



# THRIVE DOWNTOWN

## DOWNTOWN STOCKTON MASTER PLAN AND VISION

**Existing Conditions Analysis | February 11, 2026**

WRT with Fehr & Peers, EPS, Page & Turnbull, Mark Thomas, and BTF Cost



# AGENDA

1. Introduction and Purpose
2. Preceding Work
3. Physical Environment Analysis:
  - Transportation
  - Historic Resources
  - *Discussion*
  - Parks and Open Spaces
  - Flood Hazards
  - Land Use and Development
  - Market Analysis
  - *Discussion*
4. Community Priorities
5. Community Design Framework and Opportunities of Change
  - *Discussion*
6. Next Steps

# Introduction and Purpose

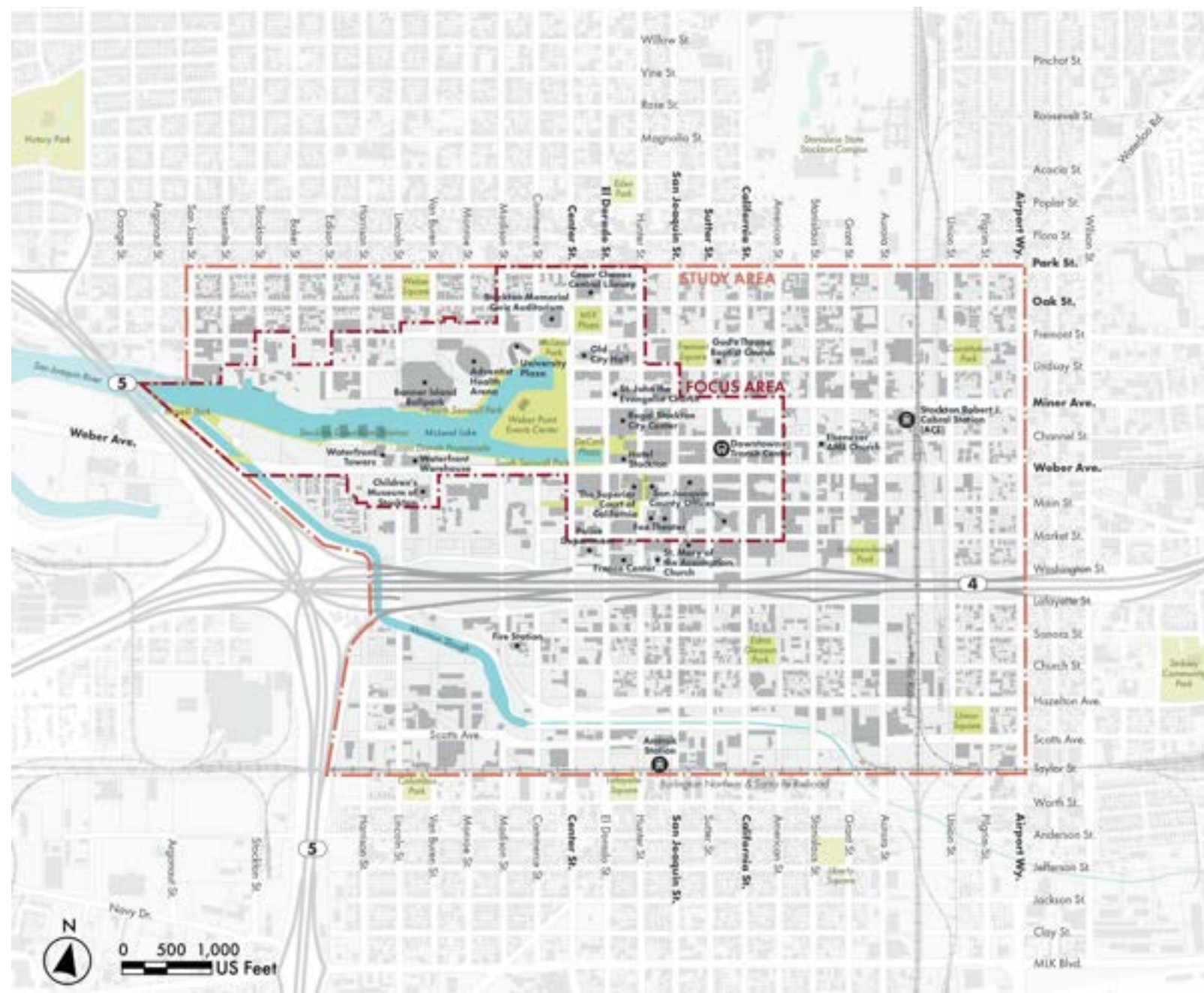
# WHY THRIVE DOWNTOWN?

- Establish a Comprehensive Vision for Downtown Revitalization
- Facilitate Infill Housing Production
- Reimagine and Reuse Historic and Civic Assets
- Improve Connectivity, Mobility, and Public Realm
- Activate Key Downtown Assets
- Promote Sustainability and Climate Alignment
- Streamline Implementation and Environmental Review



# PLAN OVERVIEW

Thrive Downtown Study Area & Focus Area



# PLAN OVERVIEW

Focus Area  
Existing  
Conditions

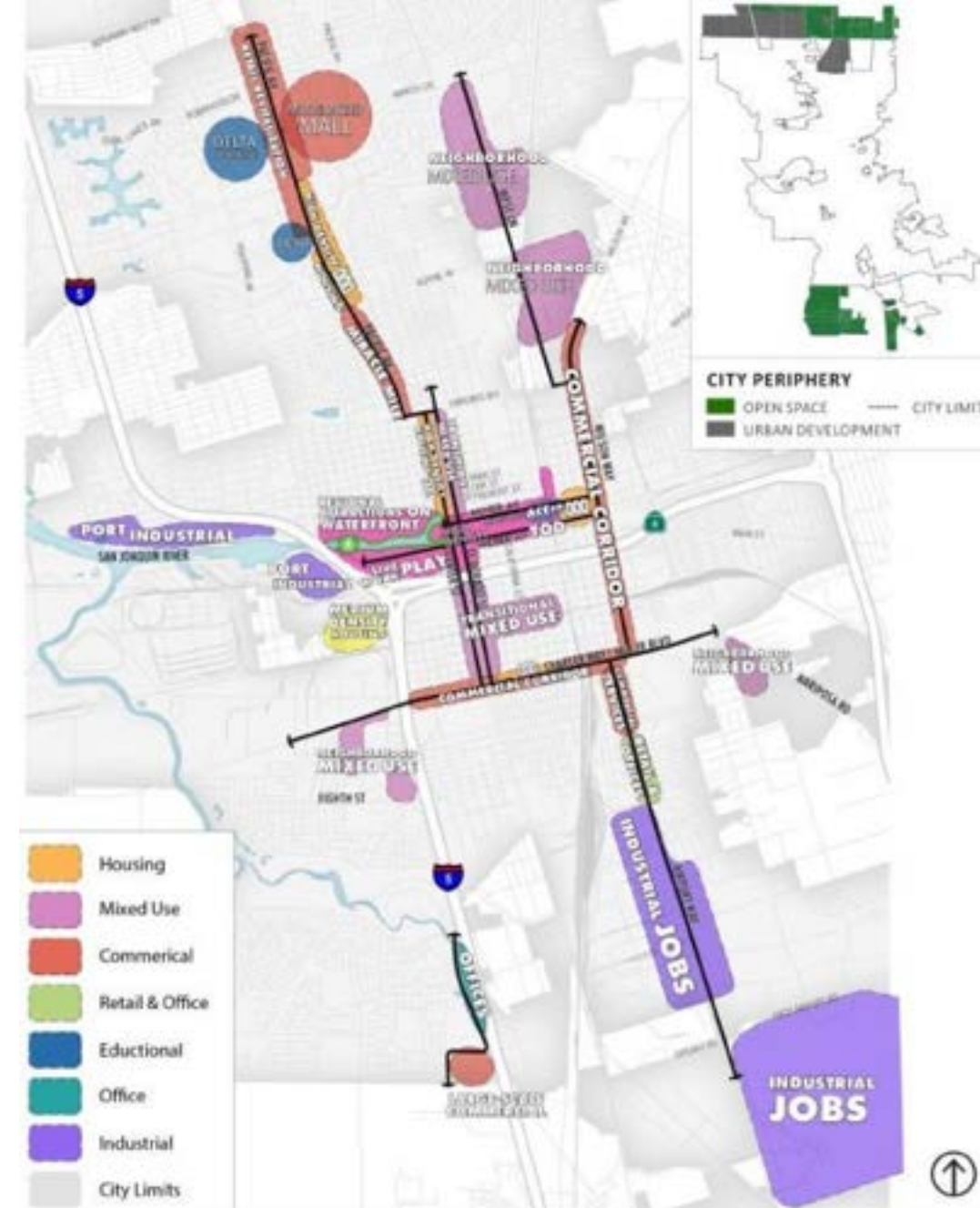


# Preceding Work

# PRECEDING WORK

## Community Feedback: Preferred Scenario, Stockton General Plan

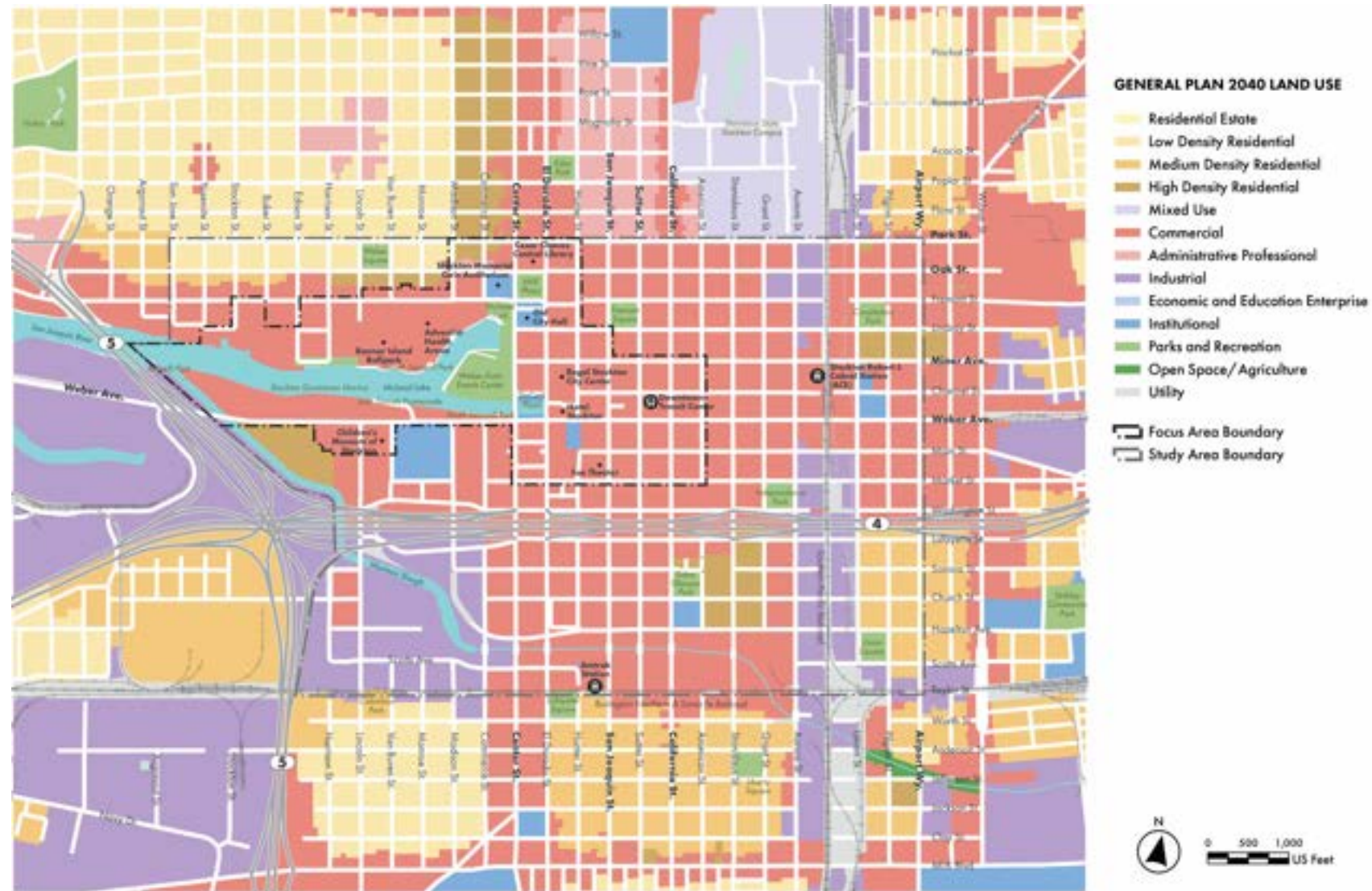
- The General Plan's community-preferred community design concept shows how land use patterns in Stockton's neighborhoods and corridors can work together to create a cohesive outcome for the built environment.
- In this concept, Downtown becomes a unifying place where a live-work-play atmosphere is created, and the waterfront is a regional attraction.
- Transit-oriented development links the waterfront with Cabral Station to the east along Miner and Weber avenues, while El Dorado and Center streets develop with transitional mixed-



# PRECEDING WORK

## General Plan 2040 Land Use

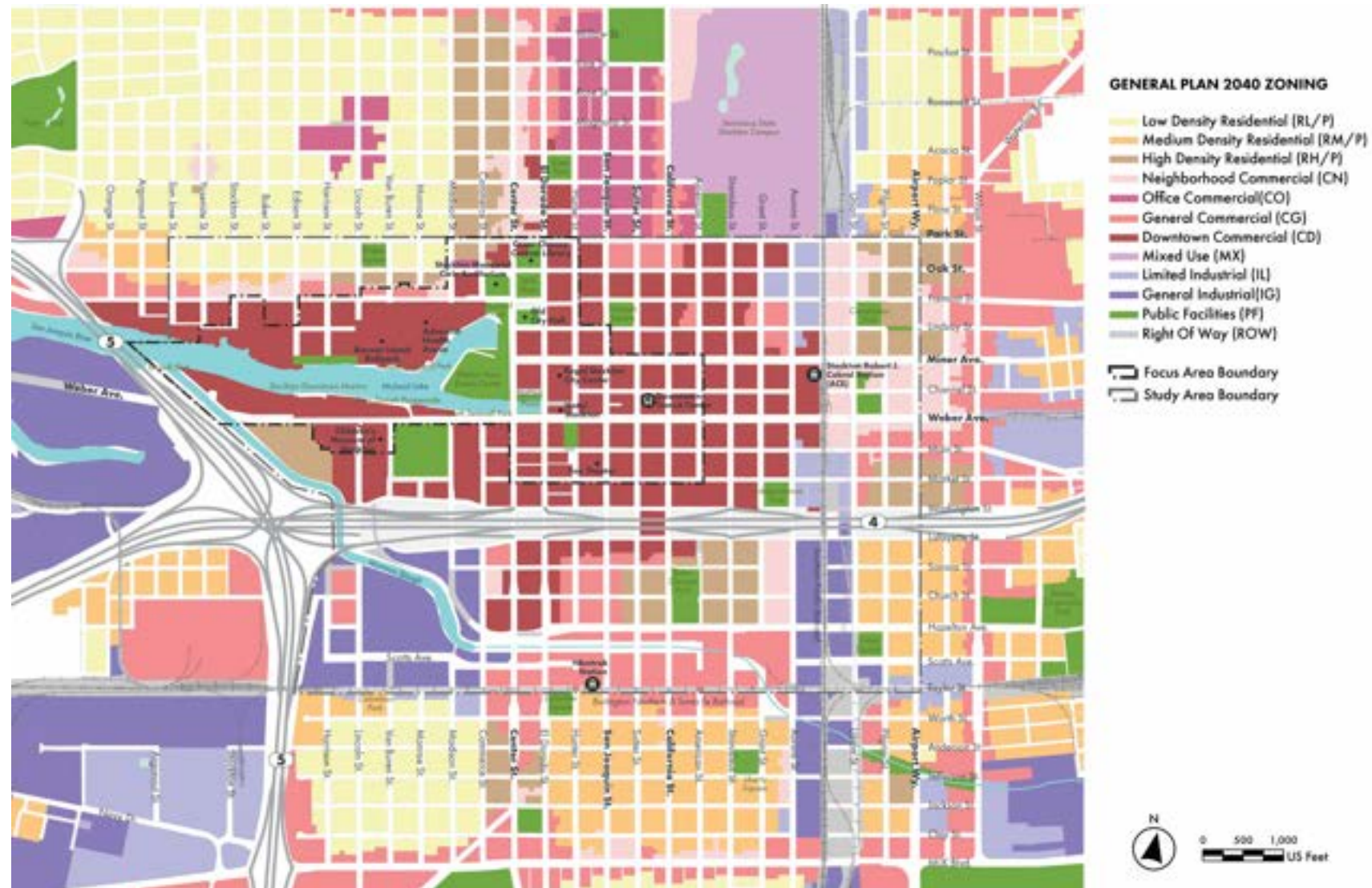
- Most of the Downtown Study Area in the General Plan is designated Commercial land use, with pockets of Industrial, High-, Medium- and Low-Density Residential, Public Facilities, and Parks and Recreation uses.
- Commercial and High Density Residential are the most flexible and intense categories, where FAR may reach 5.0 and densities may reach



# PRECEDING WORK

## General Plan 2040 Zoning

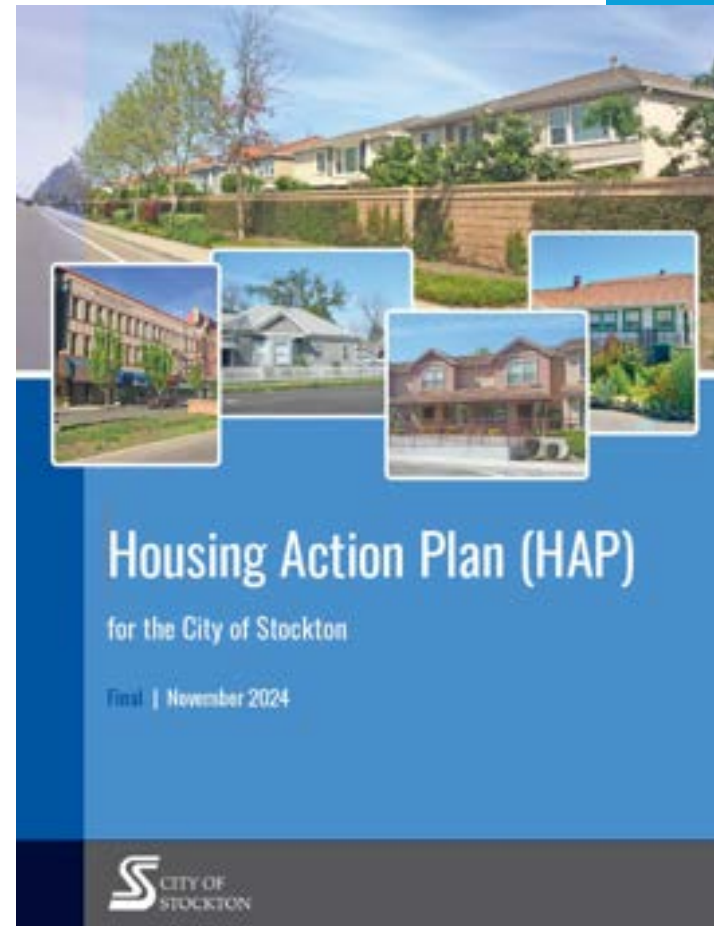
- Most of the study area is zoned Downtown Commercial (CD). General and Neighborhood Commercial zones occur at the edges of the core.
- Industrial zoning follows the rail corridor and Mormon Slough.
- Residential zones are scattered in surrounding neighborhoods, with public facilities for parks and civic uses.



# PRECEDING WORK

## Housing Action Plan (HAP) And Housing Element

- The 2024 Housing Action Plan serves as a toolkit to encourage housing development in Stockton through collaboration, financial incentives, homeownership support, and services.
- HAP identifies Downtown as a “Transformative Area,” highlighting opportunities for redevelopment, adaptive reuse, and infill, with the Downtown Core estimated to accommodate about 6,000–10,000 housing units.
- The Housing Element identifies 200 vacant or underutilized parcels in the study area as housing opportunity sites.



## City of Stockton 2023-2031 Housing Element



Revised Public Draft, June 2023



# PRECEDING WORK

## North Shore Areawide Plan

- The 2023 North Shore Areawide Plan envisioned **transforming the area into a mixed-use waterfront neighborhood with housing, commercial services, and water-oriented activities reconnecting the community to the waterfront.**
- Opportunity sites were evaluated based on contamination, building conditions, and blight, with cleanup seen as key to achieving this vision.
- **Figure A presents a residential-focused scenario** with several subareas, including a Marina District with retail and waterfront activities, a Historic District with event space and a ballpark hotel, and shoreline recreation and restoration, along with neighborhood amenities such as a community garden and community center.
- **Figure B shows a retail-focused scenario** where the waterfront becomes the main attraction, featuring plazas, a lakeside promenade, a pier, waterfront dining, and a food hall. Both scenarios reflect



A: Residential Focus



B: Retail Focus

# PRECEDING WORK

## Key Takeaways

- **Downtown as the City's Core and Activity Hub**

Downtown is envisioned as Stockton's unifying center, supported by transit corridors and a live-work-play land use mix.

- **Infill Growth, Housing, and Redevelopment**

The City prioritizes concentrating growth in Downtown through high-density mixed-use housing and redevelopment of underutilized sites.

- **Land Use Framework and Implementation Tools**

Existing zoning broadly supports flexibility and urban intensity but lacks fine-grained guidance to shape desired activity patterns.

- **Waterfront Revitalization and Environmental Reuse**

Brownfield remediation and shoreline planning aim to reconnect neighborhoods to the waterfront and create a walkable mixed-use district that balances legacy industry

# Physical Environment Analysis

# TRANSPORTATION

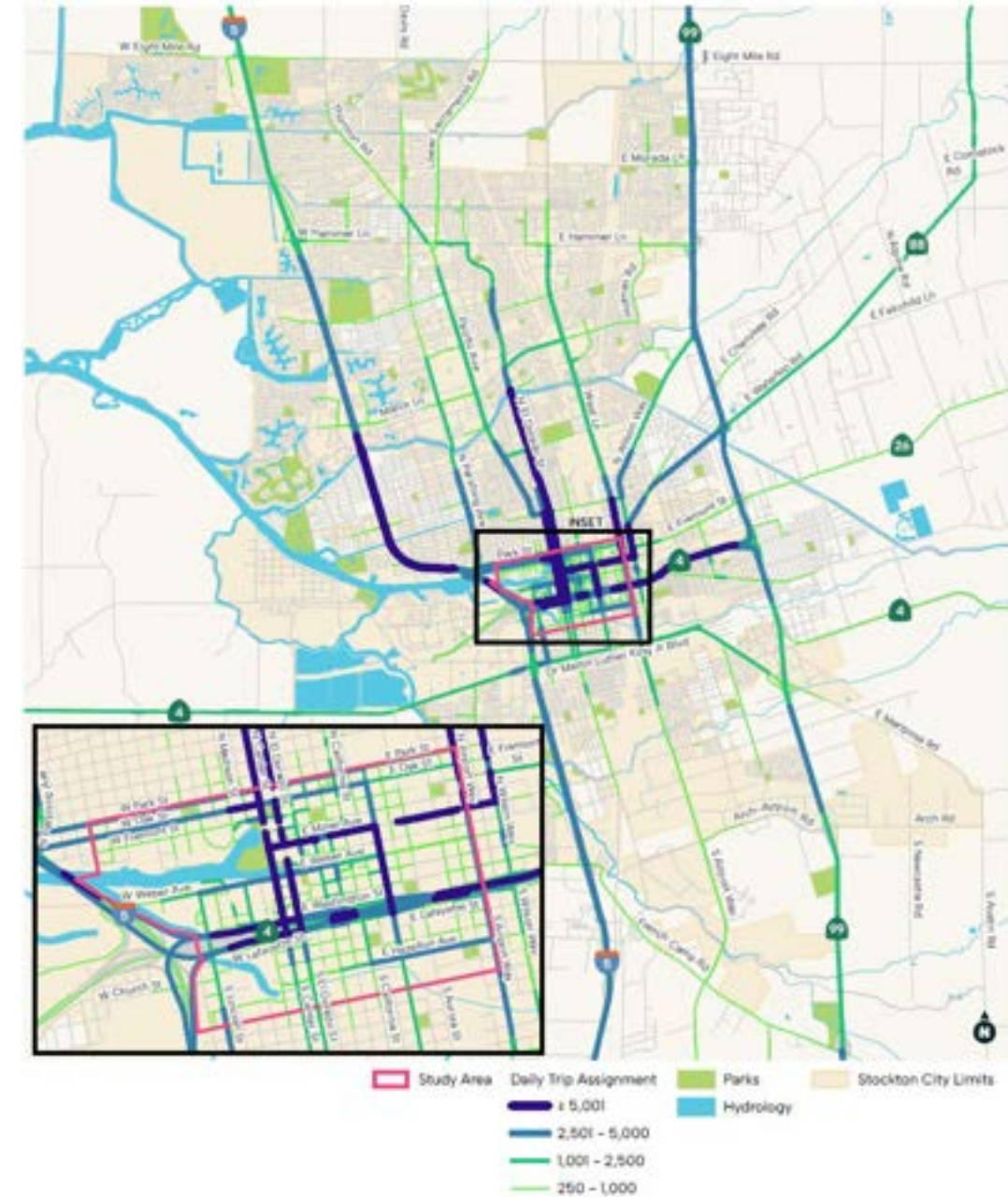
## Downtown Travel Patterns

- Auto-oriented regional travel dominates: 89% of trips occur by private vehicle or carpool, while transit, walking, and biking together account for under 7%.
- The average trip length for trips that start or end in Downtown is 11.9 miles.
- Downtown functions more as a corridor than a neighborhood for the service population that does not work or live in Downtown; few trips both start and end within the area (3%), and up to 60% pass through, suggesting strong regional connectivity but weak local circulation and activity.

### Daily Modal Split: Existing Conditions

Mode	Study Area
Private Auto	54.9%
Carpool	33.8%
Commercial Vehicle (Trucks)	3.6%
Public Transit	1.5%
Biking	0.4%
Walking	4.9%
Taxi/Rideshare	0.2%
Other	0.6%

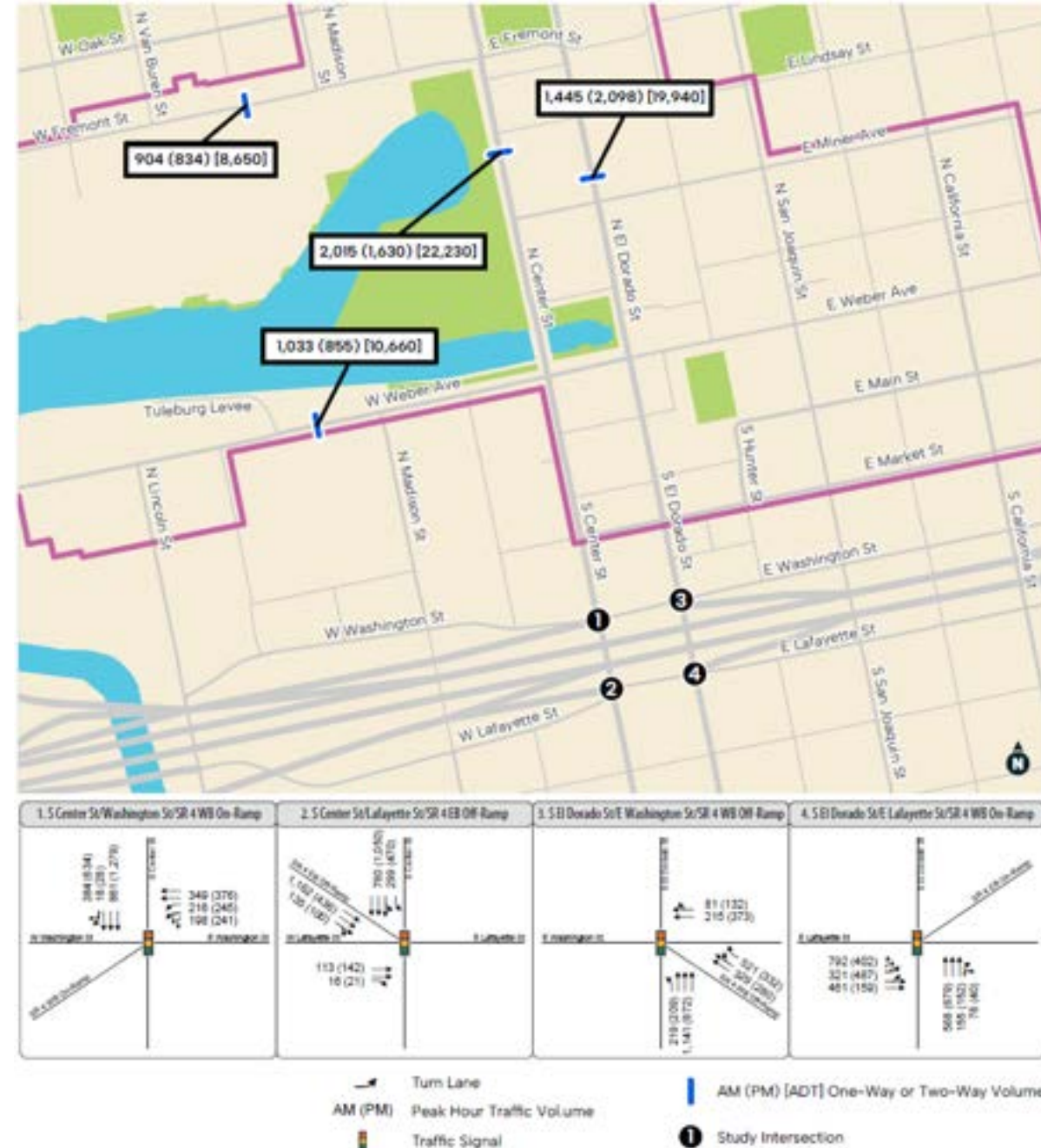
Source: Replica, Fehr & Peers, 2026.



# TRANSPORTATION

## Roadway & Intersection Operations

- Gateway intersections at SR 4/Center St/El Dorado St interchange operate acceptably but **experience** queues spill back onto local streets and mainline during commute peak hours.
- The short spacing between intersections limits **amount of peak hour traffic growth** that can be accommodated at the interchange; especially if Center and El Dorado Street are converted to two-way streets in the future.
- Center St, El Dorado St, Fremont St and Weber Ave roadway segments operate at LOS E or better during peak hours.

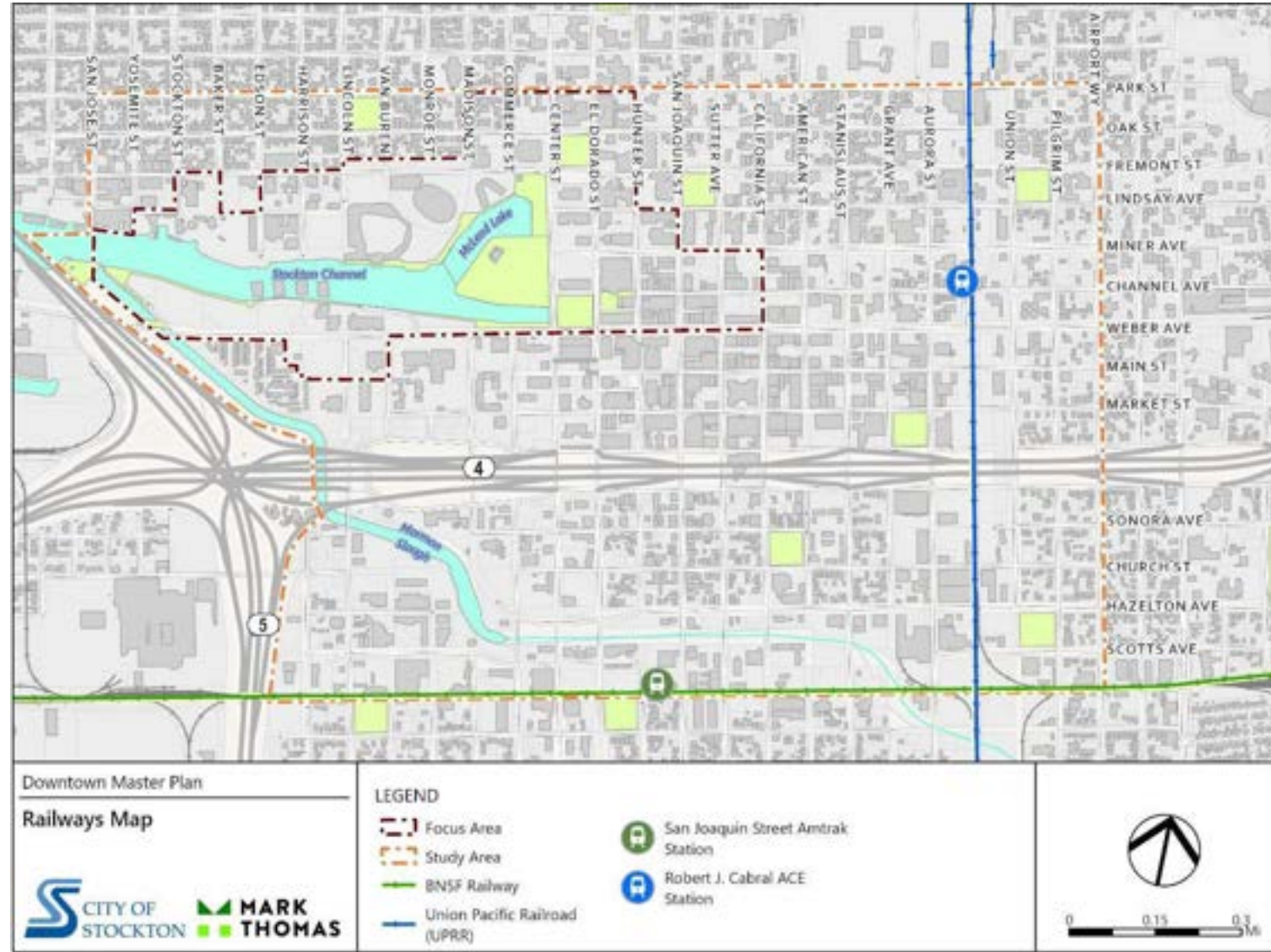


# TRANSPORTATION

## Railways

- Provide regional passenger and freight connectivity but create barriers to local access, safety, and multimodal mobility.
- At-grade crossings disrupt circulation and affect urban development and livability.
- Stockton Diamond grade-separation can improve safety, performance, and land-use integration.

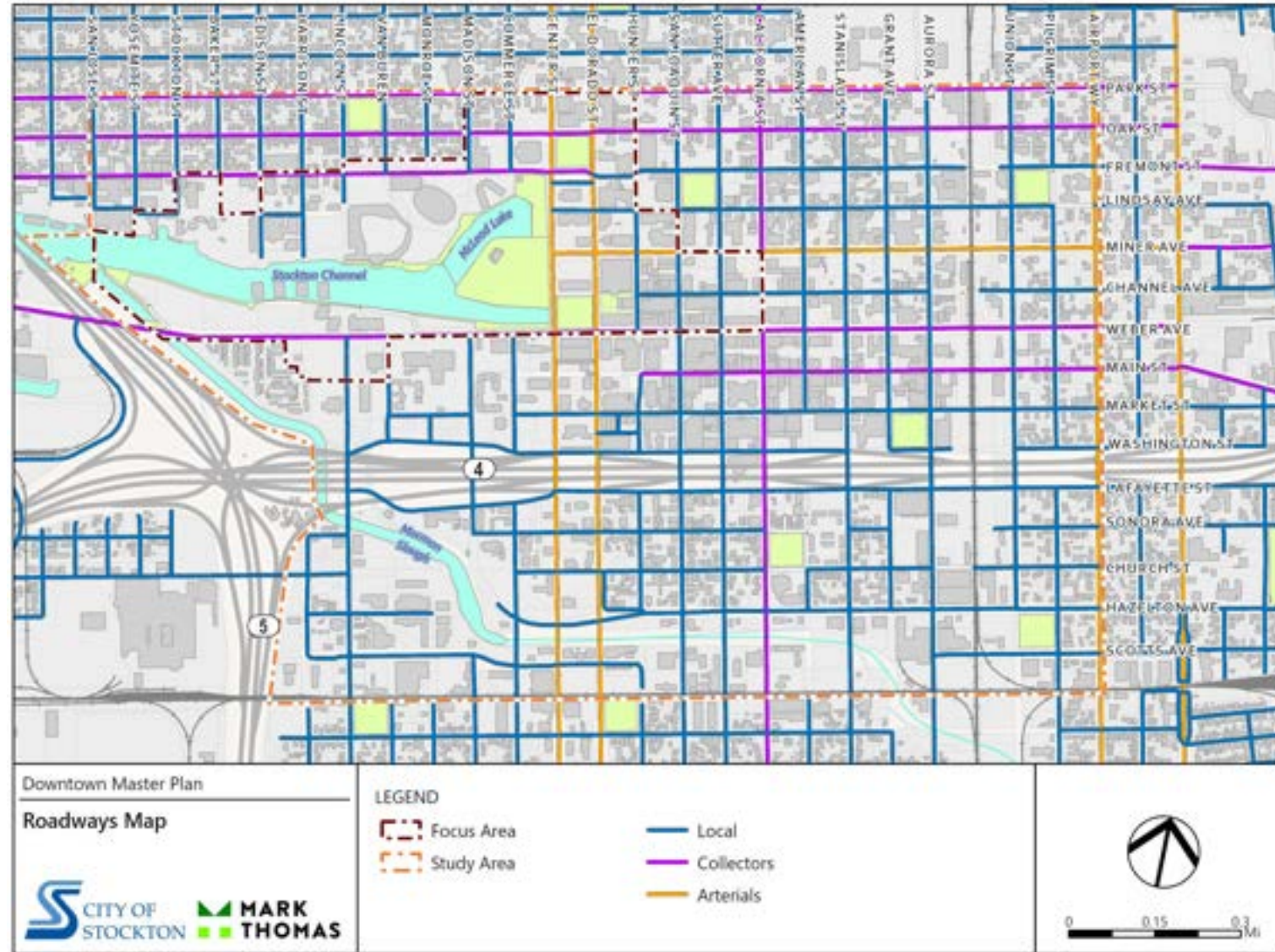
San Joaquin Street Amtrak Station Crossing



# TRANSPORTATION ANALYSIS

## Roadways

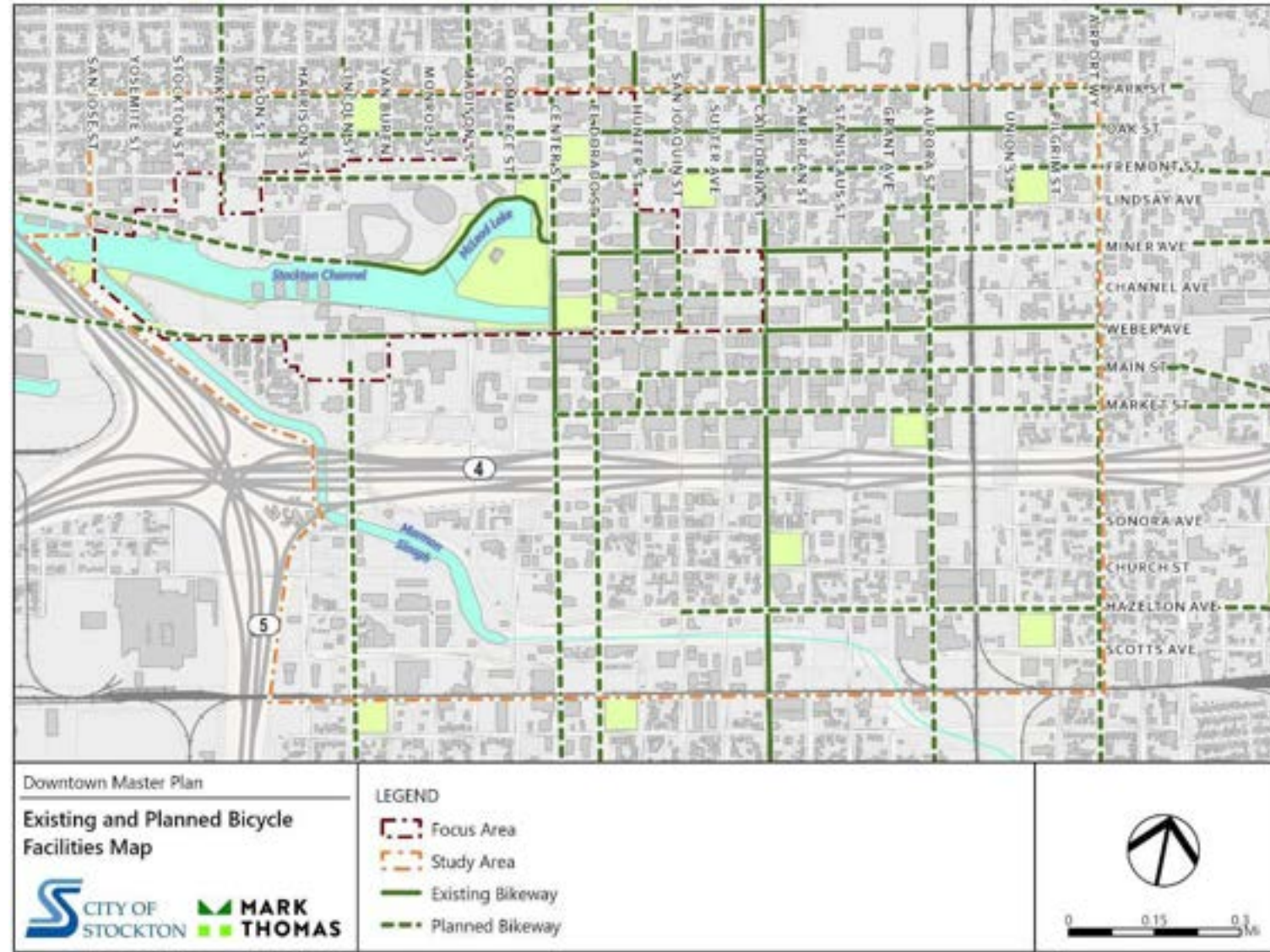
- Existing roadway standards have wide streets, long block lengths, and limited flexibility to respond to varying land use.
- Freeways and high-capacity arterials create barriers that fragment the street grid, particularly in the southern portion of the Study Area, while roadways with a wide curb-to-curb and long block lengths limit pedestrian comfort and increase travel distances.
- Consistent grid network offers opportunities to balance multimodal improvements and support an increase in mobility options.



# TRANSPORTATION ANALYSIS

## Bicycle Network

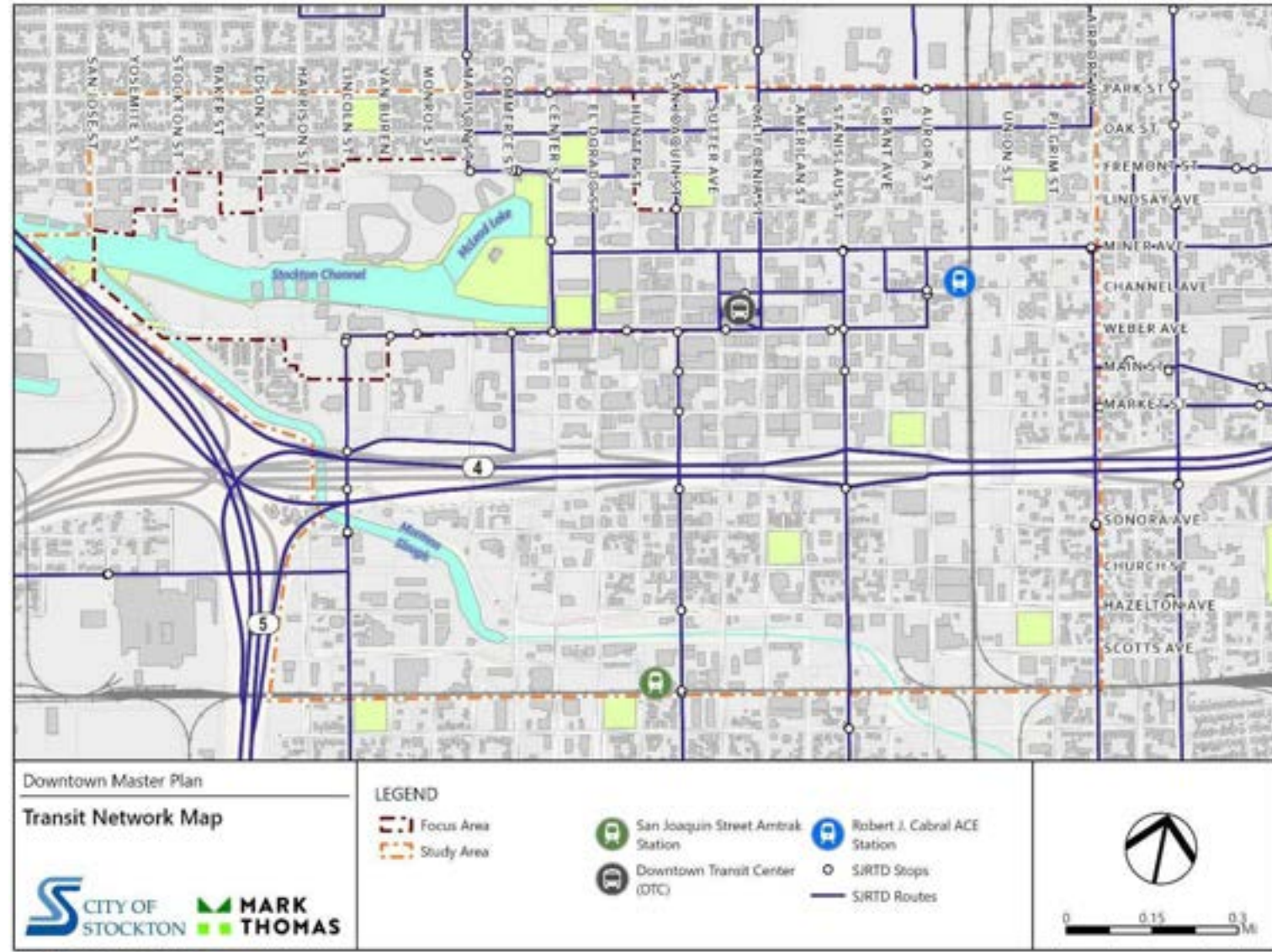
- The existing bicycle network is limited and fragmented, which constrains safe, direct, and intuitive bicycle travel through the Study Area.
- Planned bikeway improvements represent a meaningful opportunity to close network gaps, strengthen connections to key destinations, and support multimodal access to regional rail and bus services.
- Existing facilities may generally invoke higher levels of stress and can discourage more vulnerable riders.
- A connected, low-stress bicycle network will be essential to expanding mobility options and improving access for all users.



# TRANSPORTATION ANALYSIS

## Transit Network

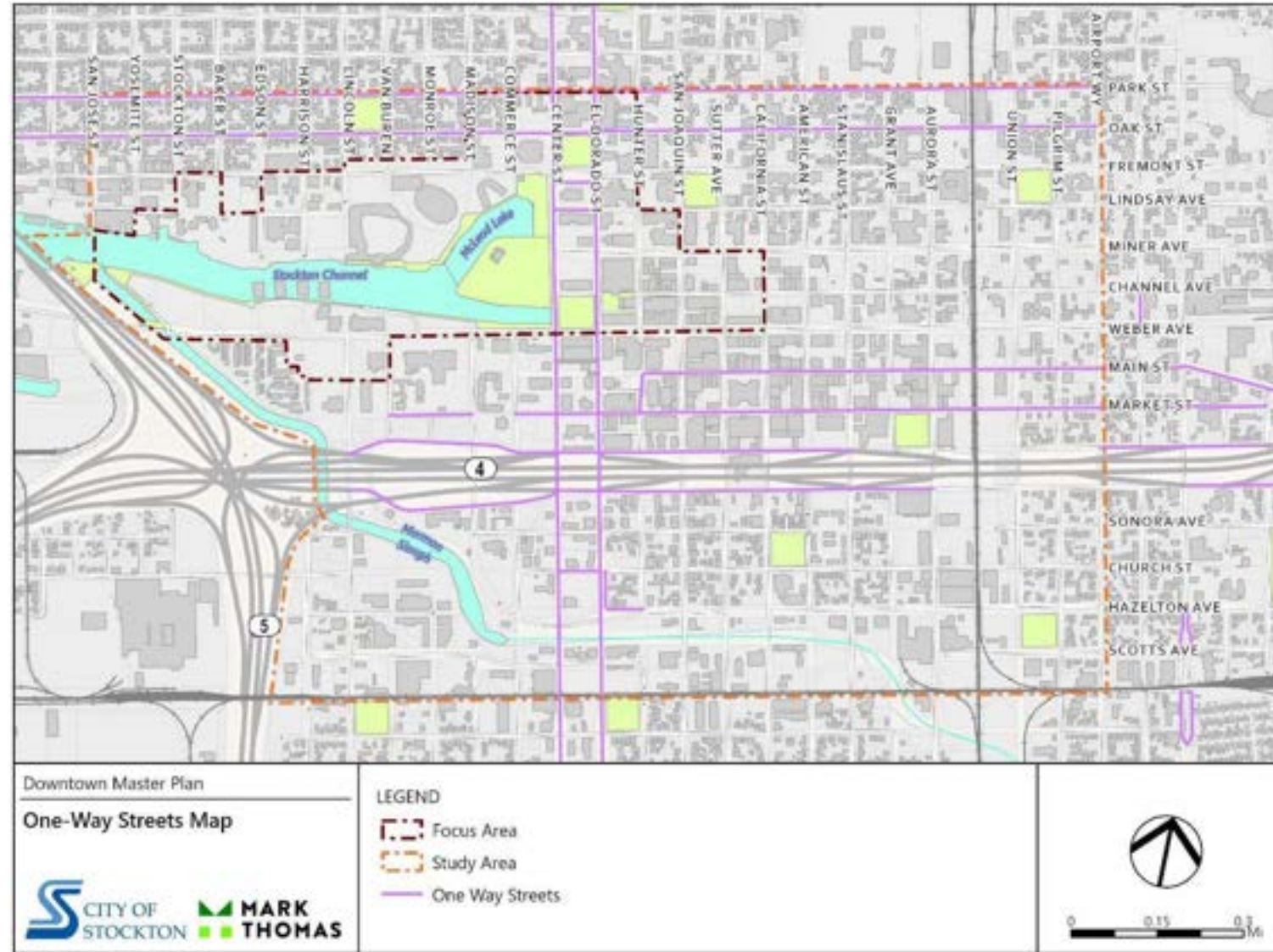
- Key transit hubs serve as vital nodes that can be built around.
- Transit service is strongest in the northern downtown core, where route density and access to regional services are highest.
- An imbalance of service in the Study Area limits the effectiveness of transit as a first- and last-mile option south of SR 4.
- Enhancing transit connectivity and mobility hub functionality throughout the Study Area would improve equity, strengthen regional rail access, and increase multimodal travel choices.



# TRANSPORTATION ANALYSIS

## One-Way Streets

- One-way streets are limited to a few corridors within the Downtown core and primarily support vehicular circulation.
- While effective for traffic operations, these streets can impact connectivity and comfort for pedestrians, bicyclists, and transit riders.



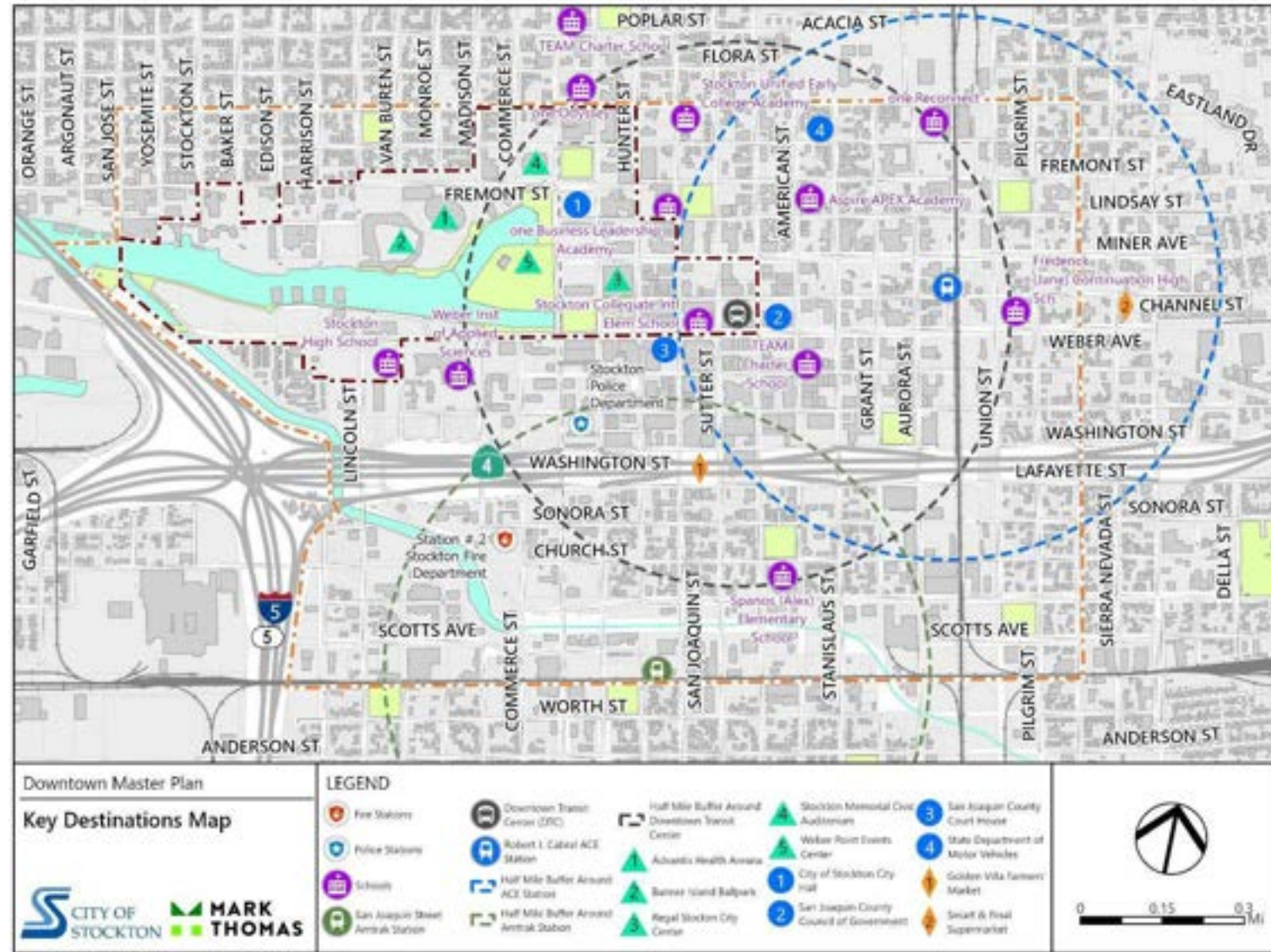
# TRANSPORTATION ANALYSIS

## Destinations

- Concentration of essential destinations near transit and along major corridors provides an opportunity to strategically focus investments.
- A connected transportation network that supports safe, direct, and intuitive access between destinations can reinforce Downtown Stockton's role as a walkable, transit-supported urban center.



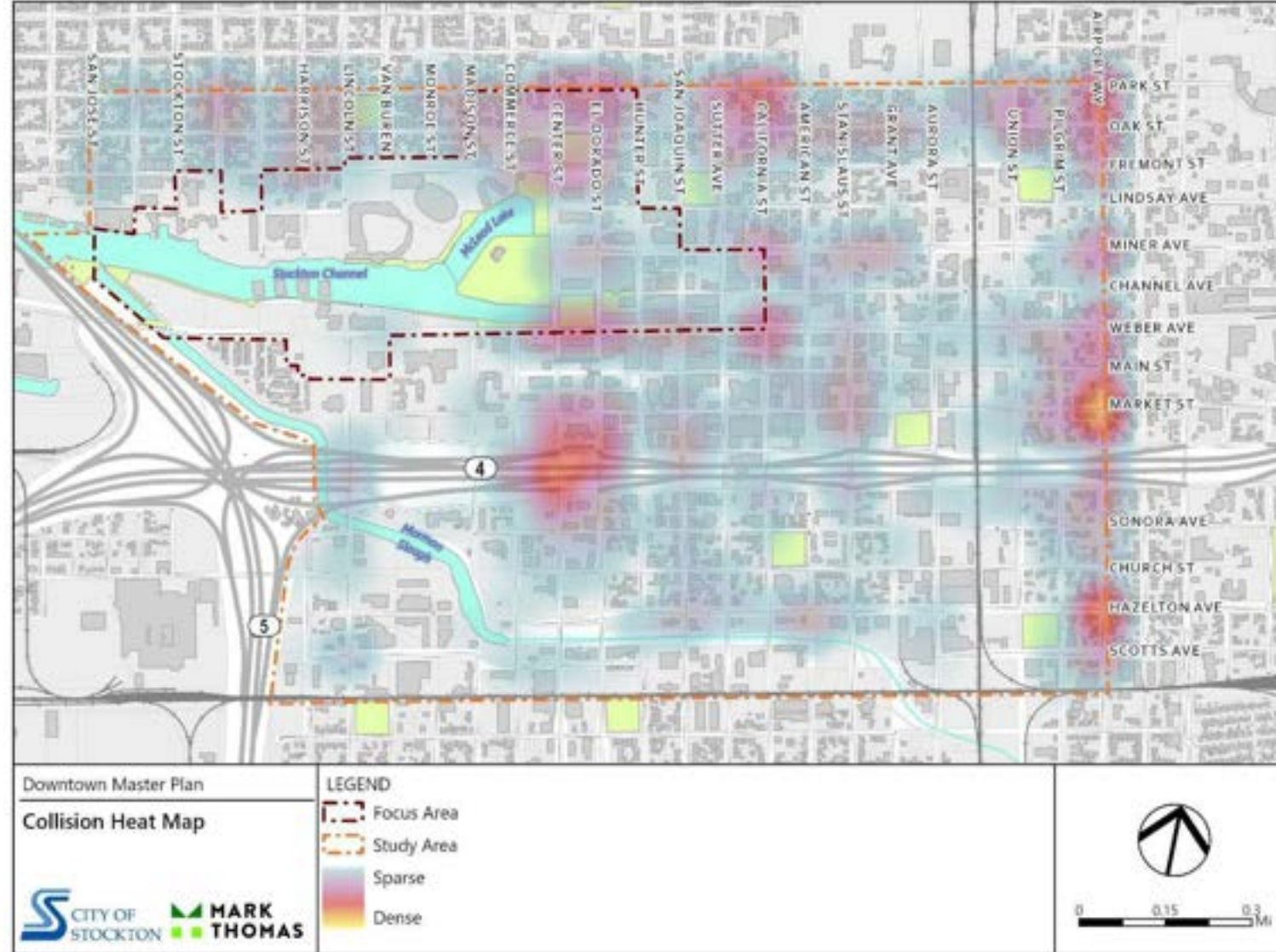
McLeod Lake



# TRANSPORTATION ANALYSIS

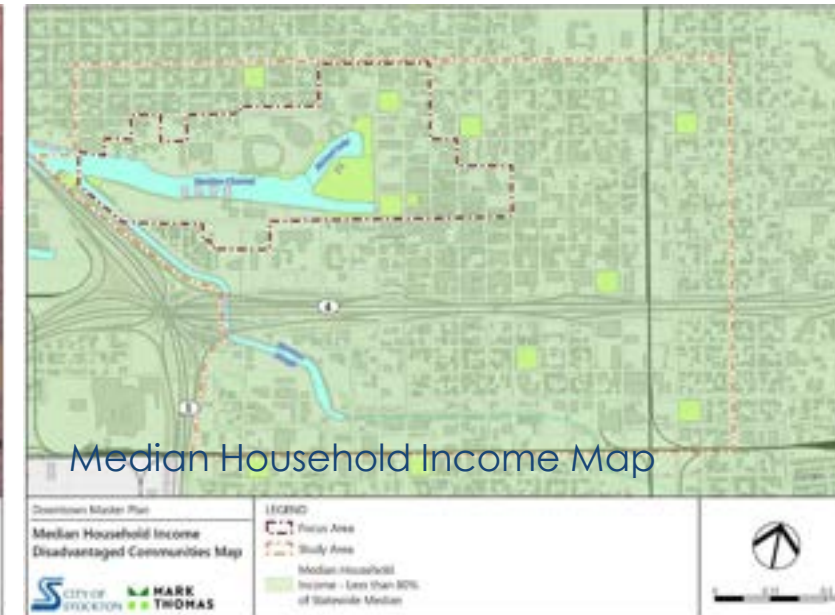
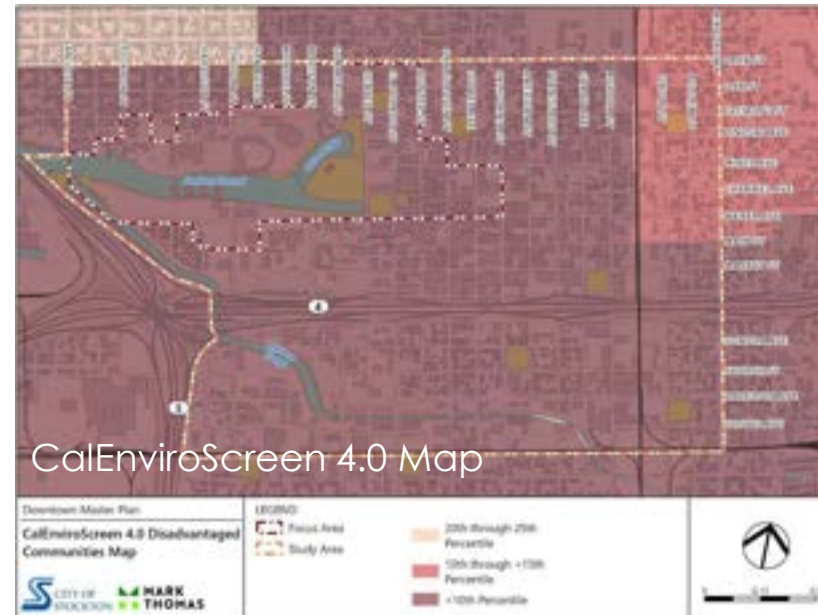
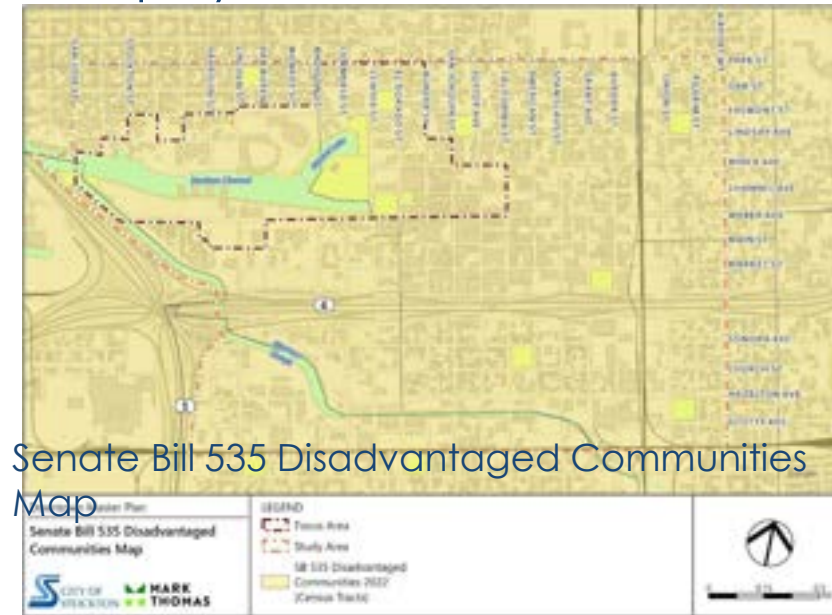
## Collisions

- Collision activity within the Study Area is concentrated along several key corridors.
- 33% of all Study Area collisions occur along 3 corridors:
  - Airport Way – 16%
  - Center Street – 9%
  - El Dorado Street – 8%
- Roadways with higher traffic volumes or higher vehicular speeds increase exposure to potential conflicts and collision risk.
- Pedestrian and bicycle involved collisions are spread throughout the Study Area, suggesting a need for more systemic improvements rather than spot treatments.



# TRANSPORTATION ANALYSIS

## Equity Considerations



Senate Bill 535 Disadvantaged Communities Map

CalEnviroScreen 4.0 Map

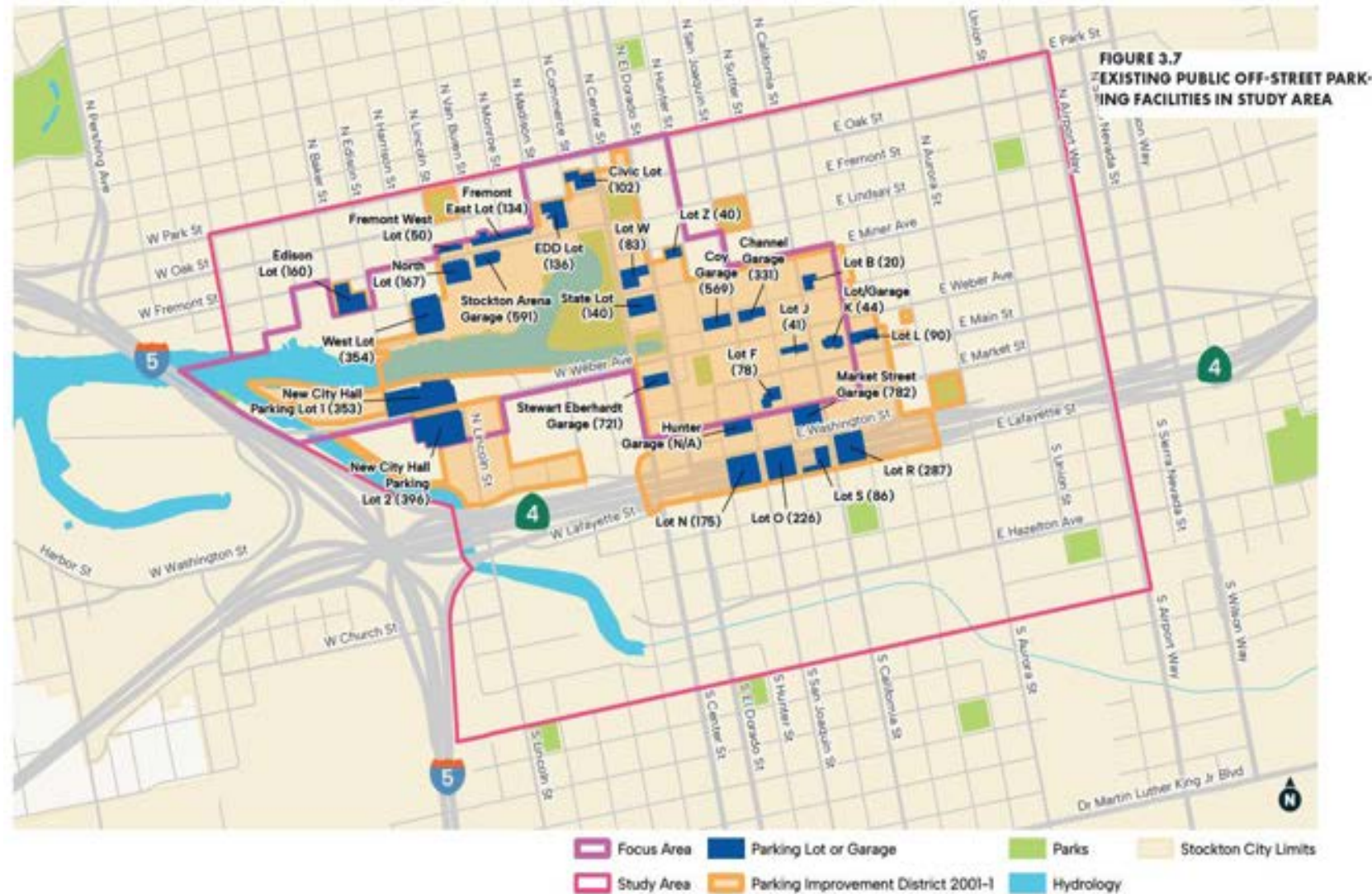
Median Household Income Map

- The Study Area falls within multiple disadvantaged community designations, including SB 535, CES 4.0, and MHI.
- These designations highlight the need for equitable infrastructure investments to reduce disproportionate health, financial, and socioeconomic impacts.
- These designations also qualify the Study Area for priority State grant funding opportunities.

# TRANSPORTATION ANALYSIS

## Parking Resources

- Downtown Stockton's parking system is extensive but complex, relying on a mix of on-street regulations, publicly owned garages and surface lots, and shared parking policies.
- There are 6,156 publicly owned off-street parking spaces, many of which are reserved for specific users or special events.
- Residential streets mostly allow free parking, while commercial areas regulate turnover.

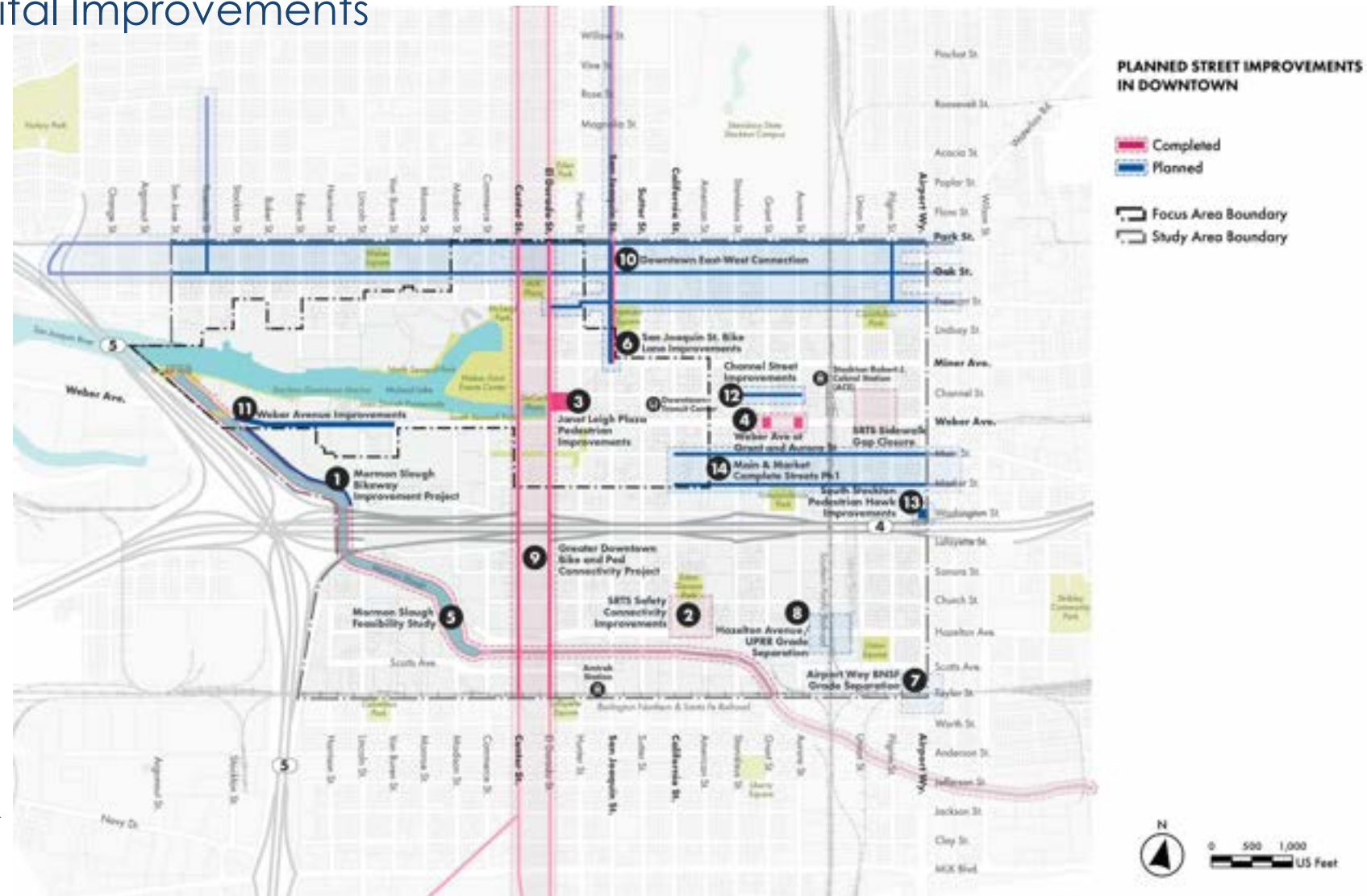


# TRANSPORTATION ANALYSIS

## Street & Transportation Capital Improvements

The 2024-2029 CIP reflects a shift toward safer, more connected multimodal infrastructure, with near-term pedestrian and bicycle upgrades underway and larger corridor/grade-separation projects in progress.

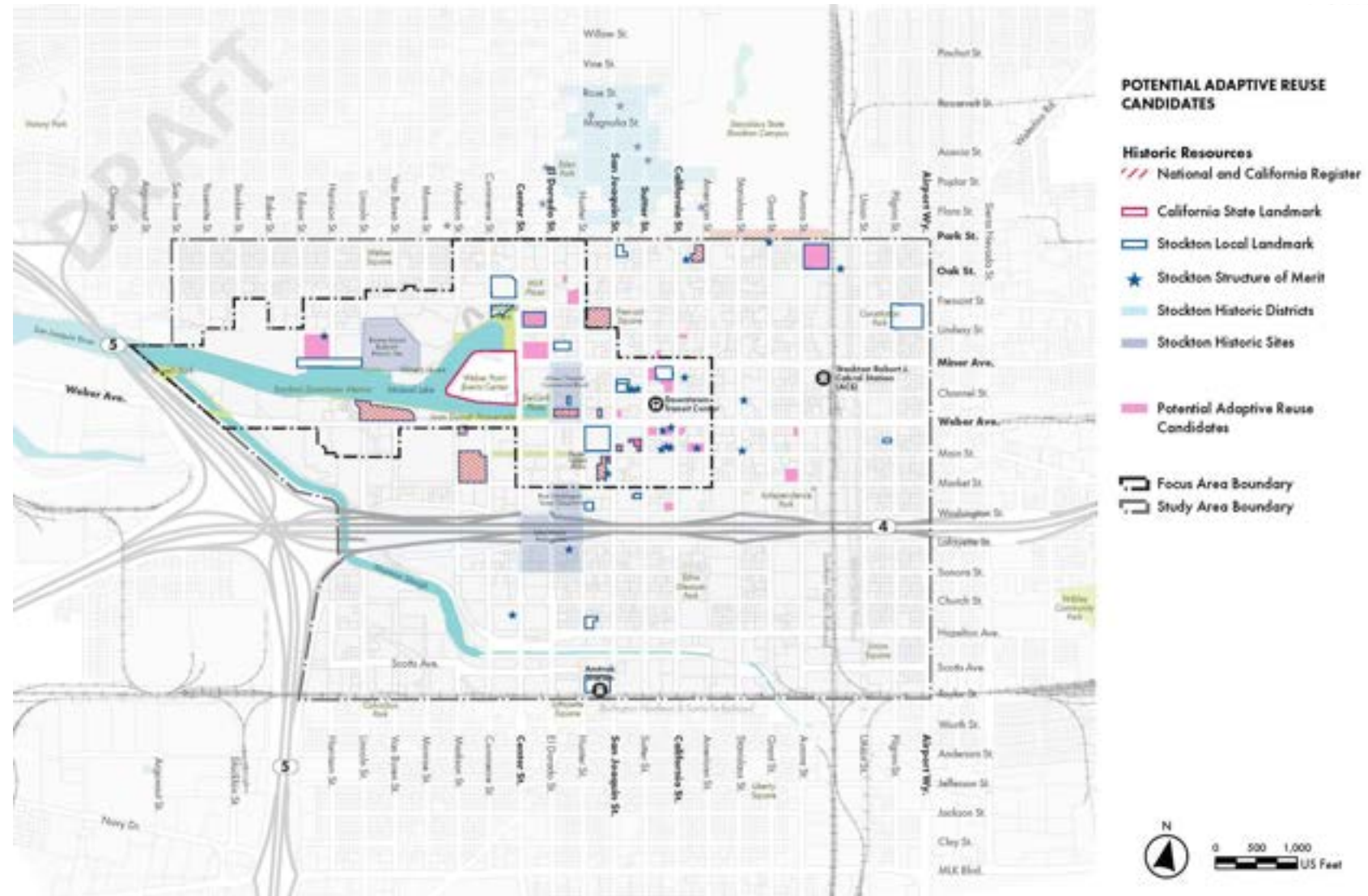
- Most projects incorporate **complete streets elements**.
- Key Downtown corridors planned for transformation include **Weber Avenue, San Joaquin Street, and Channel Street**, alongside broader network improvements like the **Greater Downtown Bike & Ped Connectivity Project** and the **Downtown East-West**



# HISTORIC RESOURCES

## Potential Adaptive Reuse Candidates

- Downtown contains a concentration of designated and eligible historic properties and sites.
- Historic clusters overlap with vacant lots and parking, shaping block-by-block redevelopment.
- Many buildings have potential for residential adaptive reuse.
- Preservation creates both



# HISTORIC RESOURCES

## Potential Adaptive Reuse Candidates

Property Information	
Address	19 AMERICAN Stockton California
APN	14917021
Landmark	
Structure of Merit	Hotel Terry
Year Built	1915
Use Category	STORE W/RES UNIT OR UNITS
Stories	3

### Windshield Survey

Photo of Building



### Downtown Stockton Windshield Survey

ARG Eligible Resource?	Yes
Good Candidate for Adaptive Reuse?	Yes
Listed historic resource?	Yes
Parking nearby?	Yes
Vacant parcel adjacent?	No
Shallow floor plates?	Yes
Operable windows?	Yes
Elevator or penthouse visible?	Yes
Stairwell/egress visible?	No
Freight or personal elevators visible?	No
Good exterior condition?	Yes
Neighborhood desirability/potential?	Yes
Field Notes	

Property Information	
Address	430 WEBER Stockton California
APN	14917030
Landmark	
Structure of Merit	Kendall Building
Year Built	1923
Use Category	MULTIPLE COMBINATION OF OFFICES, SHOPS AND/OR ST
Stories	5

### Windshield Survey

Photo of Building



Property Information	
Address	301 MAIN Stockton California
APN	14916012
Landmark	Stockton Savings & Loan Society Bank
Structure of Merit	
Year Built	
Use Category	BANKS
Stories	7

### Windshield Survey

Photo of Building

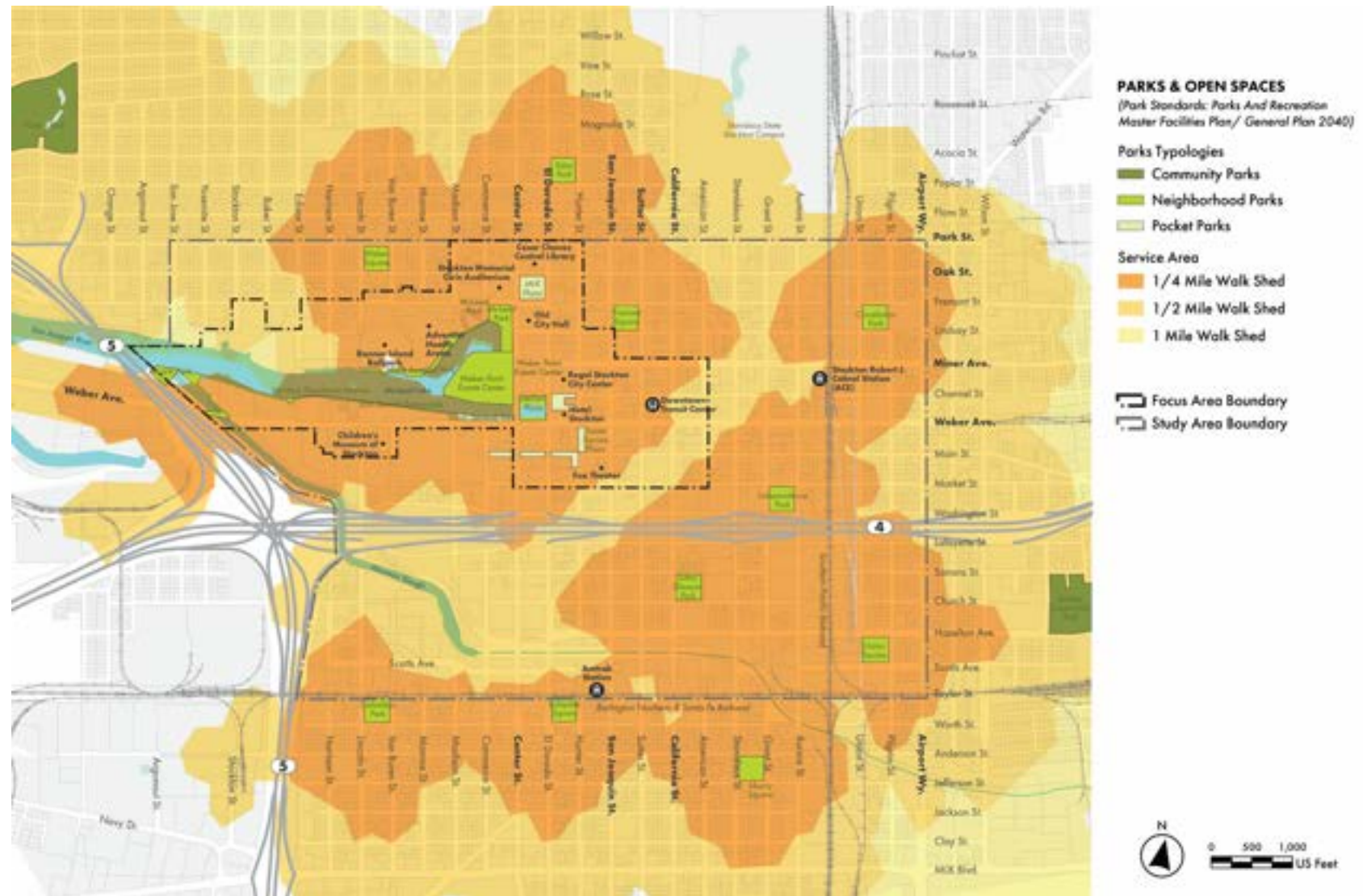


# Discussion

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# PARKS & OPEN SPACES

- Most of the study area is within walking distance of a park, but access is less even at the edges.
- Although neighborhoods are currently well served by parks, the projected Downtown population growth by 2040 and the General Plan park acreage standard per 1,000 residents suggest existing park space and amenities may be insufficient in the long term.
- Parks need amenities supporting community's recreational uses



# FLOOD HAZARDS

## FEMA Flood Zone Analysis

- 100-Year Flood Zone affects the north shore. Development will require flood protection and also provide community benefits.
- Levees largely protect major civic and urban areas from flooding.
- Flooding occurs in some downtown buildings, and stormwater infrastructure needs improvement.
- Sea level rise will increase hazards, from tidal inundation as well as groundwater rise.



### FLOOD HAZARD ZONES

(Data Source: FEMA)

Zone A (100-Year Flood Zone)

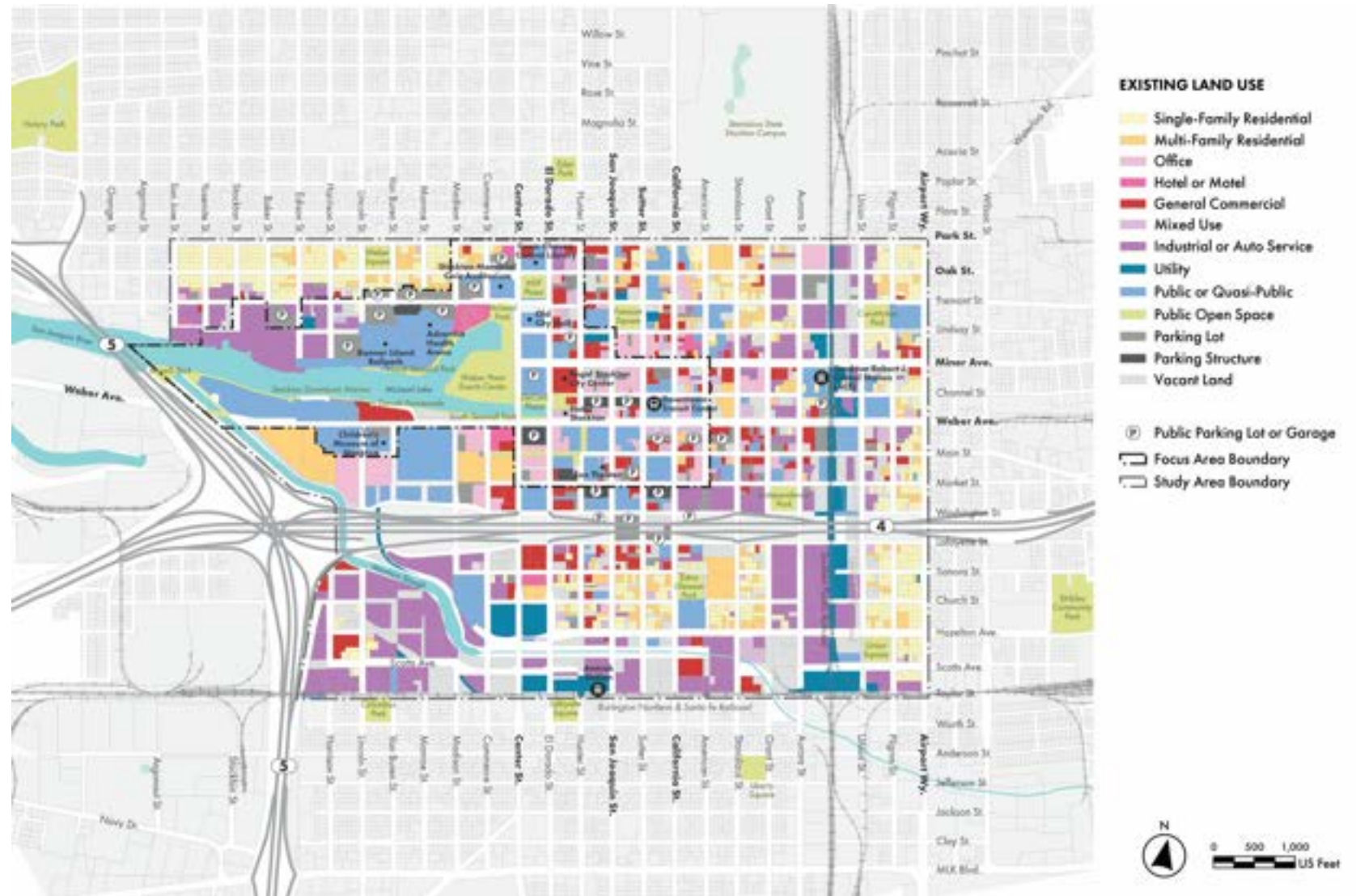
Zone AE (100-Year Flood Zone)

Zone X (Protected by a Levee)

# LAND USE AND DEVELOPMENT

## Existing Land Use And Ownership

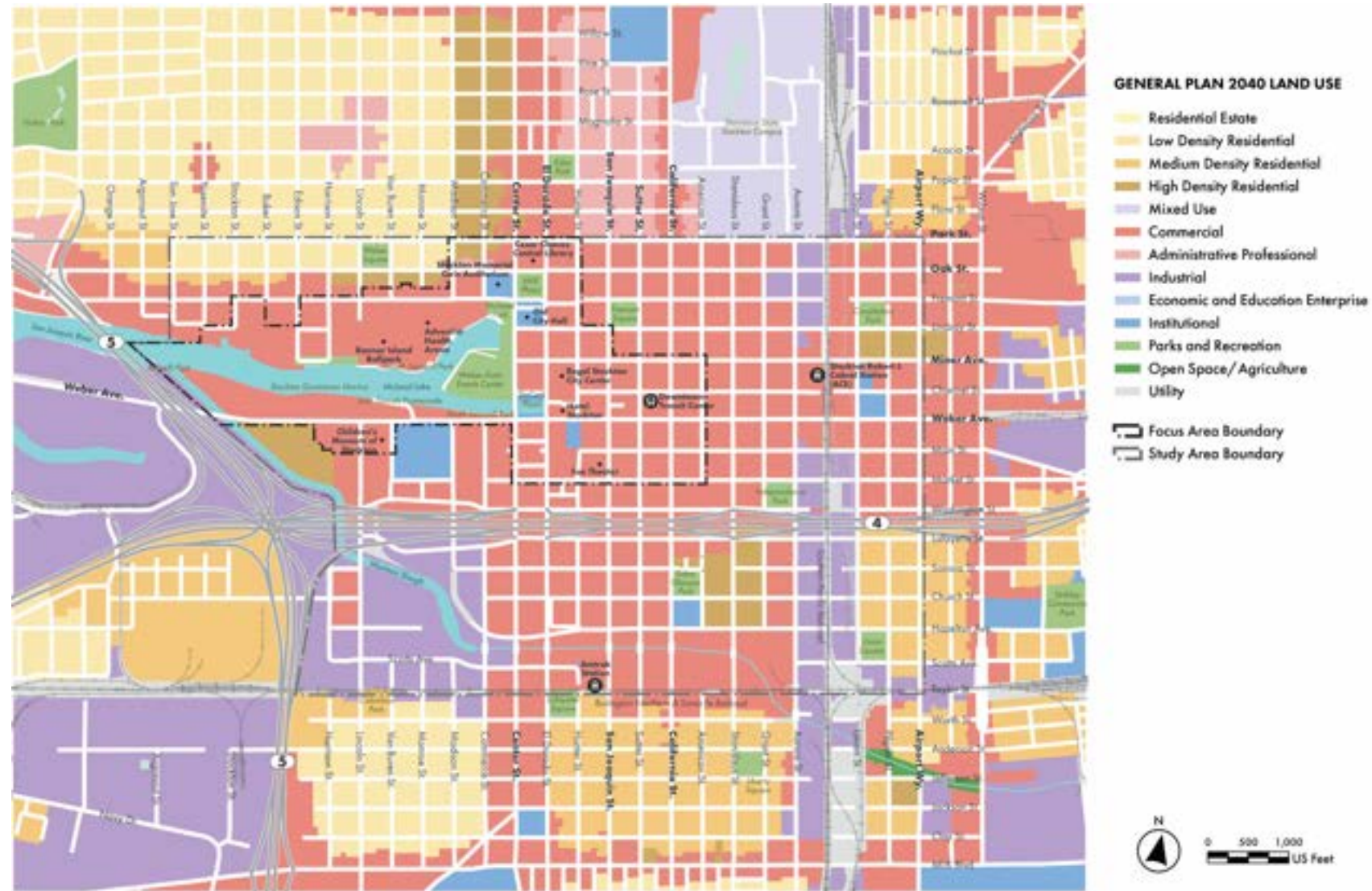
- Downtown functions as a **civic and employment center**.
- Land use tapestry of **fine-grained, highly mixed urban fabric, with a patches of commercial, office, public and quasi-public uses concentrated in the downtown core**, intermixed with surface parking lots, parking structures, and scattered vacant parcels.
- Civic and cultural anchors are prominently present in the heart of the



# PRECEDING WORK

## General Plan 2040 Land Use

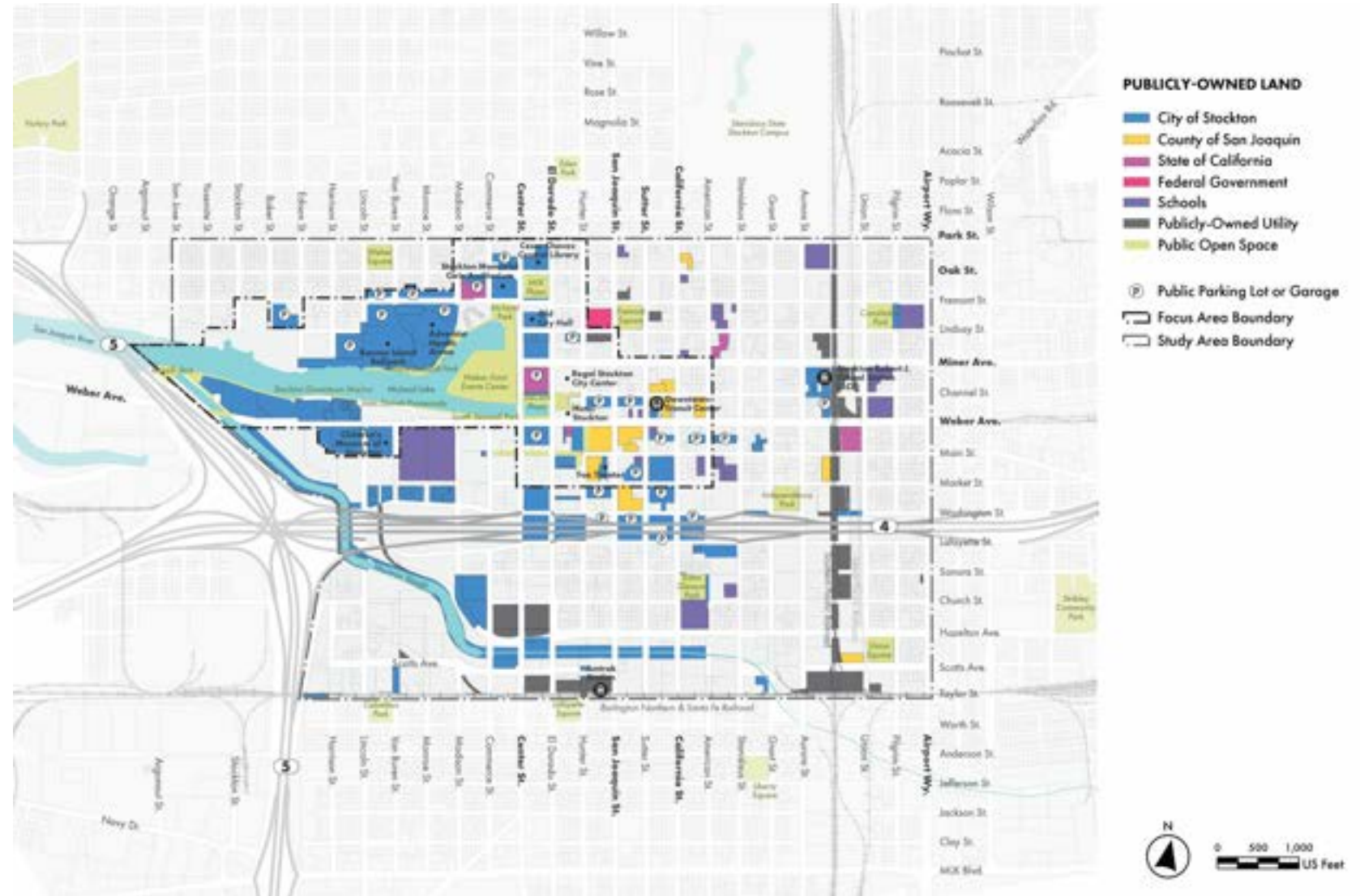
- Most of the Downtown Study Area in the General Plan is designated Commercial land use, with pockets of Industrial, High-, Medium- and Low-Density Residential, Public Facilities, and Parks and Recreation uses.
- Commercial and High Density Residential are the most flexible and intense categories, where FAR may reach 5.0 and densities may reach



# LAND USE AND DEVELOPMENT

## PUBLIC LAND OWNERSHIP

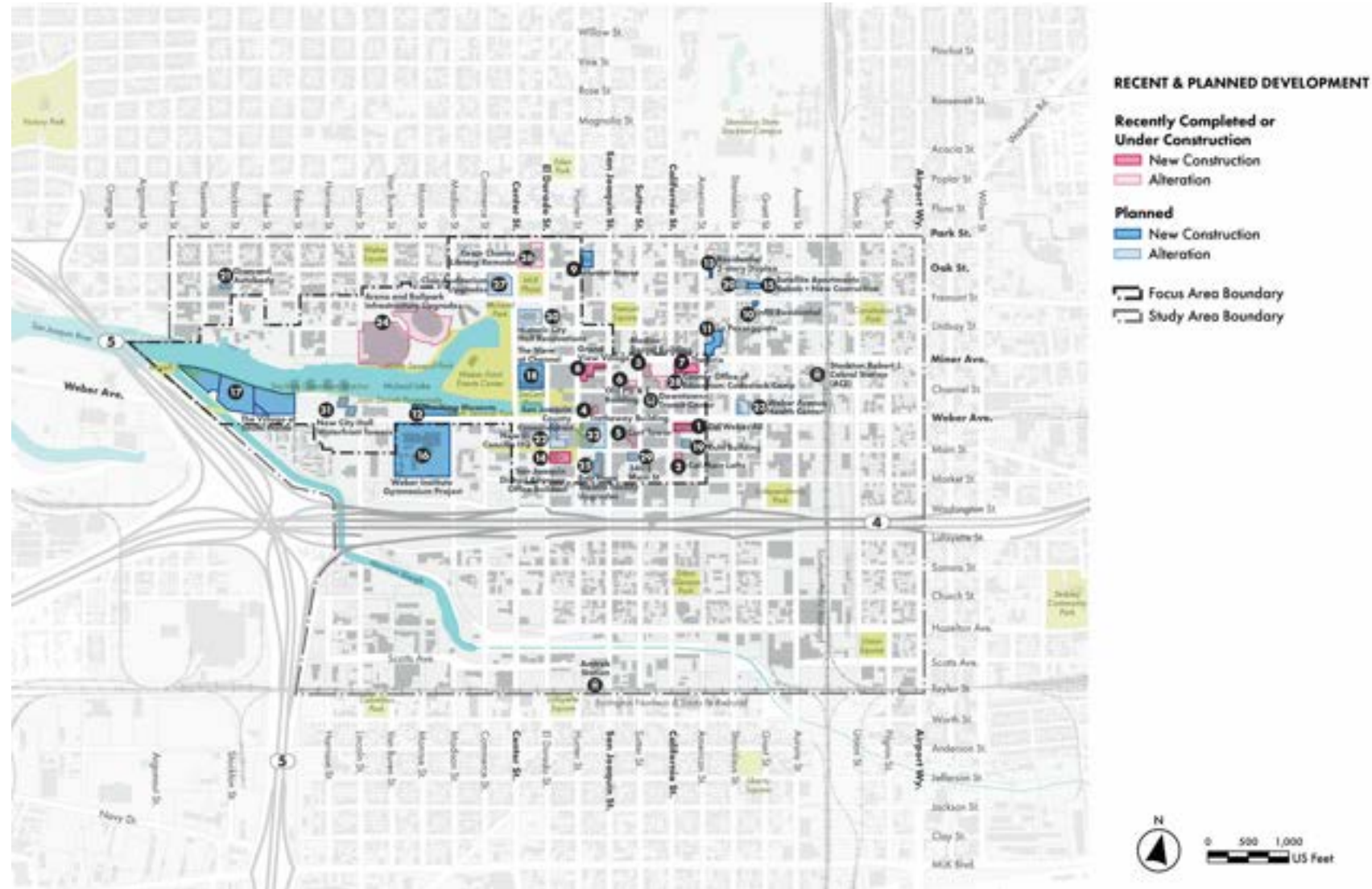
- Public agencies own many parcels in the study area with largest parcels owned by the City of Stockton followed by the County of San Joaquin.
- Public land is concentrated at the waterfront, civic facilities, and major corridors.
- Many publicly owned parcels are used for parking lots and structures with potential for future redevelopment study



# LAND USE AND DEVELOPMENT

## Recent & Planned Development

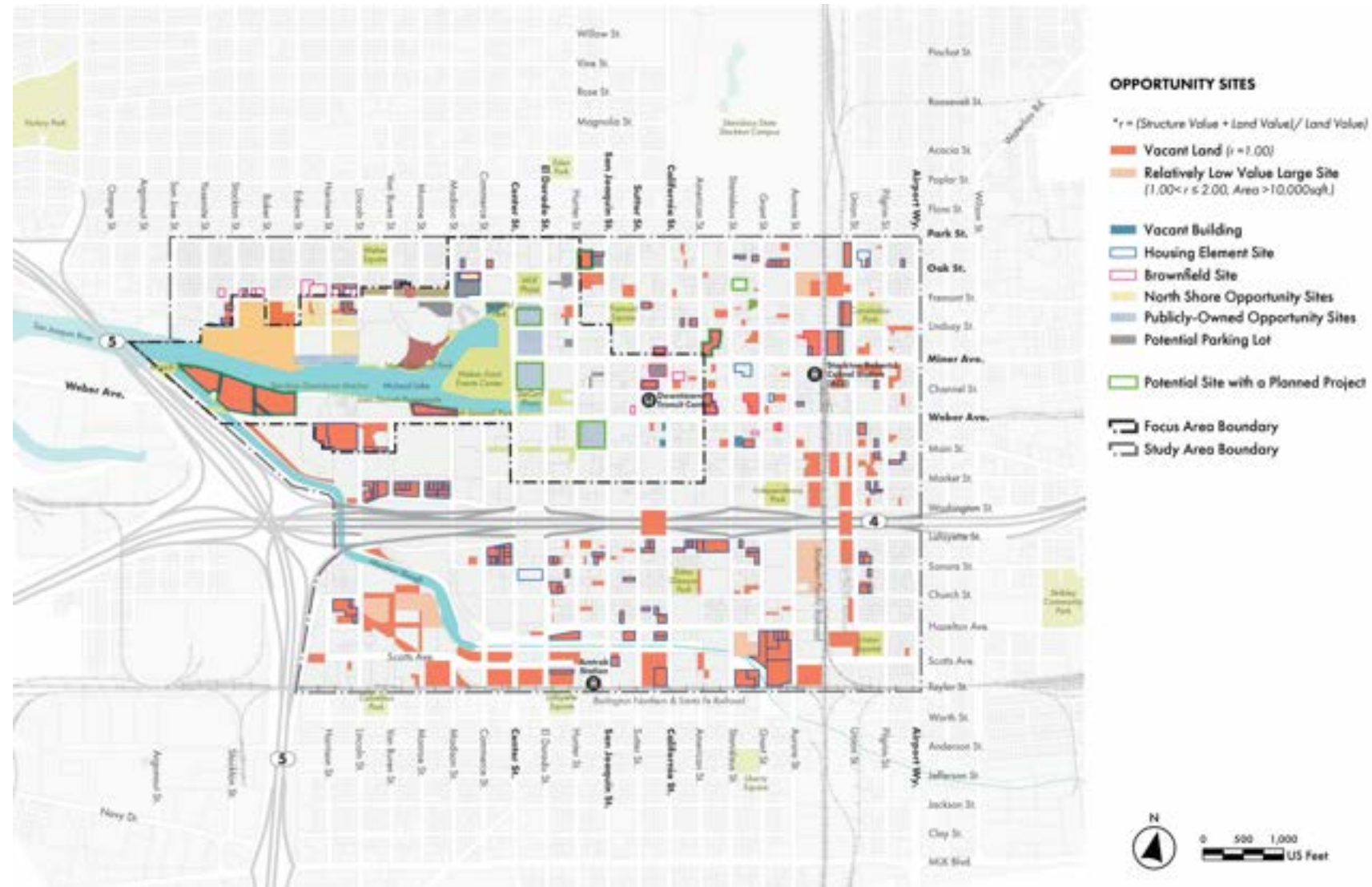
- Recent adaptive reuse projects have added housing and revitalized historic buildings.
- New downtown development is mainly residential, including mixed-use and affordable housing.
- Office, civic, and educational facilities are being renovated or expanded.
- Entertainment venues



# LAND USE AND DEVELOPMENT

## Opportunity Sites in the Study Area

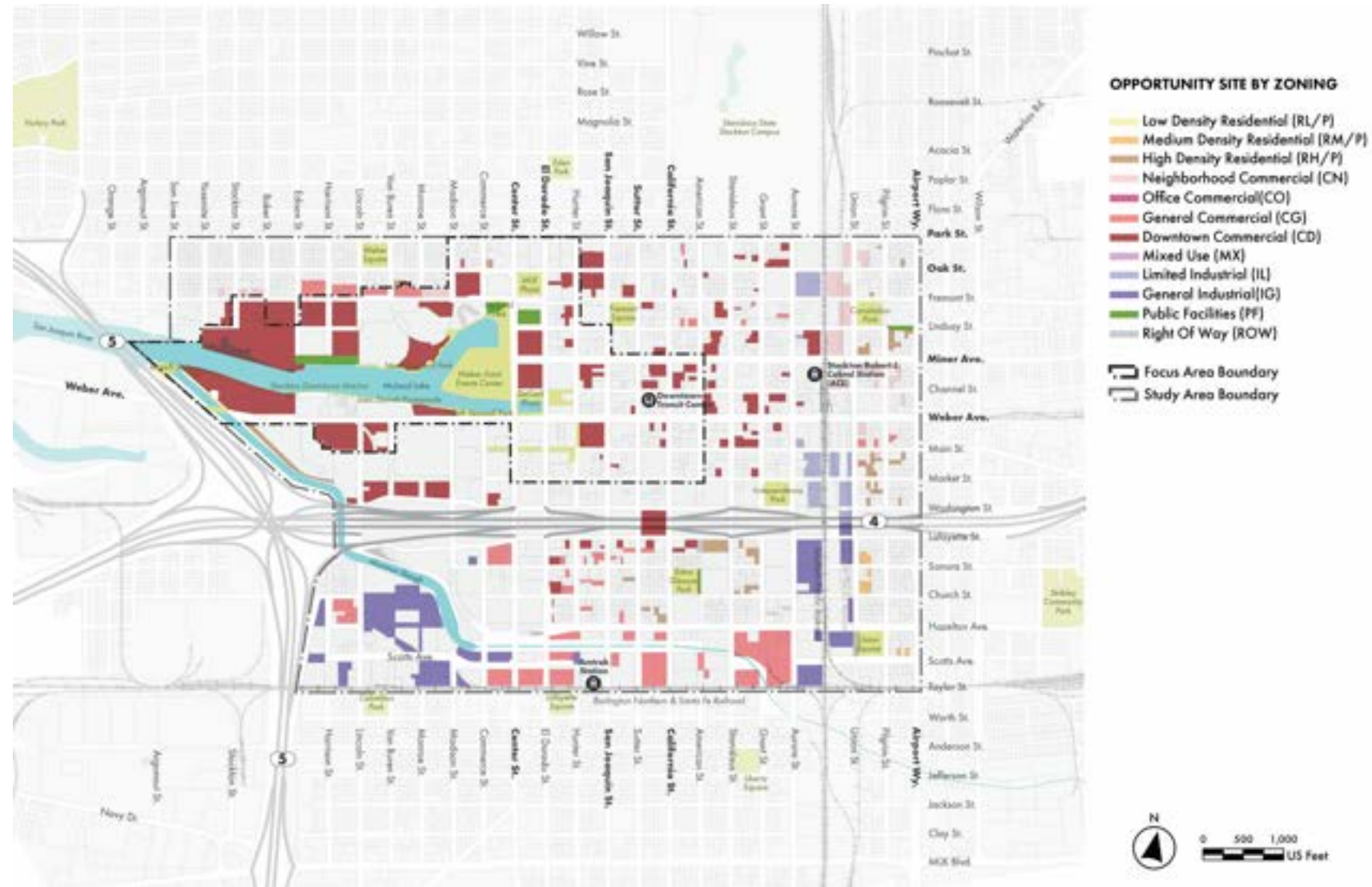
- Large opportunity sites cluster near the McLeod Lake waterfront and along industrial corridors.
- The waterfront and river edges present major activation opportunities.
- Publicly owned sites along center street present opportunity for ground floor active uses and placemaking which can contribute to a vibrancy public realm



# LAND USE AND DEVELOPMENT

## Development Potential in the Study Area

- The Study consists mostly of smaller infill opportunity parcels except the parcels around the waterfront.
- The majority of sites within the study area are zoned as General Commercial (CG).
- Downtown Core is estimated to accommodate about 6,000–10,000 housing units.



# MARKET ANALYSIS – DEMOGRAPHIC OVERVIEW

## Population and Households

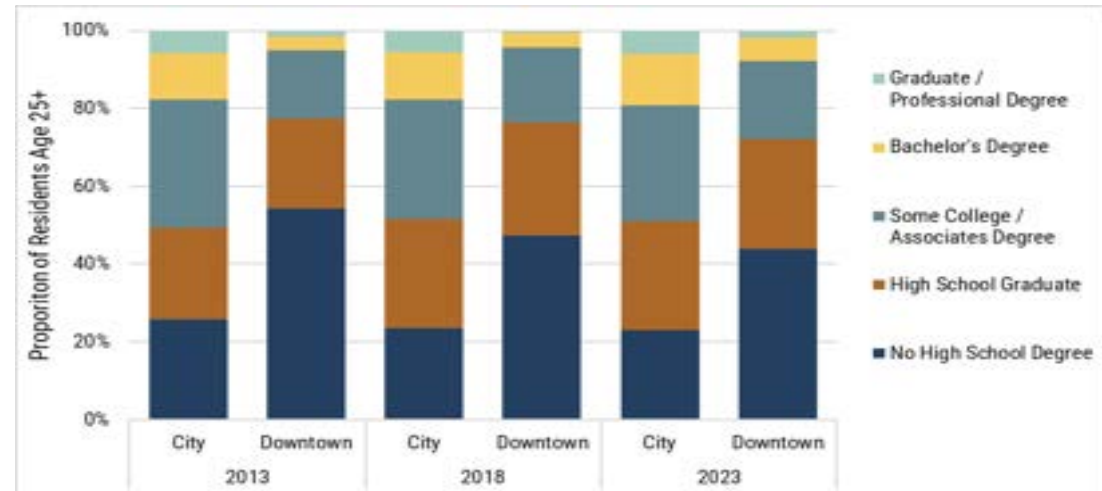
Item	Population	Households	PPH
<b>Citywide</b>			
2013	294,406	90,372	3.19
2018	306,283	95,191	3.15
2023	320,470	98,295	3.20
<b>Pct. Change (2013-2023)</b>	8.9%	8.8%	0.3%
<b>Annual Rate of Change (2013-2023) [2]</b>	0.9%	0.8%	0.0%
<b>Downtown [1]</b>			
2013	15,692	4,925	3.19
2018	14,745	5,465	2.70
2023	16,517	5,545	2.98
<b>Pct. Change (2013-2023)</b>	5.3%	12.6%	(6.5%)
<b>Annual Rate of Change (2013-2023) [2]</b>	0.5%	1.2%	(0.7%)

[1] The Downtown area (or Study Area) includes portions of San Joaquin County Census Tracts 1, 3, 5, 6, and 7. Tract 1, which was split into Tracts 1.01 and 1.02 for the 2020 Decennial Census, is fully contained within the Study Area. The remaining Census Tracts are only partially within the Study Area, with areas extending beyond its boundaries.

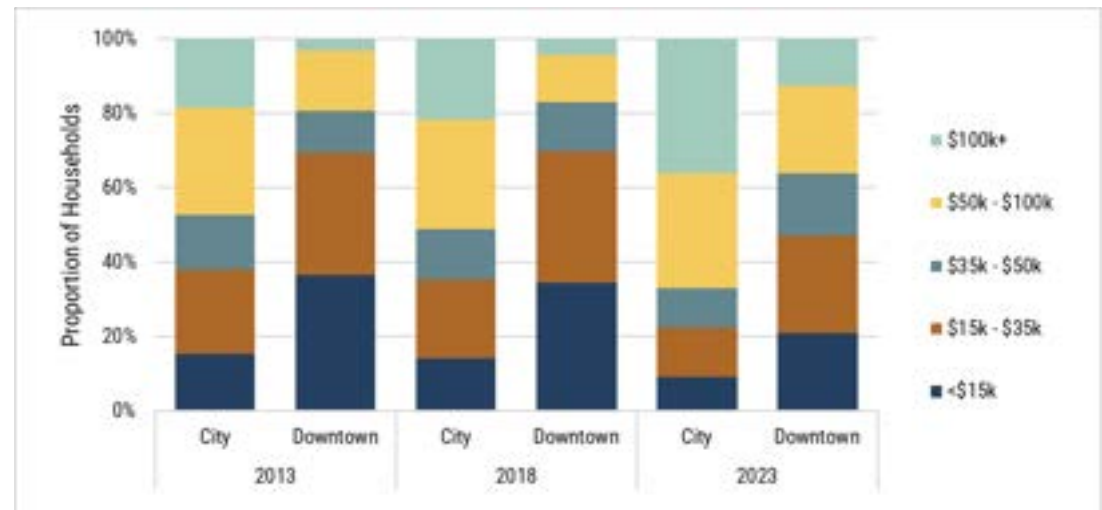
[2] Compound annual growth rate.

Source: EPS; American Community Survey 5-Year Estimates Tables DP05 and S1101.

## Education Levels



## Household Income



# MARKET ANALYSIS – IN-MIGRATION

## Migration into Stockton from Outside of County

Year	Citywide Population	Migrants into Stockton from Outside of San Joaquin County				Median Age of In-Migrants
		Individual In-Migrants	Proportion of In-Migrants with Bachelor or Graduate Degree	Proportion of In-Migrants from Owner-occupied Households	Proportion of In-Migrants from Renter-occupied Households	
<b>2024 [1]</b>	321,026	16,051	14.4%	31.7%	63.4%	30.5
<b>2023</b>	317,049	11,731	19.3%	38.9%	58.0%	28.2
<b>2022</b>	316,575	11,713	19.4%	32.3%	57.0%	27.3
<b>2021</b>	314,138	12,251	15.5%	32.7%	57.8%	28.4
<b>2020</b>	307,217	12,289	16.0%	31.0%	62.8%	28.6
<b>2019</b>	305,171	11,902	11.1%	33.6%	61.9%	28.5
<b>2018</b>	301,898	14,189	11.0%	29.2%	62.4%	28.8
<b>2017</b>	299,884	14,994	10.6%	28.4%	63.6%	28.8
<b>2016</b>	296,598	13,940	11.6%	26.0%	61.6%	27.7
<b>2015</b>	295,027	13,276	12.6%	25.7%	62.9%	27.4
<b>2014</b>	292,299	13,446	12.5%	26.2%	61.6%	26.5

Source: EPS; American Community Survey 5-Year & 1-Year Estimates Table S0701

[1] 2024 data obtained from 1-Year estimates from ACS, all other years are sourced from 5-Year estimates

## In-Migrant IRS Data

County [1]	Number of Income Tax Returns	Number of Individuals	Adjusted Gross Income (AGI)	Estimated Household Income [2]
Alameda County	3,895	8,884	\$452,711,000	\$116,000
Santa Clara County	2,567	5,780	\$341,654,000	\$133,000
Stanislaus County	1,551	2,865	\$89,231,000	\$58,000
Sacramento County	1,274	2,198	\$71,855,000	\$56,000
Contra Costa County	1,091	2,155	\$88,741,000	\$81,000
San Mateo County	484	1,016	\$45,257,000	\$94,000
Los Angeles County	326	575	\$20,744,000	\$64,000
Solano County	273	476	\$18,143,000	\$66,000
Merced County	220	435	\$11,376,000	\$52,000
Fresno County	204	350	\$11,530,000	\$57,000

Source: EPS; Internal Revenue Service (IRS) Individual Income Tax Returns: County-to-County Migration Inflow for Selected Income Items, Calendar Years 2021-2022

[1] Identifies the ten counties contributing the largest number of in-migrants to San Joaquin County.

[2] Estimated household income is calculated by dividing total Adjusted Gross Income (AGI) by the number of tax returns per county, yielding an approximation of average household income for migrant households. Assumes 1 tax return per household.

# MARKET ANALYSIS – DOWNTOWN MARKET POOL

Tapestry Segment	Total Households	% Own Home	Existing Households Estimated Annual DU Turnover		Plus In-migration Households @0.8% of Total [1]		Estimated Propensity for Downtown Living		Owner Households		Renter Households	
			Owners (@15 years)	Renters (@7 years)	Owners (1/2 Rate of Locals)	Renters	Low	High	Low	High	Low	High
Boomburbs (H2)	3,734	82.9%	206	91	13	18	10%	20%	22	44	11	22
Burbs and Beyond (K8)	2,194	84.5%	124	49	8	11	5%	15%	6	19	3	9
City Greens (K6)	803	65.9%	35	39	2	5	20%	30%	7	11	9	13
Dreambelt (K5)	8,550	75.8%	432	296	27	45	10%	20%	43	86	34	68
High Rise Renters (F1)	3,145	5.7%	12	424	1	26	50%	80%	6	10	225	360
Neighborhood Spirit (H3)	4,226	80.7%	227	117	14	21	10%	20%	23	45	14	28
Professional Pride (L2)	1,474	89.4%	88	22	6	7	30%	40%	26	35	9	12
Trendsetters (D2)	762	25.7%	13	81	1	6	50%	70%	7	9	43	61
Young and Restless (A6)	533	4.9%	2	72	0	4	50%	70%	1	1	38	54

Owner Households		Renter Households	
Low	High	Low	High
140	260	390	630

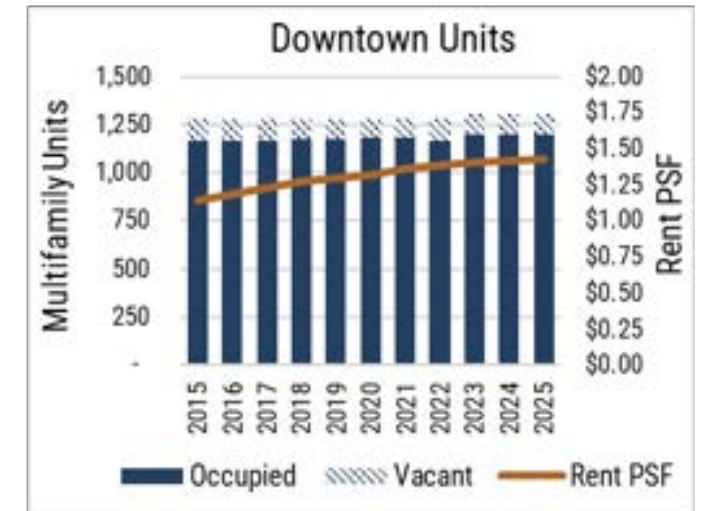
Annual Market Pool of Potential Downtown Market-Rate Households (rounded)[2]

# MARKET ANALYSIS – RESIDENTIAL MARKET

**Residential development is key to revitalizing Downtown.** Residential demand is high and residential development is typically feasible before other uses. New households stimulate demand to support other uses.

**The estimated annual number of households that would potentially be interested in Downtown housing units ranges from 140 to 260 for owner-occupied units and from 390 to 630 for renter-occupied units.** Downtown's share of these households will depend on the competitive supply at the time.

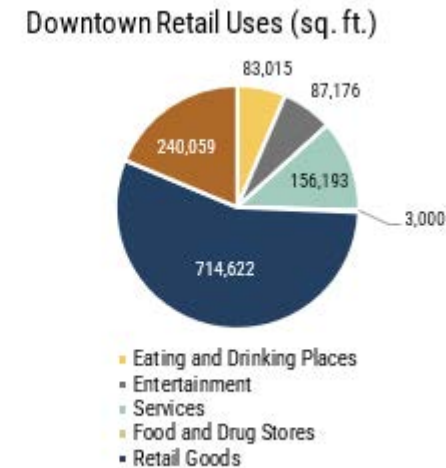
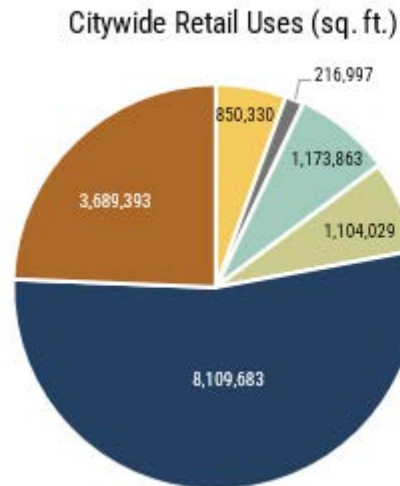
Multifamily Trends



# MARKET ANALYSIS – RETAIL MARKET

- Eating & Drinking places and other Entertainment uses (13% of Downtown space vs. 7% citywide) are key to creating a vibrant Downtown.
- Clusters of restaurants and bars tend to generate greater demand due to perceptions of greater variety, liveliness, and security, particularly when located near other entertainment uses.
- A modest amount of new ground floor retail space may be supportable in the early stages of Downtown revitalization.
- As residential units Downtown increase, additional retail spaces for categories such as groceries and other convenience-oriented purchases may become supportable.

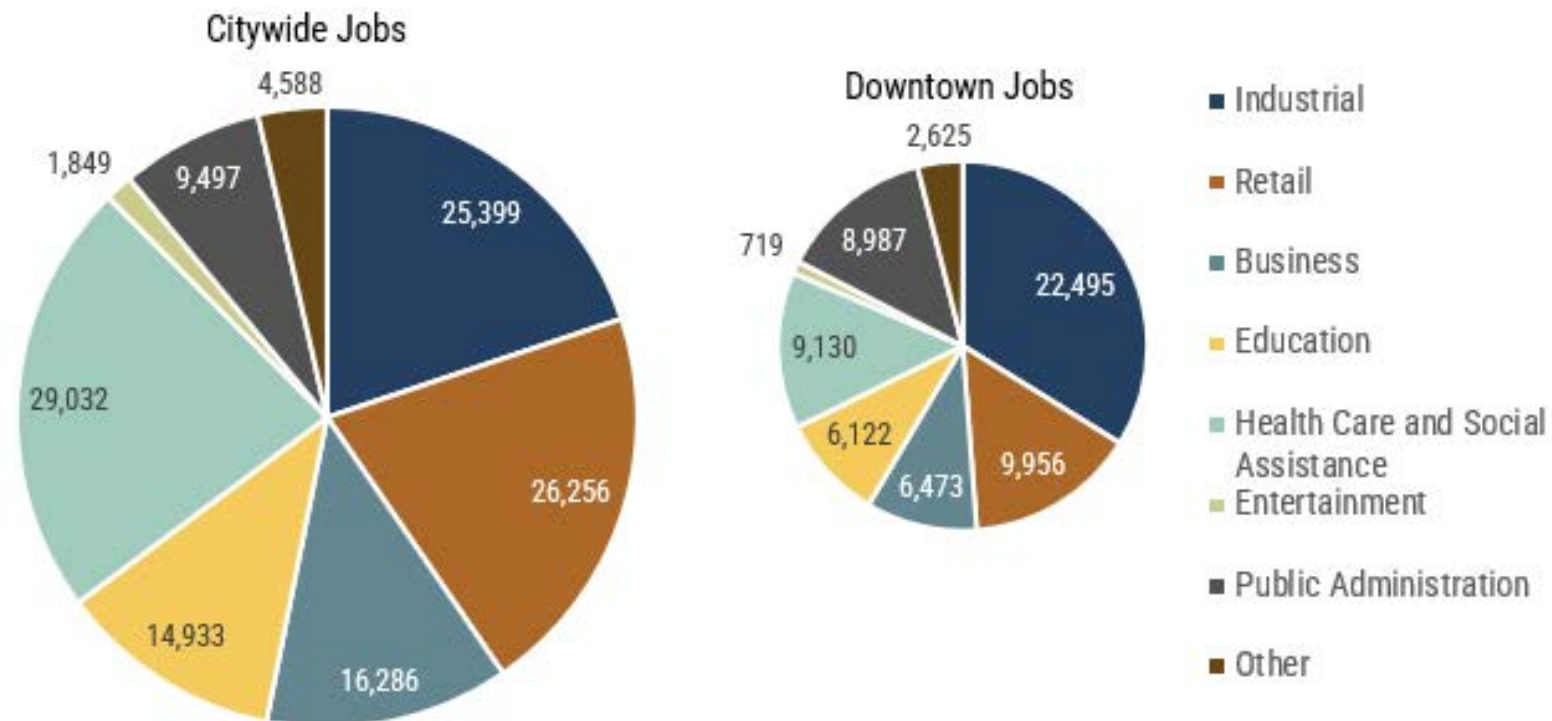
## Retail Trends



# MARKET ANALYSIS – EMPLOYMENT

- About 52 percent of the City's jobs are located in larger Downtown.
- About 58 percent of job growth in the City over the past 10 years has been larger Downtown.
- Transportation/Warehousing and Health Care and Education have seen the most growth citywide, as well as the larger Downtown.
- Downtown has also seen strong growth in Administrative Services and Public Administration

Citywide and Larger Downtown Employment Sectors



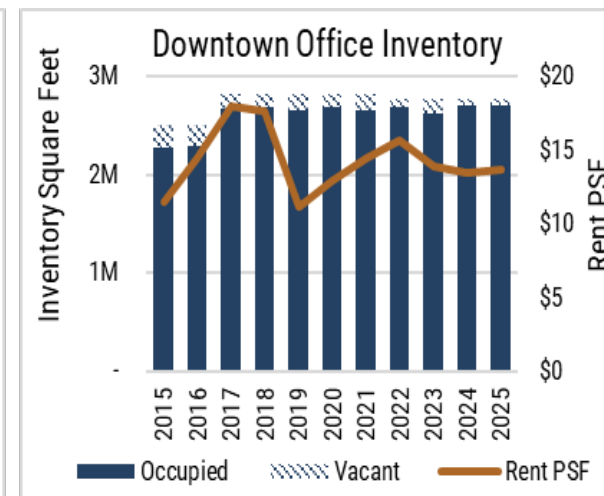
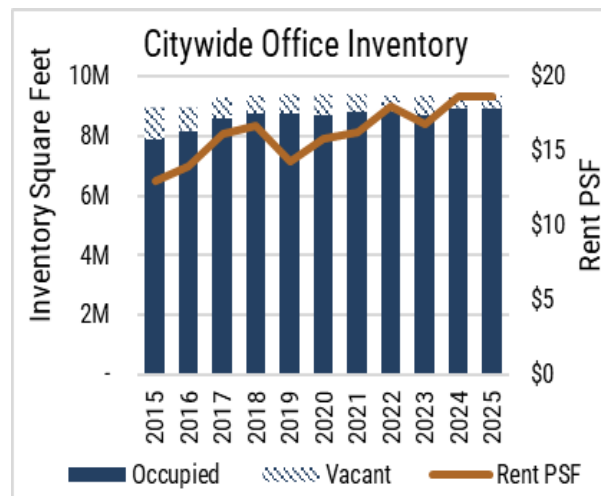
Source: EPS; JobsEQ (data as of 2025 Q2).

# MARKET ANALYSIS – OFFICE MARKET

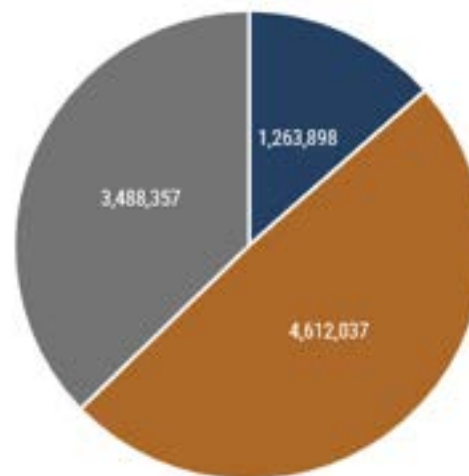
**Downtown holds 30 percent of citywide office space.** Much of the space is in older Class B and Class C buildings.

**Downtown's historic office space can be attractive workspaces for smaller local businesses, start-ups, and creative-based businesses,** reinforcing attractiveness for potential Downtown residents. Feasibility of rehabilitation remains an issue. New Class A office construction is unlikely without primary users seeking to be Downtown.

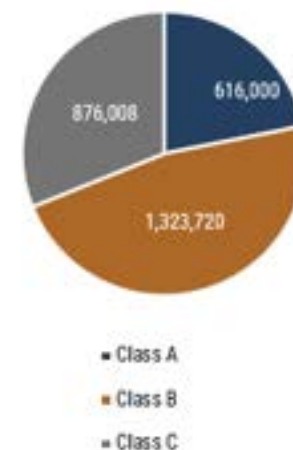
## Office Trends



Citywide Office Inventory (sq. ft.) by Class

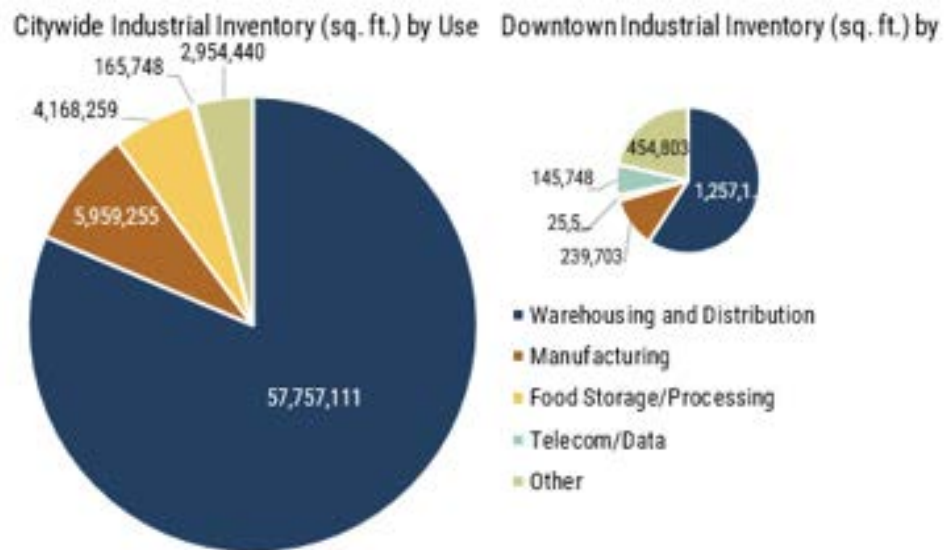


Downtown Office Inventory (sq. ft.) by Class



# MARKET ANALYSIS – INDUSTRIAL MARKET

Areas at the fringe of Downtown (and beyond) have seen strong growth in industrial employment. Some smaller industrial spaces could potentially be accommodated at the southern periphery of Downtown.



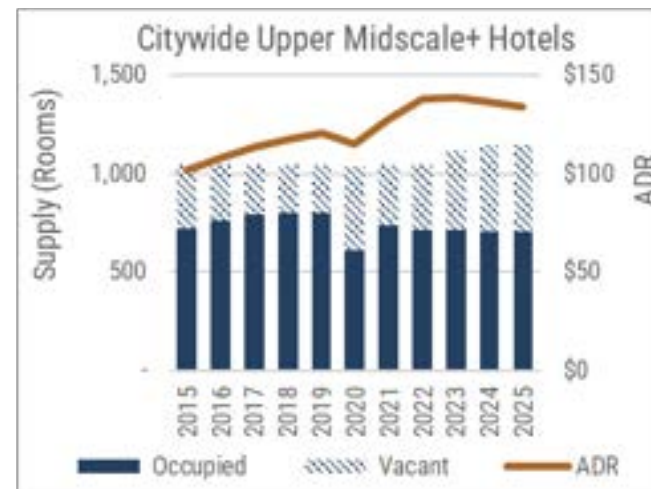
## Industrial Trends



# MARKET ANALYSIS – HOTEL MARKET

## Hotel Trends

Despite softness in the hotel market overall, two new hotels have been proposed for Downtown and two adjacent to Downtown. It will likely take a few years for demand for additional hotel rooms will emerge.



# Community Priorities

# STAKEHOLDER ENGAGEMENT

## Who were interviewed?

Downtown Stockton stakeholders that were interviewed represent a broad cross-section of organizations that collectively shape how Downtown Stockton functions today and how it could evolve in the future.

These included representatives of public agencies and civic leadership; downtown management, tourism, and economic development organizations; community-based and social service organizations; developers; and advocates for heritage and culture.

1. City of Stockton Mayor Christina Fugazi
2. San Joaquin County Supervisor Mario Gardea
3. San Joaquin Council of Governments (SJCOG)
4. San Joaquin County Regional Transportation District
5. San Joaquin Partnership
6. Visit Stockton
7. Downtown Stockton Alliance
8. New San Joaquin CDC
9. Main Street Youth and Family Services
10. Stockton Community Kitchen
11. San Joaquin County Historical Society & Museum
12. Stockton Maritime Museum
13. LAZ Parking
14. Legends Global
15. Anthony Barkett (developer)
16. Farr Yazdi (developer)
17. Pacific Development Group

# STAKEHOLDER ENGAGEMENT SUMMARY

## What is Your Vision for Downtown Stockton?

- A “live–work–play” downtown with more housing, retail, dining, and pedestrian-friendly streets.
- A gathering place for diverse communities with events, markets, and active public spaces.
- Downtown would be and would feel active, safe and welcoming.
- Stockton’s history and cultural diversity would be clearly represented.
- A vibrant waterfront with entertainment, recreation, housing, and visitor attractions.
- A culturally rich and economically competitive downtown supported by local businesses and small developers.

# STAKEHOLDER ENGAGEMENT SUMMARY

## Issues And Challenges

- Safety perception and lack of evening activity reduce downtown vitality.
- Development is hindered by high costs, permitting delays, contamination, and aging infrastructure.
- Vacant buildings, fragmented ownership, and stalled waterfront redevelopment limit investment.
- Auto-oriented street design, parking management issues, and limited transit weaken accessibility.
- Coordination gaps, limited funding tools, and low civic confidence slow progress and momentum.

## Opportunities And Ideas

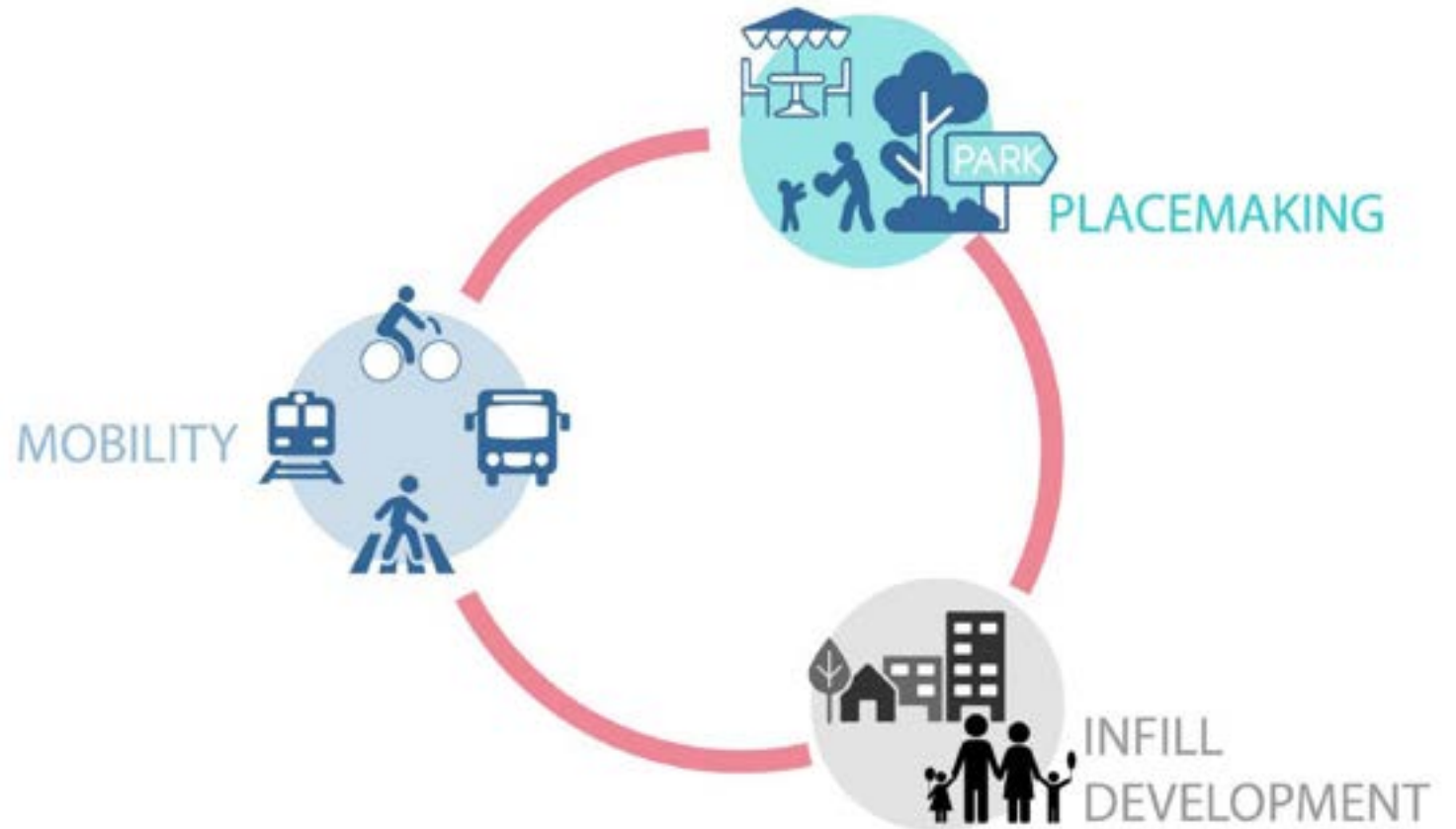
- Activate the waterfront with housing, entertainment, public access, and adaptive reuse.
- Increase housing—especially market-rate and mixed-income—to support retail and nightlife.
- Improve safety and activity through lighting, programs, events, and business clustering.
- Reduce development barriers with infrastructure funding, clearer regulations, and incentives.
- Strengthen coordination and build trust through partnerships and visible short-

# Community Design Framework and Opportunities

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# COMMUNITY DESIGN FRAMEWORK

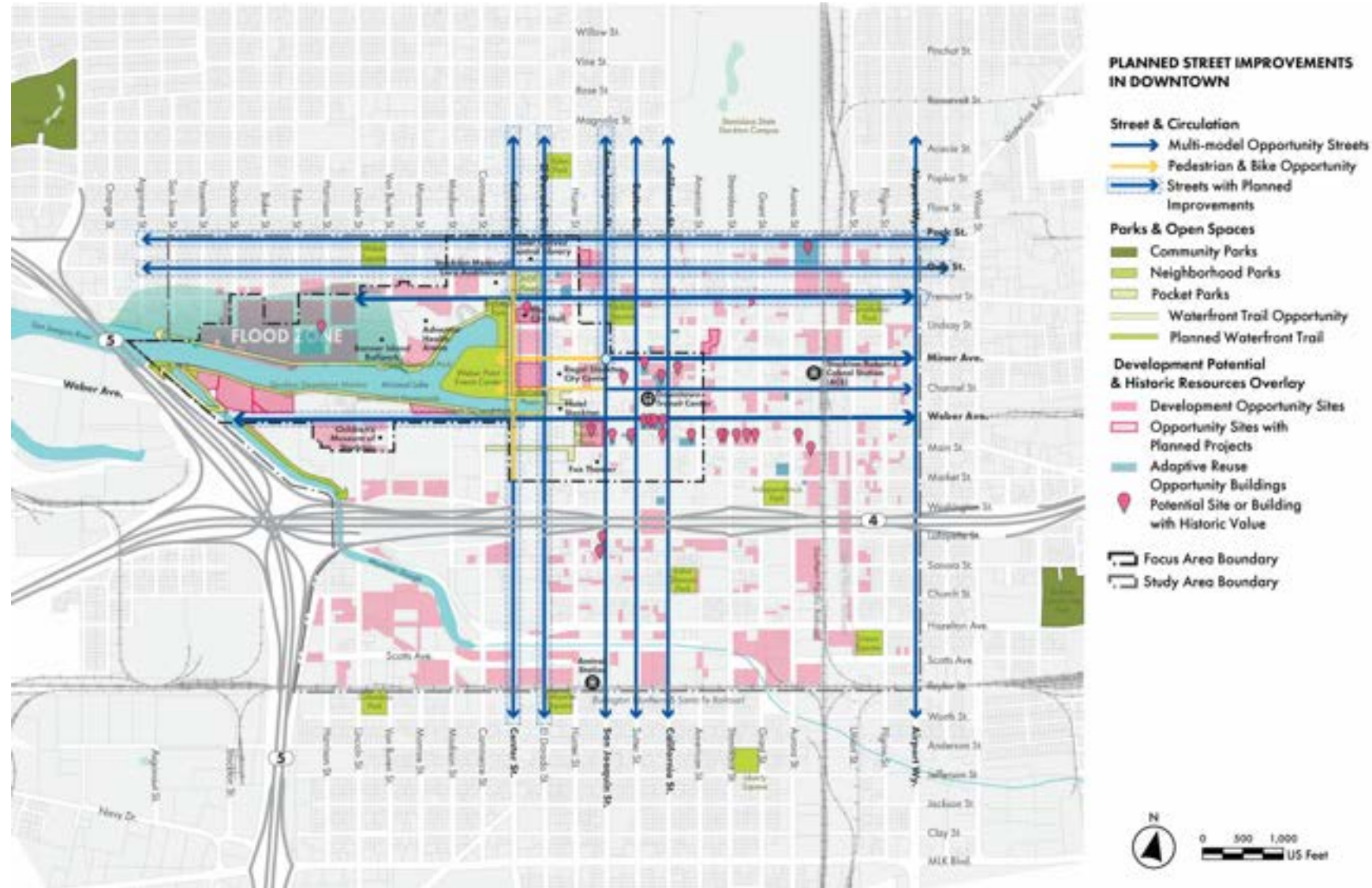
- The preliminary community design framework for Downtown Stockton consists of three themes: **Infill Development, Mobility and Placemaking.**
- The framework is to study area transition into a **thriving community of connected mixed-use destinations anchored by waterfront, historic resources, and transit access.**



# OPPORTUNITIES FOR CHANGE



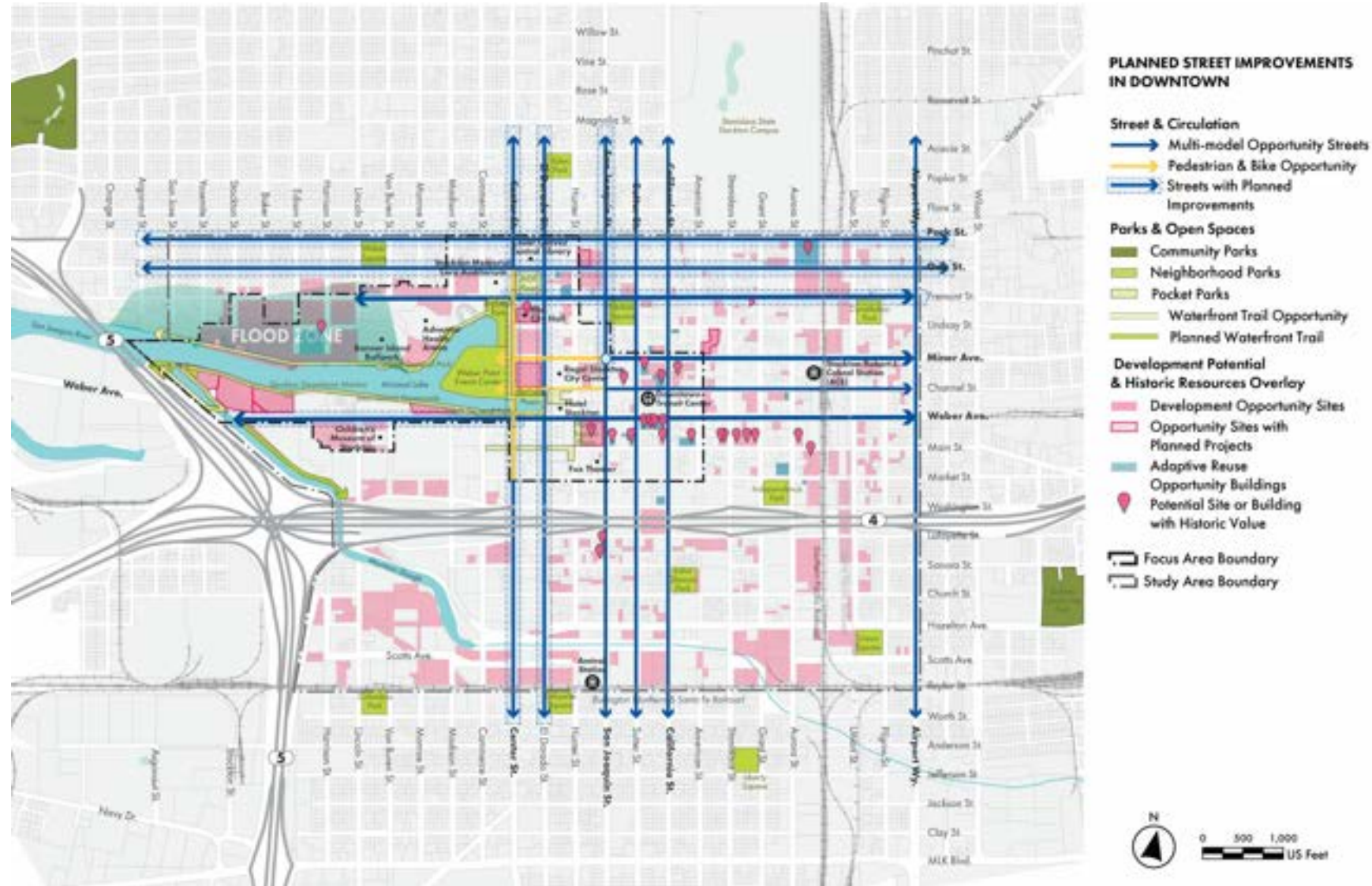
- Development opportunities are present throughout the study area.
- Adaptive reuse opportunities cluster in potential transit-oriented growth areas.
- Historic buildings in the downtown core provide adaptive reuse potential for housing and active uses.
- Large parcels along the north shore, rail corridors, and Mormon Slough



# OPPORTUNITIES FOR CHANGE



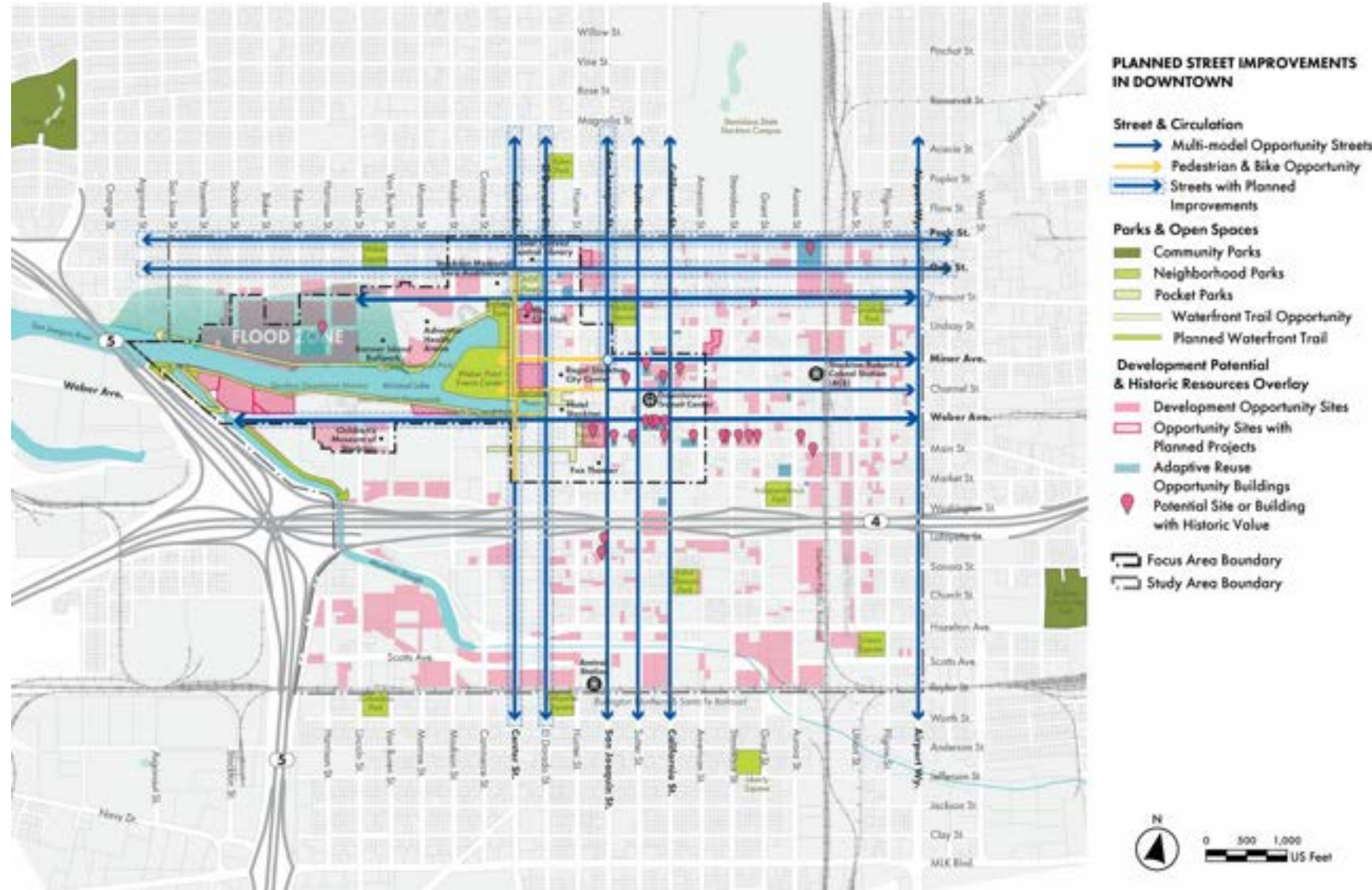
- Street grid in conjunction with land uses has opportunity for street typology informing place-based strategies.
- Street corridors leading to the transit stations provide opportunities for bike-ped priority to support first and last mile connections.
- Opportunities to connect the waterfront and downtown core with ped-bike infrastructure to create a people-oriented public



# OPPORTUNITIES FOR CHANGE



- Large opportunity sites around McLeod Lake highlight strong waterfront activation potential.
- Existing parks and trails combined with open space opportunities can form a cohesive parks and open space system.
- Historic building clusters create downtown identity and provide opportunities for placemaking to



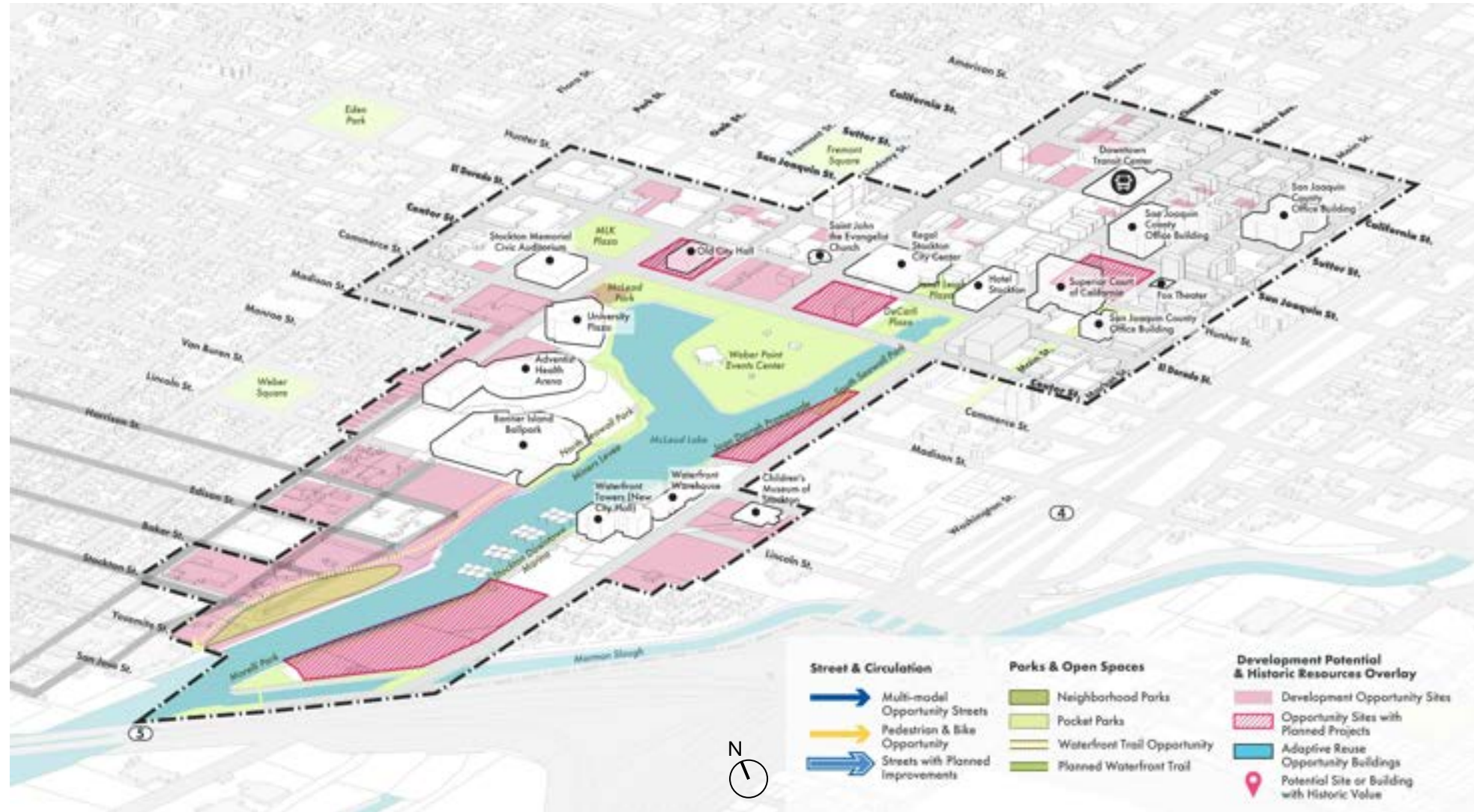
# OPPORTUNITIES FOR CHANGE

Focus Area



# OPPORTUNITIES FOR CHANGE

Focus Area –  
Development  
Opportunities



# OPPORTUNITIES FOR CHANGE

Focus Area –  
Historic Resources  
and Adaptive  
Reuse  
Opportunities



# OPPORTUNITIES FOR CHANGE

Focus Area –  
Parks and Open  
Space  
Connections



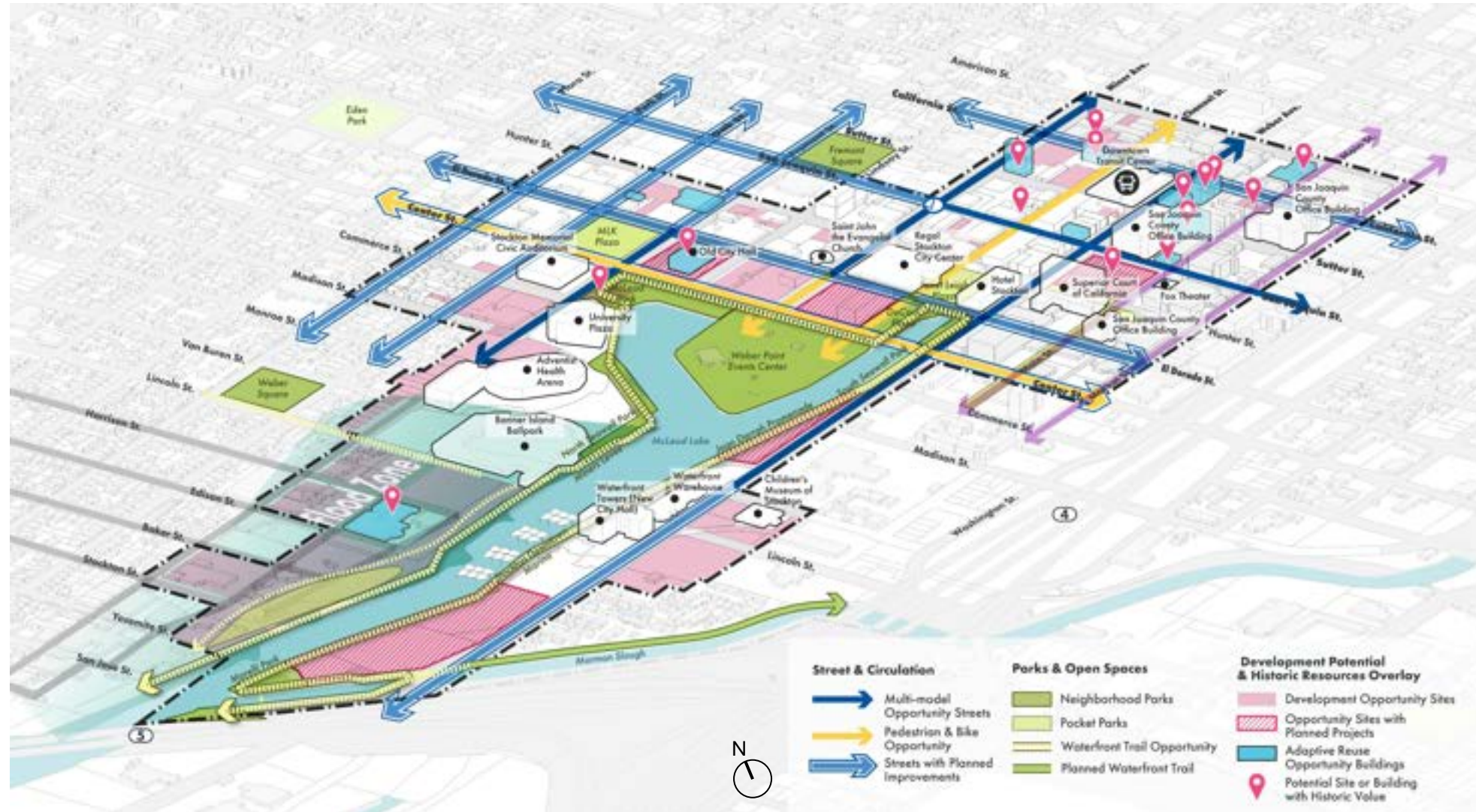
# OPPORTUNITIES FOR CHANGE

Focus Area - Parks and Open Space Connections with Flood Zone Overlay



# OPPORTUNITIES FOR CHANGE

Focus Area –  
Multimodal  
Network



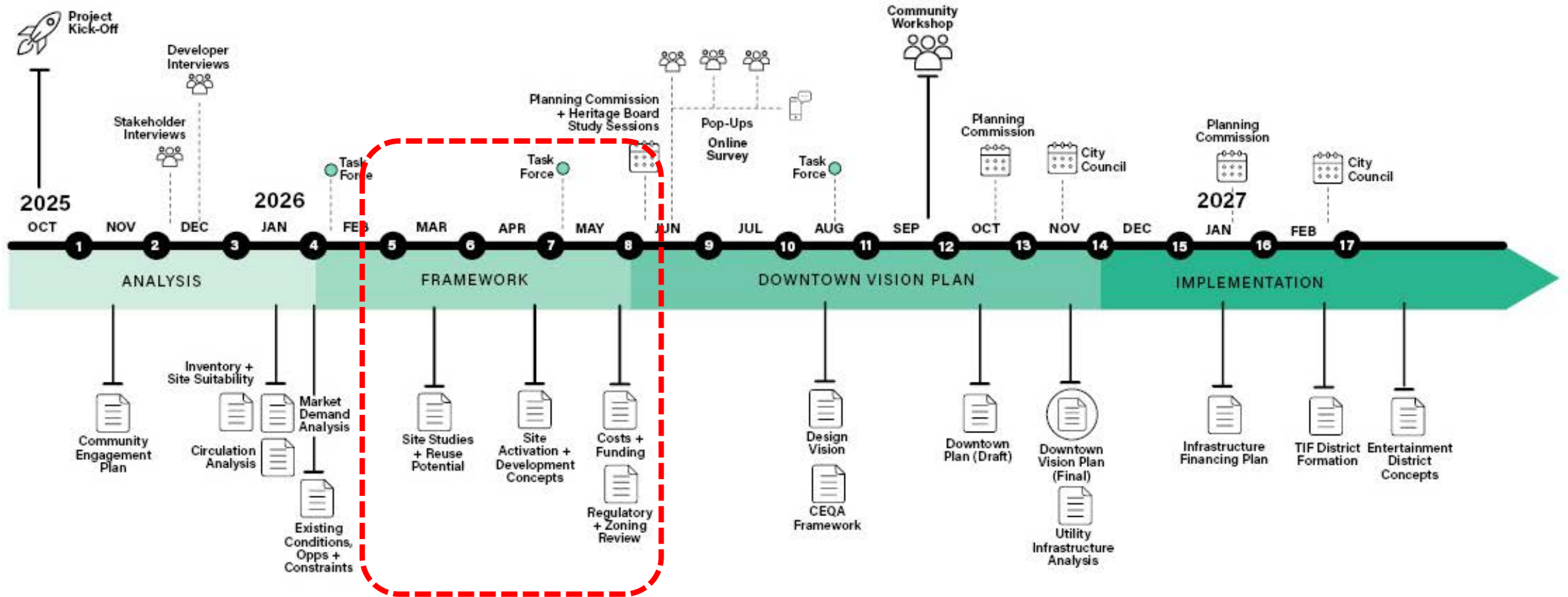
# Discussion

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Next Steps

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# PROJECT SCHEDULE



Thank You

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# Additional Analysis

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# Social and Cultural Context

## Stockton's People

- Stockton's cultural history reflects the convergence of diverse communities shaped by geography, migration, economic opportunities.
- City was established as a supply hub during California Gold Rush and grew into important **regional port and agricultural center**.
- Filipino, Chinese, Japanese, European, Mexican, and Southeast Asian **immigrants** settled in Stockton and established neighborhoods, cultural institutions, and commercial districts, often facing discrimination.
- **Little Manila Historic Site** in Downtown



Little Manila, circa 1920s. Source: FANHS



Mexican Heritage Center and Gallery

# Events and Programs

## Event Venues

- Events take place at Banner Island Ballpark, Adventist Health Arena, the Stockton Memorial Civic Auditorium, and the Bob Hope Theater, as well as at Weber Point Events Center, DeCarli Plaza, Janet Leigh Plaza, Dr. Martin Luther King, Jr. Plaza, and with temporary street closures.
- Downtown Stockton hosts several large regional festivals and sports events that attract significant crowds, particularly during spring and fall.



### EVENT IN DOWNTOWN

- 1 Stockton Asparagus Festival
- 2 Stockton Flavor Fest
- 3 Stockton Pride Festival
- 4 Stockton Juneteenth Celebration
- 5 Stockton Independence Day Celebration
- 6 Stockton Beer Week
- 7 Stockton Taco Festival
- 8 Stockton Dia de los Muertos Festival
- 9 Stockton Lantern Festival
- 10 Stockton Christmas Tree Lighting
- 11 Stockton Kings Basketball Season
- 12 Stockton Parts Baseball Season
- 13 Concert Tours (Bob Hope Theatre Series)
- 14 Arena Concert / Touring Events
- 15 Civic Auditorium Boxing / MMA Events
- 16 Ice Skating Public Sessions
- 17 Stockton Farmers Market





# Social Issues and Programs

## Community Services

- Main Street Youth & Family Services: The organization supports a business incubator that provides skill-building opportunities for youth and generates vital downtown activity.
- Little Manila Rising: administers health and wellness programs, an urban forestry program, and workforce training opportunities for the Filipino community and south Stockton neighborhoods.
- Empowering Marginalized Asian Communities (EMAC) promotes civic engagement, workforce development opportunities, and other means of building resiliency among Asian communities in Stockton.
- El Concilio, an organization dedicated to supporting Latino and underserved communities in Stockton, provides outreach, education, engagement, counseling, job training, and classes, with a new headquarters Downtown.

# Social Issues and Programs

## Small Business Programs

- Downtown Stockton Business Façade Improvement Grant Program by the City and the Downtown Stockton Alliance.
- Uses American Rescue Plan Act (ARPA) funds.
- The grant supported 83 businesses with paint, windows, doors, signage, awnings, and murals totaling over \$2 million in



## Services For The Unhoused

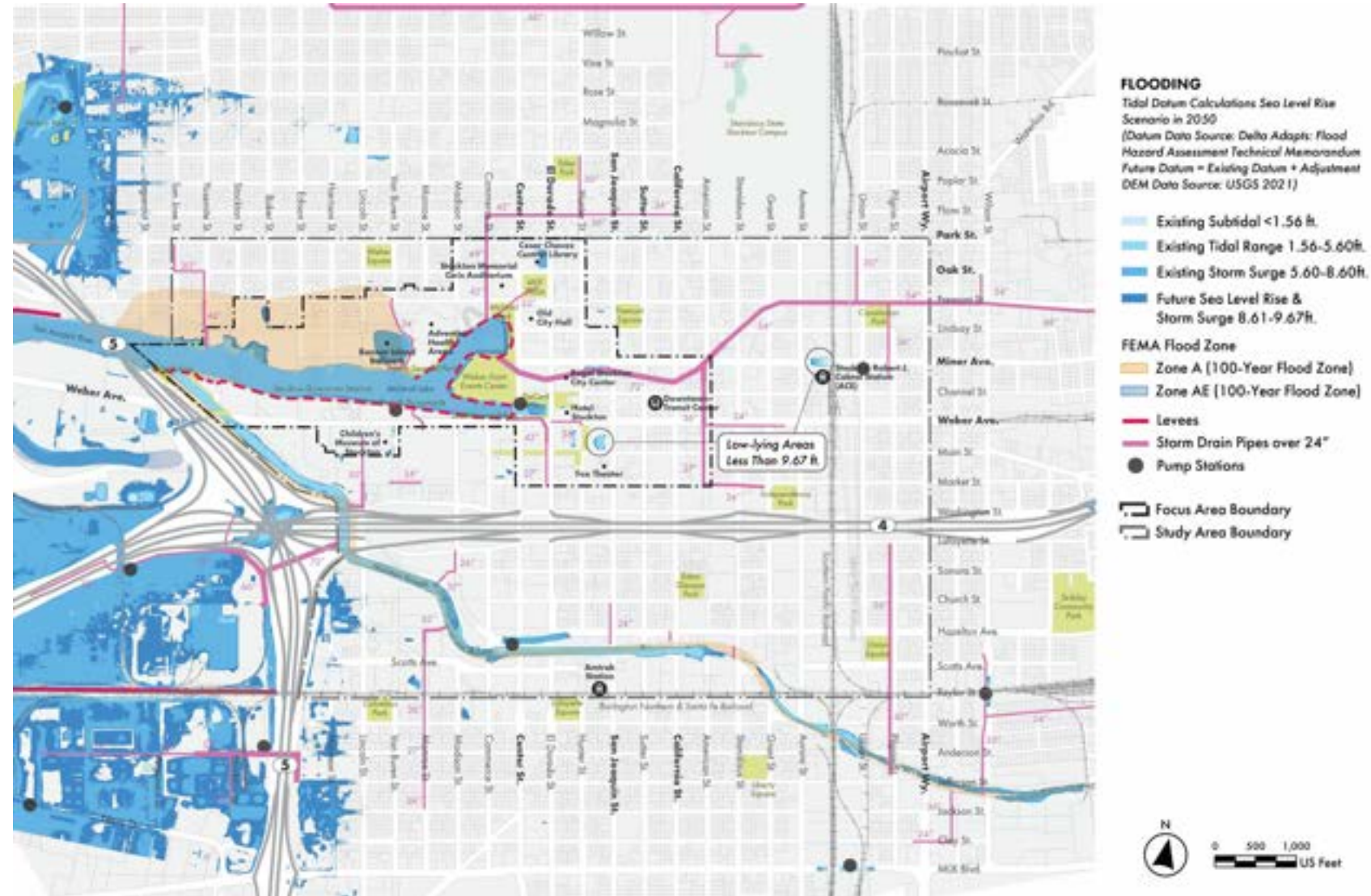
- The City of Stockton, San Joaquin County and Continuum of Care released an updated Regional Homeless Action Plan in 2024.
- Organizations such as St. Mary's Dining Room and the Stockton Shelter for the Homeless providing daily meals, shelter, and supportive services.
- Through the Downtown Stockton Alliance, Downtown Ambassadors provides on-street staff to help to provide visibility, monitor activities and events, and assist with directions to services and programs in Downtown.



# Flooding

## Flood Hazards Analysis

- Multiple Flood Hazard Types: Flooding, Storm Surge, Sea Level Rise (2050 Scenario)
- Much of the North Shore industrial and waterfront area falls within FEMA's 100-year flood zone.
- Portions of the waterfront appear exposed to the risk of sea level rise and storm surge without clear levee or seawall protection.
- Marginal landscapes along Mormon Slough showing inundation potential need additional concern.
- Scattered inland low-lying



# Draft Development Potential

<b>Summary of Build-out Projections</b>	
<b>Land Use</b>	<b>Total Area in 2040 (Sq. Ft.)</b>
Office	2,286,477
General Commercial	1,231,113
Restaurant	1,287,414
Any Other	397,600
Residential (# of units)	4,533