

Thrive Downtown



What is Thrive Downtown?

Thrive Downtown develops a comprehensive vision for the future of Downtown Stockton that promotes infill housing, economic opportunity, and activated Downtown buildings and public spaces. With Thrive Downtown, we will identify underutilized or vacant properties and advance strategies to encourage mixed-use and mixed-income development. Thrive Downtown will also explore opportunities to activate public assets including historic City Hall, Memorial Civic Auditorium, and the recently purchased former Wells Fargo building, as well as the creation of an Entertainment District.

Key Thrive Downtown efforts include:

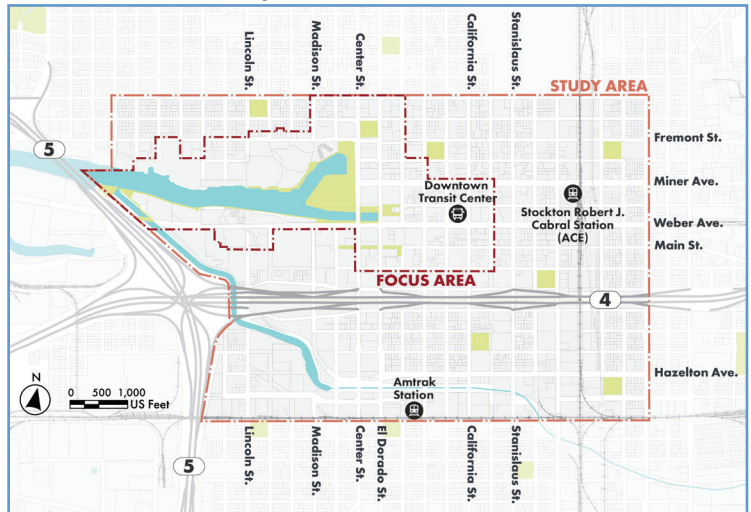
- Analyzing existing conditions in the Downtown Study Area;
- Studying specific sites for development and adaptive re-use potential;
- Developing a vision and design concept for Downtown, and governance, financing, and partnership strategies to achieve it.



What is infill housing?

Infill housing aims to “fill in the gap” in existing neighborhoods. Infill housing expands opportunities within existing neighborhoods and helps to reduce environmental impacts by keeping people and jobs in close proximity.

Thrive Downtown Study Area



Plan Phases

Year	2025	2026				2027
Task	Q4	Q1	Q2	Q3	Q4	Q1
Analysis Period	●	●				
Community Engagement	●	●	●	●		
Site Studies		●	●			
Master Plan Development & Vision			●	●	●	
City Council Adoption					●	
Implementation & Financing District Formation					●	●

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Information or visit:

bit.ly/ThriveDowntown

Plan Contact:

Jordan Peterson

Jordan.Peterson@stocktonca.gov

209-937-8539

