

Heart of Fairfield Implementation Plan Update

ONGOING PHASE

Objective 1. Encourage Appropriate Development

Action 1.1	Expand and implement the Façade Improvement Program
Update	Staff implemented the Façade Improvement Program to provide \$150,000 in forgivable loans to commercial property owners making improvements to the exterior of their buildings in HOF. Program funded and <u>completed projects</u> include: <i>Rust Water Kitchen & Taproom, Saffron Indian Cuisine & Bar, Million Thai Cuisine, Child Haven</i> . Funded but uncomplete projects include: <i>1505 W. Texas St., Harrys Sportsman, 1708 W. Texas St., Jolly King (pending)</i> .
Upcoming:	Façade Improvement Program renewal and expansion coming to Council for consideration in June 2020

Action 1.2	Implement HOF Plan zoning requirements to facilitate mixed-use urban development
Action 1.3	Implement HOF Plan zoning requirements
Update	Planning Commission approved and recommended for Council approval a Zoning Ordinance Amendment to allow co-working space in HOF, streamline permitting for bar and tasting rooms in downtown, and allow by right entertainment uses. If approved by Council, these amendments further destination development strategies 4.1 and 4.6 from the HOF Plan.
Upcoming:	Zoning Ordinance Amendments coming to Council for consideration on May 19, 2020

Action 1.4	Implement HOF Plan zoning requirements within ½ mile of Suisun-Fairfield Station
Update	Staff assisted applicants on three residential/mixed use projects in the Heart of Fairfield, two of which (1720 West Texas Street and Great Jones) received entitlements from the Planning Commission. A third project, on Union Street, had conceptual review with staff. The project is envisioned as a high-density project within ½ mile of the Suisun-Fairfield Train Station, a key location for new housing in the City.
Upcoming:	Staff will continue supporting the prospective developer through the Building Permit process and, for Union Avenue, support the formal application.

Action 1.5	Facilitate new development by providing funding for utility upgrades
Update	From March 2019 to current, Staff worked with PG&E to complete a boundary map for dry utility undergrounding in the downtown area of the HOF plan. Staff confirmed \$5.7 million in Rule 20A funding for PG&E undergrounding and confirmed through PG&E and the Public Utilities Commission eligible project expenditures. The City has taken the lead from PG&E seeking to expedite the project.
Upcoming:	Public outreach within the target area in May/June 2020. Staff anticipates introducing an ordinance to Council to form the Underground District in Summer 2020.

Objective 5. Diversifying Housing

Action 5.2	Implement HOF zoning requirements to facilitate mixed-use, live-work, and other innovative housing types
Update	The City negotiated and approved a Disposition and Development Agreement for Catalyst Site 1, located at 1600 Woolner Avenue. The project seeks to develop 162 multifamily rental housing units in a 3-story building. The project covenants guarantee 10 units of affordable rental housing for households at or below 80% area median income, with a goal of 20% of units for rent to residents at or below 50% area median income.
Upcoming:	Developer is in their due diligence period with closing anticipated in June 2020.

Objective 6. Supporting Institutions

Action 6.2	Continue to fund the Fairfield Main Street Association
Update	The City continued to fund the Fairfield Main Street Association (FMSA). Recent activities of the FMSA have included the Taste of Downtown, the weekly farmers' market, and the annual Tomato & Vine Festival.
Upcoming:	Working with FMSA to develop strategies and funding for business support in response to COVID pandemic and the economic impact to downtown businesses.

Action 6.7	Identify potential space for academic use and vocational training
Update	Staff worked with the school district on creating a culinary skills development program. The concept would provide vocational training in a commercial kitchen in downtown that builds a skilled workforce for the restaurant industry. The program objective is to introduce culinary talent to downtown and create a skilled labor pipeline for prospective new eateries. Efforts stalled due to COVID-19.
Upcoming:	Staff will reengage with the school district after COVID to gauge their interest or seek similar opportunities with external institutions.

Action 6.8	Identify and market specific buildings as technology/incubator space
Update	Staff worked with a prospective co-work/incubator operator for creation of workspace in downtown. Staff processed a necessary zone change in coordination with Objective 1 above, receiving Planning Commission approval and recommendation to Council.
Upcoming:	Staff will continue engaging with the co-work/incubator operator to support their needs to open a space in downtown. Their efforts are on pause through the COVID pandemic.

Action 6.9	Work with partners to expand use of the Community Theatre
Update	<p>1. Staff worked with the Community Theatre to implement a project to improve patron safety. The project installed overhead lighting along the walkway, that ran from the theatre to the parking behind the building, better illuminating the area and improving safety for patrons. Additionally, landscaping improvements were made to open-up the walkway to better visibility, reducing unsanitary uses of the walkway by homeless and reducing the amount of trash and debris.</p> <p>2. In December 2019, Council awarded a construction contract to improve the roof and systems of the Theatre. The \$1.88 million investment to the Downtown Theatre will reduce maintenance costs by providing asset protection to the building’s interior space and amenities and add long-term value to the building.</p>
Upcoming:	Construction is in-progress with anticipated completion in Fall 2020.

SHORT-TERM PHASE

Objective 2. Facilitating and Incentivizing the Development on “Catalyst” Sites

Action 2.3	Prepare updated Fee Program for fee reductions for development under the plan
Action 2.4	Prepare updated Nexus Study to determine appropriate fees in plan area
Update	Staff contracted with EPS and Coastland Civil Engineers to conduct a review of development impact fees citywide. The review includes changes in the current fee structure to separate infill fees from various citywide impact fees and identify any fees the city can legally and equitably remove from infill development. The goal is to create incentive for infill development in HOF by reducing financial burden.
Upcoming:	Winter of FY20-21 for presentation of administrative draft of fee update to Council for consideration.

Objective 4. Establishing a Stronger Brand and Identity

Action 4.1	Work with Visit Fairfield to develop marketing program for HOF
Update	Staff created the Fairfield Fast Facts Data Sheet and Economic Development Pipeline Brochure marketing collateral. In addition, staff worked with the Fairfield Main Street Association to pilot a social media marketing strategy for the 2020 Restaurant Week Taste of Downtown event. Staff is exploring expansion of the social media strategy for more events and micro-target marketing to highlight downtown.
Upcoming:	Development of a formal Digital Marketing Campaign to highlight Heart of Fairfield by Fall 2020.

Action 4.3	Work with FMSA to develop decorative banner program for Texas & W. Texas
Update	<ol style="list-style-type: none"> 1. In 2019, the City initiated the Heart of Fairfield Gateways and Branding Study to strengthen the key gateways to the Heart of Fairfield and the City. The resulting program will include signage, public art, hardscape improvements, and landscaping enhancements all tied to a stronger brand identity for the City and the Heart of Fairfield. 2. After a successful pilot project, the City purchased and is in the process of installing 18 additional decorative banners on existing streetlight poles along W. Texas Street.
Upcoming:	<ol style="list-style-type: none"> 1. Plan administrative completion and presentation to Council by end of calendar year 2020. 2. Decorative banner project anticipated completion in July 2020.



Objective 5. Improving Key Streetscapes and Safety

Action 5.1	Incorporate HOF plan streetscape concepts
Update	<ol style="list-style-type: none"> 1. The City implemented a pilot tree lighting project between Madison and Jefferson Streets. The replaced dilapidated lights with commercial grade lighting designed for year-round display. Completed in November 2019, staff is monitoring the project for future expansion down Texas Street. 2. The City programmed replacement of 36 decorative post-top streetlights with energy efficient LED fixtures. The chosen streetlights, between Pennsylvania Avenue and Jefferson Street are the same poles with banner signs installed. The new LED lights are on order, with anticipated delay due to COVID. 3. The City refreshed 54 street lights poles with new paint and 41 light fixture replacements to LED. The improved streetlights are located along Civic Center Drive, Travion Court, and Kentucky, Webster, and Union Streets.
Upcoming:	<ol style="list-style-type: none"> 1. Staff will continue to monitor tree lights for proper operation and potential longevity in anticipation of more tree lights in the future. 2. Installation of LED lights upon receipt of order – anticipated by August 2020.

Objective 6. Enhancing Freeway Commercial Area/Gateway

Action 6.1	Work with STA and Caltrans to implement Gateway concepts
Update	Since March 2019, Staff has worked with our consulting engineer, Solano Transportation Authority, and CalTrans to enhance the West Texas Gateway. The project will improve efficiency of access to the Fairfield Transportation Center and improve pedestrian and bicycle accessibility. The project has taken longer than anticipated due to challenges in obtaining CalTrans approvals for modification to the I-80 on/off ramps. Staff recently received approval from CalTrans to proceed with the \$3.2 million project.
Upcoming:	Anticipated bid advertisement in Summer 2020.

Objective 8. Improving Allan Witt Park

Action 8.1	Complete and implement Allan Witt Park Master Plan
Update	<ol style="list-style-type: none">1. Environmental Clearance was obtained in March 2019 for all renovations identified in the Renovation Plan. Staff completed design work and closed bids for Phase 1 improvements (security, safety, and access control) in December 2019. Due to higher than estimated pricing, Staff combined Phase 1 with Phase 2 improvements (new dog park) hoping to take advantage of greater economies of scale. The project is currently out to bid with bid opening scheduled for mid-June 2020.2. Staff completed design and is currently out to bid for the Sports Center Fire Reconstruction Project, with a June 2nd bid opening date and \$800,000 Engineers Estimate. The project reconstructs damage from the 2017 fire and adds ADA compliant restrooms.
Upcoming:	Bid openings, bid administrative review, and possible award for Council approval in Summer/Fall 2020.

LONG-TERM PHASE

Objective 1. Transforming West Texas Street into an Urban Mixed-Use Residential and Commercial Corridor

Action 1.2	Implement HOF Plan zoning requirements to facilitate infill on W. Texas
Update	<ol style="list-style-type: none"> 1. City entitled 1720 W. Texas Street. The site represents the first higher density housing project that fully implements the West Texas Street standards and guidelines. The 4-story project incorporates 59 housing units and street fronting commercial uses. 2. Staff applied for and received SB2 planning grant from the State. The funds will enable the City to identify additional housing development opportunities in the HOF plan area, address design standards, infrastructure improvement needs, and incentive programs to encourage development. These actions will facilitate future capital funding grants to mitigate barriers to development.
Upcoming:	<ol style="list-style-type: none"> 1. Staff will continue to work with developers to assist where possible in advancing their projects. 2. Staff will utilize SB2 funds in 2020 to identify additional actions to remove barriers and prepare future grant opportunities for catalytic sites in the HOF plan area.

Action 1.4	Implement in phases the long-term road diet concepts for W. Texas
Update	The City submitted and was unsuccessful in obtaining an Active Transportation Program grant to implement further road diets along W. Texas Street between Brock and Pennsylvania Avenues. The proposed project reduces lanes from 5 to 3 with dedicated bike lanes, on-street parking, and landscaped center medians. Staff identified the AB1600 development impact fee update as a possible funding source for improvements.
Upcoming:	Project review during AB1600 fee update (see Short-Term Phase Objective 2). Staff will continue to monitor grant opportunities for future funding cycles to accelerate the project.

Objective 4. Improving Residential Streets South of Texas Street within Downtown

Action 4.3	Complete the sidewalk network Downtown, including repair
Update	During Summer 2019, staff surveyed sidewalk inventory to identify gaps and ADA non-compliance. In Fall 2019, staff conducted conceptual project scoping and identified 1.6 miles of needed sidewalk improvements estimated at \$2.2 million. There is no funding source identified for these improvements.
Upcoming:	Fall 2020 anticipated completion of environmental review to get the project “shovel ready.” Staff anticipates application for future grant opportunities to fund improvements.