

City of Manteca

Downtown Specific Plan

The Ascent Team



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Economic Lead



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Fehr&Peers



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Infrastructure Lead

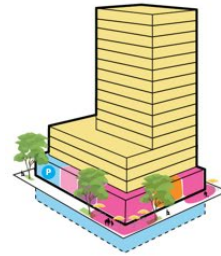

ASCENT | Urban Design + Planning

ASCENT

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

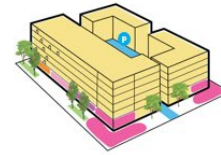
- Over two decades of experience preparing **Specific Plans**, Master Plans, and related tools
- Experienced in **site testing and scenario planning**
- Focused on **implementable solutions** that streamline development review

URBAN TRANSIT VILLAGE & EMPLOYMENT HUBS



Towers and High-Rises

TRANSIT CORRIDORS & URBAN MAIN STREETS



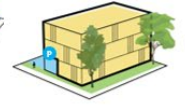
Courtyards, Podiums, and Wraps



Narrow-lot Infill



Walk-ups



Stacked



Townhomes and Rowhomes

TRANSIT NEIGHBORHOODS



Gateway-Main Street Specific Plan



Washington District Specific Plan

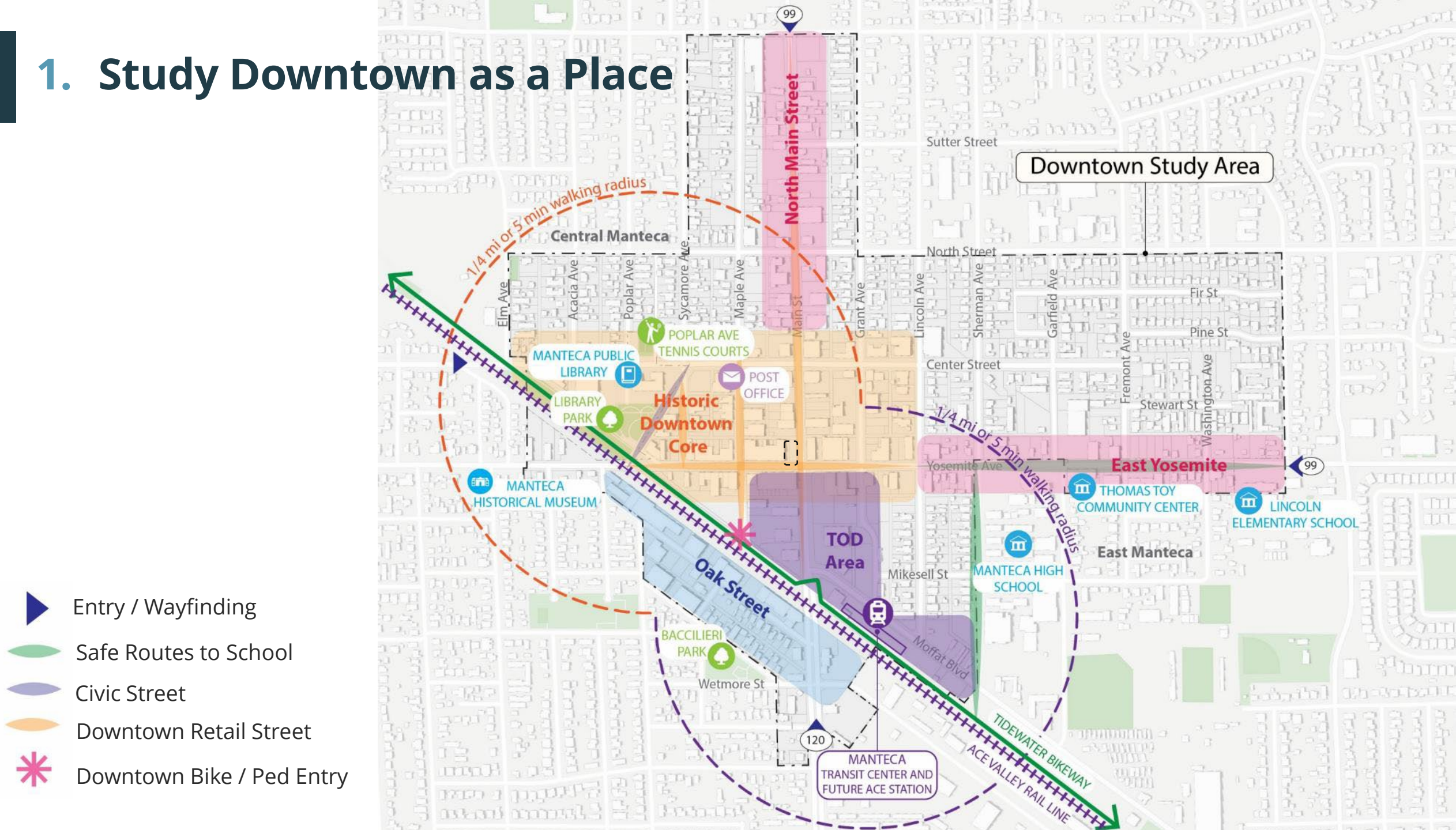


Downtown Sunnyvale Specific Plan



Our Approach

1. Study Downtown as a Place



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



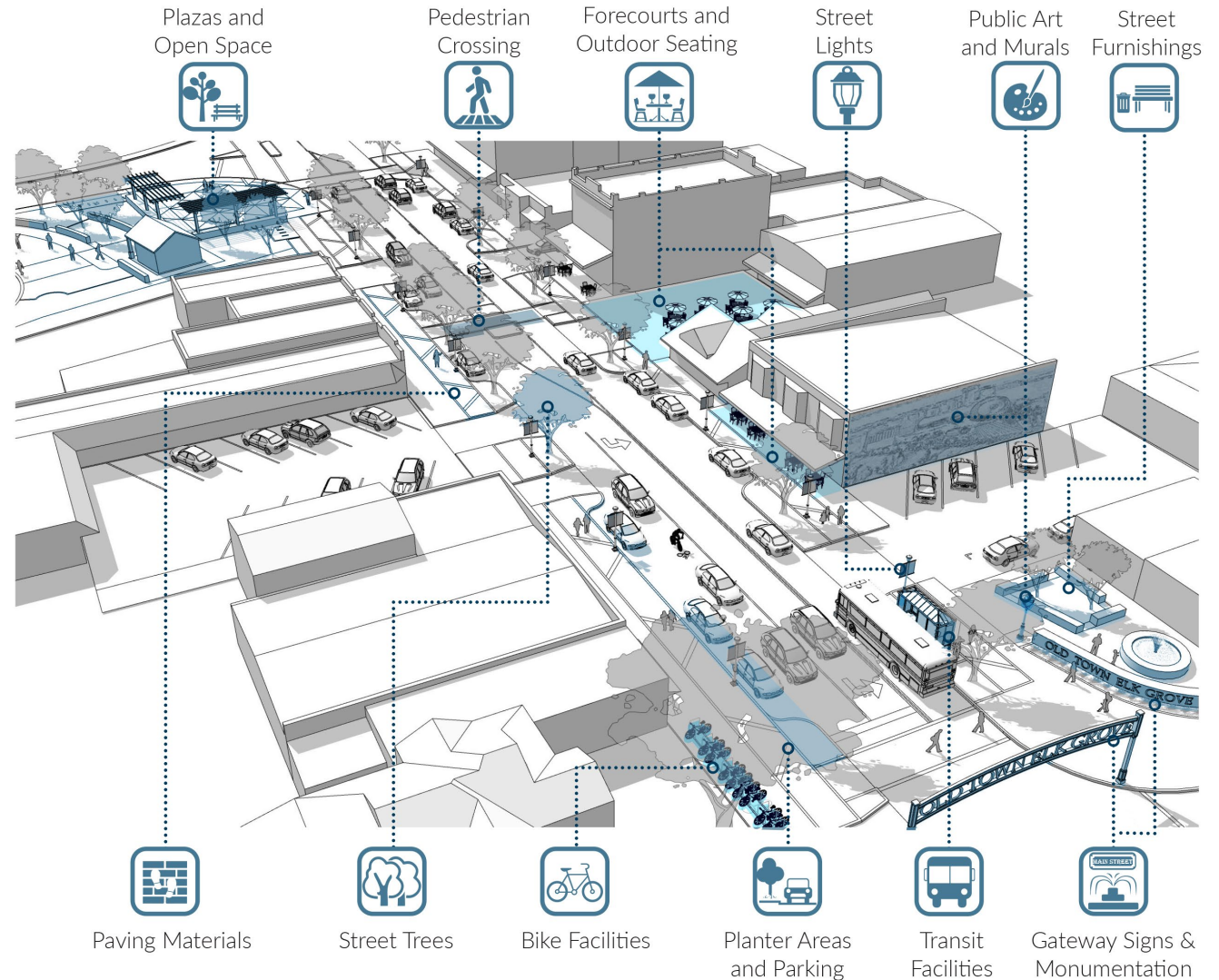
4. Create a Tailored Place-Based Plan

Gateway-Main Street Specific 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

Old Town Elk Grove SPA



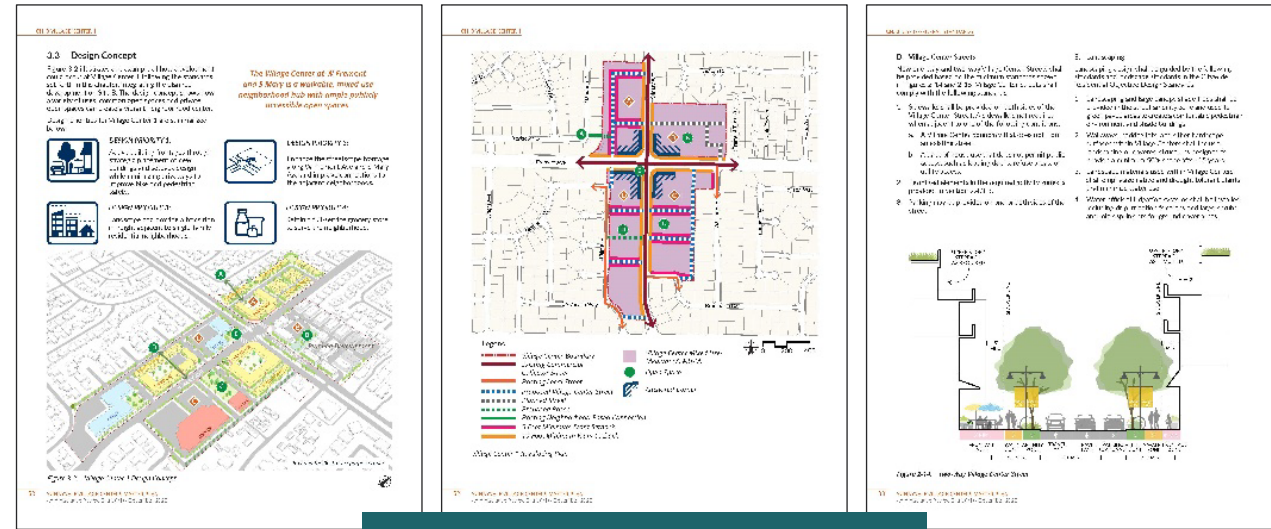
5. Design Great Public Spaces

- 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

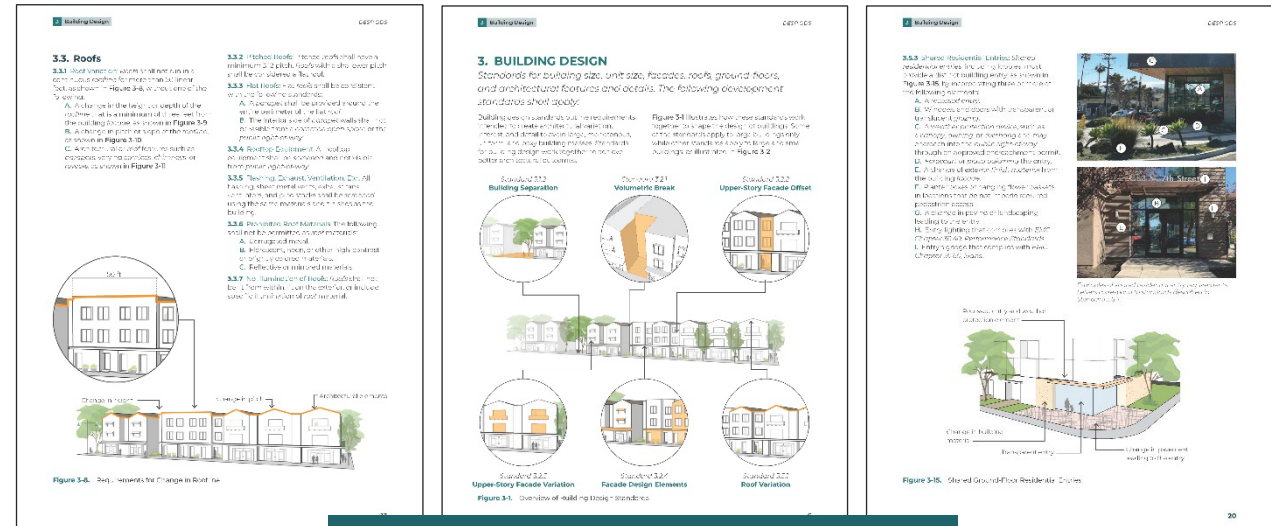


6. Set the Stage for Implementation

- 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



Sunnyvale Village Center MP



Encinitas Objective Design Standards



Opportunity Site Study

Opportunity Site Context



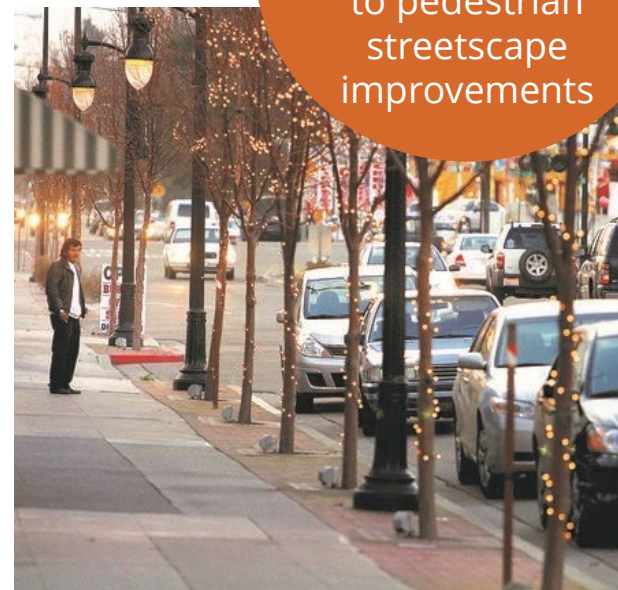
Build on Manteca's Historic and Cultural Roots

Historic agricultural identity



Efforts to transform car-oriented development to pedestrian streetscape improvements

Colorful traditional main streets



Reflect the City's Family-Friendly Heritage



Focus on family-friendly spaces

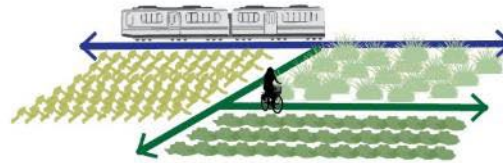
Colorful network of murals that reflect Manteca's history, people, and industry



Design Goals & Guiding Principles



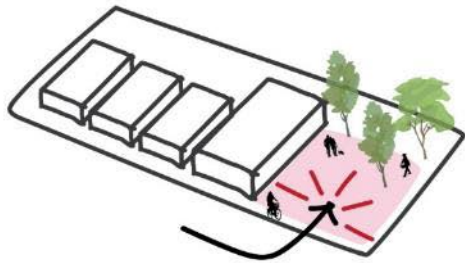
Support local businesses



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

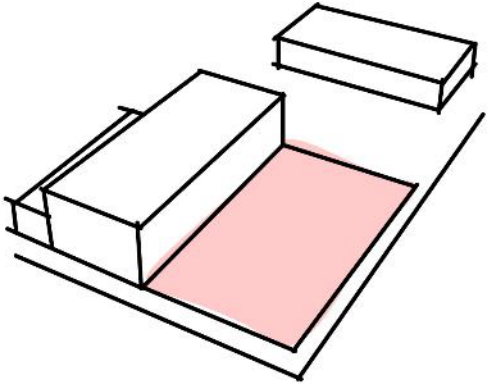
Long-term Investment.

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

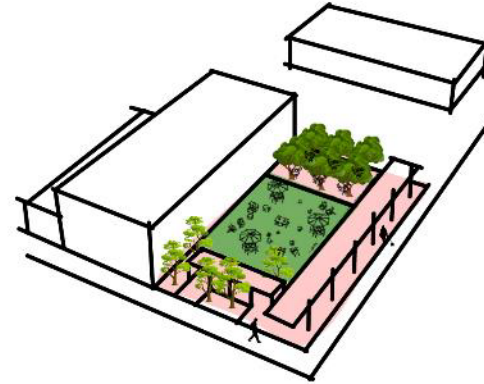
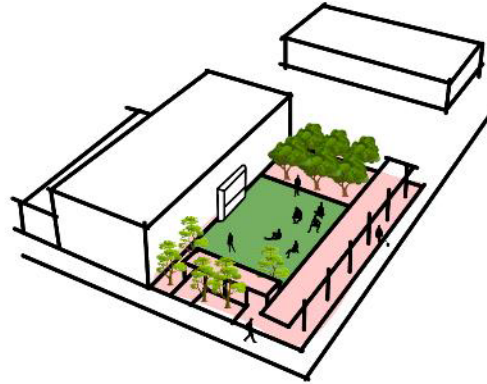
Site Activation & Placemaking Fueled by Community



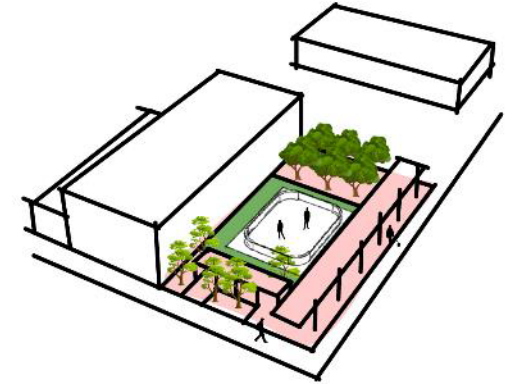
Activate Now! Manteca Meets



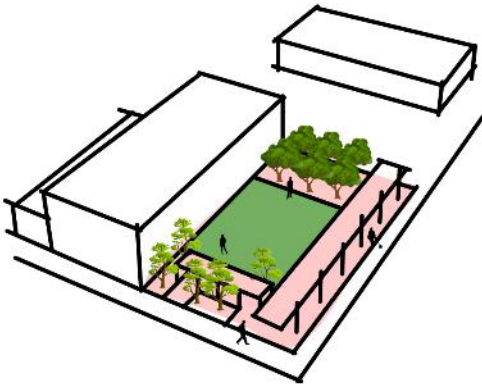
Movie Night



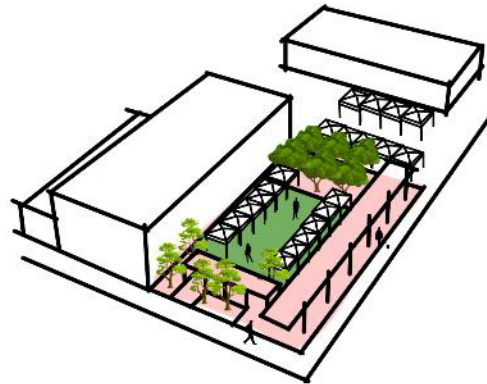
Play Zone



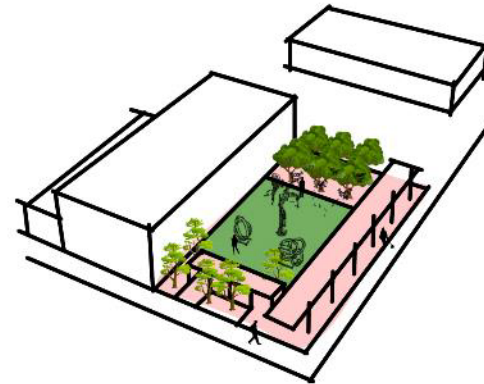
Roller Rink



Street Market



Pop Up Art



Pumpkin Patch

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

Pavilion structure for small community space or cafe

Architecture that honors agricultural past

Shaded patio and seating at corner

Central open space overflows into existing parking

Food hall and indoor/outdoor spaces

Adaptive reuse and new 3rd level w/ patio

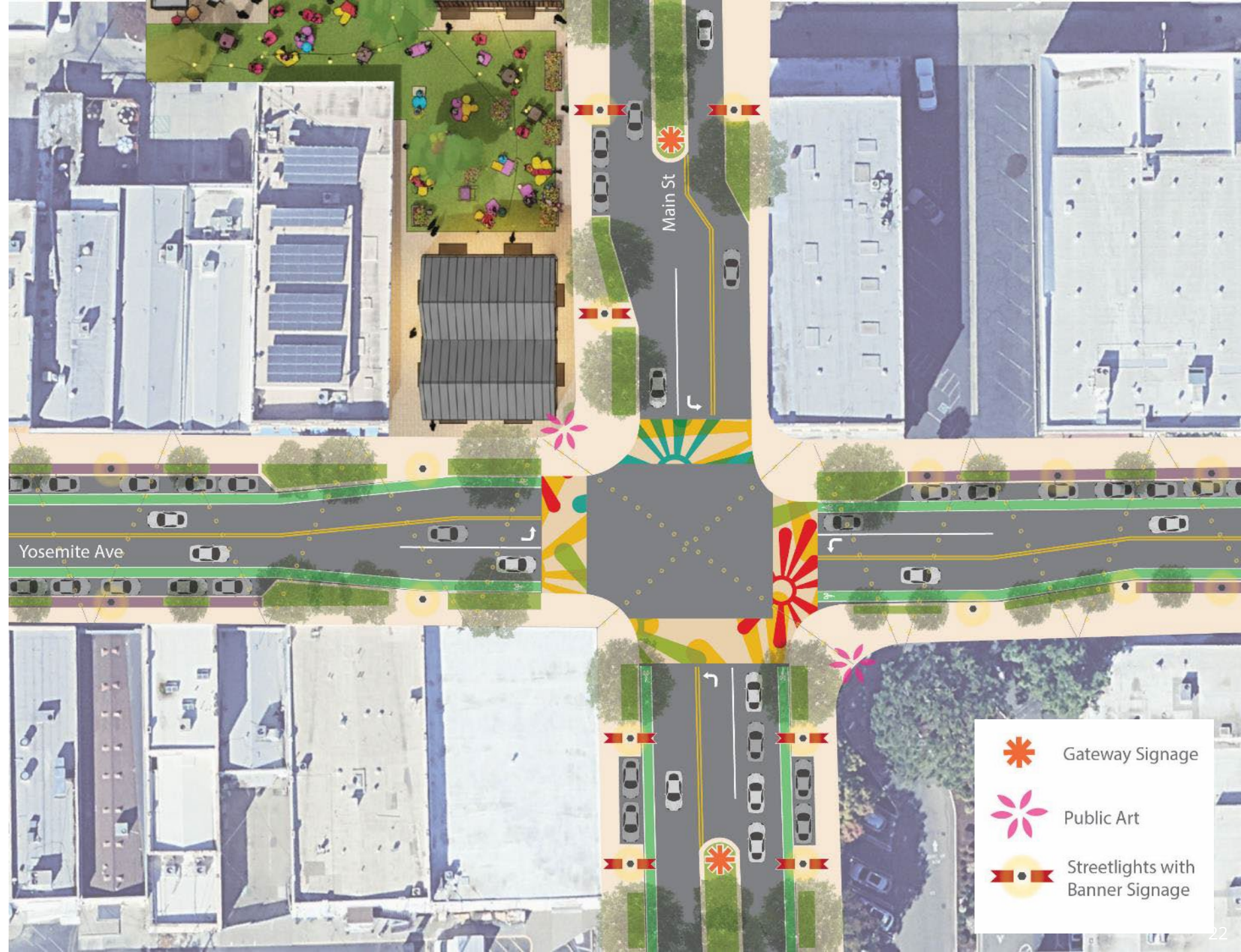
Business or art incubator

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



Gateway Signage



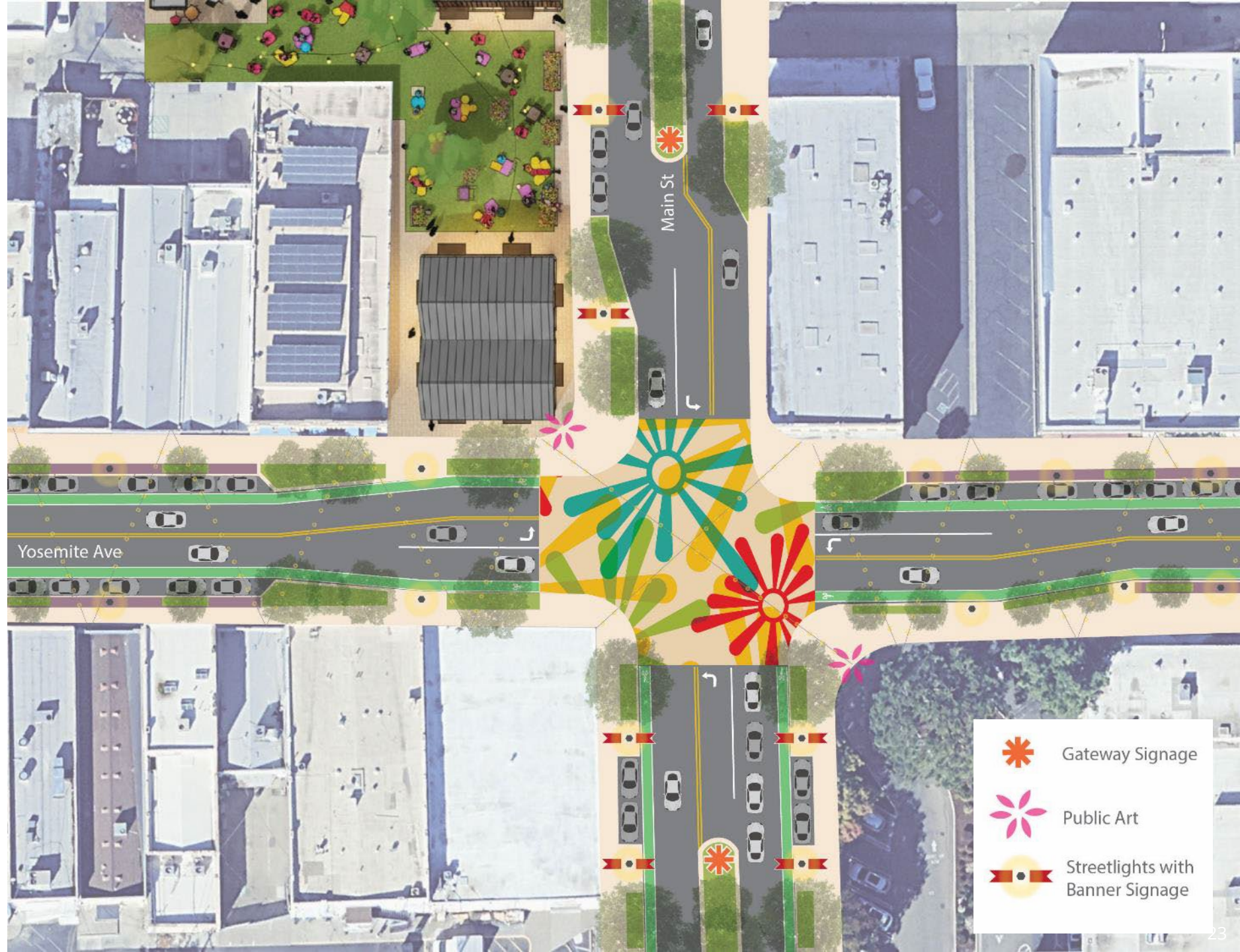
Public Art



Streetlights with
Banner Signage

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-  Gateway Signage
-  Public Art
-  Streetlights with Banner Signage



MANTECA
HISTORICAL MUSEUM

MANTECA PUBLIC
LIBRARY

POST
OFFICE

LIBRARY
PARK

BACCILIERI
PARK

MANTECA HIGH
SCHOOL

THOMAS TOY
COMMUNITY CENTER

LINCOLN
ELEMENTARY SCHOOL

MANTECA
TRANSIT CENTER AND
FUTURE ACE STATION

TIDEWATER BIKEWAY

Yosemite Ave

Main St



Planning • Design • Science • Kindness

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