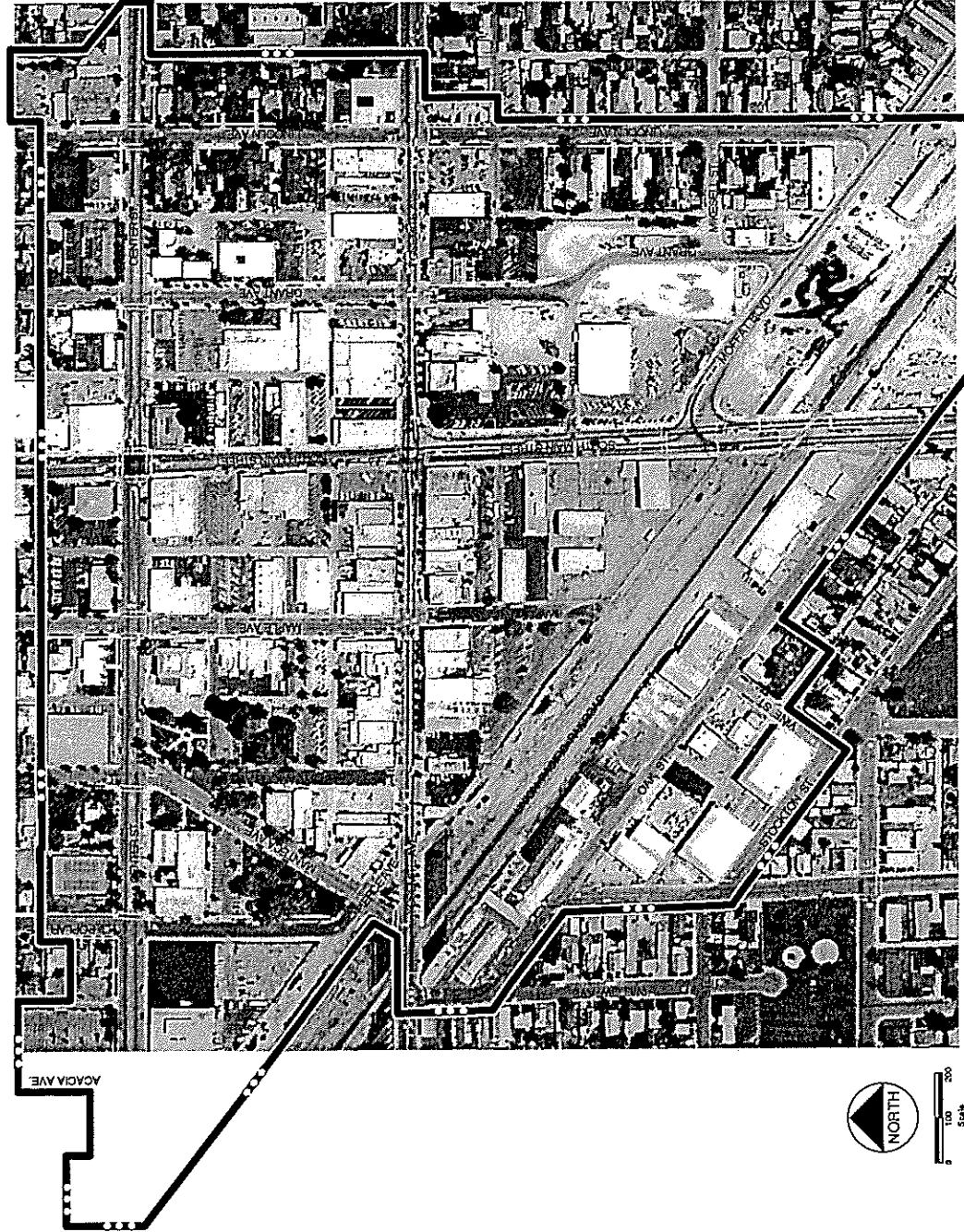


Part II
Design Guidelines for
Downtown Manteca



Project Area Boundaries

Project Area Boundaries

Manteca Downtown Improvement Plan and Streetscape Improvements Project

Amphion Environmental Inc.

in association with
 Frants Albert Associates • Jay Wood Claiborne • Dowling Associates
 Applied Development Economics • The Office of Michael Manwaring

Figure 3

1.2 Purpose of the Downtown Improvement Plan

The Downtown Improvement Plan proposed herein expands upon the Vision 2020 visions – giving them form, shape, costs and implementation strategies. This Plan provides a summary of the physical conditions that exist in the downtown area. It looks at potential future land uses, associated pedestrian and vehicular circulation, parking and loading, as well as parks, open space, natural features, cultural heritage and focal points. The Plan focuses on developing an exciting mixed-use downtown environment that can create an “authentic downtown” and capitalize on the associated economic value and positive social interaction.

The third section of the Plan proposes an implementation program and the necessary steps to achieve the future expressed in Vision 2020. This Plan also includes architectural design guidelines for private projects. Design criteria are proposed for public project including lighting, signage, trees and other streetscape improvements throughout downtown.

1.3 Planning Process

The Plan was developed through a synthesis of many ideas developed over a period of six months. Key to the process was a Mayoral appointed Citizen Advisory Committee made up of downtown business owners and residents. The Citizen Advisory Committee met with the Amphion consulting team six times to provide guidance and direction. To augment this input, three public workshops were held to gain a wider community viewpoint. In addition the City Staff team provided technical input to the Consultant Team throughout the process.

1.4 Project Boundaries

The Downtown Improvement Plan covers an area of 9.1 acres, incorporating 25 city blocks. The Plan focuses on the traditional core downtown of properties along the east-west streets of Yosemite Avenue, Center Street, Mikesell Street and Moffat Boulevard. In the north-south direction the area includes land east of the Union Pacific Railroad tracks at Elm Avenue, the streets of Poplar Avenue, Manteca Avenue, Sycamore Avenue, Maple Avenue, Main Street, Grant Avenue and Lincoln Avenue. It also incorporates several blocks immediately south of the Union Pacific

Design Guidelines for Downtown Manteca

Introduction

Design guidelines are a common tool used by many cities and municipalities. They provide developers and property owners a comprehensive description of what the approving agency may expect such a project to look like. The guidelines are intended to direct the project design process toward site and building design solutions that, given specific site conditions and the requirements of the development program, can best meet community values and expectations.

Guidelines, unlike zoning ordinances, do not mandate requirements for a development project. Rather, they describe preferred conditions and appearances based on principles of what is perceived locally as constituting good design for a particular place. When followed, the guidelines should make the design review process efficient and timely, which is desirable for both the developer and the city.

The importance of a coherent identity for a downtown area is more than aesthetic. Downtowns that have a cohesive design

character and that promote a positive visual image for a community tend to be places where people like to go and spend time. Such a downtown can provide a competitive alternative to other commercial districts and is a place that attracts new private sector development because of its stability and public character.

How to Use the Guidelines

It is anticipated that an advisory design review committee, including representatives of downtown business owners, design professionals and interested citizens, will use the guidelines as their primary basis of discussion when reviewing new projects for the downtown area. Applicants should consider all sections of the guidelines as informing the design of their project and should not focus only on those sections that specifically address a particular type of project.

In summary, the intent of the design guidelines for downtown Manteca is:

- To promote the continuing development and revitalization of the downtown.

- To act as a continuation and amplification of the goals and objectives for the downtown as outlined in “Vision 2020, Manteca California.”
- To complement the existing and proposed land uses that are part of the overall Downtown Improvement Plan.
- To help property owners and developers design desired improvements in a manner that will insure a positive impact on the collective character and quality of downtown and create a more secure climate for other property owners to make comparable new investments.

Organization of the Guidelines

The Downtown Manteca Design Guidelines are organized according to the following sections:

Description of Existing Conditions

1.0 Guidelines for New Development on Lots Smaller than 9,999 Square Feet

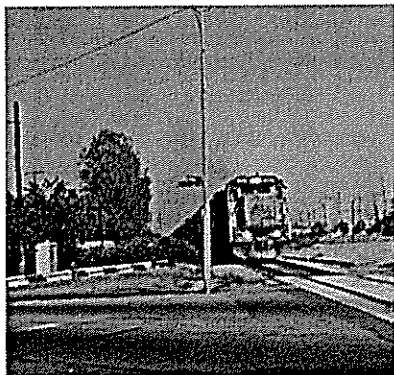
2.0 Guidelines for New Development on Lots Larger than 10,000 Square Feet

3.0 Guidelines for Renovations of Existing Buildings

Description of Existing Conditions

While these conditions may change over time as the result of anticipated growth and new development, the following statements represent a general consensus of opinion among Manteca residents of the physical character, both good and bad, of the downtown area:

- The limits of the existing downtown urban core are not well defined, but should be.
- The Union Pacific railroad tracks define a definite boundary for the southern and western edge of downtown and, where the tracks cross Yosemite Avenue and Main Street, they define strong points of entry.
- Although the downtown “bleeds” off to the north and east, Lincoln Avenue is a perceived edge on the east, and Center Street is an edge on the north.
- The "heart" of Manteca’s downtown is the intersection of Yosemite Avenue and Main Street which is less defined than it should be due to the surface parking lots at two of the corners.
- The principal shopping areas of the downtown are along Yosemite Avenue west of Main Street and along Maple Avenue.
- The library, Library Park, Wilson Park, post office and the original City Hall building are an important concentration of public open space and civic uses in the northwest corner of the downtown.



Union Pacific Railroad



Wilson Park

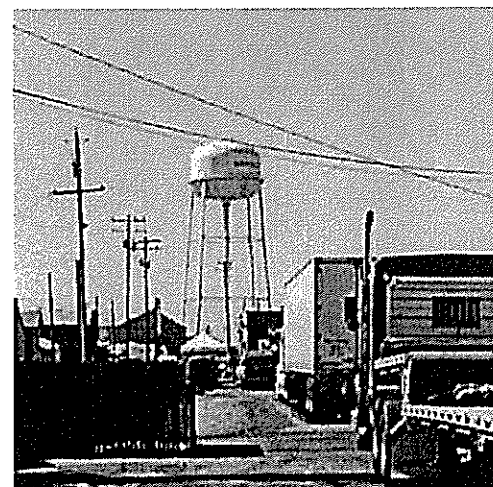
- The recently constructed Tidewater Bikeway parallels the railroad tracks and is an attractive connection between the downtown and residential areas to the northwest and southeast. The bikeway has the potential to bring people to the downtown without bringing more cars.
- The older one and two story buildings along Yosemite Avenue and Maple Avenue are important in helping define the pedestrian scale of the downtown.
- A system of alleys in the downtown gives access to the rear of retail establishments for deliveries, and provides parking. However the parking is disorganized and less efficient than it could be and the alleys are poorly lit and generally uninviting.
- Building facades along alleys throughout the downtown are plain with painted finishes or natural brick. Retail entries from the alleys typically are not well marked.
- The truck weigh-station, car dealerships and several large vacant lots south of Yosemite Avenue are a carryover from the days when Yosemite Avenue was State Highway 120 and are a serious under utilization of that portion of the downtown area.
- Along the railroad tracks, on Moffat, Oak and Stockton Street are several visually prominent warehouse and agriculture buildings that are strongly associated with the image of downtown.
- Manteca's roots are in the agricultural activities of the Central Valley, as is evidenced by the seed company along Oak Street and the highly visible water tower with the "Manteca" sign.



Tidewater Bikeway



Alley behind West Yosemite

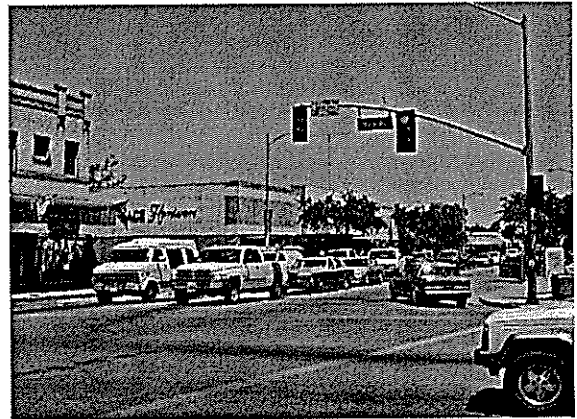


Manteca water tower

- The building styles in the downtown date primarily from the early 1900's with a few newer buildings constructed between 1960 and 1980. A categorization of the architectural styles in Manteca includes Mission, Classical Revival, Commercial Vernacular, 1950's - 1960's Remodels, and Contemporary.
- Historically significant buildings are intermixed with nondescript commercial structures. Single family residences are mixed with retail and other commercial buildings. Some of the residences have been converted to commercial or office use.
- A few chain stores or franchises have left their stylistically generic imprint on the downtown, but most buildings reflect local character.
- With a rapidly growing population exceeding 50,000, many of Manteca's residents commute to work as far away as the Silicon Valley and San Francisco Bay area. In such an economic and social climate, there is a strong need for a place that all residents can identify as being the center of public life in the community. Downtown Manteca should become such a place.



The Mission Style Manteca Post Office.



The existing contextual character of downtown.



The impact of franchise stores.

1.0 Guidelines for New Development on Lots Smaller than 9,999 Square Feet

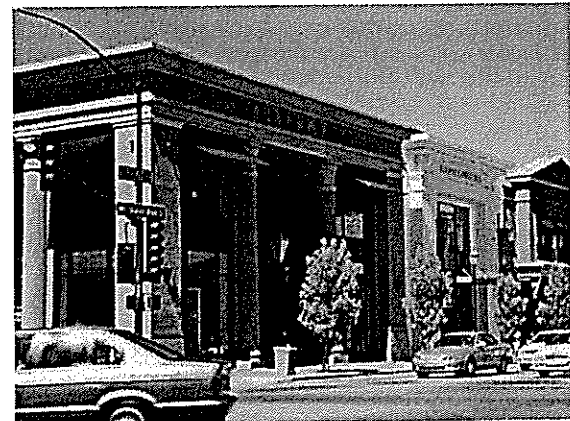
1.1 Scale and Massing

1.1.1 Context: New buildings should be made compatible with adjacent development. Many of the older buildings in downtown Manteca establish a consistent rhythm of height, width and storefront elements along the street. New structures on smaller lots are encouraged to continue this rhythm by expressing similar dimensions.



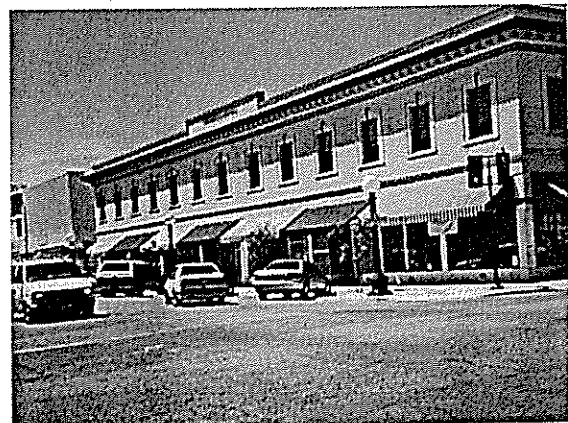
The incremental development of downtown Manteca has produced a compact fabric of small buildings.

1.1.2 Scale Making Building Elements: The facades of new buildings should be broken down with bays, small scale windows and other details to emulate smaller scale structures.



The relationship between existing and new developments demonstrate contextual consistency.

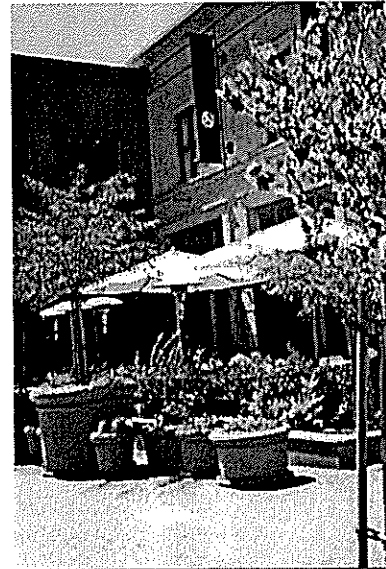
1.1.3 Ground Floor Heights: The floor to ceiling height of ground floor space should be 10 feet or greater and should match or closely align with adjacent structures where feasible.



Architectural bays, small scale windows and other comparable details reduce the scale of larger buildings.

1.2 Location and Orientation

1.2.1 Setbacks: Buildings on primary street frontages should not be set back from the front property line. Rather, they should be located immediately adjacent to the back edge of the public sidewalk right-of-way. Setbacks along side property lines are encouraged for ground level, publicly accessible patios for outdoor dining and other uses designed to attract pedestrian activity along the sidewalk.



Set backs accommodate outdoor dining and other active, public uses.

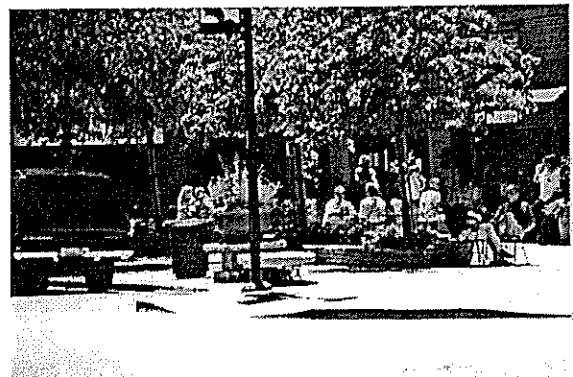
1.2.2 Street Orientation: Buildings should be oriented parallel to the major street frontage.

1.2.3 Ground Floor Access: The ground floor of the building should be at the public sidewalk level with entries to lease space and outdoor areas directly accessible from the sidewalk.



Buildings on primary street frontages located directly adjacent to the sidewalk.

1.2.4 Vehicular Access: Driveways should be located on alley frontages in order to maximize on-street parking and minimize disruptions to traffic flow.



New construction designed to attract activities along the street edge.

1.3 Style

1.3.1 Urban Fabric: The village character of the downtown, as established along Yosemite Avenue between Sycamore Avenue and North Main Street, should be maintained and enhanced.

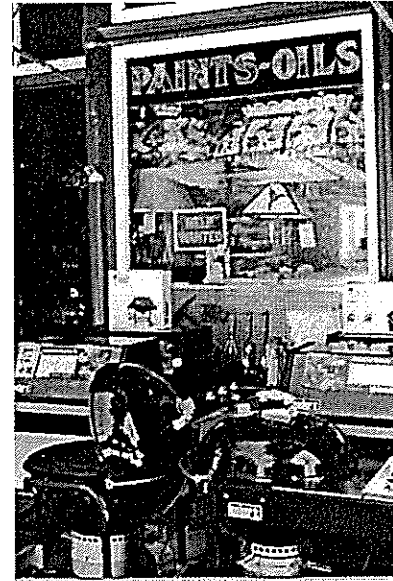
1.3.2 Architectural Imagery: An identity for new buildings consistent with the existing scale and massing of existing buildings is encouraged. Standard, generic design franchise or retail chain development that is not compatible with the character of downtown should be discouraged. Buildings should be designed in a style that is specific to the sites.

1.3.3 Architectural Detail: New structures should include banding, a change of materials, or relief patterns that respond to the cornice lines and window locations on adjacent buildings.

1.4 Details, Colors and Textures

1.4.1 Context: New buildings should be considerate of and, where possible, make use of traditional materials and colors used on older buildings in the downtown area (see 1.4.3, below).

1.4.2 Durability: Long lasting, durable materials such as tile, brick or stone are encouraged along the street frontage and, especially, at the ground floor level. The proper use of accent colors on windows and doors can add interest to individual buildings while maintaining the traditional character of the entire district.

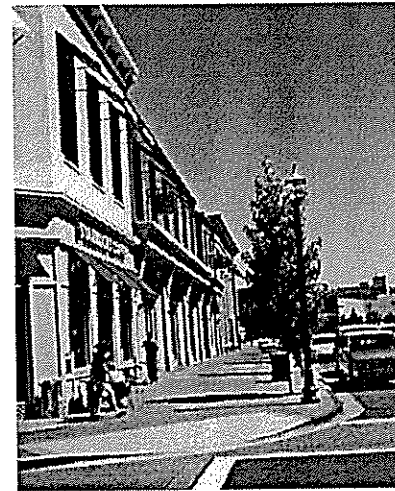


Accent colors on windows and doors adds interest to individual buildings.



New structures with banding, or relief that responds to the cornice lines on adjacent buildings.

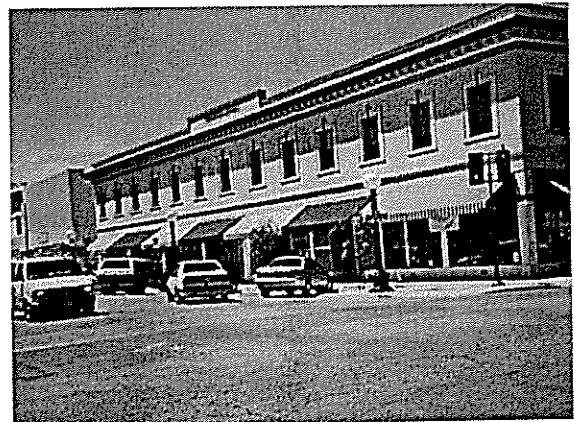
1.4.3 Paint Colors: Building paint colors should be selected from a palette to be used throughout the downtown. The palette is intended to unify the downtown, but variations from building to building and block to block should be encouraged to avoid monotony. Colors should be in the earth tone range characteristic of those used on many of the older buildings. Contrasting lighter or bolder accent colors are encouraged for trim, highlights and signage.



Variations in paint colors from building to building avoid monotony.

1.4.4 Blank Walls: Expansive, undifferentiated surfaces without window or door openings are strongly discouraged. Blank wall surfaces, especially at the ground floor level where they front on public streets or on alleys, are to be enhanced with varied materials, varying colors, mural treatments or divided into bays.

1.4.5 Awnings along street frontages are encouraged. Awnings on adjacent buildings should be similar and sympathetic to one another in size, scale and color. Awnings should be coordinated with signage, lighting and street trees.



Awnings along street frontages provide shade to pedestrians and help identify individual storefronts.

1.4.6 Windows: Display type windows should cover 50 to 80 percent of the ground floor facade. Transom or clerestory windows above entrances and display windows are encouraged.

1.4.7 Window and Door Materials: Windows and doors should be made of substantial wood, or aluminum and finished to match other building materials.

1.4.8 Commercial Signs: Commercial signs, to the maximum allowed by the City Sign Ordinance, should be designed as an integral part of the building façade. Mounted signs should not cover or obscure architectural elements. It should be assumed, for the downtown area, that the majority of commercial signs should be pedestrian oriented.

1.5 Parking Facilities

1.5.1 Parking structures fronting public streets should be designed with facades that are compatible with adjacent buildings. At the ground floor level, retail lease space is encouraged along public sidewalk frontage. Driveway entries should be from side streets or alleys.

1.5.2 Surface Parking Lots: Surface parking lots should include large stature tree planting at a spacing of one tree for every 4 spaces. Parking lots should be adequately lit and include pedestrian amenities such as trash receptacles.

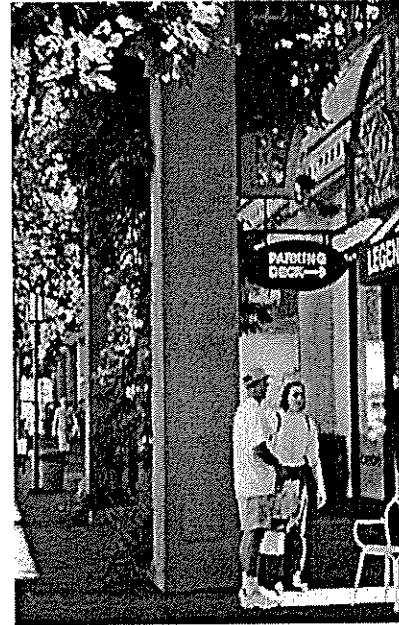


Parking structures can be designed to "fit in" along the street.

2.0 Guidelines for New Development on Lots Greater Than 10,000 Square Feet

2.1 Scale and Massing

- 2.1.1 Developments on larger lots or assembled properties should break down the scale and building massing to appear as a series or complex of smaller structures.
- 2.1.2 New commercial and civic development adjacent to existing residential development should gradually step down to the same scale as that of the residential neighborhood.



New large scale developments can reinforce a pedestrian oriented environment and the urban village character.

2.2 Location and Orientation

- 2.2.1 New commercial and civic development should reinforce the urban village character of downtown, with no setbacks along major commercial streets for the first two stories. Above the third story, buildings should be set back so as not to overwhelm the street and to help maintain the village character.
- 2.2.2 Opportunities for pedestrian oriented spaces such as interior walkways and courtyards should be encouraged.



Pedestrian oriented spaces adjacent to the public sidewalk.

2.3 Style

2.3.1 Contrast: Appropriate opportunities with larger scale projects for a new architectural character that could give a new architectural image to certain areas of the downtown are encouraged.



There are opportunities for a new architectural character that can give a new image to certain parts of the downtown.

2.3.2 The architectural style of new development should reinforce a pedestrian oriented, village character.

2.4 Details, Colors and Textures

2.4.1 Consistency: Details and textures of new, larger scale buildings should be carefully coordinated using the guidelines for smaller parcel development described above (guideline section 1.4), with the exception of that for color (1.4.3).



The pedestrian oriented, village character of Manteca's downtown.

2.4.2 Color Contrast: A new color palette, where determined appropriate as reinforcing and not detracting from a coherent downtown image, can be used for complexes of new buildings on larger parcels in the downtown area.

2.4.3 Commercial Signs: Commercial signs for larger developments should be coordinated as part of an overall signage design program. For multi-building complexes, a free standing sign may be part of this signage program.

3.0 Renovation of Existing Buildings

3.1 Scale and Massing

3.1.1 Building Conservation: Manteca's older buildings are a resource that should be respected and carefully maintained wherever possible. The scale and massing of older buildings provide models for new development and should be maintained in all remodeling projects.



Manteca's historic buildings are a resource that is to be respected and carefully maintained.

3.1.2 Warehouses: The industrial scale and massing of the existing warehouse structures on the south side of the Union Pacific railroad tracks should be maintained and enhanced.

3.2 Location and Orientation

3.2.1 Pedestrian Access: Entryways to the main arterial street should be maintained or created. Wherever possible, rear entries from alleys should be added, if they do not already exist.



Existing historic structures provide models of scale and massing for new development.

3.2.2 Vehicular Access: Wherever possible, existing driveways from the public street should be eliminated. Primary vehicular access should be from alleys, where they exist.

3.2.3 Ground Floor Warehouse Space: When existing warehouse buildings are rehabilitated for retail, office, or residential use, some portion of the ground floor space along the street frontage should be made available for more active uses, such as retail, public serving offices or community space.



Outdoor courtyards that maintain a consistent façade line at the street.

Style

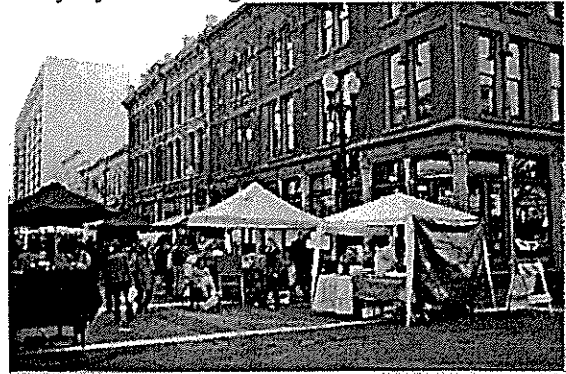
- 3.2.4 Architectural Conservation: Original building styles and details should be restored or adapted for reuse if at all possible. Cumulative additions and changes should also be respected as indicative of the life of the building where they do not detract from the overall style and composure of the building rehabilitation project. Industrial buildings can be modified to the extent necessary to accommodate new uses, but the industrial style of the building should not be disguised.



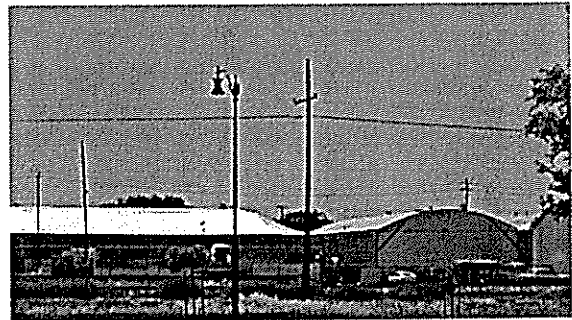
Cumulative additions and changes are indicative of the life of the building.

3.3 Details, Colors, Textures

- 3.4.1 Conservation and Restoration: Renovations should be planned to reveal historic details and materials where feasible. The restoration of older buildings to their original character is encouraged. Industrial detailing on warehouse buildings should be maintained.
- 3.4.2 Color: Traditional building colors should be use on for older commercial buildings (see guideline 1.4.3, above). Colors for industrial buildings can be more bold and contemporary.
- 3.4.3 Commercial Signs: Permitted signage areas may need to be modified to fit available locations where they do not obscure architectural details or traditional building elements.
- 3.4.4 Industrial Materials: Industrial style materials consistent with warehouses/lofts should be used for the renovation of warehouses and other buildings south of the railroad tracks. These include wood, concrete and stucco.



Historic details and materials can be maintained and restored.



Existing warehouse buildings on the south side of the railroad tracks.



Industrial buildings typically have greater expanses of blank walls, larger openings and less ornamentation than commercial buildings.

3.5 Renovation Prototypes

There are a number of relative inexpensive ways that existing buildings can be renovated to give them a fresh look (guidelines 3.5.1-3.5.6) or more extensive changes that recapture an architectural integrity that has been lost over the years from insensitive repairs and modifications (guidelines 3.5.7-3.5.13). In all cases, these suggested prototypes generally can provide quality lease space for less cost than new construction. Quality renovation is considered an important part of the revitalization of downtown.

3.5.1 Awnings: Add awnings. Select awning design and color scheme to unify or to differentiate establishments, wings or whole buildings.

3.5.2 Tile: Add tiles as a wall base, decorative coping or parapet, belt course or accents.

3.5.3 Paint: Use fresh paint and/or a new color scheme. Select colors to unify or to differentiate architectural elements.

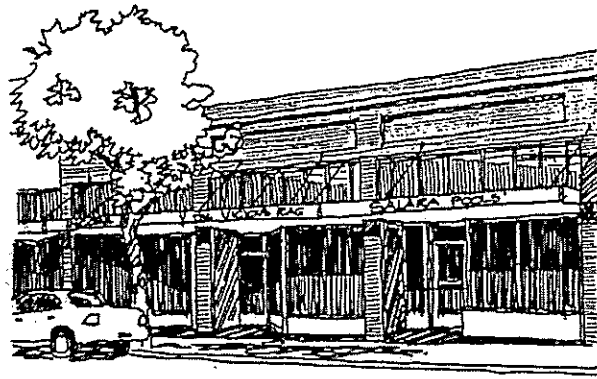
3.5.4 Relief or trim: Relief and trim may be used to articulate surfaces, provide detail and organization to plain walls.

3.5.5 Trellises and espaliers: Plain walls may be enlivened by the addition of trellises and/or espaliers.

3.5.6 Flower boxes: Unadorned walls and facades may be enriched by the use of flower boxes under window openings.

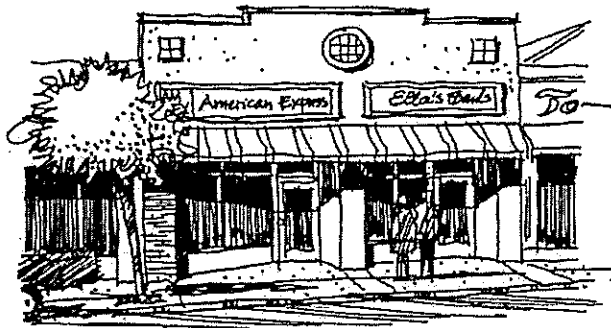


Plain or characterless facades may be improved by adding accent, tile or trim, new awnings, new windows and storefronts. New paint and color schemes can also transform the building image.



remove opaque material
blocking transom or
clearstory

*Transom lights reveal the tall ceilings of storefront spaces and
flood the interior with natural light.*



permit variations in
style, colors, materials
and lettering, but
prescribe horizontal
zone(s) where all
signage must be
located

*Signage placed in designated, horizontal zones creates a sense of
compatibility and order, even when the signs are not in the same style..*



new tile

new awnings

new windows

new awnings

new storefront system

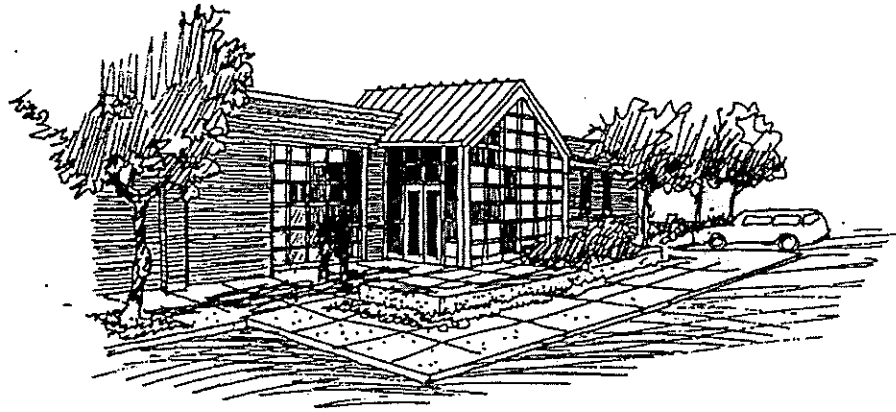
new tile

*Considerable variety of awning style and colors is possible.
Signage may also be part of awning design.*

- 3.5.7 Clean up/restore: The architectural integrity of older buildings may be recaptured by cleaning up or restoring such buildings to their original condition. These changes may include the removal of unsightly signage, inferior exterior finishes and the restoration of original surface as well as the removal of exposed HVAC equipment, fire escapes, and the like.
- 3.5.8 Windows: Upgrade window frames and glazing. Install new storefront system. Alternatively, install mullioned windows for upper story windows.
- 3.5.9 Dormers/Monitors: Plain facades may be enriched by the addition of dormers or monitors. They can provide focus, create rhythm and change the proportions of a building.
- 3.5.10 Roof: Consider reconfiguring the roof form. A flat-roofed building may acquire greater presence, apparent volume and new proportions by the addition of a gabled or hipped roof.
- 3.5.11 Balconies/Exterior Stairs: Consider adding balconies and/or exterior stairs. (May require interior remodeling.) Balconies and stairs add both functionality and visual interest.
- 3.5.12 Arcades/ pergolas: Arcades and/or pergolas will add three-dimensionality, visual interest, focus and functionality. Arcades and/or pergolas will add three-dimensionality, visual interest, focus and functionality.
- 3.5.13 Pop-outs: Consider adding entrance/lobby/vestibule pop-outs or additions to otherwise blank facades. Such elements in contrasting materials and roof design can create focus, interest and also serve a useful purpose.



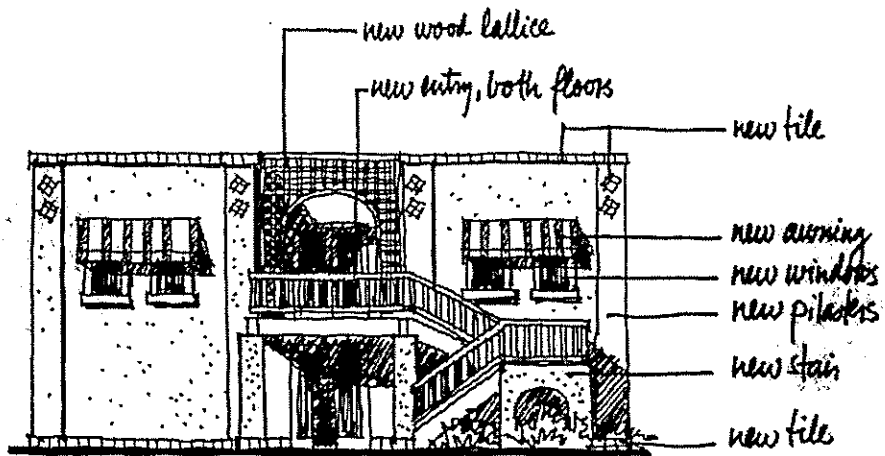
Reveal the character of the original building by removing elements added over time with little consideration for the building's architectural integrity.



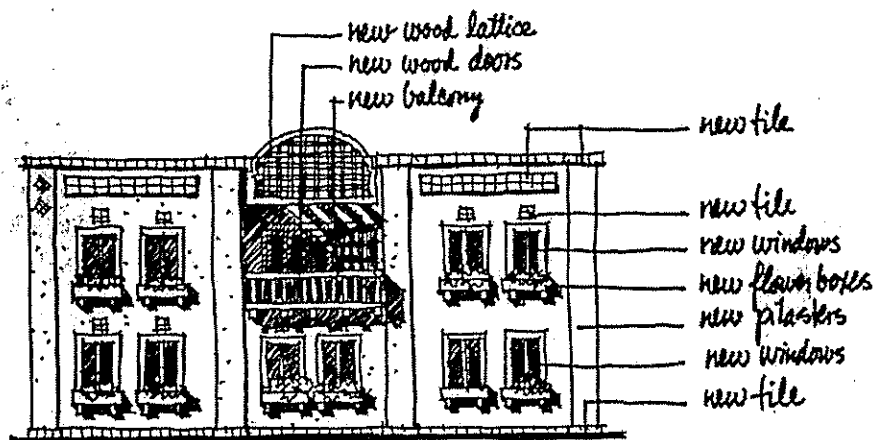
Plain walls of industrial buildings can be enlivened by the addition of lobbies and/or other contrasting additions to their facades. Additional focus and interest may be created by landscaping.



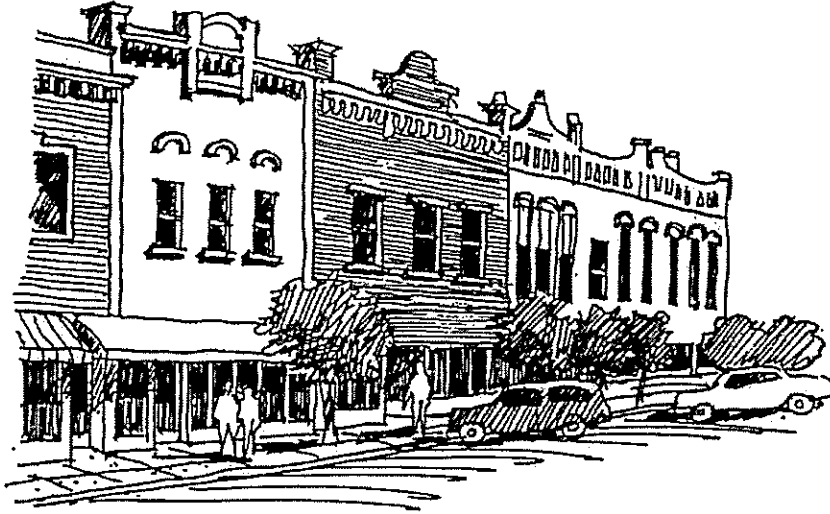
Building facade and scale may be transformed by replacing unattractive storefronts and windows with mullioned frames.



Rear facades towards yards or alleys may be transformed to become 'front' facades in their own right.



Planned improvements to the alleys and back alley space, including increased lighting and landscaping will benefit adjacent buildings through increased exposure and access.



Smaller parcel development should respect the vocabulary of its context and neighbors. Likewise, larger scale block development may be designed to maintain the scale and idiom of historic and older facades

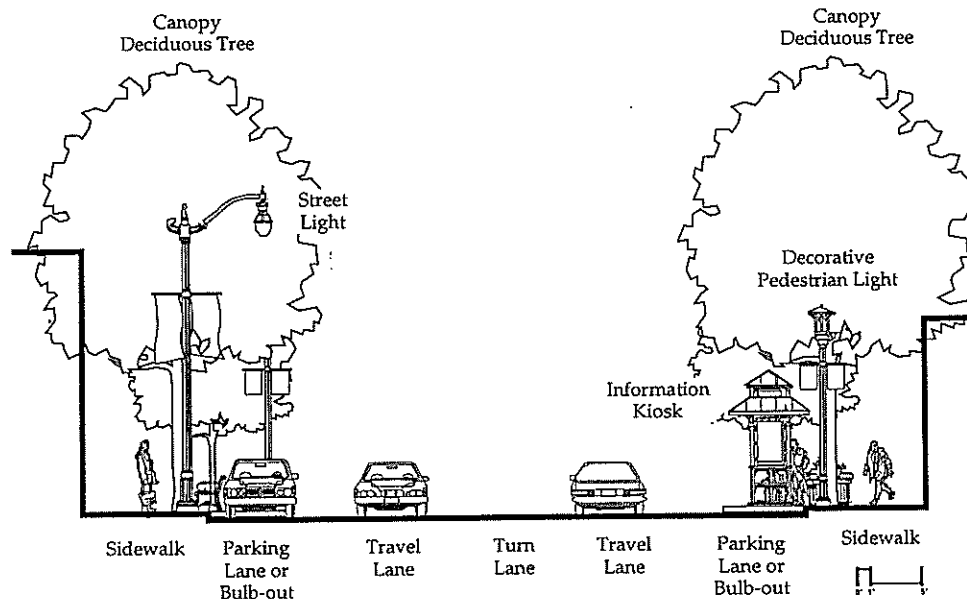
Design Criteria for Public Spaces

Introduction

Design criteria for public spaces are intended to provide recommendations and standards for city funded improvements. City Staff and designers in implementing streetscape projects, signage and other amenities in the downtown area will use the criteria.

The design criteria is organized according to the following sections:

- 1.0 General Design Principals
- 2.0 Street Paving, Intersections and Crosswalk Treatments
- 3.0 Sidewalks
- 4.0 Street Furniture
- 5.0 Landscaping
- 6.0 Parking
- 7.0 Alley Treatments/ Service Areas
- 8.0 Parks, Plazas and Open Spaces
- 9.0 Downtown Lighting Guidelines
- 10.0 Criteria for Public Identification and Wayfinding Signage



Street Section @ Yosemite Avenue (65')

1.0 General Design Principals

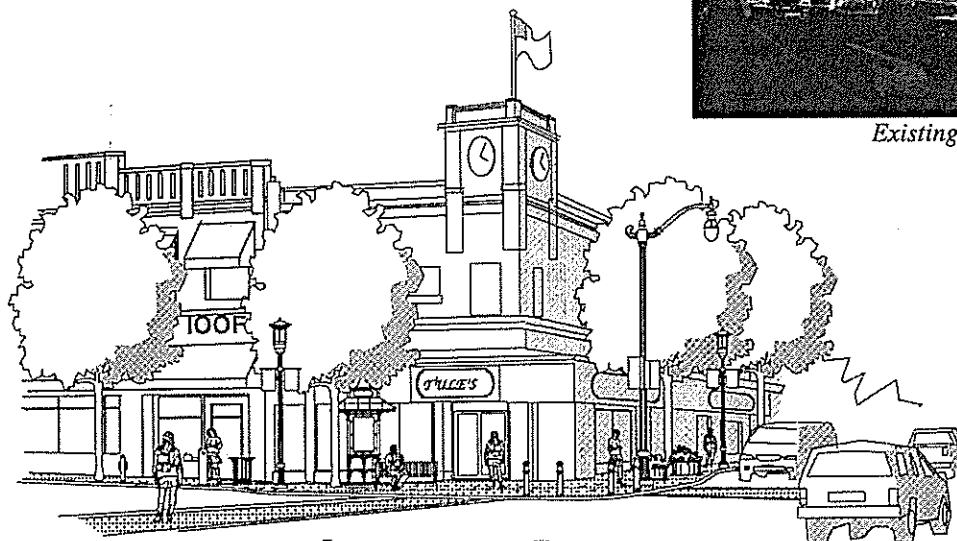
- 1.1 Emphasize downtown as a destination. Street and public right of way improvements should focus on directing vehicles to parking lots and encouraging pedestrian movement.
- 1.2 Parks and open space in the downtown should recognize natural features, cultural heritage and create focal points that are unique to Manteca.
- 1.3 Encourage development of semi-private spaces associated with private businesses such as entry court yards and outdoor eating areas to encourage a friendly environment and help activate the downtown.
- 1.4 Encourage pedestrian activity to support the concept of downtown as a family place.
- 1.5 Design to accommodate sustainable maintenance through the use of vandal resistant design and long lasting materials. Identify maintenance requirements and how those needs will be met before installing amenities in public spaces.



*Plaza at Tidewater Bikeway and
West Yosemite Avenue*



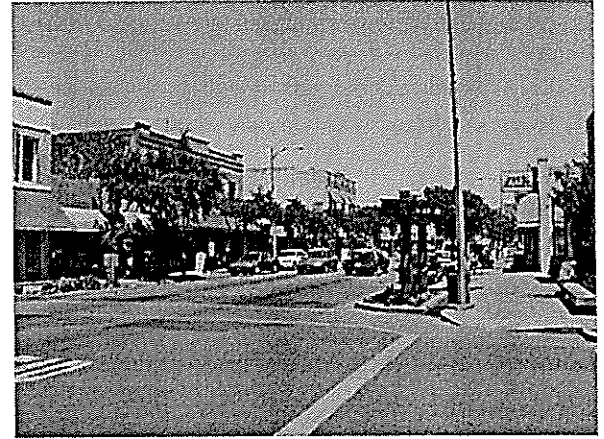
Existing



*View of North Main @ Yosemite showing new building on corner lot,
bulbouts, lighting, banners, trees kiosk and bollards*

2.0 Street paving, Intersections and Crosswalk Treatments

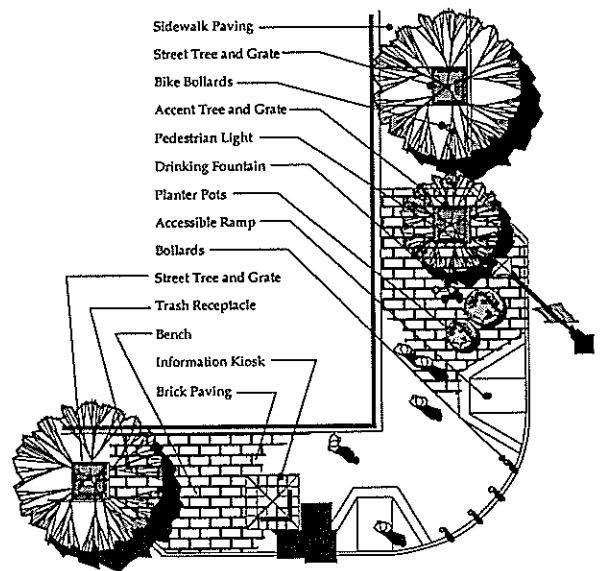
- 2.1 Street travelway width: Emphasize downtown as destination rather than throughway. Focus on getting traffic into downtown effectively. Encourage alternative travel routes for through traffic. Direct traffic during rush hour to those alternative routes rather than widening travelway or removing parking to accommodate heavy traffic.
- 2.2 Continue existing combination of asphalt paving and interlocking unit pavers to match those crosswalks that have been newly renovated on Yosemite Avenue.
- 2.3 Any excess width in streets should be dedicated to pedestrian activity rather than try to gain additional travel lanes.



West Yosemite at Maple Street.

3.0 Sidewalks

- 3.1 Material: Use scored concrete accented with art inserts to celebrate Manteca's unique events, historic places, and significant locations/ directions.
- 3.2 Provide bulb-outs at all corners except where precluded by heavy right turn movements and need for right turn lanes.
- 3.3 Renovate existing bulbouts to provide full extension of sidewalk with new ADA compliant ramps. Eliminate need for trench drains and covers that have been problematic in existing design.
- 3.4 Pave bulbouts with unit pavers to match the intersection crosswalk treatments.
- 3.5 Provide space for trees along sidewalks and at bulbouts (located for adequate sight-lines for vehicles). Trees should be selected and located to maintain visibility of store fronts and signage.



3.6 Accommodate street furniture and utilitarian elements.

3.7 Consider a widened sidewalks where there is excess street width, such as at South Main near Yosemite or Manteca Avenue.

4.0 Street Furniture

4.1 Benches: Use a unified design throughout downtown to match the Tidewater Bikeway.

4.2 Trash Containers: Use a unified design throughout downtown to match the Tidewater Bikeway. Provide for regular trash pick-up and maintenance.

4.3 Bike racks: Use a unified design throughout downtown to match Tidewater Park.

4.4 Drinking fountains: Provide in conjunction with civic buildings and larger open spaces where there is a potable water supply and where they can be maintained in operable conditions.

4.5 Kiosks: Use a unified design in key locations in downtown to match the Tidewater Bikeway.

4.6 Utilitarian Elements: Fire hydrants, traffic signal boxes, mail boxes, newspaper racks, traffic signal poles should be grouped where practical out of the pedestrian path of travel.

5.0 Landscaping

5.1 Provide appropriate automatic irrigation and drainage for healthy plant growth. Connect to central Motorola controller.

5.2 Add electrical outlets at tree wells to accommodate seasonal decorative lighting.

5.3 Utilize tree grates for expanded walking space adjacent to trees (Grates should be 6' by 6' size with ADA compliant openings.)

Plan of Metal Bench



Side Elevation of Bench



Metal Bench



Plan of Trash Container & Bike Bollard



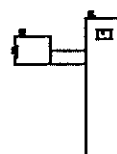
Metal Trash Container

Bike Bollard



Plan of Bollard

Plan of Drinking Fountain



Metal Bollard

Drinking Fountain

5.4 Street Trees

5.4.1 Plant large-scale, high branching deciduous trees. Begin branching at 10' (ultimately prune to 14'). Choose tree species that are well adapted to street conditions considering available space, canopy size and rooting habit. *Additional information on tree selection is provided in the appendix.*

5.4.2 Space trees 30 to 40' apart so in 20 years there is head to head coverage. (Pedestrian scale lights will be beneath canopy.)

5.4.3 Create a root trench with paved planter strips between trees. Use unit pavers on sand to provide air and water to roots of trees.

5.5 Ornamental Plantings

5.5.1 Provide planter pots for low shrubs and perennial flowers to provide more color and seasonal variety.

5.5.2 Planter pots help protect plants from being trampled.

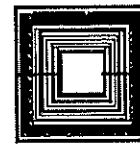
5.6 Parking Lot Landscaping

5.6.1 Use landscaping to create visual buffer between street and parking area.

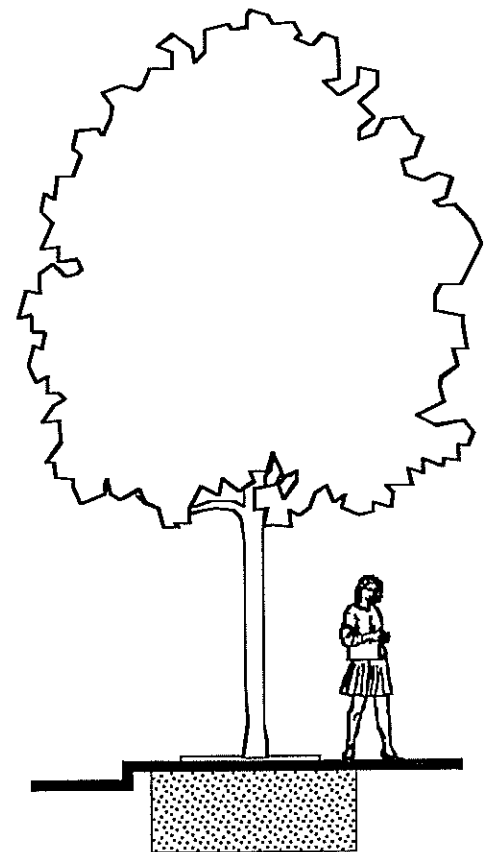
5.6.2 Use landscaping to help designate pedestrian walking areas in parking lots.

5.6.3 Shade expanses of asphalt.

5.6.4 Select plant species that are hardy, low maintenance, can withstand heat & fumes, and low growing in order to maintain sight-lines. Coordinate planting with light fixtures, tree limb clearance and security issues.



Plan of Cast Iron Tree Grate



Street Tree w/ Metal Tree Grate



Plan of Planters w/ Flowering Plants



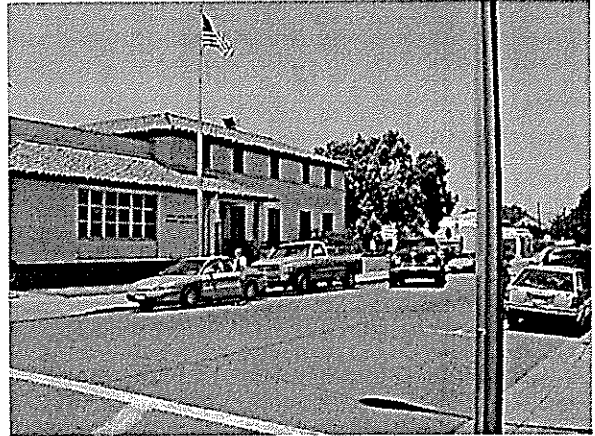
Cast Iron Planters

6.0 Parking

6.1 On Street Parking

6.1.1 Maintain on-street parking to reinforce “traditional” downtown character. Re-establish on-street parking where possible.

6.1.2 Provide designated on-street handicap parking spaces adjacent to public buildings such as the Post Office.

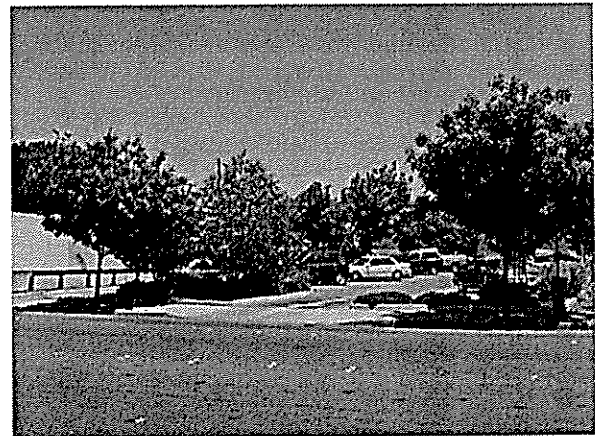


6.2 Off Street Parking

6.2.1 Create a downtown parking district that would consolidate most of the rear open space behind the building for three uses:

6.2.2 Clearly define vehicle travel ways while accommodating truck loading and unloading space.

6.2.3 Design an efficient parking layout that is not limited by property lines but provides maximized effective shared parking. Include redesign and layout of public parking lots within this overall parking layout plan.



6.2.4 Clearly define pedestrian circulation areas.

6.2.5 As parking demand grows and the economics become feasible, centralize the parking in three level garages (two story with parking on ground floor, first floor and roof). Likely land will need to be consolidated through acquisition of undeveloped space adjacent to existing city lots or through acquisition of lower quality, underutilized buildings. One parking structure per four block area should be appropriate.



7.0 Alley treatments / Service areas

(garbage, loading areas, service doors)

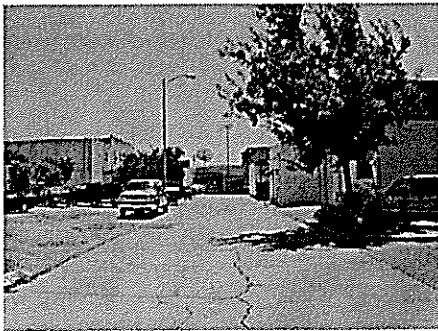
7.1 Design and install consolidated central trash dumpster enclosures at two locations in each block. All trash should be placed in dumpsters, not stored temporarily at rear of buildings.

7.2 At the newly defined parking areas provide landscaping and screening. Along alleys and along street frontages on either side of entries and exits to parking areas provide low railing fences or walls with vines or screen shrubs. Plant shade trees in parking area islands, where space permits.

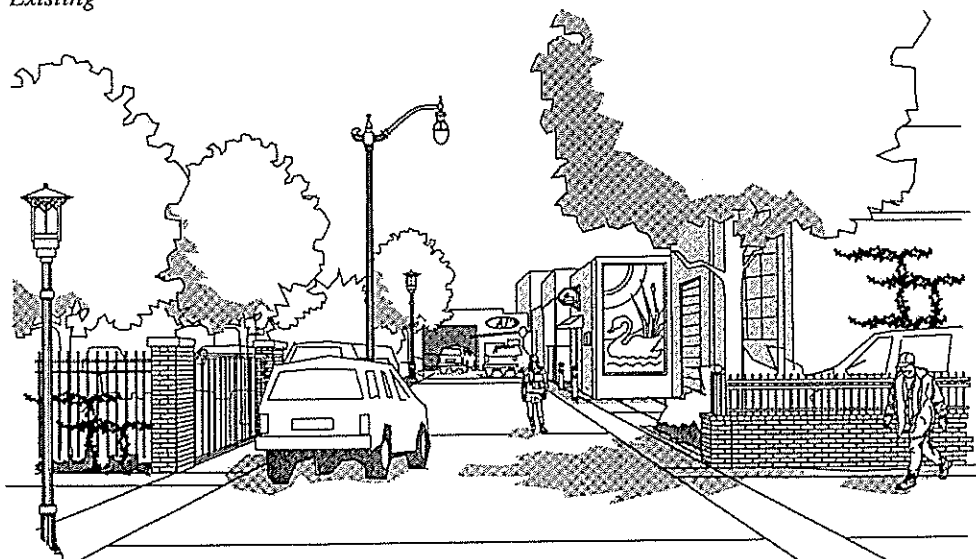
7.3 Install pedestrian scale light fixtures at desired pedestrian access and egress locations along alleys. Some locations might require mounting fixtures on buildings for best space utilization.

7.4 Improve alley paving by grinding existing concrete or AC and overlaying with new AC plus an accent border and/ or center strip of unit pavers. Re-paving the entire alley in enriched pavement is not recommended due to the regular truck and vehicle access.

7.5 It is feasible that future demand for outdoor use space could make outdoor dining or outdoor sales in the areas at rear of buildings desirable.



Existing



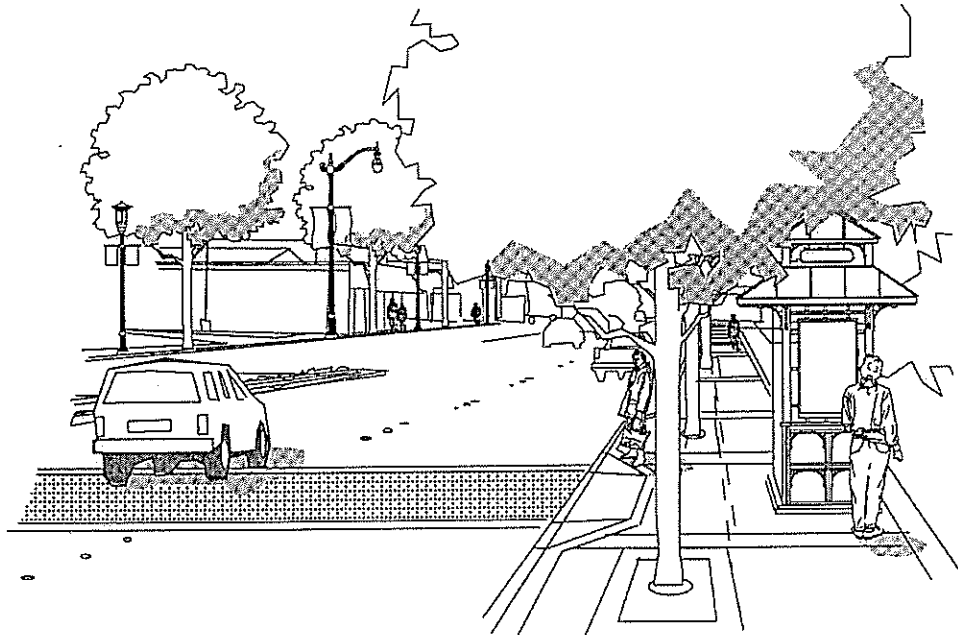
View into renovated alley with low walls, railings, lighting, new paving and mural art on building walls.

8.0 Parks, plazas and open spaces

- 8.1 Create parks, plazas and open spaces to provide visual and physical contrast to buildings and paving. These spaces can serve as green oasis with trees, flowering plants.
- 8.2 Use Tidewater Bikeway on West Yosemite to establish standard for quality of design and amenities for all downtown parks. Downtown parks should not try to fill the need of neighborhood parks with playgrounds. Need to be more oriented toward downtown functions of shopping, business activities and public gatherings.
- 8.3 Enhance pedestrian linkages between parks and plazas by providing attractive streets and alleys throughout downtown.



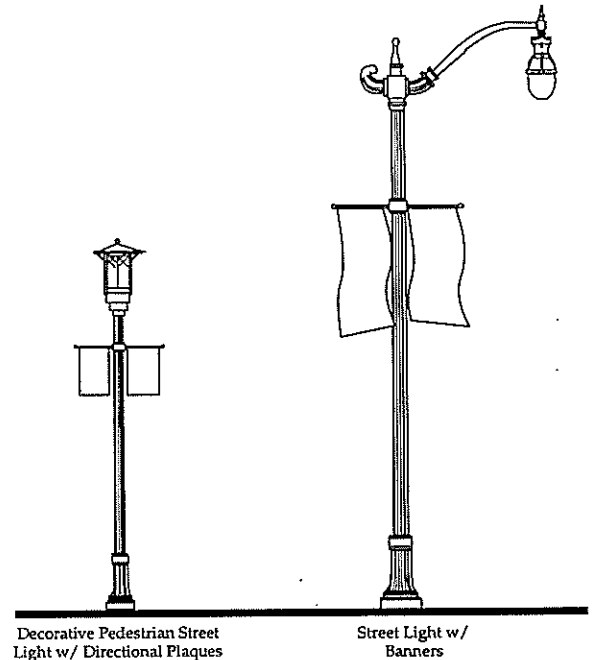
Existing



South Main midblock crossing showing lighting, kiosk, signage, banners and unit paving in crosswalk.

9.0 Downtown lighting Guidelines

- 9.1 Street Lights: Replace cobra head fixtures with Tidewater Bikeway type fixture.
- 9.2 Pedestrian scale decorative light fixtures: 12' high that compliment design of Tidewater Bikeway kiosk.
- 9.3 Nighttime light performance should achieve the following:
- 9.3.1 Perceived light levels and uniformity could be improved by adding pedestrian level lights. Maximum light levels 1 – 3 fc (from Downtown Improvement Manual, General Standards).
- 9.3.2 Use a Metal Halide lamp for the following considerations:
- White light for car color recognition and attractiveness.
 - Longer lamp life than mercury vapor.
- 9.3.3 Shield glare from adjacent houses and adjacent traffic.
- 9.3.4 Current code permits lights up to 16' tall and spaced 72' apart.
- 9.3.5 Coordinate lights and trees spacing so that the lights are centered between trees to maximize performance and reduce maintenance demands.
- 9.3.6 Daytime appearance should achieve the following:
- Paint poles black to match Tidewater bikeway.
 - Accommodate banner arms on light poles.



Criteria for Public Identification and Wayfinding Signage

10.1 Downtown Identity

- 10.1.1 A graphic identity, in the form of a professionally designed logotype, should be established for Downtown Manteca. This logotype should be used on all permanent and temporary signage, as well as on promotional materials such as print and TV advertising, event banners, T-shirts, etc.
- 10.1.2 The downtown project area should be called “DOWNTOWN MANTECA”.
- 10.1.3 The logotype could also incorporate the words DOWNTOWN MANTECA with an appropriate symbol.
- 10.1.4 The symbol should be simple enough to be readable at small scale, or at a reasonable distance. It could be as simple as the letter “M” in a distinctive typeface, or it could be a significant graphic image.

D O W N T O W N
M A N T E C A

M

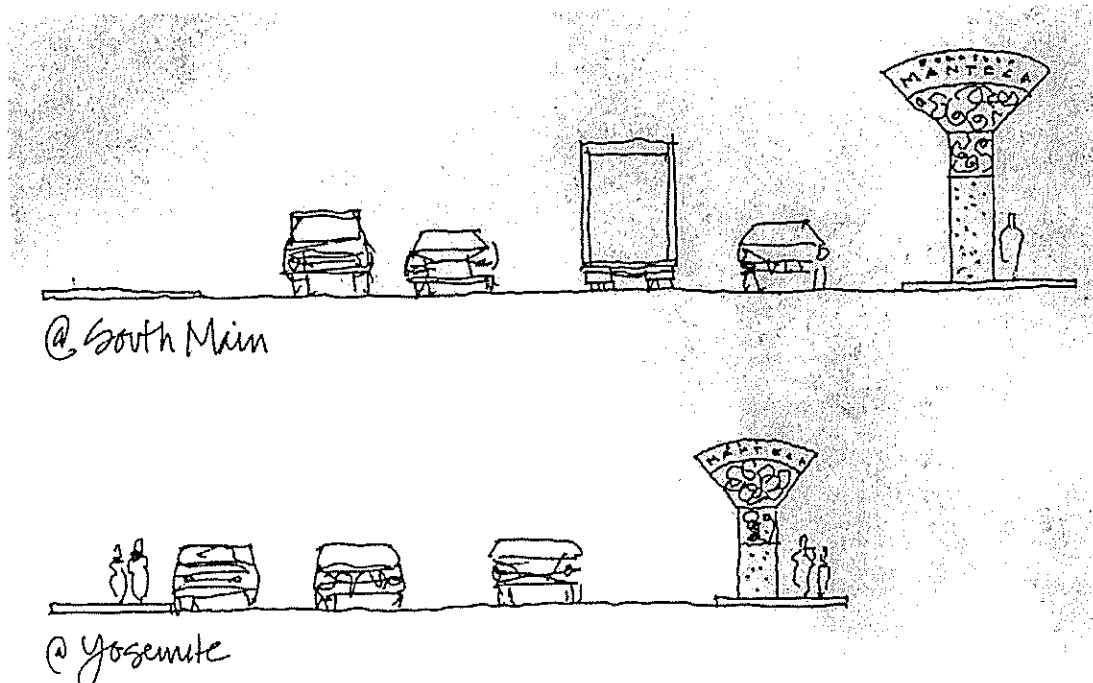
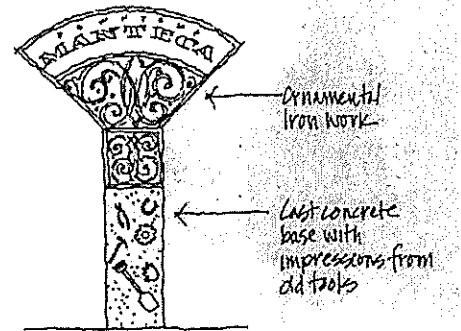
10.2 Gateways

10.2.1 A prominent entry sign should be developed that should be located at each of the four main entrances to Downtown Manteca:

South Main near Oak Street
North Main near Center Street
Yosemite near Manteca Avenue
Yosemite near Lincoln Avenue

10.2.2 The entry sign should consist of a single freestanding vertical element located at the North Main and both Yosemite Avenue entrances; and, due to the larger street width, a larger scale version at the South Main entrance.

10.2.3 The entry sign should incorporate the DOWNTOWN MANTECA typeface, and should be graphically expressive of an exciting and growing downtown.



10.3 Wayfinding and Parking Signage

10.3.1 To assist vehicular and pedestrian circulation in the downtown area, two sign types are required:

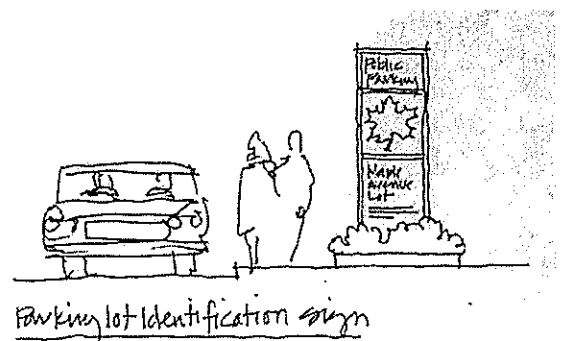
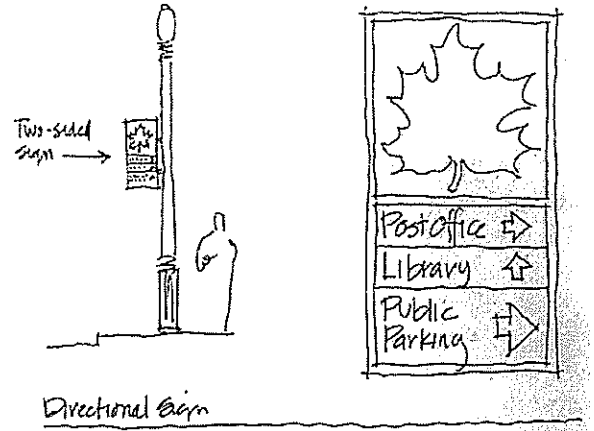
- Vehicular/pedestrian directional signs
- Parking lot identifications signs

10.3.2 The vehicular/pedestrian signs should consist of a flag-like vertical metal panel that attaches to existing light standards or poles.

10.3.3 The vehicular/pedestrian signs should be two-sided and located near street intersections. Graphically, each sign presents a symbol that relates to the cross-street (e.g., a large maple leaf for Maple Street), and a list of two to four destinations with arrows.

10.3.4 The size and mounting height of the vehicular/pedestrian signs should be coordinated with the downtown banner program.

10.3.5 The parking lot identification signs should consist of freestanding metal panels, located at the entrance to public parking lots. These signs identify that it is a public parking lot, its location and regulatory information. A graphic symbol, related to the street name, helps the visitor to recall the location.



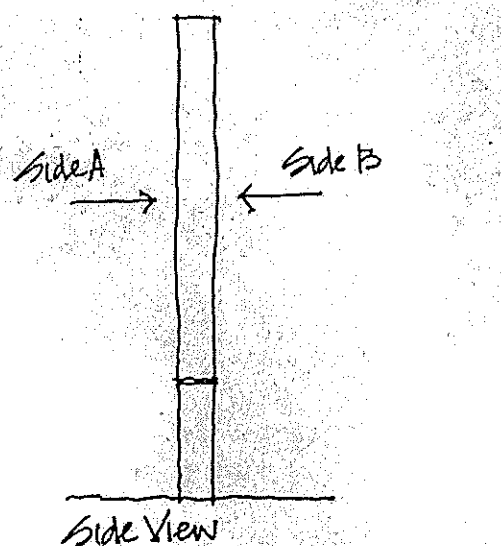
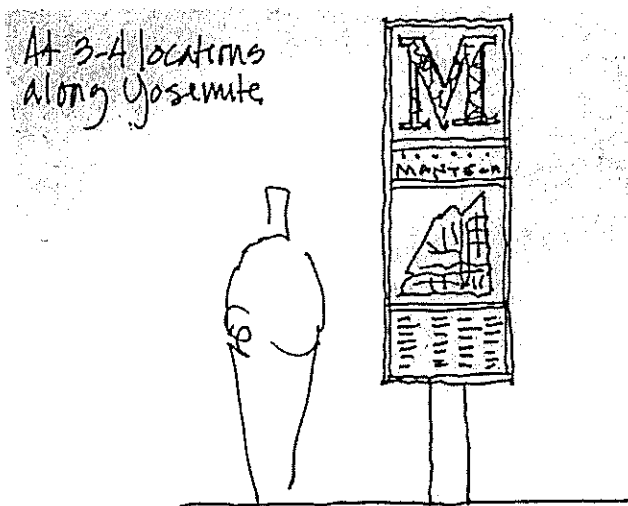
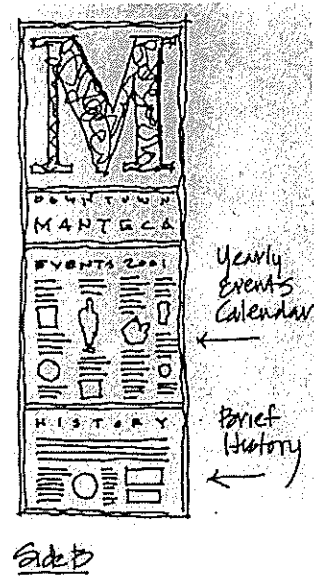
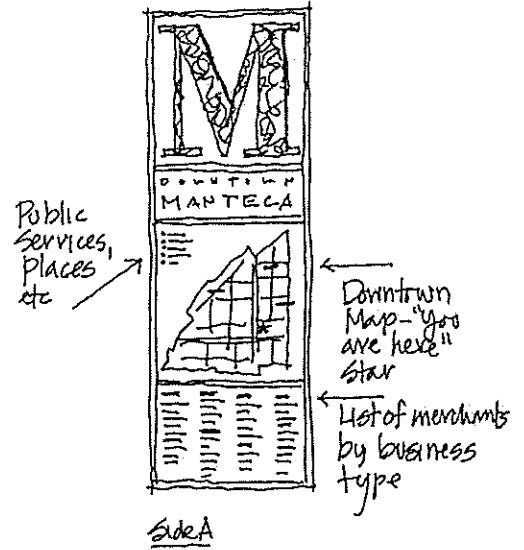
10.4 Pedestrian Kiosks

10.4.1 To orient and inform the pedestrian with DOWNTOWN MANTECA, a freestanding two-sided kiosk should be developed. Three to four kiosks should be located at central points along Yosemite Avenue. These kiosks could either be simple panels or incorporated into the more decorative Tidewater Bikeway Kiosk.

10.4.2 One side of the kiosk panel should display a downtown area map and a changeable directory of businesses, arranged categorically. The reverse side of the kiosk panel should display an events calendar for the year, and a brief history of Manteca.

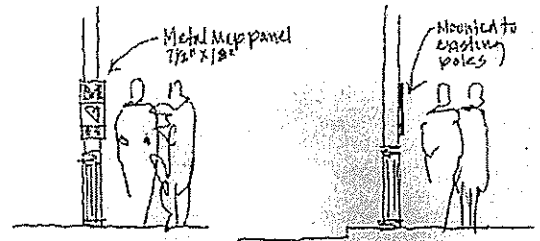
10.4.3 The DOWNTOWN MANTECA logo should be displayed at the top of both panels.

10.4.4 The City should prepare a process for updating the directory of businesses, and for providing a professionally designed and lively events calendar, history overview and map.

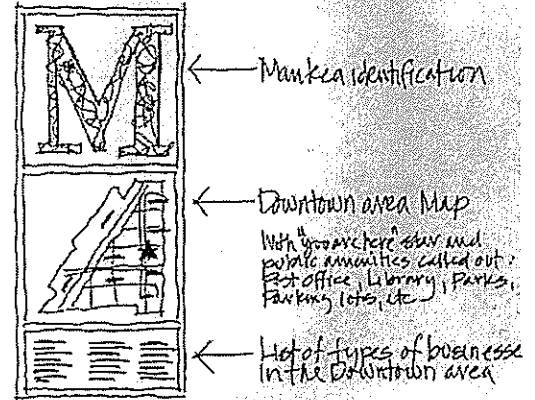


10.5 Pedestrian Maps

10.5.1 This is a simpler and smaller scale version of the Pedestrian Kiosk map. These signs should be mounted on existing light standards or poles, and would be located at strategic points along to Yosemite Avenue.



10.5.2 These signs should be metal panels and would display: the DOWNTOWN MANTECA logo; a downtown map with a “You are Here” star and depicting the general location of retail and public amenities; and a list of generic types of retail and services in the downtown area.



10.6 General Notes

10.6.1 All City and public wayfinding signs should be constructed of high quality, durable materials. Exterior illuminated or halo-lit letters are recommended (no interior illuminated letters or signs).

10.6.1 The City should budget and provide a regular maintenance program to service all downtown signage. Fresh, crisp signage is very important to presenting a vital image of DOWNTOWN MANTECA.