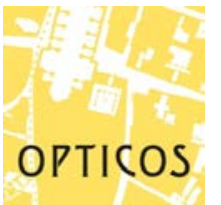




# Public Workshop + Visioning Exercise

Downtown Modesto  
Master Plan

Public Workshop  
**July 22<sup>nd</sup>, 2019**



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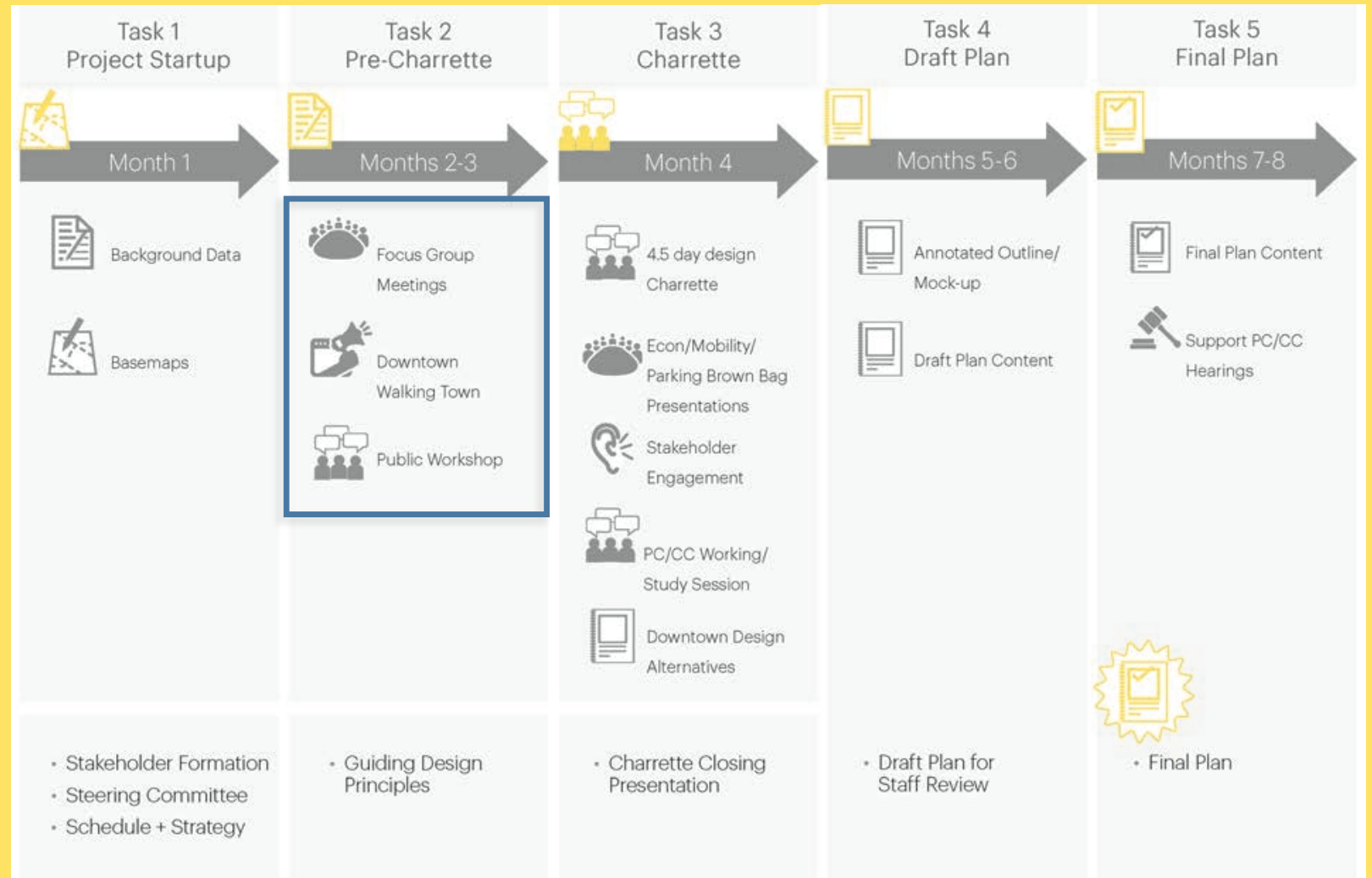
# Introduction



# Project Background

## What is the Downtown Master Plan?

- An 8-month design and planning effort to create a **Downtown Vision for 2020-2040**
- Builds upon City's prior efforts and Redevelopment Master Plan (2007-2017)
- Opportunity for community input at all stages including **Multi-Day Design Charrette in Sept 2019**



# Project Team

## What will the Downtown Master Plan do?

“The Downtown Master Plan will address improved parking, attractive public spaces, and opportunities for housing, transit and other elements of a successful downtown.”

- RFP statement, City of Modesto

## City of Modesto

### Opticos Design Inc.

**Team Lead, Urban Design, Community Facilitation**

### Toole Design

**Complete Streets, Multimodal Connectivity**

### BAE Urban Economics

**Economic Development, Feasibility Analysis**

### Siegman & Associates

**Parking + Transportation Demand Management**

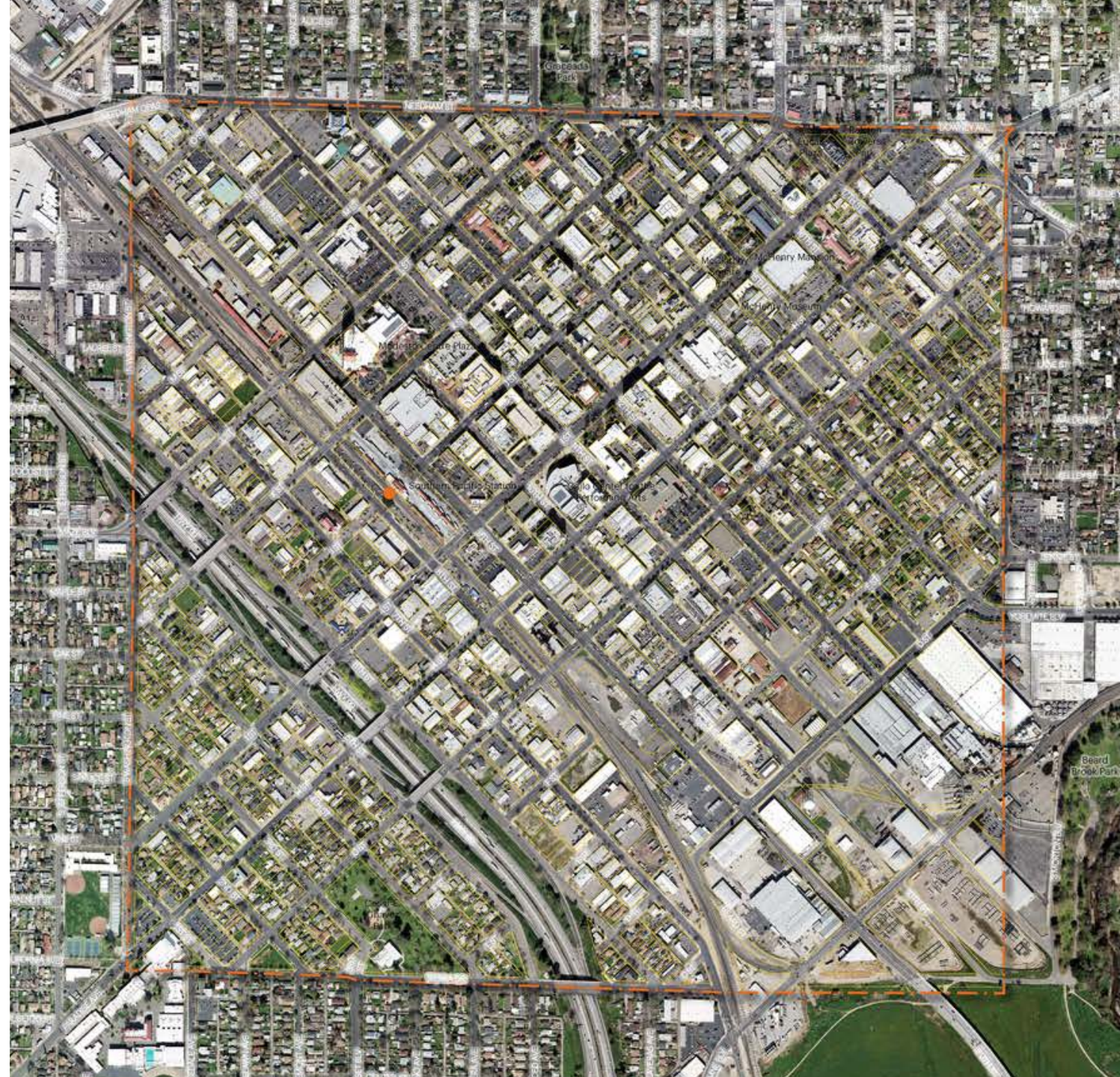
### O'Dell Engineering

**Infrastructure**

# Project Area

## Key Facts

- Modesto founded in 1870 as a stop along the Central Pacific rail line.
- 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.



# Key Milestones

**May 22<sup>nd</sup> 2019**

Project Kick-Off Meeting



**July 22<sup>nd</sup> 2019**

Public Workshop + Visioning Exercise

**Fall 2019**

Community Design Charrette

**Winter 2019**

Draft Downtown Master Plan

**Spring 2020**

Final Downtown Master Plan





# Understanding Downtown



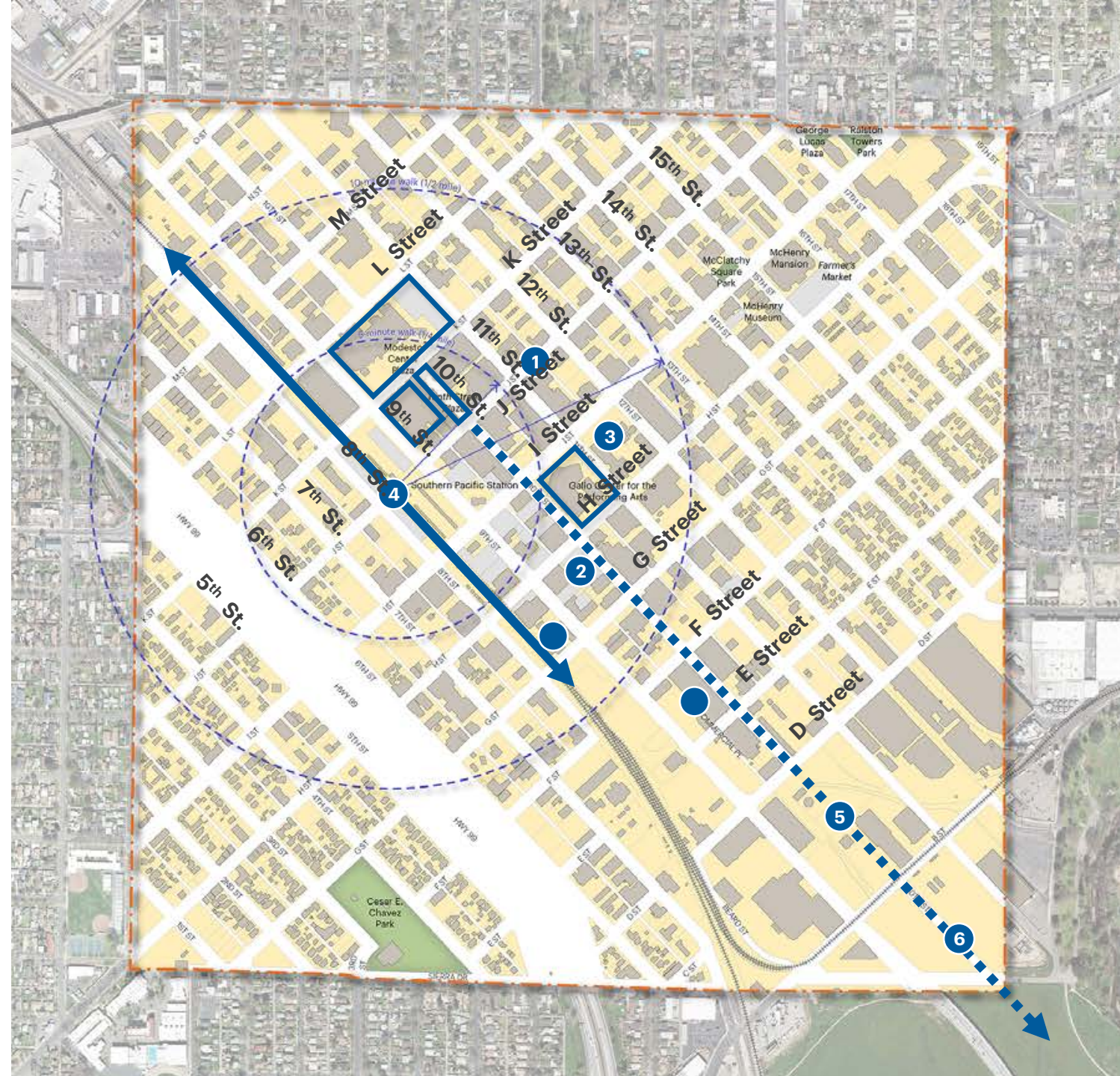
# Major Projects

## □ Previous projects (1980s-1990s)

- Doubletree Hotel + Convention Center, Tenth Street Place, Brenden Theatres, Gallo Center

## ● Recent and pipeline projects

1. J Street redesign
2. New Courthouse project (estimated 2023 completion)
3. Old Courthouse site redevelopment
4. Transit Center + ACE line extension (estimated 2023)
5. Tenth Street connection
6. Tuolumne River Gateway project








# Built Form

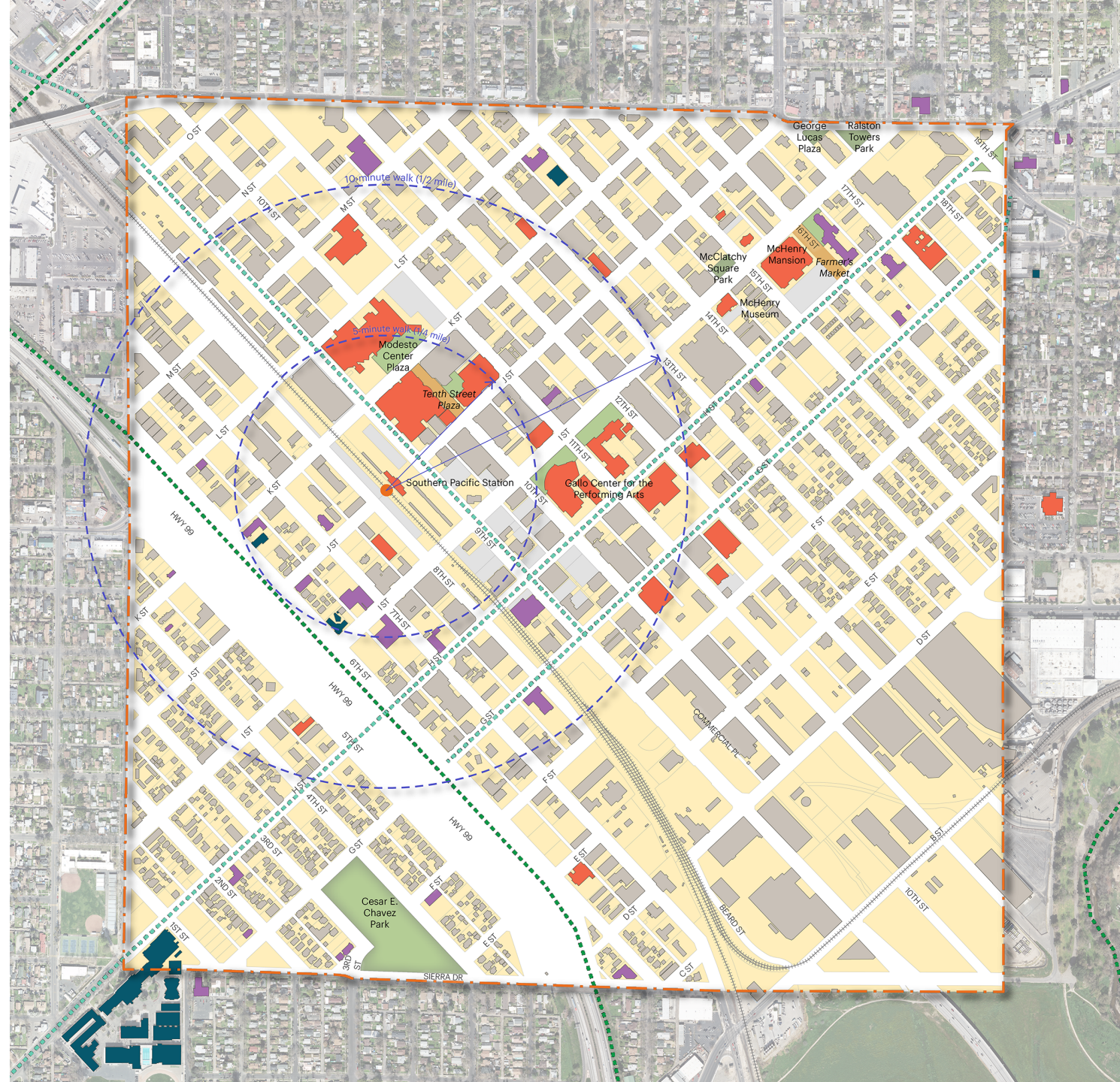
- Approx. block size: 300 ft. x 400 ft.
- Block-form buildings in core, house-form buildings towards edges
- Significant number of parking lots



# Community Destinations

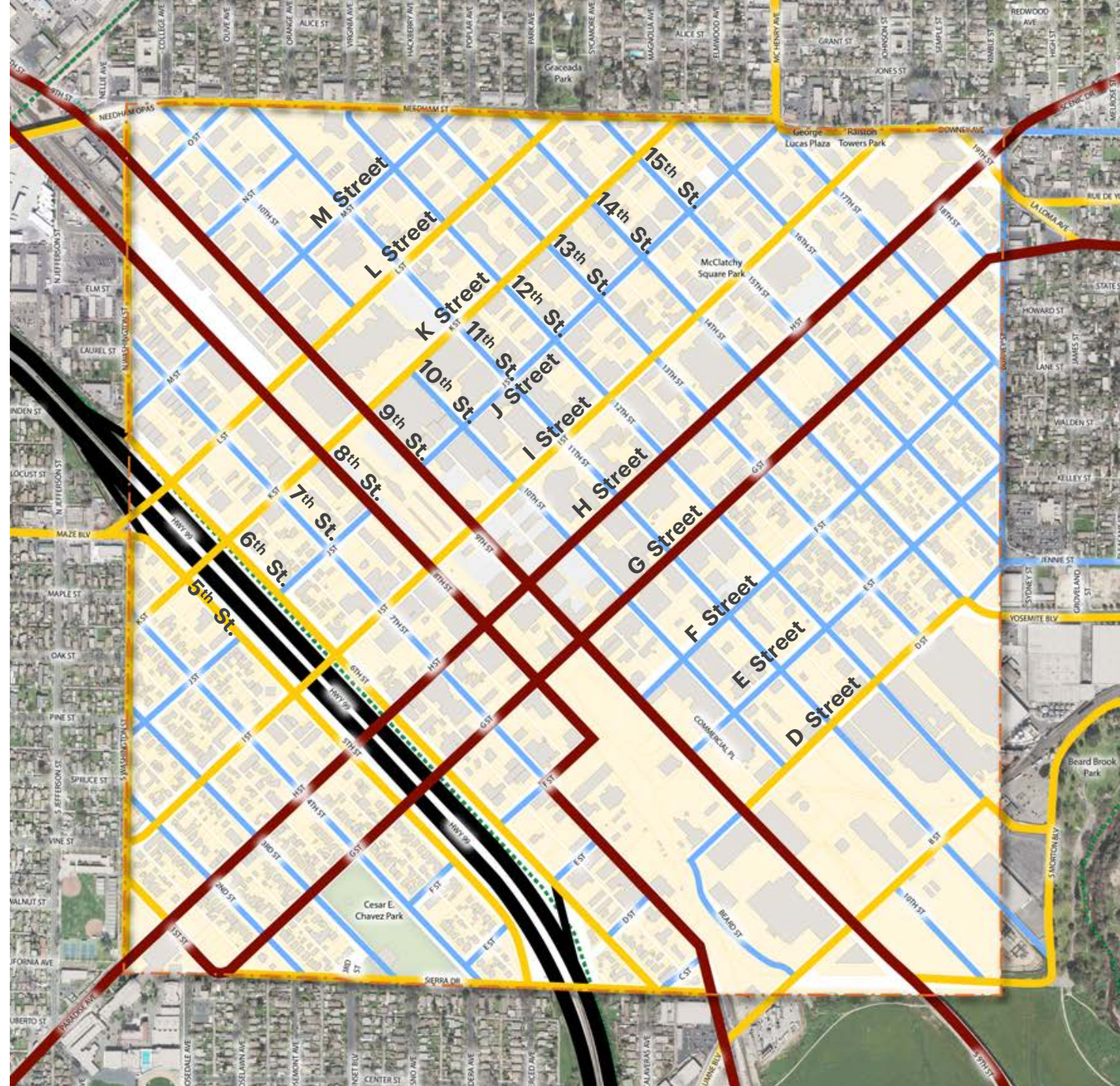
- Several cultural, civic, educational + other community institutions
- Many historic resources + landmarks
- Small parks and plazas, Beard Brook Park + TRRP
- Farmer's Market + other events

-  Parks/ Recreational Greens
-  Institutions: Civic/ Community
-  Institutions: Religious
-  Institutions: Educational
-  5 + 10-Minute Walk Radius

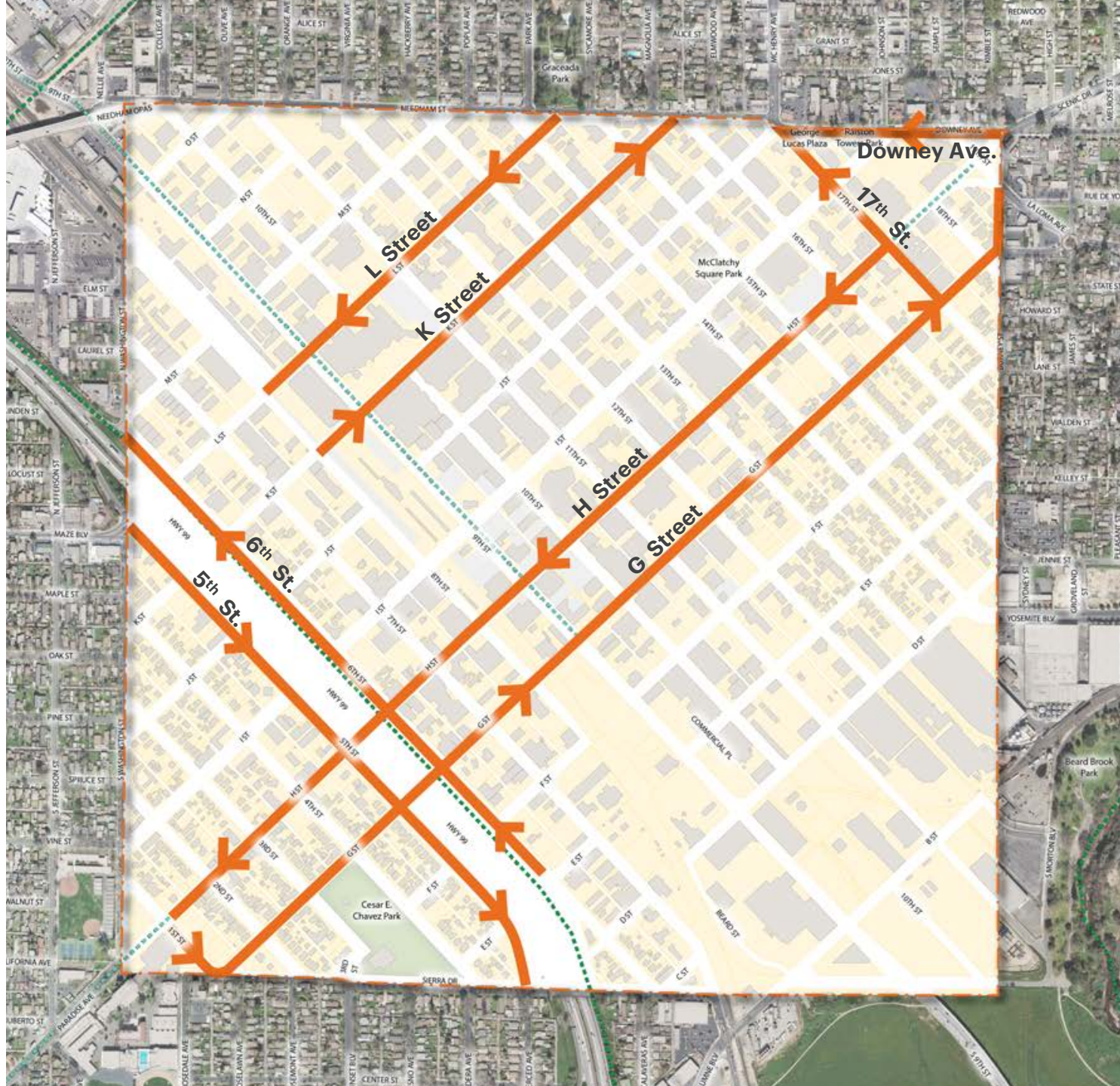


# Street Hierarchy

- Highways
- Arterials
- Collectors
- Local Streets



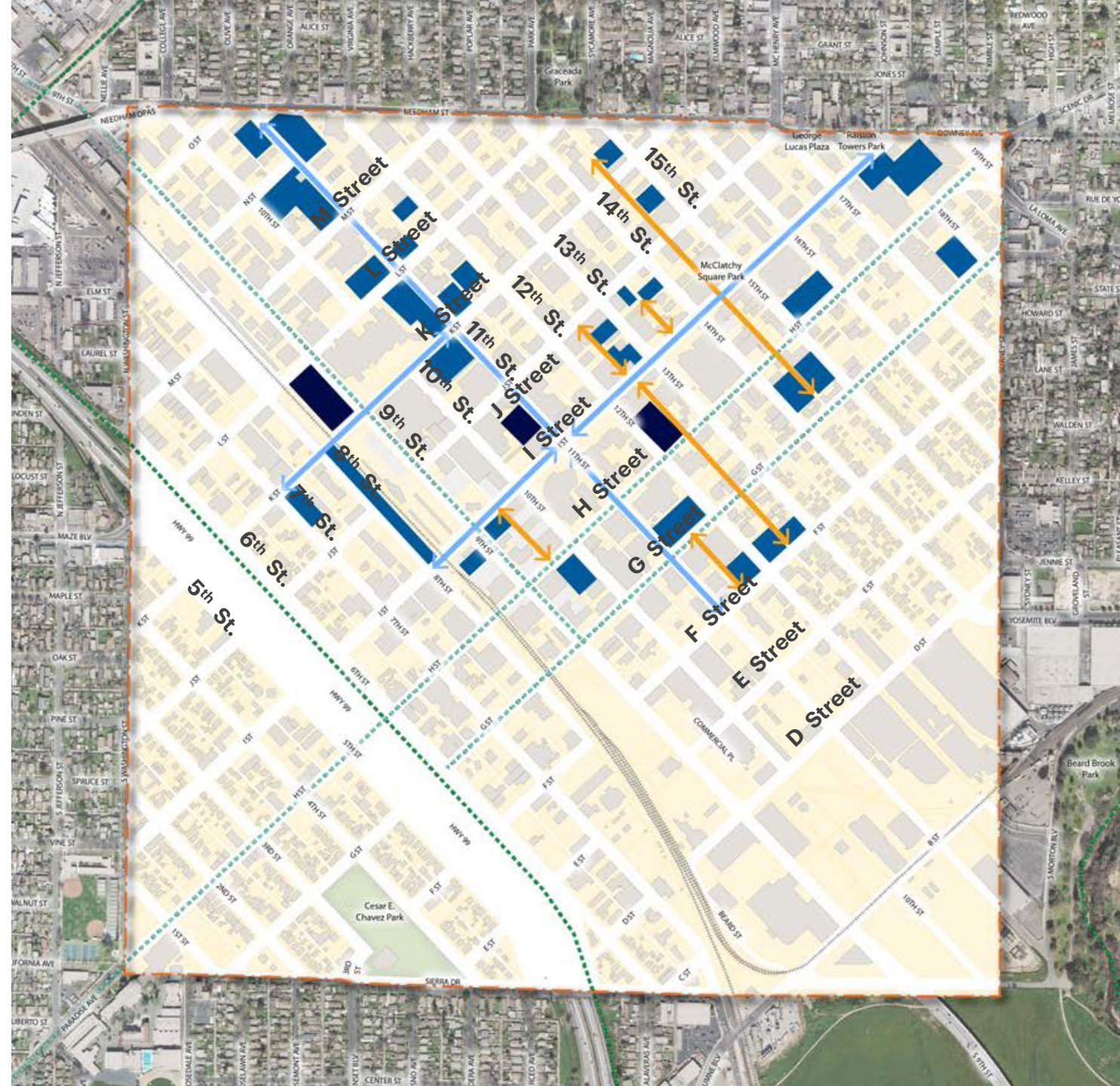
# One-Way Streets



— One-Way Streets

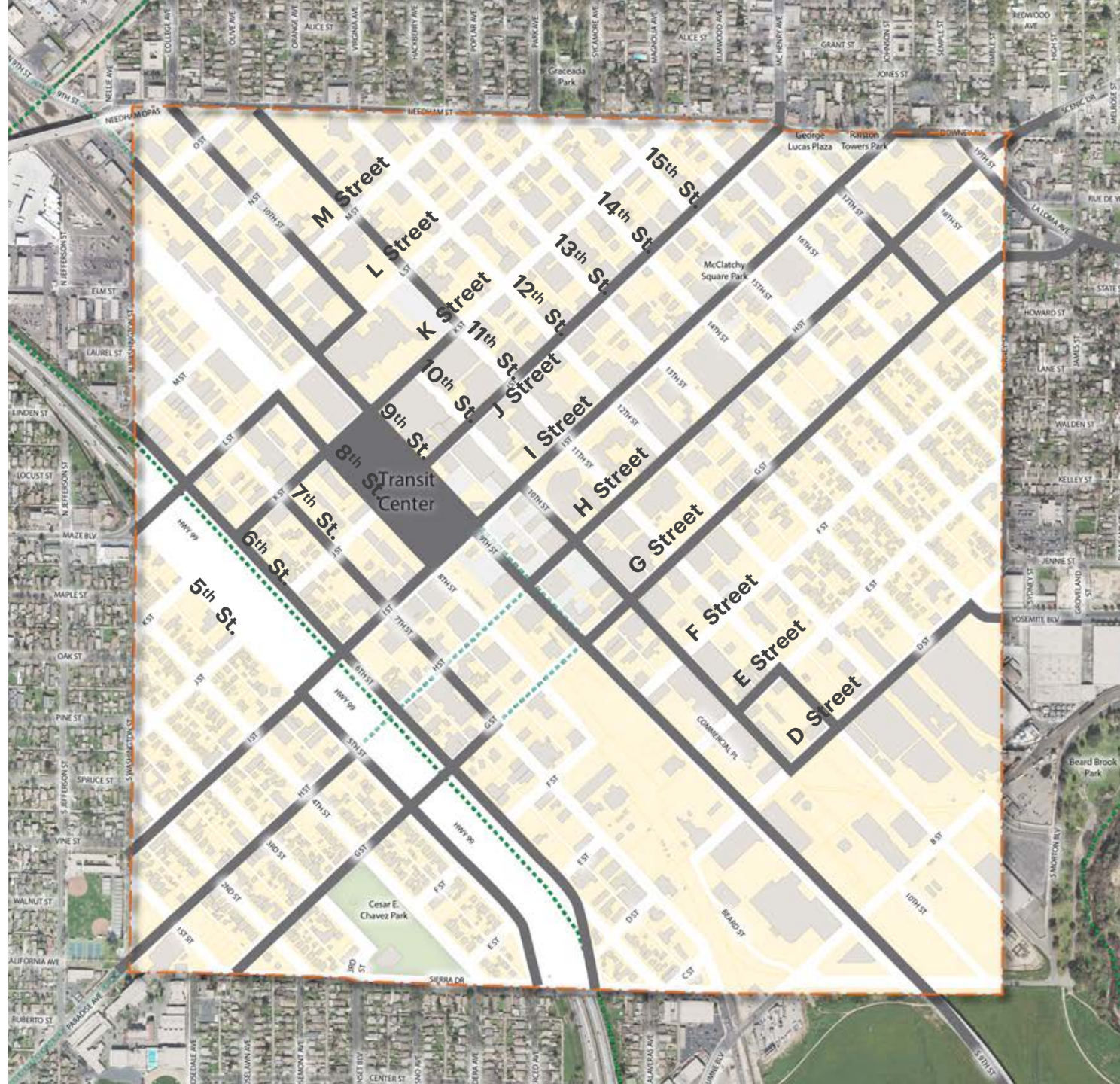
# Parking Opportunities

- Surface Parking Lots
- Public Parking Garages
- 'Park Once and Walk' Desire Lines
- Alley/ Paseo Opportunities









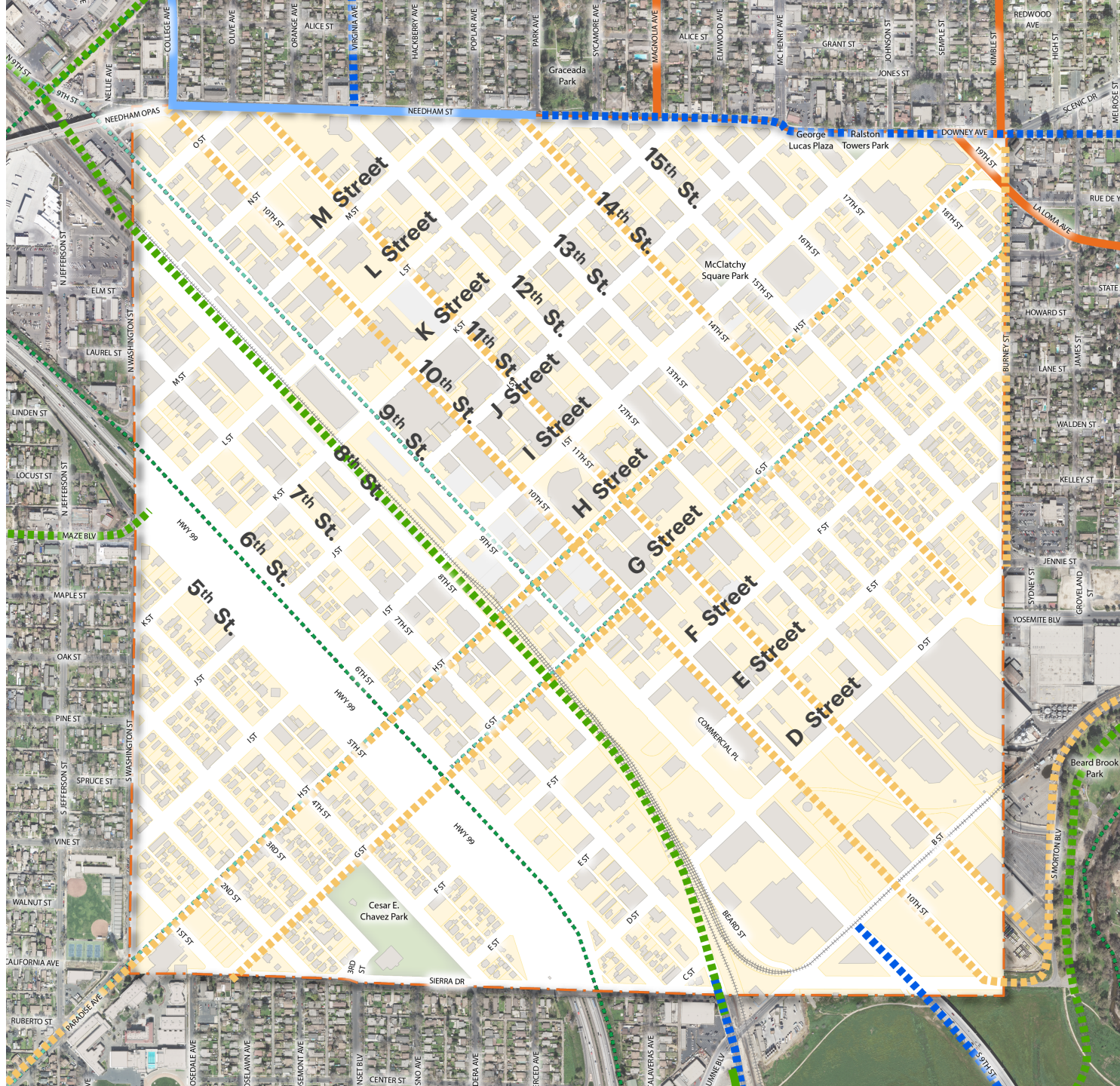
# Transit Routes

- Streets with Transit
- Transit Center






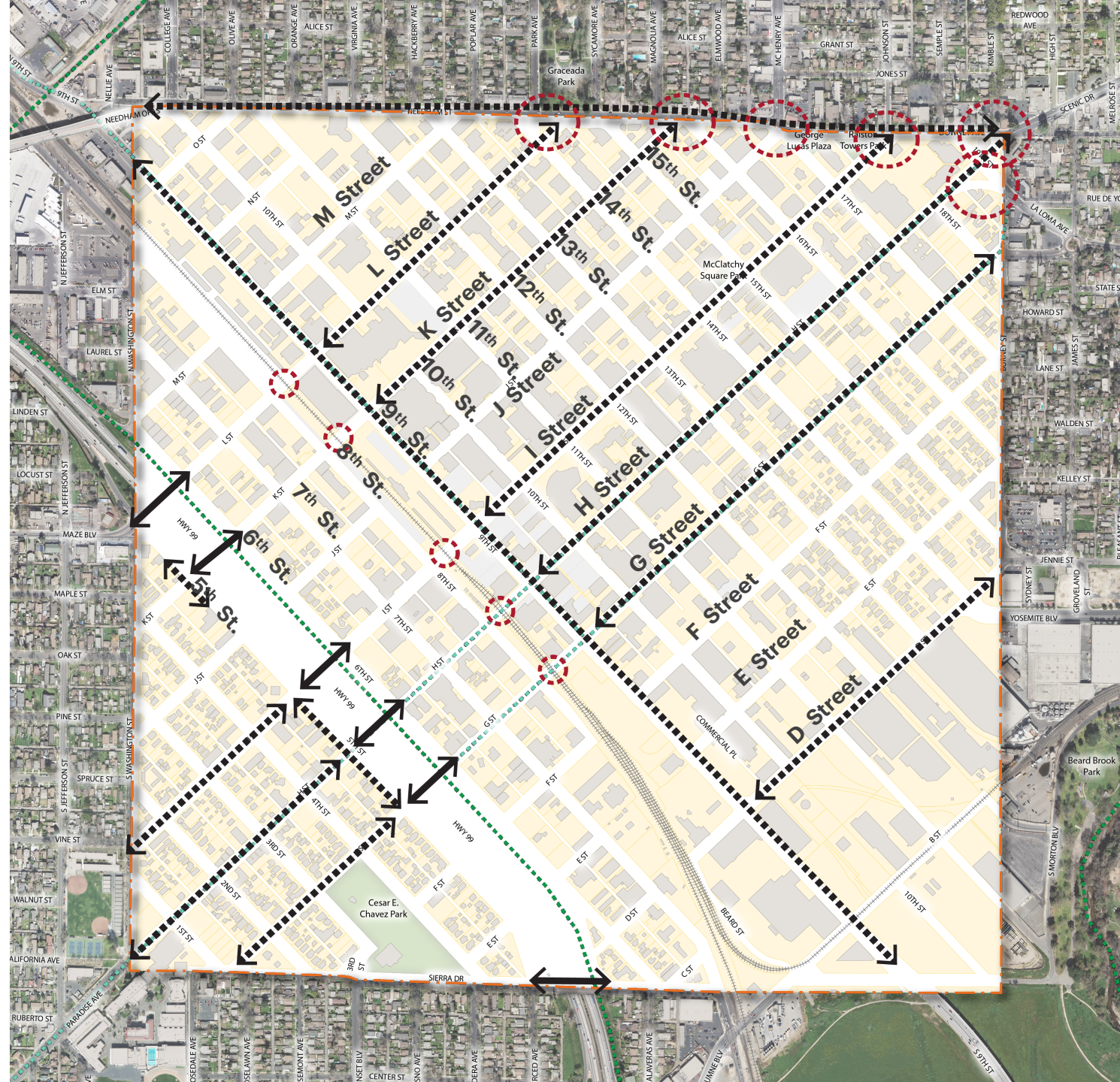
# Existing + Planned Bike Routes

-  Existing Class I Bikeway
-  Planned Trails Class I Bikeway
-  Existing Class II Bikeway
-  Planned Class II Bikeway
-  Existing Class III Bikeway
-  Planned Class III Bikeway



# Pedestrian Enhancement Opportunities

-  Multi-Lane Crossing Exposure/ Wide Pedestrian Crossing Distance
-  Freeway Crossing
-  Key Difficult Crossings (Intersection Improvement Opportunity)





# Ideas for Downtown



# What Makes a Downtown Memorable?

- **Human scale and walkable**
- **Unique destination with local + regional attractions, events**
- **Well connected + safe for all modes**
- **Diverse mix of uses**



# Human Scale + Walkable

## Reinforce Block Pattern

- **Designing with small blocks and fine grain to enhance walkability**
- **Right-sizing the scale of new development to be compatible with the existing context**

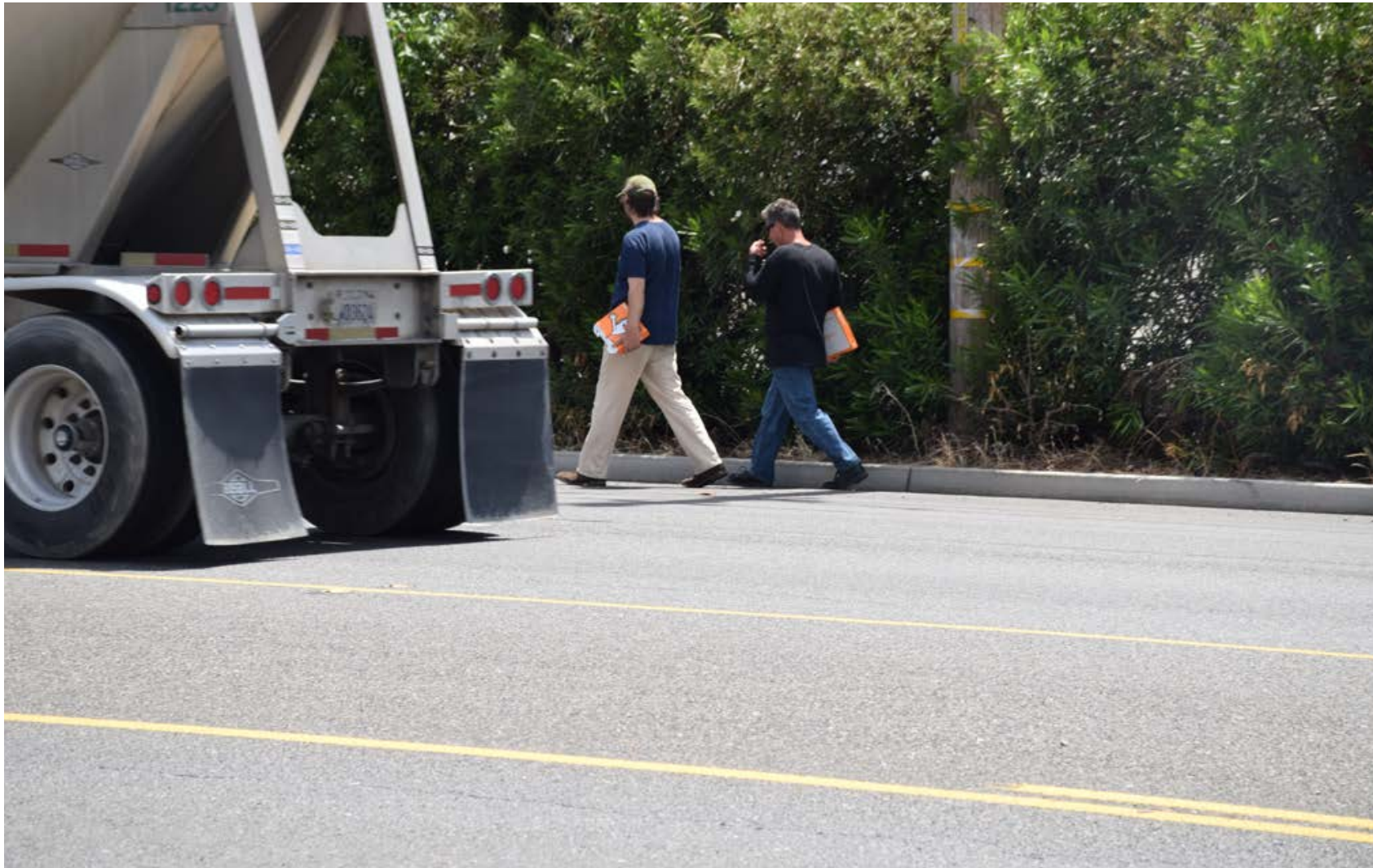
## Public Realm as Open Space

- **Removing existing barriers to walkability and prioritizing pedestrian movement**
- **Designing streets and buildings to promote safe and active use at all hours**
- **Considering local climate in the design of public realm**

# Examples from Downtown Modesto



# Examples from Downtown Modesto





# Unique Local + Regional Destination



## A Unique Destination

- **A place that celebrates local attractions and events** (farmer's market, local shops, MoBand) **and is also a regional center for employment, culture and entertainment** (Gallo Center, ballpark, convention center)
- **Residents enjoy living in downtown, visitors cherish their experience and want to return**

## An Authentic Experience

- **A place true to its history, culture and unique assets**
- **One that evolves over time, but stays rooted in community character**

# Examples from Downtown Modesto



# Examples from Downtown Modesto



# Examples from Downtown Modesto





# Multimodal Connectivity + Safety

## Multimodal Connectivity

- **Convenient and safe access for people of all abilities within downtown and to surrounding neighborhoods**
- **Streets balance the needs of pedestrians, cyclists, transit users and car users**

## Regional Networks

- **ACE extension to downtown can improve regional connectivity and access**
- **Gateway project and downtown improvements can strengthen bike-pedestrian linkages to Tuolumne regional park system**

# Designing the Public Realm

**The public realm is a combination of inter-related elements**

- Frontage
- Space to window-shop
- Space to walk
- Space for street furniture, bike parking, etc.
- Public open space
- Public art
- Active use within public space



# Ideas to Consider

**Can 'Complete Streets' be used to balance the needs of all users?**

**How can Universal Design be used in the design of streets and public spaces?**



# Ideas to Consider

**What kind of open spaces will work best for downtown?**

**Can streets also function as public space?**



# Ideas to Consider

**How will the future  
ACE extension and  
Transit Center affect  
downtown?**



# Ideas to Consider

**How should we think about parking lots and garages in the future?**





# A Diverse Mix of Uses

## Balanced Mix of Uses

- **Housing for a variety of household types and income levels**
- **Cultural, civic and community institutions + retail, entertainment and services**
- **Flexible office spaces for a range of job types**
- **Public spaces to accommodate events and activities for all age groups**

## Future Considerations

- **Role of established industrial uses in the future downtown**
- **Role of existing historic resources and potential for adaptive reuse**

# Examples from Downtown Modesto



# Ideas to Consider

**How do we make downtown safe at all times?**

**How can vacant parcels be better used?**

**Are there short term strategies to consider?**



# Ideas to Consider

**What are the big, long-term design moves?**

**What are the small, short-term changes?**

**Can underutilized parcels become opportunity sites?**



# Visioning Exercise





# We Need Your Input!

## Share your vision for Downtown Modesto

- Table map exercise from 6.45 pm to 8 pm
- Work in small groups for 40 minutes
- Sketch your ideas, write down your thoughts
- Report back: summarize ideas from each table, 5 minutes for each table

## Please remember

- There are no bad ideas
- Differing opinions should be respected
- Everyone should have a chance to participate

