



DOWNTOWN PROFILE AND EXISTING CONDITIONS REPORT

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INTRODUCTION AND CONTEXT

1



1.1 OVERVIEW

As the historical, cultural, and commercial center of the city, Downtown Manteca is the “heart and soul” of the city. The Downtown Manteca District, today, features a vibrant mix of locally-owned businesses, restaurants, and cultural attractions, with the mission to preserve the city’s rich heritage while fostering economic growth and community connection.

To keep this progress going, the City of Manteca is preparing a Downtown Specific Plan that will help reimagine and shape the future of the Downtown. The Downtown Specific Plan will establish the unique vision for Downtown Manteca that supports its continued growth and revitalization in ways that also benefit Downtown area residents and the broader community.

The Downtown Specific Plan will:

- Guide development, land use, transportation, and infrastructure plans.
- Support and help facilitate new housing, economic growth, cultural arts, and active streets and public places.
- Protect and enhance the historic commercial fabric and cultural assets in the community.
- Create a sustainable, vibrant, and modern vision for Downtown that blends tradition with innovation.
- Plan for the future of the Downtown with the arrival of the new ACE commuter rail station, bringing transit back to the center of Manteca.



Downtown murals commemorate the important social and cultural events in Manteca’s history.

Purpose and Scope of the Report

The Downtown Profile and Existing Conditions Report (EC Report) is the first task in preparing a Specific Plan for Downtown Manteca. It provides an overview of the existing physical form and character, as well as land use and regulatory context for development within the Downtown Manteca Specific Plan area (Plan Area). This EC Report is accompanied by the following context memos:

- Transportation and Parking Analysis
- Market Assessment
- Infrastructure Conditions Analysis

Together, these provide a comprehensive picture of the baseline conditions influencing Downtown development. The final chapter of this report identifies the opportunities emerging from the collective analysis and examples from other communities.

Organization of the Report

The EC Report is organized into the following parts:

1. Introduction.
2. History and Community Character.
3. Public Space and Placemaking.
4. Land Use Patterns and Development Regulations.
5. Parcel and Ownership Patterns.
6. Opportunities Analysis and Next Steps.

1.2 DOWNTOWN PROFILE

The Downtown Profile is a snapshot of the key demographic and market character in Manteca, based on research conducted by EPS in the Downtown Manteca Market Assessment Report and other sources.

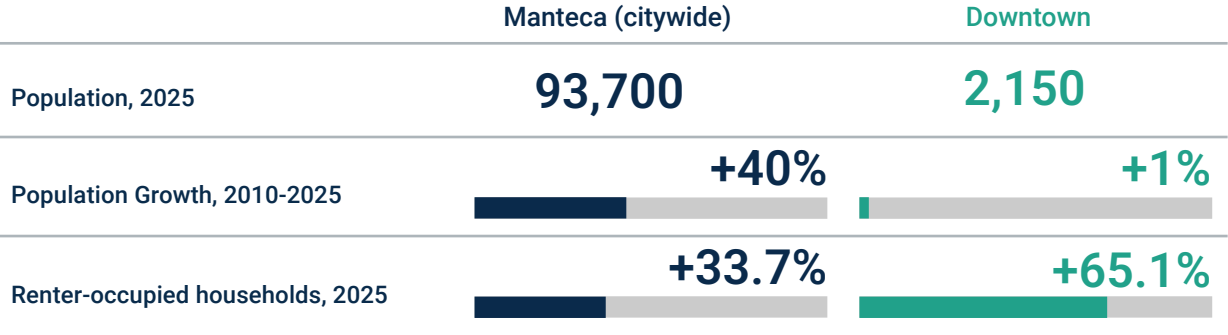
Population and Housing Growth

Between 2010 and 2025, the city grew by 40 percent, from 67,100 to 93,700 residents. Downtown population growth in the same period remained essentially flat, growing only one percent (with only 2,150 residents in 2025), as shown in Figure 1.1.

Manteca attracts roughly 4,000 new residents per year from outside San Joaquin County. A large share of that growth is from families moving inland in search of affordable single-family homes. In-migration from higher-cost counties, such as Alameda and Santa Clara, which together generated the highest number of in-migrant households, bring notably higher incomes (\$116,000 and \$133,000, respectively), and are expected to continue to gradually raise income levels in the city.

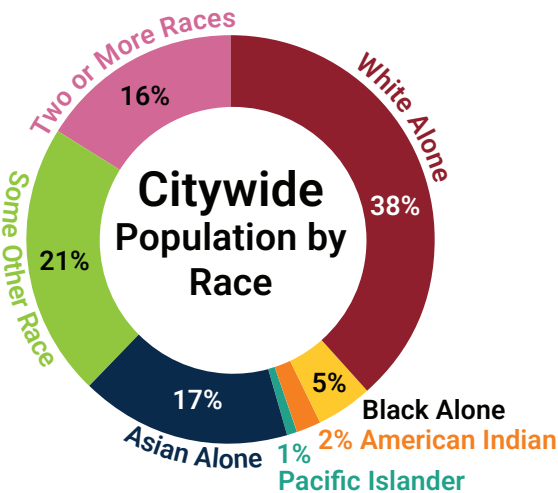
Recent growth in the city has been fueled by single family residential home building, outside of the Downtown. Between 2020 and 2025, single-family home starts totaled 4,629. In comparison, Downtown has a modest supply of naturally occurring affordable rental housing, with rents in 2025 averaging approximately \$1,325 per unit, compared to \$1,993 per unit citywide.

Figure 1.1 Population Size and Character
Population and Households

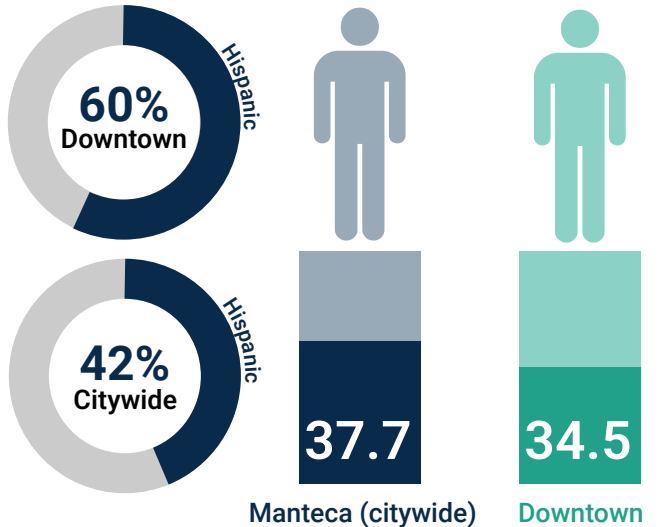


Source: California Department of Finance; ESRI

Race and Ethnicity



Median Age



Source: ESRI Community Profiles

Population Characteristics

As summarized by the demographic data in Figure 1.1, Manteca is racially and ethnically diverse, with no single racial or ethnic group comprising a majority. Hispanic residents, at 42 percent of the city population, comprise the largest demographic segment; followed by

White (Non-Hispanic) comprising 39 percent; and Asians representing a growing share of the population, at 17 percent. Downtown is similarly diverse, with an even larger share of residents that are Hispanic or of some other race.

Downtown residents are younger than the citywide population as a whole, with a median age of 34.5, compared to 37.7 citywide.

Household Income

Downtown incomes are lower than in the city, with a median household income in 2025 of \$59,500 compared to \$97,900 citywide. As shown in Figure 1.2, Downtown households are concentrated in lower income brackets.

- Nearly 39 percent of Downtown households earn less than \$50,000 annually, compared to 20.9 percent in the city.
- Conversely, approximately 18 percent of city households earn more than \$200,000, compared to 1.5 percent in the Downtown.

Employment and Economic Base

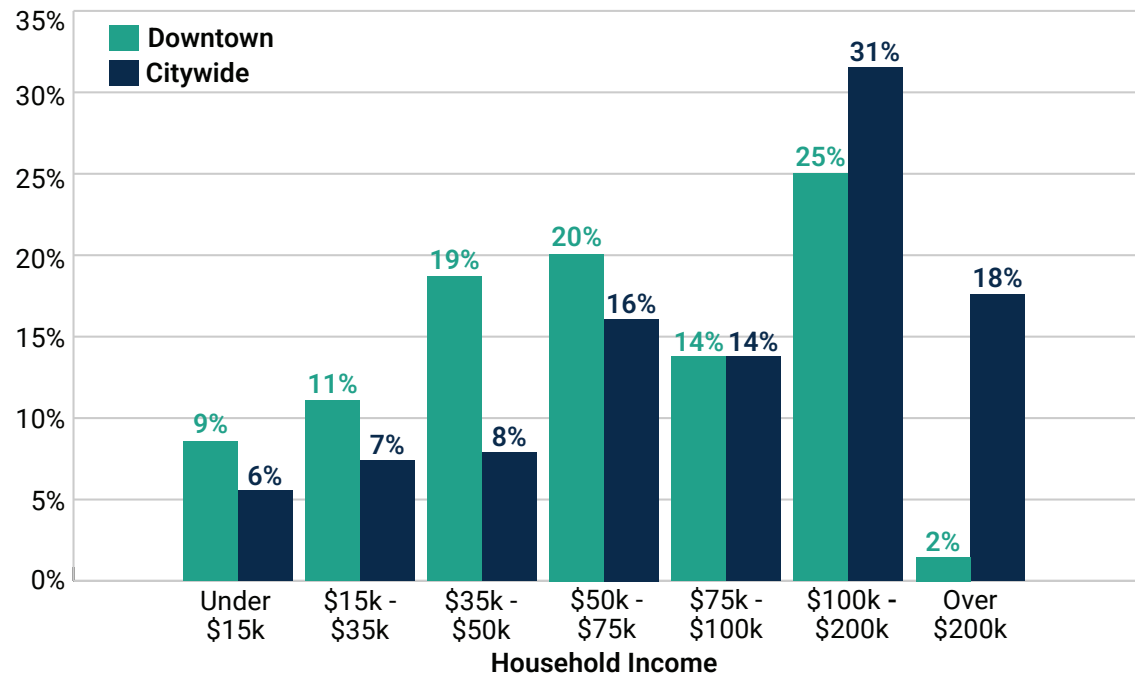
Manteca's economy has been growing rapidly, from 18,200 jobs in 2015 to 24,500 jobs in 2025, an increase of 35 percent. As shown in Figure 1.3, the sectors with the most jobs in the city include:

- Retail, Entertainment, and Hospitality (31 percent of jobs).
- Industrial (23 percent).
- Health Care and Social Assistance (18 percent).
- Business (13 percent).
- Educational services (9 percent).

Relative to the city, Downtown's role is less industrial and more focused on the following:

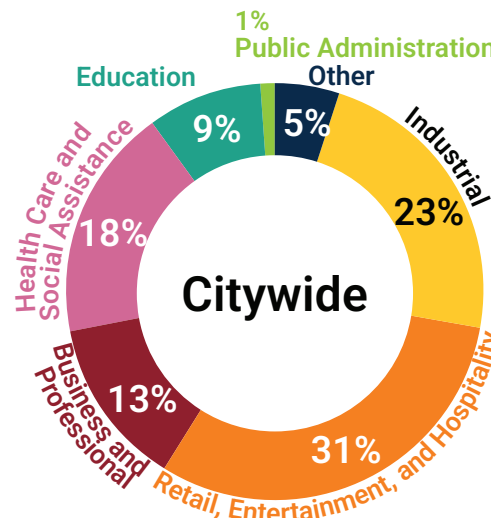
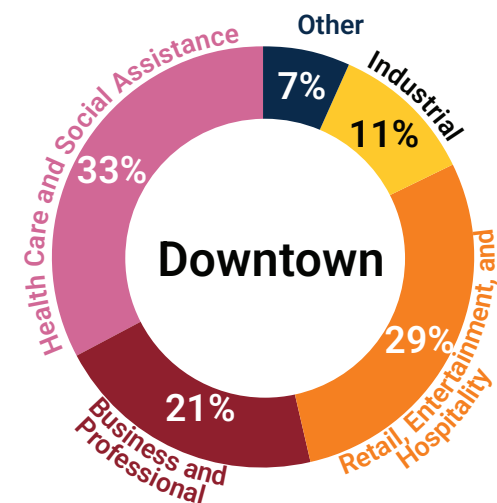
- Healthcare and Social Assistance;
- Retail and Hospitality; and
- Business and Professional Services.

Figure 1.2 Share of Households by Income in 2025



Source: EPS; American Community Survey, 5 Year Estimates, Table S1901

Figure 1.3 Employment Distribution in 2025



Source: EPS; U.S. CensusOnTheMap; JobsEQ

1.3 PROJECT CONTEXT

Regional and City Context

Manteca is located in San Joaquin County, about 75 miles east of San Francisco, 60 miles south of Sacramento, 10 miles north of Modesto, and 15 miles south of Stockton. Manteca is located at the crossroads of several major highways, including Interstate 5 (I-5), State Route 99 (SR 99), and State Route 120 (SR 120).

SR 99 is a primary north-south corridor through East Manteca, connecting north to Stockton and Sacramento and south to Modesto and other cities in the Central Valley. Highway 120 is a critical east-west link and city bypass, connecting SR-99 to I-5, west of the city and serving commuters and freight traffic headed towards the Bay Area.



The Manteca Transit Center, along Moffat Boulevard is a key transit arrival point into Downtown Manteca.

Public transit services converge in Downtown Manteca at the Manteca Transit Center. The Transit Center is a central transportation hub for local and regional bus connections, served by Manteca Transit and the San Joaquin Regional Transit District.

The Altamont Commuter Express (ACE) currently operates rail service at the Lathrop/Manteca Station in Lathrop, west of the city limits. ACE service connects Manteca to San Jose, Stockton, and other destinations in the Bay Area. ACE currently operates a shuttle from the existing station to the Manteca Transit Center.

Plans are in progress, as part of the Valley Rail project, to relocate the Lathrop/Manteca



Source: Manteca Bulletin

Yosemite and Main is a key crossroads for community access into Downtown Manteca.

ACE station to the Manteca Transit Center and extend ACE rail service through the Central Valley, between North Lathrop and Merced, as shown in Figure 1.4. An ACE train station, adjacent to Downtown, would not only bring passengers in, but serve as a transit gateway and catalyst for new transit-oriented and mixed-use Downtown development.

Plans are in progress also for Valley Link rail connection that will in the more near-term connect riders from the ACE Station in Livermore to BART service at the Dublin/Pleasanton BART Station.



Valley Rail Project, Central Valley ACE Extension

Manteca DOWNTOWN SPECIFIC PLAN // DOWNTOWN PROFILE AND EXISTING CONDITIONS REPORT



Plan Area Vicinity

The Downtown Specific Plan Area (Plan Area), within the Yosemite and Main neighborhood, is accessible from Highway 99, from the E. Yosemite Avenue (Ave) exit and Highway 120, off the South Main Street (St) exit, as shown in Figure 1.5. Downtown Manteca is centered on the crossroads of two key city arterials: Yosemite Ave and Main St. The Union Pacific Railroad (UPRR) line and Tidewater Bikeway also define and anchor the south end of the Downtown.

Downtown Specific Plan Area

The Plan Area, shown in Figures 1.5 and 1.6, is generally bounded on the north by Alameda St and North St; on the east by Grant Ave, Sheridan Ave, and S. Sherman Ave; on the south by Lupton St and Stockton St; and on the west by Elm Ave. In addition to Yosemite Ave and Main St, the older downtown core is defined by the commercial storefronts on Maple Ave, the civic facilities on Manteca Ave, the services and professional offices on Center St, and the light industrial uses on Oak St. Other key Downtown roadway connections include North St, Elm Ave, Fremont St, and Moffat Boulevard (Blvd), providing access to the Manteca Transit Center.

The Downtown Manteca District, which includes the properties shown in Figure 1.6, is a property-based improvement district established in 2025. The District promotes Downtown as a cultural hub, blending historic preservation with active revitalization and on-going economic development.

Figure 1.5 Plan Area Vicinity and Neighborhoods

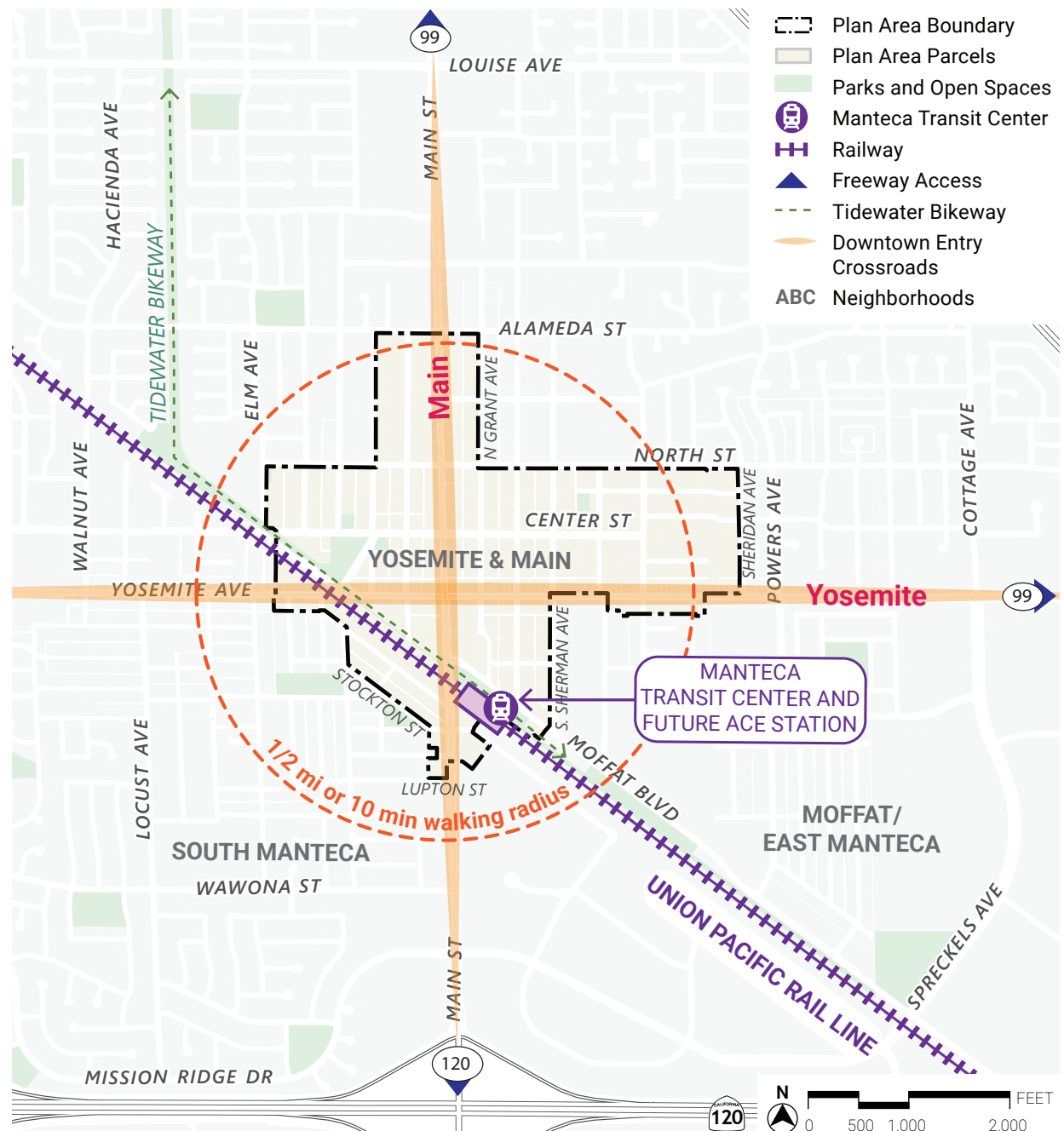
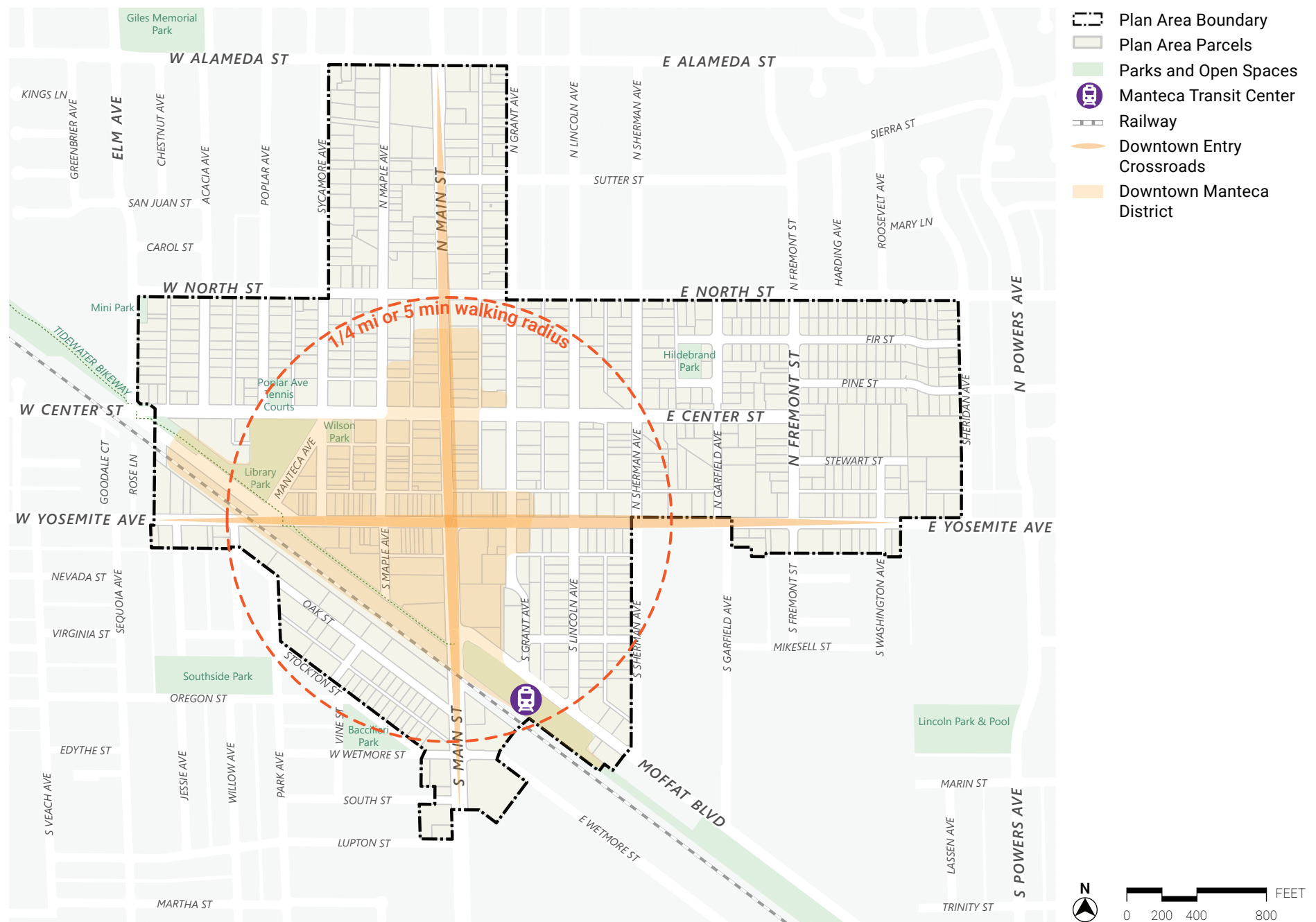


Figure 1.6 Plan Area Boundary Map



HISTORY AND COMMUNITY CHARACTER

2



2.1 HISTORY AND COMMUNITY CHARACTER

Downtown Core

The character of Manteca's Downtown Core reflects the city's historic development pattern, building types, and materials. The Downtown Core is distinct from surrounding areas and corridors due to its pedestrian orientation, which can be seen as a change to a more compact building footprint, buildings placed close to the sidewalk, and enhancements to the sidewalk zone.



Source: Manteca Bulletin

Manteca Rochdale Co. general merchandise store, a cornerstone of early commerce in Manteca.



Source: Manteca Bulletin

Manteca Cash Store, east of the Union Pacific Railroad tracks in Manteca, California.



Source: Doukhobor Heritage

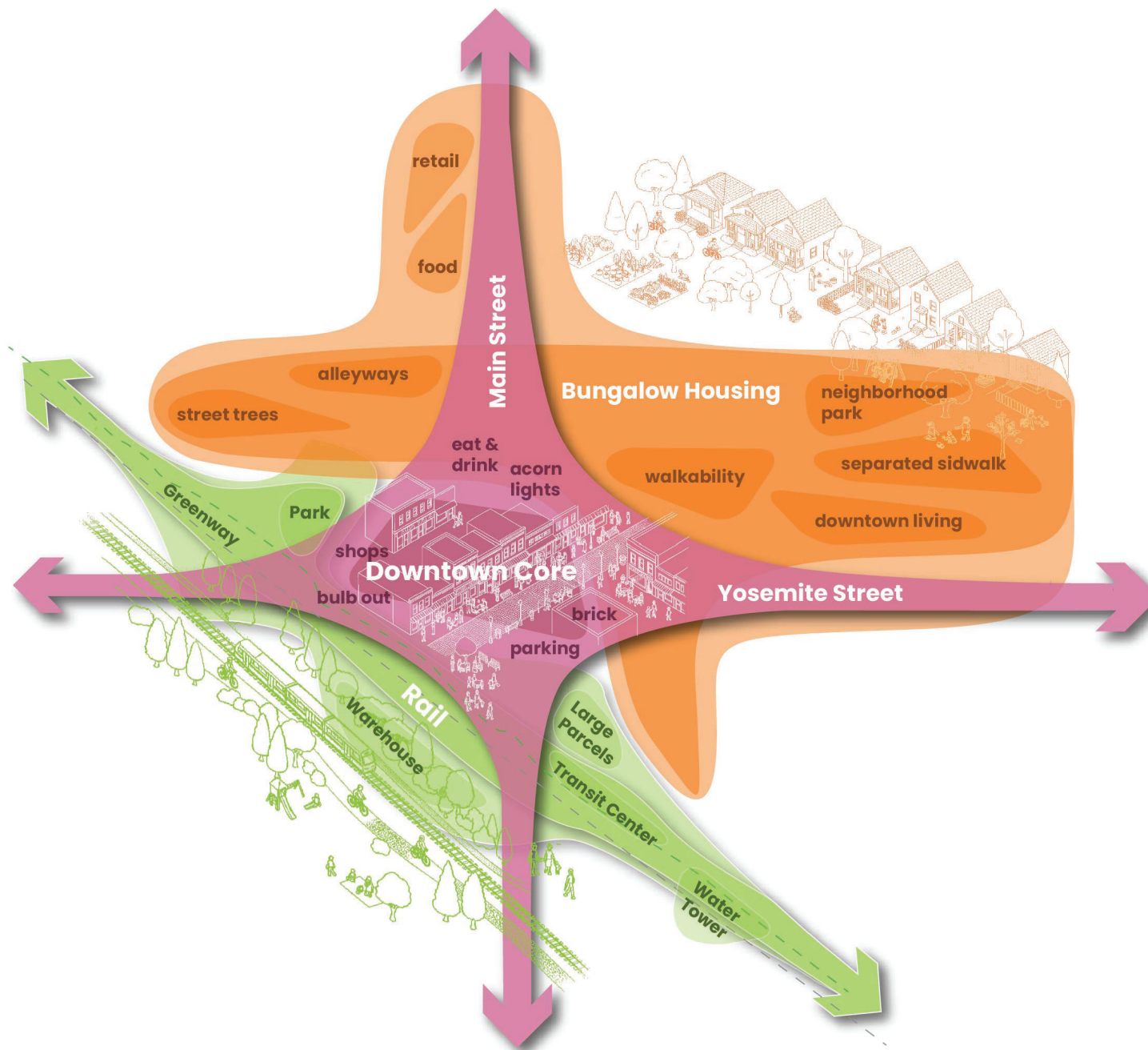
Yosemite Ave, likely during the late 1930s or early 1940s.



Source: David Rumsey Map Collection

A vintage postcard from the 1960s depicting Yosemite Ave in Downtown Manteca, California.

Figure 2.1 Downtown Character Zones



Housing

Housing in the downtown area reflects a traditional neighborhood character, consisting mostly of single-family homes with a moderate setback, front porches, and a mix of bungalow homes, ranch homes, and other traditional styles.



Source: Manteca Bulletin

Pioneer home of Joshua Cowell, the first mayor of Manteca, California, during the 1890s.

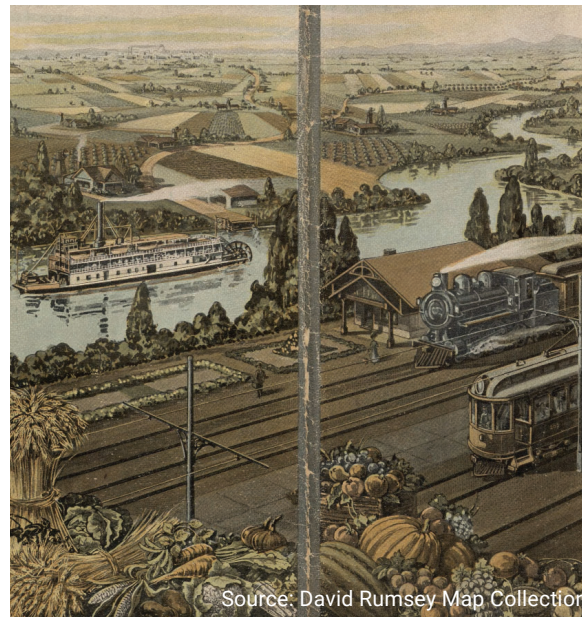


Source: Library of Congress

George Dimotakis standing at a barn on his family farm in Manteca, California, between 1935 and 1942.

Rail & Agriculture

Active rail lines contribute to Downtown Manteca's character, animating the area with sound and movement and a reminder of the region's historic reliance on rail to move agricultural goods. Manteca's agricultural roots are referenced in murals and art and reflected in the built form, including larger warehouse-style buildings along the rail lines and the historic water tower.



Source: David Rumsey Map Collection

1910 drawing of San Joaquin County, CA, produced as a promotional prospectus to encourage settlement.



Source: www.somosprimos.com/mlmstories/chapter9.htm

Brick Manteca Winery building adjacent to rail lines.



Source: Manteca Bulletin

Intersection of U.S. Route 99 and California State Route 120 in Manteca, California, circa 1937.



Source: www.somosprimos.com/mimistories/chapter9.htm

Manteca Main St, circa 1950s, with the 1930s Art Deco style El Rey Theater in the background.



N Lincoln Ave, Downtown street with bungalow homes.



Source: Manteca Bulletin

Manteca Bean Company operated for over four decades near Yosemite Ave and Main St. Torn down in the late 1980s, it is now a vacant lot across the street from the Manteca Transit Center.



Source: Manteca Bulletin

Spreckels Sugar beet processing factory as it appeared in the 1950s. The plant operated for 77 years before closing 27 years ago.



View of rail corridor and water tower today.

LEFT:

Pictorial map of San Joaquin County, California, from 1910, produced as a promotional prospectus to encourage settlement in the region. The map shows historical elements that are still important parts of Manteca's identity today - rail lines, the Downtown grid, the San Joaquin River, and dairy farms and related agriculture.

RIGHT:

This image captures a historic view of Downtown Manteca, California, likely during the 1920s. The street shown is Yosemite Ave, looking west toward the San Francisco Bay Area. The city was incorporated in 1918 and served as an agricultural and transportation hub. The buildings are constructed in a style consistent with the early 20th century, with dirt roads and early electric infrastructure visible.



Source: David Rumsey Map Collection



Source: Manteca Bulletin

2.2 DISTRICTS, CORRIDORS, AND NEIGHBORHOODS

Manteca's founding grid town structure and rail and agricultural heritage remain present in the Downtown today. The intersection of Yosemite Ave and Main St, which marks the spot where the original 1861 Cowell Station settlement was built, continues to be the commercial and social hub of the community. Several distinct districts, corridors, and neighborhoods characterize the Plan Area, as shown in Figure 2.2, including:

- The **Downtown Core** with local commercial shopfront businesses focused on the main street along Yosemite Ave, Maple Ave, Sycamore Ave, and Main St. Center St, through the Downtown Core, is an important service corridor connecting to City Hall west of the Plan Area. Manteca Ave serves as a family-friendly community gathering place, centered on the public library and park and the first and original City Hall and town square.
- The **Commercial Corridors** along Yosemite Ave and Main St, transitioning outside the Downtown Core, provide commercial retail and service uses for the neighborhoods on the eastern and northern edge of Downtown.
- The **Neighborhoods** surrounding the Downtown Core are the oldest in the city, consisting of a mix of bungalow style and more suburban, ranch style homes, spanning from the 1910s through 1960s.

- The **Rail Edge**, following the Union Pacific Railroad tracks, is anchored by the Manteca Transit Center, west of Main St and the more utilitarian light industrial and warehouse uses, east of Main St. This area reflects the influence of the city's long rail and agricultural history. Oak St, along the railroad tracks was once the center of the city's early public works and ag-related industrial activities, which previously included a dairy, winery, cannery, seed, and cheese-making plants. Arrival of the ACE rail station is expected to support the potential for transit-oriented, high density infill housing and mixed-use development.



The corner of Yosemite and Maple is a key pedestrian-oriented commercial and mixed-use node.



The Manteca Library and Park is a civic node and community gathering place at the west edge of the Downtown.

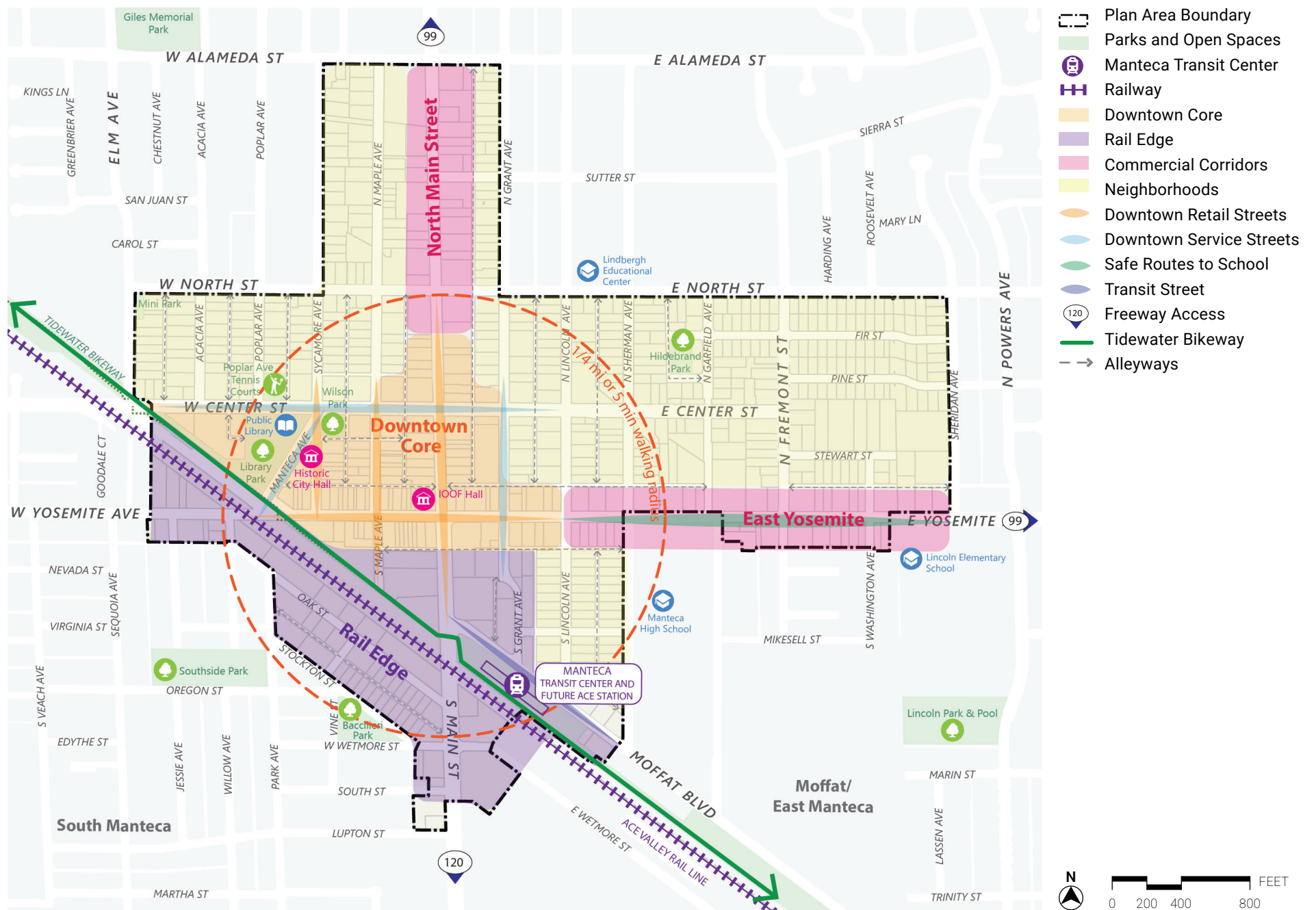


The Transit Center is a transportation gateway, which continues to honor the city's railroad roots.



The block around Oak St includes industrial and flex-use commercial activity next to existing homes.

Figure 2.2 Downtown Districts, Corridors, and Neighborhoods



2.3 BLOCK SCALE

Block Pattern

Figure 2.3 illustrates the block pattern within the Plan Area. The Downtown Core is defined by a repeating rectangular block approximately 550 feet by 330 feet oriented with the longer dimension in the north-south direction. Alleyways provide access to the interior of the rectangular block and to back-of-house areas including parking areas and service areas.

Outside of the Downtown Core, block sizes increase due to larger distances between streets and a lack of street connectivity. Within the Plan Area north of North St and east of Sherman Ave, block sizes reflect a more suburban style of development with longer distances between intersections and a lack of through streets. The area south of the railway reflects a more industrial form. This area has a rotated, diagonal grid and limited street connectivity to the Downtown commercial blocks to the north, resulting in more irregular block shapes and forms.

Scale Comparisons

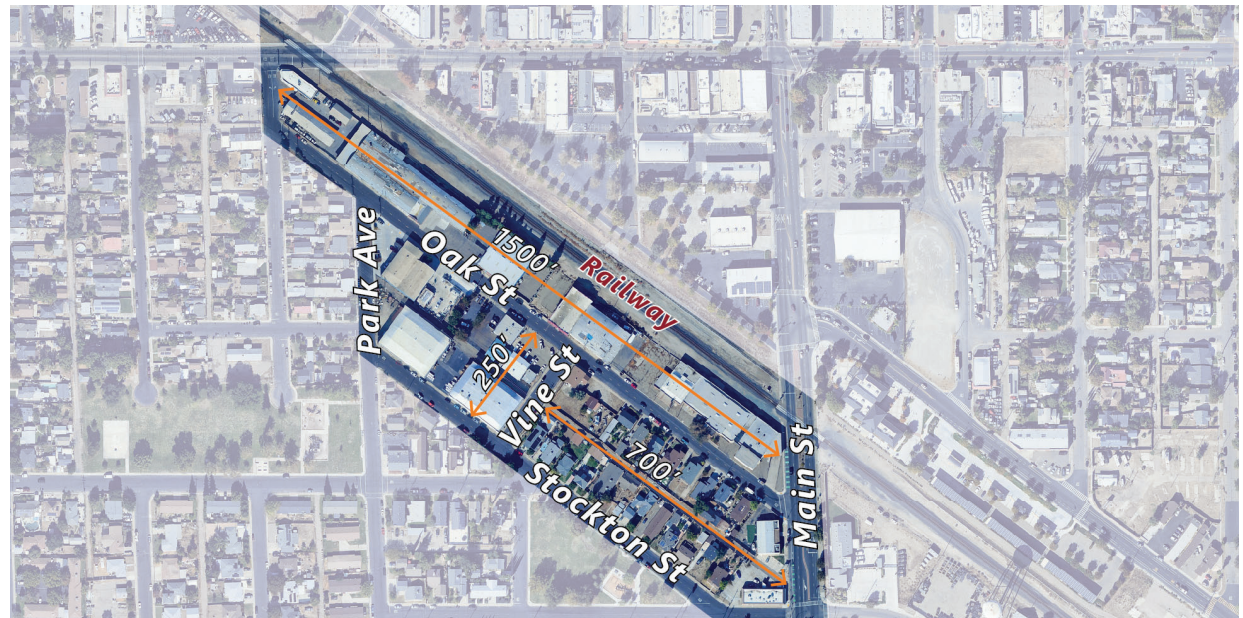
The scale comparisons on the following pages reflect the scale of the Plan Area relative to other built-out main street districts that have a compact, walkable, and pedestrian-friendly block form and scale. They exhibit a comfortable pedestrian scale and character that can serve as inspiration for planning a unique transit-oriented downtown environment in Manteca.



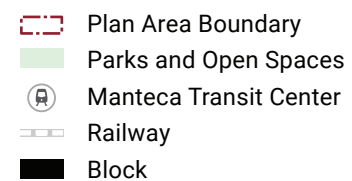
Typical block in the Downtown Core.



Typical block along Main St, outside of the Downtown Core.



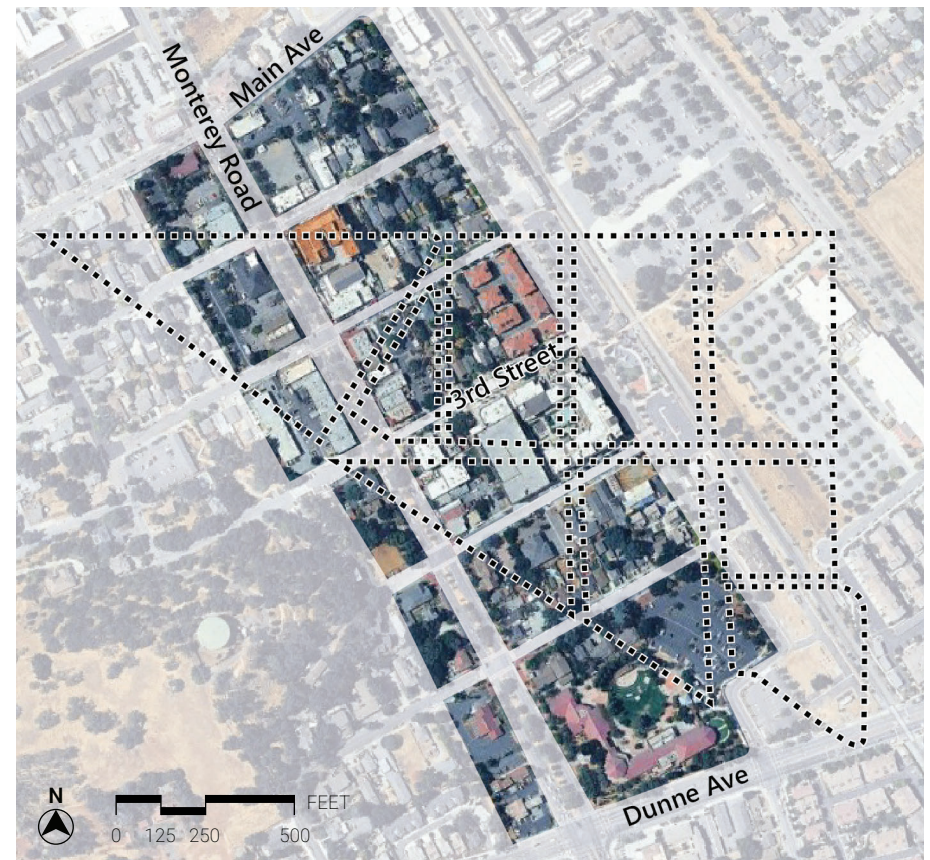
Typical block south of the Railway, outside of the Downtown Core.

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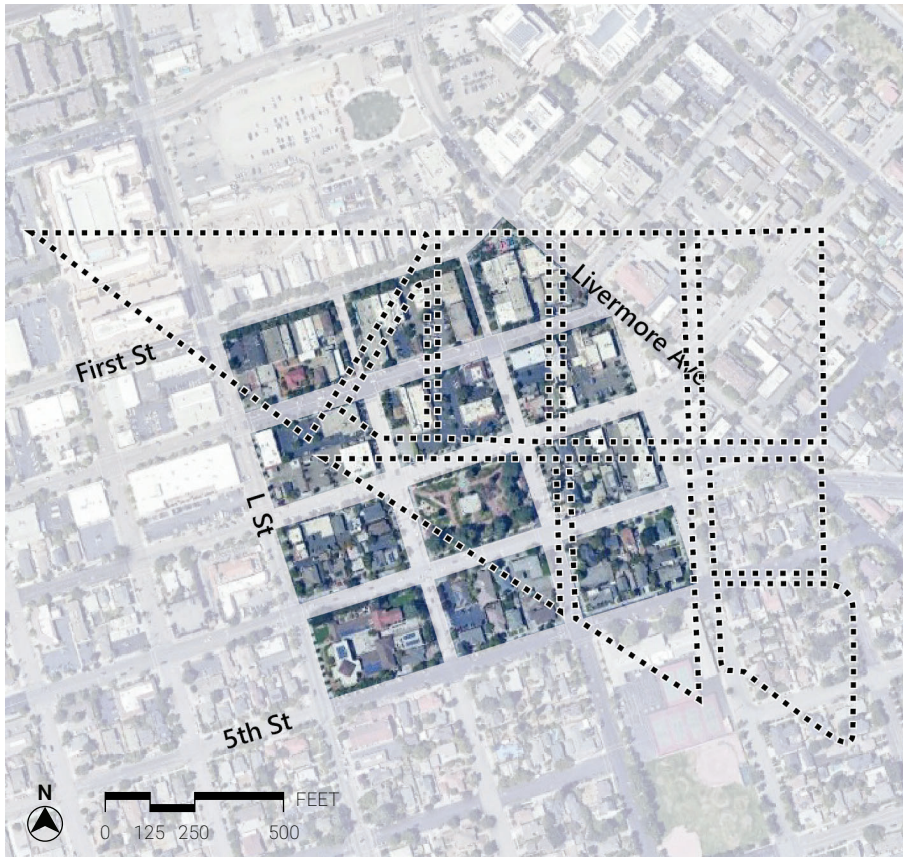
Manteca



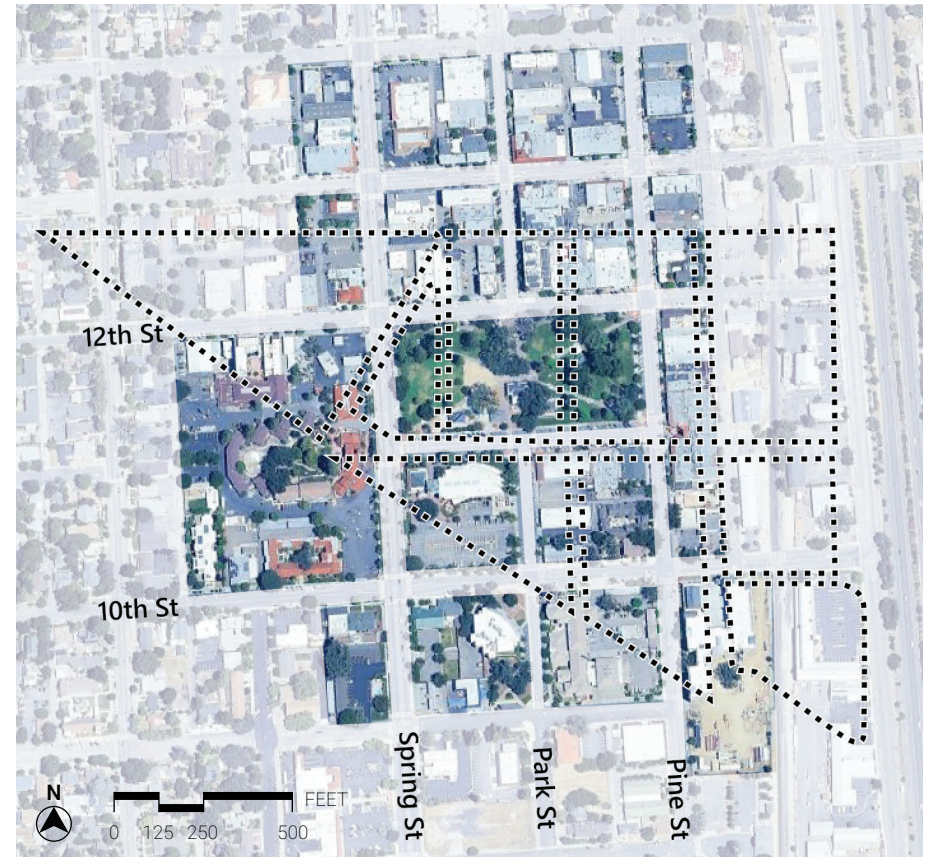
Morgan Hill



Livermore



Paso Robles



2.4 BUILT FORM FIGURE-GROUND

Figure 2.4 illustrates the pattern of existing building footprints within the Plan Area. Commercial buildings line Yosemite Ave, Center St, and Main St within the Downtown Core with little to no setbacks, resulting in a consistent streetwall for a more pedestrian-friendly shopping environment. Outside of the Downtown Core, commercial building setbacks vary and feature more suburban style site designs, where parking is in the front of the lot, fronting the street.

Residential areas consist primarily of single-family homes fronting the street with generous front yards. Where multifamily developments exist in the Plan Area, they are located on larger parcels and provide their own internal circulation, parking, and open space amenities.

Building coverage is generally higher in the Downtown Core and lower in commercial areas outside the Downtown Core and residential areas. Areas outside the Downtown Core contain more surface parking and infill opportunities, particularly along streets with commercial or industrial uses. Underutilized buildings with adaptive reuse potential and infill opportunities are highest along Main St and along the industrial sites adjacent to the railway.



Commercial street frontage along Yosemite Ave.



Suburban strip-style shopping center on Main St and Sutter St, outside of the Downtown Core.

This map shows a section of West Sacramento, California, with a grid of streets and several parks. The streets are labeled with their names, and the parks are highlighted in green. A red dashed line outlines a specific area in the center of the map, and a blue line indicates a waterway or canal running diagonally through the area.

Streets:

- North-South:** W Alameda St, E Alameda St, W North St, E North St, W Center St, E Center St, W Yosemite Ave, E Yosemite Ave, W Wetmore St, E Wetmore St, W Main St, E Main St, W Grant Ave, E Grant Ave, W Lincoln Ave, E Lincoln Ave, W Sherman Ave, E Sherman Ave, W Fremont St, E Fremont St, W Washington Ave, E Washington Ave, W Powers Ave, E Powers Ave, W Veatch Ave, E Veatch Ave, W Edythe St, E Edythe St, W Martha St, E Martha St, W Lupton St, E Lupton St, W South St, E South St, W Park Ave, E Park Ave, W Jessie Ave, E Jessie Ave, W Willow Ave, E Willow Ave, W Oregon St, E Oregon St, W Stockton St, E Stockton St, W Vine St, E Vine St.
- East-West:** W Alameda St, E Alameda St, W North St, E North St, W Center St, E Center St, W Yosemite Ave, E Yosemite Ave, W Wetmore St, E Wetmore St, W Main St, E Main St, W Grant Ave, E Grant Ave, W Lincoln Ave, E Lincoln Ave, W Sherman Ave, E Sherman Ave, W Fremont St, E Fremont St, W Washington Ave, E Washington Ave, W Powers Ave, E Powers Ave, W Veatch Ave, E Veatch Ave, W Edythe St, E Edythe St, W Martha St, E Martha St, W Lupton St, E Lupton St, W South St, E South St, W Park Ave, E Park Ave, W Jessie Ave, E Jessie Ave, W Willow Ave, E Willow Ave, W Oregon St, E Oregon St, W Stockton St, E Stockton St, W Vine St, E Vine St.

Parks:

- Giles Memorial Park
- Mini Park
- Center St Tennis Courts
- Wilson Park
- Library Park
- Southside Park
- Bacchieri Park
- Lincoln Park & Pool
- Tiedwater Bikeway

Other Features:

- Red dashed line outlining a central area.
- Blue line indicating a waterway or canal running diagonally through the area.



2.5 ARCHITECTURE AND BUILDING CHARACTER

Buildings in the Plan Area vary in age and style, reflecting the long history of the Downtown. The oldest surviving structures, from the early 1900's, are clustered primarily along Yosemite Ave in the Downtown Core and in the industrial area along Oak St, as shown in the examples on the following facing pages. These older buildings include one- and two-story brick-clad warehouse structures and commercial buildings with decorative parapets that face the street. Several single-family residences and commercial storefronts are identified cultural resources in the San Joaquin County Historic Property data file directory.

Civic structures, such as the Old Manteca City Hall and the Manteca Post Office, were constructed in the years after the City of Manteca was incorporated in 1918. Both the old City Hall and Post Office buildings, still standing today, incorporate sloped mission-style roofs and divided light windows.

More recently, the City of Manteca has seen investment in more contemporary public facilities, including the Manteca branch of the San Joaquin County Superior Court, the Manteca Transit Center, and a new Manteca High School campus (outside of, but immediately adjacent to the Plan Area). These modern structures, built after 2000, incorporate architectural elements intended to blend in with the historic architecture in the area, including brick cladding, sloped roofs, and large roof overhangs.

Downtown Core



Historic storefront, circa 1910's.



Manteca Bedquarters Building, circa 1911.



Old Manteca City Hall, 1923.

Downtown Core



South San Joaquin Irrigation District Building, 1920.

Commercial Corridor



Keppel Building, circa 1910's.

Neighborhoods



San Joaquin County Superior Court, 2011.

Rail Edge



Manteca Post Office, 1939.



Manteca Winery Building south of the railway, 1905.



Manteca Transit Center, 2013.

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PUBLIC SPACE AND PLACEMAKING

3

3.1 PARKS AND OPEN SPACE NETWORK

Open Space Types and Distribution

Figure 3.1 identifies the existing parks, open space, and amenity features in the Downtown Plan Area. The majority of the park and open space area in Downtown Manteca is concentrated between Center St and the Tidewater Bikeway, adjacent to the Manteca Library. This area includes Library Park, Wilson Park, the Manteca Community Garden, Poplar Ave Tennis Courts, and the Tidewater Bikeway, itself.

The bikeway is a major connective feature, with good continuity through the Downtown, linking schools, residential areas, commercial areas, and civic amenities, such as the Manteca Library.

The Library is the physical connector between the Tidewater Bikeway and adjacent parks, but turns its back to and lacks visual connections with the adjacent open space.

Outside of this Downtown civic core, there are two small parks in the residential portions of the Plan Area: Hildebrand Park, on the east side of the Plan Area and Mini Park, on the west side of the Plan Area. Both of these small parks are adjacent to major energy or water infrastructure, including utility lines and a power substation next to Mini Park.



Iconic large chair installation adjacent to the Library.



Community garden next to the Poplar Ave Tennis Courts.



Basketball court at Hildebrand Park, the only park in the residential portion, east of the Downtown Core.



Lawn and food truck parking zone between Library Park and Center St.



Library park frontage on Manteca Ave.



Tidewater Bikeway, with views of the adjacent rail lines.

Figure 3.1 Park and Open Space Features



3.2 OPEN SPACE AND LANDSCAPE CHARACTER

Open Space Amenities

Library Park includes a range of amenities, including play equipment, lawns, a shade shelter with seating, and metal and concrete benches. Custom art and placemaking features reference Manteca's history, including murals, custom seating, and a water play plaza, featuring a concrete paved map that highlights the relationship between the rail lines, agriculture, and San Joaquin River.

The Tidewater Bikeway is characterized by good continuity with trees, lights, signage, and seating at key locations and park connections.

Wilson Park includes shade trees and paths. It has a comfortable microclimate, but few amenities.

The Poplar Ave Tennis Courts include lights and concrete picnic tables. It is abutted by a fenced community garden with a small lawn area.



Shady, comfortable microclimate at Wilson Park.



Shade structure surrounded by tiered seat walls at Library Park.



Concrete picnic tables at Poplar Ave Tennis Courts.



Train-styled concrete benches at Library Park.



Seat walls at Library Park.



Play areas, seating, and lawn space at Library Park.



Trees and landscape areas along the Tidewater Bikeway.



Benches along the Tidewater Bikeway include custom-cast name identification.



Plaza with seating and a metal kiosk where the Tidewater Bikeway crosses Yosemite Ave in the Downtown Core.



Water play plaza with concrete map feature at the southeast corner of Library Park, on Manteca Ave.

LEFT:

The library frontage on Manteca Ave directly connects several of Downtown's key open spaces: Tidewater Bikeway, Library Park, Wilson Park, and the Poplar Ave Tennis Courts on the north side of W. Center St. This frontage is visually disconnected from the experience of the adjacent open space areas.

RIGHT:

A plaza and seating area at the triangular island at Manteca Ave, W. Yosemite Ave, and Pierce Ave, across the street from Library Park. The Tidewater Bikeway crosses Manteca Ave to this island before continuing on to the south side of W. Yosemite Ave. Brick walls, brick banding, and black metal benches at this plaza reinforce the material identity of the Downtown Core.





WOOD ARBOR

RAIL CORRIDOR

METAL
BENCHES

BRICK
PLANTER WALL

BRICK
BANDING

TIDEWATER
BIKEWAY

3.3 STREETSCAPE AND LANDSCAPE FEATURES

Streetscape Character

Main St and Yosemite Ave are the major corridors connecting Downtown Manteca from Hwy 99 and Hwy 120; and are, therefore, the primary way that visitors experience the entry into the Downtown. Both are primarily vehicular-oriented, with the exception of the portion of Yosemite Ave that is within the Downtown Core, as shown in Figure 3.2.

Center St is a secondary collector roadway, more similar in character to Downtown's local streets. These streetscapes include a mix of separated and attached sidewalks, with inconsistent tree cover. Some portions have large expanses of pavement, with many curb cuts and driveway entrances.

In residential portions of the Downtown, west of Sherman Ave, most streets include a separated sidewalk with some street trees, although tree canopy coverage is inconsistent. Paved alleyways run north-south, bisecting each block in this portion of Downtown. East of Sherman Ave, residential streets primarily have narrow attached sidewalks and no street trees.



Manteca Ave and Sycamore Ave.



Creative crosswalk on W. Center St connects the Manteca Library to the Poplar Ave Tennis Courts.



Separated sidewalk with shade trees on Poplar Ave.



Paved frontages along W. Center St.



Mix of shaded and unshaded sidewalk conditions on W. Center St.



Wide roadway with separated sidewalks and mature trees on Sycamore Ave, north of Center St.

The map illustrates the Montecita Transit Center area, showing a network of streets and transit infrastructure. Key streets include W Alameda St, E Alameda St, W North St, E North St, W Center St, W Yosemite Ave, Wetmore St, Moffat Blvd, and Main St. The Montecita Transit Center is located at the intersection of Main St and Wetmore St. The map also shows various parks, including Giles Memorial Park, Mini Park, Center St Tennis Courts, Wilson Park, Southside Park, Baccilieri Park, and Lincoln Park & Pool. The Tidelands Bikeway is shown running along the coast. A legend indicates that orange lines represent powerlines and green lines represent street trees. A note in the center-right area states "sidewalk powerlines no street tree".

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Downtown Core Streetscapes

The Downtown Core character is most evident on W. Yosemite Ave, between Main St and Manteca Ave. Streetscape enhancements in this area include a consistent rhythm of bulb-outs, with large and small monuments, benches, brick paving, metal trench drains, and historic street lights. Historic light poles and string lights over Sycamore Ave establish a unique ambiance for the street that connects into the adjacent open space network.

Tree coverage throughout the Downtown Core is inconsistent. There are many empty tree pits, indicating failed tree plantings. Of the surviving trees, many exhibit slow growth and signs of stress or decline.



Historic light poles and string lights on Sycamore Ave, between W. Yosemite Ave and W. Center St.



Vehicular-oriented streetscape on E Yosemite Ave, east of the Downtown Core.



Undersized median monument sign on N. Main St, at the entry to the Downtown Core.



Brick paving, trench drains, metal, and brick identity markers, and seating at bulb-outs in the Downtown Core.



Attached sidewalk on E Yosemite Ave.



Paved alleyways run north-south, bisecting each block.



Wide sidewalks with street trees and brick paving.



Brick and metal arbors with seating and boulders at bulb-outs in the Downtown Core.



Failed tree planting at a tree planter on W. Yosemite Ave with tree grates and brick paving.



Wood arbors with brick walls and seating face and reinforce Yosemite Ave as the city's main street.

LEFT:

Intersections along W. Yosemite Ave in the Downtown Core are enhanced with bulb-outs that include planting, brick paving, brick and metal monuments, brick and metal arbors, and metal trench drains. Concrete insets, engraved with leaf symbols, identify tree-named streets.

RIGHT:

Typical residential street with separated sidewalks and street trees, a wide roadway, and utility poles.



Concrete tree inset on Maple St.



HISTORIC
STYLE LIGHTS

STREET TREE
PLANTER STRIP

BRICK AND METAL
MONUMENT

CONCRETE TREE
INSET

BRICK PAVING AT
CORNERS

PLANTING AT
BULB-OUT



3.4 BRANDING AND PUBLIC ART

Themes and Identity

There is a consistent visual brand in the Downtown Core through the use of brick and black metal monuments, brick paving, historic-style lights, and black metal benches.

Murals and art reinforce the significant historic and cultural themes in the community:

- Agriculture.
- Trains/railway infrastructure.
- Town history and significant events.
- Family-oriented identity, ie., baseball (Manteca Ballpark).

Signage includes wayfinding signs and place signs identifying the Tidewater Bikeway.

The large blue Adirondack chair, outside the library, at Center St and Manteca Ave, is a popular new feature in the Downtown Core.



Large Adirondack chair outside the Library.



Tidewater Bikeway signage and landscape area.



Railway sign at the water play plaza in Library Park.



Manteca Ballpark lettering and seat wall with historic imagery at Library Park.



Ornamental metal archway and brick columns at the Transit Center.



Wayfinding signage on N. Main St.



Historic-style lights in the Downtown Core.



Mural, brick paving, and stone fountain at the Rotary Plaza.



Town history murals near Library Park.



Town history murals near Library Park.

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LAND USE PATTERNS AND DEVELOPMENT REGULATIONS

4.1 EXISTING USES, LEGACY BUSINESSES, AND ANCHORS

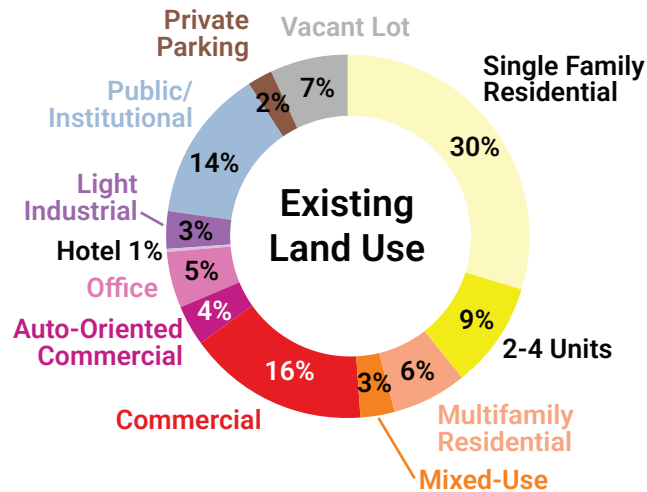
Existing Land Uses

Existing land uses in the Plan Area include the following, as shown in Figure 4.2 and in the land use distribution diagram in Figure 4.1:

- 46% Residential including single-family residential, 2-4 unit attached residential, and multifamily residential.
- 19% Commercial (retail or services) and mixed-use.
- 4% Auto-Oriented Commercial (retail and services) concentrated along the commercial corridors of Main St and Yosemite Ave.
- 5% Office focused along Center St, east of Main St.
- 14% Public/Institutional, including parks, open space, and civic facilities.
- 3% Light Industrial, concentrated south of the Union Pacific Railroad line.
- 7% Vacant Parcels.

Existing land use and development regulations for the Plan Area are governed by the City's General Plan and Title 17 of the Manteca Municipal Code (Zoning Ordinance), as addressed in the following sections.

Figure 4.1 Distribution of Land Uses in the Plan Area



Residential neighborhoods with older bungalow homes surround the Downtown Core.



Maple Ave is a pedestrian-oriented street with storefront businesses and on-street parking.



Neighborhood services, such as salons and small grocery stores, are conveniently located Downtown.



Downtown Points of Interest

Downtown Manteca is the social, civic, and cultural heart of the city, a central gathering place, and a hub for a variety of community services. Figure 4.3 identifies the key points of interest and types of services provided in the Plan Area. These include the retail and service blocks in the Downtown Core, schools, parks, the library, the post office, banks, medical, and civic facilities.

Commercial retail and services with historic commercial storefronts are centered on the blocks in the Downtown Core, including Main St, Maple Ave, Sycamore Ave, and Yosemite Ave. Banks and a variety of community and social services are located along Center St. The Public Library and Park, historic City Hall, post office, and open space along the Tidewater Bikeway form a civic cluster on the west side of the Plan Area.

In addition to Downtown's points of interest, a number of seasonal and annual events bring people to the Downtown including:

- Music on Maple, held on the 100 block on N. Maple Ave, occurs in the summer.
- The Watermelon Street Fair, held at Library Park and other venues in June, is Manteca's largest event of the year.
- The Beer and Wine Stroll held in October.
- Christmas in the Park and Parade at the Downtown Manteca Library Park in December.



Yosemite Ave is a historic travel route and commercial main street through the Downtown Core.



The Manteca Public Library and Park is a civic node and family-friendly community gathering place.



Food trucks adjacent to the Public Library contribute to the activity in the Downtown.



Schools and services, such as the Chamber of Commerce, are located on the east side of the Plan Area.



Community services, such as banks and the post office are found along Center St.



The Watermelon Street Fair is Manteca's most well known event captured in this mural visible from Main St.

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Local Businesses

The Plan Area is also defined by the unique building architecture and structures in the Downtown, as highlighted by the images to the right. Many longstanding local businesses within Downtown Manteca occupy older buildings along Yosemite Ave and Main St, taking pride in continuing the history of place in the community.



The Veranda Banquet and Event Center on Main St.



The Nested Owl on Maple Ave.



Tipton's Stationery and Gifts on Yosemite Ave.



J&J Print on Yosemite Ave.



Brethren Brewing Company on N. Main St.



The Book Exchange on N. Main St.

4.2 GENERAL PLAN

Relationship to the Specific Plan

The Manteca General Plan 2043, adopted in 2024, serves as the city's long-term blueprint for growth, development, and resource conservation and includes strategies for Downtown Manteca. The General Plan includes the following priorities for the Downtown as addressed in the highlighted points to the right.

The Manteca Downtown Specific Plan will be consistent with and implement the goals and policies of the General Plan. The Specific Plan will build on the General Plan's goals and policies and tailor them to the context of the Downtown Plan Area. The General Plan will be amended if needed to reflect the Specific Plan at the time of or subsequent to the Specific Plan adoption.

General Plan Priorities

Downtown Manteca is the “heart of the city,” a safe, welcoming, comfortable, and convenient destination to meet, live, work, recreate, and exchange ideas.

The Manteca General Plan calls for a Downtown Specific Plan that recognizes the downtown area as the heart of the city. The Downtown Plan should include design standards, infrastructure, market conditions, and implementing tools necessary to maintain and improve downtown as a mixed-use, high quality transit, and small business incubator that is vibrant and thriving. The General Plan includes an extensive list of goals, priorities, and actions related to the Downtown. The following lists some key highlights.

1. Encourage a vibrant mix of retail, service, office, residential, and institutional uses (LU-6.1 to 6.6, CD-1).
2. Support mixed-use projects that include housing above non-residential ground floor uses or residential uses behind commercial uses, with ground-floor retail required in mixed-use projects (LU-6.7).
3. Prioritize higher density and affordable housing in the Downtown, given its proximity to transit, retail, employment, and services. Promote mixed-use, infill, and Downtown residential development, consistent with the Housing Element's identified Downtown inventory sites (LU-3.4 and H-2).
4. Encourage the reuse of existing buildings and the revitalization of underutilized or deteriorated areas and buildings within the Downtown (LU-6.10, 6-11, and 6-f).
5. Establish design standards that reinforce Downtown's historic character, pedestrian scale, fine-grain architectural texture, and sense of place, consistent with the GP's community design goals (CD-1, CD-2).
6. Provide a safe, secure, comfortable, and convenient pedestrian and bicycle system that connects riders of all ages and abilities. Use the General Plan Downtown LOS exemption to fund pedestrian, bicycle, and transit enhancements (C-4, 1.2, and 1.4).
7. Plan first/last mile connections to the planned ACE Valley Rail station, positioning the Transit Center as a regional multimodal hub and support transit-oriented development and site design (C-5.2, C-5.3, C-5g, and LU-3.4).
8. Develop branding, landscaping, and streetscape design standards for the Downtown Core and Transit Center area, building on recent public investments and reinforcing a distinct Downtown Specific Plan district identity (CD-4, LU-6.1).
9. Encourage social activity in the Downtown through the provision of parks, community gathering areas and other venues for community activities and events, and small public areas for casual meeting and relaxation (EF-6.13, LU-1, LU-10.5).

General Plan Land Use Designations

The following General Plan land use designations within the Plan Area are shown in Figure 4.4.

Downtown (DW)

The DW designation provides for the mixture of retail and service commercial, office, and/or multifamily residential uses that are intended to preserve and enhance the historic and pedestrian-scale character of the Downtown. Preferred residential uses include condominiums and townhomes and high-quality second and third floor residential uses. Short-term rentals are not allowed in this designation, unless developed as part of a hotel. Multifamily residential uses are required to be permanent dwellings with each unit having separate restrooms, kitchens, and thermostats. This designation also provides for public/quasi-public uses, parks and urban open spaces, and similar and compatible uses.

The DW designation comprises the majority (approximately 91.5 percent of the Plan Area).

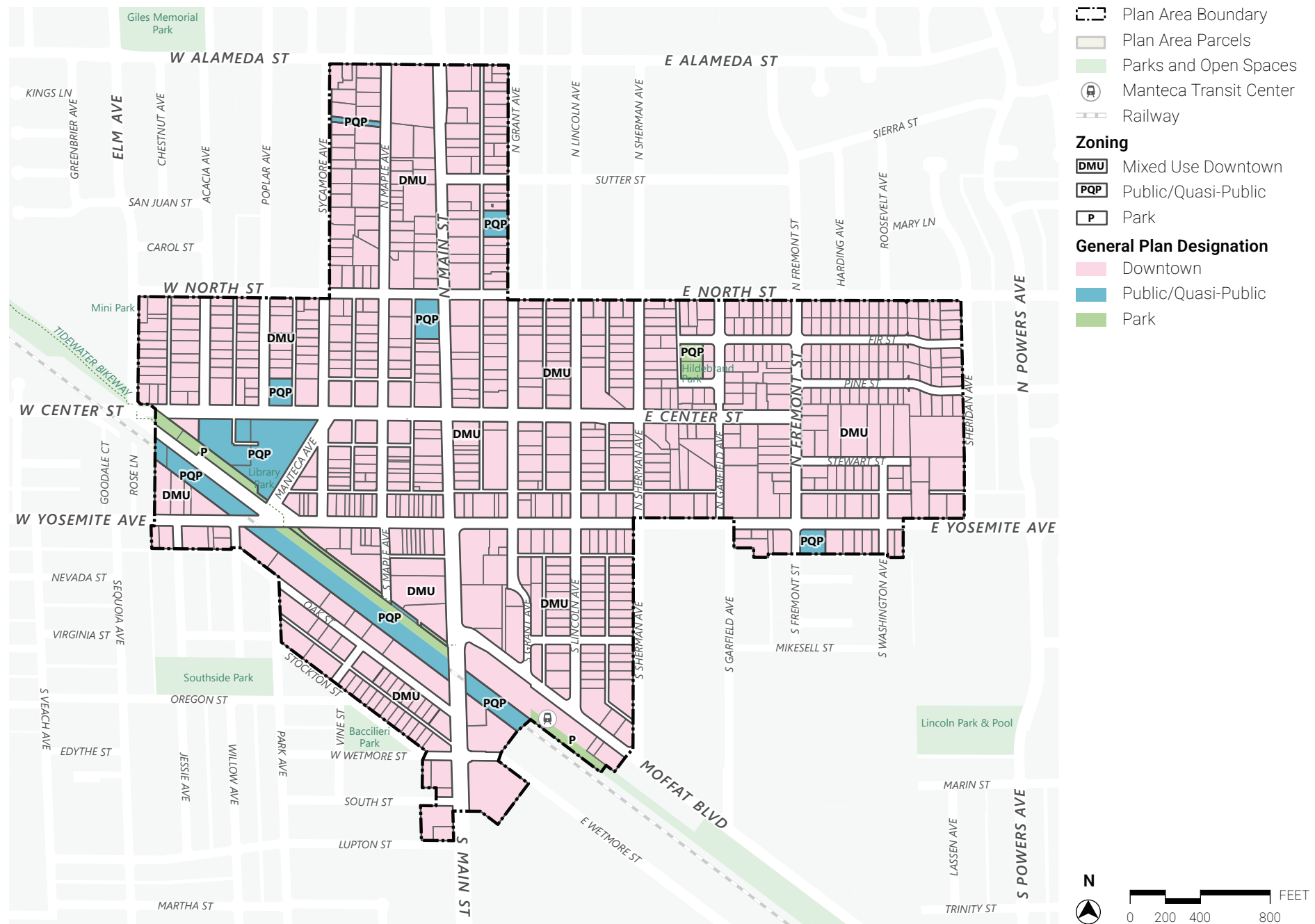
Park (P)

The P designation provides for neighborhood, community and regional parks, greenways, golf courses, and other outdoor recreational facilities within urban development. Specific uses include public recreation sites, including ball fields, tot lots and play apparatus, adult softball and soccer playing fields, swimming pools, community center buildings, meeting facilities, libraries, art centers, after school care facilities, art in public places, facilities for night-time recreation, trails, benches, interpretive markers, picnic areas, barbecue facilities, landscaping, irrigation, city wells, trees, and natural habitat areas.

Public/Quasi-Public (PQP)

The PQP designation provides for government owned facilities, public and private schools, institutions, civic uses, assembly uses, and public utilities, and quasi-public uses such as hospitals and churches. Multifamily and congregate residential housing is allowed when secondary to the primary use. This designation also allows commercial recreation uses, including public and private parks, beach and water access, recreation fields, lifestyle centers that include upscale specialty stores with dining and entertainment in an outdoor setting, and other community- and visitor-oriented recreation, provided that the project includes a component that provides a significant public benefit to the community.

Figure 4.4 General Plan and Zoning Map



Zoning Districts

The City's Zoning Code implements the General Plan through zoning districts, consistent with the land use designations of the General Plan. Figure 4.4 and Table 4.1 identify the applicable zoning districts (Zones) within the Plan Area and the relationship of the Zones to the General Plan land use designations.

Zoning within the Plan Area is primarily consistent with the General Plan land use designations, as shown in Figure 4.4. The DMU Zone is completely consistent with the Downtown General Plan land use designation. Only the parcels at Hildebrand Park show a minor discrepancy, where the General Plan designation is Park and zoning is Public/Quasi-Public.

The Zoning Ordinance implements the vision and policies of the General Plan by regulating the uses of land and structures within the city.

Table 4.1 General Plan Designations and Implementing Zoning Districts

GENERAL PLAN LAND USE DESIGNATIONS	ZONING DISTRICT NAME/DESCRIPTION	ZONING DISTRICT SYMBOL
Downtown (DW)	Mixed-Use Downtown Zoning District	DMU
	This zoning district allows retail and service commercial, office, and multiple-family residential uses designed to improve the vibrancy and maintain the pedestrian-scale character of the Downtown.	
Public/Quasi-Public (PQP)	Public/Quasi-Public Zoning District	PQP
	This zoning district provides for government-owned facilities, public and private schools, institutions, civic uses and public utilities, and quasi-public uses such as hospitals and religious institutions.	
Park (P)	Park Zoning District	P
	This zoning district provides for neighborhood, community, and regional parks, golf courses, and other outdoor recreational facilities within urban development.	

4.3 ZONING AND DEVELOPMENT STANDARDS

Development and Design Standards

Table 4.2 identifies the applicable existing development standards for each Zone within the Plan Area. Zoning Code Sections 17.26.050 and 17.26.060 also contain more information addressing the additional building and open space standards applicable to the DMU Zone. The open space standards are summarized in the next section.

These standards have been prepared as interim standards for development in the DMU Zone and are expected to be replaced with the development standards and objective design standards of the Manteca Downtown Specific Plan, once adopted. Refer to Chapter 6 of this report for additional planning considerations and recommended updates to the DMU Zone development and design standards.

Table 4.2 Zoning and Development Standards

DEVELOPMENT STANDARD/ ZONING DISTRICT	DMU	PQP	P
Allowed Density			
Minimum Density (du/ac)	N/A	N/A	N/A
Maximum Density (du/ac)	N/A	N/A	N/A
Floor Area Ratio (maximum ratio of building to lot square footage)			
Floor Area Ratio	2.5 ¹	No max.	
Minimum Active Ground Floor Condition	25% of total gross floor area of the total enclosed building square footage on a parcel	N/A	N/A
Building Height (max.)			
Building Height	Within 30 feet of a One-Family Dwelling Unit Property Line: 35 ft All Other Projects: 55 ft	No max.	
Setback (min. distance between structure and property line in feet) ²			
Front Yard	0 ft	0 ft	
Front Yard to Porch	N/A	N/A	
Side Yard	0 ft ³	0 ft	
Street Side Yard	0 ft	0 ft	
Rear Yard	5 ft ³	0 ft	
Stepback (min. horizontal distance a building facade is stepped back from the building facade immediately below)			
Side Yard	0 ft ⁴	-	-
Street Side Yard	0 ft	-	-

¹ Excludes square footage of structured parking

² See additional standards for small-lot single-family development in Zoning Code Section 17.26.040.

³ For the portion of a property adjacent to a one-family dwelling unit property line, Side and Rear Setbacks are 5 feet.

⁴ For the portion of a property adjacent to a one-family dwelling unit property line, buildings from the second story and higher shall be stepped back by at least 10 feet on the side (or sides) of a building.

Open Space and Landscape Standards

Open space requirements apply for residential development within the DMU Zone as addressed in Zoning Code Section 17.26.060.

The minimum open space requirements for the DMU Zone are intended to ensure that residential developments contribute to usable parks and open spaces for residents, such as, but not limited to, courtyards, balconies, rooftop gardens, plazas, playgrounds, trails, and public parks.

The following open space requirements apply within the DMU Zone:

1. **Minimum Project Open Space.** In the DMU Zone, projects shall provide private open space on a per unit basis and public open space based on lot size, as required by Standard 2 that follows.
2. **Open Space.** Residential and mixed-use developments that include residential uses in the DMU Zone shall provide open space in accordance with the standards in Table 4.3.

Zoning Code Section 17.26.060.D provides additional criteria addressing the design of privately owned, public open space.

Parking Standards

Land uses in the Plan Area are governed by the general parking standards in Chapter 17.52, except within the DMU zone, the parking standards in Zoning Code Section 17.52.160 shall apply.

Refer to the Transportation Existing Conditions Report for a more in-depth summary and analysis of the parking requirements applicable to the Plan Area, as well as a summary of the existing parking supply in the Downtown.

Table 4.3 Open Space Standards for the DMU Zone

OPEN SPACE STANDARDS FOR DMU ZONE		
Open Space by Lot Size	Lot Size	Minimum Private Open Space Required Per Unit
	<5,999 sf	40 sf
	>6,000 sf	50 sf
	Lot Size	Minimum Common Open Space Required
	<5,999 sf	None required
	>6,000 sf	500 sf
Open Space Dimensions	Private usable open space located on the ground level (e.g., yards, decks, patios) shall have no horizontal dimensions less than 6 feet. Private open space located above ground level (e.g., porches, balconies) shall have no horizontal dimension less than 4 feet.	
Open Space Types	Balconies, courtyards, decks, gardens, and patios, as well as types of open space that provide similar open space function. Rooftop decks and terraces may be used to satisfy these requirements provided that these areas are accessible to all residents within the building.	

Signage Standards

Sign regulations on private property in the city are addressed in Zoning Code Chapter 17.54 (Signs on Private Property) and Chapter 17.56 (Signs on City Property). The City's sign regulations on private property address the following common types of signs in the Plan Area, as demonstrated in the local Downtown Manteca examples to the right.

- Wall signs.
- Awning and canopy signs.
- Bracket and under-canopy signs.
- Freestanding signs, including monument signs.
- Window signs.
- Sidewalk or A-frame signs.

The private sign regulations also address the removal of signs and the transition of nonconforming signs to conforming signs over time.

Figure 4.1 Signage and Sign Types in Downtown Manteca



Wall sign.



Freestanding business sign.



Projecting sign.



Awning or canopy sign.



Window sign.



Sidewalk or A-frame sign.

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PARCEL AND OWNERSHIP PATTERNS

5.1 PARCEL OWNERSHIP

Public and Private Ownership

A majority of the Plan Area is privately owned as shown in Figure 5.1. The vast majority of public and private parcels in the Plan Area are less than one-half acre, as shown in Figure 5.2. Larger site parcels can be found south of the railroad line, portions of Main St, and several parcels fronting Stewart St.

City-owned parcels include the parks and recreational facilities in the Downtown Core and adjacent neighborhoods; public parking lots; as well as the potential Downtown gateway locations at the corner of Manteca and Main and the parcel along the Tidewater Bikeway, west of South Maple Ave.

The County Superior Court is the only state-owned facility. The US Post Office is the only federally-owned facility. The Irrigation District owns two parcels in the northern portion of the Plan Area. The Union Pacific Railroad Company owns much of the railroad right-of-way parcels that run diagonally through the Plan Area, except for the Manteca Transit Center, which is owned by the City.

Figure 5.1 Public and Private Land Ownership



The map displays a grid of streets in downtown Stockton, California. Major streets include W Alameda St, W North St, W Center St, W Yosemite Ave, E Alameda St, E North St, E Center St, E Yosemite Ave, and Moffat Blvd. A dashed line represents the Tidewater Bikeway. A purple circular logo with the word 'RED' is located near the intersection of S Main St and E Wetmore St. The map is oriented with North at the top.



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5.2 LAND UTILIZATION

Land utilization within the Plan Area is measured in two ways:

- **Floor Area Ratio (FAR)**, which shows the ratio of the total building area relative to the parcel size. A low FAR value, such as less than 0.2 is a general indication of sites that are less utilized.
- **Improvement to Land (I/L) Value Ratio** compares the value of the building and other improvements to the land, such as roadway and utilities to the value of the land itself (without improvements).

Figures 5.3 and 5.4 summarize the FARs and I/L value ratios, focused on the non-residential, mixed-use, and vacant areas of opportunity and removing parcels with existing residential (except when vacant), park, open space, and city or public facilities.

Floor Area Ratios

Figure 5.3 reflects the FAR development pattern of the areas of opportunity within the Plan Area. It shows a concentration of low, medium, and high FARs in the Downtown Core between Manteca Ave, Center St, Grant Ave, and the railroad tracks. Low FAR sites reflect opportunities to enhance the properties and building frontages along the street or a low FAR use, such as parking. Parcels with low FARs along the N. Main St and E. Yosemite Ave corridors are indicative of the more suburban land use pattern in these locations, characterized by more prominent and larger on-site parking lots.

Figure 5.3 Floor Area Ratios

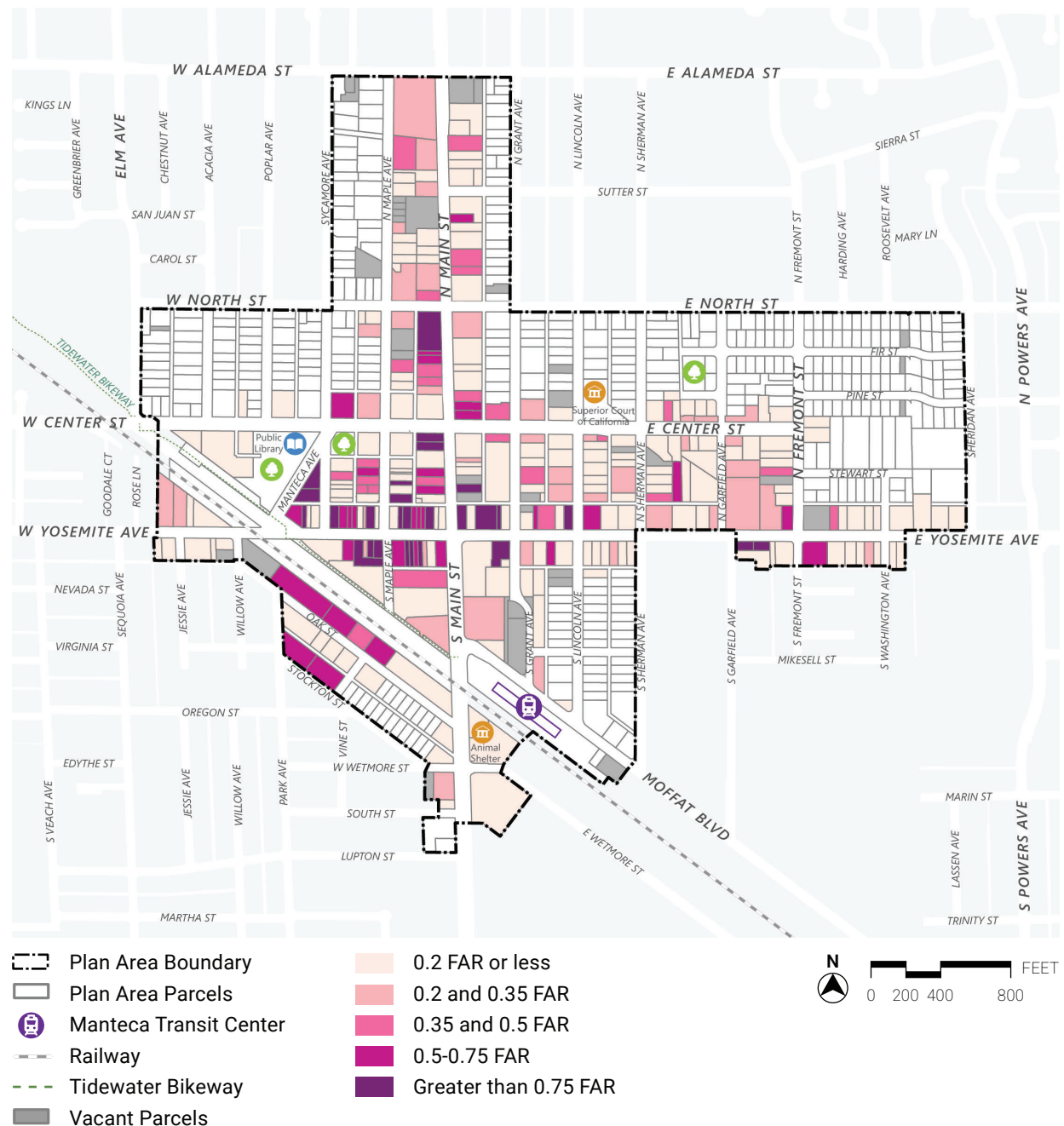


Figure 5.4 depicts the I/L value pattern of the areas of opportunity within the Plan Area. Similar to the FAR map, there is a higher I/L value along Yosemite Ave and portions of Maple Ave and Main St; and a greater range of values within the Downtown Core. Areas of low I/L value are scattered throughout, but include concentrated nodes and larger parcels on portions of N. Main St and in the areas adjacent to the railroad tracks.

5.3 VACANT AND UNDERUTILIZED OPPORTUNITY SITES

Figure 5.5 identifies the vacant, underutilized, and potential opportunity sites in the Plan Area, including the:

- Vacant 6th Cycle Housing Element (HE) opportunity sites (in pink).
- Other vacant sites (in gray).
- Sites with low land utilization (in the dark black outline).
- Underutilized City-owned opportunity sites (in yellow-orange and dark black outline).
- Contiguous or adjacent ownership parcels (in the hatched boundary).

Parcels in the existing Downtown residential neighborhoods and public parcels were excluded from the analysis.

Opportunity sites emerging from the analysis can be classified as follows, as numbered on the map and shown by the photos to the right:

- 1 Small infill sites in the Downtown Core.
- 2 Vacant and underutilized sites along N. Main St.
- 3 Housing and mixed-use opportunity sites along E. Yosemite Ave.
- 4 Auto-oriented development and vacant or underutilized sites near the Transit Center.
- 5 Vacant and underutilized sites south of the Union Pacific Railroad Line.



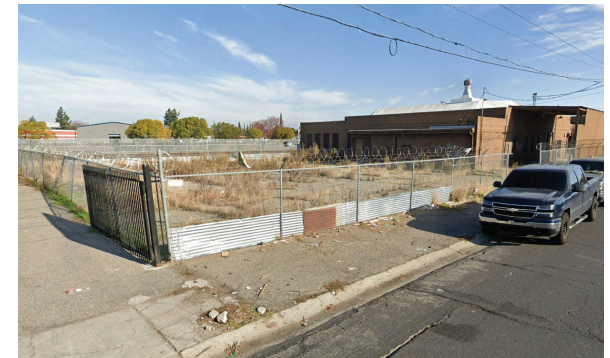
1 Corner infill site at Yosemite Ave and Main St.



4 Underutilized parking lot adjacent to the Tidewater Bikeway.



2 Large vacant site along N. Main St.



5 Vacant site south of the Union Pacific Rail Line



3 Housing opportunity site along E. Yosemite Ave.

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OPPORTUNITIES ANALYSIS

6.1 OPPORTUNITIES ANALYSIS AND NEXT STEPS

Based on review of physical and regulatory conditions, the existing conditions analyses conducted by the consultant team, site visits, and discussion with City staff, the Ascent team has identified the following preliminary opportunities. These recommendations are presented as considerations for further review and evaluation as part of the Task 3, Visioning and Alternatives Analysis, and associated community engagement.

A. Define Downtown Districts and Special Places

1. Strengthen and define distinct districts and special places around key catalyst sites, as depicted in Figure 6.1:
 - a. The **Transit Gateway** has the potential to anchor new transit-oriented housing and mixed-use development near transit and the future ACE station. There is sufficient land available to serve as catalyst development sites and position this area as a new “gateway.”
 - b. The **Downtown Core** should continue to serve as Manteca’s heart and a central gathering place for the Manteca community.
 - c. There is an opportunity to re-envision the “**West End**” of the Downtown Core, around Manteca Avenue and the Public Library, with new mixed-use development, active building frontages facing public spaces, and coordinated streetscape, public realm, and circulation improvements.

- d. The **Oak Street** industrial area has potential to transform from an aging industrial area to a contemporary, urban warehouse district for work, play, and creative arts. With some infrastructure and streetscape investment, there is opportunity to combine adaptive reuse with major new development projects. This area can also support a brewery scene, with food trucks and restaurants.
- e. **North Main Street and East Yosemite Avenue** can support mixed-use development, with neighborhood-serving retail uses.
- f. **Surrounding Neighborhoods** should remain primarily residential

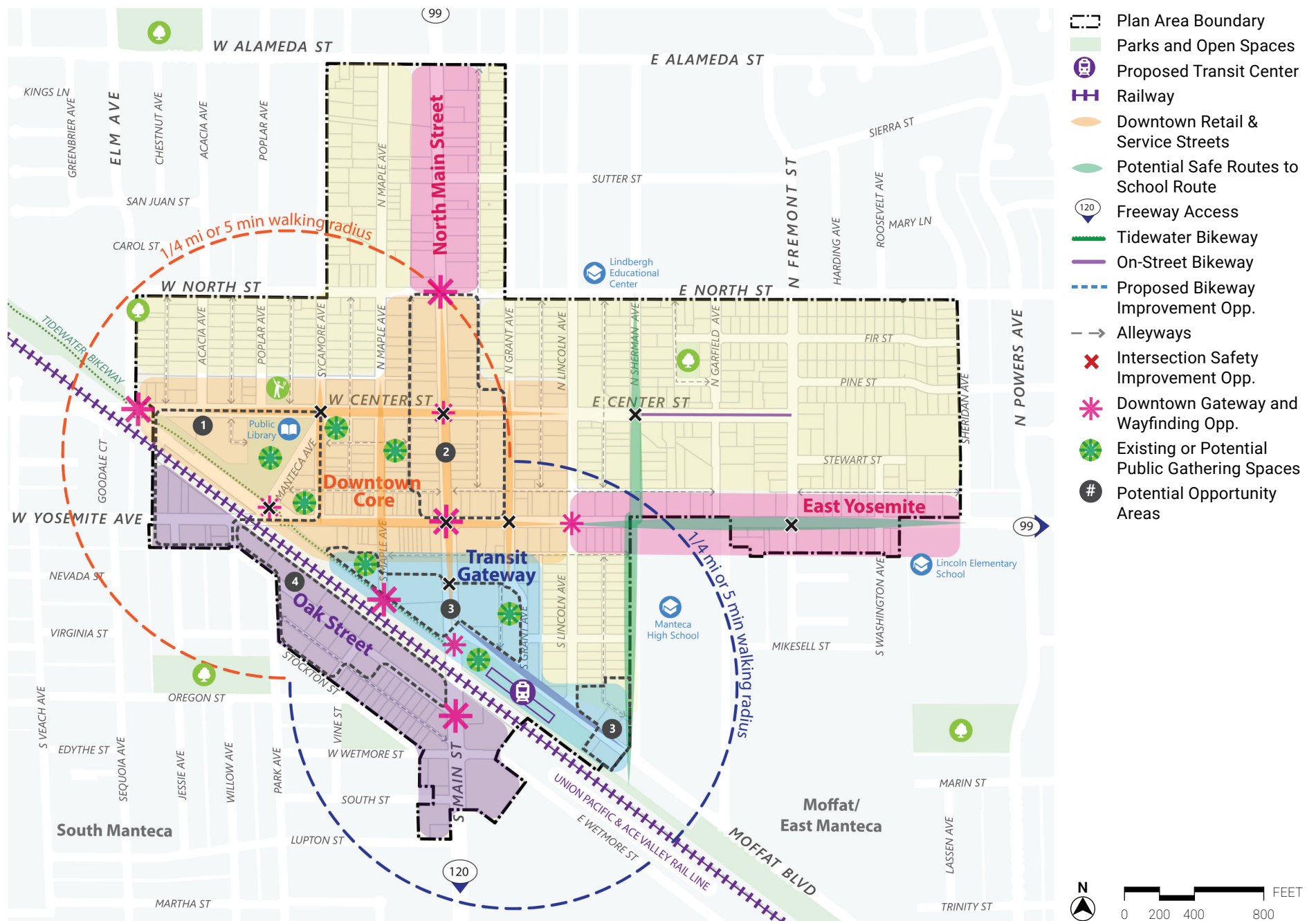
in character, with neighborhood improvements that support circulation and access.

2. As part of the Specific Plan process, develop a cohesive vision for the Downtown Core around Yosemite and Main, the Transit Gateway, the West End, and the Oak Street area, leveraging catalyst sites as focus areas for new retail, restaurants, residential, and mixed-use development in priority areas and in proximity to transit.
 - a. Evaluate water, wastewater, stormwater, and roadway constraints associated with new development potential for required public improvements.



Encourage new infill mixed-use development in the Downtown Core and adjacent to the Transit Center.

Figure 6.1 Downtown Opportunities Map

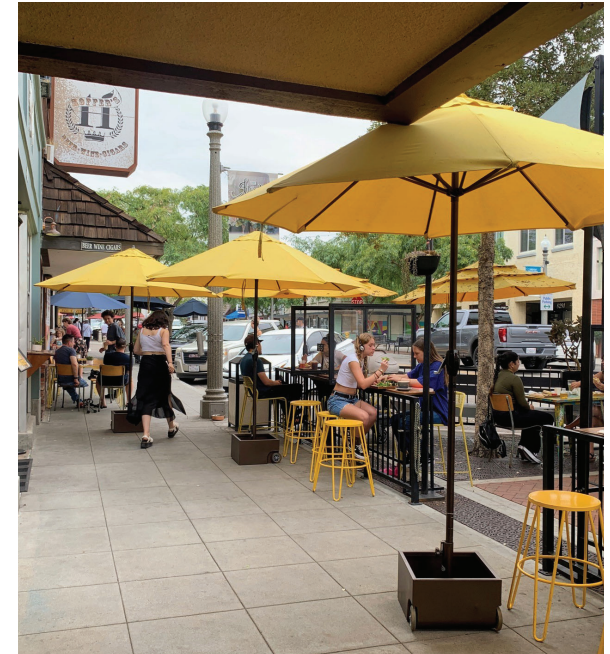


B. Unify the Approach to Placemaking and Activation

1. Create a series of new public spaces by converting parking areas or underutilized sites on City-owned land, and through new development.
2. Develop a program of wayfinding and gateway improvements, to create a distinctive brand for key districts and destinations.
3. Identify improvements to the Tidewater Bikeway, including landscape enhancements, activation at key intervals, and public art.
4. Require the integration of public art, seating, shade elements, shade streets, and/or other features in the public realm, plazas, parklets, and paseos, as new development occurs.
5. Develop an outdoor dining program to support local businesses and provide activation of the Downtown public realm.



Create new public spaces on underutilized city-owned land and in conjunction with new development.



Develop an outdoor dining program to activate the Downtown Core and support local businesses.



Enhance the Tidewater Bikeway with landscaping, public art, and other amenities.

C. Invest in a Robust Urban Tree Canopy

1. Invest in a robust tree planting program to significantly enhance the urban tree canopy along setbacks, and within new parks, plazas, paseos, and open spaces, as well as key corridors such as Main Street, Yosemite Ave, Center Street, and Tidewater Bikeway.
2. Evaluate opportunities for planting and shade trees through lower-cost urban retrofits such as bulb-outs, curb extensions, and parklets, rather than significant rights-of-way reconstruction.
3. Clarify private and common open space requirements that support a variety of development types, including the provision of landscape and shade for climate mitigation.



Consider integrating stormwater, low impact development strategies with streetscape improvements.

D. Refine the Land Use and Development Approach

1. Evaluate the potential for a broad range of urban market-rate residential types and formats to provide a consistent Downtown population to activate and support retail, restaurants, and other uses. Consider condos and apartments, vertical and horizontal mixed-use development, live-work, townhomes, and missing middle housing that is integrated with or serves as a transition to existing single-family residential neighborhoods.
2. Calibrate land use permissions to facilitate desired uses and a diverse daytime population of residents and visitors, such as:
 - a. Technology hubs, maker spaces, artist and artisan studios, live-work, office, and co-working spaces, etc.
 - b. Restaurants and cafes, small-format or specialty grocery stores and pharmacies, craft breweries or coffee roasters, indoor recreation centers, such as rock climbing, gymnastics, roller skating, or yoga studios.
 - c. Community or civic uses and anchors, such as a theater and family-oriented gathering places.
3. Disallow or restrict auto-oriented uses, drive-thrus, storage, and warehousing.
4. Consider Specific Plan tools to streamline development regulations and facilitate development, including:
 - a. Refining the approach to ground-floor retail to focus activation in key nodes and corridors.
 - b. Tailoring transition areas to ensure requirements don't inadvertently impact development feasibility.
 - c. Incentivizing adaptive reuse projects and storefront improvement subsidies.



Evaluate potential for diverse uses such as live-work residential (left) and maker spaces (right) within walkable Downtown districts.



E. Implement Coordinated Circulation and Streetscape Improvements

1. Continue the block grid in the Downtown Core by extending local streets, alleys, and paseos as new development occurs, to create walkable street blocks and buildings that front onto the street.
2. Consider key strategies to improve safety, enhance placemaking, and address circulation challenges such as:
 - a. Redesigning or pedestrianizing Manteca Ave.
 - b. Extending Moffat Blvd west of Main St.
 - c. Considering a one-way circulation loop to improve traffic flow and accommodate streetscape enhancements and multimodal improvements.
3. Evaluate intersection improvements to address safety and placemaking at the busiest Downtown intersections, including:
 - a. Yosemite Ave at Main St, Grant Ave, and Fremont St.
 - b. Main St at Center St, Otis St, and Moffat Blvd.
 - c. Center St at Manteca Ave and Sherman Ave.
 - d. The Tidewater Bikeway at Main St and Manteca Ave.
4. Build on the city's ATP to strengthen and improve the connectivity and safety of the Downtown bicycle network, as suggested in Figure 6.1.



Consider pedestrianizing all or portions of Manteca Avenue.



Address safety and placemaking at busy Downtown intersections, including Yosemite and Main

F. Strengthen Development and Design Standards

1. Consider refining FAR, building height, and density standards to ensure feasibility of desired development types at key districts and catalyst sites.
2. Consider refining setback requirements and design standards along key corridors to enhance placemaking, facilitate tree planting, and expand opportunities for enhanced sidewalks and outdoor dining, as well as respond to local context conditions, such as rail lines.
3. Evaluate impact fees, and consider development incentives for the provision of community benefits in exchange for density or height bonuses (beyond the State density bonus) or negotiated tax reductions.



Refine development and design standards to achieve desired improvements, such as shaded sidewalks.

G. Consider a Coordinated Parking Management Strategy

1. Improve parking management and wayfinding to direct visitors to available spaces.
2. Continue centralizing city parking lots, served by alleys, that maximize the development frontage on Downtown's main roadways, shopping streets, and open space.
3. Evaluate the longer-term demand for a parking district, and consider a parking structure to free up valuable city land in the Downtown Core.



Use centralized city parking lots, served by alleys, as a means to maximize Downtown development frontage.

