

# School Street and Cherokee Lane Streetscapes

Lodi, CA



In 1996, School Street in Downtown Lodi and Cherokee Lane at the Highway 99 bypass neither performed well to support businesses nor did they contribute to place identity. FTB provide both the revitalization strategy and the streetscape and gateway improvements that laid the basis for revitalization and beautification of both places that continues today.

## BEFORE:

- School Street was the main street of a lackluster downtown, located well away from freeway access.
- School Street's primary entrance on the Lodi Avenue strip was invisible, wedged in between a fast-food pizzeria and a chain restaurant.
- Cherokee Lane was configured as a 2.5 mile long placeless commercial strip (Highway 99 bypass).



Before: School Street prior to the streetscape was wide, sun-baked, and not pedestrian friendly.

## ASSIGNMENT:

- Provide streetscape treatments to support the revitalization of downtown (School Street)
- Create a landmark downtown entry gateway and custom furnishings inspired by Downtown's traditional civic architecture.
- Beautify an arterial corridor (Cherokee Lane).

## OUTCOMES

**FTB designed and implemented School Street improvements, the Downtown Gateway Arch, and Cherokee Lane improvements in 1997.**

- Downtown Lodi today has an old town feel and hosts lively restaurants, shops, and wine bars on School Street, day and night.
- The Lodi Downtown Gateway arch creates a landmark southern entrance to School Street with historic and viniculture themes.
- Cherokee Lane has a traditional Central Valley aesthetic with a Valley Oak-lined median and decorative boulevard streetlights.

**CLIENT:** City of Lodi

**IN COLLABORATION WITH:** 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).



School Street is a pleasant, shady and lively downtown main street. Large trees were positioned between parked cars to "heal" the overly wide proportions of the corridor.



The Downtown Gateway Arch creates a dramatic entrance to the district.



Directory kiosks related to the gateway theme provide guidance for visitors.



Before: Cherokee Lane in 1995 was an unattractive commercial strip.



Cherokee Lane is today lined with Valley Oaks and decorative boulevard-scale lighting.