

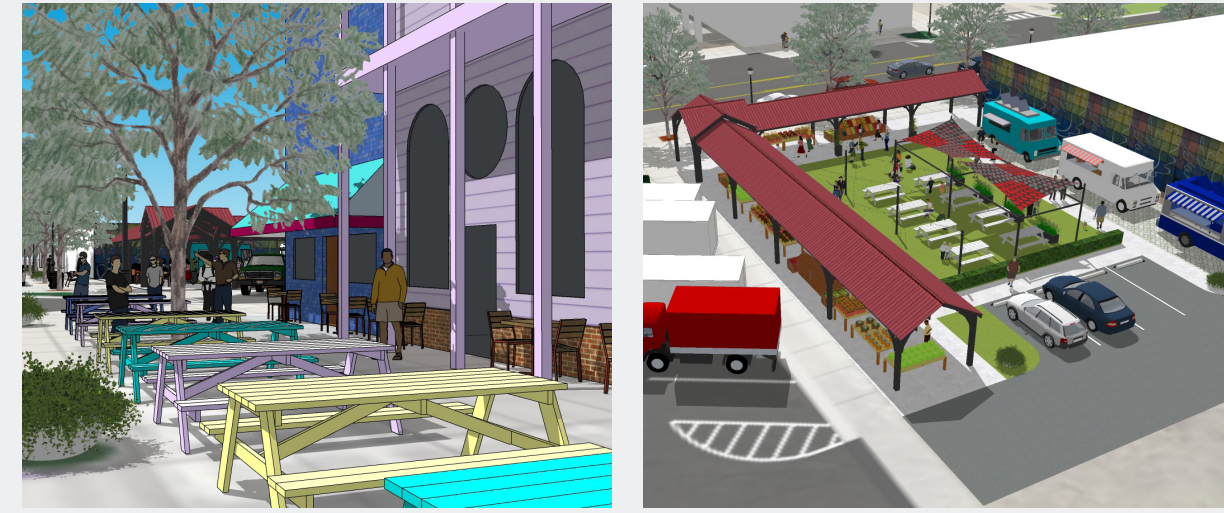


Vibrant

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 as well as our neighbors; and we 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 4th 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).

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 other greenery.
- A facade 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.

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.
- The visibility of public parking areas will be improved with signage.
- Shared public parking (car, bicycle, golf cart and snowmobile) will be provided that encourages a "park once" philosophy reinforced with Downtown's walkable streetscapes. Electric charging stations will be installed.
- Financial assistance to improve building accessibility for persons with disabilities should be considered, perhaps in conjunction with the facade 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 and litter receptacle with metal slats
 - CycleSafe "U" bike loop with Village logo or similar recommended
- Where possible, seating areas should be located next to trees for shade.
- Monitoring bicycle rack occupancy can help determine when additional racks are needed.
- Waste 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.

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 curb extensions, outdoor seating areas, landscape planters, benches, crosswalks, and connections to public parking.

KEY CONCEPTS



Gateways

- Signage has been installed at the periphery of village limits to alert motorists that they are entering into the community.
- Landscaped medians are proposed at either end of downtown to alert motorists that they are entering the Village of Lawton's downtown business district.
- Visual cues assist in slowing down traffic and making motorists aware that they are likely to see people walking around the downtown and crossing the street.
- Other key gateways, such as the park entrance to Lewis Park and splash pad, may require additional signage to improve driver awareness and increase pedestrian safety.

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.
- Buildings will be pedestrian-scaled and made with durable, high-quality materials.

Community Events and Venues

- 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 and public parking areas with signage and common streetscape elements to provide intuitive wayfinding.
- Connect to regional trails and recreational amenities to downtown.
- Explore the idea of an art festival.
- Celebrate Lawton's history and community pride through events and/or art.

Farmer's Market/Vineyard Square

- Relocate the Farmer's Market to the highly visible corner of Main Street and Union and create a multi-use space.
- A downtown community gathering space can be used for both public as well as private events to support local businesses, generate activity and energy, and provide additional parking for the district.
- In addition to the market structure/canopy, include numerous elements that allow for many year-round programming and activity options, such as:
 - Live music and movies (using the north wall of Wagoner's)
 - Light poles for festoon lighting
 - Food trucks and beer garden seating
 - Cornhole and other yard games on synthetic turf
 - Swinging tables or clear plastic "igloos" and heaters
 - Additional parking off west alley, which could flex as additional food truck space or farmer's market setup

Implementation Matrix: VIBRANT				
Action	Timeline	Champion	Done	
Relocate Farmers Market	2021	Village		
Outdoor seating policy	2021	Village		
Amend Zoning Ordinance	2021	Village		
Create building facade guidelines	2021	Village		
Outdoor dining style guide	2021	Village		
Wayfinding signage for public parking	2022	DDA		
New festivals or events	2022	DDA		
Measures of Success	2022	2023	2024	
# of seats for outdoor dining				
# of new businesses				
# of events per season				
\$ building permit value				

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 ft); medium tree (500 cubic ft); and large tree (750 cubic ft)
- 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	2022	DDA		
Plants and flowers	2021	DDA		
Install street trees	2023	Village		
Facade improvement program	2022	DDA		
Property maintenance code	2021	Village		
Art programming	2023	TBD		
Banner/flag installations	2023	DDA		
Measures of Success	2022	2023	2024	
# of trees, plants, and flowers				
# of facade grants				
# of art installations				
# of banners/flags				

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:
 - Farmers Market, 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.

Marketing

- Proactive messaging strategies will be created to inform customers and travelers about how to access downtown businesses during the reconstruction of M-40.
- Road reconstruction will provide the opportunity to pilot the use of directional signage for customers, businesses, and parking areas.
- A long-term marketing plan will be developed that raises awareness in the community and the region about the businesses and activities that are in Downtown Lawton and Lawton's rich history in the grape industry.

Implementation Matrix: INVITING				
Action	Timeline	Champion	Done	
Plan to connect parks and neighborhoods to downtown	2022	Village		
Marketing strategy	2022	Village/DDA		
Gateway enhancement	2023	Village		
Install crosswalks	2023	MDOT		
Accessibility improvement program	2023	DDA		
Install public benches	2023	DDA		
Sidewalks clear of snow and ice	2021	Village		
DDA funding decision framework	2021	DDA		
Measures of Success	2022	2023	2024	
# of people greeted				
# of crosswalks				
# of housing units downtown				
# of bike parking spaces				

Lighting

- New lighting will improve the visibility of pedestrians and contribute to creating a strong downtown identity. In addition, trees and light poles add vertical elements that have a natural traffic calming effect.
 - 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 (also known as curb extensions) 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.
 - Bulb-outs make the road appear to be more narrower, thereby reducing travel speed due to driver perception.
 - Parking areas are protected and defined as being distinct areas from travel.
 - Parking areas are protected and defined as being distinct areas from travel lanes.

Implementation Matrix: SAFE				
Action	Timeline	Champion	Done	
Reconstruct M-40/Mainstreet	2023	MDOT		
Before and after travel speeds (radar)	2023	MDOT		
Before and after interviews of pedestrians	2023	Village		
Before and after pedestrian crossing time	2023	Village		
Funding for ornamental lights	2022	DDA		
Funding for outlets	2022	DDA		
Funding for light pole arms	2022	DDA		
Measures of Success	2022	2023	2024	
Travel speed				
Driver behavior (qualitative)				
# of pedestrians in downtown				
Times of activity				

ENLIVEN LAWTON Road Map for the Future

by our partners at Progressive AE

Community Vision

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



COMMUNITY VISION

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

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

Review and Approval
The plan design, vision, and goals were shared with key stakeholders who were unable to participate in the charrette in a series of one-on-one meetings. Business owners that may be affected by the proposed design were also consulted. MDOT review and comment was sought to ensure the streetscape design was feasible. The plan was then reviewed by the Downtown Development Authority, Planning Commission, and Village Council. The Village Council adopted the plan on January 12, 2021.

