

A photograph of a modern brick building with a prominent clock tower. The building features a large arched canopy entrance supported by a steel frame. A large clock is mounted on the brick facade above the entrance. The sky is blue with some white clouds. A tree with green and yellow leaves is visible on the left side of the frame.

ASCENT

City of Manteca

Downtown Specific Plan

The Ascent Team



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Placemaking



**PLAN
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AICP, LEED AP**
Outreach Lead



EPS **Tom Martens**
Economic Lead



Francisco Martin, PE
Mobility Lead
Fehr & Peers



Melissa M. Duffy, PE
Infrastructure Lead



ASCENT | Urban Design + Planning

ASCENT

Designers, urban planners, and architects experienced in preparing place-based Downtown and Main Street Specific Plans

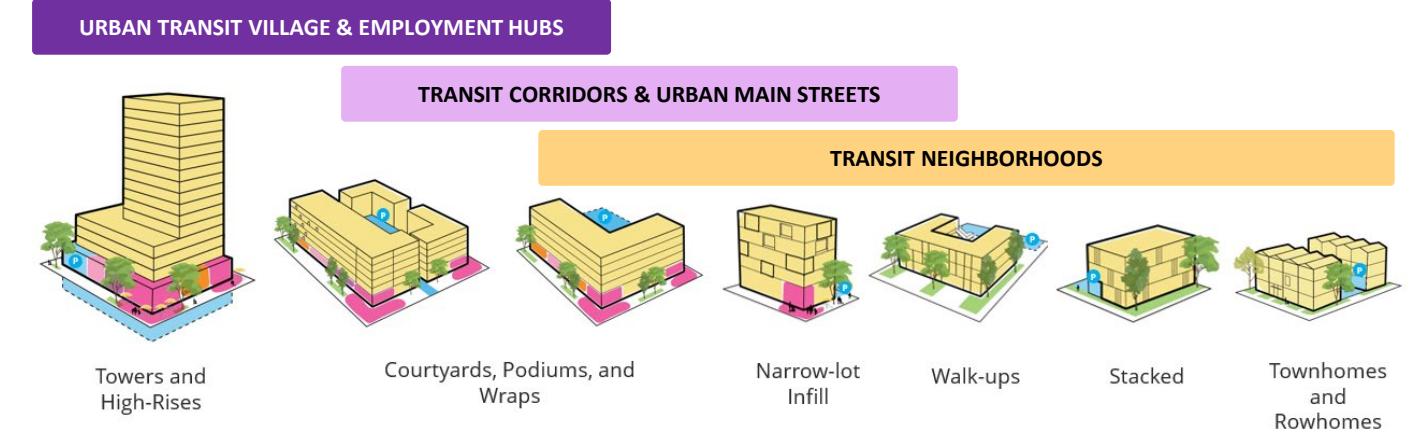
- Over two decades of experience preparing Specific Plans, Master Plans, and related tools
- Experienced in **site testing and scenario planning**
- Focused on **implementable solutions** that streamline development review



Gateway-Main Street Specific Plan



Washington District Specific Plan



Downtown Sunnyvale Specific Plan



Our Approach

1. Study Downtown as a Place



- Entry / Wayfinding
- Safe Routes to School
- ▬ Civic Street
- ▬ Downtown Retail Street
- ✿ Downtown Bike / Ped Entry

2. Engage the Manteca Community



Community Involvement Strategy



Website, Branding, Outreach Materials



Stakeholder Meetings



TAC Meetings (4)



Survey/Targeted Outreach



Open House and Workshops (3)



3. Leverage Transit to Revitalize Downtown

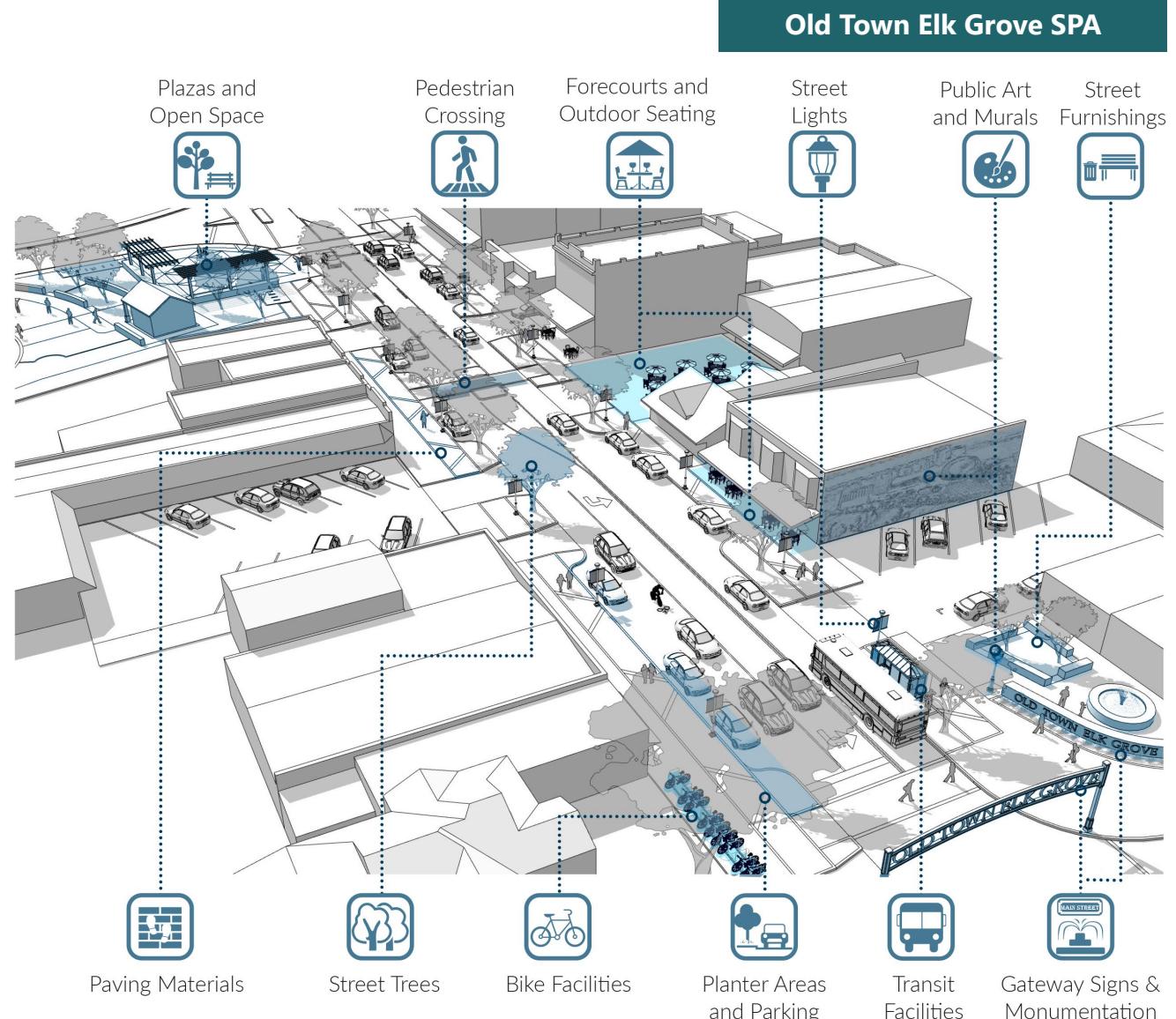
- Study the market potential to support new infill housing and strengthen Downtown businesses
- Test catalytic housing and mixed-use on vacant and underutilized sites
- Right size approach to infill and development program for THIS Specific Plan area
- Enhance multimodal access and connections to transit



4. Create a Tailored Place-Based Plan



- Tailor approach with downtown design standards for missing middle housing, infill, and mixed-use
- Identify placemaking improvements, including branding, wayfinding, and streetscape
- Promote adaptive reuse and storefront improvements



5. Design Great Public Spaces

- Develop a Downtown Vibrancy Strategy
- Create places for year-round events, programming, and community gathering
- Green and activate open space trails, paseos, and connections
- Consider climate, greening, and expanding the tree canopy



6. Set the Stage for Implementation

- Create a user-friendly, action-oriented Plan that will be easy for City staff to administer
- Send a clear message to the development community ... consider the Plan a key marketing tool
- Integrate the environmental approach early – and throughout-the planning process
- Look for opportunities to streamline, reduce costs, and incentivize private development

MANTECA
BEDQUARTERS

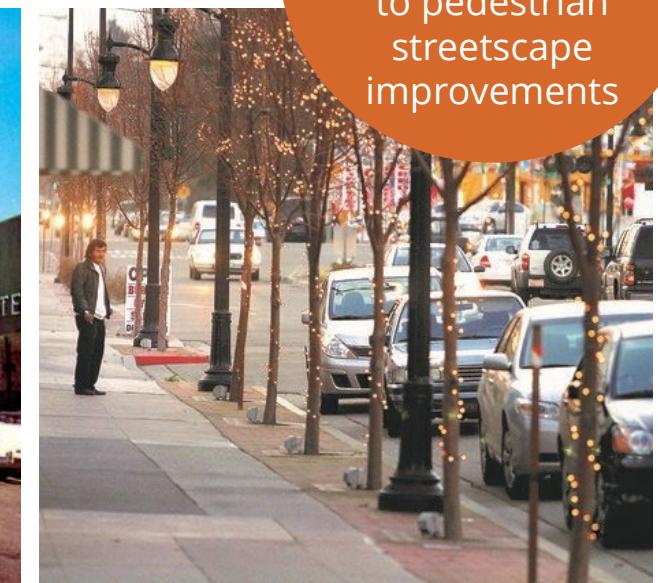


Opportunity Site Study

Opportunity Site Context



Build on Manteca's Historic and Cultural Roots



Historic agricultural identity

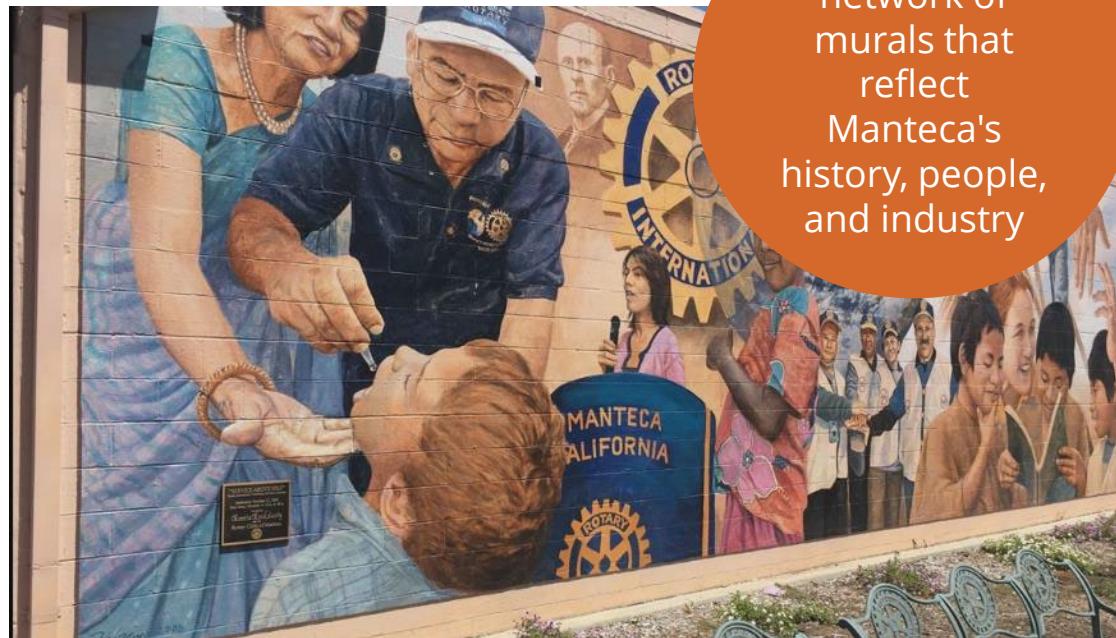
Colorful traditional main streets

Efforts to transform car-oriented development to pedestrian streetscape improvements

Reflect the City's Family-Friendly Heritage



Focus on family-friendly spaces

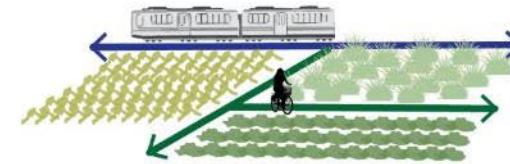


Colorful network of murals that reflect Manteca's history, people, and industry

Design Goals & Guiding Principles



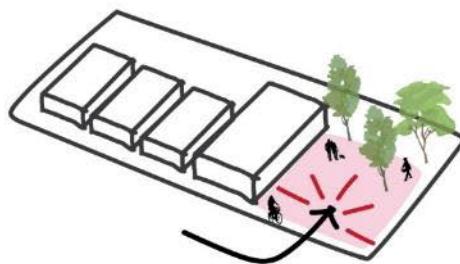
Support local businesses



Honor the City's agricultural and railroad roots



Embrace historic and cultural resources



Create third spaces in the Downtown



Serve the community with play spaces and a family-friendly destination



Enhance climate resiliency through the urban tree canopy

Design Goals



Create an **active gathering space** in Downtown Manteca that is **rooted in place, family-friendly, and accessible to all.**

Design Approaches



1

Activate Now!

Placemaking and activation using low-cost community driven programming to establish buy-in, identity, and showcase investment and progress.



2

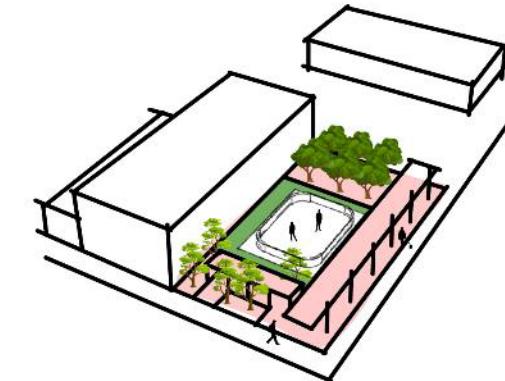
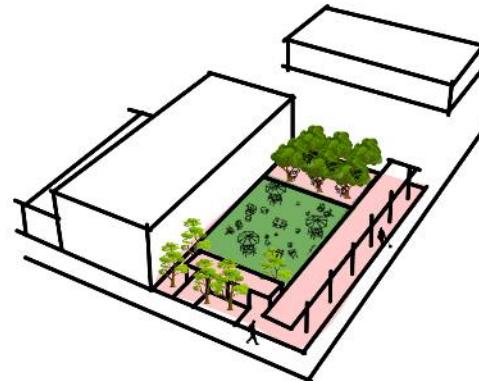
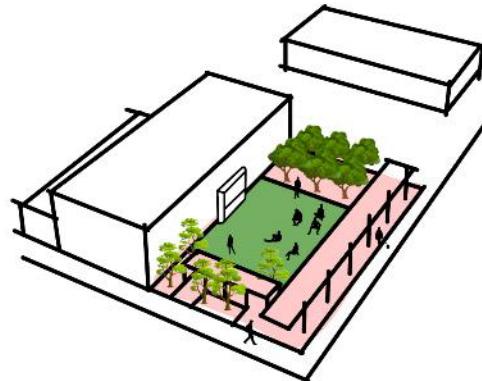
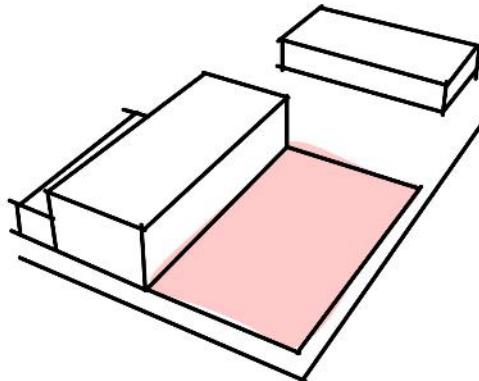
Long-term Investment.

Develop full site and program. Engage w/ historic building, build upon (above) placemaking and activation, and implement signature, permanent elements.

Site Activation & Placemaking Fueled by Community



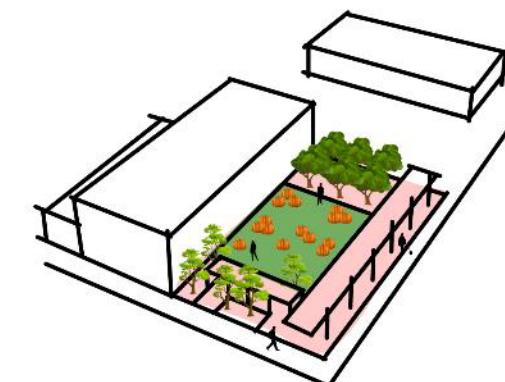
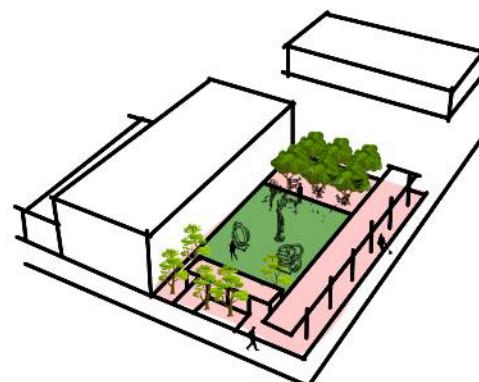
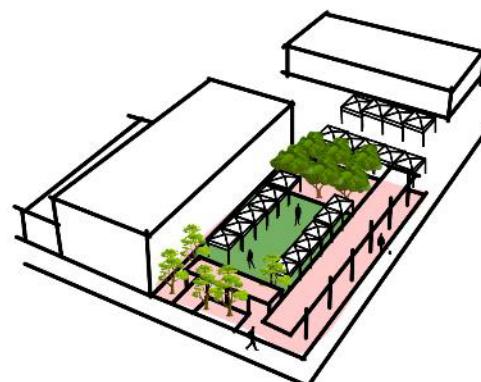
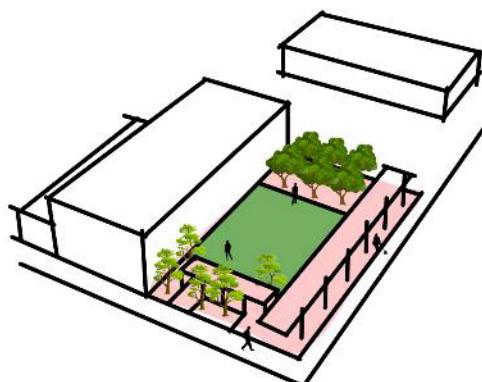
Activate Now! Manteca Meets



Movie Night

Play Zone

Roller Rink



Street Market

Pop Up Art

Pumpkin Patch

A Few Years Out ... the Long-term Investment

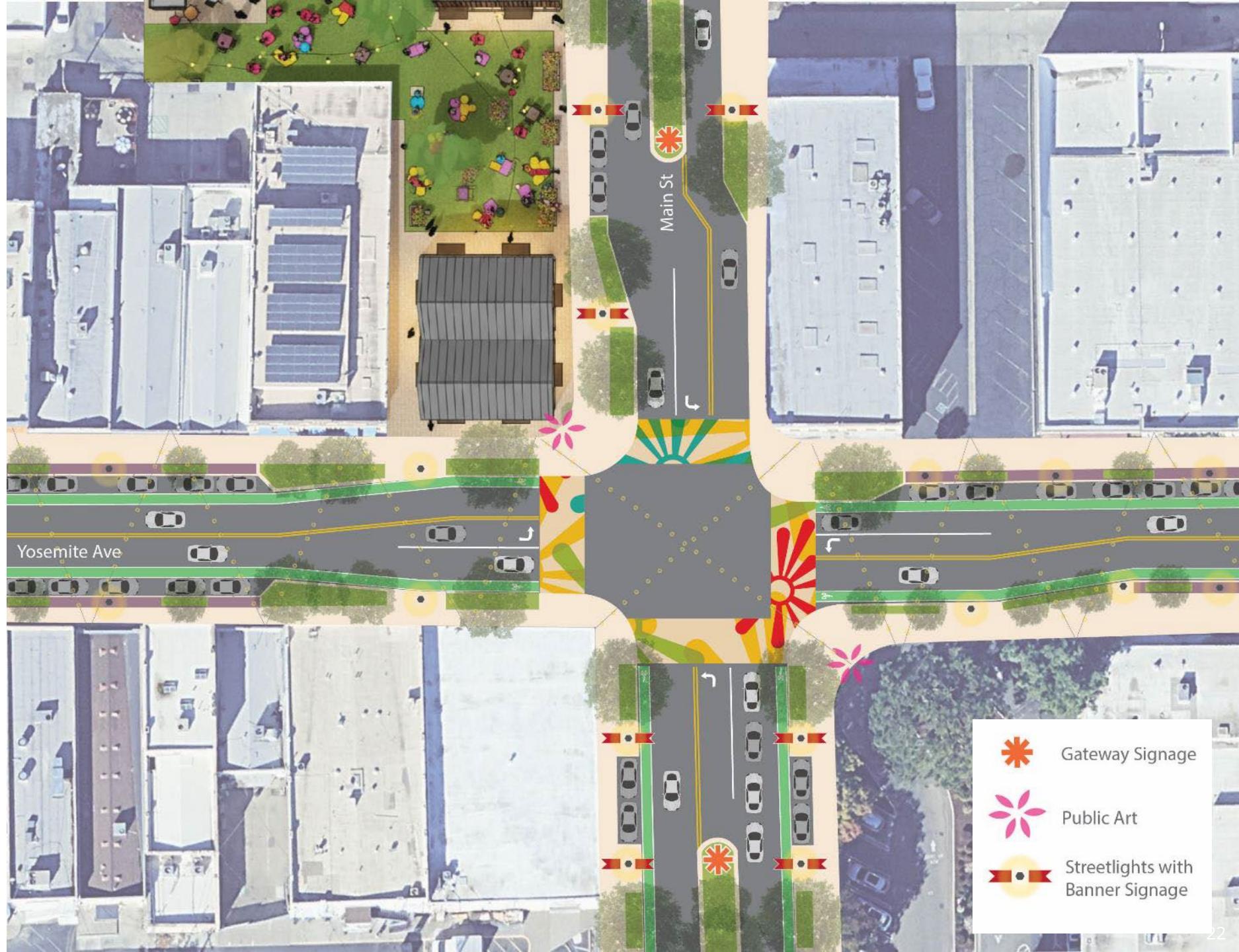


Adaptive Reuse of Historic Buildings



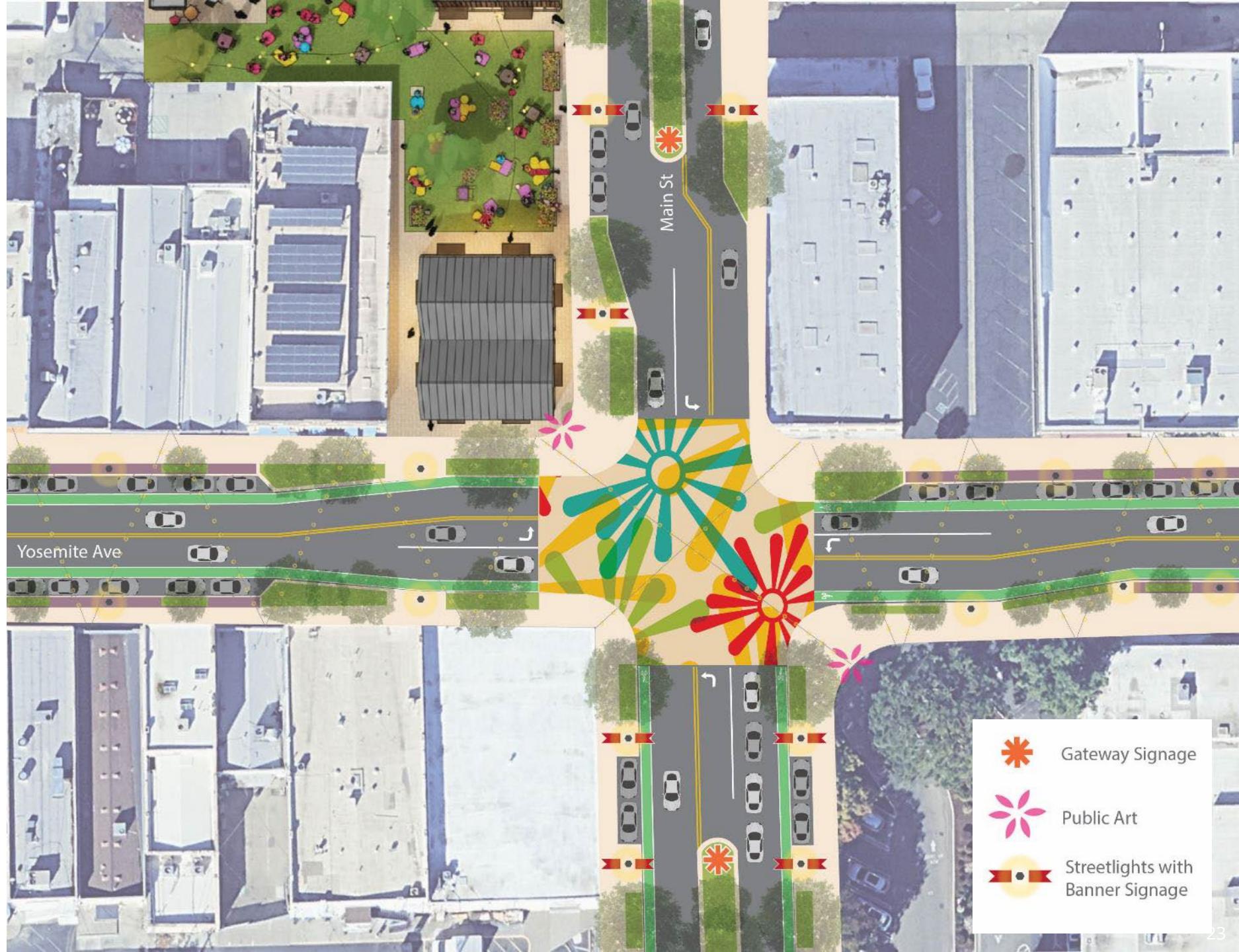
Mobility & Streetscape Approach

- Align the intersection with curb extensions
- Expanded sidewalks with robust landscaping, lighting and signage
- Add landscaped medians with gateway signage, and where possible, on-street parking
- Painted bike lanes along Yosemite
- Incorporate public art within the intersection and at the corners



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Planning • Design • Science • Kindness

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