

FOWLER

DOWNTOWN STREETSCAPES

CITY COUNCIL MEETING 2.7.2023



AGENDA

15 min presentation

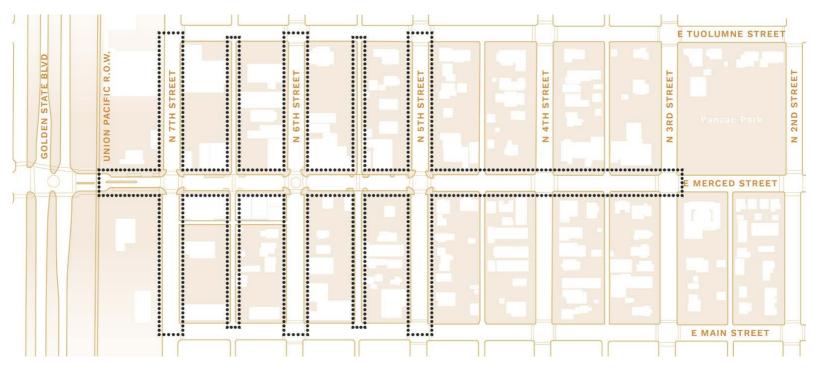
- Project Overview
- Community Conversations
- Organizing Principle
- Street Cross-Sections & Streetscape Palette
- Alley Concepts & Alley Palette
- Storefront Architecture
- Art Integration
- Identity & Wayfinding
- Next Steps
- Discussion

DOWNTOWN FOWLER STREETSCAPES // PROJECT OBJECTIVE

To work with the Fowler Community to establish a vision for Downtown.

The vision will include ideas and design solutions to create vibrant, welcoming spaces for all ages and abilities, encourage social and economic activity, and celebrate the community's rich history.

DOWNTOWN FOWLER STREETSCAPES // PROJECT AREA & TOPICS



streets, sidewalks, alleys, parklets, lighting, furnishings, identity, wayfinding, storefronts

DOWNTOWN FOWLER STREETSCAPES // COMMUNITY CONVERSATIONS

Public Workshop on November 3rd, 2022 Stakeholder Conversations November 3rd and 4th Follow up Councilmember conversations

Community Conversation Takeaways

- Incredible passion for community!
- · Sense of feeling connected is important
- The streetscape is tired
- The downtown does not feel cohesive
- The façade program was great but next time, better standards
- Alleys are a hidden opportunity











ORGANIZING PRINCIPLE // CONNECTING FOWLER

The Fowler community is defined by its connections...

...**connections** to each other, to the region, to its history.

Our design approach prioritizes these **connections** by:

- Encouraging visually cohesive yet unique streetscapes and storefronts
- Integrating supportive infrastructure for community events
- Creating comfortable spaces for everyday connection for the community
- Showcasing regional role via Fowler's history as a rail town and place of agricultural transport connection...the "switch"









STREET CROSS-SECTIONS // MERCED STREET & 6TH STREET

CONCEPT ELEMENTS

- Flush Street concept very accessible for all ages and abilities
- · Retains all parking
- Visually narrows the street
- Drainage is handled through valley gutters
- 12' walking area, 6' clear zone minimum
- Furnishings (seating, bike parking, trees in furnishing zone)
- Integration of droughttolerant landscaping



STREET CROSS-SECTIONS // MERCED STREET & 6TH STREET













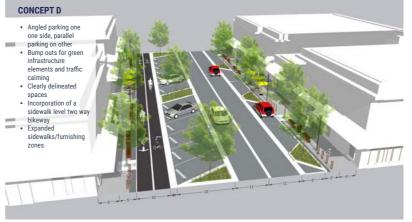


STREET CROSS-SECTIONS // 5TH & 7TH STREET CONCEPTS









STREETSCAPE PALETTE // FURNISHINGS AND HARDSCAPE

PAVING: Muted tones, consider integral color concrete, stamped concrete









BIKE PARKING: Artistic design element that feels part of the streetscape







INTEGRATIN OF RAIL: Embedding the "switch" idea into the streetscape



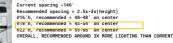






LIGHTING: Existing City standard, supplemented by sconce lighting





SEATING: Timeless, steel or "rail" gauge inspired options - with/without back











Structure Outdoor Wall Light by Modern Forms | WS-W5411-BK | MFR202215 Structure Outdoor Wall Light is available in a Black finish with Clear Seeded glass. Available as a small or large. One 11 watt, 120 volt, 3000K LED lamp is included. Small: 6 inch width x 11 inch height x 7 inch depth. Large: 6 inch width x 16 inch hei...





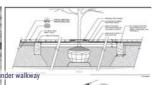
SPECIALITY ITEMS: Screening elements, tree grates, planters, bollards

















STREETSCAPE PALETTE // LANDSCAPE

LANDSCAPE ELEMENTS: Artistic, and drought tolerant element that feels part of the streetscape - could be applied city wide (gateways, open spaces, new development standards)







GRASSES







TREES Canopy Trees

Chiese Potache
(low water seeds)







PERENNIALS







Ornamental Trees (accents at gateways, intersections, bump outs)

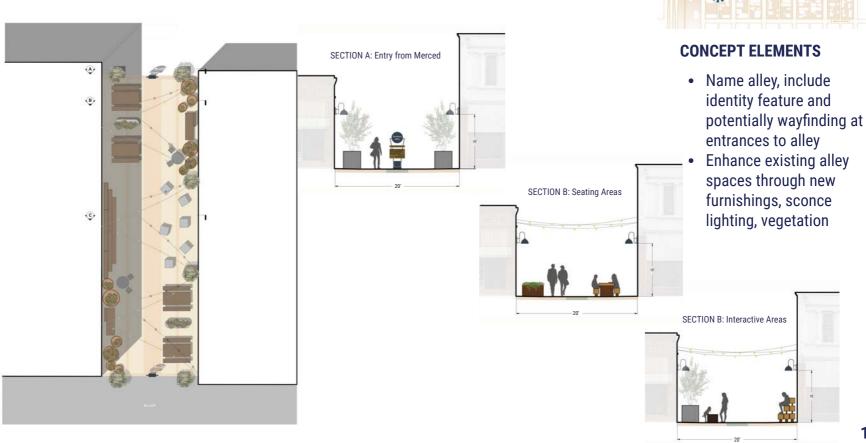




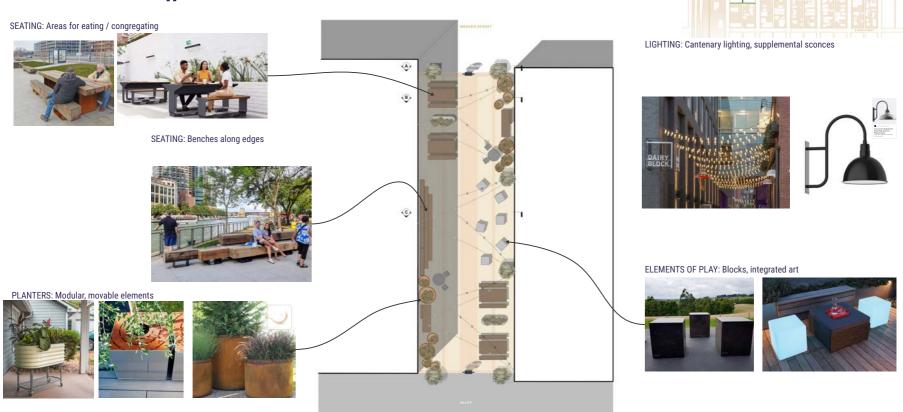




ALLEYWAYS // ALLEY LAYOUT



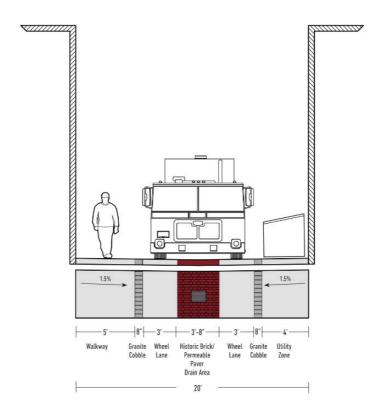
ALLEYWAYS // PRECEDENTS AND MATERIALS



ALLEYWAYS // CONCEPT FOR ACCESSIBLE ALLEYS

CONCEPT ELEMENTS

- Clearly delineate space through material changes
- Consolidate trash receptacles to one side
- Use centered valley gutter to achieve positive drainage
- Incorporate sconce lighting or other alley treatments as feasible









STOREFRONT ARCHITECTURE // HISTORY

NOTABLE ELEMENTS

- Diversity of façades
- Arcade walkway
- Alignment between storefronts
- Interest in overall profiles
- Clapboard siding
- Corner treatments
- Diversity & creativity of signage



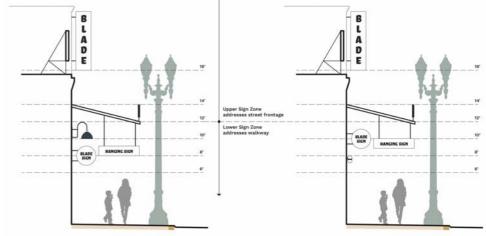






STOREFRONT ARCHITECTURE // RECOMMENDATIONS

- · Establish unified awning position & depth
- Use wall sconces to light walkway
- Encourage alignment between storefronts
- Encourage variation in overall profiles
- · Create suggested material palette
- Encourage corner treatments
- Allow & encourage signage to address multiple approaches
- Establish guidelines for outdoor displays





STOREFRONT SECTION WITH UP/DOWN SCONCE















IDENTITY & WAYFINDING // CONCEPT

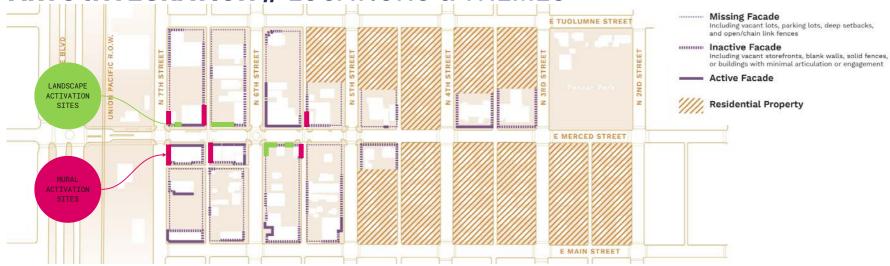


- Relocate 'Arrow' sign
- Not currently on City property and unprotected
- Build off of historic typography
- Embrace stacked forms from railway signage
- Balance vintage and contemporary forms

INSPIRATION



ARTS INTEGRATION // LOCATIONS & THEMES



THEME: CONNECTING W/ HISTORY



THEME: CONNECTING W/ THE REGION









FOWLER STREETSCAPES // NEXT STEPS

- Submit Measure C Transit Oriented Development grant application for completion of Streetscape Plan
- Refine Material Palette (hardscape, furnishings, landscape)
- Further develop streetscape concepts including intersections, accessible parking locations for Merced, 6th, 5th, and 7th.
- Further develop entry experience
- Planning level cost estimates
- Final Streetscape Plan for City Council Adoption









