



# Community Workshop

January 9, 2025

Welcome!

# Project Team



## SPECIFIC PLAN LEAD CONSULTANT



## MOBILITY



## RAILROAD STRATEGY



## HISTORIC



## ECONOMICS



## ENVIRONMENTAL

Morse Planning Group





# MEETING AGENDA

1. Downtown Lodi Specific Plan Overview
2. What is a Specific Plan
3. Discovery
4. Next Steps
5. Interactive Questionnaire







# SPECIFIC PLAN OVERVIEW



## CITY COUNCIL STRATEGIC GOAL - DOWNTOWN

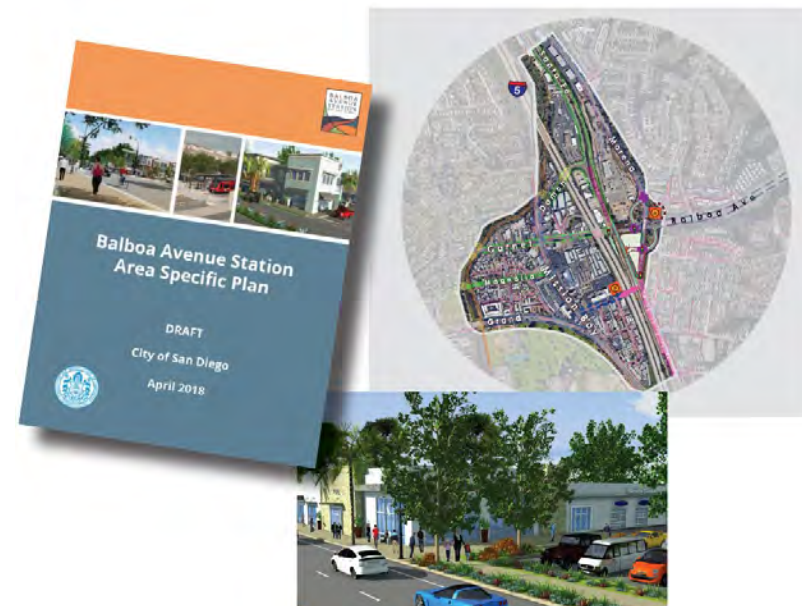
Realize a **lively  
mixed-use,  
walkable  
commercial  
downtown district**

- Expand opportunities for **downtown living**
- Preserve downtown's **historic character**
- Ensure accessibility for multi-modal **transportation and public safety**
- Promote the use of **public facilities**
- Expand Downtown **mixed-use zoning**
- Adopt policies that incentivize the **revitalization** of buildings and infrastructure



# DOWNTOWN LODI SPECIFIC PLAN?

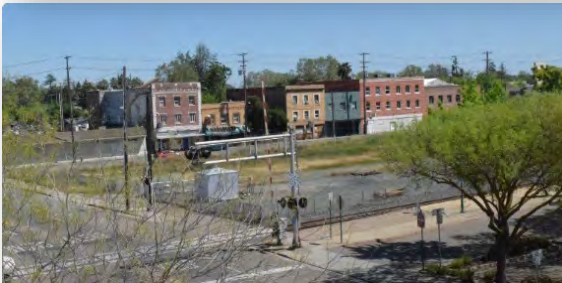
- A specific plan is a planning document
- It typically guides future development with a 20-year horizon
- It is not a specific project or development
- For a specific geographic area







Original City Hall/Fire Station (Currently Being Renovated)



## SPECIFIC PLAN AREA

- Lockeford Street/ Softball Complex/ Armory Park
- Lodi Avenue
- Pleasant Avenue
- Washington Street

Downtown Specific Plan Boundary





# DOWNTOWN LODI TODAY



Elm Street  
(Looking North)





# DOWNTOWN LODI TODAY

Pine Street  
(Looking  
South)







# WHAT IS A SPECIFIC PLAN?





# SPECIFIC PLAN OVERVIEW

## General Plan

- City's **long-term vision** for the future
- Policy goals & objectives to guide the City's physical development





# GENERAL PLAN DIRECTION FOR DOWNTOWN

- Center of tourism, business, social, and civic life
- Mix of commercial, office, civic, and residential
- Enhanced eastern side of the railroad tracks
- Rehabilitation of key sites
- Maintain small-town character
- Respect existing neighborhoods and historic downtown and buildings
- Incentivize infill housing
- Provide and maintain park and recreation facilities and improve connectivity







# SPECIFIC PLAN OVERVIEW

## Zoning Code

- Establishes land uses and development standards for private development

## Specific Plan

- Provides a vision and direction for a specific area (public & private)
- Provides a customized regulatory framework
- Takes precedence over standards set by the Zoning Code





# WHAT WILL A SPECIFIC PLAN DO?

## A Specific Plan establishes the following:

- Land uses and development standards\*
- Mobility Plan
- Urban design and streetscape improvement concepts
- Public infrastructure improvements
- Implementation actions and programs

*\*Land uses are not tenants*







# WHAT WILL THE SPECIFIC PLAN DO?

- Enhance Downtown look, feel, & function
- Define the right balance of uses
- Guide size, shape, and design of private development projects
- Increase the economic vitality
- Enliven public spaces
- Identify future community gathering spaces
- Improve walking, bicycling, & driving
- Increase connectivity



# PROJECT TIMELINE

## Phase 1



Steering Committee Kick-off Meeting on 10/8/24





# PROJECT TIMELINE

Phase 2

Phase 3

Phase 4

## FOUNDATION

Press Releases, Social Media & Email Updates

Steering Committee Meeting

Community Workshop

Online Questionnaire

Community Pop-up Event Materials

We are Here

## SPECIFIC PLAN PREPARATION

Press Releases, Social Media & Email Updates

CC & PC Joint Study Session \*

Multi-Day Charette

Focus Group Meetings

Main St. Breakout Session

Storefront Open House

Community Workshop

Online Questionnaire

Steering Committee Meeting\*

## CEQA ANALYSIS & PLAN ADOPTION

Press Releases, Social Media & Email Updates

City Council Open House

Hearings

Spring 2026



# DISCOVERY





# SETTING

## Connectivity/ Mobility

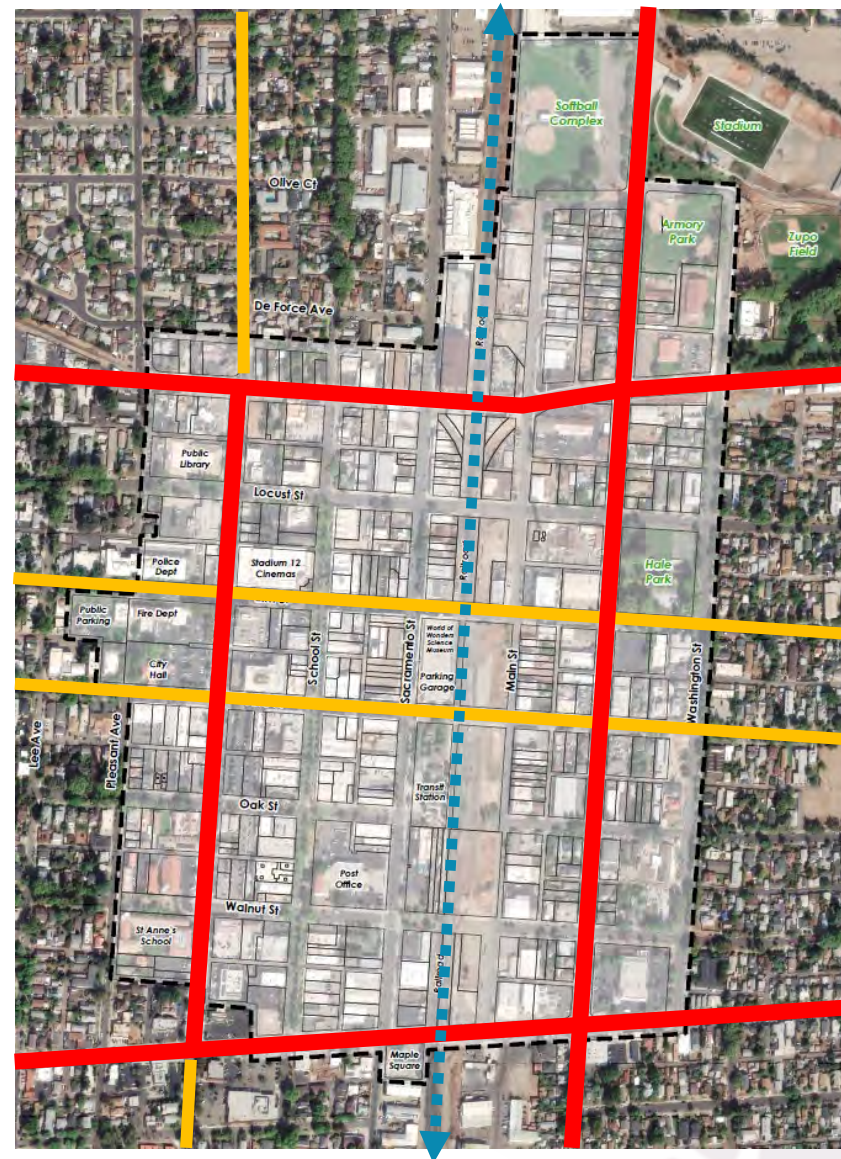
- *General Plan, 2010*
- *Downtown Development Standards & Guidelines, 2007*
- *Eastside Mobility and Access Plan, 2006*
- *Bicycle Master Plan, 2012*
- *Environmental Justice Element Public Review Draft, 2024*
- *Average Daily Traffic Volume Map, Public Works, 2024*
- *Transportation Injury Mapping System (TIMS), UC Berkeley, 2024*
- *Downtown Parking Map, Public Works, 2023*



# ROADWAY NETWORK

- Highways
  - SR-99, SR-12 (not in downtown)
- Arterials ( — )
  - Lodi Ave, Lockeford St, Church St, Stockton St
- Collectors ( — )
  - West Elm St, West Pine St
- Local Roads
  - All others

## Connectivity/ Mobility



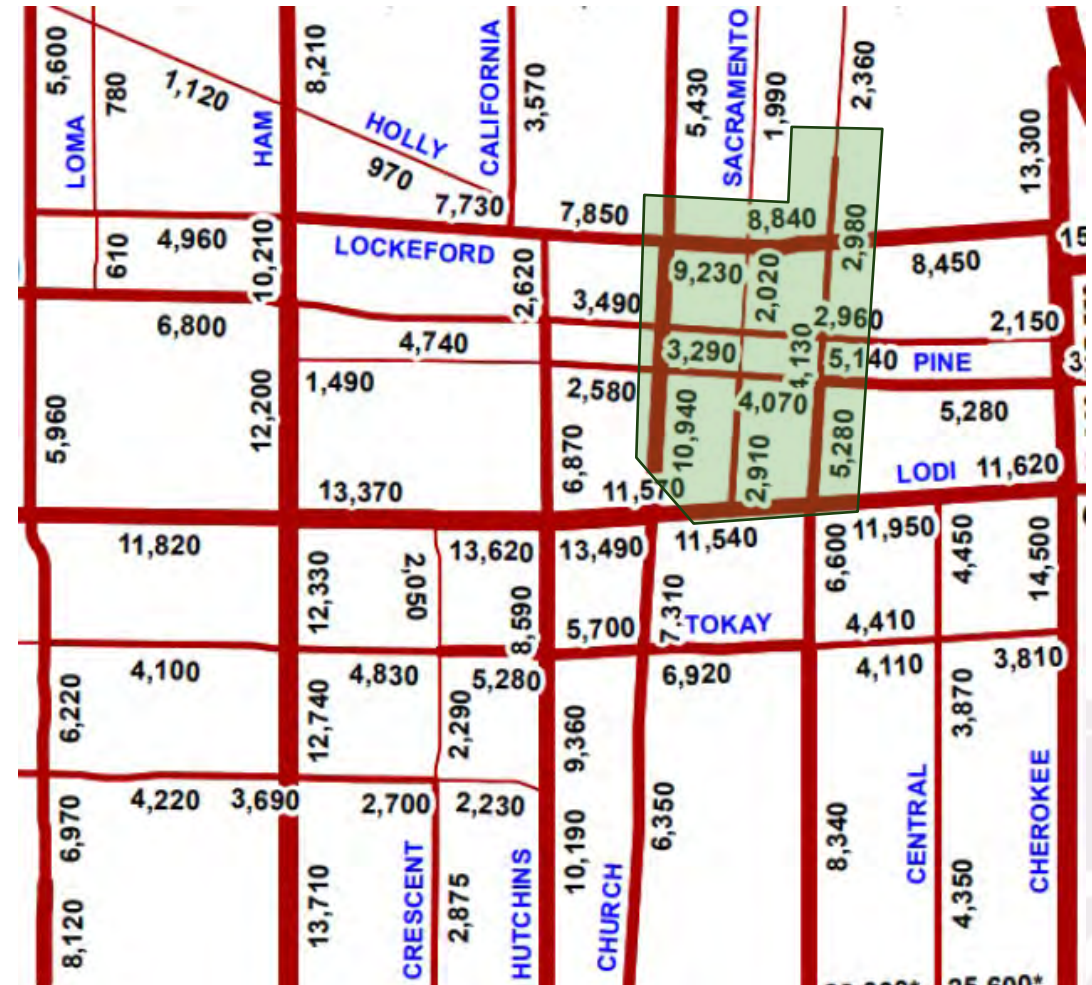




# DAILY ROADWAY VOLUMES

## Connectivity/ Mobility

- Highest volumes in study area ( ) are on Lodi Avenue, at 11,000-12,000 daily vehicles
- Other higher-volume roads include:
  - Church Street 10,000-11,000 daily vehicles
  - Lockeford Street 7,000-9,000 daily vehicles





# EXISTING CONDITIONS

## Pedestrian Network

- Generally complete
- Some gaps, notably east of tracks



## Bicycle Network

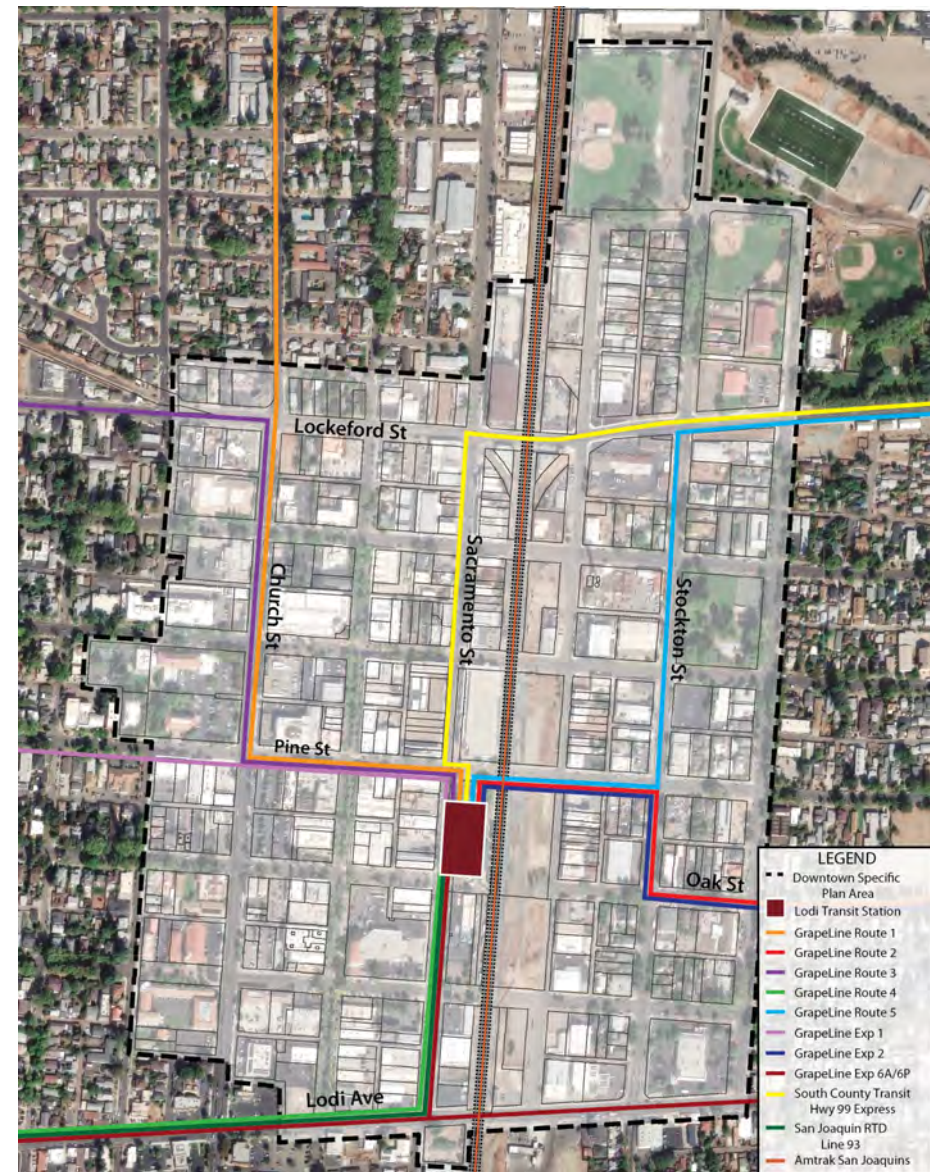
- Bike lanes: Elm St, Stockton St, Pine St, Church St
- Bike routes: Lockeford St, Elm St, Lodi Ave
- General lack of bike parking/racks

## Transit Network

- Grape Line (in/around City of Lodi)
- San Joaquin RTD (to/from Stockton)
- South County Transit (to/from Sac County)
- Amtrak San Joaquin (Sac to Bakersfield)



## Connectivity/ Mobility

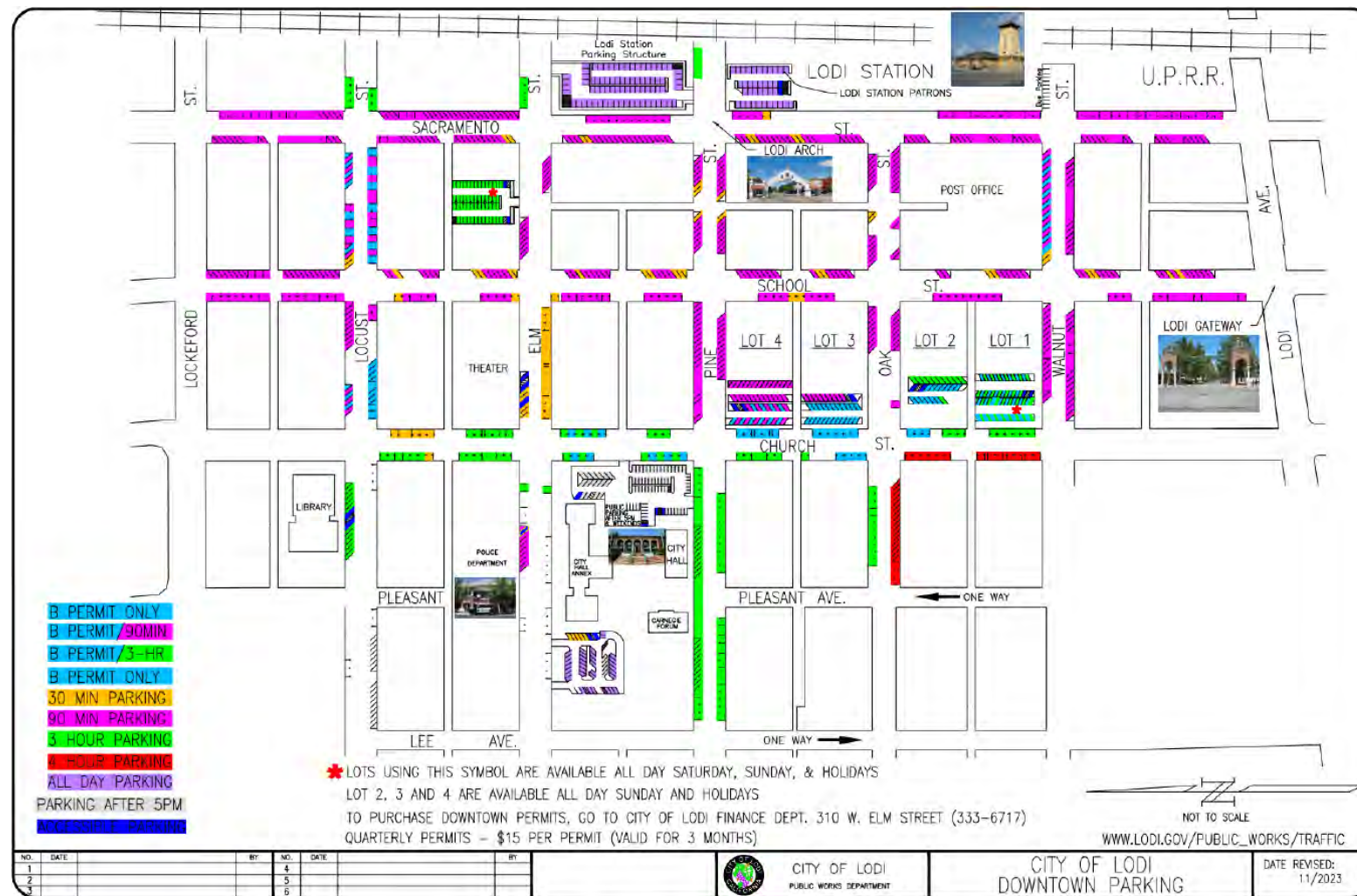
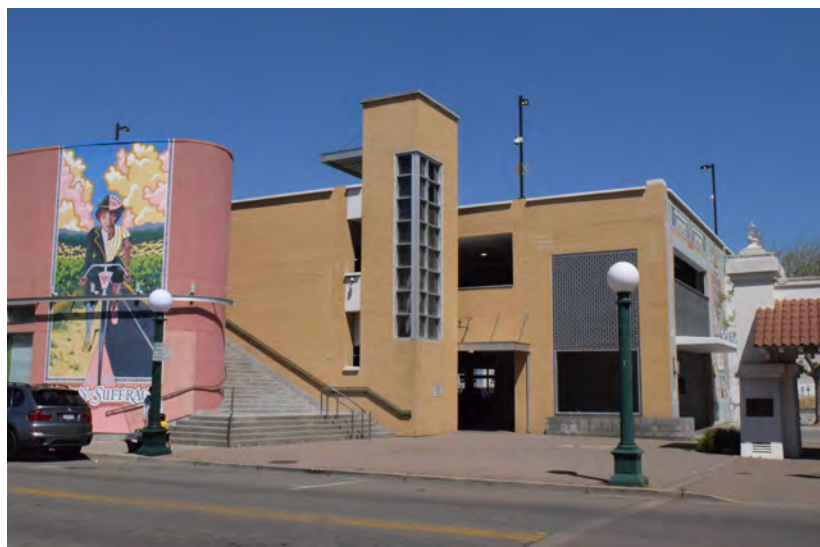




# EXISTING CONDITIONS

## Parking

- Predominantly 90-min on-street
- 330-space central garage, underutilized







## Downtown Specific Plan Boundary

### Assets

- Walkable Downtown
- Grid system
- Parking structure
- New or improved bicycle and pedestrian facilities
- Transit facility enhancements
- Alley network



## EXISTING CONDITIONS

### MOBILITY

### Challenges

- Railroad bisecting Downtown
- Parking supply perceptions
- Collision hotspots
  - North Church Street/  
West Lodi Avenue
  - North Sacramento  
Street/Lockeford Street
- Auto-oriented transportation network





## Downtown Specific Plan Boundary

### Assets

- Destination location – active storefronts, WOW, dining, entertainment, wine and beer commerce
- Quaint character
- Pedestrian friendly Downtown
- Infill opportunity sites
- Parking structure, public lots, & alleys



## EXISTING CONDITIONS

### LAND USE

### Challenges/ Opportunities

- Passenger rail moved
- Rail crossing creates a connectivity divide
- Underutilized sites and vacant buildings
- Limited housing and 24/7 activities
- Limited streetscape improvements
- Hale Park





## Downtown Specific Plan Boundary

Train  
Depot



City  
Hall



Carnegie  
Library



## EXISTING CONDITIONS

### Known Historic Resources

Hotel  
Lodi



Lodi  
Armory



Lodi  
Arch







# EXISTING CONDITIONS

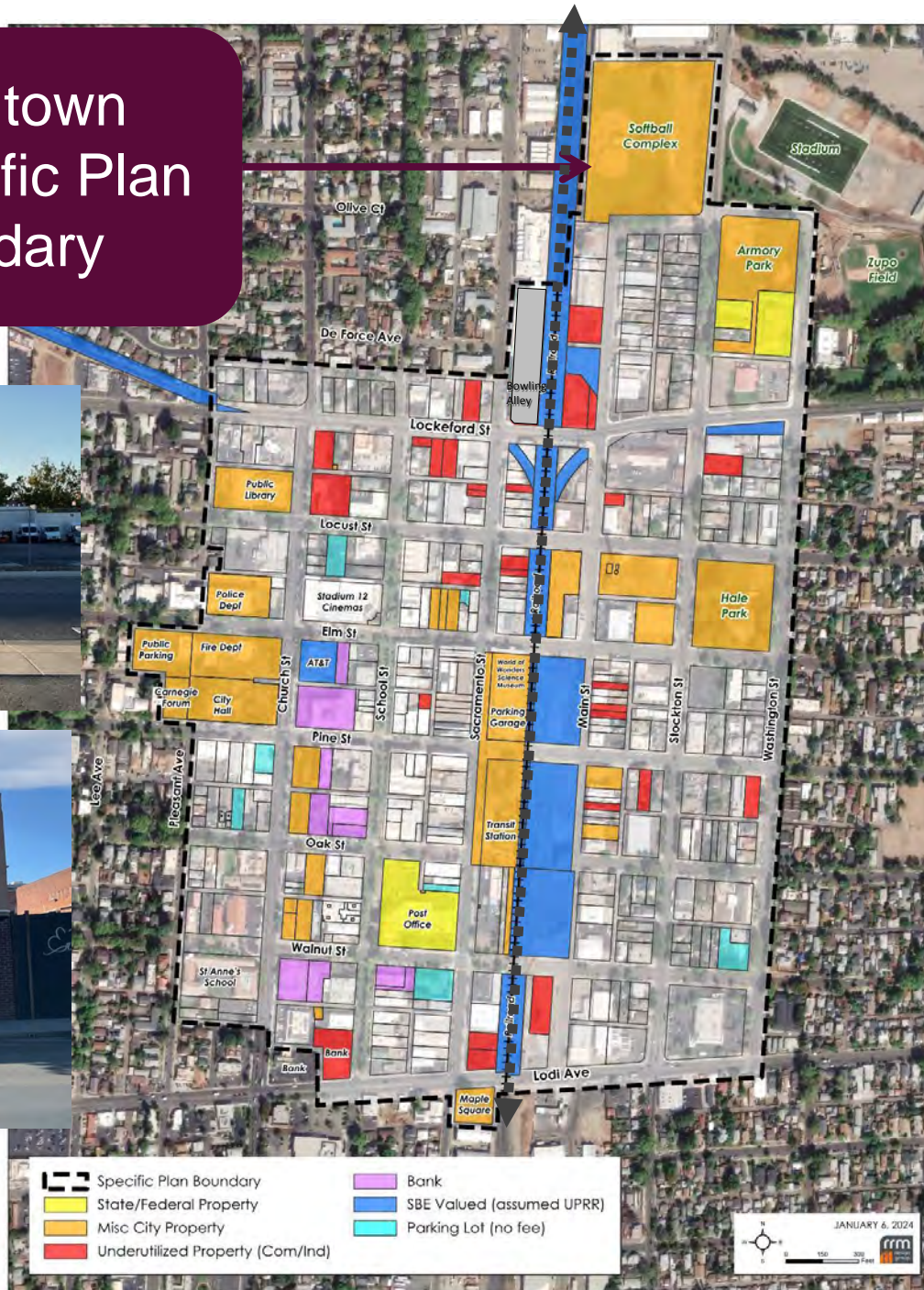
## Unified Streetscape Elements & Theme







## Downtown Specific Plan Boundary



## EXISTING CONDITIONS

### Ownership and Vacancies

- City owned
- State/Federal
- Union Pacific
- Bank owned
- Underutilized/  
Opportunity

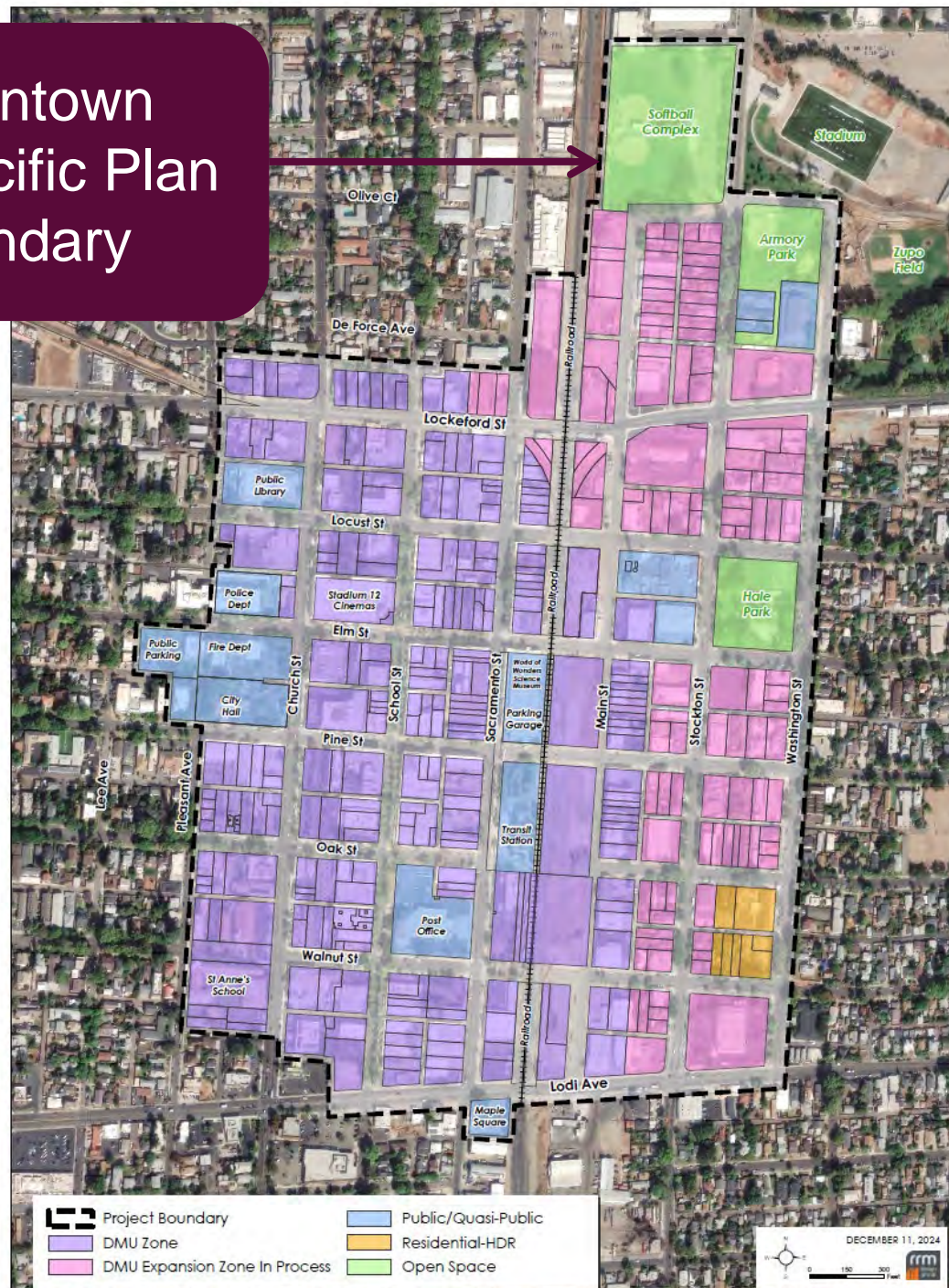




## Downtown Specific Plan Boundary

# EXISTING CONDITIONS

## Existing Zoning







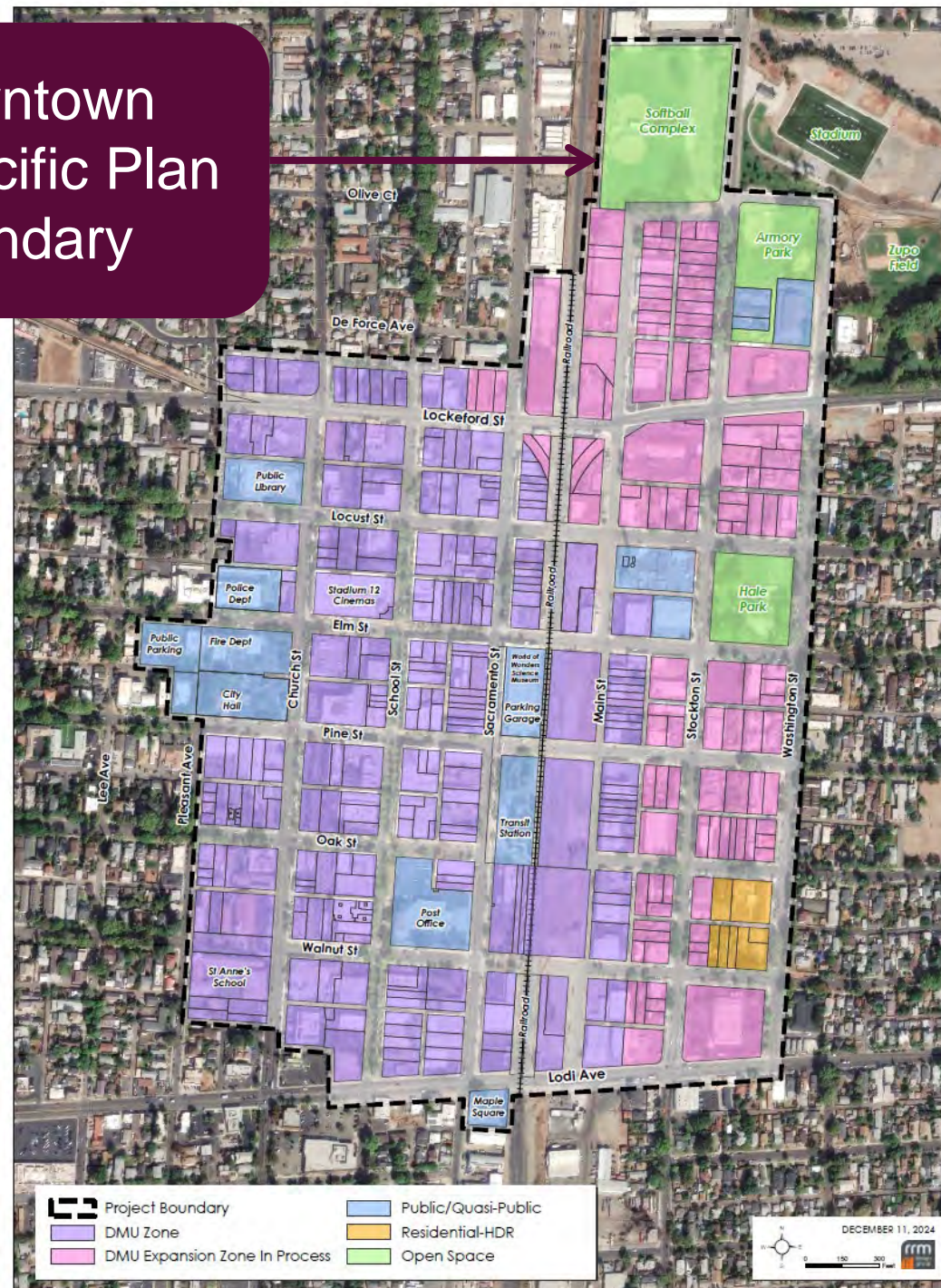
## Downtown Specific Plan Boundary

## EXISTING CONDITIONS

### Existing Zoning

### Downtown Mixed-Use District (DMU):

- Commercial (retail, entertainment, restaurant, office)
- Residential (mixed and standalone)
- Building heights
  - Min. 20 ft.
  - Max. 6 stories/ 75 ft.
- No parking required



- Storefronts located at street level
- Shared parking arrangements are encouraged
- Service access from rear alleys or side streets
- Trash and loading not be visible from street





# MARKET DEMAND

## Economic Research

### Summary 20 Year Forecast Citywide and Downtown Lodi

Land Use Type	City of Lodi		Downtown Lodi		Comment on Downtown Market
	Low	High	Low	High	
Hotel Demand (Units)	700	1,000	120	200	Should encourage boutique hotels downtown
Multi- Family Housing (Units)	1,400	2,000	200	400	Does not include below market housing
Retail & Restaurant Space (Sq Ft)	1,000,000	1,200,000	80,000	120,000	Food, beverage and specialty shops
Office/Lab Space (Sq Ft)	100,000	200,000	25,000	40,000	Upper floor of mixed use buildings

Source: Land Econ Group



# WINE TOURISM

Key components of **successful wine tourism** in other downtowns:

- High-quality **wine country hotel**
- **Quality restaurants** to complement the wine
- Inclusion of a **central public space or plaza**
- Maintaining a **small-town scale**
- The **preservation and adaptive reuse** of historic buildings

## Economic Research



Hotel Healdsburg

Mattei's  
Tavern  
Los Olivos



Sonoma Plaza





## NEXT STEPS

### ADDITIONAL COMMUNITY OUTREACH:

- Share the online **Community Questionnaire**
- **Project Website** - coming soon
- Future Specific Plan information and exhibits will be on display at **22 Main Street**
- **Join us February 4 & 5 for the Multi-Day Community Charrette**

# INTERACTIVE EXERCISE

Participate in our Live Poll on  
**sli.do.com**



## Option 1:

Join via web  
browser by going to  
**sli.do.com** and  
typing in the event  
passcode



Joining as a  
participant?

No account needed.

#445404

O  
R

## Option 2:

Join via your  
smart phone by  
opening your  
camera app and  
**scanning the**  
QR code







# THANK YOU!

Contact  
**[planningdivision@lodi.gov](mailto:planningdivision@lodi.gov)**  
to be added to the mailing list for  
project updates