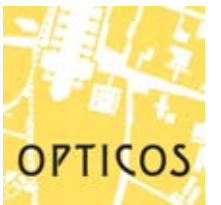




Downtown Modesto Master Plan

Downtown Modesto
Master Plan

Council Study Session
Dec. 17th, 2019



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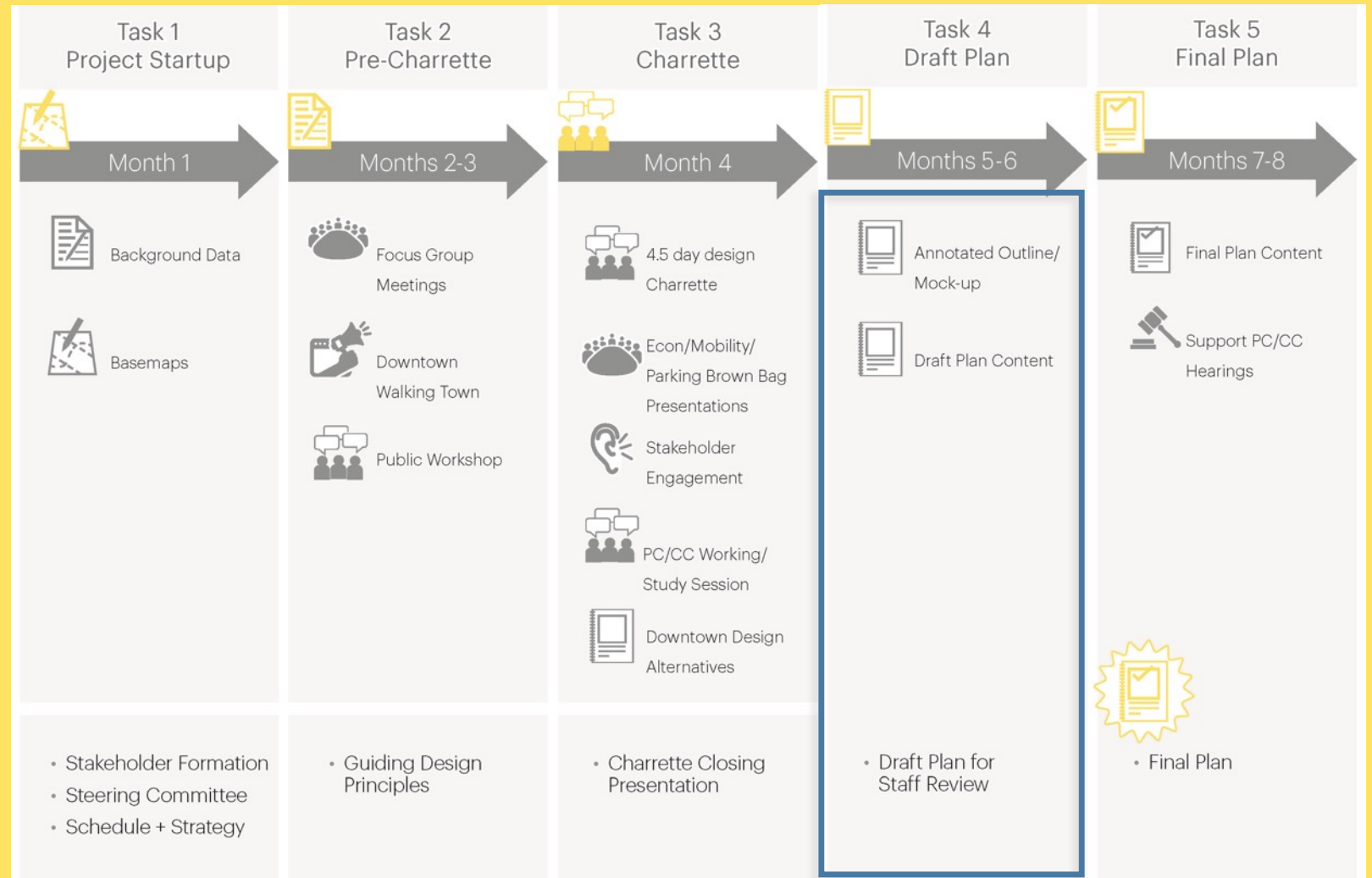
Project background



Project schedule

What is the Downtown Master Plan?

- An 8-month design and planning effort to create a **2040 Downtown Vision**
- Builds upon City's prior efforts and Redevelopment Master Plan (2007-2017)
- Opportunity for community input at all stages including **Multi-Day Design Charrette**



Project area

Key Facts

- Modesto founded in 1870 as a stop along the Central Pacific rail line. Incorporated in 1884 with an area of 2.6 square miles (~1,700 acres)
- Downtown frames original city extents with a 45 degree street grid parallel to train tracks.
- Downtown area = 1 square mile (~640 acres).
- Present-day civic, cultural and entertainment hub and Stanislaus County seat.





What we have heard



Key milestones + outreach summary

May 22nd 2019

Project Kick-Off

July 22nd 2019

Public Workshop | 100+ participants
[Walking Tour, Focus Group Meetings, Visioning]

Sep 30th – Oct 4th 2019

4.5-day Design Charrette | 30 - 50 participants at each event
[Opening, Closing and Brown Bag Presentations, Midpoint Pinup, 20+ hours of Open Studio, Parklet]



Winter 2019

Draft Master Plan | Council Feedback

Spring 2020

Final Master Plan



Public Workshop

Visioning exercise

A map exercise with 10 table groups helped to identify issues and design opportunities for Downtown

Summary of results at:

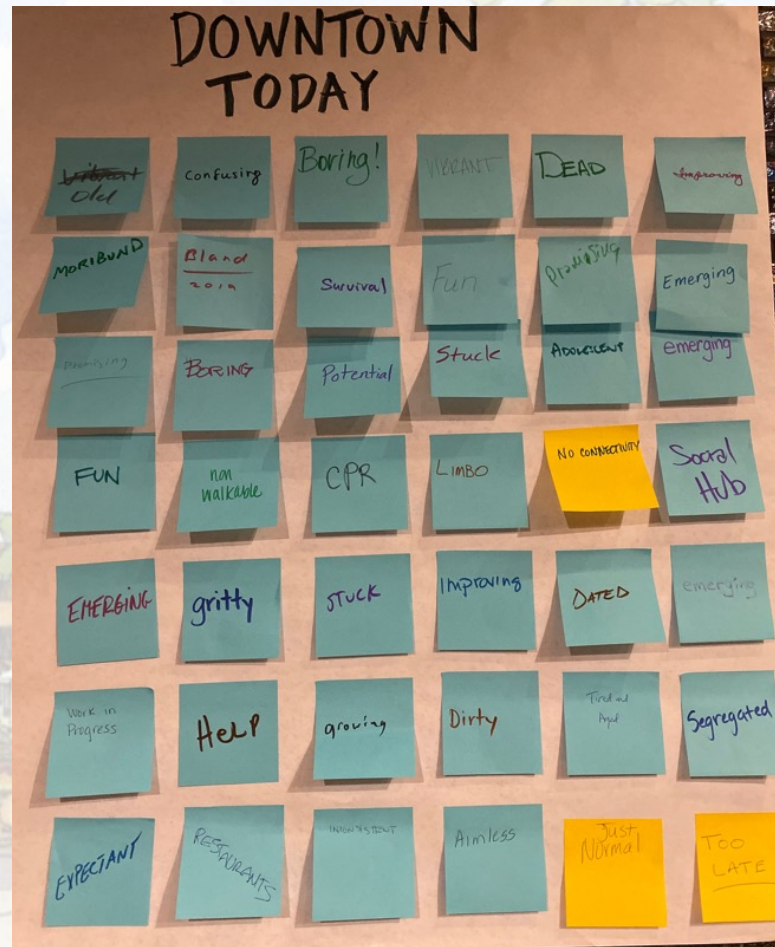
www.modestogov.com/2404/Downtown-Master-Plan



Design Charrette

Visioning exercise

Use one word to describe Downtown Modesto today and in 2040



Design Charrette

Prioritization exercise

- Design ideas from the July Public Workshop were categorized by topic.
- Charrette participants used dots to choose their top design ideas.



Prioritization results: top design ideas

Streets + connectivity

- 1. Bike-priority streets connecting Virginia Corridor, Junior College to west, TRRP**
- 2. J Street as a pedestrian-priority street**
- 3. Improved connectivity across Hwy 99 and train tracks between west Modesto and downtown**

25 votes

21 votes

15 votes

Parks + public spaces

- 1. More trees, urban greenery, shade throughout downtown**
- 2. Develop the Tuolumne riverfront**
- 3. New public spaces and activities for kids, elderly, families**
- 4. Alley improvements**

27 votes

14 votes

8 votes

8 votes

Prioritization results: top design ideas

New uses + activities

1. **New housing at all levels of affordability**
2. **New museums, family activities**
3. **Spaces for small retail, incubator spaces**

32 votes

12 votes

11 votes

Community identity

1. **Public art to celebrate local culture, history**
2. **Improve lighting, wayfinding for safety**
3. **Downtown 'branding', marketing for identity and events**

28 votes

12 votes

11 votes

Design principles



Design Principles

I. Establish a bicycle-pedestrian network

that prioritizes safety and improves connectivity to key destinations both within downtown and in adjacent neighborhoods



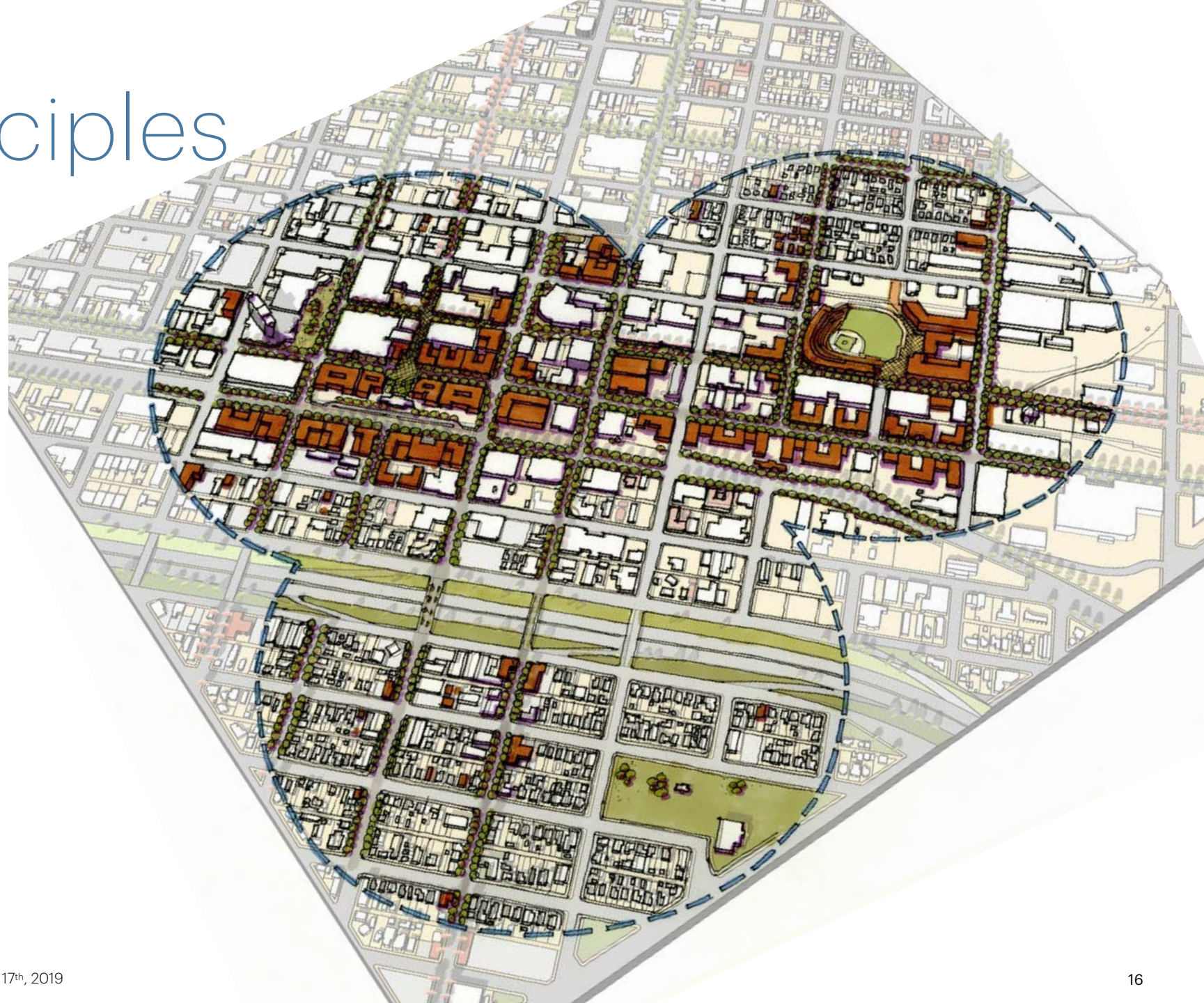
Design Principles

II. Create a new downtown gateway and mixed-use node at the 9th and J Street train station site, taking advantage of the ACE Valley Rail extension



Design Principles

III. Focus public investments in strategic locations and initiate catalyst mixed-use infill projects to create a 24-hour downtown composed of distinct neighborhoods







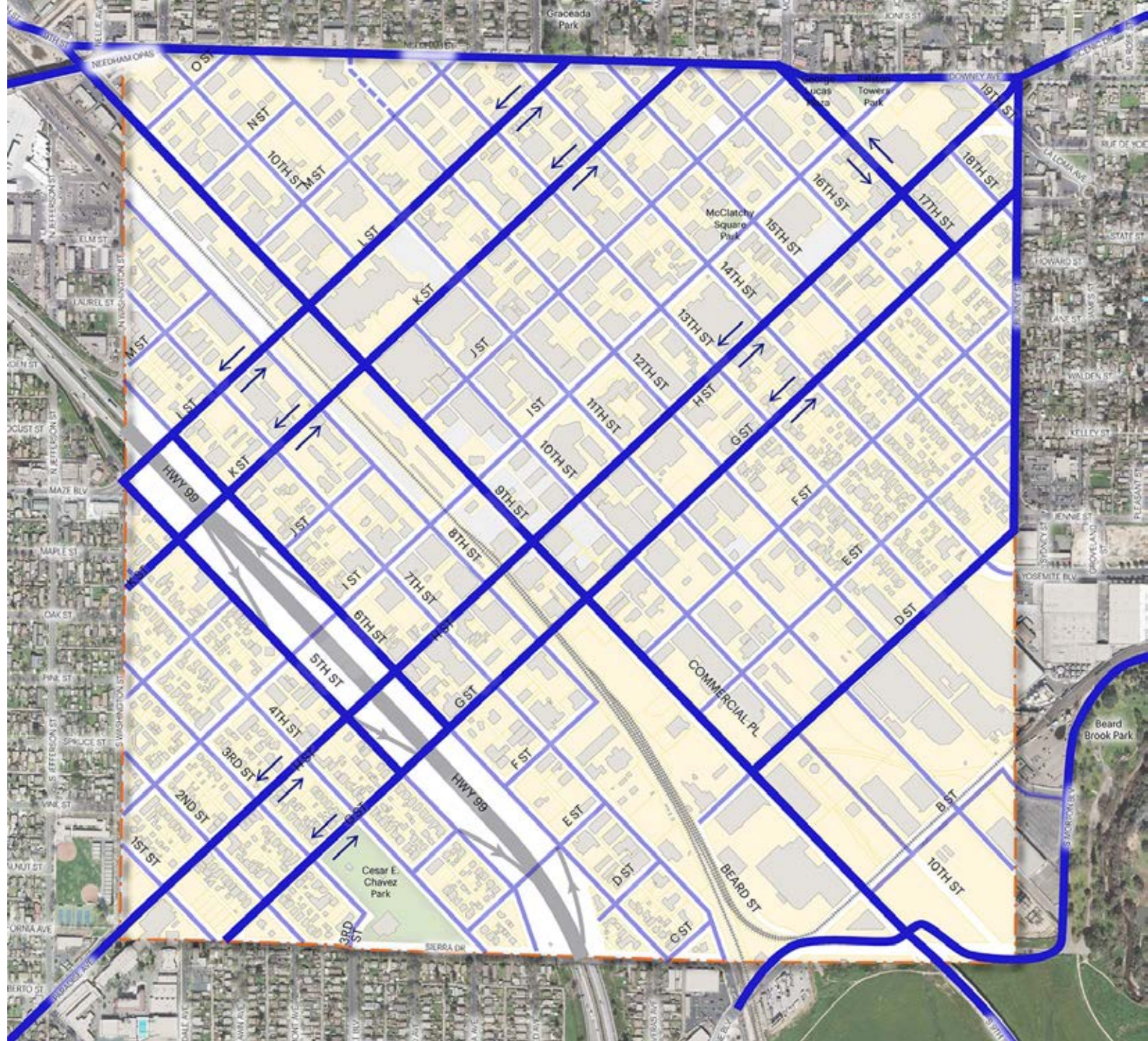
Streets and circulation



Vehicular Circulation

Legend

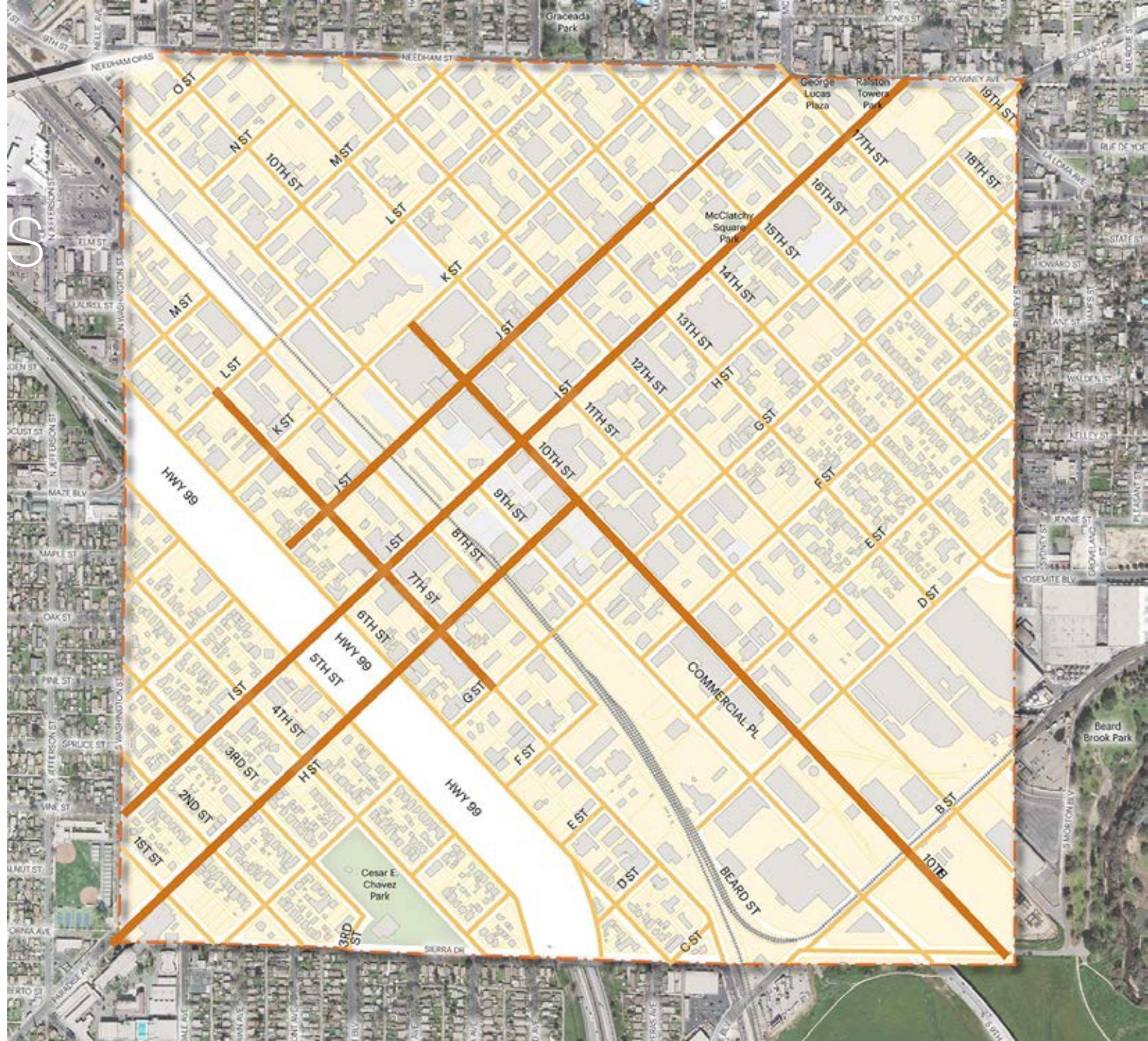
-  Crosstown Circulation
-  Local Access
-  Temporary Closure Permitted
-  One-Way to Two-Way Street Conversions



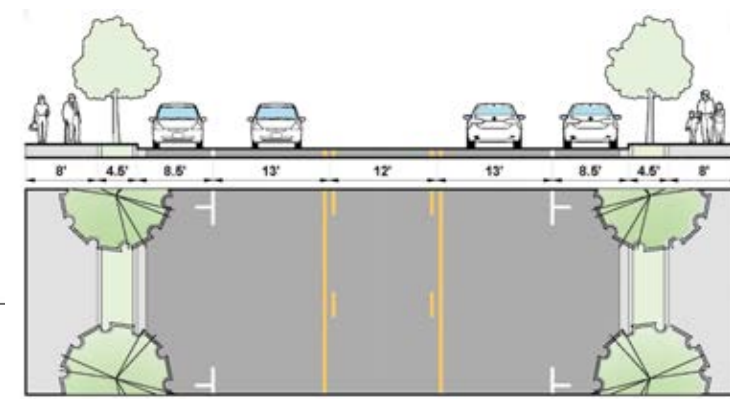
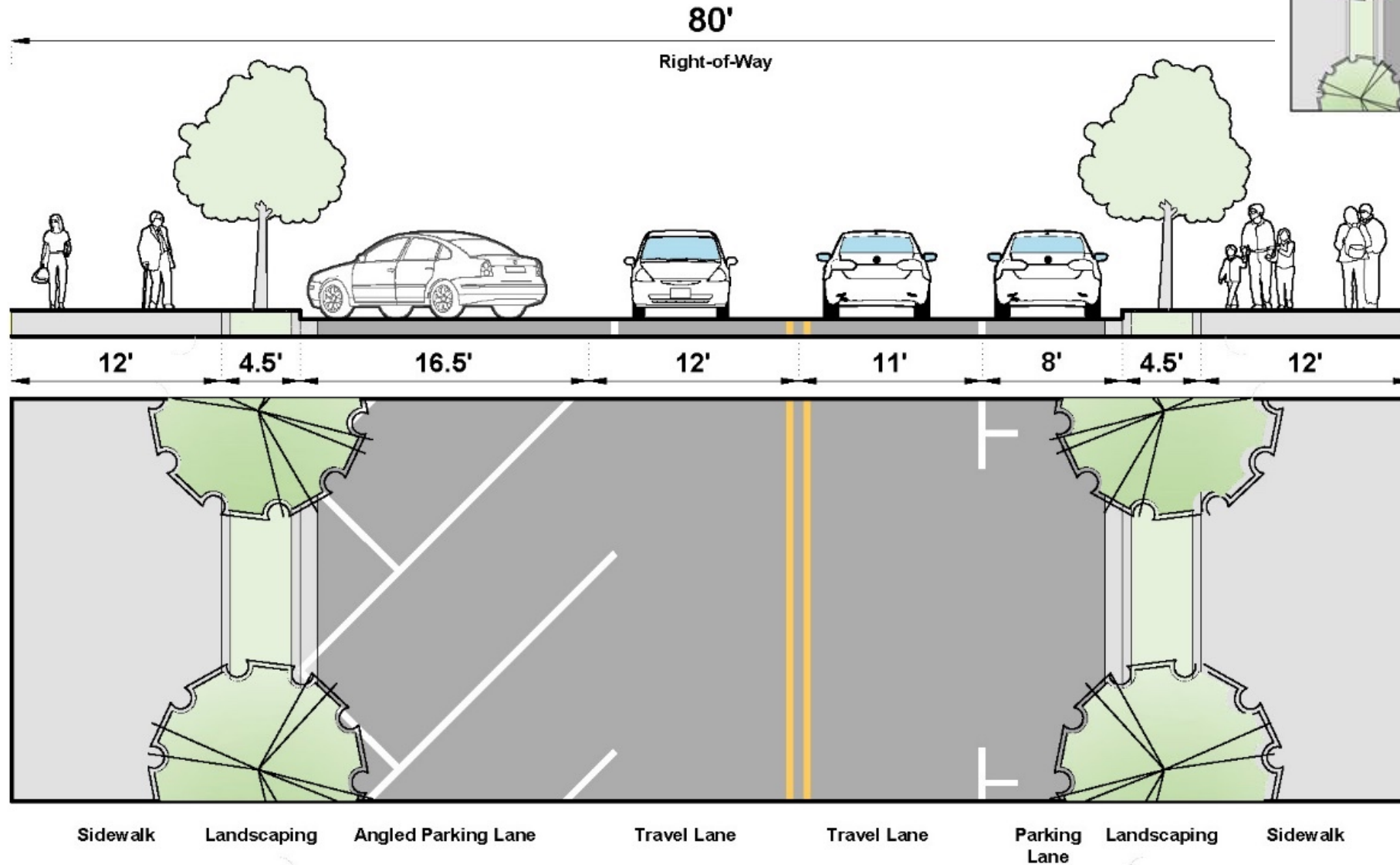
Pedestrian Enhancements

Legend

- Proposed Pedestrian Enhancements (Major)
- Proposed Pedestrian Enhancements (Minor)
- Existing Pedestrian Facilities

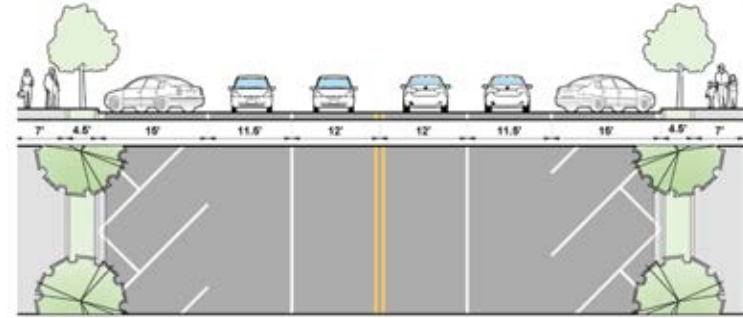


J Street: concept

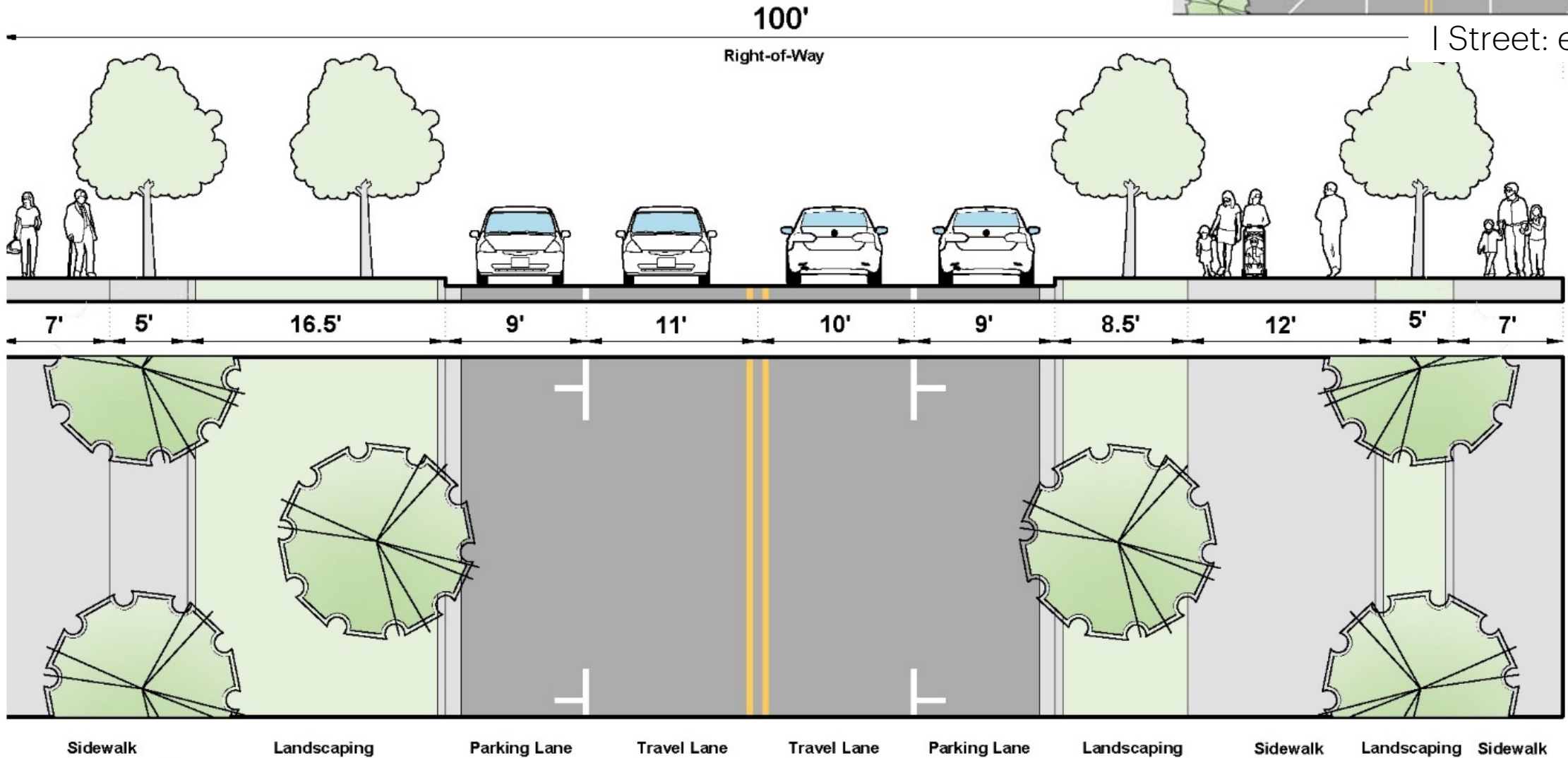


J Street: existing

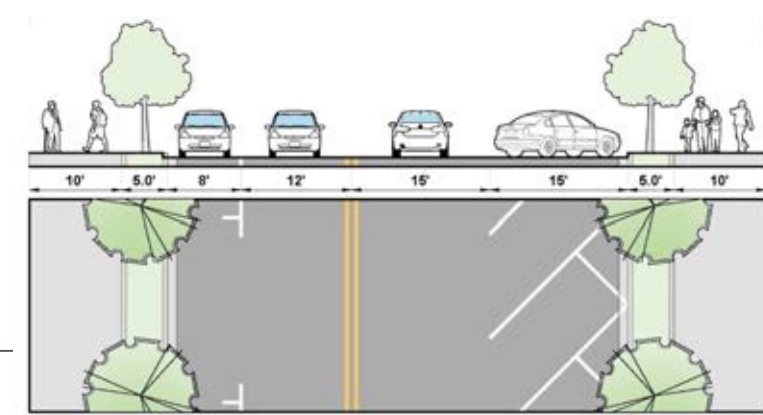
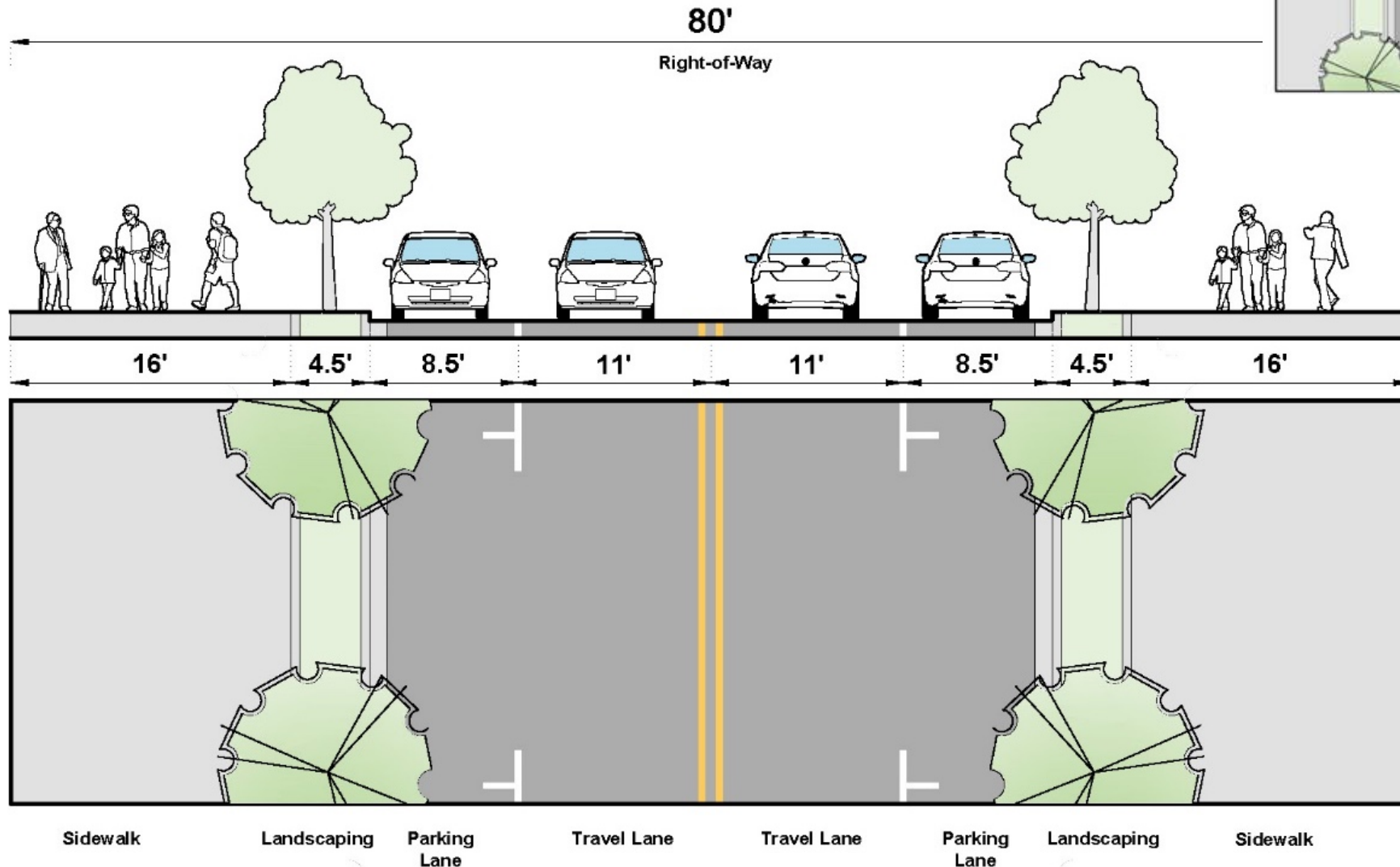
I Street: concept



I Street: existing



10th Street: concept

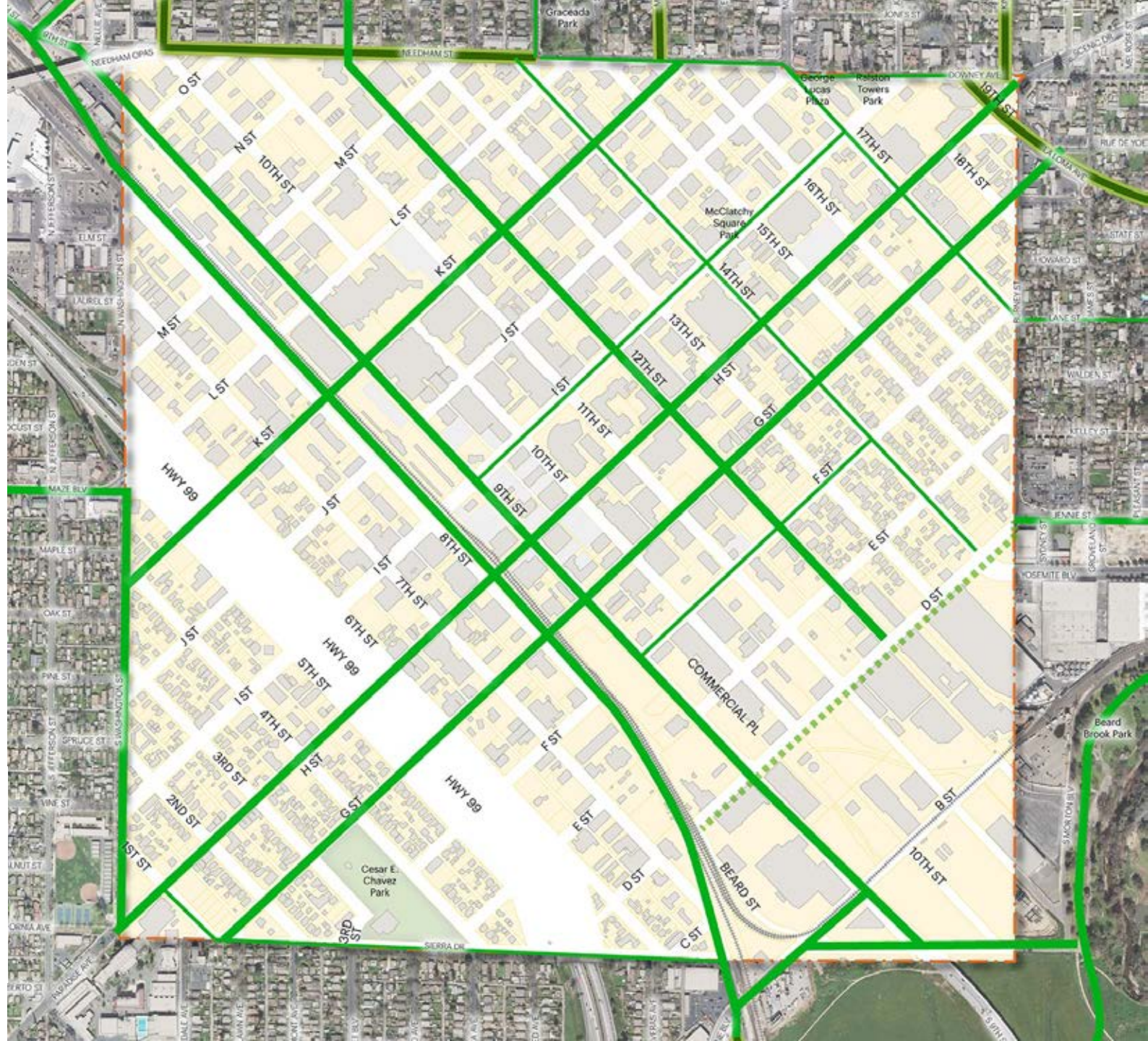


10th Street: existing

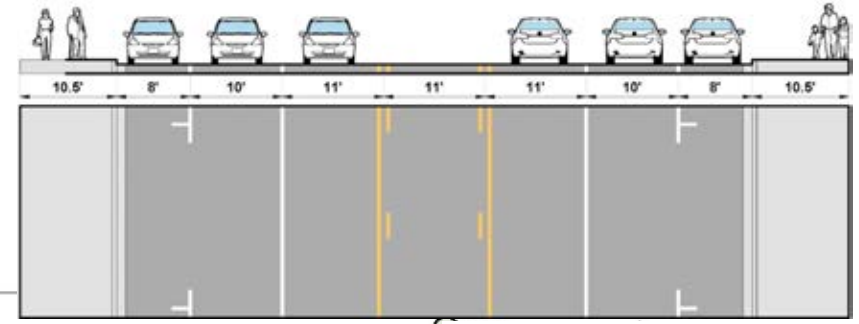
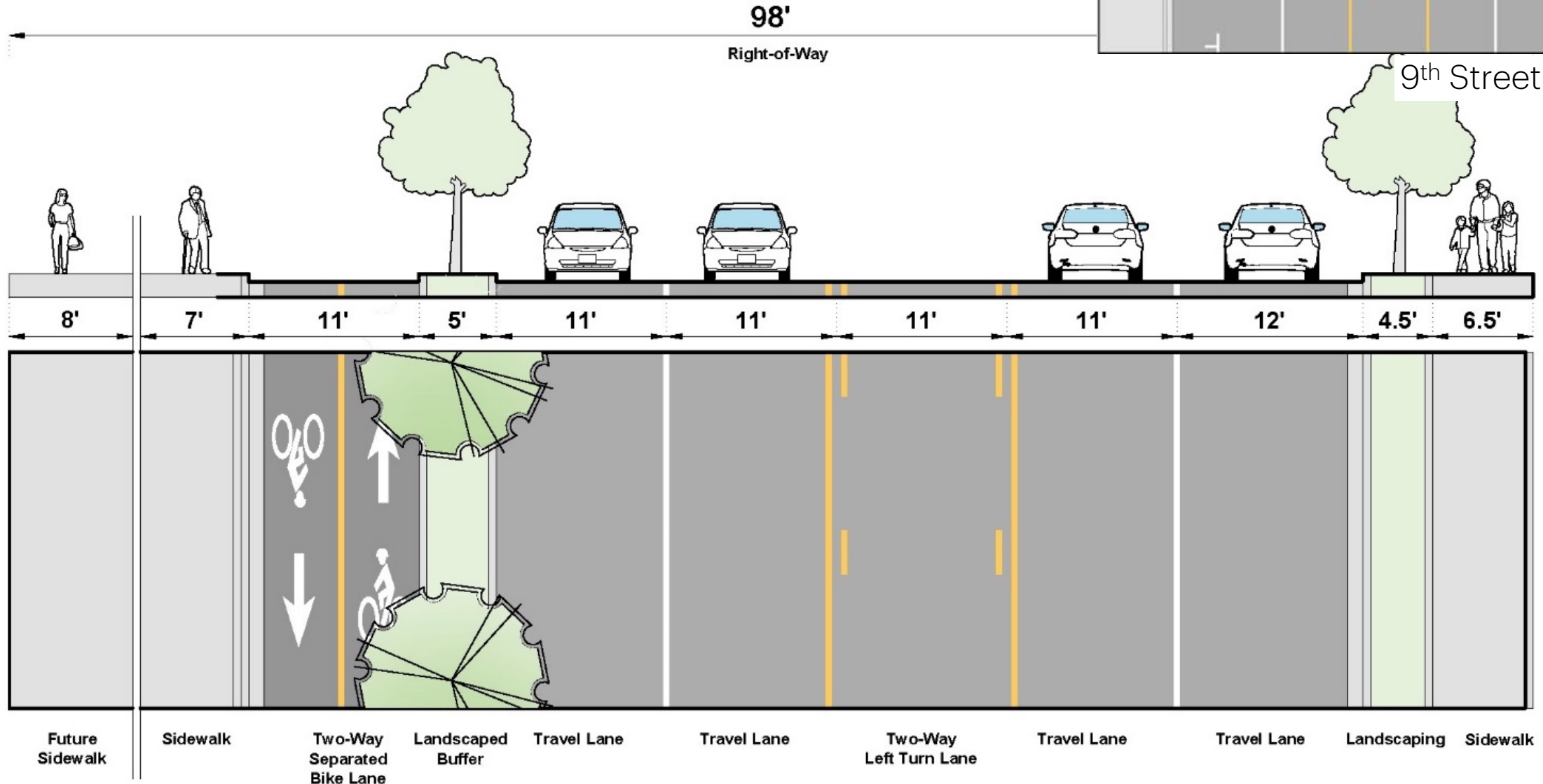
Bikeways

Legend

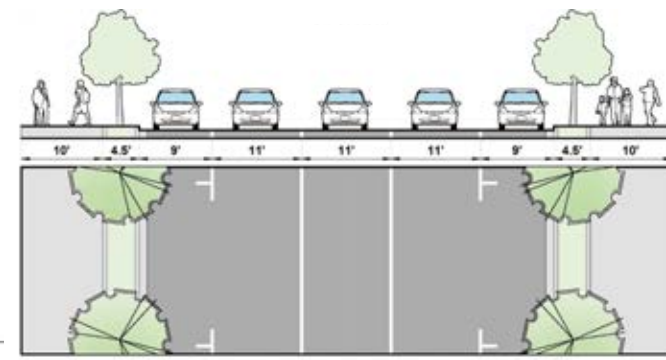
- Existing Bikeways
- Proposed Major Bikeways (Separated/ Multi-Use Paths)
- Proposed Minor Bikeways (Striping/ Painted Lanes)
- Potential Future Connection



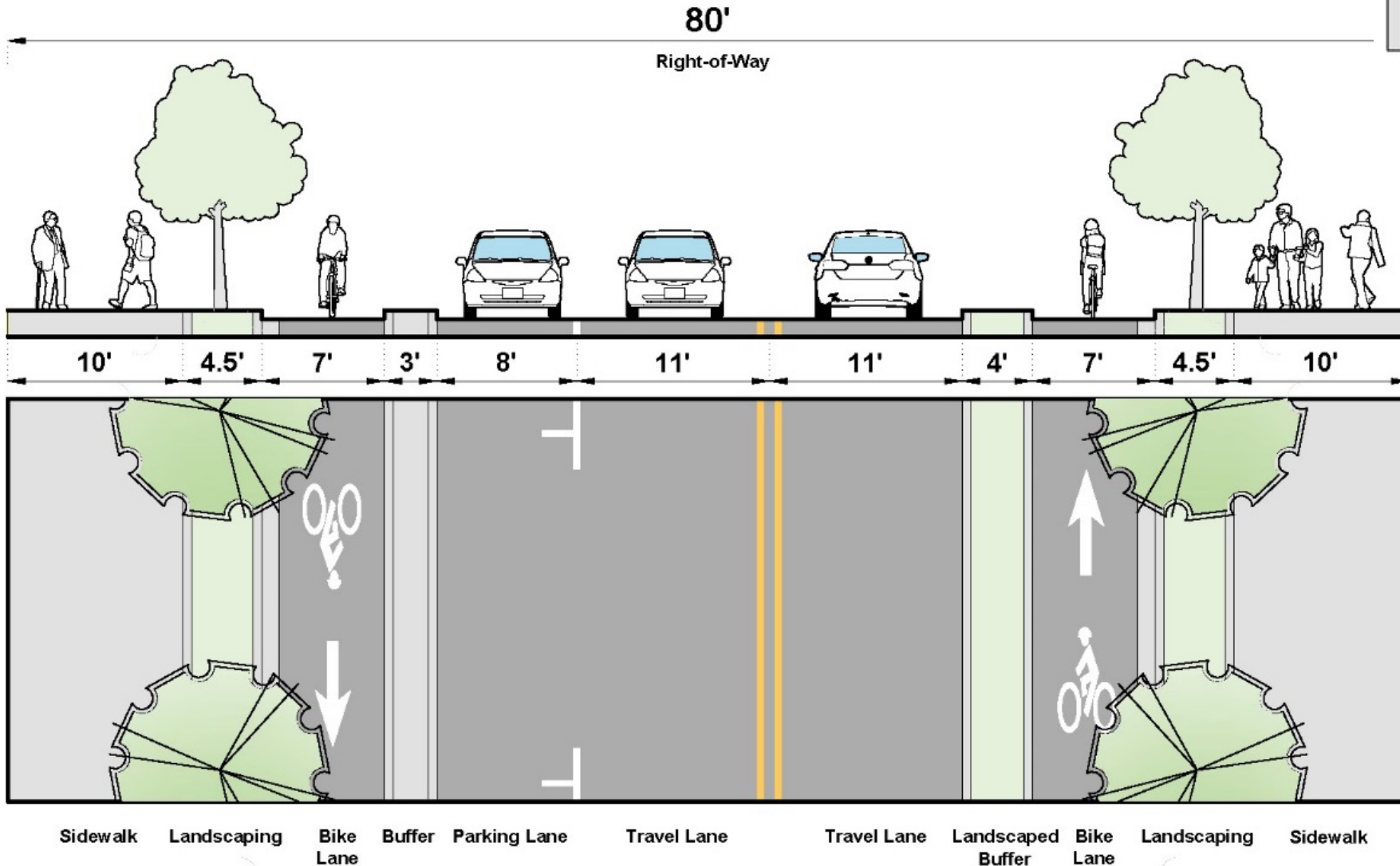
9th Street: concept



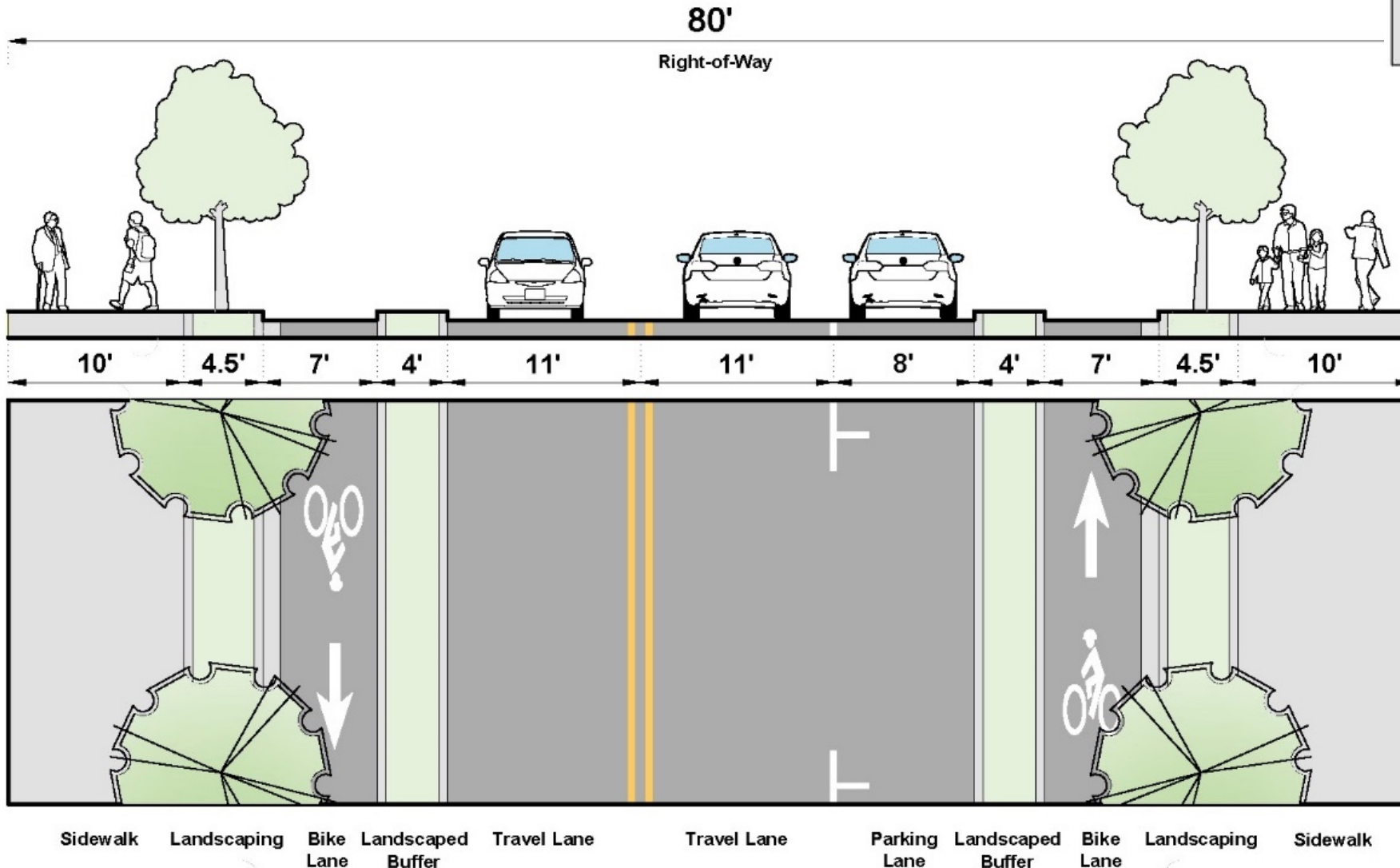
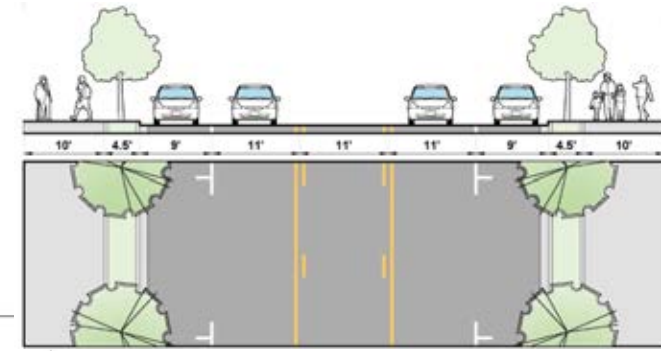
K Street + H Street: concept



K + H Street: existing



12th Street: concept



Opportunity sites



Downtown Illustrative Plan

Key opportunity sites:

- Transit Center area (9th and J Streets)
- Old Courthouse block (10th and I Streets)
- 10th Street mixed-use node
- West Modesto node





Transit Center Area (9th + J St.)

Illustrative plan

Key design ideas

- Transit-oriented development opportunity at station site with new mixed-use office buildings
- New public space at J St. and 9th Street created a welcoming gateway to downtown
- Suggested relocation of bus station access and loading to 8th Street
- Residential mixed-use development with active ground floor uses
- Traffic calming and street improvements to J and 9th Streets



J Street: precedent images for concept



View from J Street looking SW (existing)



View from J Street looking SW (concept)





Old Courthouse (10th + I St.)

Illustrative plan

Key design ideas

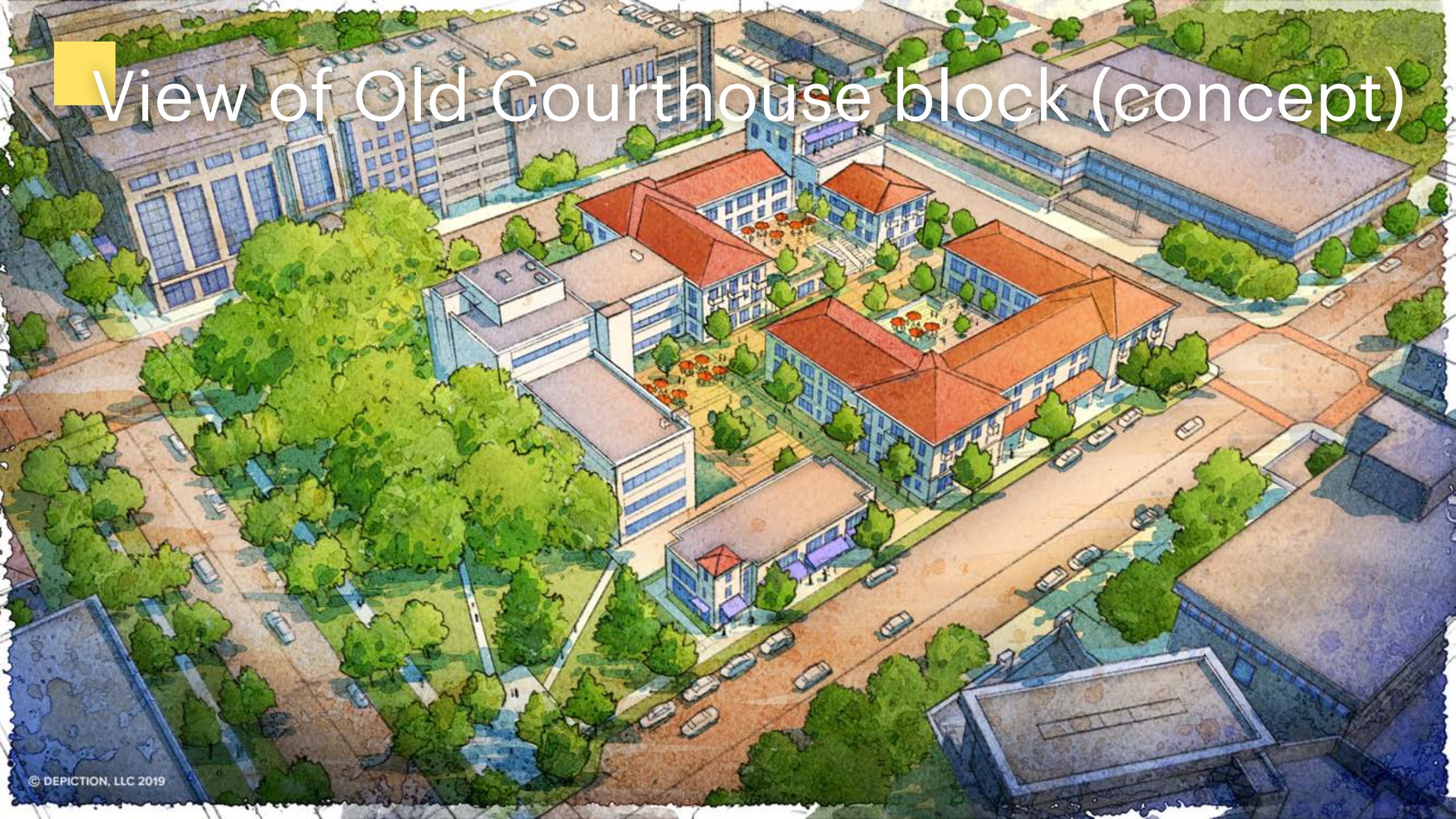
- Redevelopment opportunity of Old Courthouse block as a mixed-use center
- Potential preservation or rehabilitation of the Hall of Records building, potential new community amenities or mixed-income housing
- New public space and mid-block pedestrian connection
- Street improvements to I Street include creating new public space while preserving views of the Modesto Arch.



View of Old Courthouse block (existing)



View of Old Courthouse block (concept)





10th Street Node

Illustrative plan

Key design ideas

- New activity node focused on recreation, potentially a new ballpark
- Mixed-use development around new activity node
- 10th Street improvements to enhance bicycle-pedestrian connectivity from downtown to the Tuolumne riverfront
- Smaller-scale infill towards north-east, within existing residential neighborhoods



View from 10th Street looking SE (existing)



View from 10th Street looking SE (concept)





West Modesto Node



Illustrative plan

West Modesto

- Small-scale incremental infill
- Neighborhood-serving amenities create local nodes and identity
- Recommended conversions of G, H, K and L Streets from one-way to two-way
- Improved bicycle facilities on K and H to enable safer connectivity to downtown



View from H Street looking SW (existing)



View from H Street looking SW (concept)



Parking



Parking system

Every parking system has two key parts:

1. Quantity (# of parking spaces)
2. Management (policies, regulations, prices)

Does Downtown Modesto have a parking supply problem or a parking management problem?

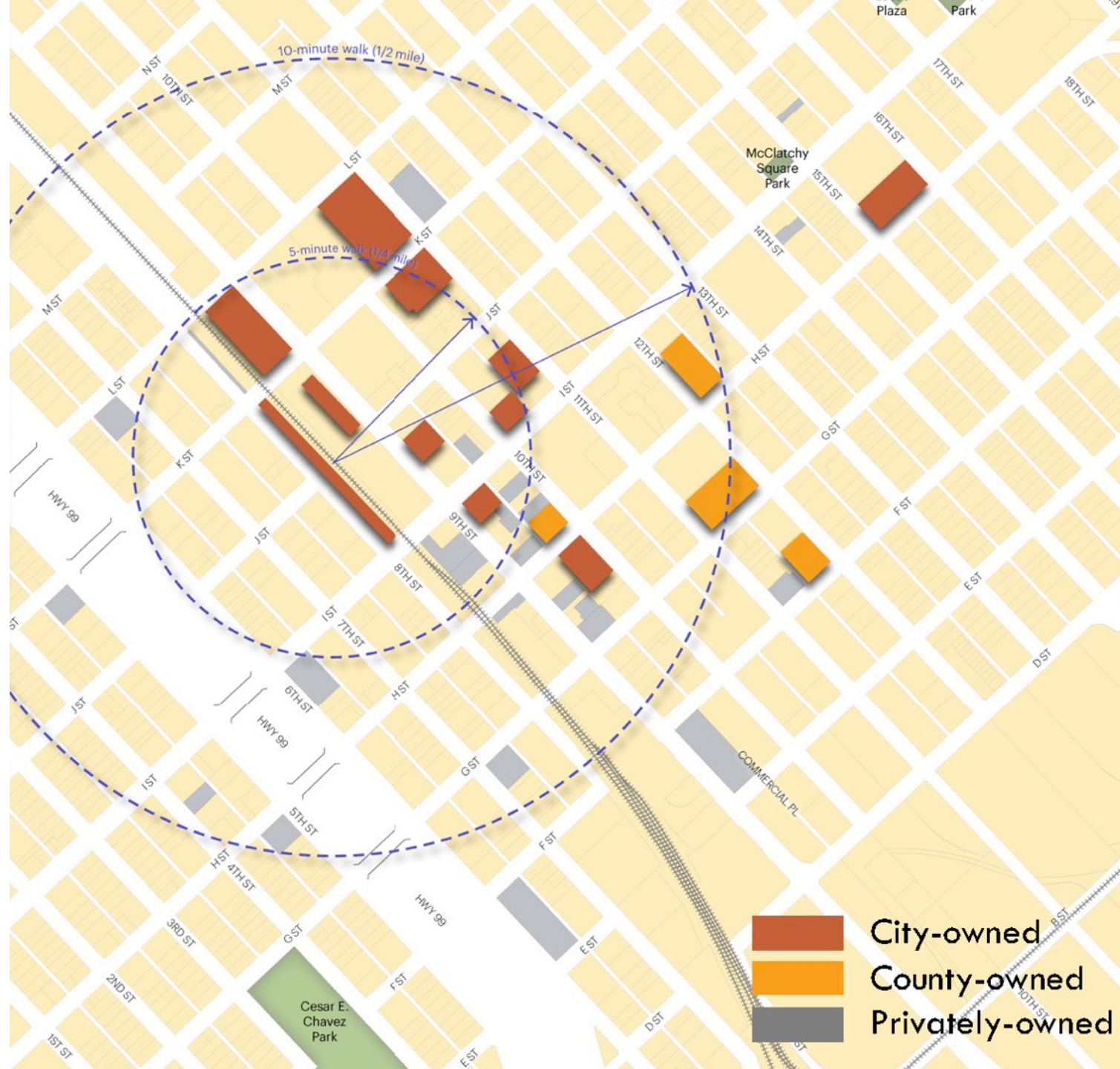


Existing parking supply

City	Spaces
City-owned	2,480
City-operated (leased)	121
Total	2601

Other	Spaces
County	TBD
State	TBD
Private	TBD
Total	TBD

Source: Downtown Passenger Rail Station Feasibility study, City of Modesto, February 2014, pp. 6 & 8



Parking: first impressions



Parking: first impressions



Parking: underutilized spaces in garages



Parking: underutilized spaces in garages



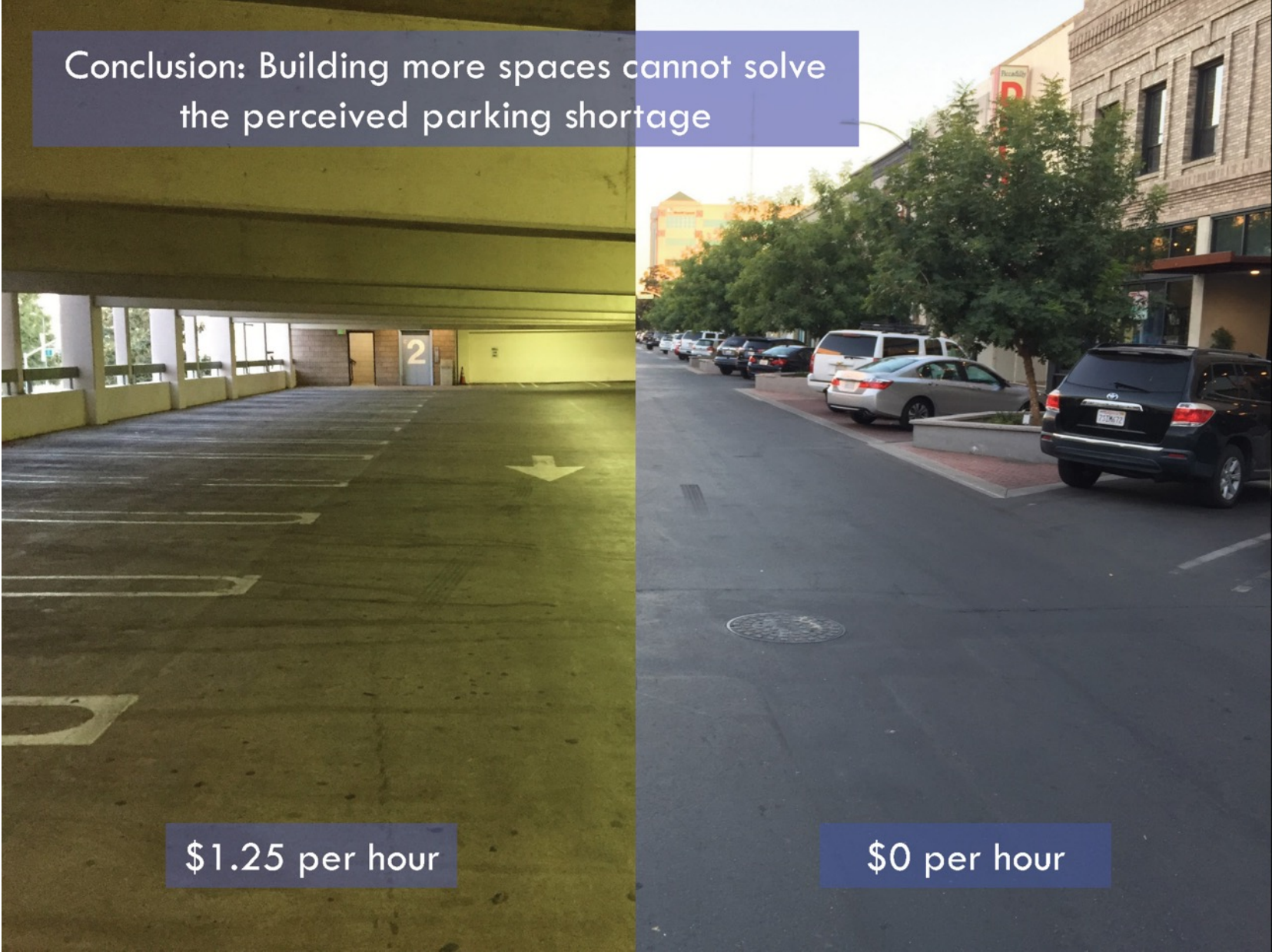
Parking

Conclusions from previous parking studies

“People are encouraged to park on street because it is provided for free while off-street parking remains underutilized because it has an associated cost.”

“...there is an adequate supply of parking overall in the Downtown Core Zone, but current policies do not effectively distribute demand.”

Source: Modesto Downtown Parking Strategy Memorandum, Nelson\Nygaard Consulting, June 13, 2014



Conclusion: Building more spaces cannot solve the perceived parking shortage

\$1.25 per hour

\$0 per hour

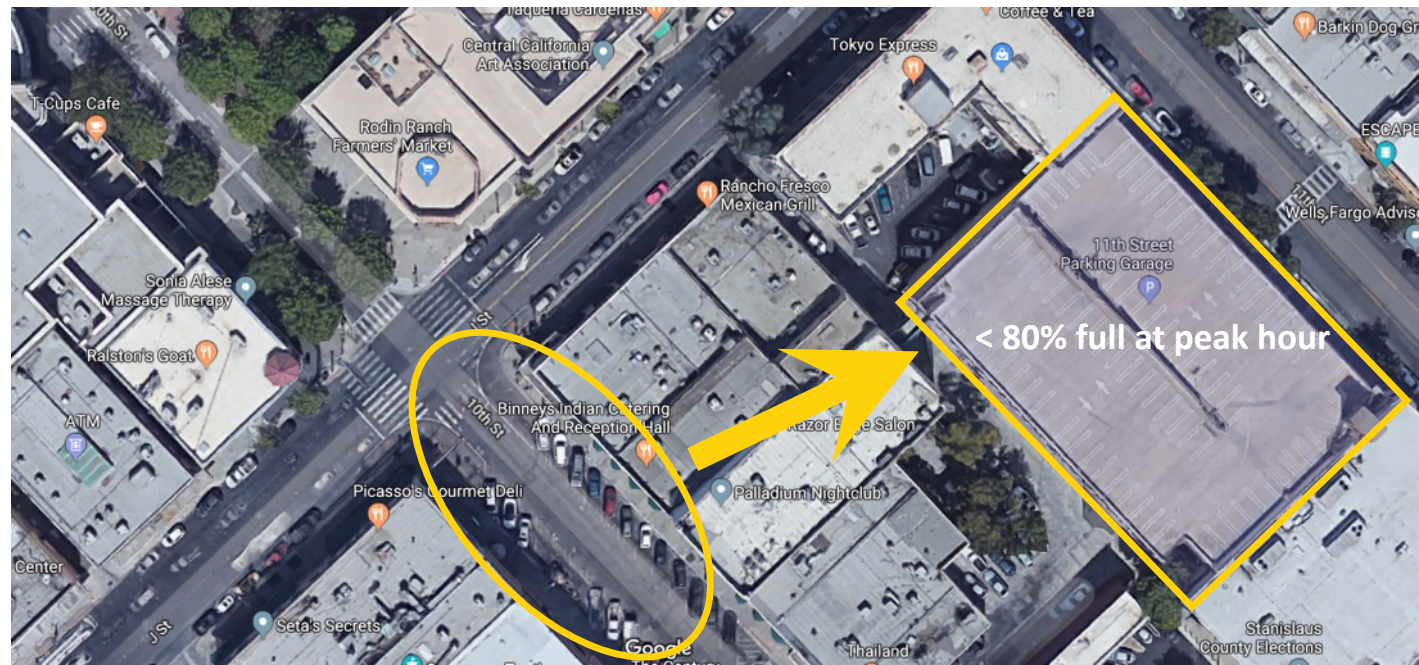
Key takeaways

Every parking system has two parts:

1. Quantity (# of parking spaces)
2. Management (policies, regulations, prices)

Currently, Downtown has a parking *management* problem, not a parking *supply* problem.

- Need to shift some people from “hot spots” of high demand to underused nearby garages
- Would need new revenue to pay for many desired improvements





Two strategies

- 1. Charge the right prices for curbside parking**
- 2. Return the parking revenue to the blocks where it is generated, to pay for public services**

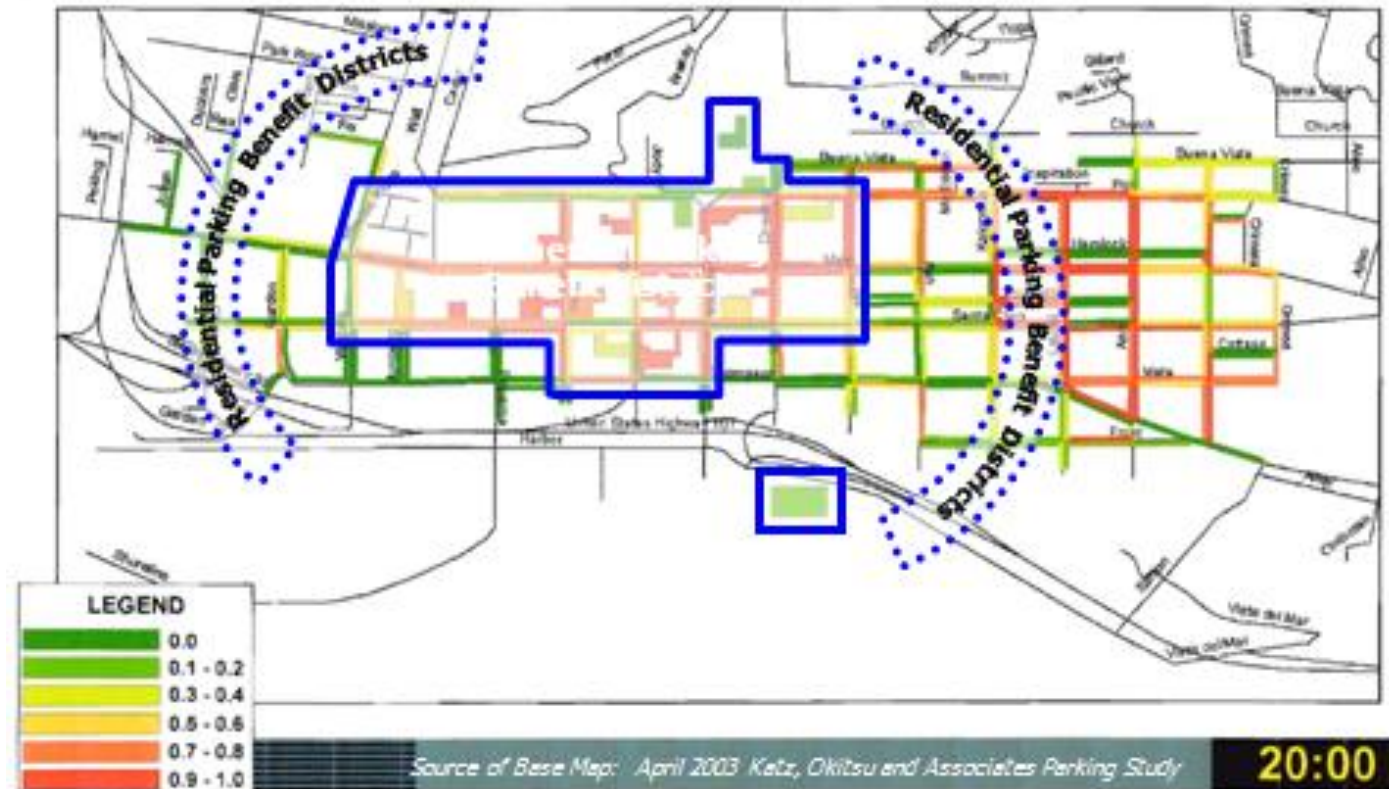
Strategy: Parking Benefit District

Devotes parking revenue to district where funds raised

Example: Ventura

- Meters installed on premium spaces only (318 of 2500 total)
- Policy: set rates at lowest rate needed to achieve 1-2 available spaces on every block
- No time limits

Ventura Parking Benefit District Boundaries



Strategy: Parking Benefit District

Devotes parking revenue to district where funds raised

Results:

- Current rates: \$.50 to \$1/hour
- Current hours: 10am - 9pm, daily
- Revenue: \$530,000 annually
- Funds new police officer and 9 police cadets, better lighting, free public Wi-Fi
- **Crime down 40%**





Implementation





What can the Master Plan do?

The plan will lay the groundwork

- It functions as a signal to the private market
- Documents the community's vision for the future
- Identifies strategic investments/improvements

Good planning facilitates new development

- Indicates what the community wants to see
- Streamlines the development process
- Identifies incentives for desirable projects



Example implementation steps

Encourage a variety of housing types, and...

- Expand the resident consumer base
- Improve the jobs-housing balance
- Enhance the existing character
- Create a more vibrant 24-hour environment

Enhance likelihood of commercial development

- Office users go where the workers are
- Workers want vibrant urban places/housing
- May generate more development, sooner



Example implementation steps

Pursue creative catalyst projects

- Early focus on adaptive reuse projects and
- Incentivize small scale residential projects
- Focus on high quality development
- Leverage office in mixed-use buildings

Better marketing of what is already there

- Focus more on the domestic Modesto market
- Use programming to make a daily/weekly destination
- Better connect to the surrounding neighborhoods



Example implementation steps

Further develop the “district” character

- Consider zoning refinements
- Enhance distinctions and create unique identity
- Use placemaking to up the “romance” factor

Make the most out of what you have

- Don't let the perfect be the enemy of the good
- Leverage short-term “tactical urbanism” projects
- Structure lease terms to allow flexibility
- Encourage active uses that engage the public/streetscape
- Do focus on high-quality services/products

Thank you!

