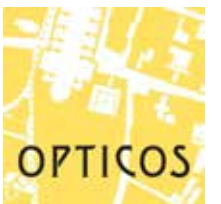




Design Charrette Closing Presentation

Downtown Modesto
Master Plan

Design Charrette
Sep. 30th – Oct 4th, 2019



Contents

Charrette Overview	01
Design Principles	02
Overall Circulation	03
Design Concepts	04
Economics	05
Parking	06

Charrette Overview



Charrette schedule

Many Opportunities to Participate

■ Opening + Closing Presentations

■ Midpoint Pinup

■ Brown Bag Lunches

■ 20+ hours of Open Studio

□ If you have limited time, come to these events

	Monday 30th September	Tuesday 1st October	Wednesday 2nd October	Thursday 3rd October	Friday 4th October
10.00 - 10.30	Closed Studio 10.00 am - 6.00 pm	Open Studio 10.00 am - 6.00 pm	Open Studio 1.00 - 4.00 pm	Open Studio 10.00 am - 2.30 pm	Closed Studio 10.00 am - 4.30 pm
10.30 - 11.00					
11.00 - 11.30					
11.30 - 12.00					
12.00 - 12.30					
12.30 - 13.00					
13.00 - 13.30					
13.30 - 14.00					
14.00 - 14.30					
14.30 - 15.00					
15.00 - 15.30	Opening Presentation 6.00 - 8.00 pm	Brown Bag Economics 12.00 - 1.00 pm	Brown Bag Mobility 11.30 am - 12.30 pm	Closed Studio 2.30 - 3.30 pm	Closing Presentation 4.30 - 6.00 pm
15.30 - 16.00					
16.00 - 16.30					
16.30 - 17.00					
17.00 - 17.30					
17.30 - 18.00					
18.00 - 18.30					
18.30 - 19.00					
19.00 - 19.30					
19.30 - 20.00					
			Midpoint Pinup 6.00 - 7.30 pm		

Opening Presentation

Monday Sep. 30th

- Visioning exercise
- Formal presentation
- Prioritization exercise
- Discussion

~50 participants



Visioning exercise

**Describe in one word
what you think about
downtown Modesto**

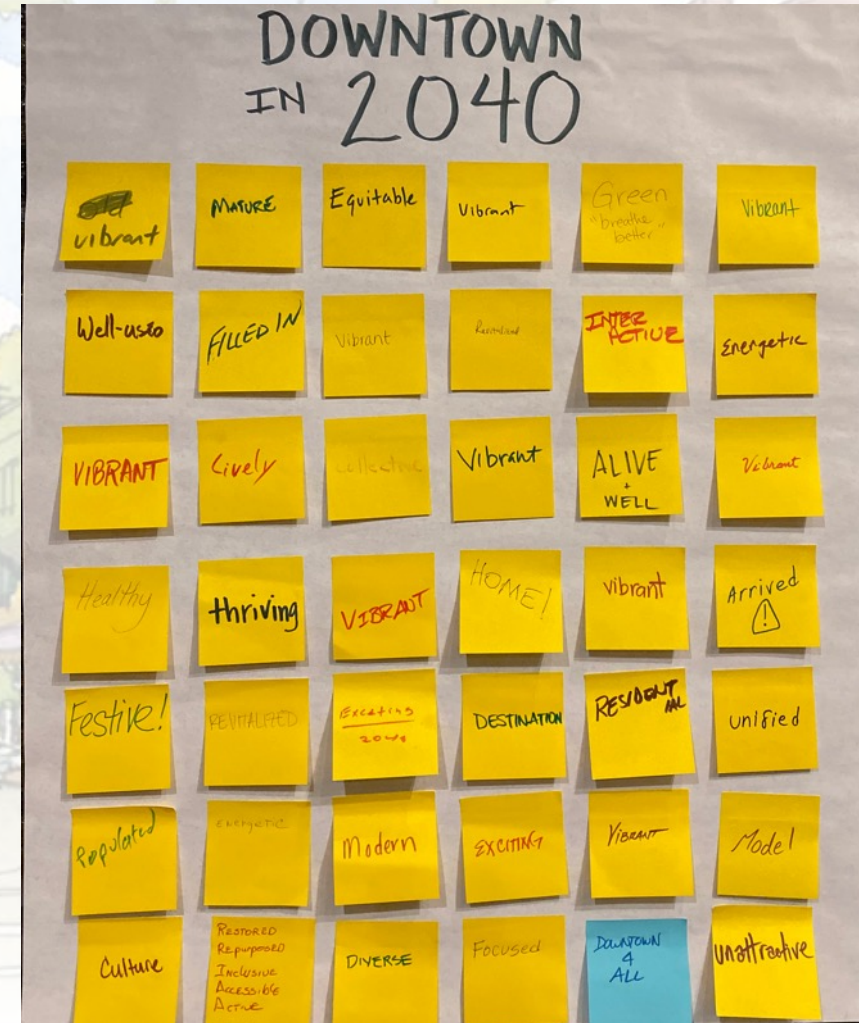
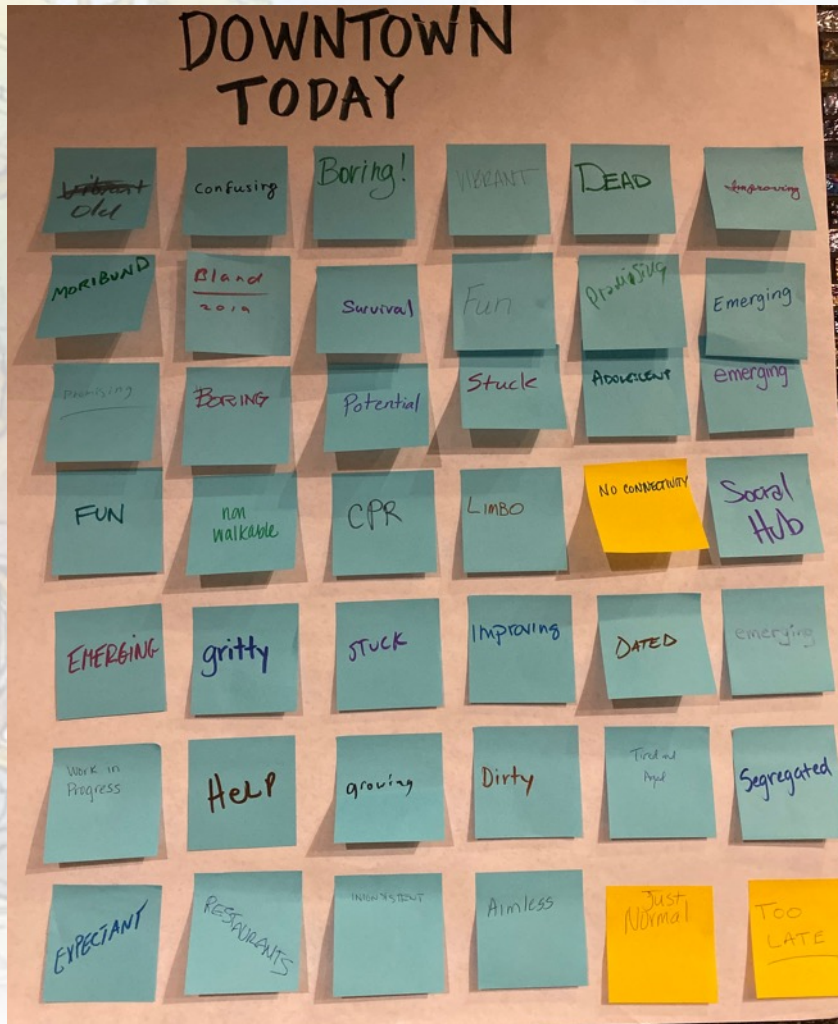
Today



**Describe in one word
your vision for
downtown Modesto**

in 2040

What we heard

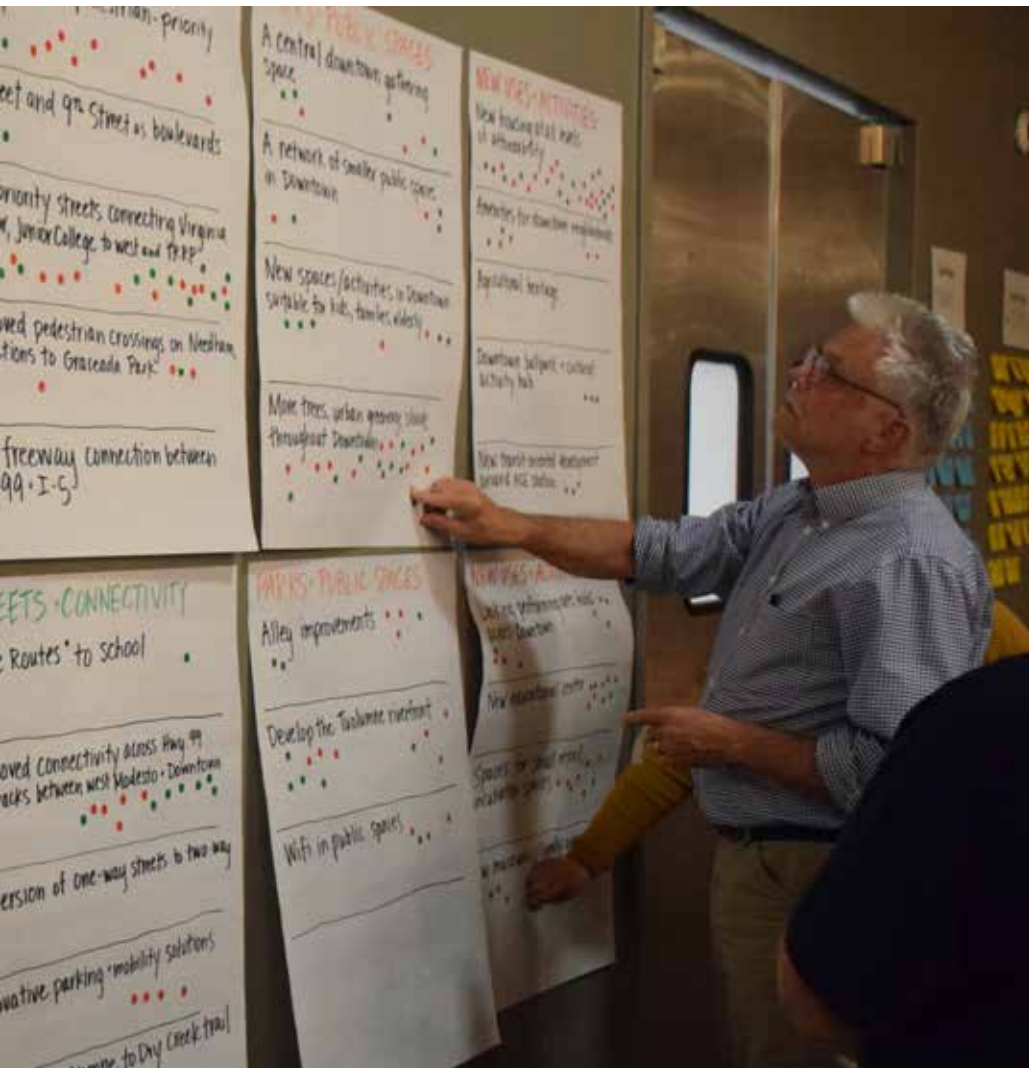




Prioritizing ideas for downtown

- **Design ideas discussed today are written on flip chart sheets**
- **Design ideas are categorized by topic:**
 - Streets + connectivity**
 - Parks + public spaces**
 - New uses and activities**
 - Community identity**
- **Each participant gets 7 dots**
- **Use your 7 dots to indicate your top choices among the design ideas**
- **The color of dots is irrelevant**

Prioritization exercise



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

Discussion of ideas



Brown Bag Lunchtime Presentations

Downtown Economics

Tuesday October 1st
by *BAE Urban Economics*

Mobility

Wednesday October 2nd
by *Toole Design*

Parking + TDM

Wednesday October 2nd
by *Patrick Siegman*

**~30 participants at
each**



Midpoint pin-up

Wednesday Oct. 2nd

- Team review of ideas and concepts
- Public feedback on design ideas

~40 participants



Open studio

■ **Tuesday Oct. 1st,**
Wednesday Oct 2nd,
Thursday Oct 3rd

- 20+ hours of Open Studio
- Discussions with the design team and 'live feedback' on ideas as they were being developed
- Feedback on informational posters through post-it notes



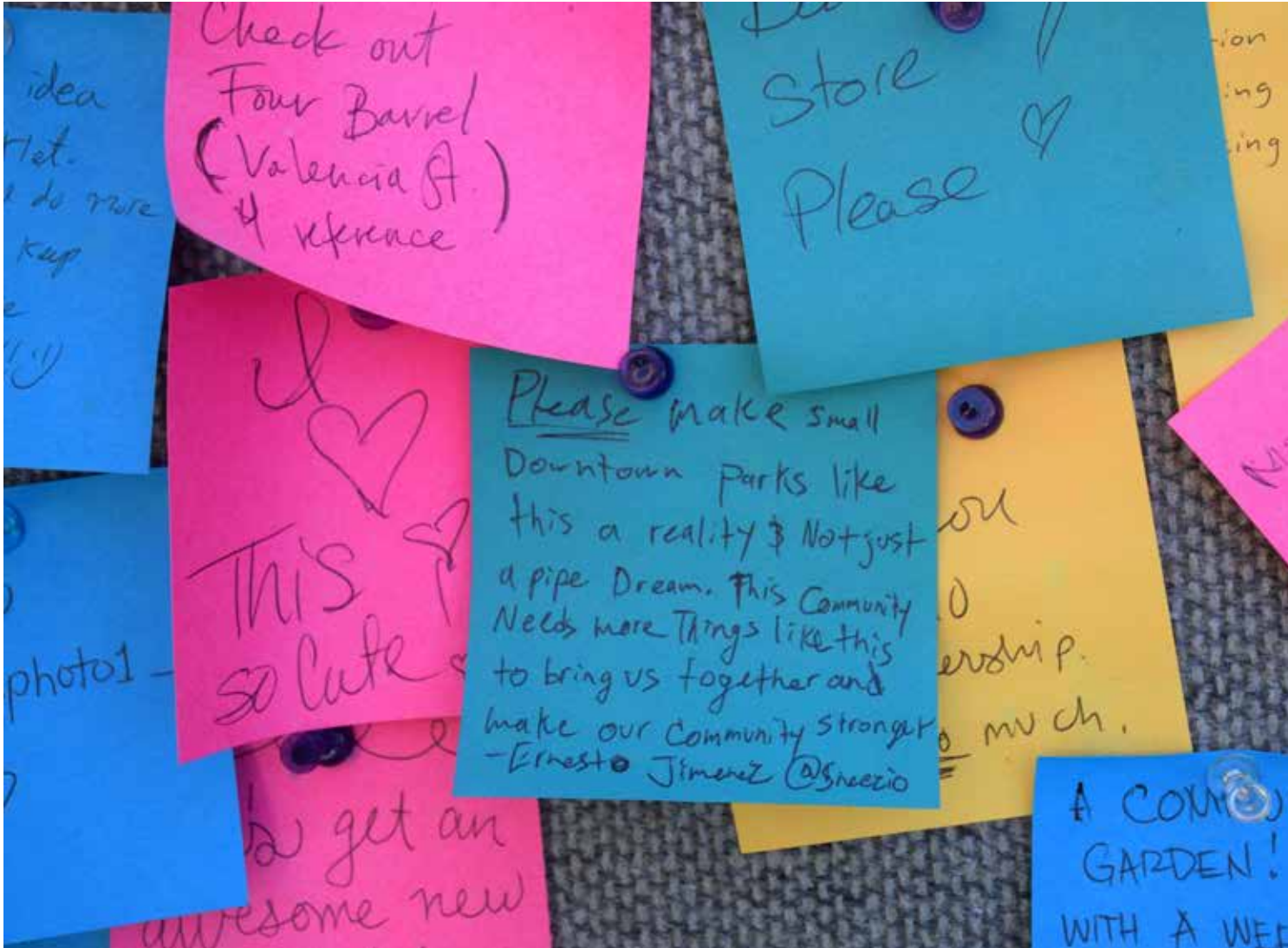
Charrette Parklet

Parklet at 11th and J Street

- Parklet to demonstrate advantages of a “road diet” to free up space for wider sidewalks, bike lanes, street trees, medians, etc.
- Positive feedback and comments



Charrette Parklet



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**
- II. Create a new downtown gateway and mixed-use node at the 9th and J train station site, taking advantage of the ACE Valley Rail extension**
- III. Focus public investments in strategic locations and initiate catalyst mixed-use infill projects to create a 24-hour downtown composed of distinct neighborhoods**

Design Principles

I. Establish a bicycle-pedestrian network

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



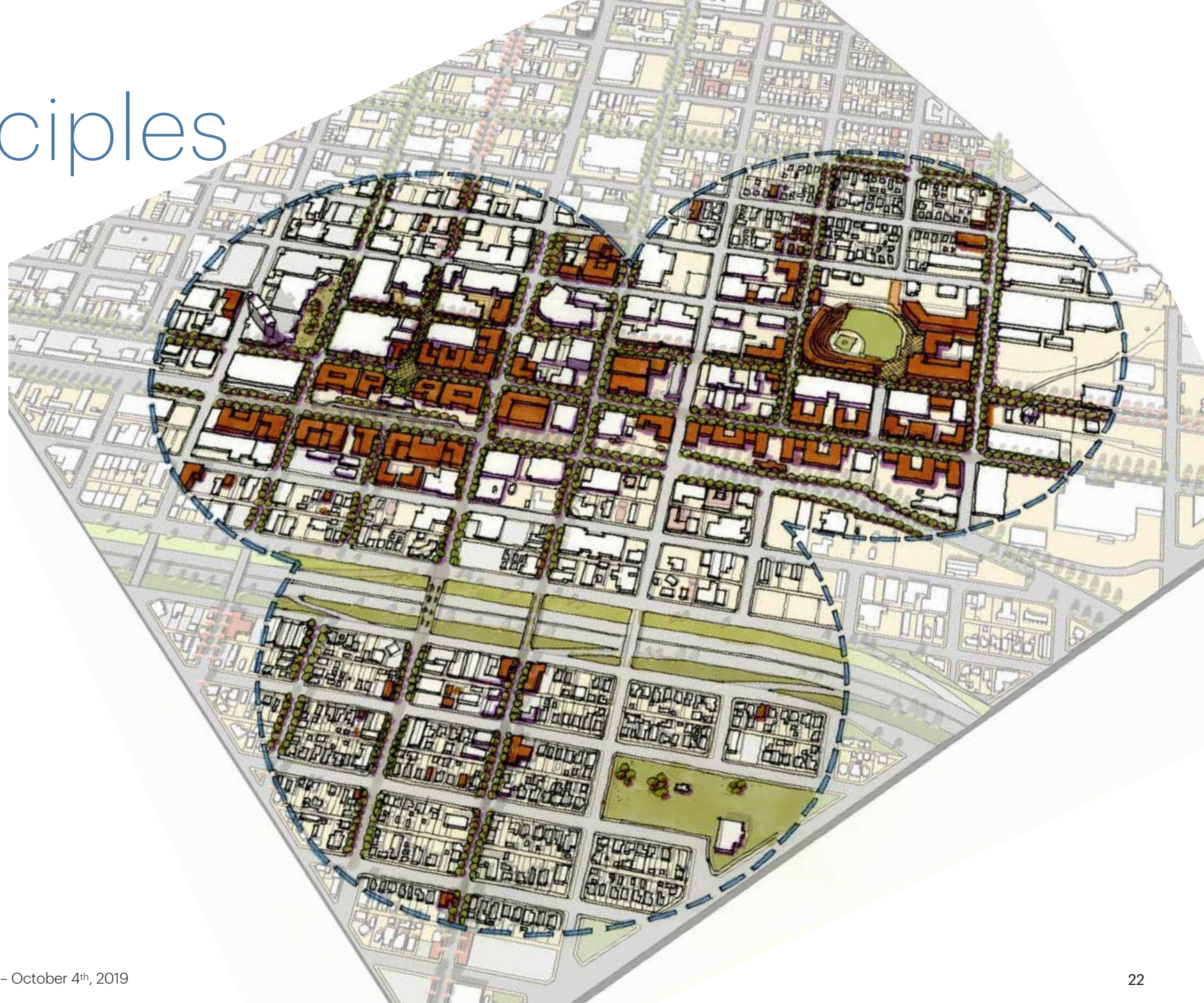
Design Principles

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



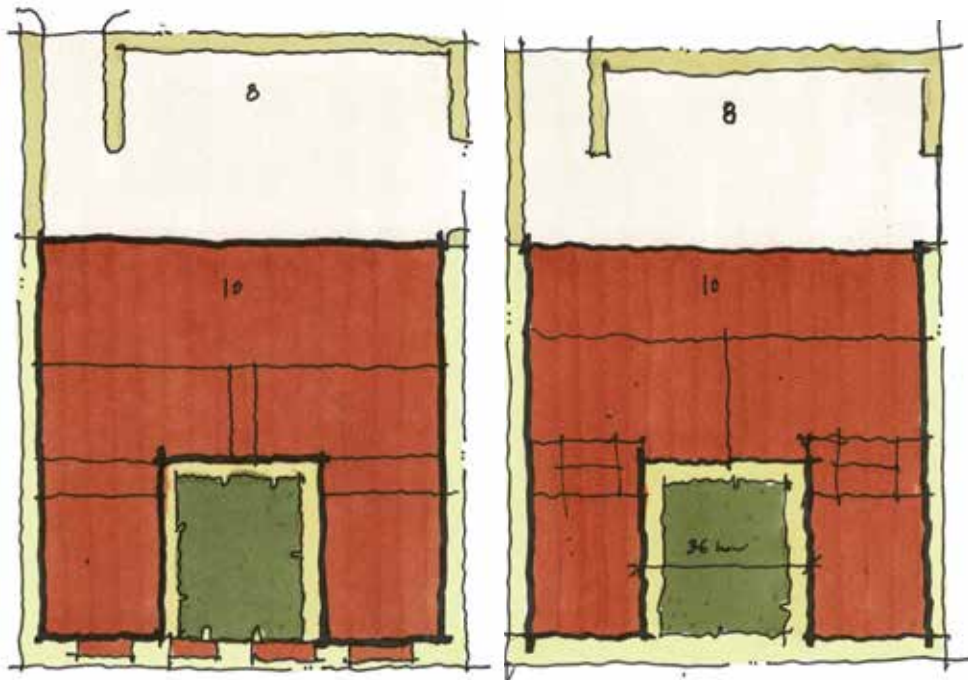
Design Principles

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



Building type studies

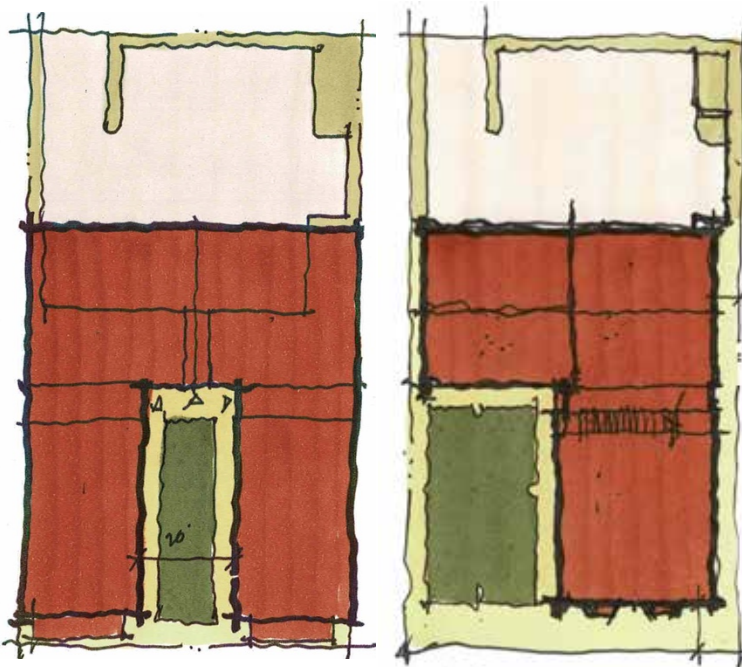
100 ft. lot width



**Courtyard
mixed-use**

**Courtyard
residential**

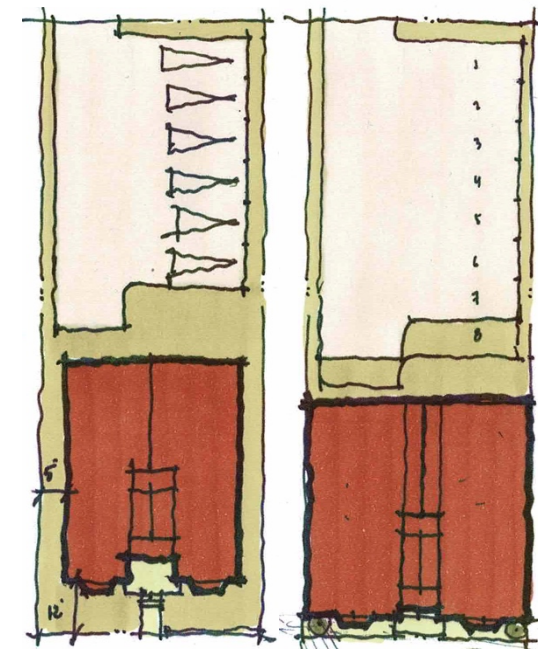
75 ft. lot width



**Courtyard
mixed-use**

**Courtyard
residential**

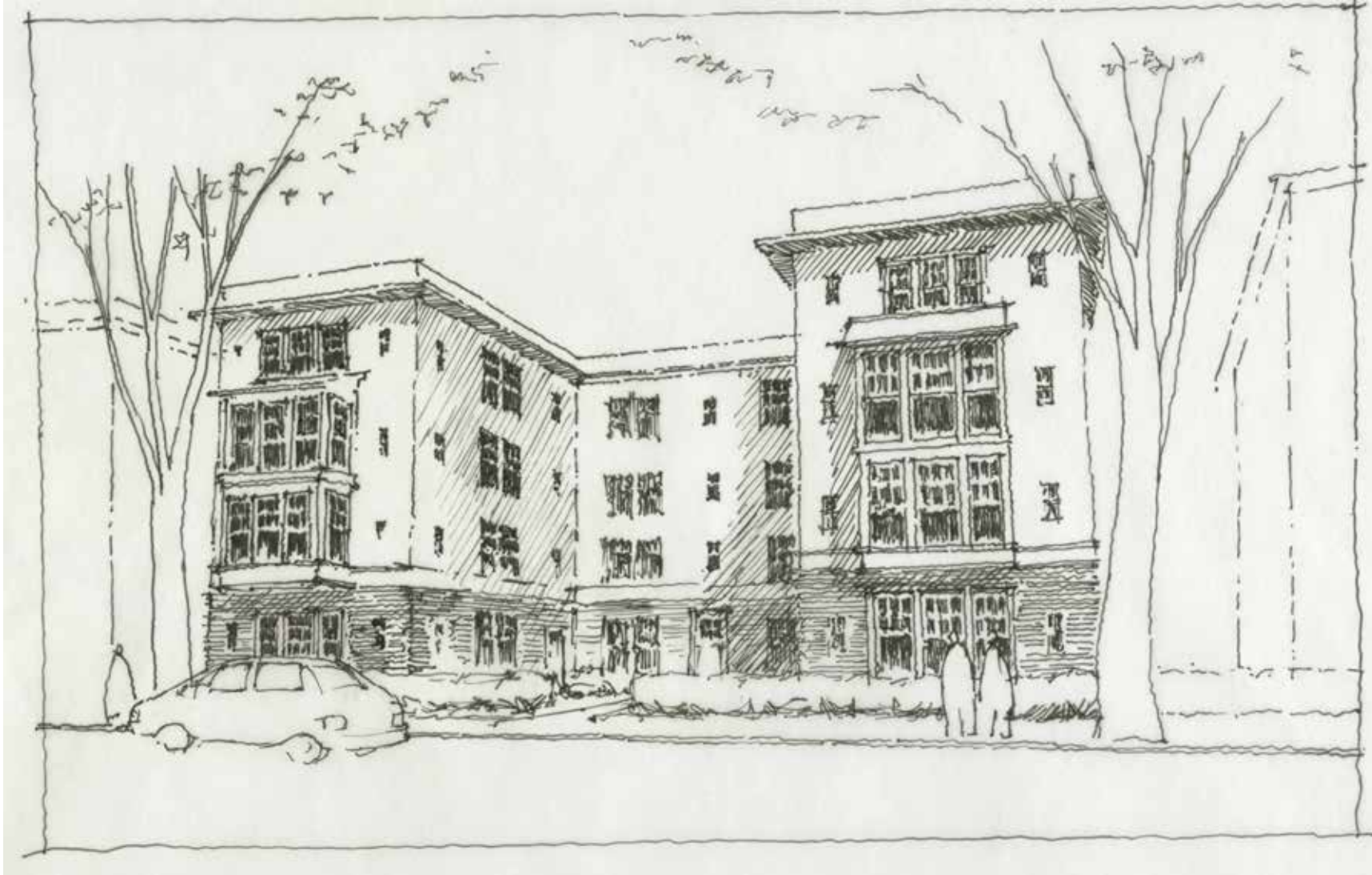
50 ft. lot width



**6-plex
residential**

**8-plex
residential**

Building type studies



Overall Circulation





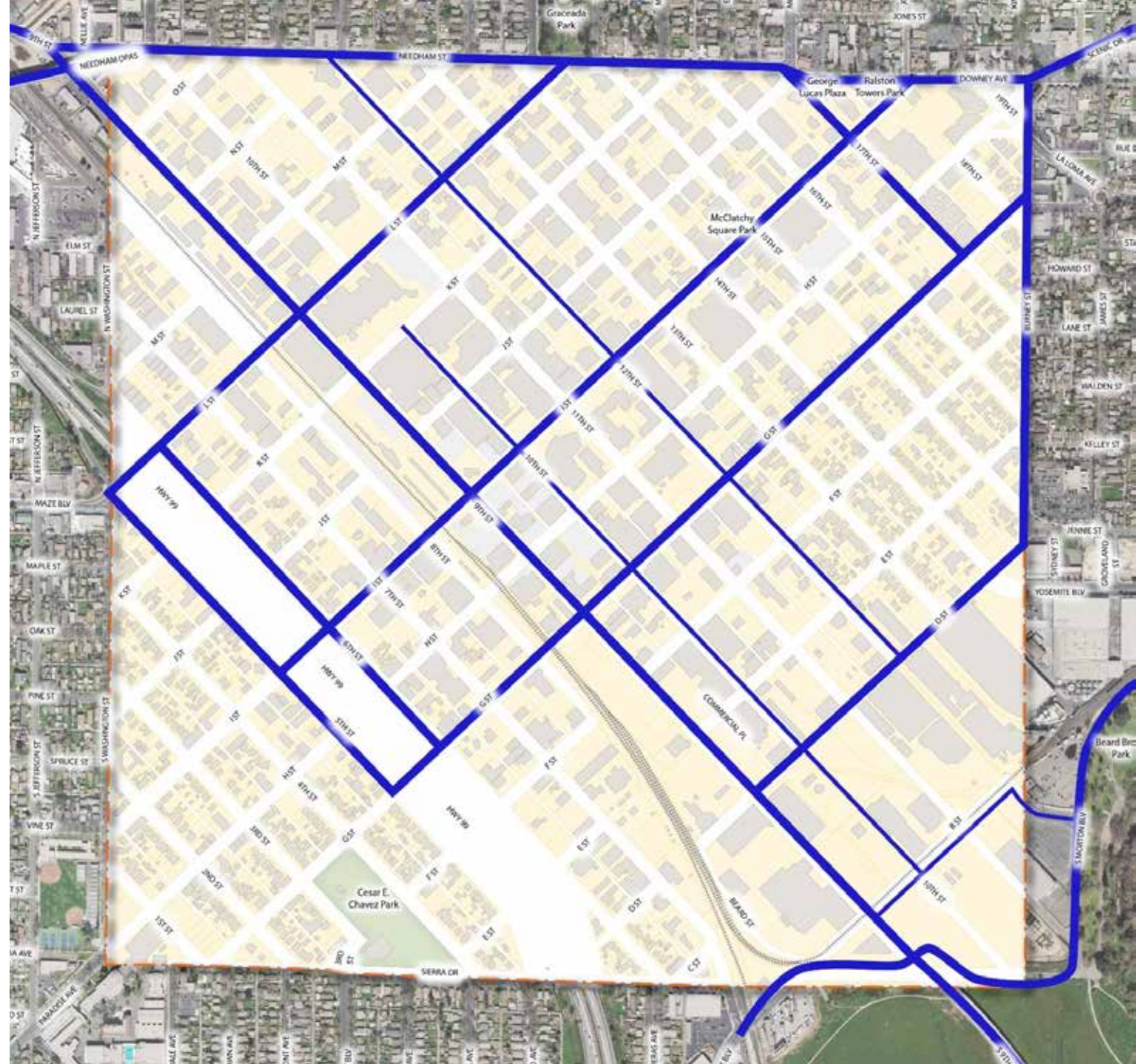


Street priority networks

Vehicular Priority

Legend

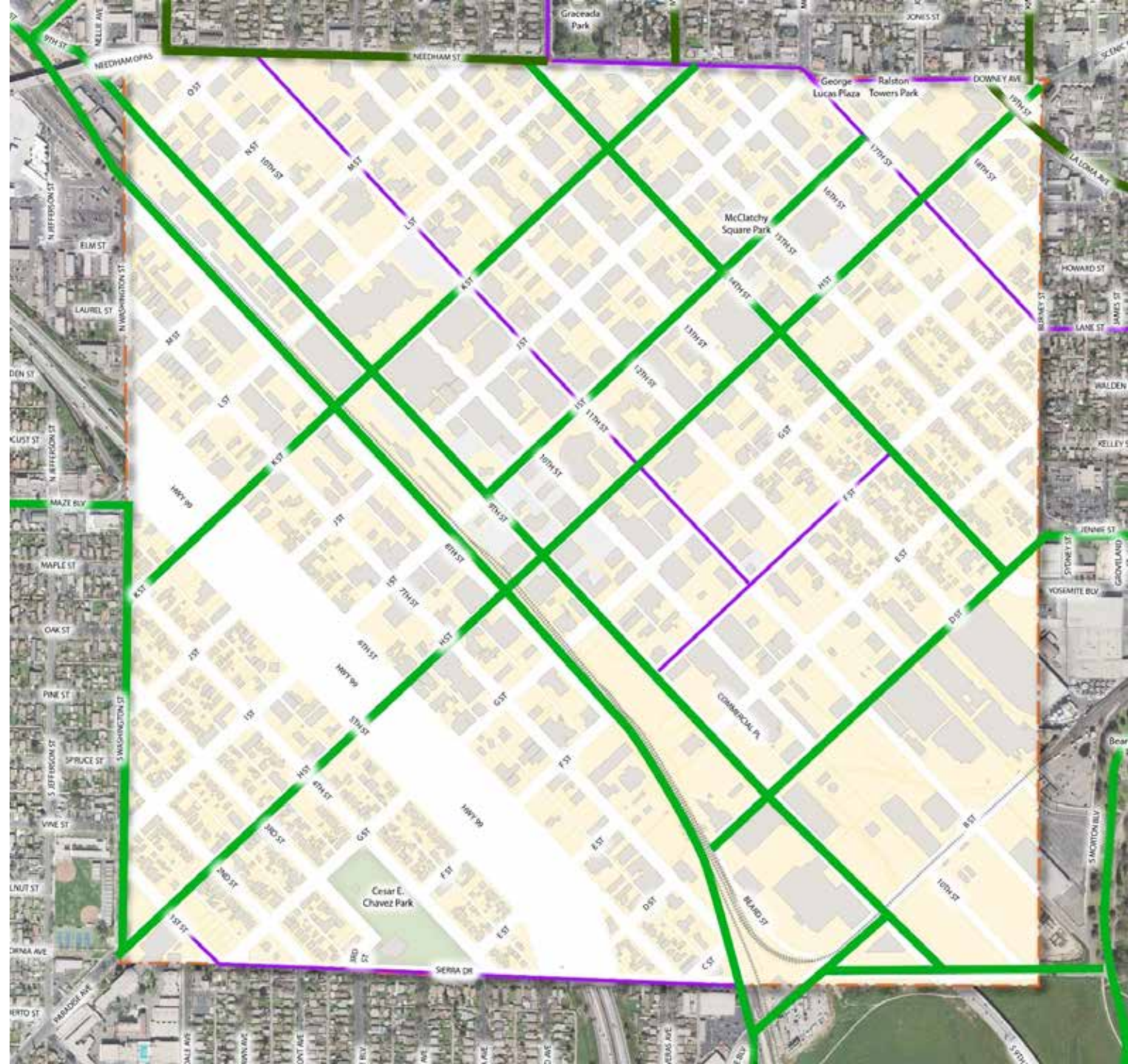
-  Crosstown Circulation
-  Local Access



Bikeways

Legend

- Existing Bikeways
- Proposed Separated Bikeways and Multi-Use Paths
- Proposed Minor Bikeways





Intersection Improvements

Needham St./ Park Ave. (existing)



Needham St. / Park Ave. (concept)



Downey/ Burney/ La Loma/ Scenic Dr. (existing)



Downey/ Burney/ La Loma/ Scenic Dr. (concept)



Design Concepts



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.)

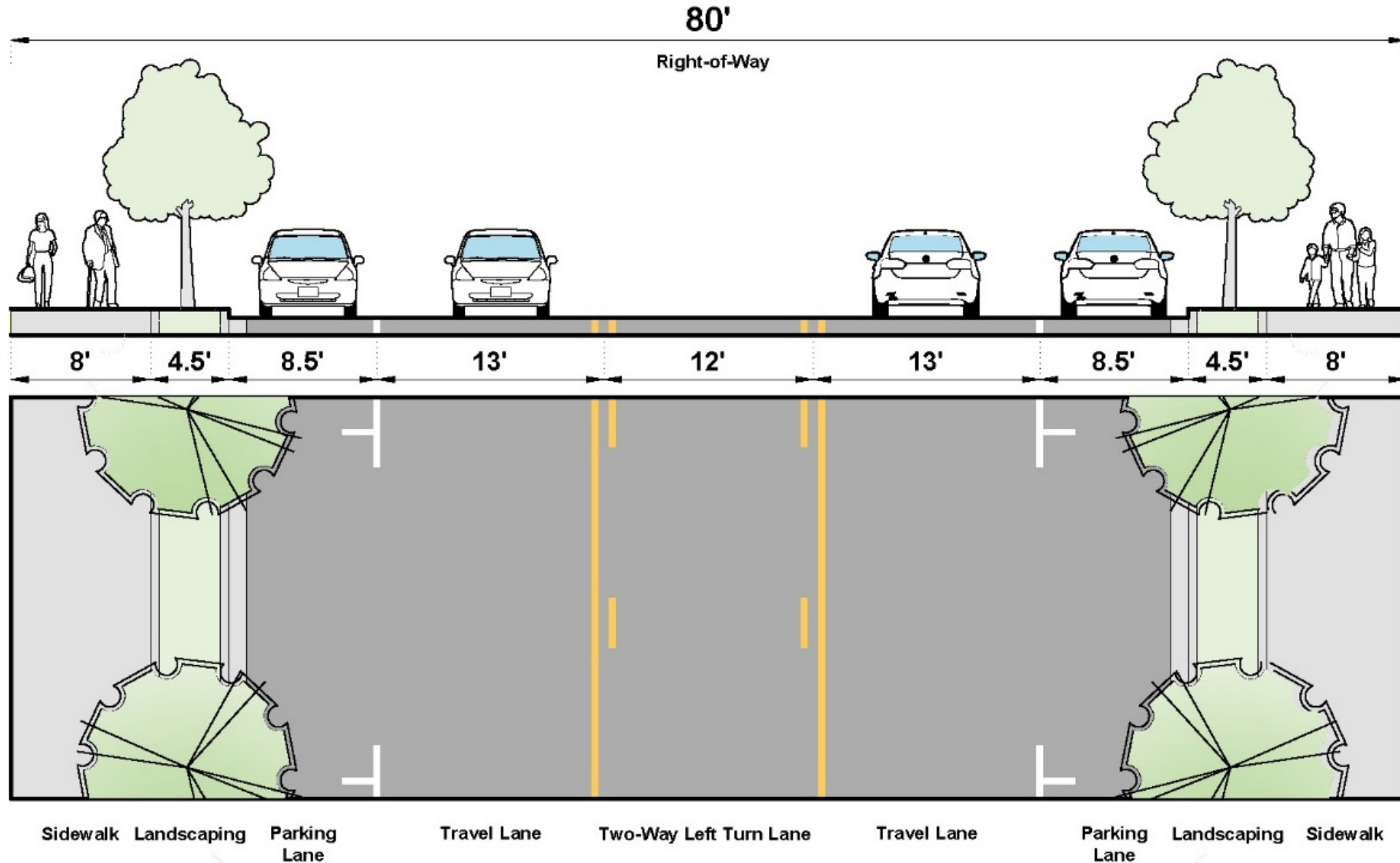
Illustrative plan

Key design ideas

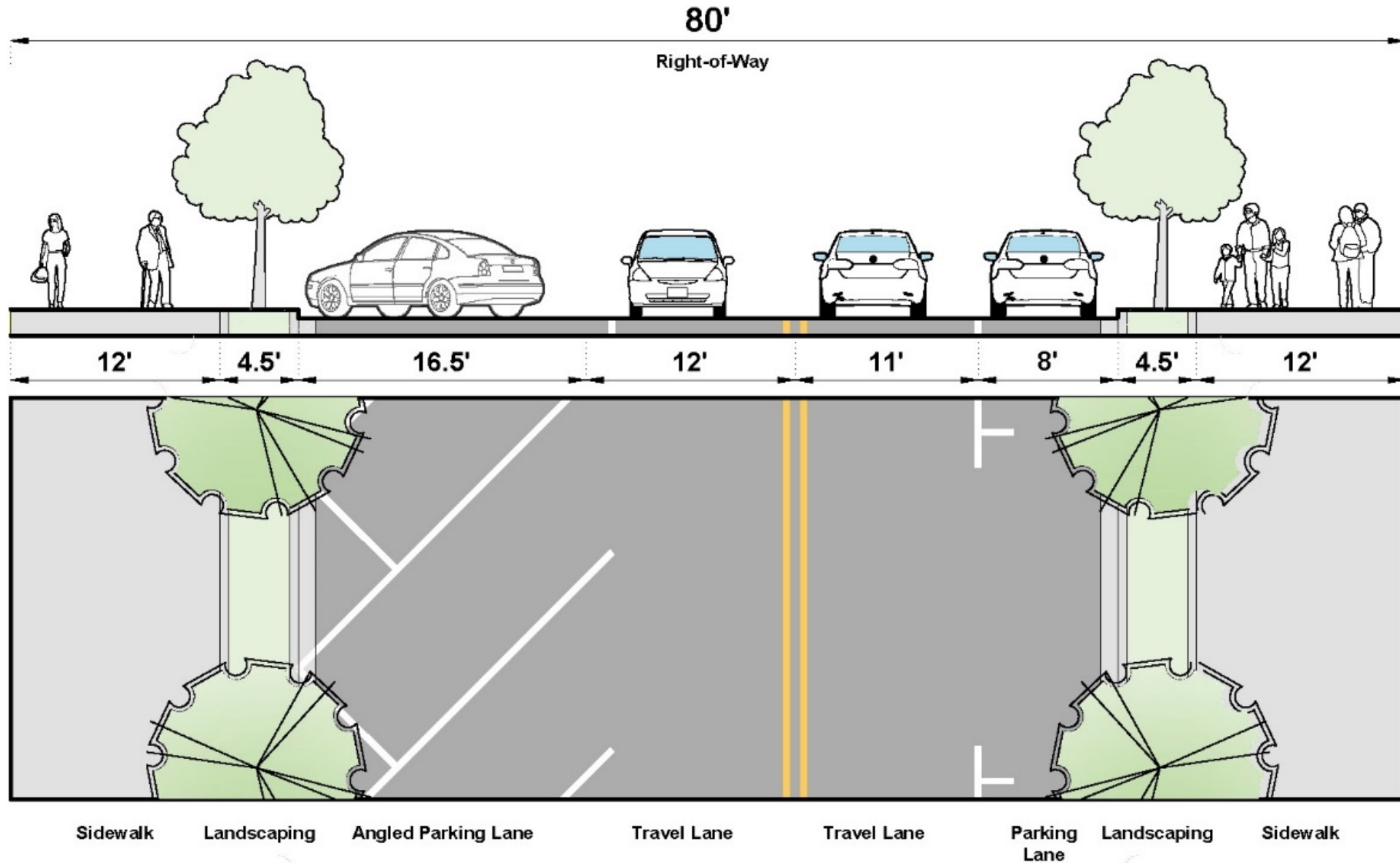
- Transit-oriented development opportunity at station site with new mixed-use office buildings
- New public space at J St. and 9th Street created a welcoming gateway to downtown
- Suggested relocation of bus station access and loading to 8th Street
- Residential mixed-use development with active ground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



J Street: existing



J Street: concept



J Street: precedent images for concept



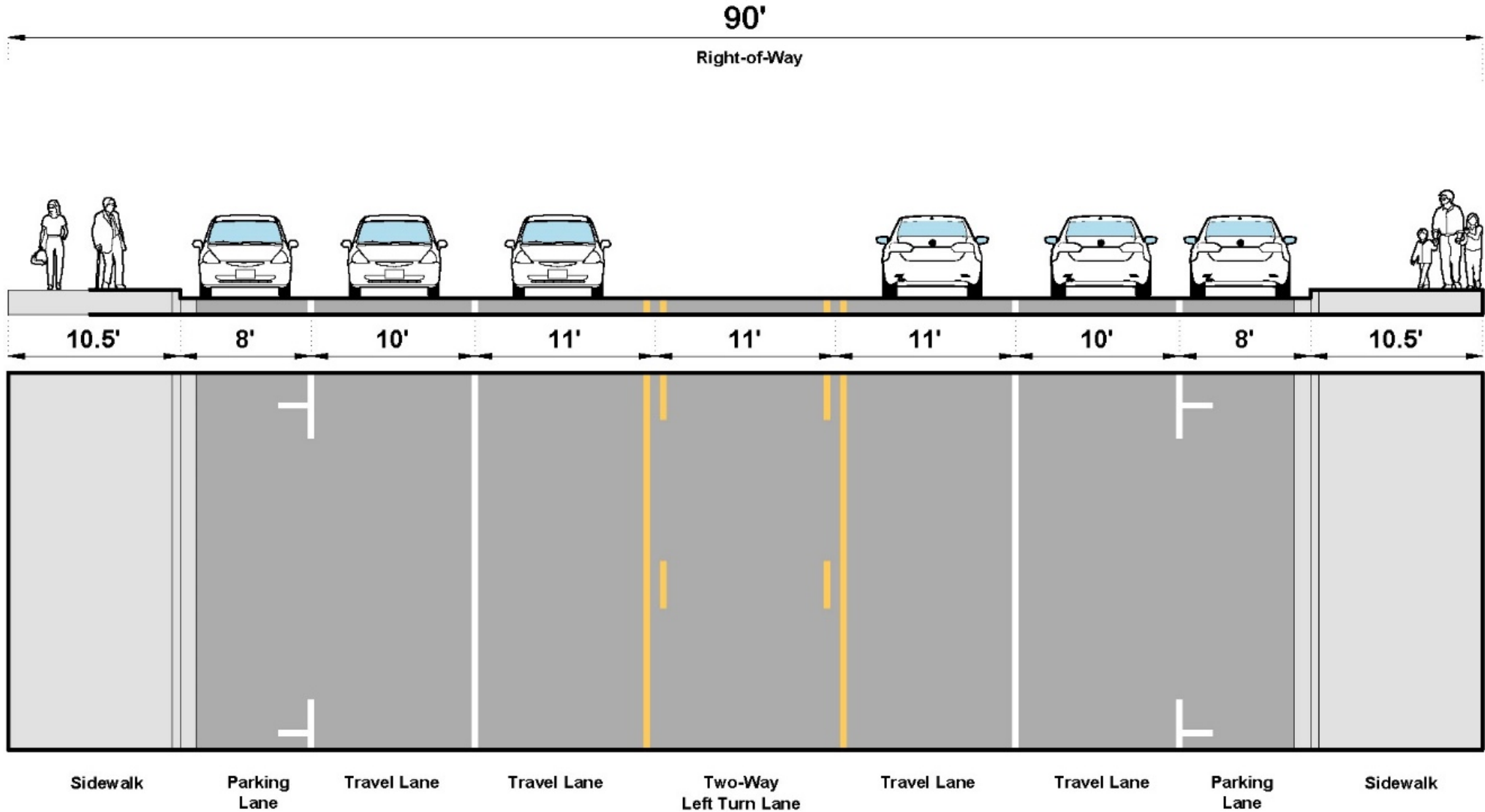
View from J Street looking SW (existing)



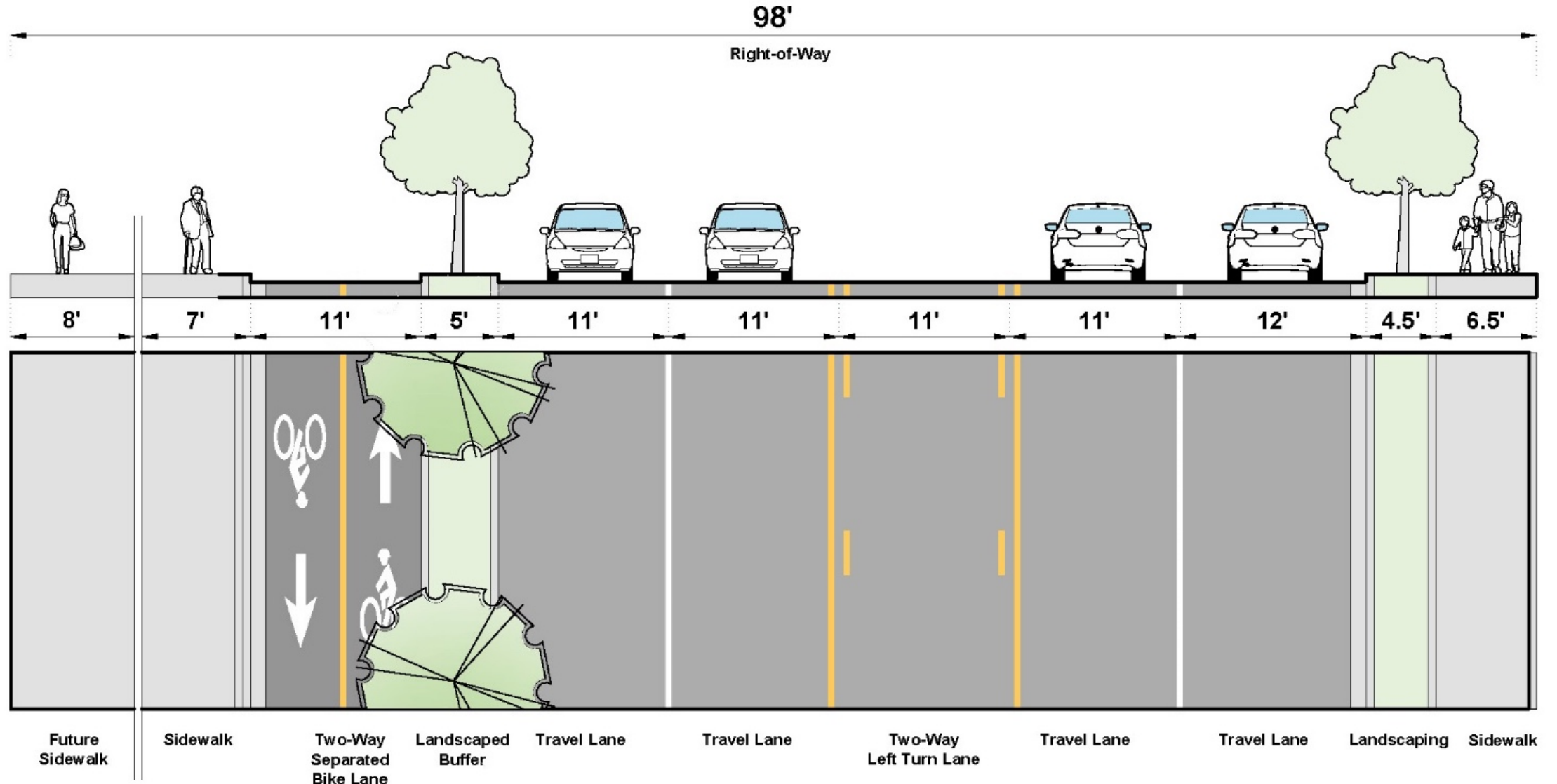
View from J Street looking SW (concept)



9th Street: existing



9th Street: concept





Old Courthouse (10th + I St.)

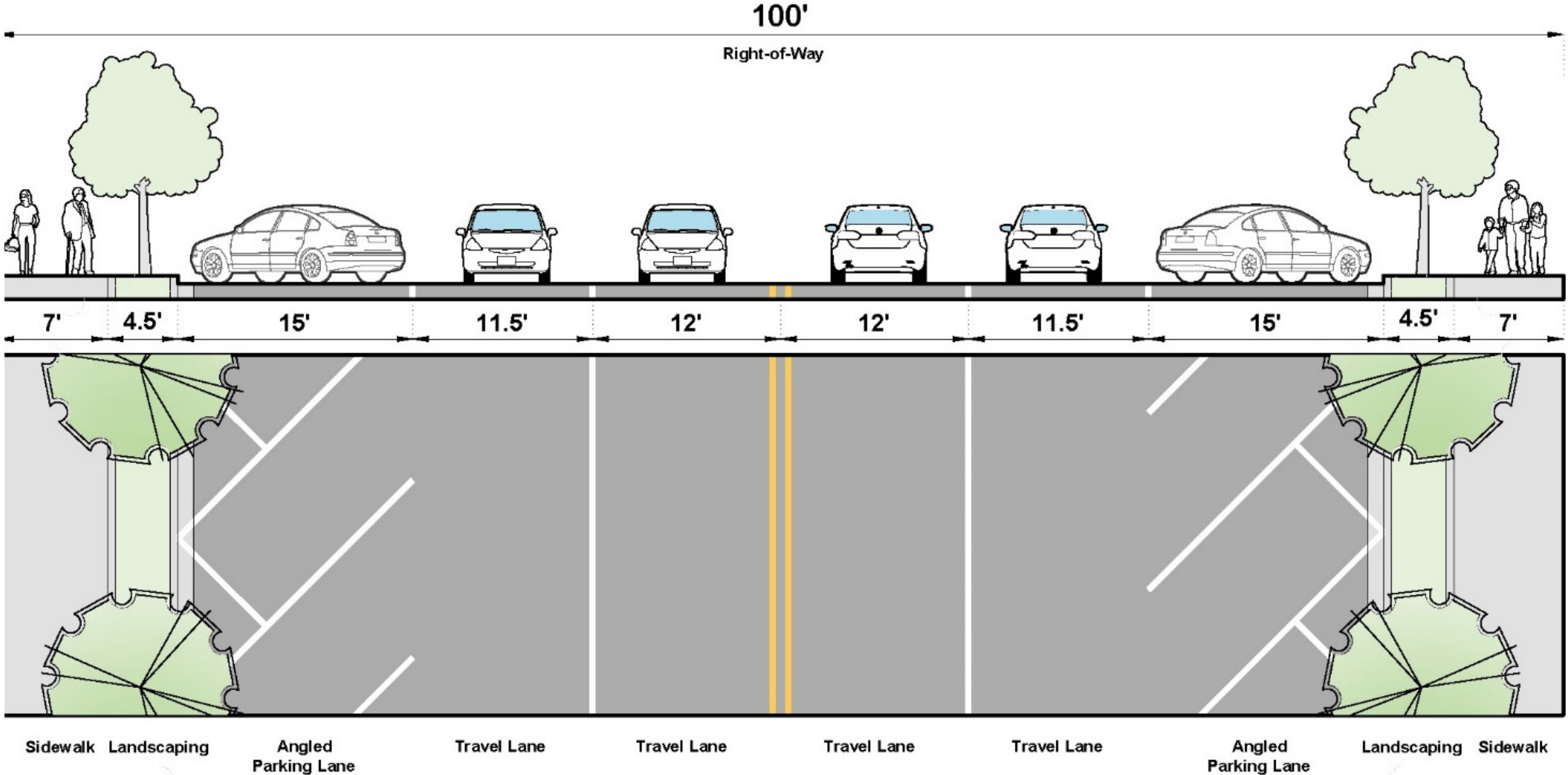
Illustrative plan

Key design ideas

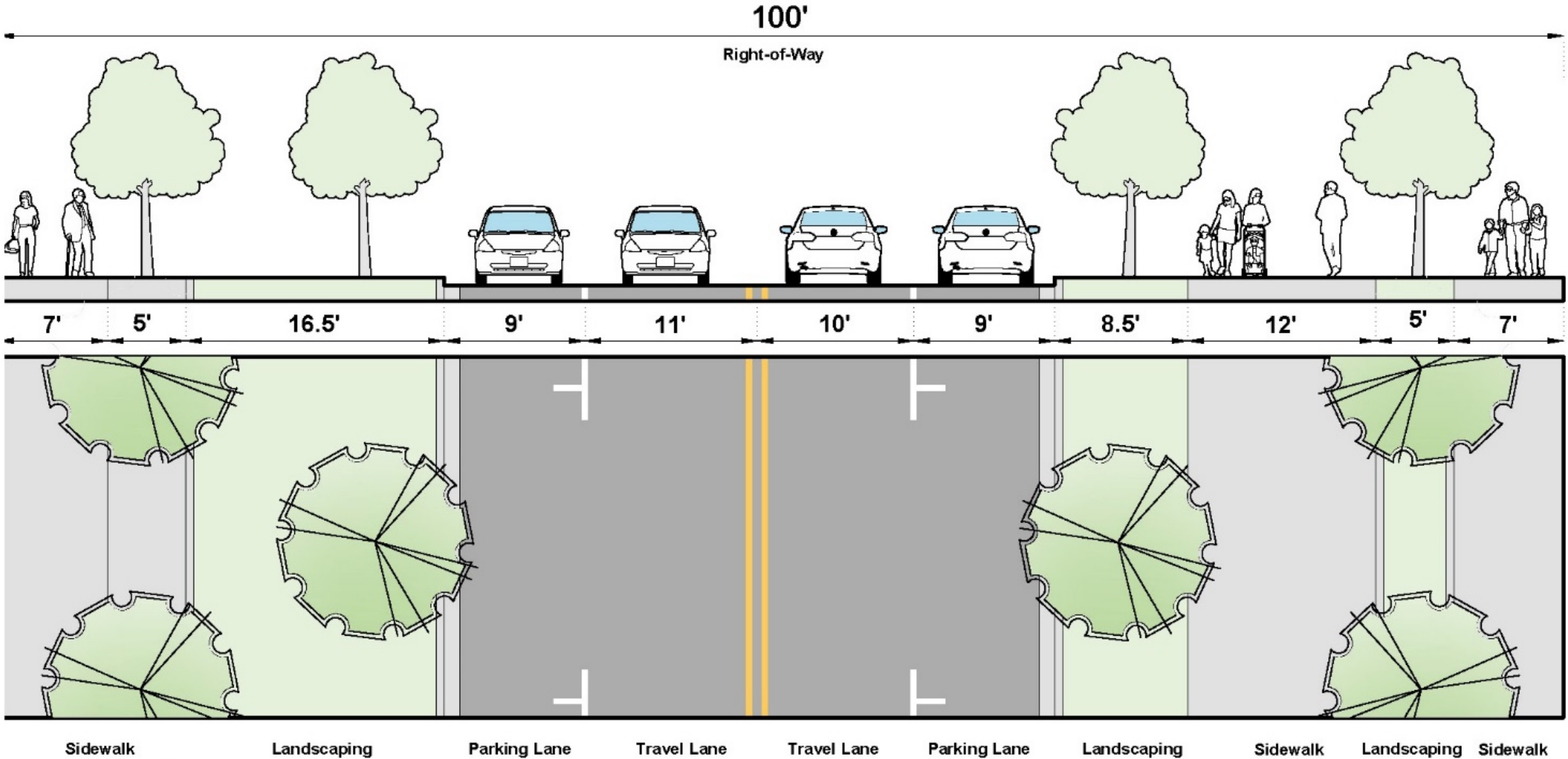
- Redevelopment opportunity of Old Courthouse block as a mixed-use center
- Potential preservation or rehabilitation of the Hall of Records building, potential new community amenities or mixed-income housing
- New public space and mid-block pedestrian connection
- Street improvements to I Street include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



Street: existing



Street: concept



Street: precedent images for concept





View of Old Courthouse block (existing)

This is an aerial photograph of a city block. The central focus is a large, multi-story building with a flat, grey roof and a facade of light-colored panels. To its left is a building with a prominent grid of windows. The streets are labeled '1st St' and '12th St'. There are several parking lots with cars, and a cluster of trees in the lower-left quadrant. The overall scene is a dense urban environment.

View of Old Courthouse block (concept)





10th Street Mixed-Use Node

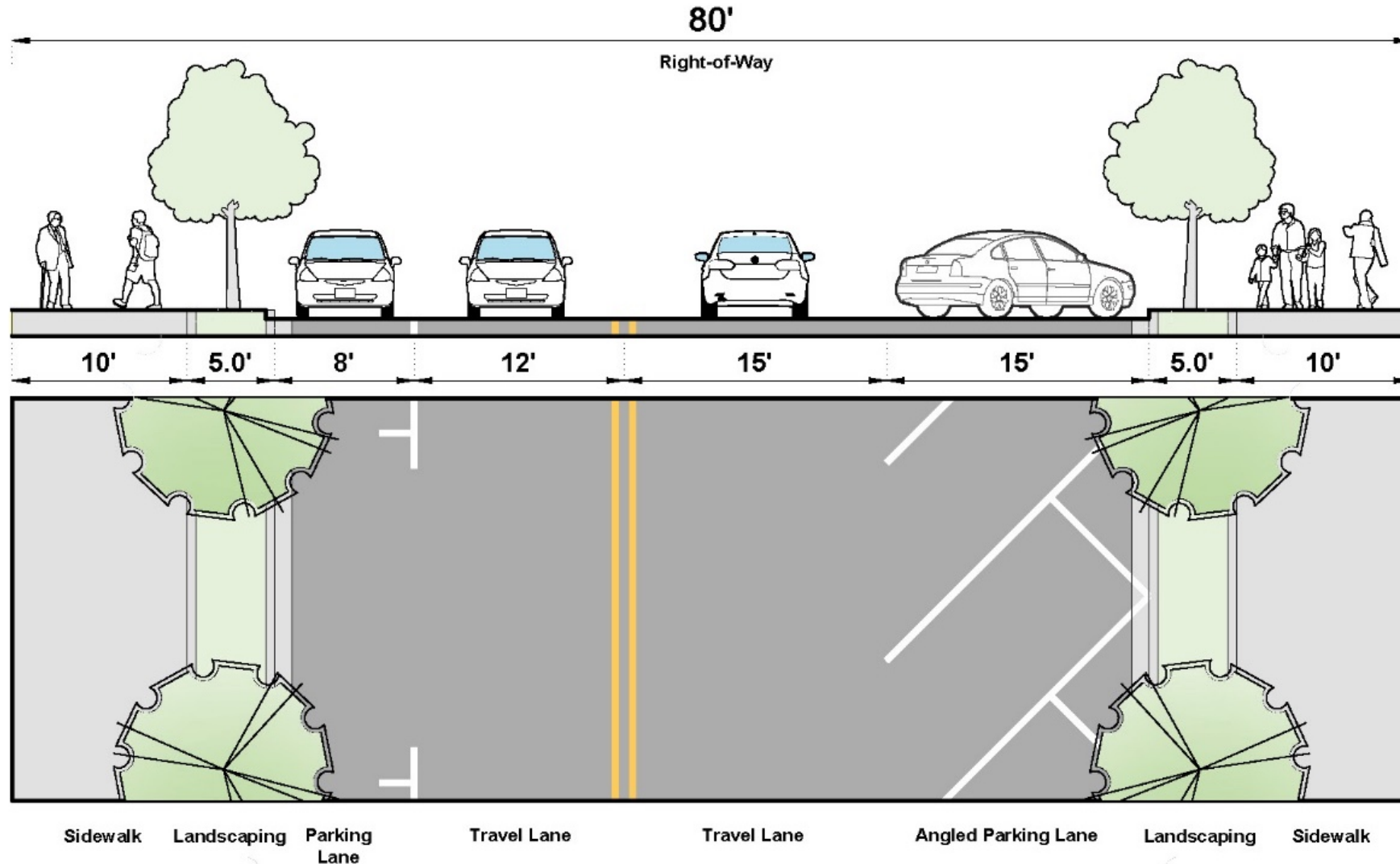
Illustrative plan

Key design ideas

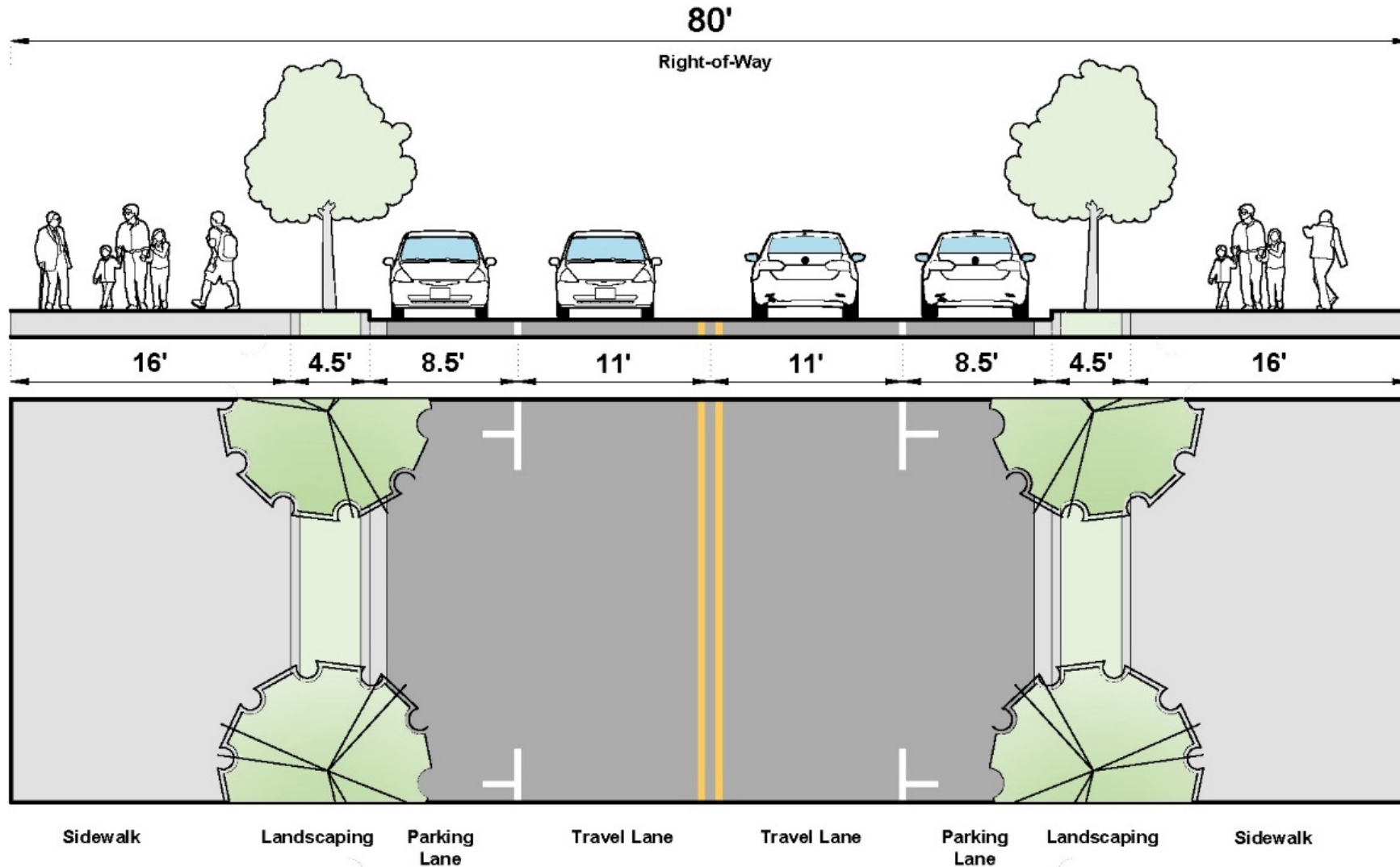
- New activity node focused on recreation, potentially a new ballpark
- Mixed-use development around new activity node
- 10th Street improvements to enhance bicycle-pedestrian connectivity from downtown to the Tuolumne riverfront
- Smaller-scale infill towards north-east, within existing residential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



10th Street: existing



10th Street: concept



View from 10th Street looking SE (existing)



View from 10th Street looking SE (concept)





West Modesto node

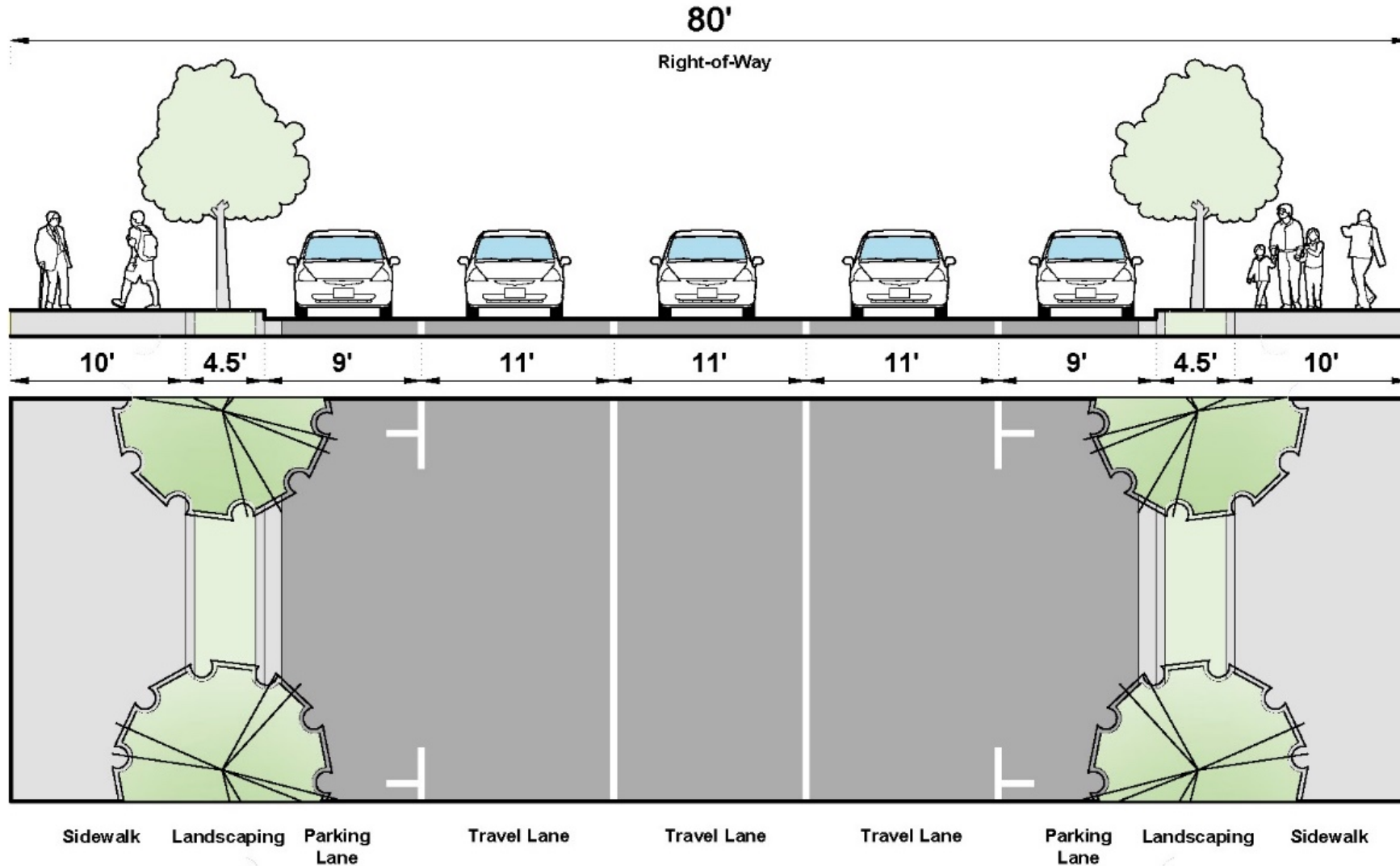
Illustrative plan

West Modesto

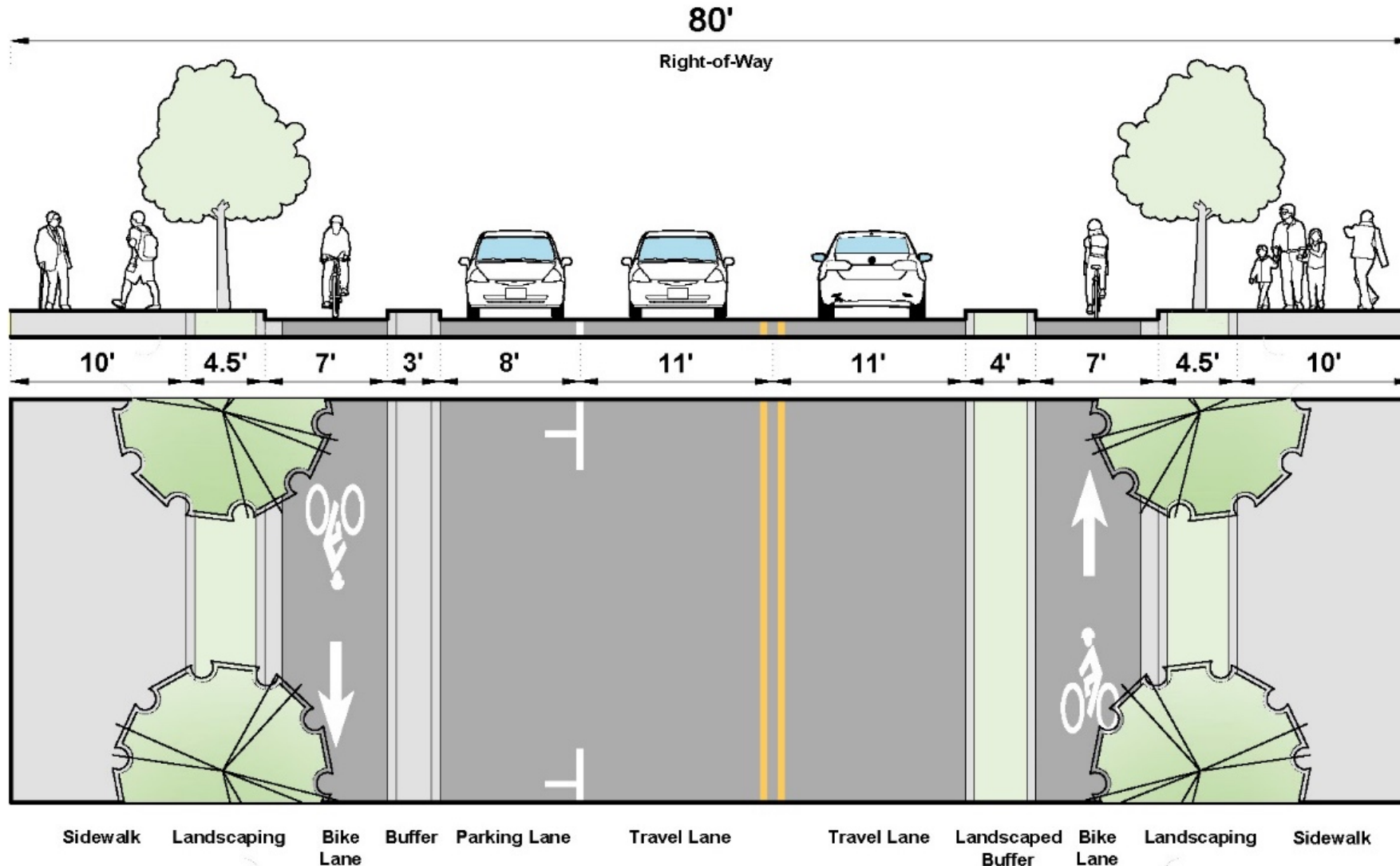
- Small-scale incremental infill
- Neighborhood-serving amenities create local nodes and identity
- Recommended conversions of G, H, K and L Streets from one-way to two-way
- Improved bicycle facilities on K and H to enable safer connectivity to downtown



K Street + H Street: existing



K Street + H Street: concept



View from H Street looking SW (existing)



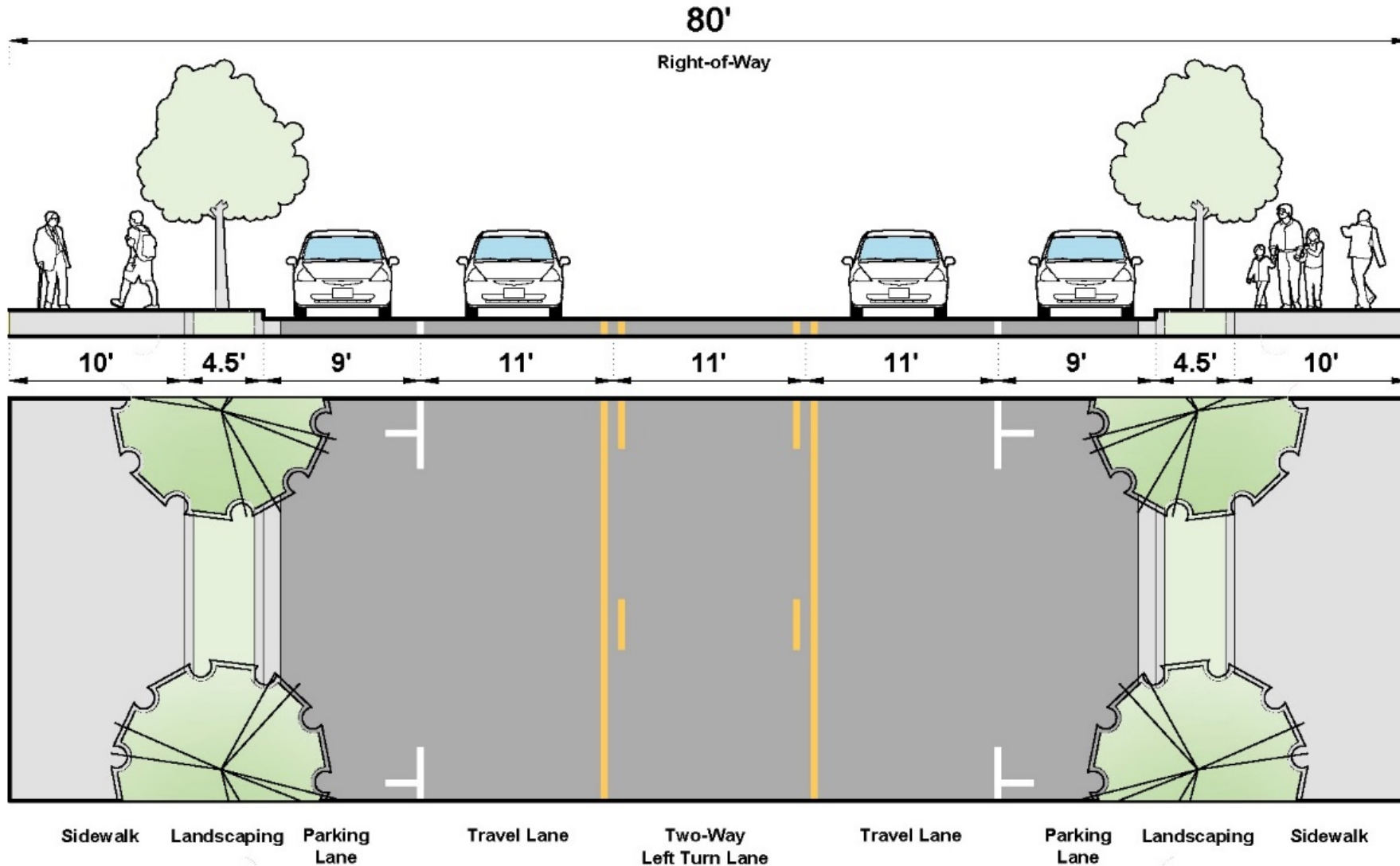
View from H Street looking SW (concept)



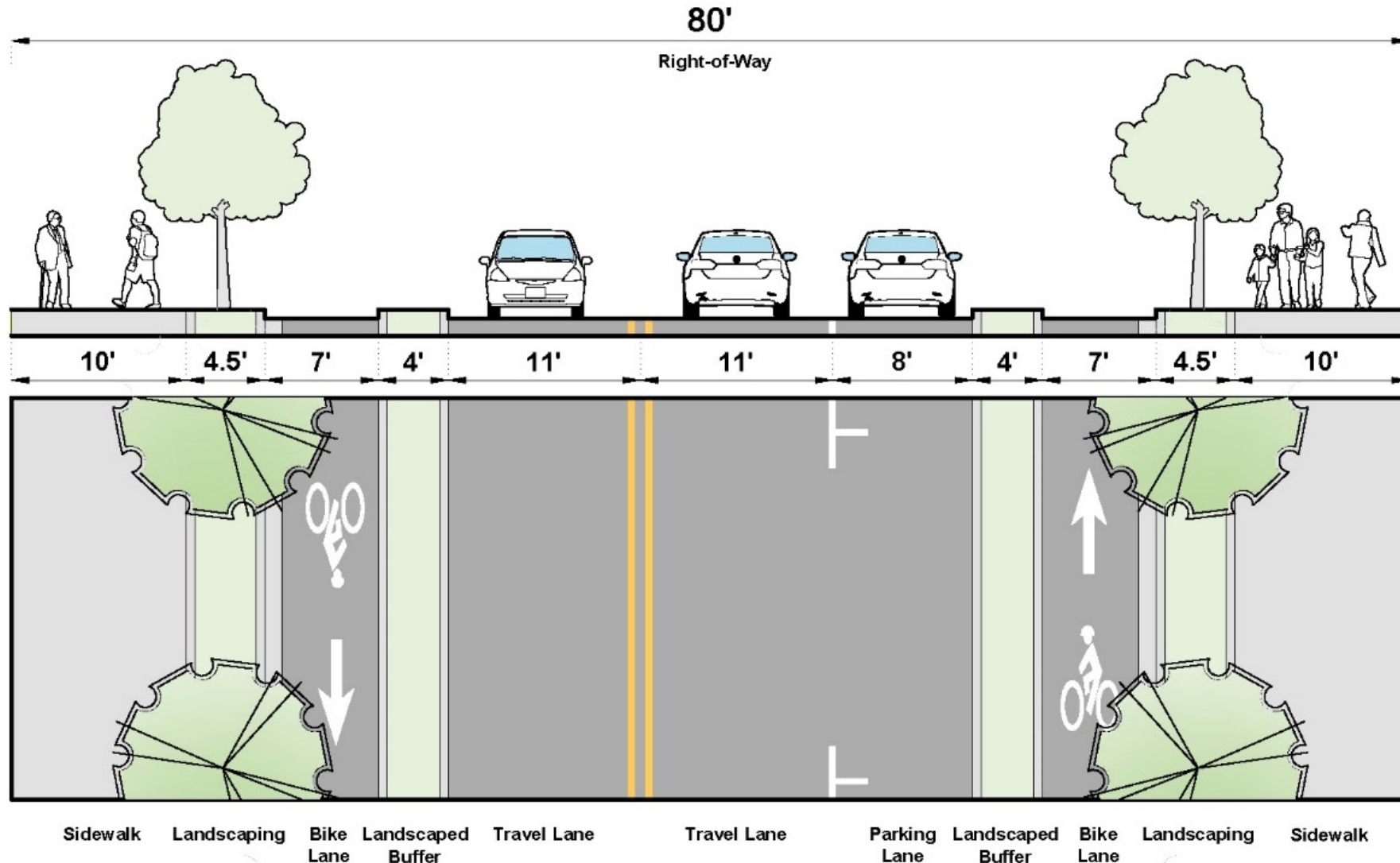


Improved Bike Facilities

14th Street: existing



14th Street: concept



Protected bike lanes: precedent images



Economics





Development challenges

Lack of a robust/diverse population base

- Not enough residents to support retail/ amenities
- Existing residents lower income

Current lease rates don't justify development

- Most residential and retail not currently feasible
- How to incentivize/ encourage new development?

Lack of awareness

- Many residents not aware of downtown assets
- Marketing needed to expand local market



Strengths + opportunities

Downtown is already a major destination

- Downtown is quite vibrant for a Central Valley city
- Diverse dining and entertainment
- Well-established community of entrepreneurs, local champions
- Persisting due to efforts of “local champions”
- Clear desire to make Downtown something more

There is a large daytime office workforce

- Functions as a captive pool of demand



Strengths + opportunities

Growing interest in downtown/urban living

- Younger generations (e.g., millennials) are poised to become the largest market segment
- These households are much more interested in urban and downtown living
- This is driving a shift in office demand from suburban to urban locations
- Job creators are following their workforce

Lack of awareness about the Downtown

- Many city residents don't know it's there
- Expand local reach through marketing
- “Pay your bills with the locals, make your profit with the visitors.”



What can the 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

Incorporate a variety of housing types

- 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

- Focus on adaptive reuse projects
- 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

- 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
- Structure lease terms to allow flexibility
- Encourage active uses that engage the public/streetscape
- Do focus on high-quality services/products
- Look for low cost ways to enhance the environment

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?

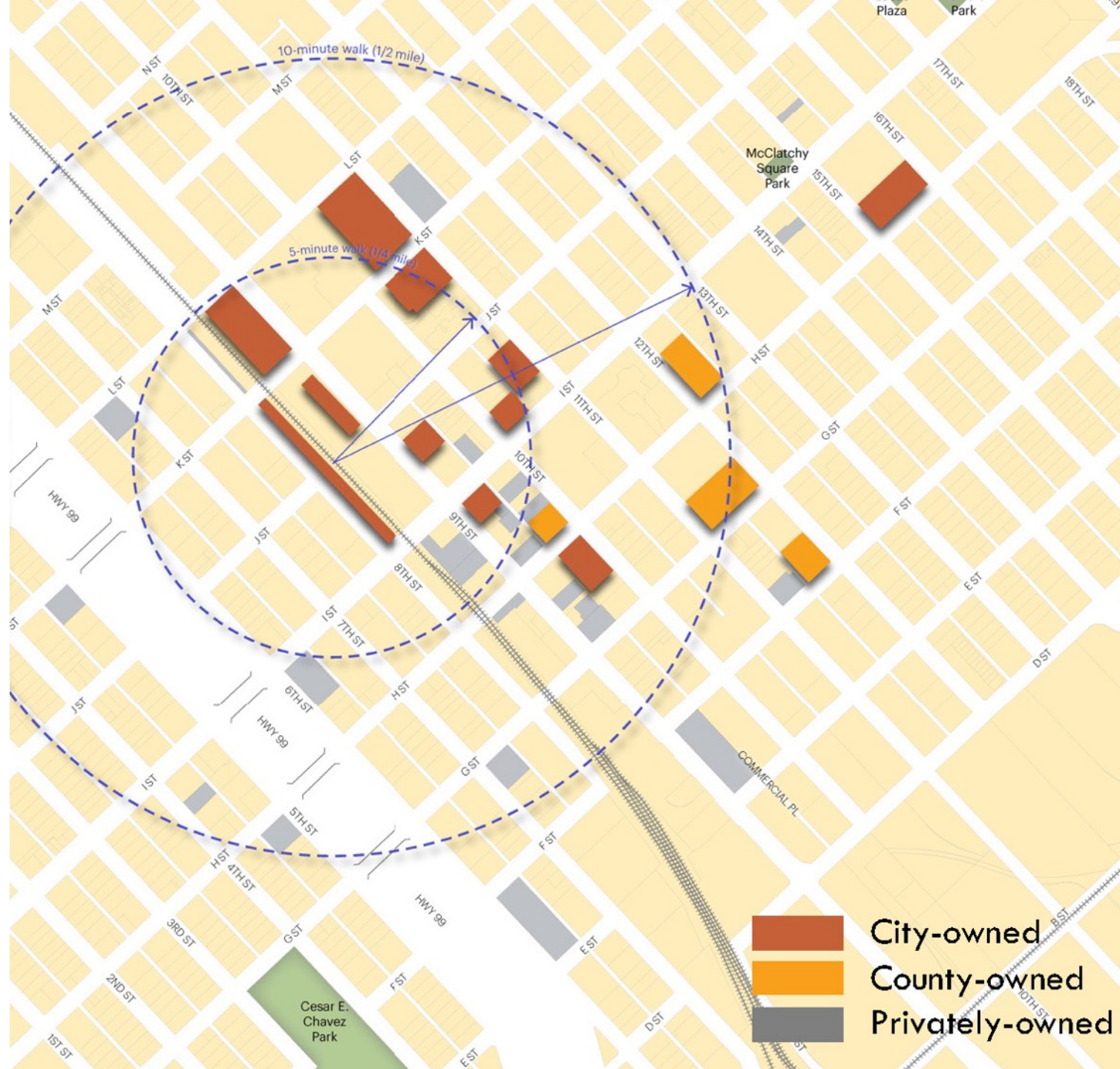


Existing parking supply

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: first impressions



Parking: first impressions



Parking: underutilized spaces in garages



Parking: underutilized spaces in garages



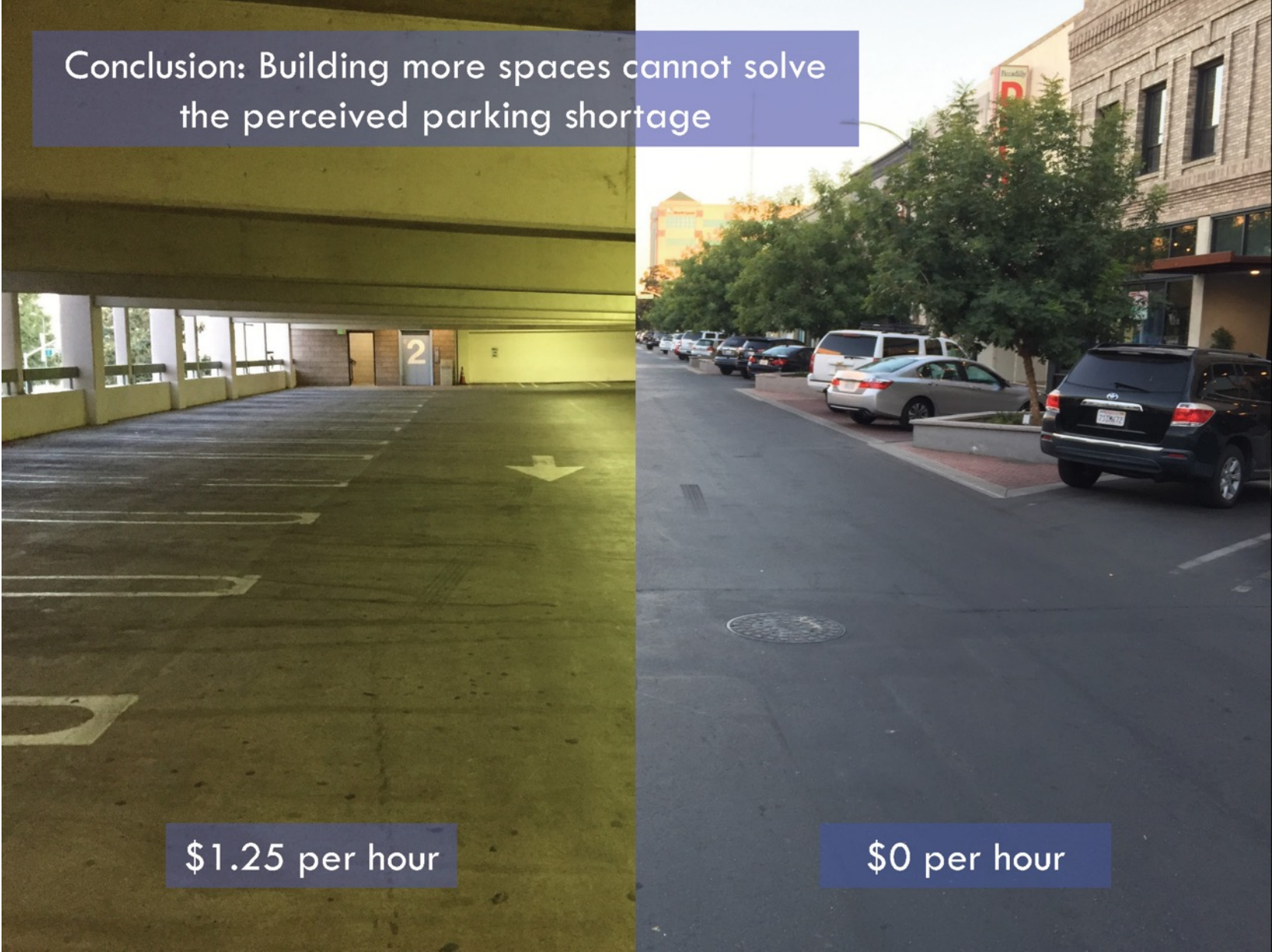
Parking

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

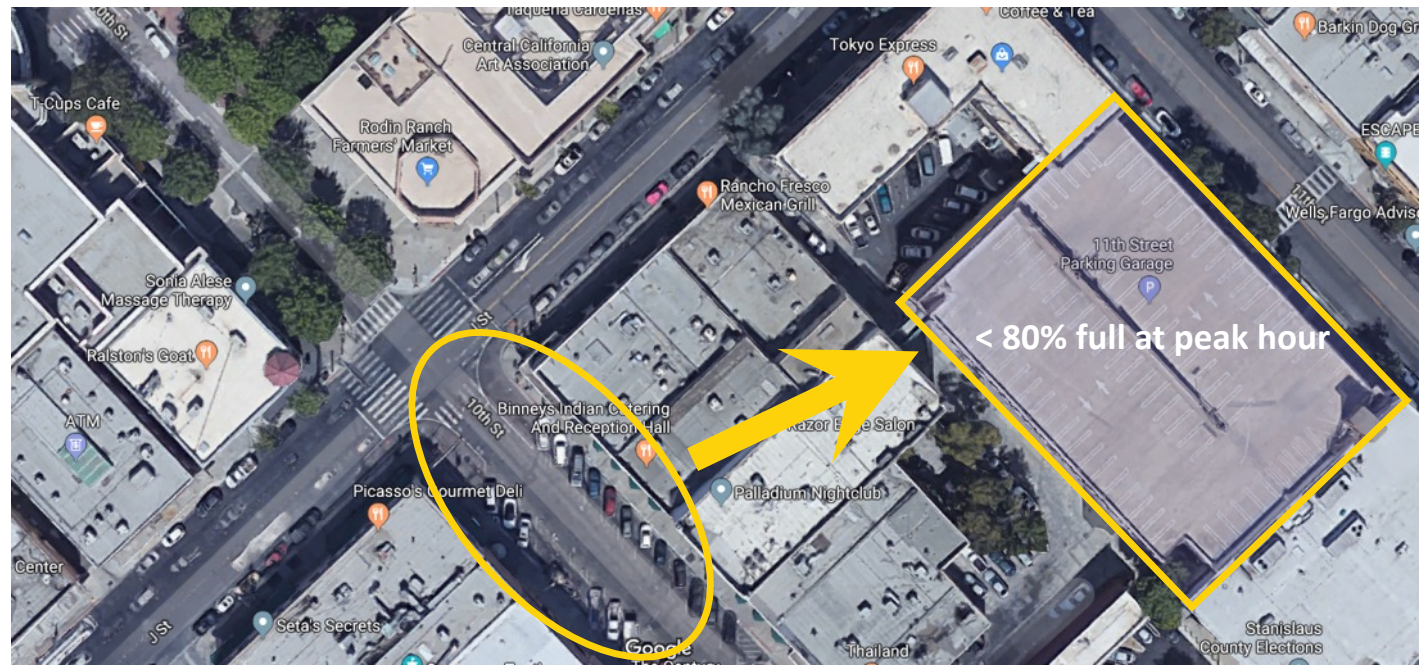
Key takeaways

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



19 parking + traffic reduction strategies

Managing Curb Parking	1. Set performance-based prices for curbside parking
	2. Return parking revenue to downtown to pay for public services
	3. Establish residential parking benefit districts, revenues pay for neighborhood improvements
	4. Improve parking enforcement & data collection using modern technologies
	5. Improve parking signage & install real-time parking wayfinding system
Managing Public Lots & Garages	6. Conduct regular inventory & occupancy counts of <i>all</i> parking, both public & private
	7. Implement short-term improvements to City-managed lots and garages
	8. Set user fees to ensure availability & make City-owned parking self-supporting (include assistance for low-income employees)
	9. Assess highest & best use of City-owned lots & garages
	10. Offer incentives for converting underused private lots into shared public lots
	11. Reserve sites for future public parking structures if and when needed
Regulating Private Developments	12. Remove minimum parking requirements
	13. Require unbundling of parking costs from the cost of other goods & services
	14. Require provision of spaces for carshare vehicles
	15. Require parking cash-out
Improving Transportation Choices	16. Establish transportation management association
	17. Establish deep-discount group transit pass program
	18. Review & expand local transit networks
	19. Continue improving bicycling facilities & programs



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**

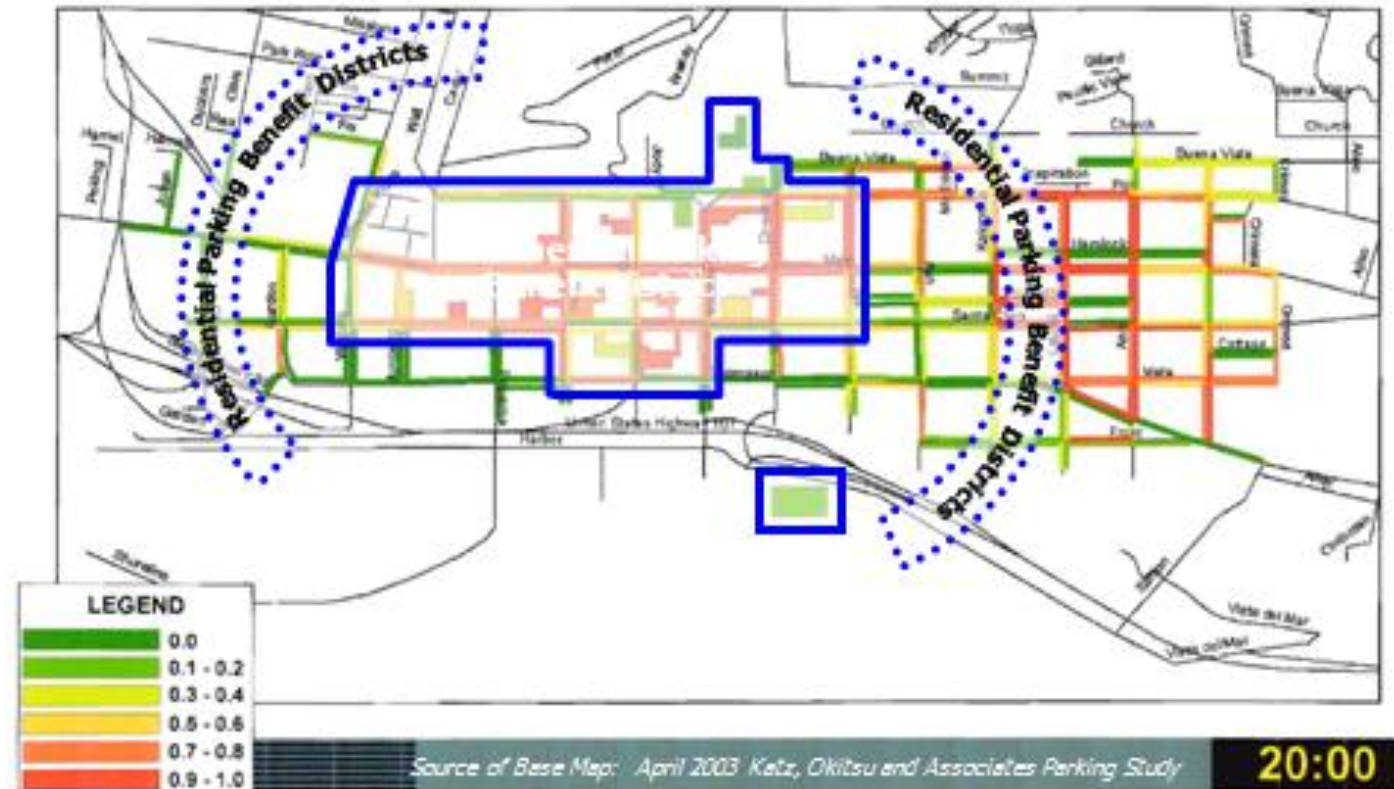
Strategy: Parking Benefit District

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%**



Parking management

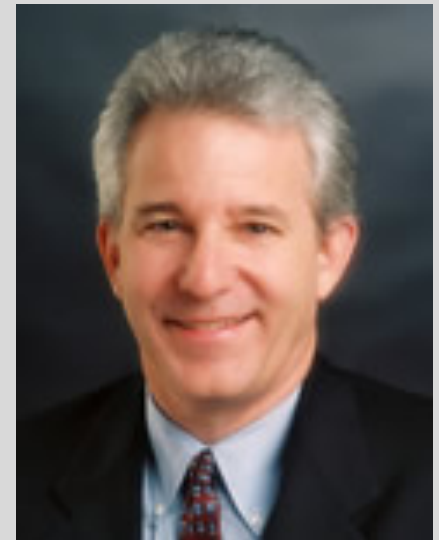
Parking management that actually manages parking

TUESDAY, SEPTEMBER 14, 2010

“At about 10:30 this morning, I step out of my office...Almost immediately, I notice something different...

The paid parking portion of our downtown parking management program had gone into effect at 10 a.m., and it was already showing results. People who park all day downtown have moved into the lots and the upper levels of the parking garage. Spaces on the street are now available for shoppers, diners, and others who were running short-term errands. In other words, only 30 minutes after we instituted the parking management program, it is working.”

-- Bill Fulton, Mayor of Ventura



Source: <http://fulton4ventura.blogspot.com/search?updated-max=2010-09-22T13%3A47%3A00-07%3A00&max-results=7>

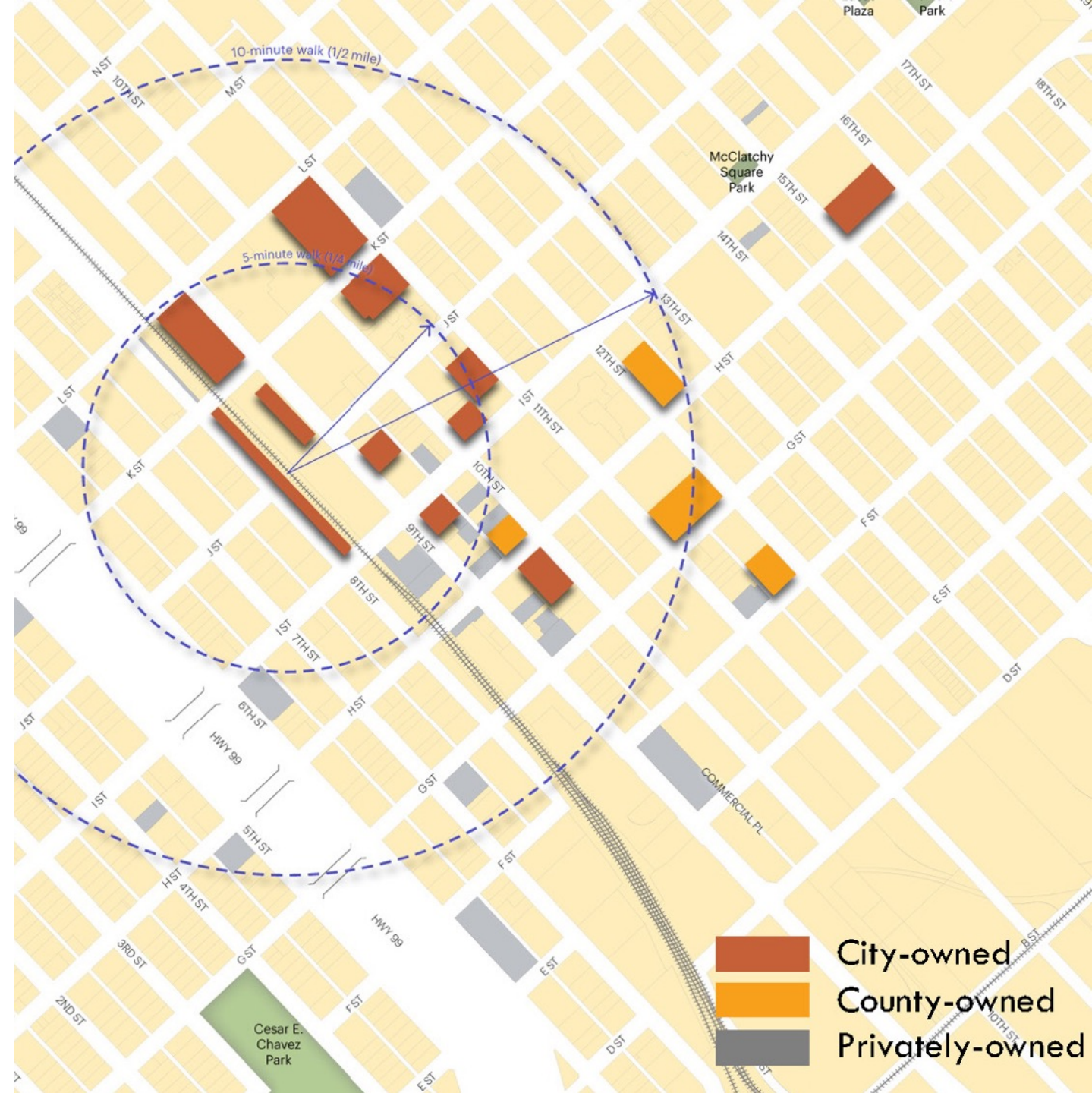
Parking counts + inventory

Conduct parking inventory and occupancy counts regularly

If you don't measure it, you can't manage it.

Key findings of most recent (1990) survey

- 14,379 public & private spaces
- Only 53% of supply occupied at the busiest hour
- Many private lots underused
- Adjacent on-street & public lots more heavily used



Accommodating future needs

Reserve sites for future public parking garages if and when needed

...but get better use out of *existing* parking before building more

1. Set right prices for curb parking
2. Conduct regular occupancy counts of all parking
3. Offer incentives for converting underused private lots into shared public lots
4. Improve peoples' transportation choices



