

Lodi Central City Revitalization Plan

Lodi, CA



The Central City Revitalization Plan directs the ongoing revitalization of Lodi's 55-acre "Old Town," the city's original commercial area. FTB's plan identified market and design obstacles to the downtown's success. The plan provided the City with recommendations for necessary district ordinances and streetscape improvements to rejuvenate the local market and enrich the Old Town character. Since adoption of the strategy recommendations and streetscape guidance, Lodi has constructed a gateway to the downtown, new streetscapes, and a public square at the heart of a new workplace district.



The envisioned downtown district with proposed gateway at entrance to downtown as illustrated in the community workshop.

BEFORE

- Recently developed retail strips and big box retail were draining Downtown retail and restaurant patronage.
- Struggling and landlocked downtown was difficult to access and poorly defined.
- Lacked downtown character with insufficient streetscape amenities.



Recently developed retail strips and big box drained downtown retail and restaurant patronage.

ASSIGNMENT

- Provide a strategy to revitalize Old Town
- Assess and recommend changes to district ordinances and district design elements.

OUTCOMES

Public Workshop Phase Completed

- City implemented strategy recommendations and streetscape improvements, including the construction of a prominent gateway to the Downtown.
- Restriction of big box stores in the downtown area has revived the prospects of smaller shops.

CLIENT: City of Lodi

IN COLLABORATION WITH: Mundie & Associates, Cella Barr Associates, ISC Group, Inc, Baumbach & Piazza, Sierra Engineering Group

FTB: When this project was completed the firm name was Freedman Tung & Bottomley (FTB).



The new Gateway provides a dramatic entrance to the district.



The new streetscape includes custom designed kiosks and other furnishings to enhance the identity of the district.



This conceptual design for a new restaurant at a key intersection illustrates the application of the plan's development standards.