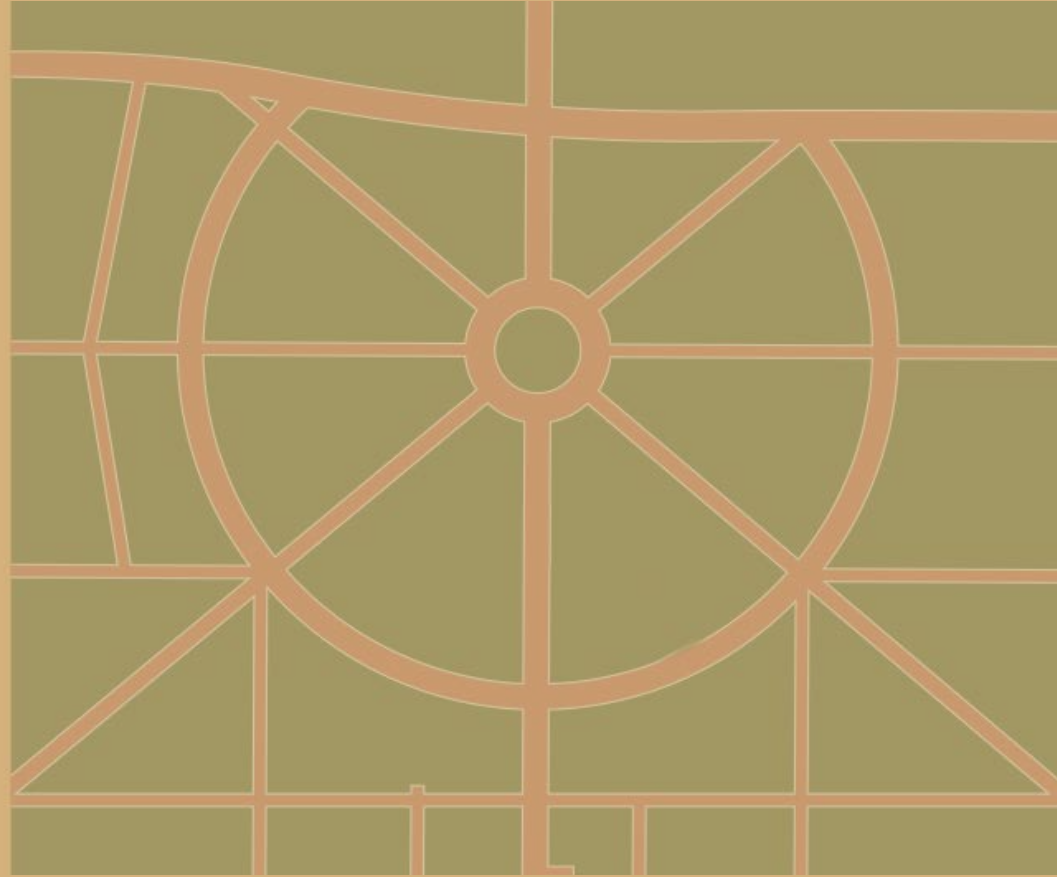


City of Patterson
DOWNTOWN
MASTER PLAN



Adopted
NOVEMBER, 2024

Acknowledgments

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SPECIAL
THANKS
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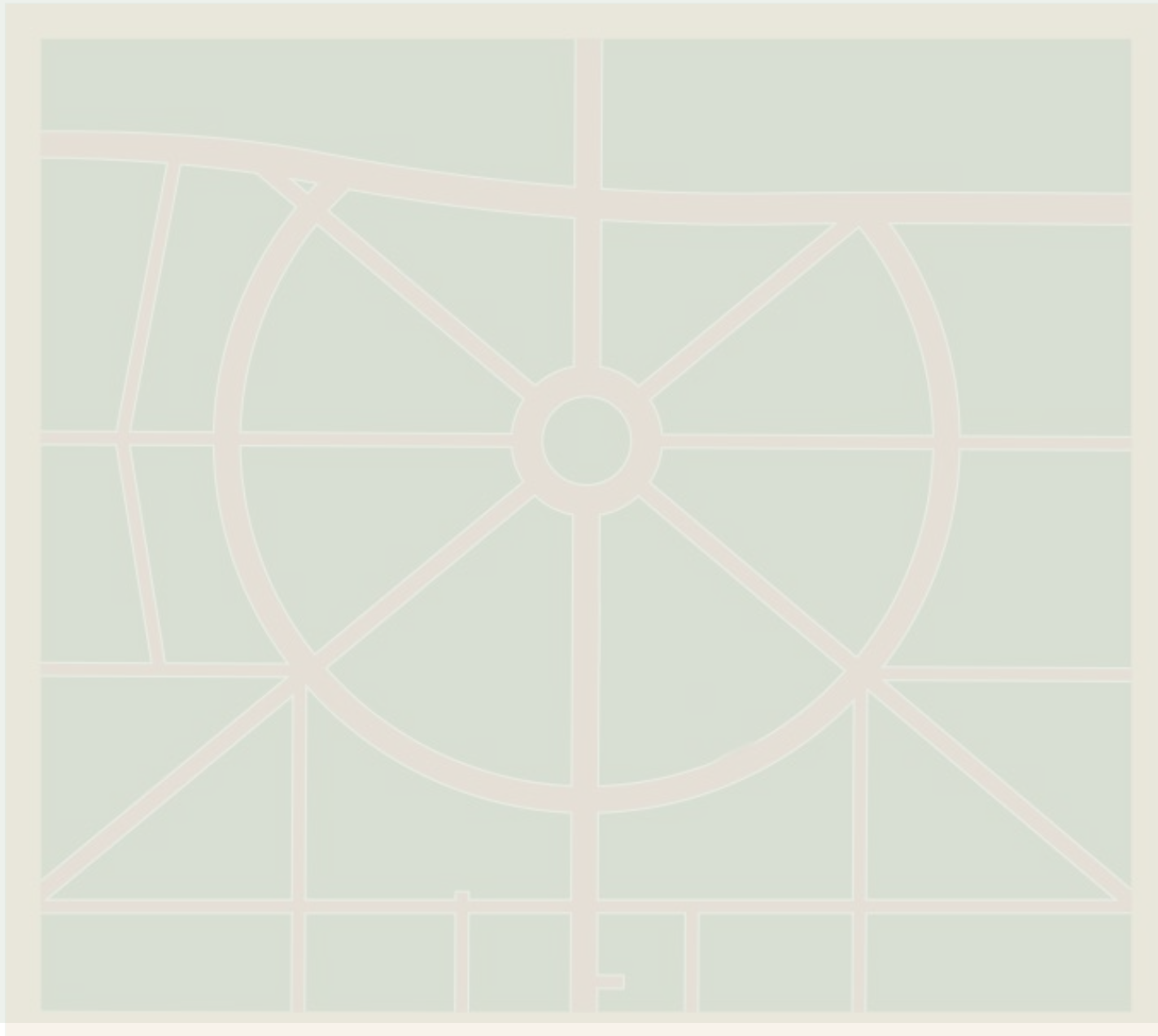
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Chapter 1 **INTRODUCTION**







The Master Plan seeks to enhance the sense of place to create a unique destination that is attractive for residents, visitors, and businesses

CHAPTER 1

Introduction

1.1 OVERVIEW AND PURPOSE

Downtown Patterson is the heart of the community, and it has served as a centralized location for meeting a variety of community needs and services for over a hundred years. However, downtowns across the state have been impacted by the rise of e-commerce sales reducing the success of brick-and-mortar stores. Additionally, newer commercial developments west of the Downtown have attracted many businesses and services that would otherwise have considered Downtown as a potential place to maintain or grow. This Patterson Downtown Master Plan (Master Plan) seeks to address these evolving challenges and restrictions by enhancing the sense of place to create a unique destination that is attractive for residents, visitors, and businesses.

The Master Plan is a companion document to complement the General Plan, Municipal Code, and Community Downtown Design Guidelines, and it builds upon these existing documents. The Master Plan has been prepared to establish an achievable vision, shape future development, and implement an action plan for the City of Patterson. The Master Plan provides a framework with which to inspire future private development and public improvements based on Patterson's community values and vision; expand the local economy; house new residents of all income levels; create community gathering and recreational places; and address relationships between land use, transportation, and the environment.

1.2 MASTER PLAN AREA

The Master Plan area, also referred to herein as the Downtown, is in the heart of Patterson as shown in Figure 1-1. It covers 63.6 acres and includes residential housing, numerous businesses and services, and important cultural and civic uses. Much of the Downtown area is framed by a distinctive “circle and spoke” street pattern with the Historical Society Museum at its core. Roadway “spokes” radiate out from the core, and there is an inner-ring roadway (Plaza Circle), a middle-ring alleyway network, and an outer ring roadway (El Circulo Avenue). There are also alley “spokes” connecting the circular ring of alleyways with El Circulo Avenue.

The Downtown area boundaries are somewhat irregular. To the northwest, the Downtown area extends to parcels adjacent to North El Circulo Avenue and West Las Palmas Avenue. To the northeast, the Downtown area is bounded by South 2nd Street / Highway 33 northwest of East Las Palmas Avenue, and by South 1st Street southeast of East Las Palmas Avenue. To the southeast, E Street serves as the Downtown area boundary. An irregular southwestern boundary travels along North 6th Street, F Street, and South 5th Street.



FIGURE 1-1 Master Plan Area

1.3 EXISTING CONDITIONS

DOWNTOWN PATTERSON HISTORY AND CHARACTER

The distinctive character of Downtown Patterson has its roots in the town’s founding in 1908 as a planned community, when the street grid was plotted in a unique circle and spoke pattern inspired by cities such as Washington D.C. and Paris. The Patterson Ranch Company developed the town, aided by its integration into the regional and national railroad network (a train station was located just to the east of the circle). Early development was focused in this central area, with small-town commercial “main streets,” housing, park space, civic buildings, and hospitality services including the Del Puerto Hotel built in 1909. Early 20th-century development included the Del Puerto Hotel, stores, and landscaped parks which is what gives Downtown Patterson its present-day historic charm. As the City grew it expanded outwards into an orthogonal “grid” roadway network with perpendicular streets on a grid, with Las Palmas Avenue serving as the primary entry point with almost 500 palm trees forming attractive entrances to the town from the west and east.

Patterson remained a small farming community until the 1980s, when dramatic population growth began to occur on the far west side of the City, near Interstate 5 (I-5). This “new town” area is physically disconnected from “old town” Patterson and its historic Downtown area, and there are limited streets connecting the two areas. New retail and service uses to support the west-side population, and the fact that many residents on the west side commute to jobs using I-5, meant these residents were not drawn as frequently to visit Downtown Patterson.



The Downtown contains many civic uses such as the City Hall (top left), Fire Department (bottom left), and Carnegie Library (right)

DOWNTOWN PATTERSON EXISTING CONDITIONS

Downtown Patterson has a varied mix of uses within a unique development pattern and roadway network (Figure 1-2). Downtown Patterson is home to many important civic uses that serve the entire City, including Patterson City Hall, Public Library, Post Office, and the Fire and Police Departments. The Carnegie Library is located at the intersection of West Las Palmas Avenue and North El Circulo Avenue. The Carnegie Library was built in 1921 and is a designated historical resource listed on the National Register of Historic Places. The Master Plan area to the northeast of 2nd Street / Highway 33 is composed of industrial and commercial uses within an area zoned Heavy Industrial.



Veteran's Memorial Park















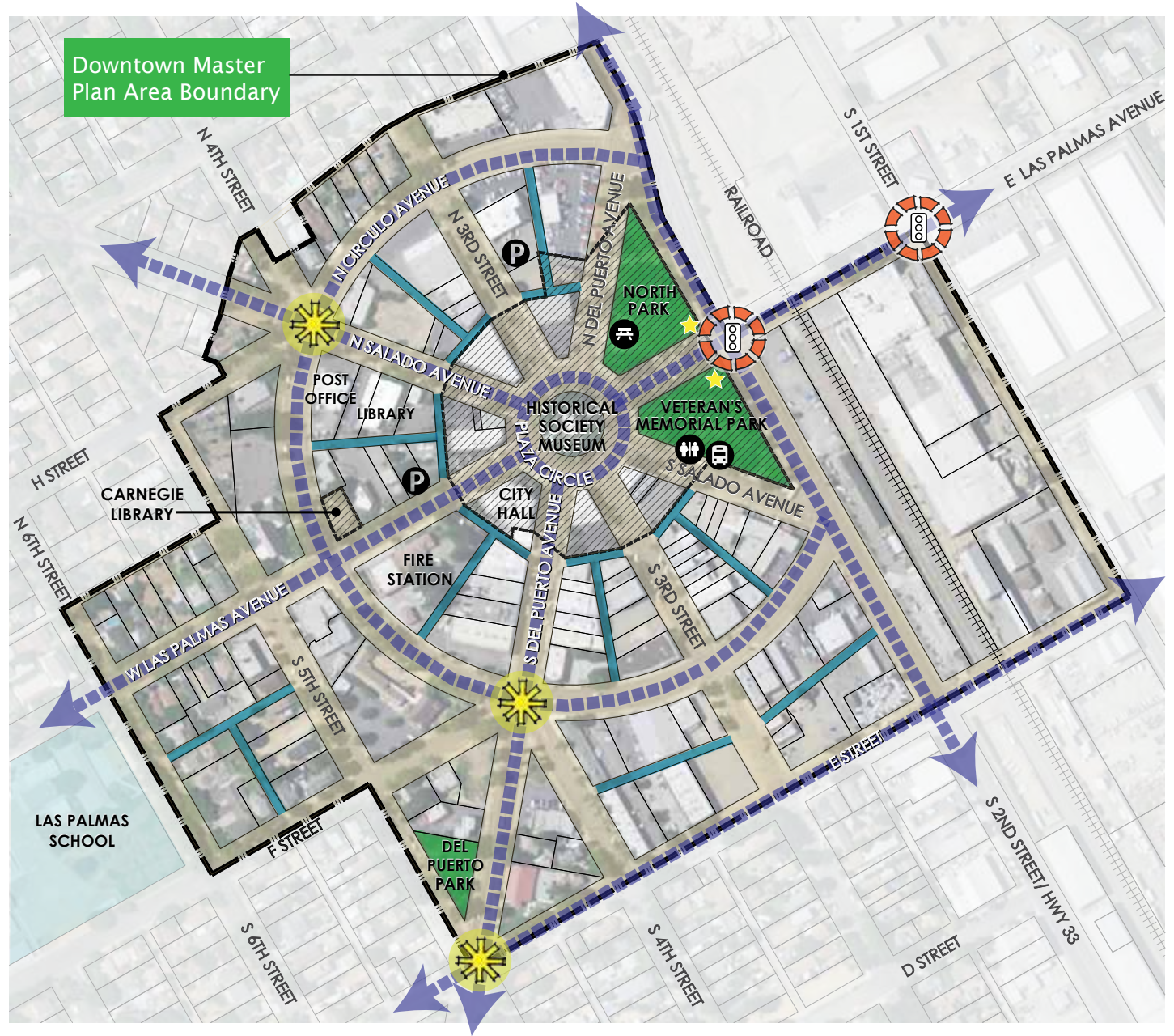
Patterson Historical Society Museum

Highway 33 (also known as 2nd Street) runs along the east side of the Downtown area and connects to many other Central Valley communities and was the main north-south route prior to the construction of Interstate 5. Highway 33 is owned and maintained by the California Department of Transportation (Caltrans) and the railroad is owned and operated by the California Northern Railroad Company. Las Palmas Avenue serves as a key gateway into Downtown from both sides; the east entry into Downtown from 2nd Street / Highway 33 is flanked by North Park and Veteran's Memorial Park. Both parks are primarily composed of grass areas with a mix of deciduous, evergreen, and palm trees, with a few benches. North Park also has sheltered picnic tables, public restrooms, a children's playground, and areas paved with concrete that can be used for gatherings and events. Veteran's Memorial Park contains several historical and memorial monuments and a fenced horseshoe pit area.

The Patterson Historical Society Museum is located within a small circular parcel within the central Downtown core area encircled by Plaza Circle. Eight streets radiate outwards creating the spokes of Downtown's unique roadway pattern. South 3rd Street and South Del Puerto Avenue have a "main street" feel with older commercial buildings fronting the street. North Salado Avenue, West Las Palmas Avenue, and South Del Puerto Avenue provide important connections to areas to the south and west parts of the City. East Las Palmas Avenue extends to the northeast to growing residential neighborhoods. Alleyways also serve an important function in the Downtown circulation network. The roadway network is described in further detail in Chapter 5 of this Master Plan.

LEGEND

-  Public Parking
-  Transit Stop
-  Public Restrooms
-  Public Picnic Area
-  Public Park
-  Public Right-of-Way
-  Historic Preservation Overlay Zone
-  Primary Vehicular Route
-  Alley
-  Roundabout
-  Downtown Signage
-  Signalized Intersection



PATTERSON DOWNTOWN MASTER PLAN
EXISTING CONDITIONS MAP



Date: November, 2024

FIGURE 1-2: Existing Conditions Map

ADOPTED November 2024

1.4 RELATIONSHIP TO OTHER PLANNING DOCUMENTS

This section discusses local and regional planning documents that are already in place. The Master Plan will conform with, and further implement, these existing plans and policies previously identified by the community.

GENERAL PLAN

The General Plan (2010) is the guiding planning document for the City of Patterson. The Land Use Element establishes a vision for how Patterson is developed today and into the future. This Element provides policy guidance to meet Patterson’s vision for the development, use, and maintenance of public and private lands. It seeks to promote orderly, balanced growth throughout the City; meet housing needs with a variety of housing types and densities; provide opportunities for revenue- and employment-generating businesses, and provide support for community-serving amenities such as health care services, and accommodate new, more urban approaches to development while respecting the City’s heritage and historic character.

The Land Use Element presents policies and implementation measures to revitalize Downtown Patterson as the “civic, cultural, financial, and entertainment center of the City.” The Master Plan has been crafted to further this vision and support the General Plan’s policies.

RELATED DOCUMENTS

There are several existing City documents that apply to Downtown revitalization and they are listed below:

- Downtown Patterson Revitalization Visioning Report
- Community Downtown Design Guidelines
- Strategic Plan
- Parks and Recreation Master Plan
- Transportation Infrastructure Master Plan
- Active Transportation Plan
- Urban Water Management Plan
- Public Safety Center Feasibility Study
- Demographic-Marketing Report and Retail Gap Analysis

1.5 MARKET OPPORTUNITY SUMMARY

A market study for the Master Plan was prepared by The Natelson Dale Group to forecast potential growth and demand for future retail, office, and multiple-family residential in Downtown Patterson, with an overall objective to set a framework for a strategic approach to optimize development potentials in the Downtown area. The study also analyzed challenges and opportunities to Downtown development.

Analysis conducted for the Market Study included a review of existing land uses, current challenges to development in the Downtown area, demographic analysis/growth forecasts, effects of changing patterns of work with more people working from home, and models to project Downtown Patterson’s future land use demands.

The Market Study found key opportunities and challenges and corresponding implementation strategies, outlined further in Chapter 6 of the Master Plan, and a full version of the Market Study is provided in Appendix B. The Market Study concluded that implementation of the future vision for Downtown Patterson will depend upon a mix of public and private sector investment. Whereas the City can set the stage with physical improvements and program activities aimed at placemaking, the ultimate driver of change in the Downtown will come through private investment in building renovations, infill development projects, and new business openings. The study found that the population in Patterson is expected to grow and new multiple-family housing developments in the Downtown can be a strong market for enticing development and help to support future retail and restaurant uses. These findings and recommendations were taken into consideration when creating the Master Plan vision.



The Market Study set a framework for a strategic approach to optimize development potentials in the Downtown area

1.6 DOCUMENT ORGANIZATION, CONTENT, AND USE

This Master Plan is intended to be used by property owners, design professionals, developers, City staff, and review bodies to provide a clear set of guidelines serving as a mutual footing for developing design concepts, evaluating quality of design, and shaping the future of Downtown. The Master Plan is separated into six chapters and is summarized below:

CHAPTER 1. INTRODUCTION

Provides an overview and purpose, describes the Master Plan area, states who the intended users are, outlines the organization and content, describes how the Master Plan is intended to be used, and provides summaries of how the Master Plan relates to other planning documents.

CHAPTER 2. THE COMMUNITY VISION

Includes a summary of community input received in developing the Master Plan, lists the planning principles established from public outreach efforts, and includes descriptions of the community's vision that guided the Master Plan development.

CHAPTER 3. LAND USE & BUILDING FORM

Addresses elements of design for specific zoning and land uses to revitalize and reactivate the Downtown, describes building form and architectural elements to maintain the historic charm and character, and provides a list of opportunity sites to serve as examples and catalysts for redevelopment.

CHAPTER 4. PLACEMAKING & PUBLIC SPACES

Describes placemaking enhancements to create a unique sense of place and develop memorable public parks and plazas, outdoor gathering and dining areas, streetscapes improvements, gateways and public signage, and public art.

CHAPTER 5. CIRCULATION

Addresses multi-modal circulation enhancements and improved linkages to support a more sustainable and healthier environment, including shared roadways, traffic recommendations, alleyways beautification, and bicycle and pedestrian route and bus shelter improvements.

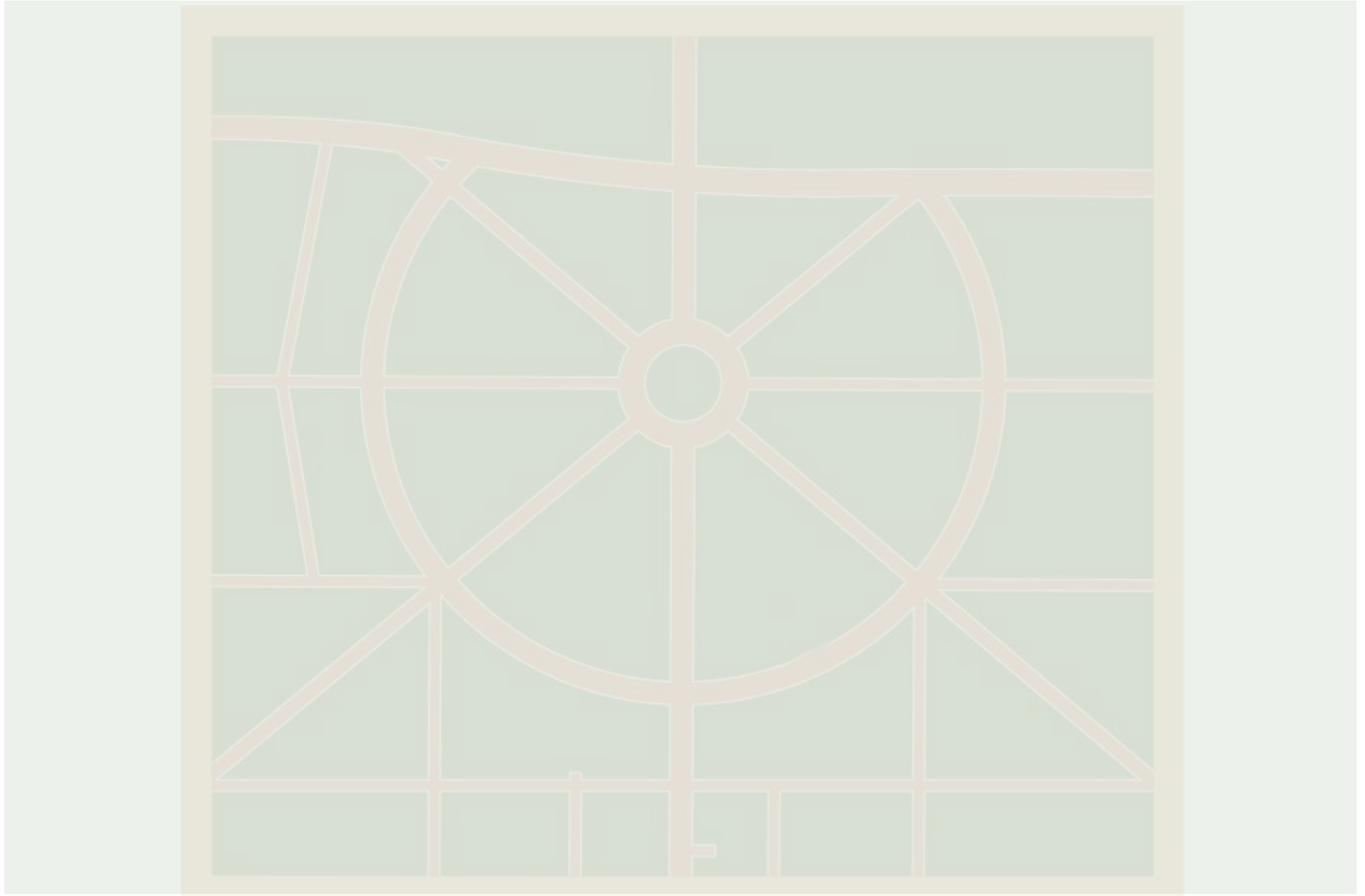
CHAPTER 6. IMPLEMENTATION

Provides strategies and an action plan to implement the concepts described within this Master Plan and is intended to be used as a guide to offer potential funding sources for the improvements and provides a summary of the market study and a list of land use recommendations and phasing for the Master Plan improvements.



Chapter 2 **THE COMMUNITY VISION**







The community engagement feedback was the foundation for the vision statement and planning principles

CHAPTER 2 THE COMMUNITY VISION

2.1 COMMUNITY ENGAGEMENT PROCESS

This chapter discusses a summary of the community engagement efforts, the planning principles, and the Downtown Patterson Master Plan vision. The community engagement feedback was the foundation for the vision statement and planning principles outlined on the following pages.

This project included an extensive outreach process with multiple opportunities for community engagement opportunities including stakeholder meetings, an online survey, community study sessions, committee meetings, and a pop-up workshop.

- Apricot Fiesta Booth
- Key Stakeholder Meetings
- Online Interactive Questionnaire and Mapping Activity
- Downtown Revitalization Committee Meetings
- Planning Commission Study Session
- City Council Study Session
- Community Pop-Up Workshop (Apricot Fiesta)
- Joint Planning Commission and City Council Study Session

2.2 DOWNTOWN VISION STATEMENT

Downtown Patterson will be a focal point of activity that attracts residents and visitors to enjoy its many amenities and its unique, historic small-town feel. A wide variety of entertainment, shopping, recreational, and dining opportunities will enliven the Downtown with people of all ages and backgrounds. Downtown will be a family-friendly, pedestrian-oriented district with safe, walkable, and attractive streets and vibrant public places. Ample recreational and park amenities will provide appealing options to gather, play, relax, dine, and attend events.

The Vision Plan in Figure 2-1 depicts the long-term vision for the Downtown with outdoor dining, public seating, landscaping, enhanced parks with play structure(s), and event space(s) that could be flexible to allow for both informal and formal events to draw visitors and residents to Downtown Patterson.



FIGURE 2-1 Vision Plan

2.3 DOWNTOWN PLANNING PRINCIPLES

The nine planning principles listed below reflect input from the community and play a key role in the direction provided in this Master Plan and will be used as a guide for the implementation of the proposed improvements for Downtown Patterson. The Patterson community is committed to a Downtown that is a source of community pride and identity reflecting local values, history, and culture through the following planning principles:

Land Use & Building Form Planning Principles



SEE
CHAPTER 3
LAND USE &
BUILDING FORM

1. Maintaining the small-town, historic character unique to Patterson while also allowing incremental change that complements the existing Downtown environment.
2. Supporting economic vitality through expanded dining, shopping, service, office, and residential uses accessible to the entire community.
3. Encouraging affordable housing options, such as apartments or condominiums, that support a 24/7 community in the Downtown area.



A wide variety of dining opportunities will enliven the Downtown

Placemaking & Public Spaces Planning Principles



SEE
CHAPTER 4
PLACEMAKING &
PUBLIC SPACES

4. Enlivening the street environment by providing new opportunities for outdoor dining, places to sit and meet, pedestrian-scale lighting, and streetscape enhancements with landscaping, public art, paseos, and activity nodes.
5. Enhancing the function, appearance, and uses of Downtown alleys by incorporating them into the overall pedestrian circulation network, enhancing areas for public enjoyment, and ensuring effective trash management and operations.
6. Enhancing Downtown parks to provide safe and enjoyable public spaces and diverse recreational opportunities such as water features and shade that will attract people of all ages and backgrounds to play, meet, relax, and simply enjoy the outdoors.

Circulation Planning Principles



SEE
CHAPTER 5
CIRCULATION

7. Enhancing connectivity and safety through targeted multi-modal transportation enhancements that benefit people walking, bicycling, and driving.
8. Ensuring safe and effective pedestrian, bicycle, and vehicular linkages between Downtown streets and Highway 33, and integrating areas east of Highway 33 into the Downtown fabric.
9. Creating clearly defined entries to Downtown and a cohesive wayfinding program that unifies and welcomes people to Downtown.



Chapter 3
**LAND USE &
BUILDING FORM**



*Land Use &
Building Form
Planning
Principles*

1. Maintaining the small-town, historic character unique to Patterson while also allowing incremental change that complements the existing Downtown environment.
2. Supporting economic vitality through expanded dining, shopping, service, office, and residential uses accessible to the entire community.
3. Encouraging affordable housing options, such as apartments or condominiums, that support a 24/7 community in the Downtown area.



Land uses will spur investment and make Downtown Patterson a more inviting place to invest in new businesses, live, work, and visit

CHAPTER 3

LAND USE & BUILDING FORM

3.1 LAND USE CONCEPTS

The intent of this chapter is to recommend land uses that will spur investment and make Downtown Patterson a more inviting place to invest in new businesses, live, work, and visit. These land uses are proposed to revitalize and reactivate the Downtown to become a family-oriented hub of activity. This Master Plan includes a list of land use suggestions and regulations, included in Appendix A, which will be considered for incorporation into the Municipal Code to support these concepts. As a non-regulatory document, this Master Plan includes a list of land use suggestions and regulations, included in Appendix A, which will be considered for incorporation into the Municipal Code to support these concepts.

Development in the Downtown area shall comply with development standards established in Title 18 (Zoning) of the Patterson Municipal Code, which defines zoning districts and provides development and performance standards including regulations for land use, setbacks, lot coverage, parking, landscaping, and signs. The Municipal Code and the General Plan will be the regulating documents for future development, while the Downtown Master Plan is to be used as a companion document to provide guidance for future development in line with the community’s vision for Downtown Patterson. Refer to Appendix A for Development Regulations and Standards.



Zoning must work together with improvements in the public realm to create a memorable and vibrant place

3.1.1 PROPOSED ZONING AND LAND USES

Zoning and land use regulations are one part of implementing the community’s vision for the Downtown area. Zoning separates different geographic areas within Patterson into districts, which are meant to accommodate and focus on different land uses and activities. Zoning prescribes what land uses and activities are allowed on private property, so while it is important, zoning must work together with improvements in the public realm to create a memorable and vibrant place. The Downtown Master Plan proposes to amend the Patterson Municipal Code to accommodate the land uses and activities that are consistent with the vision for Downtown Patterson. Appendix A documents the proposed allowed land uses and permit requirements for the Downtown Core zone.

Downtown supports a unique and wide combination of land uses and activities compared to many parts of Patterson. A mix of uses is recommended to prioritize human activity which will lead to more “eyes on the street”. In addition to being helpful for business, eyes on the street are also an important aspect of safe streets and can also lead to visitors and residents feeling more engaged and connected with their surroundings.

Below is a summary of the proposed zoning and land use recommendations:

- Retail, service, and other commercial uses are prioritized in the Downtown area in order to serve as a local draw – the heart of the City.
- Residential homes are necessary to support growth and revitalization of Downtown and encourage residents who can easily walk to places to shop, eat, play, and run daily errands. A variety of homes are allowed in Downtown – everything from residences above commercial uses, duplexes to live/work units, and apartments. An important part of the Downtown vision is the inclusion of a variety of residential types. The provision of additional market rate, workforce, and affordable housing units will provide a solid customer base for Downtown businesses and amenities and encourage more daytime and nighttime activity. Homes may be constructed as standalone buildings or may be located on the second story above a retail business or office.

- Generally, retail uses are widely allowed in Downtown, both as a principal and an accessory use. Restaurants, bars, and entertainment also contribute to a high level of activity, and together with street improvements and sidewalk amenities, are intended to create a vibrant street scene. Exceptions to allowed retail are large, space intensive uses that do not fit with the scale of Downtown. Additionally, mobile vendors will be allowed in Downtown – a good way to encourage street activity as well as support small independent entrepreneurs.
- Since the vision for the Downtown hinges on creating a pedestrian-oriented district, automobile and vehicle land uses are deemphasized. Auto-oriented uses such as gas stations, auto sales, and vehicle storage require large amounts of space, which can put separation between visitors and tends to discourage people from using the public realm. Any existing automobile and vehicle land uses in this area will be grandfathered in and allowed to continue operation.
- The Master Plan proposes to replace the Heavy Industrial zoning along 1st Street with Light Industrial uses to provide a mix of land uses that can allow for larger businesses and additional uses which are envisioned to draw in visitors and residents to Downtown Patterson which can increase pedestrian activity and activate this underutilized area.
- The City recognizes many uses which, although not retail or service-oriented, serve an important role in the community and generate activity and foot traffic to Downtown streets. Examples of such uses include places of worship, childcare centers, community centers, and schools. Although space in Downtown is limited, the City wants to include these activities that play such a central role in the daily lives of residents.
- North Park and Veteran’s Memorial Park serve as the primary “anchor” of public open space within Downtown, with streets that lead towards this focal point. Complementing these parks, the vision is that all of Downtown’s streets will be great and enjoyable public spaces, with abundant amenities that encourage people to walk, gather, and meet others in their community.



Restaurants, bars, and entertainment uses contribute to a high level of activity and help to create a vibrant street scene

PROPOSED ZONING DISTRICTS

- Downtown Core
- Light Industrial
- Public/ Quasi-Public
- Parks/ Open Space
- Historic Overlay Zone

SYMBOL LEGEND

- Downtown Master Plan Boundary
- Railroad

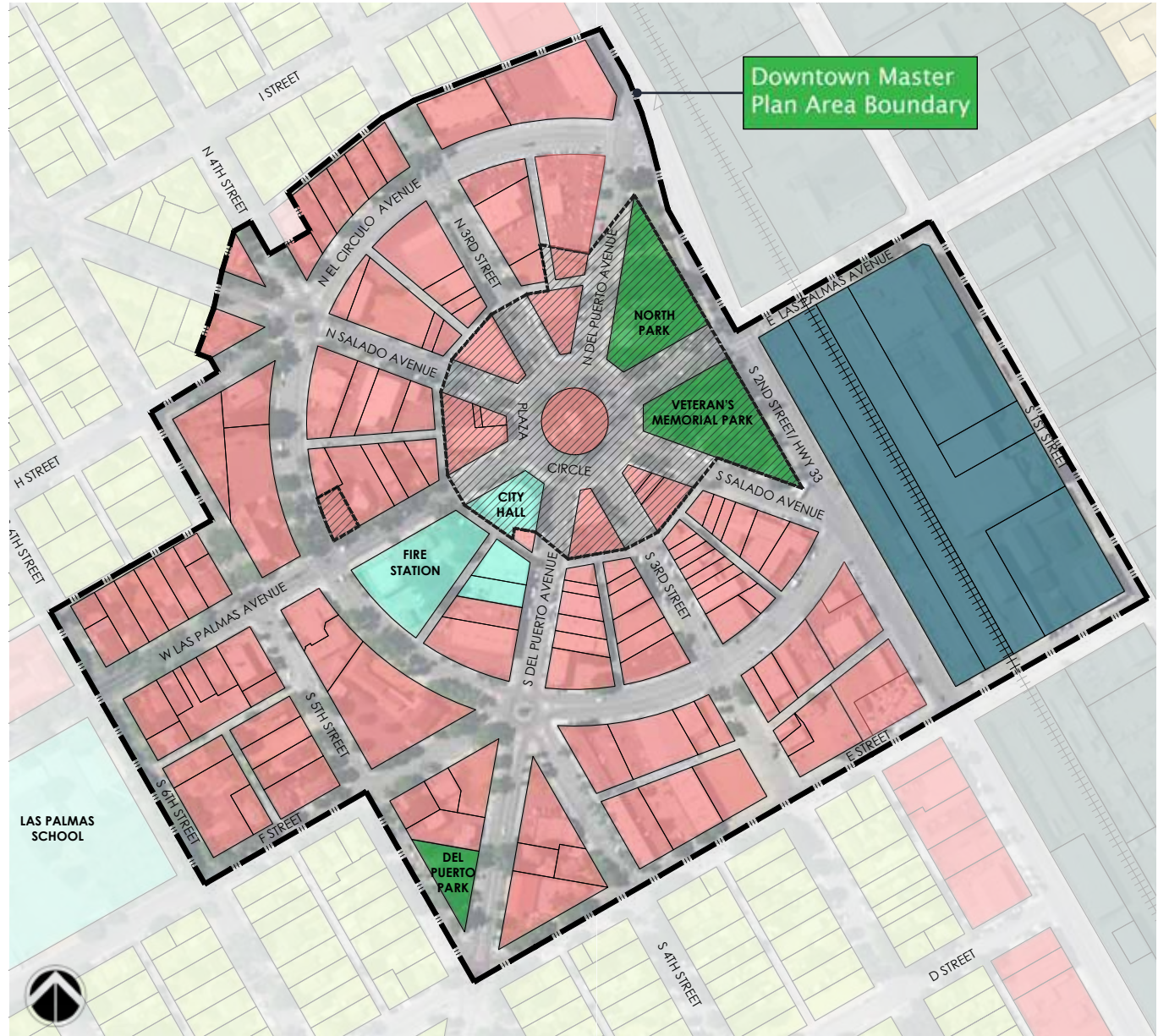


FIGURE 3-1 Proposed Zoning Map

3.2 BUILDING FORM CONCEPTS

Downtown Patterson has an existing character and charm that is unique and timeless, and it is critical to preserve this distinctive identity. To embrace the existing architectural character and form of Downtown Patterson, façade renovation and new development should integrate the following approaches (refer to Appendix A for additional Development Standards):

1. Celebrate existing architectural character through the use of cohesive Spanish architectural styles with appropriate detailing.
2. Integrate quality building detailing and articulation.
3. Enhance the buildings with unified architectural elements and signage.
4. Create facades that are scaled to the pedestrian and have activation elements on the ground floor such as benches, decorative paving, and potted plants or raised planters.
5. Accentuate primary entries through recesses, awnings, signage, landscaping, and ornamental lighting.
6. Look for opportunities to provide shade along adjacent public sidewalks through methods such as awnings, colonnades, and covered walkways.



Embrace the existing architectural character and form of Downtown Patterson and create facades that are scaled to the pedestrian



Provide for adaptability and the reuse of existing Downtown buildings

Downtown Patterson should allow for the flexibility of changing future commercial land uses and market trends and provide for adaptability and the reuse of existing buildings to allow for new uses or tenants to occupy spaces, and ultimately allow for the continued, long-term success of the Downtown.

1. As older buildings redevelop and remodel, look for opportunities to raise the ground-floor plate/ ceiling heights to attract new retail and restaurant uses to these buildings. It is harder to attract new businesses in older buildings with low ceilings.
2. Where feasible and desirable, allow for two businesses in one building, such as one business fronting the street and one business fronting an alleyway. Allowing this will help mitigate the issue of deep buildings and businesses needing less space.
3. Consider dividing long buildings to provide multiple business and utilize the extra depth to access residential or office uses located above a commercial building.

Future development within Downtown Patterson should respect the character and scale of the adjacent existing buildings and the ground level of a building provide a strong pedestrian scale, utilizing quality materials, fenestration, color, and other elements of a clearly defined architectural style.

1. The massing of buildings should be articulated horizontally to maintain the existing pattern of 30 to 60-foot building widths found in the Downtown.
2. Look for opportunities to vary the roof heights, forms, and detailing to provide interest.
3. Minimize the appearance of third stories through building articulation or setbacks/massing, balconies, architectural elements, and/or use of materials and colors.
4. Along street frontages, third floors should be set back at least five feet from the primary face of the building wall.

Building facades in Downtown Patterson should provide at least one entrance (a common building entrance, or an individual tenant entrance) per 60 feet of sidewalk frontage. Consider including at least two of the following elements to enhance primary building entrances:

1. Entrance Weather Protection. Building entrances include a recessed entrance or overhead awning, canopy, or similar element that is a minimum of six feet wide and four feet deep.
2. Planter Boxes. Planter boxes located on both sides of the entrance that are a maximum of four feet in height.
3. Lighting. Wall-mounted lighting located on both sides of the entrance and is in addition to any sign illumination.
4. Outdoor Seating. Outdoor seating or bench provided within ten feet of a primary building entrance.



Examples of enhanced primary building entrances



Buildings with facades located adjacent to a public sidewalk or other public right-of-way should integrate one or more of the following for every 60 feet in building façade length to provide weather protection and shade for pedestrians and the building interior.

1. Trellises
2. Awnings
3. Colonnades
4. Arcades
5. Other building weather protection features

To implement the desired Spanish character within the Downtown, materials and forms should reflect the architectural character.

1. A building's walls, roofs, and openings should be consistent with Spanish character.
2. The shape and type of windows and doors should reflect the Spanish style and include elements such as arched and recessed windows and decorative wooden doors with grills and ironwork.
3. Utilize Spanish materials such as smooth stucco finishes and incorporate decorative elements such as cast concrete blocks, terra cotta tiles, iron hardware, and wood.



3.3 OPPORTUNITY SITES

Early in the Master Plan process, existing underutilized, vacant, or City-owned parcels were identified as potential opportunity sites that could accommodate future development within the Downtown and make an impact with enhancements to the streetscape and pedestrian realm. Figure 3-2 identifies four key opportunity sites described on the following pages which are prominently located and privately-owned, have the potential to be impactful catalysts for change and effectively enhance the sense of liveliness, and can help to spur reinvestment in Downtown Patterson.



KEY OPPORTUNITY SITES

- A** SITE A – PLAZA CIRCLE AND NORTH DEL PUERTO
- B** SITE B - NORTH SALADO AND EL CIRCULO
- C** SITE C – SOUTH DEL PUERTO AVENUE
- D** SITE D – 1ST STREET AT LAS PALMAS AVENUE

FIGURE 3–2 Opportunity Sites

Figure 3-3 conceptually depicts the vision for Downtown Patterson and incorporates the recommendations discussed in this Master Plan.



FIGURE 3-3 Bird's Eye View of Downtown with Master Plan Improvements (looking northwest)

SITE A – PLAZA CIRCLE AND NORTH DEL PUERTO

This key location denotes the entry into the circle area and offers an opportunity to utilize this prominent corner site for outdoor dining on the ground level and upper decks which can activate the Plaza Circle area and positively enhance the entrance to the Downtown core. A two-to-three-story mixed-use building is suggested at this site with ground floor retail uses, upper floor residential or office uses, and parking located in the rear of the site along the alleyway.



FIGURE 3-4 Opportunity Site A – Before and After (looking south)

SITE B - NORTH SALADO AND EL CIRCULO

The site is currently vacant and offers a nice potential opportunity for a mixed-use building with ground floor retail or bank, and upper floors with residential or office uses. Senior housing would be a good use because of the reduced parking requirements, and this project could be two or three stories. Parking can be tucked behind the building and accessed from the alleyway, which allows the project to embrace the street frontages for outdoor gathering spaces such as parklets and seating areas and develop a strong sense pedestrian space.



FIGURE 3-5 Opportunity Site B - Before and After (Looking south)

SITE C – SOUTH DEL PUERTO AVENUE

South Del Puerto has a special character and an existing historic atmosphere, and it has been selected to demonstrate how the proposed façade and streetscape enhancements can activate and reinvigorate this street. The previous theater site is currently vacant and offers an opportunity for a potential future entertainment area in the Downtown such as a theater or playhouse or serve as a location for community events, banquets, or other public uses.



FIGURE 3-6 Opportunity Site C – Before and After (Looking north)

SITE D – 1ST STREET AT LAS PALMAS AVENUE

This site provides an opportunity to integrate larger uses to support the Downtown and better integrate and connect the eastern portion of the City. This site could be revitalized with a two-to-three story building and contain outdoor gathering areas and public art to reinvigorate this industrial area. This site was a former packing plant, and agritourism uses and agricultural design themes should be considered to highlight the City’s history of agriculture, the railroad, and the packing and distribution of produce.

The following uses were supported by the community to activate the 1st Street area:

- Entertainment and Recreational Uses (such as bowling alley, miniature golf, movie theater, or indoor entertainment)
- Live Work (such as lower floor art and craft uses, antiques or thrift stores, or art galleries and residential above)
- Community Focused Use (such as children’s or agricultural museum)
- Wine Bar, Tap House, or Brewery
- Multiple-Family Housing and/or Mixed-Use (such as commercial use on lower floors and residential uses above)

AFTER



BEFORE



FIGURE 3-7 – 1st St - Before and After (looking southeast)

PUBLIC ART ON WATER TANK

OUTDOOR SEATING

PUBLIC ART MURAL

ROOF DECK

CLASS II BIKE LANE

SIDEWALK BULB OUT

DECORATIVE CROSSWALKS



Chapter 4 **PLACEMAKING & PUBLIC SPACES**





*Placemaking &
Public Spaces
Planning
Principles*

1. Enlivening the street environment by providing new opportunities for outdoor dining, places to sit and meet, pedestrian-scale lighting, and streetscape enhancements with landscaping, public art, paseos, and activity nodes.
2. Enhancing the function, appearance, and uses of Downtown alleys by incorporating them into the overall pedestrian circulation network, enhancing areas for public enjoyment, and ensuring effective trash management and operations.
3. Enhancing Downtown parks to provide safe and enjoyable public spaces and diverse recreational opportunities such as water features and shade that will attract people of all ages and backgrounds to play, meet, relax, and simply enjoy the outdoors.



Create a community destination with ample opportunities to interact and socialize, recreate, dine, and shop in Downtown Patterson

CHAPTER 4 PLACEMAKING & PUBLIC SPACES

The elements in this chapter will help create a sense of place and develop Downtown Patterson as a community destination with ample opportunities to interact and socialize with neighbors, recreate, dine, and shop. This chapter describes placemaking enhancements to create a unique atmosphere for Downtown Patterson and to develop memorable public parks, active outdoor gathering and dining areas, and to implement distinctive streetscape improvements with defined gateways and signage and public art.

4.1 PUBLIC PARKS

Public parks in Downtown Patterson range in size from a small neighborhood pocket park such as Del Puerto Park to the larger Veteran’s Memorial Park and North Park that serve as an entrance and gateway to the Downtown area.

North Park and Veteran’s Memorial Park are part of the original planned development of the City and serve as a gathering area for many of Patterson’s festivals and events, and they are a meaningful part of the City’s historic identity. However, many of the parks’ existing amenities need replacement and several members of the community noted concerns with safety in the parks.



FIGURE 4-1 Park Key Map

To activate the parks and create more opportunities for all ages to enjoy the Downtown, the parks should incorporate additional pedestrian elements for increased uses for all age groups. The following components were well supported by the community for Veteran’s Memorial Park and North Park and can attract more people to the Downtown parks which will in turn reduce unwanted loitering and create an active safe place for all:

1. Large event gathering area with a gazebo, amphitheater, and/or stage.
2. Children’s play area and play structures (enclosed and fenced for safety) and/or splash pad.
3. Recreational features for all ages (such as cornhole, ping pong, chess, or bocce ball).
4. Sports amenities (small courts such as volleyball or half-court basketball).
5. Walking path with exercise stations.
6. Restrooms (utilize the latest technology to decrease vandalism and increase cleanliness, such as self-cleaning and locked in the evening).
7. Drinking fountains with water bottle fillers and/or dog bowl water options are recommended.
8. Enhancements to the Veterans Memorial.



To activate the parks and create more opportunities for all ages to enjoy the Downtown

When improving the Downtown parks, the historical character should be preserved, and enhanced safety and security features should be integrated into the improvements and design. Improvements should be consistent with the City’s Parks and Recreation Master Plan, Sections 6.3 and 6.7, and the following should be included:

1. The large existing heritage trees should remain, and small accent tree species should be integrated in key locations.
2. Provide a unified palette of low maintenance site furnishings, interpretive exhibits, decorative paving, trash and recycling containers, and lighting for both North Park and Veteran’s Memorial Park to create a consistent and dynamic entry statement and contribute to the revitalization of the Downtown.
3. Conveniently locate electrical connections for use during festivals and events.
4. Look for opportunities to integrate changes in grade for visual interest and potential informal seating and play areas.
5. New planting in the parks should be low-growing up to 36-inches high to allow for views into the park, and native and drought-tolerant species are suggested.
6. Increase safety by installing security cameras and incorporating additional police patrolling.
7. Consider a first aid station in the park.
8. Look for opportunities for residential uses adjacent to the parks to provide more eyes on the street and help to create a safer environment.
9. Consider providing a location adjacent to North Park or Veteran’s Park to allow for temporary outdoor mobile vendors.



Provide unified design elements in the parks to create a dynamic entry statement and contribute to the revitalization of the Downtown

AFTER



FUTURE NEW
TURN LANE

FOUNTAIN AT
MUSEUM SITE

GATEWAY
MONUMENT

OUTDOOR
SEATING

OVERHEAD
TRELLIS

SPLASH PAD/
AMPHITHEATER

MIXED-USE
OPPORTUNITY
GAZEBO

DECORATIVE
PAVERS

BIKE
LANE

STREET LIGHTS
WITH PLANTERS



FIGURE 4-2 Conceptual
View of North Park from
Las Palmas Road

BEFORE

4.2 OUTDOOR GATHERING AND DINING AREAS

Outdoor gathering and dining areas add to the comfort of pedestrians and increase the community atmosphere. Outdoor dining areas and plazas can be accommodated through the widening of sidewalks or the redesign of underutilized spaces along primary street frontages. Outdoor dining adds to the Downtown vitality and when combined with pedestrian improvements, can make a significant difference to the visual street appeal.

1. Outdoor gathering spaces should be in the street setback areas adjacent to building entrances and at key corner locations to provide additional opportunities for outdoor activities and increase community interaction.
2. Outdoor gathering and dining areas should include Spanish style streetscape amenities such as benches, decorative paving, public art, potted plants or raised planters, and ornamental lighting to better distinguish between pedestrian and vehicular areas.
3. It is advisable to place gathering areas out of the prevailing winds or add wind screens and provide some shaded seating areas.
4. Businesses are encouraged to integrate outdoor dining and parklets along the street frontage to enliven the street scene, such as restaurants and cafés providing outdoor seating and dining in the parklets or along alleyways.



Outdoor gathering and dining areas add to the street appeal and increase the community atmosphere



A repeating pattern of cohesive streetscape elements can enhance the sense of place and develop a distinctive character for the Downtown

4.3 STREETScape IMPROVEMENTS

Streetscape improvements include elements which are incorporated into the public right-of-way to make the street more comfortable for pedestrians and unify the Downtown with repeating patterns of cohesive elements to enhance the sense of place. Streetscape improvements should include a distinctive palette of consistent benches, bike racks, pedestrian scale lighting, and decorative paving materials, and infuse attractive landscaping along with public art in key locations to create a more walkable and vibrant Downtown environment.

4.3.1 SITE FURNISHINGS

Site furnishings include a cohesive selection of elements such as street furniture, potted and container plantings, trash and recycling receptacles, and bike racks. Street furniture should complement the surroundings and be consistent with the Spanish architectural style to create a distinct character in the Downtown. Site furnishings must be placed to allow for at least five feet of clear, unobstructed width for walking on public sidewalks and ensure they do not obstruct the views of vehicles at intersections and driveways. Site furnishings should be durable and low maintenance and consist of the following elements:

1. Benches and Waste Receptacles
 - a. A classic black color is recommended for benches and waste receptacles.
 - b. Benches should include a back and armrests for comfort, and a central arm rest is recommended if exceeding six feet in length.
 - c. Locate at least one bench on every block and attempt to place more benches in configurations that encourage social interaction in highly traveled areas.

- d. Benches should be placed in shaded locations where feasible.
- e. Waste receptacles should include trash and recycling and be clearly labeled.
- f. Waste receptacles are recommended to be placed in a convenient distance of seating areas.

2. Bike Racks

- a. Interesting and unique bike racks are recommended to add to the placemaking and help to enliven the Downtown Core, such as artistic or historical designs that work to reinforce the sense of place.
- b. Bike racks should be provided in black; however, if an artistic style bike rack is utilized, a bright accent color is suggested, such as orange or red, to promote the use of bicycles in the Downtown.
- c. Locate bike racks in key locations along the Class II and sharrow bike routes and provide at parks and the ends of each pedestrian focus street (refer to Section 5.3.1).



Unique bike racks add to the placemaking and enliven the streetscape

3. Planters and Tree Grates

- a. Planters are suggested to be placed throughout the Downtown and be provided in various sizes.
- b. Terra cotta planters are recommended and they should reflect a traditional Spanish design.
- c. Tree grates must be accessible per the Americans with Disabilities Act (ADA) and should allow for uprights in key locations.
- d. Decorative tree grates should be a consistent pattern for the Downtown which accentuates the Spanish character to further empathize and define the Downtown core.



Decorative planters help to create a more walkable and vibrant Downtown

4. Decorative Utility and Drain Covers

- a. In key locations, look for opportunities to integrate decorative lids to utilitarian elements which are consistent with the Spanish character.



Decorative lids on utilitarian elements contribute to developing a sense of place



Pedestrian scale lights should mimic the existing light pole at Las Palmas



Integrate hanging baskets and/or decorative paving materials around the pedestrian scale light posts for added interest



Provide electrical outlets for events, string lights, and uplighting

4.3.2 LIGHTING

The integration of decorative pedestrian scale lights can have significant character and reinforce the Downtown's small town and historic feel. As Downtown public improvements are implemented, energy-efficient pedestrian scale accent lighting should be integrated to ensure well-lit and vibrant pedestrian spaces.

1. Pedestrian scale lights are recommended to mimic the existing parking lot light pole at Las Palmas Avenue, just west of Plaza Circle, and should be a black color. Lighting should include the addition of pedestrian pole lights between existing streetlights, bollard lights, and/or uplights on key features.
2. Consider using a change of colors for lighting for celebrating the change of seasons, such as colored uplights.
3. The placement of lighting should avoid glare into adjacent residential areas.
4. Consider integrating decorative paving materials around the light posts for added interest at the pedestrian level.
5. New and existing light poles should be fitted with bracket hangers to accommodate hanging planters and/or banners.
6. Consider painting the existing cobra lights to match the new pedestrian lights.
7. In conjunction with the pedestrian light installation, plan for electrical outlets for events, string lights, and uplighting.

4.3.3 LANDSCAPING

Street trees and shrubs add scale and comfort, and their colors and textures enhance the atmosphere and the identity of the Downtown. Providing a comprehensive and unified planting palette, with an emphasis on the major streets within the Downtown, contributes to the attractive appearance of the City as a whole.

TREES

1. Trees in tree grates are encouraged within sidewalks and plaza spaces because they allow for increased sidewalk usability and improved ease of maintenance.
2. Where possible, existing healthy trees in the Downtown should remain to provide a sense of age and beauty.
3. For each block on a street, trees should be placed between existing street trees to infill gaps and create a dense canopy for shade and to develop a sense of continuity and unity in the Downtown.
4. A variety of street tree species is suggested in the Downtown because it can result in better long-term management because mixed species are less prone to diseases and insects.
5. Trees should be selected to fit the planting area based upon the ultimate size the tree will grow to avoid future maintenance issues and problems with uplift on adjacent paving.
6. Palm trees are recommended along Las Palmas and Plaza Circle to accentuate this central roadway as the main Downtown arterial.
7. Small deciduous accent trees are suggested at intersections for color and seasonal interest.
8. Trees with large evergreen canopies are preferred along roadways to provide year-round shade in the Downtown.



Create a dense canopy of street trees for shade and to develop a sense of continuity and unity in the Downtown



Incorporate colorful flowers, grasses, and succulents with a variety of attractive foliage and textures to visually denote the Downtown as a special place

SHRUBS & GROUNDCOVER

A cohesive palette of evergreen shrubs and groundcover should be incorporated in planter areas and potted plants throughout the Downtown to unify and soften the streetscape and visually denote this area as a special place. Landscape and associated irrigation improvements should be integrated with the streetscape improvements.

1. Shrub and groundcover selection should focus on durable evergreen species that are low-water usage and low-maintenance.
2. Shrubs and groundcovers should be low growing along roadways to not obstruct driver's sight lines, with a 24" maximum height next to crosswalks and 36" maximum height in other locations.
3. Accent shrubs such as colorful flowers, grasses, and succulents with a variety of attractive foliage and textures should be incorporated at intersections and key locations such as entries to parks and gathering areas to provide added interest and accentuate the character of these spaces.
4. Utilize dense evergreen shrubs to buffer views of parking and utilitarian areas.
5. Consider the use of colorful hanging planters on light posts on key streets to add seasonal interest.
6. To create a cohesive Downtown environment, utilize warm colors for flowering vegetation, such as reds, yellows, and oranges along with white flowers, and grey and/or green or warm colored foliage.

4.3.4 DECORATIVE PAVING

Decorative paving is a key element to create interest at the pedestrian level with added color and texture that helps to create a more pedestrian focused environment. Decorative paving consists of patterns and colors installed into the paving area to provide clearly defined pedestrian areas, main points of entry, and delineation of key places. Decorative paving at intersections and crosswalks play a vital role in Downtown beautification due to their increased visibility for visitors and residents. The City has utility upgrades planned on most of the Downtown streets, and this provides an opportunity to update with decorative paving as the roadways are improved.

1. Integrate decorative paving with colors and materials that are consistent with a historic Spanish character, such as brick, flagstone, textured and colored concrete, and cobblestone pavers.
2. Durable, smooth, and accessible surfaces should be used for decorative paving areas and consider using permeable materials if feasible. The texture of paving materials in pedestrian areas must be smooth enough to not deter elderly users, bicyclists, or people with disabilities .
3. Decorative brick or cobblestone paving is recommended in the Plaza Circle roundabout roadway to clearly depict this as the heart of the Downtown. For consistency and definition of the primary entrances, the paving utilized at Plaza Circle is recommended in the two smaller roundabouts on El Circulo at South Del Puerto Avenue and North Salado Avenue.
4. Decorative brick paving should be used at primary crosswalks along with ADA ramp improvements, similar to those on El Circulo at North Del Puerto Avenue.



Examples of decorative paving materials that are consistent with the historic Spanish character of Downtown Patterson



Brick paving should be used to enhance primary crosswalks



Example of ADA ramp improvements



A decorative paving band on the pedestrian focus streets will help to designate as a unique and special place

5. A one- to two-foot-wide decorative paving band is suggested on the pedestrian focused streets identified in Chapter 5 to designate these streets as a unique place in the Downtown core. The decorative band is recommended along the sidewalk and roadway edge, parking areas, and around pedestrian elements such as seating areas, tree grates, and planters.
6. Look for opportunities to integrate historical, agricultural, and cultural elements into the decorative paving in key locations to add to the sense of place, such as alleyways and primary intersections. Consider including focal elements in the paving such as plaques with street names, or inset tiles for enhanced wayfinding and visual interest at the pedestrian level.



Integrate decorative focal elements into the decorative paving in key locations to add to the sense of place

4.3.5 PUBLIC ART

Public art is a key placemaking component to develop a distinctive character and can help reinforce community identity by representing special events and celebrating the unique cultural, ethnic, and historical attributes of Patterson. Public art is recommended to be installed throughout the Downtown to foster a culturally dynamic and vibrant community, provide a visual benefit to the site and surrounding properties, break up blank walls, and enrich public spaces. Patterson is rich with history and these stories should be told through a public art program that is established as a series of public art elements, such as murals and sculptures placed in key locations to create a strong visual impact.

The City should consider establishing a public art program and the ability to identify key locations for artwork and provide maintenance of art installations over the long-term. Additionally, as public art is installed in the Downtown, the City or a non-profit organization should implement a walking or driving tour of the artwork at key historic or cultural sites, and consider providing audio tours, downloadable maps or brochures, plaques and/or interpretive signage to tell the story of these special places.

1. Public art should be in areas of high pedestrian traffic, in community gathering places, and where people can congregate, such as parks, plazas, paseos, arcades, and along roadways.
2. Artwork must not be placed to create blind spots for pedestrians or block motorists' views.
3. Public art should portray Patterson's diverse cultural and native American heritage and highlight the unique railroad, agricultural, and packing house history.
4. Public art should enrich the Spanish character and historic design and complement its surroundings in terms of scale, materials, and color.



Provide public art to reinforce the community identity by representing special events and celebrating the unique attributes of Patterson



5. Appropriate durable and weather resistant materials should be utilized for outdoor art installation and be selected to resist conditions such as sun exposure, wind, and rain.
6. Look for opportunities to incorporate interactive public art, such as movable elements.
7. Consider temporary art installations for underutilized sites linked to seasonal events, vacant properties, and/or during construction or improvement activities.
8. The water tower on 1st Street offers a unique opportunity to provide public art and Downtown branding which can be seen from a long distance away.
9. Consider working with local artists to paint existing utility boxes located in key locations throughout the Downtown. Another option is to apply anti-graffiti vinyl wraps to the utility boxes which are designed by local artists.

Public art on utility boxes can help to develop a distinctive character to the Master Plan area

4.4 GATEWAYS AND WAYFINDING SIGNAGE

A cohesive family of gateway monuments and wayfinding signage is important to Downtown Patterson to establish community character, draw people into the area, and facilitate easy navigation to key locations in the Downtown. This section describes the recommended locations for the gateway monument and other public wayfinding signage (within the public right-of-way or publicly owned parcel). Requirements for privately owned building signage (within the property lines) is in Appendix A of this Master Plan.



Wayfinding signage can establish community character, draw people into the area, and facilitate easy navigation to key locations in the Downtown

4.4.1 GATEWAY MONUMENT SIGN

A prominently located gateway monument sign will welcome residents and visitors and clearly inform drivers that they are entering Downtown Patterson and announce it as a distinctive place within the City.

1. The gateway monument sign should evoke the feeling of a historical town and emulate the Spanish architectural character of the Downtown.
2. The gateway monument sign should be prominently located between North Park and Veteran’s Memorial Park on Las Palmas Avenue to serve as the main entry point into the Downtown area from Highway 33.

3. The gateway monument sign should incorporate interpretive information on the columns for interest and information at the street and pedestrian level.
4. The gateway sign should utilize graffiti resistant materials and include a break in the column forms to allow for easy repainting of base if needed.
5. The gateway monument sign should incorporate the date the City of Patterson was established.
6. The metal work on the gateway monument signs should be a black color.
7. The gateway monument sign should be accentuated with enhanced paving, container plants, and decorative lighting.

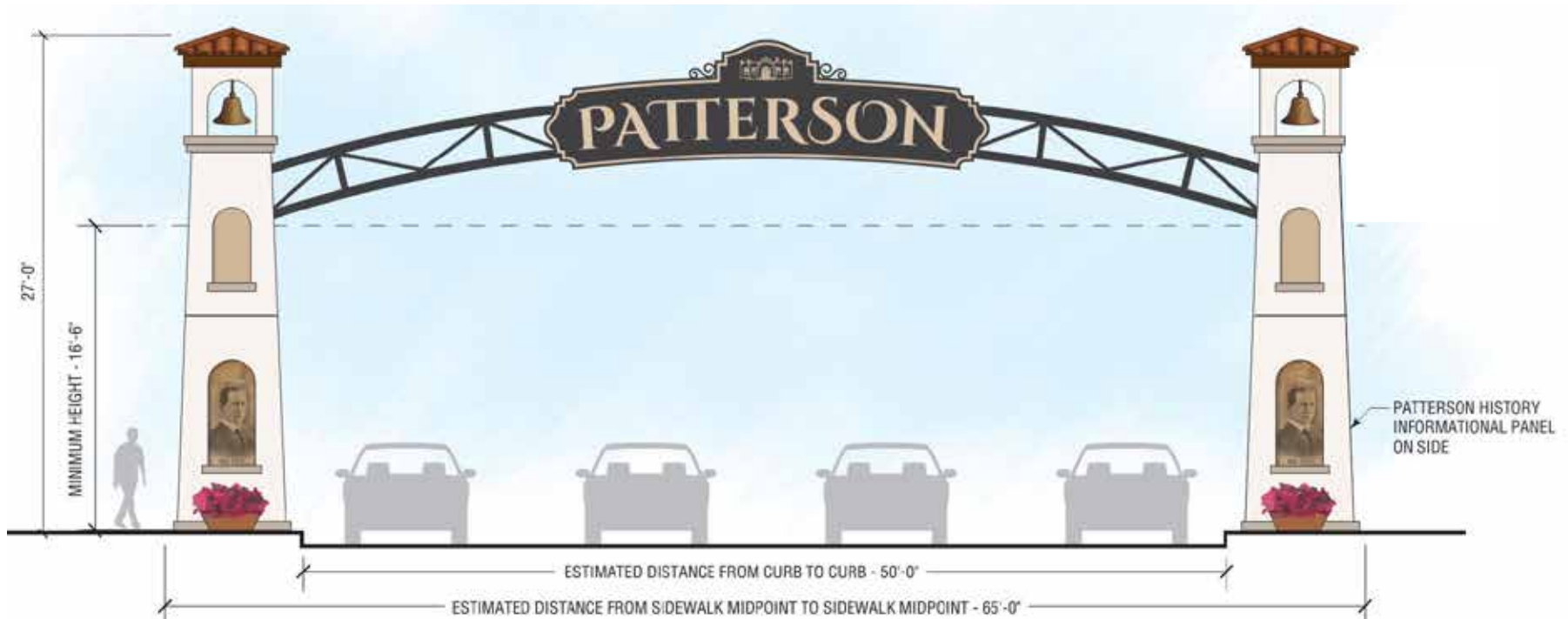


FIGURE 4-3 Conceptual Gateway Monument

4.4.2 WAYFINDING SIGNAGE

Wayfinding signage includes directional signs to help direct pedestrians, bicyclists, and vehicles to specific locations in the Downtown.

1. Wayfinding signage should provide the City of Patterson and the existing historic district logo to enhance the identity of the Downtown.
2. Wayfinding signage should have common symbols that are graphically easy to read and understand, denoting key shopping areas, public parking, bicycle parking, civic buildings, and tourist destinations.
3. Wayfinding signage should include directional arrows, distances or walking time, and identify key attractions in the Downtown.
4. Wayfinding directional maps should allow for a digital display to allow for changing information, such as details on upcoming community events and to highlight community organizations.
5. Wayfinding directional maps should be located to reduce glare and be placed adjacent to streetlights to ensure visibility in the evening.
6. Wayfinding directional maps should be oriented towards pedestrians and be well lit and integrated with other street furnishings and accentuated by landscaping where feasible.
7. The City should coordinate with community organizations such as the Downtown Revitalization Committee, Chamber of Commerce, and Historical Society in developing points of interest and monumentation.
8. Consider modifying the existing community signs at the entrance on Las Palmas Avenue at Highway 33, as well as the design of other public regulatory signs in this area, so design themes are consistent throughout the Downtown.
9. Wayfinding directional signs should be a black color and integrate a Spanish design with elements similar to the gateway monument incorporated.

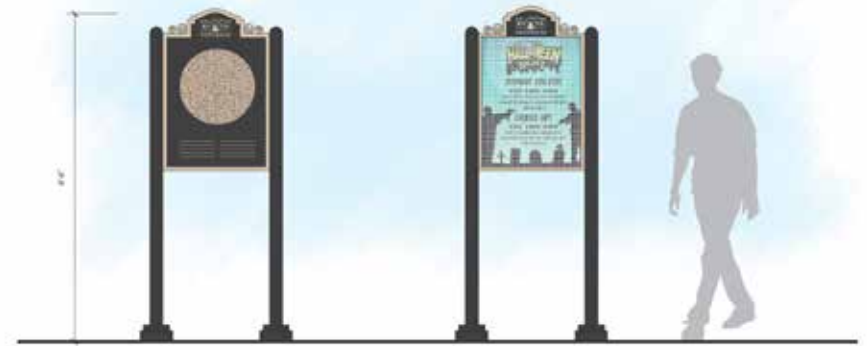


FIGURE 4-4 Conceptual Directional Map



FIGURE 4-5 Directional Map Key Map

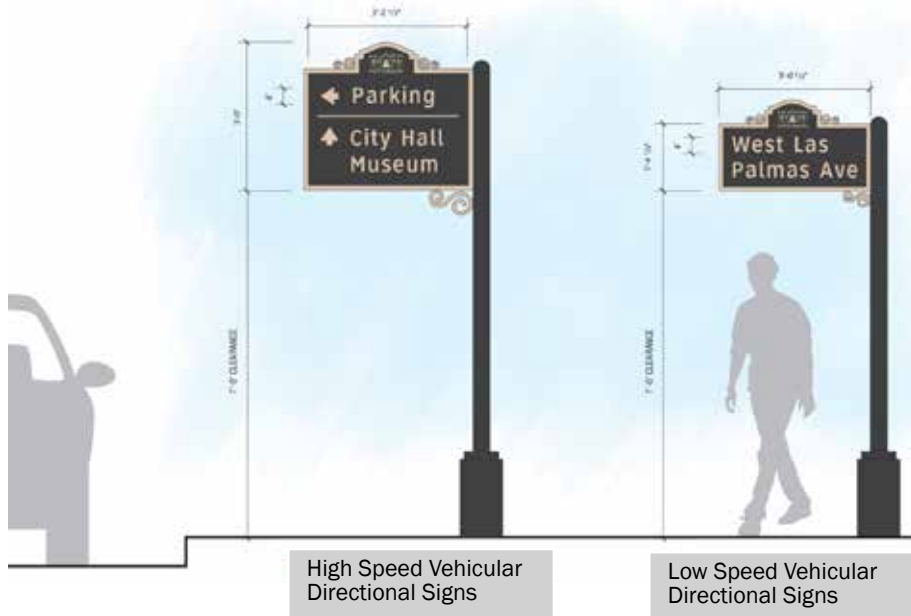


FIGURE 4-6 Conceptual Roadway Signage



FIGURE 4-7 Roadway Signage Key Map

4.4.3 ROADWAY SIGNAGE AND BANNERS

Consistent roadway directional signs and banners should be installed along Downtown streets to clearly demarcate the Master Plan area. The use of roadway directional signs which vary from typical City signs are recommended to reinforce the unique Downtown theme and identity.

1. Roadway directional signs should be a black color and integrate the Spanish design style.
2. Roadway directional signs should be oriented to drivers and be prominently placed for ease of viewing and well lit.
3. The City currently has a street banner program, but the development of a cohesive design for the Downtown streets are recommended to advertise seasonal events and reinforce the Downtown theme and identity on existing and proposed light posts.
4. A temporary overhead seasonal event banner is recommended on Las Palmas Avenue north of Plaza Circle, between City Hall and the U.S. Bank, to notify the community of upcoming events. The banner is suggested to be attached to streetlights or future string light poles.



Seasonal banners should be used to highlight events in the Downtown

Chapter 5 CIRCULATION





Circulation Planning Principles

1. Enhancing connectivity and safety through targeted multi-modal transportation enhancements that benefit people walking, bicycling, and driving.
2. Ensuring safe and effective pedestrian, bicycle, and vehicular linkages between Downtown streets and Highway 33, and integrating areas east of Highway 33 into the Downtown fabric.
3. Creating clearly defined entries to Downtown and a cohesive wayfinding program that unifies and welcomes people to Downtown.



Enhance vehicular, bicycle, and pedestrian connectivity to ensure safe and efficient linkages to communal spaces within the Downtown







CHAPTER 5 CIRCULATION

5.1 CIRCULATION CONCEPTS

An important component of the Downtown is circulation and streets. Streets are a vital part of any community and have an important influence on vehicular, bike, and pedestrian connectivity as well as communal spaces where people come together. This chapter identifies suggested improvements to existing bicycle and pedestrian mobility in a manner that fulfills the goals and vision of the General Plan and Transportation Infrastructure Master Plan and responds to community feedback.

1. The community's top circulation priorities were pedestrian friendly streets which can be closed for events, with widened and repaired sidewalks, and crosswalk and ramp improvements.
2. Many people would like additional bike lanes and bike racks provided, and to make it safer and more inviting for bikes to maneuver through the Downtown.
3. Another community priority is enhanced accessibility across Highway 33/ 2nd Street. There was strong support for a future signal or roundabout at Highway 33 and E Street, and an additional turn lane at Las Palmas Avenue and Highway 33.
4. There was also support for narrowing vehicular travel lanes and creating one-way vehicular circulation on four streets: 3rd Street (north and south), South Salado Avenue and North Del Puerto Avenue to allow for streetscape improvements.
5. Community members would also like to see improvements to the existing alleyways to make them better utilized, more welcoming, and attractive.

LEGEND

-  Existing Class 2 Bike Lanes
-  Future Class 2 Bike Lanes
-  Potential Class 2 Bike Lanes
-  Potential Bike Sharrows
-  Reduced One-Way Travel Lane
-  Potential One-Way Travel Lanes

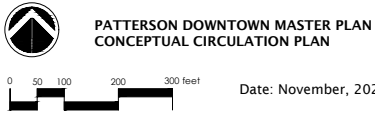
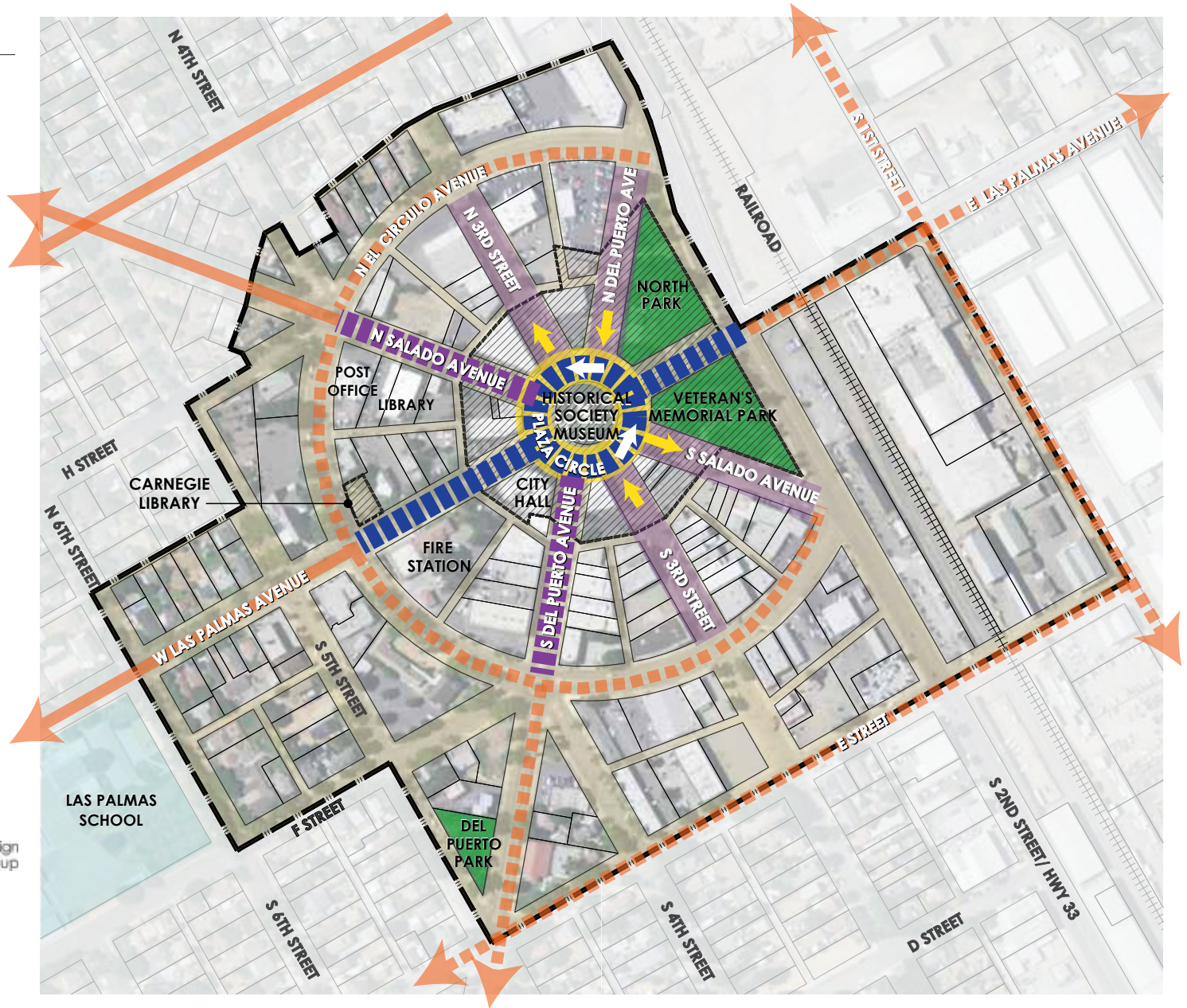


FIGURE 5-1 Conceptual Circulation Plan

5.2 STREETS AS SHARED SPACES

A shared street is designed to be closed to vehicles and used as dedicated pedestrian space/plazas during temporary events. Downtown Patterson has a unique circular layout that is conducive to temporary street closures and one-way traffic routes because the inner and outer circles allow for connectivity to all streets on the “spokes”. To provide flexible spaces for additional community events to occur, shared streets have been applied to the following streets to foster tourism and attract locals to Downtown:

1. Pedestrian focus streets discussed in Section 5.3.1 (North and South 3rd Street, South Salado Avenue, and North Del Puerto Avenue)
2. Las Palmas Avenue between North Park and Veteran’s Memorial Park
3. Plaza Circle (see Figure 5-3)

Create opportunities to provide for temporarily closed shared streets, such as:

1. Streets appear more like a plaza, with decorative paving in drive lanes and parking spaces and sidewalks delineated with street furniture and pedestrian amenities, so they can be used as flexible multi-purpose spaces.
2. Provide areas for temporary outdoor dining, food trucks and vendors, and stages and consider ease of electrical connections for events.
3. Allow for ease of temporary street closures for events and consider removable or retractable bollards.



Shared streets appear more like a plaza so they can be used as flexible multi-purpose spaces during temporary events



FIGURE 5-2 Shared Streets Key Map

5.2.1 PLAZA CIRCLE IMPROVEMENTS

Plaza Circle encircles the Museum site and fronts onto portions of North Park and Veteran’s Memorial Park, and City Hall. The roadway at Plaza Circle is currently very wide and existing crosswalks are approximately 60 feet long, and many community members mentioned not feeling safe to cross especially for children. The existing roundabout at Plaza Circle should be enhanced to create a feeling of entry and develop a focused heart of the community.

Plaza Circle connects with Las Palmas Avenue which is a main arterial roadway and is proposed to have bicycle lanes which will be the primary bike connection through Downtown. Plaza Circle should include features to delineate pedestrian areas and ensure safe and efficient multi-modal access for automobiles, bicycles, and pedestrians.



String lights should be provided to create a sense of vibrancy and liveliness

1. String lights are recommended around Plaza Circle to create a sense of vibrancy and liveliness.
2. Integrate decorative paving that is in keeping with historic Spanish character.
3. Narrow streets to one or two travel lanes and accentuate with decorative paving.
4. Bikes are suggested on the outside edge of the roadway and should be protected by rolled curbs and utilize buffers such as painted striping, planters, or decorative paving to further separate bicyclists from the travel lanes.
5. Parking spaces should be provided directly adjacent to the inner circle and the spaces should be designed to be extra-long to easily pull in and out.
6. The Museum site should be enhanced with interpretive exhibits, focal points such as trellises and fountains, and landscape improvements.
7. Provide a sidewalk around the outside edge of the Museum site.
8. Install shortened crosswalks to better connect the Museum site with the Downtown core.
9. Planting should be low growing to allow for visibility. Refer to Landscaping, Section 4.3.3, for additional requirements.

6' BIKE LANE & BUFFER

24' ONE WAY TRAVEL LANES

OVERHEAD STRING LIGHTS

10' SIDEWALK & BUFFER

DECORATIVE CROSSWALKS WITH SHORTENED CROSSINGS

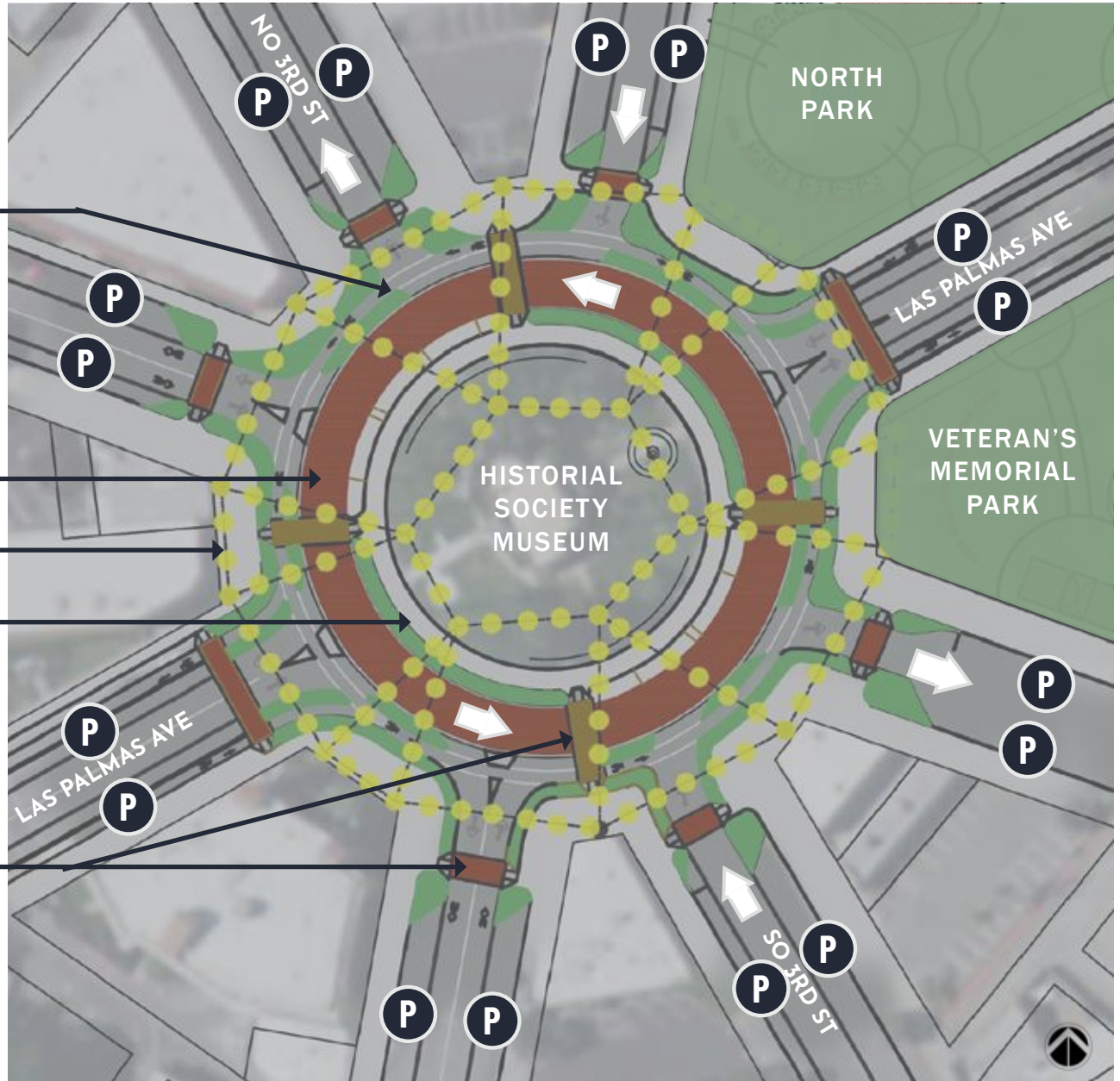


FIGURE 5-3 Conceptual Roundabout Enhancements at Plaza Circle

ADOPTED November 2024

5.3 PEDESTRIAN LINKAGES

Many community members mentioned that they would like to see a more pedestrian friendly Downtown. There are many ways to achieve this goal and create a safer and more inviting environment for pedestrians which will incentivize the community to patronize Downtown more often without needing to get in their car and drive.

1. As areas of Downtown are redeveloped or remodeled, sidewalks should be repaired and/or widened with the implementation of connecting crosswalks to encourage pedestrian circulation.
2. Look for opportunities to separate the pedestrians from vehicular travel lanes, such as potted plants, low bollards, landscaped planters, or a consistent pattern of on-street parking.
3. Sidewalks should be at least eight feet wide to accommodate high pedestrian use, and primary pedestrian focus streets (North and South 3rd Street, South Salado Avenue, and North Del Puerto Avenue) should be approximately 12 feet wide to provide streetscape furnishings and promote pedestrian activities and gathering in the Downtown.



Separate pedestrians from travel lanes using potted plants, low bollards, and/or landscaped planters



Provide bulb-outs to decrease the amount of traffic lanes a pedestrian must cross

4. Bulb-outs are recommended at intersections to decrease the amount of traffic lanes a pedestrian must cross and visually let drivers know they are approaching a vehicular crossing area.
5. Decorative paving should be applied to crosswalks to add to the overall character of the Downtown and identify main walking areas. Refer to Section 4.3.4, Decorative Paving, for more information.
6. A traffic study should be conducted to analyze ways to enhance the safety of the pedestrian crossings at Las Palmas Avenue and Highway 33. Proposed methods include bulbouts, refuge islands, priority pedestrian signal timing, in-road flashing lights, and decorative crosswalks.
7. As the 1st Street property redevelops and becomes more of a hub of activity, consider the installation of an overhead pedestrian bridge crossing over Highway 33 at Las Palmas Avenue to enhance safety and provide a sense of entry into the Downtown area. This would be particularly critical if a parking structure was integrated into the 1st Street site.

5.3.1 PEDESTRIAN FOCUS STREETS

Four streets in the Downtown are suggested to be pedestrian focus streets: 3rd Street (north and south), South Salado Avenue, and North Del Puerto Avenue. These streets will contain focused streetscape enhancement areas and pedestrian amenities, widened sidewalks, and ample places for people to meet, shop, sit, dine, and interact.

A method to provide these pedestrian spaces and widened sidewalks which was supported by many members of the community is to modify the pedestrian focus streets to one-way travel lanes with angled and parallel parking spaces. By utilizing one-way travel lanes, it allows for widened sidewalks and increased amenities on these key pedestrian-oriented streets. Large and walkable sidewalks, reduced travel lanes that are easy to cross, slower traffic, and pedestrian amenities positively influence the user’s experience and create a safe and inviting Downtown atmosphere. Refer to the Circulation Map in Figure 5-1 for proposed direction of travel for the one-way streets. A traffic study is included as a recommended action in the Implementation Chapter to analyze the one-way travel routes.



Accent lighting should be provided to enliven the pedestrian focus streets

In addition to the streetscape enhancements described in Chapter 4, pedestrian focus streets should contain the following improvements to identify these streets as special places in the Downtown core:

1. Decorative paving band between the sidewalks and roadway. Consider decorative paving in parking areas and utilize permeable paving where possible. Refer to Section 4.3.4 for more information.
2. Increased site furnishings and ample pedestrian amenities to clearly identify these as people places. Refer to Section 4.3.1 for more information.
3. Raised planters and seat walls designed to reflect the Spanish architecture and utilize decorative skate stops where needed.
4. Accent lighting to enliven and activate these spaces in the evening, such as overhead string lights, hanging lights, and/or lights wrapped around street trees.



Increased site furnishings and ample pedestrian amenities should clearly identify the pedestrian focus streets as people places

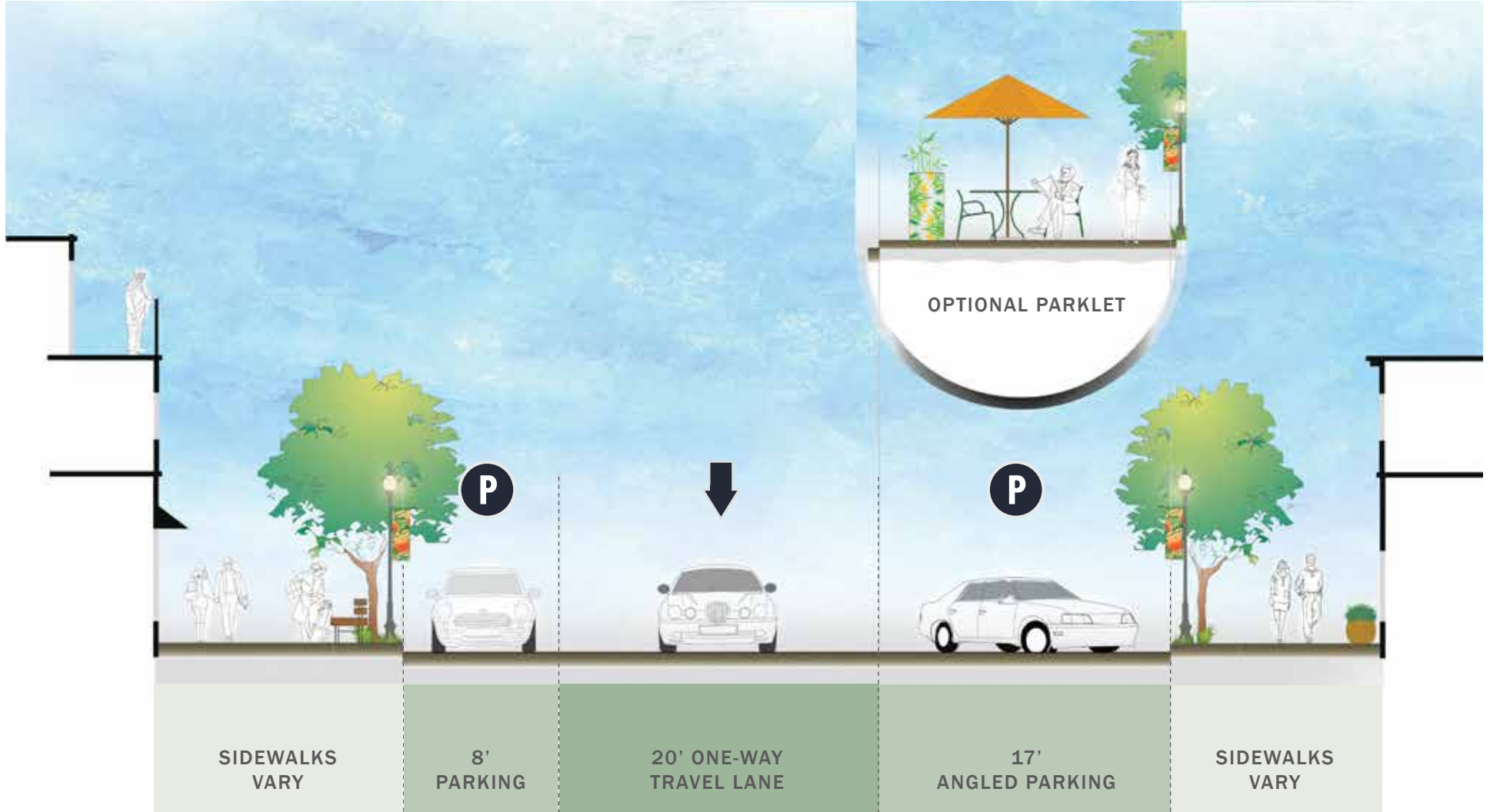


FIGURE 5-4 Conceptual Road Section – Pedestrian Focus Streets

5.4 MULTI-MODAL ENHANCEMENTS

Downtown Patterson offers the opportunity to enhance mobility options and provide safer and more enjoyable methods of accessing the Downtown core. The Downtown is generally flat and surrounded by residential homes, is adjacent to schools, and has the potential to establish a more sustainable and healthier environment for the community. Providing improved pedestrian and bicycle routes as alternatives to automobile travel will incentivize residents to patronize Downtown more often without needing to get into their car, and thus help reduce pollution and parking demand. Two types of bicycle facilities are recommended in the Downtown: Class II Bike Lanes and Class III Sharrows.

5.4.1 CLASS II BIKE LANES

Class II lanes are designated routes for bike lanes that are typically striped bike lanes within the roadway. The community supported Class II bike lanes on Las Palmas Avenue, from 1st to 6th Street and on North and South El Circulo Avenue. The following streets have been identified for bike lanes because they connect to existing and proposed bike routes, as well as providing access to North Park and Veteran’s Memorial Park, schools, and adjacent residential neighborhoods.

1. Class II bike lanes should be indicated with bicycle symbols, lane striping, a striped buffer, and signage per the Manual on Uniform Traffic Control Devices (MUTCD).
2. At key intersections, Class II lanes are suggested to be painted or colored concrete to accentuate the use of bicycles, and the color should blend with the selected roadway pavers proposed at Plaza Circle.
3. Class II buffers should be striped, utilize a decorative paving material, or integrate a raised element such as a rolled curb, planting, and/or bollards.

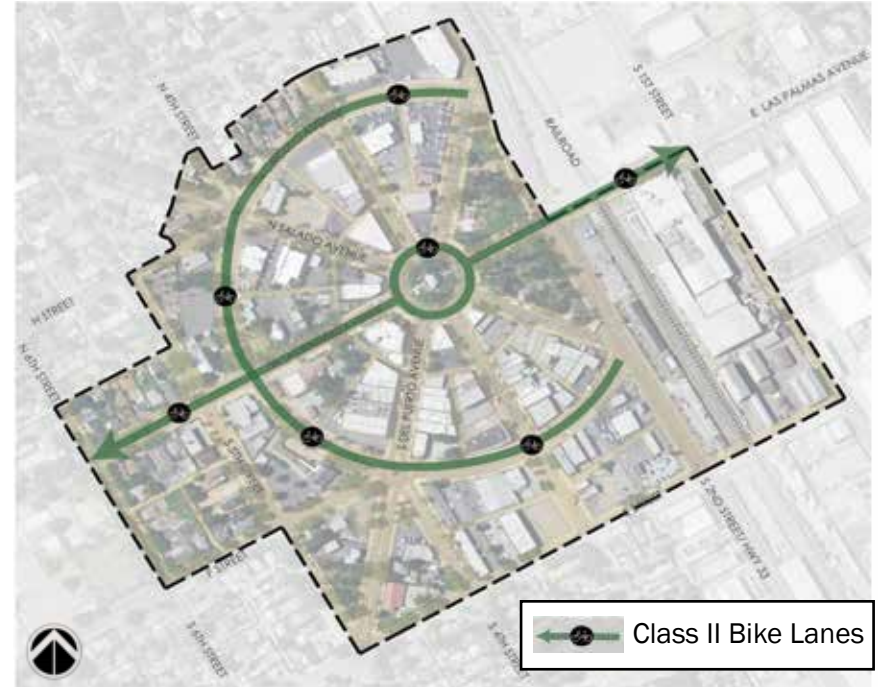


FIGURE 5-5 Class II Bike Lanes Key Map



Example of a Class II bike lane with painted lanes and buffer

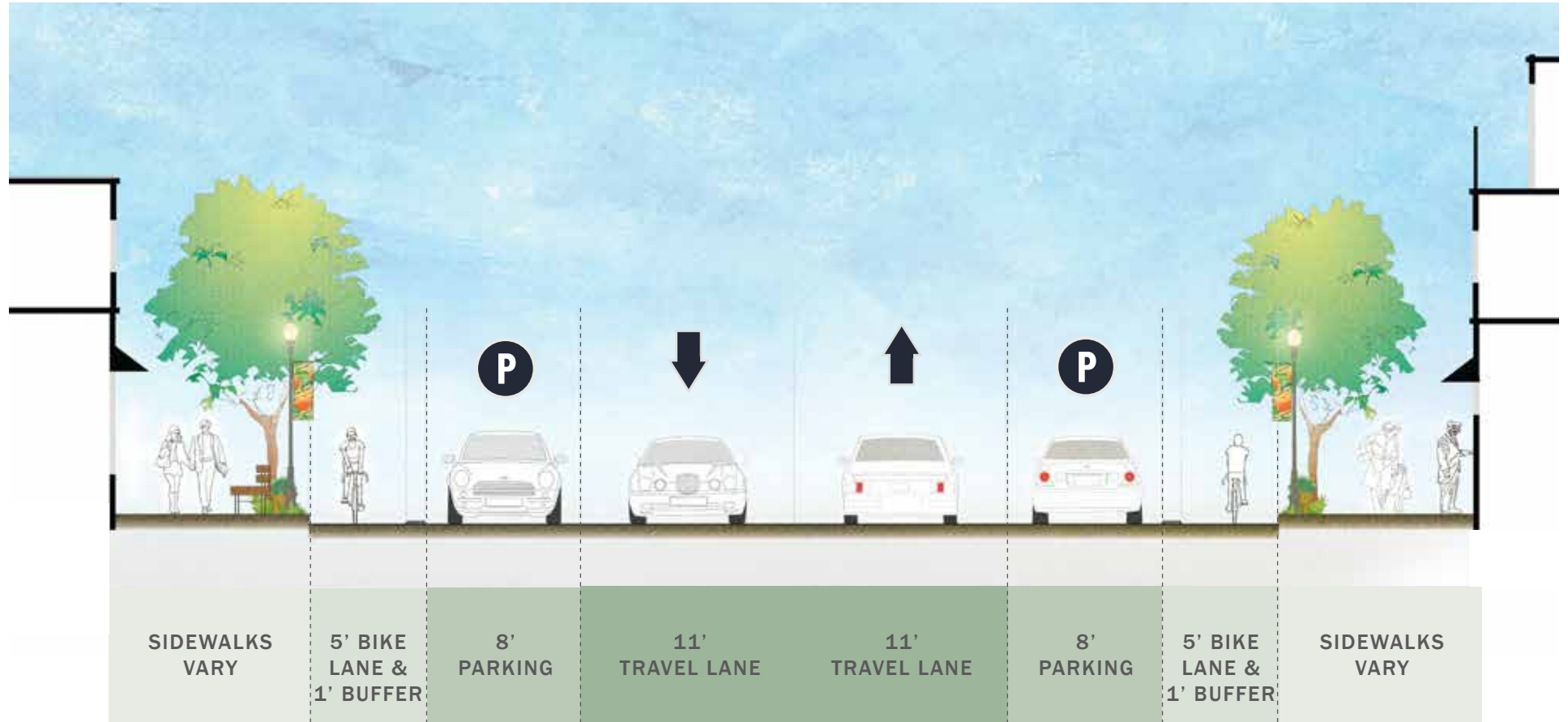


FIGURE 5-6 Conceptual Class II Road Section

5.4.2 SHARROW BICYCLE ROUTES

Class III sharrows are shared travel lanes with bicycles and vehicles. The community supported sharrows on North Salado Avenue and South Del Puerto Avenue, which would conveniently link to the Class II bike lanes on Las Palmas Avenue and El Circulo Avenue.

1. Sharrows should be indicated with sharrow stencils and signage per MUTCD.
2. Sharrow stencils are suggested every 50 to 100 feet to clearly designate this shared route.
3. Consider providing a painted color behind the stencil or dashed lines around the outside of the stencil at intersections to direct bicyclists onto the Class II connections.

5.4.3 BUS SHELTER ENHANCEMENTS

Providing a more comfortable transit environment in the Downtown could help to increase ridership. As transit use increases in the future, look for opportunities to provide additional bus shelters around the Downtown core.

If the one-way alternative is implemented on South Salado Avenue, the existing bus shelter may need to be relocated. If relocated, the west side of South Del Puerto Avenue is suggested. The bus shelter relocation is subject to the future traffic study recommended in Chapter 6 and will require coordination with the Stanislaus Regional Transit Authority.

1. Look for opportunities to enhance the bus shelter with increased pedestrian amenities and streetscape improvements.
2. Accentuate bus shelters with public art.

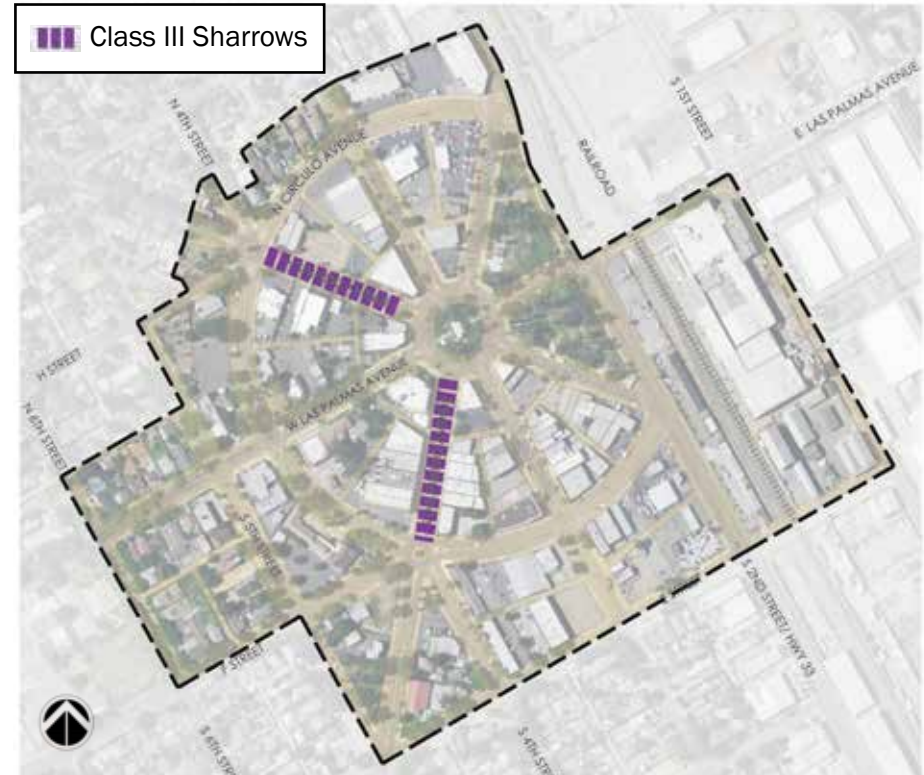


FIGURE 5-7 Class III Sharrow Bicycle Routes Key Map



Examples of sharrow pavement stencils and signage



Provide vertical elements at the entrances to primary alleyways to serve as wayfinding devices



Consolidate and conceal trash cans and dumpsters in alleyways

5.5 ALLEYWAY ENHANCEMENTS

Alleyways provide an opportunity to recapture underutilized public space to create a more engaging and welcoming pedestrian linkage throughout the Downtown with connections between residential and commercial areas. Alleyways are important because they provide for deliveries, services, and parking and they can allow for alternative pedestrian routes off the busy roadways. The alleyways provide internal connections between the roadways and allow for pedestrian-friendly activities to occur.

Provide alleyway beautification improvements to better integrate pedestrian access, such as:

1. Enhance alleyways with streetscape improvements listed in Section 4.3 where feasible such as lighting, public art/murals, potted plants and landscaping, and decorative paving in key locations.
2. Maintain a clear path for delivery and service vehicles with a clearly defined pedestrian path of travel using elements such as decorative paving, bollards, and potted plants.
3. Look for opportunities to consolidate and conceal trash cans and dumpsters, such as using a common shared trash enclosure that is centrally located and designed with similar materials and colors to the adjacent buildings.
4. Provide vertical elements at the entrances to primary alleyways to serve as wayfinding devices such as arched entry elements, trellises, banners and hanging plants on light poles, and/or large potted plants. Overhead elements are recommended in neighborhood alleyways but must maintain a 20-foot-high minimum vertical clearance.
5. Integrate architectural façade and lighting enhancements along the facades facing alleyways.

5.6 PUBLIC PARKING FACILITIES

The proximity and availability of centralized public parking lots and on-street parking serving the Downtown area is generally supported by the community and there was a desire to keep as much existing on-street parking as possible. However, the use of automobiles is changing and less parking may be needed in the future due to increased rideshare services such as Lyft and Uber, ongoing development of autonomous vehicles, and increased use of enhanced bicycle routes.

1. Enhance existing public parking lots with large evergreen trees to provide shade on parked vehicles, and utilize dense evergreen shrubs to screen parked vehicles from the street.
2. Electric vehicle charging stations should be integrated into public parking facilities to attract visitors to stop Downtown to charge their cars while visiting restaurants and shops.
3. There was not a strong desire for a parking structure at this time; however, as the Downtown redevelops, 1st Street was determined to be the best location for a parking structure due to the lack of availability of large parcels in the Downtown. If a parking structure is constructed, it should be designed with commercial or office uses on the ground floor and provide breaks in massing and articulation to minimize the aesthetic impacts of the structure and to activate the adjacent sidewalks.
4. As the Downtown streets are improved, consider utilizing back-in angled parking spaces (vehicles parked with front of car facing the roadway) so drivers have a better view of traffic when exiting the parking space. Back-in angled parking spaces puts the trunk or back of the vehicle facing towards the sidewalk which allows for safer loading/unloading and it positions drivers and passengers to enter or exit the vehicle toward the sidewalk with the doors shielding people from moving traffic.



Enhance parking lots with large evergreen trees to provide shade on parked vehicles, and utilize dense evergreen shrubs to screen parked vehicles

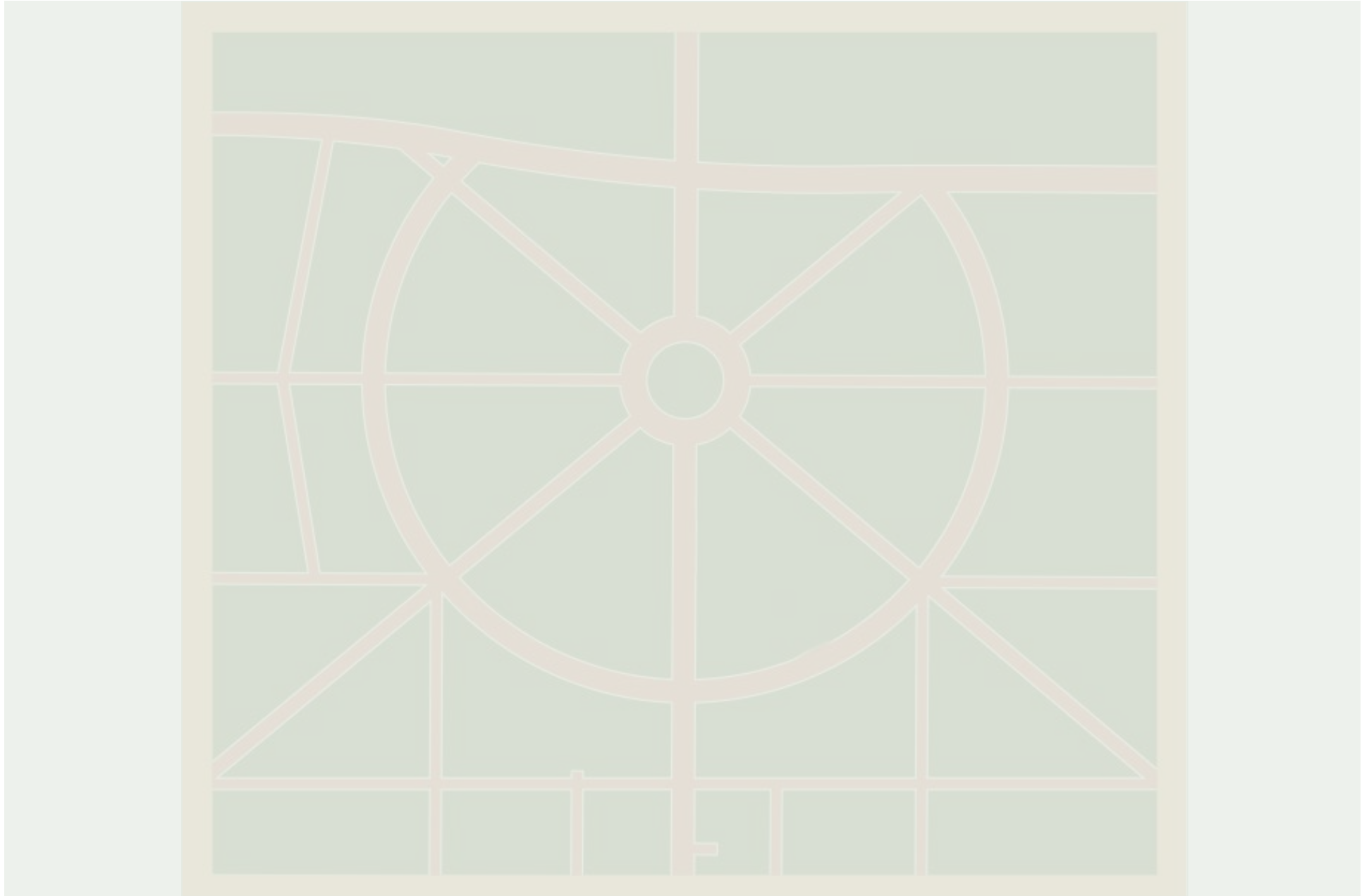


ADOPTED November 2024

Chapter 6

IMPLEMENTATION







Implementation will depend upon private investment in building renovations/improvements, infill development projects, and new business openings

CHAPTER 6 IMPLEMENTATION

This chapter discusses how to encourage redevelopment and includes recommendations to entice, encourage, and incentivize new development in Downtown Patterson. The Downtown Master Plan will be implemented over a 20-year time frame as feasible. The Plan will be implemented through both public and private investment. Many components could be grant funded due to their pedestrian and bicycle friendly nature.

6.1 HOW TO FACILITATE PRIVATE INVESTMENT

Implementation of the future vision for Downtown Patterson will depend upon a mix of public sector and private sector investment. Whereas the City can set the stage with physical improvements and programs or activities aimed at placemaking, the ultimate driver of change in the Downtown will come through private investment in building renovations/improvements, infill development projects, and new business openings.





With respect to potential private investment in the Downtown, Table 6-1 provides the following land use opportunities which should be prioritized based on foreseeable market demand and community preferences.

Table 6-1: Prioritization of New Land Uses in Downtown Patterson

LAND USE (Listed in Order of Priority)	DESCRIPTION / STRENGTH OF DEVELOPMENT OPPORTUNITY	POTENTIAL TIMING OF DEMAND
<p>Priority #1a: Resident oriented retail, restaurant, services</p>	<p>The Natelson Dale Group market study and current/ recent investment trends in Patterson indicate that the Downtown potentially has strong opportunities for the following types of storefront uses:</p> <ul style="list-style-type: none"> - Independent (i.e., non-chain) restaurants; - Specialty retail stores to complement the local shopping experience Downtown; - Storefront services (e.g., hair salons); - Everyday recreational uses (e.g., fitness centers, dance studios, yoga, etc.) 	<p>Immediate/ongoing; demand can be enhanced by marketing and through policies which streamline reuse of existing buildings (see Recommendation 3 below)</p>
<p>Priority #1b: Visitor oriented retail / restaurant</p>	<p>Market study suggests potential opportunity to attract a share of regional/highway-oriented retail and restaurant demand; the strength of this opportunity will expand with local and regional population growth.</p> <p>Activation of this opportunity - which at this point is an unproven market in Patterson - will depend on marketing efforts to position Downtown Patterson as a destination attractive to residents of the larger region, as well as marketing focused on developer/tenant attraction.</p> <p>To the extent these efforts (to attract visitor demand) prove successful, it could also provide a meaningful boost to the resident-oriented retail/restaurant development. Moreover, positioning the Downtown as pedestrian friendly (improved parks, wider sidewalks, streetscape investments) would enhance the Downtown's appeal as a destination for both residents and visitors.</p>	<p>Longer-term; depends on marketing to establish Patterson as a regional destination.</p>

*Priority 1a & 1b:
Retail & Restaurant Uses*



	LAND USE (Listed in Order of Priority)	DESCRIPTION / STRENGTH OF DEVELOPMENT OPPORTUNITY	POTENTIAL TIMING OF DEMAND
<p><i>Priority 1c: Themed Retail & Entertainment Uses</i></p> 	<p>Priority #1c: Themed retail/ entertainment uses (e.g., focus on agritourism)</p>	<p>This is an undeveloped/unproven market for Patterson that would be compatible with the area’s history and community assets, but would require a concerted marketing and placemaking effort to bring to fruition; the Downtown Master Plan could be a focal point for this type of initiative.</p>	<p>Longer-term/speculative</p>
<p><i>Priority 2: Office Uses</i></p> 	<p>Priority #2: Office</p>	<p>Patterson is not a well established office market. Office demand globally has been impacted by the pandemic (in ways that potentially will benefit outlying communities in the long run). Modest amounts of office space can be attracted to Downtown as part of the envisioned mix-used, full-service environment; specific opportunities are likely to exist for owner-user offices interested in creatively reusing existing commercial buildings in the Downtown.</p>	<p>Modest demand in the near-term; can potentially expand in the future with the success of the overall improvement and repositioning of Downtown.</p>
<p><i>Priority 3: Multiple-Family Residential Uses</i></p> 	<p>Priority #3: Multiple-family residential</p>	<p>Multiple-family residential is a small but growing market in Patterson.</p> <p>Mixed-use projects in Downtown could provide capacity for new housing options in Patterson and would also support the overall vision of a vibrant 24-hour community in the Downtown.</p> <p>Financial feasibility of infill development/redevelopment projects can be a constraining factor</p> <p>Both office and multiple-family contribute to the synergy of downtown retail/restaurant development.</p>	<p>Depends on timing of individual (site specific) development opportunities</p>
<p><i>Priority 4: Hotel</i></p> 	<p>Priority #4: Hotel</p>	<p>Market is likely at capacity (i.e., no additional demand) for the foreseeable future, but lodging would complement long-term focus on positioning Downtown as a visitor destination.</p>	<p>Long-term/speculative</p>

6.2 ECONOMIC CONDITIONS INFLUENCING DEVELOPMENT POTENTIAL IN DOWNTOWN

Patterson is one of a limited number of cities directly accessible to the Interstate 5 (I-5) corridor. The City is well positioned to capture highway traveler business, and the City is also sizable enough to serve as a “central place” for other, smaller, corridor-area communities nearby. Patterson is also far enough from the other main north-south route through the San Joaquin Valley, Highway 99, to have its own distinctive trade area. With its proximity to the Intersection 580 (I-580) corridor connecting to the Bay Area, Patterson is within reasonable commuting distance to the cities located there.

The increasing role of e-commerce, lingering effects of the pandemic, and changing consumer preferences over time have challenged existing retail activities. The current mix of land uses in the Downtown is not necessarily conducive to generating a variety of complementary, synergistic activities and the location does not easily serve visitors coming off Interstate 5. Downtown Patterson has many smaller properties interspersed with street rights-of-way that increase the challenge of assembling properties. Some challenges in attracting events and pedestrian-activated spaces for local shopping and street vendors is the narrow sidewalks, lack of bike lanes, and streets that are not very pedestrian-friendly. A similar consideration has to do with how far people are willing to walk to visit Downtown businesses and gather for event-driven business activity. The California Northern Railroad and Highway 33 make access to the Downtown by businesses and residents east of the train tracks difficult and vehicular and pedestrian connectivity should be enhanced using the recommendations outlined in Chapter 5 of this Master Plan.

A revitalized Downtown Patterson would feature a preponderance of food and beverage and specialty retail establishments, which tend to be less susceptible to the effects of e-commerce. Also, these are “destination” businesses, with part of their appeal to customers consisting of physically being there. Housing could increase the vitality of the Downtown from the perspective of both businesses and residents and would potentially make it a more viable/attractive investment opportunity for the development community. For Downtown Patterson, the addition of multiple-family housing could generate multiple benefits and create a more meaningful live/work/commerce environment:

- Support the vision of a vibrant Downtown with residential activity supporting businesses
- Help meet an expected ongoing demand for new housing
- Expand a type of “urban” housing that is not common in the community at present
- Represent the kind of expanded development option that makes the Downtown more viable and attractive for other development, such as upper floor rental units in combination with commercial uses on the bottom floor



Example of new mixed-use commercial and residential uses in the Downtown (Refer to Opportunity Site B in Chapter 3 for more information)

6.3 SUMMARY OF MARKET POTENTIAL FOR NEW DEVELOPMENT

The market study and current investment trends in Patterson indicate that the Downtown potentially has some strong opportunities for the following types of storefront uses:

- Independent (i.e., non-chain) restaurants
- Specialty retail stores to complement the local shopping experience Downtown
- Storefront services (e.g., hair salons)
- Everyday recreational uses (e.g., fitness centers, dance studios, yoga, etc.).

If Downtown’s capture of demand for future multiple-family units is proportionate to its share of retail demand, that would equate to approximately 420 units by 2040. Although housing demand will potentially be strong from a market perspective, especially for affordable units, it is subject to financial feasibility constraints for individual development projects (and in a setting like Downtown, new development would be primarily infill projects). Housing development could potentially help support a financial feasibility mixed-use project(s).



Example of retail facade enhancements in the Downtown (Refer to Opportunity Site C in Chapter 3 for more information)

The market study also suggests a potential opportunity to attract a share of regional/ highway-oriented retail and restaurant demand; the strength of this opportunity will expand with local and regional population growth.

- Entertainment or themed retail is an undeveloped and/or unproven market for Patterson that would be compatible with the area’s history and community assets but would require a concerted marketing and placemaking effort to successfully carry out. The Downtown Master Plan could be a focal point for this type of initiative.
- Office demand globally has been impacted by the pandemic (in ways that potentially will benefit outlying communities in the long run), and Patterson is not currently a well-established office market. Modest amounts of office space can be attracted to Downtown as part of the envisioned mixed-use, full-service environment; specific opportunities are likely to exist for owner-user offices interested in creatively reusing existing commercial buildings in the Downtown.
- Multiple-family residential is a small but growing market in Patterson. Mixed-use projects in Downtown could provide capacity for new housing options in Patterson and would also support the overall vision of a vibrant 24-hour community in the Downtown. Financial feasibility of infill development and redevelopment projects can be a constraining factor. Both office and multiple-family contribute to the synergy of Downtown retail and restaurant development.
- The hotel market is likely at capacity (i.e., no additional demand) for the foreseeable future, but lodging would complement a long-term focus on positioning Downtown as a visitor destination.

6.4 RECOMMENDED ACTION ITEMS

To maximize development opportunities consistent with the long-term vision for Downtown, it is recommended that the City of Patterson consider implementation of the following types of policies and programs in support of the Downtown Master Plan. Refer to the Implementation Action Plan in Section 6.5 for additional information regarding timing and funding of these action items.



Example of Plaza Circle enhancements with overhead string lighting
(Refer to Opportunity Site A in Chapter 3 for more information)

Recommendation 1: Set the stage with project and/or program investments to improve the physical setting in the downtown.

These investments should include:

- a. String lights around Plaza Circle
- b. Museum site landscape improvements
- c. Downtown gateway monument, banners, and wayfinding/signage
- d. Streetscape improvements with enhanced landscaping, lighting, and pedestrian amenities
- e. Increased outdoor dining and gathering spaces
- f. Public park enhancements
- g. Placemaking elements and public art, such as utility box art and murals
- h. Wider and repaired sidewalks, decorative paving in key areas, and improved crosswalks
- i. Plaza Circle roundabout enhancements
- j. Bike lane and sharrow connections to the Downtown
- k. Utility upgrades
- l. Alleyway improvements and trash can concealment and consolidation
- m. Enhanced shared street environment and increased seasonal events
- n. Prepare a traffic study for analysis of future one-way circulation routes within the Downtown, traffic improvements at Highway 33, and potential parking lot or structure at 1st Street

Recommendation 2: Implement “Downtown friendly” policies for City’s development approval processes.

These policies could include:

- a. Streamlined/expedited development review and approval processes for new construction, change of use and tenant improvements, and flexible zoning to accommodate a wide range of targeted land uses as described in Appendix A of this Master Plan (including some uses for which the timing of demand is not predictable)
- b. Preparation of program-level California Environmental Quality Act (CEQA) documents (to minimize CEQA requirements of individual development projects)
- c. Update Citywide zoning/land use policies that favor infill development

Recommendation 3: Create incentives to facilitate renovation/reuse of existing commercial buildings in Downtown.

These incentives could include:

- a. Provide matching grant program by the City to help finance the cost of façade improvements
- b. Reduced/waived City fees for planning and/or building permits
- c. Provide low-interest loan program for major building renovations
- d. Include some incentives as a “limited time offer,” or having a first-come first-served orientation, to encourage early adopters



Example of the use of innovative and flexible zoning to accommodate a wider range of land uses in the Downtown (Refer to Opportunity Site D in Chapter 3 for more information)

Recommendation 4: Link implementation of Master Plan to larger marketing and economic development initiatives.

These initiatives could include:

- a. Regional marketing program to attract independent restaurant operators to Downtown Patterson (focus on encouraging successful operators in comparable communities to open branch operations in Patterson)
- b. Pursuit (in partnership with local industry stakeholders) of a major economic development focus on agritourism
- c. Marketing within the regional development community to attract developer interest/investment in Downtown Patterson

Recommendation 5: Focus on defining and attracting development options for key “opportunity sites.”

This recommendation could include the following efforts by the City:

- a. Outreach to individual Downtown property owners to identify specific opportunities sites for renovation, reuse, or redevelopment
- b. Prepare design prototypes to determine feasible redevelopment (or intensification) options for key sites, focusing on the potential for mixed-use projects
- c. Complete pro forma financial analysis to assess the economic feasibility of design prototypes

Recommendation 6: Establish financing mechanisms to support Downtown revitalization and investment.

The following types of financing mechanisms should be investigated:

- a. Business improvement district (BID)
- b. Property and business improvement district (PBID)
- c. Enhanced infrastructure financing district (EIFD)

Each of the financing mechanisms listed above would require a feasibility assessment that is beyond the scope of this Master Plan. In evaluating the potential applicability of these mechanisms to the Downtown, it will be important to weigh the potential benefits against any perceived negative impacts (i.e., creating an extra operating expense for Downtown businesses and property owners). Refer to Table 6-4 for additional funding sources.



Example of a revitalized entrance to Downtown Patterson

6.5 IMPLEMENTATION ACTION PLAN

Table 6-2 is a summary action plan of the steps required to implement the recommendations within the Downtown Master Plan. The Implementation Action Plan provides the suggested timing and phasing of the improvements and a list of potential funding sources which are listed in more detail in Section 6.6.

Table 6-2: Implementation Action Plan			
	1 = First Year, 2= Two to Five Years, 3 = Five Years	CD = Community Development, CE = Code Enforcement, Chamber = Chamber of Commerce, Con = Consultant, ENG= Engineering, Building, and Capital Projects, F= Finance Department, R= Recreation & Community Services	
	TIMING	RESPONSIBILITY	POTENTIAL FUNDING SOURCES
REGULATORY ACTIONS			
Adoption of Master Plan and CEQA Document: Adoption of the Master Plan and CEQA document is the catalyst for Downtown Patterson and the recommended land uses, development standards, and other proactive policies designed to spur economic investment and visual enhancement of the area.	1	CD, Con	General Fund
PROGRAMS, STUDIES, AND INITIATIVES			
Traffic Study: Prepare a Traffic Study to investigate the circulation and transit recommendations within the Master Plan. Work with Cal Trans for future improvements at Highway 33, coordinate with Stanislaus Regional Transit Authority for possible bus shelter and bus route relocation and other future stops, and coordinate with Railway authorities for potential future railway crossing improvements at E Street.	1	CD, ENG	General Fund, Measure L
PBID: Consider the evaluation of a Property Owner / Business Improvement District	1	CD, F	General Fund

	1 = First Year, 2= Two to Five Years, 3 = Five Years	CD = Community Development, CE = Code Enforcement, Chamber = Chamber of Commerce, Con = Consultant, ENG= Engineering, Building, and Capital Projects, F= Finance Department, R= Recreation & Community Services	
	TIMING	RESPONSIBILITY	POTENTIAL FUNDING SOURCES
Property/Business Owner Outreach: Establish ongoing interface with property and business owners to facilitate business retention/expansion and to maximize support for assessment-based funding.	1	CD, Chamber	General Fund, Assessment District (e.g., PBID)
Grant Funding: Pursue federal, state, and regional funding sources for infrastructure and planning.	1	CD, F	General Fund
Impact Fees: Update the Development Impact Fee (DIF) and Parking In-Lieu Fee schedules for the Master Plan area.	1	CD, F	General Fund
Incentives: Define targeted incentives for housing, retail/restaurant, and mixed-use development (throughout Downtown with special focus on key "catalyst" sites).	1	CD, F	General Fund
Façade Enhancement and Trash Can Consolidation Programs: Create incentives to facilitate the renovation/reuse of existing commercial buildings in Downtown and provide for shared and/or better concealed trash enclosures.	1	CD, F	General Fund, Assessment District (e.g., PBID)
Parklet Dining Program: Prepare a Parklets Program for the long-term buildout of parklets and include the development of design criteria for parklets which identifies solutions for providing cohesive design options for parklets that comply with the operational needs of the City and meet applicable building and fire codes.	1	CD, PW, Chamber	General Fund

	1 = First Year, 2= Two to Five Years, 3 = Five Years CD = Community Development, CE = Code Enforcement, Chamber = Chamber of Commerce, Con = Consultant, ENG= Engineering, Building, and Capital Projects, F= Finance Department, R= Recreation & Community Services		
	TIMING	RESPONSIBILITY	POTENTIAL FUNDING SOURCES
Public Arts Program: Implement public art and develop a walking or driving tour of historic and cultural sites	2	CD, R	Developer Agreements, Assessment District (e.g., PBID), Grants
Special Events: Program events to establish Downtown as the "heart" of Patterson; focus on attracting daytime office users to Downtown.	2	CD, Chamber	Assessment District (e.g. PBID), General Fund, User Fees
Tenant Recruitment: Focus marketing outreach on recruitment of unique restaurants and small-scale retail in Downtown.	2	CD, Chamber	Assessment District (e.g. PBID), General Fund
IMPROVEMENT PROJECTS			
Plaza Circle String Light Improvements: Survey, design development, and improvement plans.	1	PW, CD	General Fund, CIP, Assessment District (e.g., PBID), CFD, Grants
Plaza Circle Museum Landscape Enhancements: Survey, design development, and improvement plans.	1	PW, CD	General Fund, CIP, Assessment District (e.g., PBID), CFD, Grants
Gateway Monument and Wayfinding Signage: Survey, design development, and improvement plans with points of interest coordinated with community organizations.	1	PW, CD	General Fund, CIP, Assessment District (e.g., PBID)

	1 = First Year, 2= Two to Five Years, 3 = Five Years	CD = Community Development, CE = Code Enforcement, Chamber = Chamber of Commerce, Con = Consultant, ENG= Engineering, Building, and Capital Projects, F= Finance Department, R= Recreation & Community Services	
	TIMING	RESPONSIBILITY	POTENTIAL FUNDING SOURCES
<p>3rd Street, South Salado and North Del Puerto Streetscape Improvements (Pedestrian Focus Streets and Streetscape Elements): Based upon future traffic study recommendations for one-way configurations. Survey, design development, and improvement plans for the following elements: intersection beautification, streetscape furnishings, decorative paving and crosswalk improvements, pedestrian lighting, street banners, sidewalk repairs, landscaping, and irrigation improvements.</p>	1	PW, CD	General Fund, CIP, Assessment District (e.g., PBID), CFD, Grants, CEQA Mitigations, Measure L, Development Agreements
<p>Public Park Improvements: Prepare conceptual design package for North Park and Veteran's Memorial Park.</p>	2	PW, CD	General Fund, CIP, Assessment District (e.g., PBID), CFD, Grants
<p>Las Palmas Street, Plaza Circle, and El Circulo Streetscape Improvements (Class 2 Bike Lanes and Streetscape Elements): Survey, design development, and improvement plans for the following elements: intersection beautification, streetscape furnishings, decorative paving and crosswalk improvements, pedestrian lighting, street banners, sidewalk repairs, landscaping, and irrigation improvements.</p>	2	PW, CD	General Fund, CIP, Assessment District (e.g., PBID), CFD, Grants, CEQA Mitigations, Measure L, Development Agreements

	1 = First Year, 2= Two to Five Years, 3 = Five Years	CD = Community Development, CE = Code Enforcement, Chamber = Chamber of Commerce, Con = Consultant, ENG= Engineering, Building, and Capital Projects, F= Finance Department, R= Recreation & Community Services	
	TIMING	RESPONSIBILITY	POTENTIAL FUNDING SOURCES
North Salado and South Del Puerto Streetscape Improvements (Sharrows and Streetscape Elements): Survey, design development, and improvement plans for the following elements: sharrow striping and signage installation, intersection beautification, streetscape furnishings, decorative paving and crosswalk improvements, pedestrian lighting, street banners, sidewalk repairs, landscaping, and irrigation improvements.	2	PW, CD	General Fund, CIP, Assessment District (e.g., PBID), CFD, Grants, CEQA Mitigations, Measure L, Development Agreements
Alleyway Improvements: Survey, design development, and improvement plans as coordinated with adjoining private development.	2	PW, CD	General Fund, CIP, Assessment District (e.g., PBID), CFD, Grants, Development Agreements
Bus Shelter Relocation: If needed based upon future traffic study recommendations for one-way configurations. Survey, design development, and selected improvement plans for bus shelter relocation.	3	PW, CD, R	General Fund, CIP, Assessment District (e.g., PBID), CFD, Grants
E Street at Highway 33 (Roundabout or Traffic Signal): If needed based upon future traffic study recommendations. Survey, design development, and selected improvement plans for roundabout or traffic signal.	3	PW, CD	General Fund, CIP, Assessment District (e.g., PBID), CFD, Grants, Measure L, DIF

	1 = First Year, 2= Two to Five Years, 3 = Five Years CD = Community Development, CE = Code Enforcement, Chamber = Chamber of Commerce, Con = Consultant, ENG= Engineering, Building, and Capital Projects, F= Finance Department, R= Recreation & Community Services		
	TIMING	RESPONSIBILITY	POTENTIAL FUNDING SOURCES
1st, 5th, and 6th Street Streetscape Improvements (Streetscape Elements): Decorative paving and crosswalk improvements, pedestrian lighting, street banners, sidewalk repairs, landscaping, and irrigation improvements.	3	PW, CD, Chamber	General Fund, CIP, Assessment District (e.g., PBID), CFD, Grants, Measure L, Development Agreements
Parking Lot within Master Plan area or Parking Structure at 1st Street: If needed based upon future traffic study recommendations. Survey, design development, and improvement plans as coordinated with adjoining private development.	3	PW, CD, Chamber	General Fund, CIP, Assessment District (e.g., PBID), CFD, Grants, DIF, User Fees

6.6 POTENTIAL FUNDING SOURCES AND FINANCING MECHANISMS

The following tables provide a summary of potential funding opportunities for the programs and/or improvement projects associated with the Downtown Master Plan. Table 6-3 describes a list of possible funding sources and Table 6-4 provides examples of grant sources and that might be utilized to implement the recommendations of the Downtown Master Plan.

Table 6-3: Applicable Funding Sources

	Developer Contributions			District-Based Mechanisms		City Resources			Outside Sources
	CEQA Mitigations of Project Impacts	Impact / In-Lieu Fees	Negotiated & Voluntary Agreements	Assessment District (LMD, PBID, BAD)	CFD	General Fund	Capital Improvement Program Funds	User Fees	Other Regional, State, and Federal Grants
REGULATORY ACTIONS									
Adoption of Specific Plan and CEQA Document						X			
PROGRAMS, STUDIES, AND INITIATIVES									
Museum Site and Public Park Concept				X		X	X		
Traffic Study						X			X
PBID (Feasibility Study)						X			
Property/Business Owner Outreach				X		X			

	Developer Contributions			District-Based Mechanisms		City Resources			Outside Sources
	CEQA Mitigations of Project Impacts	Impact / In-Lieu Fees	Negotiated & Voluntary Agreements	Assessment District (LMD, PBID, BAD)	CFD	General Fund	Capital Improvement Program Funds	User Fees	Other Regional, State, and Federal Grants
Grant Funding (investigate and pursue external funding sources)						X			
Impact Fees (Updated DIF and Parking In-Lieu schedules)						X			
Define Developer Incentives						X			
Façade Enhancement and Trash Can Consolidation Programs				X		X			
Parklet Dining Program				X		X			
Public Arts Program			X	X					X
Special Events				X		X		X	
Tenant Recruitment				X		X			
IMPROVEMENT PROJECTS									
Plaza Circle String Light Improvements				X	X	X	X		X
Plaza Circle Museum Landscape Enhancements				X	X	X			X
Gateway Monument and Wayfinding Signage				X		X			
3rd Street, South Salado and North Del Puerto Streetscape Improvements	X		X	X	X	X	X		X

	Developer Contributions			District-Based Mechanisms		City Resources			Outside Sources
	CEQA Mitigations of Project Impacts	Impact / In-Lieu Fees	Negotiated & Voluntary Agreements	Assessment District (LMD, PBID, BAD)	CFD	General Fund	Capital Improvement Program Funds	User Fees	Other Regional, State, and Federal Grants
Public Park Improvements		X		X	X	X	X		X
Las Palmas Street, Plaza Circle, and El Circulo Streetscape Improvements	X		X	X	X	X	X		X
North Salado and South Del Puerto Streetscape Improvements	X		X	X	X	X	X		X
Alleyway Improvements			X	X	X	X	X		X
Bus Shelter Relocation				X	X	X	X		X
E Street at Highway 33 (Roundabout or Traffic Signal)		X		X	X	X	X		X
1st, 5th, and 6th Street Streetscape Improvements			X	X	X	X	X		X
Parking Lot in Downtown or Parking Structure at 1st Street		X		X	X	X	X	X	X

Table 6-4: Examples of Grant Funding Sources

Program	Category	Agency/ Source	Description
Transportation Alternatives (TA) Funding	Federal	USDOT	Continues the Transportation Alternatives set-aside from the Surface Transportation Block Grant (STBG) program. Eligible uses of the set-aside funds include all projects and activities that were previously eligible under the Transportation Alternatives Program under the Moving Ahead for Progress in the 21st Century Act (MAP-21). This encompasses a variety of smaller-scale transportation projects such as pedestrian and bicycle facilities, recreational trails, safe routes to school projects, community improvements such as historic preservation and vegetation management, and environmental mitigation related to stormwater and habitat connectivity.
Charging and Fuel Infrastructure Grants	Federal	USDOT	Program funds will be made available each fiscal year for Community Grants, to install electric vehicle charging and alternative fuel in locations on public roads, schools, parks, and in publicly accessible parking facilities.
Active Transportation Program	State	Caltrans	The ATP consolidates existing federal and state transportation programs, including the Transportation Alternatives Program (TAP), Bicycle Transportation Account (BTA), and State Safe Routes to School (SRTS), into a single program with a focus to make California a national leader in active transportation. The program provides a total of about \$220 million each year for bike and pedestrian projects across California. The program allows cities, counties, transit agencies and other public agencies to compete for grants to build bicycle/pedestrian paths, install bike racks, and pay for other projects or programs that make walking or biking easier, safer, and more convenient.
Clean California Local Grant Program	State	Caltrans	Projects that beautify and improve local streets and roads, tribal lands, parks, pathways, and transit centers to clean and enhance public spaces.

Table 6-4: Examples of Grant Funding Sources

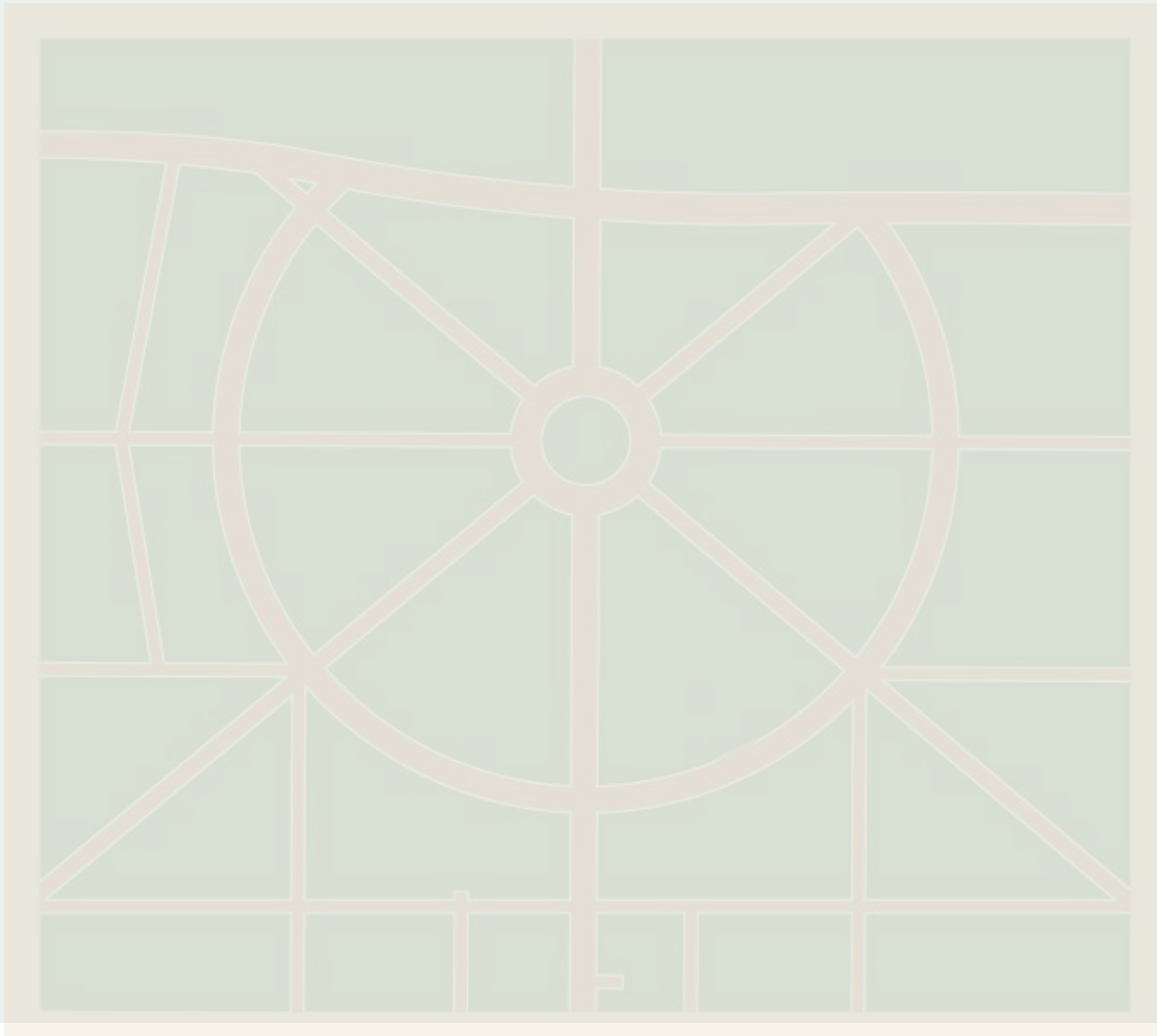
Program	Category	Agency/ Source	Description
Infill Infrastructure Grant Catalytic Program	State	HCD	Funding for Capital Improvement Projects that are necessary to facilitate the development of housing. Eligible improvements include utility service improvements, streets, roads, parking structures, transit linkages, transit shelters, traffic mitigation features, site preparation or demolition, sidewalks, and streetscape improvements.
Measure L	Local/ Regional	Stanislaus County	Measure L is the Transportation Ordinance and Expenditure Plan approved by 71.95% of Stanislaus County voters on November 8, 2016. The measure raised the sales tax in Stanislaus County on April 1, 2017, by onehalf cent for a total period of 25 years to improve local streets and roads, improve connectivity, and reduce congestion.
Community Connections Grant	Local/ Regional	Stanislaus County	Community Connections has a goal to increase access to transit services and bike and pedestrian facilities.



ADOPTED November 2024



Appendix A
**Development
Regulations & Standards**





APPENDIX A. DEVELOPMENT REGULATIONS & STANDARDS

The Downtown Master Plan proposes a list of land use suggestions and development standards to accommodate the land uses and activities that are consistent with the vision for Downtown Patterson. These code amendments will be considered for incorporation into the Patterson Municipal Code to support these concepts. Appendix A documents the proposed allowed land uses and permit requirements, as well as development standards for the Downtown Core and Light Industrial zones within the Downtown Master Plan area.

This Appendix includes a list of proposed code amendments to the current development standard suggestions and regulations, which will be considered for incorporation into the Patterson Municipal Code, Title 18, in Chapters 18.42, 18.46, 18.76, and 18.82 to support the Downtown Master Plan concepts.

A.1.1 ALLOWED LAND USES AND PERMIT REQUIREMENTS

This section of the Appendix includes a list of land use suggestions and regulations, which will be considered for incorporation into the Patterson Municipal Code to support the concepts proposed in this Master Plan. Table 18.42.030-1 and Table 18.46.030-1 show proposed code amendments.

TABLE 18.42.030-1 PERMITTED USE MATRIX FOR COMMERCIAL AND MEDICAL/PROFESSIONAL OFFICE DISTRICTS

P - Permitted, Allowed by Right AR - Administrative Review N - Not Permitted CUP - Conditional Use Permit		
	DOWNTOWN CORE (DC) ZONING DISTRICT	SPECIAL USE REGULATIONS
RESIDENTIAL USES		
Duplexes ¹ (joint use)	P	Residential units proposed in areas of the Downtown Master Plan depicted in Figure A-1 (on page A-14) are prohibited on the ground floor within the first 40 feet facing a public street. Residential common areas, residential amenities, and leasing offices are permitted throughout the ground floor area.
Group care facility (large) ²	AR	
Group care facility (small) ²	P	
Live/work units ³	AR	
Multiple-family units ¹	AR	
Supportive housing	P	
Transitional housing	P	
RECREATION, EDUCATION, AND PUBLIC ASSEMBLY USES		
Child-care center	AR	Chapter 18.63
Civic use ⁴	P	
Community center ⁴	P	
Community garden and/or farmer's market	AR	
Country club and related uses	N	
Drug and alcohol treatment facilities	N	
Golf driving ranges	N	

Refer to Table Notes on page A-7

Information centers	P	
Mortuaries	CUP	
Park, plazas, and playgrounds ⁵	P	
Place of assembly (large, 10,000 sf or more)	CUP	
Place of assembly (small, less than 10,000 sf)	CUP	
Public art ⁶	AR	Chapter 18.73
Public facility	P	
Schools (private)	CUP	
Schools (public)	CUP	
Schools (trade)	P	
UTILITY, TRANSPORTATION, AND COMMUNICATION USES		
Communication equipment buildings	N	
Electric substations	N	
Public utility structures	N	
Public utility yards	N	
Transit station/park and ride lots	CUP	
RETAIL, SERVICE, AND OFFICE USES		
Alcoholic beverage sales ⁷	AR	
Art, antique, collectibles	P	

P - Permitted, Allowed by Right
 AR - Administrative Review
 N - Not Permitted
 CUP - Conditional Use Permit

Refer to Table Notes on page A-7

Artisan shops	P	
Auctions (indoor only) ⁸	N	
Banks and financial services	P	
Bars and cocktail lounges, accessory ⁹	AR	
Bars and cocktail lounges	AR	
Bed and breakfast inns	AR	
Bike and accessories sales and rental	P	
Building supply (large)	N	
Building supply (small)	AR	
Business support services ¹⁰	P	
Equipment sales and rental	N	
Gun shops	CUP	
Hospitals	N	
Hotels/motels	CUP	
Indoor amusement/entertainment facility	P	
Indoor recreation and fitness	P	
Itinerant/mobile vendors	P	
Manufactured home sales, new	N	

P - Permitted, Allowed by Right
 AR - Administrative Review
 N - Not Permitted
 CUP - Conditional Use Permit

Refer to Table Notes on page A-7

Medical and dental laboratories	CUP	
Medical and dental offices	P	
Medical clinics ¹¹	P	
Nightclubs	CUP	
Nurseries, for sale only	P	
Nurseries, includes growing of nursery stock	CUP	
Office, accessory	P	
Outdoor markets, sales establishments	CUP	
Outdoor promotions, sales, or displays	P	
Personal services	P	
Personal services, accessory	P	
Private clubs	P	
Professional offices	P	
Recreational vehicle park	N	
Restaurants, no drive-thru service	P	
Restaurants, drive-thru service	N	
Retail, accessory	P	
Retail, general	P	

P - Permitted, Allowed by Right
 AR - Administrative Review
 N - Not Permitted
 CUP - Conditional Use Permit

Refer to Table Notes on page A-7

Retail, big box (>80,000 sq. ft.)	N	
Secondhand stores	AR	
Service, accessory	AR	
Tattoo parlors	P	
Temporary uses	Chapter 18.90	Chapter 18.90
Theaters, not including drive-in	AR	
Tobacco shops	CUP	
Veterinary clinics, small animal only	P	
Wholesale commercial uses	CUP	
AUTOMOBILE AND VEHICLE USES		
Auto part sales	CUP	
Auto rental agencies	N	
Auto sales, new and used	N	
Car washing and detailing	N	
Fuel station	N	
Parking garages and lots	CUP	
Recreational vehicle sales	N	
Small vehicle sales and rental	CUP	
Vehicle services (minor and major)	N	

P - Permitted, Allowed by Right
 AR - Administrative Review
 N - Not Permitted
 CUP - Conditional Use Permit

Refer to Table Notes on page A-7

Vehicle storage (small and large)	N	
INDUSTRIAL, MANUFACTURING, AND PROCESSING USES		
Data center	N	
Storage, personal storage facility	N	
Storage, warehouse (small)	N	
Storage yard	N	

P - Permitted, Allowed by Right
 AR - Administrative Review
 N - Not Permitted
 CUP - Conditional Use Permit

TABLE NOTES

1. When combined as a joint use (i.e., shops below and units above).
2. Facility shall be state licensed.
3. See land use classifications in Chapter 18.96 (Land Use Definitions) for definition of live/work units.
4. No significant storage or corporation yards permitted.
5. Parks, plazas and other types of open space are only permitted as accessory to another use.
6. Two-dimensional artworks smaller than ten square feet may be permitted through the administrative use review process.
7. Subject to A.B.C. requirements, beer and wine are permitted for on-site consumption in conjunction with a restaurant use.
8. Auctions are not to include animals and shall be conducted within an enclosed building only.
9. Permitted when accessory to a hotel, motel, or restaurant.
10. Any use involving potentially hazardous materials is subject to administrative review (AR).
11. Includes laboratories that are ancillary to the primary use.

TABLE 18.46.030-1 PERMITTED USE MATRIX FOR INDUSTRIAL DISTRICTS

P - Permitted, Allowed by right AR - Administrative Review N - Not Permitted CUP - Conditional Use Permit		
	LIGHT INDUSTRIAL (LI) ZONING DISTRICT	SPECIAL USE REGULATIONS
RESIDENTIAL USES		
Group care facility (small) ¹	P	
Live/work units	AR	
Multiple-family units	AR	
Supportive housing	P	
Transitional housing	P	
RECREATION, EDUCATION, AND PUBLIC ASSEMBLY USES		
Athletic fields, accessory only ²	P	
Child-care center	CUP	
Community center	CUP	
Community garden and/or farmer's market	AR	
Drug and alcohol treatment facilities	CUP	
Park, plazas, and playgrounds	CUP	
Place of assembly (large, 10,000 sf or more)	CUP	
Place of assembly (small, less than 10,000 sf)	AR	
Public art ³	AR	Chapter 18.73

Refer to Table Notes on page A-14

Public facility	P	
Schools (private)	CUP	
Schools (public)	CUP	
Schools (trade)	P	
UTILITY, TRANSPORTATION, AND COMMUNICATION USES		
Communication equipment buildings	CUP	
Communication towers	AR	
Electric substations ⁴	N	
Public utility structures	P	
Public utility yards	P	
Transit station/park and ride lots	P	
RETAIL, SERVICE, AND OFFICE USES		
Alcoholic beverage sales ⁵	AR	
Art, antique, collectibles	P	
Artisan shops	P	
Auctions (indoor only) ⁶	P	
Banks and financial services	P	
Bars and cocktail lounges, accessory ⁷	CUP	
Bars and cocktail lounges	CUP	

P - Permitted, Allowed by Right
 AR - Administrative Review
 N - Not Permitted
 CUP - Conditional Use Permit

Refer to Table Notes on page A-14

Building supply (large)	CUP	
Building supply (small)	P	
Business support services	P	
Hotels/motels	CUP	
Indoor amusement/entertainment facility	P	
Indoor recreation and fitness	P	
Itinerant/mobile vendors	P	
Manufactured home sales, new	CUP	
Medical and dental laboratories	CUP	
Medical and dental offices	CUP	
Medical clinics	CUP	
Mobile Food Court	CUP	
Nightclubs	CUP	
Nurseries, for sale only	P	
Nurseries, includes growing of nursery stock	P	
Office, accessory	P	
Outdoor markets, sales establishments	CUP	
Outdoor promotions, sales, or displays ⁸	P	

P - Permitted, Allowed by Right
 AR - Administrative Review
 N - Not Permitted
 CUP - Conditional Use Permit

Refer to Table Notes on page A-14

Personal services	P	
Personal services, accessory	P	
Private clubs	P	
Professional offices	P	
Restaurants, no drive-thru service	P	
Restaurants, drive-thru service	CUP	
Retail, accessory	P	
Retail, general	P	
Retail, big-box (>80,000 sq. ft.)	N	
Secondhand stores	AR	
Service, accessory	P	
Tattoo parlors	P	
Temporary uses ⁹	Chapter 18.90	Chapter 18.90
Theaters, not including drive-in	CUP	
Tobacco shops	N	
Veterinary clinics, large animal only	CUP	
Veterinary clinics, small animal only	P	
Wholesale commercial uses	P	

P - Permitted, Allowed by Right
 AR - Administrative Review
 N - Not Permitted
 CUP - Conditional Use Permit

Refer to Table Notes on page A-14

AUTOMOBILE AND VEHICLE USES		
Automobile and vehicle dismantling	N	
Auto part sales	P	
Auto rental agencies	CUP	
Auto sales, new and used	P	
Bus yards	CUP	
Car washing and detailing ⁸	CUP	
Fuel station	CUP	
Parking garages and lots	P	
Recreational vehicle sales	CUP	
Small vehicle sales and rental	CUP	
Vehicle services (major)	CUP	
Vehicle services (minor)	AR	
Vehicle storage (small and large)	CUP	
INDUSTRIAL, MANUFACTURING, AND PROCESSING USES		
Agricultural products processing	AR	
Data center	P	
Fuel yards	CUP	

P - Permitted, Allowed by Right
 AR - Administrative Review
 N - Not Permitted
 CUP - Conditional Use Permit

Refer to Table Notes on page A-14

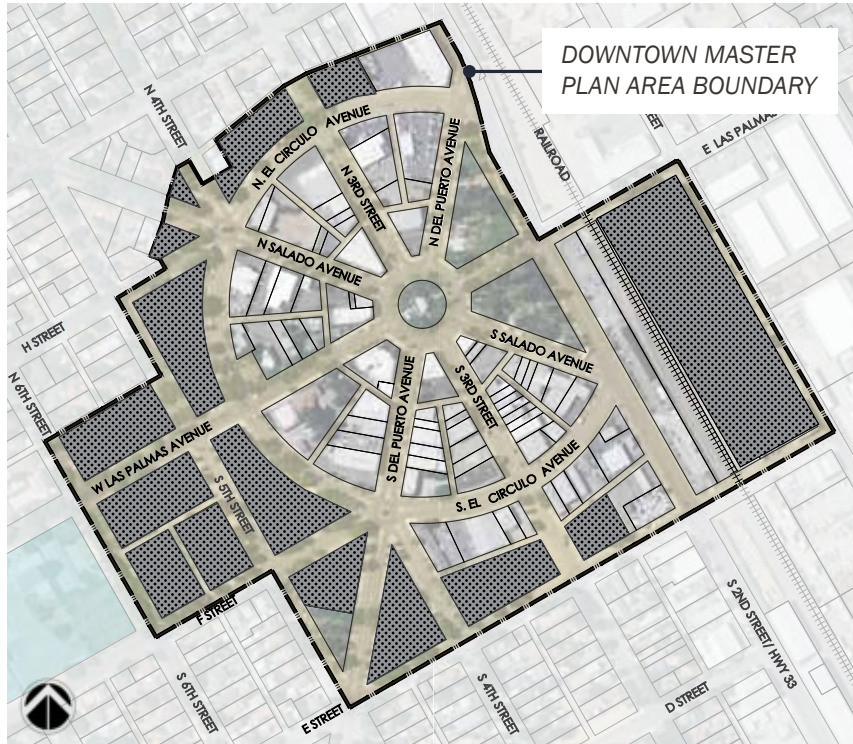
Manufacturing (major)	CUP	
Manufacturing (minor)	P	
Recycling facility, processing	CUP	
Recycling facility, scrap and dismantling facility	CUP	
Research and development	P	
Sheet metal fabrication	AR	
Sign fabrication companies	AR	
Storage, personal storage facility	CUP	
Storage, warehouse (small)	CUP	
Storage yard	CUP	
Truck yards/terminals	CUP	
Wholesale and distribution	CUP	

P - Permitted, Allowed by Right
 AR - Administrative Review
 N - Not Permitted
 CUP - Conditional Use Permit


Refer to Table Notes on page A-14

TABLE NOTES

1. Small group care facilities constitute a residential use and are subject only to those restrictions that apply to other residential uses of the same type in the same zone.
2. Athletic fields may be permitted as part of detention/retention facilities or as accessory to a primary use (e.g., recreational opportunities for employees).
3. Two-dimensional artworks smaller than ten square feet may be permitted through the administrative use review process.
4. Including microwave facilities in conjunction therewith and wireless communication (cellular phone) facilities as further defined and permitted to a maximum height of fifteen feet above the maximum height allowed in the zone, as provided in Chapter 18.84.
5. Subject to A.B.C. requirements, beer and wine are permitted for on-site consumption in conjunction with restaurant use.
6. Auctions are not to include animals and shall be conducted within an enclosed building only.
7. Permitted when accessory to a hotel, motel, or restaurant.
8. Permitted without a use permit as ancillary to a fueling station.
9. So long as the use is conducted entirely within an enclosed building. Outdoor storage is prohibited.
10. Dispensaries may not be located within three hundred feet of a residentially zoned district.



LEGEND

 Residential Units permitted on the ground floor including the first 40 feet facing public streets

Residential units proposed in other areas of the Downtown Master Plan are prohibited on the ground floor within the first 40 feet facing a public street.

FIGURE A-1 - Residential Ground Floor Uses

A.1.2 DEVELOPMENT STANDARDS

Where the development standards of the Downtown Master Plan conflict with the standards of the Patterson Municipal Code in Chapter 18.42, Commercial and Medical/Professional Office Districts and Chapter 18.46, Industrial Districts, the standards in the Downtown Master Plan shall supersede.

A. RESIDENTIAL DENSITY

1. Downtown Core.
 - Maximum Density. 35 dwelling units/gross acre.
2. Light Industrial.
 - Maximum Density. 35 dwelling units/gross acre.

B. BUILDING SETBACKS

All setbacks are measured from the edge of public right-of-way/ property line.

1. Downtown Core.
 - Minimum Front Setback. None.
 - Maximum Front Setback. 5 feet from right-of-way edge, except where an area is proposed for pedestrian use, landscaping, public art, seating, or dining but may not exceed 20 feet.
 - Minimum Side Setback. None.
 - Minimum Rear Setback. 5 feet.
2. Light Industrial.
 - Minimum Front Setback. 10 feet.
 - Maximum Front Setback. 5 feet from right-of-way edge, except where an area is proposed for pedestrian use, landscaping, public art, seating, or dining but may not exceed 20 feet.
 - Minimum Side Setback. None.
 - Minimum Rear Setback. None.

C. BUILDING HEIGHT LIMITS

1. Downtown Core. 4 stories (50 feet).
2. Light Industrial. 3 stories (45 feet).

D. BUILDING FORM AND MASSING STANDARDS

1. Building Articulation. Any building over 60 feet wide shall be designed to read as a horizontal series of building facades, each no wider than 60 feet. This effect may be achieved through at least two of the following:
 - Variations in color and material.
 - Variations in the wall plane: the distance from the building wall to the public sidewalk may vary.
 - Variations in fenestration: the size of windows and doors, and the distance between them may vary.
 - Variations in decorative architectural details such as cornices, columns, pilasters, posts, and arches.
2. Ground Floor Height. Buildings shall incorporate a minimum ground floor height of 14 feet for non-residential uses (measured floor to floor).
3. Ground Floor Transparency. Buildings with facades located adjacent to a public sidewalk or other public right-of-way shall include windows and doors for a minimum of 50 percent of the building area located between three and eight feet above the height of the sidewalk.
 - The area of window signs and posters within a window display shall not count towards this requirement.
 - Transparent or translucent glazing is required on the ground floor façade. Opaque, reflective, or dark tinted glass that obstructs interior views at the street level is not permitted.
 - Product Displays. Product displays shall be internally lit. The bottom of any product display window shall be between 18 to 36 inches in height, as measured from the finished floor.

E. PARKING STANDARDS

Where the parking standards of the Downtown Master Plan conflict with the standards of Chapter 18.76, Parking and Loading of the Patterson Municipal Code, the standards in the Downtown Master Plan shall supersede.

1. Downtown Master Plan Area Exemption. Off-street parking is not required within the Downtown Master Plan Area for non-residential uses.
 - For any discretionary permit within the Downtown Master Plan exempt area, the Planning Director may refer off-street parking requirement issues to the Planning Commission for its review. The Planning Commission may withdraw the exempt status of any new development within the Master Plan area.
 - Waiver or Modification. This limitation on parking may be waived or modified based on the following findings for non-residential uses:
 - a. Special conditions exist that will increase parking demand at the site. Conditions include but are not limited to, the nature of the proposed operation; lack of transit service or other transportation alternatives; or transportation characteristics of persons residing, working, or visiting the site;
 - b. The use will not adequately be served by the maximum allowed number of parking spaces; and
 - c. Parking demand generated by the project will exceed the maximum allowed number of parking spaces and have a significant impact on the supply of on-street parking in the surrounding area.

2. Residential Parking Requirements:

- 1 space per dwelling unit having 0 bedrooms (studio)
- 1.5 spaces per dwelling unit having 1 bedroom
- 2.0 spaces per dwelling unit having 2 or more bedrooms
- For senior housing, 1.0 spaces per dwelling unit having 1 or more bedrooms
- All residential uses must provide 1 additional guest parking space for each 3 units

F. SIGNAGE STANDARDS

Where the sign standards of the Downtown Master Plan conflict with the standards of Chapter 18.82, Signs of the Patterson Municipal Code, the standards in the Downtown Master Plan shall supersede.

Signage Allowances in the Downtown Master Plan Area

1. The following types of signs are allowed in the Downtown Master Plan Area:
 - A-frame Sign
 - Awning Sign
 - Freestanding, Monument
 - Projecting Wall Sign
 - Suspended Sign
 - Wall Sign
 - Window Sign
 - Standing Letters – On Canopy

Sign Type Standards

This Section establishes standards for specific sign types that apply to all zones where such signs are allowed.

1. A-Frame Sign. Freestanding, double-sided advertising display shaped like the letter 'A,' commonly used to promote businesses or events on sidewalks or near entrances.
 - Maximum Number of Signs. A-frame signs shall be limited to one sign per tenant or establishment.
 - Maximum Sign Area. A-frame signs shall not exceed 10 square feet.
 - Maximum Sign Height. A-frame signs shall not exceed four feet in height.
 - Illumination. Illumination of a-frame signs is prohibited.
2. Awning Sign. Signs painted or printed on awnings, canopies, arcades, or similar attachments or structures are subject to the following standards.
 - Maximum Number of Signs. Awning signs shall be limited to one sign per tenant or establishment with an entrance or offering services under the awning.
 - Maximum Sign Area. Awning signs shall not exceed 15 square feet, or 30 percent of the total awning area, whichever is less.
 - Maximum Sign Height. Awning signs shall have a maximum height not exceeding the second story, and a minimum sign clearance of eight feet under the sign.
 - Illumination. Awning signs may use direct illumination or illumination under the awning.
3. Freestanding, Monument. Freestanding signs are subject to the following standards.
 - Maximum Number of Signs. Freestanding signs shall be limited to one sign per parcel.
 - Location of Sign. A sign may be placed only on a site frontage adjoining a public street. A freestanding sign shall not be located less than 100 feet from another freestanding sign.
 - Maximum Sign Area. Freestanding signs shall not exceed 40 square feet.
 - Maximum Sign Height. Freestanding signs shall not exceed four feet in height.
 - Illumination. Freestanding signs may use internal illumination or external illumination.
4. Projecting Wall Sign. Signs that project horizontally from the exterior wall of a building are subject to the following standards.
 - Maximum Number of Signs. Projecting wall signs shall be limited to one sign per tenant or establishment space.
 - Maximum Sign Area. Projecting wall signs shall not exceed 6 square feet per sign face.
 - Maximum Sign Height. Projecting wall signs shall have a maximum height not exceeding the second story, and a minimum sign clearance of eight feet under the sign.
 - Projection. A projecting sign cannot extend more than four feet from the building to which it is attached and shall be designed and located so as to cause no harm to street trees or street lighting.
 - Illumination. Projecting wall signs may use internal illumination or external illumination.

5. **Suspended Sign.** Signs that are suspended beneath a marquee, covered walkway, canopy, or awning are subject to the following standards.
 - **Maximum Number of Signs.** Suspended signs shall be limited to one sign per tenant or establishment space.
 - **Maximum Sign Area.** Suspended signs shall not exceed eight square feet.
 - **Maximum Sign Height.** Suspended signs shall have a maximum height of 14 feet and a minimum sign clearance of eight feet under the sign.
 - **Projection.** A suspended sign cannot extend further than the outer edge (edge furthest from the building) of the marquee, covered walkway, canopy, or awning from which it is suspended.
 - **Illumination.** Suspended signs may use internal illumination, external illumination, or direct illumination.
6. **Wall Sign.** Wall signs include any sign attached to, erected against, or painted upon the wall of a building or structure.
 - **Maximum Number of Signs.** Wall signs shall be limited to one per building façade.
 - **Maximum Sign Area.** Wall signs shall not exceed ten square feet per one linear foot of building frontage.
 - **Maximum Sign Height.** Wall signs shall not exceed the height of the building they are attached to.
 - **Maximum Sign Width.** Not to exceed 25-50 percent of the width of the architectural field that the sign will be placed on.
- **Attachment.** Wall signs may be attached according to the following standards:
 - a. Attached flat against or pinned away from a building wall, but not extending or protruding more than 15 inches from the wall; or
 - b. Attached to the façade of a building or on a sloping roof (such as a mansard roof), but not extending above the upper edge of the façade or the sloping roof.
- **Illumination.** Wall signs may use internal illumination, external illumination, or direct illumination.
7. **Window Sign.** Signs painted on or otherwise adhered directed onto a window and signs that block a window in any way are subject to the following standards.
 - **Maximum Sign Area.** Window signs shall not exceed 25 percent of the window area.
 - **Maximum Sign Height.** Window signs shall not be placed on windows higher than the second story.
 - **Illumination.** Window signs may use direct illumination and external illumination.
 - **Permitted Sign Types.** Business name, logo, logotype, list of goods and services, and hours of service.

Sign Illumination

1. Direct Illumination. Illumination resulting from light emitted directly from a lamp or luminaire, not light diffused through translucent signs or reflected from other surfaces such as the ground or building faces. This includes neon lighting.
2. Internal Illumination. Illumination resulting from a lightbulb or light source which is entirely enclosed within the sign, and not directly visible to the naked eye. Examples of internal illumination are cabinet signs, channel letter signs, or indirect halo illuminated channel letters.
3. External Illumination. Illumination resulting from the face of the sign reflecting light from an external light source intentionally directed upon it.

General Requirements for Signs

1. Nationally recognized tenants may use their own logo or established corporate insignias, but must incorporate them in a manner consistent with the image set out by the signage standards by adapting their signs to fit the California Mission style.
2. All signs must fit comfortably into their storefront architecture, leaving sufficient margin and negative space on all sides.
3. Signage and graphics applied directly to the storefront glass must have matching letters and features on both sides of the glass to create a finished look when viewed from either side.

Acceptable Sign Treatments

1. The following sign treatments are acceptable:
 - Mixed media signs incorporating multi-dimensional forms and combinations of colors, shapes, materials, and lighting.
 - Dimensional letter forms with seamless edge treatments.
 - Reverse channel (halo lit) letters and shapes / silhouette illumination.
 - Cut or fabricated steel, or other metal, painted or unfinished.
 - Etched metal or glass, sandblasted glass.
 - Polished metal, gold leaf finish, patina finish metals.
 - Screens, lattice, or mesh.
 - Dimensional shapes and forms of metal, hardwood, glass, or other material with permanent appearance.
 - Glazed ceramic tile work forming patterns or fields.
 - Fiber optics.
 - Reverse cut metal faces with push-through graphics provided the background material is opaque.

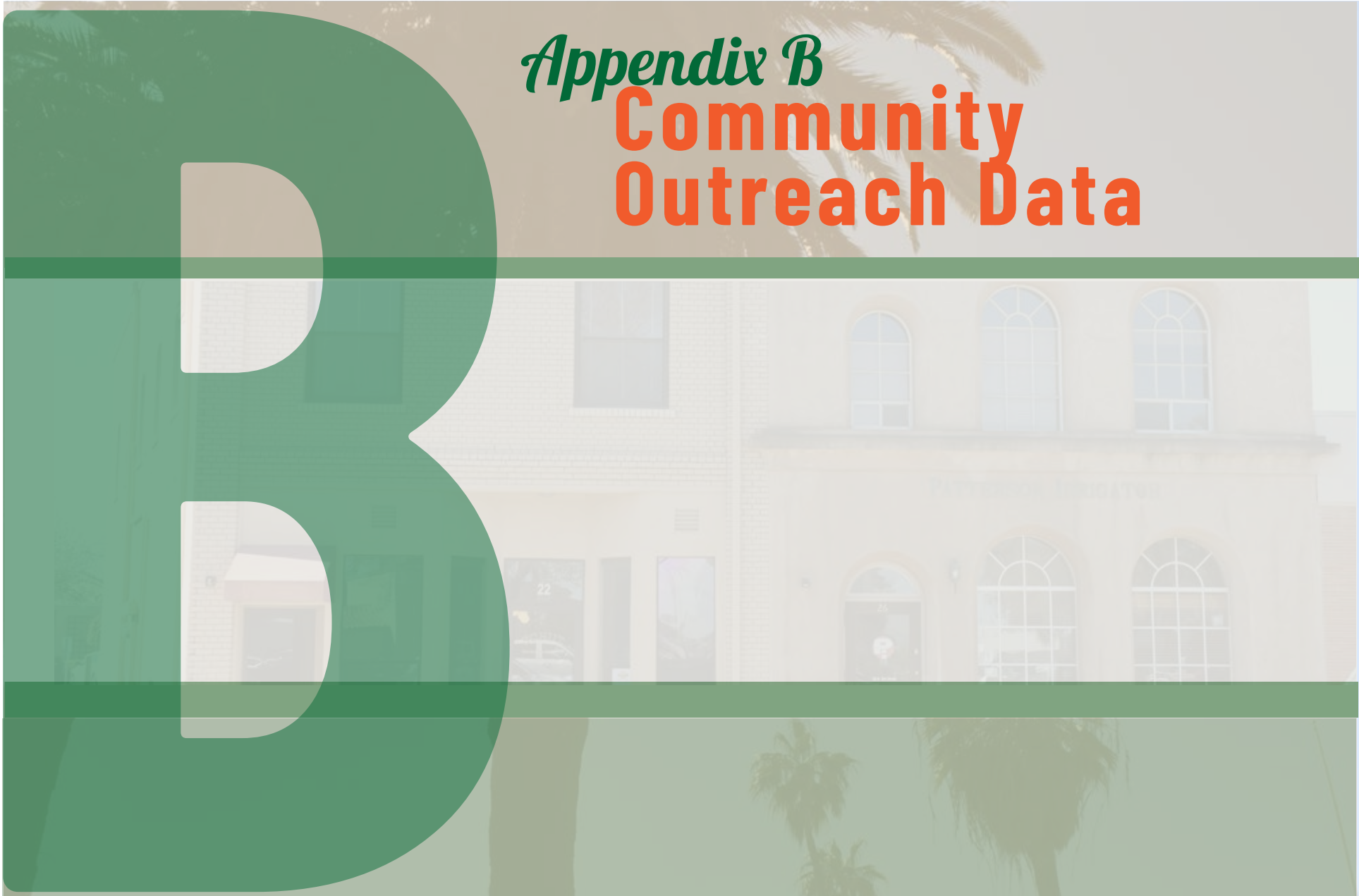
Prohibited Sign Treatments

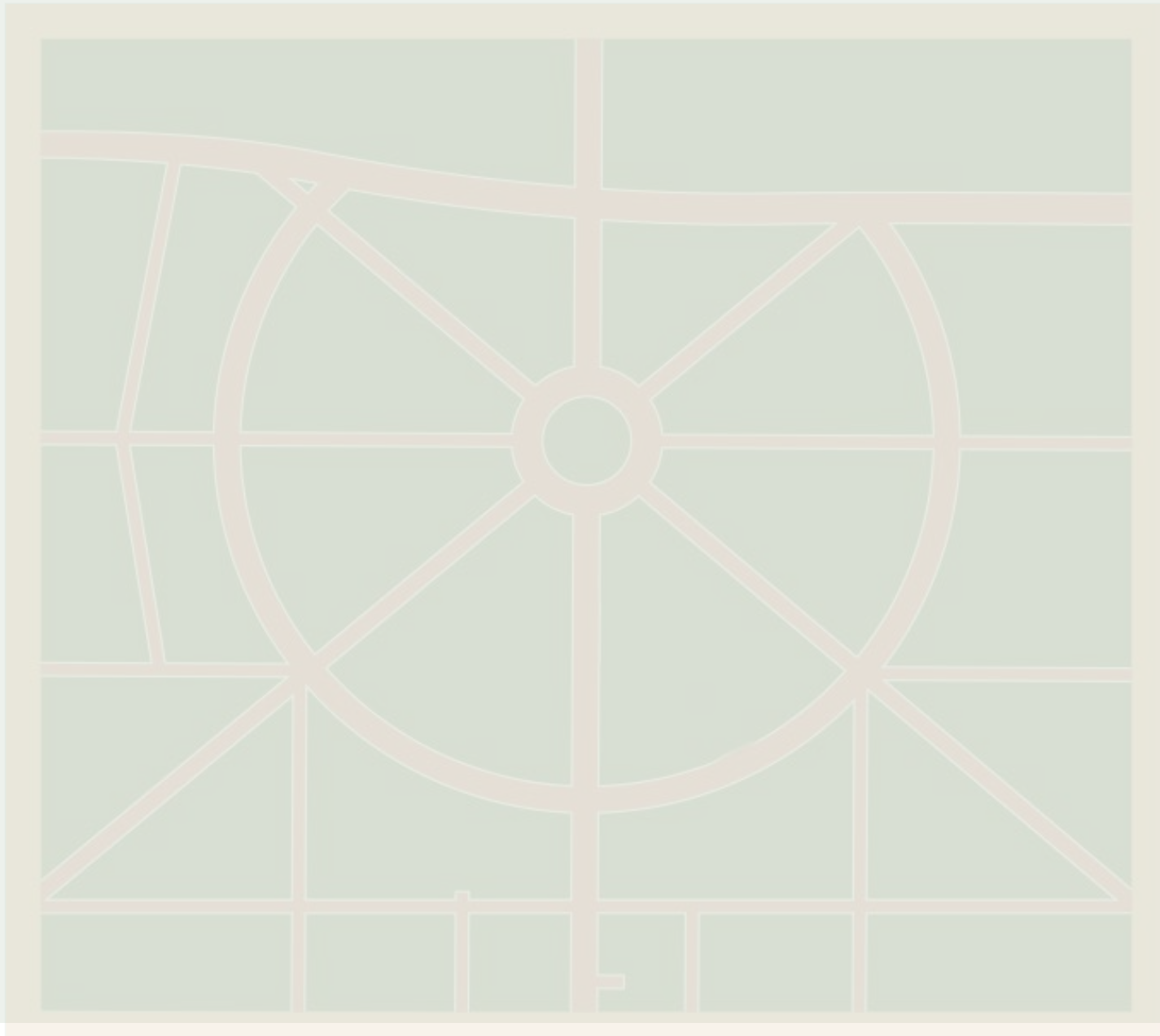
1. The following sign treatments are prohibited:
 - Internally illuminated cabinet signs with plastic faces.
 - Internally illuminated fabric or plastic awnings.
 - Luminous vacuum-formed letters.

Recommended Color Palette

1. The following color palettes and materials are acceptable and/or encouraged:
 - Dark and light brown (such as wood).
 - Black (such as iron).
 - Dark and light green, yellow green, and teal.
 - White and beige.
 - Gold and ochre.
 - Terracotta red.

Appendix B **Community Outreach Data**







B. COMMUNITY OUTREACH DATA

Section 2.1 of this Master Plan provides a summary of the community engagement process, and this Appendix provides additional information about the key responses obtained from the outreach efforts.

1. KEY RESPONSES DURING COMMUNITY ENGAGEMENT EFFORTS

The project-related community engagement efforts produced a wide variety of insightful comments from participants. Some key responses (generally those ideas shared by a larger number of participants) are listed on the following pages, although this is not an exhaustive list of feedback received.

A. DOWNTOWN ASSETS

- Friendly community and family atmosphere
- Parks, street trees, and landscaping
- Historical character
- Holiday events
- Support for local veterans
- Small-town feel
- Great walkability
- Good variety of businesses and restaurants
- Quiet with nice looking, clean buildings

B. DOWNTOWN ACTIVITY OPPORTUNITIES

- Fine dining options and outdoor dining
- Small boutiques and shops
- More events and showcase local artists
- Increased police patrols
- Placemaking and Parks Opportunities
- More family entertainment and activities for kids and adults of all ages
- A more park-like, pedestrian setting and village character
- Safe, comfortable, and shaded outdoor gathering and dining areas
- Narrow some streets, widen sidewalks, and support outdoor dining
- Enhance storefronts and facades
- Flexible multi-use spaces
- Clean usable parks and address homelessness

C. MOBILITY AND PARKING OPPORTUNITIES

- More bike paths and lanes and safer crossings, including across Highway 33
- Enhance the alleyways
- Add decorative paving and lighting
- Slow traffic and create safer pedestrian crossings

2. ONLINE INTERACTIVE QUESTIONNAIRE AND MAPPING ACTIVITY

The Patterson Downtown Master Plan Social PinPoint questionnaire was posted online from August 5 to September 18, 2022, and consisted of two parts: written questionnaire and an interactive mapping activity. The results from these two parts are summarized on the following pages.

A. WRITTEN QUESTIONNAIRE

Patterson Downtown Master Plan

WRITTEN COMMENTS

Social PinPoint Questionnaire Results 10.10.22

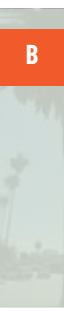


Written Comments Summary

The Patterson Downtown Master Plan Social PinPoint questionnaire was posted online from August 5 to September 18, 2022, and consisted of two parts: written questionnaire and mapping activity (summarized separately). We received 81 comments on the written questionnaire, and most of the responses were from residents of Patterson who visit the Downtown a few times a week, primarily by driving a vehicle, and most frequently visit for personal and public services (such as banking, beauty salons, City Hall, and the library). The results of the written survey are provided on the following pages and the answers are sorted by the overall number of responses, and the answers with the most responses are highlighted in yellow. Some common themes from the written questionnaire are provided below.

The primary improvements the community would like to see in the Downtown are decorative lighting, street trees and landscaping, enhanced appearance of buildings, improved sidewalks, and decorative paving. Most people would be attracted to visit the Downtown more often if there were more dining options and restaurants, shops and services, entertainment uses, and outdoor events and festivals. Many would like the parks to include large event gathering areas, children's play areas, and recreational features for all ages.

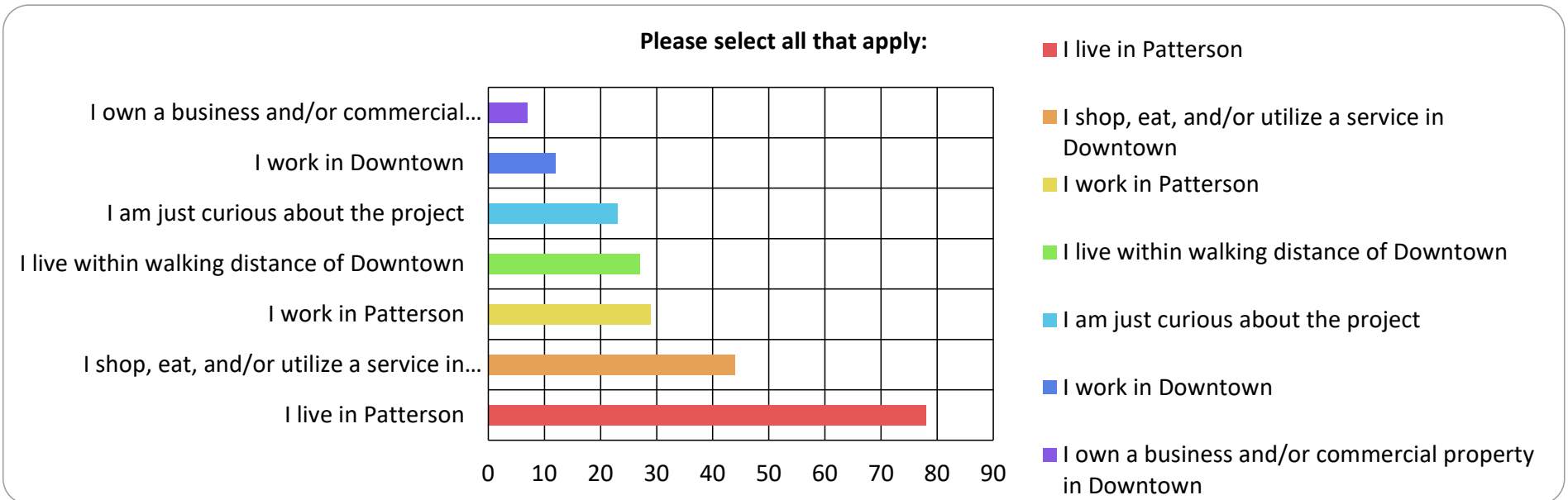
Most felt there is a need for walkability and bicycling improvements in the Downtown, but that parking is currently not very difficult, and a parking structure is not needed at this time. The majority felt that streets should only be temporarily closed for events and did not support permanent street closures or converting street to one-way traffic. Most would like to see the alleyways improved with pedestrian improvements, outdoor dining and gathering areas, and public art.



1

Please select all that apply:

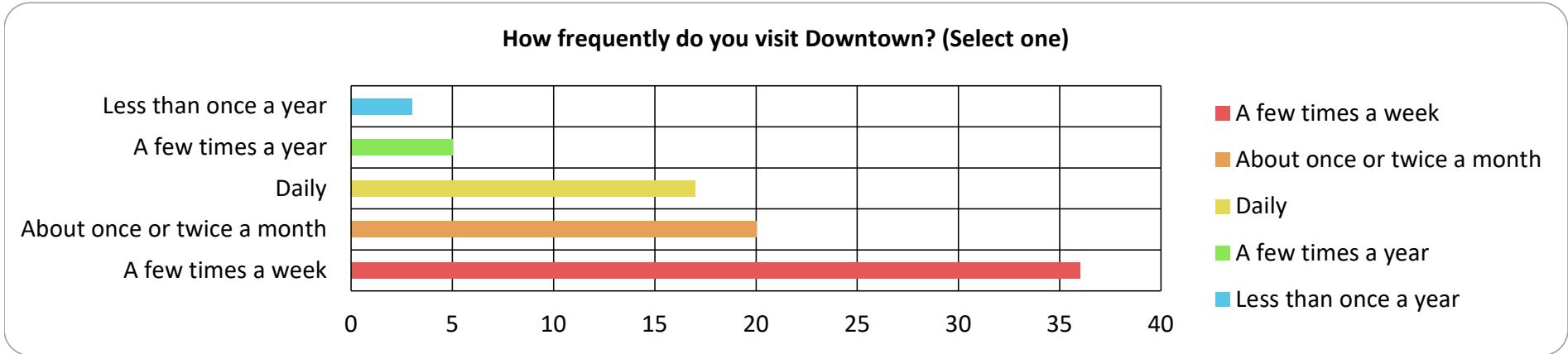
Choice	Responses	
I live in Patterson	78	96.25%
I shop, eat, and/or utilize a service in Downtown	44	55.00%
I work in Patterson	29	36.25%
I live within walking distance of Downtown	27	32.50%
I am just curious about the project	23	28.75%
I work in Downtown	12	15.00%
I own a business and/or commercial property in Downtown	7	8.75%
Answered	81	
Skipped	0	



2

How frequently do you visit Downtown? (Select one)

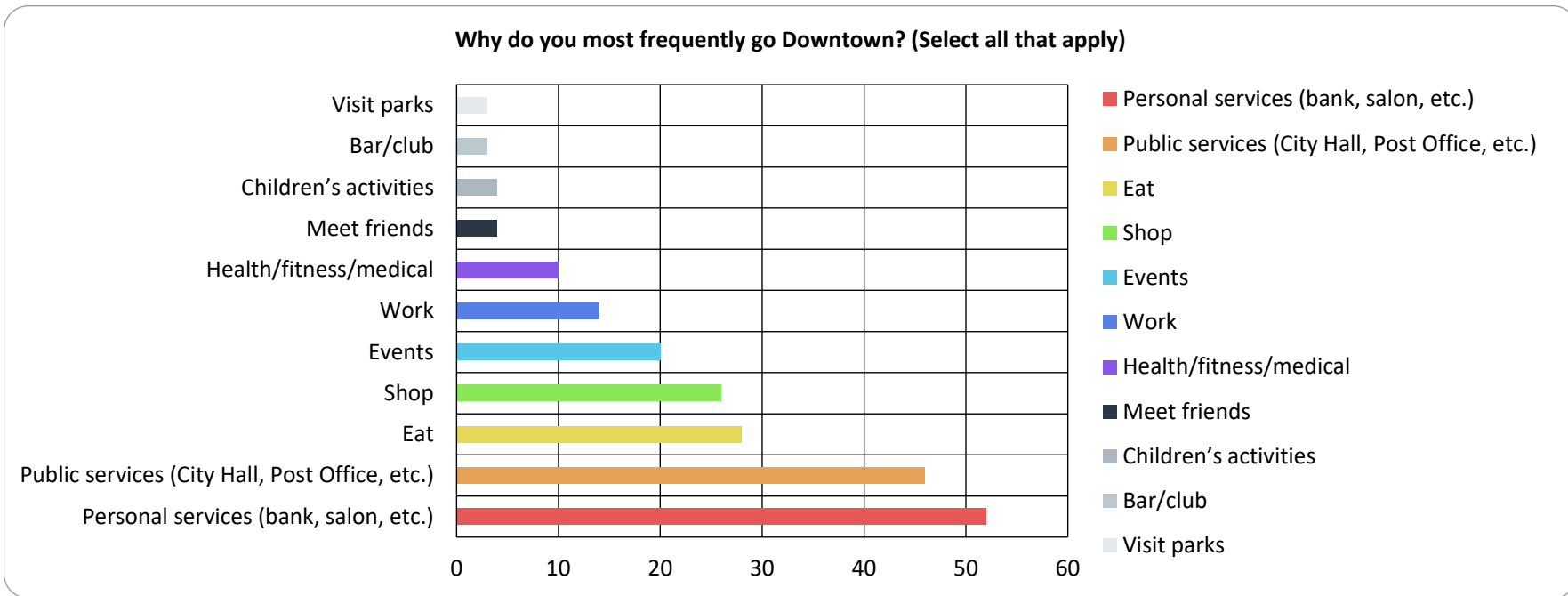
Choice	Responses	
A few times a week	36	45.00%
About once or twice a month	20	23.75%
Daily	17	21.25%
A few times a year	5	6.25%
Less than once a year	3	3.75%
Answered	81	
Skipped	0	



3

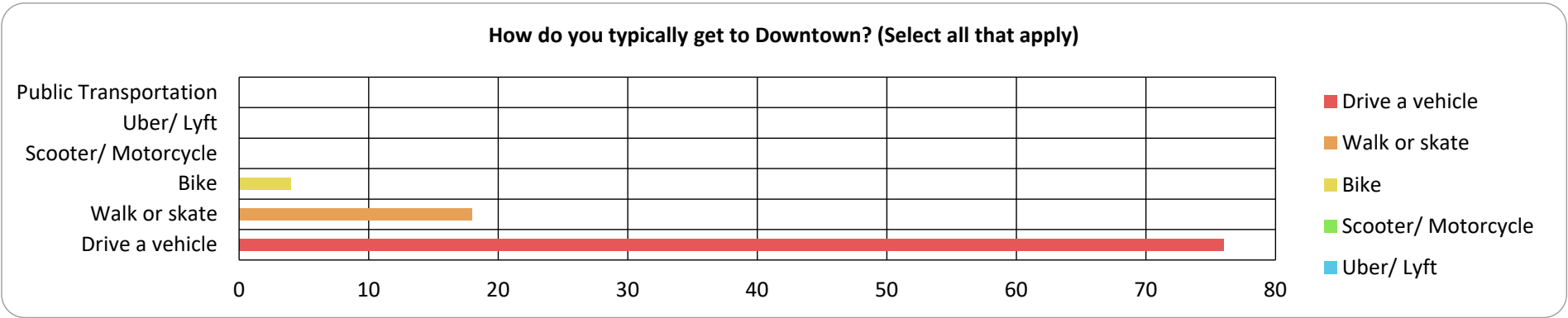
Why do you most frequently go Downtown? (Select all that apply)

Choice	Responses	
Personal services (bank, salon, etc.)	52	65.00%
Public services (City Hall, Post Office, etc.)	46	56.25%
Eat	28	35.00%
Shop	26	32.50%
Events	20	25.00%
Work	14	17.50%
Health/fitness/medical	10	12.50%
Meet friends	4	5.00%
Children's activities	4	5.00%
Bar/club	3	3.75%
Visit parks	3	3.75%
Answered	81	
Skipped	0	



4
 How do you typically get to Downtown? (Select all that apply)

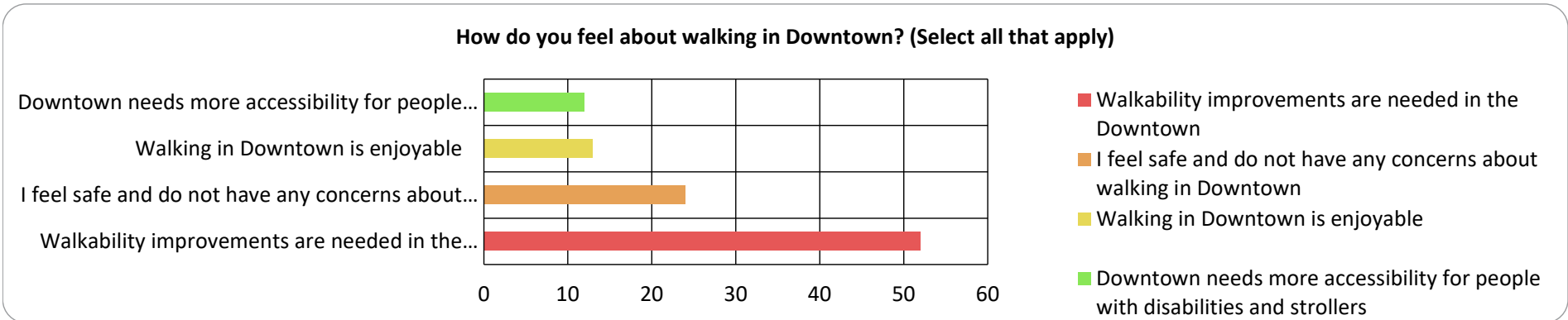
Choice	Responses	
Drive a vehicle	76	93.75%
Walk or skate	18	22.50%
Bike	4	5.00%
Scooter/ Motorcycle	0	0.00%
Uber/ Lyft	0	0.00%
Public Transportation	0	0.00%
Answered	81	
Skipped	0	



5

How do you feel about walking in Downtown? (Select all that apply)

Choice	Responses	
Walkability improvements are needed in the Downtown	52	67.11%
I feel safe and do not have any concerns about walking in Downtown	24	31.58%
Walking in Downtown is enjoyable	13	17.11%
Downtown needs more accessibility for people with disabilities and strollers	12	15.79%
Answered	77	
Skipped	4	

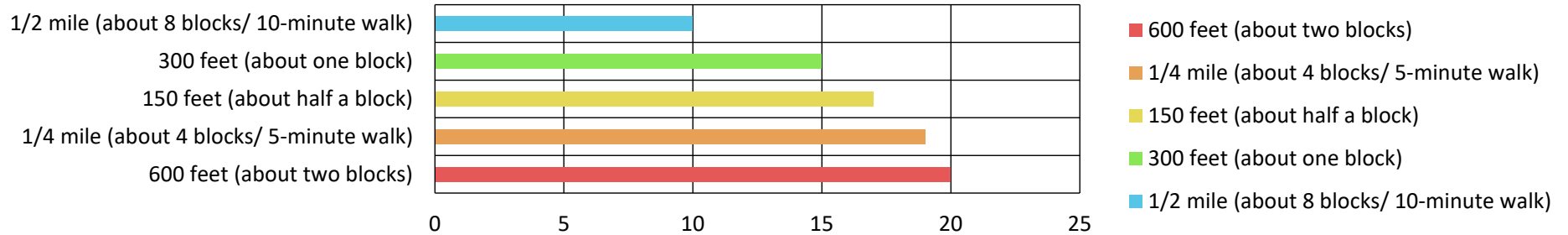


6

If you parked once and walked around Downtown, how far are you willing to walk to your destination(s)? (Select one)

Choice	Responses	
600 feet (about two blocks)	20	25.00%
1/4 mile (about 4 blocks/ 5-minute walk)	19	23.75%
150 feet (about half a block)	17	21.25%
300 feet (about one block)	15	18.75%
1/2 mile (about 8 blocks/ 10-minute walk)	10	11.25%
Answered	81	
Skipped	0	

If you parked once and walked around Downtown, how far are you willing to walk to your destination(s)? (Select one)

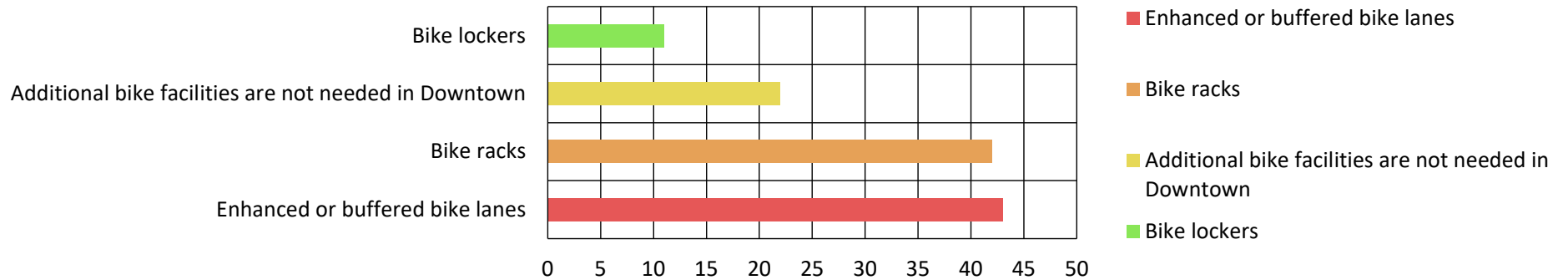


7

In the future, what bike facilities would you like to see in Downtown? (Select all that apply)

Choice	Responses	
Enhanced or buffered bike lanes	43	55.26%
Bike racks	42	55.26%
Additional bike facilities are not needed in Downtown	22	28.95%
Bike lockers	11	14.47%
Answered	77	
Skipped	4	

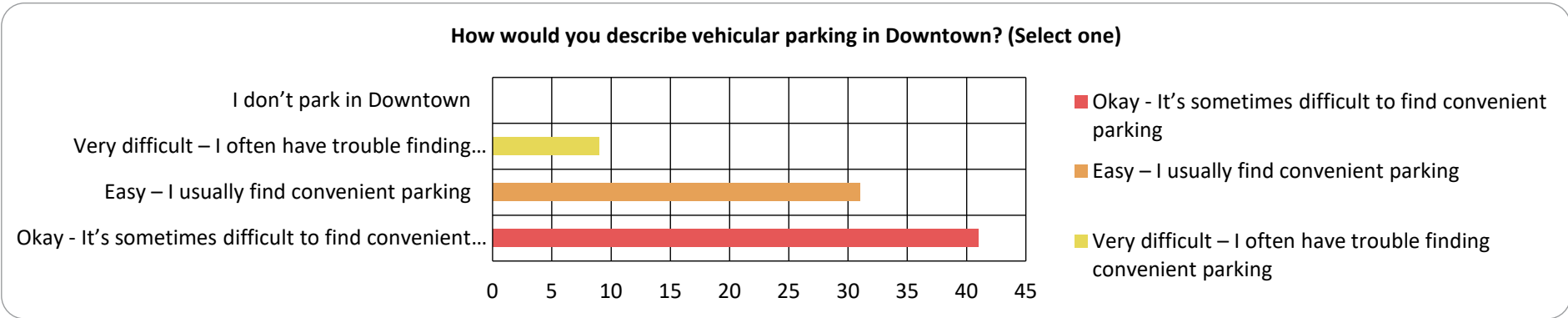
In the future, what bike facilities would you like to see in Downtown? (Select all that apply)

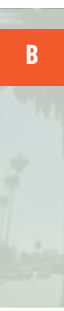


8

How would you describe vehicular parking in Downtown? (Select one)

Choice	Responses	
Okay - It's sometimes difficult to find convenient parking	41	51.25%
Easy – I usually find convenient parking	31	37.50%
Very difficult – I often have trouble finding convenient parking	9	11.25%
I don't park in Downtown	0	0.00%
Answered	81	
Skipped	0	

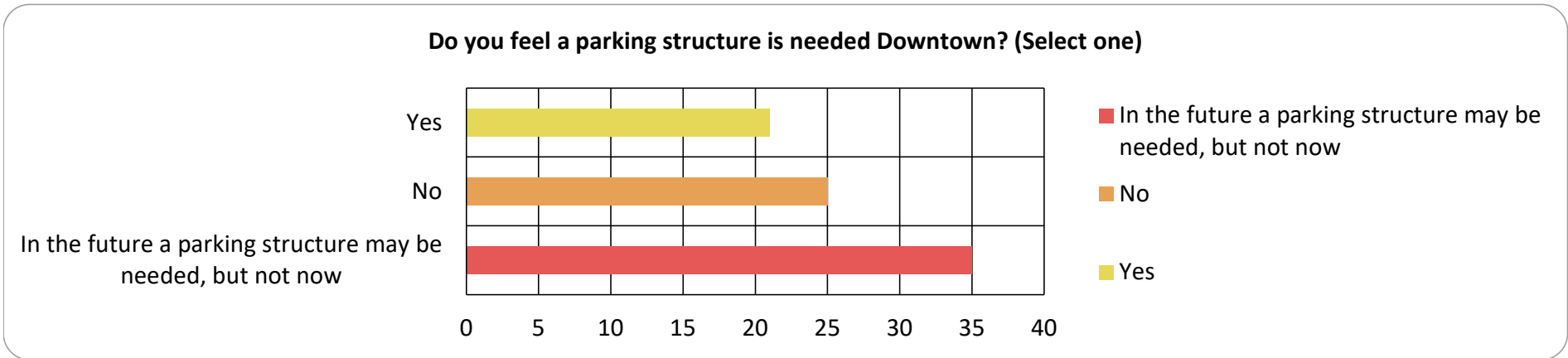




9

Do you feel a parking structure is needed Downtown? (Select one)

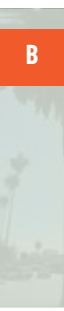
Choice	Responses	
In the future a parking structure may be needed, but not now	35	42.50%
No	25	31.25%
Yes	21	26.25%
Answered	81	
Skipped	0	



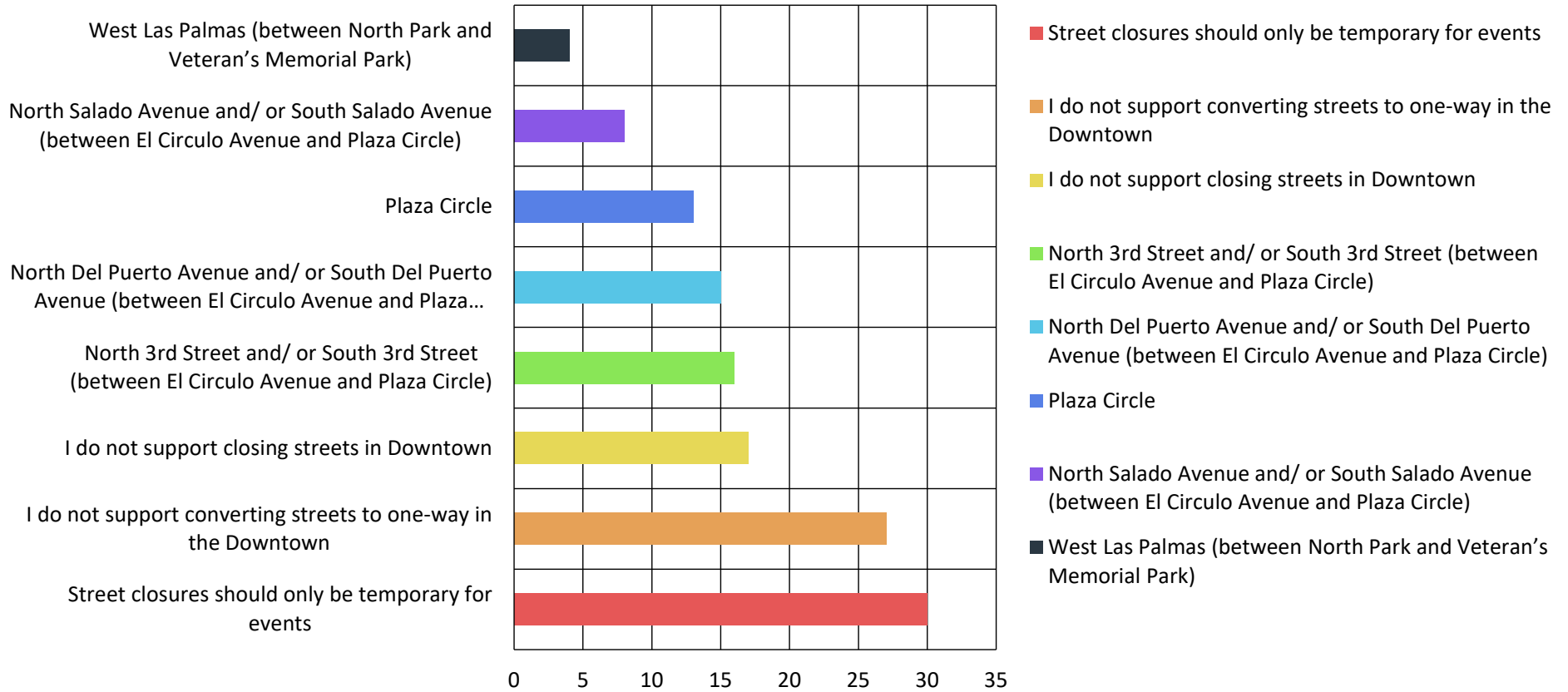
10

Are there any streets in Downtown that you feel could be closed to vehicles or converted to one-way streets to allow for widened sidewalks, additional landscaping, and outdoor dining and/or gathering areas? (Select all that apply)

Choice	Responses	
Street closures should only be temporary for events	30	38.96%
I do not support converting streets to one-way in the Downtown	27	35.06%
I do not support closing streets in Downtown	17	22.08%
North 3rd Street and/ or South 3rd Street (between El Circulo Avenue and Plaza Circle)	16	19.48%
North Del Puerto Avenue and/ or South Del Puerto Avenue (between El Circulo Avenue and Plaza Circle)	15	19.48%
Plaza Circle	13	16.88%
North Salado Avenue and/ or South Salado Avenue (between El Circulo Avenue and Plaza Circle)	8	10.39%
West Las Palmas (between North Park and Veteran’s Memorial Park)	4	5.19%
Answered	78	
Skipped	3	



Are there any streets in Downtown that you feel could be closed to vehicles or converted to one-way streets to allow for widened sidewalks, additional landscaping, and outdoor dining and/or gathering areas? (Select all that apply)



11

In the future, what improvements would you like to see in Downtown alleyways? (Select all that apply)

Choice	Responses	
Outdoor dining and gathering spaces with seating	67	83.54%
Pedestrian improvements, such as paving and landscaping	52	64.56%
Public art, such as murals or art walks	59	62.03%
Trash can consolidation and screening	43	53.16%
Other Answers	13	16.46%
<p>stricter regulations: remodels and new buildings should keep the same character (like the new pharmacy). Large buildings should be subdivided into much smaller spaces that small businesses can rent to attract more people downtown. The city should subsidize the rent of certain businesses based on revenue to encourage cute shops to come downtown.</p> <p>Lighting</p> <p>Homeless gathering downtown. Unable to use park or walk around and feel safe.</p> <p>Less homelessness</p> <p>More business to shop at and dine in theirs not much to do.</p> <p>Improved safety, better lighting</p> <p>Fine dining</p> <p>Alot of lighting and no homeless hanging around</p> <p>clean and historic</p> <p>Fountains with seating, reduce homelessness, sparkly light trees</p> <p>Transient issues near park and in bushes near railroad tracks with garbage thrown into ditch. Kind of near downtown.</p> <p>Paint in the gazebo next to the museum the direction that the cars should follow on the floor with some arrows on the floor well marked because I have found some cars of people from outside the city circulating upside down from the roundabout</p> <p>Shade trees</p>		

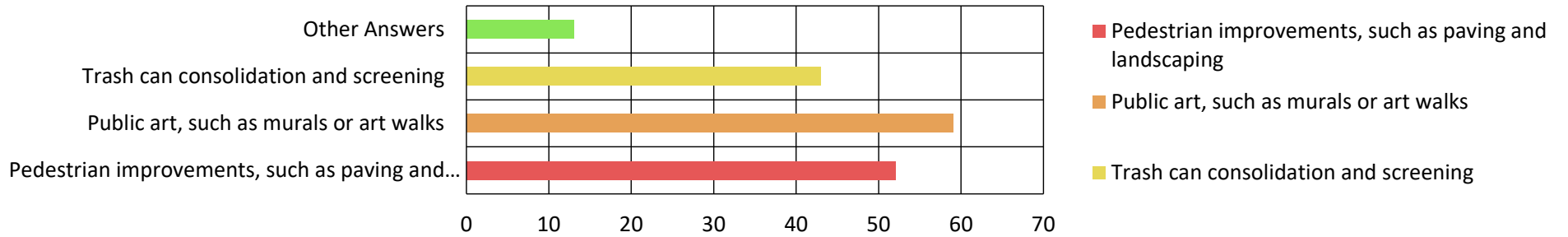
Answered

80

Skipped

1

In the future, what improvements would you like to see in Downtown alleyways? (Select all that apply)

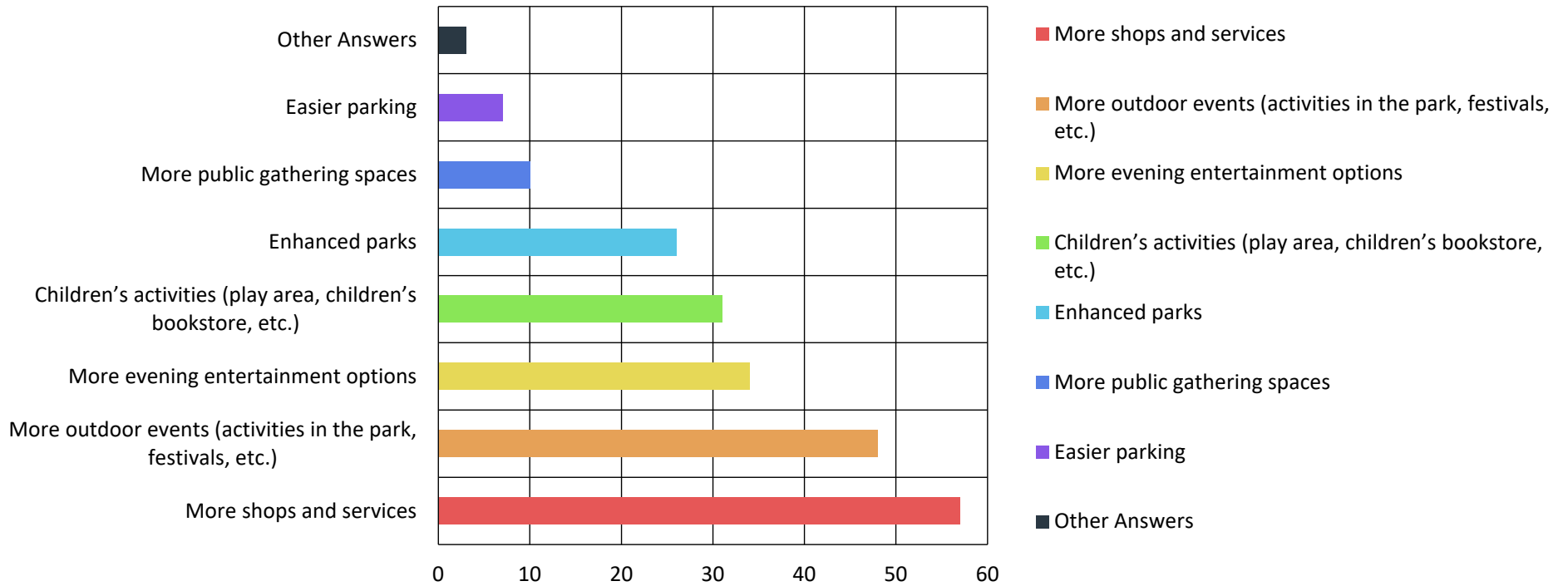


12

What would attract you to go Downtown more often? (Select your top 4 priorities)

Choice	Responses	
More dining options	68	85.00%
More shops and services	57	71.25%
More outdoor events (activities in the park, festivals, etc.)	48	60.00%
More evening entertainment options	34	42.50%
Children’s activities (play area, children’s bookstore, etc.)	31	38.75%
Enhanced parks	26	32.50%
More public gathering spaces	10	12.50%
Easier parking	7	8.75%
Other Answers	3	3.75%
More pedestrian friendly environment, more trees for shading, movie theater when practical.		
Get rid of the homeless & presence of a downtown officer		
Less homelessness		
Answered	81	
Skipped	0	

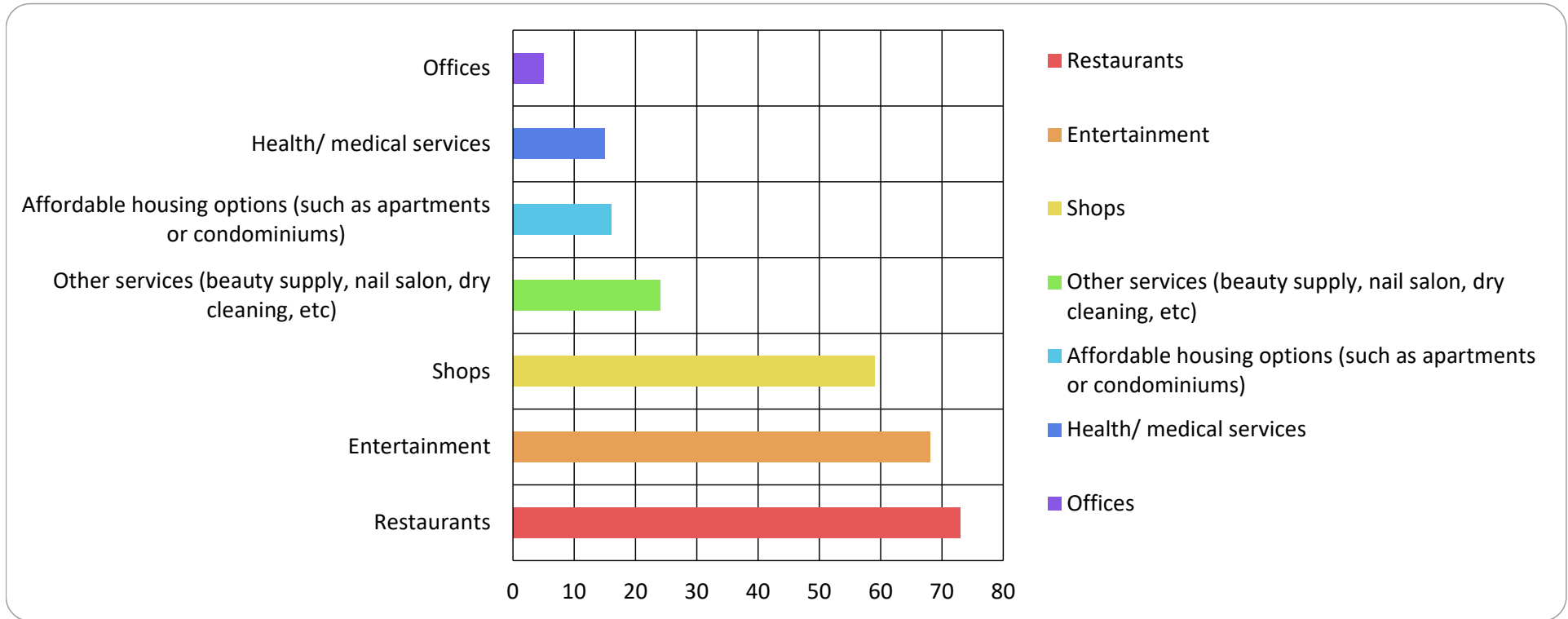
What would attract you to go Downtown more often? (Select your top 4 priorities)



13

Which of the following uses would you like to see more of within Downtown?
 (Select your top 4 priorities)

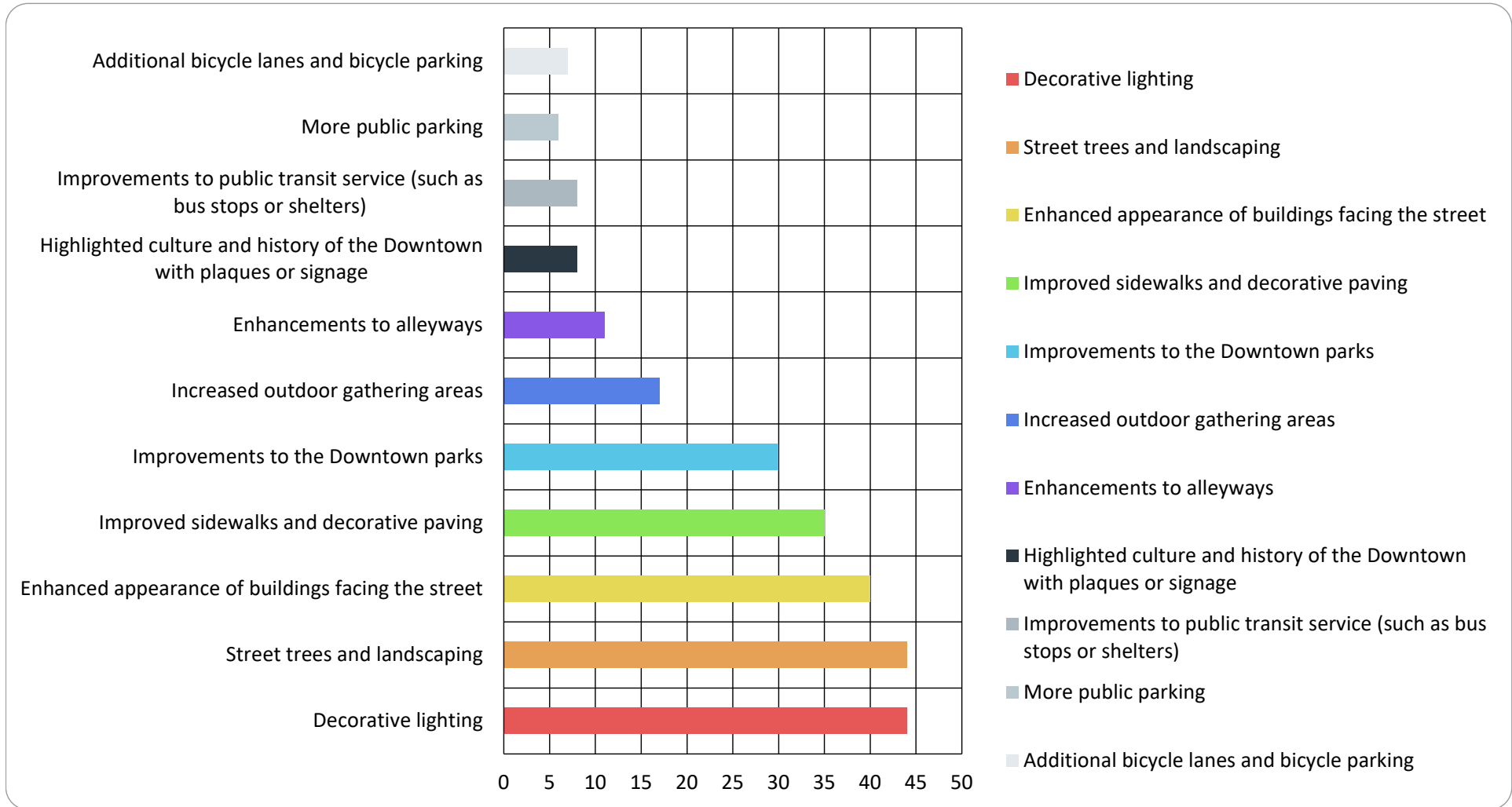
Choice	Responses	
Restaurants	73	90.00%
Entertainment	68	83.75%
Shops	59	72.50%
Other services (beauty supply, nail salon, dry cleaning, etc)	24	30.00%
Affordable housing options (such as apartments or condominiums)	16	20.00%
Health/ medical services	15	18.75%
Offices	5	6.25%
Other Answers	5	6.25%
<p>There's not enough to hold people downtown, the stores are stop in & go. Stores that encourage browsing or sitting - Ice cream store with seating, books, arts & crafts. Pawn shops, banking, car lots are not key to an attractive downtown. An improved kids area where Moms can have park playdates & picnics Ice cream or Cofee place historic Places to hangout. Kid friendly</p>		
Answered	81	
Skipped	0	



14

Which of the following improvements would you like to see in Downtown? (Select your top 4 priorities)

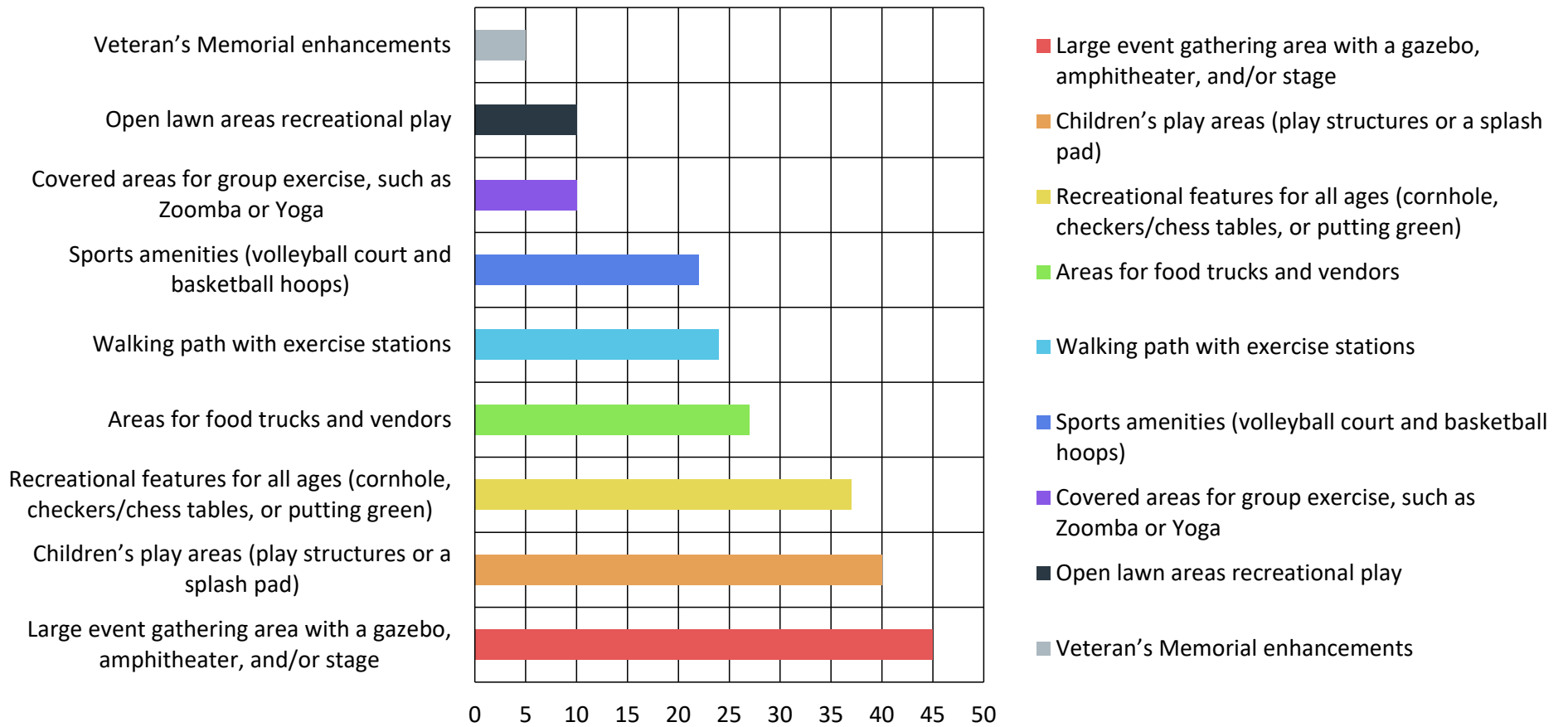
Choice	Responses	
Decorative lighting	49	61.25%
Street trees and landscaping	44	55.00%
Enhanced appearance of buildings facing the street	44	55.00%
Improved sidewalks and decorative paving	40	50.00%
Improvements to the Downtown parks	35	43.75%
Increased outdoor gathering areas	30	37.50%
Enhancements to alleyways	17	21.25%
Highlighted culture and history of the Downtown with plaques or signage	11	13.75%
Improvements to public transit service (such as bus stops or shelters)	8	10.00%
More public parking	8	10.00%
Additional bicycle lanes and bicycle parking	6	7.50%
Other Answers	7	8.75%
<p>We can't do anything downtown because the homeless have taken over the area. We can't even take our kids to play because the drug paraphernalia is dangerous.</p> <p>It is very difficult to cross the streets in downtown because many drivers does not respect traffic signs and it becomes dangerous to walk in downtown</p> <p>Make entrances to Patterson more historic and beautiful lighting with beautiful street lights all around downtown</p> <p>Need homeless gone before we can do any improvements otherwise no one will come use it.</p> <p>Less homelessness</p> <p>Address and fix the homelessness and drug use.</p> <p>Safer crosswalks. (flashing crosswalks?)</p>		
Answered	81	
Skipped	0	



15

What types of features would you like to see in Downtown parks? (Select your top 3 priorities)

Choice	Responses	
Large event gathering area with a gazebo, amphitheater, and/or stage	45	57.14%
Children’s play areas (play structures or a splash pad)	40	51.95%
Recreational features for all ages (cornhole, checkers/chess tables, or putting green)	37	46.75%
Areas for food trucks and vendors	27	33.77%
Walking path with exercise stations	24	29.87%
Sports amenities (volleyball court and basketball hoops)	22	28.57%
Covered areas for group exercise, such as Zumba or Yoga	10	12.99%
Open lawn areas recreational play	10	12.99%
Veteran’s Memorial enhancements	5	5.19%
Other Answers	3	3.90%
pretty picnic tables with fire pits		
On movie night, there should be vendors so people can dine before, during or after the movie. Like tacos, hot dogs, burgers, churros, corn on cob.		
Less Homeless		
Answered	78	
Skipped	3	



Patterson Downtown Master Plan

MAPPING ACTIVITY COMMENTS

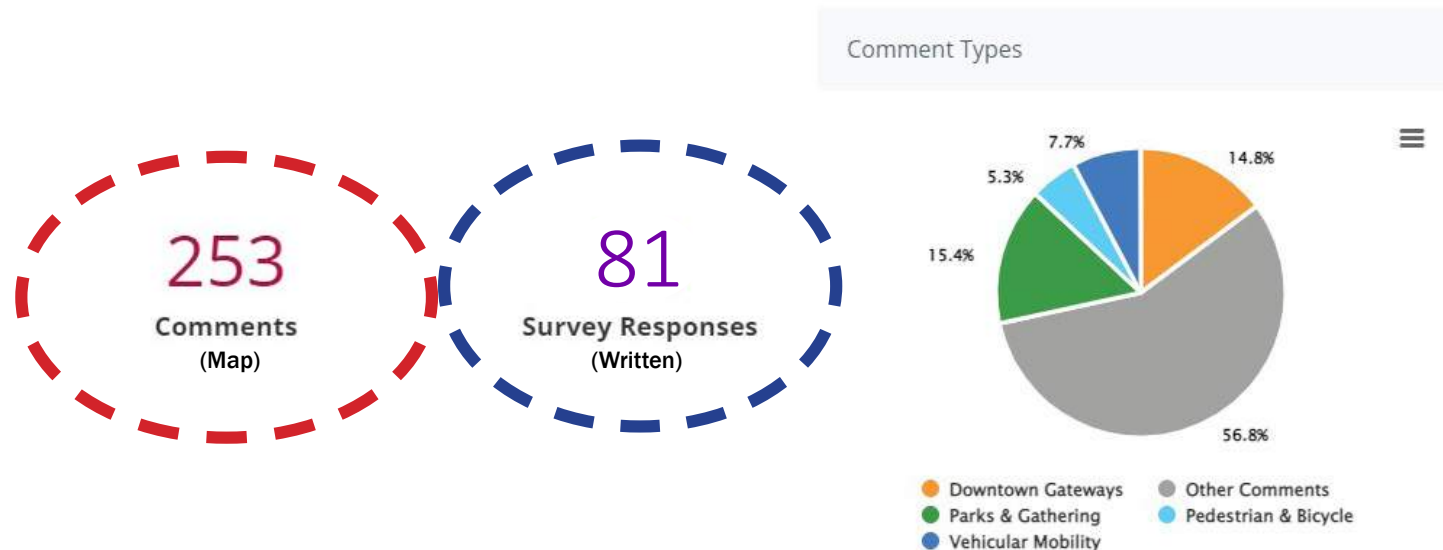
Social PinPoint Questionnaire Results 10.10.22



SUMMARY OF MAPPING ACTIVITY

The Patterson Downtown Master Plan Social PinPoint questionnaire was posted online from August 5 to September 18, 2022, and consisted of two parts: mapping activity and written questionnaire. We received 253 comments on the mapping activity, and the written questionnaire is summarized separately. To see the mapping activity and connect the comments to the location, the map is available for viewing at this link: <https://rrm.mysocialpinpoint.com/patterson-downtown-master-plan>.

The common themes of the mapping results were the desire for safe, comfortable, and shaded outdoor gathering and dining areas and increased seasonal events. There was support for enhanced signage and additional decorative paving, public art, landscaping, bike racks, and lighting. The community would like parks upgrades and has concerns with homelessness, and desires additional family entertainment options, small boutiques, shops, tap houses or breweries, restaurants and cafes that are open later at night. There is the need for improved sidewalks, additional bike lanes, and enhanced accessibility across Highway 33. The community would like to see additional residential or office uses above the commercial storefronts and feels there is a need to update the building utilities and enhance the storefronts and facades within the Downtown.



3. COMMUNITY POP-UP WORKSHOP (APRICOT FIESTA)

The City of Patterson and RRM Design Group held a pop-up workshop at the Apricot Fiesta on June 2, 2023 and had a good turnout with a great variety of input and ideas from a wide range of community members.





Patterson Downtown Master Plan

Park Amenities	Green Dots	Red Dots
Sports amenities (such as volleyball, dodge ball, pickleball, or basketball)	27	1
Areas for food trucks and temporary vendors	24	1
Large event gathering area with a gazebo, amphitheater, and/or stage	22	2
Children's play area and play structures	22	1
Community garden	21	
Walking path with exercise stations	21	
Recreational features for all ages (such as cornhole, checkers/chess tables, or bocce ball)	18	
New public restrooms	18	2
Area for outdoor movies	17	
Veteran's Memorial enhancements	14	3
Dog park	13	10
Covered areas for group exercise (such as Zoomba or Yoga)	12	6
Open lawn areas recreational play and temporary events	10	
Recirculating water feature (decorative or interactive fountain, or splash pad)	8	10
Group picnic and BBQ with food preparation area	5	
Outdoor fire pits	4	12

Misc Comments on the Board

Would love large event gatherings/food trucks

Speed hump @ intersection of Shearwater & American Eagle

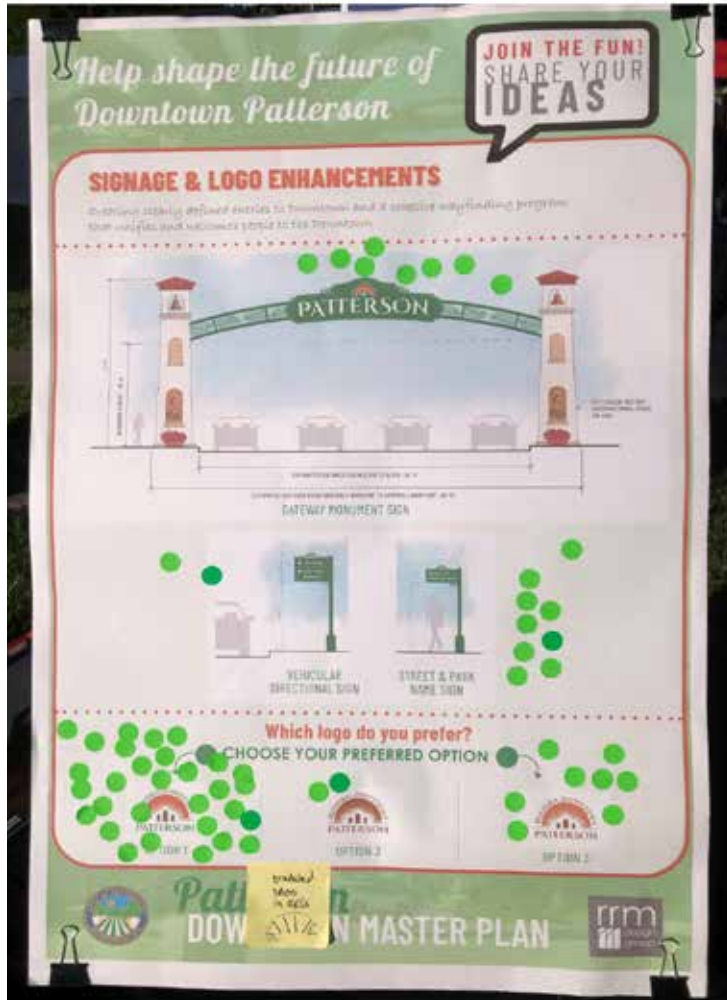


Patterson Downtown Master Plan

Circulation Concepts	Green Dots	Red Dots
Class II Bike Connections		
Option 1, Class II	17	0
Option 2, Class II	16	1
Pedestrian Focus Streets		
Option 2, Pedestrian Focus	16	0
Option 1, Pedestrian Focus	9	5

Misc Comments on the Board

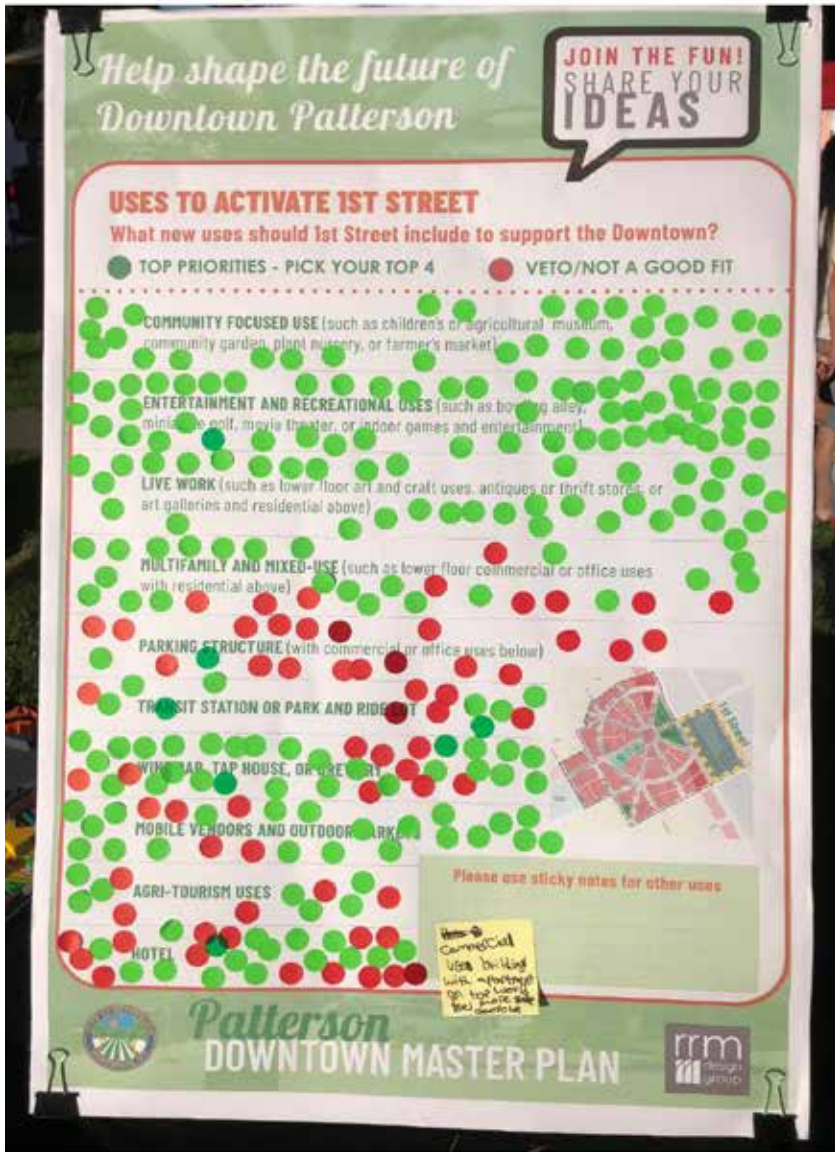
- Repair the streets
- Repair Walnut Street
- Wide sidewalks
- More bike lanes



Patterson Downtown Master Plan		
Signage and Logo Enhancements	Green Dots	Red Dots
Option 1	30	0
Option 3	8	0
Option 2	2	0

Misc Comments on the Board

Graduated colors in axis from light to dark



Patterson Downtown Master Plan

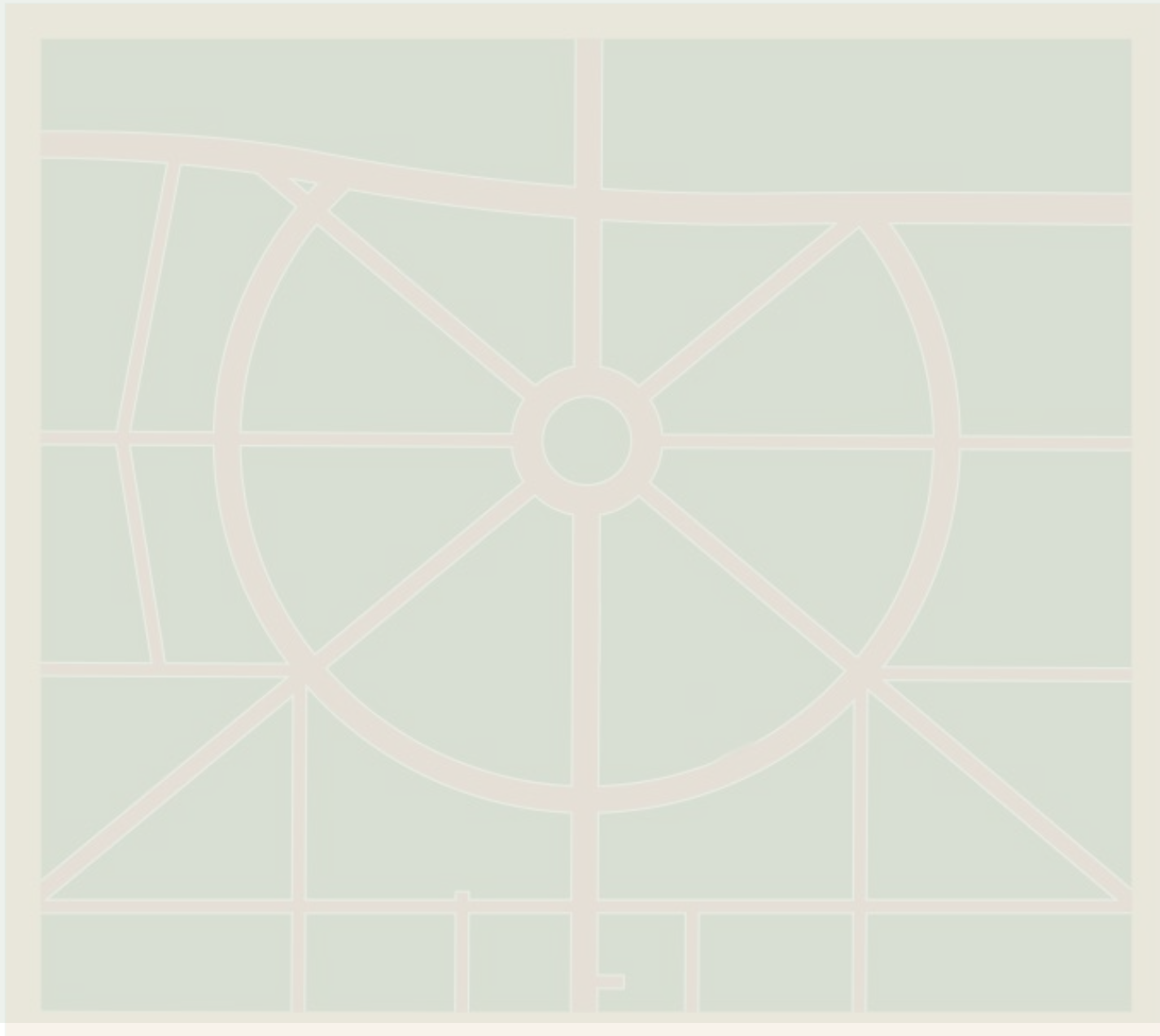
What new land uses could be added to activate 1st Street?	Green Dots	Red Dots
Entertainment and Recreational Uses	53	0
Live Work	36	0
Community Focused Use	30	0
Wine Bar, Tap House, or Brewery	27	9
Multifamily and Mixed Use	22	9
Mobile Vendors and Outdoor Parklets	21	5
Hotel	16	14
Transit Station or Park and Ride Lot	7	6
Agri-Tourism Uses	7	5
Parking Structure	2	18

Misc Comments on the Board

Commercial use building with apartment on top would feel more safe downtown



Appendix C
**Patterson Market
Conditions**





C. PATTERSON MARKET CONDITIONS

To support the process of developing a future vision for Downtown Patterson, The Natelson Dale Group, Inc. (TNDG) conducted a focused study of potential development and market demand for the next 10 years for the following land use categories:

- Retail/restaurant
- Office
- Multi-family residential (including live-work concepts)
- Mixed-use development incorporating combinations of the above land uses

In addition to generally quantifying demand for development in the Downtown, the analysis also considered qualitative issues affecting development potential and identified specific market niches or types of development that could be appropriate for the vibrant setting envisioned for the Downtown Patterson area. The complete Market Conditions Study is provided on the following pages.



PATTERSON MARKET CONDITIONS FOR RETAIL, OFFICE, AND MULTI-FAMILY HOUSING



Prepared for:
City of Patterson

September 14, 2023

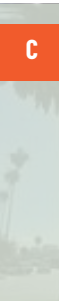
PREPARED BY:

N THE NATELSON DALE GROUP, INC.
YORBA LINDA, CA • www.natelsondale.com
O: 714.692.9596 • F: 714.692.9597

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I. Introduction and Executive Summary

With this report, The Natelson Dale Group, Inc. (TNDG) addresses a range of conditions, issues, and opportunities specific to Patterson, which together influence a strategic approach to optimize development potentials in the Downtown area. The report makes use of prior documents prepared for the City, along with data updates reflecting current conditions, including socio-economic disruptions stemming directly and indirectly from the COVID-19 pandemic. TNDG also interpreted Patterson’s opportunities in terms of its unique location with respect to the San Joaquin Valley and the Bay Area. While the focus of the report is directed to retail/service opportunities, TNDG examined other developing land uses, at a general level of analysis, that are understood to influence retail development. Industrial development, particularly, only indirectly relates to development opportunities in Downtown Patterson, and information about that use is provided in this report for context.

Patterson is one of a limited number of cities along the Interstate 5 corridor (particularly to the south of the City) that are directly accessible to it. As such it is well positioned to capture highway traveler business, and the City is also sizable enough to serve as a “central place” for other, smaller, corridor-area communities nearby. It is also far enough from the other main north-south route through the San Joaquin Valley, Highway 99, to have its own distinctive trade area. With its proximity to the I-580 corridor connecting to the Bay Area, Patterson is within reasonable commuting distance to the cities located there. Patterson has already demonstrated its attractiveness for distribution uses, offering less congested and possibly more cost-effective locations for such activities.

This document is organized into four sections:

1. Introduction and Executive Summary
2. Growth and development expectations for residential and office/industrial uses
3. Downtown development environment
4. Retail demand/supply analysis

The concluding section of the report, Strategic Recommendations, outlines potential market-based approaches to implementation of the Downtown Master Plan.

Table I-1 on the next page summarizes the current conditions and long-term demand/development opportunities in Patterson, and specifically for Downtown, by the primary land-use types addressed in this document.

TABLE I-1. SUMMARY OF LONG-TERM DEMAND/DEVELOPMENT OPPORTUNITIES IN PATTERSON AND DOWNTOWN PATTERSON: RETAIL, OFFICE, AND MULTI-FAMILY

Area	Retail	Office	Multi-family
City of Patterson			
Summary of existing conditions	City is particularly well supplied with national-chain fast food outlets along with other restaurants, general merchandise stores, auto parts stores, and gasoline stations-level shopping is located in larger neighboring cities	Primarily “service” office functions	Housing in which there are three or more units within a single structure constitute only 3.6% of units in Patterson, among the lowest percentage among cities in the region, and compared to 14% for Stanislaus County
Potential future demand 2022-2040	120,000 SF to 305,000 SF (does not include “service office” space as part of retail modeling results)	28,000 SF to 70,000 SF, for the “service office” space estimated as part of retail modeling. Additional general office could be developed.	Given recent development trends, both in Patterson and the region, TNDG projects new multi-family housing unit production to be 30% of the total in future time periods. Patterson could see an increase of approx. 3,000 households by 2040, which would be 900 multi-family units at the 30% share
Nature of projected development opportunities	Continued expansion of existing pattern of retail, with additional emphasis on expanded food service capture	Future office development is challenging to predict. WFH Trends could actually encourage office development in Patterson	The essentially unconstrained nature of housing demand implies that many different types of development opportunities are available. Work-from-home trends may tend to favor less dense housing
Downtown Patterson			
Summary of existing conditions	Hardware, pharmacy, local restaurants, miscellaneous retail, small food stores	Public and other services	None observable
Potential future demand	45,000 SF to 132,000 SF (does not include “service office” space as part of retail modeling results – see next column)	17,000 SF to 43,000 SF, for the “service office” space estimated as part of retail modeling. Some general office	If Downtown’s capture of citywide demand for future multi-family units is proportionate to its share of retail demand, that would equate to approximately 420 units by 2040. Although housing demand (especially for affordable units) will

Area	Retail	Office	Multi-family
			potentially be strong from a market perspective, it is still subject to financial feasibility constraints for individual development projects (and this is likely to especially be the case in a setting like Downtown where new development would mostly be infill projects)
Nature of projected development opportunities	Food service, potential for specialty retail catering to visitors and expanded market area; retail/restaurant development opportunities could be enhanced if opportunities exist for infill residential/mixed-use development and could also be enhanced if tied to a larger economic development initiative such as agritourism	Most likely as part of mixed-use projects or renovation of existing buildings for specific (typically owner-user) office functions; attractiveness of downtown for office uses could be enhanced by City incentives for building renovations	Housing development could potentially help support (from a financial feasibility perspective) mixed-use projects

II. Growth and development expectations for residential and office/industrial uses

In this section of the document, tabulated data vary based on data availability, so breakdowns by geography, etc. can be different for the various topics addressed.

Residential

Population gains within the region surrounding Patterson for the most recent years are shown in Table II-1. The table shows that Patterson has gained more population than nearby Newman; while Ceres, Tracy, Turlock, and Modesto have lost population.

Longer-term past trends within the region surrounding Patterson, Table II-2, indicate that high rates of growth have been occurring in cities to the north, particularly Lathrop, Manteca, and Mountain House (a Census Designated Place (CDP)), which are also projected to have strong growth through 2050. All have access to commuter rail.

In Merced County, for the period 2010-2020, Los Banos has had relatively high rates of growth, which is projected to continue.

TABLE II-1. RECENT POPULATION TRENDS

Places	Total Population (In Households)			
	2020	2021	2022	Chg 20-22
Ceres	48,533	48,548	47,990	(543)
Lathrop	26,794	28,491	31,316	4,522
Los Banos	41,674	42,688	46,472	4,798
Manteca	84,347	86,824	86,258	1,911
Modesto	215,194	216,069	214,405	(789)
Newman	11,884	11,896	12,174	290
Patterson	23,147	23,301	24,367	1,220
Tracy	95,545	98,285	94,155	(1,390)
Turlock	73,683	74,042	70,455	(3,228)

Source: CA DOF Table 1: E-5 City/County Population and Housing Estimates, 2020-2022; TNDG.

The Diablo Grande community, just outside of Patterson and planned for additional growth, may experience growth limitations due to water supply constraints.¹

¹ Wischemann, Trudy. "Priceless Water." The Sun-Gazette Newspaper, October 19, 2021. <https://thesungazette.com/article/opinion/2021/10/20/priceless-water/>.

TABLE II-2. POPULATION CHANGE TRENDS AND PROJECTIONS

Location	2010*	2015*	2020	% Chg, 10 – 20	2025	2030	2035	2040	2045	2050	% Chg, 20 – 50
Ceres	44,153	46,952	49,565	12.3%	52,651	54,361	55,890	57,759	59,869	62,093	25.3%
Lathrop	17,040	19,678	25,453	49.4%	33,203	40,955	48,472	56,164	64,142	72,347	184.2%
Los Banos	34,548	36,847	41,638	20.5%	44,785	48,634	52,349	55,990	59,565	63,218	51.8%
Manteca	64,959	72,251	84,504	30.1%	92,810	100,537	107,115	113,904	121,234	128,929	52.6%
Modesto	201,898	207,482	219,571	8.8%	229,897	235,617	240,738	246,988	254,052	261,492	19.1%
Mountain House CDP	7,496	12,916	19,804	164.2%	24,381	29,223	34,029	39,153	44,707	50,628	155.6%
Newman	9,806	10,667	11,334	15.6%	12,297	12,829	13,307	13,889	14,547	15,240	34.5%
Patterson	19,110	20,967	22,284	16.6%	25,696	27,585	29,278	31,342	33,676	36,134	62.2%
Santa Nella CDP	1,262	1,517	1,561	23.7%	1,661	1,783	1,901	2,016	2,130	2,245	43.8%
Stockton	287,377	299,722	318,257	10.7%	335,798	348,258	354,700	359,991	365,114	369,554	16.1%
Tracy	79,416	85,284	95,262	20.0%	104,938	113,446	120,361	127,165	134,179	141,232	48.3%
Turlock	67,376	70,596	75,015	11.3%	80,342	83,293	85,935	89,159	92,803	96,641	28.8%

* Population estimates were compiled from the ACS 5-Year Surveys for 2010 and 2015.

Source: U.S. Census Bureau, 2006-2010, 2011-2015 American Community Survey 5-Year Estimates; Merced County Demographic and Employment 2016 Forecast, San Joaquin Demographic and Employment 2020 Forecast, Stanislaus County Demographic and Employment 2021 Forecast, University of The Pacific; TNDG.

Housing affordability continues to be a challenge throughout California, and there is little reason to expect this to be alleviated in the foreseeable future. Patterson already has some long-distance commuters (see Figure II-1, which portrays the commute shed of workers who travel to the Bay area for their jobs), and will continue to be attractive for this market segment to the extent there are advantages in affordability with this location. Homeowners who are long-distance commuters have to weigh the cost differentials between transportation and housing, and these relationships can vary over time. The emerging practice of working from home (whether part or full-time) is obviously a major factor in this equation, and difficult to predict at this point. From the standpoint of community development, however, City officials have another reason to make Patterson a more attractive place to be (and also another justification for doing so).

For Downtown Patterson, the addition of multi-family housing could generate multiple benefits: 1) help meet an expected ongoing demand for new housing, 2) expand a type of “urban” housing that is not common in the community at present, and 3) represent the kind of expanded development option (potentially including multistory rental units in combination with commercial on the bottom floor) that helps make the Downtown viable in general and attractive for other development. Overall, housing could increase the vitality of the Downtown from the perspective of both businesses and residents, and would potentially make it a more viable/attractive investment opportunity for the development community.

Residential, Multi-family

Multi-family information for the region is described below based on two separate types of data: 1) Census housing data for the number of “units in structure,” and 2) data on number of apartments by place, compiled by a major commercial brokerage. Tables II-3 and II-4 summarize the Census data, and demonstrate that multi-family units as a percent of total housing varies considerably among cities in the region, ranging from 2.6% in Mountain House to over 23% in Stockton. For the set of Census Block Groups in and around Patterson, approximately 3.1% of units are multi-family (Table II-4). The Block Group areas are identified on Figure II-2.

TABLE II-3. RESIDENTIAL, MULTI-FAMILY FOR PATTERSON AND REGIONAL CITIES

Place	1, detached (SFR)	1, attached unit	2 units	3 or more units	3 or more as % of Total ¹
Ceres	10,599	321	98	1,950	15.0%
Lathrop	5,498	173	105	191	3.2%
Manteca	21,437	560	275	3,726	14.3%
Modesto	53,060	3,476	2,159	13,306	18.5%
Mountain House CDP	4,950	322	42	144	2.6%
Patterson	6,028	75	57	229	3.6%
Stockton	68,412	6,136	2,606	23,617	23.4%
Tracy	22,462	914	677	3,365	12.3%
Turlock	17,807	857	946	5,778	22.8%
San Joaquin County	181,875	10,990	4,823	39,246	16.6%
Stanislaus County	138,626	6,577	3,855	24,759	14.2%

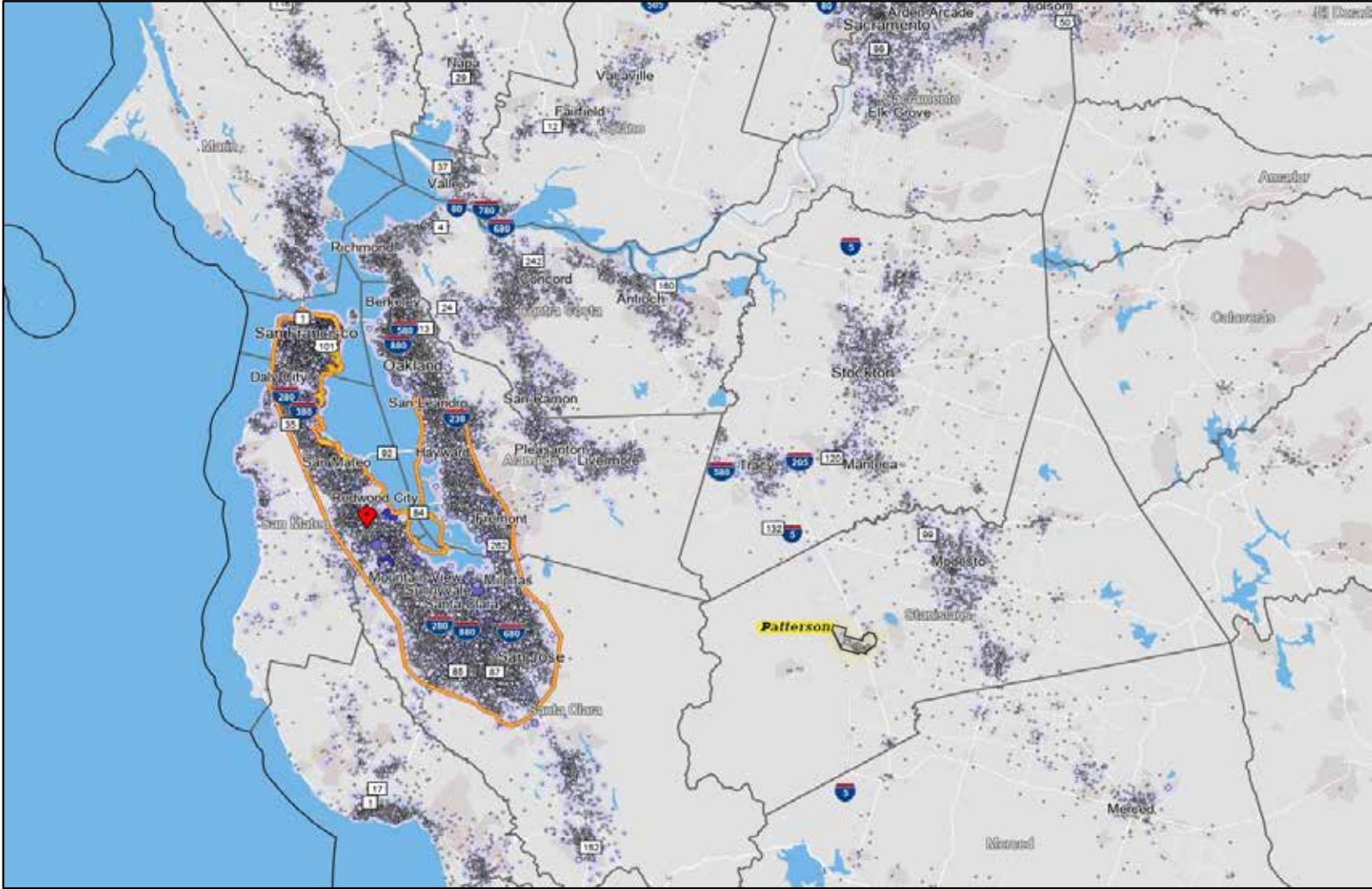
1. Manufactured Homes and other types of housing (i.e., Boat, RV, Vans, etc.) were excluded from Housing Totals. Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates; TNDG.

TABLE II-4. RESIDENTIAL, MULTI-FAMILY FOR BLOCK GROUPS IN THE VICINITY OF PATTERSON

Block Group	1, detached unit (SFR)	1, attached unit	2 units	3 or more units	3 or more as % of Total ¹
Block Group 1, Census Tract 32.01	427	0	0	0	
Block Group 2, Census Tract 32.01	385	69	0	0	
Block Group 3, Census Tract 32.01	290	0	0	0	
Block Group 4, Census Tract 32.01	129	6	17	90	
Block Group 1, Census Tract 32.03	560	0	0	0	
Block Group 2, Census Tract 32.03	848	0	0	0	
Block Group 1, Census Tract 32.04	466	0	0	45	
Block Group 2, Census Tract 32.04	275	0	40	94	
Block Group 1, Census Tract 32.05	294	0	0	0	
Block Group 2, Census Tract 32.05	1,011	0	0	0	
Block Group 1, Census Tract 32.06	885	0	0	0	
Block Group 2, Census Tract 32.06	588	0	0	0	
Block Group 2, Census Tract 33	563	98	0	0	
Block Group 3, Census Tract 33	306	0	0	0	
Total Block Groups	7,027	173	57	229	3.1%

1. Manufactured Homes and other types of housing (i.e., Boat, RV, Vans, etc.) were excluded from Housing Totals. Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates; TNDG.

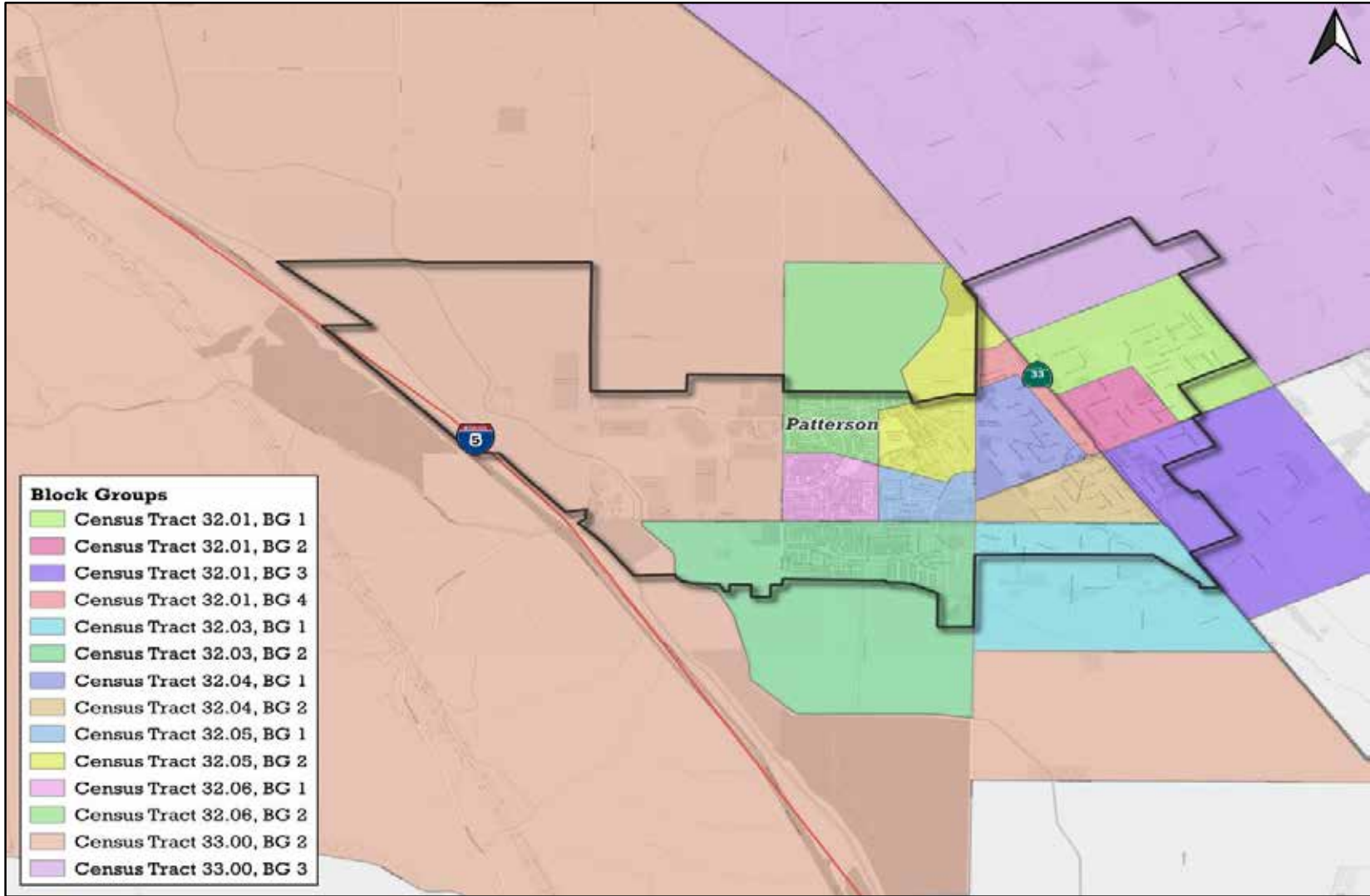
FIGURE II-1. RESIDENT WORKERS COMMUTING TO BAY AREA



Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) program, 2019; TNDG.

Patterson Market Conditions for Retail, Office, and Multi-family Housing
City of Patterson

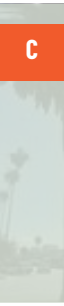
FIGURE II-2. CENSUS BLOCK GROUP AREAS IN THE VICINITY OF PATTERSON



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates; TNDG.

Patterson Market Conditions for Retail, Office, and Multi-family Housing

City of Patterson

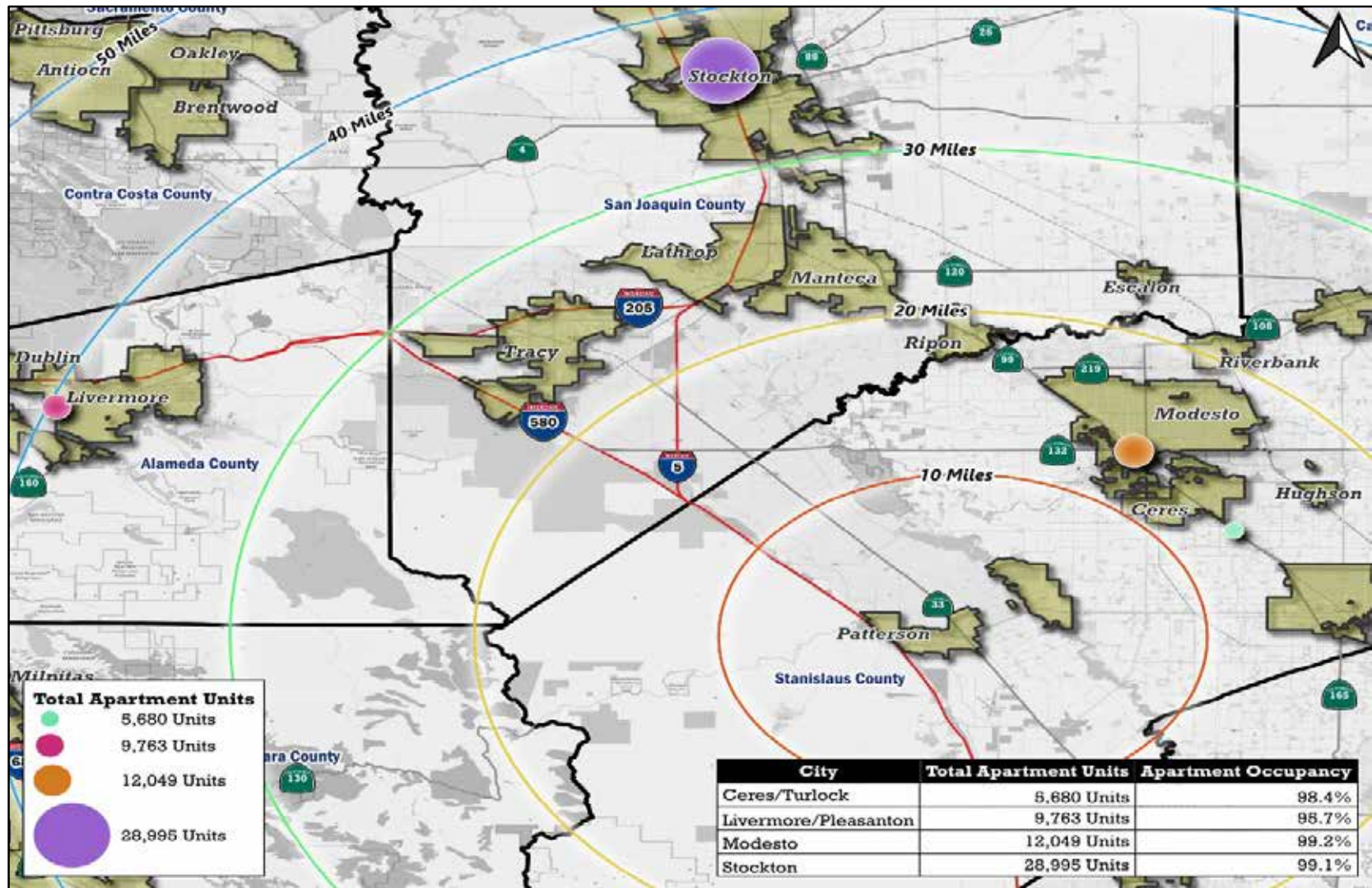


TNDG produced a series of maps, below, using data compiled by commercial real estate brokerage firms that show patterns of the volume of apartment, office, and industrial development for Patterson (depending on data availability) and the surrounding region. The maps help “visually calibrate” development potential for these three uses in Patterson. That is, by showing graphically the extent to which these uses are distributed now in the Patterson area gives some indication of how those patterns might influence future development in Patterson.

Figure II-3 shows the distribution of apartment units for cities around Patterson for which such data are available. The data on the map table also demonstrate that vacancies in the region are extremely low, which generally indicates that supply is not keeping up with demand.

In Patterson’s primary master-planned communities, 40% of units approved as of June 2021 for the Village of Patterson were multi-family units. Within the Zacharias Master Plan, high-density residential units were slightly more than 10% of the total units planned.

FIGURE II-3. PATTERSON-AREA APARTMENT UNITS



Source: Colliers Northern California Multi-family Market Report, Winter 2021; TNDG.

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Office and Industrial

Figure II-4 shows the distribution of general office development for the cities around Patterson. While offices in Patterson would not generally be considered a likely development prospect, at least in the near-term given the lack of such activity at present, a considerable amount of office space already exists in the region, and vacancy figures for the six cities documented shows that overall vacancy levels are generally low (compared to the office category generally), including for Class A office space.

The office market in California and many other places is especially challenged at this time because of the emerging practice of workers preferring to work from home, which was spurred by the pandemic but is influenced by other perceived advantages gaining greater recognition among workers.

Based on the above regional/global conditions and Patterson’s limited historic capture of office demand, future opportunities for office development in Downtown Patterson are likely to be very modest. For planning purposes, this study projects that the Downtown might capture 17,000 square feet to 43,000 square feet of new office uses, and it is likely that much of this demand would be fulfilled in “storefront” settings (i.e., mixed in with retail/restaurant/service uses rather than in stand-alone office buildings).

Figure II-5 shows industrial space development for Patterson and surrounding cities. Note that this graphic includes representations of both the volume of industrial space and the population of the city. The intent of this imaging concept is to highlight the contrast between size of city and extent of industrial development. Note that populations are relatively small and industrial activity relatively large for Patterson, Ceres, Tracy, and Lathrop.

Industrial development potential in Patterson has the advantage of I-5 Frontage and State Route 33/Union Pacific Route Frontage, and the Las Palmas Ave Connection to Turlock.

Additional office and industrial development is planned for Patterson. At the Village of Patterson, approximately 725,000 SF of commercial/office/light industrial uses is planned. The Zacharias Master Plan includes almost 7,000,000 SF of industrial space, 350,000 SF of general commercial space, and over 500,000 SF of mixed-use commercial space.

Crows Landing, a Stanislaus County initiative, is planned to be a major location for distribution and other business park uses. The project (1,528 Acres) has the potential, per the County, to add over 15,000 new local jobs upon being fully developed. Patterson and the County could potentially work hand-in-hand on the planning, marketing, and other steps to implement this project, which could be complementary to industrial-type development in Patterson, rather than competitive. Based on what is readily observable, there is little indication (reviewing various sources including Crows Landing Industrial Business Park and Airfield web pages²) that any concerted efforts are being made to advance this project.

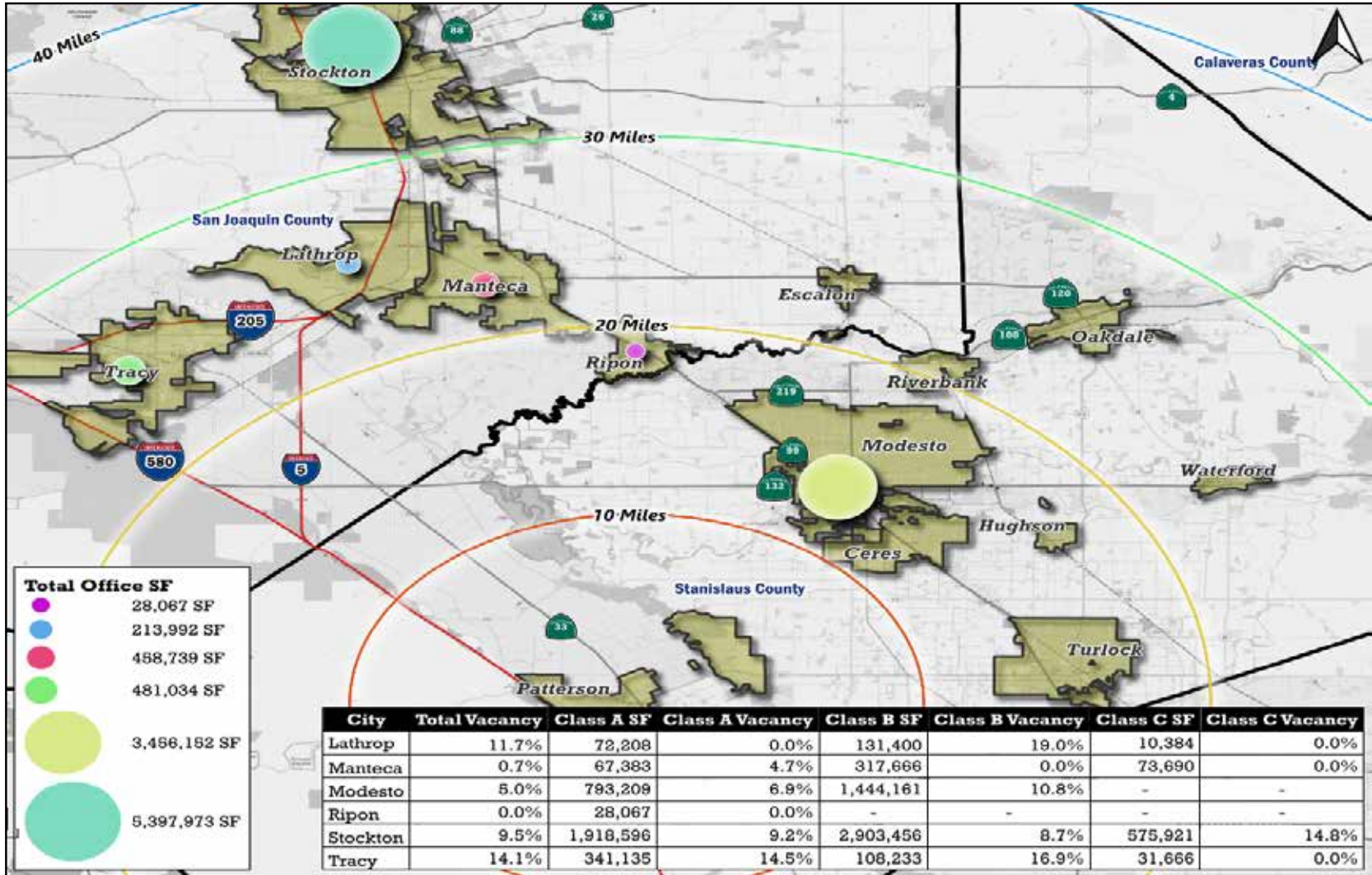
Table II-5, Employment Trends and Projections, gives some indication of the prospects for future development of employment-type space in Patterson and the surrounding cities. Employment in Patterson is projected to increase by 44% for the 2020-2050 time period. Rates of increase in the eight other communities shown range from 24% to over 60%, for this period.

² <https://www.crowsbizpark.biz/index.shtm>

For the current industrial-use area that is part of the Downtown study area, projected increases in employment support the potential for currently underutilized buildings to be redeveloped, but this potential needs to be viewed in relation to current competitive industrial development areas in and around the city, as described above. These other areas (outside the Downtown) would likely have the advantage of a simpler development path and also the image of a newer development setting. Moreover, heavy industrial uses are generally not conducive to the type of visitor-friendly setting envisioned for the Downtown. In this regard, it is recommended that the City consider rezoning the existing heavy industrial use on First Street to light industrial (allowing for such uses as agritourism, a public market or commercial recreational facilities, for example). This zone change would potentially facilitate transitioning of this property to uses that would more directly support Downtown revitalization.

While heavy industrial would not be an ideal use in the Downtown study area itself, an attractive Downtown area could materially add to the appeal of the industrial properties close by.

FIGURE II-4. PATTERSON-AREA OFFICE DEVELOPMENT

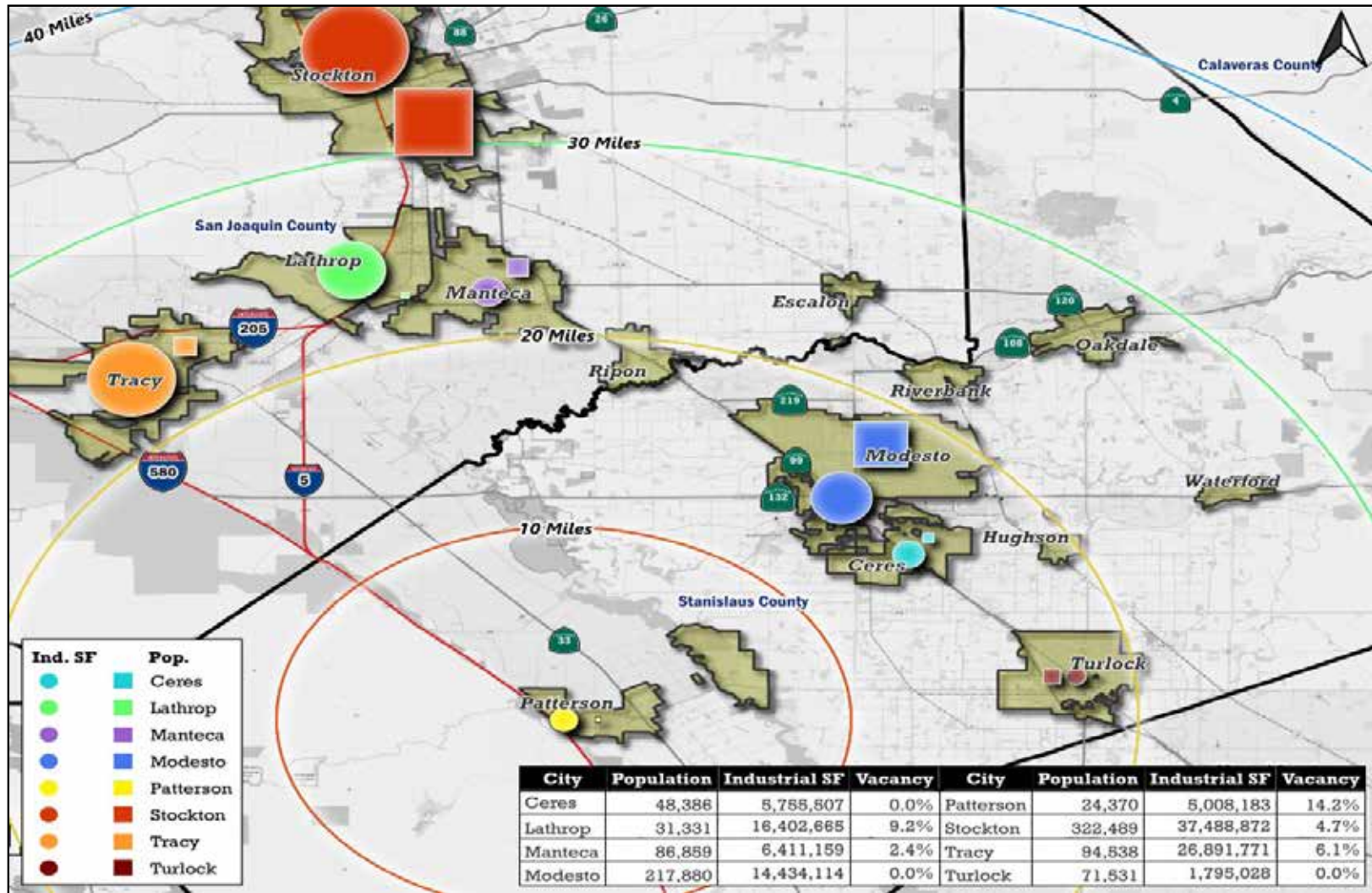


Source: Colliers San Joaquin County Q1 2022 Office Market Report; CBRE Central Valley Q1 2022 Office Market Report; TNDG.

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FIGURE II-5. PATTERSON-AREA INDUSTRIAL DEVELOPMENT



Source: CBRE Central Valley Q1 2022 Industrial Market Report; TNDG.

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 City of Patterson

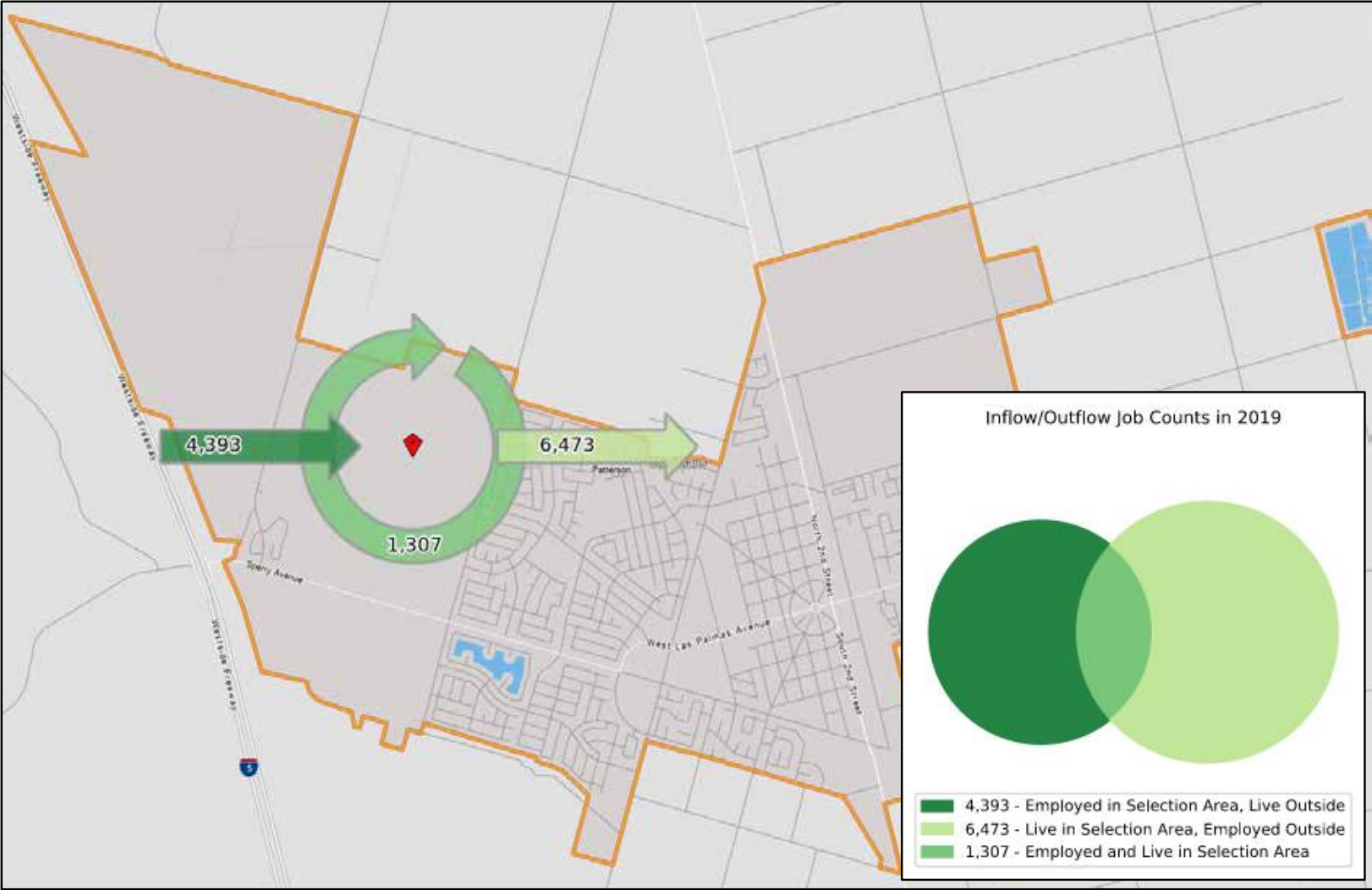
Typical of most smaller cities, a substantial majority of resident workers in Patterson work outside the City, as Figure II-6 shows. A smaller but still sizable number of workers commute *into* the City for jobs, and the group of resident workers who both live and work in Patterson is a relatively small component of the total.

TABLE II-5. EMPLOYMENT TRENDS AND PROJECTIONS

Location	2010	2015	2020	2025	2030	2035	2040	2045	2050	% Chg, 20-50
Ceres	14,058	15,741	15,384	18,325	18,804	19,336	20,067	20,876	21,847	42.0%
Lathrop		7,786	8,881	10,783	11,350	11,636	12,479	13,388	14,325	61.3%
Manteca		21,280	21,103	24,077	24,266	25,139	26,273	27,604	29,099	37.9%
Modesto	90,756	102,836	105,365	115,528	118,361	121,015	124,258	127,228	130,490	23.8%
Mountain House CDP		368	383	788	1,349	1,803	2,035	2,286	2,567	597.6%
Patterson	5,168	5,861	6,673	7,737	8,030	8,314	8,718	9,112	9,606	44.0%
Stockton		149,802	157,422	175,080	179,253	182,471	187,520	193,373	200,024	27.1%
Tracy		27,757	31,698	39,227	41,254	41,790	43,533	45,648	48,029	51.5%
Turlock	30,126	33,979	33,001	38,430	38,828	39,387	40,259	41,243	42,395	28.5%

Source: Merced County Demographic and Employment 2016 Forecast, San Joaquin Demographic and Employment 2020 Forecast, Stanislaus County Demographic and Employment 2021 Forecast, University of The Pacific; TNDG.

FIGURE II-6. PATTERSON COMMUTING



Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) program; TNDG.

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According to the Figure II-6 data source, Patterson has about 25% fewer jobs within the city than workers who reside there. Workers employed within Patterson have somewhat different characteristics in comparison to Patterson’s resident workers (and these differences must be viewed recognizing that the two groups have some overlap). Table II-6 summarizes these differences for the worker characteristics listed, which were selected based on there being a noticeable contrast between the two groups. Observations for Stanislaus County are included for context. The table also shows, for the set of economic sectors listed, how the “economic base” (jobs in the city by economic sector) of Patterson differs from the pattern of economic sectors in which resident workers are employed.

TABLE II-6. DIFFERENCES IN RESIDENT WORKER CHARACTERISTICS

Selected worker characteristic	Worker characteristic, in comparison to Patterson resident workers	
	The workforce working in Patterson	The workforce working in Stanislaus County
Age 29 or younger	Higher percentage in this (youngest) age group	Similar to Patterson
Earning more than \$3,333 per month	Smaller percentage in this (highest) category	Similar to Patterson
Ethnicity: Hispanic/Latino	Smaller percentage	Smaller percentage than Patterson-based workers
Percentage employed in selected economic sectors shown below		
Agriculture, Forestry, Fishing and Hunting	Much smaller percentage	Similar to Patterson
Manufacturing	Much smaller percentage	Higher percentage than Patterson
Transportation and Warehousing	Higher percentage by a factor of over 4	Lower percentage than Patterson
Professional, Scientific, and Technical Services	Much smaller percentage	A little lower than Patterson
Health Care and Social Assistance	Smaller percentage	Higher percentage than Patterson

Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) program, 2019; TNDG.

Employment growth in Patterson will continue to expand the market base for retail activity, regardless of whether the workers reside locally or not.

Other land use types, including live-work, mixed-use, and hotel

Residential, Mixed-Use

Development plans for the City of Patterson’s Zacharias & Baldwin Ranch Master Plan (2021) include 285 units of mixed-use residential (along with the 500,000 SF of mixed-use commercial space, as noted in a previous section).³ The designation is intended to coincide with the Town Center area within the Zacharias & Baldwin Ranch Master Plan (Plan page 42).

According to a June 14, 2022, article posted by RentCafe.com, “apartments in “live-work-play” [mixed use] buildings are rapidly rising in popularity, quadrupling in number compared to 10 years ago, from 10,000 to 43,000 apartments per year.” This activity is concentrated in a few cities, according to the article, particularly Manhattan. However, Los Angeles ranks #1 in terms of projects of this type planned for the future, with 17,600 apartments slated for future mixed-use projects. (This is partly a function of the City’s proactive legislation encouraging this type of activity, particularly in the category of adaptive reuse of existing structures.)

Units that are specifically designed to have both living and working spaces integrated within single ownership (live-work) are relatively rare across the US, including California.

As part of the work-from-home (WFH) trend, homebuilders may choose to alter the designs of their products to better meet the needs of this group, but TNDG has yet to identify clear trends in this regard. Homebuilders are facing the same uncertainty as employers, workers, city officials, etc. as to the longer-term nature of WFH.

Regardless of how these trends play out, they represent, in the interim and at the least, a potential market segment that would encourage homebuilders to be attracted to Patterson, and also possibly to Downtown as part of the formula for Downtown enhancement.

Hotel

This section describes certain aspects of hotel development potential in Patterson and the Downtown, presented as a summary review given that a detailed hotel market analysis is beyond the scope of this study. Key points of this summary are the following:

- Hotel development, and interest in future development, is a fairly recent occurrence in Patterson. Of two existing hotels in the city, one was built in 2020. Both are relatively close to I-5. Two additional hotels are planned in the City, with at least one of these on hold potentially into 2025, which is presumably a result of contractions in travel activity due to the pandemic.
- The surrounding Stockton/Modesto hotel submarket region⁴, which overall includes 120 hotel properties and approximately 8,500 rooms, is an active area for hotel development, with approximately 370 rooms (spread across several projects) currently under construction as of late

³ The Master Plan defines the mixed-use designation as follows: “For the Mixed-Use designation, there is flexibility to provide commercial and/or high-density residential uses, as long as active ground-floor uses are provided in key mixed use core areas” (page 2).

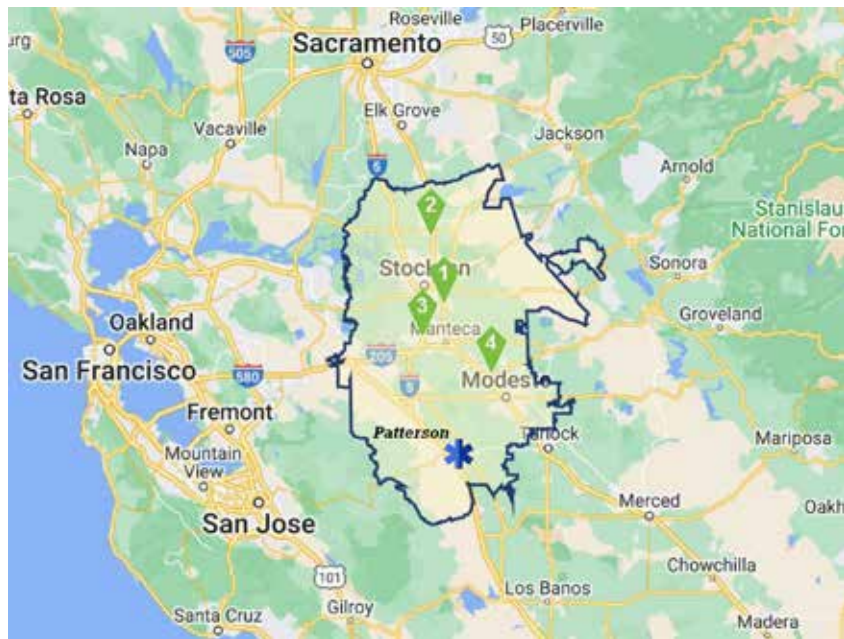
⁴ Regional/submarket data pertain to an area defined by the data provider, CoStar, as the Stockton/Modesto Submarket. See Figure II-7.

2022 (See Figure II-7, which shows the submarket region boundary and also the location of projects under construction there.) The region is characterized by relatively small, economy-focused hotels. The 12-month average RevPAR (revenue per available room) in the region was at an “exceptionally strong” 12.9% annual rate, according to CoStar.

As of the date of the data compiled for this report (late 2022), demand for hotel rooms in the region was expected to start recovering from pandemic downturns early in 2023, with hotel occupancy continuing to decline into 2023 before returning to current levels (high 60s to 70%) in the latter part of 2023.

- As mentioned elsewhere in this document, Patterson is well positioned to capture business from travelers on Interstate 5, and this includes traveler accommodations. While hotel patrons consist of multiple segments including tourists and business travelers, “through” tourists on I-5 are likely to make up the majority of hotel patrons in Patterson. Estimating the size and other details of this segment relative to the City, including the potential for hotel development to take place in Downtown, would generally require a fairly detailed analysis.

FIGURE II-7. STOCKTON/MODESTO HOTEL SUBMARKET REGION (COSTAR DESIGNATION)



Source of map: CoStar, *Stockton/Modesto Hospitality Submarket Report*, prepared by CoStar for TNDG; map minimally edited by TNDG.

III. Downtown development environment

Previous analytical work

TNDG carefully reviewed the *Demographic Marketing Report & Retail Gap Analysis* prepared for the City by Derrigo Studies in 2020. This detailed report was a useful data resource both for retail uses, including retail leakage, and other development activity in the City. Also, TNDG essentially adopted Derrigo’s delineation of a primary retail trade area.

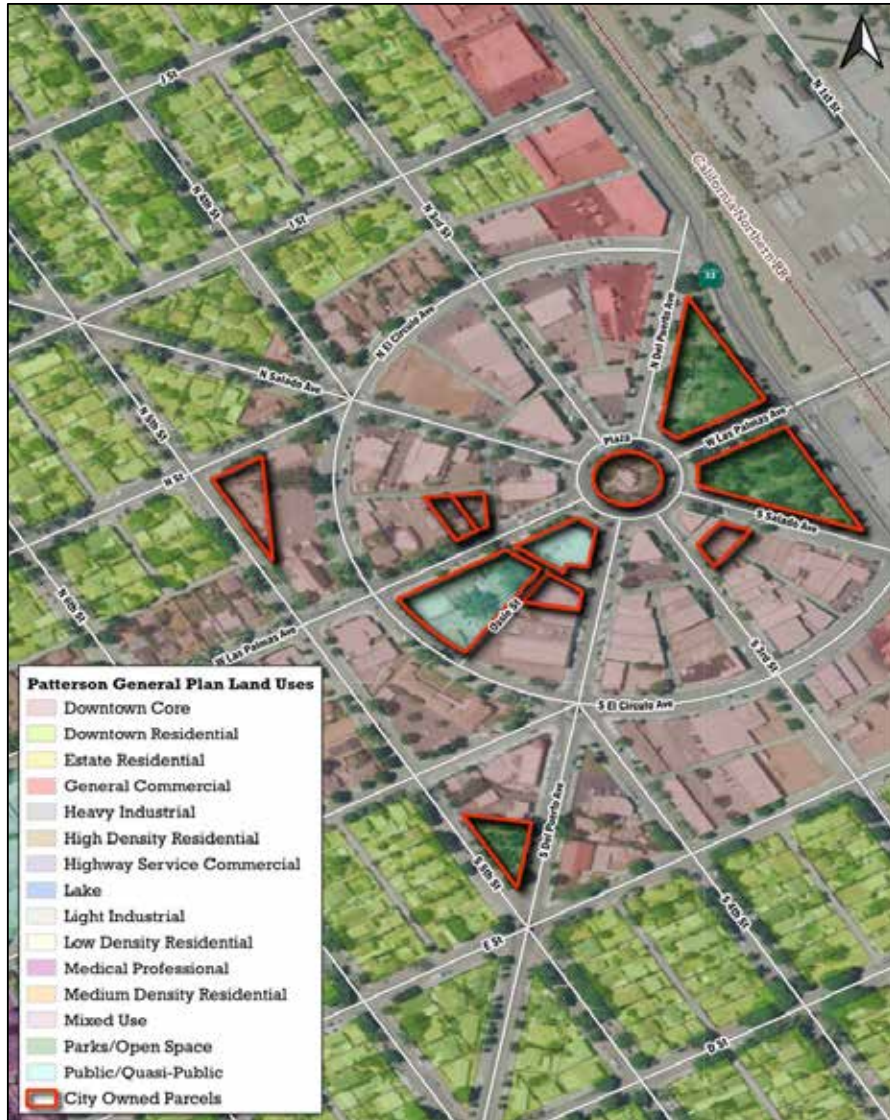
Historic setting and current challenges

The Downtown area (see Figure III-1) has multiple disadvantageous conditions, including a street layout – while potentially offering interesting placemaking opportunities – that creates challenges for efficient vehicular and pedestrian circulation.

The entrance to the Downtown area is opposite from what would best serve visitors coming off Interstate 5. The current mix of uses Downtown is not necessarily conducive to generating a “critical mass” of complementary, synergistic activities. Downtown Patterson has many smaller properties interspersed with street rights-of-way that increase the challenge of assembling properties, and take other steps, to accomplish objectives such as creating meaningful live/work/commerce space Downtown. Downtown could perhaps benefit by closing some of the “spokes” streets.

One challenge in attracting events and pedestrian-activated spaces for local shopping and street vendors is finding available on-street and off-street parking Downtown and nearby. The narrow sidewalks, lack of bike lanes, and lack of pedestrian-friendly streets are also problematic. A similar consideration has to do with how far people are willing to walk to visit Downtown businesses and gather for event-driven business activity. The railroad interrupts access by businesses and residents east of the tracks.

FIGURE III-1. PATTERSON DOWNTOWN



Source: City of Patterson; Stanislaus County Assessor; TNDG.

Patterson Market Conditions for Retail, Office, and Multi-family Housing
City of Patterson

Overview of approach to analysis in this study

TNDG’s analysis is intended to support crafting an “actionable vision” for the Downtown Master Plan. TNDG anticipates that results of this study will help define land use policies that: (a) effectively encourage desired development; and (b) strategically target reuse/intensification of underutilized parcels. To accomplish this, TNDG’s study assessed (at varying levels of detail) potential market demand for the following land use categories, over the next 20 or more years:

- Retail/restaurant
- Office (both general office and “services offices” of the type typically found interspersed with retail/restaurant uses in shopping centers)
- Multi-family residential (including live-work concepts)
- Mixed-use development incorporating combinations of the above land uses

The market demand projections in the following section reflect key economic characteristics of the trade area:

- Existing and projected demographic profile of primary and secondary market area residents
- Characteristics of regional daytime employee population
- Existing and planned land use mix
- Broad commercial vacancy levels and trends
- Estimates of existing capture/leakage rates in each major retail sales category
- A forecast of future development demand (expressed in square footages of supportable retail space), in the City and in Downtown
- Recent development investment in and around the plan area
- Available opportunity sites for future “catalyst” development projects

TNDG’s retail demand analysis is fully documented in Appendix A.

In addition to generally quantifying demand for development in the Downtown, the analysis also considers *qualitative* issues affecting development potentials. This includes identifying the specific market niches or types of development (in terms of density, market orientation, etc.) that would be appropriate for the vibrant setting envisioned for the Downtown area. (These considerations will be primarily recognized in subsequent phases of this assignment.)

Patterson Market Conditions for Retail, Office, and Multi-family Housing
City of Patterson

IV. Retail demand/supply analysis

Demand for retail goods and services that is generated by residents of the two market areas defined for this analysis is a function of four variables: existing and projected population, income levels, and the portion of income allocated toward retail expenditures. The population figures for the Primary and Secondary Market Areas (PMA and SMA, respectively) are based on data from Esri and population projection reports prepared for Stanislaus and Merced Counties (as well as Census and additional data used to help calibrate the primary data sources).

Table IV-1 provides population, per capita incomes, estimated total income, and potential retail expenditures for residents of the market areas for 2022 through 2045. Per capita income levels, for this portion of the analysis, remain static. The allocation of those available dollars to retail goods varies depending on the relative affluence of the community. For this analysis, the factor of 32.3% was applied to total income in both market areas.⁵ Note that figures for market areas are not summed, because the two market areas are treated very differently in the analysis model in terms of their effect on total demand. Based on these income levels and the growth in population, the potential annual retail sales within the Primary Market Area are expected to increase from \$491.4 million in 2022 to \$635.7 million in 2045, a 29% increase.

TABLE IV-1. POPULATION, INCOME, AND RETAIL SALES PROJECTIONS (2022-2045), REGIONAL RETAIL TRADE AREA

Category	Year					
	2022	2025	2030	2035	2040	2045
Population						
Primary Market Area (PMA)	55,733	58,940	62,147	64,911	68,339	72,099
Secondary Market Area (SMA)	440,389	453,136	464,903	475,438	488,297	502,829
Total Population	496,122	512,075	527,050	540,349	556,636	574,928
Per Capita Income Projections						
Primary Market Area (PMA)	\$27,254	\$27,254	\$27,254	\$27,254	\$27,254	\$27,254
Secondary Market Area (SMA)	\$29,490	\$29,490	\$29,490	\$29,190	\$29,490	\$29,490
Total Income (\$1000s)						
Primary Market Area (PMA)	\$1,518,965	\$1,606,366	\$1,693,766	\$1,769,112	\$1,862,540	\$1,965,010
Secondary Market Area (SMA)	\$12,987,110	\$13,363,007	\$13,710,024	\$14,020,710	\$14,399,920	\$14,828,460
Total Income	\$14,506,074	\$14,969,373	\$15,403,790	\$15,789,822	\$16,262,461	\$16,793,471
Potential Retail Sales¹ (\$1000s)						
Primary Market Area (PMA)	\$491,377	\$519,650	\$547,924	\$572,298	\$602,521	\$635,670
Secondary Market Area (SMA)	\$4,201,257	\$4,322,857	\$4,435,115	\$4,535,621	\$4,658,293	\$4,796,923
Total Potential Retail Sales	\$4,692,633	\$4,842,508	\$4,983,039	\$5,107,918	\$5,260,814	\$5,432,593

1. Calculated as 32.3% of income for PMA, 32.3% for SMA
Source: Esri; County-specific population reports, TNDG.

Total demand was allocated to the PMA and SMA areas using capture-rate factors that ranged from 1% to 100%. Table IV-2 shows the breakdown of projected retail sales by major category based on the Primary Market Area.

⁵ This factor is based on data from the National Consumer Expenditure Survey (published by the Bureau of Labor Statistics) for households with comparable income levels to those in the market areas.

TABLE IV-2. POTENTIAL CAPTURE OF MARKET AREA DEMAND FOR RETAIL SALES, PRIMARY MARKET AREA

Patterson Retail Trade Area - Primary Market Area (per Esri) (In thousands of constant dollars)						
Retail Category	2022	2025	2030	2035	2040	2045
Shopper Goods:						
Clothing and Clothing Accessories	\$4,054	\$4,287	\$4,520	\$4,721	\$4,971	\$5,244
General Merchandise	\$43,118	\$45,599	\$48,080	\$50,219	\$52,871	\$55,780
Home Furnishings and Appliances	\$7,862	\$8,314	\$8,767	\$9,157	\$9,640	\$10,171
Specialty/Other	\$59,088	\$62,488	\$65,888	\$68,819	\$72,453	\$76,439
Subtotal	\$114,122	\$120,689	\$127,255	\$132,916	\$139,936	\$147,634
Convenience Goods:						
Food and Beverage	\$71,250	\$75,349	\$79,449	\$82,983	\$87,366	\$92,172
Food Service and Drinking	\$49,138	\$51,965	\$54,792	\$57,230	\$60,252	\$63,567
Subtotal	\$120,387	\$127,314	\$134,241	\$140,213	\$147,618	\$155,739
Heavy Commercial Goods:						
Bldg. Matrl. and Garden Equip. and Supplies	\$39,310	\$41,572	\$43,834	\$45,784	\$48,202	\$50,854
Motor Vehicle and Parts Dealers	\$17,690	\$18,707	\$19,725	\$20,603	\$21,691	\$22,884
Gasoline Stations	\$39,310	\$41,572	\$43,834	\$45,784	\$48,202	\$50,854
Subtotal	\$96,310	\$101,851	\$107,393	\$112,170	\$118,094	\$124,591
Total	\$330,819	\$349,855	\$368,890	\$385,299	\$405,647	\$427,965

Source: TNDG.

Table IV-3 shows the breakdown of projected retail sales by major category based on the Secondary Market Area.

TABLE IV-3. POTENTIAL CAPTURE OF MARKET AREA DEMAND FOR RETAIL SALES, SECONDARY MARKET AREA

Patterson Retail Trade Area - Secondary Market Area (per Esri) (In thousands of constant dollars)						
Retail Category	2022	2025	2030	2035	2040	2045
Shopper Goods:						
Clothing and Clothing Accessories	\$0	\$0	\$0	\$0	\$0	\$0
General Merchandise	\$28,358	\$29,179	\$29,937	\$30,615	\$31,443	\$32,379
Home Furnishings and Appliances	\$0	\$0	\$0	\$0	\$0	\$0
Specialty/Other	\$15,545	\$15,995	\$16,410	\$16,782	\$17,236	\$17,749
Subtotal	\$43,903	\$45,174	\$46,347	\$47,397	\$48,679	\$50,128
Convenience Goods:						
Food and Beverage	\$6,092	\$6,268	\$6,431	\$6,577	\$6,755	\$6,956
Food Service and Drinking	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal	\$6,092	\$6,268	\$6,431	\$6,577	\$6,755	\$6,956
Heavy Commercial Goods:						
Bldg. Matrl. and Garden Equip. and Supplies	\$20,166	\$20,750	\$21,289	\$21,771	\$22,360	\$23,025
Motor Vehicle and Parts Dealers	\$37,811	\$38,906	\$39,916	\$40,821	\$41,925	\$43,172
Gasoline Stations	\$23,527	\$24,208	\$24,837	\$25,399	\$26,086	\$26,863
Subtotal	\$81,504	\$83,863	\$86,041	\$87,991	\$90,371	\$93,060
Total	\$131,499	\$135,305	\$138,819	\$141,965	\$145,805	\$150,144

Source: TNDG.

Because of Patterson’s location along I-5, certain types of goods will be noticeably influenced by visitor spending. The retail categories analyzed in the model are shown in Table IV-4 below along with a factor applied to the analysis, in which those factors greater than one represent a percentage increase (applied to what the model estimates for the PMA and SMA demand) in Patterson’s capture of that retail category, based on visitors.

TABLE IV-4. “EXTRA” CONTRIBUTION TO DEMAND, FROM VISITORS

Retail Category	Factor
<i>Shopper Goods:</i>	
Clothing and Clothing Accessories	1.00
General Merchandise	1.00
Home Furnishings and Appliances	1.00
Specialty/Other	1.00
<i>Convenience Goods:</i>	
Food and Beverage	1.20
Food Service and Drinking	1.10
<i>Heavy Commercial Goods:</i>	
Bldg. Matrl. and Garden Equip. and Supplies	1.00
Motor Vehicle and Parts Dealers	1.50
Gasoline Stations	1.50

Source: TNDG.

Within this analysis, projected sales demand by retail category is compared to actual sales based on data from the State Board of Equalization. For those cases in which projected demand noticeably exceeds existing sales in a particular category, the potential exists for developing additional space. Table IV-5 shows net new potential retail sales in Patterson, based on that comparison.

TABLE IV-5. NET NEW POTENTIAL RETAIL SALES (BASED ON COMPARISON WITH 2022 EXISTING SALES)

Patterson Primary Trade Area (In thousands of constant dollars)						
Retail Category	2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	\$3,584	\$3,817	\$4,050	\$4,251	\$4,501	\$4,774
General Merchandise	\$24,641	\$31,793	\$38,847	\$44,967	\$52,535	\$60,879
Home Furnishings and Appliances	\$2,386	\$2,838	\$3,290	\$3,680	\$4,164	\$4,694
Subtotal	\$30,611	\$38,448	\$46,187	\$52,899	\$61,200	\$70,347
<i>Convenience Goods:</i>						
Food and Beverage	\$0	\$501	\$5,616	\$10,032	\$15,504	\$21,513
Food Service and Drinking	\$3,891	\$7,001	\$10,111	\$12,792	\$16,117	\$19,763
Subtotal	\$3,891	\$7,502	\$15,727	\$22,824	\$31,621	\$41,276
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	\$4,702	\$7,548	\$7,548	\$10,349	\$15,788	\$19,105
Motor Vehicle and Parts Dealers	\$10,328	\$13,496	\$13,496	\$16,538	\$22,500	\$26,161
Gasoline Stations	\$0	\$0	\$0	\$0	\$0	\$2,566
Subtotal	\$15,030	\$21,044	\$21,044	\$26,887	\$38,287	\$47,832
Total	\$49,532	\$66,994	\$88,801	\$107,715	\$131,108	\$159,455

Source: TNDG.

The final step in the retail demand analysis is to translate the dollar volumes of projected retail demand into supportable square footages of retail space. The level of retail sales by type of retail good, on a per-square-foot basis, needed to support new retail development is used as input to the model, with those figures based on various industry sources, including typical sales-per-square-foot data from representative stores in each retail category, and TNDG’s experience.

Tables IV-6 and IV-7, which show net demand for retail space for the years shown, were generated by applying the sales-per-square-foot figures to the potential new sales figures, by retail category. The supportable square footages for retail stores have been increased by 25 percent in this model to account for personal and business services space appropriate for shopping center settings.⁶

Table IV-6 shows the space demand for Patterson as a whole, while Table IV-7 translates these tables figures to TNDG’s estimate of what the Downtown area could be expected to capture.

⁶ This factor is based on an analysis of historic data from the ULI’s *Dollar & Cents of Shopping Centers: 2006* publication and a review of a proprietary database of shopping center information in a major metropolitan area. Depending on the shopping center format, the percent of total services space usually ranges from 5% to 30%. For neighborhood shopping facilities, services space typically accounts for 20 to 25% of total shopping center space.

TABLE IV-6. NET DEMAND FOR RETAIL SPACE AT YEAR SHOWN

Patterson Primary Trade Area (Expressed in Square Feet)						
Retail Category	2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>						
*GAFO	87,459	109,851	131,964	51,139	174,857	200,992
<i>Convenience Goods:</i>						
Food and Beverage	0	835	9,360	16,720	25,840	35,855
Food Service and Drinking	6,485	11,669	16,852	21,321	26,862	32,939
Subtotal	6,485	12,503	26,212	38,040	52,702	68,794
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	14,468	23,224	31,842	39,326	48,577	58,784
Automotive Parts*	4,647	6,073	7,442	8,645	10,125	11,772
Gasoline Stations	N/A	N/A	N/A	N/A	N/A	N/A
Subtotal	19,116	29,297	39,284	47,971	58,702	70,557
Services Space as % of Retail, @ 25%	28,265	37,913	49,365	59,287	71,565	85,086
Allowance for standard vacancy @ 5%	7,438	9,977	12,991	15,602	18,833	22,391
Total	148,763	199,541	259,816	312,039	376,659	447,820

*GAFO: General Merchandise, Apparel, Furniture/Appliances, Other/Specialty

** Assumes that automotive parts stores account for 95 of sales in overall Automotive group category (based on statewide average).

Source: TNDG.

Pattern of existing retail

According to the Derrigo report, Patterson is well supplied with national-chain fast food outlets along with other restaurants, general merchandise stores including a Walmart Supercenter, auto parts stores, and gasoline stations, including a Flying J Travel Center. This retail profile is consistent with Patterson’s location and relatively strong competitive position with respect to Interstate 5. The comparison of demand projections to existing sales, detailed in the retail demand model tables, generally bear out this observation – sales of gasoline, particularly, well exceed what would be expected from local demand. Patterson is also strong in establishments and sales for the Building Materials retail sector.

Additional highway-oriented retail is also planned for areas in Patterson with Interstate 5 frontage.

Major shopping centers in the region surrounding Patterson are shown on Figure IV-1. Additional detail on these shopping centers is provided on Table IV-8. As one would expect, these shopping centers are clustered within cities that are centers of population.

TABLE IV-7. DOWNTOWN – POTENTIAL CAPTURE OF NET DEMAND FOR RETAIL SPACE, TOTAL FOR YEAR SHOWN

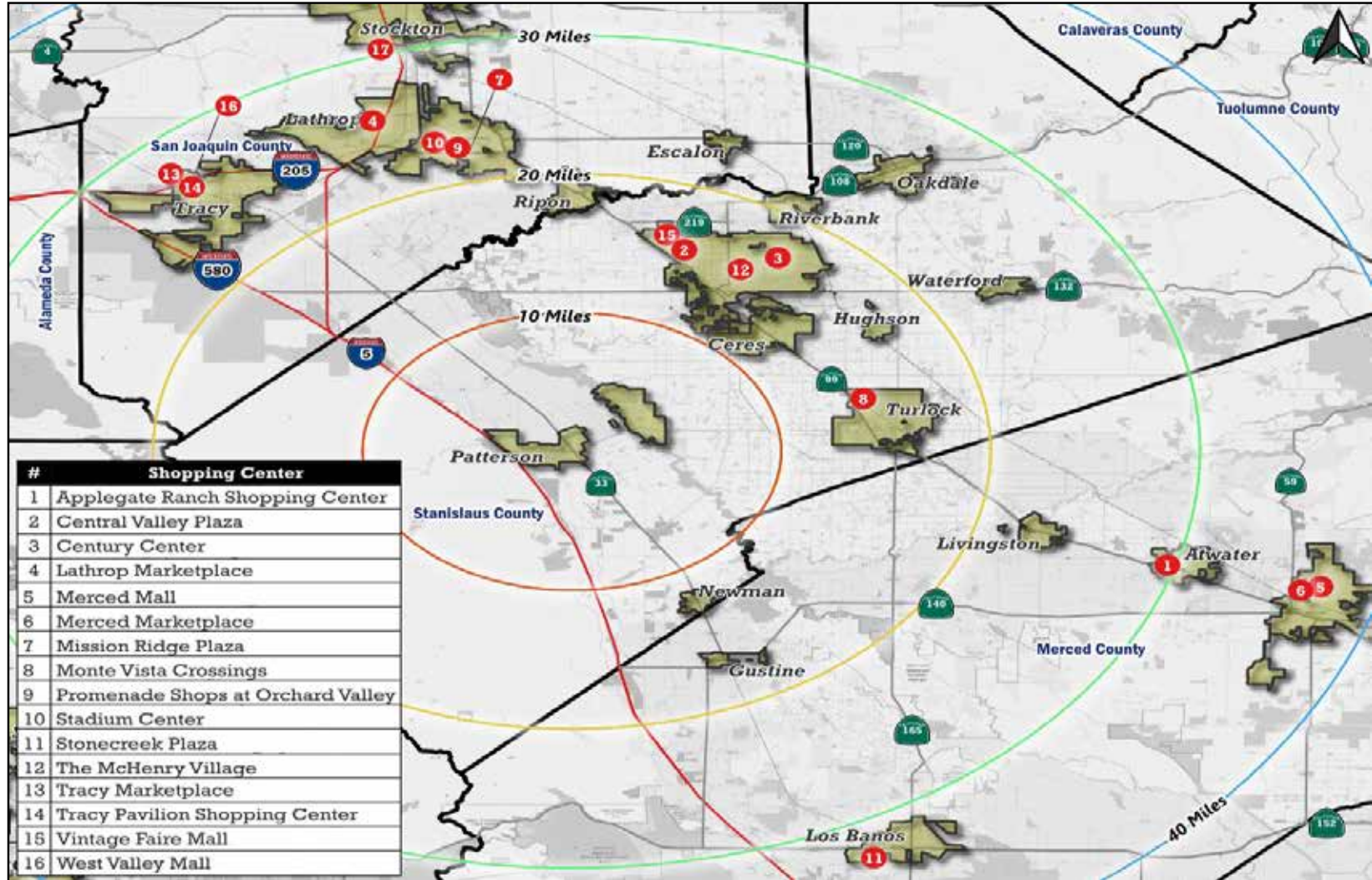
Patterson Primary Trade Area (Expressed in Square Feet)						
Retail Category	2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>						
*GAFO	34,983	43,940	59,384	68,012	87,428	100,496
<i>Convenience Goods:</i>						
Food and Beverage	0	292	3,744	6,688	11,628	16,135
Food Service and Drinking	5,837	10,502	15,167	19,189	24,175	29,645
Subtotal	5,837	10,794	18,911	25,876	35,804	45,780
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	0	0	0	0	0	0
Automotive Parts*	0	0	0	0	0	0
Subtotal	0	0	0	0	0	0
Services Space (estimated as % of Retail)	16,959	22,748	29,619	35,572	42,939	51,051
Allowance for standard vacancy @ 5%	3,041	4,078	5,680	6,814	8,746	10,386
Total	60,820	81,560	113,593	136,275	174,917	207,713

*GAFO: General Merchandise, Apparel, Furniture/Appliances, Other/Specialty

** Assumes that automotive parts stores account for 95 of sales in overall Automotive group category (based on statewide average).

Source: TNDG.

FIGURE IV-1. SHOPPING CENTERS IN THE REGION NEAR PATTERSON



Source: Esri; Directory of Major Malls 2019; TNDG

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TABLE IV-8. SHOPPING CENTERS IN THE REGION NEAR PATTERSON

Name	Location	City	GLA
Applegate Ranch Shopping Center	SEC State Highway 99 and Applegate Road	Atwater	464,139
Central Valley Plaza	NEC Sisk Road and Plaza Parkway	Modesto	384,536
Century Center	NEC Oakdale Road and E Orangeburg Avenue	Modesto	214,389
Lathrop Marketplace	SWC Interstate Highway 5 and River Islands Parkway	Lathrop	800,000
Merced Mall	NWC Olive Avenue and R Street	Merced	620,000
Merced Marketplace	SWC Olive Avenue and Austin Street	Merced	251,214
Mission Ridge Plaza	NWC Highway 120 and S Main Street	Manteca	290,529
Monte Vista Crossings	SEC State Highway 99 and W Monte Vista Avenue	Turlock	1,100,000
Promenade Shops at Orchard Valley	SEC Highway 120 and Union Road	Manteca	617,750
Stadium Center	NWC Highway 120 and Airport Way	Manteca	420,000
Stonecreek Plaza	SEC Badger Flat Road and W Pacheco Boulevard	Los Banos	343,495
The McHenry Village	SEC McHenry Avenue and E Briggsmore Avenue	Modesto	271,000
Tracy Marketplace	SWC Interstate Highway 205 and Grant Line Road	Tracy	700,000
Tracy Pavilion Shopping Center	NWC Naglee Road and Pavilion Parkway	Tracy	374,766
Vintage Faire Mall	NEC State Highway 99 and Standiford Avenue	Modesto	1,141,836
West Valley Mall	NEC Interstate Highway 205 and Naglee Road	Tracy	880,000
Weston Ranch Towne Center	SWC Interstate Highway 5 and Carolyn Weston Boulevard	Stockton	350,000

Source: Esri; Directory of Major Malls 2019; TNDG.

Evolving retail industry affects prospects for development

The increasing role of e-commerce (which was boosted by the pandemic, but is a factor irrespective of the pandemic), lingering effects of the pandemic, and changing consumer preferences over time all challenge the existing viability and future prospects of retail activities, disproportionately among the various business categories as well as specific retailers. While these impacts tend to be universal across the country, the localized effects can play out differently according to such factors as the age, configuration, tenant mix, and attractiveness of existing retail centers. In general, TNDG would expect a revitalized Downtown Patterson to feature a preponderance of food and beverage and specialty retail establishments, which tend to be less susceptible to the effects of e-commerce (see Table IV-9 below). This is particularly the case to the extent these are also “destination” businesses, with part of their appeal to customers consisting of physically being there.

Recent e-commerce statistics shown on Table IV-9 indicate that the overall e-commerce share of retail activity, nationally, was roughly 14% of overall sales in early 2021, with a sizable proportion of the total in Non-Store Retailers,⁷ as would be expected.

TABLE IV-9. RETAIL SALES NATIONALLY THROUGH E-COMMERCE COMPARED TO TOTALS

Kind of Business	2021 Q1 Retail Sales (millions)		% of major category	% of total sales
	Total Store and Non-store Sales	Total E-Commerce		
Total Retail Trade	\$1,621,333	\$231,352	14.3%	14.27%
Motor vehicle and parts	\$370,777	\$16,492	4.4%	1.02%
Furniture, building materials, and electronics	\$190,771	\$26,516	13.9%	1.64%
<i>Furniture and home furnishings</i>		\$4,520	2.4%	0.28%
<i>Electronics and appliances</i>		\$12,045	6.3%	0.74%
<i>Building materials, garden equipment and supplies</i>		\$9,951	5.2%	0.61%
Clothing and general merchandise	\$284,480	\$39,615	13.9%	2.44%
<i>Clothing and clothing accessories</i>		\$14,916	5.2%	0.92%
<i>General merchandise</i>		\$24,699	8.7%	1.52%
All other	\$564,390	\$17,019	3.0%	1.05%
<i>Food and beverage</i>		\$7,185	1.3%	0.44%
<i>Health and personal care</i>		\$1,660	0.3%	0.10%
<i>Sporting goods, hobby, musical instrument, and books</i>		\$3,132	0.6%	0.19%
<i>Miscellaneous including gasoline stations</i>		\$5,042	0.9%	0.31%
Nonstore retailers	\$210,915	\$131,710	62.4%	8.12%

Source: Retail Indicators Branch, U.S. Census Bureau, Table 1. Supplemental Estimated Quarterly U.S. Retail Trade Sales - Total and E-commerce, 2022 Q1, 2; TNDG. E-commerce sales are defined by the Census Bureau as “sales of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-commerce), extranet, Electronic Data Interchange (EDI) network, electronic mail, or other comparable online system. Payment may or may not be made online.” Blank cells mean no data available.

⁷ Establishments in this subsector include mail-order houses, vending machine operators, home delivery sales, door-to-door sales, party plan sales, electronic shopping, and sales through portable stalls (BLS, Industries at a Glance).

V. Strategic recommendations

This section outlines potential market-based approaches to implementing the Downtown Master Plan. These recommendations reflect the following sources of insight about existing and potential market conditions in Patterson and the surrounding region:

- TNDG’s market analysis (as summarized in the preceding sections of this report)
- TNDG’s interviews (completed subsequent to the draft market study) with selected Downtown business/property owners and representatives of the local development community
- Input from City leadership and the public, as provided during study sessions with the City’s Downtown Revitalization Committee, Planning Commission and City Council
- Community preferences as recorded in survey responses from the pop-up workshop (and online survey) facilitated by RRM Design Group

Market positioning and prioritization of land uses

Implementation of the future vision for Downtown Patterson will depend upon a mix of public sector and private sector investment. Whereas the City can set the stage with physical improvements and program activities aimed at placemaking, the ultimate driver of change in the Downtown will come through private investment in building renovations, infill development projects and new business openings. With respect to potential private investment in the Downtown, the following opportunities should be prioritized for attraction based on foreseeable market demand and community preferences:

TABLE V-1. PRIORITIZATION OF NEW LAND USES IN DOWNTOWN PATTERSON

Land Use (Listed in Order of Priority)	Description/Strength of Development Opportunity	Potential Timing of Demand
Priority #1a – Resident oriented retail, restaurant, services	<p>TNDG’s market analysis and current/recent investment trends in Patterson indicate that the Downtown potentially has strong opportunities for the following types of storefront uses:</p> <ul style="list-style-type: none"> • Independent (i.e., non-chain) restaurants • Specialty retail stores to complement the local shopping experience Downtown • Storefront services (e.g., hair salons) • Everyday recreational uses (e.g., fitness centers, dance studios, yoga, etc.) 	<p>Immediate/ongoing; demand can be enhanced by marketing and through policies which streamline reuse of existing buildings (see Recommendation 3 below)</p>

Land Use (Listed in Order of Priority)	Description/Strength of Development Opportunity	Potential Timing of Demand
Priority #1b – Visitor oriented retail/restaurant	<p>Market study suggests potential opportunity to attract a share of regional/highway-oriented retail and restaurant demand; the strength of this opportunity will expand with local and regional population growth</p> <p>Activation of this opportunity – which at this point is an unproven market in Patterson – will depend on marketing efforts to position Downtown Patterson as a destination attractive to residents of the larger region, as well as marketing focused on developer/tenant attraction.</p> <p>To the extent these efforts (to attract visitor demand) prove successful, it could also provide a meaningful boost to the resident-oriented retail/restaurant development. Moreover, positioning the Downtown as pedestrian friendly (improved parks, wider sidewalks, streetscape investments) would enhance the Downtown’s appeal as a destination for both residents and visitors</p>	<p>Longer-term; depends on marketing to establish Patterson as a regional destination</p>
Priority #1c – Themed retail/ entertainment uses (e.g., focus on agritourism)	<p>This is an undeveloped/unproven market for Patterson that would be compatible with the area’s history and community assets, but would require a concerted marketing and placemaking effort to bring to fruition; the Downtown Master Plan could be a focal point for this type of initiative</p>	<p>Longer-term/speculative</p>
Priority #2 - Office	<p>Patterson is not a well established office market. Office demand globally has been impacted by the pandemic (in ways that potentially will benefit outlying communities in the long run).</p> <p>Modest amounts of office space can be attracted to Downtown as part of the envisioned mix-used, full-service environment; specific opportunities are likely to exist for owner-user offices</p>	<p>Modest demand in the near-term; can potentially expand in the future with the success of the overall improvement and repositioning of Downtown</p>

Land Use (Listed in Order of Priority)	Description/Strength of Development Opportunity	Potential Timing of Demand
	interested in creatively reusing existing commercial buildings in the Downtown	
Priority #3 – Multi-family residential	Multi-family residential is a small but growing market in Patterson. Mixed-use projects in Downtown could provide capacity for new housing options in Patterson and would also support the overall vision of a vibrant 24-hour community in the Downtown Financial feasibility of infill development/redevelopment projects can be a constraining factor Both office and multi-family contribute to the synergy of downtown retail/restaurant development	Depends on timing of individual (site specific) development opportunities
Priority #4 – Hotel	Market is likely at capacity (i.e., no additional demand) for the foreseeable future, but lodging would complement long-term focus on positioning Downtown as a visitor destination	Long-term/speculative

Policy/program recommendations

In order to maximize development opportunities consistent with the long-term vision for Downtown, it is recommended that the City of Patterson consider implementation of the following types of policies and programs in support of the Downtown Master Plan (DTMP):

Recommendation 1: Set the stage with project/program investments to improve the physical setting in the Downtown

These investments would include:

- Wayfinding/signage program (as defined by the DTMP process)
- Community placemaking amenities as identified by residents during the DTMP community outreach
- Increased resources to address homelessness (the existing impacts of homelessness were identified by several of TNDG’s interviewees as a significant barrier to additional business investment in the Downtown)

Recommendation 2: Implement “downtown friendly” policies for City’s development approval processes

These policies would include:

- Streamlined/expedited development review and approval processes for new construction and businesses occupancies
- Flexible zoning to accommodate a wide range of targeted land uses (including some uses for which the timing of demand is not predictable)
- Preparation of program-level CEQA documents (to minimize CEQA requirements of individual development projects)
- Citywide zoning/land use policies that favor infill development over greenfield development
- Policies that activate downtown to encourage families and discourage homeless using public spaces

Recommendation 3: Create incentives to facilitate renovation/reuse of existing commercial buildings in Downtown

These incentives could include:

- Reduced/waived City fees
- Matching grant program for façade improvements
- Low-interest loan program for major building renovations

Some incentives can be promoted as a “limited time offer,” or having a first-come first-served orientation, to encourage early adopters.

Recommendation 4: Link implementation of DTMP to larger marketing and economic development initiatives

These initiatives could include:

- Regional marketing program to attract independent restaurant operators to Downtown Patterson (focus on encouraging successful operators in comparable communities to open branch operations in Patterson)
- Pursuit (in partnership with local industry stakeholders) of a major economic development focus on agritourism (the feasibility of this concept has not been fully vetted as part of the DTMP market study, but would appear to have sufficient merit to warrant further investigation)⁸
- Marketing within the regional development community to attract developer interest/investment in Downtown Patterson

⁸ A focus on agritourism would potentially include both marketing and land use/development considerations. From a development standpoint it might include such uses as a public market, a “packing house” facility with themed restaurants and shops, and space for special events such as “farm to fork” dining experiences.

Recommendation 5: Focus on defining and attracting development options for key “opportunity sites”

This recommendation could include the following efforts by the City:

- Outreach to individual Downtown property owners to identify specific opportunity sites for renovation, reuse or redevelopment
- Prepare design prototypes to determine feasible redevelopment (or intensification) options for key sites, focusing on the potential for mixed-use projects
- Complete pro forma financial analysis to assess the economic feasibility of design prototypes and to identify key development standards (e.g., parking requirements) that could be modified to enhance the financial feasibility of targeted project types

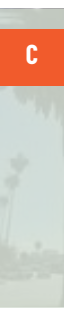
Recommendation 6: Establish funding sources and financing mechanisms to support Downtown revitalization and investment

The following types of financing mechanisms should be investigated:

- Business improvement district (BID)
- Property and business improvement district (PBID)
- Enhanced infrastructure financing district (EIFD)

Each of the financing mechanisms listed above would require a feasibility assessment that is beyond the scope of the DTMP. In evaluating the potential applicability of these mechanisms to the Downtown, it will be important to weigh the potential benefits against any perceived negative impacts (i.e., creating an extra operating expense for Downtown businesses and property owners).

Appendix A Retail Demand Model (Baseline Scenario)



**Table A-1
Population Estimates and Projections
Patterson Retail Trade Area**

Area	2022	2025	2030	2035	2040	2045
Primary Market Area (per Esri)	55,733	58,940	62,147	64,911	68,339	72,099
Secondary Market Area (per Esri)	440,389	453,136	464,903	475,438	488,297	502,829
Total	496,122	512,075	527,050	540,349	556,636	574,928

Source: ESRI; ABAG; TNDG.

**Table A-2
Per Capita Income
Patterson Retail Trade Area
In constant dollars**

Area	2022	2025	2030	2035	2040	2045
Primary Market Area	\$27,254	\$27,254	\$27,254	\$27,254	\$27,254	\$27,254
Secondary Market Area	\$29,490	\$29,490	\$29,490	\$29,490	\$29,490	\$29,490
Annual Increase Factor	0.00%					

Source: ESRI; TNDG.

Table A-3
Total Income and Potential Retail Sales Projections
Patterson Retail Trade Area
In thousands of constant dollars

Area	2022	2025	2030	2035	2040	2045
<i>Percent of Income Spent on Retail:</i>						
Primary Market Area (per Esri)	32.3%	32.3%	32.3%	32.3%	32.3%	32.3%
Secondary Market Area (per Esri)	32.3%	32.3%	32.3%	32.3%	32.3%	32.3%
<i>Total Income (\$000):</i>						
Primary Market Area (per Esri)	\$1,518,965	\$1,606,366	\$1,693,766	\$1,769,112	\$1,862,540	\$1,965,010
Secondary Market Area (per Esri)	\$12,987,110	\$13,363,007	\$13,710,024	\$14,020,710	\$14,399,920	\$14,828,460
Total	\$14,506,074	\$14,969,373	\$15,403,790	\$15,789,822	\$16,262,461	\$16,793,471
<i>Potential Retail Sales:</i>						
Primary Market Area (per Esri)	\$491,377	\$519,650	\$547,924	\$572,298	\$602,521	\$635,670
Secondary Market Area (per Esri)	\$4,201,257	\$4,322,857	\$4,435,115	\$4,535,621	\$4,658,293	\$4,796,923
Total	\$4,692,633	\$4,842,508	\$4,983,039	\$5,107,918	\$5,260,814	\$5,432,593

Source: TNDG.

**Table A-4
Distribution of Retail Sales by Retail Category
Patterson Retail Trade Area**

Retail Category	2022	%Distribution 2025	%Distribution 2030	%Distribution 2035	%Distribution 2040	%Distribution 2045
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%
General Merchandise	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%
Home Furnishings and Appliances	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%
Specialty/Other	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%
Subtotal	41.5%	41.5%	41.5%	41.5%	41.5%	41.5%
<i>Convenience Goods:</i>						
Food and Beverage	14.5%	14.5%	14.5%	14.5%	14.5%	14.5%
Food Service and Drinking	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Subtotal	24.5%	24.5%	24.5%	24.5%	24.5%	24.5%
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%
Motor Vehicle and Parts Dealers	18.0%	18.0%	18.0%	18.0%	18.0%	18.0%
Gasoline Stations	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%
Subtotal	34.0%	34.0%	34.0%	34.0%	34.0%	34.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: TNDG, based on historic trends (2021 taxable sales) reported by the California Department of Tax and Fee Administration.

Table A-5
Projected Demand for Retail Sales by Major Retail Category
Patterson Retail Trade Area - Primary Market Area (per Esri)
In thousands of constant dollars

Retail Category	2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	\$27,026	\$28,581	\$30,136	\$31,476	\$33,139	\$34,962
General Merchandise	66,336	70,153	73,970	77,260	81,340	85,815
Home Furnishings and Appliances	19,655	20,786	21,917	22,892	24,101	25,427
Specialty/Other	90,905	96,135	101,366	105,875	111,466	117,599
Subtotal	\$203,921	\$215,655	\$227,388	\$237,504	\$250,046	\$263,803
<i>Convenience Goods:</i>						
Food and Beverage	\$71,250	\$75,349	\$79,449	\$82,983	\$87,366	\$92,172
Food Service and Drinking	49,138	51,965	54,792	57,230	60,252	63,567
Subtotal	\$120,387	\$127,314	\$134,241	\$140,213	\$147,618	\$155,739
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	\$39,310	\$41,572	\$43,834	\$45,784	\$48,202	\$50,854
Motor Vehicle and Parts Dealers	88,448	93,537	98,626	103,014	108,454	114,421
Gasoline Stations	39,310	41,572	43,834	45,784	48,202	50,854
Subtotal	\$167,068	\$176,681	\$186,294	\$194,581	\$204,857	\$216,128
Total	\$491,377	\$519,650	\$547,924	\$572,298	\$602,521	\$635,670

Source: TNDG.

Table A-6
Projected Demand for Retail Sales by Major Retail Category
Patterson Retail Trade Area - Secondary Market Area (per Esri)
In thousands of constant dollars

Retail Category	2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	\$231,069	\$237,757	\$243,931	\$249,459	\$256,206	\$263,831
General Merchandise	567,170	583,586	598,741	612,309	628,870	647,585
Home Furnishings and Appliances	168,050	172,914	177,405	181,425	186,332	191,877
Specialty/Other	777,232	799,729	820,496	839,090	861,784	887,431
Subtotal	\$1,743,522	\$1,793,986	\$1,840,573	\$1,882,283	\$1,933,192	\$1,990,723
<i>Convenience Goods:</i>						
Food and Beverage	\$609,182	\$626,814	\$643,092	\$657,665	\$675,452	\$695,554
Food Service and Drinking	420,126	432,286	443,512	453,562	465,829	479,692
Subtotal	\$1,029,308	\$1,059,100	\$1,086,603	\$1,111,227	\$1,141,282	\$1,175,246
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	\$336,101	\$345,829	\$354,809	\$362,850	\$372,663	\$383,754
Motor Vehicle and Parts Dealers	756,226	778,114	798,321	816,412	838,493	863,446
Gasoline Stations	336,101	345,829	354,809	362,850	372,663	383,754
Subtotal	\$1,428,427	\$1,469,772	\$1,507,939	\$1,542,111	\$1,583,820	\$1,630,954
Total	\$4,201,257	\$4,322,857	\$4,435,115	\$4,535,621	\$4,658,293	\$4,796,923

Source: TNDG.

Table A-7
Potential Capture of Market Area Demand for Retail Sales Expressed in Percentages
Patterson Retail Trade Area - Primary Market Area (per Esri)

Retail Category	2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%
General Merchandise	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%
Home Furnishings and Appliances	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%
Specialty/Other	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%
<i>Convenience Goods:</i>						
Food and Beverage	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Food Service and Drinking	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Motor Vehicle and Parts Dealers	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%
Gasoline Stations	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: TNDG.

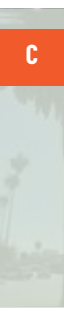


Table A-8
Potential Capture of Market Area Demand for Retail Sales Expressed in Percentages
Patterson Retail Trade Area - Secondary Market Area (per Esri)

Retail Category	2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
General Merchandise	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Home Furnishings and Appliances	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Specialty/Other	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
<i>Convenience Goods:</i>						
Food and Beverage	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Food Service and Drinking	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%
Motor Vehicle and Parts Dealers	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Gasoline Stations	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%

Source: TNDG.

Table A-9
Potential Capture of Market Area Demand for Retail Sales
Patterson Retail Trade Area - Primary Market Area (per Esri)
In thousands of constant dollars

Retail Category	2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	\$4,054	\$4,287	\$4,520	\$4,721	\$4,971	\$5,244
General Merchandise	43,118	45,599	48,080	50,219	52,871	55,780
Home Furnishings and Appliances	7,862	8,314	8,767	9,157	9,640	10,171
Specialty/Other	59,088	62,488	65,888	68,819	72,453	76,439
Subtotal	\$114,122	\$120,689	\$127,255	\$132,916	\$139,936	\$147,634
<i>Convenience Goods:</i>						
Food and Beverage	\$71,250	\$75,349	\$79,449	\$82,983	\$87,366	\$92,172
Food Service and Drinking	49,138	51,965	54,792	57,230	60,252	63,567
Subtotal	\$120,387	\$127,314	\$134,241	\$140,213	\$147,618	\$155,739
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	\$39,310	\$41,572	\$43,834	\$45,784	\$48,202	\$50,854
Motor Vehicle and Parts Dealers	17,690	18,707	19,725	20,603	21,691	22,884
Gasoline Stations	39,310	41,572	43,834	45,784	48,202	50,854
Subtotal	\$96,310	\$101,851	\$107,393	\$112,170	\$118,094	\$124,591
Total	\$330,819	\$349,855	\$368,890	\$385,299	\$405,647	\$427,965

Source: TNDG.

Table A-10
Potential Capture of Market Area Demand for Retail Sales
Patterson Retail Trade Area - Secondary Market Area (per Esri)
In thousands of constant dollars

Retail Category	2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	\$0	\$0	\$0	\$0	\$0	\$0
General Merchandise	28,358	29,179	29,937	30,615	31,443	32,379
Home Furnishings and Appliances	0	0	0	0	0	0
Specialty/Other	15,545	15,995	16,410	16,782	17,236	17,749
Subtotal	\$43,903	\$45,174	\$46,347	\$47,397	\$48,679	\$50,128
<i>Convenience Goods:</i>						
Food and Beverage	\$6,092	\$6,268	\$6,431	\$6,577	\$6,755	\$6,956
Food Service and Drinking	0	0	0	0	0	0
Subtotal	\$6,092	\$6,268	\$6,431	\$6,577	\$6,755	\$6,956
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	\$20,166	\$20,750	\$21,289	\$21,771	\$22,360	\$23,025
Motor Vehicle and Parts Dealers	37,811	38,906	39,916	40,821	41,925	43,172
Gasoline Stations	23,527	24,208	24,837	25,399	26,086	26,863
Subtotal	\$81,504	\$83,863	\$86,041	\$87,991	\$90,371	\$93,060
Total	\$131,499	\$135,305	\$138,819	\$141,965	\$145,805	\$150,144

Source: TNDG.

Table A-11
Potential Capture of Market Area Demand for Retail Sales
Patterson Retail Trade Area - All Market Areas Combined
In thousands of constant dollars

Retail Category	2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	\$4,054	\$4,287	\$4,520	\$4,721	\$4,971	\$5,244
General Merchandise	71,477	74,779	78,017	80,835	84,315	88,159
Home Furnishings and Appliances	7,862	8,314	8,767	9,157	9,640	10,171
Specialty/Other	74,633	78,483	82,298	85,601	89,689	94,188
Subtotal	\$158,025	\$165,863	\$173,602	\$180,313	\$188,615	\$197,762
<i>Convenience Goods:</i>						
Food and Beverage	\$77,341	\$81,617	\$85,880	\$89,560	\$94,120	\$99,128
Food Service and Drinking	49,138	51,965	54,792	57,230	60,252	63,567
Subtotal	\$126,479	\$133,582	\$140,672	\$146,790	\$154,372	\$162,695
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	\$59,476	\$62,322	\$65,122	\$67,555	\$70,562	\$73,879
Motor Vehicle and Parts Dealers	55,501	57,613	59,641	61,423	63,615	66,056
Gasoline Stations	62,837	65,780	68,671	71,183	74,288	77,716
Subtotal	\$177,814	\$185,715	\$193,434	\$200,161	\$208,465	\$217,652
Total	\$462,319	\$485,160	\$507,709	\$527,264	\$551,452	\$578,108

Source: TNDG.

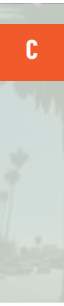


Table A-12
"Extra" Contribution to Demand, from Visitors

Retail Category	Factor
<i>Shopper Goods:</i>	
Clothing and Clothing Accessories	1.00
General Merchandise	1.00
Home Furnishings and Appliances	1.00
Specialty/Other	1.00
<i>Convenience Goods:</i>	
Food and Beverage	1.20
Food Services and Drinking	1.10
<i>Heavy Commercial Goods:</i>	
Bldg. Matrl. and Garden Equip. and Supplies	1.00
Motor Vehicle and Parts Dealers	1.50
Gasoline Stations	1.50

Source: TNDG.

Table A-13
Potential Capture of Market Area Demand for Retail Sales
Patterson Retail Trade Areas - Resident and Tourist/Visitor Demand Combined
In thousands of constant dollars

Retail Category	2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	\$4,054	\$4,287	\$4,520	\$4,721	\$4,971	\$5,244
General Merchandise	\$71,477	\$74,779	\$78,017	80,835	84,315	88,159
Home Furnishings and Appliances	\$7,862	\$8,314	\$8,767	9,157	9,640	10,171
Specialty/Other	\$74,633	\$78,483	\$82,298	85,601	89,689	94,188
Subtotal	\$158,025	\$165,863	\$173,602	\$180,313	\$188,615	\$197,762
<i>Convenience Goods:</i>						
Food and Beverage	\$92,810	\$97,941	\$103,056	\$107,472	\$112,944	\$118,953
Food Service and Drinking	\$54,051	\$57,162	\$60,272	62,953	66,277	69,924
Subtotal	\$146,861	\$155,102	\$163,327	\$170,425	\$179,221	\$188,877
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	\$59,476	\$62,322	\$65,122	\$67,555	\$70,562	\$73,879
Motor Vehicle and Parts Dealers	\$83,251	\$86,420	\$89,462	92,135	95,423	99,085
Gasoline Stations	\$94,256	\$98,670	\$103,006	106,775	111,432	116,575
Subtotal	\$236,983	\$247,411	\$257,590	\$266,465	\$277,417	\$289,538
Total	\$541,870	\$568,377	\$594,520	\$617,203	\$645,253	\$676,177

Source: TNDG.

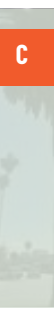


Table A-14
Comparison of Potential Retail Demand with Estimated Sales
Patterson Primary Trade Area
in thousands of constant dollars

Retail Category	2022 Demand	2022 Estimated Sales	Expected Less Actual	Percent Actual/ Expected
<i>Shopper Goods:</i>				
Clothing and Clothing Accessories	\$4,054	\$470	\$3,584	11.6%
General Merchandise plus Specialty/Other	\$146,109	\$121,468	24,641	83.1%
Home Furnishings and Appliances	\$7,862	5,476	2,386	69.7%
Subtotal	\$158,025	\$127,415	\$30,611	80.6%
<i>Convenience Goods:</i>				
Food and Beverage	\$92,810	\$97,440	(\$4,630)	105.0%
Food Service and Drinking	\$54,051	50,160	3,891	92.8%
Subtotal	\$146,861	\$147,600	(\$739)	100.5%
<i>Heavy Commercial Goods:</i>				
Bldg. Matrl. and Garden Equip. and Supplies	\$59,476	\$54,774	\$4,702	92.1%
Motor Vehicle and Parts Dealers	\$83,251	72,924	10,328	87.6%
Gasoline Stations	\$94,256	114,009	(19,753)	121.0%
Subtotal	\$236,983	\$241,706	(\$4,723)	102.0%
Total	\$541,870	\$516,721	\$25,148	95.4%

Source: CDTFa; TNDG.

Table A-15
Net New Potential Retail Sales (based on 2022 existing sales)
Patterson Primary Trade Area
in thousands of constant dollars

Retail Category	2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	\$3,584	\$3,817	\$4,050	\$4,251	\$4,501	\$4,774
General Merchandise plus Specialty/Other	\$24,641	\$31,793	\$38,847	\$44,967	\$52,535	\$60,879
Home Furnishings and Appliances	\$2,386	\$2,838	\$3,290	\$3,680	\$4,164	\$4,694
Subtotal	\$30,611	\$38,448	\$46,187	\$52,899	\$61,200	\$70,347
<i>Convenience Goods:</i>						
Food and Beverage	\$0	\$501	\$5,616	\$10,032	\$15,504	\$21,513
Food Service and Drinking	\$3,891	\$7,001	\$10,111	\$12,792	\$16,117	\$19,763
Subtotal	\$3,891	\$7,502	\$15,727	\$22,824	\$31,621	\$41,276
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	\$4,702	\$7,548	\$10,349	\$12,781	\$15,788	\$19,105
Motor Vehicle and Parts Dealers	\$10,328	\$13,496	\$16,538	\$19,211	\$22,500	\$26,161
Gasoline Stations	\$0	\$0	\$0	\$0	\$0	\$2,566
Subtotal	\$15,030	\$21,044	\$26,887	\$31,992	\$38,287	\$47,832
Total	\$49,532	\$66,994	\$88,801	\$107,715	\$131,108	\$159,455

Source: TNDG.

Table A-16
Sales Per Square Foot Standards
Patterson Retail Trade Area
Expressed in Sales/Square Feet

Retail Category	Sales/Square Feet
GAFO*	\$350
Food and Beverage	\$600
Food Service and Drinking	\$600
Bldg. Matrl. and Garden Equip. and Supplies	\$325
Automotive Parts	\$200

*GAFO: General Merchandise, Apparel, Furniture/Appliances, Other/Specialty

Source: Retail Maxim; Urban Land Institute (ULI); TNDG.

Table A-17
Net Demand for Retail Space at Year Shown
Patterson Primary Trade Area
Expressed in Square Feet

Retail Category		2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>							
GAFO		87,459	109,851	131,964	151,139	174,857	200,992
<i>Convenience Goods:</i>							
Food and Beverage		0	835	9,360	16,720	25,840	35,855
Food Service and Drinking		6,485	11,669	16,852	21,321	26,862	32,939
Subtotal		6,485	12,503	26,212	38,040	52,702	68,794
<i>Heavy Commercial Goods:</i>							
Bldg. Matrl. and Garden Equip. and Supplies		14,468	23,224	31,842	39,326	48,577	58,784
Automotive Parts*		4,647	6,073	7,442	8,645	10,125	11,772
Gasoline Stations		N/A	N/A	N/A	N/A	N/A	N/A
Subtotal		19,116	29,297	39,284	47,971	58,702	70,557
Services Space as % of Retail, @:	25%	28,265	37,913	49,365	59,287	71,565	85,086
Allowance for standard vacancy @:	5%	7,438	9,977	12,991	15,602	18,833	22,391
Total Retail/Services Space		148,763	199,541	259,816	312,039	376,659	447,820

*Assumes that automotive parts stores account for 9% of sales in overall Automotive group category (based on statewide average).

Source: TNDG.

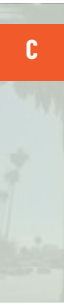


Table A-18
Downtown - Potential Capture Rate, for Net Demand for Retail Space

Retail Category	2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>						
GAFO	40%	40%	45%	45%	50%	50%
<i>Convenience Goods:</i>						
Food and Beverage	35%	35%	40%	40%	45%	45%
Food Service and Drinking	90%	90%	90%	90%	90%	90%
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	0%	0%	0%	0%	0%	0%
Automotive Parts*	0%	0%	0%	0%	0%	0%
Services Space	60%	60%	60%	60%	60%	60%

Source: TNDG.

Table A-19
Downtown - Potential Capture of Net Demand for Retail Space, Total for Year Shown
Patterson Primary Trade Area
Expressed in Square Feet

Retail Category	2022	2025	2030	2035	2040	2045
<i>Shopper Goods:</i>						
GAFO	34,983	43,940	59,384	68,012	87,428	100,496
<i>Convenience Goods:</i>						
Food and Beverage	0	292	3,744	6,688	11,628	16,135
Food Service and Drinking	5,837	10,502	15,167	19,189	24,175	29,645
Subtotal	5,837	10,794	18,911	25,876	35,804	45,780
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	0	0	0	0	0	0
Automotive Parts*	0	0	0	0	0	0
Subtotal	0	0	0	0	0	0
Services Space (estimated as a % of Retail)	16,959	22,748	29,619	35,572	42,939	51,051
Allowance for standard vacancy @: 5%	3,041	4,078	5,680	6,814	8,746	10,386
Total Retail/Services Space	60,820	81,560	113,593	136,275	174,917	207,713

*Assumes that automotive parts stores account for 9% of sales in overall Automotive group category (based on statewide average).

Source: TNDG.