Part II
Downtown Design Guidelines
&
Physical Design Plan

Chapter 7 - Downtown Design Guidelines and Physical Design Plan

For much of the early history of Patterson, the Downtown served as the business and financial center for the area, providing banks, stores, a post office, and other necessities for the early residents. Over the years, the vitality of the Downtown has declined as the regional economy has shifted away from its dependence on agriculture to one based more on services and housing. While the Downtown still provides for many of the day-to-day needs of local residents, dining and entertainment and the purchase of big-ticket items takes place in the surrounding communities.


Del Puerto in the 1930s.

The City has long recognized the importance of the Downtown to the continued growth and prosperity of the community. The General Plan, adopted in 1993, contains policies aimed directly at downtown revitalization. In 1998, the City adopted a Redevelopment Plan with a project area that includes the downtown and portions of the surrounding neighborhoods. One of the projects identified in the Redevelopment Plan is the preparation of a downtown plan and design guidelines to serve as a guide for the revitalization efforts to come.

Del Puerto in 1999.

The potential for revitalization is apparent. The Downtown's compact size, historical character and public facilities such as the parks, the library and City Hall, suggest a place that people can enjoy visiting and walking in. Moreover, the Downtown has many interesting and potentially attractive places such as the old brick buildings which offer a glimpse back to Patterson's heritage. Downtown remains the site of many of the community's longstanding events and festivals, such as the Farmer's Market and Apricot Fiesta. Existing businesses include banks, restaurants, saloons, and some retail and service outlets – a basis for renewed vigor. The residential areas surrounding the downtown include many beautiful older homes that add character to the town and a sense of neighborhood.

7.1 - Purpose and Applicability of the Downtown Design Guidelines and Physical Design Plan

The Downtown Design Guidelines and Physical Design Plan is intended to capture the community's shared vision for a revitalized Downtown that is an attractive place to visit, shop and do business by providing a physical design plan that can help guide these revitalization efforts. In the downtown, attention to the design details of both private property development, and the City's treatment of the public realm, warrant more detailed planning and design direction than the general guidelines provide. The downtown is an area of the city where the design of individual projects and the streetscape are critical to maintaining or improving the attractiveness and other special qualities of each area.

The vision embodied by the Downtown Design Guidelines and Physical Design Plan can only be achieved through a cooperative effort among the City, private property owners and the community. The City's responsibility is to provide timely review of new projects, and to help foster private investment by implementing public improvements that enable development to occur. The Downtown Plan and Design Guidelines help achieve the former by providing a greater measure of predictability to the design review process.

The area covered by the Downtown Plan and Design Guidelines is shown in relation to the City's Redevelopment Project Area on Figure 1 and includes the commercial properties around El Circulo and land to the west along Las Palmas Avenue envisioned as the westward expansion of the Downtown in the Patterson General Plan.

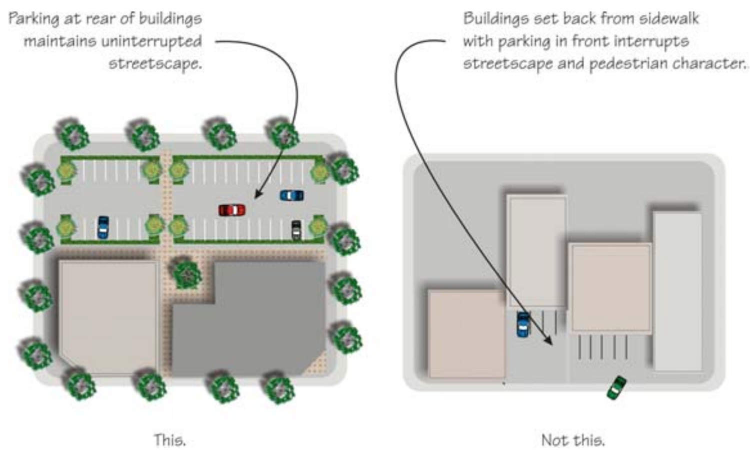
In addition to illustrating design concepts for the physical revitalization of the Downtown, the Downtown Plan also provides strategies for implementation and funding, including a market "niche" study that identifies the range of businesses that could be attracted to the downtown and supported by local residents.

7.2 - Goals for Downtown Design

The primary goal of these design guidelines for the downtown is to preserve and enhance its attractiveness to residents and visitors as a place where: people prefer to walk rather than drive; and where the pleasant sidewalks, shading trees, and variety of shops, restaurants, and other activities encourage people to spend time, slow their pace, and engage one another. The design of buildings, circulation, and public spaces in the downtown have, and will continue to play a crucial role in maintaining this character and vitality.

7.3 - Design and Development Guidelines

A. Street orientation. Buildings in the downtown should be located at the back of the sidewalk unless space between the building and sidewalk is to be used for pedestrian features such as plazas, courtyards, or outdoor eating areas.



B. Height, scale. All buildings in the downtown should be at least two stories or 30 feet in height, particularly within the interiors of blocks. This height is needed to "enclose" the street so that it provides pleasant space for pedestrians. Multi-story buildings are also desirable because of the opportunities they can provide for upper-floor offices and residential units, increasing the numbers of potential customers for ground floor retail uses and assisting in maintaining their viability. Different building heights may be appropriate as follows:

1. The height and scale of new structures and alterations to existing structures should complement existing adjacent buildings and provide human scale and proportion; and

2. New structures should not be significantly taller or shorter than adjacent structures unless the proposed structure can provide a visual transition from the height of adjacent structures to its new height.

C. Façade design. New structures and remodels should provide storefront windows, doors, entries, transoms, awnings, cornice treatments and other architectural features that complement existing structures, without duplicating a particular architectural style.

1. **Overall character**. In general, buildings should have either flat or stepped rooflines with parapets, and essentially flat facades. Walls with round or curvilinear lines, or large pointed or slanted rooflines should generally be avoided.

2. **Proportions in relation to context**. Buildings should be designed with consideration of the characteristic proportions (relationship of height to width) of existing adjacent facades, as well as the rhythm, proportion, and spacing of their existing door and window openings.

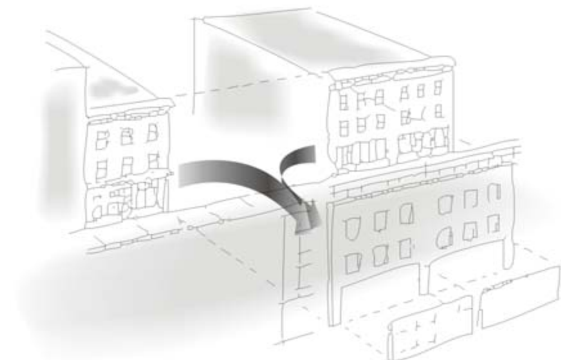
3. **Storefront rhythm**. A new building facade that is proposed to be much "wider" than the existing characteristic facades on the street should be divided into a series of bays or components, defined by columns or masonry piers that frame windows, doors and bulkheads. Creating and reinforcing a facade rhythm helps tie the street together visually and provides pedestrians with features to mark their progress down the street.

4. **Individual storefront proportions**. Storefronts should not overpower the building façade, and should be confined to the area framed by the support piers and the lintel above, consistent with classic "Main Street" architecture.

5. **Wall surfaces**. Wall surfaces, particularly at the street level, should be varied and interesting, rather than unbroken and monolithic. This can be achieved in a number of ways including:

   - Dividing the facade into a series of display windows with smaller panes of glass;
   - Constructing the facade with small human scale materials such as brick or decorative tile along bulkheads;
   - Providing traditional recessed entries; and
   - Careful sizing, placement and overall design of signage.

6. **Bulkheads**. Storefront windows should not begin at the level of the sidewalk, but should sit above a base, commonly called a "bulkhead," of 18 to 36 inches in height. Bulkheads should be designed as prominent and visible elements of building facades,



Infill development should provide a logical transition from adjoining buildings in terms of height, bulk and the rhythm of windows.

and should be treated sensitively to ensure compatibility with the overall appearance of the building. Desirable materials for bulkhead facing include those already common in the downtown: ornamental glazed tile in deep rich hues, either plain or with Mediterranean or Mexican patterns; dark or light marble panels; and Vitrolite, a tempered glass panel product that was available in a variety of colors.

Elements of Building Facade Design

D. Materials and architectural details.

1. **Finish materials**. The exterior materials of downtown buildings involve two aspects — color and texture. Materials with integral color such as hard smooth troweled plaster, tile and stone is encouraged. If the building's exterior design is complicated, with many design features, the wall texture should be simple and subdued. However, if the building design is simple (perhaps more monolithic), a finely textured material, such as patterned masonry, can greatly enrich the building's overall character.

   Materials should complement those on significant adjacent buildings. The following materials are considered appropriate for buildings within the downtown. The number of different wall materials used on any one building should be kept to a minimum, ideally two or less.

   - clear glass
   - glass block (transom)
   - exterior plaster (smooth trowelled preferred)
   - new or used face-brick
   - cut stone, rusticated block (cast stone)
   - ceramic tiles (bulkhead or cornice)
   - clapboard (where appropriate)

   The following exterior building materials are considered inappropriate in the downtown and are discouraged:

   - Mirrored glass and heavily tinted glass
   - Windows with false divisions (i.e., a window where the glass continues uninterrupted behind a surface mounted mullion)
   - Vinyl and aluminum siding
   - Painted or baked enamel metal awnings
   - Rough "Spanish lace" stucco finish
   - Unpainted plywood
   - False stone veneer
   - Corrugated sheet metal

- Corrugated fiberglass
- Split face concrete block
- Exposed concrete block without integral color

2. **Remodeling**. Storefront remodeling often covers original decorative details, or retains them only as visual "leftovers." Existing details should not be wasted in remodeling efforts. If enough remain, they can be restored as part of the original design. If only a few remain, they can be incorporated as design features in a new storefront. In either case, the design of changes to a façade should grow out of the remaining traditional details and create a harmonious background that emphasizes those details.

Storefront remodel should (where possible) re-create the historic architectural character of the storefront.

3. **Doorways.**

- Storefront entrance doors should be recessed within the building façade to provide an area for pedestrians to transition from the interior space to the public sidewalk. The appropriate depth of the recess will depend upon the storefront design and available space, but should be at least the width of the entrance door.
- Doors themselves should be primarily of glass, to avoid conflicts between entering and exiting patrons.
- Door and entry designs and materials should be compatible with the other storefront materials. Terrazzo and tile pavers are attractive and appropriate paving materials, while indoor/outdoor carpeting and wood planking are inappropriate materials.

4. **Windows.**

- When windows are added or changed, it is important that the design be compatible with the themes common on the same block.
- Use of clear glass (at least 88 percent light transmission) on the first floor is recommended. Introducing or changing the location or size of windows or other openings that alter the architectural rhythm or character of the original building is discouraged.
- Permanent, fixed security grates or grilles in front of windows are not permitted. Any necessary security grilles should be placed inside, behind the window display area.

- Traditional storefront transom windows should be retained whenever feasible. If the ceiling inside the structure has been lowered, the ceiling should be stepped up to meet the transom so that light will penetrate the interior of the building.

5. **Awnings**. Awnings should be retained and/or incorporated where feasible and compatible with the storefront.

- Where the facade of a commercial building is divided into distinct bays (sections defined by vertical architectural elements, such as masonry piers), awnings should be placed within the vertical elements rather than overlapping them. The awning design should respond to the scale, proportion and rhythm created by the bay elements and fit into the space created by the bay.
- Awning shape should relate to the window or door opening. Barrel-shaped awnings should be used to complement arched windows while square awnings should be used on rectangular windows.
- Awnings may not be internally illuminated.
- Awnings can be either fixed or retractable. If fixed, the ends should be covered, and the supporting framework should be completely covered by the awning.
- The materials and color of awnings need to be carefully chosen. The use of second floor awnings shall be coordinated with lower storefront awnings. Canvas is the most appropriate material for awnings. Metal, plastic (vinyl), or other glossy materials are not appropriate.
- Awnings should be functional and at least four feet wide.

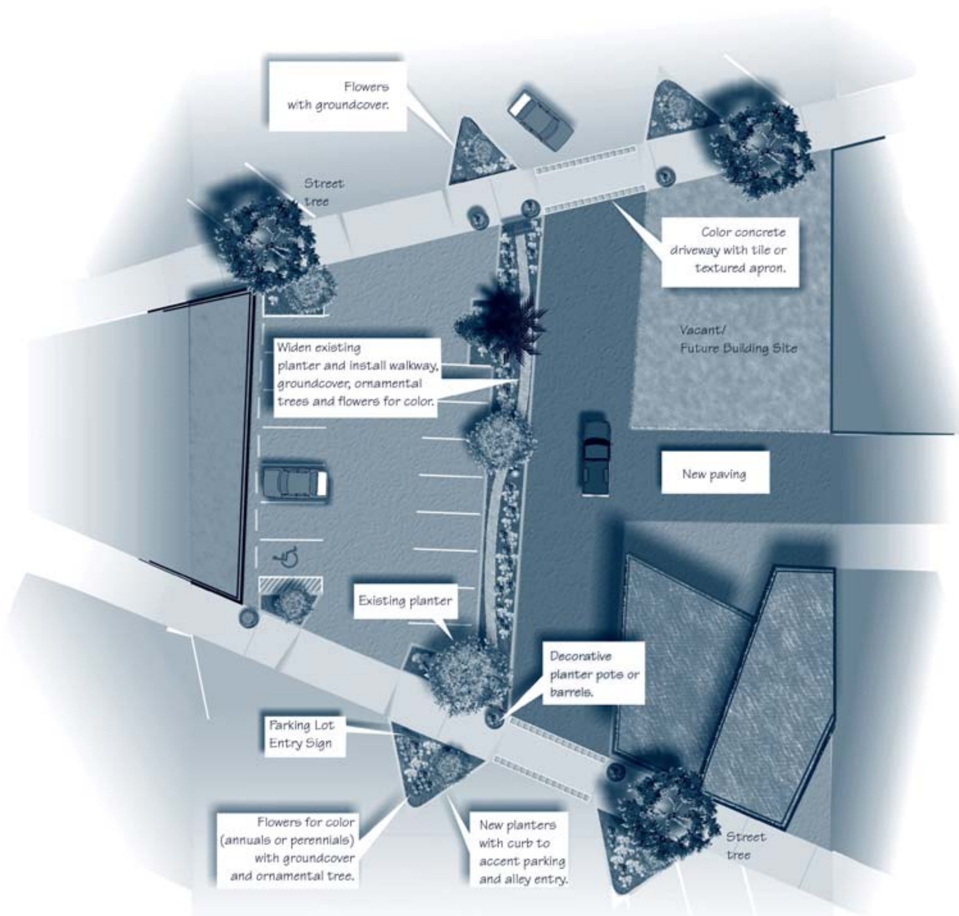
6. **Other details**. A number of other details may be incorporated into exterior building design to add a degree of visual richness and interest while meeting functional needs. These details include such items as:

- Light fixtures, wall mounted or hung with decorative metal brackets
- Metal grillwork, at vent openings or as decorative features at windows, doorways or gates
- Decorative scuppers, catches and down-spouts, preferably of copper
- Balconies, rails, finials, corbels, plaques, etc.
- Flag or banner pole brackets.

Cornice detail adds richness to the appearance of downtown buildings.

7. **Public spaces**. Public spaces on downtown sites should be designed as extensions of the public sidewalk by providing pedestrian amenities such as benches and fountains, and by continuing the pavement treatment of the sidewalk.

Alleyway Conceptual Design



E. Streetscape improvements. Streetscape improvements are elements to be incorporated into the public right-of-way to complement and enhance adjoining development. Such elements include street furniture, plantings, sidewalk and pedestrian amenities, and street trees. Streetscape improvements are intended to be implemented as a cooperative effort betwee the City and private development.

1. Street furniture. Street furniture (benches, banners, lighting, fountains, public art, etc.) Should be incorporated into streetscape improvements at appropriate locations in the downtown.

Decorative lamps with a "human" scale recall the historic character of downtown while providing needed light for security.

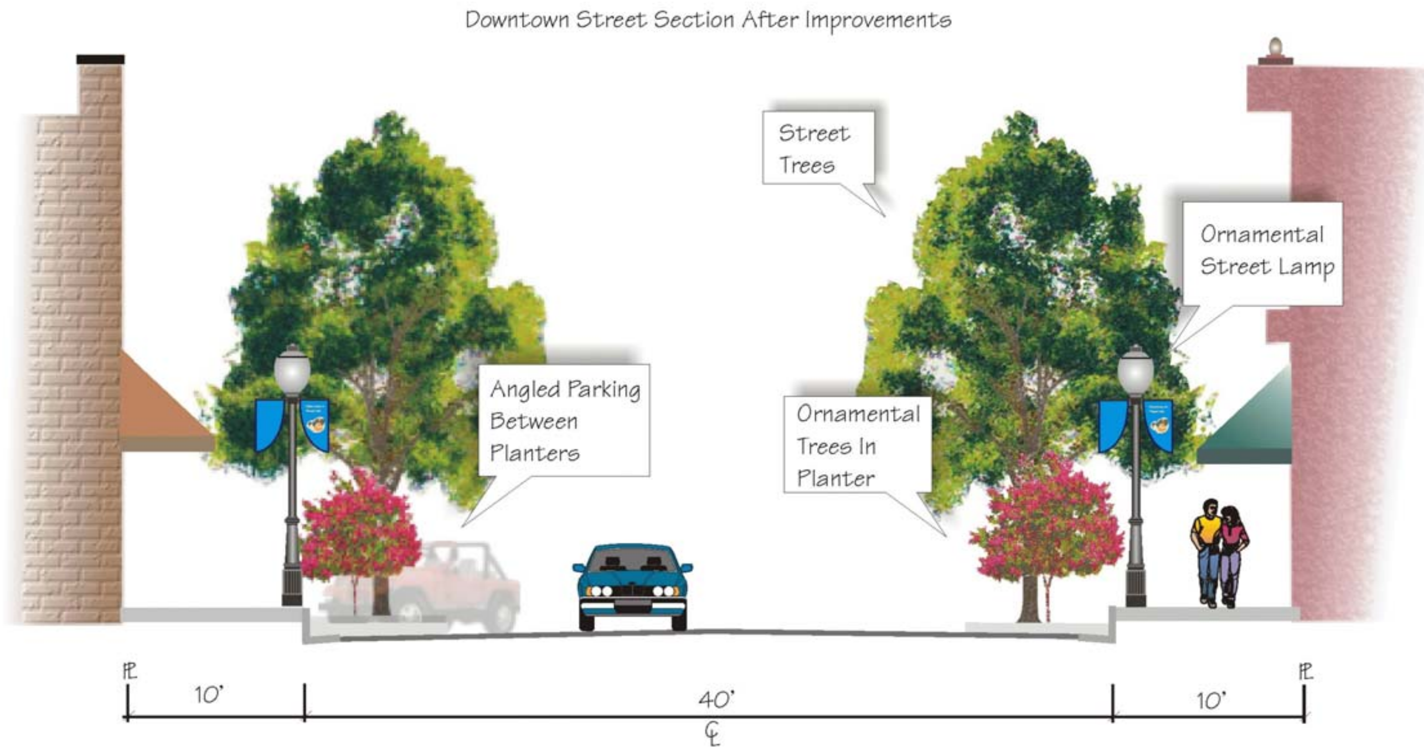
2. **Landscaping/planter boxes**. Boxed and tubbed plant containers should be used to enhance sidewalks, plazas and courtyards.

Before.

3. **Street trees**. Street trees should be provided at appropriate intervals in accordance with City standards. Street trees should be carefully chosen to provide shade while allowing visibility to storefronts and minimizing organic litter.

After.

4. **Street sections**. The width of streets in the downtown and adjoining neighborhoods should be the minimum to provide safe, efficient vehicular access, emergency access, and where necessary, on-street parking. The needs of pedestrian and bicycle circulation should have equal consideration in the design of streets.



5. **Corner bulb-outs**. Expanded sidewalks at intersections and mid-block crossings reduce street crossing distance, provide small street plaza spaces, allow opportunities for variety in street paving treatment and help to screen on-street parking.

6. **Tree grates**. Tree grates provide room for safe pedestrian sidewalks and room for retail and dining in public spaces.

Bulb-out at corner with ornamental street tree, landscaping and pedestrian-scale street lighting.

7.2 - Physical Design Plan

The Physical Design Plan is illustrated by Figure___, enclosed, which shows conceptual illustrations of how the various design components of the Plan could be implemented. A more detailed discussion of the steps leading to implementation of the Plan is provided in the next chapter.

The Plan identifies specific locations within the downtown and suggests improvements that could be implemented as part of the City's revitalization efforts. The vision illustrated by the overall Revitalization Plan is not limited to just the locations identified, nor are the illustrations intended to be followed precisely in each case. Flexibility to address site specific conditions and opportunities is critical to a successful revitalization effort. The illustrations, together with the design guidelines described above, are intended to help guide future improvements and revitalization efforts to achieve the overall goal of making Downtown Patterson, and inviting, enjoyable place to visit, work and shop.

Design Principles

Design principles are statements that served as guideposts in the formulation of the various recommended improvements embodied in the Physical Design Plan. The principles were formulated in part from an assessment of existing conditions provided in the Patterson Redevelopment Plan, and from the goals and objectives of the General Plan and Redevelopment Plan, and from discussions with downtown property owners and City staff.

Overall Design Principles

- The rehabilitation of the Downtown should include infrastructure improvements for the long-term development of the commercial core of the City in accordance with the General Plan.
- The Physical Design Plan should enhance the commercial viability of businesses in the Downtown.
- Major entryways and streets in the Downtown, especially Del Puerto and Las Palmas, should provide a more inviting environment for shopping, dining and entertainment.
- There does not appear to be a parking problems in the Downtown at present. However, new development should be required to provide needed parking either at the rear of the building to preserve the uniform character of the street, or to provide parking offsite.
- The character of the Downtown should be preserved and enhanced. The Downtown Design Guidelines will help ensure that new development is consistent with the size, scale, and architecture of existing development.
- Residences should be preserved in the downtown and incorporated into new development.
- Truck traffic should be routed around the downtown using Sperry Avenue and Highway 33 (2nd Street).
- Street improvements should be provided within existing rights-of-way to the maximum extent feasible.
- Traffic calming devices, including corner bulb-outs, traffic circles, and textured paving at crosswalks should be incorporated into the downtown circulation system.

Streetscape Improvements

For the overall vision of the Physical Design Plan to be achieved, it is essential that the City provide the catalyst for private investment by investing in improvements to public infrastructure and amenities. To that end, the Physical Design Plan recommends improvements to the streetscapes in the downtown to add shelter, corner bulb-outs, textured paving and landscape planters to help slow down motor vehicle traffic and provide a sense of safety and comfort for pedestrians. Other elements recommended for the public realm include:

- ❑ Benches and seating
- ❑ Decorative street lights in scale with the pedestrian orientation of the downtown
- ❑ Street trees to provide shade and to help enclose the street
- ❑ Planters along the sidewalk
- ❑ Textured sidewalk paving
- ❑ Open plazas incorporated into parking lots and public buildings

The City has previously embarked on a successful program of incorporating traffic circles ('roundabouts') at several locations in and around the downtown. These decorative planters provide an attractive alternative to conventional intersection controls while slowing down traffic and providing an entry statement to the Downtown.

One of the City's roundabouts, an attractive alternative to conventional intersection controls.

Public Open Space

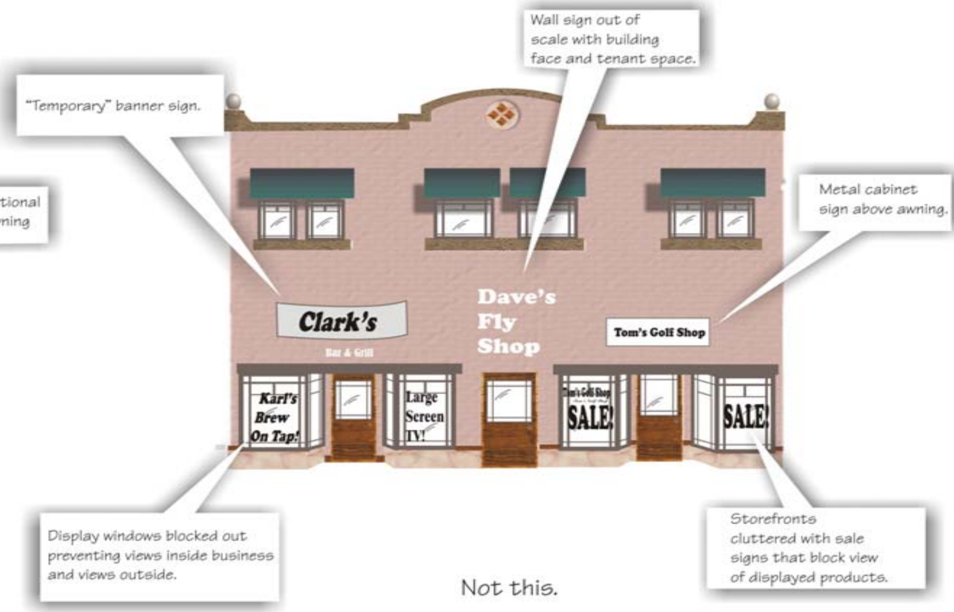
Public open spaces in the Downtown consist of parking lots, alleyways, and the North and South City Parks at the east entry to Downtown at Las Palmas. Each of these should be considered potential open space resources that could be improved with pedestrian amenities to provide relief from the hardscapes of the downtown. For example, the Physical Design Plan illustrates how the parking lot and alleyway between 3rd Street and Salado Avenue is improved to provide a landscaped walkway and shelter to help break up the expanse of asphalt. The streetscape planters and textured walkway helps alter motorists to the pedestrian crossing.

Another potential for public open space is the incorporation of open plazas into the design of new and/or remodeled buildings. For example, the City intends to construct a new city hall on the vacant lot at the corner of Del Puerto and Las Palmas (No. 1 Plaza). The building will be designed to incorporate a replica of the Hotel Del Puerto which stood on this site.

Signage

Signs play an important role in the success of any business by providing identification and needed advertising. When signs are integrated into the architectural design of buildings they provide a personal quality that contributes to the ambiance of the downtown, especially for buildings with unique or historical character. Conversely, signs may intrude upon otherwise pleasant surroundings when they are applied as an afterthought.

This



Not this.

Parking

According to a parking analysis prepared for the downtown in 1989 (circumstances have not changed appreciably since then), there are about 669 parking spaces in the downtown, including public and private spaces both on and off the street. Parking demand is expected to increase over time as vacant properties develop and existing uses re-develop and intensify. As a result, future demand for parking could exceed the present supply by as many as many as 500 spaces. To meet this future demand, the study recommends that parking be provided on-site when parcels develop, and that the City acquire vacant lots in the downtown to provide additional parking. Two sites for additional parking are tentatively identified by the Physical Design Plan. One on the west side of Salado Avenue between Plaza and El Circulo and the other on Third Street between Plaza and El Circulo. Together these sites could support as many as 53 additional spaces.

A Vision for the Future

The character of the downtown envisioned by the Physical Design Plan will materialize over time through the efforts of the City and private property owners. The goal is to create a pedestrian-friendly shopping, business and entertainment center for the City. The following illustrations show how these elements can be brought together to achieve the design goals for the downtown. The first shows how a typical street corner might look with the various design elements applied. The other shows how Del Puerto between El Circulo and the Plaza might look after renovation.


Building Restored Consistent With Historic Architectural Character
Pedestrian-scale Street Trees to Provide Shade and a Sense of Enclosure
Tom's Golf Shop
Corner Bulb-Out to Reinforce Pedestrian Character
Textured Sidewalk Paving With Tile Accent
Pedestrian-scale Decorative Lighting Consistent With Historic Downtown Character

Before.

Varied roofline
with uniform materials.

Varied roofline
to add visual interest.

Ornamental street
trees.

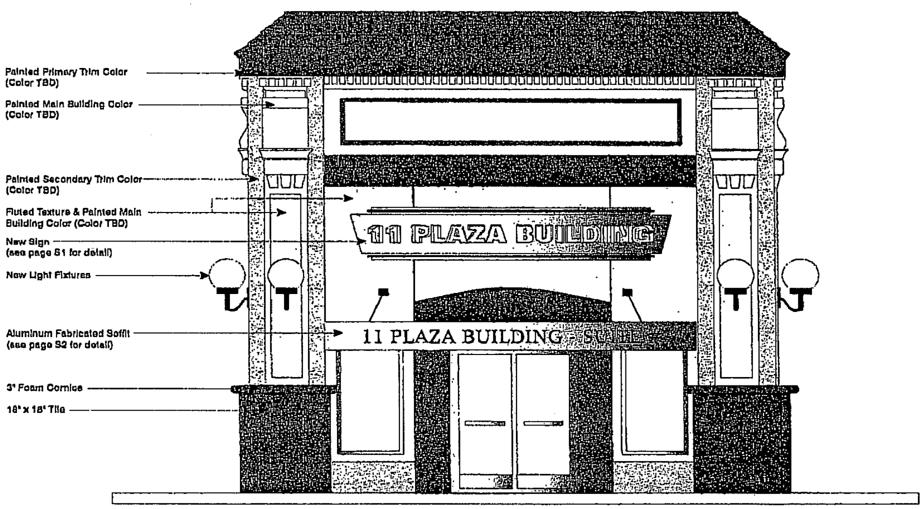
Awnings replace
overhang.

After

Street trees.

Awnings to provide
shade and add
visual interest.

Before



After

7.3 – Implementation

Introduction

Achieving the vision captured by the Physical Design Plan will be accomplished through a partnership among Downtown business and property owners, the Redevelopment Agency and the community. Each has a role to play in making the downtown a vital, interesting focal point of the City.

The following discussion provides a framework for this partnership by describing how to organize and promote the downtown, how to attract and retain businesses.

Organization, Promotions and Special Events

Street Fairs and Other Special Events
Downtown currently enjoys a weekly street fair/farmer's market during the summer months which has had mixed success. Not only does a street fair help reinforce the idea that Downtown is a fun place to visit, the weekly fair also provides free exposure for the various Downtown businesses. Other ongoing events include the 'skate the circle night', chili cook-off and the Apricot Fiesta. These and similar events should be continued.

Events like these are important to the continued vitality of Downtown. Other special events, including concerts, parades or other activities tied to seasons or holidays, could be promoted as well. Again, the BID provides an organization for the generation of ideas and coordination of these events.

Logo
The City may wish to develop a logo for the Downtown which can be used on promotions, banners and other materials. Ideas for the logo should be solicited from Downtown businesses and property-owners and the general public. A professional graphic artist should be retained to help with the design.

Public Art
Public art is not required as a part of this Design Plan, but is encouraged, especially in public plaza locations. Public art should be subject to review by the City.

Sources of Funding

Although the Downtown Physical Design Plan is primarily a Redevelopment Agency project, many of the improvements may be funded by other sources. The following is a brief list of additional funding sources that may be used to augment Agency funding. It should be noted that all of these are competitive with other agencies and the source of funding is limited.

City of Patterson Capital Improvement Program. The City has prepared a five year capital improvement program for infrastructure improvements necessary to accommodate buildout in accordance with the General Plan. The CIP is funded through development impact fees and other sources.

State and Federal Community Development Block Grants (CDBG). The Housing and Community Development Act of 1974 established federally-administered block grants that may be used by cities for housing, public facilities, and economic development. The activities funded by the CDBG must address at least one of three objectives: serve lower income people, eliminate blight, or resolve urgent community development needs. The federal CDBG program (through HUD) grants funding for urban renewal, water and sewer system improvements, rehabilitation and neighborhood facilities development.

State Employment Development Department (EDD) Grants. EDD administers grants to local agencies that may be used for economic development.

Pacific Gas and Electric Company (PG&E) Grants for Undergrounding Utilities. PG&E is required by law to set aside funding for the undergrounding of overhead utilities within each of the communities they serve.

Economic Development Administration (EDA) Grants. The federal Department of Commerce administers the EDA grant program which provides funding for a wide range of programs, such as economic development, public works and facilities.

Intermodal Surface Transportation Efficiency Act (ISTEA) Funding. The federal government provides monies to the State of California for the purpose of enhancing the efficiency of surface transportation, including motor vehicles, pedestrian, bicycle, rail and others. The ISTEA monies are allocated by the State to the various local councils of governments. Each jurisdiction may submit an application to the COG for an ISTEA f=grant to fund various transportation enhancement projects, such as the provision on bike lanes, landscaping along highways and the acquisition of right-of-way. For projects other than pedestrian and bike path enhancement, a 12% match of local funds is required.

Infrastructure State Revolving Fund (ISRF) Program . The Infrastructure State Revolving Fund Program provides low-cost financing to public agencies for a wide variety of infrastructure projects. ISRF Program funding is available in amounts ranging from $250,000 to $10,000,000, with terms of up to 30 years. Interest rates are set on a monthly basis.

Public Works and Development Facilities Program. Operated by the Department of Commerce, this program provides grants to help distressed communities attract new industry, encourage business expansion, diversify local economies and generate long-term, private sector jobs. Among the types of projects funded are water and sewer facilities primarily serving industry and commerce; access roads to industrial parks or sites: port improvements; and business incubator facilities.

The Small Business Administration's 504 Certified Development Company (CDC) Program .The Small Business Administration's 504 Certified Development Company (CDC) Program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. A Certified Development Company is a nonprofit corporation set up to contribute to the economic development of its community or region. CDCs work with the SBA and private-sector lenders to provide financing to small businesses. There are about 290 CDCs nationwide. Each CDC covers a specific area.

7.4 - Preliminary Economic/Market Analysis

Introduction

The purpose of this preliminary economic/market analysis is to provide information that may be useful in determining the types of development that may be attracted to downtown Patterson. Based on demographic and expenditure data, unfulfilled needs and opportunities are identified, and realistic market "niches" for the downtown are suggested. Although the focus of the analysis is on the revitalization opportunities in the commercial sector of downtown, other areas are addressed, including housing, office space, and light industry. The analysis includes a discussion of sales leakage, local development potential, and regional trends that may affect the opportunities for business growth downtown. It should be emphasized that this analysis is preliminary in nature, and as revitalization opportunities are identified, more detailed market analyses and financial feasibility studies may be required for specific development proposals.

Trade Area

The first step is to determine a trade area for downtown Patterson. The trade area is the geographical region from which a business or commercial district draws the majority of its customers. The concept is based on a general assumption that, all things being equal, people will travel to the nearest facility for goods and services. Therefore, rules of thumb suggest that trade area boundaries be based on the length of time required for potential customers to reach the business district. Two notable exceptions to this rule are freeway travelers, and tourists traveling to "special places."

Typically, trade areas are comprised of primary, secondary, or tertiary zones. Primary zones have been defined as areas not requiring more than about a ten minute drive and generally lie within three to five miles of the commercial district. Industry estimates suggest that about 60 to 70 percent of sales are realized from the population within this area. The balance of the sales volume comes from secondary and tertiary zones for which the business or commercial district is less readily accessible. Secondary zones are areas that lie within 15 to 20 minutes driving time and generally are within three to seven miles of the commercial district. Tertiary areas are all areas beyond the secondary zone that may generate dollars to the commercial district due to a of a lack of competing facilities in that zone or because of convenient access. This area may extend 15 miles in major metropolitan markets and as far away as 50 miles in smaller, more rural places.

Based on a three mile radius, drawn from the intersection of Las Palmas and Del Puerto (the heart of the downtown commercial core), the primary zone for downtown would include the City of Patterson and some of the outlying ranches on the fringe of the City. The secondary trade area extends about five miles from the commercial core and captures not only the residents of the City, but also includes a large portion of the rural area surrounding the City. The tertiary trade area for downtown is defined as those areas outside a five mile radius from the core. For purposes of this analysis, we are focusing on the City of Patterson as the primary trade area. However, as market niches for downtown are identified, the generation of interest in the secondary and tertiary trade areas could have a significant impact on the revitalization efforts.

Demographic Data

Since the people living in the trade area are the potential patrons of the downtown, it is useful to know something about them. This section examines the City's demographic profile to help identify possible trends in the community relevant to the downtown. While the primary focus is on population and income data, other data including age, education, household size, employment and commuting patterns are summarized.

Population

Historical population growth for the City of Patterson is shown on Table 1. As the table shows, the City experienced the largest growth in population from 1980 to 1990 when the population grew by 4,718 residents, an average annual rate of about 8%. Since 1997, the pace of population growth has accelerated as a result of the growth of the national economy and the demand for housing in the Central Valley. Over the next eight years, the City's population growth is expected to nearly double, reaching about 21,000 residents in 2010.

Table 1: City of Patterson - Population Growth 1970 to 2010		
Year	Population	Increase
1970	3189	--
1980	3908	22.5%
1990	8626	120%
2000	11606	34%
2005	15,556	25%
2010	21,000	25%

Source: Patterson General Plan, California Department of Finance

Although future population growth cannot be predicted with certainty, these estimates seem reasonable when compared to estimates in the City's General Plan.

Table 2: Population Projections for the City of Patterson and Stanislaus County		
Year	Patterson	Stanislaus County
2000	11,606	446,997
2005	15,556	522,700
2010	20,817	587,600
2020	30,000	712,100

Source: City of Patterson and California Department of Finance

Household Size

According to the 2000 U.S. Census, City has 3,166 households, up 19% from the 1990 total of 2,566. The 1990 average household size was about 3.35. In 2000, the average household size had grown to about 3.62 persons per household. The City's 2000 household size was higher than the County as a whole, which had a household size of 3.03 per household.

Income Distribution

The following table outlines the 2000 U.S. Census income distribution for Patterson and for Stanislaus County. As the table shows, the City had a smaller percentage of households in the lower income groups, and a higher percentage of households in the middle income groups compared to the County as a whole. However, the County has a slightly larger percentage of households in the higher income brackets.

Table 3:
Income Distribution by Household

Income Level	2000 Patterson	% of Total	2000 Stanislaus	% of Total
Less than $10,000	224	7%	13542	9%
$10,000 - $14,999	191	6%	10035	7%
$15,000 - $24,999	331	10%	20413	14%
$25,000 - $34,999	451	14%	19387	13%
$35,000 - $49,999	440	14%	25122	17%
$50,000 - $74,999	869	28%	29155	20%
$75,000 - $99,999	332	11%	14410	10%
$100,000 - $149,999	199	6%	8954	6%
$150,000 or More	92	3%	4235	3%

Source: 2000 U.S. Census

The median income for the City increased form $36,710 in 1990 to $47,780 in 1999, an increase of about 30%. While a large portion of the increase in median income can be explained by inflation, there appears to be a growth in real income for the area. If the 1990 median income were inflated by the Consumer Price Index, a standard method of accounting for the effects of inflation, the resulting figure would be about $47,872. Since the 1990 median income is higher than this figure, it appears that the City has experienced an increase in real purchasing power.

The per capita income for the City increased from $13,984 in 1990 to $16,186 in 1999, an increase of about 16%. Once again, some of this increase reflects growth in real purchasing power and not simply a result of inflation.

Age

The following table shows the age distribution of Patterson for 1990 and 2000, and the 2000 distribution for Stanislaus County. As the table shows, the population of the City has aged significantly compared to 1990 as indicated by the significant decline in the number of persons 14 and under and a corresponding increases in the percentage of the population in middle age (44-64).

In comparison to the age distribution of the County as a whole, the City has a higher percentage of the population below the age of 14 and between the ages of 15 and 44 and a lower percentage of persons who are middle aged and older.

Table 4
Age Distribution

Age Group	1990 Patterson	% of Total Population	2000 Patterson	% of Total Population	Stanislaus County	% of Total Population
14 and Under	2,729	31.6	3,508	30.2	116,074	26.0
15-44	4,063	47.1	5,398	46.5	196,855	44.0
45-64	1,088	12.6	1,860	16.0	87,371	19.5
65-84	680	7.8	735	6.3	40,878	9.1
Above 84	66	0.07	105	0.09	5,819	1.3
TOTAL:	8,626		11,606		446,997	

Source: 1990 and 2000 U.S. Census

Employment

The following table outlines the major occupations of the residents of Patterson and Stanislaus County. The table shows that the City has a lower percentage of employed persons working in professional, sales and service categories than in the County as a whole. Conversely, the City has a higher percentage of persons employed in management, farming and construction.

Table 5:
Employment by Occupation - Workers 16 and Over

Occupation	Patterson	% of Workforce	Stanislaus County	% of Workforce
Management, professional and related	516	12%	19,067	11%
Professional and related	571	13%	27,115	16%
Service	565	13%	26,856	15%
Sales	905	21%	44,706	27%
Farming, fishing and forestry	374	9%	6,226	4%
Construction, extraction and maintenance	676	16%	19,877	11%
Production, transportation and material	670	16%	30,481	17%

Source: 2000 U.S. Census

In addition to the employment by occupation information presented above, Table 6 summarizes the major industry by employment for both the City and the County.

Table 6:
Employment by Industry - Workers 16 and Over

Industry	Patterson	% of Workforce	Stanislaus	% of Workforce
Agriculture, forestry, and fisheries	428	10%	9715	6%
Construction	443	10%	13943	8%
Manufacturing	488	11%	25469	15%
Wholesale trade	267	6%	7447	4%
Retail trade	489	11%	21687	12%
Transportation and warehousing	234	5%	9153	5%
Information	129	3%	3379	2%
Finance, insurance, real estate	117	3%	7881	5%
Professional, scientific, administrative	370	9%	12874	7%
Educational, health and social services	713	17%	34825	20%
Arts, entertainment, recreation,	390	9%	11876	7%
Other services	129	3%	9273	5%
Public Administration	80	2%	6806	4%

Source: 2000 U.S. Census

Commuting Patterns

The following table presents the commuting patterns of the workers in Patterson and Stanislaus County. The table shows that in 1999 the City had a lower percentage of employed workers who drove alone to work and a higher percentage of carpooling workers than the County. Since 1999, the City has added several hundred new dwelling units without a concurrent increase in the number of jobs. Asa result, the percentage of persons commuting alone to work may have increased somewhat. Since Patterson is not currently served by regularly scheduled public transit, the percentage of commuters using that form of transportation is lower than the County as a whole.

Table 7: Commuting Patterns Workers 16 and Over		
Mode of Transit	Percentage of Employed Workers 16 and Over – Patterson	Percentage of Employed Workers 16 and Over – Stanislaus County
Drove Alone	70%	77%
Carpools	24%	15%
Public Transportation	0.4%	1%
Walked	2%	2%
Other Means (including bicycle)	2%	1%
Work at Home	2%	3%

Source: 2000 U.S. Census

In addition to the mode of transit, the following table examines the travel time to work for residents of both the City and County. As the table shows, about 23% of the working residents of Patterson have commutes of 15 minutes or less. Of the remaining commuters, most have commuting times of ranging between 15 - 44 minutes, and a significant number of working residents have commutes in excess of 60 minutes. Given the small geographic size of the City, this table suggests that the majority of workers in Patterson are commuting to jobs well outside of the City.

Table 8:
Travel Time to Work

Travel Time	# of Workers - Patterson	% of Working Population	# of Workers - Stanislaus County	% of Working Population
Less than 5 Minutes	278	7%	6442	4%
5 to 14 Minutes	649	16%	51366	30%
15 to 29 Minutes	726	17%	57402	34%
30 to 44 Minutes	960	23%	23303	14%
45 to 59 Minutes	465	11%	7732	5%
60 Minutes or More	1011	24%	18436	11%
Worked at Home	77	2%	5488	3%

Source: 2000 U.S. Census

Summary of Demographic Data

The following summary examines the relationship of demographic data to downtown revitalization efforts. Based on historical data the City's population is estimated to nearly double over the next ten years. An increasing population (coupled with leakage in the retail sector - described in the following section) creates an expanding market for the downtown area and makes the City an attractive business location.

Between 1990 and 1999, the median household income remained virtually unchanges when adjusted for inflation ($47,872 in 1990 and $47,780 in 1999). This suggests that real purchasing power for the residents of Patterson remained unchanged, which in turn could mean a “flat” market demand for downtown businesses. A growth in real purchasing power would mean that residents would have more discretionary income to spend on goods and services. As a result, new businesses may be enticed to the City or existing businesses may expand their operations to accommodate the increased demand.

The age distribution shows that despite reductions in the younger age groups since 1990, the City still has a sizeable population in their prime purchasing years. Based on these data, revitalization strategies should include uses that cater to this younger market.

Finally, the majority of Patterson residents commute out of town for employment and typically are driving alone to their place of employment. This would suggest that at least some consideration should be given to providing employment opportunities in the downtown area as part of the revitalization efforts. Based on the Census data, a large percentage of the City's workforce is employed in the retail sector (about 21%) with significant percentages employed in agriculture, construction, and manufacturing of non-durable goods. By enhancing the downtown retail sector (discussed in the section on market niches), the City could draw from the strength of its local employment base.

Consumer Expenditures

Spending patterns and total demand for goods and services in the area can be estimated by computing the expected expenditures of the market area population; comparing the residents actual expenditures to the expected expenditure patterns; determining how much of the actual spending is "leaking" away to other commercial areas and how much is being "captured" by the City from other areas; and assessing the need for additional or intensified use of downtown commercial space based on the assumption that downtown businesses can capture some of the leakage.

Since there is a time lag in the reporting of data by the State Board of Equalization and the U.S. Bureau of Labor, the information presented in the following analysis will focus on 2000. Where more recent data is available, it will be presented as supporting material.

Potential Local Expenditures

Assessing the ability of Patterson consumers to support additional or intensified commercial development in the downtown area begins with determining the total income of the market area population. The market area income represents the total amount of money local consumers earn each year. Naturally, not all of the local residents' income is spent within the city, and there certainly are dollars spent within the city by non-residents; however, for the purposes of this analysis, we unrealistically assume that residents spend 100% of their total income within the city and that there is no outside infusion of spending. This will allow us to identify how various areas of the local economy are performing. As noted earlier, for purposes of this discussion, the market area has been defined as the City of Patterson.

To compute the total market area income, the population is multiplied by the per capita income for the City. In 2000, the population for the City was about 11,606 people and the per capita income was about $16,186 (based on inflating the 1990 Census per capita figure by the consumer price index). By multiplying these two figures, a total income for the City of about $191 million was derived.

Having derived the total income, a determination was made as to the spending patterns of Patterson residents. The Bureau of Labor Statistics (BLS) conducts a survey of consumer expenditures regarding the buying habits of households. The results of the survey are published in annual reports that provide a categorical breakdown of average consumer expenditures. In addition, the State Board of Equalization (SBE) summarizes taxable retail expenditures for various business types and reports the data quarterly. Although the data collected by the SBE only considers the taxable sales of a business (which in some cases, such as grocery stores, does not represent the total sales of the business), it does provide a good measure of the sales activity in a given area.

Information from the Bureau of Labor Statistics suggests that spending on non-discretionary items, such as housing, utilities, taxes and social security, comprises about 35% of consumers total spending. Of the remaining amount, about 43% is spent in the retail sector and about 22% is spent on services and other items. Based on these figures, the total retail spending for the City is estimated to be about $81.5 million. Table 9 summarizes the percentage of income spent in each of the categories surveyed by the BLS and estimates demand for goods and services if the percentages are assumed to apply to Patterson today. We have also projected demand for the future population of Patterson if the City is "built-out" in accordance with the General Plan. For ease of comparison, the rate of inflation between 2000 and buildout is assumed to be zero so that just the effect of increased population on future buying power can be illustrated.

Table 9:
Estimated Demand for Consumer Goods and Services

Goods and Services	Expenditures as % of Income	Estimated Demand	
		Patterson 2000	Patterson at Buildout
Food at home	8.9%	$7,171,434	$18,537,223
Food away from home	5.4%	$4,351,207	$11,247,304
Alcoholic Beverages	0.9%	$725,201	$1,874,551
Housing	20.5%	$16,518,470	$42,698,097
Utilities	6.9%	$5,559,875	$14,371,555
Household Furnishings	4.0%	$3,223,116	$8,331,336
Apparel	5.5%	$4,431,785	$11,455,587
Transportation New Autos	7.6%	$6,123,921	$15,829,538
Transportation - Gas & Oil	3.2%	$2,578,493	$6,665,069
Transportation - Other	7.0%	$6,123,921	$15,829,538
Health Care	5.8%	$4,673,518	$12,080,437
Entertainment	5.3%	$4,270,629	$11,039,020
Personal Care	1.3%	$1,047,513	$2,707,684
Miscellaneous - Retail	3.7%	$2,981,382	$7,706,486
Miscellaneous - Other	14.0%	$11,280,907	$29,159,676
Total Expenditures	100.0%	$81,061,372	$208,283,400

Note: transactions in thousands of dollars.
Source: Bureau of Labor Statistic Consumer Expenditure Survey; Department of Finance, Patterson General Plan, Crawford Multari & Clark.

In addition to the information supplied by the BLS for consumer expenditures, the State Board of Equalization reports information on taxable expenditures for 12 retail categories. Using this information, an estimate of retail expenditures can be derived based on the assumption that the purchasing patterns of the City are similar to the expenditures of a larger region, such as Stanislaus County. Table 10 shows the expenditures by retail category for Stanislaus County, the per capita expenditure for the County, the potential per capita for the City, and the potential aggregate sales total. The per capita sales figures used for the City are lower than those for the County to account for the difference in per capita income.

Table 10:
Estimated Demand for Taxable Goods by Outlet 2000

Category	Actual Sales -Stanislaus County		Market Potential - City of Patterson	
	Gross Sales	Per Capita Sales	Gross Sales	Per Capita Sales
Apparel	$218,360,614	$489	$3,386,883	$274
General Merchandise	$816,819,621	$1,827	$7,856,346	$635
Specialty Stores	$367,312,844	$822	$8,259,235	$668
Food Stores	$387,777,960	$868	$3,408,445	$276
Packaged Liquor	$23,438,865	$52	$4,109,473	$332
Eating and Drinking	$447,529,509	$1,001	$6,913,584	$559
Home Furnishings and	$175,584,539	$393	$2,457,626	$199
Building Materials & Farm	$386,704,979	$865	$4,133,647	$334
Auto Dealers & Auto Parts	$681,251,221	$1,524	$15,390,380	$1,245
Other Retail	$232,195,606	$519	$1,853,292	$150
All Other Outlets	$1,458,078,242	$3,262	$23,770,482	$1,923
Total	$5,195,054,000	$11,602	$80,577,905	$6,595

Source: State Board of Equalization, Crawford Multari & Clark

Actual Expenditures

Table 11 outlines the taxable transactions for the City for the four years from 1997 to 2000. The table shows that after a modest gain from 1997 to 1998, the taxable retail sales for the City (in real dollars) declined in 1999 only to rebound substantially in 2000 following the completion of the SaveMart shopping center.

Table 11:
City of Patterson - Taxable Transactions 1997 - 2000

Year	Taxable Transactions	CPI Adjusted Total	Change from Previous Year
1997	63,089,000	67,692,060	--
1998	62,706,000	68,832,052	1.7%
1999	62,848,000	67,433,476	-1.0%
2000	70,313,000	74,248,152	9.2%

Source: State Board of Equalization; Crawford Multari & Clark

Patterson businesses reported taxable sales of $74.2 million for 2000 which is considerably lower than the potential sales estimates derived using BLS and SBE data, respectively. This suggests that a considerable portion of Patterson dollars are being spent elsewhere on retail goods and services.

However, simply comparing total taxable transactions may hide the true economic health of the community. For example, the City derives some income from taxable sales originating in the Villa del Lago highway commercial center at the I-5 freeway through a tax sharing arrangement with Stanislaus County. This income is not reported as part of the City's taxable transactions but is nonetheless a source of tax income for the City. Moreover, the information summarized in Table 11 reflects total expenditures within the City, but does not show the kinds of establishments where the dollars are being spent.

Table 12 compares the actual retail expenditures to the potential expenditures for each of the taxable categories reported by the SBE. Due to the small number of establishments in some of the categories, the SBE will not release data in these areas to avoid the disclosure of confidential information. As a result, to accurately compare the figures, the information was condensed into only 7 categories. Apparel stores, general merchandise stores, drug stores, packaged liquor stores, and home furnishings and appliances have been grouped under the "retail stores" category.

Table 12:
City of Patterson - Actual vs. Potential Taxable Sales
2000

Category	Potential Sales	Actual Sales	Difference
Food Stores	$3,408,445	$6,041,000	$2,632,555
Eating & Drinking Places	$6,913,584	$3,888,000	($3,025,584)
Bldg. Materials & Farm	$4,133,647	$4,739,000	$605,353
Auto Dealers and Auto Supplies	$15,390,380	$23,187,000	$7,796,620
Other Retail	$27,922,855	$14,978,000	($12,944,855)
All Other Outlets	$23,770,482	$17,480,000	($6,290,482)
Total	$81,539,393	$70,313,000	

Source: State Board of Equalization; Crawford Multari & Clark

Notes:
1. Other Retail includes apparel, general merchandise, specialty retail, packaged liquor, home furnishings.

The table shows a number of interesting characteristics about expenditures in Patterson. First, the total reported taxable transactions (Actual Sales) is over $10 million less than the total potential sales based on the preceding analysis. This illustrates a considerable amount of expenditures are "leaking" to other communities. The last column on Table 12 represents the "leakage" and "capture" totals for the various categories and may provide information as to the kinds of uses that may be integrated into the downtown area (see the section on leakage). Patterson appears to generate greater than expected sales from automobiles and food stores than would be predicted from the City's per capita income and population, but considerably lower sales in the categories of retail (including apparel, general merchandise, and specialty items) and eating and drinking establishments. Eating and drinking establishments and retail stores catering to apparel and specialty merchandise are especially well suited as downtown businesses. Restaurants, cafes and coffee places typically continue to operate past the normal operating hours of other businesses, bringing a nighttime presence to the downtown. Specialty retail stores can often compete favorably with chains stores (currently absent in Patterson) because they provide unique products that are unavailable elsewhere. Clearly, there is potential for new businesses to locate in Patterson and in the downtown.

Leakage

The difference between the amount of money that local consumers have to spend and the amount they actually spend locally is known as "leakage". This measure is important because it provides an indication of how much money is available for capture by new commercial development. Based on the preceding analysis, the City is experiencing leakage in several areas but especially in retail sales and eating and drinking establishments.

When one considers the location of these types of business within the City, these leakage and capture figures would seem to be reasonable. The City lacks a strong, identifiable retail center with a variety of apparel or general merchandise stores, and as a result is leaking dollars in these areas. Although the construction of the SaveMart center is helping to capture a portion of the day-to-day expenditures of Patterson residents, a considerable amount of leakage remains in several key expenditure categories that could be partially captured by downtown businesses.

Given the small lot sizes and absence of large vacant parcels in the downtown area, it seems unlikely that the downtown could compete for large retailers like those found in nearby Turlock or Modesto. But the amount of retail leakage suggests that there may be opportunities for smaller specialty retail stores.

Market "Niche" Assessment

The market for downtown consists primarily of residents in town and surrounding areas; students from the nearby schools; employees of the businesses located in and around the downtown core; and some traffic traveling along Highway 33. Additional markets could evolve from the creation of visitor serving uses that generate an interest in the downtown or from the development of a regional transit stop downtown.

The preceding sections have focused on developing a demographic profile of the City and interpreting data related to the level of economic activity. This information is useful in defining the overall climate within which the downtown plan must function. Using this information, in conjunction with the proposed physical design changes to the downtown area, the following sections examine some of the possible businesses that could provide the impetus required to transform downtown into vital, vibrant area.

Entertainment Facilities

Given the close proximity of the downtown to the high school, and that approximately 30% of the population is under 14 years of age, perhaps the best opportunity for the revitalization of the downtown is the establishment of one or more family-oriented entertainment facilities, such as a theater. According to the Bureau of Labor Statistics data, the 'average' consumer spends about 5.1% of their income on entertainment and consumer spending on entertainment increased 8.3% overall from 1998 to 1999. Based on the estimated expenditures outlined earlier, Patterson residents may spend in excess of $9.5 million per year on entertainment.

Since the nearest cinemas to the City are located in Modesto and Turlock, a market may exist for the development of a single screen theater, a novelty in today's marketplace of multi-screen cinemas. While it would be true that a multi-screen cinema would increase the level of activity in the downtown, the parking requirements and high level of visibility required by these complexes make the downtown an unlikely location choice.

While a single screen theater showing first-run movies may enjoy some success, particularly with younger audiences, one alternative may be the development of an 'art house' specialty theater. In addition to showing art films (films not typically distributed to the larger cinema chains), the theater could periodically show "classics" that have been re-released, or could feature films from specific directors or films that have common themes. In addition, the theater could form partnerships with other theaters in nearby cities to host film festivals that may draw people from other areas to the downtown.

The benefit of incorporating a theater into the downtown revitalization effort is that it helps create activity in downtown during the traditional off-hours, evenings and weekends. In addition, as a market for the theater develops, the additional traffic generated from theater patrons may have a spill over effect on other businesses in the downtown, particularly the restaurants in the area.

They may find it more profitable to extend their hours of operation, or to upgrade their facilities to entice patrons into their establishments. Thus, a theater or other entertainment use, provides the human activity spark to generate interest in the downtown.

Restaurant and Specialty Retail

Restaurants

Based on sales tax data provided by the City, and a land use inventory of the downtown area, the dominant business use is "specialty stores" that are typically small (2,000 square feet or less) and sell a wide variety of items. There are, however, few "sit down" restaurants in the City. Most food establishments are smaller and offer take-out or fast food.

Of all the businesses located downtown, restaurant businesses could probably benefit most from changes to the physical design of downtown. Design features that provide outdoor spaces for sitting and eating, such as the conversion of alleys to public places or the widening of sidewalks, will help to create additional activity and excitement in the downtown. Establishments that lend themselves well to outdoor seating, such as coffee houses or dessert shops, could be encouraged to locate in the downtown area.

Specialty Retail

Based on the data from the State Board of Equalization, the City is experiencing significant leakage in the retail sales category. Leakage in this category suggests that the City may be able to support additional retail space by capturing dollars spent in other nearby cities. Sales tax data provided by the City indicate the most common downtown businesses are specialty stores. One revitalization niche for the downtown includes the expansion and retention of 'specialty' retailers.

The key to successful retailing in the downtown is the creation of a special shopping district that is unique. The downtown commercial core has advantages that could be enhanced to attract people to the area -- a pedestrian environment; a mix of uses; street vitality; and a history. To re-create this kind of retail ambiance in today's marketplace would be virtually impossible and the City should capitalize on these assets whenever possible.

However, the downtown cannot compete with conventional shopping centers, such as the commercial area developing on Sperry Avenue at Ward Avenue. The retail niche for downtown will be specialty stores, such as small book stores or focused apparel stores. The emphasis should be on customized merchandise, quality, and high levels of service. In addition, downtown retailers should organize common promotions designed to attract shoppers to the downtown area. These could include things such as sidewalk sales, late shopping hours one day per week, tie-ins with community wide events, etc.

Office and Professional Uses

The downtown is also the home for banking and financial businesses, personal care (such as hair and nail salons), and medical services. In general, these types of uses do not need large amounts of space. One revitalization niche might be to foster the location of future office uses in or around the downtown core. Small scale office buildings could be developed on the traditionally smaller downtown parcels or in existing buildings that lend themselves better to office development than retail/commercial uses, such as second floors.

The concentration of offices in the downtown could provide additional traffic for local merchants at lunch time and after-work. If the downtown is successful in the pursuit of other strategies that generate evening activities (such as a theater) the downtown working population may be encouraged to stay in the downtown area.

However, it should be noted that unlike other uses, the market for office space is unique because it is not a direct function of population. Rather, the office market is driven by the occupational composition of the community. As local economies transition from a manufacturing base to service and retail base, the demand for office space is expected to increase, since large amounts of office space are used by people dealing in services. One common sense way of considering the need for office space is based on the estimated increase in the employment in the area. As the total employment increases, some percentage of the population will be employed in occupations requiring office space.

Special Events and Public Facilities

Bringing life back to the downtown is a complex process. While changes to the physical design are important to the success of any revitalization effort, the key attraction for downtown will be the presence of human activity. Activities such as festivals, the farmers market, and other events should be encouraged to be held downtown. These events give people a reason to visit the downtown, and generate foot traffic and exposure for existing downtown businesses. As the physical design features of the revitalization plan are implemented, events that draw residents to downtown will allow them to see the physical changes underway, which in turn helps instill a sense of civic pride.

In addition to holding special events, additional interest in downtown could be generated through the establishment of a public facility, such as expansion of the City's historical museum. If the City could place a sign(s) along the I-5 corridor informing travelers of the presence of a museum, it may result in additional tourist traffic downtown.

However, the location of public facilities in the downtown area requires thoughtful consideration of the space needs for these kinds of uses. For example, the historical museum requires significantly less space than agricultural machinery museum. For these types of museums to draw significant visitors, displays of large pieces would be required.

Other Markets

Industrial

As noted earlier, one of the goals of the City's general plan is to promote an expanding and increasingly diversified local economy. While much of the preceding discussions have presented data related to the revitalization of the commercial core of downtown, the development of industrial uses within the City's planning area will expand employment opportunities for the local residents and contribute to the overall revitalization effort.

The industrial businesses just east of the downtown are the City's largest employers. The employees represent a potential market for downtown businesses, especially for eating and drinking establishments. As other businesses locate to Patterson, as envisioned by the West Patterson Master Development Plan business park, the additional employees would also represent an additional market for downtown businesses.

Housing

As revitalization strategies for downtown are developed and implemented, the housing market in and around the downtown area will be a key factor in the ongoing success of those efforts. New housing continues to be the primary focus of development in Patterson. Since 1998, over 500 new homes have been built and occupied, mostly on the west side of the City. Meanwhile, housing surrounding the downtown remains desirable and affordable.

The City's housing market is a mixture of older and newer homes. Based on conversations with local Realtors, prices for 3 bedroom/2 bath new homes range from about $250,000 to about $300,000. In contrast, the housing market downtown is comprised of older single-family structures and the selling prices for similarly sized units are somewhat less.

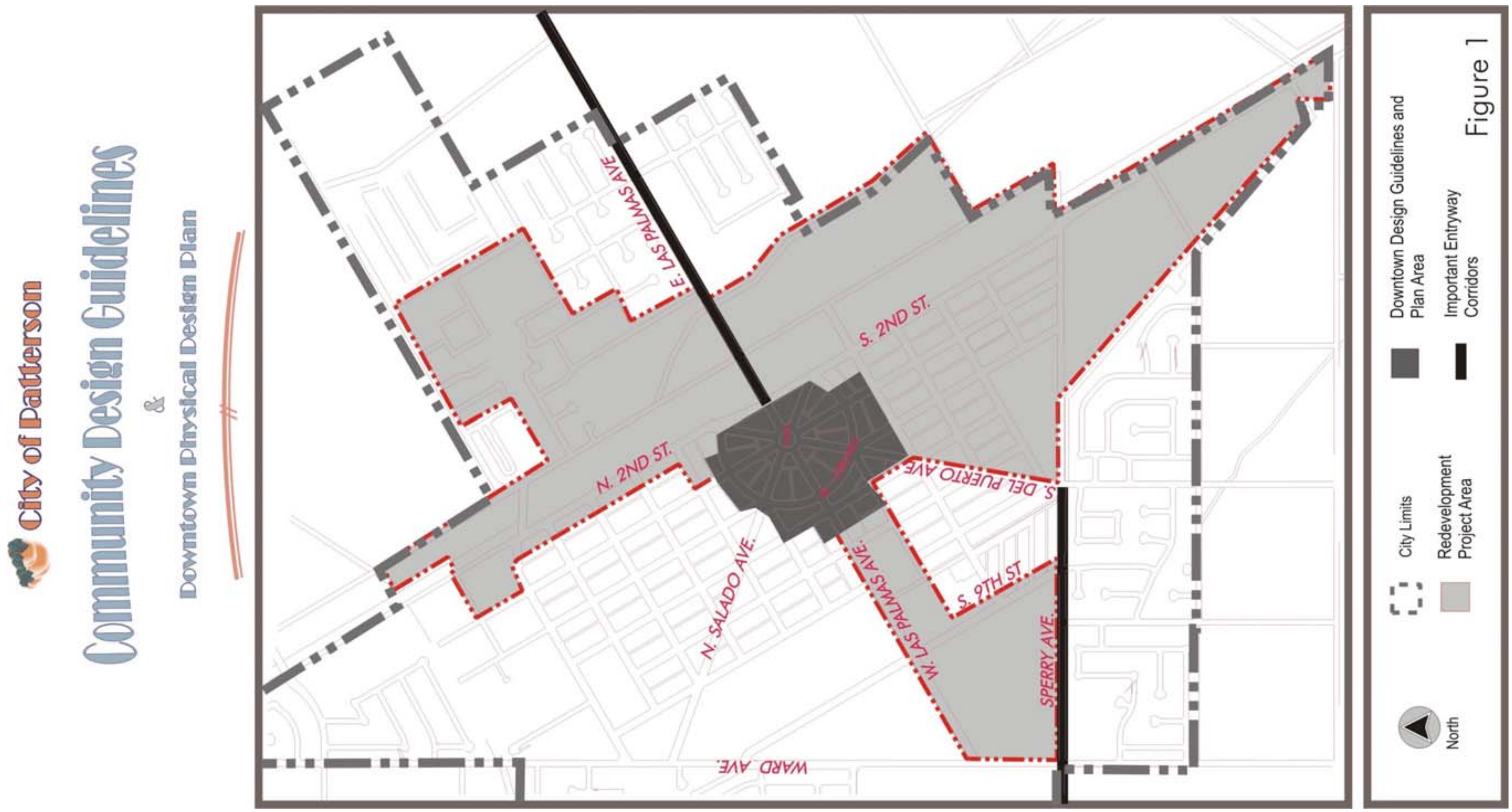
The housing preferences of current buyers moving into a bedroom community such as Patterson, seem to favor the design features found in newer residential neighborhoods. Although the downtown area has amenities not found in these newer areas, such as unique architectural design, established landscaping and tree lined streets, for many buyers these amenities do not offset the negative image associated with living downtown. As a result, the downtown housing market is largely comprised of rental units. Typically, rental units have not received the care and maintenance associated with owner occupied units. Therefore, strategies that seek to improve the desirability of living in the downtown area, including increasing the number of owner-occupied units, would contribute significantly toward the downtown revitalization effort.

Appendix

Authors

David Moran, principal author and illustrator
Paul Crawford, FAICP, principal

Draft Sign Ordinance
(published separately as Municipal Code Chapter 18.90)


City of Patterson
Community Design Guidelines
&
Downtown Physical Design Plan
E. LAS PALMAS AVE
S. 2ND ST.
N. 2ND ST.
S. DEL PUERTO AVE.
N. SALADO AVE.
W. LAS PALMAS AVE.
S. 9TH ST.
SPERRY AVE.
WARD AVE.
Downtown Design Guidelines and Plan Area
Important Entryway Corridors
City Limits
Redevelopment Project Area
North
Figure 1