

**Village of Lawton**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
***BEING HELD REMOTELY***  
**125 S. MAIN, LAWTON MI 49065 269.624.6407**  
**WEDNESDAY, November 18, 2020 - 7:00 P.M.**

It has been determined by the Village of Lawton that an electronic meeting is necessary to protect public health. Public participation is encouraged and procedures facilitating that participation are outlined in supplemental materials attached.

**For your safety and convenience, you may attend the meeting IN PERSON or REMOTEY**

**TO ACCESS THE MEETING REMOTELY:**

**BY PHONE:** Dial +1 (312) 626-6799 and ENTER Meeting ID# 223 344 0545

**BY COMPUTER:** <https://us02web.zoom.us/j/2233440545> and ENTER Meeting ID# 223 344 0545

**AGENDA**

1. Call to Order
2. Roll Call
3. Approval of Agenda - Changes/Additions/Deletions
4. Approval of Minutes – October 21, 2020
5. Treasurers Report
6. Unfinished Business
  - a. Membership / Expiring Terms
7. New Business
  - a. Downtown 2023 Main Street Plan – Review Comments
8. Committee Reports
9. Public Comments (please limit to 3 minutes)
10. Board Comments
11. Chair Comments
12. Adjournment

***ELECTRONIC MEETING RULES FOR PUBLIC***

- All public participants entering the meeting will automatically be muted upon entering.
- If it becomes necessary, all public participants will have their video camera turned off, and only DDA members will be allowed to have their video cameras on. Your video camera will be turned off for you if you do not turn it off yourself.
- Public comment:
  - Public only will be allowed to address the DDA during Public Comments section of the Agenda. Public is allowed three (3) minutes per person to speak.
  - Public must state the name and address slowly and clearly before they start to address the Downtown Development Authority Board.
  - Public comments will be addressed in the following order:
    1. Those provided in writing by 6 pm on the day of the meeting sent to [ImusL@LawtonMI.gov](mailto:ImusL@LawtonMI.gov) will be read aloud by Chairperson.
    2. Those requesting to speak during meeting, by providing name, address in by 6 pm on the day of the meeting sent [ImusL@LawtonMI.gov](mailto:ImusL@LawtonMI.gov).
    3. Those using the Video Conference Portion (not calling on a telephone) will be asked to use the “Raise Your Hand” Feature in Zoom. The Chairperson will call on individuals to speak and they will be unmuted at that time.
    4. Participants that are available only by phone, after the Chairperson requests.
- Inappropriate or disruptive participants will not be allowed or tolerated and will be removed from the meeting.
- Due to the electronic nature of this type of meeting the Chairperson, at his discretion, may adjourn the meeting with or without notice for any reason. Every attempt will be made to remain connected to the meeting, however examples of abrupt adjournment may be computer connectivity issues or lack of appropriate participation. According to the Attorney General, interrupting a public meeting in Michigan with hate speech or profanity could result in criminal charges under several State statutes relating to Fraudulent Access to a Computer or Network (MCL 752.797) and/or Malicious Use of Electronics Communication (MCL 750.540).

**Village of Lawton Downtown Development Authority**  
**October 21, 2020**  
**Regular Meeting – Held Virtually via Zoom**

Deb Lawson called the October 21, 2020 meeting to order at 7:10 pm.

**Present:** Drew, G Dudek, L Dudek, Lawson, Marks, Dlugie,  
Turner, and Lisa Imus

**Absent:** Osborne, Wagner

**Agenda:** Motion Marks; Support Turner to approve the Agenda.  
Motion unanimously carried.

**Minutes:** Motion G. Dudek; Support Dlugie to approve the minutes of August 19, 2020.  
Motion unanimously carried.

**Treasurers Report:** Motion Marks; Support Turner to accept the treasurers report.  
Motion unanimously carried. Imus reported the splash pad fund had \$22,900 currently remaining. The DDA fund had approximately \$3,000.

**Old Business:**

**Splash Pad:** Discussion regarding placement of brick pavers. They are currently installed; however Turner has a few modifications he is recommending. Drew supported by Lawson made a motion to approve the current layout and directed Turner to complete the project. Motion carried unanimously. Many people in the community are anxious to see the bricks they purchased.

There was discussion on future maintenance of the Splash Pad. It is the Village's responsibility once it is turned over to the Village. R. Turner and B. Lawson were commended on all the maintenance they performed getting the Splash Pad up and running and where it is today. Turner and Lawson just completed the rust staining on the pad and relayed it should be done every 4 to 6 weeks in the future. Turner noted that the splash pad fixtures were being stored in the basement of Arcadia Chemical.

There was discussion on extending the current fence east to M-40; also discussion about fence along M-40. Imus reported she will try to budget a privacy fence in front of the bathrooms in next year's Village budget.

Concern was expressed about the locks in the bathrooms – they are hard to operate and it was reported a child was unable to open to get out. The outdoor lights at the bathrooms also need to be replaced.

**Facebook:** Motycka and Galiek worked to get the DDA Facebook up. Dluge will take over.

**New Business:** The Downtown 2023 Main Street Plan needs comments from the DDA. Pass along to Imus.

**Membership:** It was noted that Tara Motycka's resignation was received in September. There are two individuals that have expressed interest in serving on the DDA – Nick Kuntz from Erickson's Garage and Zachary Shinabargar.

**Board Comments:** G. Dudek discussed the fall decoration clean-up and storage. An email will be sent when details are worked out.

Dluge, supported by Lawson, made a motion to purchase \$100 gift certificates for Amerigo and Butch for all their time and donations in setting up the fall decorations. Motion passed unanimously.

There being no further business Motion Dlugé; Support Turner to Marx. Motion carried. Meeting adjourned @ 8:20 pm.

Our next scheduled meeting is November 18, 2020.

Respectfully Submitted,  
Lisa Imus, Village Manager

# Enliven Lawton Downtown Master Plan: 2023 Main Street Plan & Beyond



## COMMUNITY VISION

The Village of Lawton will be a vibrant small town that is inviting, beautiful and safe.

### Goal: VIBRANT

Downtown is the heart of our community. We work together to create an amazing people-centered place with thriving businesses. Main Street is our public space where we come to meet our daily needs and our neighbors; as well as celebrate holidays, special events, and our cultural heritage.

- Downtown will be walkable with ample sidewalks, shade trees, places to rest, and interesting storefronts.
- There will be an increase in the number of daily outdoor activities in downtown (Main Street and side streets) with added tables and chairs, benches, and retail displays.
- New infill development and the rehabilitation of existing structures will be done in a manner that reinforces the village's traditional character and pedestrian orientation.
- Auto-oriented land uses will be carefully controlled.
- On-street parking and shared parking lots will be used to reduce the number of single-use parking spaces that do not serve the entire downtown.
- Downtown Lawton will be a 4-season destination that celebrates the flag on the 4<sup>th</sup> of July just as much as the first big snowfall for snowmobiles.
- New, local businesses will be attracted to Downtown because of Village and DDA investment in infrastructure and street amenities.
- Update the Zoning Ordinance to reflect Master Plan recommendations more accurately.

### Key Concepts

#### Outdoor Dining

- Serving pedestrians is the first purpose of a sidewalk. A minimum 6-foot wide zone should be maintained.
- The pedestrian path should be consistent and straight; not interrupted by obstacles.
- Rail, fence, or planters may be used to define dining space and protect the pedestrian zone.
- Movable heaters and blankets for laps on cool days can extend the outdoor dining season.
- An encroachment agreement will be used with property and/or business owners that place private property in the public right-of-way (e.g. outdoor seating).



#### Building Facades

- Infill buildings should maintain the traditional existing building setback line of downtown blocks.
- Scale and proportion of new construction should respect existing structures.

- Ground level facades with street frontage should be active and not have blank walls.
- Windows should be clear (non-reflective/tinted/free of signs) between 2' and 7'.
- Operable building entrances should face the sidewalk.
- Building facades should have a base, expression line, body and top.
- Building materials will be:
  - Pedestrian-scale
  - Simple material palette
  - Durable materials
  - High quality materials

**Community Events and Venues**

- Relocate the Farmer’s Market to a visible location along Main Street.
- Invest in holiday decorations to increase community pride.
- Install power outlets in new street infrastructure for events and holiday lighting.
- Visually connect the center of downtown with public parking areas with signage and common streetscape elements to provide intuitive wayfinding.
- Explore the idea of an art festival.
- Celebrate Lawton’s history and community pride through events and/or art.

<b>Implementation Matrix: VIBRANT</b>			
<b>Action</b>	<b>Timeline</b>	<b>Champion</b>	<b>Done</b>
Relocate Farmers Market			
Outdoor seating policy			
Amend Zoning Ordinance			
Wayfinding signage for public parking			
New festivals or events			
<b>Measures of Success</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
# of seats for outdoor dining			
# of new businesses			
# of events per season			
\$ building permit value			

**Goal: BEAUTIFUL**

We will work to update our storefronts, plant trees and flowers, and encourage the creation of art to transform our downtown into a beautiful place. This will attract new customers and businesses.

- Business and property owner cooperation will help to advance the community’s vision and facilitate new investment.
- Parking lots will be screened to soften the views of cars.
- Street trees will provide shade for pedestrians and outdoor dining.
- The DDA will continue to invest in efforts to plant flowers and plants.
- A façade improvement program will assist business and property owners to improve storefronts.
- A land and building maintenance ordinance that includes monthly monitoring (and fees) of structures and property will be created to reduce property nuisance and maintenance issues.
- Compatible building facades, storefronts, and signs to create a cohesive image for the downtown business district will be encouraged.

- Art programming that encourages the use of murals, street art, and other formats will be developed.
- Banners and/or flags will be installed on light poles and buildings to add color and movement.

## **Key Concepts**

### **Art**

- Add art to vacant storefronts to enliven and activate the street.
- Paint murals on blank walls with high visibility along Main Street.
- Install supergraphics on the juice tanks at Welch’s plant.
- Create a policy that allows for street murals that do not conflict with crosswalk markings.
- Consider a mini-grant program to sponsor local artists.
- The placement and design of public art should not block any portion of the street or sidewalk or be distracting to drivers.
- Community involvement is an integral piece of the public art process. Residents, business owners, and customers should be involved in the installation of public art projects.

### **Pots and Planters**

- Provide curbed planters at selected street “bump outs”
  - Plant deciduous and evergreen shrubs, perennials, and ornamental grasses 30-inches and shorter to maintain clear vision
  - Irrigate the planters and use loosely compacted planting soil
  - Provide duplex GFCI outlets for potential holiday decorations and/or special activities where power would be needed at the walkway level
- Use freestanding pots, approximately 36 to 42 inches in diameter and 24 to 30 inches high
  - Use Landscape Forms “Rosa” planter, Tournesol Siteworks “Village” planter or similar
  - Plant annuals and ornamental grasses, consider 4-season displays
  - Use self-watering planter inserts, “adoption” of planters by business owners (with an agreement), and/or regular contractor watering supported by the DDA

### **Street Trees**

- Space canopy trees approximately 44 feet on-center
- Install a continuous planting trench between trees, 3-feet deep for a healthy root system
- Use planting medium options in hardscape zones (CU Structural soil or GreenBlue Urban soil cells with planting soil) underneath reinforced concrete spans
- Irrigate tree pits and use PorousPave surfacing to provide a permeable surface in the tree pit
- At least 20-gallons of water should be provided to each tree immediately following planting
- Suggested minimum soil volumes
  - Small tree – 250 cubic feet
  - Medium tree – 500 cubic feet
  - Large tree – 750 cubic feet
- Street trees should have a two-year warranty period, including a maintenance contract providing tree care for the first two years following installation.

Implementation Matrix: BEAUTIFUL			
Action	Timeline	Champion	Done
Screen existing public parking lots			
Plants and flowers		DDA	
Install street trees			
Façade improvement program			
Property maintenance code			
Art programming			
Banner/flag installations			
Measures of Success	2021	2022	2023
# of trees, plants, and flowers			
# of façade grants			
# of art installations			
# of banners/flags			

**Goal: INVITING**

People of all ages and abilities will feel welcome in the Village of Lawton. Our community will be known for being friendly, happy, clean, and comfortable to everyone who comes here to live, work, shop, and play.

- People we know, as well as those we do not, will be greeted with a smile.
- Main Street will have a strong curb appeal that attracts residents, businesses, and visitors with art, outdoor dining, public seating, and shade that encourages lingering and spending.
- M-40/Main Street will be transformed from being a barrier to a “seam” that joins the two sides of the street together.
- Our community gateways will represent the Village of Lawton with pride.
- Parks and greenspaces will connect to dining and entertainment options.
- Pedestrian connections between surrounding neighborhoods and downtown will be enhanced.
- Dwellings above storefronts and behind businesses will be encouraged to increase housing for customers and employees.
- Public parking (car and bicycle) will be provided that is easy to access and find; electric charging stations will be installed.
- Financial assistance to improve building accessibility for persons with disabilities should be considered, perhaps in conjunction with the façade improvement program.

**Key Concepts**

**Site Furniture**

- Site furniture will assist in creating a comfortable user experience. Furnishings should be constructed from long-lasting and durable materials and finishes:
  - Landscape Forms “Plainwell” bench with metal slats or similar recommended for benches
  - Landscape Forms “Plainwell” litter receptacle with metal slats or similar recommended for litter receptacles
  - CycleSafe “U” bike loop with Village logo or similar recommended for bike parking
- Where possible, seating areas should be located next to trees for provide shade.
- Monitoring bicycle rack occupancy can help determine when additional loops are needed.



- Litter receptacles should be placed in locations accessible for curbside pickup.
- Seating should be regularly inspected for damage to ensure it is safe and comfortable for all users.

**Maintenance**

- Continuous, safe and accessible pedestrian walkways should be maintained, and kept free of snow and ice.
- Sidewalk ramps should be designed to avoid water ponding at the base of the ramp.
- Crosswalk markings should be refreshed at regular intervals.
- Street sweeping should occur at regular intervals due to the number of large trucks that travel through Downtown Lawton.
- Agreements should be in place between the Village and private entities that donate items, volunteer, or conduct business in the public right-of-way to ensure promises are met.

**Happiness**

- Being aware of the level of happiness and quality of life that the people of Lawton experience is important for them to be “inviting” towards others. Buildings, Main Street, and outdoor spaces provide the context for people to meet one another. Other items mentioned in this Road Map that contribute to quality of life include:
  - Art and events
  - Community interactions
  - Nature (trees, flowers)
- Measures that increase a sense of community well-being should be considered in determining DDA and Village funding priorities.

<b>Implementation Matrix: INVITING</b>			
<b>Action</b>	<b>Timeline</b>	<b>Champion</b>	<b>Done</b>
Plan to connect parks and neighborhoods to downtown			
Gateway enhancement			
Install crosswalks			
Accessibility improvement program			
Install public benches			
Sidewalks clear of snow and ice			
DDA funding decision framework			
<b>Measures of Success</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
# of people greeted			
# of crosswalks			
# of housing units downtown			
# of bike parking spaces			

**Goal: SAFE**

M-40 will be transformed from a highway that goes THROUGH the Village of Lawton to Main Street - a street that leads TO the Village of Lawton’s vibrant downtown.

- Main Street is the main artery of our community. The street will be rebalanced so that it serves the residents and businesses of the Village of Lawton.

- Traffic will slow down as vehicles travel through downtown. Eighty five percent of vehicles will travel 30 miles per hour or less due to the use of self-enforcing design principles.
- Pedestrian crossing distance will be reduced by 25% at intersections.
- The walking distance between marked crosswalks will be reduced with the addition of new crossing locations.
- Outdoor lighting for pedestrians will improve visibility and feelings of safety and security.
- Storefront facades will provide visibility of patrons inside the building and of persons on the street to increase the number of “eyes on the street”.
- Bicycles will be encouraged to access downtown using side streets to avoid mixing with large-haul trucks.
- Gateway median treatments will provide visual cues to drivers that they need to slow down.
- The heart of downtown will be identifiable with outdoor seating areas, landscape planters, benches, crosswalks, and connections to public parking.

**Key Concepts**

**Lighting**

- New lighting will improve the visibility of pedestrians and contribute to creating a strong downtown identity.
  - Lights will be an ornamental metal fluted pole with an acorn-style globe
  - Light poles with ~15-18-foot standards will be spaced approximately 80-90 feet on-center
  - LED fixtures will be used for energy efficiency and longevity, and fixtures will be cut-off or shielded to limit light trespass
- Opportunities will be provided on new lighting fixtures for holiday decorations and other place-making elements.
  - Duplex outlets will be included that are integral to the pole design for holiday decorations and special activities
  - Arms for banners and possibly for hanging baskets

**Bulb Outs**

- Bulb outs are illustrated on the other side of this Road Map. They are a key component of the new design for Main Street. Bulb outs serve several functions:
  - Pedestrian crossing distance will be shortened.
  - It is easier for drivers to see pedestrians crossing at key locations.
  - Planters in bulb-outs direct pedestrians to proper crossing locations.
  - Parking areas are protected and defined as being distinct areas from travel lanes.
  - Bulb-outs make the road appear to be more narrow, thereby reducing travel speed due to driver perception.

Implementation Matrix: SAFE			
Action	Timeline	Champion	Done
Reconstruct M-40/Mainstreet		MDOT	
Before and after travel speeds (radar)			
Before and after interviews of pedestrians			
Before and after pedestrian crossing time			
Funding for ornamental lights			
Funding for outlets			

Funding for light pole arms			
<b>Measures of Success</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Travel speed			
Driver behavior (qualitative)			
# of pedestrians in downtown			
Times of activity			

## PLANNING PROCESS

**Community Engagement.** On August 11, 2020 a community charrette was held at the Village of Lawton Fire House. A survey was sent out before the event to solicit input from the community. This information, as well as walk-through of M-40/Main Street helped inform the discussion.

**What is a Charrette?** A charrette is a creative burst of energy that builds momentum for a project and sets it on a course to meet project goals. It creates a successful, buildable plan. Usually, it is an intensely focused session that uses a collaborative approach to create realistic and achievable designs that work.



**Charrette Goals.** The goals of the Village of Lawton charrette were:

- Build a consensus-based vision for Downtown Lawton
- Define streetscape functions and elements that will create vibrancy
- Create momentum to revitalize downtown
- Establish implementation and phasing priorities
- Identify community champions