



## 2017 Olde Town Steering Committee Activity Snapshot

The Olde Town Steering Committee (OTSC) was formed through the efforts and adoption of the 2014 Olde Town Revitalization Plan. The purpose of the committee is to represent the businesses, property owners, and residents of the Olde Town district as to the needs of support from both the City of Fountain (COF) and Fountain Urban Renewal Authority (FURA).

### Town Design Guidelines and Interstate Gateway Project:

[Project Site Page](#)

**Project mission statement:** To formulate design and aesthetic standards (guidelines) for commercial structures and public space within the Fountain Olde Town and U.S. 85 Gateway districts.

*Whereas 2014 put a concentration of focus on the district;  
2017 efforts sought to apply standards and cultivate a vision for the district.*



OTSC members served as an integral voice for recommendations of community feedback. The project's lead, THK Consultants, formed a 12-member Steering Committee as a community sampling working group to create a vision and plan for the future. Core discussion interests of the group included: design aesthetics and implementation measures, traffic coordination, and pedestrian oriented street design.

Going forward, the OTSC collaborates with both FURA and COF to work towards the ranking of a 17-initiative list extract that came to pass through the Town Design Guidelines and Interstate Gateway Project. The OTSC is a vital voice in speaking on behalf of the district's infrastructure, aesthetic vibe, and functionality.

### District Business Cohesion through Events:

#### ***Inaugural Olde Town and Gateway Business Social***

- OTSC hosted its' inaugural Olde Town Business Social, partnering with the Fountain Valley Chamber of Commerce's "Business After Hours" monthly event. The purpose of the Business Social was to bring awareness to district businesses and spur small business engagement efforts. The event is envisioned to be held each fall with District businesses to increase cohesive efforts on behalf of the community. After each annual Business Social, the OTSC working body for the subsequent year of engagement activities is to-be formed; this facilitates new ideas and feedback through the invigoration of new business participation.



### **Third Annual Olde Town Business Holiday Décor Contest**

- Sponsored by the Economic Development Commission (EDC), the OTSC hosted its third annual Holiday Décor Contest for the community among District businesses. With growing interest and involvement each year, the event creates a friendly ambiance throughout the District during the holiday season while promoting the Shop Local campaign.

### **Business Support Activities**

- [Community Events Calendar](#)
- Summer Market Series (*May – October*)
- Artistic Mural Program (*tentatively scheduled summer 2019*)



### **District Advocacy Voice Areas:**

#### **Capital Improvement Projects**

- Railway “Quiet Zone” improvements
- New signaled intersection and Indiana Avenue construction at US 85/S. Santa Fe Ave
  - [Moving Fountain Forward Project](#)

#### **Community Needs and Service Projects**

- Olde Town Grocer on S. Santa Fe Ave
  - [FURA Projects Overview](#)
- Fountain Creek Regional Trail Extension via PPACG
  - [PPACG Transportation Improvement Program](#)

#### **Beautification and Enhancement Projects**

##### Olde Town and Gateway Improvements Timeline

- Creek Week cleanup at Fountain Creek Bridge
- Earth Day cleanup
- Overall district beautification awareness
- Artistic program planning
- Blast Park design planning

#### **COF Directional Map**

##### Directional Map

- The City lacked a cohesive, all-encompassing directional map for its residents and visitors; OTSC and EDC acted as a sounding board for drafting, design, and distribution implementation. The map has proven to be a valued resource.