

Modesto Redevelopment Master Plan



Prepared for:
Modesto Redevelopment Agency

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5 Enhancing the Appeal of Public Spaces

5.1 PROMOTING GROWTH WITH AN ATTRACTIVE PUBLIC REALM

A visually appealing public realm, developed in concert with other economic incentives, can serve as a strong catalyst for economic growth. Therefore, investment in attractive, inviting “green” public spaces is an essential part of the City’s approach to economic redevelopment.

Modesto’s downtown grid system and traditional built form provide the city with the framework to enhance the walkability and pedestrian-orientation of this area. For substantial visual appeal and comfort, however, the City must further invest in public amenities such as street trees, landscaping, fountains, street furniture, lighting, and public art. These improvements and amenities will attract new residents and visitors to the area and will appeal to businesses that want to provide a pleasant environment for their employees.

Visitors to the pedestrian-oriented sections of the city, most notably, the downtown and Paradise Road areas, should be able to find respite from the summer heat under street trees, awnings, and canopies. Pocket parks and plazas with shaded seating and open-air dining that encourage pedestrian activities should be located along I, J, and 10th Streets. Water features and public art that reflect the area’s character can act as a further attraction to pedestrians.

Area 1, North Carpenter Road, and Area 2, North Ninth Street, are more automobile-oriented and require a different approach to attract visitors and residents. In these areas, attractive streetscapes and well-maintained public amenities, such as signage, street furniture, and transit shelters, will not only serve to make these areas visually appealing, but also will effectively signal to visitors that they are safe.



Lively and attractive streetscapes help to promote commercial areas.



Street trees offer shade during the hot summer months.

5.2 NEW PARKS AND PLAZAS

Modesto already benefits from a number of parks and greenways that provide access to the city's rivers and creeks and offer public trails, mature shade trees, and gathering places for civic events. Graceada Park, Dry Creek Regional Park, and the established portion of the Tuolumne River Regional Park (TRRP) are among the notable existing parks in and adjacent to the Redevelopment Area. In addition, the proposed Virginia Avenue Trail Corridor will connect the downtown with neighborhoods to the north, while the approved addition to the TRRP will be available adjacent to the southern end of the downtown.

However, these existing and proposed parks are located at the periphery of the Redevelopment Area. While the downtown does enjoy some mature street trees, most notably in the neighborhood east of 12th Street, public open space is limited. To create a more pleasant, livable environment, it is crucial that the City link existing and proposed parks on the periphery by providing connections across the Redevelopment Area. New parks and plazas should be created to alleviate the lack of public open space within the Redevelopment Area.

Effective links to public open space at the periphery of the Redevelopment Area can be enhanced with pedestrian improvements and bike lanes. Pedestrian and bicycle traffic can be supported with the streetscape improvements that are described in Section 5.3. Emphasis should be placed on creating attractive, landscaped corridors where automobile traffic is carefully controlled to ensure safety.

In addition, by encouraging the creation of privately owned plazas and pocket parks where public access is permitted, additional open spaces, particularly on pedestrian-oriented streets such as 10th and I Streets, can be extended throughout the Downtown Core. New setback standards could be applied, for instance, that require buildings with more than 100 feet of street frontage to provide 30% of that frontage as an additional setback of no less than 15 feet. To promote use, additional setback areas should be landscaped and provided with seating in the form of benches or seatwalls. The setback standards should require that private plazas not be fenced or otherwise gated to restrict public access. The City should also consider bonding those developers subject to the public open space setback to ensure the construction and continued maintenance of these spaces.



Modesto's Graceada Park offers space for public and private gatherings.

As new housing is constructed in the downtown, the City must develop new parks to serve area residents at its approved level of service. However, many existing parks in the Redevelopment Area have been subject to maintenance and public safety concerns. These concerns could be partially mitigated through design features incorporated into newly developed parks including:

- facilities that appeal to a wide range of ages and users, ranging from tot lots to dog parks, which help to ensure regular use of the parks;
- use of hardscape and low water use native and ornamental plants to minimize the amount of maintenance required; and
- the careful siting of commercial facilities, such as cafes, in close proximity to urban parks to encourage activity and natural surveillance in and around the area.

5.2.A Summary of Park and Plaza Policies

Policy 5.1: Develop linkages across the Redevelopment Area to connect public parks and open space on the periphery, including:

- the Virginia Avenue Trail Corridor/10th Street/ TRRP;
- construction of a pedestrian/bicycle crossing over SR-99 connecting H Street to Paradise Road; and
- linkage of segments of Dry Creek Regional Park at Yosemite Boulevard.

Policy 5.2: Create additional public open space in the downtown through the development of new pocket parks, plazas, and other pedestrian gathering spots along pedestrian streets.

Policy 5.3: Encourage private open spaces and plazas through the development and application of new front setback standards.



Downtown plazas should include a variety of seating areas. Photo of Santana Row in San Jose.

5.0 ENHANCING THE APPEAL OF PUBLIC SPACES

5.3 STREETScape IMPROVEMENTS

Streetscape improvements are designed to make the public right-of-way more comfortable, convenient, and attractive. Streetscape improvements can include automobile, bicycle, and pedestrian elements, unless an area is closed to automobiles, as in the Tenth Street Place pedestrian mall. At a minimum, streetscape improvements should include:

- appropriate automobile and bicycle parking;
- sidewalks that are wide enough to allow easy pedestrian passage;
- benches, seatwalls, or other street furniture;
- street trees to provide seasonal color and shade;
- informational signage that contributes to the character of an area; and
- adequate lighting that contributes to safety during periods of low light.

The following streets are recommended for streetscape improvements, and are listed below in order of priority.

5.3.A Tenth Street

As the key pedestrian connection between the Virginia Avenue Trail Corridor and the TRRP, 10th Street should receive the highest priority for streetscape improvements. The cross-section of 10th Street will vary depending on the right-of-way available and the surrounding uses. For instance, residential development may front the section of 10th Street north of L Street, whereas the portion between J and F Streets will consist of commercial and mixed-use development. Any streetscape improvements on 10th Street should therefore be designed with consideration for the surrounding context.

Section 1 on the following page is recommended for the portion of 10th Street between J Street and the TRRP. Tenth Street currently has angle-in parking between K and J Streets. This street condition should be extended south to the TRRP to provide additional parking and slow traffic to encourage walkability. Any streetscape improvements, such as street trees and lighting fixtures, made to the portion of 10th Street south of J Street, should be applied to the J-to-K block for visual and aesthetic consistency. Angle-in parking may be extended north on 10th Street between L Street and Needham Street if future conditions warrant. All parking and



10th Street Location Map



This winter streetscape includes street trees, signage, planters, and a wide sidewalk for easy pedestrian access.

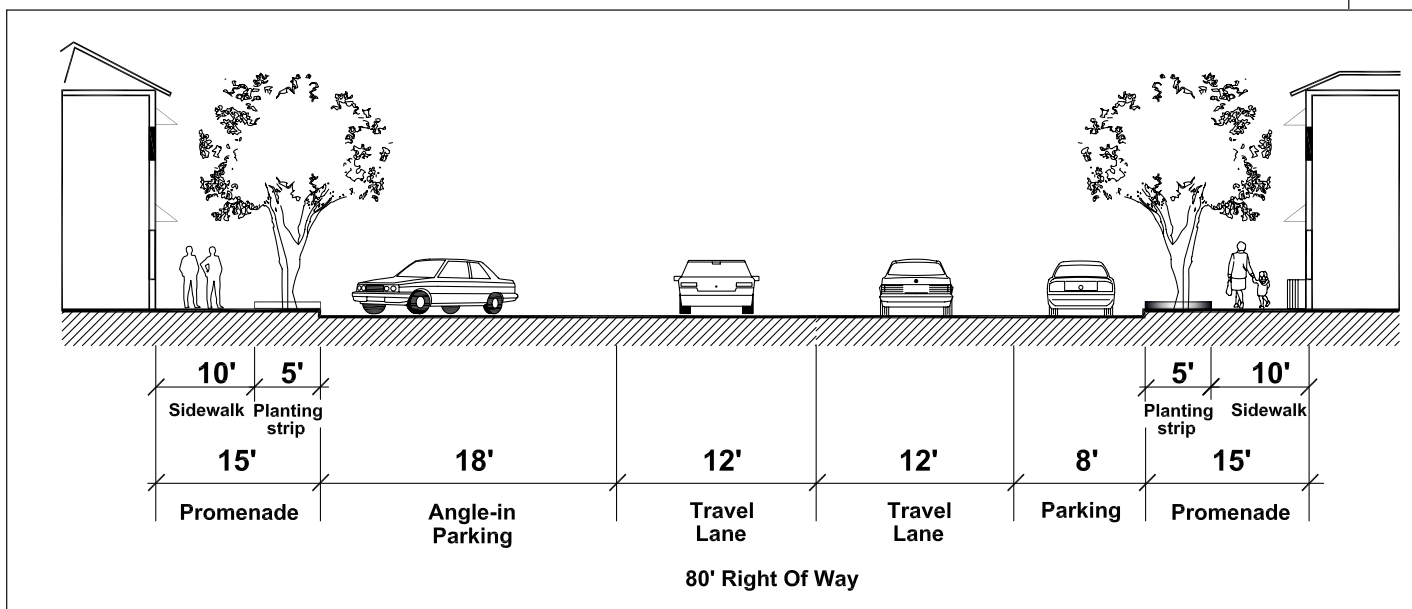


10th Street, looking north to Police headquarters, between F and G Streets

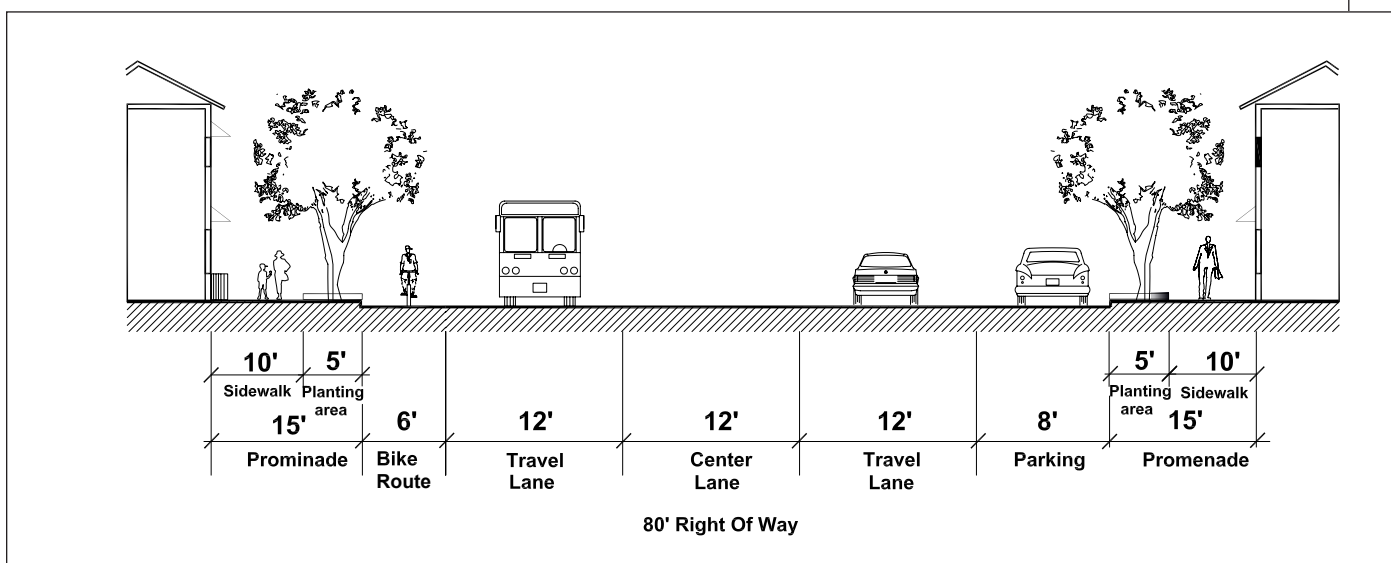
5.0 ENHANCING THE APPEAL OF PUBLIC SPACES

lane modifications should be subject to a traffic analysis before implementation.

The proposed angle-in parking on 10th Street makes bike lanes difficult to accommodate. Bike routes are therefore proposed as a couplet on 11th and 12th Streets, where no angle-in parking is proposed. Section 2 shows 11th Street, looking north, with a bike route on the west side. This section could also be modified and applied to a proposed bicycle route couplet on G and H Streets.



Section 1: 10th Street, view to north, from J Street south to the Tuolumne River Regional Park, with angle-in parking on west side



Section 2: 11th Street, view to north, with bike route on west side

5.0 ENHANCING THE APPEAL OF PUBLIC SPACES

5.3.B Ninth Street

Ninth Street is the most heavily traveled thoroughfare in the Redevelopment Area, with up to 23,300 trips per day. The street connects Areas 1 and 2 with the downtown, and continues south out of the Redevelopment Area. Ninth Street also runs adjacent to the Union Pacific Railroad right-of-way (see the picture to the right) and the historic train depot located at the Transit Center.

North Ninth Street, between Briggsmore Road and Needham Street, reflects its history as the former route of SR-99, with wide travel lanes and unpaved shoulders. This segment of Ninth Street would benefit from bicycle and pedestrian improvements, as well as landscaping to improve visual aesthetics.

Section 3 shows proposed streetscape improvements to North Ninth Street, with travel lanes reduced from six lanes, as designated in the General Plan, to four lanes to accommodate additional bicycle and pedestrian circulation. The General Plan should be revised to reflect this reduction in lanes.

The North Ninth Street right-of-way is sufficiently wide to allow streetscape improvements that could include landscape buffers, a two-way Class I bike trail, a Class II bike lane, wide travel lanes, and a landscaped median. The bike trail and lane could accommodate users traveling between the two Modesto Junior College campuses, as well as individuals traveling between the northwest portion of the Redevelopment Area and the downtown.

Cyclists and pedestrians can cross North Ninth Street at the signalized intersections at Carver Road, Coldwell Avenue, and Tully Road. However, to promote safety while crossing the street, the City should consider additional warning mechanisms at these intersections, such as pedestrian signage and crosswalk striping.

The portion of North Ninth Street between Coldwell Avenue and Needham Street is greater than 114 feet wide and could be used for a wider planting buffer on both sides of the street.



9th Street Location Map



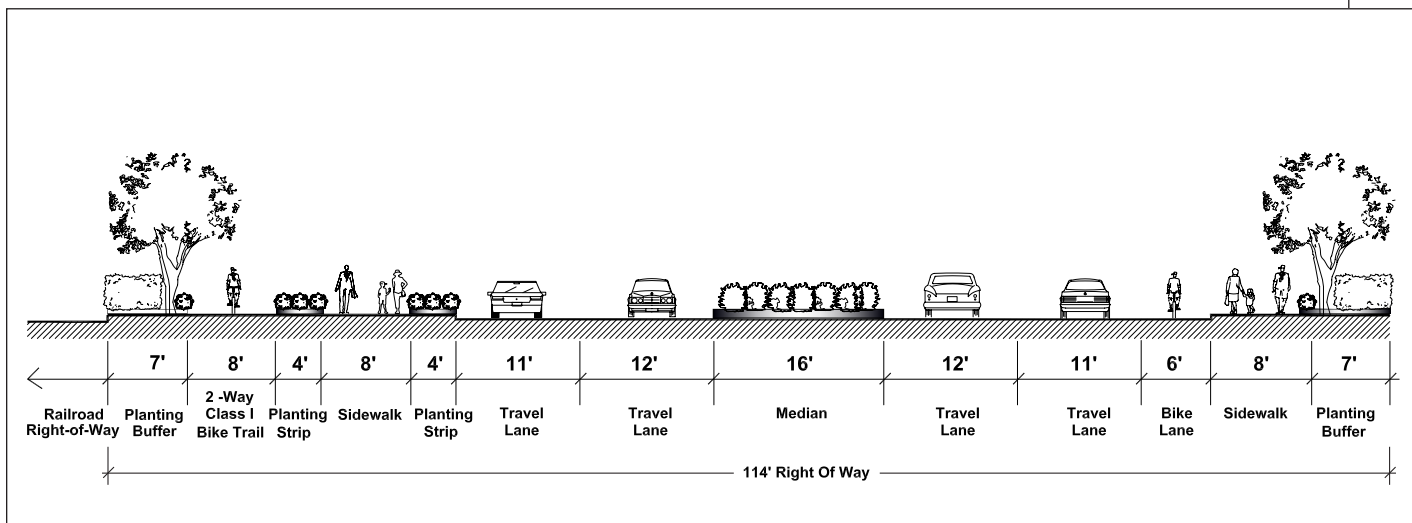
North 9th Street, looking south to Doubletree Inn

5.0 ENHANCING THE APPEAL OF PUBLIC SPACES

As noted in Chapter 4, the segment of Ninth Street south of Needham Street has been identified as a probable location for future residential and mixed-use development and would also benefit from streetscape improvements to enhance walkability and visual aesthetics. However, Ninth Street between D and L Streets is also a section of SR-132, which carries a significant volume of truck traffic. Due to the narrower right-of-way of this segment of the street (90 feet), streetscape improvements, including lane modifications, are contingent on the continued presence of this truck traffic. If truck traffic via SR-132 were rerouted to another street (as discussed on page 102), more alternatives for streetscape enhancements on Ninth Street would become possible and should be considered. Such enhancements should include, at minimum, street trees and wider sidewalks.



9th Street, looking south to I Street



Section 3: North 9th Street north of Needham Avenue, view to north, with a Class I bike trail, sidewalks, and landscaping buffers

5.0 ENHANCING THE APPEAL OF PUBLIC SPACES



I Street Location Map

5.3.C I Street

I Street is an important historic street in Modesto with a number of notable landmarks, including the Stanislaus County Courthouse, the Stanislaus County Library, the U.S. Post Office, and the McHenry Museum and McHenry Mansion. The McHenry Mansion and the U.S. Post Office are identified on the National Register of Historic Places. In addition, the Gallo Center for the Arts is located at the southeast corner of 10th and I Streets (project completion date 2006). This preponderance of historical buildings and the popularity of I Street for parades have led to its local designation as Modesto's "ceremonial street."

Historical photos of I Street show large canopy street trees. Many sizeable street trees can still be found east of 12th Street, creating a pleasant pedestrian atmosphere. The presence of the street's many landmarks also encourages pedestrian activity, which is likely to increase with the completion of the Gallo Center for the Arts.

At 100 feet wide, however, I Street is the widest street in the downtown, which, combined with the street's limited signalization, makes it a challenge for pedestrians to cross. The street's safety and appeal would be improved by traffic calming measures such as landscaped bulb-outs that slow traffic and improve pedestrian safety.



Extensions of the sidewalk known as "bulb-outs" can slow traffic and increase pedestrian safety.



I Street, late 19th century



The McHenry Mansion, late 19th century

5.3.D Paradise Road

The goal for streetscape improvements on Paradise Road is to balance relatively high automobile use with bicycle and pedestrian use. As a continuation of the H Street route across downtown, Paradise Road receives a significant amount of automobile traffic. Pedestrian circulation is also high, particularly at Modesto High School, the intersection of Chicago Avenue and Paradise Road, and the commercial portion of Paradise Road between Sutter Avenue and Harris Avenue. The potential for auto/pedestrian conflicts is exemplified by the wide crosswalk and other traffic calming measures at Modesto High School. In addition, a sign in English and Cambodian near the Cambodian Buddhist Temple states “No Ped Crossing” and encourages use of the crosswalk at Paradise Road and Chicago Avenue.

Paradise Road is designated as a minor arterial in the Modesto General Plan, with a 100-foot right-of-way between Fourth Street and Martin Luther King Jr. Drive, and four travel lanes. Section 4 shows the proposed street section for this section of Paradise Road, and includes a wider sidewalk and a planting strip designed to make a more pleasant walking environment, bike lanes on both sides of the street, and on-street parking.

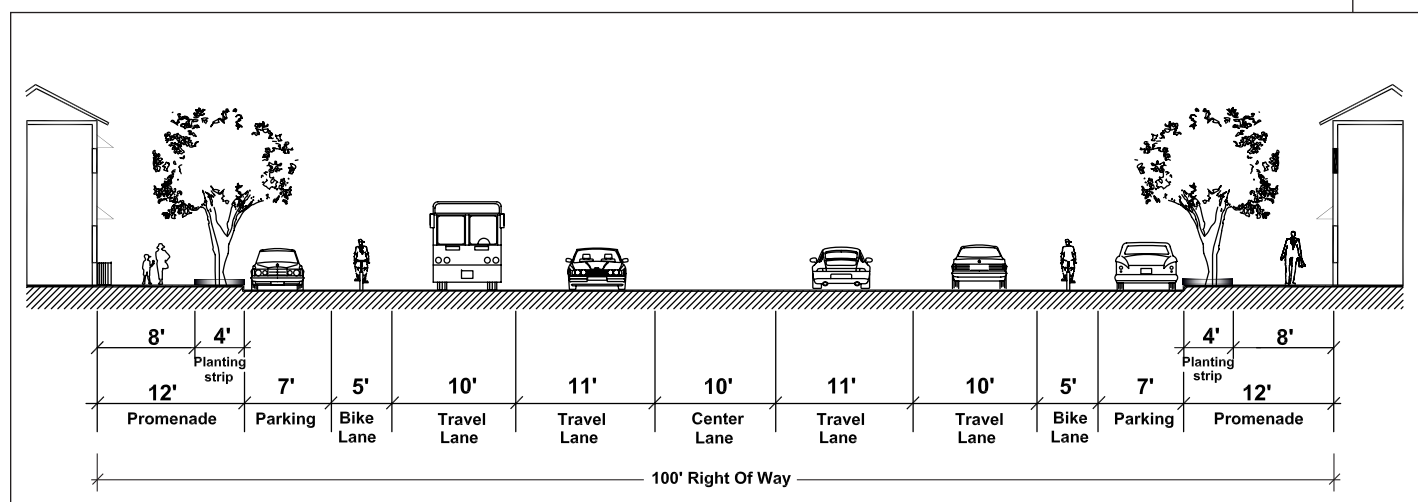
This proposed streetscape must be modified for the portion of the street west of Martin Luther King Jr. Drive which has an 80-foot right-of-way. This narrower segment of the street will require either the expansion of the right-of-way as redevelopment of the area



Paradise Road Location Map



Pedestrian crossing at Modesto High School on Paradise Road



Section 4: Paradise Road, with Class II bike lanes and landscaping improvements

5.0 ENHANCING THE APPEAL OF PUBLIC SPACES

progresses, or the potential loss of certain streetscape features, such as on-street parking and a smaller sidewalk/planting area.

Improved safety on Paradise Road can also be implemented, in part, by considering an alternative route for truck traffic, such as Martin Luther King Jr. Drive, Tuolumne Boulevard, or other local streets. The City should consider exploring these possible alternative routes.

5.3.E North Carpenter Road

Streetscape improvements have been installed on North Carpenter Road from Blue Gum Avenue to approximately Granite Lane. These improvements will be extended south on North Carpenter Road to Kansas Avenue to tie the different segments of the street together and create a consistent appearance. No streetscape section is suggested here as the existing streetscape can be used as the model for further improvements. Additional sidewalks, street trees, and landscaping might be implemented by requiring their installation by new development on the street.



Existing North Carpenter Road streetscape south of the intersection with Blue Gum Avenue

5.3.F Roadside Beautification for SR-99

As the primary access route to the Redevelopment Area, SR-99 is the first feature that visitors are likely to see as they enter the city on the west side. The highway should provide a clear sense of arrival at the “Oasis in the Valley” through landscaping and signage that attracts through traffic into the city.

The City should explore multiple alternatives for improving the SR-99 right-of-way, including State Transportation Improvement Program (STIP) funds that can be used for landscaping and scenic beautification. The Agency may also wish to enlist the involvement of the Modesto Garden Club, which has been instrumental in installing and maintaining other landscaping projects in the city.

5.3.G Summary of Streetscape Policies

Policy 5.4: Implement streetscape improvements on 10th Street that promote shade, walkability, and public gathering places. Streetscape improvements should be designed to fit the context of the block as well as the street.

Policy 5.5: Develop standards that protect the 10th Street view corridor by prohibiting such features as landscaped medians with trees, arches over the street, and sky bridges.

Policy 5.6: Install streetscape improvements on North Ninth Street in Area 2, and coordinate these improvements with proposed streetscape improvements for the Kansas-Woodland Business Park.

Policy 5.7: Consider the installation of traffic calming measures on I Street, particularly at the intersections of 10th and I Streets and Fifth and I Streets, to promote pedestrian access and safety.

Policy 5.8: Implement traffic calming and streetscape improvements on Paradise Road to facilitate a more pedestrian-friendly environment.

Policy 5.9: Consider alternative truck routes for truck traffic using Paradise Road.

Policy 5.10: Extend the North Carpenter Road streetscape improvements from Granite Lane to Kansas Avenue. These improvements should complement the existing streetscape north of Granite Lane.

Policy 5.11: Seek state funding, and coordinate with Caltrans and stakeholders, as appropriate, to beautify the SR-99 right-of-way through the Redevelopment Area.

5.0 ENHANCING THE APPEAL OF PUBLIC SPACES

5.4 PUBLIC ART

5.4.A Art in Modesto

The addition of public art to the Redevelopment Area will add character and interest to the public realm. Based on the vision identified in Chapter 2 of the Master Plan, the following locations should be given priority:

- the Downtown Core, particularly the intersection of 10th and I Streets;
- pocket parks and plazas throughout the downtown;
- gateways to the downtown; and
- the Paradise Road District.

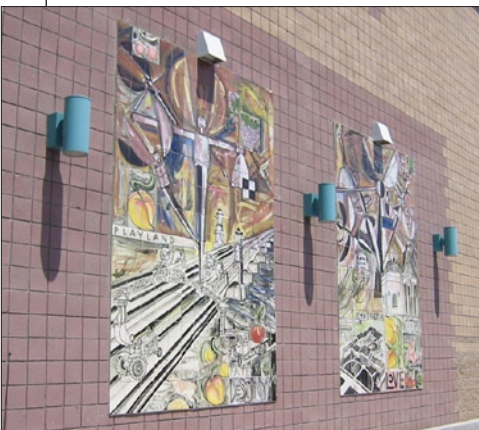
A variety of public art that can be placed in diverse locations, such as corners, walls, pocket parks, plazas, and suspended overhead, should be considered.

Modesto's Culture Commission has a Public Arts Committee that advises the City on the selection and acquisition of public art.

The Public Arts Committee has also developed a walking tour of public art in the city, with an accompanying brochure. The Public Arts Committee should be consulted on any proposed funding measures and development standards related to public art.



A statue celebrating the movie "American Graffiti" is located near the intersection of McHenry Avenue and 17th Street.



Tile murals enliven the 9th and K Street sides of the Brenden Theater, Modesto.

5.4.B Percent for Art

Modesto currently has no established funding mechanism for public art. Municipal art programs in some cities typically include a percent for art program to provide a funding source for public art. Implementation of a percent for art levy varies by city.

The City of Brea, California, has a successful and well-known public arts program that requires all private projects over \$1.5 million to contribute 1% of their total value to outdoor art. The art is privately selected and owned.

The City of Santa Cruz, using a different approach, has established a Public Art Fund that is financed by 2% of the total construction costs for all City capital improvement projects. A portion of this funding is set aside for the maintenance of existing art. The art funded under this program can include both permanent and ephemeral art, as well as art that is a part of a building's structure. The art is owned and maintained by the City of Santa Cruz.

These and other programs have their particular strengths and weaknesses. The City of Modesto should consider successful public art funding programs, and create its own percent for arts program tailored to meet the City's goals and finances. A program that includes both public and private funding sources may be the best alternative for Modesto.

5.4.C Summary of Public Art Policies

Policy 5.12: The Agency and the City should work with the Public Arts Committee to develop and implement a funding mechanism for public art. Multiple funding mechanisms should be considered to ensure the provision of art in both publicly owned spaces, and privately owned venues with public access.



Residents of Seattle, Washington, regularly decorate the interactive sculpture "Waiting for the Interurban."

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6

Creating Efficient Circulation and Linkages

6.1 THE REDEVELOPMENT AREA AS THE HEART OF THE CITY

The Redevelopment Area is located adjacent to SR-99 and includes such important thoroughfares as SR-132, Ninth Street, and North Carpenter Road. Efficient circulation is therefore critical not only to future development in the Redevelopment Area, but to the City of Modesto. Adequate circulation into and through the downtown is particularly important because it serves as the hub for many cross-area connections.

Transportation in the Redevelopment Area will be multimodal, providing not only effective automobile circulation and adequate parking, but also opportunities for public transit, bicycle lanes, and pedestrian-oriented zones. Residential development should be coordinated with these multimodal transit opportunities, particularly in the downtown. The Agency should remain flexible with regard to future transportation options. Public transportation options will be identified in partnership with the City, County, Caltrans, the Stanislaus Council of Governments (StanCOG), and other public entities.

Circulation can be enhanced with adequate signage and wayfinding techniques, particularly at gateways that signal a transition from one area to another. A comprehensive system of signage designed to represent the character of the city and its districts should also be developed and implemented.

6.2 AUTOMOBILE CIRCULATION

Automobile circulation was addressed in the analysis provided in the *Existing Traffic Conditions* carried out on behalf of this Master Plan. This section summarizes that document and highlights the intersections most in need of improvement.



The North Carpenter/Briggsmore overpass at mid afternoon

6.2.A Area 1

**6.2.A.1 North Carpenter Road/Briggsmore Avenue/SR-99/
North Ninth Street**

North Carpenter Road is the primary north/south route in Area 1. The street has four lanes and carries a significant amount of vehicular traffic. Vehicular circulation on North Carpenter Road functions at acceptable levels, with the exception of the intersection at North Carpenter Road/Briggsmore Avenue and SR-99, which currently operates at Level of Service (LOS) F.

Level of Service refers to the efficiency with which traffic moves through an intersection. For a signalized intersection, this ranges from LOS A, with very little delay amounting to no more than 10 seconds per vehicle, to LOS F, with excessive delay that can be 80 seconds or more.

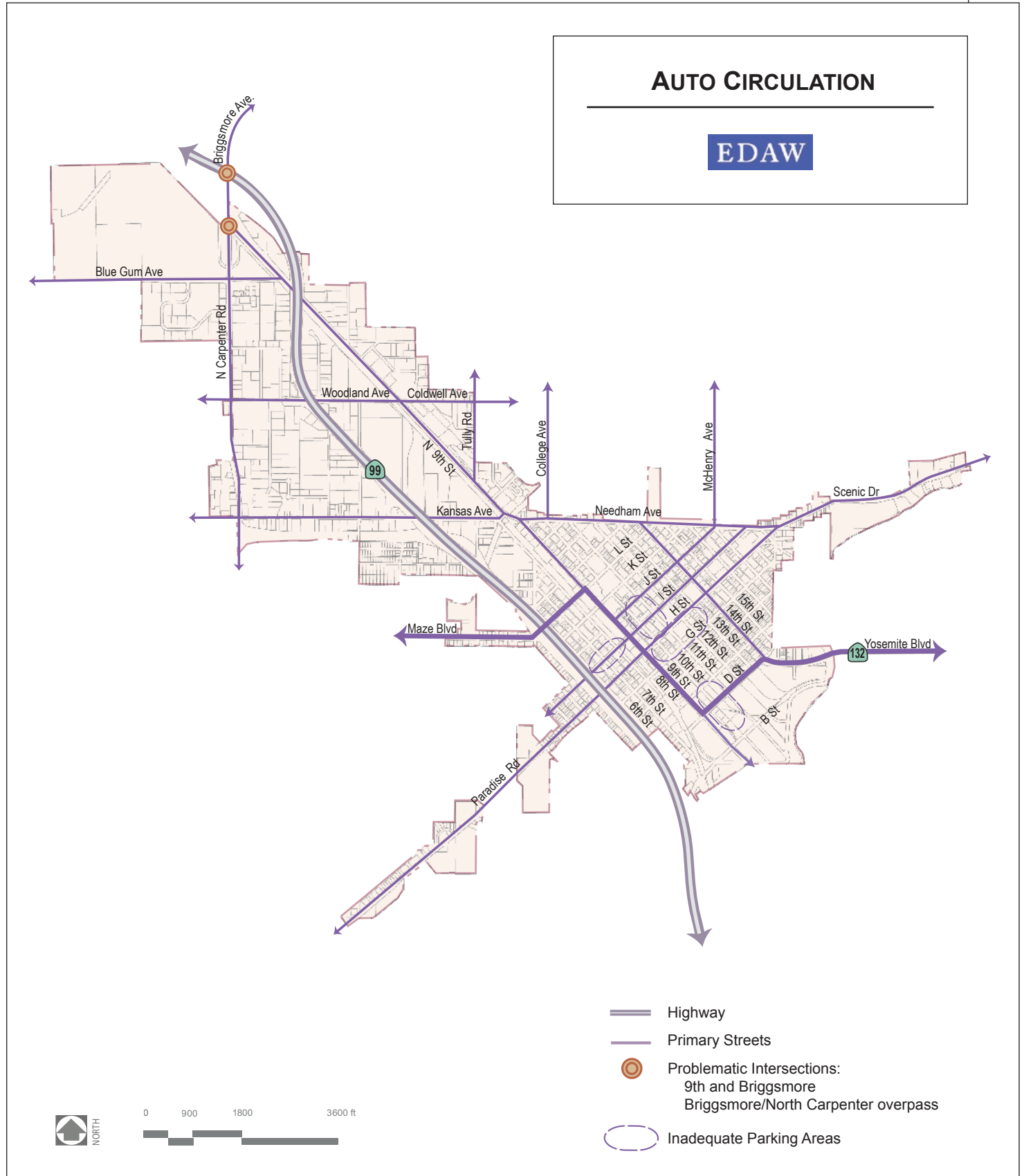
To ensure future growth in Area 1, it will be essential for the City to work with Caltrans to develop improvements to traffic circulation at the North Carpenter Road/Briggsmore Avenue/SR-99 interchange.

6.2.A.2 Woodland and Kansas Avenues

Woodland and Kansas Avenues are the primary east/west connectors through Areas 1 and 2. Both streets have two lanes, with a two-lane overcrossing of SR-99. Woodland Avenue is projected to be widened to four lanes in the future. These streets are addressed in more detail in the following “Area 2” section.

6.2.B Summary of Area 1 Policies

Policy 6.1: Coordinate with Caltrans to improve traffic circulation at the North Carpenter Road/Briggsmore Avenue/SR-99 interchange to promote future growth in Area 1.



6.2.C Area 2

6.2.C.1 North Ninth Street

North Ninth Street is the primary north/south street in Area 2, and is adjacent to the Union Pacific Railroad. Originally part of the SR-99 alignment, the street has four lanes and a median. The street is difficult to access from the north and has few continuous intersecting streets, so the volume of traffic is low. North Ninth Street has been recommended for streetscape improvements to more efficiently use its right-of-way to accommodate bicycle and pedestrian circulation (see Chapter 5, Section 5.3.B).

6.2.C.2 Woodland Avenue

Woodland Avenue is a two-lane street with a two-lane overcrossing of SR-99. The portion between Carpenter Road and SR-99 currently experiences some peak-hour congestion. Woodland Avenue is projected to be a four-lane street in the future, which would require the reconstruction of the existing SR-99 overcrossing to provide the added lanes.

In addition, the unsignalized intersection of Woodland Avenue and Graphics Drive is currently operating at LOS F, but will be signalized as part of the Kansas-Woodland Specific Plan improvements.

6.2.C.3 Kansas Avenue

The unsignalized intersection of Kansas Avenue and Graphics Drive also operates at LOS F. This intersection will be eliminated as part of the Kansas-Woodland Specific Plan improvements, with Graphics Drive realigned to the SR-99/Needham Boulevard intersection, which is already signalized.

6.2.D Summary of Area 2 Policies

Policy 6.2: Coordinate with Caltrans to improve the efficiency of the intersection of Briggsmore Avenue and North Ninth Street.

Policy 6.3: Explore alternatives to improve automobile and bicycle circulation at the Woodland Avenue overcrossing of SR-99



View to south of Graphics Drive near Woodland Avenue

6.2.E Area 3

Many streets in the downtown area are operated as two-lane, two-way streets with parking on each side of the street. Ninth, I, and J Streets and Needham Street are operated as four-lane, two-way streets. Those streets that are operated as one-way streets (Fifth, Sixth, G, H, K, and L Streets) have three travel lanes and parking on at least one side of the street. Many of the intersections in the downtown area are signalized and operate with a centralized control system.

6.2.E.1 I Street

I Street supplies access from SR-99 to the downtown, and carries as many as 19,000 vehicles per day. I Street is also a primary pedestrian street. Traffic calming is recommended to improve safety (see Chapter 5, Section 5.3.C).

6.2.E.2 Ninth Street/SR-132

The segment of Ninth Street between L and D Streets is designated as SR-132, connecting Maze Boulevard to the west with Yosemite Boulevard to the east via L, Ninth, and D Streets in the downtown. The segment of Ninth Street between L and D Streets carries approximately 23,000 trips per day, with a p.m. peak-hour vehicle count of 1,913. A significant portion of these trips consists of truck traffic traveling on SR-132.

As truck traffic on SR-132 has the potential to conflict with pedestrian circulation in the downtown, and because Ninth Street has been proposed as a future mixed-use and residential street, an alternative route for truck traffic in the downtown should be considered. An alternative route might be a couplet on Fifth and Sixth Streets connecting Maze Boulevard with D Street. The City should work with StanCOG to identify a specific alternative truck route.



9th Street/State Route 132

6.2.F Summary of Area 3 Policies

Policy 6.4: Coordinate with StanCOG to mitigate the impact of SR-132 on the downtown, and explore alternative truck routes.

6.3 PARKING

This section focuses on parking in the downtown, particularly the Downtown Core, where the provision of adequate parking is most likely to affect future development. Parking in the downtown was the subject of two previous studies, the *1999 Modesto Downtown Area Parking Demand and Management Study* and the *2000 Parking Demand and Management Study* by Walker Parking Consultants. These studies identified areas of inadequate and inefficiently distributed parking and made recommendations for improvements.

Based on the parking supply identified in these studies, and projected future growth in this Master Plan, the following areas have notable parking shortages:

- the southern portion of the Downtown Core, between F and H Streets;
- commercial sections of 10th and 11th Streets, during high use periods; and
- I Street between Sixth and Ninth Streets.

Parking in these and other areas can be provided on the street, in surface lots, or in parking structures. On-street parking improvements were suggested in Chapter 5, Section 5.3, "Streetscape Improvements," which encouraged the development of additional angle-in parking on 10th Street.

There are a number of privately owned surface lots that are reserved for employee parking or other uses. Many of these lots appear to be under utilized, particularly in the portion of the downtown south of G Street. The Agency should consider facilitating joint-use agreements that allow private lots to be leased for public or other uses. Surface parking should also be consolidated in parking garages or within mixed-use developments, where feasible.

Some of these existing surface lots are devoid of significant landscaping or shade trees. These lots could be enhanced with "facade" treatments that include screening of the lot from the sidewalk, and the planting of trees within the lot at regular intervals to provide shade.

New parking structures would contribute to the overall economic vitality and urban character of the downtown. Where feasible, parking structures should have ground floor commercial, office, or service uses to avoid creating a "dead area" in the block.



Parking lot "facade" improvements could be extended to private lots, such as this busy parking lot at Mi Pueblo Foods on Paradise Road.



Surface parking lot improvements could include landscaped buffers, shade trees, and good pedestrian access.

The facade of parking structures should also be designed to reflect the style and appearance of nearby development to continue the visual rhythm of the street.

To encourage transit use and fund downtown improvements, the City should consider establishing parking fees for all users of City parking structures. Funding for new parking could also be provided by the creation of a parking district, which can levy fees on area businesses and use them to assist the construction of new parking structures. Parking meters could also be installed, with the funds administered by the parking district. Parking district fees could be used for facade improvements for existing parking structures, and landscaping and screening improvements for surface parking lots (for more information on parking districts, see Chapter 7, Section 7.2.B, “Potential Funding Sources”).

6.3.A Summary of Parking Policies

- Policy 6.5:** Require new development to make provision for parking on-site or in the immediate vicinity. The City should assist new development to identify parking alternatives, including shared parking.
- Policy 6.6:** Initiate a parking study to explore possible reductions in parking ratios.
- Policy 6.7:** Design parking structures to contribute to the positive urban character of the downtown.
- Policy 6.8:** Consider the creation of a parking district to assist in the funding of new parking facilities.
- Policy 6.9:** Coordinate with the Downtown Improvement District to install new parking meters in impacted areas.
- Policy 6.10:** Consider the application of parking fees for all users of parking facilities to provide an incentive for using alternatives to the private automobile.
- Policy 6.11:** Facilitate shared parking arrangements to better distribute the supply of existing parking available in private and public lots.



Ground floor retail within a parking structure helps to support the commercial district.



Parking strategies should include adequate bicycle parking.

6.4 BICYCLE CIRCULATION

The City has retained a consulting firm to develop the *2006 Non-motorized Transportation Plan Master Plan*. This comprehensive plan analyzes Modesto's bicycle and pedestrian circulation routes and makes recommendations for their improvement. This section of the Redevelopment Master Plan should be seen as supplementing the *2006 Non-Motorized Transportation Plan*. The following priorities have been identified for improved bicycle circulation in the Redevelopment Area by creating convenient linkages between areas within the Redevelopment Area and between the Redevelopment Area and other parts of Modesto, and promoting bicycle safety on all streets, particularly those that accommodate significant automobile traffic.

Bicycle improvements are shown graphically on the Bicycle and Pedestrian Circulation Map, and described by subarea below.

6.4.A Areas 1 and 2

Areas 1 and 2 are presented together to improve bicycle circulation between them. In particular, students and staff members traveling between the east and west campuses of Modesto Junior College need a reliable route with adequate room for bicycle traffic.

6.4.A.1 Woodland and Coldwell Avenues

The *2006 Non-Motorized Transportation Master Plan* recommends that automobile travel lanes on Woodland Avenue be reduced to accommodate Class II bicycle lanes. Section 6.2 of this Redevelopment Master Plan also recommends the provision of additional automobile travel lanes on Woodland Avenue to ease east/west automobile congestion. Any widening of Woodland Avenue in this manner should include provisions for Class II bicycle lanes on Woodland Avenue. These bicycle lanes should be continued on Coldwell Avenue between North Ninth Street and MJCE.

6.4.A.2 Blue Gum Avenue and North Ninth Street

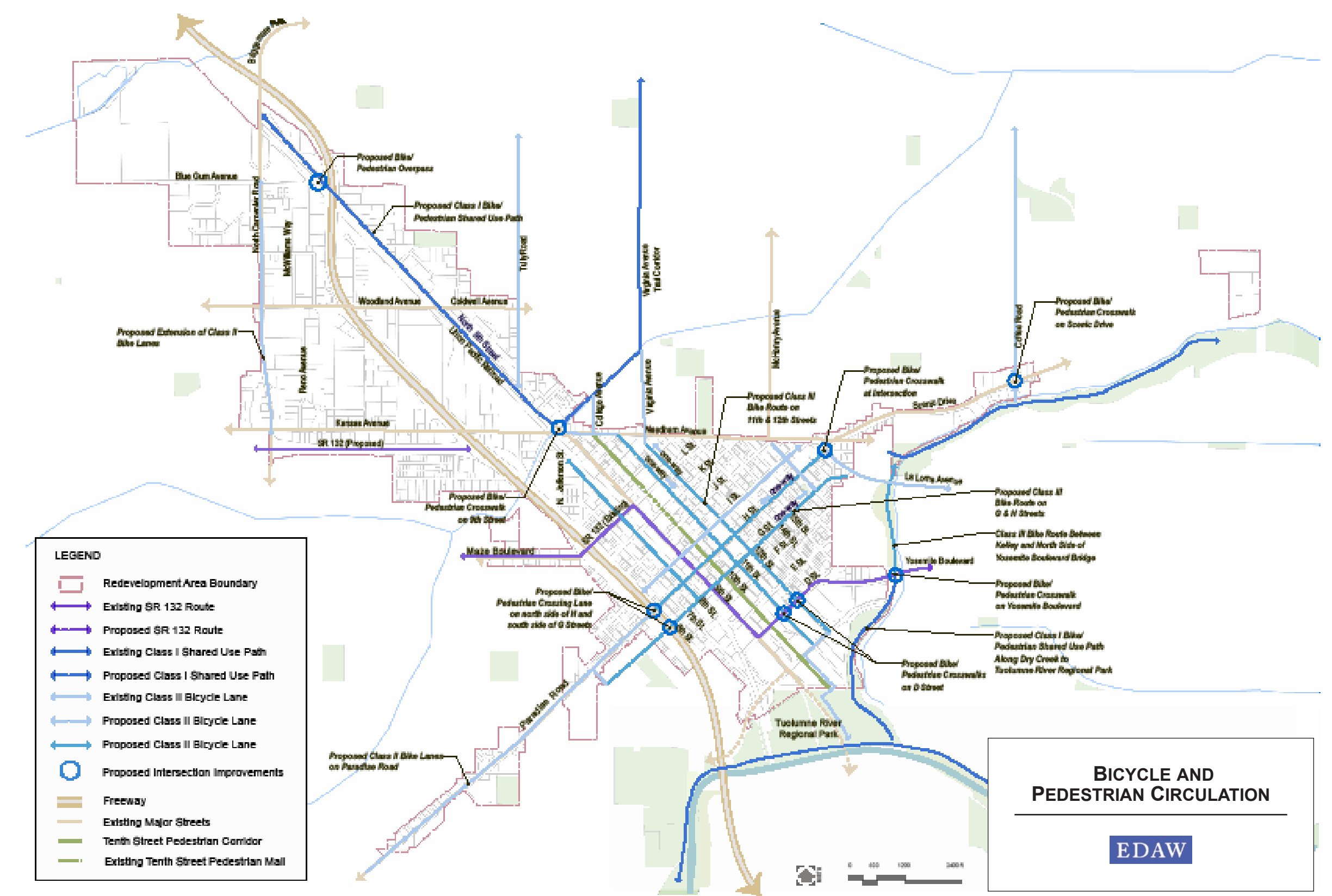
The City should consider an at-grade or pedestrian overpass to provide a bicycle crossing of the Union Pacific Railroad tracks between Blue Gum Avenue and North Ninth Street. Bicycle traffic can be directed onto the Class I bike trail proposed as part of the streetscape design for North Ninth Street (see Chapter 5, Section 5.3).



Informal crossing of the Union Pacific Railroad tracks occurs between Blue Gum Avenue and North Ninth Street. Photo taken from the Blue Gum Avenue side.



Informal access between Blue Gum Avenue and North Ninth Street from Ninth Street side



6 CREATING EFFICIENT CIRCULATION AND LINKAGES

6.4.A.3 North Carpenter Road

Class II bike lanes are present for a short segment of North Carpenter Road between Blue Gum Avenue and Woodland Avenue. Streetscape improvements proposed for North Carpenter Lane (see Chapter 5, Section 5.3.E) should extend bicycle lanes on the segment of North Carpenter Road between Woodland Avenue and Kansas Avenue.

6.4.B Summary of Areas 1 and 2 Bicycle Policies

Policy 6.12: Install Class II bike lanes on Woodland Avenue to promote bicycle circulation between Areas 1 and 2 if the overpass is widened to four lanes.

Policy 6.13: Coordinate with the Union Pacific Railroad to create a bicycle crossing (preferably as a pedestrian overpass) from Blue Gum Avenue to North Ninth Street.

Policy 6.14: Extend the Class II bicycle lanes on North Carpenter Road between Woodland and Kansas Avenues as part of proposed streetscape improvements.



The existing Class II bike lane on North Carpenter Road should be extended south to Kansas Avenue.

6.4.C Area 3

Bicycle circulation in Area 3 should focus on two primary linkages: connecting the Virginia Avenue Trail Corridor with the TRRP, and linking Scenic Drive with Paradise Road via G and H Streets.

6.4.C.1 Virginia Avenue to the Tuolumne River Regional Park

Connecting the Virginia Avenue Trail Corridor to the TRRP requires developing a north/south bicycle route across the downtown. Ninth Street should be avoided as the primary route due to heavy automobile traffic that precludes the construction of bike lanes on the portion of Ninth Street south of L Street. Likewise, 10th Street should be avoided due to the street's existing and proposed additional angle-in parking.

It is proposed that 11th and 12th Streets be designed as a one-way couplet for cyclists, with access directly from Virginia Avenue. Both streets have an 80-foot right-of-way, which is adequate to provide parallel parking, travel lanes, and a Class II bike lane southbound on 11th Street and northbound on 12th Street.

As downtown redevelopment is extended to the area between Sixth and Ninth Streets, an additional one-way bike lane couplet could be considered for Seventh and Eighth Streets.



12th Street, looking south from Needham Avenue

6.4.C.2 Scenic Drive to Paradise Road

The *2006 Non-Motorized Transportation Master Plan* recommends a one-way bike lane couplet on G and H Streets to connect Scenic Drive with Paradise Road, including the bike trail at Dry Creek Regional Park and the bike lanes on La Loma Drive. This couplet should be coordinated with the proposed streetscape improvements for Paradise Road.

6.4.C.3 Yosemite Boulevard

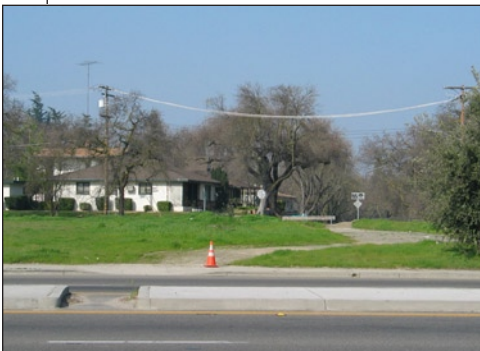
Morton Boulevard is discontinuous because it is bisected by Yosemite Boulevard, with both north and south segments of Morton Boulevard ending in, or near, Yosemite Boulevard. Although the portion of Yosemite Boulevard in question is outside of the Redevelopment Area, Morton Boulevard serves as an important existing route for bicycle traffic traveling north/south through areas that are within the Redevelopment Area. In order to improve bicycle access between the segments of Morton Boulevard, the City might consider traffic calming on Yosemite Boulevard and the addition of a Class I shared use trail along Dry Creek.

Traffic calming features on Yosemite Boulevard, such as warning signs and a well-marked crosswalk, address the immediate need to improve safety for existing pedestrian and bicycle traffic. Signage could be added to Morton Boulevard identifying the street as a bicycle route.

The City should also consider the longer-term option of developing a Class I shared use trail along Dry Creek. Not only would this trail improve access across Yosemite Boulevard, but it would connect the existing Class I shared use trail in the Dry Creek Regional Park to the north with the proposed Class I shared use trail in Tuolumne River Regional Park, with a segment through the existing Beard Brook Park. The precise alignment of this trail should be determined during the design phase.



Yosemite Boulevard at Dry Creek with two bicyclists traveling on the sidewalk



Informal crossing of Yosemite Boulevard at Dry Creek, looking north to Morton Boulevard

6.4.D Summary of Area 3 Bicycle Policies

Policy 6.15: Implement Class II bike lanes on 11th and 12th Streets as a one-way couplet to provide bicycle circulation between Virginia Avenue and the TRRP.

Policy 6.16: Implement Class II bike lanes on Seventh and Eighth Streets as a one-way couplet to provide access to the downtown west of Ninth Street.

Policy 6.17: Implement Class II bike lanes on G and H Streets per the Non-Motorized Transportation Master Plan, and coordinate these improvements with streetscape improvements on Paradise Road.

Policy 6.18: Implement safety measures on Yosemite Boulevard to ensure pedestrian and bicycle safety for individuals traveling between the northern and southern segments of Morton Boulevard.

6 CREATING EFFICIENT CIRCULATION AND LINKAGES

6.5 GATEWAYS

Gateways are primary access points that mark transitions between districts or zones, and can serve important placemaking and wayfinding functions. To provide a sense of arrival and direction, gateways should therefore be clearly marked with signage that is easily read and affords a clear sense of the character of the area being entered. Landscaping and public art can also contribute to the success of gateways, and should be used where space is adequate.

The Redevelopment Area is large and has many potential access points. The following six major gateways been given priority for additional design treatment:

1. North Gateway near the Briggsmore Avenue overpass
2. Northwest Downtown Gateway at North Ninth Street and Needham Street
3. North Downtown Gateway at McHenry Boulevard and Needham Street
4. Northeast Downtown Gateway at Scenic Drive and Needham Street
5. South Downtown Gateway at 10th Street at the entrance to the TRRP
6. West Downtown Gateway at Sixth and I Street at SR-99

6.5.A North Gateway

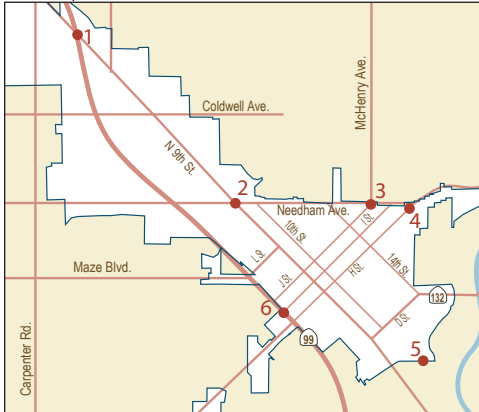
The North Gateway should help visitors to locate MJCW, the proposed Ag Science Center, and the Fire Training Center. This gateway should be located prior to the intersection of Blue Gum Avenue and North Carpenter Road, and should reference the college and related public facilities.

6.5.B Northwest Downtown Gateway

This gateway is located at the intersection of Needham Street and North Ninth Street, and will also be the terminus of the proposed Virginia Avenue Trail Corridor. This gateway marks the transition between Area 2, dominated by light industrial uses, and the downtown in Area 3. This gateway is dominated by the Kansas-Needham Overpass, which effectively frames the transition.

6.5.C North Downtown Gateway

Located at the intersection of McHenry Boulevard, Needham Street, and J Street, the North Downtown Gateway marks the



Gateways Location Map



The Northwest Downtown Gateway at North Ninth Street and Needham Avenue

transition between two key commercial corridors (McHenry Avenue and J Street), as well as the heavily traveled transition between the downtown and neighborhoods to the north. This intersection is stark and would benefit from additional landscaping and signage.

6.5.D Northeast Downtown Gateway

Scenic Drive and La Loma Avenue merge at the northeast corner of downtown to become H and 19th streets, respectively. The triangle formed by this intersection is currently the site of an attractive fountain that marks the site of the Northeastern Downtown Gateway. Despite the presence of the fountain, the intersection is confusing and could benefit from additional signage to aid motorists traveling through it.

6.5.E South Downtown Gateway

The South Downtown Gateway (no photo) will mark the transition between the downtown and the TRRP at 10th Street. This gateway will serve both as an important automobile, bicycle, and pedestrian linkage and a visual conduit to the scenic beauty of the park. This gateway does not currently exist but should be created as 10th Street streetscape improvements and the TRRP are implemented.

6.5.F West Downtown Gateway

This is the key gateway to the downtown and should receive the highest priority for improvements. Improvements at this gateway should welcome visitors to the city and give a strong sense of the downtown character. Placing the gateway at this location also effectively embraces the area between Sixth and Ninth Streets as an important part of the downtown.

6.5.G Summary of Gateway Improvement Policies

Some of the gateways may also be suitable locations for additional improvements such as water features or public art. The West Downtown and South Downtown gateways are good candidates for this type of gateway treatment.

Policy 6.19: Install wayfinding and identification signage and landscaping improvements at the six priority gateways to assist travelers and create a clear sense of arrival and entry to the city.



The North Downtown Gateway, also known as “Five Points,” looking south from McHenry Avenue



The Northeast Downtown Gateway at 19th Street, La Loma Avenue, and Scenic Drive



The West Downtown Gateway at 6th and I Streets with the Modesto Arch barely visible at center left

6.6 SIGNAGE AND WAYFINDING

Signage in the Redevelopment Area should be used to provide information and identification and to assist wayfinding. A distinctive, recognizable style of signage should be introduced at gateways and continued throughout the area so that visitors can be informed of and directed to important public amenities, parking, and major activities.

Consistent signage treatments can be used to identify districts with common characteristics, helping to distinguish these districts from adjacent neighborhoods. The Agency is currently implementing a signage program in the downtown. Samples, provided by Graphic Solutions, are shown below.

6.6.A Summary of Signage Policies

Policy 6.20: The City should develop one or more distinctive styles of signage that are easy to read, informative, and reflect the distinctive character of the city and its districts.

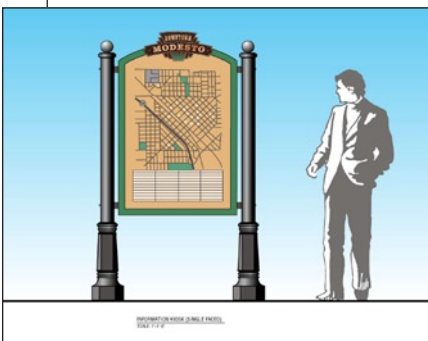
Policy 6.21: Pedestrian information kiosks should be placed at high pedestrian traffic areas, with priority on the intersection of 10th and I Streets.



Proposed directional sign



Proposed directional plaque



Proposed information kiosk



Proposed entry monument

7 Implementation Strategies

Strategies for implementation and potential funding sources are key components of a successful Master Plan. The Agency, working in cooperation with the City, has a number of tools at its disposal for implementing the Master Plan, including:

- changes to the legal framework for development planning and review, such as revisions to the allowable land uses and zoning designations, implementation of design guidelines, and revisions to the City's General Plan;
- economic development programs that promote, retain and attract existing and new businesses;
- infrastructure improvements to utilities, roadways, and parking;
- expedited development applications;
- partnerships between the City and Agency and interested developers;
- grants and fee waivers for those projects meeting the goals and objectives of the Master Plan; and
- land assembly for redevelopment.

In addition to the powers and funding available through the redevelopment process, a number of additional funding sources and strategies may be utilized for implementation of the Master Plan. These programs and funding sources are identified below.

For more information about Agency programs and resources, see the Agency's web site at:

<http://www.modestorda.com/>

7.1 FUNDING SOURCES CURRENTLY UTILIZED

7.1.A Redevelopment Tax Increment

The City receives a tax increment that is derived from the County's collection of property taxes. After pass-through portions of that revenue is reserved for the County, schools, assessment districts, and 20% is reserved by the Agency for affordable housing, the remaining funds are available for projects in the Redevelopment Area. Approximately one million dollars will be available for Master Plan project implementation in Fiscal Year 2006–2007. These funds may be used for eligible redevelopment activities.

Possible applications: land acquisition and assembly, infrastructure, off-site improvements, facade enhancements, parking lots and structures, marketing, and the promotion of catalyst sites.

7.1.B Downtown Improvement District

Modesto's Downtown Improvement District (DID), located in the northern portion of the downtown, levies a tax on commercial properties within its boundaries. The current tax rates are:

Retail:	0.005 x gross receipts
Service:	0.001 x gross receipts

The DID's revenue has been approximately \$200,000 per year.

Possible applications: marketing and promotional purposes, with a portion potentially allocated to streetscape improvements.

7.1.C Interest and Lease Revenues

The Agency owns property throughout the Redevelopment Area that provides interest and lease revenues. Revenue from this source has been approximately \$230,000, with no restricted uses.

Possible applications: marketing, recruitment, and promotion of catalyst and opportunity sites.

7.1.D Enterprise Zone

The Enterprise Zone Program targets economically distressed areas throughout California. Modesto is part of the Stanislaus Enterprise Zone, which includes most of the Redevelopment Area. Special state and local incentives encourage business investment and promote the creation of new jobs. The purpose of the program is to provide tax incentives to businesses and allow private sector market forces to revive the local economy.

Enterprise Zone companies are eligible for substantial tax credits and benefits, including:

- up to 100% net operating loss carry-forward for up to 15 years;
- \$31,544 or more in state tax credits for each qualified employee hired;
- sales tax credits on purchases of \$20 million per year of qualified machinery and machinery parts;
- up-front expensing of certain depreciable property;
- net interest deduction to lenders that fund businesses located in the Enterprise Zone;
- application of unused tax credits to future tax years; and
- earned preference points on state contracts.

Possible applications: marketing, recruitment, and promotion of manufacturing and business parks in the Redevelopment Area.

7.1.E Success Capital Expansion and Development Corporation

Success Capital Expansion and Development Corporation (SCEDCO) is a private, nonprofit California corporation licensed and regulated by the U.S. Small Business Administration as a Certified Development Company. SCEDCO provides low down payment, fixed-rate financing in the form of U.S. Small Business Administration 504 loans. These loans can be used by small and medium-sized firms for land and asset acquisition, and typically require only a 10% down payment.

Possible applications: recruitment and funding for business in the Redevelopment Area, particularly in the northwest light industrial zone.

7.1.F Entitlement Funds

Community Development Block Grant funds (CBDG) may be used for capital projects in the Redevelopment Area. In general, these funds must be used to revitalize low-income neighborhoods, to assist disadvantaged populations by providing adequate public facilities and services, and to generate affordable housing opportunities.

Possible applications: infrastructure improvements that increase pedestrian safety, Paradise Road capital improvements, capital improvements of public or community-based facilities and public rights-of-way in eligible census tracts, and investments that increase the economic viability of commercial districts.

7.1.G Housing Set-Aside

The Agency, by law, must allocate 20% of its tax increment proceeds to affordable housing. The Agency has determined allocation priorities through the adoption of its *2005-2009 Housing Implementation Plan*. The Agency will have approximately \$1.5 million available in fiscal year 2006–2007 to allocate to affordable housing projects in the downtown area.

Possible applications: mixed-use development with a residential component and grants to developers for inclusionary units in market rate projects.

7.2 POTENTIAL FUNDING SOURCES

7.2.A Stanislaus County Economic Development Bank

The County Economic Development Bank has an annual appropriation of \$1.5 million to be used for economic development projects that create and enhance jobs within the county. The Kansas Woodland Business Park has been awarded a total loan amount of \$405,000.

Possible applications: catalyst sites with an employment component and business development in the light industrial zones.

7.2.B Property-based Business Improvement District

The City could provide seed funding for the analysis of a Property-based Business Improvement District (PBID) to raise funds for improvements in the affected area. A PBID might be established along North Ninth Street north of Needham Street to assist with marketing, infrastructure, and streetscape improvements so that the entire North Ninth Street corridor is developed in a comprehensive fashion, along with the Kansas-Woodland Business Park.

Possible applications: marketing, infrastructure, and streetscape improvements on North Ninth Street and Carpenter Road.

7.2.C Parking District

Parking districts could be established in the Downtown Core or extended to other portions of the downtown. Modesto's existing Downtown Improvement District might also expand its mandate to include the funding of parking. In either case, the parking district could levy a tax on established and new businesses to assist the funding of new parking facilities. This funding could be combined with bonds (see Section 7.2.C, page 112) to fully fund publicly owned and operated parking facilities. The parking district could also administer operation of these parking facilities, providing maintenance and security functions.

Possible applications: construction of new parking structures in the downtown and maintenance of and security for existing parking structures.

7.2.D Issuance of Bonds

The Agency may issue bonds to fund improvements in the Redevelopment Area whose costs exceed the annual funds available to the Agency from tax increment and lease and interest income. Before issuing the bonds, the Agency or City must first analyze the feasibility of the proposed project to determine whether the project can earn sufficient revenue to repay the bond's investors.

Possible applications: land acquisition, funding of catalyst projects, infrastructure, street, bicycle, and pedestrian improvements.

7.2.E Benefit Assessment Districts

Benefit Assessment Districts can raise funding through property tax assessments and fees in a targeted area. Assessment district bonds or Mello-Roos bonds can be used for these purposes. Establishment of such a district requires approval of the property owners within the district.

Possible applications: streetscape, signage, lighting, and gateway improvements.

7.2.F Stanislaus Council of Governments

Stanislaus Council of Governments (StanCOG) provides funding for regional transportation improvements, including public transportation, automobile, and bicycle routes and projects that contribute to the achievement of air quality standards. The agency manages State of California transportation funds including those administered under the State Transportation Improvement Program (STIP), Regional Surface Transportation Program (RSTP), Congestion Mitigation Air Quality (CMAQ), Transportation Enhancement Activities (TEA) and other state and federal funds. StanCOG can assist in the identification of funding sources and grant application preparation. A local match is generally required.

Possible applications: regional transportation, including improvements to public transit, streets and highways, and bicycle routes. STIP funds can also be used for roadside landscaping, scenic beautification, and roadside historic preservation, which could be applied to the SR-99 corridor, SR-132 through downtown (Ninth Street), and the West Gateway at Sixth and I Streets.

7.2.G Certified Local Government Status

Certified Local Governments (CLGs) are eligible to receive special matching grants in furtherance of programs for historic preservation that include surveys of historic properties, preparation of historic plans, review of historic properties seeking federal tax developments, and other programs. CLG status would allow the City to participate in and compete for funding from the federal and state historic preservation programs. The City can apply for CLG status with the State Office of Historic Preservation.

Possible applications: historic preservation, and marketing of the benefits of historic preservation.

7.2.H California Department of Transportation

The California Department of Transportation's (Caltrans') Office of Community Planning under its established guidelines, *Main Streets: Flexibility in Design and Operations*, provides guidance for any state route that serves as a main street, gateway, or commercial strip, and that serves pedestrians, bicyclists, businesses and public transit with traffic speeds typically between 20 and 35 miles per hour. The City should work with Caltrans District 10 for the planning and design of such routes.

Possible applications: The design of improvements to SR-132 (Ninth Street) in the downtown.

7.2.I State of California Per Capita Grants Programs (Proposition 12)

Grants for the acquisition, development, improvement, restoration, enhancement, and development of parks and interpretive facilities are available through the California Department of Parks and Recreation.

Possible applications: acquisition and development of parks, and/or improvements to parks and recreational facilities in the Redevelopment Area.

7.2.J California Infrastructure and Economic Development Bank (I-Bank)

Administered by the State of California's Commerce and Economic Development Program, the California Infrastructure and Economic Development Bank (I-Bank) finances public infrastructure and private investment that promotes economic growth and community revitalization. Several revenue bond programs and financing mechanisms, as well as tax-exempt interest rates, are available for industrial development and infrastructure improvements.

Possible applications: recruitment efforts and infrastructure improvements in the light industrial area and business parks.

7.3 MARKETING STRATEGIES

The Agency's Business Development Division (Business Division) provides several programs aimed at retaining and attracting business to Modesto and the Redevelopment Area. The Business Division markets the city to recruit and retain businesses and stimulate job creation. Two incentive programs are currently offered to target businesses.

7.3.A Local Incentive Zone

The Local Incentive Zone (Modesto Code Section 8-7.01 - Local Enterprise Zone) applies to City properties with the zoning of light or heavy manufacturing or business park (M1, M2, or BP). New or expanding businesses may qualify based on increased jobs per acre and are eligible for the following incentives:

- rebate of the water main connection charge;
- rebate of the building inspection and plan check fees; and
- accelerated inspection and plan check if the building and capital investment exceeds \$500,000.

7.3.B Capital Facilities Fees Deferral

The City administers a special Capital Facilities Fee (CFF) deferral program. Two categories of projects qualify for this deferral:

Category A: Projects without industrial warehouses, where the CFF exceeds \$150,000 and projects with industrial warehouses, where the CFF exceeds \$50,000. Ten percent of the CFF must be paid when the building permit is issued, with the remaining 90% paid in equal installments over 10 years plus interest. The fee may apply to one parcel or a group of contiguous parcels.

Category B: Projects without industrial warehouses, where the CFF is between \$25,000 and \$150,000, and projects with industrial warehouses where the CFF is \$25,000 to \$50,000. Twenty percent of the CFF must be paid when the building permit is issued, with the remaining 80% paid in equal installments over 5 years plus interest. The fee may apply to one parcel or a group of contiguous parcels.

7.4 ACTION MATRIX

The Action Matrix (Section 7.4) presents a summary of implementation strategies for the Modesto Redevelopment Area. The Action Matrix lists each strategy by category, its relative priority for implementation, a time frame for implementation (short term, 1-3 years; medium term, 3-5 years; and long term, 5-10 years), and the appropriate lead agency or organization responsible for implementation.

MODESTO REDEVELOPMENT AREA MASTER PLAN ACTION MATRIX

Action	Priority	Timeframe (in years)			Responsible Agency
		1-3	3-5	5-10	
MARKETING, PROMOTION, AND BUSINESS RECRUITMENT					
Facilitate the development of a Modesto image that promotes Modesto's strengths					
Promote Modesto's agricultural and viticultural products to attract visitation a la Napa/Sonoma	High	√	√	√	RDA/CC
Promote City's tradition of urban forestry and horticulture	High	√	√	√	RDA/CC
Emphasize the proximity of the downtown to the Tuolumne River Regional Park	High	√	√	√	RDA/CC
Promote Modesto's recreational opportunities: Virginia Avenue Corridor, TRRP, Dry Creek Regional Park	High	√	√	√	RDA/CC
Promote City history through varied events, not strictly themed art and architecture	High	√	√	√	RDA/CC
Stress Modesto's position as the arts and entertainment destination for the northern San Joaquin Valley	High	√	√	√	RDA/CC
Highlight Modesto's affordability compared with similar destinations/locations	High	√	√	√	RDA/CC
Use Marketing Tools to Promote Modesto					
Develop and maintain an information package that promotes Modesto to new businesses	High	√	√	√	RDA
Feature local and potential businesses in City media to keep residents informed	High	√	√	√	RDA
Target businesses for corporate visits and maintain a schedule of visitation	High	√	√	√	RDA
Coordinate with Chamber of Commerce and Visitors Bureau to maximize visitor contributions to the City	High	√	√	√	RDA
Implement a quarterly Mayor's business roundtable	High	√	√	√	RDA
Recruitment and Development of Targeted Businesses					
Encourage a concentration of new retail in the downtown core in the area bounded by I, J, 9th & 11th Streets	High	√	√	√	RDA
Facilitate the development of 200,000 sq. ft. of additional eating and drinking venues	Med	√	√	√	RDA
Facilitate the development of 500-750,000 sq. ft. of office space	Med	√	√	√	RDA
Attract high-end retail stores to the Downtown Core	Low		√	√	RDA
Conduct a survey of commercial areas, identify niche and cluster businesses, and develop recruitment plan	High	√	√		RDA
Recruit an upscale food store to the downtown	Low		√	√	RDA
INFRASTRUCTURE COORDINATION					
Coordinate water, stormwater drainage, and sewer master plan update priorities with Master Plan	High	√	√		RDA/PW
Develop a plan to fund capital improvements which remove constraints to development	High	√	√		RDA/PW
Responsible Agency Acronym Definitions: RDA Modesto Redevelopment Agency PLNG City of Modesto Community & Economic Development, Planning					
PW City of Modesto Public Works PARKS City of Modesto Parks, Recreation and Neighborhoods					
CC Chamber of Commerce					

7 IMPLEMENTATION STRATEGIES

**MODESTO REDEVELOPMENT AREA MASTER PLAN
ACTION MATRIX**

	Action	Priority	Timeframe (in years)			Responsible Agency										
			1-3	3-5	5-10											
LAND USE AND ECONOMIC DEVELOPMENT																
Policy	Area 1															
	North Carpenter Road															
4.1	Work with the County to promote land assembly in the portion of the County Island adjacent to North Carpenter Road	Low		√		RDA										
4.2	Apply Highway Commercial (C-3) zoning to the North Carpenter Road Corridor	High	√			PLNG										
4.3	Conduct land use and business interest surveys	High	√			RDA										
4.4	Recruit up to 200,000 to 300,000 square feet of additional commercial development	High	√	√		RDA										
	Light Industrial Area															
4.5	Coordinate with County to facilitate land assembly in the light industrial area	Med	√	√	√	RDA										
4.6	Identify desirable businesses and actively recruit them	Med	√	√	√	RDA										
4.7	Rezone Heavy Industrial (M-2) to Light Industrial (M-1) near downtown gateway	High	√			PLNG										
4.8	Implement design guidelines and initiate design review in light industrial area	High	√			PLNG										
	Area 2															
	North Ninth Street															
4.11	Promote a collaborative relationship between MJCE and businesses in Area 2	Med	√	√	√	RDA										
4.12	Promote the development of live-work units	Med		√		RDA										
4.13	Adopt Light-Industrial Mixed-use zoning standards and apply to Area 2	High	√			PLNG										
4.14	Recruit an extended-stay hotel	High	√			RDA										
	Area 3															
	Downtown Core															
4.15	Concentrate commercial frontage along 10th, 11th, and J Streets	High	√	√	√	PLNG										
4.16	Housing constructed on 10th, 11th, and J Streets should only be constructed above ground floor retail/commercial uses	High	√	√	√	PLNG										
4.17	Facilitate the development of market-rate and inclusionary housing	High	√	√	√	RDA										
4.19	Implement a specific area plan that encourages mixed-use development in the Downtown Core	High	√			PLNG										
4.20	Implement design guidelines that foster a pleasant, human-scaled walking environment	High	√			PLNG										
4.21	Facilitate Catalyst Site 2, with residential development on Ninth Street between G and H Streets	Med	√	√		RDA										
4.22	Facilitate expansion of the convention center as part of Catalyst Site 3	Med	√	√		RDA										
4.23	Facilitate expansion of a conventional hotel as part of Catalyst Site 3	Med	√	√		RDA										
4.24	Facilitate mixed-use development on 11th and 12th Streets as part of Catalyst Site 3	Med	√	√		RDA										
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**MODESTO REDEVELOPMENT AREA MASTER PLAN
ACTION MATRIX**

	Action	Priority	Timeframe (in years)			Responsible Agency												
			1-3	3-5	5-10													
<i>Downtown North Neighborhood District</i>																		
4.25	Implement a Neighborhood Mixed-use zoning designation	High	√			PLNG												
4.26	Coordinate with the County to identify alternatives for the healthcare site	Med	√	√		RDA												
<i>Downtown East Preservation District</i>																		
4.27	Establish a Downtown East Preservation District	Med	√			PLNG												
4.28	Adopt design guidelines that promote the preservation of older structures	Med	√	√		PLNG												
4.29	Consider funding sources that support the preservation of older structures in the District	Med	√	√		PLNG												
<i>Downtown South Neighborhood District</i>																		
4.30	Apply Neighborhood Mixed-use zoning code and development standards to the District	High	√			PLNG												
4.31	Facilitate Mixed-use development with ground floor commercial along 10th Street	Med	√	√	√	RDA												
4.32	Identify sites for redevelopment adjacent to the TRRP and facilitate residential development	Med	√	√	√	RDA												
4.33	Facilitate the development of a shared use trail with public access adjacent to the TRRP	Med	√	√	√	RDA												
<i>Paradise Road District</i>																		
4.34	Identify sites for investment of the Agency's affordable housing funds	High	√	√	√	RDA												
4.35	Facilitate land assembly along Paradise Road to encourage new commercial development	Med	√	√	√	RDA												
4.36	Actively implement the Agency's facade improvement program for commercial structures	Med	√	√	√	RDA												
ENHANCING THE APPEAL OF PUBLIC SPACES																		
Policy	<i>Parks and Plazas</i>																	
5.1	Develop linkages across the Redevelopment Area to connect public parks and open space	High	√	√	√	Parks												
5.2	Create additional public open space in the downtown to serve as pedestrian gathering places	High	√	√	√	RDA/ PARKS												
5.3	Encourage the development of private open space through new setback standards	High	√			PLNG												
<i>Streetscape Improvements</i>																		
5.4	Implement streetscape improvements on 10th Street	High	√	√		PW												
5.5	Develop standards that protect the 10th Street view corridor	High	√			PLNG												
5.6	Install streetscape improvements on North Ninth Street	High	√	√		PW												
5.7	Install traffic calming devices on I Street to promote pedestrian safety	Med	√	√	√	PW												
5.8	Implement traffic calming and streetscape improvements on Paradise Road	High	√	√		PW												
5.9	Consider alternative truck routes for truck traffic using Paradise Road	High	√			PW												
5.10	Extend the North Carpenter Road streetscape improvements to Kansas Avenue	Med	√	√		PW												
5.11	Seek funding to beautify the SR-99 right-of-way	Med	√	√	√	RDA/PW												
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7 IMPLEMENTATION STRATEGIES

**MODESTO REDEVELOPMENT AREA MASTER PLAN
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	Action	Priority	Timeframe (in years)			Responsible Agency						
			1-3	3-5	5-10							
Public Art												
5.12	Identify and implement a funding mechanism for public art	Med	√	√		RDA/PLNG						
CREATING EFFICIENT CIRCULATION AND LINKAGES												
Policy	Automobile Circulation											
4.9	Support auxiliary uses at the MJCW campus by ensuring adequate access	Med	√	√	√	PW						
6.1	Coordinate with Caltrans to improve traffic circulation at the North Carpenter Road/Briggsmore Avenue/SR-99 interchange in Area 1	High	√	√		PW						
6.2	Coordinate with Caltrans to improve the efficiency of the Briggsmore Avenue/North Ninth Street intersection in Area 2	High	√	√		PW						
6.3	Explore alternatives to improve automobile and bicycle circulation at the Woodland Avenue overcrossing of SR-99 in Area 2	Med		√	√	PW						
6.4	Coordinate with StanCOG to mitigate the impact of SR-132 on the downtown and to explore alternative truck routes in Area 3	High	√	√		RDA/PW						
Ensure Adequate Parking												
4.18	Facilitate the construction of adequate parking in the Downtown Core while maintaining ground floor retail on 10th, 11th, and J Streets	High	√	√	√	RDA/PLNG						
6.5	Assist new development to develop parking on-site or in the immediate vicinity	High	√	√	√	RDA/PW						
6.6	Initiate a parking study to explore possible reductions in parking ratios in the downtown	Med		√		RDA/PW						
6.7	Design parking structures to contribute to the positive character of the downtown	High	√	√	√	PLNG						
6.8	Consider the creation of a parking district to assist in the funding of new parking facilities	High	√	√		PW						
6.9	Coordinate with the Downtown Improvement District to install new parking meters	High	√	√		PW						
6.10	Consider the application of parking fees for all users of parking facilities	High	√			PW						
6.11	Facilitate shared parking arrangements to better distribute the supply of existing parking	High	√	√	√	RDA/PW						
Bicycle Circulation												
6.12	Install Class II bike lanes on Woodland Avenue to promote bicycle circulation	Med		√	√	PW						
6.13	Coordinate with the Union Pacific Railroad to create a bicycle crossing at Blue Gum Avenue and North Ninth Street	Med	√	√		PARKS						
6.14	Extend the Class II bicycle lanes on North Carpenter Road between Woodland and Kansas Avenues as part of the proposed streetscape improvements	Med	√	√		PW						
6.15	Implement Class II bike lanes on 11th and 12th Streets as a one-way bicycle couplet	High	√	√		PW						
6.16	Implement Class II bike lanes on 7th and 8th Streets as a one-way bicycle couplet	Low		√	√	PW						
6.17	Implement Class II bike lanes on G and H Streets as a one-way bicycle couplet and coordinate with streetscape improvements on Paradise Road	High	√	√		PW						
6.18	Implement bicycle and pedestrian safety measures on Yosemite Boulevard at Morton Boulevard	High	√			PW						
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			1-3	3-5	5-10							
Gateways												
6.19	Install wayfinding and identification signage and landscaping improvements at the six priority gateways	High	√	√	√	RDA						
Signage												
4.10	Provide additional wayfinding signage	High	√			RDA/PW						
6.20	Develop one or more distinctive, informative styles of signage for the city and its districts	High	√	√	√	RDA						
6.21	Install pedestrian information kiosks at high pedestrian traffic areas such as 10th and I Streets	High	√	√		RDA/PW						
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ACKNOWLEDGEMENTS

Agency Officers

Executive Director George Britton
Assistant Executive Director H. Brent Sinclair
General Counsel Susana Alcala Wood
Assistant General Counsel Roland Stevens
Treasurer Wayne Padilla
Secretary Jean Morris

Agency Board Members

Chair Jim Ridenour
Vice Chair Brad Hawn
Bob Dunbar
Janice Keating
Garrad Marsh
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Citizens Redevelopment Advisory Commission Members

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