



CITY OF FAIRFIELD

Heart of Fairfield Plan

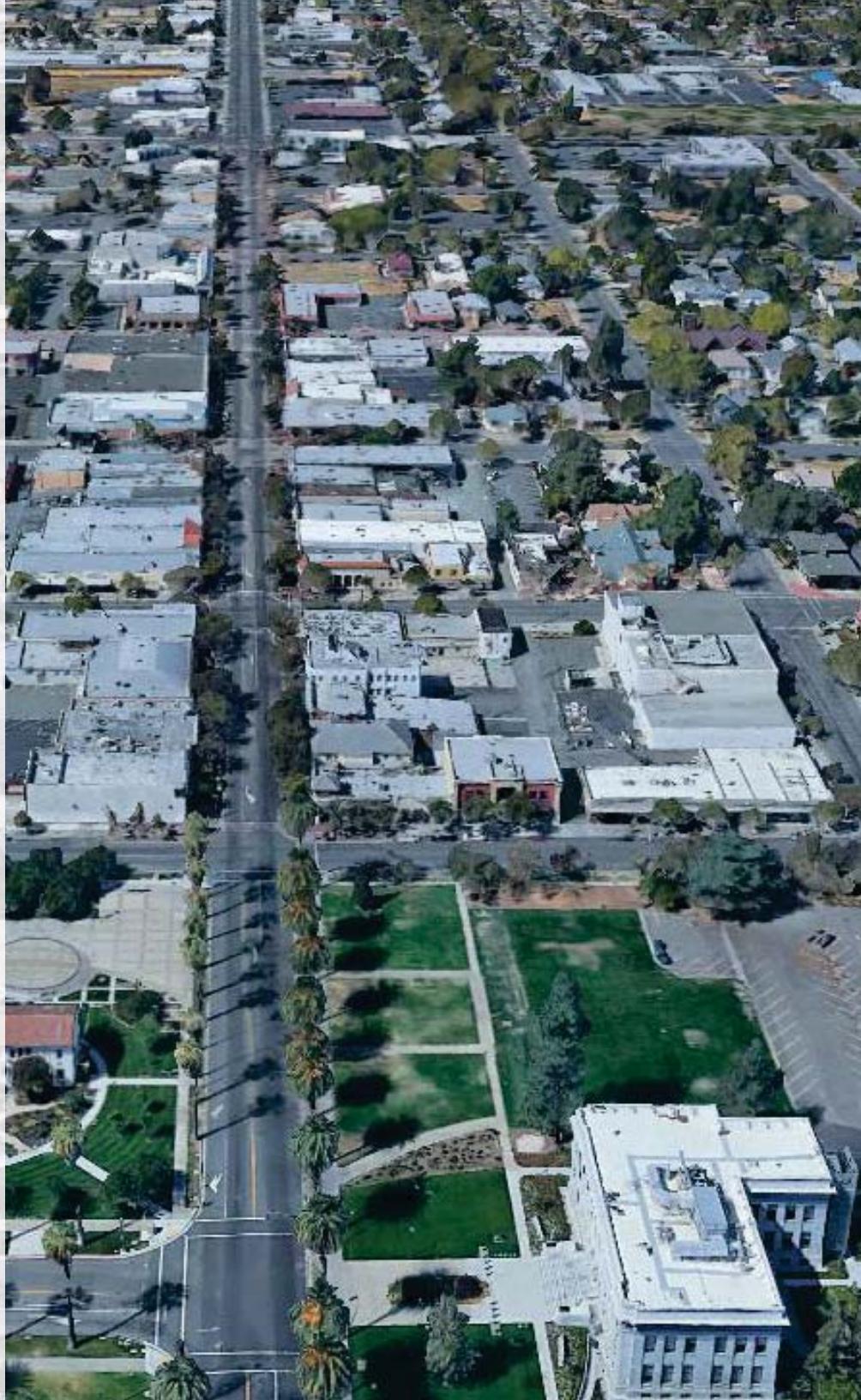
FINAL DRAFT | APRIL 2017

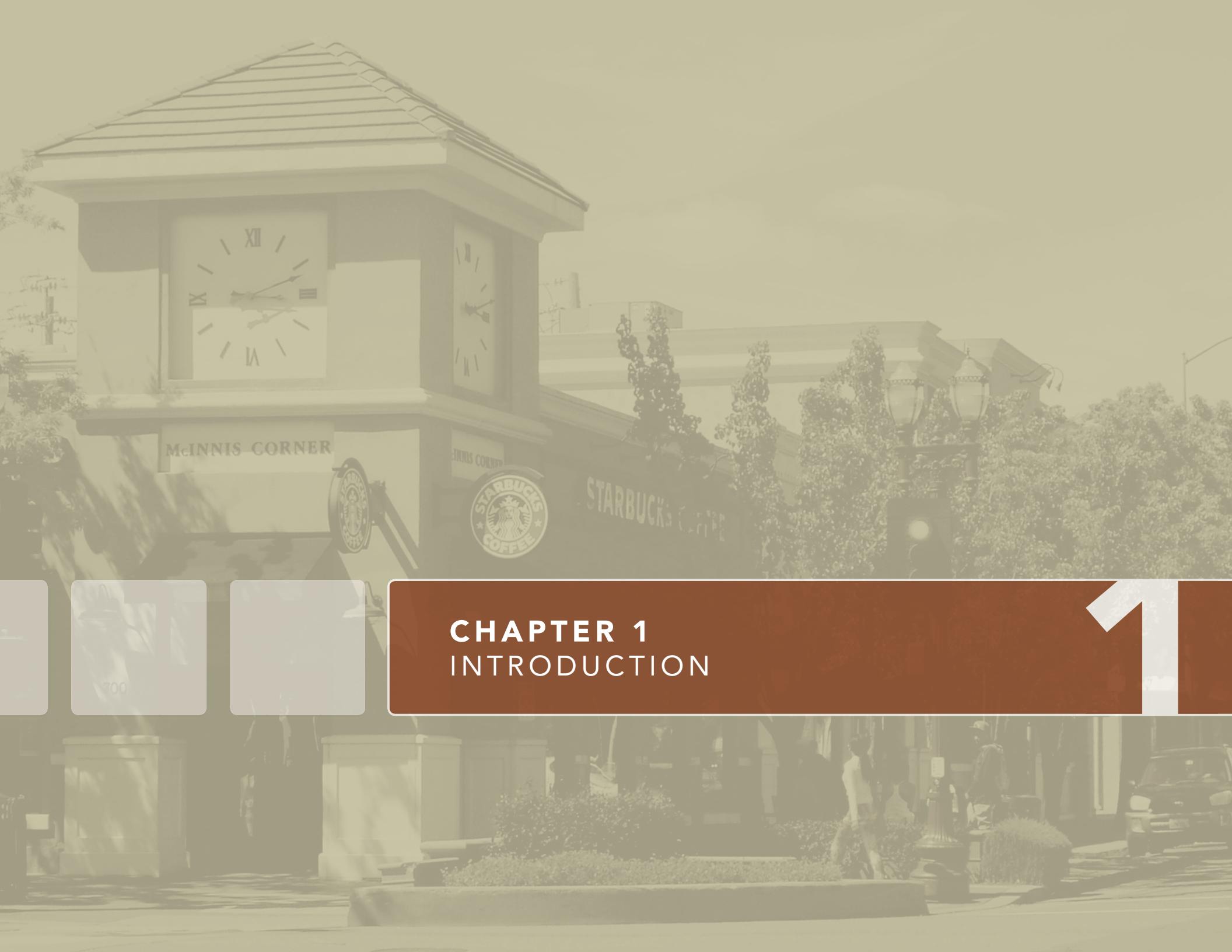


THE VISION FOR THE HEART OF FAIRFIELD

The Heart of Fairfield is a social, economic, and cultural center for Fairfield, a distinct destination that attracts the community through thoughtful design, desired shopping and dining, lively activities, ranges of housing, and convenient access to regional transit. It is the place where residents, workers, visitors, tourists, and people from all over Fairfield and the region come to meet, gather, thrive, and celebrate community milestones.

The Heart of Fairfield Plan is the culmination of a nearly three year, community-based planning process that coalesces a shared vision for the future of this important area. The Plan includes specific objectives, strategies, and actions necessary to create positive change and investment in the area over the next 24 years and beyond.





CHAPTER 1

INTRODUCTION

1



The Heart of Fairfield Plan is a strategic, action-oriented document that presents a community-based vision, along with realistic, implementable strategies, regulations, and actions necessary to create positive change in the Downtown and West Texas Street areas.



ABOUT THE PLAN

In the summer of 2014, the City of Fairfield initiated a community-based process to develop a vision for the revitalization and transformation of the Downtown and West Texas Street areas. The City used this community input to develop the Heart of Fairfield Plan – which will guide City, stakeholder, and community decisions and investment for years to come. The Plan outlines a strategic approach for how to achieve appropriate new development, public infrastructure and transportation improvements, community amenities, and public safety enhancements.

This Plan is intended to be an “action plan” and focuses on tools needed to achieve the community’s desires for the Heart of Fairfield, including updates to zoning and design standards, economic and fee incentives, street and sidewalk enhancements, and infrastructure improvements focused on the heart of our community. It should be noted that elements of the Heart of Fairfield Plan, including any guidelines and standards within and emanating from the Plan, do not apply to any County or State owned site(s).

Ultimately, this Plan encapsulates the community’s vision to strengthen the Heart of Fairfield as the city’s civic, entertainment, residential, and cultural core with a healthy mix of stores, offices, homes, entertainment destinations, restaurants, civic and public spaces, and community amenities. It builds on the area’s rich history and outlines a series of goals, strategies, actions that will bring positive change. It also proposes a two phase process for implementation:

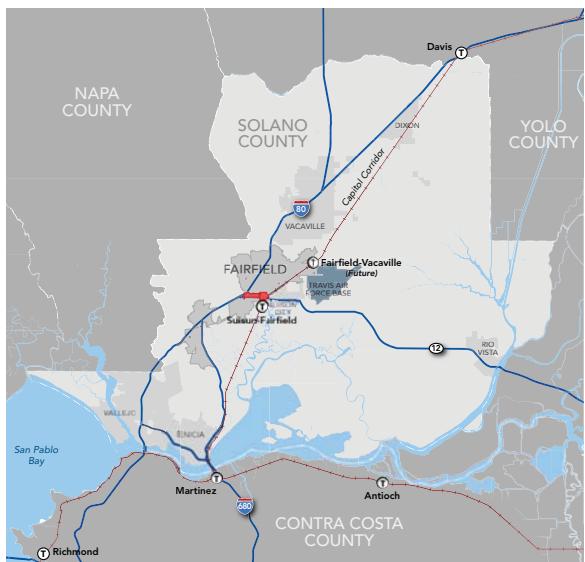
1. a strategic short term strategy that includes tactical “quick win” projects that are easier or less costly to construct; and
2. a long term strategy that looks at all major projects necessary to fully implement the community’s vision (see **Chapter 3** for more detail).

CHAPTER CONTENTS

About the Plan	3
Plan Area	4
Plan Purpose	8
Community Based Process	9
Document Overview	13



Figure 1.1: Regional Context



PLAN AREA

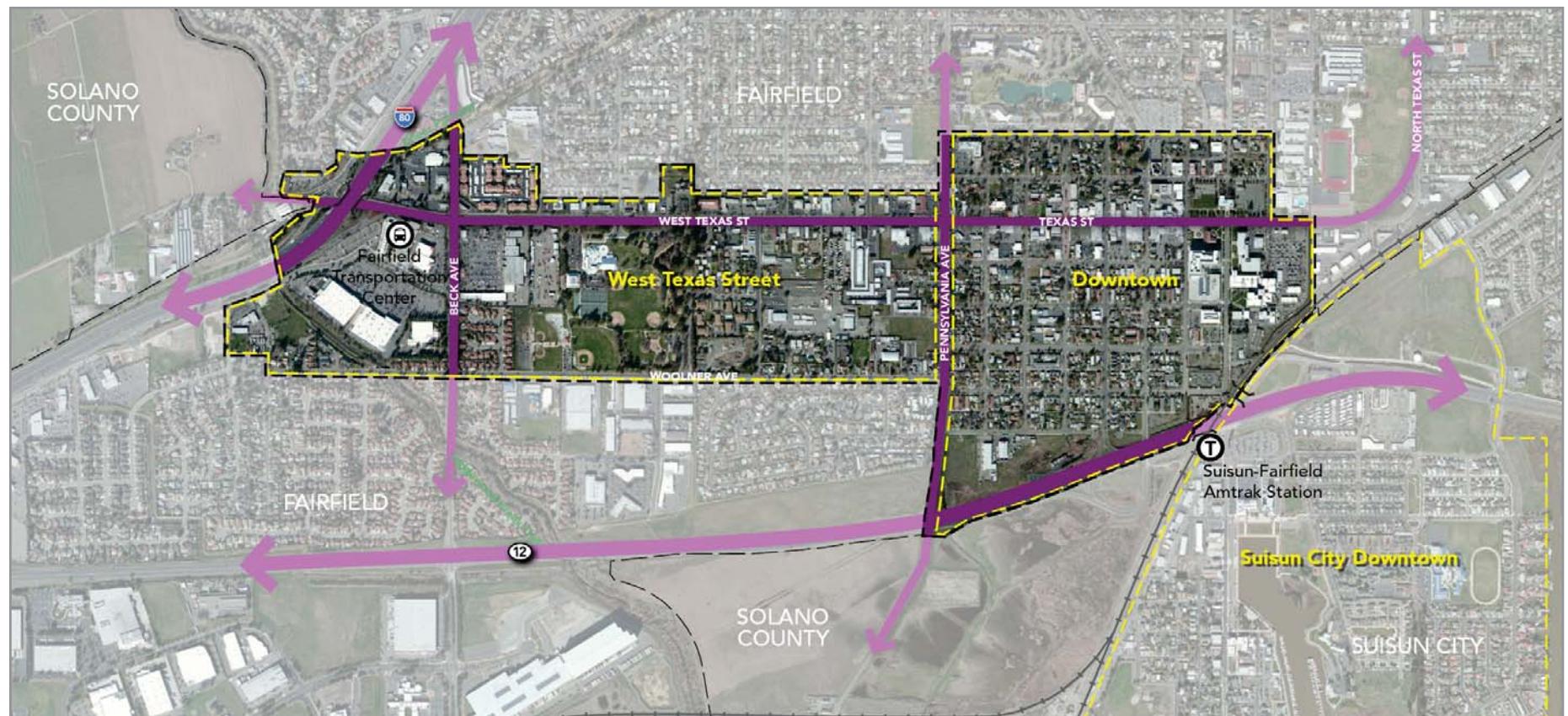
Fairfield, a city of over 110,000, is ideally located halfway between San Francisco and Sacramento along both Interstate 80 (I-80) and Highway 12 (see **Figure 1.1**). Fairfield is the county seat for Solano County and home to a diverse array of neighborhoods and businesses, including major employers such as the North Bay Medical Center, Sutter Medical Foundation, Jelly Belly, and Westamerica Bank. The city limits also include Travis Air Force Base – the busiest military air terminal in the United States known as the “Gateway to the Pacific.”

The Heart of Fairfield Plan Area covers approximately 513 acres and contains Fairfield's historic Downtown, the Solano County Government Center, the Fairfield Transportation Center regional bus and transit hub, diverse commercial and residential properties, and numerous amenities that serve both the local community and the wider region.

The Plan Area is roughly bounded by I-80 on the west, the Clay Street and Union Pacific Railroad tracks on the east, Empire and Kentucky Streets on the north, and Highway 12 on the south (see **Figure 1.2**). The Plan Area encompasses two important neighborhoods in Fairfield: Downtown and West Texas Street. These neighborhoods, which differ substantially in character and urban form, are further described below. Both neighborhoods were identified as Priority Development Areas (PDAs) by the Association of Bay Area Governments (ABAG) because of the local and regional interest in encouraging infill development that can take advantage of regional transit facilities.

The Plan Area is served by two major transportation hubs: the Fairfield Transportation Center (noted above) and the Suisun-Fairfield train station that provide access to the Capital Corridor commuter rail service as well as access to the national Amtrak network.

Figure 1.2: Plan Area

**Legend**

- Plan Area
- Major Highway and Roads
- Rail
- Fairfield Transportation Center
- Suisun-Fairfield Amtrak Station





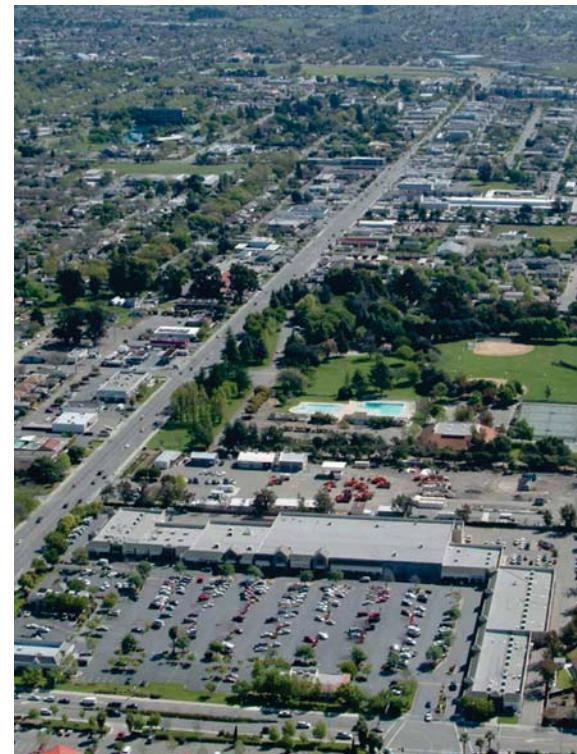
Downtown

Downtown is the historic center of the city and contains the Fairfield Community Center, the County Government Center, a traditional "small town" commercial corridor along Texas Street, and a mixture of older homes, small apartment buildings, and small office and commercial structures north and south of Texas Street. Highway 12 abuts Downtown to the south. The Suisun-Fairfield Train Station is immediately south of Highway 12 in Suisun City. The Fairfield Main Street Association is a business improvement district that serves as an advocate for downtown businesses and property owners and engages in marketing and the organization of community events such as the Fairfield Tomato Festival.

Downtown includes a mix of government, entertainment, retail, commercial, office, and residential uses

West Texas Street

West Texas Street is an older commercial district, which was developed along historic Lincoln Highway/Highway 40. The area includes a mixture of individual commercial buildings, older shopping strips, service stations, and restaurants. Winery Square, a neighborhood shopping center anchored by a supermarket and drug store, is located near the western end of West Texas Street, and Home Depot and Target also operate large stores in this area. Residential development on West Texas Street includes the Park Crossing Apartments, a 200-unit high density apartment community. Fairfield's largest community park, Allan Witt Community Park, which provides significant green space as well as the city's main Aquatic Center. Older single-family residences dating to the 1950s and 1960s abut the commercial corridor, with a mixture of single-family and older multifamily complexes to the south. The City of Fairfield Transportation Center, a regional bus and carpooling center, abuts Interstate 80 at the western end of the West Texas Street corridor. The Fairfield Linear Park Trail, a community bicycle and pedestrian spine, crosses West Texas Street at Oliver Road.



The West Texas Street Area includes major transportation, regional commercial, and recreation uses, including Allan Witt Park



The Heart of Fairfield Plan builds upon the energy created by recently built projects, including Park Crossing in the West Texas Street area

PLAN PURPOSE

The Heart of Fairfield Plan is a tool that will be used by the City of Fairfield, its residents, and the business community to help shape a vibrant city center over the next 24 years (2016 - 2040). The primary function of this Plan is to identify a community-based vision for the future, while providing realistic, economically-feasible policies, regulations, and actions necessary to implement that vision. The Plan can affect positive change by guiding future public and private investment in the Heart of Fairfield.

Relationship to the Fairfield 2002 General Plan

The Heart of Fairfield Plan is a "specific plan" – which is one of several policy and regulatory tools used by the City of Fairfield to implement the City's 2002 General Plan. Specific plans implement the General Plan through the establishment of more detailed policies, regulations, and actions specifically focused on the Heart of Fairfield Plan Area.

Because the Heart of Fairfield Plan is a specific plan, State law requires the document to be consistent with the 2002 General Plan, including all goals, policies, objectives, and standards contained in that plan. The Environmental Impact Report (see below) provides a detailed summary of the Heart of Fairfield Plan's consistency with the City General Plan, along with portions of the General Plan that were amended prior to the adoption of this Plan.

Environmental Analysis

Like every planning or regulatory document prepared in California, the City is required to evaluate potential environmental impacts associated with the implementation of the Heart of Fairfield Plan consistent with the California Environmental Quality Act (CEQA). The City prepared and certified a program level Environmental Impact Report (EIR) on [TBD]. The EIR was used as an analytical tool to help decision makers, City staff, and community understand the potential environmental impacts or benefits associated with implementation of the Heart of Fairfield Plan.



CHAPTER 3
VISION AND DEVELOPMENT
FRAMEWORK

3



The Heart of Fairfield is a social, economic, and cultural center for Fairfield, a distinct destination that attracts the community through thoughtful design, desired shopping and dining, lively activities, ranges of housing, and convenient access to regional transit. It is the place where residents, workers, visitors, tourists, and people from all over Fairfield and the region come to meet, gather, thrive, and celebrate community milestones.

ONGOING PHASE *Approximately 2016-2040+*



1 Encouraging Appropriate Development

Adopt new development standards and zoning ordinance provisions that will encourage transformative catalytic projects, appropriate small-scale infill developments, and the right combination of uses and intensities throughout the Plan Area. Appropriate development includes increasing density Downtown at appropriate locations. Infill development at a higher residential density than what currently exists will create more vibrant, walkable neighborhoods throughout the Plan Area while also providing much needed housing for the community.



2 Supporting the City and County Government Centers

Appropriate adjacent development and programming in the Downtown Core, access to local and regional transit, enhanced safety and security, and better wayfinding will ensure the City and County government centers are well-supported for decades to come.



3 Expanding Access to Recreational Open Space

Better connections will be made to the Ledgewood Creek Trail and Linear Park in order to improve multi-modal connectivity, expand recreational opportunities, and help connect open space corridors to the Plan Area. Ongoing activities will specifically focus on implementing the West Texas Street Gateway concepts that include improved connections to the Linear Park.



4 Targeting Economic Development

The City and its partners will continue to target unique, locally-owned businesses that can help create a special sense of place in Fairfield. Economic development efforts will recognize that Downtown and West Texas Street will attract businesses that are less suitable for regional commercial attractions like Solano Mall. Examples include ethnic specialty foods, fine arts and crafts, high quality restaurants, educational institutions, and office users that can benefit from proximity to the City and County government centers.



5 Diversifying Housing

In addition to increasing the overall density in Downtown and along the West Texas Street corridor, the City will support unique housing types not dominant in the suburban Fairfield market. This includes townhouses, lofts, and mixed use live-work buildings. This may also include specialized housing communities for senior citizens such as the "Senior Village" concept that can take advantage of the Plan Area's proximity to the NorthBay Hospital.



6 Supporting Institutions

The City will continue to support existing groups, like the Fairfield Main Street Association, which serve as advocates for improving Downtown. The City will also work with new organizations and groups in the Heart of Fairfield, such as neighborhood groups and homeowner's associations.

STRATEGIC SHORT TERM PHASE *Approximately 2016-2021*



1 Creating a Vibrant Downtown Core

The Downtown Core along Texas Street will be transformed into a more vibrant “Main Street” with restaurants that have outdoor seating, entertainment uses that support nightlife, and retail stores. This pedestrian-scale retail and entertainment district will ensure the area remains Fairfield’s cultural, entertainment, and destination center. In order to achieve this, the City will continue to work with the Fairfield Main Street Association, Downtown merchants, landlords, and the Fairfield Tourism Association to develop and market Downtown as a restaurant and entertainment venue. Entertainment might include working with partners to increase use of the Fairfield Center for the Creative Arts. The City will also change portions of Fairfield’s development regulations (e.g., Zoning Ordinance) to facilitate these changes, including changing allowed uses and development standards, reducing parking requirements, and creating a suite of incentives.



2 Facilitating and Incentivizing the Right Kind of Development on Highly Visible “Catalyst” Sites

Public and private developers will plan, develop, and market a series of high-quality projects on eight key Catalytic Sites located throughout the Plan Area. Each of these sites will serve to prime the market for new investment, including appropriately designed higher intensity projects. These sites include the former Pepperbelly’s Comedy Club at Jackson and Texas, the former Sem Yeto school site, and the Ray Venning site at Woolner Avenue and Gregory Lane, and other key infill sites that are either vacant, underutilized, or publicly-owned. Catalytic sites also include public parcels owned by the City of Fairfield. In addition, there are key sites under the jurisdiction of the County of Solano over which the City has no direct control, and the provisions of this Specific Plan do not apply.



3 Increasing the Mix of Uses Throughout Downtown

The larger Downtown area will see more mixed use development that includes commercial, office, and residential uses in either the same building or on the same site. The City will also work, in coordination with public and private agencies, to reduce the overall concentration of social service facilities and regulate other uses that do not contribute to a strong, safe, and welcoming Downtown.



4 Establishing a Stronger Brand and Identity

The image and brand for the Heart of Fairfield will be strengthened through consistent signage and marketing materials (both public and private), as well as three new key gateway features at I-80 and West Texas Street, Beck Avenue and Highway 12, and Pennsylvania Avenue and Highway 12. Combined, these initial actions and features will help establish a unique identity and brand for the area.

STRATEGIC SHORT TERM PHASE *Approximately 2016-2021*



5 Improving Key Streetscapes and Safety

The visual appeal of the area and the quality of life for residents and workers will be enhanced through an array of improvements to key roadways. In the short term, new development projects will implement appropriate streets improvements such as street trees, landscaping, and lighting. On larger projects (such as Sem Yeto), improvements may include road diets, angled parking, and other enhancements. Grant funding will be pursued to improve the function and appearance of West Texas Street.



6 Enhancing Freeway Commercial Areas

Regional commercial uses adjacent to Interstate 80 will be enhanced through improved visibility and access. As grant funding becomes available, the City will work with Caltrans to implement the West Texas Street Gateway concepts that includes landscaping improvements at the West Texas Street and Beck Avenue intersection, improved access to the Fairfield Linear Trail, new bicycle lanes along Beck Avenue, and new gateway signage. In addition, the City will continue to plan for the expansion of the Fairfield Transportation Center, seeking funding for the next phase of the parking garage structure and related roadway improvements.



7 Creating and Enhancing Community Gathering Spaces

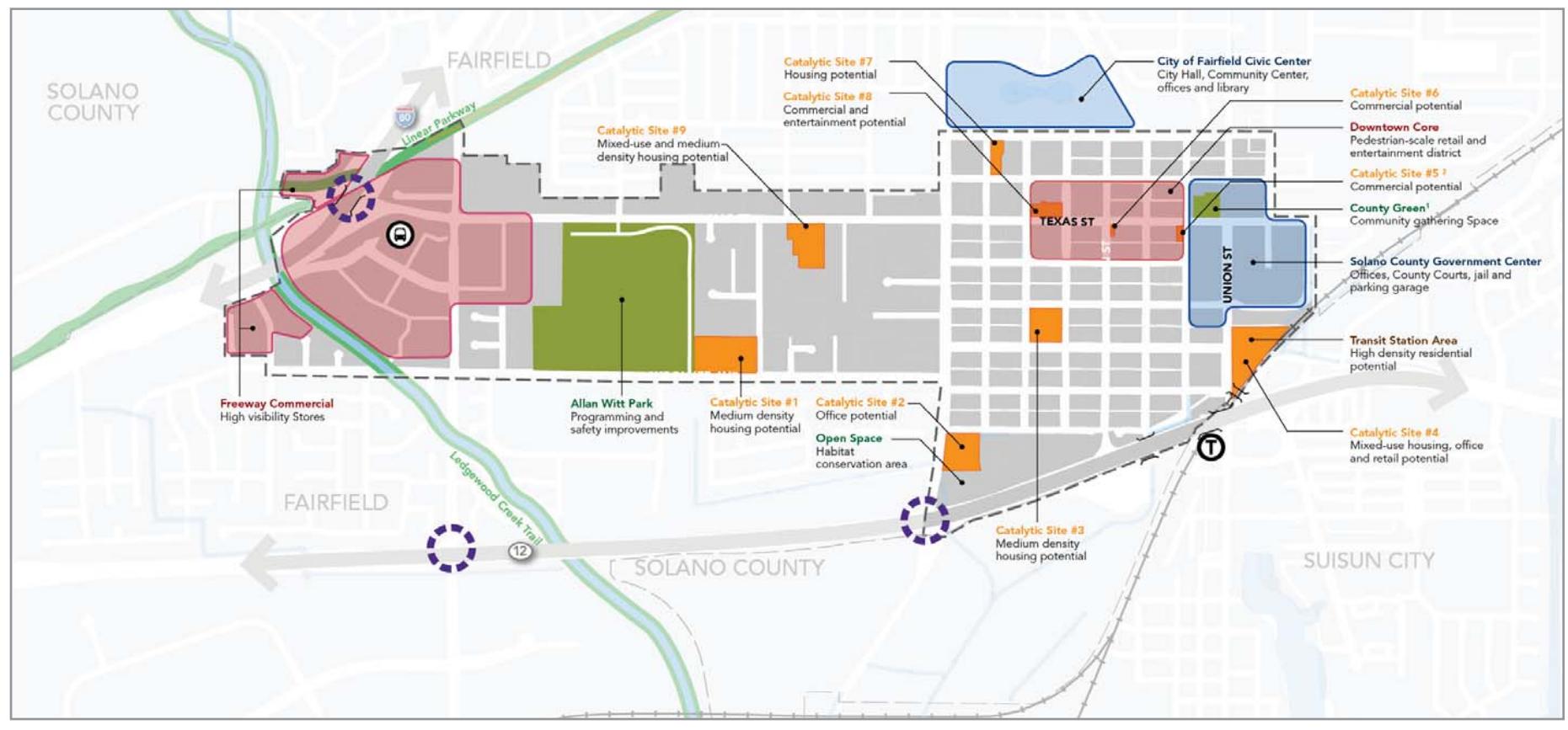
Downtown will be enhanced with new community gathering space developed either by the City or County, or incorporated within private development projects. This includes smaller plazas, parks, parklets, and tot lots throughout the Plan Area that serve as outdoor active spaces for the entire community. Community gathering spaces also include private spaces like sidewalk cafes, outdoor seating areas, and plazas. The County Green at Jefferson and Texas Streets, for instance, can be improved to provide a stage for community events and upgrades to support the Fairfield Farmers' Market (note: the County has not identified the Green as a site for permanent open space). Community gathering spaces and streetscapes will also incorporate public art. Work with Main Street Association and community groups to incorporate public art into public spaces



8 Improving Allan Witt Park

The City will complete an updated Master Plan for Allan Witt Park working with the Community to identify programming and safety improvements at the park. This includes creating more year-round uses, improving recreation programming, making better use the large park site, and reducing the perception of crime.

Figure 3.1: Strategic Short Term Development Framework

**Legend**

■	Plan Area
□	City Limit
■	Water
■	Parcel
■	Highway
↔	Rail
●	Transit Station
●	Rail Station
■	Civic Centers
■	Key Commercial & Entertainment Areas
■	Catalytic Sites
■	Open Space Opportunities

●	Gateway Opportunities
---	New Connectivity Improvements

0 500 1000 2000 Feet

**Footnotes:**

1. The use of the County Green is governed by an annual agreement with the Fairfield Main Street Association and can be terminated upon notice.
2. Catalytic Site 5 is owned by Solano County and is subject to their control. Provisions of this Specific Plan do not apply to any County or State owned site. Any disposition of the property would occur under County control.

LONG TERM PHASE *Approximately 2022-2040+*



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

West Texas Street will transform with mixed use residential corridor supported by a thriving commercial district. Less emphasis will be paid to highway-oriented uses and heavy commercial service land uses, and more emphasis will be focused on enhancing streetscapes, improving facades, and allowing a range of different uses. This will result in West Texas Street becoming a true "Gateway Street" that preserves traffic flow while also allowing new choices of travel through sidewalk, pedestrian safety, and bicycle mobility improvements. Retail stores will be focused in shopping centers and at key roadway intersections, with residential development dominant elsewhere along the corridor. The north side of West Texas Street, in particular, given its shallower parcel sizes and close proximity of single family neighborhoods, will create a larger challenge for redevelopment. The City will work with property owners to design and permit smaller scale infill commercial and residential development that improves the corridor while providing a better connection to adjoining neighborhoods. Overall, public improvements associated with this strategy will occur in phases and will require close coordination with regional funding agencies to finance infrastructure improvements.



2 Creating Neighborhood Recreational Opportunities Downtown

As the Downtown residential population increases, new neighborhood recreation opportunities south of Texas Street will be critical for serving the needs of local residents. This need would likely be met through both public and private recreational spaces. One option could include redeveloping portions of Broadway Street as a linear park within the public right-of-way. While its final location is not known at this time, the park should be programmed with both active and passive uses to fully serve the local community. In addition, if the Sem Yeto site is redeveloped, this section of Broadway Street could be the location for a recreational space.



3 Creating more Complete Streets Improvements

As grants become available, the City will continue to implement the vision for Complete Streets outlined in the City's General Plan as well as this Plan. The Complete Streets concept addresses the needs of pedestrians and bicyclists, as well as motor vehicles and public transportation, through improved street design and sidewalks. Complete Streets also allow the City to focus on urban design and economic development objectives for the Heart of Fairfield. For the Heart of Fairfield, the concept will include new pedestrian and bicycle amenities where appropriate along Woolner Avenue, Pennsylvania Avenue, Jackson Street, and Union Street. These improvements will benefit from new pedestrian and bicycle amenities, and enhanced streetscapes.

LONG TERM PHASE *Approximately 2022-2040+*



4 Improving Residential Streets South of Texas Street in Downtown

As new development occurs in Downtown, some residential streets will be transformed to better serve neighborhood residents through improved pedestrian amenities, bicycle lanes, new parking concepts, and street tree plantings. Sections of Broadway Street may incorporate a landscaped median, new parking, and a neighborhood minipark to serve residents. New parking strategies, reduced driving lanes, and more street trees will enhance the attractiveness of the neighborhood, increase parking, and slow traffic. Downtown residential streets will become “Complete Streets” with a new focus on all modes of transportation. Broadway Street will be the focus for these improvements, including new neighborhood parks and improved on-street parking that take advantage of the large public street right-of-way.



5 Relocating the City's Corporation Yard

The City of Fairfield's Corporation Yard, which dominates the center of the West Texas Street area, has the potential to be relocated outside of the Plan Area allowing for the development of a new neighborhood and improved street connections. In particular, this would allow for the extension of a traditional street grid system north-south between Woolner Avenue and West Texas Street, and east-west between Allan Witt Park and Pennsylvania Avenue. This new road network would establish a framework for new development and dramatically improve linkages between Downtown and Allan Witt Park.

Overall, while this would be a major undertaking, this project could serve as a catalyst for transforming the Heart of Fairfield into a better integrated, more pedestrian-scale neighborhood. Concurrently, the City can work with Caltrans to explore alternative locations for their corporation yard on West Texas Street, further opening up this area for new development. This includes possibly moving both corporation yards to a City-controlled site south of the Plan Area and adjacent to Highway 12. This would be a significant financial undertaking, and the Plan includes a Relocation Study as an implementation action.



6 Creating a Transit Station Neighborhood near the Suisun-Fairfield Train Station

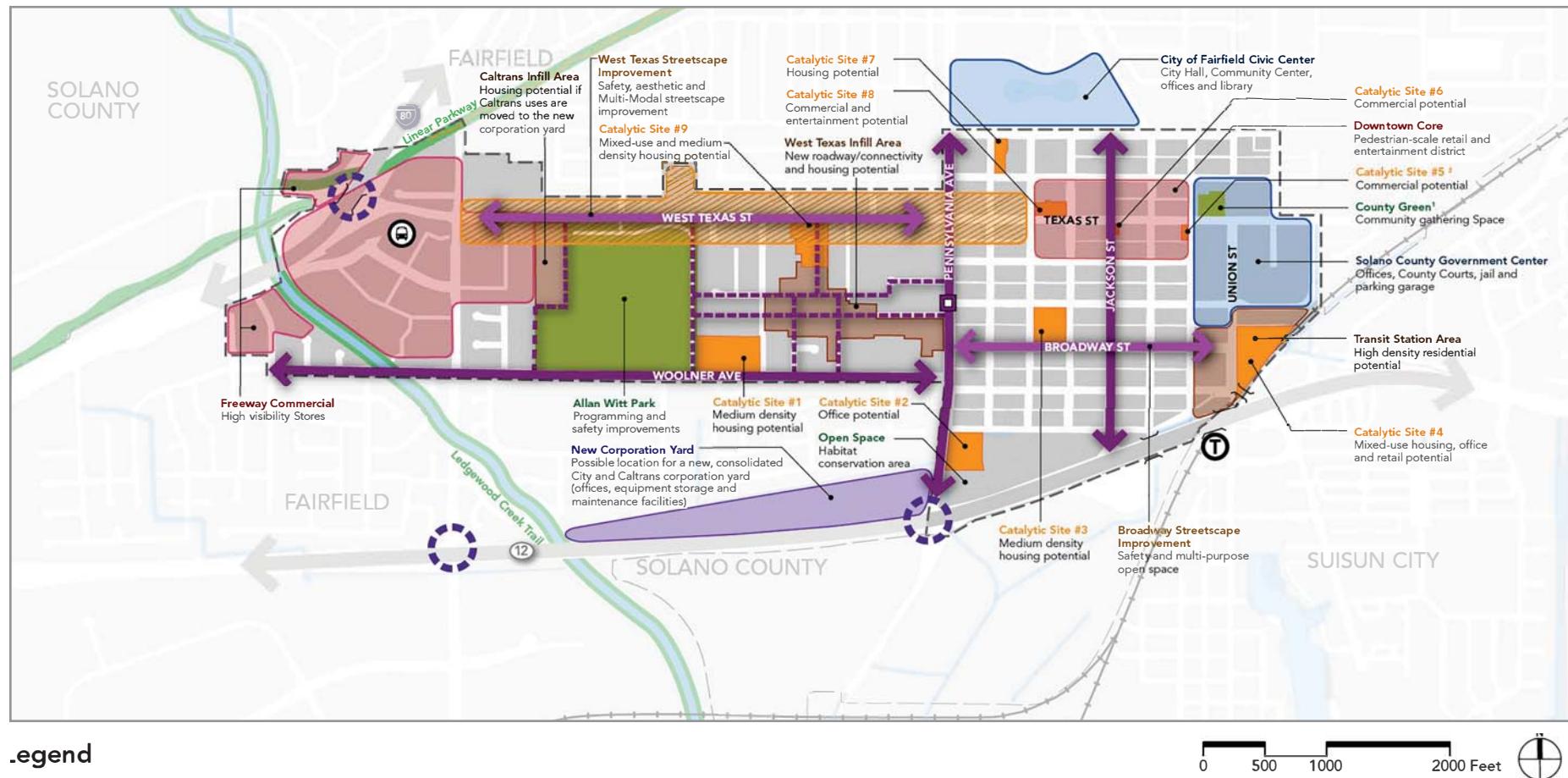
A new higher density mixed use neighborhood near the Suisun-Fairfield Train Station can inject desired housing into Downtown while providing an ideal location for local residents who are also regional commuters. The neighborhood would not only be transit accessible but also provide housing within walking distance of the Solano County Government Center and the Downtown Core.



7 Creating and Enhancing Community Gathering Spaces

The City will continue ongoing efforts to expand recreation, park, and community activities throughout the Plan Area, including specific improvements in Downtown and within Allan Witt Park.

Figure 3.2: Long Term Development Framework



Legend

■	Plan Area	●	Transit Station
□	City Limit	●	Rail Station
■	Water	■	Civic Centers
■	Parcel	■	Key Commercial & Entertainment Areas
■	Highway	■	Catalytic Sites
—	Rail	■	Open Space Opportunities
■	Special Areas		
●	Gateway Opportunities		
—	New Connectivity Improvements		
■	Major Corridors - Existing		
■	New Corporation Yard		
■	Streetscape Improvements		
■	Signalized Intersections		

Footnotes:

1. The use of the County Green is governed by an annual agreement with the Fairfield Main Street Association and can be terminated upon notice.
2. Catalytic Site 5 is owned by Solano County and is subject to their control. Provisions of this Specific Plan do not apply to any County or State owned site. Any disposition of the property would occur under County control.



CHAPTER 4

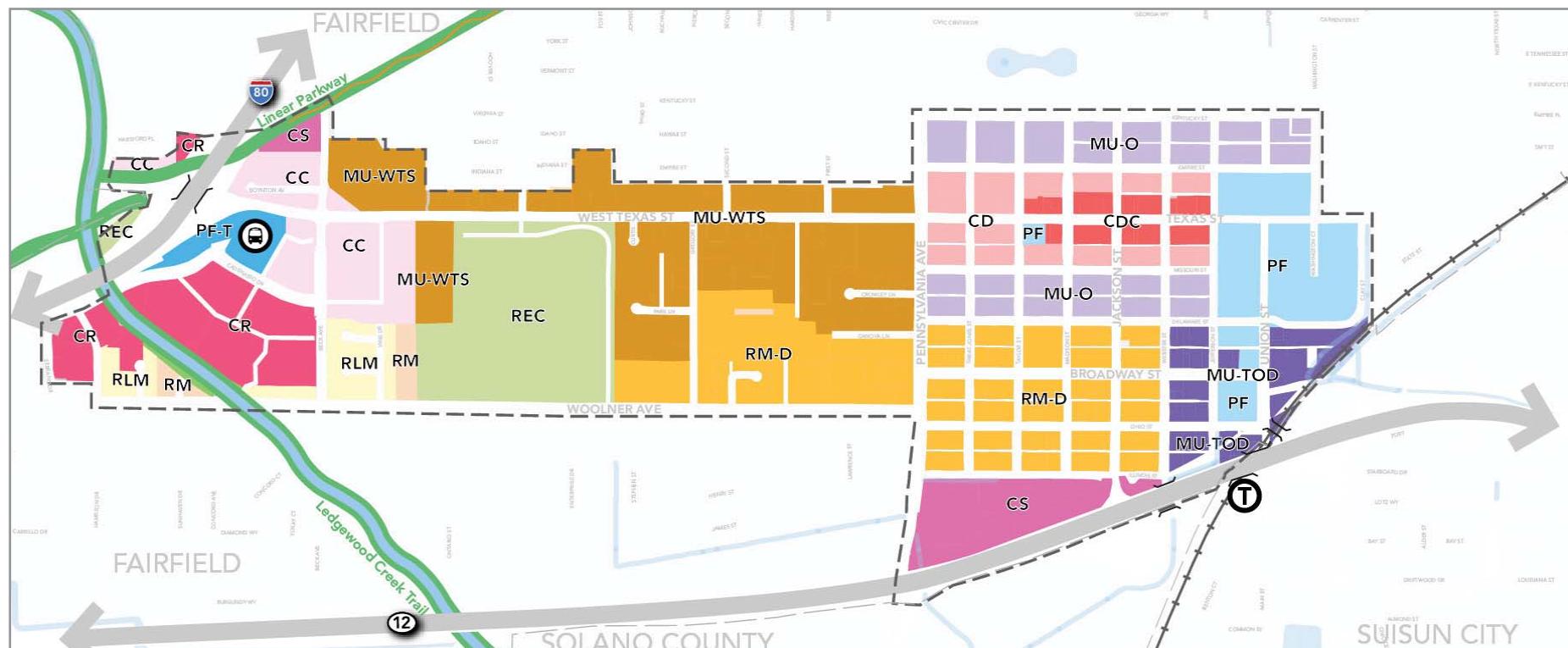
CREATING A UNIQUE DESTINATION

4



The objective of this Plan is to revitalize the Heart of Fairfield into a vibrant place where residents and visitors alike come together to live, work, play, and actively take part in their community. It will be bolstered by two complimentary areas—Downtown and West Texas Street—that will be transformed into living, vibrant neighborhoods that spur revitalization. People will be able to enjoy a range of experiences within an environment that supports all modes of transportation, offers shopping at local markets and eating at restaurants that open onto sidewalks, celebrates community and cultural facilities, provides public gathering places, and includes markets and festivals.

Figure 4.1: Heart of Fairfield Zoning Diagram

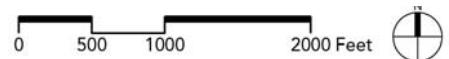


Legend

	Plan Area		Transit Station
	City Limit		Rail Station
	Water		CC: Community Commercial
	Parcel		CD: Downtown Commercial
	Highway		CDC: Downtown Commercial Core
	Rail		CR: Regional Commercial
			CS: Service Commercial

- PF: Public Facilities
- PF-T: Public Facilities Transit Oriented Development
- REC: Recreation
- RLM: Low-Medium Density Residential
- RM: Medium Density Residential
- RM-D: Medium Density Residential Downtown

- MU-WTS: Mixed Use West Texas
- MU-O: Mixed Use Office
- MU-TOD: Mixed Use Transit Oriented Development





Strengthening Downtown's role as a key retail and entertainment destination in Solano County is one of the objectives of the updated zoning and development standards

Strategies

4.1: Strengthen Downtown's role as a hub of retail, regional employment, entertainment, and housing by:

- a. Extending the Downtown Commercial Core (CDC) zone west to include the parcels facing Texas Street between Taylor and Madison Streets;
- b. Permitting increased residential density to promote more housing into the mix of uses within the Downtown Core;
- c. Designating blocks adjacent to the Downtown Core as Mixed Use Office (MU-O) to allow horizontal or vertical mixed use projects that expand housing opportunities while encouraging small-scale office uses appropriate for a downtown setting; and
- d. Designating blocks in the southern portion of Downtown as Medium Density Residential Downtown (RM-D) in order to encourage infill development south of Texas Street.

4.2: Position the West Texas Street area

as a mixed use corridor and residential neighborhood that can serve as a gateway to the City and Downtown by creating a new a new Mixed Use West Texas Street (MU-WTS) designation and applying it to the parcels along West Texas Street in order to promote more residential development while allowing commercial uses.

4.3: Provide a framework for new residential development south of West Texas Street

that can complement surrounding commercial, office, and mixed use development in the Heart of Fairfield by:

- a. Designating a range of residential districts in this area that will allow new investment if the City of Fairfield's corporation yard is moved outside of the Plan Area; and
- b. Designating appropriate zoning for key catalyst sites near Allan Witt Park that will facilitate development of housing for new residents and more "eyes on the park."

4.4: Streamline development regulations to encourage residential and mixed use projects with appropriate design standards and prototypes, and allow administrative approval of infill projects that conform to the prototypes by:

- a. Creating a new set of Mixed Use designations that have a flexible range of development intensity standards; and
- b. Updating residential density and height limits for multi-family zones.

4.5: Maximize Transit Oriented Development (TOD) potential within a half mile of the Fairfield Transit Center and Suisun-Fairfield Train Station by:

- a. Designating blocks near the Suisun-Fairfield Train Station as Mixed Use Transit-Oriented Development (MU-TOD) to promote transit-oriented higher density housing near the station and the Downtown Core.

4.6: Encourage flexible uses, such as small business incubator spaces and tech spaces, that will allow for economic growth without high development or permitting costs.



The updated zoning and development standards allow for a flexible range of uses in the Heart of Fairfield, focusing more intense uses along West Texas Street/Texas Street corridor and allowing for the transition to lower intensity residential near the boundaries of the Plan Area



CHAPTER 5

INCENTIVIZING THE RIGHT KIND OF DEVELOPMENT

5



The Heart of Fairfield Plan creates many opportunities for new investment that builds on the area's unique assets, ideal location, and historic character. As the area evolves over time, it will be critical to allow developments to flourish in ways that create a more dynamic environment and convey the Heart of Fairfield's unique image. This Plan puts mechanisms in place to encourage positive investment that will beautify the area and contribute to its economic and social vitality.



INTRODUCTION

Transforming the Heart of Fairfield will take a concerted effort from the City of Fairfield, local property owners, the development community, and merchants. A key framework from this Plan is to identify specific ways the City can incentivize the right kind of development within the Plan Area. The City of Fairfield, as a California public agency, is limited in what it can offer in terms of incentives. The City can provide either financial assistance or reduced regulatory or permitting requirements. These initiatives encourage private investment in attractive building design, specific project types, and uses that will create synergy and add to the distinct character of the Plan Area. As a result, it will create new intensity of development that reflects community and neighborhood needs.

This chapter includes six topical sections. Each section has an overall goal statement and a summary of why the topic is important to the community. This is followed by specific strategies that are necessary to achieve the goal. The sections include:

- **Catalytic Sites:** This section summarizes potential development concepts for eight key Catalytic Sites in the Plan Area that can serve as focal points or examples for redevelopment.
- **Economic Development Programs:** This section includes specific programs and partnerships the City will implement to help incentivize development and support both existing and new businesses.
- **Permitting, Regulatory and Fee Incentives:** This section includes specific regulatory and fee incentives the City will provide to help spur robust development in the Plan Area that reflects the community's vision.

CHAPTER CONTENTS

Introduction	123
Catalytic Sites	125
Economic Development Programs	129
Permitting, Regulatory, and Fee Incentives	135
Affordable Housing and Anti-Displacement	137
Partnerships	141
Branding and Public Art	144



Diversifying housing options for residents is a key component of the Heart of Fairfield Plan

- **Partnerships:** This section discusses opportunities to strengthen lasting and beneficial partnerships between the City of Fairfield and local property and business owners, business associations, development community, and other public agencies.
- **Affordable Housing and Anti-Displacement Strategy:** This section identifies strategies the City will take to ensure there is a diversity of housing in the Heart of Fairfield, both in terms of product type and affordability.
- **Branding and Public Art:** This section identifies specific strategies for how the City can create a successful place-based brand that will build the area's reputation while bolstering a distinctive and attractive image within the region, while promoting the creation and placement of public art.



The Heart of Fairfield Plan will establish and bolster a brand that reflects the character of Fairfield

CATALYTIC SITES

Goal

To focus limited development and investment resources on key parcels or groups of parcels that are vacant or underutilized, publicly owned or have a single ownership, and are located in a key part of the Plan Area. These sites offer significant potential for new projects during the life of this Plan.

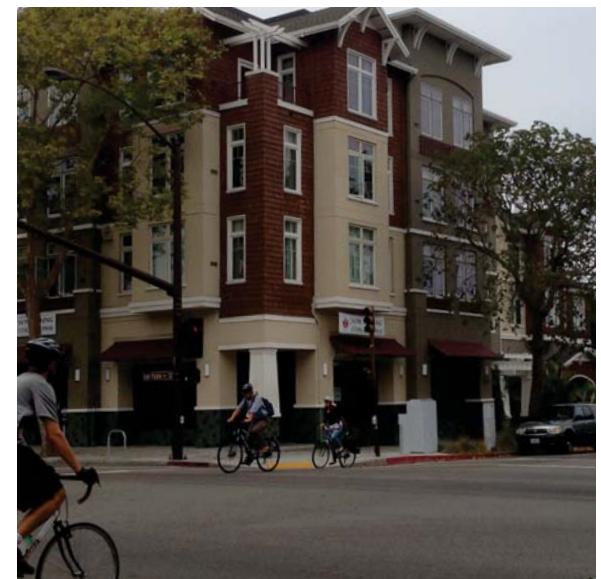
Why It's Important

As part of the Plan preparation process, the City and consultant team analyzed a series of key sites throughout the Plan Area that could be the focus of future development projects. The purpose of this analysis was to identify sites that met a desirable set of criteria (e.g., vacant, for sale, close to transit, under public ownership by the City of Fairfield, etc.) and what type of development was most appropriate and most feasible for each site. **Figure 5.1** and **Table 5.1** below identify the location and desired project programming for each of the nine Catalytic Sites.

Combined, these sites could accommodate approximately 48,000 square feet of office,

52,200 square feet of retail/commercial, and 480 residential units. While it is anticipated several of these sites will see projects initiated during the Strategic Short Term phase, the ultimate goal is to have all sites developed during the life of the plan (e.g., by 2040).

While the table identifies desired types of projects for each Catalytic Site, the zoning and development standards included in this Plan (see **Chapter 4**) intentionally allow flexibility regarding what can be developed. This ensures that as projects are proposed in the future they will reflect changes in market conditions and development preferences, while still remaining consistent with the community's vision for the future of the Heart of Fairfield. In addition, **Attachment D** includes development prototypes that should be considered by developers of these catalytic sites. These prototypes were created by the City to show desired residential and mixed use project designs that are also economically-viable based on development pro-forma analysis.

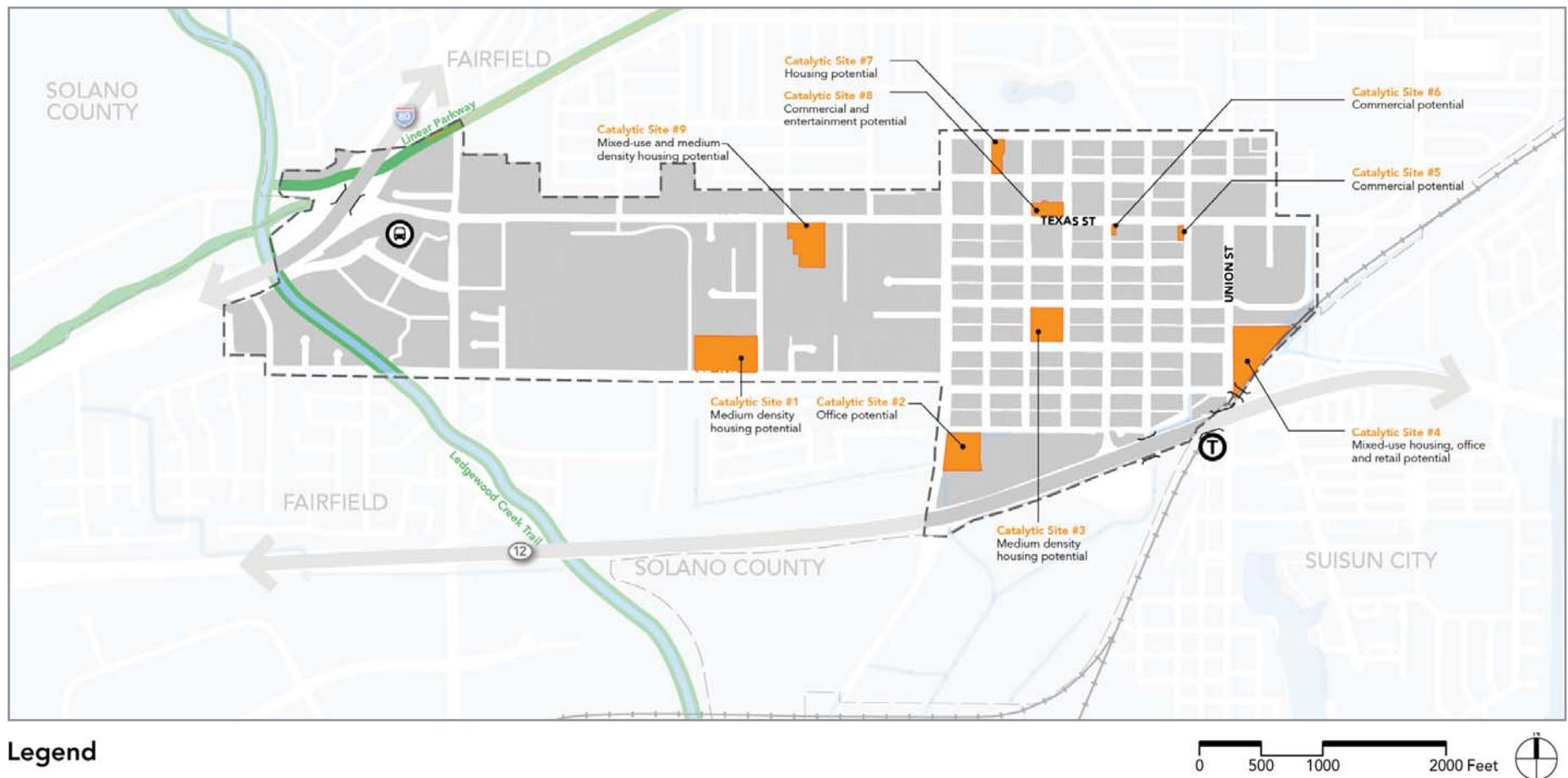


Catalytic sites provide opportunities to spur energy and vibrancy within a Heart of Fairfield

Table 5.1: Catalytic Sites

Catalytic Site	Total Lot(s) Size	Desired Development Project
Catalytic Site 1 <i>Woolner Avenue and Gregory Lane</i>	4.8 acres	Higher density residential development with approximately 140 residential units
Catalytic Site 2 <i>Pennsylvania Avenue and Illinois Street</i>	2.8 acres	Office development approximately 48,000 square feet
Catalytic Site 3 <i>Sem Yeto Elementary School Site</i>	2.3 acres	Higher density residential development with approximately 70 residential units
Catalytic Site 4 <i>Suisun-Fairfield Train Station Transit Oriented Development</i>	7.0 acres	Mixed use project with 10,000 square feet of retail and 140 residential units
Catalytic Site 5 <i>Texas Street and Jefferson Street</i>	0.2 acres	Mixed use project with 1,800 square feet of commercial and five residential units (County owned site).
Catalytic Site 6 <i>Texas Street and Jackson Street</i>	0.1 acres	Mixed use project with 4,000 square feet of commercial and three residential units
Catalytic Site 7 <i>Great Jones Site</i>	0.8 acres	Medium density residential development with approximately 25 residential units
Catalytic Site 8 <i>Texas/Taylor/Madison Streets</i>	0.9 acres	Mixed use project with 18,000 square feet of commercial and 27 residential units
Catalytic Site 9 <i>West Texas Street Site</i>	3.3 acres	Mixed use project with 21,600 square feet of commercial and 100 residential units

Figure 5.1: Catalytic Sites

**Legend**

- Plan Area
- City Limit
- Water
- Parcel
- Highway
- Rail
- Transit Station
- Rail Station
- Catalytic Sites



Infill development projects on key Catalytic Sites will help densify the Heart of Fairfield while creating more affordable housing options

Strategies

5.1 Work with public agencies and private partners to identify and develop key projects on Catalytic Sites during the first five years of the Plan period to serve as examples that can spur development and private investment in the Heart of Fairfield. This would be executed based on the following roles:

- a. **Catalytic Property Owner's/Developer's Role:** Identify, design, and propose a specific project that responds to market conditions and projections (see **Chapter 2**); addresses zoning, development standards, and design guidelines (see **Chapter 4**); and takes into consideration development prototypes (see **Chapter 4**).

- b. **City of Fairfield's Role:** The City will actively market City-owned Catalytic Sites for development consistent with the Heart of Fairfield Plan. The City will also work with private property owners to market properties in Heart of Fairfield. These marketing efforts can emphasize the advantages of the CEQA clearance provided by the Specific Plan EIR. The City will also work with private property owners of Catalytic Sites and Solano County to coordinate marketing efforts and planning for projects.

5.2 Disseminate information to Catalytic Site property owners and potential developers about the City's goals for the Plan Area, potential development prototypes suitable for the properties, and the various development standards, incentives, and public investments included in the Heart of Fairfield Plan to encourage development of their sites.