

Lodi Main Street Corridor Project Summary of Public Input

The City of Lodi, with assistance from planning consultant Vierbicher, undertook two public participation activities during the assessment and information-gathering stage of the Main Street Corridor planning project. A public meeting, attended by nearly 30 people, was held at City Hall in Lodi on November 5, 2015. Meeting participants learned about the process and were able to provide verbal and written comments concerning the downtown streetscape, the main street corridor as a whole, and a potential parkway and patch along Spring Creek. Starting the following day, November 6, a survey was available on the City website and promoted on the City's Facebook page that included the same written questions posed at the public meeting. This survey was available until December 4, 2015. A discussion of the public meeting follows, including a description of questions asked and input solicited. A comparison of public meeting and online survey responses then follows a short description of the survey. Maps and other figures available to meeting participants are included.

Public Meeting #1 November 5, 2015

Approximately 27 people attended Public Meeting #1 at City Hall on November 5, 2015. 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.

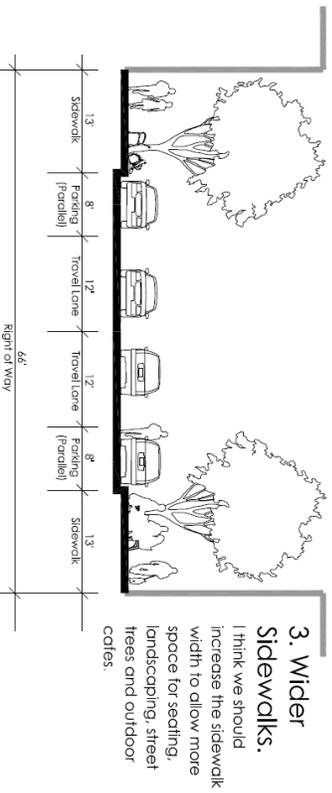
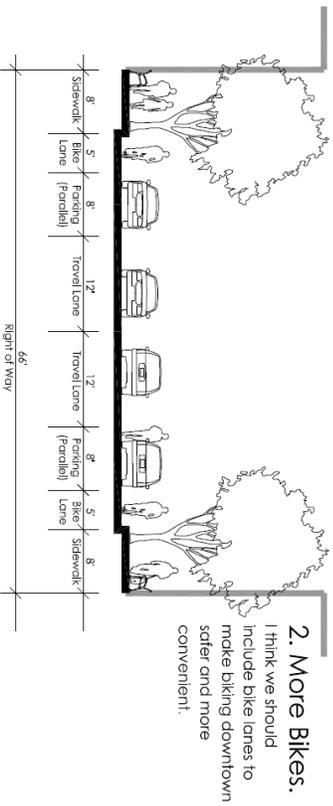
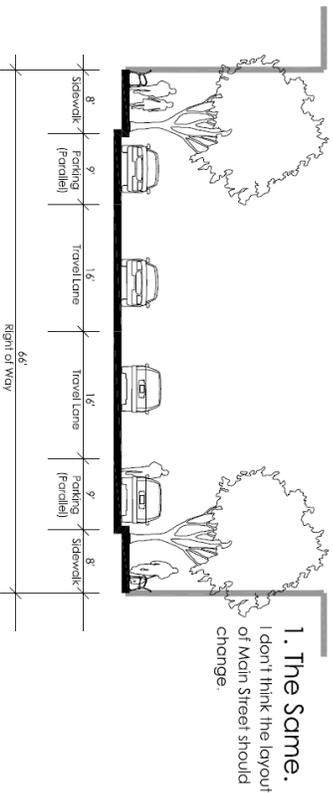


Approximately 27 people participated in the public meeting at City Hall.

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.

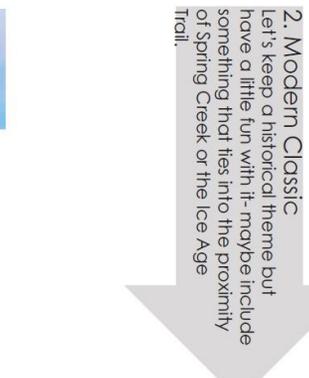
Long Term Street Design: What Should Main Street Look Like?



Street Furnishings: What Style is Local?



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.

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 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, only on a community-wide scale. Meeting participants were again given 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. They were also given 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 concerns 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 that they feel should be continued from downtown through the entire Main Street corridor. Consistent streetlight, benches, and terrace features (including plantings, bioswales, or rain gardens) were the streetscape design elements identified more 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.

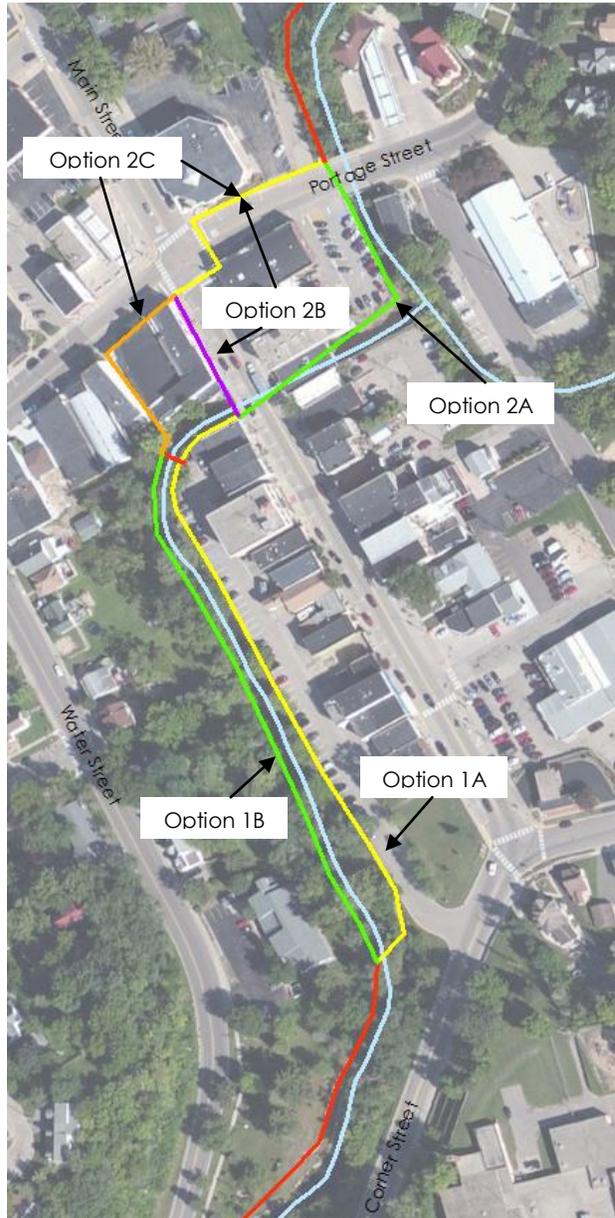
Citizen participants were again given the option to provide open-ended answers to what issues they think need to be addressed when planning for the Main Street corridor throughout the rest of Lodi outside downtown. A listing of comments follows at the end of this document.

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 along 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 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. Additional connections and destinations receiving some 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 on the following page shows the routing options of the parkway through downtown. Option 1A brings the parkway along the west side of Spring Creek along the City-owned parking lot behind Main Street. The advantages of this option are that the City already owns this area. However, many participants commented that 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 east 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 parkway. Other mentioned options included snowmobiles, cross-country skiers, and banning 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 listing of comments follows at the end of this document.

Downtown Parkway Route Options



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 need to be addressed when planning for the Main Street corridor downtown, what issues they think need to be addressed when planning for the Main Street corridor throughout the rest of Lodi outside downtown, and what issues they think need to be addressed when planning for the parkway. An analysis of the responses from meeting participants and online survey participants is below. A listing of additional comments from both the public meeting and online survey follows at the end of this document.

Survey Responses

General Demographics Questions

Age

	Meeting	Online	Total
Under 20	0%	0%	0%
20-29	0%	16%	11%
30-39	20%	19%	19%
40-49	4%	28%	20%
50-59	12%	19%	17%
60-69	36%	16%	23%
Over 70	16%	3%	7%
No answer	12%	0%	4%

Place of Residence

	Meeting	Online	Total
City of Lodi	64%	50%	55%
Town of Lodi	8%	31%	23%
Columbia County	0%	13%	9%
Dane County	12%	3%	6%
Other	8%	3%	4%
No answer	8%	0%	3%

Downtown Streetscape Questions

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 streetscape design elements are important to include downtown?

	Meeting	Online	Total
Streetlights	67%	72%	%
Banners	25%	21%	%
Benches	46%	59%	%
Bicycle Racks	50%	38%	%
Special Pavings and Crosswalks	33%	48%	%
Flower Baskets	33%	38%	%
Terrace Features (bioswales, etc)	46%	52%	%
Local Artist Features	58%	52%	%

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%

General Main Street Corridor Questions

What streetscape design elements are important to carry over from downtown through the entire Main Street corridor?

	Meeting	Online	Total
Streetlights	80%	72%	75%
Banners	30%	10%	17%
Benches	80%	62%	68%
Bicycle Racks	60%	31%	41%
Special Pavings and Crosswalks	60%	59%	59%
Flower Baskets	45%	34%	38%
Terrace Features (bioswales, etc)	70%	45%	53%

What elements are important for a good gateway into Lodi?

	Meeting	Online	Total
"Welcome to Lodi" Signs	70%	72%	71%
Directional & Informational Signs	60%	48%	52%
Decorative Plantings	40%	55%	50%
Special Paving	15%	34%	28%
Distinctive Local Materials & Design	50%	45%	47%

Spring Creek Parkway Questions

What are the important sites and locations a Spring Creek parkway and path should connect?

	Meeting	Online	Total
Lodi Primary School	19%	21%	20%
Veteran's Memorial Park	57%	62%	60%
Doctors Park	67%	14%	32%
Downtown / South Main Street	52%	72%	65%
Spring Creek Park	81%	62%	68%
Habermann Park	76%	76%	76%
Goeres Park	86%	86%	86%
Kohn Park	52%	17%	29%
Lodi Fairgrounds	43%	38%	40%
North Main Street	24%	38%	33%

What are the important features to include along the proposed Spring Creek parkway?

	Meeting	Online	Total
Benches	81%	93%	89%
Drinking Fountains	52%	34%	40%
Bicycle Racks	76%	59%	65%
Picnic Tables	52%	48%	49%
Wayfinding Signs	71%	55%	60%
Interpretive Kiosks	33%	14%	20%

What surface should be used for the proposed Spring Creek Parkway?

	Meeting	Online	Total
Asphalt or Concrete	75%	93%	87%
Gravel	25%	7%	13%

What activities should be planned for the proposed Spring Creek Parkway?

	Meeting	Online	Total
Walking Only	11%	14%	13%
Walking	89%	86%	87%
Bicycling	89%	86%	87%
Other wheeled activities (roller skating, etc.)	28%	45%	39%
Snowmobiling	11%	7%	8%

Responses to Downtown Map Exercise

(map on following page)

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

Downtown Underutilized Parcels, Strengths, and Concerns

Orange: Underutilized Sites
Green: Areas of Strength
Red: Areas of Concern



Responses to Corridor Map Exercise

(map on following page)

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 indentify 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	Goeres Park
119	Historical Homes
120	Goeres Park

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	This intersection should have 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	Need welcome signs
69	Need welcome signs
70	Difficult to tell people how 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.

Main Street Corridor Underutilized Parcels, Strengths, and Concerns

Orange: Underutilized Sites
Green: Areas of Strength
Red: Areas of Concern



Comments and responses to open-ended questions

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

Additional Information

Draft plan materials will be presented to the Steering Committee in February. After being edited to reflect the Committee's input, a public open house will be scheduled for March, at which time the public will be invited to provide input on the draft. A last round of edits will follow the public meeting. The final plan will be presented to the Lodi Common Council during an April Council meeting.

Questions and comments concerning the plan can be directed to the following individuals:

- Colin Punt, Zoning Administrator & Planning Consultant: cpun@vierbicher.com
- Dona Newman, Director of Administration: dnewman@wppienergy.org
- Peter Tonn, District 1 Alderman: LodiDistrict1b@gmail.com
- Rich Stevenson, District 2 Alderman: LodiDistrict2b@gmail.com
- Bill Welch, District 3 Alderman: LodiDistrict3b@gmail.com