

City of Ontario

Downtown Attraction



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- a. What are they?
- b. What can we learn from other cities?
- c. What do they offer Ontario?
- d. What makes ours unique?
- e. What's the estimated budget, the next steps?



RPF REVIEW

- A facility downtown that attracts residents and visitors to the heart of downtown
- Reflective of Ontario Brand and community
- Outdoors, Malhuer butte, rivers confluence
- Multi-cultural / Diversity
- Add value without replacing what already exists
- Visual and functional approach, maintenance, budget, change over time
- Range of options for available spaces
- Shade
- Public Involvement - Community feedback / brainstorm
- Business Involvement - Sponsorship / Media packages
- At least 3 concepts





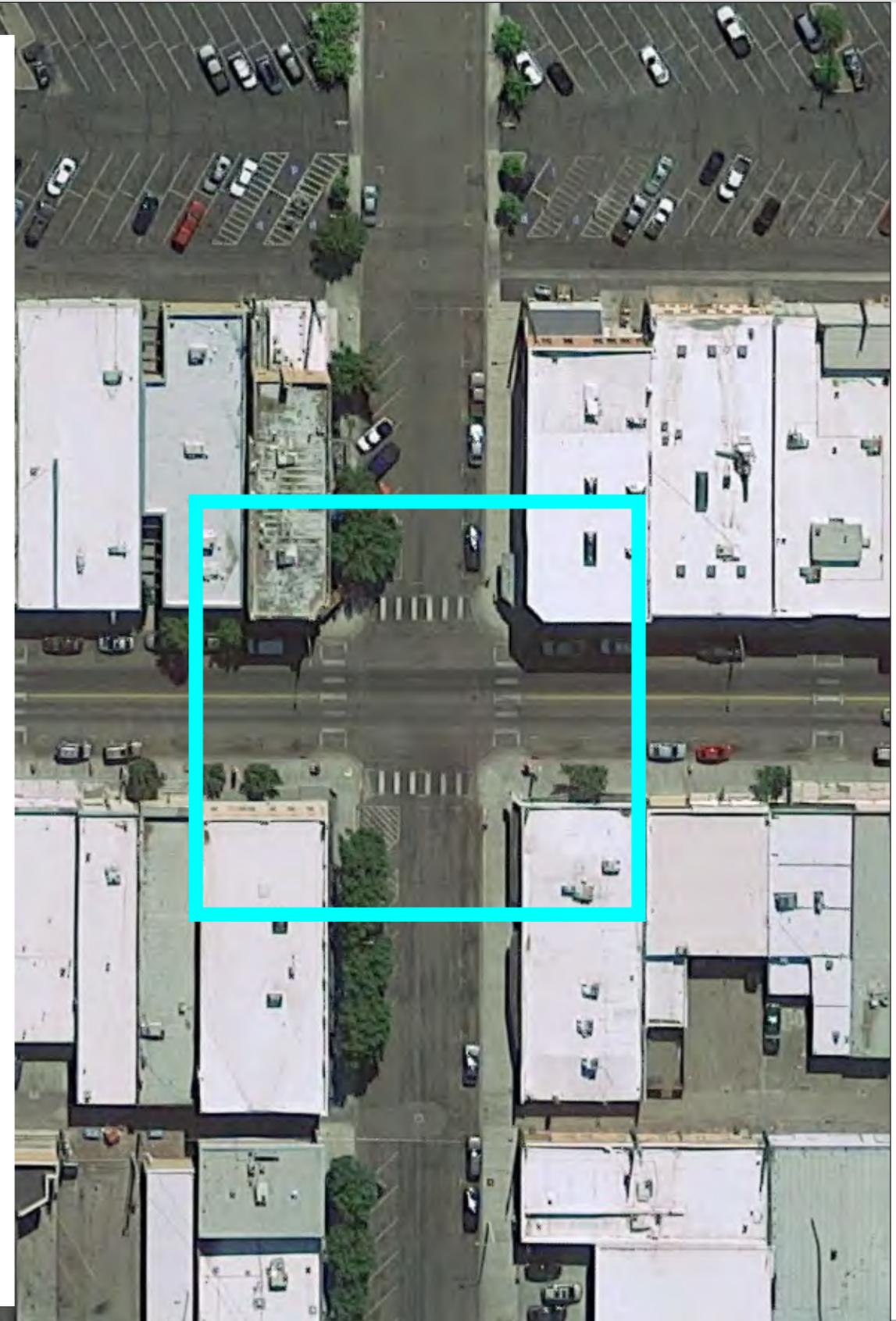
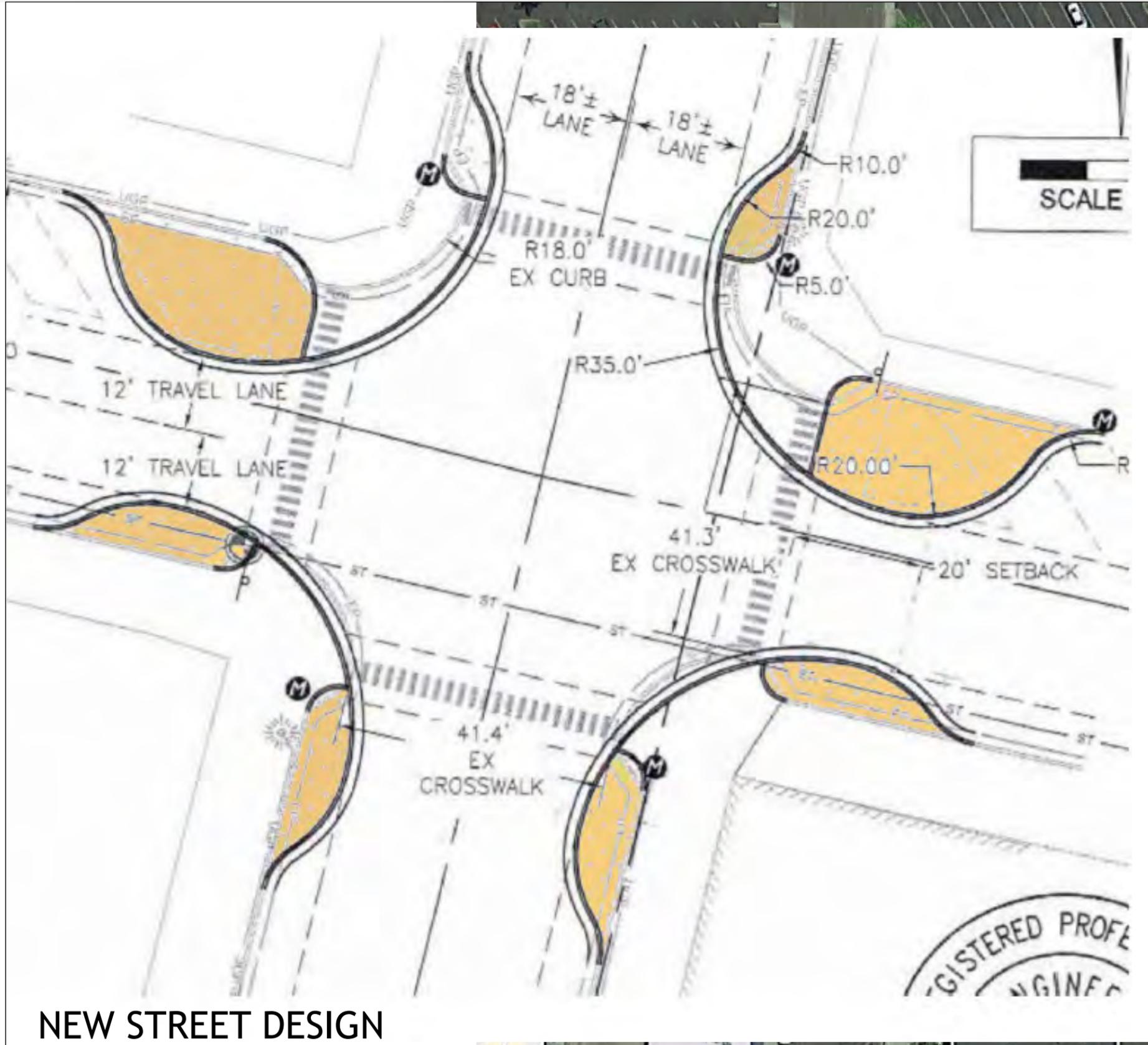
 **TRADEMARK**

- 10+ years of creating durable outdoor environmental signage
- 14+ permanent public art works, 7 temporary
- Managed jobs from 10k - 1.5m
- Professional design team with rich experience in place making, public art, and community engagement



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NEW STREET DESIGN



Native American



Basque



Cowboy/Farmer



Japanese

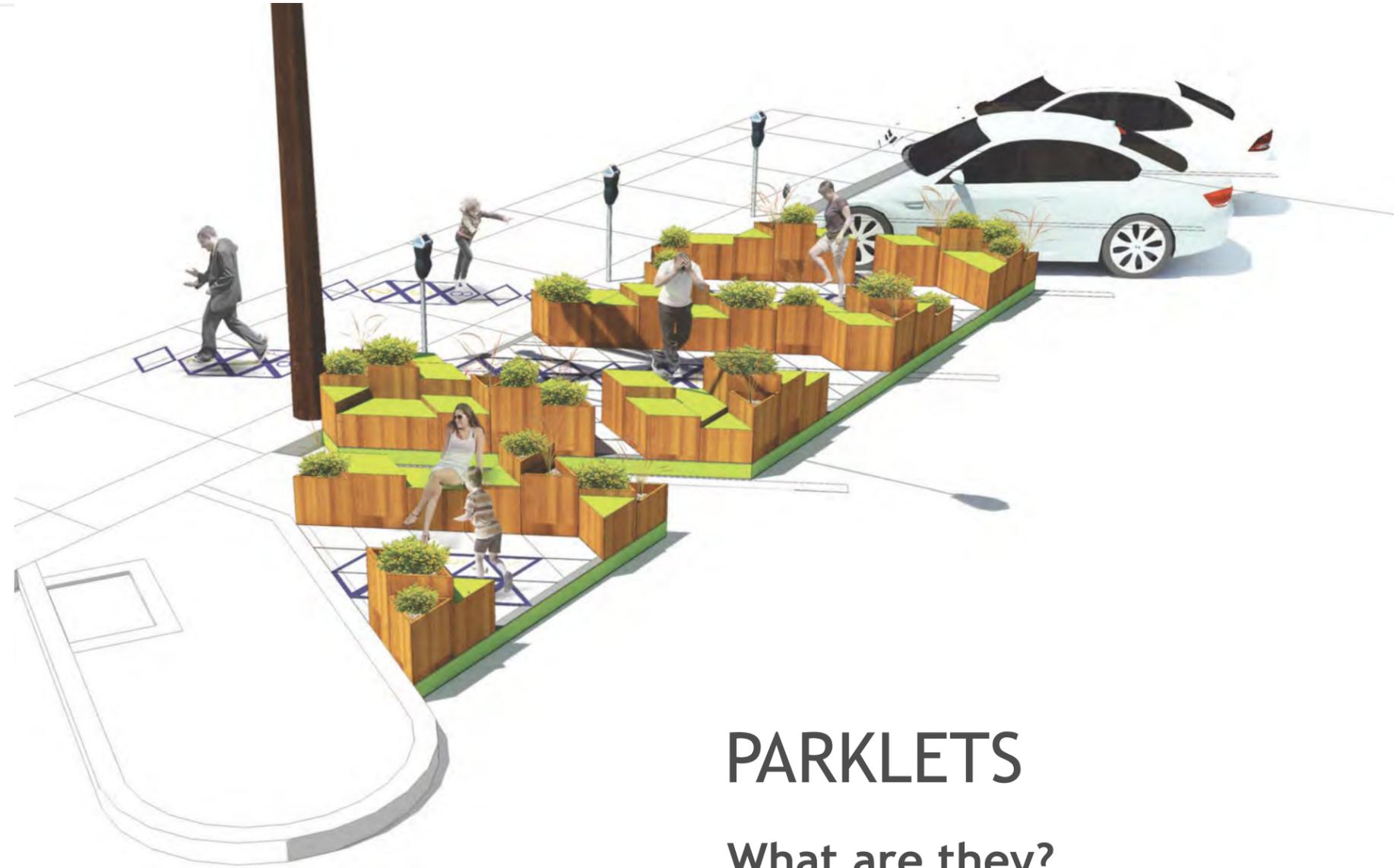
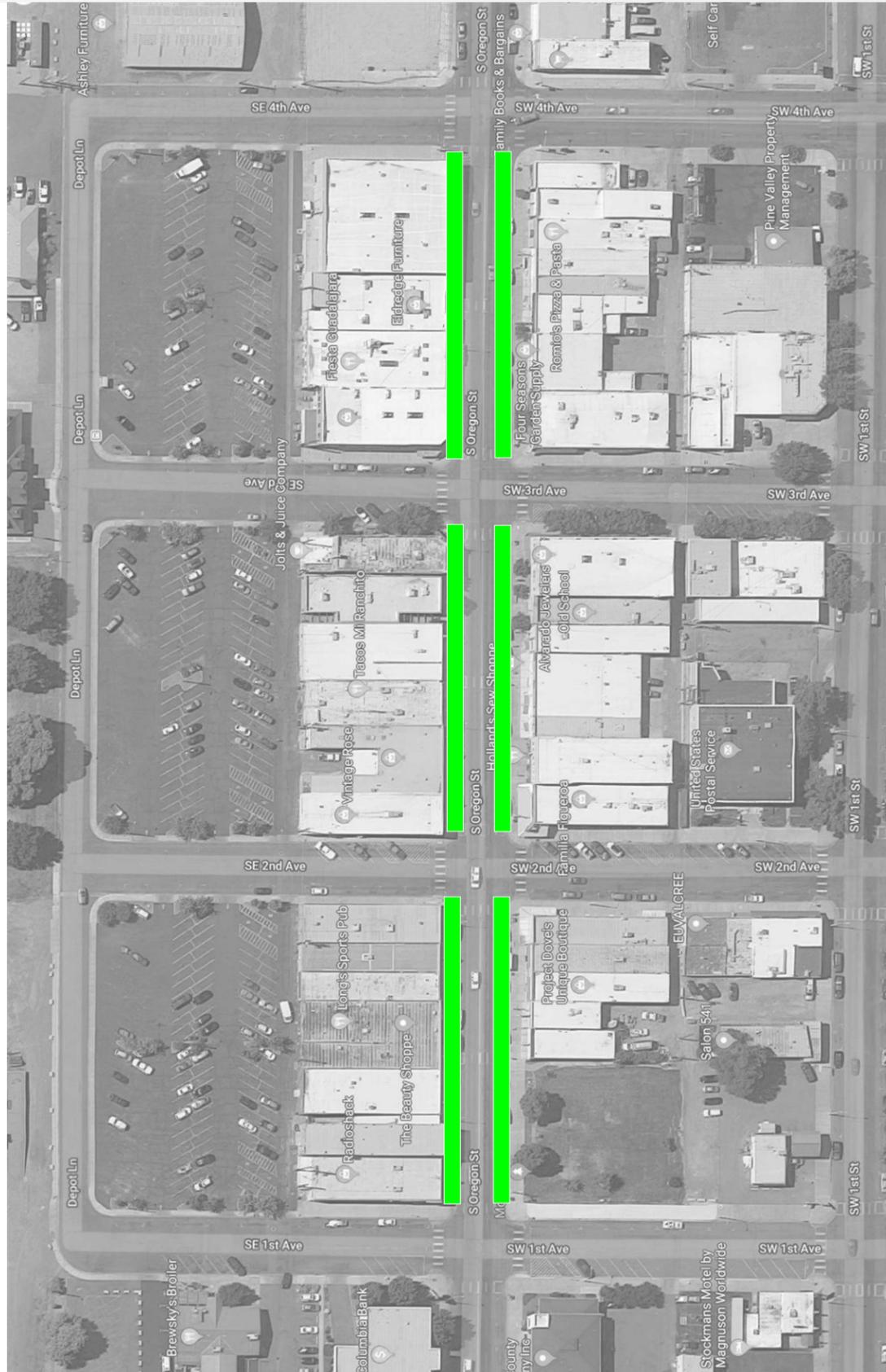


Mexican



Geography

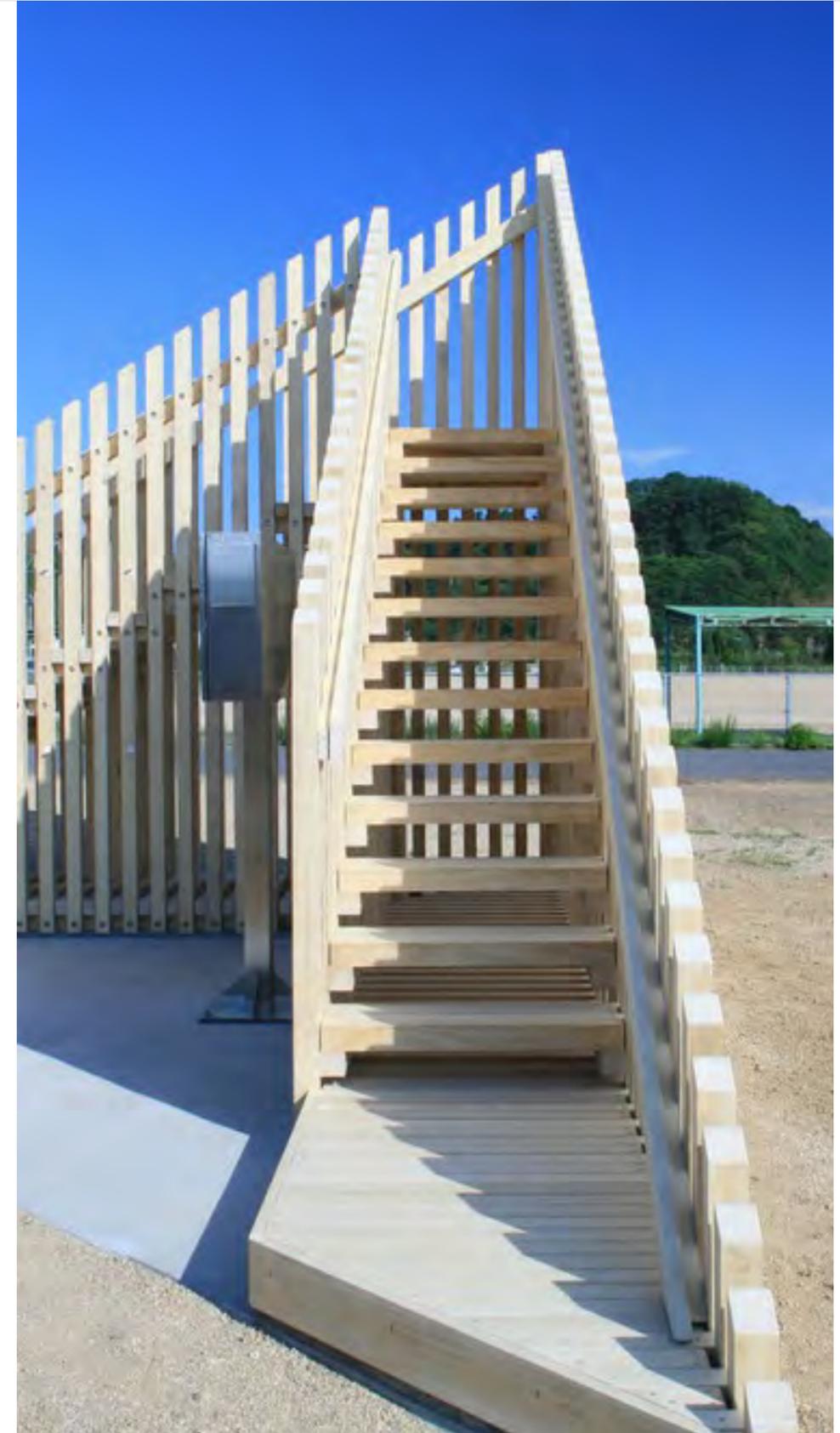
Diverse Cultural Community



PARKLETS

What are they?

- A small park in a parking spot.
- Reclaiming a parking spot for pedestrian use.
- Landscape architecture for the streetscape.

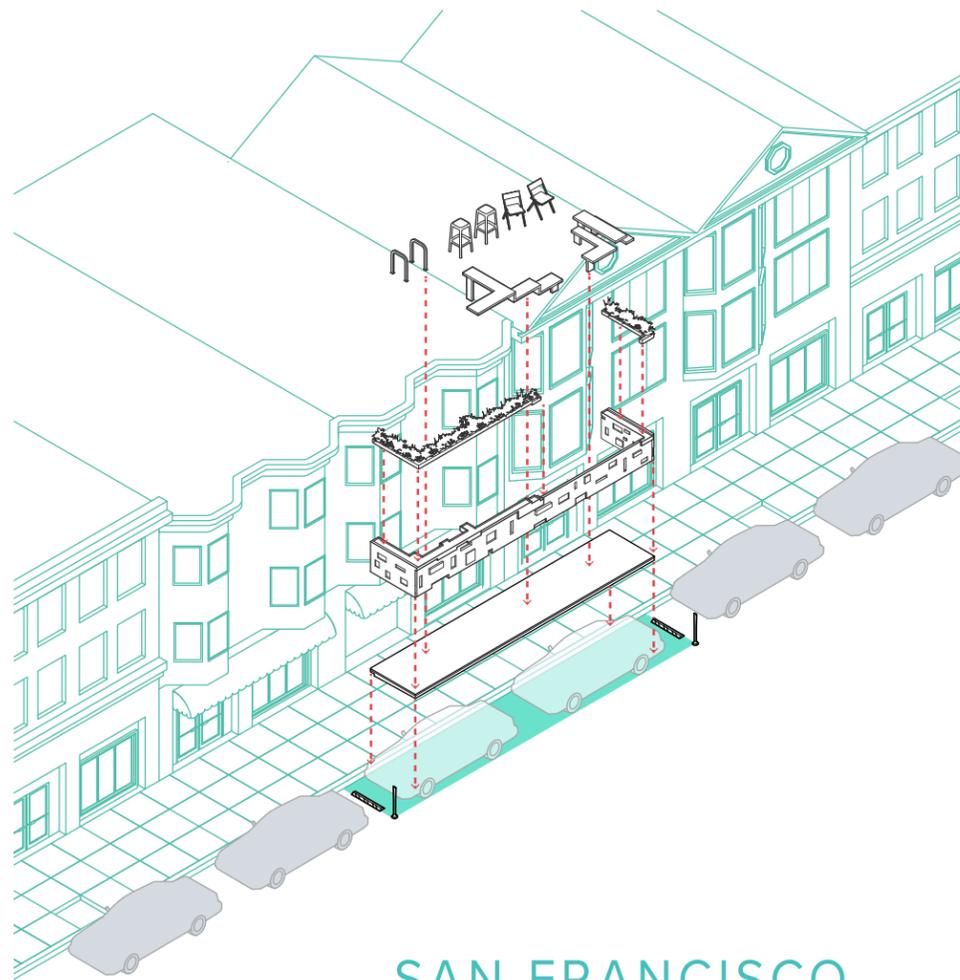


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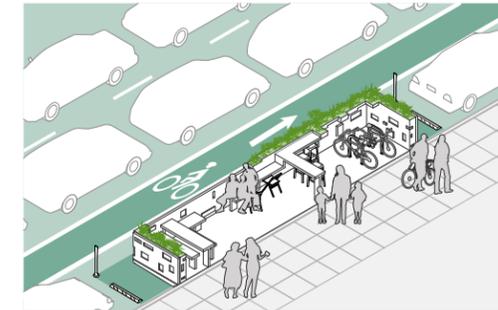
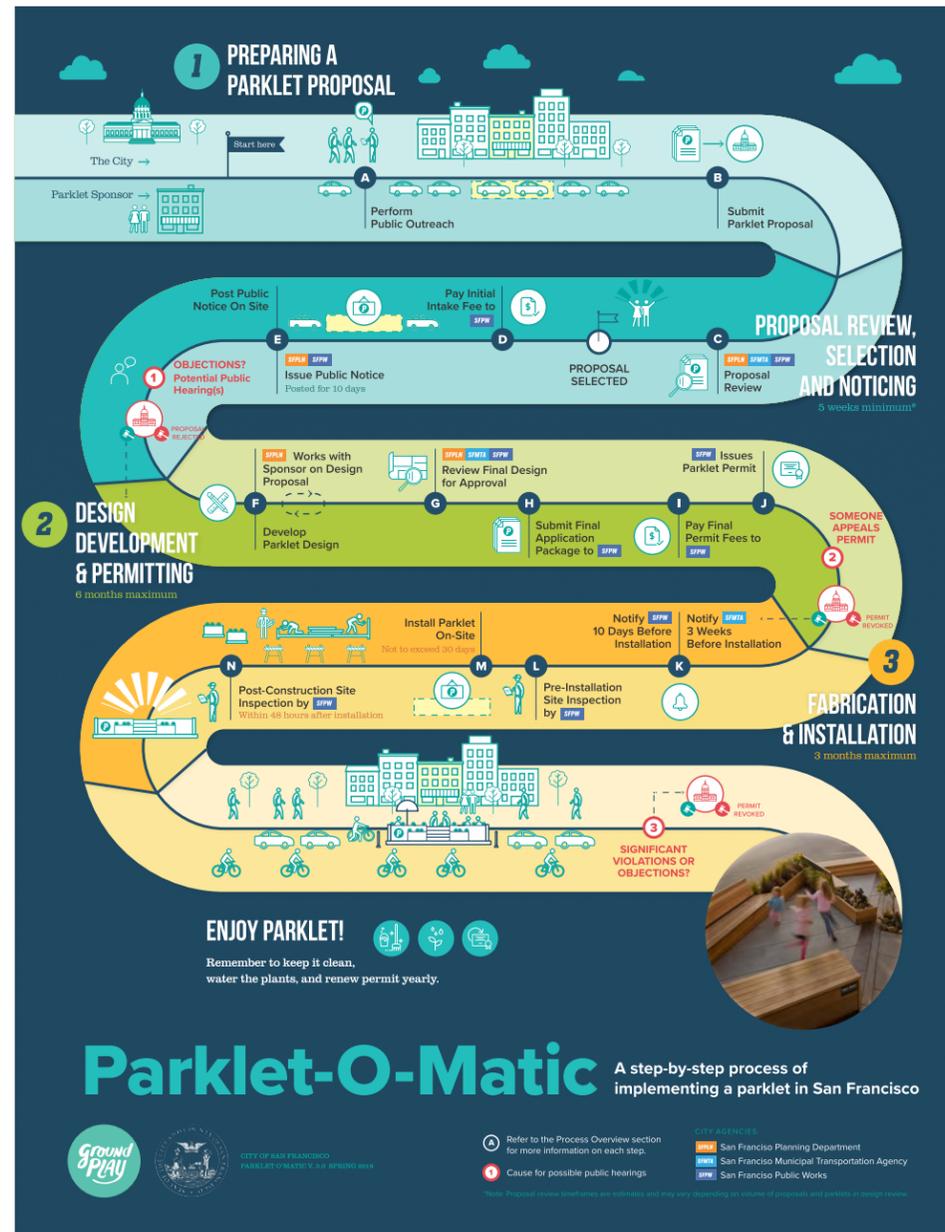


TRADEMARK
DESIGN | FABRICATION

What can we learn from other cities?
What do they offer Ontario?

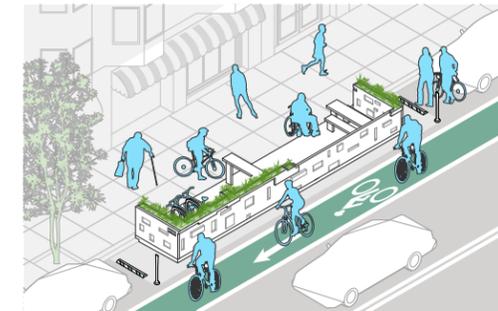


**SAN FRANCISCO
PARKLET MANUAL**



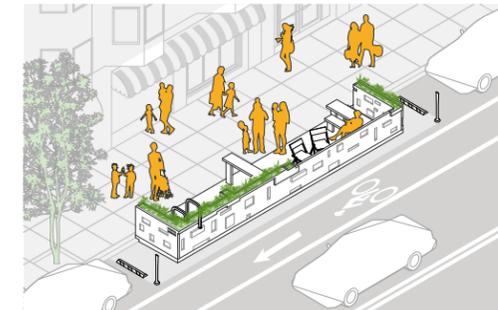
RE-IMAGINE THE POTENTIAL OF CITY STREETS

Complete streets balance the needs of people walking, riding bicycles, taking transit, and travelling by car. Parklets are a relatively low-cost, easily implementable approach to achieving better balance for all users of the street.



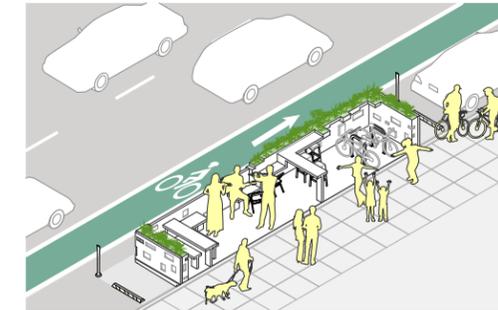
ENCOURAGE NON-MOTORIZED TRANSPORTATION

Parklets encourage walking by providing pedestrian amenities like public seating, landscaping, and public art. Parklets often provide bicycle parking which, which helps people to choose biking as a primary transportation mode.



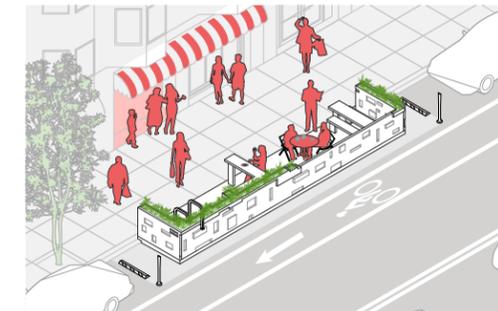
ENCOURAGE PEDESTRIAN SAFETY & ACTIVITY

Parklets provide buffer areas between traffic lanes and the sidewalk. They also provide outdoor gathering spaces, which are particularly important in areas where City parks are far away.



FOSTER NEIGHBORHOOD INTERACTION

Parklets invite pedestrians to sit and gather with friends and neighbors. In many cases, neighbors have participated in the design, financing, construction, and stewardship of parklets.



SUPPORT LOCAL BUSINESSES

Parklets enhance the pedestrian environment which can help make the street feel more safe and comfortable for people shopping, running errands, and accessing services in their own neighborhoods.



MODULAR and REARRANGEABLE

DESIGNED WITH SHADE IN MIND

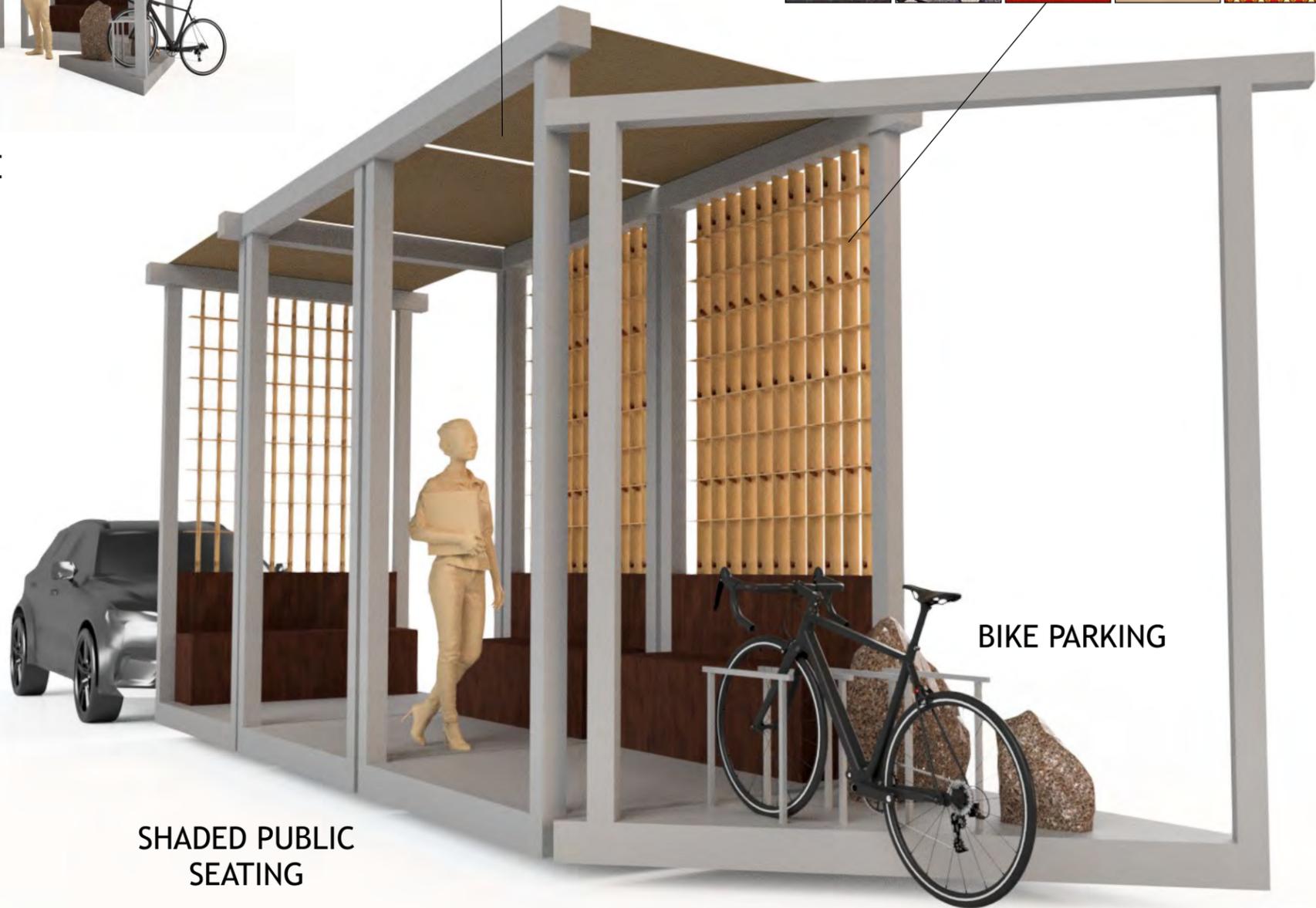
CUSTOM CULTURAL WALL PANELS



PARKLETS

What make ours unique?

- Modular
- Mobile
- Multi-cultural



SHADED PUBLIC SEATING

BIKE PARKING



PARKLETS

Scalable - can be as big or small as needed

Modular - can be one or many

Experimental - can showcase new materials, styles, techniques

Custom - can be tailored to sponsor opportunities, businesses, or artists

Movable - can potentially be mobile for festivals

Authentic - can tie into the way finding themes and narratives

NEXT STEPS

Setup Guidelines - build off of the San Fran model, use what's relevant

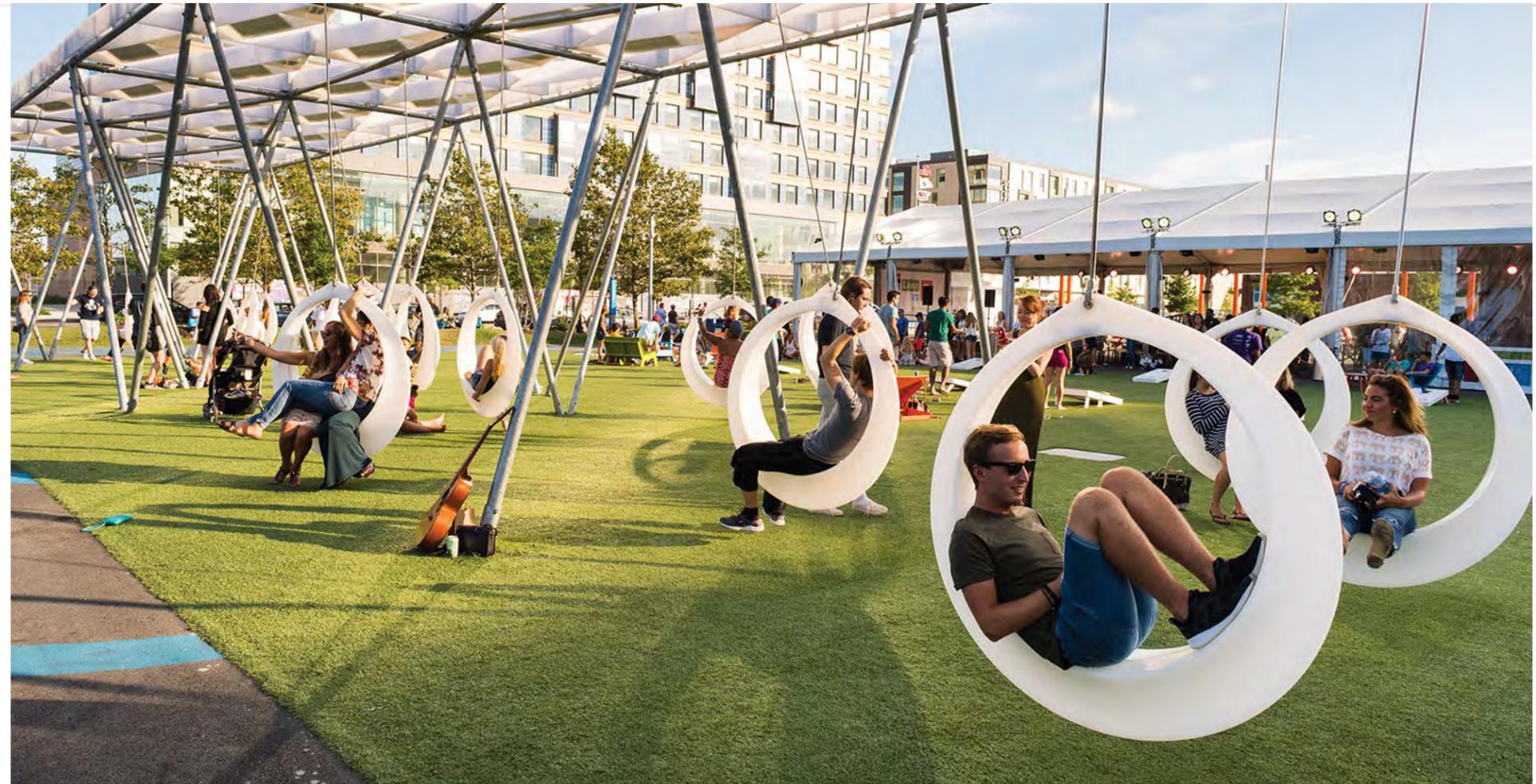
Business involvement - setup meetings with local business to determine location

Public involvement - setup public meeting to determine final aesthetic

Start development - make models, post media and get excited

Ballpark : 40k - 80k





GROWN UP PLAYGROUND

What are they?

- Elements of play, framed with intention, given sophistication
- Seesaws, hammocks, swings, giant furniture, giant chess, cornhole etc



What can we learn from other cities?

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TRADEMARK
DESIGN | FABRICATION



What do they offer Ontatrio?

- Draw people downtown, gives them something to interact with, something to photograph with
- Expresses the inner child, the curious, the explorer
- Evident in every major cities in the world



GROWN UP PLAYGROUND

Destination - creates a new space for people to go and to stay

Experimental - can showcase new materials, styles, techniques

Playful - can be full of humor, story, and expression

Custom - can be tailored to sponsor opportunities, businesses, or artists

Authentic - can tie into the way finding themes and narratives

NEXT STEPS

Business involvement - look for sponsor and programing opportunities

Public involvement - setup public meetings to discuss design and theme

Start development - make models, post media and get excited

Ballpark : 80k - 500k



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TRADEMARK
DESIGN | FABRICATION



Observation Towers

What are they?

- Architectural statements of identity
- Eiffel Tower, Space Needle, Camp Adventure



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What can we learn from other cities?

- Generally bad initial reception, but they become icons of the location.
- Drive tourism to the location



What do they offer Ontario?

- A 'literal' new perspective on the city.
- See the butte, the confluence of the rivers, the mountains
- Architectural and geographic statement



What makes ours unique?

Reclaim a water tower, high tension power line tower, fire tower, or sports viewing tower

Cultural Programing, fun, educational :

Paper airplane festival, egg drop contest, Christmas tree?



OBSERVATION TOWERS

News worthy - a reason for local, state, and national news coverage

State-of-the-art - pushes the boundaries of design and fabrication

Serious - a major investment with mature narratives

Unique - Nothing like this has been done this way before

Attraction - brings tourism from across Oregon and Idaho

NEXT STEPS

Business involvement - look for sponsor and programing opportunities

Public involvement - setup public meetings to discuss design and theme

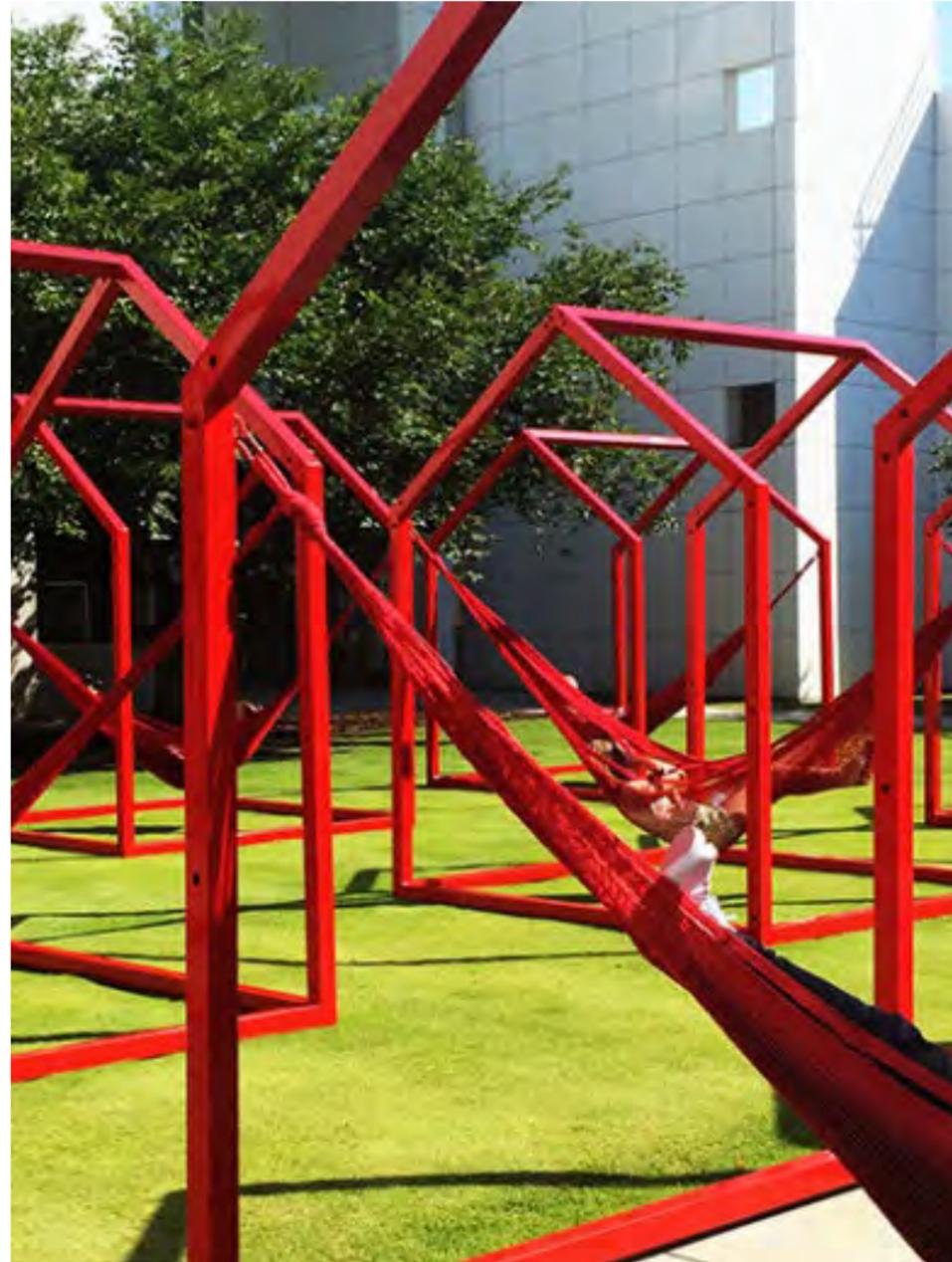
Start development - make models, post media and get excited

Ballpark : 700k - 2m and up



PARKLETS

Modular
Mobile
Streetscape



GROWN UP PLAYGROUND

Playful/casual
Destination
Park



OBSERVATION TOWER

Bold Statement
Destination
Unique

