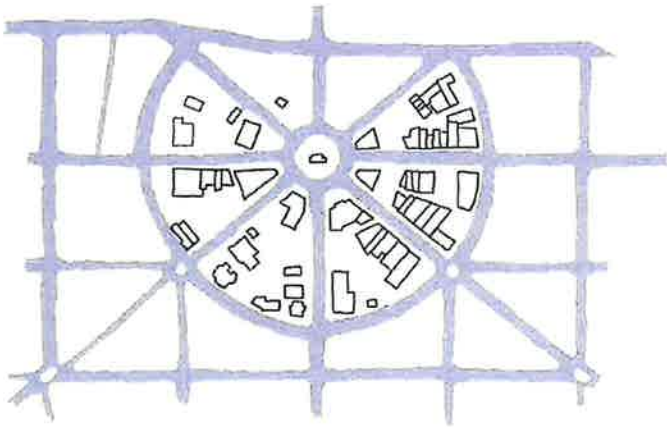


# Downtown Patterson Revitalization *Visioning Report*

April 28, 2015



# Downtown Patterson Revitalization *Visioning Report*

April 28, 2015



**rhaa**  
LANDSCAPE ARCHITECTURE • PLANNING

## CLIENT

### CITY COUNCIL

Luis I. Molina, Mayor  
Sheree Lustgarten, Mayor Pro Tem  
Deborah Novelli, Council Member  
Dominic Farinha, Council Member  
Dennis McCord, Council Member

### CITY STAFF

Ken Irwin, City Manager  
Joel Andrews, City Planner  
Denise Melo, Planning Department  
Teresa Rodriguez, Planning Department  
Juliene Flanders, Director of Recreation & Community Services  
Michael Willett, Director of Public Works  
Paul Yotsuya, Sheriff's Department

### PLANNING COMMISSION

Ron West, Chairman  
David Applegate, Vice Chairman  
Eric Bendix, Commissioner  
Juan Barba, Commissioner  
Bryan Bingham, Commissioner

### PARKS & RECREATION COMMISSION

Mia Brudnicki, Commissioner

## CONSULTANT TEAM

### RHAA LANDSCAPE ARCHITECTS

Douglas Nelson, Principal in Charge  
Lauren Knight, Project Manager

### SHARED SPACES

Steve Rasmussen Cancian, Principal

### MJM MANAGEMENT GROUP

Mary McCue, Principal

### LAND ECONOMICS CONSULTANTS

Steven E. Spickard, Principal

## COMMUNITY PARTICIPANTS

Carol Scoles, Historical Society  
Ron Swift, Curator of Museum  
Peter LaTorre, Lions Club Leader  
Al Parham, 50 Plus Club President  
Troy Brown, Downtown Graphic Print Shop Owner  
Dan Gray, Downtown Restaurant Owner  
Wayland Wong, Downtown Property Owner  
Rick Barron, Downtown Café Owner  
John Ramos, Downtown Developer  
Naomi Jacobson, Downtown Realtor  
Heidi Vento, Central Valley Realtors Association  
Angela Kraft, Girl Scouts Leader  
Martin Salmon  
Howard Sword  
Tom Dolan  
Janet Dolan  
Gil Howard  
Bryan Bingham  
Fariza Meyer Padilla  
John Cassidy  
Alyson Cassidy  
Maya Gonzalez  
Donald Hess  
Jane Quinoba  
Martha Arestegui  
Denise Sullivan

Fred Fowler  
Sherry Fowler  
Jerry Ortiz  
Gabriel Ortiz  
Andrea Torrence  
Melinda Gonzalez  
Marissa Gonzalez  
April Terrero  
Mary Crawford  
Irma Hupe  
Steven Halseth  
Maryann Halseth  
Jeff Nosek  
Heather Nosek  
Julie Gabriel  
Jeff Lustgarten  
Brian Solorio  
Lucie Field  
Montana Barron  
Michelle Topete  
Ampario Murillo  
Angelica Reyes  
Amy Hussar  
Howard Sword  
Lisa Montgomery  
Julianne Dittman

# Table of Contents

<b>Introduction</b>	
<i>Introduction</i> .....	2
<i>Executive Summary - Vision Statement for Downtown Patterson</i> .....	4
<i>Patterson Background</i> .....	5
<i>Brief History of Patterson</i> .....	5
<i>Downtown Patterson Today</i> .....	8
<i>Architectural Character</i> .....	14
<i>Market Research and Demographic Overview</i> .....	16
<b>Documentation of Visioning Process</b>	
<i>Stakeholder Interviews</i> .....	20
<i>Downtown Revitalization Weekend</i> .....	23
<i>Community Brainstorming Workshops</i> .....	23
<i>Downtown Visioning Walk</i> .....	32
<i>Implementation Charrette</i> .....	35
<i>Other Revitalization Weekend Activities</i> .....	40
<b>Synthesis of Downtown Visioning and Recommendations</b>	
<i>A Vision for Downtown Patterson</i> .....	42
<i>Streetscape and Public Spaces</i> .....	43
<i>Improved Access, Circulation, and Gateways to Downtown</i> .....	45
<i>Economic Development</i> .....	46
<i>Improve Opportunities for Downtown Events</i> .....	47
<i>Rehabilitation of Historic Buildings and Facade Improvements</i> .....	48
<i>Improving the Downtown Parks</i> .....	49
<i>Making Downtown a Center for Arts</i> .....	50
<i>Changing the Perception of Downtown</i> .....	50
<i>The City Needs Partners</i> .....	51
<i>Next Steps</i> .....	51
<i>Initiatives Matrix</i> .....	52
<b>Economic Analysis and Recommendations</b>	
<i>Downtown Case Studies: Lessons Learned</i> .....	56
<i>SWOT Analysis</i> .....	58
<i>Potential Funding Opportunities</i> .....	59
<i>Creation of Environment to Attract New Businesses</i> .....	60
<i>Bringing People from West Patterson to Downtown</i> .....	62
<b>Appendices</b>	
<i>Presentation Boards from Community Meetings</i> .....	64



LA ESTRELLITA

NO BICYCLE RIDING ON SIDEWALKS  
NO PARKING 4AM-6AM

ONTARIO

# Introduction



# Introduction

The City of Patterson contracted with RHAA Landscape Architects and Planners to facilitate a downtown visioning process as the first step in creating a more vibrant, attractive, and economically sustainable downtown.

The visioning process included three parts:

- **Intensive Stakeholder Interviews** – The team met with approximately 25 community members over a 2-day period. The interviews included individual meetings with the Mayor and City Council members, and a session with the Planning Commission.
- **Downtown Revitalization Weekend** – A series of public workshops were held on a Friday evening and Saturday. The first brainstorming workshop was held at the Hammon Senior Center on Friday evening. Saturday morning began with a downtown visioning walk, followed by another brainstorming workshop at City Hall Council Chambers. A lunchtime event strove to demonstrate an active downtown with regular happenings: a community barbeque was provided by the Patterson Lions Club in North Park, along with music and children’s entertainment. A live band performed on S. Del Puerto Ave. next to the Blues Café, and several businesses set up outdoor tables. The weekend activities concluded with an implementation charrette that reviewed ideas from the brainstorming workshops and created a list of priorities.
- **Downtown Visioning Report** – The final part of the process is this report which seeks to document and synthesize the visioning process and start a

path for creating a more vibrant, attractive, and economically sustainable downtown for Patterson.

Patterson’s downtown has a unique circle and spoke pattern that may have been influenced by the City Beautiful Movement from the turn of the Twentieth Century. The City Beautiful Movement was intended to promote beautification, monumental grandeur, and harmonious social order in existing cities, and it is generally associated with much larger cities such as Chicago, Cleveland, Detroit, and Washington, D.C. Patterson’s circles and radiating streets, parks, and the spectacular approach on Las Palmas Avenue may be one of the few examples of City Beautiful principles applied to a small planned

agricultural town. This legacy may make Patterson unique in California and beyond and is a strong asset on which to build a downtown revitalization.

Patterson has seen a dramatic growth in population over the last thirty years. With the exception of the new City Hall constructed on the site of the Del Puerto Hotel, there has not been a commensurate investment in creating a downtown to better serve Patterson’s current and future population. This presents an opportunity for great improvement in creating an attractive downtown that will be an economic benefit to the City and a source of pride for residents. This downtown visioning process is a first step in creating a community vision for



South Del Puerto Avenue looking towards the circle.

downtown Patterson. Its goal is to spur immediate public and private investment in downtown leading to the realization of the community's complet vision. There is no time like the present to take the first steps.

### Defining Downtown Patterson

For this visioning process, downtown Patterson was generally defined as the area within El Circulo Avenue and 2nd Street (Highway 33). A number of issues identified within this process involve areas beyond these boundaries, so some parts of the vision involve a larger part of Patterson. However, with limited resources to address the issues identified, it would be wise to focus efforts in concentrated areas.



*This vision statement was crafted from the shared vision of all the stakeholders who participated in the visioning process and should be used as a touchstone to guide future efforts.*

### **Executive Summary – Vision Statement for Downtown Patterson**

A revitalized downtown Patterson should be the hub of community activities and social gathering and express Patterson’s strong community spirit. It should attract residents from all parts of Patterson and visitors from elsewhere to enjoy a variety of restaurants, cafés, entertainment, retail stores, and services, during the daytime, evenings, and weekends. To facilitate this vision, the downtown should be improved with wider sidewalks, sidewalk café seating, street trees, architectural façade improvements, and attractive lighting to support evening activity. Downtown streets should be safe and comfortable for people walking, riding bicycles, and driving cars. The downtown parks should be a source of civic pride and have infrastructure for hosting a variety of events.



The center circle and the former land sales office of Patterson Irrigated Farms now serves as the history museum.

## Patterson Background

### Brief History of Patterson

Patterson is a planned community that was created with a unique form. Rancho Del Puerto was purchased by John D. Patterson in 1866. The land was largely undeveloped until after the death of John Patterson, when the land passed to Thomas W. Patterson and other heirs. The Patterson Ranch Company was formed in 1908 and led by Thomas Patterson. He had a vision for the town as a planned community and an oasis of beauty in the vast fields of grain on the west side of the San Joaquin Valley. T.W. Patterson understood that the key to a successful agricultural colony was irrigation. In 1908 the town was laid out in a unique circle and spoke pattern inspired by Washington, D.C. and Paris. An irrigation pumping station was created beside the San Joaquin River, and a grand



The Patterson Irrigated Farms land sales office is seen in this photograph circa 1911. The newly constructed Bank of Patterson is seen in the background. *Courtesy Patterson Township Historical Society.*



Downtown Patterson is seen in this early photo circa 1910. The circle and land sales office are in the foreground, and the Del Puerto Hotel and Plaza Mercantile are seen in the background. *Courtesy Patterson Township Historical Society.*

boulevard, three miles long, connected it to the town center. Las Palmas Avenue was planted with 484 palm trees creating one of the most spectacular approaches to a California town.

The railroad played a major part in the real estate plan. The Patterson Ranch Company advertised throughout the mid-western United States to attract farmers to move west and purchase land in the Patterson colony. By 1909 the Patterson Ranch Company built the Del Puerto Hotel, a general store, bank, and landscaped parks flanking the entry from the train station and Las Palmas Avenue. In the center of the downtown circle was the land sales office for Patterson Irrigated Farms. Prospective buyers arriving from across the country by train must have been impressed with the organization and design of the young town. They were lodged in the Del Puerto Hotel during their visit and the promises of fertile soil and irrigation water convinced many to buy 5, 10, and 20-acre plots.

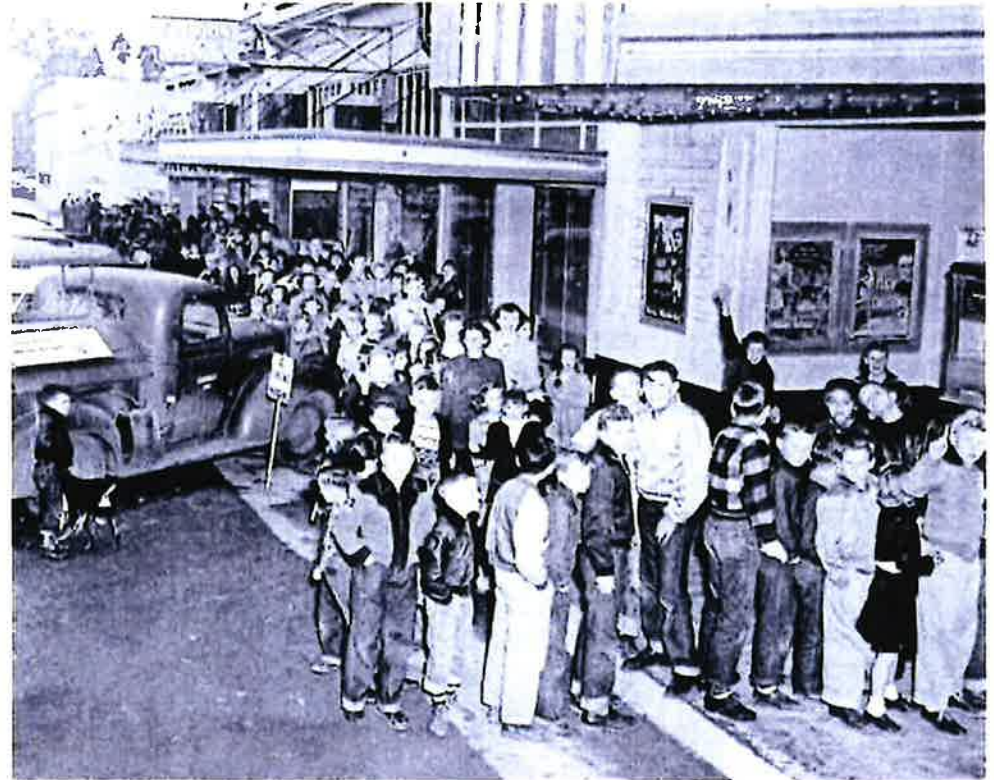
Patterson remained a small farming community of about 4,000 people, until the 1980s when the population started growing dramatically. Suburban-style developments attracted a new population of residents, particularly on the west side of town. The opening of I-5 on the west edge of Patterson created a fast route to the Livermore Valley and the Bay Area. Patterson now grew as a bedroom community, with its population topping 20,000 people in 2010.

The west Patterson “new town” areas are divided from “old town” Patterson with a series of parks and schools and there are limited streets connecting

the two. New shopping centers and the fact that many residents commuted to jobs using I-5 gave many residents little opportunity or reason to visit downtown Patterson. Downtown Patterson does host civic functions such as city hall, banks, library, and post office, but many of the businesses remaining in downtown Patterson are more neighborhood oriented, rather than attracting Patterson’s larger population.



S. 3rd Street In the 1930s. Courtesy Patterson Township Historical Society.



The Patterson Theater on S. Del Puerto was a center of activity and entertainment until 1985. The theater's neon marquee is seen at left in 1939. Above, children line up for a Christmas show in the 1950s. Both photos courtesy of the Patterson Township Historical Society.

## Downtown Patterson Today

The form of downtown Patterson is defined by the circle and spokes design with the circle park at its center and the two parks flanking the entry from Las Palmas Avenue. The formal geometry is bounded by El Circulo Avenue, which provides a transition to the adjacent residential neighborhoods. Four streets bisect the circle and create six pie-shaped commercial blocks that make up the downtown, along with the center circle and two flanking parks.

**S. Del Puerto Avenue** is the “main street” of downtown, and it is also the direct connection to Sperry Avenue, the main east west route through town that connects I-5 and Route 33. S. Del Puerto is anchored by City Hall (built on the site of the former Del Puerto Hotel), Tri-Counties Bank, and the Patterson Family Pharmacy. Several other businesses and the Sheriff’s Department occupy the other storefronts. S. Del Puerto Avenue likely has

the most traffic of the downtown streets due to its role as a connector between Sperry Avenue and Las Palmas Avenue.

**S. 3rd Street** is the secondary commercial street in the downtown. It is also anchored by two banks (Tri-Counties Bank and Oak Valley Community Bank). There are several bars and restaurants along with a few empty storefronts.



S. Del Puerto Avenue looking south.



The former Patterson Theater building.



S. Del Puerto Avenue looking north.

**W. Las Palmas Avenue** is characterized by civic functions. It is anchored by City Hall and US Bank, and includes the fire station, former Carnegie Library, and several professional offices.

**N. 3rd Street** is a secondary commercial street and includes Bank of the West, several professional and retail tenants, a fitness center, and car lot of the town's Ford dealership.

**N. Salado Avenue** includes a couple of small retail stores, the newer library, post office, and an undeveloped lot.

**N. Del Puerto Avenue** fronts on North Park and includes the Patterson Water District offices and the Ford dealership.

**S. Salado Avenue** fronts on South Park (Veterans' Memorial Park) and also includes auto tire and glass shops as well as a laundromat.

**North Park** includes a grass surface with numerous deciduous, evergreen, and palm trees. The park also includes a barbeque area, picnic shelter, restrooms, and a children's play area.

**South Park** (also known as **Veterans' Memorial Park**) consists of a grass surface with deciduous, evergreen, and palm trees. Several historical and memorial monuments are located in the park as well as recreation in the form of a fenced horseshoe pit area.

**Plaza Circle Park** is the site of the historic Patterson Irrigated Farms sales office, which is now the Patterson Historical Society Museum. The park includes a grass surface with deciduous, evergreen and palm trees.



S. 3rd Street looking north.



S. 3rd Street looking south.



S. 3rd Street looking south. Banks anchor the north end of S. 3rd Street at the circle.



North Park



South Park (Veterans Memorial Park)

## Building Facades



S. Del Puerto Avenue - west side.



S. Del Puerto Avenue - east side.



S. 3rd Street - west side.



S. 3rd Street - east side.



N. 3rd Street - west side.



N. 3rd Street - east side.



## Architectural Character

Patterson started as a designed community, and the Patterson Ranch Company set the tone with the construction of the Del Puerto Hotel and the Patterson Irrigated Farms sales office. The two most prominent buildings in the new town, both built in 1909, were designed in the Mission Revival Style that was very popular during the period between 1890 and 1915. The Mission Revival Style was largely influenced by the phenomenal interest in California's Spanish Colonial period that was sparked by the popular 1884 romantic novel *Ramona* by Helen Hunt Jackson.

The third building built by the Patterson Ranch Company was the Patterson Mercantile general store (the building now occupied by the Oak Valley Community Bank). It was designed in a simple "brick commercial" style popular during the early Twentieth Century. Two banks constructed buildings on the wedges facing the circle. Befitting the image of banks, one was from the Beaux Arts style (current day Tri Counties Bank) and one was a Greek Revival temple (now demolished on the site of the Bank of the West).

The other commercial buildings in downtown Patterson included a variety of commercial architectural styles and most were constructed of brick. The storefront buildings typically included large store windows and indented doorways. Many had clerestory windows to fill the spaces with natural light. Several automobile-related businesses were typical of the early Twentieth Century buildings. The Patterson Theater (now Tigers Furniture) retains its simplified but Art Deco

inspired façade, but the elaborate neon marquee is now gone.

As tastes and desires changed, many storefronts were altered in the 1950s, 1960s, and 1970s to give the buildings a more "modern" look. Unfortunately, from today's perspective, this resulted in the loss or covering of many of the historic architectural qualities. Aluminum or other corrugated metals were quick and clean, but today lack the architectural character of historic buildings. At some point in the past, rustic stone facades were added to a number of storefronts, further diminishing the architectural character.

A 1996 fire at the Del Puerto Hotel led to the structure's demolition, but it was replaced by a new city hall that largely recreated the historic hotel's façade, restoring the presence of the landmark Mission Revival hotel, if not the actual building.

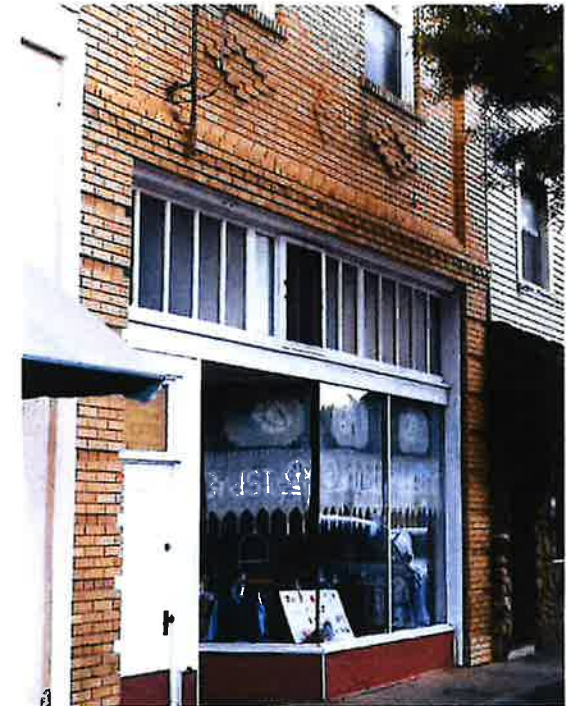
Also of note is the consistent and historic use of several species of palm trees throughout Patterson. This adds a defining character to the landscape of



A classically-detailed commercial brick building on S. 3rd Street with incongruous rustic stone and wood awning on the first floor.



A historic building on S. Del Puerto that was covered with a stucco facade that does not reflect the historic architectural character.



One of the few original condition commercial storefronts remaining on S. 3rd Street.

Patterson and ties the spectacular Las Palmas Avenue with the downtown.

### Sampling of Historic Commercial Buildings

Here are some examples of Patterson commercial buildings. Architecturally, these buildings are very simple brick facades with simple architectural details. Many of the buildings have retractable awnings for shade and clerestory windows above to bring in natural light.

*All photos on this page courtesy the Patterson Township Historical Society.*



Klein's Market at the corner of El Circulo and S. 3rd Street in 1936.



Commercial building on the other side of El Circulo and S. 3rd Street.



Stewart's Restaurant on S. 3rd Street.



The Plaza Mercantile building is now the Oak Valley Community Bank.



Safeway Stores on S. Del Puerto.

## Market Research and Demographic Overview

The focus of the following market research is on the historic commercial core in downtown Patterson, but it is useful to examine the characteristics of the larger market that supports that area, and also compare it with markets and downtowns that compete with it. **Table 1** presents an overview of Patterson and compares it with other nearby peer cities. All of these cities are relatively old by California standards and were incorporated approximately 100 years ago. Most have recorded histories that date from the mid-1800s.

While their sizes were more similar 100 years ago, along the Highway 33 corridor heading south, the closer the cities are to the Altamont Pass portal to the Bay Area, the faster they have grown. Patterson is now twice the size of Newman, and Newman is twice the size of Gustine. (Further south, Los Banos benefited by also being close to the Pacheco Pass portal to the Bay Area.)

All of the peer cities have relatively diverse populations. Patterson, along with the other Highway 33 cities, was majority Hispanic/Latino as of the 2010 U.S. Census.

Newman is of special interest, not only because it is the closest peer city, but also because it has managed to maintain or revitalize a small but attractive downtown environment. In **Figure 1**, it is interesting to note that for the first half of the 20th Century, Newman was larger than Patterson. During the time the downtowns were being built up, and the theaters were being built, Newman was the dominant town. Only in the 1960s did

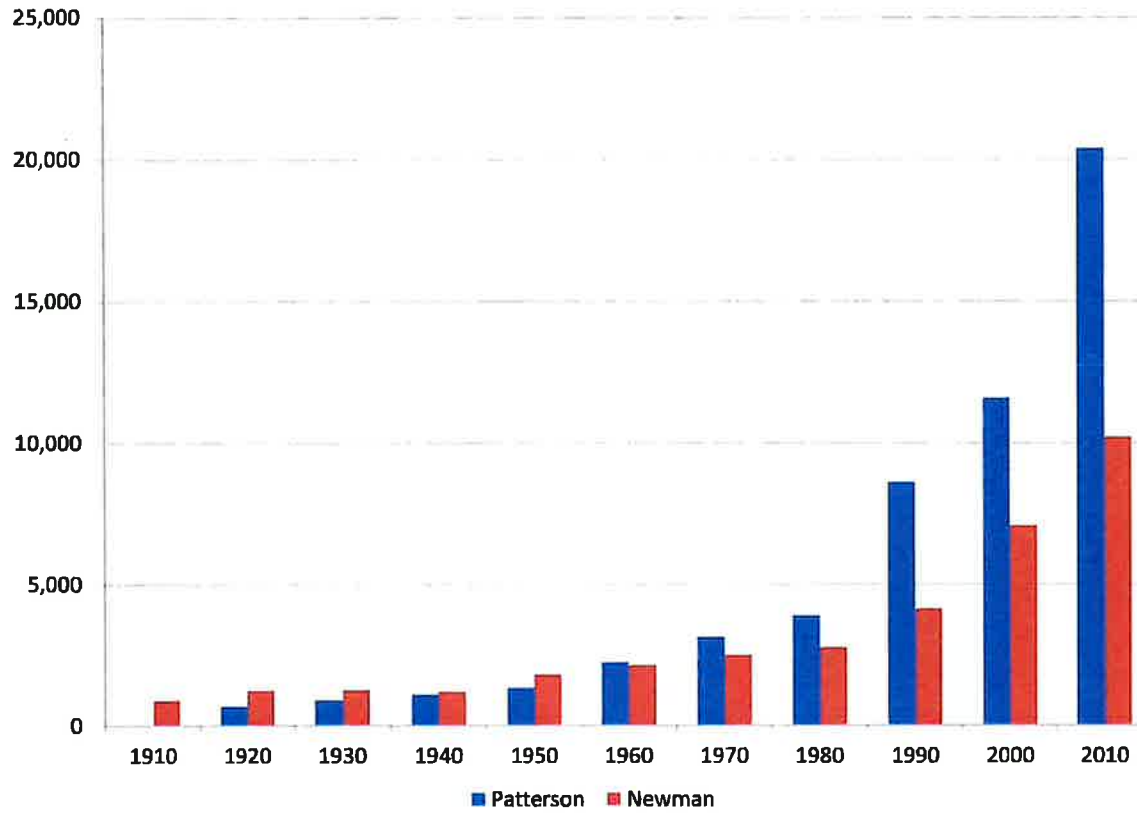
**Table 1: Demographic Characteristics of Patterson and Nearby Peer Cities**

Characteristics	Patterson	Newman	Gustine	Los Banos	Tracy	Turlock
Year Incorporated	1919	1908	1915	1907	1910	1908
Primary Corridor	Hwy 33	Hwy 33	Hwy 33	Hwy 33	Hwy 205	Hwy 99
Population 2010	20,413	10,224	5,520	36,000	82,922	68,549
Est. Current Population	21,000	10,600	5,600	37,000	85,000	70,000
<b>Ethnicity: 2010 Census</b>						
Hispanic/Latino	59%	62%	50%	65%	37%	36%
White Alone, not Hispanic	27%	32%	46%	25%	36%	49%
Black Alone	7%	1%	1%	3%	7%	3%
Asian Alone	4%	2%	1%	3%	14%	5%

Source: 2010 U.S. Census, Calif State Dept of Finance.

Patterson finally have a population that surpassed Newman's. Then Patterson grew explosively in the 1980s, rapidly in the 1990s, and explosively again in the 2000s.

**Figure 1: Population Growth in Patterson (and Newman)**



## The Super Commuter Factor

A fundamental driver of growth and change in Patterson over the period shown in Figure 1 was the rise of the super commuter. Up until the 1960s or so, Patterson's growth was fueled by its traditional agriculturally-based economic engine, which included all the service, supply, and processing parts of the industry, as well as the resident-serving sectors of the economy such as retail, restaurant, and other services. Population had been growing slowly in proportion with all of these local industries.

Gathering momentum in the 1970s, but really becoming a force in Patterson in the 1980s, economic growth in the Bay Area created such a demand for housing that population growth spilled out into the Central Valley in earnest. As Bay Area economic cycles went up and down over the next 3 or 4 decades, boom and bust homebuilding cycles were created in Patterson.

Much of the new home construction occurred on the West side of town, closest to the I-5 freeway to the Bay Area, and a character of urban development was created that differed from the older parts of Patterson (East of Ward Avenue). While most of the residents in the older side of town may have had jobs in the immediate Central Valley region, the majority of residents in the new side of town were commuting on a daily basis long distances to jobs in San Francisco Bay Area counties. This pattern continues today and has implications for support of businesses in Patterson.

According to the U. S. Census Bureau (in the American Community Survey, 5-Year Estimates, which is updated

every year) the average travel time to work (in minutes), for workers age 16+ between 2009-2013 was 41 minutes for Patterson, as compared with 27 minutes for California as a whole. A recent ranking of this data in the American Community Survey found that Patterson had the 14th longest average commute out of 643 cities and places counted in California. It is important to note that in order to have an average commute of 41 minutes, a substantial portion of the people must have commutes many times as long.

## Market Opportunities for Downtown

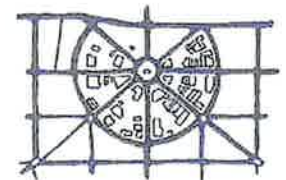
The City of Patterson recently commissioned a "Demographic Analysis Report" by DDS Marketing (dated March 2014). The DDS report included a Retail Gap Analysis, which compared the retail spending power in Patterson with the amount of retail spending actually captured in Patterson businesses, separately for different retail industry groups. Where the capture of retail dollars by local businesses is less than what Patterson households are estimated to spend each year, "retail leakage" is said to be occurring; which also highlights the categories of retail where opportunities lie in recapturing more of the spending that is now leaking out to retail businesses in other communities.

Major findings and their implications for downtown Patterson include:

- Among the retail categories DDS thought were most strategic, the largest opportunity (i.e., largest leakage) is in "Food Services and Drinking Places" (at -\$23.5 million/year).

- o This is a great candidate for inclusion in the urban scale of downtown.
- There is also significant leakage in "Health & Personal Care Stores" (-\$16.3 million/year).
  - o This is also a candidate for the smaller scale retail spaces in a downtown environment that receive frequent repeat visits from customers.
- With the exception of gas stations, the other major categories identified by DDS as strategic targets for retail recruitment are all things that are best provided today by "big box" stores or by comparison shopping destinations such as regional malls (e.g., Electronics & Appliance Stores, Building materials/home improvement stores, Apparel & Accessories Stores).
  - o These, along with their required parking, would not fit in the scale of downtown, and would best be pursued in other sites within Patterson.
- The biggest retail capture surplus in Patterson is in "Grocery Stores" (+\$23.1 million/year).
  - o This is likely due in part to the new Walmart Supercenter drawing people from beyond Patterson.
  - o It also suggests that Patterson residents are eating meals at home more frequently than is typical. While this could be due to preference and lifestyle (e.g., commuters making quick dinners at home), it also could be due in part to lack of opportunity to go out to restaurants that are conveniently close.

# Documentation of Visioning Process



## Stakeholder Interviews

On February 26th and 27th, 2015, the RHAA team conducted intensive stakeholder interviews with the goal of identifying issues and opportunities in downtown Patterson. Interviews were conducted with approximately twenty-seven stakeholders in sixteen separate meetings. Individual meetings were held with the Mayor and each City Councilmember. Other meetings were group or individual interviews. The team also attended the Planning Commission meeting on the evening of February 26th.

Many of the comments spoke to recurring themes of the issues facing downtown and the ideas and vision for revitalization. Overall, the comments expressed a great desire for a better downtown, that the identified problems are solvable, and that the outlook for a better downtown Patterson is an optimistic one.

### Summary of Stakeholder Interview Comments

#### Downtown needs physical improvements including:

- Better sidewalk paving (currently cracked and in poor condition).
- Wider sidewalks that would allow outdoor seating and dining.
- Better lighting overall for streets, sidewalks, and parks to make downtown more inviting as an evening destination.
- More and better street trees.
- Infrastructure for tree and holiday lighting to create a positive evening ambiance.
- Accent planting including hanging baskets of flowering plants.
- Improvements to make downtown more walking and biking friendly.
- Better and safer crosswalks, particularly to provide access to center circle and the parks.
- Add a sidewalk to the center circle.
- Convert open parcels (if not developed for other uses) to parking and public spaces – the Newman Downtown Plaza was cited as a good example of open lots converted to both parking and public gathering space with a band stand.
- Attractive and consistent street furnishings

including benches, trash receptacles, signage, and street lights.

- Improvements to the parks including better picnic and restroom facilities.
- Convenient and easy parking.
- Needed infrastructure improvements (water, sewer, paving, etc.) will provide opportunities for other improvements as streets are torn up and needing reconstruction.

#### Better ways for residents and visitors to get downtown:

- Improved signage to draw visitors from I-5 to downtown Patterson.
- Better street, pedestrian, and bicycle connections between west Patterson and downtown.
- Better sense of gateways when entering downtown Patterson – from all directions including Highway 33 and Las Palmas Avenue.
- A Patterson shuttle vehicle to connect west Patterson and Downtown.

#### Better attractions to bring residents and visitors downtown:

- More restaurants, particularly family-oriented restaurants and ones with outdoor café seating.

- Evening activities to attract residents downtown such as restaurants, music, cinema, and other entertainment.
- Theater for movies and other events – the Westside Theater in Newman was frequently mentioned as a positive example. Downtown Patterson may not have the ability to support a modern multi-screen theater complex, but there are numerous examples of non-profit organizations operating small movie theaters showing a variety of film types.
- A youth center to provide a place for young people to gather and provide activities.
- A more varied and attractive mix of stores and boutiques to attract residents and visitors – downtown Turlock was often cited as having a good mix of retail and restaurants. It was also noted that the wider sidewalks in downtown Turlock provide a good setting for strolling and outdoor cafes.
- Provide public spaces with seating for socializing.
- Promote visitors to come to “Historic Downtown Patterson.”
- Provide historic Patterson walking or bus tours.

**Change perceptions about downtown:**

- Perceptions about downtown are important and there are several negative connotations

that were mentioned multiple times.

- Cleanliness, or the lack of it, was often cited as a negative perception of downtown. Regular cleaning of sidewalks, pulling of weeds in planters, and better litter control is needed.
- Perceptions and fears about crime, drug use, and other negative activities are impacting people’s views about downtown and the parks. Whether real or not, these negative perceptions are keeping some people away from downtown, particularly families with children.
- The presence of “homeless” people in downtown and the parks has an impact on people’s perception of downtown. This is a complex issue that is not easily changed. One approach is to successfully attract more residents and visitors downtown, thereby making the presence of the “homeless” less obvious.

**Better downtown events:**

- The annual Apricot Fiesta is an important event for downtown, but more key to revitalizing downtown would be regular weekend and evening events to enliven downtown such as music and movies in the parks, sidewalk sales, community barbeques, and other gatherings.
- The one past event that was repeatedly mentioned was the Skate the Circle and Movie

Night in the Park. This popular event has not been repeated due to onerous permitting and staffing requirements imposed by the Sheriff’s Department. Better cooperation is needed between the City and the Sheriff to enable popular events such as this to occur in a reasonable and safe way.

- A permanent music venue in one of the parks with power and lighting infrastructure would make holding music and other events easier.
- A weekly farmers’ market in the downtown would be a great way to attract people downtown and connect Patterson residents with their agricultural heritage.

**Façade improvements:**

- Provide architectural assistance to building owners to consider façade improvements to restore historic conditions or improve building appearances.
- Consider relocating the Sheriff’s Office to another location to allow for more economic and street life activity.
- Encourage and support building owners to make façade improvements that will provide better economic opportunities.
- Encourage restaurants to have open facades that engage the sidewalks, rather than being closed and inward focused.

**Attract more development and new businesses downtown:**

- Streamline bureaucratic permitting to make it easier for new businesses.
- Cooperative building inspection that makes it easier for developers and business owners to make improvements.
- Outreach and incentives to entrepreneurs and business owners to open new businesses in downtown Patterson.
- Work with big box employers in west Patterson to partner on projects in downtown to attract and retain employees.
- Encourage businesses that will contribute to downtown's street life and activity during both daytime and evenings. Conversely, consider relocation assistance for businesses and organizations that have limited hours and contributions to street life.
- Promote consistent and coordinated business hours for downtown businesses.
- Work with the Chamber of Commerce to attract new businesses downtown.
- Consider the formation of a downtown association to promote downtown Patterson.
- Focus efforts for new businesses in select areas of downtown such as S. Del Puerto Avenue or S. 3rd Street.

## Downtown Revitalization Weekend

The Downtown Revitalization Weekend was designed to facilitate participation by a broad spectrum of Patterson residents and downtown stakeholders. Two public workshops were held to ask for ideas to improve downtown Patterson. One was held on a Friday evening at the Hammon Senior Center, a central location in Patterson. The second workshop was held on Saturday morning at City Hall for easy access to other events that day in downtown.

Various forms of outreach were used to recruit participants for the revitalization weekend. The flyer below, in English and Spanish, was included in the March utility bill sent out to Patterson homeowners. Also, the *Patterson Irrigator* newspaper ran an advertisement and article about the weekend's event, and the City website included information and a link to the flyer.



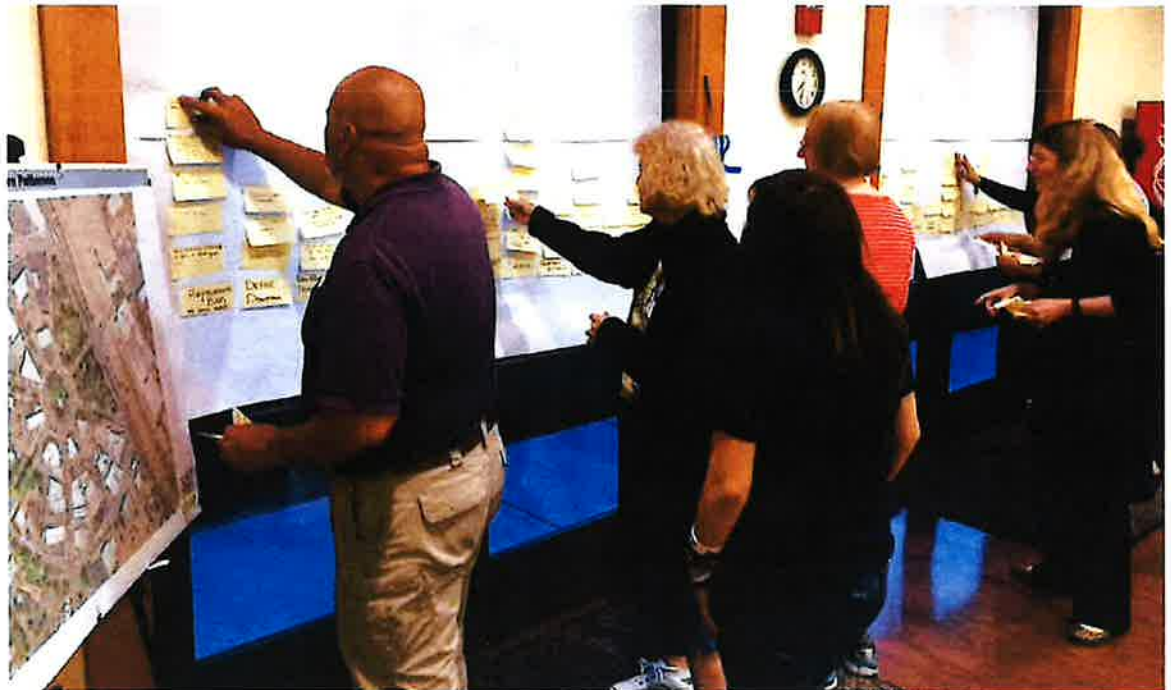
## Community Brainstorming Workshops

Approximately sixty people attended the two community brainstorming workshops. Both workshops started with a brainstorming exercise for ideas to improve the downtown. Following a compilation of brainstorming ideas, the planning team made brief presentations about the process, followed by a breakout of small group discussions to answer the following questions:

- What are the best things about downtown?

- What, if anything, keeps more people from using downtown?
- What would draw you downtown?
- Are there other local downtowns that you visit? Which? Why?

The groups reported back their answers, which were compiled to identify common elements.



Friday evening brainstorming workshop at the Hammon Senior Center.

## Combined Community Workshop Results and Scores:

### Exercise 1:

#### What Would You Do To Improve Downtown?

(Participants did exercise individually, Numbers indicate repeat responses.)

#### • 27 – Beautify Streets & Sidewalks

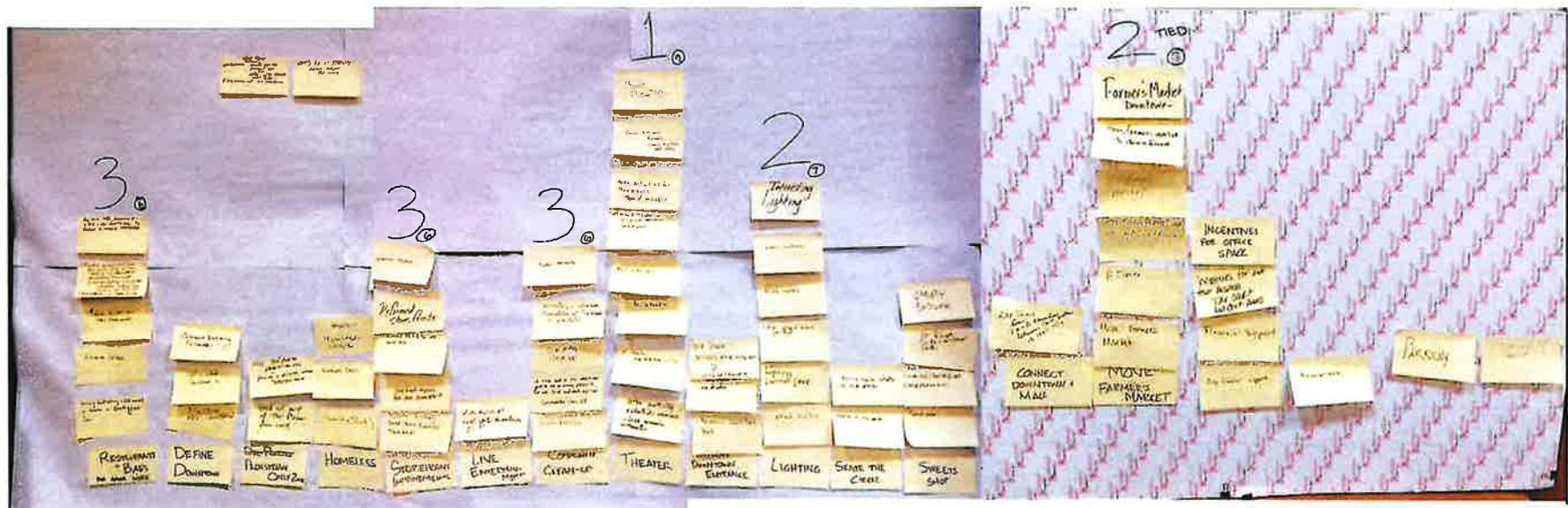
- o Artistic brick work in street and sidewalks around the circle
- o Materials to make sidewalks both safe and attractive
- o Improve storefront facades

- More uniformity to storefront facades
- Update facades (painting some older buildings)
- Different themes on each spoke
- New façade on Bank of the West
- Develop storefront theme for core downtown
- Play on the charm of the museum's Spanish style
- o Wider sidewalks so space for seating and bike racks
- o Clean sidewalks

- o Add colorful flower pots and planters
- o Improve sidewalks, ramps, and crosswalks
- o Enhance the charm and quaintness

#### • 22 – Lighting

- o Improve lighting on all “spoke” streets, alleyways, and circle
- o Add lights to trees
- o Add lights in the parks
- o Make the lighting interesting



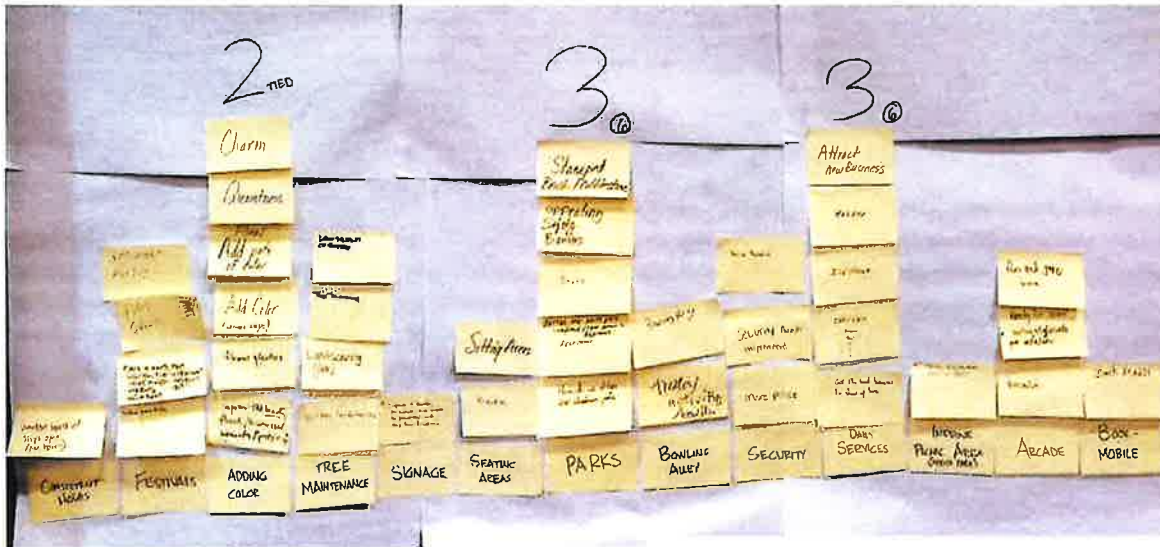
Results from first brainstorming workshop exercise - what would you do to improve downtown?

- **21 – Theater**

- o Have a movie theater in town
- o Return the furniture store on Del Puerto Ave to being a movie theater
- o Offer activity related venues for live music and theater
- o Do movies in the park on Friday or Saturday nights
- o Good activity for teens
- o Acts as an anchor business to help spur growth of downtown

- **18 – Restaurants & Bars**

- o Have outdoor seating – sidewalk cafes
- o Have restaurants and bars open for daytime and evening clientele
- o Bring in enticing variety of new food and bar venues (i.e. wine bar, karaoke, piano bar, craft beer, bakery, etc.)
  - No chain restaurants
  - More coffee shops
- o Need restaurants/bar to cater to needs of downtown businesses
  - Gatherings, meetings, happy hours
  - Keep the money in our own city



Friday evening brainstorming workshop at the Hammon Senior Center.



Saturday morning brainstorming workshop at City Hall.

- **18 – Cleanliness & Clean-up**

- o Clean-up streets, sidewalks, trees/weeds, vacant lots, buildings, and around train tracks
- o Clean-up storefronts (re-paint and fix sidewalks)
  - Clean storefront windows and have presentation of products in windows
- o Enforce zoning codes
- o Do weekly clean-ups with community members

- **18 – Anchor buildings and activities**

- o Have more attractive draws downtown – theater, specialty restaurants, retail, antique shops, mini-golf
- o Attract anchor businesses
- o Family fun center or amusement park for kids and families
  - Bowling, arcade, pool tables, etc.
- o Have a downtown hotel
- o Bowling alley
- o Mini-golf
- o Laser tag
- o Indoor soccer stadium

- **16 – Festivals**

- o Have repeating events and festivals
  - Quarterly
  - Once a month have “Saturday night in Patterson” with street music, antiques, art,

vendors, patio cafes

- More regular events and activities (1st Thursdays or Saturdays, etc.)
- Friday or Saturday night music events

- o Art shows
- o Holiday events (Christmas fair, Halloween trick-or-treating, 4th of July, etc.)
- o Close circle for family events
- o Utilize the parks for events

- **14 – Parks & Playgrounds**

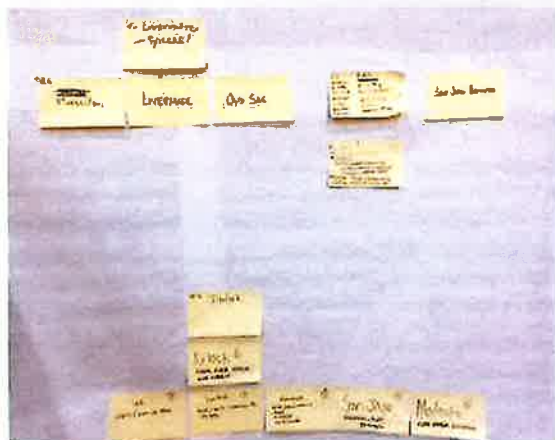
- o Redesign North and South parks – one more kid-friendly, one more adult-friendly
- o Improvements to North Park
  - Make playground better for bigger kids, playground not just for tots
  - Improve picnic/pavilion area
  - Improve restrooms (tear down & replace)
- o Clean-up and light both parks
- o Add volleyball and other uses to encourage use
- o Add adult and child exercise equipment
- o Better utilization of both parks
- o Add more shade
- o Appealing safety banners and signage in parks
- o Stamped brick or cobblestone paving

- **14 – Movie/Skate Night**
  - o Re-instate Skate the Circle
  - o Movie night in the park
  - o Plan regular activities/events downtown
  - o Have attractions for kids year-round
- **13 – More benches and seating**
  - o Sidewalk seating
  - o Permanent seating for Veteran’s Park
  - o More bike racks and benches
- **11 – Farmer’s Market**
  - o Relocate farmer’s market downtown
- **9 – Homelessness Issue**
  - o Provide more support HOST to help the shelter stay open year-round
  - o Get homeless out of the park
  - o Create special park for them
  - o Activate downtown to fix issue
  - o Inform community about issues such as homelessness and how to get involved
- **8 – Trees**
  - o Better maintenance of existing trees
    - Trim trees and clean-up tree debris
  - o More, better trees
- **8 – Relocate sheriff station**
  - o Have a Patterson Police Department
  - o Move the sheriff’s office to create room for more retail
- **8 – Outdoor Art**
  - o Have public art and murals
  - o Have art venue (gallery)
- **7 – Bike Amenities**
  - o Bike racks
  - o Bike path/lane
  - o Safer bike route into downtown
- **6 – Incentives to downtown businesses**
  - o Tax credits or low-cost loans
  - o City financial support
- **6 – Maintenance**
  - o Hold property owners accountable for blight
  - o Paint the light posts
  - o Improve maintenance of infrastructure downtown
- **6 – Pedestrian Mall**
  - o Close off one street as a pedestrian mall (i.e. Del Puerto)
    - o Add a gazebo and seating
    - o Block off part of the plaza from cars
- **6 – Parking**
  - o Increase public parking
  - o Convert vacant lot on 3rd street to parking lot
- **5 – Fill vacant buildings and lots**
  - o Return old brick jail to restored form & have a boutique store inside
  - o Utilize empty lots (parking, events, park, etc.)
- **5 – Unique local shops**
  - o Boutique shops (antiques, crafts, things to draw in tourism)
    - Reach out to local craft makers
  - o Attract new retail businesses
  - o Keep businesses open later at least one day per week
- **5 – Sweets/Ice Cream/Candy Shop or Cafe**
  - o Boutique shops
- **4 – Better Sense of Security**
  - o Police presence



- **2 – Signage**
  - o Add signage so that easier to find downtown
  - o Add better signage to stores to attract visitors and passersby inside
- **2 – Book Mobile**
- **2 – Code enforcement & business standards**

What attracts you to other Downtowns. Which ones?



- **2 – Community Stage In South Park**
- **2 – Convention Center**
- **1 – Establish an annual City Downtown Improvement Budget**
- **1 – Guided historic tours of downtown**
- **1 – Create safe zone for e-bay and craigslist transactions – senior center parking lot or other lite-secure area**
- **1 – Sperry Road at freeway needs major re-work**
- **1 – Senior friendly shops downtown**

**Exercise 2 - Four Questions:**

**Question 1. What Are The Best Things About Downtown? (Participants did exercise in groups)**

- **Layout & Design**
  - o Unique circular/radial design
  - o Unique palm trees in parks and on Las Palmas
  - o Historic look and feel creates small town charm
  - o Overall design – sense of place
- **Parks (North, South, Circle)**
- **Location**
  - o Potential to be a great spot
- **City Hall replica for Del Puerto Hotel**
- **Ample Parking**
- **Walkability/ease of travel**
  - o Proximity of business variety
- **Some current businesses**
  - o Blues Café (open mic)
  - o Mil's
- **Business mix**
- **Banking**
- **Museum**
- **Downtown Events & Community Events**
  - o Blues open mic
  - o Fiesta

## **Question 2. What, If Anything, Keeps More People From Using Downtown?**

(Participants did exercise in groups)

- **Lack of Downtown promotion**
  - o Lack of wayfinding signage
  - o Improve connections to downtown
- **Lack of accessibility**
- **Lack of availability**
  - o Need longer store hours
- **Lack of maintenance and cleanliness (including City-owned buildings)**
- **Lack of enticing destinations, businesses, & activities**
  - o Lack of retail establishments, food, and recreation
  - o Lack of art & entertainment influences
  - o What have is not for everyday use
  - o Nothing for young teens to do
  - o Current mix of businesses is unattractive
- **Public perception of lack of safety**
  - o Lack of lighting
  - o Dark, sketchy areas
  - o Homeless issue
  - o Crime (prostitution)
  - o Lack of police availability

- o People hanging out by park barrier by Hwy 33
- **Lack of parking during big events**
- **Lack of visible business signage**
- **No curb appeal, not pretty**
- **Cultural segregation**
- **New businesses across town (Walmart & Savemart) – pulled there instead**

## **Question 3. What Would Draw You To Downtown?**

(Participants did exercise in groups)

- **Regular events & events coordinated with businesses**
  - o Music and entertainment
  - o Monthly events
  - o Close down street
  - o More events, activities, dances, craft fairs
  - o Adult themed night events (pub crawls, skate night, funk music, etc.)
  - o Happy hours and wine tasting
- **More park amenities**
  - o Picnic tables, seating, amphitheater, volleyball, etc.
  - o Outdoor exercise equipment for circuit use (kids & adults)
- **More diversity of businesses**
  - o Retail establishments (antiques, crafts, art)
  - o Restaurants, bars, theater
    - Trader Joe's type food shopping
  - o Retail and food with outdoor seating (i.e. ice cream)
  - o Family friendly businesses for birthday events
- **More food & retail options**
  - o Need a nice place to spend an evening out

- o Restaurants and eateries as social area – similar to Santana Row
- o Sweet shop, bakery, ice cream shop
- o Specialty shops
  - Senior accessibility
  - Hang out – good vibe
- **Indoor or outdoor theater**
- **Longer business hours for greater availability**
- **Architectural & design improvements**
  - o Unique and artistic design elements
  - o More informed/organized effort in landscape enhancements
  - o Architectural themes to create unity
  - o Design road (“allusion road”)
- **Beautification to create curb appeal**
- **Greater sense of safety**
  - o Lighted crosswalks
- **More lighting**
- **Wayfinding signage**
  - o Create gateway to downtown
- **Parking development**

**Question 4. Are There Other Local Downtowns You Visit? Which & Why?**

(Participants did exercise in groups)

- **8 – Turlock**
  - o Variety of retail (boutiques, antiques, eating with outdoor seating, bars, lounges, food variety)
  - o Ambiance - Hip vibe
  - o Quaint feeling
  - o Curb appeal
  - o Wider streets
  - o Farmer’s market
  - o Pub/food crawls
  - o Night time artisan’s market
- **6 – Livermore**
  - o Look & feel of environment, great food options, people watching, pedestrian friendly lighting
  - o Theater
  - o Music
  - o Ambiance/vibe
- **3 – Pleasanton**
  - o Ambiance
  - o Business mix
  - o Beauty of walking areas

- **4 – Newman**
  - o Theater
  - o Updated improvements
  - o Ambiance
  - o Food options
- **3 – Modesto**
  - o Curb appeal
  - o Lighting
  - o Outdoor nightlife
  - o Landscaping
- **3 – Lodi**
  - o Wine influence
  - o Mom and pop stores
- **Chico**
  - o Family friendly
  - o Unique retail
  - o Food & entertainment
- **San Jose**
  - o Colorful, play fountain

## Downtown Visioning Walk

The first event on Saturday morning was a downtown visioning walk. About thirty people participated in two groups. The walk concentrated on S. Del Puerto Avenue, S. 3rd Street, and the circle. With heightened senses, common issues were noticed such as cracked sidewalks, weeds in planters, and litter dumped in an empty lot. It was commented that the level of care and maintenance in downtown seemed to be lower than that of other

parts of Patterson. Other comments from the walk included the following:

### South 3rd Street

- Needs lighting for night time
- Needs benches or some type of seating
- Fix sidewalks (cracked & dirty)



Saturday morning visioning walk started at City Hall.

- Nothing to draw people to the ends of the block – currently empty buildings and lots
  - Blue former Napa Auto Parts building
  - Empty lot could become a park
- Frontier Club – historic building
  - In 1960's, wooden shingle and post overhang added without permit
- Historic District Downtown
  - Make effort to preserve historic buildings if possible
  - 2 tallest buildings on street are historic
- Trees obscuring signage – lower signs, prune trees, or plant new trees with higher canopy
  - Higher trees will provide more shade
- Missing trees in some cut-outs, so replace those
- Add bike racks and bike lanes on streets
- Add outdoor eating along all of 3rd Street (north and south) for visual connection across circle
- Cool turning sign at the end of street – find way to use this
- Get better types of businesses
  - Italian restaurant, bakeries, jazz club, art galleries, outdoor performance
  - Need better bars – craft beer or piano wine bar (similar to Dewz in Modesto)
  - Like what Lodi, Tracy, and Turlock offer: comedy club, outlet stores, wine bar, etc.

- Like what Newman has done
  - o Theater downtown as anchor
  - o Like walking between buildings (even alleyways are walkable and safe)

#### Circle

- Vendors out on circle once a month
- Permanent vendors in circle building or area
  - o Coffee/café/ice cream
- Leave as is since clean, historically significant, and need space for Apricot Fiesta
- Should have downtown set up for everyday use, not sacrifice it for once-a-year event
- Add picnic tables or benches – but have issue with homeless
  - o Add surveillance cameras if add benches
- Needs lighting
- Exercise equipment around circle
- Close down drive around circle for events
  - o Skate the Circle
  - o Music events
- Buildings around the Circle
  - o All banks now, would be good to have combinations (café inside bank)
  - o Food and music to eat outside

#### North & South Parks

- North Park
  - o Feels more kid and family oriented – picnic & playground
  - o Make picnic area temporary so possible to breakdown (keep homeless from hanging out)
  - o Good to have large BBQ pit for events
  - o Playground should be closer to circle and not hidden behind the restroom building
  - o Exercise stations with walking circuit around perimeter
- South Park
  - o Feels more adult – horseshoes
  - o Add benches
  - o Exercise stations with walking circuit around perimeter
- Remember support for Apricot Fiesta
  - o Removable elements
    - Bollards with chains or low fence around circle for safety but removable
- Homeless issues
  - o Build huts around edge of town to clear them from downtown
  - o They huddle downtown because that's where public restrooms are located and people bring them food here
- Only "sacred" items in parks are the buildings and historical monuments/plaques, everything else



Visioning walk on S. Del Puerto Avenue.



Weeds and cracked sidewalks were seen on S. Del Puerto Avenue.



Visioning walk on S. 3rd Street.



Visioning walk at the circle park.

could be moved or removed

- Have hook-ups for Farmer's Market in parks if this can be relocated here

#### Alleyway

- The alleyway is an overlooked area that could be used by some (has a cool vibe), though some wouldn't be interested
- Keep room for trash collection
- Alleys in Patterson are visible because of layout of downtown, so should do more to fix them up – better paving, lighting, etc.
- Could have small connected areas along the alleyway
- Alleyways are a place where small, inexpensive changes could make a big difference
- The utilities (sewer/water) beneath alleys is already planned to be pulled up, so do other work at the same time

#### South Del Puerto Avenue

- Trash piled in doorway of city-owned building.
- Mid-century buildings from 1960's urban renewal
  - o Repaint flashing so looks newer and better colors
- Add café seating (tables & chairs) on sidewalk
- Store fronts – compare them with Turlock, where there is special lighting accenting the architecture on the upper parts of buildings.

- None of lighting on store overhangs works – repair this
- Move police department to other side of circle or out of downtown
  - o Currently dead zone in downtown
  - o Generally tends to be more crime around station, so move out of downtown

#### General

- Store Hours
  - o Incentivize to stay open later
  - o Better signage to tell if they are open or closed
  - o When commuters get home, everything is closed
- Building Facades
  - o Facades can have many histories, don't want everything to be identical – what may be attractive in one time period may not in another so don't re-do everything
  - o Stores look closed because of tinted windows – better tree cover/shade needed instead
  - o Window treatments needed for vacant buildings

## Implementation Charrette

The final event of the Downtown Revitalization Weekend was an implementation charrette with the goal of synthesizing the ideas heard during the public workshops into a prioritized list of projects and actions to be taken. The charrette was attended by over twenty downtown stakeholders.

The first task of the charrette was to identify the actions needed to implement the ideas generated at the two community workshops and to assign priorities for short-term and longer term actions. The top four desired improvements that were explored in this charrette workshop were Lighting, Beautification, a Theater, and Restaurants and Bars. After these were examined, additional discussion sought to identify where within the downtown revitalization efforts should be focused, and who are the partners to take charge.

The group decided that the best strategy was to focus efforts and resources, with S. Del Puerto Avenue, S. 3rd Street, and the circle and parks as priorities.



Implementation charrette at City Hall.

### 1: Lighting

<p><i>Immediate Actions &amp; Improvements</i></p> <ul style="list-style-type: none"> <li>• Fix broken lights in overhangs of downtown buildings</li> <li>• Have longer business hours               <ul style="list-style-type: none"> <li>◦ Start with having longer hours one day per week</li> </ul> </li> <li>• Put lights in trees</li> <li>• String lights across the street</li> <li>• Lights installed on buildings</li> </ul>	<p><i>Who's Responsible</i></p> <p>Business/Landlord Business/Landlord</p> <p>City/Business City/Business Business</p>
<p><i>Longer-Term Actions &amp; Improvements</i> (each person received two votes to choose their higher priority)</p> <ul style="list-style-type: none"> <li>• 26 – Light parks (including center circle)</li> <li>• 14 – Add light in trees for better ambiance</li> <li>• 5 – Light paths/sidewalks leading to downtown</li> <li>• 2 – Light alleyways</li> <li>• 1 – Pedestrian scale lighting</li> <li>• 1 – Glitter in sidewalks</li> <li>• 0 – Light bollards</li> <li>• 0 – Light crosswalks</li> <li>• 0 – Light signage</li> </ul>	<p><i>Who's Responsible</i></p> <p>City City/Businesses</p>
<p><i>Comments &amp; General Notes</i></p> <ul style="list-style-type: none"> <li>• Form business association for downtown</li> <li>• Form community group for downtown: Citizen Downtown Committee</li> <li>• Address issue of absentee landlords – difficult to make changes without their cooperation</li> </ul>	

## 2: Beautification

Immediate Actions & Improvements	Who's Responsible
<ul style="list-style-type: none"> <li>Refinish light poles (&amp; add decorative banner)</li> <li>Clean-up               <ul style="list-style-type: none"> <li>Pull weeds, pick-up litter, wash sidewalk &amp; street</li> <li>On-going need</li> <li>Clubs or organizations could do this quarterly on a rotating schedule – share the burden</li> </ul> </li> <li>Planting (hanging baskets, planters on ground, &amp; general landscape)</li> <li>Unified street furniture (trash receptacles, benches, bike racks, etc.)</li> <li>New trees &amp; tree well treatment</li> <li>Clean-up vacant buildings &amp; lots</li> <li>Clean-up alleyways</li> </ul>	<p>City City/ Citizen Downtown Committee</p>

### LIGHTING

**IMMEDIATE**

- FIX LIGHTS IN OVERHANGS
- LONGER BUSINESS HOURS
- LIGHT IN TREES/SYMBOL ACROSS STREET
- LIGHTS ON BUILDINGS

**WHO**

BUSINESS/LANDLORDS  
BUS/LAND  
BUS/CITY  
BUSINESS

**LONGER-TERM**

- LIGHT PARKS
- GLITTER IN SIDEWALKS
- LIGHT BOLLARDS
- LIGHT IN TREES - AMBIANCE
- LIGHT CENTER CIRCLE
- LIGHT CROSSWALK
- PEDESTRIAN LIGHTING
- LIT SIGNAGE
- LIGHTING PATHS TO DOWNTOWN
- LIGHTING ALLEYS

**COMMENTS**

FORGIVE BUSINESS ATTITUDE FOR DOWNTOWN  
NEW AIRSPACE MARKING

### BEAUTIFICATION

**IMMEDIATE**

- REFINISH LIGHT POLES - DECORATIVE BANNER
- CLEAN (PULL WEEDS, ETC.) - ON-GOING
- PLANTING (HANGING BASKETS) - CLUBS/ORGANIZATIONS OR BUSINESS LEADERS
- PLANTERS ON GRD.
- UNIFIED STREET FURNITURE + TRASH, BENCHES, BIKE RACKS, ETC.
- TREE WELL TREATMENT
- CLEAN UP VACANT BLDGS/LOTS
- CLEAN UP ALLEYS
- NEW TREES

**WHO**

CITY  
CITY  
CITY

**LONGER-TERM**

### THEATER

**IMMEDIATE**

- TOUR EXISTING THEATERS
- FEASIBILITY STUDY
- AMPHITHEATER
- + MOVIE NIGHT

**WHO**

CITY

**LONGER-TERM**

- RENOVATE EXISTING THEATER + E.G. VINE COURT, LINDSAY, ADAMS PLAZA, LEO'S THEATER
- + COMBINE MONIES + PERFORMING ARTS - MULTIPURPOSE
- USE ADJACENT EMPTY LOT FOR PARKING
- FORM NON-PROFIT TO RAISE MONEY/FUNDING

**COMMENTS**

- Business Community w/ existing theater
- THEATER
- COMMUNITY BENEFITS

### RESTAURANTS + BARS

**IMMEDIATE**

- BRING NEW RESTAURANTS DOWNTOWN
- + I.E. HAVE MIL'S OWNER START ANOTHER RESTAURANT
- TENANT RECRUITMENT
- + INCENTIVIZE BUSINESSES (TAXES)
- + HOW CAN YOU OFFER THEM?
- HAVE DIFFERENT STREETS/AREAS W/ THEMES
- + CLUSTER
- + "RESTAURANT ROW"
- + IF CLUMP, CAN SAVE COSTS
- + EASIER, CHEAPER TO PERMIT IF IN A DISTRICT
- REDUCE RESTRICTIONS
- CUSTOMER RECRUITMENT

**WHO**

BUSINESS

### WHERE

**CIRCLE** - SEE IMPACT RIGHT AWAY SINCE CENTRAL. NEUTRAL CITY-OWNED, LEAD BY EXAMPLE - LIGHTING AS EXAMPLE

**WEST LA PALMAS** - MORE CITY-OWNED, HIGHLY VISIBLE, BUSINESS OWNERS WHO ARE EASIER TO WORK

**S. DEL PUERTO** - ESTABLISHED BUSINESS, 2ND ALLEY TO DOWNTOWN, MAIN STREET, MUST ISSUE ASSESSMENT PERMITS TO LEAD RESISTANCE

**S. 3RD STREET** - NEEDS A LOT OF HELP, RESTAURANT INFRASTRUCTURE EXISTS, MORE OPP FOR GROWTH BECAUSE OF EMPTY BLDGS.

### 3: Theater

<p><i>Immediate Actions &amp; Improvements</i></p> <ul style="list-style-type: none"> <li>• Tour existing theaters in region for ideas</li> <li>• Conduct a feasibility study for having a theater downtown and where it could be             <ul style="list-style-type: none"> <li>◦ Whether it makes sense to have it in the old theater building and other possible locations</li> </ul> </li> <li>• Create an amphitheater for movie nights in the park</li> <li>• Form non-profit to raise money/funding</li> </ul>	
<p><i>Longer-Term Actions &amp; Improvements</i></p> <ul style="list-style-type: none"> <li>• Renovate existing theater             <ul style="list-style-type: none"> <li>◦ Multi-use (combine movies &amp; performing arts)</li> <li>◦ Could be artsy films</li> <li>◦ i.e. Vine Cinema in Livermore, Lodi Theater</li> </ul> </li> <li>• Use adjacent empty lot for parking</li> </ul>	<p><i>Who's Responsible</i></p> <p>Business (cooperate with existing business)/Repertory Theater/Community Fundraising</p>



Implementation Charrette.

#### 4: Restaurants & Bars

##### *General Actions & Improvements*

- Bring new restaurants downtown
  - Have Mil's owner start another more "hip" restaurant (since he knows market & is a successful restaurateur)
- Tenant recruitment
  - Incentivize businesses (tax breaks)
  - Support businesses to help them bring in customers
- Customer recruitment
  - Make sure you're recruiting tenants that will attract customers
- Themed streets and/or clustered activities
  - i.e. "Restaurant Row"
  - Streamline the approval/permitting process if in District (easier to approve a bar if it's surrounded by other bars) – cut through red tape
  - If clumped, can save costs of opening something new because building already equipped or adjacent to hook-ups (i.e. grease trap for restaurants)
- Reduce restrictions

## Where to Focus the Revitalization Efforts



- The Circle
  - o Highly visible as entrance to downtown, so see impact right away
  - o Neutral territory, so not as controversial to start here
  - o City-owned so won't need to get permission/cooperation to move forward, can begin immediately – lead by example
  - o Do lighting as an example for what can be done throughout downtown



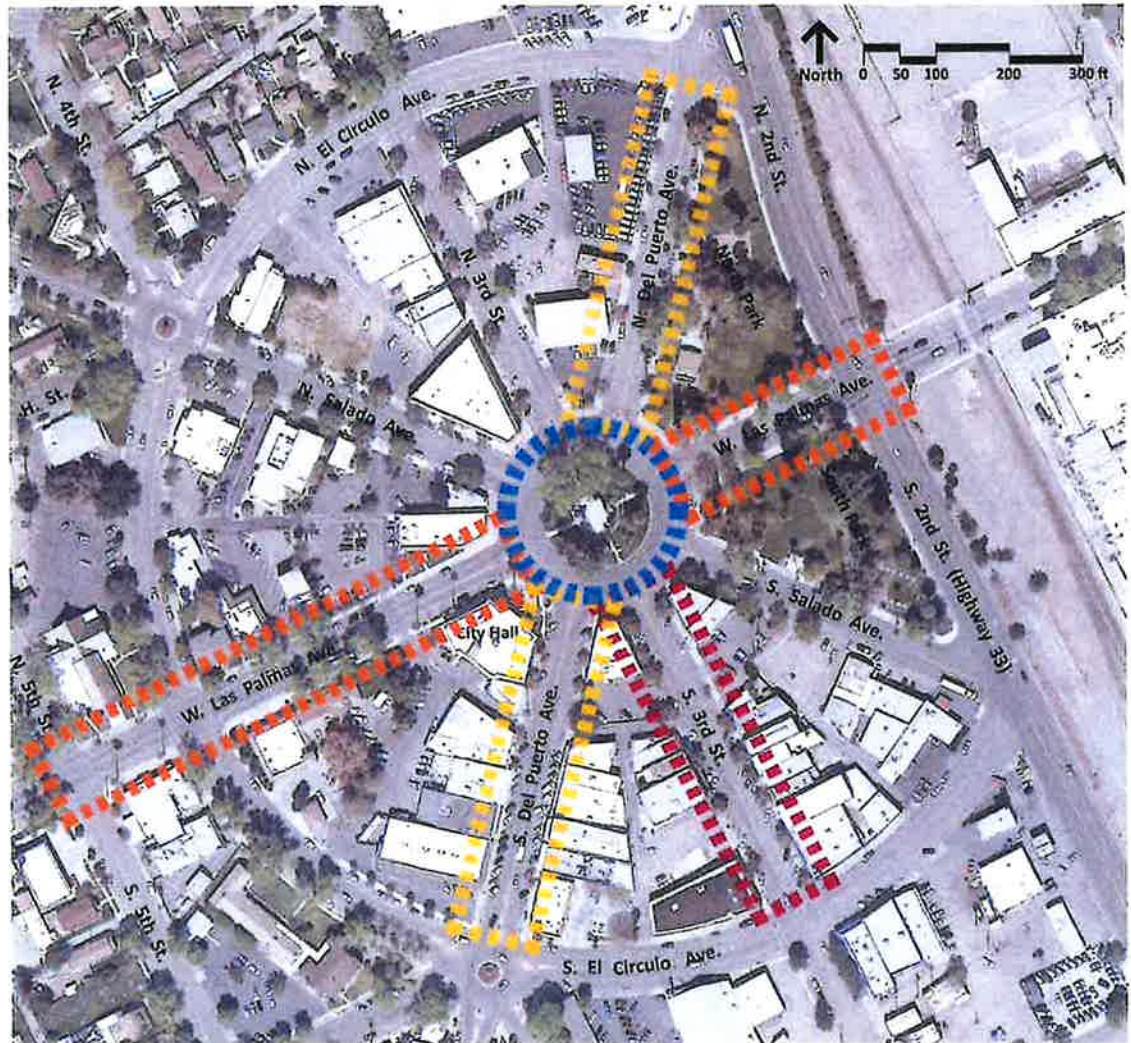
- West Las Palmas
  - o Highly visible as major road from highway to downtown and path to/from Turlock
  - o Mostly city-owned with business owners who are easier to work with



- South (& North) Del Puerto Avenue
  - o Established businesses so won't need such drastic changes
    - Most issues are publically fixed by the City, so there will be less resistance
  - o 2nd access to downtown, so still major arterial street with good visibility
  - o Main street of downtown currently
  - o Include North Del Puerto with car dealership



- South 3rd Street
  - o Needs a lot of help, so can make largest impact here
    - Empty lots and buildings have high potential, opportunity for growth
  - o Restaurant infrastructure exists, but needs more restaurants/bars



## Other Revitalization Weekend Activities

After the Saturday morning community brainstorming workshop and before the implementation charrette a number of activities were staged in North Park and on S. Del Puerto to give a taste of a downtown with more things happening:

- The Patterson Lions Club provided a free community barbeque in North Park.
- Music, face painting, a juggler and magician, and other children's activities happened in North Park.
- A live band performed in the old theater entry next to the Blues Café.
- Several merchants and the Sheriff's Office staffed information tables.
- Sets of café tables and chairs were set out on S. Del Puerto to create more welcoming, activated spaces.



# Synthesis of Downtown Visioning Process - Recommendations





## A Vision for Downtown Patterson

The visioning process included a broad spectrum of Patterson residents. The views expressed throughout the process were remarkably consistent and represent a broad consensus for how people view the future of downtown Patterson. Our goal in this report is to express that vision in a useful way that will create momentum and actions that can lead to realizing the vision. The ultimate vision will be a long journey, but there is a clear, incremental path forward. It begins with immediate projects that could be implemented in the next year and builds gradually to multi-million dollar long-term efforts. We hope this report provides you with a guide to launch a successful journey to revitalize downtown Patterson.

We have tried to synthesize and summarize the voices of all stakeholder who participated in the process into the following **vision statement**:

*A revitalized downtown Patterson should be the hub of community activities and social gathering, and express Patterson's strong community spirit. It should attract residents from all parts of Patterson and visitors from elsewhere to enjoy a variety of restaurants, cafés, entertainment, retail stores, and services, during the daytime, evenings, and weekends. To facilitate this vision the downtown should be improved with wider sidewalks, sidewalk café seating, street trees, architectural façade improvements, and attractive lighting to support evening activity. Downtown streets should be safe and comfortable for people walking, riding bicycles, and driving cars. The downtown parks should be a source of civic pride and have infrastructure for hosting a variety of events.*

Changing the streetscape, economic vitality, and architectural qualities of downtown Patterson will require leadership and commitment from both the City government and community organizations and individuals. There are significant roles to be filled by all downtown stakeholders and a concerted effort to seek and find the funds needed for both public and private investment. In years past, similar downtown improvements have relied largely on redevelopment funding, which is currently no longer available. A new paradigm for the public and private investment will need to be created.

**The major initiatives needed for downtown Patterson include the following:**

- Streetscape improvements
- Improved access, circulation, and gateways to downtown
- Economic development and promotion to attract new businesses to downtown and support existing businesses
- Improve opportunities for downtown events
- Rehabilitation of historic buildings (including code and seismic work), façade improvements, and development of new buildings
- Improve the downtown parks
- Making downtown a center for arts in Patterson
- Change people's perceptions of downtown.

## Streetscape and Public Spaces

The streetscape of downtown Patterson starts with the unique circle and radiating streets design, which is a great asset. Streetscape improvements range from some very simple and inexpensive measures, to expensive street and sidewalk redesign. The majority of the streetscape is in the public realm, so the City will have primary responsibility for this initiative.

Widening of sidewalks, planting of street trees, reorganizing parking, and installation of new lighting will be long-term initiatives. As utility infrastructure (water, sewer, storm drains, etc.) is upgraded, there will be opportunities for changing the streets and sidewalks as part of those projects. Wider sidewalks will provide improved opportunities for the public spaces and outdoor café seating for restaurants. Additional study is needed to determine the best way to widen sidewalks. Turlock changed one side of the street to parallel parking from angled parking and achieved additional space for sidewalks. Changing streets to one way has also been mentioned, but a design and circulation study is needed to determine the best method.

As an interim measure, outdoor cafe seating could be created by temporarily converting a few existing parking spaces into a parklet creating casual outdoor public spaces.

Lighting was often mentioned as a needed improvement to make downtown a more comfortable and safe place in the evenings. Better lighting is needed for both sidewalks and the roadways. Pedestrian scaled lighting and accent lighting such as in trees can also greatly enhance the ambiance of downtown as a destination for evening activities.

Street furnishings such as benches, trash and

recycling receptacles, light standards, bicycle racks, and signage should be coordinated and contribute to downtown's ambiance.

Street trees and other planting can also provide a more attractive environment and provide needed shade during warm weather. Broader trees with high canopies will provide better shade and ambiance without blocking signage affixed to buildings. The simple addition of hanging planter baskets can also make a dramatic improvement with a small capital investment and an ongoing maintenance commitment. Hanging planters can be a great project for the Chamber of Commerce or a downtown association.

Opportunities for public spaces with seating for social gathering should be sought, including using undeveloped lots.

"Complete streets" improvements will ensure that pedestrians, bicyclists, and vehicles will all travel safely and comfortably in and to downtown. Traffic calming measures are intended to reduce vehicle speeds which can greatly improve pedestrian safety. Safe street crossings, including mid-block crossings and lighted crosswalks will improve safety and encourage more people to walk in the downtown. Roadway widths, especially for the circle, should be studied to see if narrowed travel lanes would slow vehicle speeds. The addition of a sidewalk around the center circle should be considered, as well as better pedestrian circulation to North and South Parks.

Creation of additional public spaces is another part of improving the streetscape. Consideration should be given to using alleys and undeveloped lots to create both parking opportunities and public spaces. A good example is the downtown plaza in



Paving treatments.



Sidewalk cafe seating.



Hanging flower baskets.



Lighting from Patterson's past - 1936.  
 Courtesy Patterson Township Historical Society.



Street tree lighting.

Newman where additional parking was created for the downtown plus a public plaza with gazebo and bandstand.

Convenience and quantity of parking is always an important consideration for a successful downtown. Any streetscape design should seek to provide as much parking as possible, while creating an attractive environment. Opportunities for off-street parking should be explored. One possible location noted is the site of the former laundry business on S. Del Puerto for a combination of public space and parking.

Finally, simple maintenance is needed to keep downtown streets and sidewalks in good and attractive condition. From our brief visioning walk with downtown stakeholders, it was apparent that simple tasks such as cleaning of sidewalks, removal of weeds, and pickup of trash and litter are not currently happening at the necessary level. Add to this the poor conditions of the sidewalk pavement and curbs, and it becomes apparent why downtown has negative perceptions to overcome. It should be noted that even these simple maintenance tasks can be challenging for the City to provide with limited budgets, but downtown should not have a lower level of maintenance than other parts of Patterson. Some of these tasks are typically performed by downtown associations in other cities. Another alternative is to organize a rotating schedule of volunteer community members or organizations to do monthly or quarterly clean ups. Civic pride in downtown should be elevated to raise expectations.

#### Streetscape and Public Spaces Initiatives:

- Explore opportunities for streetscape improvements when infrastructure is upgraded.
- Consider creating temporary public space parklets by converting existing parking spaces.
- Seek funding sources for streetscape projects.
- Explore design options for widening sidewalks to allow outdoor seating and other activities.
- Provide better lighting for sidewalks, streets, and parks.
- Study narrowing of travel lanes, particularly for the circle for traffic calming to improve safety.
- Consider adding a sidewalk to the center circle.
- Coordinate a street tree planting with sidewalk improvements. Street trees should provide some shade but not block views to businesses.
- Consider a hanging flower basket program for downtown. Consider a private sector partner for this project such as the Chamber of Commerce or a new downtown association.
- Streetscape designs should provide convenient and ample parking.
- Improve maintenance and cleaning of downtown streets and sidewalks.

## Improved Access, Circulation, and Gateways to Downtown



Two examples of temporary parklets using parking spaces.

The large population of west Patterson is somewhat isolated from downtown by limited road, pedestrian and bicycle connections. Improvements to circulation should be sought to make it easier for people to get to downtown. A pedestrian and bicycle spine connecting west Patterson and downtown would also serve the purpose of providing a “safe route to schools” from neighborhoods to the schools. As other areas of Patterson are developed, similar connections should be provided from those areas to downtown resulting in a city-wide network of paths, trails, and bike lanes.

Las Palmas Avenue is a spectacular entry to downtown from the east, but most traffic may now come to Patterson from the west and I-5. There should be better measures to attract visitors from I-5 to downtown, such as signs promoting “visit historic downtown Patterson.” There is also a need for gateways at the perimeter of downtown to provide a “welcome to downtown Patterson.” A comprehensive signage and wayfinding plan should be developed with standardized styles and a hierarchy of signage that can be used throughout the downtown district, as shown in the example from Tracy, California.

Opportunities for a transit shuttle service within Patterson should be explored to provide alternative travel means from all parts of Patterson to the downtown core.

### Access, Circulation, and Gateways Initiatives:

- Improve circulation opportunities for pedestrians, bicyclists, and vehicles between west Patterson and downtown. Ensure that other new development areas in Patterson have efficient connections to downtown.
- Consider designs for welcoming gateways on primary routes into downtown. Develop a signage and wayfinding plan to be employed throughout Patterson.
- Explore opportunities for a transit shuttle service within Patterson.



A neon sign used to direct motorists on Highway 33 to downtown.  
*Courtesy Patterson Township Historical Society.*

## Economic Development

Cities need to be proactive in attracting new businesses to downtown. The City should take steps to create a business environment that is conducive to both new businesses and for upgrades to existing businesses. Permitting and inspection services provided by the City should be a cooperative process that helps businesses. It should be noted that in our process there were a few comments that this was not the case.

The City should work cooperatively with developers to identify and facilitate projects in the downtown that help achieve the goals of the downtown vision. Some cities are using form-based codes as an alternative to conventional zoning to allow creativity and provide flexibility to developers. Opportunities for infill development should be explored on vacant parcels.

Concept strategies should be developed to focus revitalization efforts. As examples, efforts on S. Del Puerto Avenue should reinforce that street's role as Patterson's "main street." South 3rd Street efforts could focus on making that street Patterson's restaurant and entertainment district, a role that street has had historically.

Another consideration is the type of businesses and services that occupy downtown real estate. Ideally, businesses would attract people downtown during the daytime, evenings, and weekends. Increasing the number and variety of restaurants, bars, and cafes in the downtown area will create an attractive all-day destination for patrons, while also providing facilities for parties and work functions. While the Sheriff's office on S. Del Puerto may be an asset in times of economic downturn, it is not the highest and best use for one of the prime storefronts on Patterson's main street. Consideration should be given to relocating the Sheriff and seeking an

economic generator for that space.

One item that was universally brought up is the need for a movie theater. The economics of a standard multi-screen complex may or may not work in Patterson, but there are other models such as repertory cinemas run by not-for-profit groups. The old Patterson Theater on S. Del Puerto should be considered, but priority should be made to locate a cinema somewhere in the downtown, as it would complement other evening and weekend food and entertainment venues. The potential positive impact of a theater would make it a good venture for a public-private partnership where some public funding may make a project feasible. Other activity generators mentioned in our process were a bowling alley, an arcade, a pool hall, and a family fun center to provide activities and places for families and young people in the downtown.

An important part of improving downtown is leadership and having a champion. Cities typically have a full or part-time staff person designated as the downtown revitalization manager. Their role would be to champion all aspects of the downtown revitalization, work closely with property and business owners, developers, and downtown organizations and stakeholders, pursue funding opportunities, and coordinate the effort with all city departments.

### Economic Development Initiatives:

- Work with the Chamber of Commerce to promote downtown Patterson as a good place for businesses to locate.
- Work to attract businesses that will attract people downtown particularly for evenings and weekends such as restaurants, cafes, and bars.

- City should provide needed infrastructure to make downtown desirable for businesses – i.e.: more attractive sidewalks and streetscape, better lighting, ample parking.
- Priority should be given to facilitating a theater in downtown.
- Reinforce S. Del Puerto Avenue's role as Patterson's "main street."
- Focus efforts to make S. 3rd Street Patterson's restaurant and entertainment district.
- Work with big box employers in west Patterson to partner on projects in the downtown to attract and retain employees.
- Review permitting and inspection requirements to be less onerous to businesses.
- Explore ways to work with developers cooperatively to achieve the goals of downtown revitalization.
- Explore creation of a downtown association or downtown improvement district.
- Relocate Sheriff's office to another location.
- Patterson needs a downtown revitalization manager to provide leadership and spearhead initiatives. The manager would be a champion for downtown working closely with property and business owners and downtown stakeholders, pursuing funding opportunities, and coordinating with city departments.

## Improving Opportunities for Downtown Events

Events are a great way to attract people to visit downtown. The annual Apricot Fiesta put Patterson “on the map” and attracts people from around the region. Smaller and more regular events are needed to bring people to downtown on a regular basis. Farmers’ markets, live music, and outdoor events in the parks are popular ways to bring people downtown. Better infrastructure is needed for events including power sources along the street and a small performance stage in one of the parks or a new public space.

One past event that was frequently mentioned during our process was “Skate the Circle” and movie night in the park. Logistical and safety concerns have been cited as reasons that this popular event was discontinued. To revitalize downtown, events such as this are needed. Our understanding is that public safety staffing requirements on this event by the Sheriff’s Department made the event economically infeasible. The Sheriff’s Department and the City should be partners in promoting public safety and achieving other city goals. Efforts should be made to find solutions to allow this event to return and become a regular event.

### Events Initiatives:

- Streamline permitting requirements for events.
- Seek cooperation from Sheriff’s Department to partner with City to use events as a way of revitalizing downtown.
- Have weekly farmers’ market in the downtown.
- Improve infrastructure for events including a small performance stage in one of the parks.
- Bring back “Skate the Circle” and movie night in the downtown parks.



Apricot Fiesta



Farmers' market.



Live music events.

## Rehabilitation of Historic Buildings and Façade Improvements



Dust Bowl Brewing Company restaurant in Turlock demonstrates an open, street-oriented facade that draws people in and embraces the sidewalk.



Patterson's landmark center circle building, now the history museum.

The majority of buildings in the downtown are over fifty years old and could be considered historic. This is tempered by the fact that most of the historic facades have been covered over with a variety of materials that detract from their historic character. Changing tastes over time have resulted in corrugated metal, rustic stone, and stucco covering the simple but attractive historic facades. In some cases, these may still exist beneath the covering materials. In other cases, the historic facades may have been destroyed.

The age of many of the buildings also contributes to building code and seismic issues which can be prohibitively expensive. In some cases, the California State Historic Building Code may be useful in easing some of the code requirements, making rehabilitation projects more feasible. It is always preferred to rehabilitate a historic building rather than tear it down and build new, but the economics may not always support this.

Historic character is a great asset to downtown Patterson, and it should play a significant role in the revitalization. If historic facades are no longer present, or rehabilitation of a historic building does not make economic sense, the historic architectural character should be a source of inspiration for the design of new buildings and facades. Within the downtown, several businesses, including several restaurants, had inward-oriented, uninviting facades with small windows and large expanses of blank wall. It would be preferable to have open facades with large windows that connect the interior with the street and sidewalk. This is much more welcoming and will work well with opportunities for sidewalk seating. A good example of an outward-oriented façade is the Dust Bowl Brewing Company restaurant in Turlock.

Particular care should be given to proper preservation of the center circle building as one of Patterson's earliest and most historically significant buildings. It currently serves the town well as the history museum of the Patterson Township Historical Society. The museum is one of the best examples of a well-run local history museum. Like many historic structures, it has deferred maintenance issues that should be addressed.

### Historic Buildings and Facades Initiatives:

- Preserve and promote downtown's historic character for building rehabilitation and as inspiration for new construction.
- Consider the use of the California Historic Building Code for the rehabilitation of historic structures.
- Work with property owners to restore historic facades, and seek funding sources to assist with this initiative.
- Consider providing architectural design services for property owners to improve facades.
- Encourage outward-oriented facades that are welcoming and relate to the streetscape.
- Provide needed rehabilitation to the center circle building to ensure its preservation and continuing role as the local history museum.

## Improving the Downtown Parks

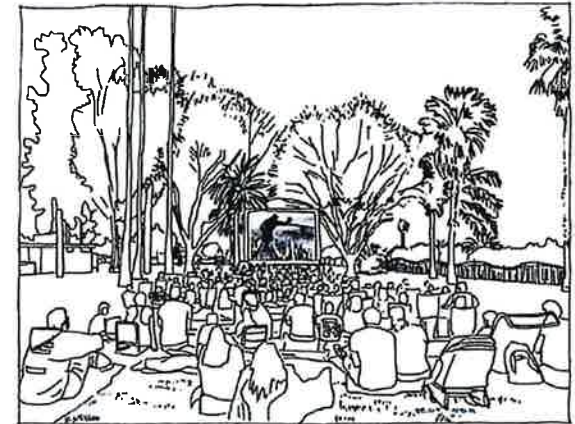
Patterson's downtown parks – North Park, South Park, and the circle, are a legacy from the town's heritage as a planned community. The parks were originally intended to serve as a gateway and civic improvement to impress visitors and potential land buyers arriving by train. Today the parks still serve as civic public spaces and provide a variety of traditional park uses and settings for events. Unfortunately, recent use patterns in the parks (drug use, homeless camping, and other negative behaviors) have created a negative perception about the parks.

The historic designs of turf and trees should be preserved. Picnic and restroom facilities in south park are in need of rehabilitation or replacement, in particular to meet current accessibility requirements. Better infrastructure for hosting events is needed including power sources and a small performance stage. A small gathering area in South Park (also known as Veterans Memorial Park) would help facilitate regular events such as the Memorial Day commemoration.

A detailed proposal for rehabilitation of the parks was prepared in 2011 by Martin Salmon and Howard Sword for redevelopment funding (refer to this proposal for more detailed recommendations for the parks). The redevelopment funding was eliminated before the proposal could move forward, but the recommendations are still very valid.

### Downtown Parks Initiatives:

- Rehabilitate the parks for improved function and to preserve them for future generations.
- Recast the parks as an active venue for the arts.
- Visually beautify the parks to enhance the historic nature of downtown.
- Enhance security and visibility for safety and welfare of park users.
- Replace the restrooms for greater capacity and to meet accessibility guidelines.
- Consider a larger space for a concession, a potential source of revenue.
- Provide better lighting for security and evening uses.
- Provide a small performance stage for events.
- Conservation efforts are needed to preserve the historical and commemorative monuments.
- Through enforcement and other means, minimize drug use and other illegal activities that have led to negative perceptions about the parks.



Movies in the park.



Example of a small performance stage in a park.



Historical murals.



Public art.



Downtown storefront arts center.

## Making Downtown a Center for Arts

Many cities and towns have looked at the arts as a central theme for their downtowns. Newman has its theater, and Fresno has a mural district. Existing buildings and infill construction can be geared to attracting artists and galleries. Murals can be a great theme to unify buildings and take advantage of lost or blank facades. Public spaces and the parks in downtown provide opportunities for outdoor public art, and a small stage would provide a venue for performing arts.

### Downtown Arts Initiatives:

- Seek opportunities to integrate the arts in the downtown.
- Review zoning regulations to permit live-work opportunities for artists.
- Parks and public spaces provide opportunities for outdoor public artworks.
- A small performance stage in downtown can foster more performing arts.
- A theater can provide opportunities for a variety of performing arts and cinema.
- Create a downtown storefront arts center.

## Changing the Perception of Downtown

Another recurring theme we heard during our process was the perception of downtown as being poorly maintained and potentially unsafe, particularly in the evening. Some may argue with the reality of these, but the perceptions are real. There is a need for better care and maintenance of streets, sidewalks, and buildings. The lack of economic vitality, empty and underperforming storefronts, and few attractions to come downtown contributes to the negative perceptions. Homelessness, drug and alcohol use, and worry of crime are also factors that contribute to these perceptions.

Some of these perceptions will inevitably change with better maintenance and investment in the physical infrastructure of downtown. In the meantime, simple measures such as better trash pickup, cleaning of sidewalks, and control of weeds will help. Building and business owners should keep buildings clean and in good repair. New paint can go a long way to improving appearances. Vacant parcels should not be used for dumping of trash, as was observed during the visioning walk. Homelessness, drug and alcohol use, and crime are harder to address as these are problems beyond the downtown, but as a greater number and variety of new activities are brought to downtown, these negative activities will be displaced. They usually fill voids where there is a lack of activity and surveillance.

The City should work with the Sheriff's Office to ensure that downtown has regular patrols and surveillance to discourage illegal activities.

#### Initiatives to Change the Perception of Downtown:

- Regular maintenance and cleaning of streets, sidewalks, buildings, and open lots is needed to demonstrate a level of care and pride in downtown.
- Work to activate downtown including evenings and weekends to provide regular presence of people in the downtown to displace and discourage negative activities.
- Work with the Sheriff's Office to have regular patrols and surveillance in the downtown.

### The City Needs Partners

Many of the recommendations for revitalization of the downtown are beyond the scope and ability of the City. Partners are needed for many of the initiatives, and some of these are noted in the following matrix. Non-profit and private organizations have abilities to raise funding and get project done in ways that the City cannot.

Patterson should work to organize some these needed organizations to work with the City to achieve the goals of revitalization. Some of these organizations include the following:

- **A downtown association.** Downtown associations typically supplement downtown functions such as sidewalk cleaning, beautification such as planting and maintaining

flowers, recruiting new businesses, and sponsoring events. These organizations can be funded through business or property improvement districts.

- **An arts organization.** Bringing arts to downtown is typically done by non-profit organizations that sponsor performing arts events, host performing arts spaces, arts centers, and supporting public art efforts.
- **A parks association.** A parks association would advocate and raise funding for park improvements, assist with park maintenance, and sponsor park events.

#### Next Steps

- Identify several short-term initiatives that can be implemented in 2015 with existing available funding. Include some initiatives that will have a visible and positive impact in the downtown.
- Create a new position, or assign a City staff person to be the downtown revitalization manager. Downtown needs a champion to make things happen.
- Decide on priority projects and identify funding sources and procure funding for initial design studies:
  - o Prepare topographic and utility survey of downtown including mapping of buildings
  - o Prepare traffic and parking studies to identify opportunities and strategies for traffic calming, complete streets, widening of sidewalks, and parking
  - o Concept design studies and cost estimates for streetscape designs and public spaces
  - o Concept design studies and cost estimates for parks improvements.
- Identify sources of funding for longer-term capital projects.
- Explore creation of a downtown association or business improvement district to spearhead private sector initiatives.

## Initiatives Matrix

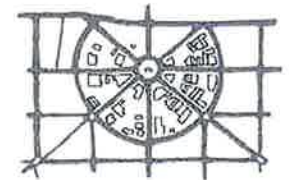
Initiative Category	Initiative	Who's Responsible	Time Frame
Streetscape & Public Spaces	Explore opportunities for streetscape improvements when infrastructure is upgraded.	City	Medium
	Consider creating temporary public space parklets by converting existing parking spaces.	Downtown Association	Short
	Seek funding sources for streetscape projects.	City	Medium
	Explore design options for widening sidewalks to allow outdoor seating and other activities.	City	Medium
	Provide better lighting for sidewalks, streets, and parks.	City	Medium
	Study narrowing of travel lanes, particularly for the circle for traffic calming to improve safety.	City	Long
	Consider adding a sidewalk to the center circle.	City	Long
	Coordinate a street tree planting with sidewalk improvements. Street trees should provide some shade but not block views to businesses.	City	Medium
	Consider a hanging flower basket program for downtown. Consider a private sector partner for this project such as the Chamber of Commerce or a new downtown association.	Downtown Association	Short
	Streetscape designs should provide convenient and ample parking.	City	Medium
Improve maintenance and cleaning of downtown streets and sidewalks.	City / Downtown Association	Short	
Improved Access, Circulation, & Gateways to Downtown	Improve circulation opportunities for pedestrians, bicyclists, and vehicles between west Patterson and downtown. Ensure that other new development areas in Patterson have efficient connections to downtown.	City	Medium - Long
	Consider designs for welcoming gateways on primary routes into downtown. Develop a signage and wayfinding plan to be employed throughout Patterson.	City / Chamber of Commerce	Medium
	Explore opportunities for a transit shuttle service within Patterson.	City	Medium
Economic Development	Work with the Chamber of Commerce to promote downtown Patterson as a good place for businesses to locate.	City / Chamber of Commerce	Short
	Work to attract businesses that will attract people downtown particularly for evenings and weekends such as restaurants, cafes, and bars.	City / Chamber of Commerce	Medium
	City should provide needed infrastructure to make downtown desirable for businesses – i.e.: more attractive sidewalks and streetscape, better lighting, ample parking.	City	Medium - Long
	Priority should be given to facilitating a theater in downtown.	City / Non-Profit Organization	Medium - Long
	Reinforce S. Del Puerto Avenue's role as Patterson's "main street."	City	Medium
	Focus efforts to make S. 3rd Street Patterson's restaurant and entertainment district.	City / Downtown Association	Medium

Initiative Category	Initiative	Who's Responsible	Time Frame
<i>Economic Development (continued)</i>	Work with big box employers in west Patterson to partner on projects in the downtown to attract and retain employees.	City / Chamber of Commerce	Short - Medium
	Review permitting and inspection requirements to be less onerous to businesses.	City	Short - Medium
	Explore ways to work with developers cooperatively to achieve the goals of downtown revitalization.	City / Downtown Association	Medium - Long
	Explore creation of a downtown association or downtown improvement district.	City / Chamber of Commerce	Medium
	Relocate Sheriff's office to another location.	City	Medium
	Patterson needs a downtown revitalization manager to provide leadership and spearhead initiatives. The manager would be a champion for downtown working closely with property and business owners and downtown stakeholders, pursuing funding opportunities, and coordinating with city departments.	City	Short
Downtown Events	Streamline permitting requirements for events.	City	Short
	Seek cooperation from Sheriff's Department to partner with City to use events as a way of revitalizing downtown.	City	Short - Medium
	Have weekly farmers' market in the downtown.	City / Downtown Association	Short
	Improve infrastructure for events including a small performance stage in one of the parks.	City	Medium - Long
	Bring back "Skate the Circle" and movie night in the downtown parks.	City / Downtown Association	Short
Historic Buildings & Facades	Preserve and promote downtown's historic character for building rehabilitation and inspiration for new construction.	City	Short - Medium - Long
	Consider the use of the California Historic Building Code for the rehabilitation of historic structures.	City	Short - Medium - Long
	Work with property owners to restore historic facades, and seek funding sources to assist with this initiative.	City / Property Owners	Medium
	Consider providing architectural design services for property owners to improve facades.	City	Medium
	Encourage outward-oriented facades that are welcoming and relate to the streetscape.	City	Medium
	Provide needed rehabilitation to the center circle building to ensure its preservation and continuing role as the local history museum.	City / Historical Society	Short - Medium

## Initiatives Matrix (continued)

Initiative Category	Initiative	Who's Responsible	Time Frame
Improve Downtown Parks	Rehabilitate the parks for improved function and to preserve them for future generations.	City / Parks Organization	Medium
	Recast the parks as an active venue for the arts.	City / Arts Organization	Medium
	Visually beautify the parks to enhance the historic nature of downtown.	City / Parks Organization	Medium
	Enhance security and visibility for safety and welfare of park users.	City	Short - Medium
	Replace the restrooms for greater capacity and to meet accessibility guidelines.	City / Parks Organization	Medium - Long
	Consider a larger space for a concession, a potential source of revenue.	City	Medium
	Provide better lighting for security and evening uses.	City	Medium
	Provide a small performance stage for events.	City / Parks Organization	Medium
	Conservation efforts are needed to preserve the historical and commemorative monuments.	City / Historical Society	Short - Medium
Through enforcement and other means, minimize drug use and other illegal activities that have led to negative perceptions about the parks.	City	Short	
Downtown as Center for Arts	Seek opportunities to integrate the arts in the downtown.	Arts Organization	Medium
	Review zoning regulations to permit live-work opportunities for artists.	City	Medium
	Parks and public spaces provide opportunities for outdoor public artworks.	Arts Organization	Medium
	A small performance stage in downtown can foster more performing arts.	Parks / Arts Organizations	Medium
	A theater can provide opportunities for a variety of performing arts and cinema.	Non-Profit Organization	Medium - Long
Create a downtown storefront arts center	Arts Organization	Medium	
Change the Perception of Downtown	Regular maintenance and cleaning of streets, sidewalks, buildings, and open lots is needed to demonstrate a level of care and pride in downtown.	City / Property Owners	Short
	Work to activate downtown including evenings and weekends to provide regular presence of people in the downtown to displace and discourage negative activities.	City / Downtown Association	Medium
	Work with the Sheriff's Office to have regular patrols and surveillance in the downtown.	City	Short

# Economic Analysis and Recommendations



## Downtown Case Studies: Lessons Learned

Many downtowns were mentioned in the multiple workshops held over the Downtown Revitalization Weekend, but a few came up repeatedly as places that included one or more things people would like to emulate in Patterson. The favored downtowns that were mentioned most frequently included the following:

- Newman
- Turlock
- Livermore
- Pleasanton

There were many things people liked about these downtowns including: food, bars, restaurants, music, theater, ambience, curb appeal, outdoor dining, comfort, safety, and cleanliness.

Other downtowns received one or two mentions, and generally for a specific feature. The mentions and some of their features included:

- Lodi – wineries, mom & pop stores
- Old Sac – historical buildings
- San Juan Bautista -- history
- San Jose – play fountain
- Modesto – curb appeal, lighting
- Kalamazoo – pedestrian mall
- Adelaide, Australia – pedestrian mall
- Lucerne, Switzerland
- Austin TX – the music scene
- Chico
- Jackson – unique shops, events (Christmas Fair)

## Realistic Expectations for the Size of Market Support

Population is one of the most important indicators of the size of market support. The size of Patterson's population was compared with Newman's in Figure 1. While Newman had the larger source of market support during the first half of the last century when their two downtowns were laid out and began filling in, it was seen that Patterson's local market population is now about twice the size of Newman's. There is no reason that Patterson cannot develop a downtown that is at least as vibrant and attractive as the one in Newman.

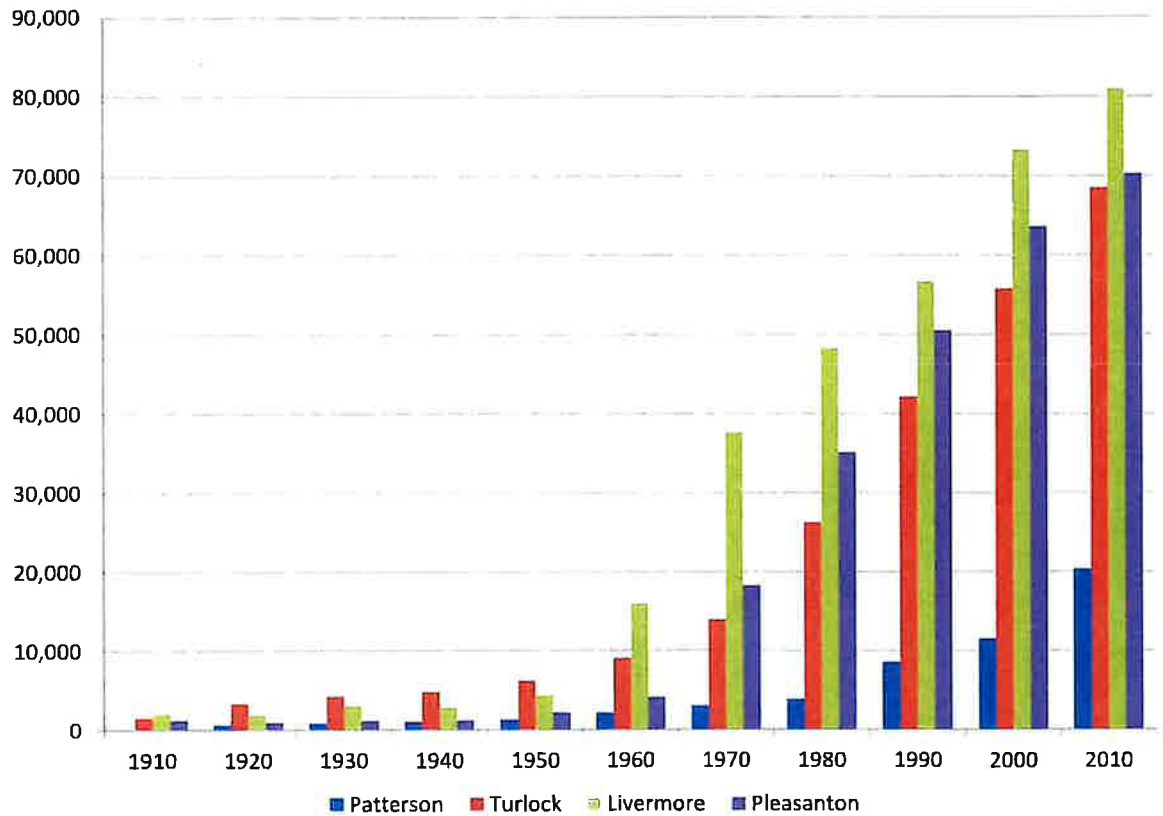
Compared with the other major peer cities respondents in the workshop mentioned as their favorites, however, Patterson has less market support to work with. **Figure 2** presents growth trends of those three other nearby cities. With its roots in the agricultural industries and its trade location on Highway 99, Turlock had the most consistent growth pattern of all over the last century. Livermore had a significant growth spurt in the post-WWII era, driven at first by federal and state investment in rapid expansion of the research labs there. Pleasanton functioned more as a bedroom expansion suburb of the inner Bay Area, and got its first major growth spurt in the 1960s. As the Hacienda Business Park and other employment centers followed the population out into the Tri-Valley area, Pleasanton continued to grow rapidly in the subsequent decades.

The salient point to be taken from Figure 2 is that, of these communities with desirable downtowns worth emulating, all three have population

support around them that is 3 to 4 times as large as Patterson's, focused by history and local culture on their downtowns. While their employment situations are not shown, their employment bases are also relatively proportionate to their populations, which also provides a larger pool of employees in their towns to support the lunch time trade for downtown businesses (including not only the cafes and restaurants that cater to lunch business, but also the drug stores and shops that satisfy the needs of lunch time errand running).

While the case study downtowns provide many examples of design elements worth emulating that can enhance sidewalk activity and use of the downtowns for special events as well as daily enjoyment (as described in other sections of this report), to be realistic, Patterson's downtown will probably not achieve the overall level of demand and economic activity seen in these much larger communities.

**Figure 2: Historical Growth of Patterson Compared with Larger Peer Cities**



## SWOT Analysis

When trying to develop a strategy for how to improve downtown, it is obviously helpful to take stock of positive influences in order to enhance them, and to realistically assess negative influences in order to mitigate them. A further refinement of this process is a SWOT analysis, which further separates the positive and negative influences into those that are “internal” to the City and community (Strengths and Weaknesses), and those that are of “external” origin (Opportunities and Threats). The relationships between these four conceptual categories are presented graphically in **Figure 3**, followed by a listing of factors for the Patterson downtown classified in this manner.

### Strengths (Internal)

- Historical focus of Patterson.
- Highly accessible.
- Adequate parking for current customer volumes.
- Free parking!
- Traditional downtown where “everyone is welcome.”
- City Hall and other civic functions generate ongoing activity and repeat visitation.

- Pioneering businesses of the types most desired providing food and beverage services already exist downtown (Blues Café, Mills, etc.).
- A relatively large amount of the land area in downtown is already owned and controlled by the City (street and sidewalk right-of-ways, parks, circle, alleyways, etc.).

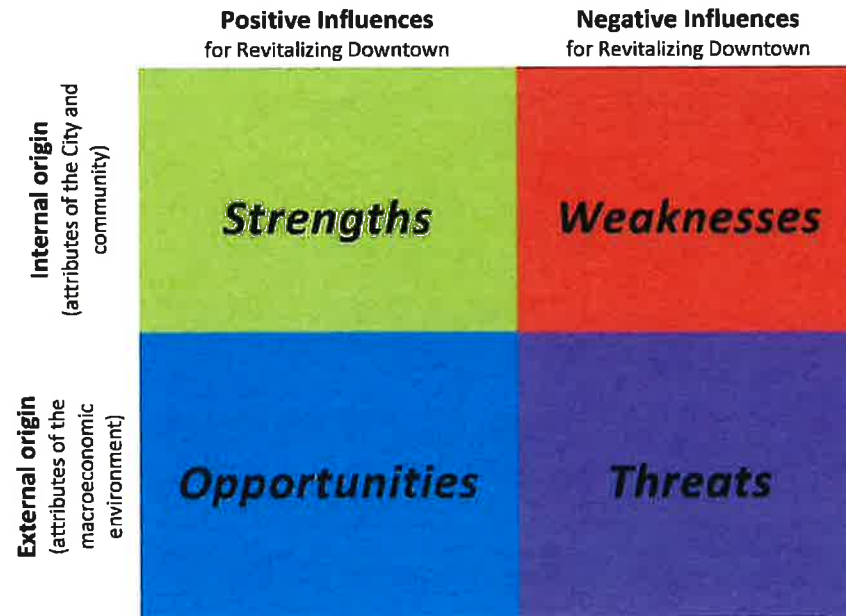
### Weaknesses (Internal)

- City building inspection services are perceived as costing more time and money than they should, and inhibit revitalizing investment, redevelopment, and new construction.
- General poor level of maintenance and cleanliness of downtown compared to other areas of Patterson (cracked and dirty sidewalks, litter, and condition of park facilities).
- Current municipal public safety policies inhibit downtown events (e.g., cancellation of Skate the Park, cancellation of horseshoe tournament, etc.)
- Presence of homeless people in downtown and the parks create a perception of discomfort and inhibits some people, especially families, from using the downtown.
- Presence of drug paraphernalia in the parks creates a real safety hazard for park users, especially children.
- Patterson currently has no “point person” or “champion” for downtown revitalization. In some cities this is a Chamber of Commerce function, some have specific City staff assigned, and others have specific downtown booster organizations.

### Opportunities (External)

- The single business segment of greatest “retail

**Figure 3:**  
Classic Definitions  
for SWOT Analysis



leakage,” which also means it is the retail business segment with the greatest potential to recapture within Patterson, is restaurants and cafés; precisely the thing people want to see most in the downtown area.

- New Patterson residents priced out of more central Bay Area cities may bring with them a taste for the more pedestrian style urban ambiance found in downtowns and traditional neighborhood commercial street environments.
- New legislation at the state level designed to restore some of the functions of Redevelopment Agencies as tools for Cities to use for revitalization.
- Evolution in the technologies and strategies of warehousing and distribution continue to make Patterson a desirable location for significant new installations, bringing jobs, income, tax base, and potential local corporate sponsors.
- As more jobs are created in Patterson, more residents of Patterson can have lifestyles that do not require long commutes, and which give them more time to spend in Patterson. For example, an employee in Patterson may eat lunch in a downtown café, and a person who gets home from work at 6pm instead of 8pm may be more likely to eat dinner in a downtown restaurant.

#### Threats (External)

- When growth in the more central parts of the Bay Area slows down, growth may completely stop in Patterson.
- When growth cycles begin gathering momentum in the more central Bay Area, Patterson is one of the last to feel the positive effects.

## Potential Funding Opportunities for Improved Economic Viability

As will be seen in the enhancement strategy described below, many of the highest priority actions are things that the City can address directly, and which have very little cost associated with them. On the other hand, desired improvements, especially those that require new construction of public infrastructure and facilities will clearly require financing programs and outright funding. In spite of the powerful tool of Redevelopment having recently been taken away in California, there are still many potential programs and strategies that can be applicable to improvement in downtown economic viability.

To find assistance with the up-front **capital funding** for specific projects, possible strategies include:

- Leveraging the public lands the City already owns (e.g., exchanging properties or including public parcels to create more marketable sites for economic development projects in downtown).
- Zoning and density bonus potential.
- Partnership with the private sector, including incentives for retail and entertainment development.
- Coordination of sidewalk expansion and improvements with other scheduled infrastructure rebuilding (e.g., street paving, underground utility replacement, etc.).
- Use of developer agreements.
- Use of Enhanced Infrastructure Financing Districts (EIFDs—SB 628).
- Partnership with the County in using revenue sharing agreements.
- Voluntary tax increment financing (potentially

including sales tax or transient occupancy tax, as well as property tax).

- There may be some applications in the downtown area for a Community Facilities District (CFD—Mello Roos).
- Park-related grants from federal and state programs for public realm improvements.
- Private foundations focused on Central Valley issues.

At a lower scale of financial commitment, a successful enhancement plan will also be conscious of any long term need for ongoing **Operations & Maintenance (O&M)** funding, for example with parks or other public “people-places.” Examples include:

- Partnerships with private businesses to maintain specific spaces that benefit them as well.
- Landscape and Lighting Districts.
- Business improvement districts (BIDs).
- Neighborhood improvement districts.
- Parking revenues (perhaps in new off-street lots).
- Generation of revenue through events.

## **Creating an Environment to Attract New Businesses**

Articulate a vision for downtown Patterson:

- It includes restaurants, street life, public spaces, events, etc.
- Envision opportunities that have an interface between a café type setting and a public space where families could bring kids downtown, get a latte and visit with friends while watching the kids play in a public space including a feature such as a fountain. They should feel completely safe in then strolling through and playing in either North or South Park.
- The same business that serves food and coffee in the morning and at lunch can expand hours into the evening and serve beer and wine along with dinners.
- Multiple options to linger and get a bite to eat will encourage coming to the downtown as the general destination, and then strolling around until a decision is made on where to eat tonight.
- Demonstrate that Patterson is a good place for businesses to locate with a cooperative relationship between the City, the Chamber of Commerce, and other civic groups.
- Provide coordinated promotion of downtown businesses through a marketing campaign for downtown (a cooperative effort between the City, the Chamber of Commerce, and possibly a future downtown association).
- o Support coordinated and consistent business hours for downtown.

The first strategy to attract new businesses is to alleviate Weaknesses (i.e., those things that are negative and internal to the City and community).

- The City needs to streamline the process and cost to open a new business downtown.
- Construction inspection and code enforcement should be performed as a cooperative partnership rather than an adversarial relationship.
- A more cooperative relationship is needed between the City and Sheriff to encourage and streamline permitting for events.

## Bringing People from West Patterson to Downtown

As was the case above, the first strategy to attract west Patterson residents is to alleviate Weaknesses (i.e., those things that are negative and internal to the City and community).

- Don't allow homeless people to stifle downtown potential. This is obviously complex and requires compassion, but in the long run a more thriving city will help them too.
- Downtown has to offer things residents cannot get on the west side. For park users, food and beverage and other commercial services attached to /in view of public spaces may not be available at West side parks.

- More than just a single destination business accessed by driving into its parking lot (i.e., the case with West side retail), downtown needs to offer an entire pedestrian environment, with a diversity of retail businesses and entertainment options without having to get back in the car.
- Consider new physical connections for pedestrians, bicyclists, and vehicles between west Patterson and downtown.
- Make downtown the place to go for unique shops, cafes, and restaurants in a historic setting and accessible to public spaces. Downtown should provide an experience not available elsewhere in Patterson.



This page left intentionally blank

# Appendices



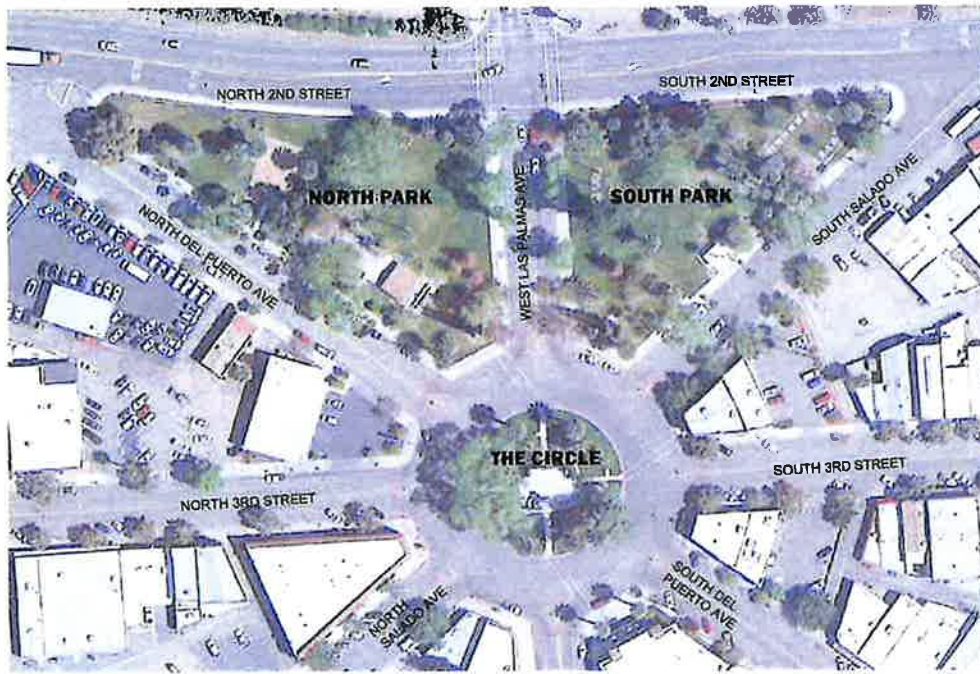


# Downtown Patterson



# Presentation Boards from the Community Workshops (continued)

## Downtown Parks



**THE CIRCLE**



**SOUTH PARK**



**NORTH PARK**



## Photos Around Downtown



**LOOKING TOWARDS THE CIRCLE ON SOUTH DEL PUERTO AVENUE**



**FURNITURE STORE IN OLD THEATER BUILDING**



**TYPICAL DOWNTOWN SIDEWALK**



**PEDESTRIAN CROSSWALKS WITH CONTRASTING PAVEMENT**



**BARS & NIGHTLIFE ON SOUTH 3RD STREET**



**VIEW FROM CITY HALL ACROSS THE CIRCLE (MULTIPLE BANKS ON THE CIRCLE)**



**HISTORIC CLOCK IN FRONT OF CITY HALL**



**HISTORIC ARCHITECTURE ON SOUTH 3RD STREET**



**EMPTY LOTS FOR DEVELOPMENT (SOUTH 3RD STREET LOT PICTURED)**

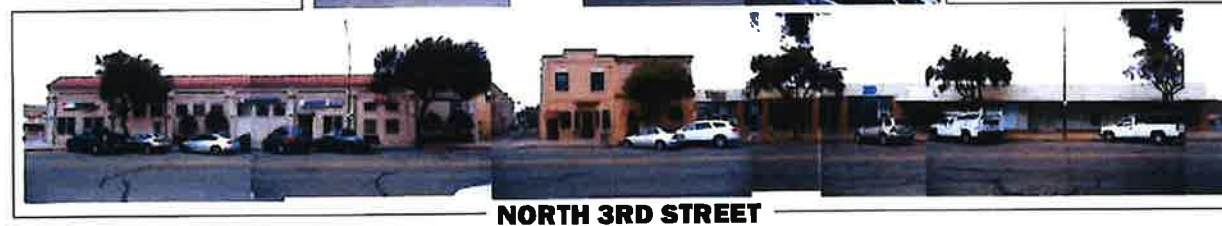


**ALLEYWAYS BEHIND BUSINESSES (LOCATIONS FOR MURALS AND ART)**



# Presentation Boards from the Community Workshops (continued)

## Downtown Patterson Building Facades



# Patterson Downtown Revitalization

## VISIONING

### DOWNTOWN REVITALIZATION WEEKEND

- BRAINSTORMING WORKSHOPS
- DOWNTOWN VISIONING WALK
- IMPLEMENTATION CHARRETTE
- IDENTIFY PRIORITIES

### VISIONING REPORT

## PROJECT PLANNING & FUNDING

- APPLY FOR FUNDS
- IDENTIFY PROJECTS TO BE FUNDED
- PROJECT REVIEW & APPROVALS

## PROJECT DESIGN

- CONSTRUCTIVE DESIGN & ESTIMATES
- PLANS & SPECIFICATIONS
- FINAL REVIEW & APPROVALS

## PROJECT IMPLEMENTATION

- CONSTRUCTION

## TYPES OF DOWNTOWN IMPROVEMENTS

STREETSCAPE

INFILL DEVELOPMENT

REDEVELOPMENT

INFRASTRUCTURE

FACADE IMPROVEMENTS

PARK IMPROVEMENTS

OTHER



