

Heart of Fairfield Implementation Plan

Q3 2021 Updates

October 19, 2021

ONGOING PHASE

Objective 2. Supporting the City and County Government Centers

Action 2.1 – Continue to coordinate with Solano County to discuss county plans for the Downtown Government Center

Staff stopped pursuing the county opportunity to determine the feasibility of converting the county green into a water retention basin. The initial strategy was to partner with the county to integrate flood control measure into downtown capital projects. The county did not express interest.

Objective 4. Targeting Economic Development

Action 4.2 – Develop a program to provide businesses technical assistance, planning incentives, and outreach to nonconforming models to encourage relocation if necessary.

Staff completed the Retail to Restaurant program. The process included submitting conceptual drawings and elevations, by an architect, through the internal development review process. The program created a permit process template to enable retail sites to convert to restaurants.

SHORT-TERM PHASE

Objective 1. Creating a Vibrant Downtown Core

Action 1.1 – Work with local businesses and the Fairfield Main Street Association to develop a program which includes special evening events and activity during after-work hours.

Staff concluded the Downtown Farmers Market on September 30. Staff contracted with Pacific Coast Farmers' Market Association to operate the market during the summer season.

Staff planned and executed the 4th of July Parade & Festivities and the Tomato & Vine Festival.

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Action 1.4 – Work with the Fairfield Main Street Association, interested businesses, and/or property owners to develop temporary or permanent parklets that can provide space for outdoor restaurant seating.

Staff paused the Parklets program. Staff obtained funding to procure and install parklets for outdoor use. Two participants expressed initial interest, but later declined to sign the agreement.

Objective 4. Establishing a Stronger Brand and Identity

Action 4.2 – Work with Solano County, Caltrans, and private property owners to develop a program for the acquisition and installation of high impact public art.

Staff completed the adoption of the Art in Public Spaces Policy and obtained the initial budget. Staff completed the installation of the first mural on Madison and Texas Street and obtained the easement for the second placement site.

Objective 6. Enhancing Freeway Commercial Area/Gateway

Action 6.1 – Work with STA and Caltrans to implement the West Texas Street Gateway concepts that includes landscaping improvements

Staff paused the adoption of a theme for signage, monumentation, and landscaping for gateways along West Texas Street. Council elected to not adopt the draft concepts by the consultant, Melton. Staff refocused their effort with Gates + Associates to improve the physical appearance of the downtown, buildings, and streetscapes.

ADDITIONAL

Staff paused on the Downtown Homeownership Investment Program.

Staff completed the Touch Up the Town: Volunteer Neighborhood Cleanup on September 11. Staff provided landscaping and debris removal services in a target area bordered by Great Jones Street, Broadway Street, Ohio Street, and Union Avenue.