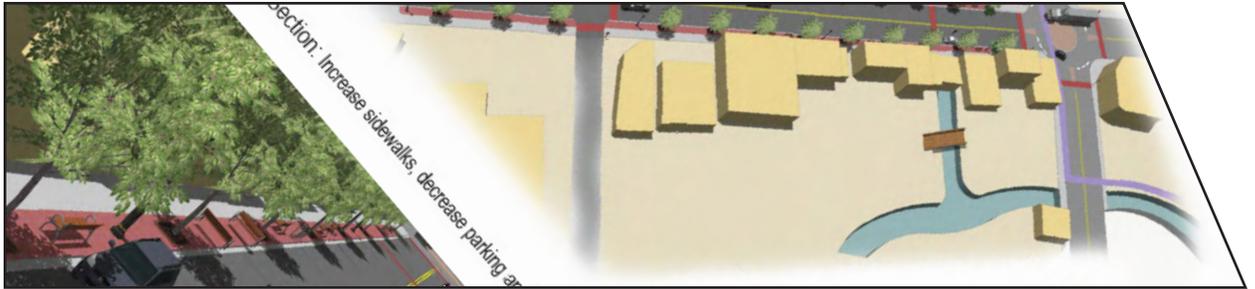
Another goal was to revitalize the City's central business district. This includes preserving its historic integrity and capitalizing on proximity to area trail systems including the Ice Age State Trail and proposed Spring Creek Walkway. Policies to achieve this goal include:

- 1) Encourage pedestrian-oriented development in the central business district through design guidelines that enhance the pedestrian experience at the street level.
- 2) Encourage the inclusion of pedestrian and bicycle amenities.
- 3) Identify potential funding sources to assist with planning and implementing downtown improvements.
- 4) Use strategies such as Tax Increment Financing (TIF), block grants, and historic preservation tax credits and incentives to encourage infill development and promote the vitality of downtown and other Lodi districts.

A major goal of the Comprehensive Plan was to foster the development of Downtown as a retail district by fostering commercial growth with a comprehensive and supportive approach. Included within this goal are policies encouraging retail commercial development and services to locate in existing commercial districts in the Downtown area or along North Main Street, exploring and promoting incentive options to encourage businesses to choose a downtown location, and working with landowners to ensure the presence of adequate parking facilities.

Preserving the architectural and historic character of Downtown Lodi and downtown historic structures, and the restoration and upkeep of those structures is another important objective found in the Comprehensive Plan. This includes investigating the use of design guidelines to preserve the character of downtown and ensuring policies help promote economic and commercial growth by allowing appropriate uses downtown and along the Main Street corridor that are the most suitable for facilitating economic activity.





## PLANNING PROCESS

## PLANNING PROCESS

The City of Lodi entered into an agreement for professional services from Vierbicher Associates, Incorporated, to provide consulting services in preparing the Main Street Corridor Plan. The consultant team, led by Colin Punt, guided the City in a six-month process to create the plan.

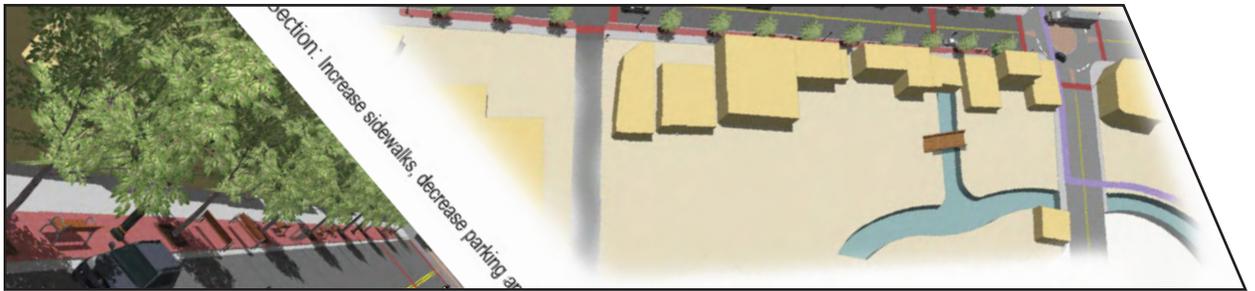
The City of Lodi established a Steering Committee, which included Aldermen Rich Stevenson, Peter Tonn, and Bill Welch, Chamber of Commerce representative Mary West, and business owner Tegan Kreuger. Director of Finance Dona Newman staffed the committee for the City. The steering committee held a kick-off meeting in October to review the overall project, goals, expectations, and schedule. Throughout the process, the steering committee met to review public input, receive progress and plan updates, and provide guidance to the consultant.

Citizens were given three opportunities for public input during the process. The first was a public input meeting to introduce the public to the streetscape and downtown planning process. The meeting consisted of a brief presentation followed by a public open house where residents were invited to speak about their concerns or ideas and submit written comments. An online survey was developed based on the questions asked at the first public meeting. The public was then allowed to provide input into the planning process using this online survey. A second public meeting was held to present preliminary recommendations for improvements and streetscape design. Participants were asked to comment on the design and timing of recommended enhancements.

The consultant and steering committee reviewed existing materials and information relevant to zoning, development plans, transportation, planning, and marketing initiatives in downtown Lodi and along Main Street. The consultant and steering committee assessed the Main Street corridor and downtown area in light of key characteristics such as gateways, nodes and districts. The assessment evaluated the corridor experience based on land use, transportation nodes and circulation patterns and resulted in the identification of several corridor districts which frame the streetscape plan. The goal of the streetscape plan is to enhance this corridor's character as the "core" of the downtown, and make it as inviting, walkable and memorable as possible. Opportunities to incorporate "green" design into the downtown streetscape were identified during the process. Recommendations were also developed for a coordinated streetscape plan for side streets and the other Main Street districts. A phased plan was then developed which identifies treatments, amenities and landscaping to extend the Main Street aesthetic throughout the corridor. A set of design guidelines for the public and private realms of the corridor was prepared to guide future development by the City and Main Street property owners. Three major gateways into the City and downtown were designed for the north and south ends of Highway 113 in Lodi and within downtown at Highway 60. Opinions of probable cost for recommended improvements were gathered. These improvements were grouped according to timing, municipal capital planning, potential to leverage private investment, and timing of anticipated improvements by other public or private partners. Based

on the recommendations and desired improvements, a detailed funding strategy was developed that outlines opportunities for each improvement in terms of costs and strategies for financing. These strategies included recommendations identifying a variety of funding opportunities, along with details about grant funding strategies.

This page intentionally left blank



## BACKGROUND & PREVIOUS PLANS

## BACKGROUND & PREVIOUS PLANS

The first settlers moved into the Lodi Valley from Illinois in 1844 and a Post Office and ferry services across the Wisconsin River were established in 1847. Lodi itself was founded in 1846 along Spring Creek, which has been integral to the City's development and character for well over 150 years. Spring Creek powered a sawmill, grist mill, and flouring mill by 1850. By 1867 the area boasted a general store, a hotel, a blacksmith, a shoemaker, a flouring mill, a framed school building, a newspaper, and a church. The railroad came to Lodi in 1871 and the Village of Lodi was incorporated in 1872. Lodi later incorporated as a city in 1941. In 1915, Lodi's first City Hall was built at 113 S. Main Street. In 2003, Lodi's governmental offices were moved to a new City Hall based on a 1914 design by local architect C.C. Menes at 130 S. Main Street. State Highway 113, which is signed as Main Street through most of Lodi, was integrated into the Wisconsin State Highway System in 1923, preceded by State Highway 60, which was extended through Lodi in 1919.

Numerous plans have been proposed for downtown Lodi and the Spring Creek greenway. The 1993 City of Lodi Comprehensive Plan dictated that smaller specialty retail businesses should be encouraged to locate in the Central Business District. The north Highway 113 corridor and the intersection of Highway J and Highway 113 should be planned as the primary commercial district for businesses with large land area requirements. The plan encouraged downtown Lodi to attract more specialty businesses oriented towards both residents and tourists. Both the City and private property owners were called on to preserve Downtown Lodi's unique characteristics. Several redevelopment sites were identified on the Downtown Plan as suitable for reinvestment either in rehabilitating the existing structures or constructing new structures. Steps the City and property owners could take to remove or lessen the flood risk were suggested to alleviate one of the major impediments to downtown redevelopment. Many of the older residential structures on the 100 and 200 blocks of North Main Street were identified as suitable for conversion to specialty commercial



Historic Main Street.  
Source: City of Lodi,  
Sue Benson

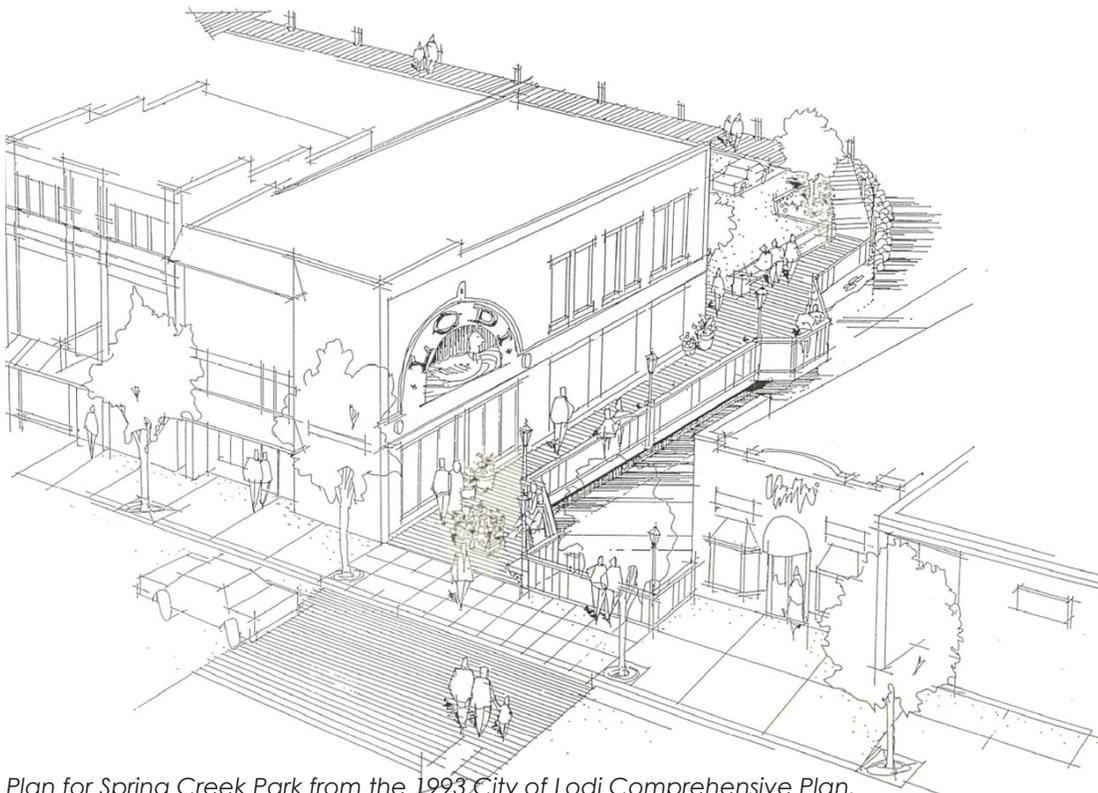
uses. The Plan discouraged replacing any of these older homes with one-story modern commercial buildings that would undermine the overall character of the downtown. Rather, any new construction on the blocks was suggested to be designed as architecturally compatible with the older structures.

A key recommendation was the development of Spring Creek Parkway as a continuous linear park with a “riverwalk” trail that would ultimately connect Veterans Park on the south with Habermann and Goeres Parks on the north, which would be the major focal point for the Downtown. The Spring Creek Parkway is a proposed continuous linear park system linking Goeres, Habermann, Spring Creek, and Veterans Memorial Parks with the proposed Ice Age Trail and WDNR conservancy areas. The open space system should extend as continuous parkway from Lodi Marsh to Lake Wisconsin following Spring Creek. The primary missing links in the parkway

system are the section of the creek from Main Street north to Habermann Park. As land becomes available, the City should acquire land contiguous to the creek to provide a corridor to a continuous “riverwalk” system following the creek.

Several major arterial street improvements were identified in the 1993 Comprehensive Plan that could still be made to improve the Main Street corridor. These include:

- Redesign and reconstruct the intersection of Highway J and Highway 113 to eliminate the current “dog leg.” Depending on traffic volumes, the Highway 113/Highway J intersection may warrant a traffic light.
- Upgrade Highway J and Lindsay Road to function as a north side truck bypass route linking the industrial park area to highway 60 and the regional highway system. This bypass would remove truck traffic from Downtown and enhance



Plan for Spring Creek Park from the 1993 City of Lodi Comprehensive Plan.

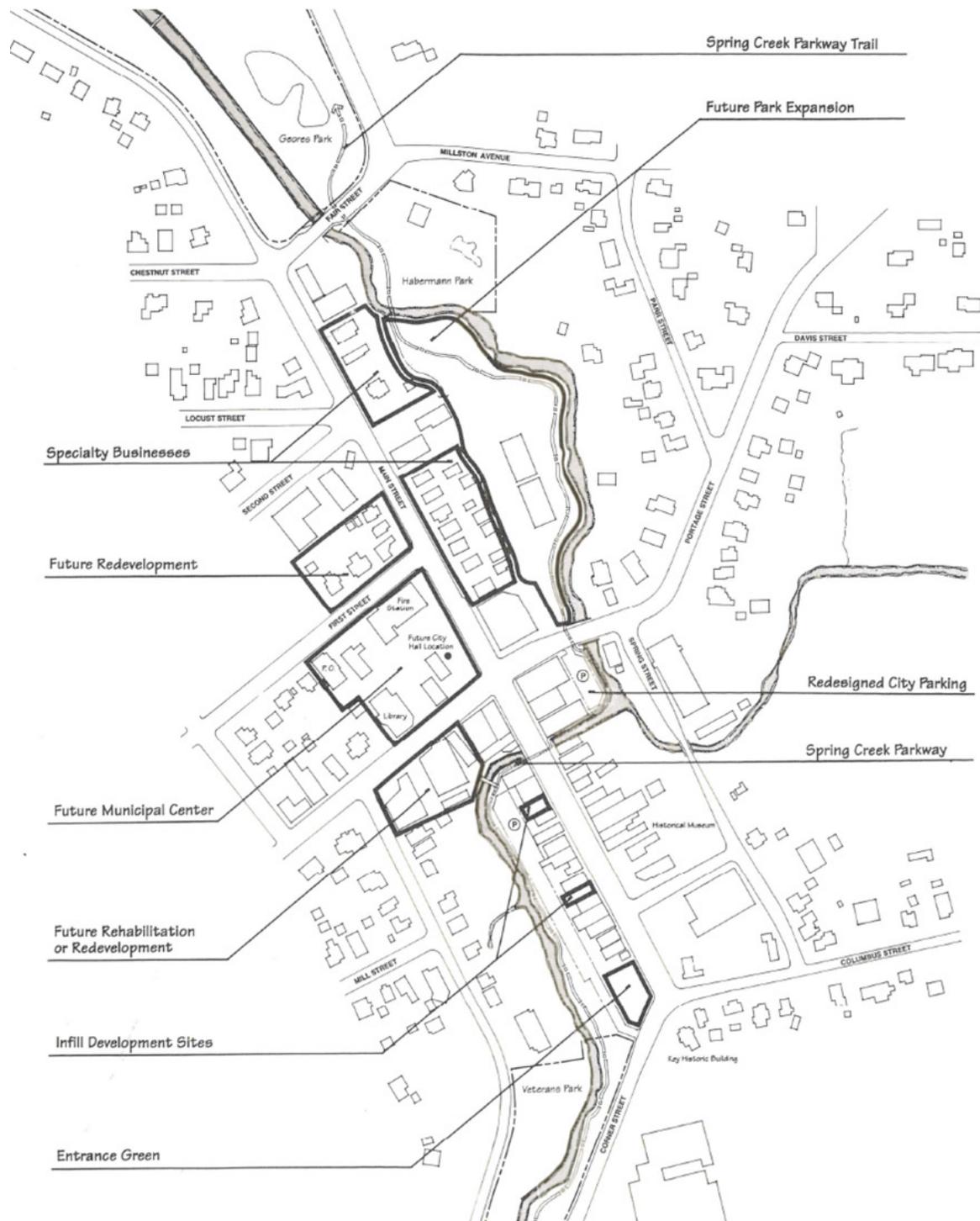
the marketability of the site in the industrial park.

Lodi Vision 2025, completed in 2000 by a graduate planning workshop at the Department of Urban and Regional Planning at the University of Wisconsin-Madison, recommended several other strategies for downtown Lodi and the Main Street corridor. Downtown physical improvement strategies from the plan included:

- Building a district with compatible and harmonious design, architecture, materials, and landscaping which adhere to a common theme;
- Linking diverse land uses in an integrated and cohesively designed manner
- Using streets, sidewalks, and other connective outdoor spaces to weave new development into the community fabric;
- Connecting the central road network directly to the surrounding road network (arterial and secondary roads); and
- Providing multiple paths for movement to and through town.
- Develop a manual of design guidelines for developers and builders to use when proposing new projects. The design manual would describe the preferred built environment of Lodi, enact strong architectural design controls to ensure that only those building designs that are deemed desirable are built, and focus on renovating Lodi's historic buildings to reduce the risk of losing the City's historic identity.
- Develop a system of walkways along Spring Creek to make downtown businesses more accessible. Create a well-designed bicycle/pedestrian trail system through a greenway corridor that links recreational

areas, neighborhoods, and schools. Encourage safe and scenic alternative trail routes. Link the Ice Age Trail to plans for the downtown district.

- Create parking lots on the periphery of downtown to preserve downtown buildings, and post signs to mark the parking areas to ensure that downtown customers can easily find them. Use signs to clearly mark parking areas that already exist on side streets and behind businesses within the downtown district.



Downtown Plan from the 1993 City of Lodi Comprehensive Plan.

In 2007, UW-Landscape Architecture graduate student Leigh Gevelinger completed her capstone project titled "A Sustainable Approach for Downtown Revitalization" for downtown Lodi. Ms. Gevelinger included several designs for improvements for Spring Creek Park within her plan.

The 2009 City of Lodi Comprehensive Plan identified a number of goals and objectives pertinent to this corridor plan, each of which was supported by several policies. Among these objectives was preserving the attractiveness of entry corridors into the Lodi area. Important policies to achieve this objective include enhancing and protecting the aesthetic quality of the primary entrances into the community, particularly Highways 60 and 113, developing a community-wide wayfinding signage system to better direct citizens and visitors to key destinations in and around the City, promoting the use of more efficient street lighting and encouraging more extensive floral, shrub, and tree planting and maintenance in both public right-of-ways and on private property.

Another goal was to revitalize the City's central business district. This includes preserving its historic integrity and capitalizing on proximity to area trail systems including the Ice Age State Trail and proposed Spring Creek Walkway. Policies to achieve this goal include:

- 1) Encourage pedestrian-oriented development in the central business district through design guidelines that enhance the pedestrian experience at the street level.
- 2) Encourage the inclusion of pedestrian and bicycle amenities.
- 3) Identify potential funding sources to assist with planning and implementing downtown improvements.
- 4) Use strategies such as Tax Increment Financing (TIF), block grants, and historic preservation tax credits and incentives to encourage infill development and

promote the vitality of downtown and other Lodi districts.

A major goal of the Comprehensive Plan was to foster the development of Downtown as a retail district by fostering commercial growth with a comprehensive and supportive approach. Included within this goal are policies encouraging retail commercial development and services to locate in existing commercial districts in the Downtown area or along North Main Street, exploring and promoting incentive options to encourage businesses to choose a downtown location, and working with landowners to ensure the presence of adequate parking facilities.

Preserving the architectural and historic character of Downtown Lodi and downtown historic structures, and the restoration and upkeep of those structures is another important objective found in the Comprehensive Plan. This includes investigating the use of design guidelines to preserve the character of downtown and ensuring policies help promote economic and commercial growth by allowing appropriate uses downtown and along the Main Street corridor that are the most suitable for facilitating economic activity.

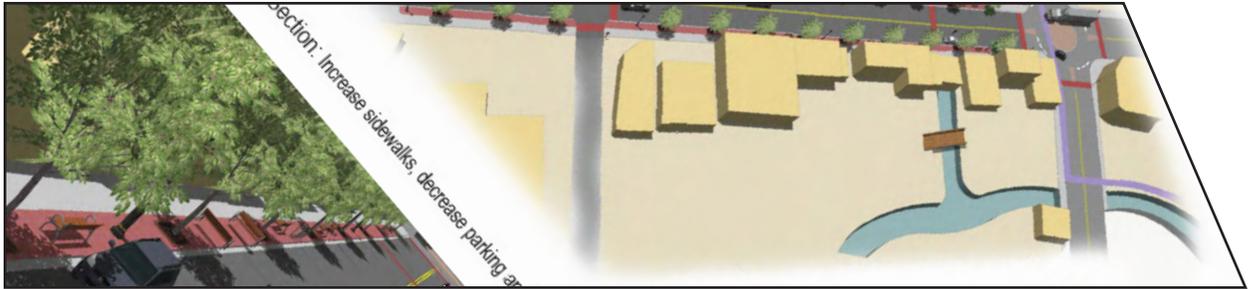
Another goal from the 2009 Comprehensive Plan was to develop and maintain infrastructure to support biking, walking, and other modes of transportation throughout the City and the surrounding region. Associated policies dictate that new development shall provide for the potential of bicycle and pedestrian transportation with sidewalks, bike lanes, and trails. The City should create a well designed bicycle/ pedestrian trail and sidewalk system that links recreational areas, neighborhoods and schools.

The final goal from the existing Comprehensive Plan that is applicable to the Corridor Plan is the development of the Spring Creek Parkway Plan as a way to draw people to Downtown Lodi. According to the Comprehensive Plan, this will be accomplished by establishing a continuous parkway through the downtown area along Spring Creek by soliciting funding and acquiring parcels of land along Spring Creek as they become available. This will require acquisition of additional parcels of land along Spring Creek, as land becomes available and funds are obtainable to establish the corridor parkway. This will help in developing strong connections between area trails and the downtown area to encourage trail users to frequent downtown businesses.



Historic Main Street. Source: City of Lodi, Sue Benson

This page intentionally left blank



## SUB-CORRIDOR IDENTIFICATION

## SUB-CORRIDOR IDENTIFICATION

After receiving a significant amount of public input, the first step for planning the Main Street corridor was to identify sub-corridors within the City, and identify features of each sub-corridor to include through the whole corridor. Using input from the public, steering committee discussions, and on-site analysis, four sub-corridors were identified, plus State Highway (STH) 60 immediately adjacent to Main Street. See the corridor overview map on the following page.

The core of the Main Street corridor, which receives special attention in this plan, is downtown. For this plan, downtown is defined as both sides of Main Street from First Street on the north to the corner of Columbus Street (CTH K) and Corner Street (STH 113) on the south. This sub-corridor receives a higher level of analysis and planning in this document.

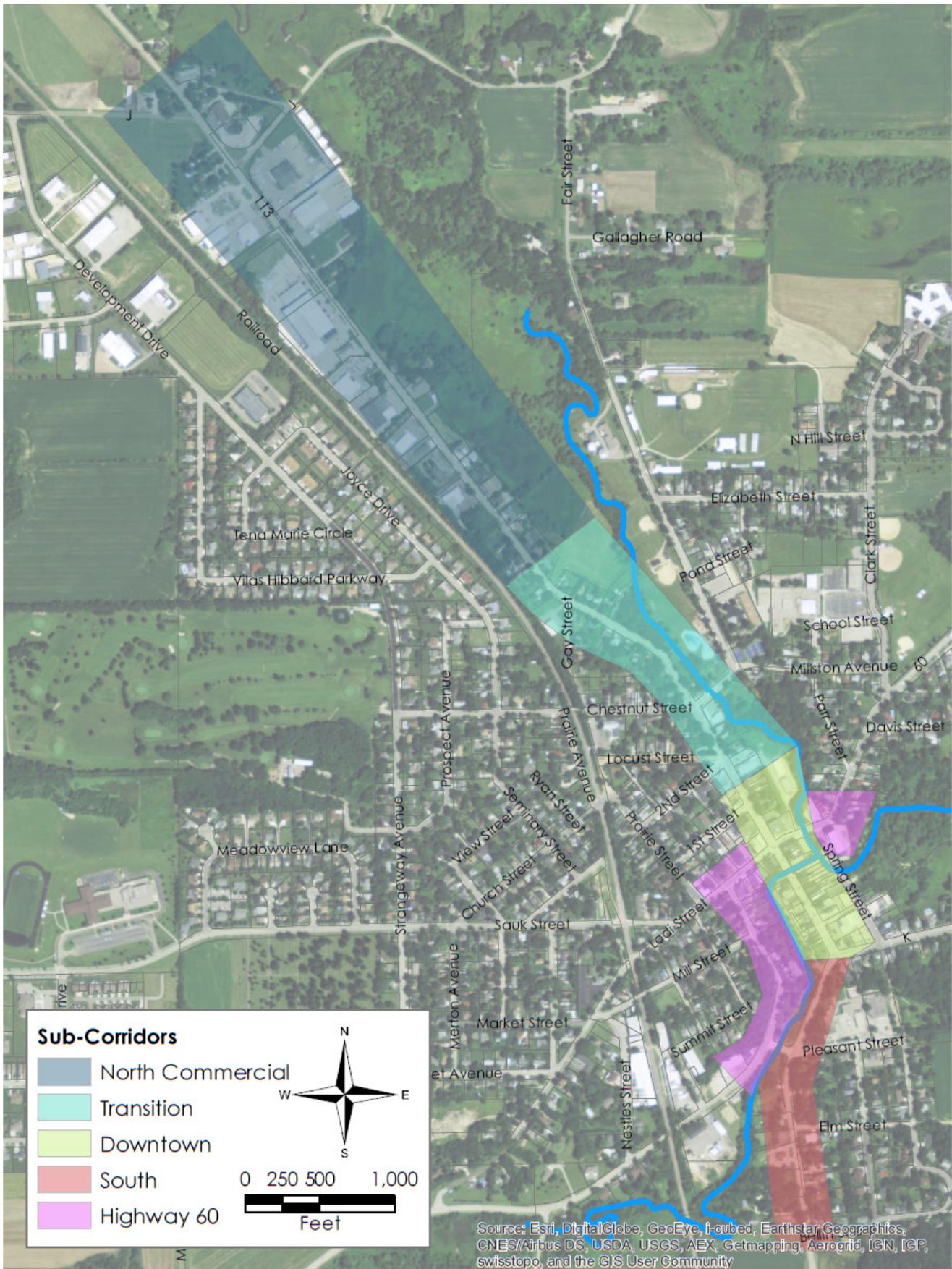
The next sub-corridor is the area from First Street to just north of Gay Street, which will be referred to as the “Transition Area” sub-corridor in this plan. The Transition Area includes a number of uses, ranging from downtown-like businesses on the fringe of the central business district, to more conventional strip-style commercial development, parks, and a mix of housing types.

The next sub-corridor stretches from the north end of the Transition Area (just north of Gay Street) to the far north end of Lodi (CTH J). This sub-corridor, which we will refer to as the North Commercial Corridor, is primarily composed of strip-style and highway-oriented commercial uses with some light industrial uses.

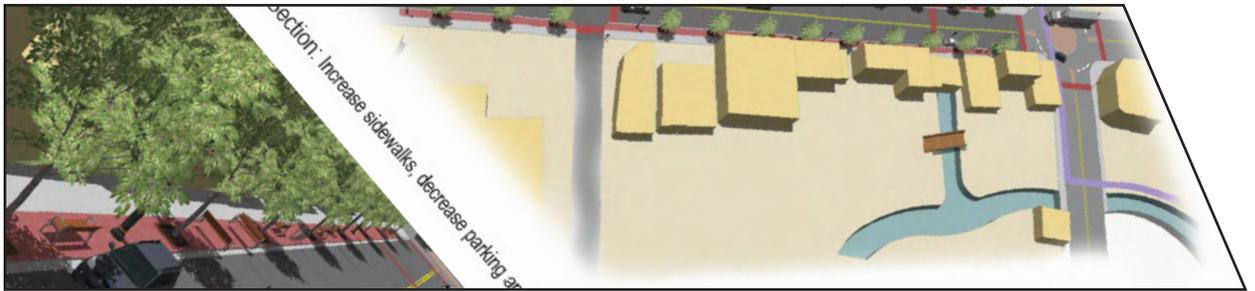
South of downtown is the South sub-corridor, which extends along STH 113 from the corner of Columbus Street and Corner Street to Lodi's southern

city limit. This sub-corridor has a primarily residential character, with some commercial, recreational, and institutional land uses.

The final sub-corridor is Highway 60, which has been included for one block on either side of Main Street. The character of this sub-corridor is very similar to the South Main and Transition Area sub-corridors.



This page intentionally left blank



## EXISTING CONDITIONS

## EXISTING CONDITIONS

Lodi's current downtown is the result of more than a century of incremental development. The downtown core between Highway 60 and County Highway K exhibits a fine-grained development of traditional narrow lots, most with no setbacks. Main Street downtown exhibits a strong streetwall along most of both sides of the street composed of a mix of historic and newer buildings. Of the 32 buildings along Main Street between STH 60 and CTH K, approximately seventeen are historic, and another seven are built with a traditional downtown storefront design. Eight buildings are newer construction or development that has filled undeveloped lots or replaced older buildings. The Lodi Downtown Historic District was added to the Wisconsin State Register of Historic Places in 2008 and the National Register of Historic Places in 2014. There are six contributing properties to this historic district, built between 1866 and 1895: 133, 137-39, 143, 147, 157, and 161-165 South Main Street. The six buildings that make up

the district, all on the east side of Main Street, include the oldest surviving commercial buildings in the city and continue to house local businesses today.

Many older buildings can still contribute to the character of downtown, especially if they receive rehabilitation and reinvestment. Other buildings, such as City Hall, built in 2003, though newer, have been built in a manner that is sensitive to the historic character of the other buildings downtown.

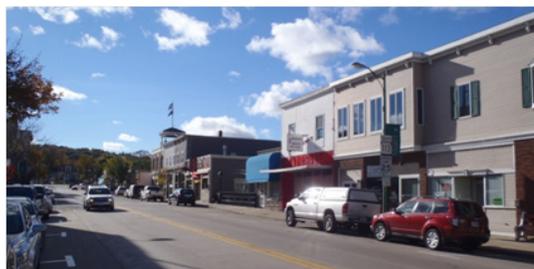
The downtown street pattern is typical of many downtowns around the state. This is not to say, however, that significant improvements cannot and should not be made. In particular, the Main Street travel lanes are 16 feet wide, which is far wider than required by the Wisconsin Department of Transportation, as well as much wider than necessary for the traffic handled on Main Street. Related to the excessive width of the travel lanes is the narrow width of the sidewalk, which, combined with the



street furnishing downtown, creates very crowded and cramped sidewalks. The sidewalks along South Main Street through downtown are approximately 8 to 9 feet wide. Along the street side of the sidewalk, there are currently a mix of streetlight standards, road signs, postal boxes, bicycle racks, and street trees. There are also a large number of concrete and wood benches placed along the building fronts on the sidewalk, as well as occasional outdoor seating or dining tables in front of the downtown restaurants. Due to the width of the sidewalks and placement of street furniture and streetscape elements, there are areas along the downtown sidewalks that allow less than 3 feet of clear passage.

South of downtown, along the south sub-corridor, the street becomes more suburban and eventually rural in character as it extends toward the city limit and becomes a rural highway. Immediately south of downtown and

up the hill at the base of Main Street is the Lodi Primary School. The Primary School currently educates children PreK-3rd Grade. While the building itself has aged beyond its effective life and the School District of Lodi has begun exploring alternative locations for educating Lodi's youngest students, the building site is very important. The Lodi School Hillside Improvement Site, which includes a portion of Corner Street (STH 113) bounded by Pleasant Street and Columbus Street, was added to the Wisconsin State Register of Historic Places in 2008 and the National Register of Historic Places in 2009. To further enable milling, Spring Creek was dammed at the south end of town, creating a large millpond which was once between STH 113 and STH 60 as they come into town at the base of the respective hills on the east and west. In 1933, Lodi was able to use federal work relief funds to improve both the creek bed itself and the hillside below the old high school



(now primary school), overlooking the former millpond. University of Wisconsin professor of landscape architecture, Franz A. Aust, planned the work. Aust, who championed the use of naturalistic landscaping and native planting materials, designed the terraced hillside below the school that made use of limestone and sandstone retaining walls and stairways. The project also placed stone rip-rap along the banks of Spring Creek. The work was completed in 1935. The Lodi Garden Club created the Veterans Memorial Park on the west side of STH 113 (Corner Street) with a similar design theme, which was dedicated in 1948. While these are an important character-defining feature of the area, and indeed, the City, the walls are in poor repair and require significant repair and improvement. South of the school and park, Highway 113 is lined by residences, with the exception of a single restaurant and small 4-unit commercial building. The residential area features many older, established homes with generous tree cover.

North of downtown, there is an extensive Transition Area that, as Main Street heads north, transitions from central business district to car-oriented commercial uses, smaller housing units and rental residential, parks, conventional contemporary single-family residential, general commercial uses, and multi-family residential. Challenges within this area include redeveloping commercial and residential uses near downtown to match the higher-quality level of development seen downtown. Additionally, as automobile oriented-business develops on the north end, the more land uses on the north end of the transition area (multi-family residential and commercial) will receive pressure to intensify. As redevelopment occurs on the north and south sides of the Transition Area, the important park areas (Goeres and Habermann Parks) and traditional single-family residential in the middle of the Transition Area sub-corridor must be protected.



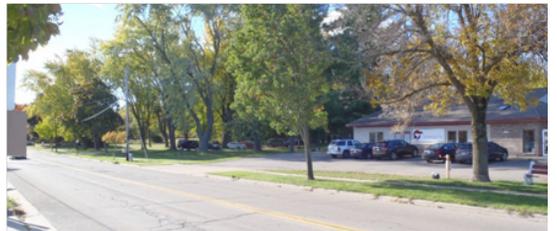
Through the North Main Commercial Corridor, Highway 113 is lined on both sides by auto-oriented commercial uses, with some manufacturing, multi-family residential, and open space sprinkled in. In this sub-corridor, Highway 113 is an auto-oriented rural highway, with no on-street parking and narrow shoulders. Sidewalks are nearly non-existent along Highway 113 within this area. The north commercial corridor features important community commercial locations like Lodi's only grocery store and hardware store. The right-of-way of North Main Street through the north commercial sub-corridor is only 60 feet wide and the pavement width for Main Street is only 36 feet. This creates serious restrictions for how multiple uses or more traffic are to be accommodated within this area.

The block or two of Highway 60 on either side of Main Street (signed as Portage Street to the east and Lodi and Water Streets to the west), are similar to the Transition Area sub-corridor due to a mix of commercial and residential uses

declining in intensity as distance from downtown increases. The roadways are local arterials with on-street parking and narrow neighborhood-style sidewalks.

There are a number of parks important to neighborhoods, along with the City and region through the corridor. Veterans Memorial Park straddles Spring Creek on the west side of Highway 113 immediately north of the Pleasant Street Bridge. A portion of the Ice Age National Scenic Trail passes through Veterans Memorial Park. Doctor's Park is a small unimproved open space on the west corner of Main Street, Corner Street, and Columbus Street at the south end of downtown. Spring Creek Park is a small plaza along the right bank of Spring Creek on the west side of Main Street. Spring Creek Park is below street level and can be accessed by stairs down from Main Street or by the parking lot behind the buildings on the west side of Main Street or across the (currently closed) bridge that accesses Lodi Street. Spring Creek flows through





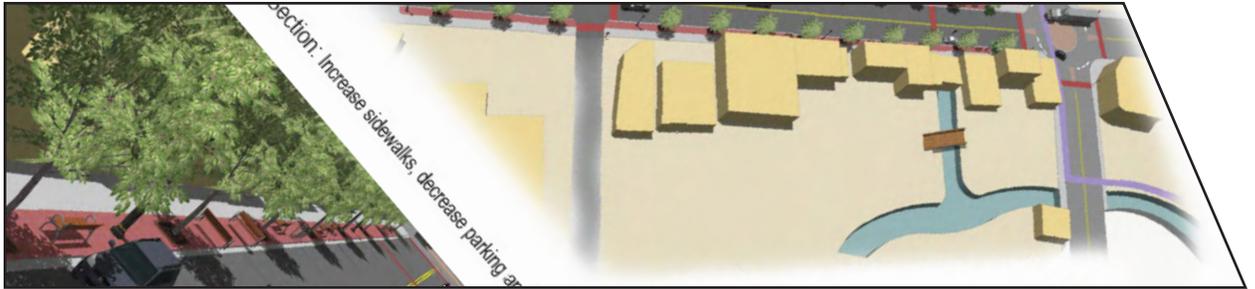
Habermann Park, which is located at the intersection of Fair Street and Millston Avenue, one half block east of Main Street. Goeres Park, an important regional park with many amenities, is across Millston Avenue from Habermann Park and between Main Street and Fair Street. Kohn Park is a new park, as yet unimproved, on the east side of Main Street and accessible north of Gay Street. There is potential to connect Kohn Park to Goeres Park with a bridge across Spring Creek.

Finally, Spring Creek flows through Lodi Valley and the central corridor of the City. From the southern city limit until it flows into the large marshy area north of Goeres and Kohn Parks, Spring Creek is never further than 300 yards from Highway 113. Both Spring Creek and its tributary to the east (Bohlman Brook) are classified as Class 2 Trout Streams by the Wisconsin Department of Natural Resources. Spring Creek provides natural

advantages to the Lodi park system, brings beauty to many areas of the City, and was a major driver of early industry and settlement of the community. Many older areas of Lodi now lie within the Spring Creek floodplain, which impacts development along the corridor.



This page intentionally left blank



**PUBLIC INPUT**

## PUBLIC INPUT

Through this project, there were several opportunities for public input concerning elements of the plan. Two public open houses were held at City Hall, and each was followed by a period for receiving public comment via online survey tools. A summary of public input is included on the following pages.

### **Public Meeting #1**

November 5, 2015

Attendees: Approximately 27

Alderman Peter Tonn called the meeting to order at 7:00 p.m. and provided opening remarks about the goals of the Lodi Main Street Corridor project. Colin Punt, the City Zoning Administrator and planning consultant from Vierbicher gave an overview of the planning process and expected outcomes of the evening. He then gave instructions for visiting the three stations which would comprise the rest of the meeting. Meeting participants split into three groups, each accompanied by an alderperson, to provide input at each of three stations: Downtown Streetscape, Greater Main Street Corridor, and Connecting Spaces & Destinations.

#### Station #1 Downtown Streetscape

Meeting participants were given orange dots to place on a large map of downtown to identify underutilized sites that may be used for a higher and better use. They were also given green dots to place on areas of strength and red dots to identify areas of concern downtown. Participants were then asked to provide notes or explanations about the areas of concern or strength, so they could be better addressed in the plan.



Understanding how people view parts of downtown helps define physical connections, viewsapes, signage, and streetscape cues. Although there were dots all over the downtown, there was some noticeable clustering. Doctor's Park was identified by several people as an underutilized site, as were several other sites along Spring Creek. Most areas of strength identified by meeting participants concerned the general character of downtown and a few landmark buildings, with others identifying Veterans Memorial Park and Spring Creek Park as downtown strengths. Most areas of concern fell into two categories: underutilized sites not fitting the downtown character and roadway entrances to downtown that are either poor entrances or have traffic issues.

Meeting participants also discussed the long-term street configuration for Main Street downtown. They were asked to vote for one of three configurations. The first configuration featured wider sidewalks and narrower vehicular travel lanes than exist presently with the same parallel parking. The second configuration featured striped bicycle lanes with the same parallel parking and sidewalk widths but narrower travel lanes. The last choice was the existing

configuration of Main Street with no change. Participants were asked to vote at the station, but also encouraged to provide comments on their public input handouts. Participants overwhelmingly selected the street layout with wider sidewalks.

Participants were also given several streetscape element themes to choose from to guide the streetscape design process. The first was “traditional,” which was most similar to the existing streetscape with a few updates to better match the surrounding character or for ease of maintenance. The second option, “modern classic” featured a more contemporary character. The last option, “Traditional with a Twist,” updated the traditional character with a few custom elements that reflected the local community character. Again, participants were asked to vote at the station and encouraged to provide comments on their public input handouts. The “Traditional” and “Traditional with a Twist” options received almost equal votes and comments. A number of participants also emphasized that the “traditional” part of either theme should reflect the historic character of downtown and the presence of high-quality Victorian architecture in central Lodi. Additionally, the public was asked to indicate which streetscape design elements were most important in the downtown theme. “Local Artist Features” was the second most important element to the public after “streetlight standards and fixtures.” Such local artist features may be part of the “Traditional with a Twist” theme. Other well-received streetscape design elements included bicycle racks, benches, terrace features (including plantings and bioswales). Special paving and crosswalks, flower baskets, and banners also received some support.

Citizen participants at the meeting were given the option to provide open-ended

answers to what issues they think need to be addressed when planning for the Main Street corridor downtown. A listing of comments follows at the end of this document.

#### Station #2 Greater Main Street Corridor

The second station solicited ideas regarding the Main Street Corridor outside of downtown. This station and many of the activities were similar to the downtown input station, but on a community-wide scale. Meeting participants received orange dots to place on a large map of Lodi to indicate what they thought were underutilized sites that may be used for a higher and better use. Participants also received green dots to place on areas of strength and red dots to identify areas of concern within the corridor. Participants provided notes or explanations about the areas of concern or strength, so they could be better addressed in the plan. Identified underutilized areas included parcels in the industrial park, the highway-oriented commercial area of North Main Street, and the Lodi Primary School. Meeting participants identified areas of strength all along the corridor. Commercial and retail areas important to the community, such as the Koltes hardware store and Piggly Wiggly grocery store were identified as such. Parks, including Habermann, Goeres, and Veterans Memorial Park were also selected as strengths. Most areas of concern were buildings or lots that participants felt could be better used in a different capacity. One particular cluster of concern was the entrance to Lodi on Highway 113 from the south. The abrupt change in speed limit was the primary concern identified.

Meeting participants were also asked to identify the streetscape elements they feel should be continued from downtown through the entire Main Street corridor. Consistent streetlights, benches, and terrace features

(including plantings, bioswales, or rain gardens) were the elements identified most often as important to carry through the whole corridor to establish a coherent and cohesive character for the City's central spine. Other important elements selected by meeting participants to establish Main Street's cohesive character were bicycle racks and special paving or crosswalks.

Lastly, meeting participants were asked what elements were necessary for attractive and effective gateways

into Lodi along Main Street. The two most important elements selected by the public were community-specific consistent directional and informational signs and "Welcome to Lodi" signs similar to those that exist currently on the north, east, and west sides of the City. The two other elements selected most frequently by the public were community-based special materials and designs and decorative plantings.

Citizen participants were again given the option to provide open-ended answers to what issues they think need

### Street Furnishings:

What Style is Lodi?



#### 1. Traditional

Let's build on what we have with a few updates for character or ease of maintenance.

#### 2. Modern Classic

Let's keep a historical theme but have a little fun with it- maybe include something that ties into the proximity of Spring Creek or the Ice Age Trail.



#### 3. Traditional With A Twist

Let's update what we have and mix in a custom element that showcases our local artistic talent and our local environment or economy.

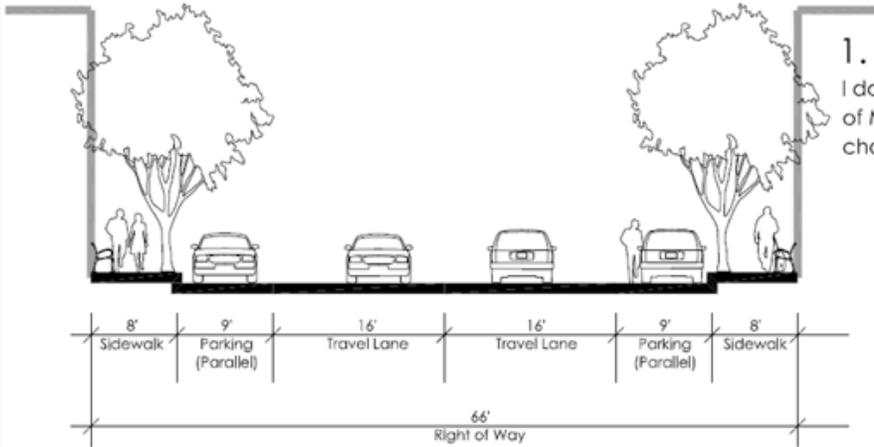


to be addressed when planning for the Main Street corridor throughout the rest of Lodi outside downtown. A listing of comments follows at the end of this document.

### Station #3 Connecting Spaces & Destinations

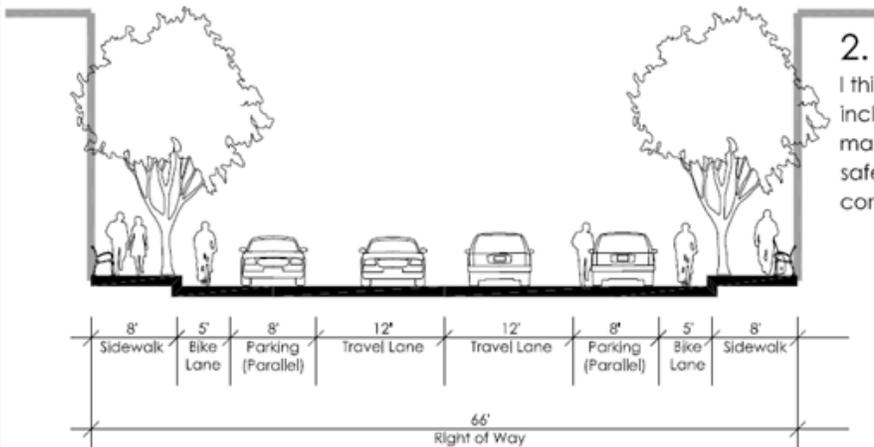
The final station gave the public an opportunity to discuss the needs for multi-modal travel through the corridor, particularly along a potential trail beside Spring Creek, called the Spring Creek Parkway for the purposes of the meeting. Specifically, participants were asked to provide their thoughts about which destinations or spaces need to be connected, what type of outdoor furniture or features should be installed along the parkway, how the path should be constructed, what activities should be allowed on the path, and what route the parkway should take. The primary destinations selected by

# Long Term Street Design: What Should Main Street Look Like?



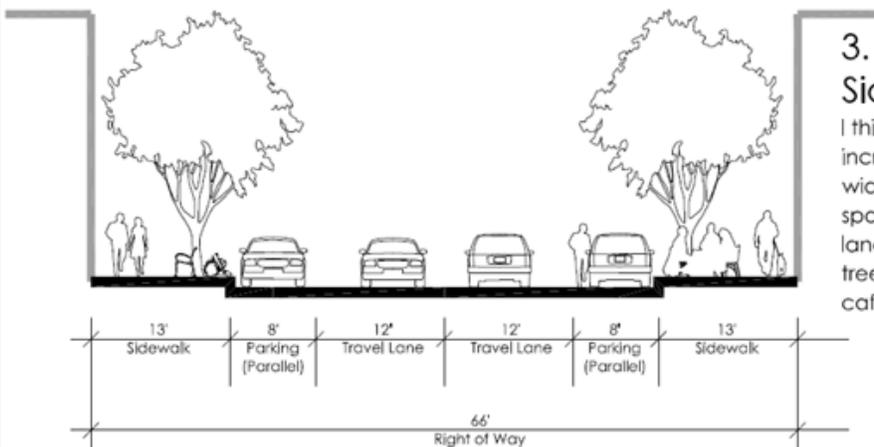
## 1. The Same.

I don't think the layout of Main Street should change.



## 2. More Bikes.

I think we should include bike lanes to make biking downtown safer and more convenient.



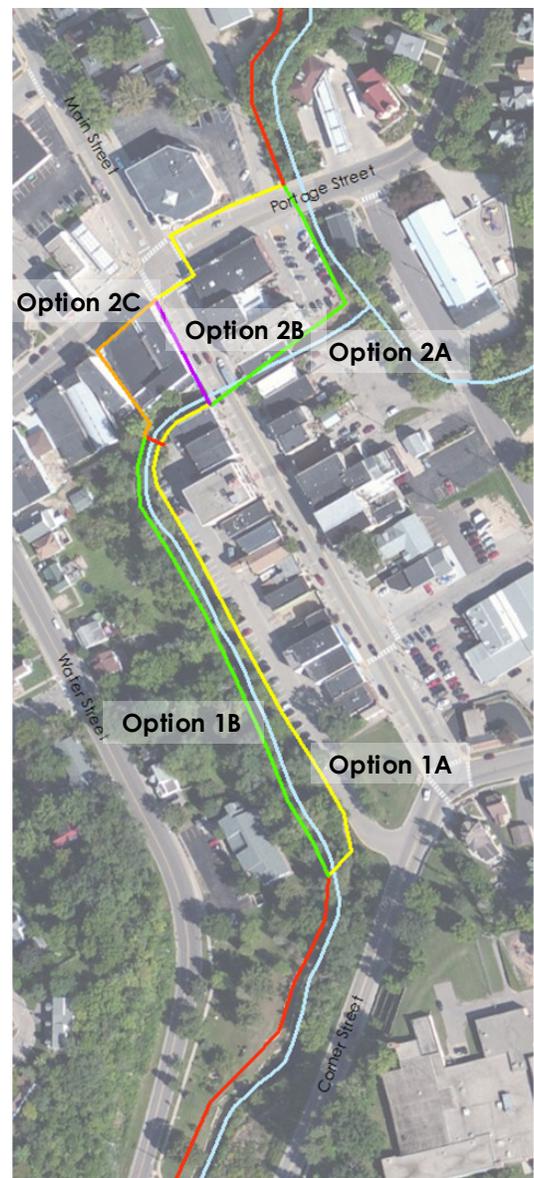
## 3. Wider Sidewalks.

I think we should increase the sidewalk width to allow more space for seating, landscaping, street trees and outdoor cafes.

participants are, from north to south, the future Kohn Park, Goeres Park, Habermann Park, Spring Creek Park, downtown, Doctors Park, and Veterans Memorial Park. The stretch from Spring Creek Park to Habermann Park to Goeres Park received the most support. Other connections and destinations that received support from participants included the Lodi Primary School, the Lodi Fair Grounds, North Main Street, and the Ice Age Trail. While nearly all at the meeting agreed with the general routing of the parkway, there were several portions of the trail that encountered routing difficulties. The map below shows the routing options of the parkway through downtown. Option 1A brings the parkway along the east side of Spring Creek past the City-owned parking lot behind Main Street. The advantages of this option are that the City already owns this area. However, many participants stated there is already a perceived lack of parking downtown and the potential loss of parking for a creekside trail would be a tough sell for many people. Option 1B, on the other hand, would place the parkway on the west side of Spring Creek. While this would avoid conflicts with the City-owned parking lot and have a more “natural” look, it would require the City to purchase or acquire access easements from approximately ten property owners. The parkway would then reach Spring Creek Parkway and a new bridge crossing Spring Creek. From there, the parkway could take three routes to connect with the Spring Creek north of Portage Street. Option 2A would include the construction of a suspended walkway under Main Street and the Spring Creek Building, and a low-impact boardwalk along the Creek to Portage Street. Option 2B would route the parkway up onto Main Street from Spring Creek Park. Signage would direct parkway users north on Main Street and east on Portage Street back to where the parkway would continue north on the west side of Spring Creek. Option 2C would cross a new bridge west of

Spring Creek Park and go north through a City-owned easement between two buildings, after which users would be directed east on Lodi Street to where they would follow the Option 2B route east on Portage Street to Spring Creek.

Participants identified three primary features to be installed along the path: benches, bicycle racks, and wayfinding signs. Other features that received widespread support were drinking fountains, picnic tables, and interpretive signage or informational kiosks. Additional items that were



mentioned were decorative lighting and art installations by local artists. When asked what type of surface the trail should have, the majority of meeting participants chose a paved path, either asphalt or concrete. Most respondents cited accessibility for those with mobility issues as the primary reason for wanting a paved path. The vast majority of participants also indicated that pedestrian and bicycle traffic should be the primary uses of the parkway. Other suggested options included snowmobiles, cross-country skiers, and a ban on all users but pedestrians.

Once again, citizen participants were given the opportunity to provide open-ended answers to what issues they think need to be addressed when planning for the parkway. A list of comments is provided at the end of this document.

#### Online Community Survey

November 6 - December 4, 2015

We received 58 responses to the online survey in addition to the 27 surveys received at the public meeting held November 5 for a total of 85 total responses. Online responses tended to skew younger and included fewer people that lived within the Lodi city limits. Citizen participants at the meeting and online were given the same multiple-choice questions, and the option to provide open-ended answers to what issues they think should be addressed when planning for the Main Street corridor downtown, what issues they think should be addressed when planning for the Main Street corridor throughout the rest of Lodi, and what issues they think should be addressed when planning for the parkway. An analysis of the responses from meeting participants and online survey participants is below. A list of additional comments is provided at the end of this document.

#### How often do you visit downtown Lodi for goods and services?

	Meeting	Online	Total
Daily	32%	7%	15%
Several times per week	50%	28%	35%
Weekly/Several times per month	12%	52%	39%
Monthly	0%	7%	5%
Rarely	4%	7%	6%
No answer	12%	0%	4%

#### What streetscape theme do you prefer for Main Street downtown?

	Meeting	Online	Total
Traditional	38%	24%	29%
Modern Classic	20%	10%	13%
Traditional w/ Twist	43%	66%	58%

#### What street layout do you prefer for Main Street downtown?

	Meeting	Online	Total
Wider Sidewalks	62%	31%	41%
Bikes	12%	31%	25%
No Change	26%	38%	34%

#### What material do you prefer for the Spring Creek Parkway trail?

	Meeting	Online	Total
Paved	69%	83%	79%
Gravel	23%	17%	19%
Boardwalk	7%	0%	2%

#### What activities would you prefer be allowed on the Spring Creek Parkway?

	Meeting	Online	Total
Walking Only	10%	24%	20%
Walking & Bicycling	80%	71%	74%
Snowmobiling	10%	6%	7%

*What destinations should the Spring Creek Parkway connect?*

Primary School	19%
Veterans' Park	57%
Doctors Park	67%
Downtown	52%
Spring Creek Park	81%
Habermann Park	76%
Goeres Park	86%
Kohn Park	52%
Fairgrounds	43%
North Main Street	24%
Other	14%

*What elements and features should the Spring Creek Parkway include?*

Benches	81%
Bicycle Racks	76%
Wayfinding Signs	71%
Drinking Fountains	52%
Picnic Tables	52%
Interpretive Kiosks	33%
Other	14%

*What streetscape elements are most important for downtown?*

Streetlights	67%
Local Artist Features	58%
Bicycle Racks	50%
Benches	46%
Terrace features	46%
Paving/Crosswalks	33%
Flower Baskets	33%
Banners	25%

*Which streetscape elements should be continued from downtown through the rest of the corridor?*

Streetlights	80%
Benches	80%
Terrace features	70%
Bicycle Racks	60%
Paving/Crosswalks	60%
Flower Baskets	45%
Banners	30%
Other	5%

*What gateway elements are most important at the Hwy 113 entrances to Lodi?*

"Welcome to Lodi" signs	70%
Directional/informational signs	65%
Special materials & designs	50%
Decorative plantings	40%
Paving	15%
Other	15%

## Public Meeting #2

March 23, 2016

Attendees: Approximately 13

The March 23, 2016 Public Meeting was called to order at 7:00 p.m. in the Council Chambers at Lodi City Hall. Planning consultant Colin Punt gave a summary of public input gathered at the first public meeting, including street layout preferences, streetscape element themes, important streetscape design elements, gateway preferences, and use and design preferences for the proposed Spring Creek Parkway.

Mr. Punt then began presenting draft recommendations for the Main Street Corridor, beginning with an overview map of the entire Main Street Corridor. The map illustrated the manner in which the Main Street/Highway 113 corridor was divided into smaller districts, each of which received improvements in this Plan according to their character. The Downtown District received the most intense planning and streetscaping, but elements from the Downtown District will be extended throughout the corridor.

The map also showed the proposed corridor for the Spring Creek Parkway. The proposed pedestrian and bicycle path planned to follow Spring Creek through the city and intersect Main Street at several points to improve non-vehicular movement through the community. Officials also hoped to improve access to one of Lodi's most important, yet underutilized features, Spring Creek. The proposed parkway is planned to connect to the Ice Age Trail in Veterans Memorial Park and follow Spring Creek north to Spring Creek Park, Habermann Park, Goeres Park, Kohn Park, and the Lodi Fairgrounds, with additional connections to the Lodi Primary School, downtown Lodi, and the North Main Street commercial area.

Lastly, the map identified several

redevelopment areas along the corridor, split between "short term" and "long term" opportunities. Mr. Punt noted that any privately-held parcels will develop or redevelop according to a timeline dictated by the local real estate market. This map is intended to identify areas where public investment that may spur or improve private redevelopment could be directed.

Next, Mr. Punt presented a map that focused specifically on downtown Lodi, particularly Main Street between Portage/Lodi Street (Hwy 60) and Corner/Columbus Street. Again, areas of redevelopment potential were identified, though all private development will occur according to the market's ability to support such development. Of additional note, because the availability of parking is a frequently mentioned concern downtown, the draft Plan suggested that it may be best for the downtown community if the City managed and maintained the parking lots behind the buildings on both sides of Main Street. Such an effort would be more difficult on the east side of Main Street due to the number of property owners that must be negotiated with and organized, but a cohesive management system may create a number of additional parking spaces and alleviate some parking issues.

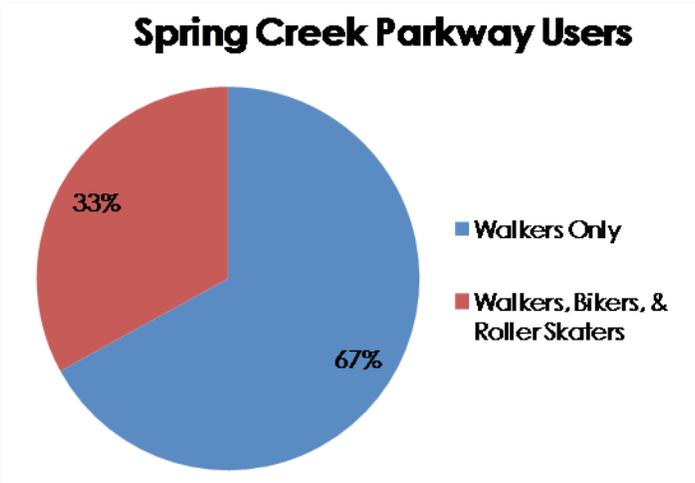
Mr. Punt then presented three possible future layouts for Main Street in downtown Lodi based on previous public input. Because Main Street is a state highway, any major reconstruction of the street layout downtown should occur concurrently with planned State roadway improvements to take advantage of the cost savings to the City that would accompany the State's expenditures. The first option illustrated a scenario with 12-foot travel lanes (compared to the existing 15-foot lanes), a slightly narrowed parallel parking lane, and wider sidewalks that would

allow more space for benches, bicycle racks, street trees, and outdoor cafes. The second option illustrated a similar scenario to the first, though this scenario includes a bicycle path from Doctors Park along Columbus Street and Spring Street to the proposed Spring Street Parkway north of Portage Street. Finally, the third option illustrated a scenario with similarly narrowed vehicular travel and parallel parking lanes and the addition of on-street bicycle lanes on Main Street that could connect to a community- and county-wide bicycle network.

Mr. Punt also presented, for public comment, a number of images of the streetscape elements and themes identified by survey respondents as most appropriate in Lodi. A traditional or historical theme was mentioned as most important to respondents, with special specific elements, possibly created by local craftspeople or artists, that promote the character of the community. An additional image was included for a mini-roundabout at the four corners (intersection of STH 113 and STH 60). This layout is proposed as an alternative to the existing four-way stop, as the intersection does not meet certain state-mandated traffic volumes

to warrant a traffic signal.

The final portion of the Public Meeting #2 presentation concerned the proposed Spring Creek Parkway. The Spring Creek Parkway proposal calls for a path to run the length of the City by following Spring Creek. For most of this length, the proposed parkway can be routed through existing public parks and publicly-owned lands. However, one area with serious constraints is the short stretch between Veterans Memorial Park and Spring Creek Park along the public parking lot west of Main Street downtown. Because parking is considered to be scarce downtown, eliminating any parking to make space for the parkway is not considered feasible. However, placing the parkway on the west side of the Creek, rather than the east, would require the City to negotiate access easements across several private properties on Water Street. Because a trail through a public parking lot would not be an ideal situation for those using it for pleasure, some amount of reconfiguration of the parking area may be necessary. A map and illustrations of the possible path were presented for comment. The Parkway's furnishings are proposed to share some thematic elements with

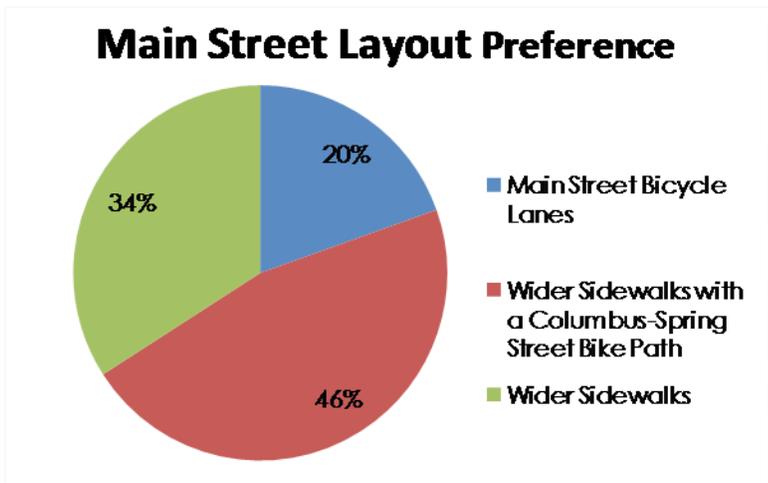


those chosen for downtown and the Main Street corridor.

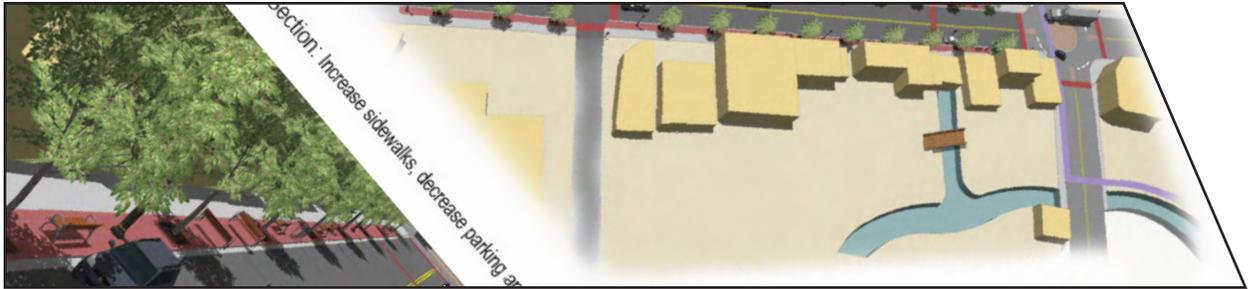
### Citizen Response

March 23-May 6, 2016

After the presentation, meeting participants were given the opportunity to view images, maps, and draft plans and provide written and verbal input. An online response form, complete with all the meeting presentation materials was created and posted on the City of Lodi website on March 25. It continued to accept responses from citizens through May 6. 47 citizens provided input through the online form, for a total of 60 citizen responses to the initial draft plan. Some citizen responses are provided below. Draft plan comments are included in appendix A.



This page intentionally left blank



## SUB-CORRIDOR RECOMMENDATIONS

## SUB-CORRIDOR RECOMMENDATIONS

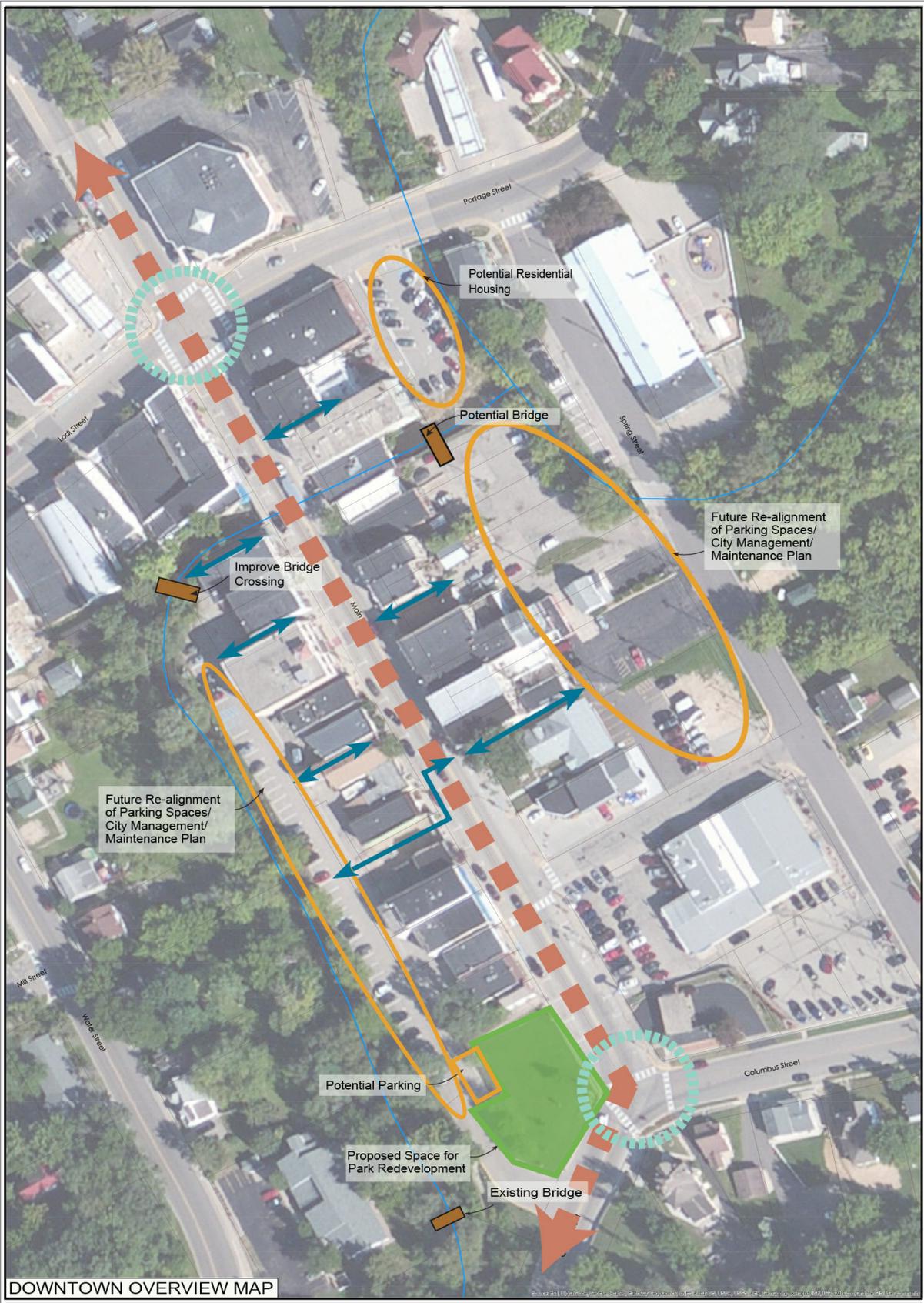
The Plan will discuss potential streetscape and redevelopment alternatives and provide specific recommendations for each of the sub-corridors within the greater Main Street Corridor. Special attention is paid to the downtown sub-corridor. The following section will then address specific recommendations for the Spring Creek Parkway.

The short stretch of Main Street through downtown Lodi is an important portion of the corridor because it creates the image of Lodi many residents and visitors maintain. The combination of shopping, restaurants, offices, community facilities, and location make downtown the heart of the Main Street Corridor and the Lodi community. As such, downtown will receive much of the attention in this document. While some specific strategies and suggestions will be offered for other areas of the Corridor, many of the strategies suggested for downtown will be applicable to one degree or another for the rest of the Corridor.

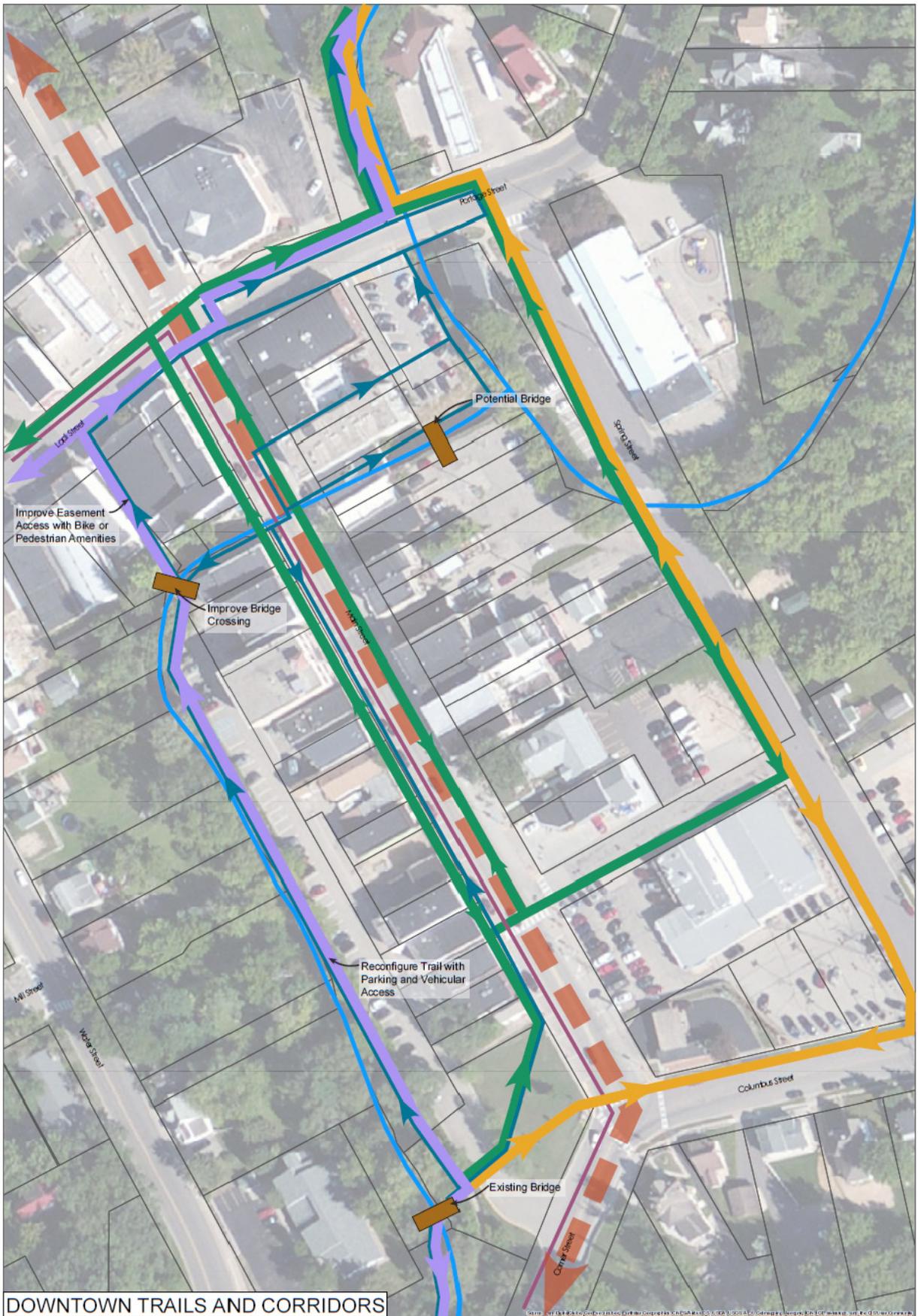
The long block of South Main Street from the Four Corners to Columbus and Corner Streets has a 66-foot right-of-way, which is a common right-of-way width. However, the layout of the street cross section is not typical of what is usually seen, or needed in a downtown. As noted before, the sidewalks downtown are often very cramped, and are only approximately 8 feet wide, which includes curbs, a pedestrian travel path, and a furniture zone that contain trees, lights, signs, mailboxes, bicycle racks, and benches. Main Street's curb-to-curb width is approximately 50 feet. To compare, Main Street in Poynette has a 72-foot wide right-of-way, but a 48-foot curb-to-curb width. The parallel parking spaces along each curb face are 9 feet wide. The two travel lanes are approximately 16 feet wide. The American Association of State Highway and Transportation Officials' (AASHTO) "A Policy on Geometric Design of Highways and Streets" (the "Green Book") is the primary source for determining whether a road design is an accepted practice.

*Existing Layout of Main Street in Downtown Lodi*





**DOWNTOWN OVERVIEW MAP**



According to the AASHTO Green Book, lane widths may vary from 10 to 12 feet for rural and urban arterials. 12-foot lanes are recommended where practical on high-speed, free-flowing, principal arterials, but under interrupted-flow conditions operating at speeds of 35 MPH or less, narrower lane widths are normally quite adequate and have some advantages.

At the first public open house and on the online survey, residents were given the option of choosing which street layout would be best for Main Street in downtown Lodi. The three options given were a “no-change” option, an option with narrower travel lanes and added bicycle lanes, and an option for narrower travel lanes and wider sidewalks. Voting for the three options was very close (41% for wider sidewalks, 34% for no change, and 25% for bicycle lanes), so Vierbicher has presented examples of how the two options with changes would function.

The “Wider Sidewalks” option (Option A) proposes narrowing the vehicular travel lanes to 12 feet each (well within AASHTO’s guidelines) and narrowing the parallel parking lanes to 8 feet. In this scenario, sidewalks could be increased in width to 14 feet, which would allow more space for seating, improved landscaping, more or healthier street trees, and even outdoor cafes. In this scenario, the Spring Creek Parkway and Ice Age Trail would run concurrently from Veterans Memorial Park along the creek side of the public parking lot



Example of a bulb-out proposed for the Four Corners

west of Main Street. From there, it would split into two short sub-routes. The first would go through Spring Creek Park up to Main Street and then east down Highway 60 to where it would connect again with Spring Creek going north. The second would cross Spring Creek on a new bridge, through an existing access easement between buildings on Lodi Street, and down Highway 60 to connect again with Spring Creek going north. No bicycle lanes are planned under this scenario.

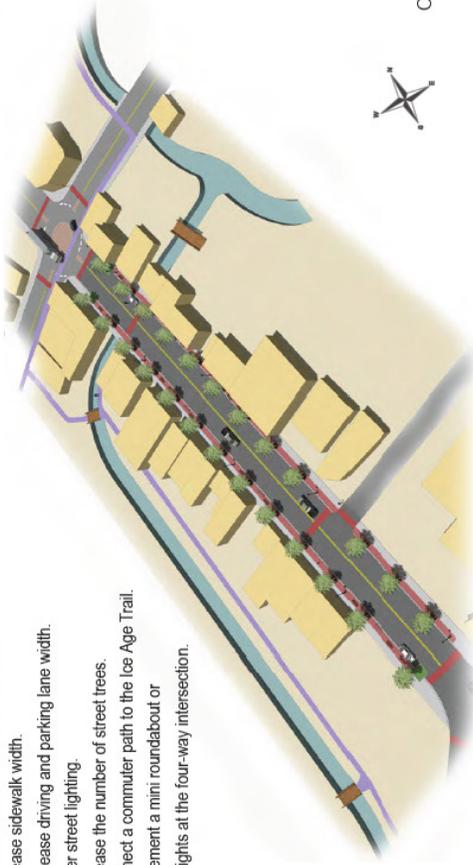
An alternative sub-scenario to the “Wider Sidewalks” option (Option B) would include all the improvements described above, plus the inclusion of an on-street bicycle lane that would begin at the Ice Age Trail bridge across Spring Creek near the driveway to the public parking lot west of Main Street. The bicycle path would go through Doctors Park to Main Street, which it would then cross and follow Columbus Street to Spring Street. The bicycle lane would then cross Portage Street to connect with the Spring Creek Parkway



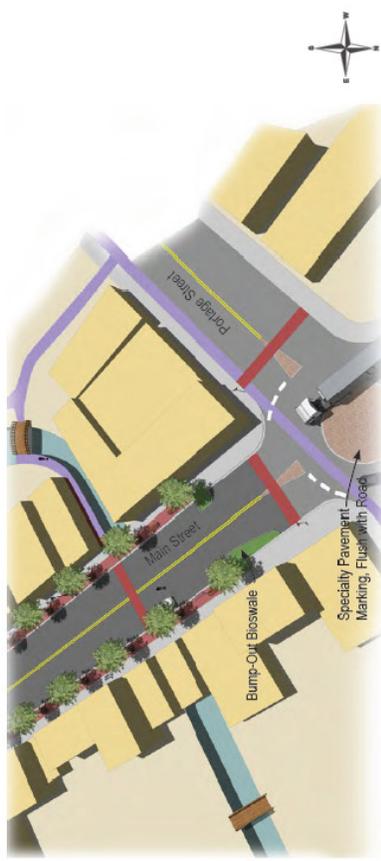
A demonstration of how narrow Main Street sidewalks can be in downtown.

**Option A Streetscape Overview:**

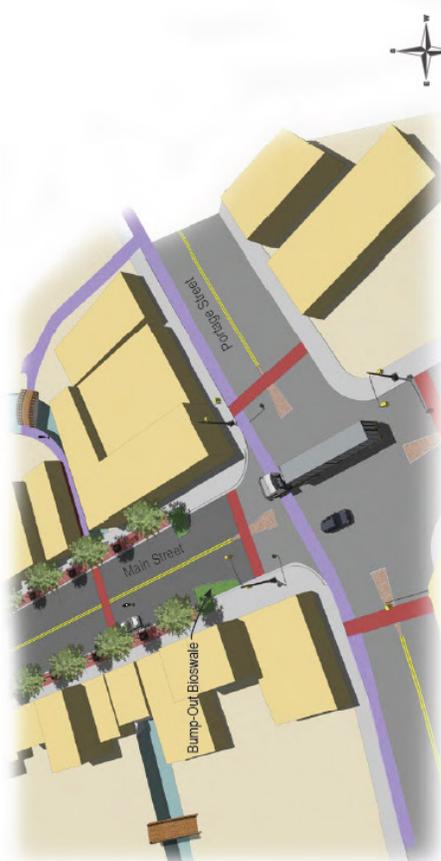
- Increase sidewalk width.
- Decrease driving and parking lane width.
- Lower street lighting.
- Increase the number of street trees.
- Connect a commuter path to the Ice Age Trail.
- Implement a mini roundabout or stop lights at the four-way intersection.



**Option A Mini Roundabout View:** Removal of building and extension of commuter path from street with roundabout at intersection.



**Option A Stoplight View:** Keep existing building, increase traffic flow with stop lights at intersection.



**Option A Streetscape Section:** Increase sidewalks, decrease parking and drive lanes.



14'-0"	8'-0"	12'-0"	12'-0"	8'-0"	14'-0"
Sidewalk	Parking	Driving Lane	Driving Lane	Parking	Sidewalk

# Option A

City of Lodi Main Street Corridor Lodi, WI

# 7

**Lodi Corridor Plan  
Planning Overview**  
City of Lodi



March 22nd, 2016

on the west side of the creek north of Portage Street, thereby directing bicycle (and some Ice Age Trail) traffic around downtown and back onto the Spring Creek Parkway.

Under the “More Bikes” option (Option C), the plan again proposes narrowing vehicular travel lanes to 12 feet each and the parallel parking lanes to 8 feet while retaining the existing 9-foot wide sidewalks. However, in this scenario, the parallel parking lanes would be situated alongside the travel lanes with a five-foot gap between the parking lane and the curb. This space would be marked with pavement striping as a bicycle lane. The parked cars would act as a buffer for the bicycle lanes and the 5-foot offset of vehicles from the sidewalk would improve the feeling of space and options for use of the narrow sidewalks. The on-street bicycle lanes would extend north through all or most of Main Street to the northern edge of the City, with branches onto Sodders Street, Highway 60, and Fair Street to connect to the Spring Creek Parkway. For the portions of Main Street north and south of downtown with narrower pavement widths, wider shoulders or multi-use side paths within the right-of-way may need to be added to accommodate bicycle and pedestrian users.

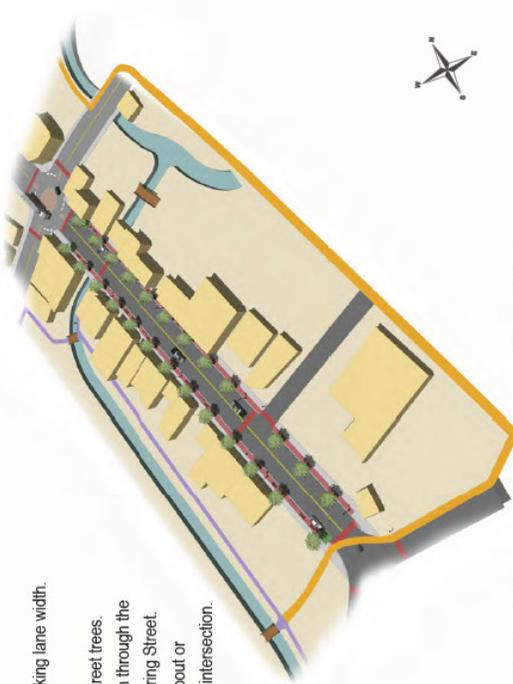
Concerning the application of roadway space within the STH 113 right-of-way within the City, specific decisions must be made by the Common Council prior to the undertaking of any design, engineering, or construction. It is the intent of this Plan to provide local decision makers with shrewdly considered options based on citizen preferences to create a street and corridor that is equitable and useful for all.

Another option for downtown Lodi is to re-route traffic through a series of one-way streets. This would likely be accomplished by re-designating STH 113 from Pleasant Street to STH 60 (Four Corners) as a one-way street, and STH 60 from Pleasant Street to Lodi Street as one-way in the opposite direction. The preferred layout for this scenario is for Main Street to be marked as the northbound route and Water Street southbound. These may be reversed, but it is more advantageous to Main Street businesses if the majority of traffic returning from Madison during the evening commute travels through downtown, rather than bypassing downtown along Water Street. Additionally, children walking to the Primary School will be able to cross STH 113 between Columbus Street and Pleasant



Example of a mid-block crosswalk for Downtown.

- Option B Streetscape Overview:**
- Increase sidewalk width.
  - Decrease driving and parking lane width.
  - Lower street lighting.
  - Increase the number of street trees.
  - Connect a commuter path through the street from the river to Spring Street.
  - Implement a mini roundabout or stop lights at the four-way intersection.



Option B Streetscape Section A-A': Increase sidewalks, decrease parking and drive lanes.

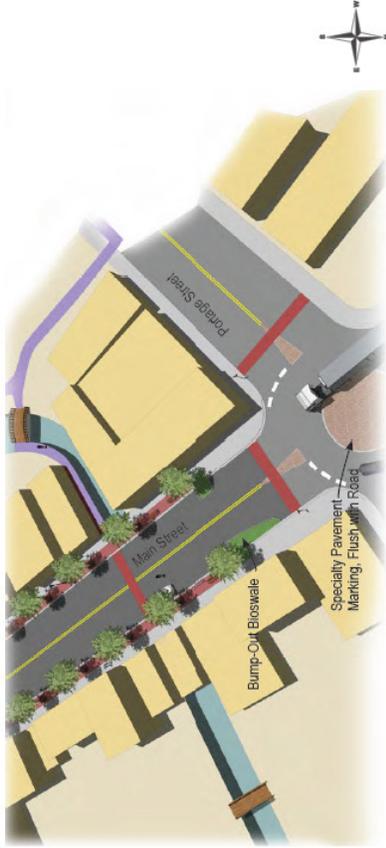


14'-0"	8'-0"	12'-0"	12'-0"	8'-0"	14'-0"
Sidewalk	Parking	Driving Lane	Driving Lane	Parking	Sidewalk

# Option B

City of Lodi Main Street Corridor Lodi, WI

Option B Mini Roundabout View: Removal of building and extension of commuter path from street with roundabout at intersection.



Option B Stoplight View: Keep existing building, increase traffic flow with stop lights at intersection.



Lodi Corridor Plan  
Planning Overview  
City of Lodi

# 8

**vierbicher**  
planners | engineers | architects  
BEDSBURG - MADISON - PRAIRIE DU CHIEN  
999 Fouraker Drive, Suite 201, Madison, WI 53717  
Phone: (608) 824-0332 Fax: (608) 824-0380

March 22nd, 2016

Street more safely if most commuting traffic is travelling south on Water Street rather than Main Street.

There are, however, several negative aspects of this alignment. First, traffic on one-way streets tends to travel faster than on two-way streets because without the psychological impact of oncoming traffic, many drivers feel comfortable driving faster. While this may be a positive from a vehicular traffic and efficiency standpoint, this would be particularly damaging to pedestrian safety in Lodi's primary pedestrian area, downtown. Additionally, Water Street is a very residential street, and the inclusion of faster one-way traffic would negatively impact the safety and property values for residents. Circulation issues, particularly in reaching downtown businesses, would also arise from this arrangement. Lastly, the Pleasant Street Bridge over Spring Creek was designed and constructed for two-way traffic in all directions. It is unknown if additional structural or safety improvements would need to be made to accommodate one-way traffic.

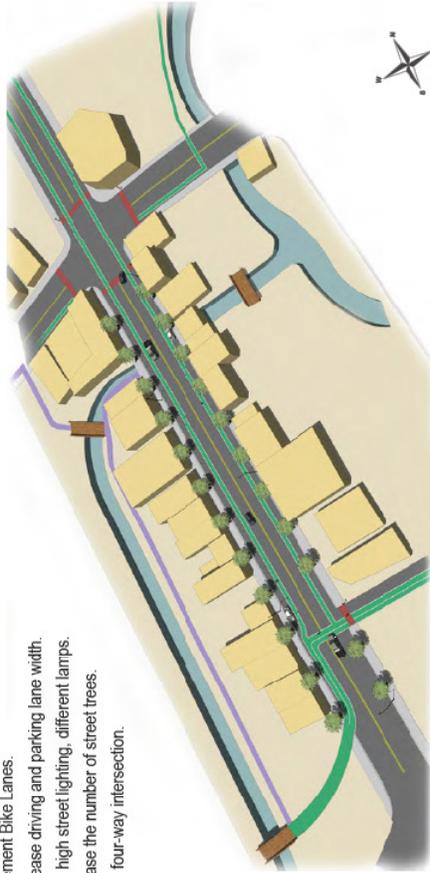
Under all downtown alternatives, efforts would be made to improve the function and cohesiveness of street furniture elements, to make amenities like streetlights more pedestrian-scaled, and to increase the number and health of street trees through improved planter spaces. All three alternatives include the replacement of the dilapidated footbridge across Spring Creek just west of Spring Creek Park, and the addition of a new footbridge across Spring Creek just east of Main Street before the Creek is joined by its tributary. This second footbridge will enhance pedestrian circulation through parking areas behind the buildings and businesses on the east side of Main Street.

All three alternatives also have further sub-alternatives for traffic control at the "four corners" intersection of State Highway 113 and State Highway 60. The first and most likely alternative

is the current condition with a four-way stop. A second alternative is a traffic light-controlled intersection. However, because the four corners is an intersection of two state highways, the decision to install traffic lights must be made by the Wisconsin Department of Transportation. Such intersections must meet certain warrants to be considered for signalization, and it is unlikely that WisDOT would decide to signalize the four corners with the current traffic volumes and speeds. A final intersection alternative is the installation of a mini-roundabout. A mini-roundabout functions like a standard roundabout, but its central island is paved and not landscaped with a low-profile roll-curb that allows larger vehicles like fire trucks or tractor-trailers to drive straight through the intersection. Because of their compact size, mini-roundabouts can often be developed to fit into existing right-of-way constraints, such as those that exist at the four corners, while providing less operational delay and improved intersection safety.

Sodders Street presents a number of opportunities to the planning process. The single block-long road is the sole access to only one parking lot; all other adjacent uses have access to Main, Spring, or Columbus Streets. There are no utilities within the Sodders Street right-of-way and the pavement is in very poor condition; bringing Sodders Street back up to a useable level of service is expected to cost up to \$45,000. The primary use of Sodders Street is as a cut-through for vehicles to avoid the "Four Corners" intersection of Highway 113 and Highway 60 (Main Street and Lodi/Portage Street). However, Highway 113 actually still has two bypass options besides Sodders Street: Spring-Columbus Streets on the east and Lodi-Water-Pleasant Streets on the west. This plan makes one recommendation and considers two additional alternatives for Sodders Street.

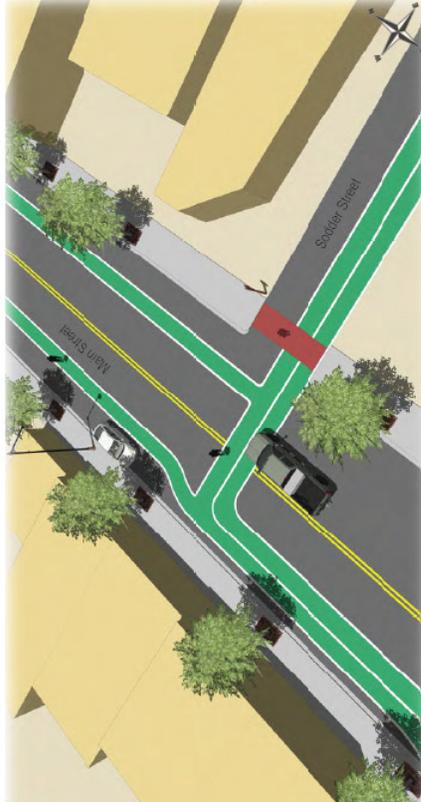
- Option C Streetscape Overview:**
- Implement Bike Lanes.
  - Decrease driving and parking lane width.
  - Keep high street lighting, different lamps.
  - Increase the number of street trees.
  - Keep four-way intersection.



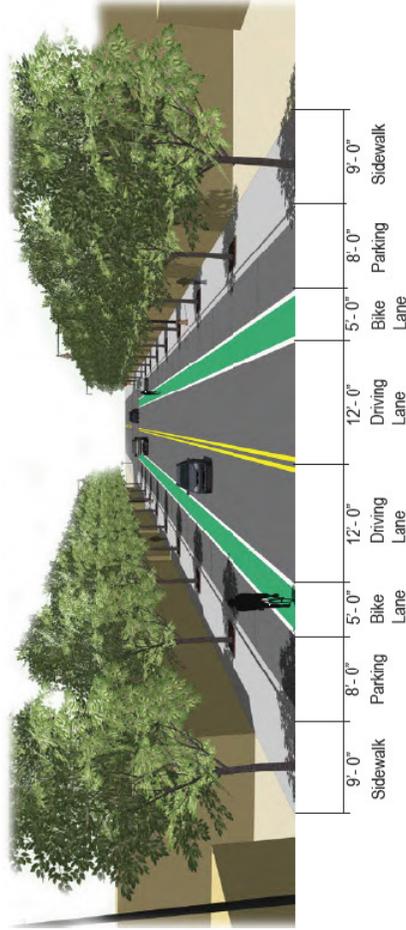
Option C Commuter Path View: Extending from the west side of the river through Sodders Street.



Option C Commuter Bike Lane View: Connect bike lanes to commuter path moving both directions.



Option C Streetscape Section: Implement bike lanes, decrease parking and drive lanes.



# Option C

City of Lodi Main Street Corridor Lodi, WI

# 9

March 22nd, 2016

**Lodi Corridor Plan  
Planning Overview**  
City of Lodi



The first and preferred option for Sodders Street is vacating the right-of-way. If the street is vacated, the right-of-way will revert to the adjacent landowners, which will increase the adjacent properties' taxable value, in addition to increasing development options. Further, the City will not be burdened by repair and maintenance costs for the Street. If the City decides to explore vacating Sodders Street, it will need to consider whether to provide an access easement through the middle of the location to allow the landlocked parking lot (for the Historical Society) to gain access to either Spring Street or Main Street. Access could also be obtained through an easement or arrangement with adjacent landowners.

One alternative to vacating Sodders Street is maintaining it as a public street, which would require needed repairs and further maintenance, but would also maintain additional street circulation options. The other alternative is to retain the right-of-way and make Sodders Street into a public plaza and bicycle/walking path with an emergency access easement. The space would be redesigned into a high-quality outdoor space with a public gathering space and areas for passive recreation. A bicycle/walking path would connect Main and Spring Streets and curb cuts on each street would provide access to emergency vehicles. This, however, would require expenditures in excess of those necessary to resurface the street for vehicle use.



*Illustration of a flush mini-roundabout as a four way stop alternate.*

## South Sub-Corridor

In the south sub-corridor, the portion of STH 113 signed as Corner Street, which begins south of downtown at the three-way intersection of Main Street, Corner Street, and Columbus Street, currently has a very residential character with only a few businesses. For the south sub-corridor, before even entering the city, additional signage is needed that identifies the upcoming community and the change in speed limit. The topography of STH 113 south of Lodi is such that vehicles crest a hill less than 300 yards from the nearest house before seeing Lodi. The existing speed warning sign at that location does not adequately slow vehicles before entering the City. This Plan recommends reducing the speed limit to 45 mph near the Ice Age Trail parking lot 300 yards south of the City, and moving the existing 25 mph warning slightly further north. This will begin vehicles slowing further from Lodi and better signal the transition from a rural highway to a community street. This Plan also recommends directional signage for travelers coming into Lodi from the south directing them toward downtown, the schools, and other important community destinations.

There are two commercial buildings within this otherwise very residential sub-corridor: a restaurant and a small strip-style general commercial building. Because of the dominant character of this sub-corridor, the City should consider requiring additional landscaping along the frontage of both of these properties to screen their open parking lots. Additionally, the City should work with future business owners to minimize the height, area, and illumination of signs within this area.

Slightly south of downtown, Corner Street is crossed by Pleasant Street. To the west, Pleasant Street crosses Spring Creek on the south end of Veterans Memorial Park

and intersects Water Street/STH 60. To the east, Pleasant Street climbs a rather steep hill toward the Lodi Primary School.

The northeast corner of Corner and Pleasant Streets feature Franz Aust-designed stone walls. These extend north up the east side of Corner Street and east along the north side of Pleasant Street. Several portions of these walls, especially those further north are in very poor condition and have been subject to a series of incomplete and aesthetically harmful repairs. Every effort should be made to maintain and repair these character-defining walls.



*Top: Many areas of the Aust Walls on Corner Street are in need of repair.*

*Above: Repairs should be done in a consistent and historically sensitive manner.*

Currently, there is sidewalk only on the east side of STH 113 for most of this sub-corridor. In fact, the west side of STH 113 has no sidewalks south of downtown. This Plan recommends the City construct or require sidewalk on the west side of Corner Street whenever additional development or redevelopment occurs, where space allows, and when WisDOT reconstructs STH 113. Further north in the sub-corridor, especially near the Aust walls, the sidewalks are rather narrow and have no tree lawn or suitable buffer from the street. This area and these sidewalks are well traveled by school-age children walking to the Primary School. Additional buffering and safety improvements should be installed to protect children walking to school.

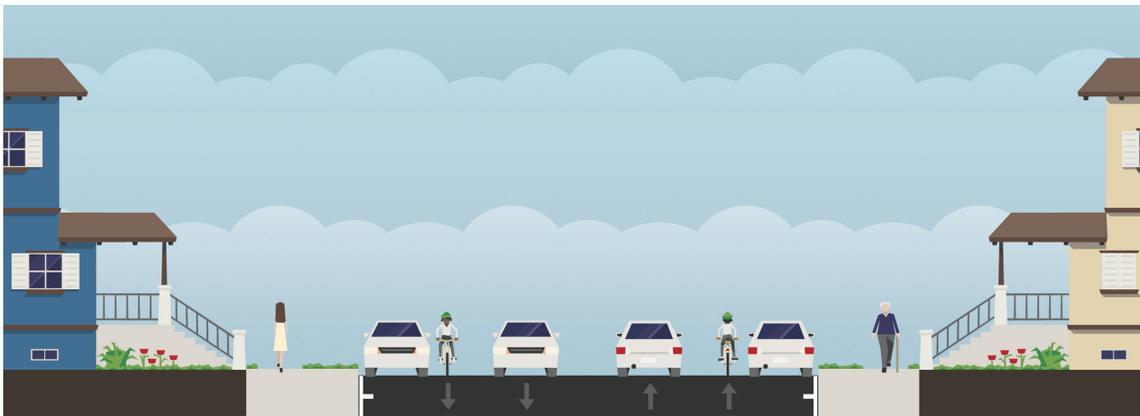
Doctors Park is an underutilized public space, both by pedestrians and the City.



Example of a mid-block crosswalk for near the Lodi Primary School in the South sub-corridor.



Portions of STH 113 and side roads in the South sub-corridor could be signed as bicycle boulevards, a shared bicycle-vehicle space.



Example street cross section for both the South and Transition sub-corridors of STH 113 in Lodi.

Park improvements are discussed in the parks and parkway section, but there are additional signage and gateway improvements that can be implemented within the park. Directional signage can be placed on either or both sides of the driveway to the public parking lot to direct traffic to public parking, downtown/Main Street, the Ice Age Trail, and the Spring Creek Parkway. The corner of Corner Street and Main Street within Doctors Park is an excellent location for additional directional signage, indicating distance and direction to downtown, City Hall, the Post Office, library, schools, and Lake Wisconsin. This corner is also an important location for a gateway feature signifying that travelers on STH 113 are entering downtown Lodi. Such a feature should draw from the materials and colors of the stone Aust Walls across the street.

A “Welcome to Lodi” sign is planned for installation on the west side of STH 113 on the south side of Lodi, complete with solar-powered lighting. Flowers, ornamental plantings, and native plants may also be used to enhance the gateway. Arch and column gateway features similar to the wrought-iron

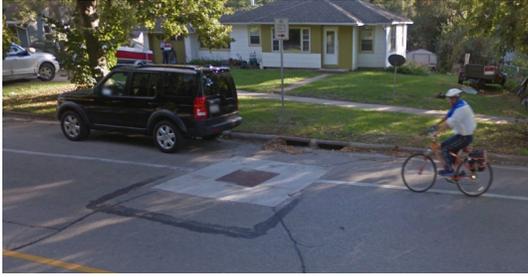
gateway arch found in Goeres and Habermann Parks or stone and steel materials like those seen in the Veterans Memorial Park sign could also be added to the gateway, or as secondary gateway features for traffic entering Lodi on CTH K from the east.

### Transition Sub-Corridor

The transition corridor is the most diverse area of the Main Street Corridor. It transitions from a high-traffic commercial area, to a very quiet residential and parkland area, back to another high-traffic commercial area. As such, the transition area is also one of the more dynamic sub-corridors in this Plan. The southern portion of the Transition sub-corridor near downtown should maintain the same street cross-section layout as downtown, which will be chosen when WisDOT reconstructs STH 113. This will encourage better connectivity with downtown and a higher-quality level of development. Further north, directional signage should be installed at the intersection with Fair Street, giving travelers directions to downtown (from the north), Lake Wisconsin (from the south), the fairgrounds, Habermann & Goeres Parks, and the schools (both



*Example for potential redevelopment of the large parcel currently containing the mini-storage warehouses between North Main Street and Spring Creek directly north of Portage Street.*



*Lanes shared for parking and cycling would be appropriate in the Transition sub-corridor.*

directions). This directional signage should reflect the stonework of the Aust walls within Goeres Park and the ironwork of the existing gates to Goeres and Habermann Parks.

As in the South sub-corridor, many portions of this sub-corridor only have sidewalks on one side of the street. The east side of Main Street has no sidewalks north of Fair Street. Whenever additional development or redevelopment occurs, where space allows, and when WisDOT reconstructs STH 113, this Plan recommends the City construct or require sidewalks on the east side of Main Street. If sidewalks in the area of Goeres Park are not feasible, crosswalks at the points where the Park's internal pedestrian path network meets Main Street would provide a safer connection to the neighborhoods to the west.

In order to also provide safe paths for bikers, particularly those biking downtown from neighborhoods from the north or for tourists from Lake Wisconsin, the City should explore striping Main Street for bicycle lanes. Though not the



*A mid-block crosswalk is needed at this access point to Goeres Park in the Transition sub-corridor.*

ideal situation, because of Main Street's width, the City could stripe a shared parking-bicycle lane that is wide enough for cars to park while still leaving space for bicyclist and creating a visual separation of cyclists from vehicular traffic.

Because the Transition sub-corridor includes a mix of commercial and residential uses, the City should consider requiring additional landscaping along the frontage of commercial uses that are set back from the street to screen them from adjacent and nearby residential uses. Additional buffering may be needed on the north end of the Transition sub-corridor nearest the more intense and larger commercial uses within the North sub-corridor. Commercial buildings built in more of a "downtown" style (zero- or minimal setbacks and traditional storefronts) further south should be maintained, but the intensity of uses should step down as distance from downtown increases. Additionally, the City should work with business owners to minimize the height, area, and illumination of signs within this area.



*Access to Kohn Park from Main Street will require multi-modal connections and a crosswalk in the future.*

### North Commercial Sub-corridor

The north commercial sub-corridor is the northernmost portion of the Main Street corridor, from CTH J at the north end of Lodi to about 200 yards north of Gay Street. This area is the other primary commercial area in Lodi, along with downtown. It has a much more utilitarian character than the other sub-corridor's, but is important because it is a primary entrance into Lodi and because of the ability of the adjacent land to develop or redevelop. This Plan recommends additional directional signage for travelers coming into Lodi from Lake Wisconsin and the north that directs them toward downtown, the schools, and other important community destinations.

The density and intensity of commercial uses should be stepped down from north to south, and buffers taking the form of landscaping, screening, or space should be employed on the southern end of the sub-corridor nearest the residential uses of the Transition sub-corridor.

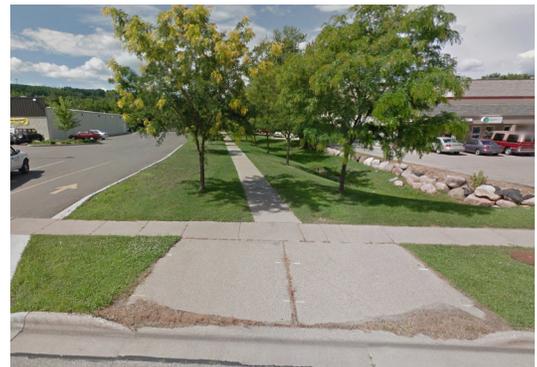
Currently, a "Welcome to Lodi" sign is located on the east side of STH 113 north of CTH J. Solar-powered lighting, similar to that being installed on the sign on the south side of Lodi, could be added to this gateway sign as well. Flowers, ornamental plantings, and native plants may also be used to enhance the gateway. Arch and column gateway features similar to the wrought-iron gateway arch found in Goeres and Habermann Parks, or stone and steel materials like those seen in the Veterans Memorial Park sign could also be added to the gateway, or as secondary gateway features for traffic entering Lodi on CTH J from both east and west.

Similar to the South and Transition sub-corridors, the North Commercial sub-corridor lacks sidewalks along one side of Main Street. While the right-of-way in this sub-corridor may preclude the inclusion of sidewalks in all areas, every

effort should be made to require or include sidewalks in any future private development or redevelopment or road reconstruction. An alternative to sidewalks on both sides of the road is the construction of a 10 or 12-foot wide multi-use path on one side of the road for bicycles and pedestrians from the north corporate boundary line to the Transition sub-corridor where vehicular traffic is slower and the Corridor takes on a more residential character.



*The existing gateway feature at the north end of Lodi should be enhanced with lighting and landscaping.*



*Additional pedestrian and bike connections must be made to this path to further connect the neighborhoods to the west with the Main Street Corridor.*



*A sidepath within the highway right-of-way could be added outside the paved North Main Street roadway.*

### **State Highway 60 Sub-Corridor**

The State Highway 60 sub-corridor, which follows Lodi Street and Water Street to the west and south, and Portage Street to the east and north, is almost identical to the Transition sub-corridor due to its proximity to downtown and quick transition to residential land uses.

This Plan recommends additional directional signage for travelers coming into Lodi from the east and west directing them toward downtown, the schools, tourist attractions, and other important community destinations. This is especially important at Clark Street, the Four Corners, and Water Street. A special intersection treatment at the Four Corners, as described earlier, would create an important downtown gateway feature, especially for those entering the City from the east or west. Sidewalk and bicycle facility recommendations are similar to those already discussed in the Transition and South sub-corridor sections.

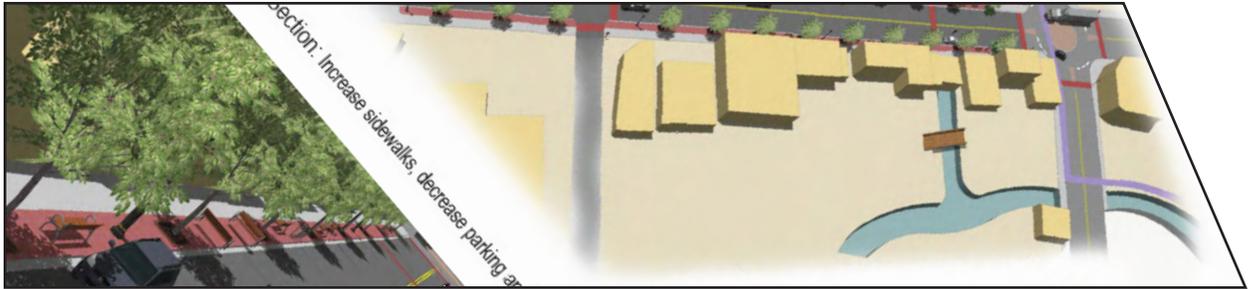
Because the STH 60 sub-corridor, includes a mix of commercial and residential uses, like the Transition sub-corridor, the City should consider requiring additional landscaping along the frontage of commercial uses set back from the street in order to screen them from adjacent and nearby residential uses. Commercial buildings built in more of a “downtown” style



*If the pavement is widened or wider shoulders paved, an on-street bike lane like this would be appropriate in the North Commercial sub-corridor.*

(zero or minimal setbacks and traditional storefronts) nearer Main Street should be maintained, but the intensity of uses should step down as distance from Main Street increases. Additionally, the City should work with business owners to minimize the height, area, and illumination of signs within this area.

This page intentionally left blank



## SPRING CREEK PARKWAY

## SPRING CREEK PARKWAY

The Spring Creek Parkway is an important part of the corridor planning process. As seen above in the discussion of previous planning efforts, the parkway has been a topic that has been brought up over and over again for decades, while rarely coming any closer to realization. This document intends to provide specific strategies for implementation for this project.

The general route that has been determined as best for the Spring Creek Parkway begins at Veterans Memorial Park, where it runs concurrently with the Ice Age Trail. The Parkway trail would cross Spring Creek at the existing Ice Age Trail bridge, whereupon the Parkway trail would follow the right



*Above: The Spring Creek Parkway should connect to the regional Ice Age Trail at Veterans Memorial Park.*

*Below: Replacing the dilapidated footbridge southwest of Spring Creek Park should be one of the first investments for the Spring Creek Parkway.*



bank of the creek along the public parking lot behind the buildings on the west side of Main Street. This is the area of the Parkway with the most space constraints, and will require further discussion below. The Parkway would follow the right bank of the creek to Spring Creek Park where it would split into two routes for approximately two hundred yards before converging again next to Spring Creek just north of Portage Street. The first of the diverging sub-routes would follow the existing path into Spring Creek Park, up the steps onto Main Street, and along the sidewalk to the four corners, where trail users would cross Main Street and Portage Street and use the sidewalk on the north side of Portage Street until they came to the parkway once again on the west side (left bank) of Spring Creek. From this point, the parkway would follow the west side of Spring Creek for approximately 300 yards through what is now private



*Coming north out of downtown, the Spring Creek Parkway would cross Portage Street to continue north on the west side of the Creek at the location shown above. Street crossings should be similar to that illustrated below.*



property (and includes two self-storage buildings) to the location of a proposed new footbridge that would cross Spring Creek into Habermann Park. Within Habermann Park, the parkway path would follow existing footpaths through the park, across Fair Street and into Goeres Park, where it would continue along the east side of Spring Creek, utilizing the existing bridge south of the softball fields to access North Main Street and a second proposed bridge across Spring Creek near the north softball field. This bridge would extend the Parkway through Keith Kohn Park to North Main Street where it would join existing and proposed sidewalks, multi-use sidepaths, and on-street bicycle lanes that would extend to the north edge of the City. This would include a connection to the existing pedestrian path north of Dollar General that connects to the residential neighborhood on the west side of the railroad tracks. On the east side of Spring

Creek, the proposed Parkway path would extend from Goeres Park to the sewage treatment plant and terminate at the entry to the Lodi Fairgrounds.

From the general route described above, the Parkway could extend in the future to the north through the marsh between Main Street and Fair Street in the form of a boardwalk. From Kohn Park, the Parkway could also hug the rear lot lines of the properties lining the east side of North Main Street, connecting with Main Street north of the existing barn, where users could cross Main Street and continue on the pedestrian path under the railroad. Extensions along Main Street or Fair Street in the form of a 10-foot wide paved or gravel multi-use path are also possible. The Parkway could be extended south along Spring Creek to improve its connection to the Ice Age National Scenic Trail through the Lodi Marsh State Natural Area.

Within the proposed Parkway route as described above, there is only one privately-owned property, and among the other parcels, all of



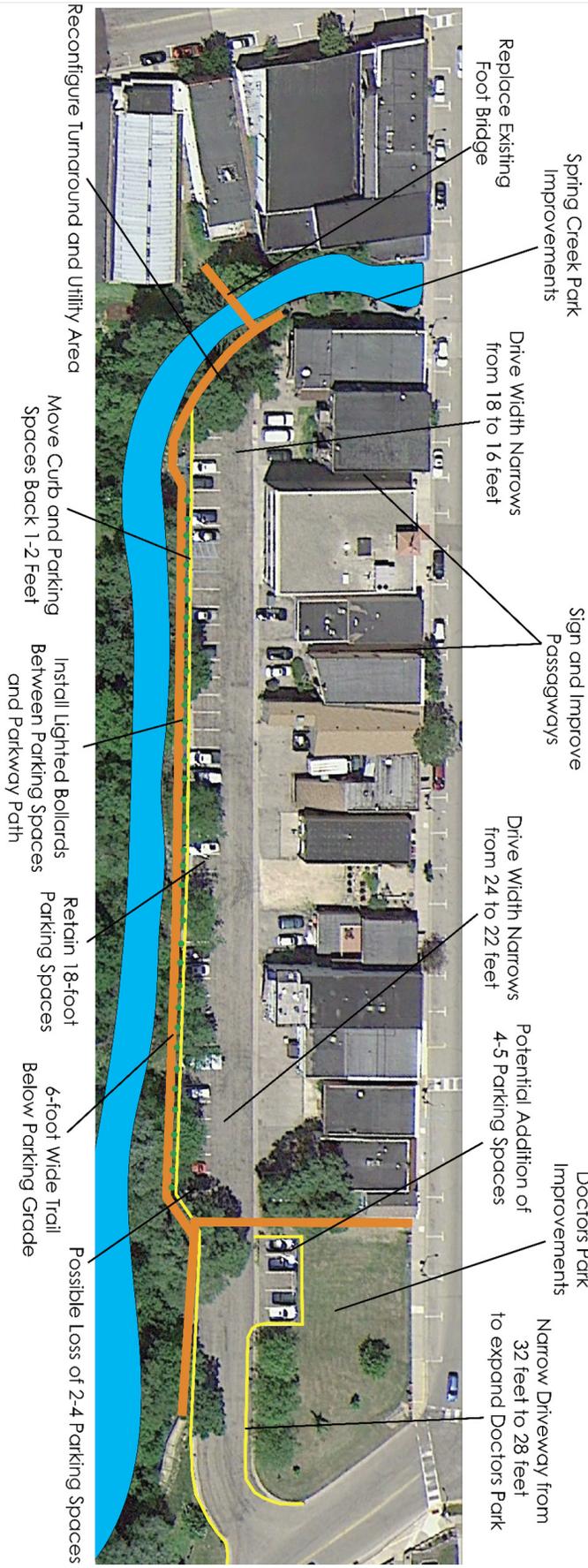
Sample Spring Creek Parkway Amenities

Upper Left: picnic table; Lower Left: drinking fountains; Right: bicycle repair stand

which are publicly owned, only one exhibits significant routing and layout challenges. The only privately-owned parcel is the large property currently owned by Wisconsin River Bank on which two mini warehouse storage buildings stand north of Portage Street and immediately west of Spring Creek. This parcel has been identified as a potential redevelopment area, particularly for multi-family residential, community mixed-use, and community gathering/green space. If the parcel is redeveloped, it is suggested that the City work with the developer using tax increment financing to include the Spring Creek Parkway path along Spring Creek within this property, and the footbridge at the north end of the parcel to connect the Parkway with Habermann Park.



*With only minor curb and gutter changes, the southern portion of the public parking lot on the west side of Main Street could incorporate the Spring Creek Parkway path as it connects to the existing Ice Age Trail at the footbridge. As seen below, a connection to Doctors Park and Main Street would be included.*



This illustration demonstrates how a Spring Creek Parkway path could be accommodated between Spring Creek and the public parking lot behind the buildings west of Main Street.

The publicly-owned parcel that provides the most challenge for the implementation of the Parkway Plan is the City-owned public parking lot behind the buildings lining the west side of Main Street downtown, directly adjacent to Spring Creek. While several important connections are made through this space, including connections to Veterans Memorial Park, Doctors Park, Spring Creek Park, downtown businesses, and Highway 60 over the currently dilapidated footbridge, the parking lot parcel narrows considerably to the north, making it difficult to fit the Spring Creek Parkway into the space while maintaining an acceptable level of parking service. Several strategies have been identified to remediate these issues while making it possible to route the Parkway along the Creek next to the parking lot. The first step is to shift the existing parking spaces 1-3 feet east (closer to Main Street). Because the existing drive aisle is 18 feet at the north end of the lot, but 24 feet at the south, the shift would be angled, adjusting the drive aisle to 17 feet at the far north and

21 feet at the far south. This space would still allow vehicles to enter, turn, and exit the parking lot. The parking spaces themselves would retain the same 18-foot depth. An additional strategy for dealing with space constraints is to stripe and sign several of the northernmost spaces as compact car parking with 16-foot deep spaces. Further, by reconfiguring the space at the extreme north of the parcel, access to the adjacent buildings, siting of trash receptacles, loading spaces, and turnaround space may all be better accommodated. If any parking spaces must be removed, a possible option for replacement is the grading and paving of a small portion of the northwest corner of Doctors Park, which could accommodate four parking spaces.

*The northeast half of the public parking lot, near City Hall, has significant space constraints for the Spring Creek Parkway path. A boardwalk with railing could be placed approximately a foot below the parking lot grade, which would be shifted a foot or two from the Creek. Bollards, railings, or plantings would buffer Parkway users from the parking lot.*



This loss of park space would in turn be offset by narrowing the driveway into the parking lot from an excessive 32 feet to a more reasonable 28 feet. These four feet could be used to increase the area of Doctors Park or provide additional space for the Spring Creek Parkway. Further, park improvements would be made to Doctors Park to increase its attractiveness as a downtown gateway and its usability to the public. The area west of the driveway accessing the parking lot, whether narrowed or not, and east of Spring Creek, already contains a short stretch of the Ice Age Trail. This could be extended north to a point approximately 70 yards north of the footbridge without major adjustments to the parking or drive aisles. North of that point, the parking curb is proposed to angle toward Main Street, making more space between the curb and Spring Creek. For the 150 yards from this point to Spring Creek Park, there are several strategies for making the Parkway path fit in a safe and aesthetically pleasing manner. First, for most of this length, the trail could be 1-2 feet below the grade of the parking lot, which would still be several feet above the Creek's normal flow. The path itself would ideally be 6 to 8 feet wide, but no less than 4 feet when space is constrained. Depending on the distance between the parking curb and the Creek, the path could be constructed either as a cantilevered



Most of the Spring Creek Parkway would be constructed and paved as seen in the image above.

or post-supported boardwalk or on top of a leveled floodwall. Such a construction project could conceivably remove some of the boulders along the east bank of the Creek, effectively altering the "roughness" and enlarging the streambed cross section, thereby positively affecting the floodplain for properties on Main Street and Water Street that border Spring Creek. Regardless of the path construction, it will be provided with railings on the creek side for safety. On the other side, one or two feet will separate the parking curb from the path. In addition to the grade difference, this buffer strip would include bollards to prevent parked vehicles from overhanging too far into the parkway.

Although current city code section 248-1(11) dictates that "No person shall ride a bicycle in a City park," a majority of citizens providing public input favored using the Spring Creek Parkway for bicycling, in addition to walking, running,



Portions of the Parkway could be constructed as a boardwalk, which while the more expensive option, would enable the trail to be constructed in areas with space constraints or marshy areas like those north of Kohn Park.





*Above and Right: Shelters will provide Parkway users with places to rest and overlook interesting natural features, such as the marsh north of Kohn Park.*



and other non-motorized recreational wheeled activities like roller skating, skateboarding, and kick scooters. In addition to using the parkway for recreation and transportation through the city, there are a number of passive recreational activities that have been included for the parkway, including picnicking, bird watching, and the simple enjoyment of the outdoors.

The necessary infrastructure for proper enjoyment of the parkway will include benches, picnic tables and shelters, drinking fountains, bicycle racks and repair stands, interpretive and informational signs, and directional signage. Important nodes along

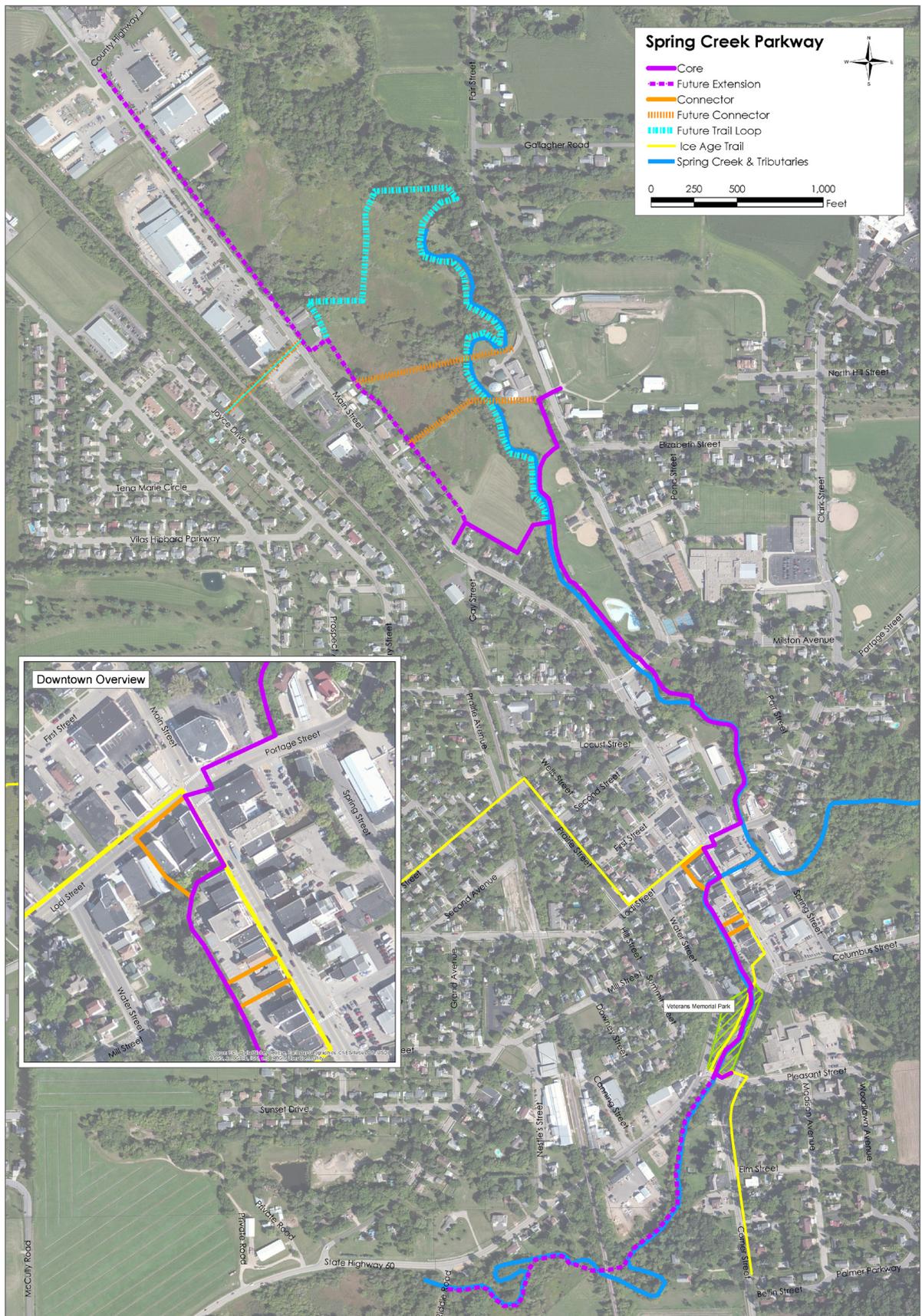
the Parkway will include clusters of sitting areas, bicycle facilities, drinking fountains, and informational signage. Proposed locations of these nodes include, but are not limited to, Veterans Memorial Park, Doctors Park, Spring Creek Park, privately owned open space north of the self-storage units above Portage Street, just north of the proposed footbridge into Habermann Park, near the existing and proposed bridges across Spring Creek in Goeres Park, within Kohn Park, and at the northern terminus of the Parkway near the Lodi Agricultural Fairgrounds.

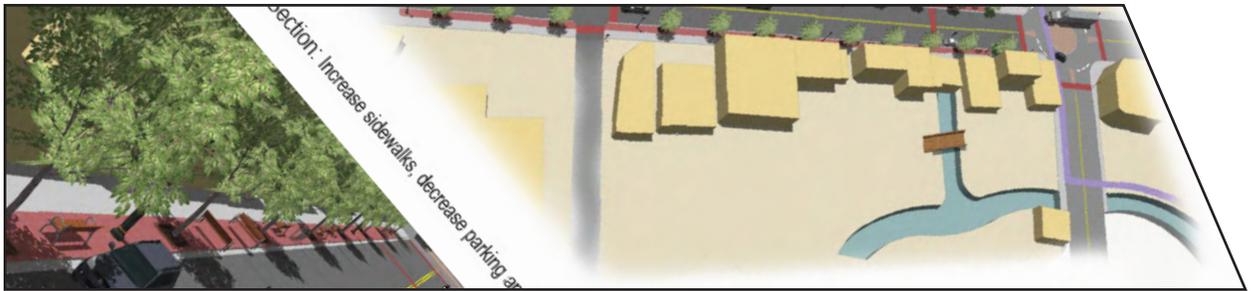


*Even something as utilitarian as a restroom can be used to showcase public art and community character.*



*Directional, informational, and interpretive signage should be generously placed throughout the Spring Creek Parkway to direct trail users and inform them of the natural and cultural history of the community.*





## DESIGN GUIDELINES

## DESIGN GUIDELINES

Design guidelines for the Main Street corridor have been established to promote a cohesive character and appearance throughout downtown and the corridor. These efforts help to establish a sense of place that is unique to Lodi and will be useful in promoting the identity of the community and its businesses. A number of tenets and considerations were developed, through study of existing conditions, public input, and discussion with the project steering committee, to guide the development of the Main Street corridor design guidelines. These considerations are included below:

- Favor “downtown-type” pedestrian-oriented commercial developments over “strip” auto-oriented developments.
- Favor outside activity areas in commercial districts, including outdoor dining, and encourage active public open spaces.
- Favor commercial districts, specifically downtown, that encourage tight building setbacks along public sidewalks.
- Incorporate “complete street” standards on Main Street.
- Encourage masking or hiding of automobile parking facilities, behind or beside buildings in or near downtown, or with fences, railings, walls, or landscaping elsewhere along the corridor.
- Encourage accommodations for bicycles in the corridor area.
- Favor traditional “main street” architectural character over more modern commercial building styles.
- Favor a pedestrian architectural scale, traditional building materials and design.
- Favor sensitivity to historical design character, especially downtown.
- Favor public open spaces with a combination of hard and soft surfaces into mixed-use environments.
- Favor incorporation of quality open space and landscaping into all developments.
- Encourage quality landscaping as an important component of Main Street corridor streetscape improvements.
- Favor incorporation of significant landscape elements in commercial developments, including green areas in parking lots, and “green” stormwater management elements.
- Favor sign standards that reduce clutter and encourage more aesthetically pleasing signs.
- Favor well-designed monument-type signs outside of downtown with natural materials in a landscaped base area. Do not favor large pole signs, of metal and plastic, with multiple messages.
- Encourage signage designed as an element of the development or façade, rather than haphazard placement.
- Favor gateway and wayfinding public signage.
- Do not favor temporary, portable, banner, or gimmicky signage in the Main Street corridor.

With consideration of the above guiding tenets, the specific goals of these Lodi Main Street Design Guidelines are as follows:

- Protect and enhance the aesthetic appeal of downtown.
- Integrate Spring Creek and its parkway and parks into downtown.
- Encourage private sector investment in the Main Street corridor locations designated as high priority redevelopment areas.
- Invest the public resources necessary to stimulate new economic growth within the Main Street corridor, and give strong support to the economic development programs and activities that help maintain a healthy economy for downtown and the City.
- Develop downtown as the City's arts, culture, and entertainment district, expanding the inventory of outdoor public visual art and extending the range of cultural programming and activities.
- Preserve the historic buildings of downtown and provide assistance to promote the sensitive rehabilitation of underutilized buildings, creating space for unique and exciting new uses.
- Maintain Main Street and establish the Spring Creek Parkway as part of an effective transportation system that makes it easy to get around Lodi.
- Foster and maintain the economic viability of downtown and the Main Street corridor by encouraging high-quality redevelopment and new development. This includes promoting continuity, compatibility, and integration of development

in order to maintain a desirable environment and promote continued economic development. These guidelines are meant to encourage property improvements and investments.

- Create a sense of place and maintain the unique identity of downtown Lodi by guiding development that complements and promotes compatibility with the existing character of downtown. This includes extending the important elements of downtown throughout the Main Street corridor, establishing a character that is central to the City's image.
- To build upon historical character, preserve and protect the historic and/or architectural value of downtown buildings and structures. This includes promoting and encouraging the sensitive reuse of historical structures while managing change and accommodating compatible improvements.
- Encourage and support street level activity and active streets by creating a multi-modal corridor that encourages walking, integrates bicycle use, and provides adequate but not excessive parking, and facilitates vehicle movement through the City.

## **Buildings & Private Realm**

### **Character and Context**

Downtown buildings should enhance, not detract, from downtown's overall visual character. Buildings should fit into their architectural surroundings by relating to nearby buildings. They should contribute to the quality and character of their architectural context. While not all buildings must necessarily be identical in their materials, colors, scale, height, rhythm, and proportion, they should be considered in the context of surrounding structures. New buildings should not call attention to themselves through excesses or novelty. This is not to say, however, that architectural expression is not allowed, only that uncharacteristic buildings will be considered on a case by case basis.

### **Historic Preservation**

Downtown is Lodi's historic core and retains many of its historic structures. Projects involving the renovation or remodeling of downtown historic buildings should reflect the original architectural character of the building. Preservation, renovation, and rehabilitation of historic structures should be consistent with the Secretary of Interior's Standards for Rehabilitation to the greatest degree practicable and reviewed by the Board of Historic



*City Hall, built in 2003, was designed to fit into the architectural surroundings of a historic Main Street.*



*Downtown Lodi still has a number of historic structures. Efforts should be made to preserve and protect them.*

Preservation. Additional costs could be defrayed through a façade improvement program funded by the City.

### **Transitions**

Developments in Lodi should manage incompatibilities between land uses of different intensities, and provide seamless and smooth transitions from one use to another. More dense commercial and mixed-use development common in downtown Lodi should step down in size, density, and intensity of use along Main Street and as distance from Main Street to the east and west increases. Similarly, commercial uses along north Main Street should transition smoothly toward the residential uses to the south and west. In general, a continuum of use types would resemble the following: manufacturing and industrial – big-box and auto-oriented commercial – neighborhood commercial and multi-family residential – one- and two-family residential.

### **Mixed Uses**

A healthy community and downtown should endeavor to balance housing, working, shopping, recreation, and civic uses. Large, single-use areas should be avoided, especially in communities the

size of Lodi. A true mixed-use downtown district and Main Street corridor will sustain healthy levels of activity throughout the day, contributing to downtown's vitality and security.

The addition of residential units on the upper floors of any new construction or renovations is encouraged; increases to downtown's permanent, round-the-clock population will support additional businesses and activities.

The intent of a pedestrian-oriented downtown, and multi-modal development along the Main Street corridor is to fully integrate more than one use in a unified and fully pedestrian-connected planned project. This reduces vehicular traffic, uses land more efficiently, and tends to create more active and lively urban environments. In mixed use areas like downtown and Lodi's downtown periphery along Main Street, buildings, rather than parking lots, define the street, and structures typically have two or more stories. This street orientation creates a much tighter streetscape setting, reducing traffic speeds and increasing walkability. In such areas, appearance, design, and function of the development is emphasized along with land use.

- Allow mixed-use development as an option in Lodi along most of Main Street with buildings of at least two stories that contain more than one use.
- Encourage on-street parking.



*These buildings, in the State Highway 60 sub-corridor exhibit how a mix of uses can be balanced and helpful to an area's vitality.*

- Enhance corner features.
- Provide pedestrian-scale street orientation and building details.
- Require a step-down for building transitions consistent with surrounding development.
- Screen service elements in vertical mixed-use buildings, especially those with considerable pedestrian activity.

### **Build-To Lines and the Streetwall**

Downtown's character is strongly influenced by a strong streetwall, a continuous line of building façades at the sidewalk edge. The arrangement of buildings in relation to the street and sidewalks clearly defines the street edge and organizes sidewalk activity. Most downtown structures are built to their property line on the primary street façade and fill the width of the lot. It is important to maintain the traditional streetwall of downtown by retaining the setback of historic buildings. New construction and modifications to existing buildings should respect the setback already established by surrounding buildings. Downtown buildings should be built to the property line when the property line is adjacent to the sidewalk, reflecting the traditional placement of existing buildings. Buildings should be built to the property lines at the lowest 2 floors. If a downtown building is built to be taller than three stories, upper stories should be stepped back away from the primary street façade and are encouraged to better fit with shorter adjacent buildings. In the event that a downtown building must be removed and is not replaced by another building with the same streetwall location, a half-wall or railing should be placed at or near the sidewalk edge to maintain the streetwall.

Along the rest of the Main Street corridor, the streetwall falls further and further back from the street as distance from downtown increases. North to Second Street, Locust Street, and even Fair and Chestnut Streets, buildings should still be oriented toward Main Street and the sidewalk, with smaller setbacks and most off-street parking located along the side and rear of buildings. Within the Transition and South Main sub-corridors, the residential character and intensity of the uses along Main Street should be reflected in setbacks similar to other traditional neighborhoods within central Lodi. Excessive setbacks are unacceptable, and the street should be framed with landscaping and plantings. Along the North Main Street Commercial sub-corridor, due to the characteristics of use, setbacks for larger auto-oriented commercial uses are much greater. However, efforts should still be made to establish the streetscape, frame the street with appropriate landscaping and decorative plantings near the property line, and use short walls or railings along parking lots to further define the space.

### Street-Level Activity

The ground floor of a building is the most important part of the building. It is the portion experienced by people walking past or entering the building. Downtown buildings should provide a continuous, rich pedestrian experience along its ground floor street front. Buildings should provide a visual connection between the sidewalk and the building's ground



*Both older and newer downtown buildings should be built up to the right-of-way to maintain the streetwall.*

floor activity, especially retail, dining, and entertainment activities, but also offices and other uses. Large amounts of ground-floor glass create transparency along the street level. Transparency fosters interaction between the public realm of the street and the private realm of the building.

Within the areas of the Main Street corridor outside of downtown, efforts should be made to strengthen pedestrian access to buildings. Inviting façades, safe and comfortable pedestrian pathways, and protection from automobiles should encourage pedestrian activity at businesses throughout the corridor, not just downtown.

### Primary Façades

Preservation and repetition of traditional façade elements creates patterns along the streetwall that contribute to the character of downtown. Even when a building use, structure, or design has changed, it is still important to retain or reinterpret the traditional façade elements. Theme elements that alter the character of the façade should not be applied if they are not historically appropriate for the building or the surrounding area. Traditional downtown façades have a three part horizontal layering. The lowest is the storefront. The storefront is primarily composed of large display windows. The upper façade is the middle layer and is constructed primarily of brick, stone, or sometimes stucco. The upper façade is characterized by symmetric, regular window openings. The building cornice



is the highest part of the traditional commercial façade. It is constructed of stone, brick, or formed sheet metal and visually caps the building. Primary building façades should be designed to exhibit this traditional three-part horizontal layering, overall verticality, and balanced composition. Traditional façade elements include:

- Kick plates at the base of building fronts
- Ground floor display windows
- Recessed main entrance areas or angled corner entrances
- Transoms above entrance doors; align transoms with neighboring buildings
- Clerestory windows above ground floor display windows
- Sign bands
- Parapet walls or cornices
- Vertical window shapes and patterns on upper floors
- Pilasters, decorative brick and stone.

Brick is the predominant building façade material downtown. Materials that are not compatible with nearby façades,



such as EIFS, mirrored glass, and plastic or metal panels should be avoided. Large blank walls are not acceptable. Vertical articulations such as pilasters and horizontal articulations such as belt courses should subdivide the wall into segments of pedestrian scale. Windows should make the building wall more transparent and bring activity out onto the street. Mirrored and tinted windows are therefore not acceptable. Horizontal articulations such as awnings, canopies, transoms, belt courses, and cornice lines should be aligned among adjacent façades to create consistency in the streetwall. Sconces and other ornamental wall mounted lighting may be used to accent entries or highlight façade elements.

Façades along the Main Street corridor outside of downtown should be similar in scale and form nearest downtown, particularly just north of the Four Corners. Commercial façades further out, such as those along the North Commercial sub-corridor should be constructed of high-quality materials, and emphasize structural and decorative elements and windows that provide visual interests and activity.

### Storefronts

Storefronts are the most important factors determining activity at the street level. Storefronts must provide a permeable view into the buildings on a street and allow activity to flow in and out easily. New and redesigned storefronts must be viewed and designed to reflect the traditional patterns of storefronts existing



*These downtown buildings are examples of traditional façade elements and design.*

downtown. Remodeled storefronts must be designed to fit within the original building. Storefront designs downtown should reflect the traditional three-layer design of a transom area, display windows, and bulkhead/kickplate. Storefront materials should be wood, metal, stone, or brick. Storefront entrances should be recessed slightly from the rest of the building façade. Setting the door back creates a distinct pedestrian threshold. The building line for upper floors should remain at the sidewalk edge.

### **Awnings and Canopies**

Overhead cover should be provided where buildings meet the sidewalk in the downtown district, offering pedestrians protection from sun and rain. This can be provided by awnings, canopies, or, in the case of buildings with recessed ground floors, arcades. Awnings should match the width of the window or storefront opening to emphasize the building's proportions. Awnings should be aligned with other awnings on the block, particularly the bottom edge of the awning. The top edge of the awning should be mounted to align with the transom. Awnings on the storefront level should not be so large as to extend to the second story. Awnings should not obscure or damage important architectural details. Sloped awnings with open or closed ends are acceptable. A continuous

valance, either fixed or loose, can be included along the lower edge, which may be used for signage. Colors of the awning should reflect the muted colors commonly found downtown and should complement the colors of the building to which it is attached. Operable retractable fabric awnings are encouraged. Awnings should be weather treated canvas, but vinyl may be acceptable in some cases. Permanent structural canopies should be constructed with accent building materials that are present in other portions of the building, such as metals, glass, or terra cotta accents and should be compatible with the primary building material. Canopies must be narrow in profile. Canopies can be of two types: structural or aesthetic. Support is provided to suspended cantilever canopies from above, and bracket-supported canopies receive structural or aesthetic support from below.

### **Private Signage**

Signs should be appropriately scaled and distributed, large enough to communicate effectively, yet not so large that the signs dominate the environment. The appropriate scale for a sign is dependent upon its location within the corridor. Attractive



*Traditional downtown storefront composition.*



*Appropriate awning with valance sign.*

and innovative sign design should be encouraged, and sign locations should minimize visual conflict and clutter. Signs are a necessary part of a downtown commercial district. Well designed signs can contribute to the visual interest of a street, but inappropriate and cluttered signage can be detrimental to a downtown's image. Signage throughout Downtown Lodi should be designed to be pedestrian friendly in scale, location, and readability.

Wall signs are mounted on and parallel to the building face, particularly on the lintel above the street-level story of a building. Place wall signs to align with nearby buildings to maintain established patterns. These signs should be located over storefronts, on transom, or flanking doorways. Do not obstruct character defining features of the building. Minimize the depth of sign panel and/or letters to the greatest extent possible while including interior lighting if desired.

Blade signs are oriented perpendicularly to the building façade and are suspended under a bracket or other mounting device. Design the sign bracket as a decorative, complementary element of the sign. Mount small blade signs near the business entrance, just above or to the side of the door. Small hanging signs are appropriate under a canopy. Blade signs are not appropriate in the Main Street corridor outside downtown.

Projecting signs are cantilevered signs that are structurally affixed to the building and oriented perpendicularly to the building façade. Locate large projecting signs higher on the building, centered on the façade or at the corner. Projecting signs, like blade signs, are more appropriate downtown, but may be used in the downtown periphery and elsewhere throughout the corridor if well executed.

Awning signs are applied to the awning valance, side panel of awnings, mounted above the valance and



Blade Signs



Wall Signs

oriented parallel to the building façade, suspended under the awning like a blade sign.

Canopy signs can be applied to the front or side fascia of a canopy, mounted above the canopy fascia, or suspended under the canopy like a blade sign. These are most appropriate in areas of high pedestrian use and locations where a flush-mounted wall sign would obscure architectural details.

Recessed entry signs are those that are oriented parallel to the building façade and suspended over a recessed entry.

Window signs are signs applied directly to a window or mounted or suspended directly behind a window. Design window signs to minimize the amount of window covered.

Freestanding pylon signs are a contemporary suburban-style sign mounted on one or more pylons in auto-oriented commercial districts. Pylon signs are not appropriate downtown, and should be limited in height to no more than 8-10 feet tall in the transition and south Sub-corridors. While freestanding pylon signs are acceptable in the north commercial Sub-corridor, because of the low speed of Main Street and primacy of the commercial area, it is unnecessary to have very tall signs. Monumental signs (see below) are a more appropriate sign choice.

Freestanding monumental signs are large signs that are mounted on the ground near buildings. These signs are best used near buildings that are set back from the sidewalk and should be designed with colors and materials complementary to the building. Monumental signs are preferred along the north commercial Sub-corridor and other Sub-corridors outside of downtown. Tall pylon signs, while acceptable, are not recommended in the north commercial Sub-corridor.

Directory signs are small scale signs located on a primary ground-floor wall



*Projecting Sign*



*Monument Sign, most appropriate for the Transition, North Commercial, and South sub-corridors.*

of a building containing multiple tenants to display tenant name and location. Consolidate small, individual signs and place them on a single panel to make them easier to locate.

Historic painted signs and advertising on walls should be preserved, but not repainted or painted over, and new signs should not be painted to mimic historic signs.

The guidelines above are suggestions for private signage within the Main Street Corridor with the goal of creating a higher-quality space and maintaining the community's character. For specific regulations regarding the size and location of signs, see chapter 278 of the City of Lodi Code of Ordinances.

## **Streetscape & Public Realm**

### **Streetscape**

As Lodi's most visible and ubiquitous public spaces, the city's streets and corridors should provide the traveling, multi-modal public with an attractive, safe, and functionally appropriate transportation environment. Maintaining the traditional character of downtown's streetscape and developing a high-quality design for the Main Street corridor are important design responsibilities. Any construction in the public right-of-ways or street reconstruction must be done in a manner complimentary to downtown and the corridor. Commercial areas must maintain wide sidewalks, street trees, landscaping, light fixtures, and street furnishings. Street appearance and design should reinforce quality private development on adjacent sites. In general, sidewalks should be designed for outdoor activity, street trees should be allowed and encouraged, speeds on local streets should be limited, and above-ground utilities should be designed to minimize their impacts on street corridors. The City should promote a streetscape elements theme to ensure consistent and attractive features, including diverse elements as benches, bike racks, bollards, kiosks, mail

collection boxes, newspaper dispensers, public art, railings and fences, signage, utility lines, trees and other plantings, tables and chairs, drainage intakes, lighting, manhole covers, medians, and waste and recycle receptacles.

### **Sidewalk Furnishings**

Street furniture must be consistent in color design and quality. This is not to say that street furnishings must be identical. Some variety provides interest, but it is important that street furnishings are compatible and contribute to a sense of district cohesiveness. Street furnishings should have a color in keeping with downtown's color palate, a clean and contemporary design that still complements downtown's historic character, comfort to encourage use, affordability, and accessibility of use. Low maintenance and durable furnishings are appropriate. Because of a strong presence of local artists and a historical connection to landscape architect Franz Aust, streetscape features and sidewalk furnishings should reflect local character, utilizing limestone and decorative steel.



### **Benches and Seating**

Provide benches and seating wherever possible on sidewalks and in parks and plazas. The standard bench in downtown Lodi is a concrete frame with wood seat and back slats. Many of these benches are in poor repair and may need replacement. A simple contemporary black steel bench or a more durable steel frame with wood or composite seat and back are suggested replacement options. Not all benches must be identical, but should follow the same basic design. Permanent seating walls around planters or in parks should

be constructed of limestone and be comfortable heights and depths and enable people to sit and converse together comfortably. When utilizing chairs, movable chairs should be chosen to give people seating choices. Chairs, like benches, should be constructed of highly durable, low maintenance materials and match the general design character of other streetscape furnishings.

It is important to note regarding the current benches in downtown that many are memorials with significant sentimental value to many citizens in Lodi. This type of community-specific feature is an especially important element to respect. While being sensitive to the effort put in to maintaining the current benches, several alternatives may be proposed. First, in order to

create a cohesive streetscape theme, the benches may be replaced with a design similar to those seen at the left, with the memorial plaques currently affixed to the existing benches moved to the new benches. Alternatively, new benches could be installed on Main Street downtown and the current benches could be retained and moved elsewhere throughout the City, including along the Spring Creek Parkway, throughout the park system, or elsewhere along the Main Street corridor. Lastly, the memorial plaques could be consolidated into a single permanent home, such as a shelter as part of the improvements to Doctors Park.

**Lighting**

Downtown streets should be lit by pedestrian-scaled fixtures emitting warm light. Lighting should be provided on all public streets, sidewalks, and public open spaces. Pedestrian-scaled street lighting should illuminate the sidewalk at levels appropriate for pedestrian activities rather than vehicular activity. Pedestrian lighting may also be accomplished with fixtures mounted on buildings or located to accent streetscape features. The type and size of pole fixtures should be consistent along a single block. The dominant public lighting fixture in downtown is a “snakehead”-type light mounted on a green historically-styled standard. This type of light pole, or a similar black or dark green historically-styled pole should be continued and standardized throughout the corridor. However, in the downtown area, a more appropriate



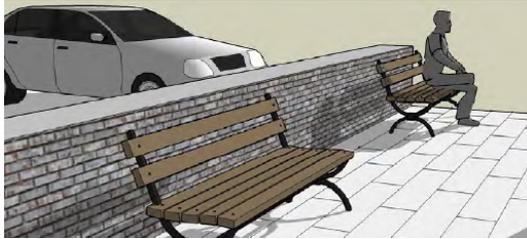
lighting fixture is an “acorn” or “gas lamp” style that would coincide with the historic theme. Within downtown, fixtures should be a minimum of 12 to a maximum of 16 feet high and spaced approximately 50 to 75 feet apart. As distance increases from downtown, light spacing should increase proportionally, up to 200-300 feet between light poles at the far north end of the corridor. From a minimum height of 12 feet downtown, fixtures should increase to 16 or 18 feet in height in the north commercial sub-corridor. Pole standards should be made of aluminum, steel, or another metal to provide durability and strength in order to resist wind, and support signs, decorative banners, and flower baskets. Pole standards should be installed far enough from curbs to prevent damage from snow plows. 120 volt outlets should be installed on poles at a height of 8 feet to provide electricity for seasonal string lights and special events. This is especially important downtown, but if holiday decorations are to be hung and

lit throughout the entire corridor, outlets should be installed on all Main Street light poles.

### **Waste Receptacles**

Waste receptacles should be built of durable material resistant to damage and anchored to the sidewalk. Detachable lids should be cabled securely to the receptacle. Waste receptacles should have interior plastic liners to contain waste. Receptacles should be designed to allow users to deposit waste without physical effort, such as pulling, pushing, or lifting. Waste receptacles should not clutter the sidewalk or appear out-of-place, but be organized, consistent, and coordinated with other streetscape furniture. Wherever possible, waste receptacles should be placed near lighting. Waste and recyclables containers should always be placed next to one another and may be housed together in one unit with separate compartments for waste and recyclables. A servicing and maintenance plan should be implemented for any new waste receptacles installed downtown or on the Spring Creek Parkway.





### Railings, Walls, and Fences

Railings, walls, and screens can be used to fill gaps in the streetwall along the sidewalk to create a continuous streetwall. Walls should not crowd the sidewalk and should be no more than four feet high. Walls can provide a surface for climbing cover plants that provide greenery and soften the built environment. Walls can also incorporate art such as bas-relief images, mosaics, or painted murals. Walls and permanent planters should be made of brick, masonry, or textured concrete that mimic the dominant materials and colors of the surrounding built environment. Railings should be coordinated with other street furnishings. All walls and fences erected shall be durable, weather-resistant, rustproof, and easily maintained.

Fences should be a style similar to the powder-coated black with vertical pickets seen above. Masonry piers are encouraged to transition directions in fencing and signal entries or thresholds. Railings and walls provide a prime opportunity to include work from local artists and to reference the existing work of Franz Aust near the Primary School and in Veterans Memorial Park and Goeres Park. Material selection should prioritize local materials such as local stone, brick, and precast concrete.

*Above: Fencing should be high-quality and define public and private spaces. Upper Left: Using stone or brick piers between iron fencing is appropriate. This fence also extends the streetwall along the front of a parking lot. Lower Left: A short wall can effectively and safely divide vehicular and pedestrian spaces.*

Fences and walls should also be used as screens for service areas, utilities, and mechanical equipment. Walls, fences, or railings, should also be used to separate all surface parking lots from the sidewalks. Bollards are useful for protecting pedestrians and buildings from motor vehicles. Lighted bollards provide useful light for pedestrians and emphasize travel pathways. Chain link fencing, corrugated metal fencing, vinyl fencing, barbed wire, and razor wire are inappropriate fencing types along the corridor, except in manufacturing areas in the north commercial sub-corridor and subject to requirements of the City's code of ordinances.

## Trees & Plants

A variety of native and adapted plants, including shrubs, vines, groundcovers, perennials, and annuals should be used to provide color and texture to downtown and to create a sense of character and cohesiveness throughout the corridor. Watering and maintenance of plantings should be scheduled until the first frost of the autumn. Consider the eventual height and volume of mature plants in regards to views, shade, and nearby uses before installing. Establish a maintenance plan before installing plants. Planted pots and containers should be used judiciously because they are sometimes fragile and often appear temporary. Planters should be stable, sturdy, and of sufficient weight to avoid tipping over, but still moveable. Annuals are encouraged in freestanding planters and hanging baskets.

Trees should be provided along every major pedestrian corridor. Large trees should be located along wide right-of-way streets and principal arterial streets. Large trees can also be used to highlight important corners and provide shade for large plazas. Medium trees should be located on all other downtown streets. Narrow-canopied medium trees should be located on narrow streets and fill mid-block areas. Small trees should be used to provide color, establish a focal point for a building entrance, corner, or sitting area. Provide as much soil volume as possible to support tree growth in both existing and new sidewalks. The lifespan of street trees is often limited by soil volume. Tree planters should be as large as possible include a concrete curb to minimize road salt running into the planters. When Main Street downtown is reconstructed at sometime in the future, locate trees in bulb-outs to provide for maximum root spread area. Also allow sufficient room for tree canopies to grow without conflict with elements of the built environment. Install tree guards, walls, and railings to protect tree trunks and to keep pedestrians from tripping in the planter. Use tree





grates only in the most constrained right-of-ways or when required for ADA compliance. Street trees should be maintained with a minimum head height of 8 feet over sidewalks and 14 feet over vehicular streets. Maintain a 10-foot distance between the trunk of a tree and the building line. Before planting street or plaza trees, determine a care plan and schedule. Determine which maintenance services will be provided by the City, by property owners, or by other parties. Considerations must be made for pruning, watering, and removal.



### **Bicycle Facilities**

One of the most well-supported improvements to the Main Street Corridor and the Spring Creek Parkway discussed throughout the planning project is the addition of improved bicycle facilities. Shared lanes, marked with "sharrows," and dedicated bike lanes should be incorporated into portions of Main Street and adjacent parts of the existing street network. Bicycle lanes should be clearly and simply marked. Lanes should be a minimum of five feet wide and provide adequate clearance to permit cyclists to ride clear of opening car doors. "Share the Road" or other signs should be posted along streets with bicycle lanes or shared on-street bicycle routes. Locate bike parking in high-demand locations, such as near building entrances and along bike paths. Bicycle racks should not block pedestrian traffic. Because of the narrow sidewalks in downtown Lodi, bicycle parking should be arranged to be parallel to the roadway to keep bicycles out of the pedestrian pathway. Well-located bicycle parking will keep bicyclists from locking bikes to signposts, trees, benches, and other street furniture. The standard bike rack in the Main



Street Corridor and along the Spring Creek Parkway should be an inverted-"U" or a post and loop design. The surface of each bicycle rack should be durable, nonabrasive, and nonmarking. Vinylized-coatings on bike racks that do not scratch or damage bicycle frames are encouraged. Bicycle racks also provide the opportunity to add visual interest or artistic touches to the Corridor through the use of racks with interesting or artistic designs, or using racks designed by local artists that play on the local character.



*A wide range of bicycle parking features are available. The ability to be creative and artistic with bike racks gives Lodi an opportunity to brand the Main Street Corridor with its own community character.*





### Through-Block Corridors

Through-block connections, such as those that connect Main Street to the parking behind the buildings downtown encourage pedestrian circulation. Connections should be interesting, well lit, handicap accessible, and designed with similar materials and concepts as their surroundings. If possible, do not block off existing downtown pedestrian corridors. Rather, enhance them with decorative arched gateways and murals.



*Passageways to parking or businesses should be clean, well lit, and clearly marked.*



### Public Signage

Well-coordinated public signage is important because it provides information and direction and enhances the image and identity of the Main Street Corridor and community as a whole. Public signage should establish and enhance the visual identity of downtown as a cohesive district. Provide directional signs linking downtown, schools, parks, and cultural facilities like the library. Public signage systems must address public parking with easily identifiable, informative, and user friendly signs. A specific color palette should be chosen to be used on all downtown public signs. Some established color schemes include blue and green for the City of Lodi, red, green, and blue for the Lodi-Lake Wisconsin Chamber of Commerce, and blue and white for the Lodi school district.

Wayfinding and information signs should be scaled for their users. Different signs must respond differently to the needs, scales, and speeds of pedestrians and motorists. Motorist-oriented signs should present no more than four items of information per sign. Wayfinding signs designed for pedestrians should be lower and can provide several pieces of information, as pedestrians travel slowly and may stop to read the signs. Wayfinding, directional, and informational signs should be designed to coordinate with other streetscape elements.

Banners designed through or approved by the City may be hung on historic streetlight poles. These banners should advertise significant downtown events in a style consistent with the established Lodi City, Chamber, or School brand. Installation of banners and signs on light and utility poles should be coordinated with and approved by the Lodi Public Works Department. Banners throughout downtown should be a standard size as dictated by the permanent mounting brackets on the light poles.

Informational kiosks and bulletin boards convey information by displaying maps, directories, wayfinding information, and announcements. Kiosks should be designed to fit within the context of the existing street furniture. Kiosks should be placed near but outside the main pedestrian pathway, within the furniture area. Kiosks should include both a secured and locked display area for public announcements, information, and maps; and a smaller bulletin board available for the public to post fliers and brochures. Transparent surfaces should be non-breakable. Kiosks should have their own lighting or be placed near an existing lighting source and must be weatherproof and secure. A posting and maintenance plan should be in place prior to installation.

Interpretive signs provide information about natural, cultural, or historic

resources. Interpretive signs should have a consistent design character. Interpretive signs should not disrupt or block views. Additional informational kiosks and interpretive signs should be placed along the Spring Creek Parkway and at important cross streets along the Main Street Corridor to explain cultural, historical, and natural features of the community and direct users to community features.

### Public Art

Lodi has a strong commitment to art and is home to many artists, artisans, and craftspeople. Public art can enrich the downtown experience, add beauty, and inspire public interest in the area. The incorporation of art throughout the Main Street Corridor is encouraged to continue as an integral part of the downtown design process. Art selected for the Corridor should have a relationship to Lodi's sense of place. Artwork should be relevant to its location and not misrepresent history or distract from the history of downtown, a specific building or site, or a natural feature. Public art should complement the character of the building or space where it is placed. It should integrate well into the design of its surroundings. Art at gateways can enhance entrances into the Main Street Corridor and downtown and establish a unique sense of place.

Art, sculpture, and fountains should provide interaction through touch and movement and stimulate play and creativity. Public art should have the ability to enrich community experience, bring people together, create public interaction, and enhance beauty. Brochures and informational signage should provide information about artwork.

Civic art should be considered for any public project. Consider anything in the built environment as an opportunity for art. Opportunities for public art include:



*Informational kiosk for community information*

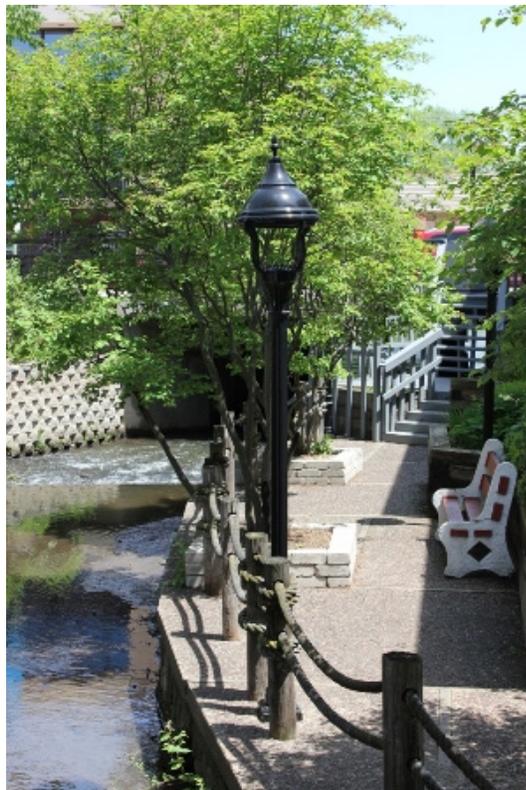
- Benches
- Bicycle racks
- Fountains
- Gates
- Glasswork
- Landscaping
- Manhole covers
- Painting
- Parks and plazas
- Paving
- Planters
- Public Signs
- Railings and Fences
- Sculpture
- Street lights
- Tables and chairs

- Trash receptacles
- Tree guards
- Walls

### **Parks, Plazas, and Open Space**

Developers, planners, and officials should identify major open spaces for public use along the Main Street Corridor, such as Lodi Primary School, Sodders Street, the mini warehouses along Spring Creek north of STH 60, and the Main Street access to Kohn Park. When planning a new park or plaza, consider the number of workers and residents within easy walking distance to ensure use.

Types of open spaces appropriate to downtown include widened sidewalks with streetscape amenities and furniture, plazas for public use, festivals, and large gatherings, thru-block corridors, and small pocket parks. Plazas and parks must be defined as distinct spaces. Open space should integrate well with downtown pedestrian circulation patterns. A park/plaza must be open and visible to the street and sidewalk to be inviting. A strong connection to the adjacent street and sidewalks is therefore necessary. Pedestrian and bicycle connections between the Spring Creek Parkway, downtown, and the Main Street Corridor should be created



*Spring Creek Park & Doctors Park are important open spaces in downtown Lodi.*

and strengthened.

Include public art in parks and plazas. Water features attract people, especially those that allow touching. Fountains also create cooling effects and screen noise. Parks and plazas should be designed to be usable for a substantial part of the year. Open space should be oriented to receive sunlight, but also provide areas of shade. Maximize the amount of vegetation and greenery in a plaza to soften the space, provide shade, and cool the area. Use external stimuli to provide linkages between people. Public art, food vendors, and street performers are appropriate. Include many amenities for plaza and park users, including informational kiosks, bike racks, and trash receptacles. Provide pedestrian-level lighting in parks, plazas, and along the Spring Creek Parkway. Select durable, low maintenance materials for plazas and low maintenance, low water use plants. Develop management policies for events in plazas and parks. Plan for maintenance, cleaning, and landscaping.

### Intersections

Special paving may be used in intersections to highlight important intersections, such as the Four Corners, the intersection of Main and Fair Street between Goeres and Habermann Parks, and the three-way corner of Main, Columbus, and Corner Streets. Pedestrian crosswalks at important intersections along the Main Street Corridor, especially downtown, should be at least eight feet wide and paved with bricks, colored pavers, or colored brushed concrete to differentiate the crosswalks from the rest of the roadway. Medians may be used, especially on wider portions of Main Street, to act as mid-crossing refuges for pedestrians crossing streets. This is especially important in areas where traffic speeds are higher or there are a significant number of crossings made by children

or senior citizens. Longer blocks should provide mid-block crossing for pedestrians. For example, the long downtown block of Main Street between Portage/Lodi Street and Columbus/Corner Street currently has a crosswalk on the south side of Sodder Street. This crosswalk, however, is 200 yards south of the Four Corners, and most of the pedestrian-generating businesses downtown are located to the north. Moving this crosswalk to the Historical Society or adding a crosswalk at City Hall would greatly increase pedestrian safety downtown and cut down on jaywalking. These crossings should include a specially-paved crosswalk differentiated from the roadway, curb ramps, and "Yield to Pedestrians" signs. Similar crosswalks could be added at the Main Street frontage of Kohn Park or at the end of the pedestrian path under the railroad north of the Dollar General. 'Bulb-outs' are curb and sidewalk extensions that are encouraged at street intersections to



*Bulbouts near intersections, such as the Four Corners can include pedestrian amenities (above) or landscaping and/or rain gardens (below)*





*Stamped concrete or colored paving can improve intersection aesthetics and pedestrian safety at important intersections in the Corridor.*

decrease turning radii, shorten street crossing distances for pedestrians, and allow more room for streetscape improvements. Bulbouts are appropriate downtown, but not appropriate elsewhere in the Main Street Corridor. Pedestrian areas at corners should include a clear zone free of obstacles in line with the pedestrian travel areas of the sidewalks and extending to the street corner of the intersection.

**Parking**

Lodi should provide adequate and convenient parking, but parking should not dominate the cityscape. To the greatest degree possible, parking facilities should be part of the designed environment, function safely and smoothly for users, and minimize negative impacts. It buffers pedestrians on the sidewalk from on-street traffic and relieves parking pressure from surface lots. Curbside parking is encouraged along much of the Main Street Corridor. On-street parking is inappropriate for portions of the south sub-corridor and much of the north commercial sub-corridor, but parking should be provided throughout the entire central section of the corridor.

Surface parking is discouraged in downtown, unless it is located behind the buildings that face Main Street, Portage Street, or Lodi Street. Surface parking compromises a pedestrian friendly environment as buildings

designed to stand together are isolated and create gaps in the streetwall. It detracts from the character of downtown and decreases density and vitality. Every effort should be made to place surface parking lots behind buildings and away from the streets. Primary access to surface parking should be through alleys, side streets, or parallel streets (like Spring Street downtown). This avoids the need for multiple curb cuts, minimizing pedestrian conflict. If surface parking is built with no setback from the property line, which is more likely in other areas of the Main Street Corridor, a clear separation must be made between the parking area and pedestrian areas.

All surface parking lot perimeters adjacent to pedestrian paths must have continuous edge treatments that break up the area and harshness of the paved surface. Defining the edge of the parking lot helps re-establish



*Parking lots throughout the corridor should be buffered from the street with walls, railings, and plantings, especially in areas of pedestrian activity.*



the streetwall and define the street. Surface parking lots should have a buffer of either plantings, trees, or fences between their border and the sidewalks or street. Surface parking edge treatments include landscaped or sodded earth berms, tree lawns with landscaping, sod, or decorative paving between trees, screen walls of brick, stone, or stone-colored concrete block, spaced masonry bollards, or iron fencing spanning between brick or stone piers. Materials used should be similar to adjacent buildings and landscaping. For safety, fences should have open visibility.

Larger surface parking lots should be subdivided into smaller areas using landscaping islands. Planting trees in landscaped islands is encouraged to provide shade. Pedestrian-scaled lighting must be provided in surface parking lots. Before building a surface parking lot, developers should consider using shared parking in public parking structures.

## **Maintenance**

Maintenance will create an attractive, safe central corridor spine and downtown valued by all of Lodi. Maintenance plans should be created for the public realm and all new developments, both public and private. Neglected properties can foster a perception of risk and deter people from taking advantage of the Corridor's opportunities. The City should establish a complete downtown maintenance plan, with some tasks extending throughout the entire Main Street Corridor. The plan should include elements such as: clean-up programs, landscaping, lighting maintenance, sidewalk cleaning and repair, street furniture cleaning and repair, street sweeping, trash pick-up, and tree-trimming.

Streetscape and building materials should be selected for durability and longevity. An adequate number of litter

and recycling containers should be provided and an appropriate collection schedule established. Landscaping plants should be chosen that require less water and maintenance; officials should plan and provide adequate maintenance for plantings. The City should also develop maintenance policies for special events within the corridor, such as Susie the Duck Days, Brew-b-que, and the Lodi Farmers Market.

## **Utilities**

Utility placement should be considered an important design element. Above-ground utilities should be visually compatible with other streetscape elements. Whenever possible, utility lines should be placed underground in the public right-of-way. When feasible, bury overhead wires and transformers during street reconstruction. Overhead utilities should be consolidated whenever possible to minimize the necessary number of poles. Utility equipment that must be placed on the sidewalk should be located to avoid pedestrian conflict.

## **Safety and Security**

Residents, workers, and visitors of downtown expect a clean, appealing, safe, and secure environment all day, every day. To create and maintain a healthy and vital downtown, it is important to make it feel safe. Sidewalks, alleys, and other pedestrian routes should be easily identifiable, accessible, and well lit. Improve lighting in alleys for rear entrances and parking. Clear visibility and observability creates safe areas. Reduce the number of locations people may loiter unnoticed. Adequate crosswalk definition, clear sightlines, pedestrian refuges, and appropriate lighting minimize pedestrian-vehicle conflict in intersections. Buildings should have doors, windows, and storefronts at street level and provide "eyes on the street" to naturally deter crime. Active street-floor building uses encourage people to feel secure in the company

of other people. Streetscape design should discourage vandalism and encourage maintenance and care of the downtown built environment. While these issues are most important downtown, they are applicable nonetheless throughout the Main Street Corridor and care should be taken to create a safe and secure district for all throughout the community.

**Gateways**

The purpose of gateways is to create visual landmarks at key locations to provide a sense of entry into downtown and establish a visual image of

downtown and Lodi. Architectural and landscape elements should be used to mark transitions and entrances to the Main Street Corridor and downtown. Lodi has already done a good job of establishing gateways at the main entrances to the City and establishing cohesive signage at these locations. Currently, nearly identical “Welcome to Lodi” signs are located on STH 113 on the north side of Lodi and along STH 60 on the east and west sides of the city. A fourth sign is planned for installation along STH 113 on the south side of Lodi, complete with solar powered lighting. Rather than remove and replace these signs, this plan recommends improvements to the existing signs, including additional lighting for



Interesting features like a street clock would be an appropriate addition to a Four Corners gateway.



The City of Lodi already utilizes a very attractive and character-driven design that should be continued throughout the Main Street Corridor and Spring Creek Parkway. Iron railings, arches, and lettering are a primary design feature, with stone piers drawing on other community design features.

enhanced visibility and landscaping around signs with native plants.

Primary gateways along the corridor include the far north and far south city limits where STH 113 enters the community and becomes Main Street, which are already served by existing gateways. Secondary gateways for the City are the STH 60 gateways on the east and west sides of Lodi, also served by existing signs. Within the corridor, particularly for downtown, important gateways are located at the south end of downtown (Main/Corner/Columbus Streets), the north end of downtown (approximately at Main Street's intersection with 2nd Street and Locust Street), and at the intersection of STH 113 and STH 60 (the "four corners"). Appropriate elements for gateways

include arches, columns, fountains, special road and sidewalk pavings, ornamental lighting, and "Welcome to Lodi" signage. Arch and column gateway features should be similar to the wrought-iron gateway arch found in Goeres and Habermann Parks. The Veterans Memorial Park sign is another example of stone and steel materials and aesthetics that could be replicated at gateways throughout the Corridor. Flowers and ornamental plantings may also be used at gateways to establish an entrance to the Main Street Corridor.

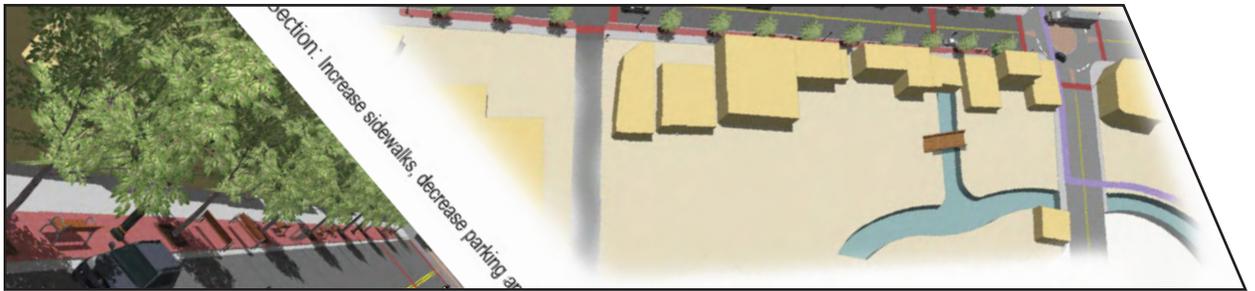


Above: The Veterans Memorial Park sign incorporates the iron and stone theme of other local sign structures, but includes a character-defining artistic touch that could be incorporated into other gateway features. This type of design would be appropriate for a Four Corners gateway feature.



Above: The existing community gateway signs can be enhanced with stonework, ironwork, lighting, and landscaping and plantings.

This page intentionally left blank



## IMPLEMENTATION & FUNDING

## IMPLEMENTATION & FUNDING

This section is intended to provide a roadmap for the City of Lodi municipal government, local stakeholders, and business owners to follow through the redevelopment process. It includes a summary of plan goals and objectives as well as a set of projects along with associated timeframe and estimated costs. Although the previous chapters identified a wide range of strategies available to Lodi as part of a comprehensive downtown revitalization program, the City has limited time and resources to implement new programs. This vision provides a work plan for the City and its partners which are feasible within the City's budget and staffing.

Strategies (headings) and action steps (bullet points) are provided below to achieve the City's goals of revitalizing and promoting appropriate and well-designed development in the Main Street Corridor and Downtown. Implementation of tasks listed under each strategy may require collaboration and coordination between a number of key organizations. For example, while the City will need to take the lead on issues associated with zoning or other regulatory issues, other civic organizations and private businesses may be better suited to carry out initiatives related to marketing, business assistance or targeted industry recruitment.

### Strategies & Action Steps

Create appropriate regulatory framework for Corridor revitalization.

- Review and amend Comprehensive Plan as needed.
- Review and amend zoning code as needed.
- Review the development review, approval, and permitting process.
- Provide institutional support for downtown revitalization; this includes public and private partners.
- Ensure City and community organization staff capacity is appropriate.
- Mitigate potential obstacles within existing City regulation to promote desired development types .

Revitalize Downtown

- Establish Downtown as a cultural and arts district.
- Establish downtown as a "destination" retail district.
- Encourage pedestrian-oriented development and ground-floor activity.
- Preserve historic integrity of downtown.
- Provide adequate parking for employees and visitors.
- Provide pedestrian amenities.
- Promote near-term redevelopment.
- Provide additional residential options.
- Encourage upper floor residential conversions.
- Include amenities to make downtown living more attractive.

Provide infrastructure that supports downtown revitalization

- Repair streets and sidewalks.
- Add bicycle lanes.
- Expand sidewalk width.
- Install additional pedestrian amenities.
- Optimize utilization of existing parking.

Improve corridor aesthetics

- Implement and promote use of design guidelines for public and private improvements.
- Improve streetscape and right-of-way amenities.
- Encourage enhancements to existing structures and sites.
- Enhance green space/parks.
- Enhance downtown pedestrian experience.
- Expand active public space.
- Business-sponsored streetscape elements and seasonal décor.

Develop infrastructure to support biking and walking in the community

- Connect outdoor spaces with streets, sidewalks, and paths.
- Build sidewalks in new development and fill gaps in the sidewalk network during redevelopment.
- Establish continuous parkway along Spring Creek Park.
- Develop connections between trails, downtown, and neighborhoods.
- Provide open space network throughout Corridor.
- Connect parks throughout the Corridor with paths.
- Improve pedestrian safety.
- Add on-street bike lanes.
- Connect the Ice Age Trail to the proposed Spring Creek Parkway.

Preserve and enhance the attractiveness of entry corridors

- Establish gateway features at all community entrances.
- Improved landscaping at community entrances.
- Develop community-wide wayfinding signage system.

Maintain Lodi's historic small-town feel

- Preserve and restore historic structures.
- Renovate existing buildings to reduce the risk of losing the City's historic identity.
- Downtown façade improvement program.
- Design guidelines for new development.

#### Corridor business support, recruitment, and marketing

- Communicate downtown and corridor accomplishments and progress.
- Streamline business startup and development process.
- Market available sites and properties within the corridor and downtown.
- Encourage reuse of underutilized sites.
- Work with developers/brokers.
- Maintain and distribute local market information.
- Provide access to financing.
- Develop business training initiatives.
- Establish a business retention and expansion program.
- Work with landowners to ensure adequate parking availability.

#### Identify stable sources of funding

- Tax Incremental Financing.
- Grants – both State and Federal.
- Capital Improvement Plan.
- Private funding.

### **Costs and Financing**

In order to help prioritize activities and provide a framework for work planning, a staged implementation work plan is provided beginning on page 84. The plan clearly identifies projects on timelines of less than two years, two to five years, and over five years. In the case of those projects pushed out to the 10+ year timeline, all are dependent on WisDOT reconstruction of portions of STH 113 and/or STH 60, and therefore may occur sooner, depending on WisDOT scheduling. Sequentially, initiatives in later periods will build on success of previous initiatives to sustain momentum, leverage grant dollars, and further previous recommendations. Prioritization of projects and initiatives within a given time frame was based on Steering Committee input and public outreach,

and identifies areas that balance implementation costs, infrastructure needs, and public support .

The third and final columns of the work plan indicate the anticipated total cost to carry out the specific initiative and potential sources of funding assistance, respectively. Additional information on these funding programs is provided starting on page 87. Projects with no funding sources listed will need to be borne primarily by the City or other local sources.

Project Type	Project/Location	Estimated Cost	Timeline	Funding Sources
Bike Lane	Bike Lane (Spring/Columbus)	\$32,000	<2 years	TAP
Footbridge	Footbridge Replacement	\$90,000	<2 years	TAP,KNSGP,LWCF,RTA
Footbridge	Habermann-Kohn Footbridge	\$90,000	<2 years	TAP,KNSGP,LWCF,RTA
Gateways & Signs	North Gateway Improvements	\$5,000	<2 years	TIF
Gateways & Signs	South Gateway Improvements	\$5,000	<2 years	TIF
Gateways & Signs	South Gateway Improvements	\$5,000	<2 years	TIF
Gateways & Signs	South Gateway Improvements	\$5,000	<2 years	TIF
Gateways & Signs	Directional Signage	\$3,000	<2 years	TAP,HSIP,TIF
Miscellaneous	Sodders Street Repaving*	\$23,000	<2 years	LRIP
Miscellaneous	Sodders Street Closure*	\$5,000	<2 years	TIF
Miscellaneous	Aust Walls Repairs	\$77,000	<2 years	
Miscellaneous	Doctors Park Improvements	\$22,000	<2 years	KNSGP,LWCF
Miscellaneous	Downtown Streetscape Improvements	\$250,000	<2 years	TIF
Miscellaneous	Additional Main Street Crosswalks	\$1,000	<2 years	STIP,TAP
Path	Veterans Park/Ice Age Trail Parkway	\$29,000	<2 years	TAP,KNSGP,LWCF,RTA,TIF
Path	Goeres Parkway	\$19,000	<2 years	TAP,KNSGP,LWCF,RTA,TIF
Path	Habermann Parkway	\$92,000	<2 years	TAP,KNSGP,LWCF,RTA,TIF
Path	Kohn Parkway	\$45,000	<2 years	TAP,KNSGP,LWCF,RTA,TIF

**Funding Key**

All projects are assumed to have some City funding, including for grant matches.

STIP=Statewide Transportation Improvement Program

TAP=Transportation Alternatives Program

HSIP=Highway Safety Improvement Program

SIB=State Infrastructure Bank

TEA=Transportation Economic Assistance

LBIA=Local Bridge Improvement Assistance

LRIP=Local Roads Improvement Program

KNSGP=Knowles-Nelson Stewardship Grant

Programs LWCF=Land & Water Conservation Fund

RTA=Recreational Trails Act

UNSSWMG=Urban Nonpoint Source & Storm Water Management Grant

MFCG=Municipal Flood Control Grant

Project Type	Project/Location	Estimated Cost	Timeline	Funding Sources
Bike Lane	Bike Lane (Downtown)	\$39,000	2-5 years	TAP,SIB
Bike Lane	Bike Lane (South)	\$49,000	2-5 years	TAP
Bike Lane	Bike Lane (Transition)	\$51,000	2-5 years	TAP
Footbridge	Eastside Downtown Footbridge	\$90,000	2-5 years	TAP,KNSGP,LWCF,RTA
Footbridge	Goeres-Ness Footbridge	\$90,000	2-5 years	TAP,KNSGP,LWCF,RTA
Gateways & Signs	Four Corners Improvements	\$15,000	2-5 years	HSIP,TIF
Miscellaneous	Spring Creek Bank Improvements	\$21,000	2-5 years	UNSSWMG,MFCG
Path	North Main Multi-use Path**	\$149,000	2-5 years	TAP,SIB,TIF
Path	Downtown Parkway	\$32,000	2-5 years	TAP,KNSGP,LWCF,RTA,TIF
Path	Ness Parkway	\$50,000	2-5 years	TAP,KNSGP,LWCF,RTA,TIF
Sidewalk	North Main Sidewalk**	\$189,000	2-5 years	TAP,SIB
Sidewalk	South Main Sidewalk	\$59,000	2-5 years	TAP
Streets & Paving	West Downtown Parking Improvements	\$40,000	2-5 years	SIB
Streets & Paving	East Downtown Parking Improvements	\$37,000	2-5 years	SIB

**Funding Key**

All projects are assumed to have some City funding, including for grant matches.

STIP=Statewide Transportation Improvement Program

TAP=Transportation Alternatives Program

HSIP=Highway Safety Improvement Program

SIB=State Infrastructure Bank

TEA=Transportation Economic Assistance

LBA=Local Bridge Improvement Assistance

LRIP=Local Roads Improvement Program

KNSGP=Knowles-Nelson Stewardship Grant

Programs LWCF=Land & Water Conservation Fund

RTA=Recreational Trails Act

UNSSWMG=Urban Nonpoint Source & Storm Water

Management Grant

MFCG=Municipal Flood Control Grant

Project Type	Project/Location	Estimated Cost	Timeline	Funding Sources
Bike Lane	Bike Lane (North Commercial)**	\$93,000	5+ years	TAP,SIB
Bike Lane	Bike Lane (STH 60)	\$21,000	5+ years	TAP
Streets & Paving	STH 113 Downtown Reconstruction & Side-walk Expansion	\$133,000	5+ years	STIP,SIB,LBIA
Streets & Paving	STH 113 Reconstruction (South)	\$170,000	5+ years	STIP
Streets & Paving	STH 113 Reconstruction (Transition)	\$184,000	5+ years	STIP
Streets & Paving	STH 113 Reconstruction (North)	\$326,000	5+ years	STIP,SIB,TEA
Streets & Paving	STH 60 Reconstruction	\$202,000	5+ years	STIP,LBIA
Miscellaneous	Four Corners Crosswalk Improvements***	\$7,000	5+ years	STIP,TAP,HSIP
Miscellaneous	Roundabout***	\$30,000	5+ years	STIP,HSIP

**Funding Key**

All projects are assumed to have some City funding, including  
 for grant matches.  
 STIP=Statewide Transportation Improvement Program  
 TAP=Transportation Alternatives Program  
 HSIP=Highway Safety Improvement Program  
 SIB=State Infrastructure Bank  
 TEA=Transportation Economic Assistance  
 LBIA=Local Bridge Improvement Assistance  
 LRIP=Local Roads Improvement Program  
 KNSGP=Knowles-Nelson Stewardship Grant  
 Programs LWCF=Land & Water Conservation Fund  
 RTA=Recreational Trails Act  
 UNSSWMG=Urban Nonpoint Source & Storm Water

\*Mutually exclusive projects

\*\*If a multi-use path is built in the North Commercial subcorridor, an on-street bike lane and sidewalk would not be constructed and vice versa

\*\*\*A Four Corners roundabout and crosswalk improvements could be constructed simultaneously for costs savings. Additional cost savings would be realized if design and construction coincided with STH 60 or STH 113 reconstruction

## Funding Opportunities

### Tax Increment Financing

Tax increment financing (TIF) is one of the most important and useful tools available to municipalities for promoting the orderly growth and development of the community. TIF Law was approved by the Wisconsin Legislature as a means of promoting industrial development, mixed-use development, eliminating blighted areas, and rehabilitating deteriorating areas in a community. TIF is a means of financing costs incurred by units of government to promote development within a defined area or “tax increment district” (TID). The unit of government establishes boundaries for the TID and the property taxes on the increased property value within that district are used to pay the costs incurred to make the development possible. After setting up the district boundaries, the municipality must then identify the potential costs that are needed to make new development feasible within the district. There are a variety of eligible project costs associated with the creation of a TID. Examples of eligible project costs include financing, infrastructure development, real property assembly, professional services, developer assistance, and TID creation costs. Costs up to a half-mile outside the TID that serve development within the TID are also eligible. Property taxes are comprised of taxes collected by the local unit of government, the school district, the county, the Technical College District and the State of Wisconsin. When a Tax Increment District is created, a ‘base value’ is established by determining the current value of real property located in the TID. The overlaying taxing entities continue to collect their portion of property taxes on the ‘base value’. As property values in the District increase as a result of new development, redevelopment or inflation, the additional property

taxes—the amount of taxes collected on property within the TID over and above the base TID value—is captured by the TID. These additional property taxes are called the ‘tax increment’ and can be used to fund project costs or to service debt over the life of the TID. Once the TID is terminated, all of the overlaying taxing entities begin to receive property taxes on the full value of property in the former TID.

In 2015, the City of Lodi amended its existing Tax Increment District No. 3 and created two new Tax Increment Districts, No. 4 and No. 5. TID No. 3 is a one-parcel district that entails the property currently occupied by Dollar General. TID No. 4 includes most of the North Main Street commercial sub-corridor and portions of the Lodi Industrial Park. TID No. 5 encompasses most of downtown Lodi and several nearby properties. The approved project plans for Lodi’s three current Tax Increment Districts include the following expenditures:

#### TID #3

- Capital improvements including the design and construction of enhancements along the North Main Street corridor, including gateway features, landscaping, streetscape, decorative lighting, sidewalks or multi-use trails, and other improvements to enhance the aesthetic appearance of the corridor.
- Infrastructure improvements, which include sanitary sewer extension, construction of a sanitary sewer force main or lift station, water main replacement and extension, and “green” storm water management facilities.
- Site development and redevelopment costs required to make sites suitable for development.

- Land acquisition and assembly to make sites suitable for development.
- Development incentives to developers and businesses to promote and stimulate new development.
- Allocation of surplus revenues to TID #4 and TID #5 to fund projects in those TIDs' respective project plans.

#### TID #4

- Capital improvements including the design and construction of enhancements along the North Main Street corridor including gateway features, landscaping, streetscape, decorative lighting, sidewalks or multi-use trail, and other improvements to enhance the aesthetic appearance of the corridor.
- Infrastructure improvements, which include sanitary sewer extension, construction of a sanitary sewer force main or lift station, water main replacement and extension, and "green" storm water management facilities.
- Site development and redevelopment costs required to make sites suitable for development.
- Land acquisition and assembly to make sites suitable for development.
- Development incentives to developers and businesses to promote and stimulate new development.
- A Main Street Corridor Revitalization and Enhancement Plan.

#### TID #5

- Capital improvements including the design and construction of enhancements along the South

Main Street corridor including streetscaping, gateway features, plantings and landscaping, informational and directional signs, benches, bicycle racks, decorative lighting, sidewalk improvements; streetscaping on STH 60 near its intersection with STH 113; improvements to Doctor's Park and Spring Creek Park; construction of a parkway along Spring Creek; and other improvements to enhance the aesthetic appearance of the corridor.

- Infrastructure improvements, which include water main replacement, Sodders Street repaving, and parking and access improvements.
- Site development and redevelopment costs required to make sites suitable for development.
- Land acquisition and assembly to make sites suitable for development.
- Development incentives to developers and businesses to promote and stimulate new development.
- A Main Street Corridor Revitalization and Enhancement Plan.

#### **Statewide Transportation Improvement Program**

The Statewide Transportation Improvement Program (STIP) produces a four-year plan of highway and transit projects for the state of Wisconsin. Revised every year, the plan is a compilation of all highway (state or local) and transit projects in urban and rural areas. The STIP plan adopts the Transportation Improvement Programs prepared by the state's 14 metropolitan planning organizations (MPO) by reference. Columbia County is one of the few counties not served by an MPO. The STIP plan is approved by the Federal Highway Administration and the Federal

Transit Administration. Improvements to or work on STH 113 or STH 60 within Lodi are not included in the 2016-2019 STIP.

### **Transportation Alternatives Program**

The Transportation Alternatives Program (TAP) is a comprehensive federal funding category that was created pursuant to the Moving Ahead for Progress in the 21st Century Act (MAP-21), which was signed into law in and became effective in 2012. The Transportation Alternatives Program (TAP) is a program that was authorized in 2012 by federal transportation legislation, the Moving Ahead for Progress in the 21st Century Act (MAP-21). TAP incorporates the following three former WisDOT multi-modal transportation improvement programs: Safe Routes to School (SRTS); Transportation Enhancements (TE); and The Bicycle & Pedestrian Facilities Program (BFPF). WisDOT previously administered these programs as three distinct federal funding categories based upon the statutory requirements of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), as well as previous federal transportation legislation. WisDOT merged these previously distinct programs to streamline the application process and align multimodal program administration with other federal transportation improvement programs. With certain exceptions, projects that met eligibility criteria for the former Safe Routes to School Program, Transportation Enhancements, and/or the Bicycle & Pedestrian Facilities Program are eligible TAP projects.

Sponsors must provide at least a 20% local match for TAP projects. TAP projects must commence within four (4) years of the project award date. Metropolitan Planning Organizations (MPOs) in areas with populations over 200,000 will select TAP projects through a separate competitive funding process. As Lodi and Columbia County are not

within an MPO, any TAP projects will be reviewed directly by WisDOT.

The 2014-2018 TAP award cycle included approximately \$13.3 million in TAP awards for Wisconsin, which funded 27 projects in the bicycle-pedestrian, safe routes to school, and other similar eligibility categories. The Federal Highway Administration (FHWA) has identified projects that fall within the following categories are eligible to receive TAP funding:

- Construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists, and other non-motorized forms of transportation.
- Construction, planning, and design of infrastructure-related projects and systems that will provide safe routes for non-drivers.
- Conversion and use of abandoned railroad corridors for trails for pedestrians, bicyclists, or other non-motorized transportation users.
- Construction of turnouts, overlooks, and viewing areas.
- Community improvement activities, including
- Inventory, control, or removal of outdoor advertising;
- Historic preservation and rehabilitation of historic transportation facilities;
- Vegetation management practices in transportation rights-of-way to improve roadway safety, prevent against invasive species, and provide erosion control;
- Archaeological activities.
- Any environmental mitigation activity.

- The recreational trails program.
- The Safe Routes to School program.
- Planning, designing, or constructing boulevards and other roadways largely in the right-of-way of former Interstate System routes or other divided highways.

The application period for the 2016-2020 Program Cycle for TAP ended in January, 2016. The Wisconsin Department of Transportation (WisDOT) solicits applications every other year, so the next opportunity to submit an application will occur in calendar year 2017.

### **Highway Safety Improvement Program**

The Highway Safety Improvement Program (HSIP) funds highway safety projects at sites that have experienced a high crash history. The overall objective of HSIP is to develop and implement, on a continuing basis, stand-alone safety projects designed to reduce the number and severity of crashes on all streets and highways, both state and local. HSIP is focused on infrastructure improvements that reduce the number and severity of crashes and decrease the potential for crashes on all public roads with additional emphasis on low-cost treatments that can be implemented quickly.

HSIP is a federal reimbursement program and not a federal grant program. The federal funding ratio for HSIP funds is usually 90%, requiring a 10% match of state and/or local funds. The State pays match for state highway (i.e. STH 113) projects, while local governments must pay the match for non-state highway projects (local streets and highways). Current program funding is approximately \$31 million per year. The current HSIP application period closes on August 15, 2016.

### **State Infrastructure Bank**

In order to stretch limited funds, Congress authorized funds to create state "banks" to complement traditional transportation grant programs and provide states with flexibility to offer many types of financial assistance. The State Infrastructure Bank (SIB) Program, similar to a private bank, offers a range of loans and credit options to help finance eligible surface transportation projects. SIBs offer the ability to undertake transportation projects that would otherwise go unfunded or experience substantial delays. WisDOT applied for federal seed money to create a revolving loan program. Communities can borrow the money to provide needed transportation infrastructure improvements to help preserve, promote and encourage economic development and/or promote transportation efficiency, safety and mobility. The Wisconsin SIB program is a revolving loan program providing capital for transportation projects from loan repayments and interest earned from funds remaining in the bank. WisDOT charges a 2% interest rate on the loan principal and projects can be amortized up to 25 years. Funds are available on a "first come, first served" basis. Eligible SIB projects include the following:

- Improve an interchange for a new industrial park or commercial development
- Enhance a road leading up to a contaminated (brownfields) property
- Provide for better access to facilitate increased auto or truck traffic near commercial or industrial sites
- Repair or reconstruct a bridge linking downtown businesses with a major state highway(s)
- Provide signal lights, turn lanes and pedestrian walkways at a busy highway intersection
- Construct or widen a road linking

an intermodal facility (i.e. airport, harbor, railroad)

- Widen a highway to improve safety and truck movements for a warehousing/distribution center
- Construct parking facilities, bicycle lanes and pedestrian walk-ways to better facilitate customer traffic on or near retail centers and tourist attractions.

### **Transportation Economic Assistance**

The Transportation Economic Assistance (TEA) program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. The goal of the TEA program is to attract and retain business firms in Wisconsin and create or retain jobs. Target businesses cannot be speculative and local communities must assure that the number of jobs anticipated from the proposed project will materialize within three years from the date of the project agreement and remain after another four years. Grants of up to \$1 million are available for transportation improvements that are essential for an economic development project. Projects must begin within three years of award, have the local government's endorsement, and benefit the public. The program is designed to implement an improvement more quickly than normal state programming processes allow. The 50% local match can come from any combination of local, federal, or private funds or in-kind services. Applications are first come, first serve, and funded when all eligibility information is complete and satisfactory. Through December 2015, over \$99 million has been invested in grants awarded to 203 communities and benefiting over 350 Wisconsin businesses. The cost per direct job created or retained has averaged \$2,577.

### **Connecting Highway Aids**

Connecting Highway Aids (CHA) assist municipalities with costs associated with increased traffic and maintenance on roads that connect segments of the State Trunk Highway System. The objective of the program is to reimburse municipalities for actual costs associated with the traffic control and maintenance of certain designated routes of the state highway system existing in a municipality. Eligible municipalities are those with marked routes on the State Trunk Highway system over the streets and highways within their jurisdiction which are designated as connecting highways. Municipalities receive quarterly payments on a per lane mile basis, with rates varying according to population and appropriations set in the state budget. Rates for CY 2014 and CY 2015 are for municipalities under 10,000 population is \$7,345 per lane mile.

### **Local Bridge Improvement Assistance**

The Local Bridge Improvement Assistance Program helps rehabilitate and replace, on a cost-shared basis, the most seriously deficient existing local bridges on Wisconsin's local highway systems. Counties, cities, villages, and towns are eligible for rehabilitation funding on bridges with sufficiency ratings of 80 or less, and replacement funding on bridges with sufficiency ratings less than 50. The next cycle (2017-2022) will be posted on the WisDOT website during calendar year 2016.

### **Local Roads Improvement Program**

The Local Roads Improvement Program (LRIP) assists local governments in improving seriously deteriorating county highways, town roads, and city and village streets. LRIP is a reimbursement program, which pays up to 50% of total eligible costs with local governments providing the balance. The LRIP program operates on a two-year cycle. The next

application period will be in calendar year 2017. Information will be updated on the WisDOT website periodically. LRIP is a reimbursement program, which may pay up to a maximum of 50% of total eligible project costs, with the balance of the eligible costs funded by the local unit of government. All applicable projects are locally let and reimbursed by WisDOT upon project completion.

The program has three entitlement components that provide funding for road improvements. Counties and towns have separate components, while cities and villages are funded through the Municipal Street Improvement Program (MSI). MSI is comprised of cities and villages with populations less than 20,000 (MSILT) and cities and village with populations of 20,000 or more (MSIGT). In addition to entitlements, there are also three discretionary components for counties, cities and villages, and towns to request funding for high-cost projects. Cities and villages with high-cost projects with total eligible costs of \$250,000 or more are eligible for the Municipal Street Discretionary Improvement Program (MSID).

Only work on existing county trunk highways, city and village streets and town roads under the authority of the local unit of government are eligible for funding. Maintenance, new roads or improvements to alleys or parking lots are not reimbursable through the program. All improvements must have a projected design life of at least ten years. If bicycle and pedestrian facilities are included in an LRIP reconstruction improvement project, the municipality involved in the reconstruction project must adopt an official resolution authorizing the establishment of those facilities as part of the improvement project. Eligible projects include the following categories:

Reconstruction – total rebuilding of an existing highway to improve maintainability, safety, geometrics

and traffic service. It is accomplished basically on existing alignment and major elements may include flattening of hills and grades, improvement of curves, widening of the roadbed and elimination or shielding of roadside obstacles. Normally, reconstruction will require additional right-of-way. It includes rebuilding both the pavement structure and subgrade. It also includes widening of urban streets to widen lanes or to add parking, bicycle accommodations or auxiliary lanes or adding sidewalks. Removing parking together with pavement replacement is in this category, because this increases the traffic carrying capacity of the roadway without actually constructing new through travel lanes.

Pavement replacement – structural improvement to the pavement or removal of the total thickness of all existing asphalt and concrete paving layers from an existing roadway and providing a new paved surface without changing the subgrade. It may include restoration of the base aggregate by adding more material before repaving or adding base aggregate open graded with drainage system. It generally involves no improvement in capacity or geometrics. Pavement replacement may include some elimination or shielding of roadside obstacles, culvert replacement, signals, pavement marking, signing and intersection improvements. Pavement replacement projects may require additional right-of-way.

Reconditioning – work in addition to resurfacing. Minor reconditioning includes pavement widening and shoulder paving. Major reconditioning includes improvement of an isolated grade, curve, intersection or sight distance problem to improve safety. Major recondition projects may require additional right-of-way.

Resurfacing – placing a new surface

on an existing roadway to provide a better all weather surface, a better riding surface and to extend or renew the pavement life. It includes pavement widening and shoulder paving. Generally, it involves no improvement in capacity or geometrics. Resurfacing may include some elimination or shielding of roadside obstacles, culvert replacements, signals, marking, signing and intersection improvements. Usually, no additional right-of-way is required; except possible minor acquisition for drainage and intersection improvements.

Structure – Rehabilitation (repair, restoration or replacement of the components of the existing structure including asphaltic surfacing or concrete overlays, as well as measures taken to correct safety defects) or Replacement of an existing bridge.

### **In This Together**

Because businesses located in work zones have special needs, WisDOT understands that it is critical that customers have access to businesses and that they continue to visit them, regardless of road work inconvenience. The In This Together program is offered to business and community leaders as an idea source as they plan for road construction in their area. Workbooks and case studies that demonstrate techniques that have been successfully used during previous projects and promotional samples showing a variety of examples of how businesses have promoted their businesses during construction are offered as part of this program.

### **WDNR Knowles-Nelson Stewardship Grant Programs**

Applications for this program are due annually in May. Local units of governments and nonprofit conservation

organizations are eligible applicants. The maximum available grant amount is \$250,000 with a 50% local match requirement. The Stewardship Program includes the following grants: Aids for the Acquisition & Development of Local Parks, Urban Rivers, Urban Green Space, and Acquisition of Development Rights and Recreation Trails. Each of the grants listed has their respective goals, priorities and criteria related to conservation and expanding outdoor recreation opportunities. Examples of eligible project types for these grants include land acquisition that will provide opportunities for nature based recreation, water based recreation, and preservation of natural areas, and development projects that meet the aforementioned criteria including recreation trails, boat landings, fishing piers, picnic areas, and development of support facilities such as access roads, parking, restrooms, signage, utility systems and lighting. Projects must be consistent with the Statewide Comprehensive Outdoor Recreation Plan and must be included in an adopted local Comprehensive Outdoor Recreation Plan.

### **WDNR Land & Water Conservation Fund (LWCF)**

Applications for the LWCF are due annually in May. Local units of government are eligible applicants. The maximum grant available is \$250,000 with a 50% local match requirement. Eligible projects include land acquisition and development of outdoor recreation facilities including active sports and non-nature based facilities. Projects must be consistent with the Statewide and local Comprehensive Outdoor Recreation Plan

### **WDNR Recreational Trails Act (RTA)**

Local units of government and incorporated organizations are among the applicants eligible for this program.

Applications are due annually in May. Grants of up to \$45,000 are available with a required 50% local match. The RTA program funds eligible projects including land acquisition, maintenance and restoration of existing trails, development and rehabilitation of trailside and trailhead facilities, and development of new trails. Projects must be consistent with the Statewide and Local Recreation Trail Plan.

### **WDNR Urban Nonpoint Source & Storm Water Management Grant**

These grants are available every other year; the next expected deadline will be Spring 2017. The maximum available grant is \$150,000, plus \$50,000 for acquisition. Eligible planning projects include urban storm water management plans, ordinance development, creation of storm water utilities & public information, storm water best management practices, engineering, land acquisition, stream bank & shoreline stabilization.

### **WDNR Municipal Flood Control Grant**

These grants are available every other year; the next expected deadline will be Spring 2018. Grants up to \$650,000 are available with a 30% local match requirement. Eligible projects include acquisition and demolition of structures in the floodplain, flood proofing, and flood mitigation.

This page intentionally left blank

## **APPENDIX A**

### Public Input

#### Answers to Open-Ended Survey and Public Meeting Questions

## **Public Meeting #1 & First Public Input Survey**

November-December, 2015

### **Today, downtown is**

- Vintage
- Boring, empty, dump
- Nice and usually busy
- Stagnant
- Cute
- Welcoming-looking
- Full of empty buildings
- A charming attraction that beckons visitors
- Mixture of turn-of-century to middle 1900s; some in disrepair
- Lovely
- Nice
- Cluttered looking
- Quiet
- Dying
- Getting mixed architecturally
- Okay
- Underutilized
- Very good now
- Beautiful and almost well maintained

### **In the future, downtown will be**

- Vintage
- Greener, with more bikes and pedestrians
- Historic
- Intriguing
- Full of amenities
- A vibrant area that brings people together
- A destination
- An enhanced charming attraction that beckons visitors
- Restored historical buildings with new “historical looking” structures, wide brick or stained brick sidewalk, flower pots, trees, banners, local artist sculptures, etc.
- Amazing
- Unique
- Vibrant, walkable, fun, attractive
- Booming
- Vibrant & artsy
- Vibrant and peopled, busy
- More exciting

- Historic (and more historically accurate)

### **What other concerns are important Downtown?**

- Keep it vintage, that's why people come here
- Revamp a little at a time
- A historic look is preferred
- Signage should have simple, clean lines. Walkways, parks, and historic areas should be identified. Corridor on the south end should begin earlier with reduced speed to prepare people to enter the City, rather than with an abrupt slow-down.
- Make sure downtown businesses have access by customers and delivery vehicles
- Wide lanes, street lamps
- Predatory policing
- Fix driveway behind Associated Bank
- Keep the City's usefulness as a real town, not just a tourist location. However, have enough fun, beautiful, interesting amenities to draw visitors.
- Lodi has lots of artists –it would be great to showcase that.
- Galena, Illinois is a good example of emphasizing historical strength.
- Bury utility and phone lines as poles need to be replaced
- Use grants available to historic districts
- All stores need to be open at least 9-5 and an evening, perhaps Thursday nights. Anything possible to bring in more tourists and get locals to shop locally.
- Themes of downtown Lodi need to be continuous with Lodi Street, Water Street to Veterans Park, and bridge to 113, Lodi Street eastward through historic District, and 113 north to Vet Clinic
- Make sure we don't lose the story of Susie the Duck
- Don't lose parking
- Keep the ability to redirect traffic
- Hide garbage/dumpsters
- Guidelines for all businesses for a uniform or at least clean look; yes individuality, but rules so "eyesores" don't detract from main features
- Bike trails into town/wider sidewalks
- Drivers to observe pedestrians crossing
- Gathering places for conversation
- Signage
- Park area
- Four corners currently does not have a street sign
- #1 focus is the Greenway
- Develop the lanes between buildings as features with opportunity for opening businesses out into lanes, walk up to main street from greenway in downtown
- Additional pedestrian bridges
- Angled parking on one side, other side bike lane, with better pedestrian walkways

- Several businesses are not draws, some service businesses are in beautiful buildings but are boring
- Footbridges
- Additional Parking

**What other concerns are important for Main Street outside of downtown?**

- Signage
- There are a lot of obtrusive lighting at some businesses
- Historical homes
- Alley ways between buildings
- Cultural attractions/practicing artisans working in studios, not just gift stores
- Awareness of other modes of transportation, not just motor traffic through town
- Connection to downtown, tie identity to downtown
- Highlight more local artists, possibly with interactive pieces that can also be used for exercise.
- Locate bike racks close to bike routes
- Locally-created murals that share the history of Lodi
- The corridor should have a consistent look, from North to South and East to West
- Signage and decorative landscaping should be consistent everywhere
- Design motif signifying trails, etc.

Continuous theme/design

Make a connection from the Ice Age Trail to Lake Wisconsin

Connect Lodi, but make it a place people want to pause: stay, eat, create, shop, play, etc.

Lots of historic information

Highlight and emphasize Victorian style

Too much concrete and not enough greenspace along Main Street

Consistent encouragement of landscape plans for all developments

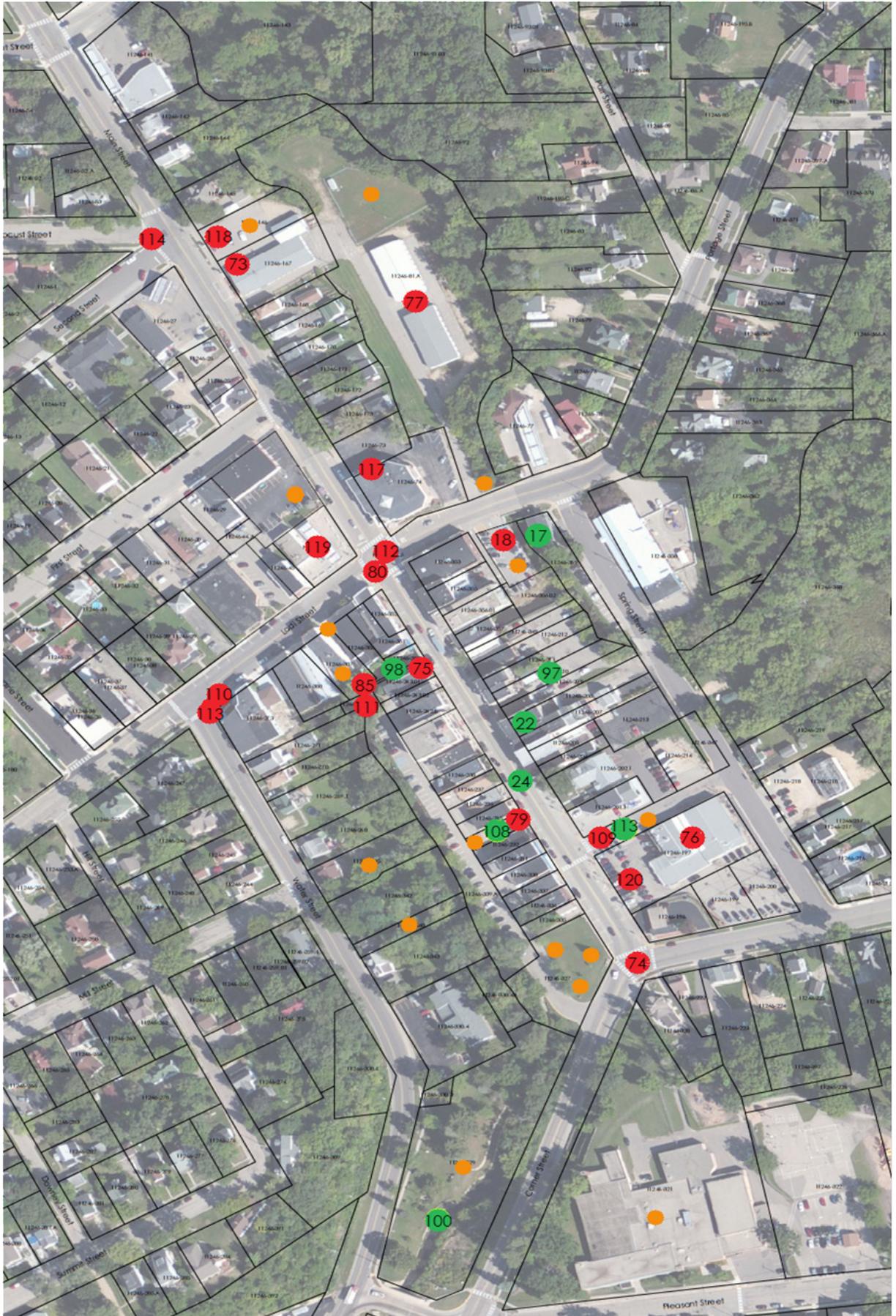
Identify possibilities or need for primary school repurposing

### Downtown Areas of Strength

17	Very cool building
22	Bushnell Building
24	Just a really beautiful part of the street with historical building
97	Trail connecting E & W greenway
98	Duck basket is used every year by ducks to hatch their new chicks. Tourists come to feed the ducks
100	Veteran's Park
108	Small Park by Am Family. Terrific Setting
113	Save Soddors St.

### Downtown Areas of Concern

18	Congested parking and it has the creek on two sides of it
73	Really Ugly
74	Confusing as hell when you come into town. Intersection is confusing.
75	Empty/vacant building
76	Apartment building please
77	Storage bins are ugly and never should have been put in the flood plain
79	No plastic flowers
80	Signage Main St.
109	Too much concrete just as people enter downtown. An area of concern is an area of opportunity - planters, gazebos, etc.
110	Inexperienced drivers and pedestrians can really mess up the flow and cause the intersection to be dangerous
111	Need New Bridge
112	Semi traffic/large trucks coming through downtown - sound pollution, etc - consider re-routing of through traffic
113	Semi traffic & trucks moving on Hwy 60 through downtown have extreme difficulty with turns - sound pollution is a problem
114	Hard to tell who's turning where here
117	Too much concrete & stones, needs some green, bike racks, etc.
118	Too much concrete again! It's ugly & right on Main St.
119	Next gas station that folds-create extra public parking-gazebo-bike racks music events
120	Car dealer lot

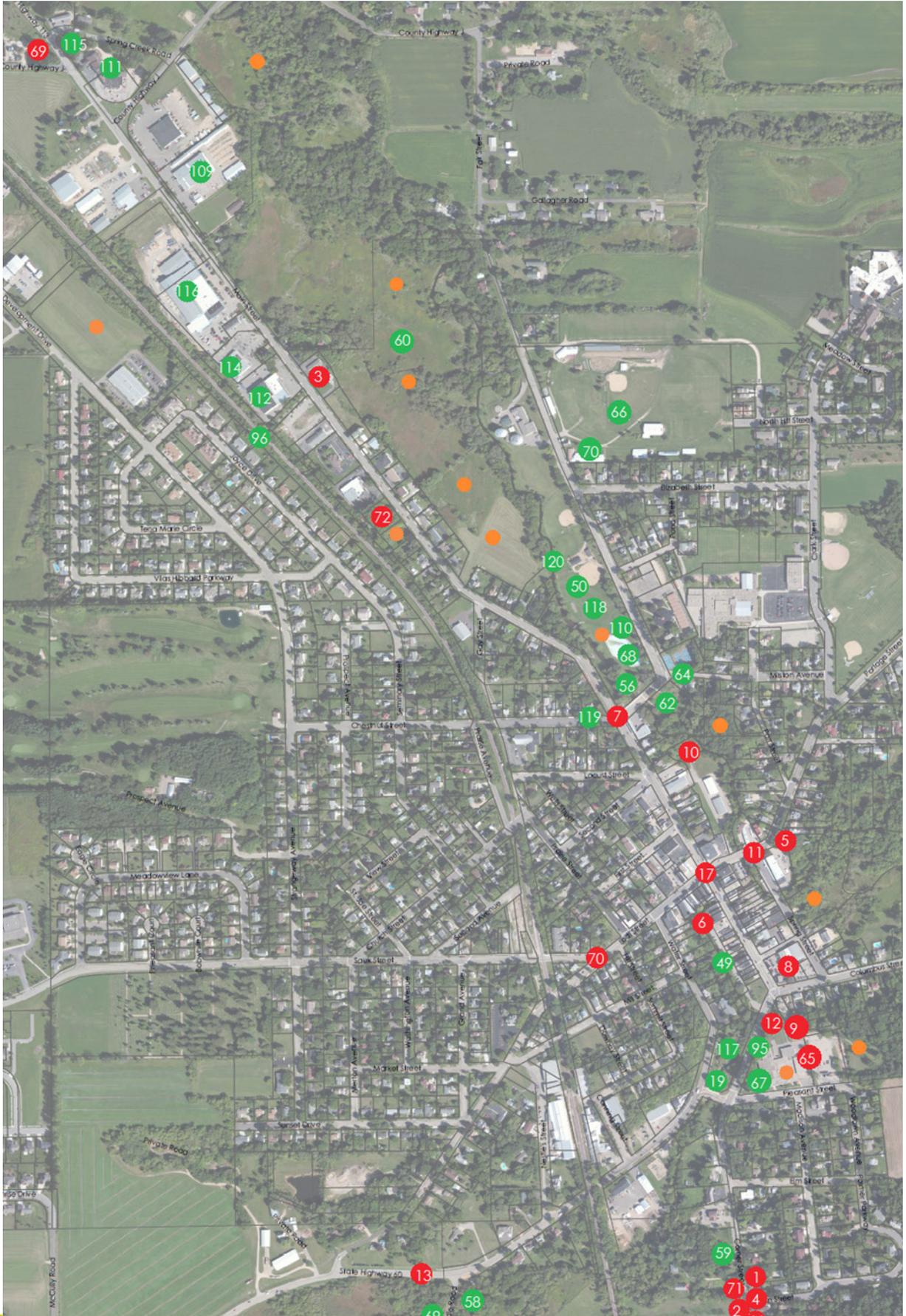


### Greater Main Street Corridor Areas of Strength

19	New historic bridge and park/ run-off Veteran's Park
49	The area along Spring Creek behind downtown has so much potential
50	Spring Creek is a strength
56	Community gardens, Fill it with people
58	Extend greenway to riddle road and identify connection to ice age at headwaters of creek
60	Great wildlife. Ducks, deer, cranes. Need boardwalk and trails to provide public access.
62	Habermann Park
64	Athletics & family activities/fairgrounds
66	Fair grounds double as soccer fields
67	School hill stone work
68	New pool. Great parks
69	Ice Age trail. Huge asset of the town. People come to Lodi to walk it & stay to eat.
70	Curling
95	Terraces of schools - beautiful stone work
96	Wonderful to have a route through the railroad
109	Only hardware store
110	swimming pool
111	motel/restaurant
112	Sports center
114	Grocery Store
115	Welcome to Lodi sign
116	Alkar = employer of hundreds
117	Gardens
118 & 120	Goeres Park
119	Historical Homes

### Greater Main Street Corridor Areas of Concern

1	55 to 25 miles per hour and the first thing people see is a restaurant that is never open
2	Hwy 113 from Dane - could use a decorative welcome to town
3	Wash clothes and car wash could be attractive somehow
4	Mini-mall next to Lucy's
5	House next to Day Care Center
6	Deterioration of Spring Creek and dumpsters in park
7	Crosswalk design for effectiveness throughout all of Main St.
8	This should be housing
9	Wall has various styles of block - should all be historic
10	Drainage ditch needs work
11	Traffic flow here and elsewhere at downtown intersections
12	Historic stone wall and staircases up to primary school and 34d terrace could be beautiful entrance/gateway to downtown if renovated/acquired by city
13	I think the sign for Lodi should be at least moved farther west to McCully Road.
17	Intersection needs a police presence even after the school kids have left to help clean up traffic
65	Primary school terraces are treasure. However, years of lack of upkeep need to be addressed to bring this treasure back. Walls to be repaired to original - beautiful landscaping though the terraces would be quite the welcome to our beautiful Lodi.
66 & 69	Need welcome signs
70	Difficult for people to navigate this turn. Sauk doesn't look like the more main street here, yet it is.
71	Too abrupt speed change
72	Keep as green space. Could be dogs, picnic area, etc.



## Public Meeting #2 & Second Public Input Survey

March-May, 2016

### Overall Main Street Corridor Feedback

- Love the idea of the possible new bridge!!! It would be nice to see existing bike routes mapped out here. Hope that Lodi will NOT be filled with too many signs. Those bike route signs are way to big.
- Like the idea of a bike/walking path following the creek to get people through town.
- Must maintain adequate parking around the Mini Mall for Mini Mall businesses to survive
- Looks great. Would like to see Doctors park developed as the public "head" or main access to the development since the path to the school, ice age trail and development along spring creek converge there. Also as owner of 218 S Main I have plans for developing the north end of Doctors park, which I own, as well as parking behind my building.
- Put bike lanes behind Main Street, do not widen sidewalks, put bike racks behind main street or at top of Main in the little grassy wasted space, move Bushnell Ford out to Industrial Park and Put Senior Housing where Bushnell Ford is....those cars and huge lights are a eyesoar coming into town.....bikers buy coffee, use your bathrooms, ask to refill their water bottles and give them ice....they pack their own lunch, we need to consider the 2 highways loaded with semi-trailers and tourists driving thru town, if you want more businesses to succeed downtown, then customers need to park and walk around. The growing population of elders in Lodi frequent downtown restaurants and businesses which help everyone. Support or growing elder population and give the bikers a safe scenic route thru town off the HIGHWAYS.....how can you widen the sidewalks and still provide in front of business parking WHICH our community needs to keep our downtown businesses accessible.....more of our population and visitors need to drive and park in order to support our downtown businesses.....
- The disabled parking on Main Street is horrible. I am able to use Sodder street to help my child who is in a wheel chair get out of our vehicle. If you close Sodder St, this will not be averrable to our family.
- I think it looks good and if full of good ideas. I would question the closing of the street between Bushnell's and the Prairie Valley Resale Shop. I don't think this would be good for those businesses or their customers.
- Primary objective should be a focus on Downtown District.
- I like the proposed pedestrian/bike path along the creek.
- I think the hiking trail is ok if it can be done with little or no additional tax revenue. I think that the main street is pretty good how it is. I am very strongly opposed to any changes in Sodders street. I believe Sodders Street should remain how it is. I drive it almost every day.
- I do not agree with any change to Down town Lodi. I think that it is good as it is.
- I heard that the city was considering closing Sodder Street. That information made me fill out the survey. Closing Sodder Street is ridiculous. What are you thinking? Main Street has horrible traffic problems during several peak times of the day. I know, I work

downtown. As you all know, there are only two ways to bypass the chaos, Columbus Street and Sodder Street. Columbus Street is used so heavily that the best choice is Sodder Street. Its still heavily used but it is essential. ESSENTIAL TO KEEP. Don't be fools. Fix Sodder Street and keep it.

- Leave Sodders St. the way it is currently.
- Businesses should be allowed to have outdoor seating and selling with widened sidewalks. This will create vibrant environment for all businesses and attract visitors too.
- It is important to have a sidewalk/bike path connecting the north highway district to the south - continue north beyond Gay St/Fairgrounds path. Ensure the parts of the path allow bicycles, if not all sections can. Riders can walk bikes where needed. Do it right the first time to allow non-motorized traffic - roller skates, bikes, etc. so we don't have to retro fit. This will improve safety and encourage exercise.
- Sodders St. should be kept as a public street. Ventilation of city blocks is important for light air and pedestrian movement. Additionally, community events such as the Duck City Drivers Car Show use this street for show car parking, and it gives access to the public lane running behind S. Main businesses such as the Re-Sale store, Historical society, Legion Hall and the redevelopment of Webers Bakery into Retail, and two floors of high end residential. Expansion of the car dealership over this area would be a mistake, as this area would be better suited to retail commercial with residential above. The Re-Sale store at the N.W. corner of Sodders is very popular, and should not be pushed out.

#### **Downtown Overview Feedback**

- As someone that parks behind regularly, it is tight getting in and out now without losing some space. I think a smaller driveway will be an accident waiting to happen.
- To propose residential housing where the 'Mini Mall' parking lot is now is stupid. It is difficult enough now for a number of the customers of Mini Mall businesses to get to the building because of their age/infirmities and parking is already at a premium. Also, why should any customers or long-term owners/employees of businesses in the Mini Mall have to walk distances in bad weather?
- I have space for 4 parking stalls behind 218 S main of which I only need 2 marked as Private use for Spring Creek Engineering. My spaces could run continuous with those identified in Doctors Park. Also, as the Author of the ANSI Green Glodes exterior electrical rating guide I suggest Street Scape pedestrian scale lighting meeting Dark Sky criteria. Dark Sky would not only provide very good lighting but also shield second story apartments in many downtown buildings from the new lighting.
- Keep Sodder street it is a main street that is used to not have traffic backed up on Main Street, this takes on an alternate route and also takes patrons of the Wine Bar, Lloyds, Funeral Parlour and some other businesses to the back of these businesses for parking
- the potential residential housing are is nice, but how are you going to replace all that parking, which is already inadequate for the area?
- Please keep Sodder Street open. It's a key artery for our down town area. With limited handicap accessible parking, our family uses this street to deploy a ramp in our mini

van. Lodi is VERY inaccessible.

- The “potential residential housing” in the parking lot off of Portage Street seems ludicrous. That lot is always full and much needed.
- Need to better leverage parking lots and create wider space on Main Street for pedestrian traffic and outdoor seating.
- I support the additional bridge and the bridge improvements. However, with parking already scarce downtown, I am unsure about developing residential housing on top of existing parking spaces.
- parking at business development areas (i.e.) behind mini-mall and 113 S main, are at a premium and often the need is greater than the current capacity for parking. Deleting those parking areas and creating additional need for parking by putting something else there would require parking ramp with connectivity across creek. Barrier free access would be likely be an unjustifiable cost. Blue Sky thinking is great. I like growth. Budgets and finances are real, too.
- Potential residential housing on Portage St...can not lose parking spaces
- I am opposed to any changes in Sodders Street, I think it should remain as is. I support providing access to the resale shop.
- I do not feel that Sodders Street should become part of Bushnell Ford. Who wants to go to a downtown that is a car dealership? Arlington got rid of the downtown car dealership. Dane got rid of the downtown tractor dealership. Lodi has made theirs bigger! Yay Lodi! They have got a car dealership town! Lets go there for an hour!!! \*\*\* During rush hour “The Four Corners” needs a stop light. traffic gets WAY TOO BACKED UP. I have even been stopped on highway 60 all the way back to the old High School athletic field on the East end of town!
- In the early 90’s there was an agreement for city management of the east side parking lot. The agreement was signed by all of the property owners and expired about 1994.
- Focus on getting businesses on Main Street other than knickknack shops. Maybe we could actually have a parking problem on Main Street because so many people would be so many patrons of said businesses.
- I’ve never noticed a lack of parking options except for busy Saturday mornings. The only other time is during festivals, which will never be able to be accommodated. Bridge crossing areas make sense.
- Your study is flawed and inaccurate! You indicate “Vacant Upper Floors” in buildings on the East side of Main that are occupied, and Vice Versa.

### **Downtown Main Street Layout Alternatives Feedback**

- NO roundabouts or streetlights in Lodi. Roundabouts will not stop visitors, people will not have time to look around, they will have to drive right thru.
- We certainly could use a mini round about or stop lights at the busy intersections.
- I would highly recommend considering a round about at the south end of Main Street as well.

- NO BIKE LANE ON Main street, leave sidewalks alone, put bike lanes behind City Hall.....
- People already don't know how to use a four way stop, a round about would be no better and your taking building down.
- I don't like any of the three options. I think it is beneficial to have wide driving lanes. Every day delivery trucks double park on Main Street and the wider lanes facilitate being able to go around the delivery trucks.
- Bicycles should be allowed to be walked across the "Walking Bridge" across spring creek behind the old Ganser's. Bike lanes on Main Street would be much appreciated.
- KEEP SODDER STREET OPEN!!!
- Please no bike lane!
- I like the idea of keeping 4 way stop. This keeps traffic slower and drivers have time to look around and appreciate businesses and feel of downtown. Plus it's safer and retains character.
- Although I'd like to see a bike lane on Main Street, we lose too much sidewalk that could be used for benches, bike racks, plants, outdoor seating, etc. Bikes can we walked along this section.
- Wider sidewalks on Main will give an opportunity for Planting larger shade trees on the East side of the street(lower A/C loads for existing buildings), and more ornamental blossoming trees on the West side. Better sidewalk business development- ie, cafe tables, merchandise on the sidewalk.
- I think welcoming bicycle traffic is a vision to the future and what the community can offer as far as health and wellness is concerned. Let's offer what other communities may prefer to overlook in their vision.
- State will never let you change the roads. Too narrow

### **Streetscape Themes & Elements Most Important to Downtown**

- Traditional
- Traditional
- Traditional
- Like the idea of some plantings/flowers mixed in.
- Lots of flowers and greenery would be great!
- Traditional with a twist!
- Traditional/Historical theme - NO stop lights or mini-roundabout
- Widened sidewalks with ample places to sit and park bicycles
- NO MINI ROUNDABOUT TOO Dangerous for so many walkers,
- benches, bicycle racks, trash receptacles and good signage

- First, please no roundabout downtown! Quality/classy street lamps, benches and plantings, NO plastic flowers please!
- Antique looking street lights with subdued wattage, plantings, benches
- Historical
- Mini-roundabout might make it easier for trucks to get to the industrial park.
- absolutely NO roundabouts
- Mini-Roundabout
- This is insane!! We have families that could use assistance in their finances whether it is a new furnace, fuel, food or clothing and we are worried about main street improvements!!!!
- Bike racks, benches, street lights.
- Traditional with a twist: benches, bike racks and flower/landscaping
- Traditional Themes; hometown feel. Must realize impacts of 4 seasons and snow removal and SALT
- I prefer a traditional or historic theme. I am very much against the mini roundabout.
- NO ROUNDABOUT!!!
- traditional theme
- GREEN!!! SHRUBS AND TREES!!
- Need to have bike facilities. Wide sidewalks and different benches
- Historical Theme
- Traditional with twist. Benches, historic and artistic signage makes the town a destination interesting to others. We have so much to showcase so lets do it! Roundabout is good alternative to stoplights if enough room to build.
- Local & unique artist works for benches, lights, planters, garbage cans, art, etc
- Benches, bike racks, plants, trees, lighting, areas for outdoor seating.
- Do not change the historic aspects. Hate the idea of any round about. Do not decrease road width. Or the parking on main st.
- Traditional with no twist
- Benches, bike racks, power sources for outdoor seating, cafe areas and events, street lights. I don't particularly like space taken up for bushes, flowers, trees, etc. These need to be maintained. Amenities that don't require a great deal of work and maintenance is preferable in my mind. Portable planters of some sort would be okay. Something that can be moved if it creates a space issue. Make the space functional for utilization by the businesses and the public. I also don't believe a roundabout will add anything except an expense. Let's not join in and do what everyone else is doing. Frankly, roundabouts are a pain. What's wrong with staying with a four-way stop? Roundabouts are especially hazardous for cyclists. Let's welcome our cyclists by not having one.

## Streetscape Elements Most Important to Continue Throughout the Corridor

- Traditional
- Traditional
- Traditional
- Flowers, trees
- Benches that will hold up over time and look traditional and classy.
- Seating, open green space, bridges, parking, spaces for greenery
- bike/walking paths -benches - traditional theme
- Widened sidewalks and better defined cross walks
- No more trees on Main Street it hides the Historical Building fronts
- good signage
- Quality/classy streetlights. Waunakee's Main St. corridor looks fantastic after their recent work. Improved building façades would help, and a downtown sign ordinance that prohibits plastic back-lit signs and requires nicer carved hanging signs.
- The benches as they are now make the sidewalks very hard for a person in a wheel chair to navigate.
- Same street lights continued
- Classic look with old-time charm.
- Traditional with a twist amenities.
- Traditional Themes; hometown feel. Must realize impacts of 4 seasons and snow removal and SALT
- No mini roundabout.
- Our Main Street is traditional like any small town. The theme needs to be traditional.
- Historical Theme
- Continuity of signage and elements chosen throughout. Lighting important as well as green elements particularly in downtown.
- All of the above
- Benches, lighting, as many as possible.
- Historic theme. Really do not see any need to change and spend tax dollars. There is nothing wrong with the way it is.
- Traditional Theme combining heritage lampposts, street furniture and planters, with stone that ties in with the Franz Aust stone walls at the Primary School,

and the two parks off N. Main. These elements would enhance the Downtown Heritage building district. A Mini-roundabout may work very well here-worth a try. However it appears the “splitters” would take out at least 10 parking spots on 113, and 60 approaching the intersection.

- Benches, garbage cans, new lamp posts
- Benches, bike racks, street lights.

### **General Spring Creek Parkway Feedback**

- Because a lot of business may have trucks that need to access this area, make sure they can still use it.
- Narrowing the width of parking spaces to 16 ft will make it impossible for a vehicle to swing to get into the spaces
- If its only going to be one path, it should be accessible to everyone.
- bicyclists might be o.k. but not roller/skaters/bladers/skate boarders
- Could the drive be narrowed immediately upon entering from the south? Many people enter from Corner street much too fast. Also this would provide more room for the path.
- Have a bike lane and a walkway separate items
- separate lanes for walk / wheeled (non-motorized)
- I am for the walk way only if it can be done with a minimal cost.
- Don't get bogged down on the south start at portage street and go north faster and easier to complete less property owners.
- No parkway.
- Dogs allowed too, as this will make path more vibrant with people.
- Designated lanes for bikers and skaters, because speed is a factor
- Include roller skaters and bikers along with runners and walkers. Encourage usage and exercise for all.
- This is the biggest improvement for the downtown, you've given it the least development! The location on the East side of the creek may be the easiest to implement in terms of politics, but the West side may be the best from a different perspective. If you guys want the answer to the riddle, please feel free to contact me
- If the parkway were to be created for walkers only, why wouldn't they simply walk through the downtown? Of course we should allow bikers and skaters if we are spending money to create a parkway, and it should also accommodate the handicapped.

## Other Comments of a General Nature

- There are a lot of people that would appreciate the benches stay the same, they are part of Lodi history and tell a story. Most, if not all, are a memorial to Lodi citizens! How would a roundabout be possible when there is so much foot traffic at that corner.
- I would love to see a possible future connection to Okee. The bike/walking path would be ideal to extend out to the lake/Okee area. Many people jog, bike on the roads and to have a path that would connect would be amazing!! Like on HWY 12. Please think about the future of a connection to Lodi from Okee.
- NO additional housing units using the Mini-Mall parking lot!
- Resurface Sodder Street. Move car dealership out of town. Turn car dealership into residential apartment building or condo building to increase downtown residents and improve downtown business shopping.
- Make these ideas public - perhaps in the Lodi Enterprise Very few people know of these plans and many of businesses these proposed plans would affect their business
- I have to say that I'm really disappointed that a "Vape" store was allowed downtown. It's gives the appearance of dying and desperate downtown.
- I have heard consideration of getting rid of Sodder street that is the only artery on and off of Main Street other than the main two directions including the busy four corners it reduces congestion and it will affect negatively at least one of those businesses please do not do thiswe need to help our businesses not hurt them or run them out
- The Sodder Street is an artery and short cut off of Main Street. The Resale store that serves the underprivileged would be at a great loss. There is no parking and donation places to go if you take away Sodder Street. Please consider how your plans would affect these people.
- Please repair sodders st.,don't take it out people use this street there's a business on that's street and that would be putting that business out of business. Think of business before taking them out. People need jobs.
- Downtown Lodi could be greatly improved with just a little sprucing up of existing business fronts, new lights, and some additional parking. Bike lanes, larger sidewalks are just going to reduce the parking which will hinder people from going to downtown businesses.
- I really do not think that any change is necessary. I am 36 years old. I have lived in Lodi my whole life. I own a house here, as well as my parents have a house here. I believe that downtown Lodi is good as it is. Businesses and their owners should not be forced out or forced to give up their property for the sake of others. The idea of parking behind is good for some, but it is taking away from others. AT WHOSE EXPENSE??? Are the taxpayers paying for this study? Are the tax payers paying for these plans? Are the businesses OK with some of their property being taken from them? If they are not all in agreement then I am against the taking of their property. Sodders street is going to be closed. During the busy times of the day on Highway 113, ANYONE who lives in Lodi knows that you can not get out of

Columbus Street and turn Left onto Highway 113! You can not see because there is too much traffic both ways. If you drive to the stop sign on Sodders Street facing Main Street you can see both ways. To avoid the congestion on Main Street during the rush hours you need Sodders Street! Now the proposed "parking" for Main Street is going to be the area behind the businesses? Is Sodders Street going to become Bushnell's Car lot too? Is bushnell's going to give up their gravel lot to this plan? Even still are all their wrecked cars waiting for the body shop going to be in the community parking area now? Are they going to be in the view of everyone coming to Lodi and parking for the businesses?

- KEEP SODDER STREET!
- Keep sodder Street open....
- With all the beautification going on, please consider cleaning up Sodders St of the trash, tarps, and rummage/scrap merchandise that is an eyesore entering our beautiful historic downtown. Spending all this money when the easiest thing is not even tackled is ridiculous. THANKS
- Very well designed to incorporate all elements such as parks, Spring Creek, retail/businesses, Ice Age Trail, Columbia County biking trails, parking, etc.
- Please do NOT close Sodder st. This road is vital to the resale shop which does a lot of good for families in need. I also use this road often when shopping and visiting Lodi retail businesses. Strongly oppose this. Would only support minor changes or improvements to keep the old downtown look and feel.
- I oppose closing Sodder Street.
- Your project appears to be very thorough, and captures much of what the city has asked for, however, I believe your study lack the sensitivity, and vision that I could add
- What? Closing Sodder Street? You're kidding? Take the \$20 new auto tax X 1600 cars and there you have it. \$32000.
- Hello. My immediate concern is with Bushnell and their proposed purchasing of the street that adjoins them with the resale shop. It is a viable, safe, and we'll used bit of roadway for the resale shop. Parking is, always a concern, and during high traffic
- times, much more so. It provides safe and accessible parking for a diverse population of the Lodi community. The needs fulfilled here are part of what makes a Community great. Please reconsider what has been proposed. The work in building and gaining recognition for this ministry has been hard won. What a shame it would be to strain it.
- Forget the roundabout. Tear down buildings for it? Get rid of the Bushnells car dealership. That should be out of town or in the business development. Build apartment buildings or condo units there, to improve downtown support by shopping and dining, etc.