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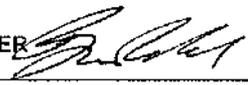


**REPORT TO THE CITY COUNCIL**

January 30, 2014

AGENDA ITEM NO. **2A**  
COUNCIL MEETING January 30, 2014  
APPROVED BY \_\_\_\_\_

DEPARTMENT DIRECTOR \_\_\_\_\_

CITY MANAGER 

**FROM:** BRUCE RUDD, City Manager

**BY:** ELLIOTT BALCH, Downtown Revitalization Manager  
Office of the Mayor and City Manager

SCOTT MOZIER, Director  
Public Works Department

**SUBJECT:** A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO, CALIFORNIA, AUTHORIZING THE SUBMISSION OF APPLICATIONS FOR GRANT FUNDING FOR THE PROPOSED FULTON MALL RECONSTRUCTION PROJECT FROM THE FRESNO COUNTY MEASURE "C" TRANSIT ORIENTED DEVELOPMENT (TOD) PROGRAM AND AUTHORIZING THE EXECUTION OF APPLICATION-RELATED DOCUMENTS BY THE CITY MANAGER OR DESIGNEE

**RECOMMENDATION**

Staff recommends that the City Council adopt the attached resolution (Exhibit A) authorizing the City to apply for \$1,800,000 from the Measure "C" Transit-Oriented Development (TOD) program to serve as local matching funds for the proposed Fulton Mall Reconstruction Project, subject to future Council consideration of whether to authorize the project and whether to approve a contract for and budget the funds, if awarded. The application has been reviewed and approved by the County of Fresno's Council of Government's Measure C Oversight Committee, Transportation Technical Committee and Policy Advisory Committee.

**EXECUTIVE SUMMARY**

The attached resolution (Exhibit A), which staff proposes for adoption today, authorizes the City to apply to the Measure "C" TOD program for \$1,800,000 for the proposed Fulton Mall Reconstruction Project. The Fresno Council of Governments (COG) Policy Board is scheduled to consider this award this evening, and the Fresno County Transportation Authority (FCTA) board is scheduled to consider it on February 12. To meet the December 30 filing deadline, City staff initially submitted an application last month (Exhibit B); three committees of the COG have already given this application their approval. COG staff is accepting the authorizing

Council resolution anytime in advance of this evening's COG board meeting, when the application will be considered for that board's approval.

The Measure "C" TOD fund accrues approximately \$700,000 per year. Following the recommendation of the COG's TOD committee, COG last month accepted applications for multiyear funding proposals that exceed the funds available in any one funding cycle. Such a proposal, if awarded, would receive at least half the funds available per funding cycle (or about \$350,000 per year), until the complete award amount has been made available. Therefore the City's \$1,800,000 application, if approved, could take up to about five annual cycles to fund. This time could ultimately be shorter, however, as described under "Fiscal Impact" below.

## **BACKGROUND**

The revitalization of Downtown Fresno is one of the most important factors in the long-term economic future of the city. For almost 40 years, community leaders have expressed a desire to bring revitalization to the Downtown area. More recently the City has turned from desire to action, fixing outdated land use regulations, planning and funding the basic infrastructure necessary for growth, and empowering property owners to manage and promote the Downtown. Even as these efforts are ongoing, much progress remains to be made in order to reestablish Downtown Fresno as a vibrant area with an increased residential population, greater office occupancy, and abundant retail and entertainment options.

### **About the Measure "C" Transit Oriented Development Program**

In November 2006 the voters of Fresno County passed a 20-year extension of Measure "C", the countywide half-cent sales tax for transportation. The original Measure "C" (1987-2007) focused primarily on constructing and expanding State Highways 41, 168 and 180, as well as providing flexible pass-through funding to the cities. Unlike the original initiative, the Measure "C" Extension included a number of funding categories dedicated to specific purposes such as public transportation, airports, pavement maintenance, curb ramps and sidewalks, support for infill development, bike lanes and trails.

Since that time the FCTA, COG, and other community stakeholders have worked to develop each of these programs, beginning first with the formula-based pass-through dollars for local programs, then the regional program, including the implementation of the closely related Regional Transportation Mitigation Impact Fee (RTMF) and the Public Transportation Infrastructure Study (PTIS).

The COG Policy Board approved guidelines for the Transit-Oriented Development Program in September 2011 which are based on the PTIS. The program guidelines specify that the TOD funds are allocated to fund efforts within Downtown Fresno, FAX's proposed BRT corridor (incorporating the Blackstone and Ventura corridors), and future Shaw Avenue BRT corridor. Downtown Fresno is identified in the guidelines as the highest priority area, followed by FAX's BRT corridor. Because the currently eligible areas are entirely within the city of Fresno, and

the program guidelines require a resolution of support for all applications from the local City Council, the Fresno City Council in effect has the exclusive position of deciding what projects may seek TOD funding. Exhibit C is the TOD program guidelines with suggested amendments allowing multiyear applications as described below, which the COG Policy Board will consider for adoption this evening.

Annual rounds of TOD funding began in 2012 with \$2.7 million then available. With Council approval, the City applied in March 2012 for \$700,000 to offer waivers of citywide development impact fees to qualifying downtown development projects, and \$2,000,000 to support engineering and environmental analysis of the Fulton Mall reconstruction project. Action by the COG and FCTA boards approved the \$700,000 for impact fee waivers as well as a reduced Fulton Mall request of \$474,810, focused on environmental work and preliminary alternatives analysis. Another part of the original Fulton Mall request, \$1.1 million for preconstruction engineering, was approved in late 2013, following announcement of the award of federal TIGER dollars for a majority of the proposed project's construction cost.

In the 2013 Measure "C" TOD funding cycle, the City received awards totaling \$1,308,930 for continuation of the downtown impact fee waiver program and three downtown capital projects related to specific housing and mixed-use developments.

The Council action recommended by staff today authorizes the City to apply for capital project funding under the Measure "C" TOD program to partially fund the Fulton Mall Reconstruction Project.

#### **Present Application: \$1,800,000 for Proposed Fulton Mall Reconstruction Project**

The authorization and submission of an application for \$1.8 million in Measure "C" TOD program funds for the proposed Fulton Mall Reconstruction Project will, if awarded by the Fresno COG and FCTA, give the City Council the option of considering this as a potential source of partial funding, should the Council decide to proceed with the project.

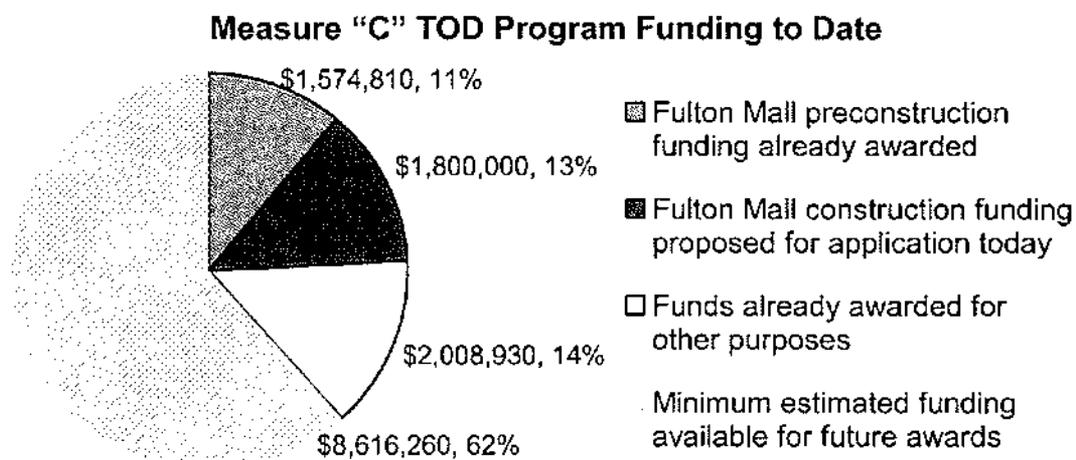
To date the Council has not considered whether to proceed with the proposed project. As described above, the Measure "C" TOD program has funded a total of \$1,574,810 toward design, engineering, and environmental costs, all of which have been necessary, along with other preconstruction work funded by state and federal sources, to bring the proposed project to a point of readiness for consideration of whether to proceed. Staff anticipates bringing a Final Environmental Impact Report for the proposed project to the Council in late February.

By that time, the Fresno COG and FCTA boards will have met to consider the City's application for funding, and approve an award. If Council adopts the EIR for the proposed project, the Council will then be in a position to consider receiving Measure "C" dollars, along with other dollars that have been awarded for the proposed project, such as the \$15.9 million award from the US Department of Transportation's TIGER program, announced in September 2013. A possible use of the Measure "C" funding proposed would be to function as a significant component of the required nonfederal match for the TIGER funding, along with state

and private dollars, should the Council decide to proceed with the project and accept TIGER funding. The City will not be able to access the TIGER award if the City cannot identify sufficient nonfederal matching funds to cover the approximately \$20 million cost of construction.

The authorization and submission of the application described herein does not commit the Council or the City to pursuing any construction project or receiving funds from Measure "C," TIGER, or any other funding source for construction purposes.

The Measure "C" TOD program application proposed for authorization today brings requests to this program for the proposed Fulton Mall Reconstruction Project to \$3,374,810. This includes \$1,574,810 for preconstruction work and \$1,800,000 in construction costs. This would mark the end of the City's needs from the program for the Fulton Mall. Overall, assuming the TOD program accrues at least \$14 million over the 20-year life of the Measure "C" extension, the Mall will have consumed at most 24%. Past, proposed, and future funding is summarized in the chart below.



In addition to the application at hand for the proposed Fulton Mall project, COG committees and staff have determined to reopen the present funding round to allow the City to submit other proposals for the second half of this year's available funding (assuming the Fulton Mall project is funded as proposed). City staff is in the process of considering other potential project funding proposals, and anticipates returning to the Council in February or March with a resolution approving such applications.

### **FISCAL IMPACT**

The proposed funding, if awarded by the Fresno COG and FCTA, and if accepted by the Council, would be available on a reimbursement basis for construction costs related to the proposed Fulton Mall Reconstruction Project.

As proposed for COG Policy Board approval tonight, and as reflected in the COG's most recent call for TOD program proposals, multiyear projects may be funded beyond the roughly \$700,000 available to the program annually. Under the terms proposed, such projects, if awarded, would be entitled to half the funding available per annual funding round, until the grant has been awarded in full. Multiyear commitments are intended to encourage more strategic funding decisions, consistent with other Measure "C" funding programs, as well as helping TOD grantee agencies (of which the City of Fresno currently is only eligible one) plan around future funding availability.

If \$700,000 comes to the TOD program per year, then a minimum of \$350,000 would be available annually for a multiyear project. At this rate it would take 5.14 funding cycles for an award of \$1.8 million to become available in full. The City would not be able to request reimbursement from Measure "C" until the dollars became available.

Construction of the proposed project, if approved to proceed, is expected to begin early in the 2015 calendar year, terminating in the first half of 2016. This means the bulk of the reimbursable construction expenses would occur in the 2015-16 fiscal year. Funding from 3 of the necessary 5.14 funding cycles (2014, 2015, and 2016), or \$1,050,000, would have already become available, leaving the remaining \$750,000 to be floated for a year or two until reimbursement is available. At 3%, this could expose the City to interest costs of roughly \$35,000, which would likely not be reimbursable from Measure "C."

However, the proposed guidelines also allow the City, as applicant, to request additional TOD funding each year for the multiyear project, in competition with other eligible projects, if any are submitted. This could mean substantially more funding becoming available sooner for reimbursement on the proposed project. Based on the recent history of applications, staff believes it is highly likely that this will occur. In fact, as long as the City continues to be the only eligible applicant for the program, it is the City's decision whether to allow other projects to compete for the available funding, and at what levels.

- Exhibit A: Resolution
- Exhibit B: Application submitted by staff for initial consideration, pending authorization
- Exhibit C: Fresno County Measure "C" TOD Program Policies and Guidelines

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RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO, CALIFORNIA, AUTHORIZING THE SUBMISSION OF AN APPLICATION FOR GRANT FUNDS FOR \$1,800,000 FOR THE FULTON MALL RECONSTRUCTION PROJECT UNDER THE FRESNO COUNTY MEASURE C TRANSIT ORIENTED DEVELOPMENT PROGRAM AND AUTHORIZING THE EXECUTION OF APPLICATION-RELATED DOCUMENTS BY THE CITY MANAGER OR DESIGNEE

WHEREAS, the Transit Oriented Development (TOD) Program was created in the 2006 Measure C Extension Plan;

WHEREAS, the goals of the Measure C Transit Oriented Infrastructure for in-fill are to support community-based transit projects that are developed through an inclusive planning process with broad private-public partnerships and outreach, improve the range of transportation choices by supporting transit facilities and improve the links between facilities and activity nodes; and support well-designed, high-density housing and mixed uses near transit;

WHEREAS, TOD guidelines call for the applicant's governing body to certify by resolution its authorization to apply for funding;

WHEREAS, the City Council has not yet considered or determined whether to proceed with the proposed project, and will not do so until presented with a Final Environmental Impact Report, consistent with the requirements of the California Environmental Quality Act; and

Date Adopted:

Date Approved:

Effective Date:

City Attorney Approval: BC

Resolution No.

WHEREAS, staff will return to the City Council for consideration of an agreement, with the Fresno County Transportation Authority to carry out the project, if selected for award, and the City is not obligated to utilize the funding proposed unless such an agreement is approved.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Fresno as follows:

1. Approves the filing of applications to fund the proposed Fulton Mall Reconstruction Project, consistent with constitutional and local law requirements and this resolution.
2. Certifies that the City has reviewed, understands and, to the extent consistent with all constitutional and local law requirements and this resolution, agrees to the provisions contained in the applications and program guidelines, manual and related documents.
3. Certifies that the City will have sufficient funds to operate and maintain the projects consistent with the grant requirements, or will secure the resources to do so.
4. Certifies that the City will comply with any laws and regulations including, but not limited to, the California Environmental Quality Act (CEQA), legal requirements for building codes, health and safety codes, disabled access laws, and, that prior to commencement of construction, all applicable permits will have been obtained.
5. Certifies that the City will work towards the Measure C TOD Priorities intended to support livable, viable and sustainable transit oriented healthy communities that promote walking, biking, and the use of public transit and reduce private vehicle dependence.

6. Appoints and authorizes the City Manager or his designee as the agent for the City of Fresno to execute and submit all application documents, materials and certifications and so on which may be necessary in pursuit hereof, subject to prior approval as to form by the City Attorney's Office.

\* \* \* \* \*

STATE OF CALIFORNIA )  
COUNTY OF FRESNO ) ss.  
CITY OF FRESNO )

I, YVONNE SPENCE, City Clerk of the City of Fresno, certify that the foregoing resolution was adopted by the Council of the City of Fresno, at a regular meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2013.

AYES :  
NOES :  
ABSENT :  
ABSTAIN :

Mayor Approval: \_\_\_\_\_, 2013  
Mayor Approval/No Return: \_\_\_\_\_, 2013  
Mayor Veto: \_\_\_\_\_, 2013  
Council Override Vote: \_\_\_\_\_, 2013

YVONNE SPENCE, CMC  
City Clerk

BY: \_\_\_\_\_  
Deputy

APPROVED AS TO FORM:  
CITY ATTORNEY'S OFFICE

BY: \_\_\_\_\_  
Brandon M. Collet, Deputy [Date]

## Capital Improvement Project Application

Project Title: **Fulton Mall Reconstruction Project Match**

Sponsoring Jurisdiction: **City of Fresno**

### Application Checklist:

- Twelve hard copies and 1 CD of the complete application
- Completed application form
- PENDING** Board/Council resolution authorizing project application (due prior to Fresno COG Policy Board meeting on January 30, 2014)
- Vicinity maps showing project locations, entitled land developments related to the project, and local/regional streets, bicycle, transit and highway facilities within and near the project area
- Documentation of support for the project from community groups or individuals (highly encouraged)
- Aerial photo and/or other photographs depicting existing conditions in the project area

### Person Authorized to Submit Application:

I certify that I have reviewed the TOD Capital Improvement Projects Program Guidelines and the information submitted in this application is accurate and in accordance with the guidelines.

Name: Bruce Rudd

Title: City Manager

  
Signature:

Date: December 23, 2013

## **Project Summary**

1. Project Title

**Fulton Mall Reconstruction Project Match**

2. Project description: briefly describe the project goal, scope, and elements to be funded by the Measure C TOD program.

**This grant will provide part of the required nonfederal construction funds for the Fulton Mall Reconstruction Project.**

3. Total project cost

**\$19,974,620 (estimated)**

4. Total TOD fund request

**\$1,800,000**

5. Sponsoring jurisdiction

**City of Fresno**

6. Primary contact person

**Elliott Balch**

7. Title

**Downtown Revitalization Manager**

8. Address

**2600 Fresno Street  
Fresno, CA 93721**

9. Phone

**(559) 621-8366**

10. E-mail

**[Elliott.Balch@fresno.gov](mailto:Elliott.Balch@fresno.gov)**

11. Other project partners

**U.S. Department of Transportation, State of California, Downtown Fresno Partnership**

## Capital Improvement Project Description

**1. Introduction.** *Please provide a description of project objectives, setting, and relationship of the proposed project to existing and planned infrastructures in the project area.*

The applicant project area is the Fulton Mall, which includes six blocks of Fulton Street, from Tuolumne Street in the north to Inyo Street in the south, and the cross streets of Merced, Mariposa, and Kern, generally between H Street in the west and Van Ness Avenue in the east.

The Fulton Mall is the heart of Downtown Fresno, and it has the greatest potential of any part of Fresno to serve as a hub of transit-oriented development (see next section). Today, that potential is being undermined by the Mall's economic challenges. Compared with the rest of downtown, vacancy rates along the Mall are double for historic buildings, and triple for office space, and office lease rates are lower by more than double compared to the citywide average. Taxable retail sales are \$79 per square foot, compared to \$203 on the nearby Kings Canyon corridor.

After years of neglect, the City, private sector, and nonprofit partners are doing many things today to address this challenge. A property owner-funded business improvement district is spending almost \$1.5 million per year to host new events, do more marketing, and provide better hospitality to Mall visitors. The City is putting in place better land use and design standards and, in collaboration with other agency partners, delivering a host of downtown infrastructure upgrades.

Some of this infrastructure work relates to the High-Speed Rail (HSR) and Bus Rapid Transit (BRT) projects. The development of the HSR and BRT stations, both within two blocks of the Fulton Mall, includes funding for improvements to the street grid. For example, the HSR station includes several new grade-separated rail crossings, conversion of one-way streets to two-way, and restoration of the H Street intersections at Fresno and Tuolumne Streets (which do not today exist). At the BRT station site at the corner of Van Ness and Mariposa, USDOT has funded the construction of an at-grade pedestrian crossing of Van Ness, which historically played a major role in the connection of Courthouse Park to the Fulton Corridor to the west.

As part of its downtown infrastructure commitment, the City is working on plans for reconstructing the Fulton Mall as a "complete street." The plans include narrow lanes of two-way vehicle traffic alongside wide sidewalks, fountains, existing trees, and all the existing artwork that people love in the historic 1964 landscape.

The City of Fresno is proposing two build options for the Fulton Mall Reconstruction Project, using "complete streets" design concepts. Option 1 consists of reopening the Fulton Mall with one lane of vehicular traffic in each direction alongside bicycle, pedestrian, and potentially other travel modes. On-street vehicle parking spaces would be reintroduced along the length of the Fulton Mall (including cross streets), mid-block pedestrian crossings would be provided, and construction of streetscape improvements would optimize the streets for the new blend of travel modes. One 11-foot-wide vehicle travel lane would run in each direction, with a parallel parking lane of 8 feet

included on both sides of the streets. Sidewalks would include a typical 14-foot sidewalk on one side of the street and a 28-foot-wide promenade on the other. This promenade is intended to approximate the mall-like pedestrian experience of the original Eckbo Fulton Mall. Like the existing mall, the Option 1 promenade would feature artworks, water features, seating, and trees and would allow for walking and pedestrian-only seating, landscaping, and lighting. Pedestrians would be separated from vehicles. Option 2 consists of reconnecting the street grid similar to Option 1, but would include rebuilding distinctive elements of the Fulton Mall in five to six specific locations, known as “vignettes.” The vignettes are intended to preserve existing shade trees and features of the historic Eckbo design, and would include many of the existing elements (sculptures, fountains, pavement pattern, trees, and so on). To accomplish this, the street would have gentle curves that would allow for greater preservation of historic features including fountains, art and existing shade trees.

In September 2013 USDOT announced the award of nearly \$16 million in TIGER funding for project construction. The City is proceeding with design work now to make Option 1 ready for bidding in time to meet TIGER deadlines. This in essence will mean that after completion of the CEQA process, if the City Council votes to proceed with the project, and the project is funded by TIGER (with Measure C TOD funds to be used as a match as proposed), it will be in the form of Option 1. For more information about this design, visit the project webpage at [www.fresno.gov/fultonmall](http://www.fresno.gov/fultonmall). Briefly, the benefits of Option 1 include:

- Net gain of 14 trees, including 22 mature trees such as Chinese elms
- Keeping 74% of features, including all sculptures, all mosaic benches, and most fountains
- Creating 190 new storefront parking spaces
- Providing a parked-car buffer between vehicle lanes and pedestrian areas
- Maintaining narrow traffic lanes that slow traffic and encourage biking
- Allowing parking areas to serve as event booth space, doubling potential vendor opportunities

The basic ability of the street to function for many different uses is the bedrock upon which to build the economy of the surrounding area. About 200 U.S. cities installed pedestrian malls starting in the 1960s; almost all failed, and at least 170 were removed. The few successful malls today are found near universities and world-famous beaches, where heavy foot traffic is unavoidable. In most other communities, a traditional Main Street, or “complete street,” effectively provides access, visibility, and a balance of commerce, culture, and community. Among cities that have reopened their pedestrian malls to vehicle traffic, 90% report economic improvements afterward. There are no known cases where a community that has reopened a pedestrian mall is considering closing it again.

Private investors are responding to the attention on this and other projects with work on new development projects in the Fulton Corridor. The attached map (Exhibit B) depicts some of the existing infrastructure and planned private and public investments in the vicinity of the Mall, which Section 3 below describes in greater detail.

**2. Nexus to Transit Oriented Development.** *Describe the nexus of the proposed project to transit oriented development. Through an existing policy or an adopted plan, explain how the project will boost transit ridership, encourage biking & walking and support a livable and viable transit oriented community.*

Mixed-use, transit-oriented development along the Fulton Mall offers exceptional benefits for pedestrians, bicyclists, and transit users. The Mall is surrounded by planned and existing citywide and interregional transit facilities, and the existing built density is greater along Fulton Mall than in the rest of the downtown. For these and other reasons, the City's draft Fulton Corridor Specific Plan (FCSP), developed with input from over 1,000 residents and Downtown stakeholders, identifies the Fulton Mall as the top priority for generating TOD and mixed-use investments in Fresno.

The Mall and its buildings have strong connections to transit facilities. The Mall is situated immediately between the future High Speed Rail (HSR) station, which will include a multi-modal transit center, and a planned Bus Rapid Transit (BRT) station. The Mall is a block away from a major existing FAX transit station, and is two blocks east of a planned linear park for biking, walking, and outdoor recreation. A more vibrant Fulton Mall will be within easy walking distance of all of these services and amenities. The more successfully the area is developed, the more public transit users will find this destination easily walkable, encouraging the use of transit to continue and increase.

Even apart from major public transit investments, the density of the Mall makes it walkable for those arriving at the area by any mode of travel. Along the Fulton Mall there are 2.93 square feet of building per square foot of private land; in the rest of the Fulton Corridor Specific Plan Area, the ratio is only 0.62; and in the larger downtown area, the density is even lower. In addition to vertical building density, the density of storefronts at ground level is higher along both sides of Fulton than along any other street in Fresno. Indeed, it is the ground-floor retail spaces that are responsible for much of what daytime visits to the Mall occur today. The density of total building floor area, and ground-floor retail space in particular, give the Fulton Mall the best opportunity within the downtown to create the critical mass of sidewalk pedestrian activity needed for revitalization.

To illustrate the transit-oriented features of development in this area, consider a sample project along the Fulton Mall. In 2007, building permits were issued for the conversion of the upper floors of the JC Penney Building (at Tulare and Fulton) to residential units with ground-floor commercial use. The building was recently purchased by a new owner who has indicated his interest in continuing the project as planned and permitted in 2007. The plans call for 66 residential units, implying a density of 115 units per acre. When the project is completed, these units would be located two blocks away from the proposed BRT stop at Van Ness and Mariposa, two blocks from the existing central FAX bus stop at Courthouse Park, and three blocks from the proposed High-Speed Train Station at H and Mariposa.

This is just one of several residential/mixed-use projects that are either already completed, under construction, and/or under way along this key corridor (see the listing of current projects below). Most of the 32,000 jobs found in downtown today lie within a half-mile radius of these residences, and within a quarter mile are lifestyle amenities such

as 15 or more existing restaurants, a world-class minor league baseball stadium, a casino, and an urban park.

Some might argue that if wide sidewalks are more “pedestrian-friendly” than narrow ones, that a completely vehicle-free pedestrian mall must be the *most* “pedestrian-friendly.” But for a business on the street — whose existence creates the reason to visit in the first place — visibility and accessibility by all travel modes is important for success. This is as true in pedestrian- and transit-friendly downtown Seattle, where 43% of midweek commute trips are by automobile, as it is in Fresno County, where the draft Sustainable Communities Strategy calls for 1.8% of all trips to be by transit in 2035, even after the City of Fresno adopts Alternative A for its updated General Plan, and even after the City builds five new BRT lines. If businesses along a mall or street cannot be successful, this too harms that mall’s pedestrian-friendliness; the proof is in fewer pedestrians choosing to visit.

**3. Land Use Characteristics of the Project Area.** *Please provide demographic and business profile of the project area. Identify existing and planned residential density, employment intensity and industrial mixes if any in the project area. Please also identify, if applicable, any affordable housing that the project supports.*

As a part of creating the FCSP, the City of Fresno completed a comprehensive market analysis on the existing employment and housing market in the Fulton Corridor, as well as the projected demand for housing and office/retail in the area. The complete analysis is attached as Exhibit E, and a summary of the data is below. As the summary indicates, there are almost 32,000 existing jobs already situated in the Fulton Corridor. The housing market demand is estimated to be up to 7,000 units over the next 20 years. There is the potential for 1.2 million to 1.8 million sf of new office space, and a demand for another 1.3 million to 1.6 million sf of new regional retail/entertainment in the Fulton Corridor.

Existing employment .....	31,597 jobs
Housing market demand, 2010–2030 .....	4–7,000 units
New office space market potential, 2010–2035 .....	1.2–1.8 million s.f.
New regional retail/entertainment market potential, 2010–2035 .....	1.3–1.6 million s.f.

In addition to the complete market analysis provided in the attachment, the following table identifies recently completed and proposed housing projects and their proximity to the Fulton Mall. As the table indicates, within an average of 2 blocks from the Fulton Mall, the City is already seeing almost 650 units completed, planned or under way with an average density of 59.7 units per acre. Again, this is evidence of the ideal environment for TOD and mixed-use development along and around the Fulton Mall.

**Selected recent and proposed housing projects have had the following densities:**

Hotel Fresno* .....	79 units....	0.52 acres...	152.9 units/acre...	0.5 blocks from F. Mall
Pacific SW Bldg. (max. units) ..60 .....	0.40 .....	150.0 .....	0	
Droge Building* .....	45 .....	0.38 .....	118.4 .....	1

Helm Building (max. units) .....	54	0.52	103.8	0
JC Penney Building.....	66	0.57	115.8	0
Vagabond + H St Lofts .....	64	0.72	88.5	5
Pearl Building (ex. + new).....	14	0.17	82.4	4.5
Mayflower Lofts* .....	18	0.23	78.3	1.5
Fulton Village* .....	45	1.19	37.8	3.5
Iron Bird Lofts* .....	80	2.32	34.5	5
Broadway Lofts.....	23	0.69	33.3	3
Met Block*.....	69	2.15	32.1	1
1612 Fulton Street.....	30	0.97	30.9	2.5
<b>Total of the above .....</b>	<b>647 units..</b>	<b>10.83 acres....</b>	<b>59.7 units/acre ...</b>	<b>1.96 blks weighted avg</b>

*Those projects marked with an \* contain a portion of units that are affordable to income-restricted residents.*

**4. Transportation Characteristics of the Project Area.** *Please identify the distance of the proposed project to the nearest BRT station. Describe the transit, bike and walk environment in the project area, and explain, if applicable, how the proposed project will contribute to providing multi-modal transportation choice to people who live or work in the area.*

As is apparent in Exhibit B, the Fulton Mall lies at the heart of multi-modal transportation options in Fresno County. Because of the building density and urban environment, transportation is thoroughly mixed among pedestrians, bicycles, transit, and automobiles. With its focus on Downtown and the Fulton Mall, the City of Fresno is aggressively working to enhance the transit, bike and walk environment in the project area.

A BRT station is planned to be located at the corner of Van Ness Avenue and Mariposa Mall. This is also the current site of the central FAX bus depot. From points along Fulton Mall and its cross malls, this location ranges from a distance of 0 to 1,800 feet to the planned BRT station. The High Speed Rail station will be sited two blocks west of the Mall and will ultimately include a regional multi-modal center. Upgrades are already planned for improved pedestrian access to the BRT stop from the Fulton Mall. Finally, the FCSP calls for a linear park and trail system along the west of the Fulton Mall stretching through Downtown for bicycles and pedestrians, as well as outdoor recreation.

The Fulton Mall itself, as proposed to be reconstructed, will also be designed to be pedestrian- and bicycle-friendly. Wide sidewalks and the incorporation existing artwork, water features, and mature trees are part of both of the street alternatives under study. The design speed of the street will be 15 to 20 miles per hour, and parking will be parallel, making it a welcoming environment for bicycles to share vehicle lanes. Bicycle parking facilities will be provided approximately every 100 feet, ensuring a short walk from these locations to retail, office, and residential destinations. Existing, mature trees in good health will be retained, particularly on the sunny eastern side of the street, providing afternoon shade in summer months.

**5. Urban Design & Parking Policy.** *Describe the existing or planned design characteristics or policies in the project area. Explain, if applicable, how the project will contribute to creating a positive image of the surrounding areas. Describe, if any, existing or planned parking policies that are transit friendly.*

The six blocks of Fulton Mall are the linchpin to the revitalization of Downtown Fresno. This area contains the greatest and most concentrated collection of historic buildings anywhere in the San Joaquin Valley — both a cause and a result of Fulton’s historic role as the “Main Street” of Fresno and the surrounding region. The Fulton Mall is lined by a far greater existing built density than is found elsewhere in the downtown. For these reasons the physical and economic conditions on Fulton Mall hold a great sway — either positive or negative — over the future development of the entire downtown. The alarmingly high vacancy rate of Fulton Mall’s historic buildings, even in comparison with similar historic buildings elsewhere downtown, represents an unparalleled opportunity to recreate a vibrant urban center through the adaptive reuse of existing space for residences, nightlife, and other uses, and new construction on underutilized parcels.

This is why the Fulton Corridor Specific Plan, available now in public draft form at [www.fresnodowntownplans.com](http://www.fresnodowntownplans.com), identifies investment in Fulton Mall as the top City priority for transit-oriented and mixed-use development envisioned in the City’s revitalization plans.

The Specific Plan is accompanied by the draft Downtown Development Code, a new type of zoning code that regulates development based more on physical form than on the uses contained inside. A principal goal of this Code is to ensure that new development fits with older urban patterns and encourages walking. A key Code provision in the downtown core prohibits parking from being placed between buildings and sidewalks. The draft Code also removes on-site parking requirements for many kinds of downtown development. Together these measures help encourage shared parking, which creates compactness, and pushes doors and windows to the front of properties, which strengthens buildings’ relationship to the sidewalk. These measures ensure pedestrian-friendly development that allows those arriving by both public transit and private automobile to reach several destinations on foot without moving their car or waiting for another bus. The City’s draft form-based Downtown Development Code is being referenced around the state and nation as one of the largest and most comprehensive efforts to transform city code to support TOD and revitalization.

In short, the City is doing everything possible from an urban design and policy standpoint to support the types of TOD investment so badly needed in the Fresno region.

The Fulton Mall Reconstruction Project is supportive of these goals. The visibility of buildings and storefronts to drivers will help make these properties more viable. In addition, the reintroduction of the street grid along the Fulton Mall will more logically connect the existing off-street parking facilities — City-owned garages and lots — with the business uses in the buildings that depend on having the parking nearby. Use of the garages is important for walkability because it allows people to park once and leave their vehicles for extended periods while visiting multiple destinations in the urban area. The Fulton Mall passes through the middle of most of the existing major downtown

parking facilities, providing opportunities at every corner to turn off Fulton, find parking, and then return on foot.

**6. Green Building.** *Please describe, if applicable, any green building element in the project.*

For all downtown projects, the greatest lifecycle environmental benefit by far, compared to the prevailing mode of development in the region, results from a downtown project's central, walkable location and the emissions that are avoided by not requiring separate automobile trips for work, shopping, and entertainment from a distant suburban home.

In addition, many existing downtown buildings are underutilized, providing the opportunity to introduce new uses with only a fraction of the environmental impact of even the best new "green building." This is particularly true on Fulton Mall, where registered historic buildings have a vacancy rate of approximately 71%, the overall office vacancy rate is 46%, and the vacancy rate of major retail spaces is 35%.

Data from the City's application for federal funding for the Fulton Mall Reconstruction Project estimate the impact of reducing these vacancies levels to those found in the rest of downtown. Over a 30-year life cycle, the emission of greenhouse gases is reduced by the equivalent of 395,000 metric tons of CO<sub>2</sub>, and emission of NO<sub>x</sub> (responsible for our bad air quality) is reduced by 2,300 metric tons. The overall reduction in vehicle travel from revitalizing these few blocks of Fulton outweighs the likely increase in vehicle travel along the reopened street itself by a ratio of at least 1,000-to-1.

Furthermore, the restoration of the street grid will reduce the distance confused drivers must travel to pull around the block. On stretches of road surrounding the Mall today, it can take 10 blocks, or approximately 0.8 mile, to return to a given position. The proposed project reduces these around-the-block distances by an average of 34%. This leads to reduced emissions as well as less aggravation for drivers.

The street itself is being designed to incorporate a number of sustainable features. Lighting will be changed to LED, increasing visibility and the feeling of safety while simultaneously minimizing energy consumption. The rebuilding of water features and irrigation systems will eliminate leaks — some known, others likely unknown — in these systems today. Fountain drainage will be connected to the sanitary sewer instead of storm drains, per modern building codes, reducing impacts from untreated runoff. Maintenance of the landscape overall will become easier than today, reducing both energy needs and financial burdens.

**7. Quality of Project and Additional Information.** *Describe the level of community support for this project. Describe how the proposed project will address the issues in the community, how the project will help create a sense of place, and potential economic impact such as attracting private investment in the project area, etc. Please also identify any potential obstacles to the successful completion of the entire project.*

Fulton Mall is the historic site of Fresno's "Main Street" and the primary focus of the City of Fresno's downtown revitalization effort today. The City's current revitalization efforts are the most aggressive and comprehensive revitalization efforts in the last 45 years. The City has committed over \$3 million of its Federal planning dollars and over 2.5 years to ensure that this time its efforts will succeed. The City has engaged over a thousand people in the process of developing the FCSP. The Fulton Mall emerged as the clear priority for TOD and mixed-use investment through the FCSP planning process. However, the current state of the Mall is a barrier to achieving the Corridor's TOD potential. The area affected has been closed to vehicle traffic since 1964 and is today in a state of physical and economic decay.

Current investors in buildings on Fulton Mall consistently point to the need to address the conditions on the Mall. The attached letters from current Fulton Mall investors (Exhibit C) indicate that they are willing to invest in TOD projects in their buildings if the public will assume its responsibility for addressing the Mall. Property owners in the area, through the Downtown Fresno Partnership, have pledged \$250,000 to the cost of constructing the project.

A range of possible designs are being considered through the federal and state-mandated environmental review processes. Alternatives are being considered for their ability to meet project objectives, such as (1) Reconstruct Fulton Mall; (2) Improve parking and vehicle access to businesses on Fulton Street; (3) Maximize sustainable development and economic productivity in conjunction with other downtown redevelopment projects while complying with the requirement to receive federal transportation grant funds to minimize harm to the historic site resulting from the project; (4) Lower crime within Fulton Mall area; and (5) Improve safety for people walking between parking area and business located on the Fulton Mall and for people who live in, work in, and visit the project area. The environmental review process is ongoing, with City Council adoption of the CEQA analysis anticipated for March 2014. Information about both the environmental and design processes is available at [www.fresno.gov/fultonmall](http://www.fresno.gov/fultonmall).

In addition to support from Mayor Swearingin, community leaders and area property owners and residents, the Fulton Mall Reconstruction has support from the federal and state governments. Supporters (see letters at <http://tinyurl.com/FultonMall2013TIGERletters>) include Senator Dianne Feinstein, U.S. Representative Jim Costa, the California High-Speed Rail Authority, the Governor's Office of Planning and Research, the California Secretary of Food and Agriculture Karen Ross, the CSU Fresno Office of Community and Economic Development, American Farmland Trust, Fresno County Farm Bureau, Greater Fresno Area Chamber of Commerce, Economic Development Corporation Serving Fresno County, Fresno Housing Authority, Creative Fresno, and Lowell Neighborhood Association, along with multiple downtown property and business owners.

In July 2012 the U.S. Department of Transportation awarded Fresno \$1 million for the preconstruction engineering phase of part of the Fulton Mall project area, and in September 2013 USDOT announced the award of nearly \$16 million in TIGER funding for project construction.

**8. Project Schedule and Scope of Work.** *Please outline the scope of work for this project. Please briefly describe deliverables and anticipated completion dates for each deliverables. Please also provide estimates of project expenses funded by the TOD program, and project revenue for the entire project.*

The expenses proposed to be funded in this application are primarily for construction of the Fulton Mall project, to be used as a match with federal funding which comprises roughly 80% of the overall construction budget. Construction is expected to begin in early 2015, and take 12-14 months, concluding in 2016. Of the total construction budget of \$19,974,620, Measure C TOD funding would provide up to \$1,800,000, or 9%, with the other 91% coming from USDOT and other sources.

***Project expenses (TOD fund)***

<i>Item</i>	<i>Amount</i>
<i>Engineering</i>	0
<i>Environmental Documentation</i>	0
<i>Right of Way</i>	0
<i>Construction</i>	\$1,800,000

***Project Revenue (all sources)***

<i>Source</i>	<i>Year</i>				
	<i>Year 1 (\$)</i>	<i>Year 2 (\$)</i>	<i>Year 3 (\$)</i>	<i>Year 4 (\$)</i>	<i>Year 5 (\$)</i>
<i>TOD</i>	350,000	350,000	400,000	350,000	350,000
<i>Local</i>					
<i>State</i>			2,000,000		
<i>Federal</i>			15,924,620		
<i>Private</i>		125,000	125,000		
<i>Total</i>	350,000	475,000	18,449,620	350,000	350,000

To avoid floating costs well past the completion of construction, to Years 4 and 5, the City anticipates seeking additional TOD funding allocations in Years 1, 2, and 3.

**Exhibit A**  
**City Council Resolution**

— CITY COUNCIL ACTION PENDING —

## **Exhibit B Project Vicinity Map**

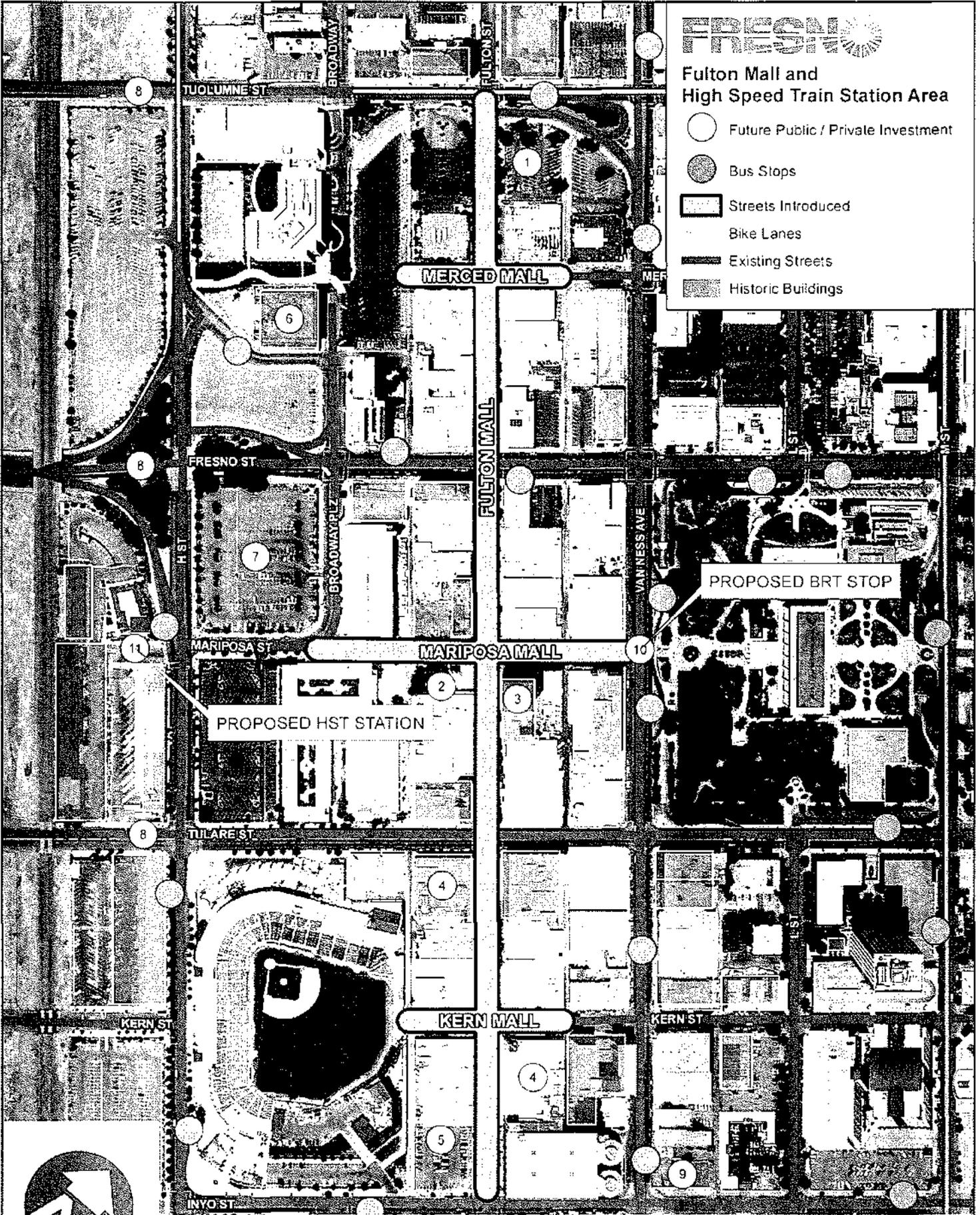
The map on the following page shows the streets affected by the project and their connection to the existing downtown Fresno road network. The map also indicates public and private investments expected to come to the Project Area.

1. Move of CVS drug store to corner and opportunity for mixed-use development on existing parking lots. Private project; City of Fresno and Housing Authority also control land in site.
2. Mariposa Plaza: gathering and performance area on Fulton Mall. Awarded National Endowment for the Arts funding for activation planning and commissioning new artwork.
3. Pacific Southwest Building. Historic landmark recently purchased by Southern California developer; some floors being converted to rental lofts, others to restaurant or event space.
4. Historic JC Penney Building now under new ownership by private developer. Approved plans create 66 residential units.
5. City negotiating sale of former Redevelopment Agency-owned land and buildings to developers to create mixed-use project overlooking ballpark outfield.
6. Vacant, historic Hotel Fresno. Private development plans create 79 mixed-income housing units.
7. Planned site for multimodal facility to connect HST station and Fulton with local transit.
8. High-Speed Rail Authority rebuilding street crossings of rail right-of-way.
9. Droge Building site: Housing Authority developing 45 workforce housing units.
10. Proposed downtown stop at center of new, 13.8-mile Bus Rapid Transit system.
11. Proposed High-Speed Rail station. The first station on the first high-speed rail segment built in the U.S.

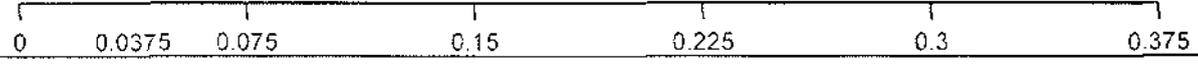


### Fulton Mall and High Speed Train Station Area

- Future Public / Private Investment
- Bus Stops
- Streets Introduced
- Bike Lanes
- Existing Streets
- Historic Buildings



Miles



**Exhibit C**  
**Letters of Support**

1. Letters of support for project construction funding submitted for this application.
2. Letters of support for project construction funding submitted for the federal TIGER application.



Baltara Enterprises LP  
2025 N. Gateway, Suite 101 • Fresno, CA 93727  
Phone (559) 288-3925 • Fax (559) 226-3925 • wadyck@yahoo.com

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December 9, 2013

Kristine Cai  
Fresno Council of Governments  
2035 Tulare Street, Suite 201  
Fresno, CA 93721

Re: Measure C TOD Funding  
Fulton Mall Project Construction Match

Dear Ms. Cai:

I support the Measure C TOD program to the City of Fresno to provide matching construction funds for the Fulton Mall Reconstruction Project.

As a property owner with a personal and financial stake in the future of Downtown Fresno, I strongly support moving forward with the Mall Project. The Fulton Mall is surrounded by the grandest, oldest, densest, and most transit-connected collection of buildings anywhere in the San Joaquin Valley. If we expect this important part of our downtown to succeed, the buildings and businesses along Fulton will need to be made accessible and visible, as this project will do.

With the award of federal TIGER funds for a majority of the cost, our community has a golden opportunity to get this project done with a small fraction of the local resources that would otherwise be needed. The City's request leverages Measure C dollars with outside funds at the rate of 11-to-1, just as the voters were promised would happen when they approved Measure C.

I understand that tight timelines to encumber the TIGER funding mean that agreements for matching fund commitments such as this must be put in place soon. We must make sure the historic opportunity for our community to accomplish this project is not threatened by delay or uncertainty in putting the crucial last piece of construction funding in place as the local match.

Therefore I urge the Fresno Council of Governments and Fresno County Transportation Authority to expeditiously approve the City of Fresno's request for matching construction funds for the Fulton Mall Reconstruction Project from the Measure C TOD program.

Sincerely,

A handwritten signature in black ink, appearing to read 'W. Dyck', written over a horizontal line.

William Dyck, President  
Baltara Enterprises LP

QUINLAN, KERSHAW & FANUCCHI, LLP

A LIMITED LIABILITY PARTNERSHIP

ATTORNEYS AT LAW

2125 MERCED STREET

FRESNO, CALIFORNIA 93721

SINCE 1957

EDWARD L. FANUCCHI

RENE F. ZUZARREGUI

EDWARD D. FANUCCHI

DAVID M. MOECK

MICHAEL P. MAHONEY

WILLIAM A. QUINLAN

1922-1999

MICHAEL KERSHAW

1922-1999



(559) 268-8771

WEBSITE: [www.qkfirm.com](http://www.qkfirm.com)

FAX: (559) 268-5701

E-MAIL: [admin@qkfirm.com](mailto:admin@qkfirm.com)

December 2, 2013

Ms. Kristine Cai  
Fresno Council of Governments  
2035 Tulare Street, Suite 201  
Fresno, California 93721

Re: Support for Measure C TOD Funding for Fulton Mall Project Construction Match

Dear Ms. Cai:

This letter is to support a multi-year allocation from the Measure C TOD program to the City of Fresno to provide matching construction funds for the Fulton Mall Reconstruction Project.

As the largest law firm in downtown Fresno and with a personal and financial stake in the future of Downtown Fresno, I strongly support moving forward with the Mall Project. The Fulton Mall must bring life to Downtown. If we expect this important part of our downtown to succeed, the buildings and businesses along Fulton will need to be made accessible and visible, as this project will do.

With the award of federal TIGER funds for a majority of the cost, our community has a singular opportunity to get this project done. The City's request leverages Measure C dollars with outside funds at the rate of 11-to-1.

I understand that time is short to secure the TIGER funding, so there must be no delay or uncertainty in putting the crucial last piece of construction funding in place, as the local match.

Therefore, I urge the Fresno County of Governments and Fresno County Transportation Authority to expeditiously approve the City of Fresno's request for matching construction funds for the Fulton Mall Reconstruction Project from the Measure C TOD program.

This law firm has been located in Downtown at "L" and Merced Streets since 1957.

Sincerely,

Edward L. Fanucchi, Esq.  
Partner and Owner

ELF:aj

632 Estrellita Way  
Los Angeles, CA 90049  
December 2, 2013

Kristine Cai  
Fresno Council of Governments  
2035 Tulare Street, Suite 201  
Fresno, CA 93721

Re: Support for Measure C TOD Funding for Fulton Mall Project Construction Match

Dear Ms. Cai:

This letter is to support a multi-year allocation from the Measure C TOD program to the City of Fresno to provide matching construction funds for the Fulton Mall Reconstruction Project.

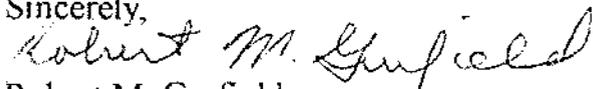
I have owned property at 1108-1130 Fulton Mall, 2013-2021 Mariposa Mall in Downtown Fresno for 30 years. Four years ago I restored the showpiece KRESS Building 1118 Fulton Mall and intend to make further investments in this property so that it can accommodate new businesses in its upper floors. I have followed with strong interest the efforts to revitalize the Fulton Mall and strongly support moving forward with the Mall Project. The Fulton Mall is surrounded by the grandest, oldest, densest, and most transit-connected collection of buildings anywhere in the San Joaquin Valley. If we expect this important part of our downtown to succeed, the buildings and businesses along Fulton will need to be made accessible and visible, as this project will do.

With the award of federal TIGER funds for a majority of the cost, our community has a golden opportunity to get this project done with a small fraction of the local resources that would otherwise be needed. The City's request leverages Measure C dollars with outside funds at the rate of 11-to-1, just as the voters were promised would happen when they approved Measure C.

I understand that tight timelines to encumber the TIGER funding mean that agreements for matching fund commitments such as this must be put in place soon. We must make sure the historic opportunity for our community to accomplish this project is not threatened by delay or uncertainty in putting the crucial last piece of construction funding in place as the local match.

Therefore I urge the Fresno Council of Governments and Fresno County Transportation Authority to expeditiously approve the City of Fresno's request for matching construction funds for the Fulton Mall Reconstruction Project from the Measure C TOD program.

Sincerely,

  
Robert M. Gurfield



**ALL, INC.** | 210 North Canon Drive  
Beverly Hills, California  
90210  
  
T (310) 300 0461  
F (310) 300 0462  
realsevak@aol.com

December 2, 2013

Kristine Cai  
Fresno Council of Governments  
2035 Tulare Street, Suite 201  
Fresno, CA 93721

Re: Support for Measure C TOD Funding for Fulton Mall Project Construction Match

Dear Ms. Cai:

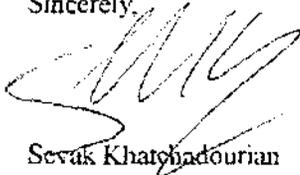
I am the proud owner of two historic landmarks on the Fulton Mall, the Pacific Southwest Building and the Helm Building. I am actively pursuing financing for mixed-use development in both of these buildings now.

Many factors will play into the success of these projects, and fortunately, many good things are happening today in Downtown Fresno to make the area more investment-ready. The Fulton Mall Reconstruction Project is one of them. The project will restore access and visibility to businesses and buildings along the Fulton Mall. This is important because without the right transportation infrastructure in place, it is very hard to imagine buildings like mine becoming economically viable.

The federal government, in awarding Fresno \$16 million from the TIGER program for project construction, has given our community the chance to realize the Mall Project with relatively few local dollars invested. Because of the tight timelines that come with TIGER funding, we must act quickly to make sure we can capitalize on the opportunity before us. This means dedicating a multi-year allocation of Measure C TOD funds to provide a sufficient nonfederal match.

I urge the Fresno Council of Governments and Fresno County Transportation Authority to expeditiously approve the City of Fresno's request for matching construction funds from the Measure C TOD program for the Fulton Mall Reconstruction Project.

Sincerely,



Sevak Khatchadourian



1033 Van Ness Avenue  
Fresno, CA 93721  
559.497.3000  
www.clubonecasino.com

December 2, 2013

Kristine Cai  
Fresno Council of Governments  
2035 Tulare Street, Suite 201  
Fresno, CA 93721

Re: Support for Measure C TOD Funding for Fulton Mall Project Construction Match

Dear Ms. Cai:

I am submitting this letter in support of a multi-year allocation from the Measure C TOD program to the City of Fresno for the Fulton Mall Reconstruction Project.

As a business owner with a significant investment in Downtown Fresno, I strongly support moving forward with the Mall Project. If downtown revitalization is to succeed, the buildings and businesses along the Fulton Mall will need to be more accessible and visible.

With the award of federal TIGER funds, our community has a wonderful opportunity to complete this project with a relatively small allocation of local resources. The City's request leverages Measure C dollars at the ratio of 11:1 consistent with Measure C expectations.

The tight timelines to secure the TIGER funding mean that agreements for matching fund commitments must be put in place soon. Please make sure that this opportunity for our community is not threatened by delays over the last piece of construction funding.

In closing, I urge the Fresno Council of Governments and Fresno County Transportation Authority to approve the City of Fresno's request for matching construction funds for the Fulton Mall Reconstruction Project from the Measure C TOD program.

Feel free to contact me anytime at (559) 497-3027 if you would like to discuss this further.

Sincerely,

A handwritten signature in black ink, appearing to read "Kyle R. Kirkland".

Kyle R. Kirkland  
Owner and President



November 26, 2013

Kristine Cai  
Fresno Council of Governments  
2035 Tulare Street, Suite 201  
Fresno, CA 93721

Re: Support for Measure C TOD Funding for Fulton Mall Project Construction Match

Dear Ms. Cai:

I'm writing in support of a multi-year allocation from the Measure C TOD program to the City of Fresno to provide matching construction funds for the Fulton Mall Reconstruction Project.

As a long time property & business owner in Downtown Fresno, I strongly support moving forward with the Mall Project. The Fulton Mall is surrounded by the grandest, oldest, densest, and most transit-connected collection of buildings anywhere in the San Joaquin Valley. If we expect this important part of our downtown to succeed, the buildings and businesses along Fulton will need to be made accessible and visible, as this project will do.

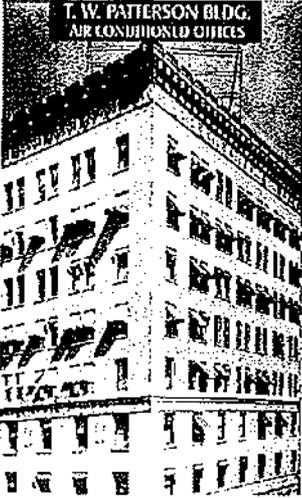
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I understand that tight timelines to encumber the TIGER funding mean that agreements for matching fund commitments such as this must be put in place soon. We must make sure the historic opportunity for our community to accomplish this project is not threatened by delay or uncertainty in putting the crucial last piece of construction funding in place as the local match.

Therefore I urge the Fresno Council of Governments and Fresno County Transportation Authority to expeditiously approve the City of Fresno's request for matching construction funds for the Fulton Mall Reconstruction Project from the Measure C TOD program.

Sincerely,

John Ostlund  
The Fulton Group  
K-Jewel, ESPN & KYNO Radio



November 26, 2013

Kristine Cai  
Fresno Council of Governments  
2035 Tulare Street, Suite 201  
Fresno, CA 93721

Re: Support for Measure C TOD Funding for Fulton Mall Project  
Construction Match

Dear Ms. Cai:

This letter is to support a multi-year allocation from the Measure C TOD program to the City of Fresno to provide matching construction funds for the Fulton Mall Reconstruction Project.

As a property owner & business owner with a personal and financial stake in the future of Downtown Fresno, I strongly support moving forward with the Mall Project. The Fulton Mall is surrounded by the grandest, oldest, densest, and most transit-connected collection of buildings anywhere in the San Joaquin Valley. If we expect this important part of our downtown to succeed, the buildings and businesses along Fulton will need to be made accessible and visible, as this project will do.

With the award of federal TIGER funds for a majority of the cost, our community has a golden opportunity to get this project done with a small fraction of the local resources that would otherwise be needed. The City's request leverages Measure C dollars with outside funds at the rate of 11-to-1, just as the voters were promised would happen when they approved Measure C.

I understand that tight timelines to encumber the TIGER funding mean that agreements for matching fund commitments such as this must be put in place soon. We must make sure the historic opportunity for our community to accomplish this project is not threatened by delay or uncertainty in putting the crucial last piece of construction funding in place as the local match.

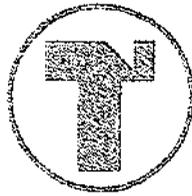
Therefore I urge the Fresno Council of Governments and Fresno County Transportation Authority to expeditiously approve the City of Fresno's request for matching construction funds for the Fulton Mall Reconstruction Project from the Measure C TOD program.

Sincerely,

Richard A. Roush

T. W.  
PATTERSON  
INVESTORS  
11  
2014 TULARE  
FRESNO  
CALIFORNIA  
93721  
TEL 559/490.2014  
559/490.2015





**Tutelian**

ENGINEERS

December 2, 2013

Kristine Cai  
Fresno Council of Governments  
2035 Tulare Street, Suite 201  
Fresno, California 93721

Re: Support for Measure C TOD Funding for Fulton Mall Project Construction Match

Dear Ms. Cai:

This letter is to support a multi-year allocation from the Measure C TOD program to the City of Fresno to provide matching construction funds for the Fulton Mall Reconstruction Project.

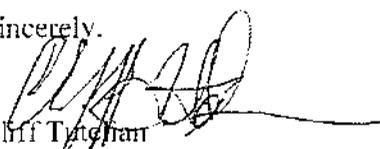
As a property owner, with excess of 100,000 square feet, and business owner with a personal and financial stake in the future of Downtown Fresno, I strongly support moving forward with the Mall Project. The Fulton Mall is surrounded by the grandest, oldest, densest, and most transit-connected collection of buildings anywhere in the San Joaquin Valley. This important part of our downtown must succeed and the buildings and businesses along Fulton need to be made accessible and visible, as this project will do.

With the award of federal TIGER funds for a majority of the cost, our community has a responsibility to get this project done with a small fraction of the local resources that are now otherwise unavailable. The City's request leverages Measure C dollars with outside funds at the rate of 11-to-1, just as the voters were promised would happen when they approved Measure C.

I understand that tight timelines to encumber the TIGER funding mean that agreements for matching fund commitments such as this must be put in place soon. We must make sure the historic opportunity for our community to accomplish this project is not threatened by delay or uncertainty in putting the crucial last piece of construction funding in place as the local match.

Therefore I urge the Fresno Council of Governments and Fresno County Transportation Authority to expeditiously approve the City of Fresno's request for matching construction funds for the Fulton Mall Reconstruction Project from the Measure C TOD program.

Sincerely,

  
Cliff Tutelman

TIGER 2013 Application for the  
**Fulton Mall Reconstruction Project**

*Letters of Support from*  
**Project Funding and  
Implementation Partners**





**MAYOR ASHLEY SWEARENGIN**

June 3, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

The Fulton Mall Reconstruction Project in Downtown Fresno is my Administration's top infrastructure priority for our City. This letter is to pledge my Administration's full support of the proposed Department of Transportation TIGER grant to fund this important investment.

The Fulton Mall Project is key to the future of Fresno and the surrounding region. The product of an intensive community planning process, this project will make the region's original "Main Street," Fulton, an attractive place for investment and vitality once again. At the same time, the project will substantially improve the function of the nation's first High-Speed Train station just two blocks away. Although this project is not the only way my Administration is working to revitalize Downtown Fresno, no other single project in the region has comparable potential to improve life in Fresno by creating a place where the entire community feels proud to gather and connect.

In Fresno's "strong mayor" form of government, I function as the City's chief executive. I commit to prioritizing funds available to the City in order to meet the matching requirements of the grant, pending the outcome of the environmental review and the TIGER funds being awarded. I also commit my Administration to ensuring the project is completed in a timely and successful manner.

I urge the Department of Transportation to fund this important project through the TIGER program.

Sincerely,

Ashley Swearengin  
Mayor

**DEPARTMENT OF TRANSPORTATION**  
OFFICE OF THE DIRECTOR  
P.O. BOX 942873, MS-49  
SACRAMENTO, CA 94273-0001  
PHONE (916) 654-5266  
FAX (916) 654-6608  
TTY 711  
www.dot.ca.gov



*Flex your power!  
Be energy efficient!*

May 21, 2013

The Honorable Raymond LaHood  
Secretary of Transportation  
U.S. Department of Transportation  
West Building, 1200 New Jersey Avenue, SE  
Ninth Floor  
Washington, D.C. 20590-9898

Dear Secretary LaHood:

I am writing to outline the support Caltrans continues to provide for the City of Fresno's Fulton Mall Reconstruction Project. Caltrans, as the Federal lead agency under the National Environmental Policy Act (NEPA), is committed to assisting the City so they can successfully meet the deadlines required by the TIGER 2013 Discretionary Grant funding.

Caltrans and Fresno are moving the NEPA process forward through coordination with project consultants, participation in field reviews, assistance with technical studies, cooperative preparation of the Environmental Documents, and negotiation with regulatory agencies such as the State Historic Preservation Officer and the Department of the Interior. Caltrans and City staff meet weekly to coordinate tasks and to strategize ways to advance the project.

The Draft Environmental Document is scheduled for circulation in late 2013, with a Final Environmental Document to be issued by the summer of 2014. The final design is anticipated to be complete and a construction contract ready to be awarded by September, 2014.

Caltrans is dedicated to supporting the City's achievement of the TIGER 2013 guidelines by working together on an accelerated schedule in order to meet both CEQA and NEPA milestones.

Please contact Sharri Bender Ehlert, District 6 Director, at (559) 488-4057 with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Malcolm Dougherty".

MALCOLM DOUGHERTY  
Director

c: Mayor Ashley Swearingin, City of Fresno

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May 10, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

This letter is to express our support for the City of Fresno's TIGER Grant application to fund construction work in the Fulton Corridor. Not only are we supportive of this effort, our organization has committed \$250,000 of matching funds to support this request. We are certain that this project will have an immediate and impressive impact on our Downtown's revitalization.

Our organization represents the property owners in Downtown Fresno, including those located on the Fulton Corridor. These individuals are personally invested in the belief that Downtown Fresno will soon be a vibrant economic hub for the City of Fresno. Downtown Fresno will become the downtown for the entire Central Valley if the development from this point forward is thoughtfully executed. A major component to this progress depends on the transition of the Fulton Mall into a corridor that can support traffic and is more readily accessible. Currently the vacancy rate on the Fulton Mall is over 30% compared to only 12% in the other sections of Downtown. Retailers, developers and business owners are avoiding the six-block pedestrian only space because they do not believe it to be a viable location in its current form.

Across the country, cities that have replaced their pedestrian malls have seen remarkable results in a short period of time. Investment returns, vacancy rates decrease, and businesses begin to thrive. This corridor will be an ideal location for unique development and business opportunities and we hear that from developers on a regular basis. The historic buildings located on the Fulton Corridor should be maintained and occupied to reveal the character that sets Downtown apart from the rest of Fresno. However this influx of business investment depends upon the flow of traffic. While we are not so naïve to believe that this is all that is required to create a vibrant downtown, we are certain that without this transformation, the potential is not likely to be reached. This central corridor has an impact on future retail viability, residential developments, increased revenue from property taxes, as well as the viability of the surrounding streets.

Investing TIGER funds in this project will achieve maximum benefits for our entire region. The work that would be completed with these grant funds would allow our community to put the Fulton Corridor Specific Plan into action and transition this vital corridor into a bustling Main Street. There is no place in the region more centrally located and more primed to become a Valley hub, other than Downtown Fresno. In its current condition, it is not serving the local or regional community as it should. As a full project partner, as well as supporter and partial funder, we look forward to assisting the City in working with the business community in the affected area before, during, and after construction to make the implementation of this project a success.

We urge your approval of the City of Fresno's TIGER Grant application for funding to complete the construction that will return the failed Fulton Mall into a vibrant Main Street within our central business district. Should you need any additional information, please contact our office.

Sincerely,

A handwritten signature in black ink, appearing to read "E. Kate Borders", followed by a long horizontal line extending to the right.

E. Kate Borders  
President/CEO



Fresno Council of Governments

2035 Tulare St., Ste. 201 tel: 559-233-4148  
Fresno, California 93721 fax: 559-233-9645

www.fresnocog.org

May 9, 2013

The Honorable Ray LaHood, Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

**RE: Support for the City of Fresno's TIGER 2013 Application**

Dear Secretary LaHood:

This letter is to support the City of Fresno's proposed Fulton Mall Reconstruction Project application submittal for the 2013 TIGER Discretionary grant. The planned project is near the proposed High-Speed Train (HST) station so not only does it affect transportation and mobility within Fresno County and the Fresno region; but it also affects interregional access by making the HST station more user-friendly.

In addition, this letter is to certify that the City of Fresno has worked diligently over the past year with the Fresno Council of Governments (COG) to add the affected streets to the Regional Transportation Plan (RTP) and the Federal Transportation Improvement Plan (FTIP). I am confident that based on the nature of the proposed project, the history of collaboration between the City of Fresno and Fresno COG, and the priority that the City has placed on this important project, we will be able to make any necessary amendments to the 2013 Federal Transportation Improvement Program (FTIP)/ Federal Statewide Transportation Improvement Program (FSTIP) Development Schedule in 2013 if needed.

In addition, Fresno COG administers the Fresno County Measure C's Transit-Oriented Development (TOD) program whereby the City of Fresno has already received an award of funds for the preconstruction environmental and engineering work for the Fulton Mall Reconstruction Project. Furthermore, the City of Fresno has declared their intentions to access additional Measure C TOD funds that will serve as matching funds for the TIGER award.

Fresno COG staff and I look forward to working further with the City of Fresno to bring the proposed project to fruition. We appreciate the Department of Transportation's careful consideration of this TIGER funding request.

Sincerely,

Tony Boren  
Executive Director

- City of Clovis
- City of Coalinga
- City of Corcoran
- City of Fresno
- City of Fresno
- City of Hanford
- City of Kingsburg
- City of Merced
- City of Orange Cove
- City of Parlier
- City of Reedley
- City of Shafter
- City of Wasco
- County of Fresno



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TIGER 2013 Application for the  
**Fulton Mall Reconstruction Project**

*Letters of Support from*  
**State and Federal Officials**



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## United States Senate

WASHINGTON, DC 20510-0504

<http://feinstein.senate.gov>

May 24, 2013

The Honorable Ray LaHood  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

**RE: Support for the City of Fresno's TIGER 2013 Application**

Dear Secretary LaHood:

It is with great pleasure that I write in support of the City of Fresno's application for TIGER IV funds to support improvements to downtown Fresno through the Fulton Mall Reconstruction Project.

Beginning in 2009, the Fresno residents and stakeholders throughout the region have engaged in a robust public planning process (Fulton Corridor Specific Plan and accompanying new Form-Based Code for development) that has shaped the vision and goals for the future of downtown Fresno. The City and its partners have focused on the importance of:

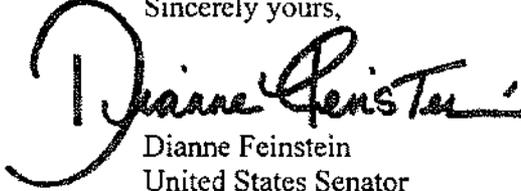
- Higher density pedestrian-oriented development projects
- Restoring downtown as a regional destination drawing to it the close to 1.7 million people from Fresno and surrounding counties
- Drawing on future opportunities with proximity to the downtown High-Speed Rail station and as the gateway to Yosemite, Sequoia, and Kings Canyon National Parks
- Ensuring the safety of visitors
- Preserving and expanding cultural assets and traditions
- Creating space for public transit, bicycles, and pedestrians
- Connecting and creating synergy with adjacent neighborhoods and institutions that are within walking and biking distance of Downtown.

In order to implement this vision, additional funding to help match local and state investment in and around downtown Fresno is critical. Public investment in the proper infrastructure is a necessary precursor to the investments in building improvements that existing downtown area property owners are eager and prepared to make. Decades of decline in the City's urban core (due in large part to urban sprawl) along with the overwhelmingly positive experiences of other cities that have successfully made capital improvements to support downtown revitalization, have demonstrated that private investments along Fulton simply will not maximize returns until the City makes key infrastructure improvements.

In seeking to maximize benefits to our nation and region, the U.S. Department of Transportation's TIGER funding will allow Fresno to unlock the potential of a revitalized downtown core. By investing in this project, the City of Fresno and its partners are promoting economic activity, particularly the creation of jobs and activity that benefit a region marked by historically high unemployment and the highest concentration of poverty of any city in the nation. The lack of a revitalized core of downtown Fresno deprives the region of a key quality of life asset that affects current residents as well as those who choose to locate elsewhere in search of a more vibrant urban core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability compete for talent with more vibrant city centers has broader implications for our nation's economic competitiveness and food security.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I strongly support the City of Fresno's TIGER application for the Fulton Mall Reconstruction Project.

Sincerely yours,

A handwritten signature in black ink that reads "Dianne Feinstein". The signature is written in a cursive style with a large, prominent initial "D".

Dianne Feinstein  
United States Senator

**JIM COSTA**

16th District, California  
WEB PAGE: [www.costa.house.gov](http://www.costa.house.gov)

COMMITTEE ON NATURAL RESOURCES  
Subcommittee on  
Energy and Mineral Resources  
Environment and  
Wildlands Policy



CONGRESS OF THE UNITED STATES  
HOUSE OF REPRESENTATIVES  
WASHINGTON, DC 20515

COMMITTEE ON AGRICULTURE  
Subcommittee on  
Livestock, Rural Development and Credit  
Research, Nutrition  
Subcommittee on  
Production, Forestry, Conservation, and  
Foreign Agriculture  
Subcommittee on  
Energy, Farm Conservation and Risk Management

May 28, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

This letter serves to express my strong support the City of Fresno's application for TIGER 2013 funds to support improvements in the heart of downtown Fresno.

Since 2009, Fresno residents and stakeholders throughout the region have engaged in a robust public planning process – the Fulton Corridor Specific Plan and accompanying new Form-Based Code for development – that has shaped the vision and goals established for the future of downtown Fresno. This planning will help Fresno achieve higher density and pedestrian-oriented downtown development projects. The plan will restore downtown as a regional destination, drawing to it the close to 1.7 million people from Fresno and surrounding counties, and draw on future opportunities with proximity to the downtown high-speed rail and Bus Rapid Transit stations. Revitalizing Fresno's urban core will ensure the safety of visitors; preserve and expand cultural assets and traditions; create space for public transit, bicycles, and pedestrians; and connect adjacent neighborhoods and institutions that are within walking and biking distance of downtown.

In order to implement this vision, additional funding is critical to help match local and state investment in and around the heart of downtown Fresno. Public investment in the proper infrastructure is a necessary precursor to the investments in building improvements that existing downtown area property owners are eager and prepared to make. Decades of decline in the city's urban core, along with the overwhelmingly positive experiences of other cities that have successfully made capital improvements to support downtown revitalization, have demonstrated that private investments along Fulton simply will not maximize returns until the City makes key infrastructure improvements.

In seeking to maximize benefits to our nation and region, the U.S. Department of Transportation could hardly do better with its funds than to unlock the potential of a revitalized downtown core.

The Honorable Ray LaHood

May 28, 2013

Page 2

By investing in this project, the City of Fresno and its partners are promoting economic activity, particularly the creation of jobs and activity that benefit a region marked by historically high unemployment and the highest concentration of poverty of any city in the nation. The lack of a revitalized core of downtown Fresno deprives the region of a key quality of life asset that affects current residents as well as those who choose to locate elsewhere in search of a more vibrant urban core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability compete for talent with more vibrant city centers has broader implications for our nation's economic competitiveness and food security.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I strongly support the City of Fresno's TIGER 2013 application.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Costa". The signature is stylized and somewhat cursive.

JIM COSTA

Member of Congress

CC: Mayor Anthony Foxx, Nominee for Secretary of Transportation



May 29, 2013

**BOARD MEMBERS**

**Dan Richard**  
CHAIRPERSON

**Lynn Schenk**  
VICE CHAIRPERSON

**Thomas Richards**  
VICE CHAIRPERSON

**Jim Hartnett**

**Katherine Perez-Estolano**

**Michael Rossi**  
**Thomas J. Umberg**

**Jeff Morales**  
CHIEF EXECUTIVE OFFICER

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

**RE: Support for the City of Fresno's TIGER 2013 Application**

Dear Secretary LaHood:

This letter is to express my support for the City of Fresno's application for a U.S. Department of Transportation TIGER grant to fund critical improvements in downtown Fresno.

As you know from your visit to Fresno and subsequent conversations, the Fulton Mall project is essential to the future prosperity of the City and the surrounding region. The product of an intensive community planning process, the project will substantially improve the function of the nation's first high-speed rail station. At the same time, the project will make the region's historic "Main Street" an attractive place for investment and vitality once again. No other single project in the region has comparable potential to restore Fresno's downtown as a place where all residents can feel proud to gather and connect.

This project has a direct, meaningful connection to California's high-speed rail program as well as Fresno's forward-thinking bus rapid transit (BRT) project. Moreover, it will leverage significant federal and state funds to maximize return on taxpayer investment. In 2021, downtown Fresno's high-speed rail station is scheduled to open just one block west of the Fulton mall. One block to the east, the central station for the City's 13.8-mile BRT system, in which the federal government has committed \$38 million, will connect the downtown core to the city's major transportation corridors. The entire area sits amid a freeway triangle that connects downtown Fresno conveniently with the rest of the city, region, and state.

Still, Fresno's high-speed rail station and the BRT system will only be successful if the area directly surrounding the station is primed for transit-oriented development. Research by leading experts in urban retail — as well as the everyday experience of the Mall's business and property owners — indicates that the lack of multimodal access and visibility for the buildings along Fulton makes it difficult to attract sufficient investment to revitalize the area. Fresno's pedestrian mall has operated in its current form for the last 40 years, proving to be a significant disincentive to private development.

This project will cause Fresno's high-speed rail passengers, projected to grow to 8,400 on an average weekday in 2035, to be drawn into downtown Fresno by vibrant streets and sidewalks. Perhaps more importantly, the project will ensure that the projected 82% of these passengers who access the station by private automobile will not be kept out of the heart of downtown Fresno by a

EDMUND G. BROWN JR.  
GOVERNOR



broken, confusing street grid. We at the High-Speed Rail Authority feel these goals are worthwhile for both the City and the State.

Surely, the Fulton Mall project is critical to the Fresno region and its 1.6 million residents, but the construction and ultimate operation of Fresno's high-speed rail station makes the project a national imperative. Furthermore, the TIGER investment this application proposes will bring millions of dollars in benefits beyond project costs and dozens of construction jobs to an economically distressed area.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. As such, I strongly support the City of Fresno's TIGER 2013 application.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Richard", written in a cursive style.

Dan Richard  
Chair  
California High-Speed Rail Authority Board of Directors



EDMOND G. BROWN JR.  
GOVERNOR

STATE OF CALIFORNIA  
GOVERNOR'S OFFICE *of* PLANNING AND RESEARCH



KEN ALEX  
DIRECTOR

May 16, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Re: Support for City of Fresno's TIGER Grant Application

Dear Secretary LaHood:

The Governor's Office of Planning and Research is pleased to support the City of Fresno's TIGER grant application for restoration of the downtown Fulton Mall, in coordination with extensive downtown redevelopment and creation of a transit hub. California's High Speed Rail system includes a downtown Fresno station. The redevelopment and restoration of the Fulton Mall is important to the success of the station and the transit hub as well as the City's overall effort to re-establish the economic vibrancy of the downtown area.

The Office of Planning and Research (OPR) is California's comprehensive state planning agency and serves the Governor and his Cabinet as staff for long-range planning and research. OPR is also a member of the Strategic Growth Council, a legislatively established, cabinet-level committee concerned with coordinating state agency activities to assist and support the planning and development of sustainable communities. OPR is supporting Fresno's efforts to re-establish its downtown core. The Fulton Mall restoration is a lynchpin to the success of that effort, as are the state and federal effort on High Speed Rail.

The TIGER grant has the potential to recast the future of a major U.S. city and the entire region that surrounds it. OPR strongly supports the City of Fresno's TIGER 2013 application. If we can provide any further information, please feel free to contact me.

Sincerely,

Ken Alex  
Director

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CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE  
Karen Ross, Secretary

May 29, 2013

The Honorable Ray LaHood, Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

**RE: Support for the City of Fresno's TIGER 2013 Application**

I write in strong support of the City of Fresno's application for TIGER 2013 funds to support improvements in the heart of downtown Fresno.

CDFA has worked with Fresno for many years, and most recently on issues related to agriculture and land-use. We know from economic research that a revitalized downtown is a key factor in attracting knowledge workers to our cities. We recognize that in the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's ability to compete for talent with more vibrant city centers — particularly in the fields of food science, water, and energy technology — has broader implications for our nation's economic competitiveness and food security. A revitalized downtown will help continue to build the Fresno region as a hotbed of food innovation.

We are also concerned that the City's historical growth pattern has not been environmentally sustainable, and has threatened some of the very farmland that supports this food economy, and is among the nation's best. A startling 53,000 acres of farmland have been consumed by the City of Fresno alone over the last 40 years. Fortunately, according to the City's new General Plan, the City will not grow beyond its current sphere of influence through 2035. However, securing that future requires making significant investments in the infrastructure needed to support infill growth and downtown revitalization.



The Honorable Ray LaHood

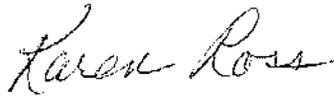
May 29, 2013

Page # 2

The proposed project on the Fulton Mall is an important part of the City's strategy to rebuild and revive downtown Fresno. In seeking to maximize benefits to our nation and this region in particular, USDOT could hardly do better than to unlock the potential of Fulton and the downtown core of Fresno.

Therefore, I strongly support the City of Fresno's TIGER 2013 application.

Yours truly,

A handwritten signature in cursive script that reads "Karen Ross".

Karen Ross  
Secretary

TIGER 2013 Application for the  
**Fulton Mall Reconstruction Project**

*Letters of Support from*  
**Downtown Property and  
Business Owners**



**EAST WEST**  
PRODUCTS MANUFACTURING & SERVICES, INC.

June 3, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

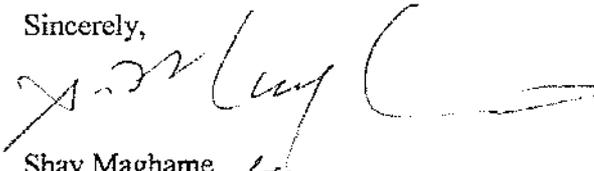
This letter is to support the City of Fresno's application for TIGER funds to support the restoration of the street grid in the heart of downtown Fresno.

As the proud owner of the historic JC Penney Building in the area affected by this project, I am enthusiastic about the return of multimodal circulation to the Fulton Mall and the area flanking the proposed High-Speed Train station. Simply put, the public's investment in the proper infrastructure is a necessary precursor to the housing units I am planning to develop in my historic Fulton Mall building. Decades of decline with Fulton in its present configuration and condition, along with the overwhelmingly positive experiences of other cities that have reopened their Main Street pedestrian malls, have demonstrated that more private investment like mine will depend on this key infrastructure change.

In seeking to maximize benefits to our nation and the San Joaquin Valley region of California, USDOT could hardly do better with its funds than to unlock the potential of a revitalized downtown Fresno core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability compete for talent with more vibrant urban centers has broad implications for our nation's economic competitiveness and food security.

The City of Fresno's TIGER grant has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I urge approval of the City's application to TIGER for the restoration of the street grid on the Fulton Mall.

Sincerely,

  
Shay Maghame, Inc



**ALL, INC.** | 210 North Canon Drive  
Beverly Hills, California 90210

T (310) 300 0461  
F (310) 300 0462  
realsevak@aol.com

June 3, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

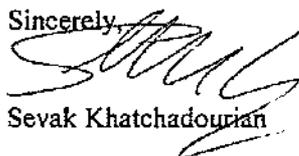
This letter is to support the City of Fresno's application for TIGER funds to support the restoration of the street grid in an 18-square-block area in the heart of downtown Fresno just steps away from the nation's first proposed High-Speed Train station.

As owner of the landmark, historic Pacific Southwest and Helm Buildings in the center of downtown Fresno's Fulton Mall, I am enthusiastic about this project. Private investment and development, along with the community's appreciation of the cultural treasures of this area such as the Fulton Mall's art collection and incredible historic buildings like the ones I proudly own, will both benefit from greater access and visibility throughout the area. The lack of a revitalized "Main Street" deprives the entire Fresno region of a key quality of life asset that affects current residents as well as those who choose to locate elsewhere in search of a more vibrant urban core.

At this time I am considering whether and when to invest further in my two buildings to adaptively reuse their upper floors as elegantly remodeled office and loft space. Just as these decisions are affected by the outcome of the High-Speed Train project — and the construction of the proposed station just two blocks away from my buildings — so too does the possibility of greater access and visibility to my buildings. This is why I feel that funding the proposed TIGER project is so important and urgent.

I strongly urge USDOT's approval of a TIGER Discretionary Grant to support the City of Fresno in restoring the street grid in the Fulton Mall and High Speed Rail area.

Sincerely,



Sevak Khatchadourian



May 13, 2013

The Honorable Roy LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

This letter is to support the City of Fresno's application for TIGER funds to support the much needed restoration of the street grid in the Fulton Corridor.

As a property and business owner in the Fulton Mall, I am very enthusiastic and hope to see the transition of the Fulton Mall into a corridor that can support traffic. If accomplished, I am sure our beautiful Downtown will become a vibrant hub for the City of Fresno. Many cities across the country that have replaced their pedestrian malls have seen fast and remarkable results; vacancy rates decrease as it will be more appealing to businesses to invest in Downtown.

We have been in business on the Fulton Mall since 1989 with different family businesses. It has not been easy to stay in business in Downtown, but we have managed to keep going and are very optimistic that things can only get better and are getting better. We love our Fulton Mall and Downtown and truly believe in the potential that our Downtown and Fulton Mall have to become a great downtown, visited by many. This area will once again be the Heart Of Our City, but we need your help and support to accomplish this.

I can only see benefits for everyone if the TIGER grant application is granted to the City of Fresno. I urge your approval and THANK YOU very much for your support.

Sincerely,

Raul De Alba  
President  
Jalisco Jewelers Inc.

1014 Fulton Mall  
FRESNO, CA. 93721  
(559) 266-6743

145 N. Main St.  
PORTERVILLE, CA. 93257  
(559) 783-5556

1440 19th Street  
BAKERSFIELD, CA. 93301  
(661) 322-6826

1115 N. Main St.  
DELANO, CA. 93215  
(661) 725-2025

15144 W. Whitesbridge  
KERMAN, CA. 93630  
(559) 846-5040

2001 W. Cleveland Ave Ste. D  
MADERA, CA. 93637  
(559) 661-7770

2738 Whitson Ave  
SELMA, CA. 93662  
(559) 891-9910



---

# ROBERT ELLIS

## LEASING & INVESTMENT, INC.

---

June 3, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

This letter is to support the City of Fresno's application for TIGER funds to support the restoration of the street grid in an 18-square-block area in the heart of downtown Fresno.

As the proud owner of 1025 Fulton Mall in the area affected by this project, I am enthusiastic about the return of multimodal circulation to Fulton Mall and the area flanking the planned High-Speed Train station. After decades of decline with Fulton in its present configuration and condition, I look forward to the kind of positive change for downtown Fresno that other cities have overwhelmingly experienced when they reopened their "Main Street" pedestrian malls.

From my perspective, the public's investment in the proper infrastructure is a necessary precursor to further private investment, of the type I have already made, in the area's buildings and businesses. From conversations with potential new investors, I recognize that there is substantial private sector interest in seeing the City make this key infrastructure change.

On a national and regional scale, USDOT could hardly do better than to unlock the potential of a revitalized core of downtown Fresno. The lack of a revitalized "Main Street" deprives the entire Fresno region of a key quality of life asset, and that affects current residents as well as those seeking a community with a vibrant urban core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability compete for talent with more vibrant city centers has broader implications for our nation's agricultural innovation, economic competitiveness, and food security.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I urge approval of the City's application to TIGER for the restoration of the street grid on and around the Fulton Mall.

Sincerely,

ROBERT ELLIS LEASING & INVESTMENT, INC.

A handwritten signature in black ink that reads "Robert E. Ellis".

Robert E. Ellis

REE/ltr/LaHood 5-28-13

1260 FULTON MALL  
FRESNO, CA 93721-1916  
TELEPHONE: (559) 441-7991  
FACSIMILE: (559) 441-8170  
VISIT US AT: WWW.MRCC-LAW.COM  
EMAIL: MICK@MRCL-LAW.COM

MARDEROSIAN, RUNYON, CERCONE & COHEN  
ATTORNEYS AT LAW

May 13, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

This letter is to support the City of Fresno's application for TIGER funds to support the restoration of the street grid in an 18-square-block area in the heart of downtown Fresno.

I am the owner of an office building located at 1260 Fulton Mall which will be directly affected by this project. As you can see from the enclosed brochure, my beautiful building is currently for lease but is drawing no interest whatsoever because of the depressed nature of the Fulton Mall. I am enthusiastic about the return of multimodal circulation to Fulton Mall and the area flanking the planned High-Speed Train station. After decades of decline with Fulton in its present configuration and condition, I look forward to the kind of positive change for downtown Fresno that other cities have overwhelmingly experienced when they reopened their "Main Street" pedestrian malls.

From my perspective, the public's investment in the proper infrastructure is a necessary precursor to further private investment, of the type I have already made, in the area's buildings and businesses. From conversations with potential new investors, I recognize that there is substantial private sector interest in seeing the City make this key infrastructure change.

On a national and regional scale, USDOT could hardly do better than to unlock the potential of a revitalized core of downtown Fresno. The lack of a revitalized "Main Street" deprives the entire Fresno region of a key quality of life asset, and that affects current residents as well as those seeking a community with a vibrant urban core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability compete for talent with more vibrant city centers has broader implications for our nation's agricultural innovation, economic competitiveness, and food security.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I urge approval of the City's application to TIGER for the restoration of the street grid on and around the Fulton Mall.

Very truly yours,

MARDEROSIAN, RUNYON,  
CERCONE & COHEN

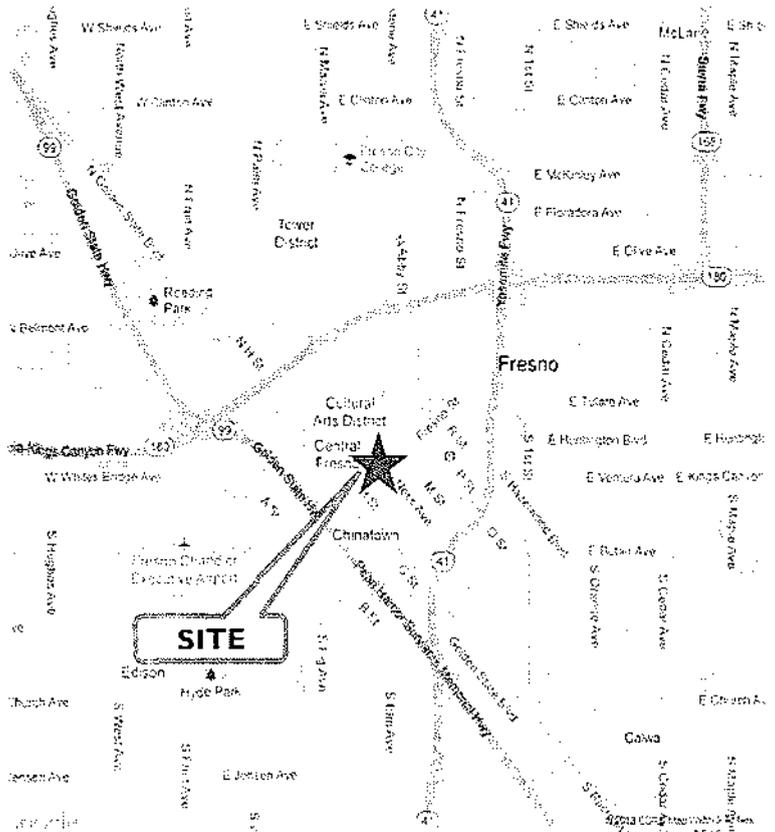
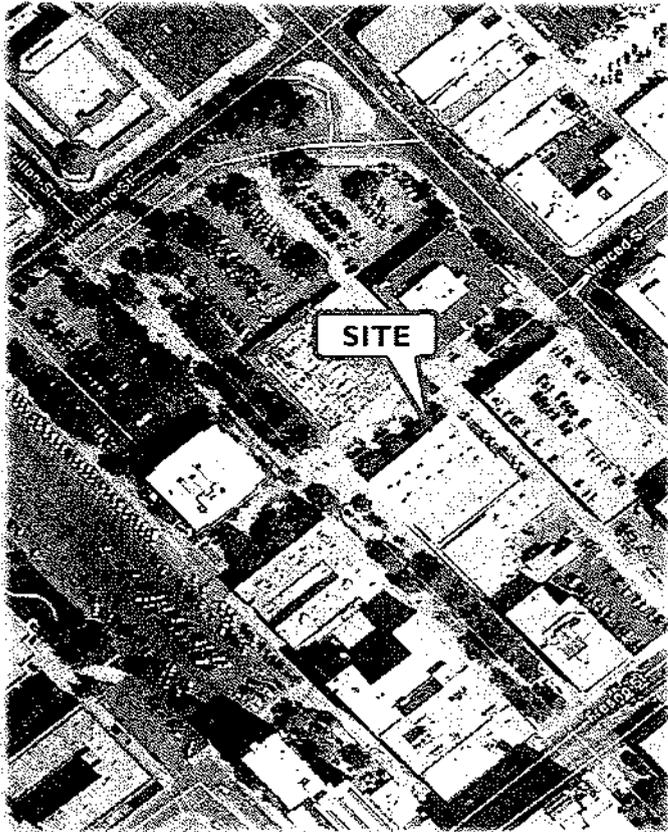


Mick Marderosian

MGM:kal  
Enclosure

# AVAILABLE FOR LEASE

## 1260 Fulton Mall, Fresno CA



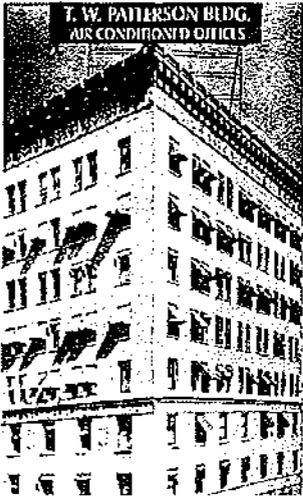
**FEATURES:**

- \$1.50 per sq. ft. plus utilities and janitorial
- 1st Floor ± 9,618 SF
- 2nd Floor ± 9,475 SF
- Basement ± 9,527 SF
- Mezzanine ± 2,068 SF  
±30,688 SF
- 6 onsite reserved parking stalls
- Next to a city parking garage

**PROPERTY SUMMARY:**

- Great two story downtown office building ideal for a single user or two full floor users. Building is a Class A building and built out space with possible plug n play capabilities.





May 15, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

This letter is to support the City of Fresno's application for TIGER funds to support the restoration of the street grid in an 18-square-block area in the heart of downtown Fresno.

As a partner and representative of the T.W. Patterson Investors in the area affected by this project, I am enthusiastic about the return of multimodal circulation to Fulton Mall and the area flanking the planned High-Speed Train station. After decades of decline with Fulton in its present configuration and condition, I look forward to the kind of positive change for downtown Fresno that other cities have overwhelmingly experienced when they reopened their "Main Street" pedestrian malls.

From my perspective, the public's investment in the proper infrastructure is a necessary precursor to further private investment, of the type we have already made, in the area's buildings and businesses. From conversations with potential new investors, I recognize that there is substantial private sector interest in seeing the City make this key infrastructure change.

On a national and regional scale, USDOT could hardly do better than to unlock the potential of a revitalized core of downtown Fresno. The lack of a revitalized "Main Street" deprives the entire Fresno region of a key quality of life asset, and that affects current residents as well as those seeking a community with a vibrant urban core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability to compete for talent with more vibrant city centers has broader implications for our nation's agricultural innovation, economic competitiveness, and food security.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I urge approval of the City's application to TIGER for the restoration of the street grid on and around the Fulton Mall.

Sincerely,

Geoff Roush  
T.W. Patterson Building Manager

T. W.  
PATTERSON  
INVESTORS  
11  
2014 TULARE  
FRESNO  
CALIFORNIA  
93721  
TEL 559/490.2014  
559/490.2015  
TIGER



*Revitalizing Downtown Since 1975*

May 28, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

This letter is to support the City of Fresno's application for TIGER funds to support the restoration of the street grid in an 18-square-block area in the heart of downtown Fresno.

As a property owner in the area affected by this project, I am enthusiastic about the return of multimodal circulation to Fulton Mall and the area flanking the planned High-Speed Train station. After decades of decline with Fulton in its present configuration and condition, I look forward to the kind of positive change for downtown Fresno that other cities have overwhelmingly experienced when they reopened their "Main Street" pedestrian malls.

From my perspective, the public's investment in the proper infrastructure is a necessary precursor to further private investment, of the type we have already made, in the area's buildings and businesses. From conversations with potential new investors, I recognize that there is substantial private sector interest in seeing the City make this key infrastructure change.

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The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I urge approval of the City's application to TIGER for the restoration of the street grid on and around the Fulton Mall.

Sincerely,  
Civic Center Square

A handwritten signature in black ink, appearing to read 'Michelle T. Tutelian', with a long horizontal line extending to the right.

Michelle T. Tutelian

Victoria Gonzales  
1391 E. Bullard Ave.  
Fresno, CA 93710  
559-435-2757

May 9, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

As a Downtown property owner and an active participant in the revitalization efforts of our Downtown, I am writing in support of the City of Fresno's application for TIGER grant funds. These funds will be used to help restore the street grid to an area of our Downtown, known as the Fulton Mall.

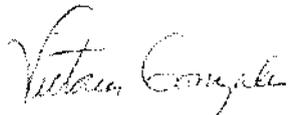
The Fulton Mall is a pedestrian mall that was opened in 1964. It was a "Redevelopment Project" in which a major shopping avenue was closed to vehicular traffic in order to create a park like setting. As in most cities in the country that created similar malls in their Downtowns, our Fulton Mall has been a disappointing failure.

I have participated in the efforts to return vehicular traffic and other modes of transportation to the core of our Central Business District for over twenty (20) years. The funds that are provided through this TIGER grant will finally help us to move forward in our efforts.

We in the private sector are doing everything we can do to help. Many of us have even elected to tax ourselves in the quest to restore the street grid to the mall, allowing for a thriving thoroughfare of activity. However, we still need assistance with this most important project and therefore, we are looking to you, the US Department of Transportation.

Fresno is the regional hub of Central California. The benefits that will be felt in our region by these funds and this project will far out way the cost of the TIGER grant many times over. That is why I urge you to approve the City's application to TIGER for the restoration of the street grid on and around the Fulton Mall. Thank you!

Sincerely,



Victoria Gonzales  
Board Member  
Property Based Improvement District

Edward L. Fanucchi  
Rene F. Zuzuarregui  
Edward D. Fanucchi  
David M. Moeck

~~~~~  
Michael P. Mahoney

**QUINLAN, KERSHAW & FANUCCHI**

A Limited Liability Partnership

Attorneys at Law

2125 Merced Street

Fresno, California 93721

Telephone: (559) 268-8771

Facsimile: (559) 268-5701

www.qlkfirm.com

William A. Quinlan  
1926-1999  
Michael Kershaw  
1922-1999

~~~~~  
Commemorated  
50 years  
1957-2007

May 30, 2013

The Honorable Ray LaHood  
Secretary of the U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Re: City of Fresno's application for TIGER Funds

Dear Secretary LaHood:

This letter is to support the City of Fresno's application for TIGER Funds to support the restoration of the street grid in an 18 square block area in the heart of Downtown Fresno.

This law firm has been a Lessee or Owner of property in Downtown Fresno since 1957, and currently this firm owns its building of 7,000 square feet two blocks off Fulton Mall which is the subject of the request for funds to have it restored to traffic. The partners of this firm also own three parking lots with about 200 stalls, plus another building that is rented to a physician specializing in pain management.

The one thing that is preventing Downtown Fresno from restoring itself as a hub of commercial and professional activity is the Fulton Mall which needs to be torn up and restored to vehicular traffic. That is the dominant negative for Downtown Fresno, and, once the mall is restored to Fulton Street, then it will again influence commercial and professional interests to come to Downtown Fresno. This area is already a hub of governmental offices both City, State and Federal, and some very significant structures are dedicated for that purpose, such as the Federal District Court for the Eastern District of California, the Court of Appeals for the Fifth District Court of the State of California, and the Superior Court for the County of Fresno. Downtown Fresno is the area where three major freeways intersect, and this whole part of the San Joaquin Valley was set up so that downtown Fresno would be a hub of business activity. It will be again after the demolition of the mall.

The Honorable Ray LaHood  
Re: City of Fresno's application for TIGER Funds

May 30, 2013  
Page 2

The City of Fresno's application for the TIGER Grant would remove the only major negative factor to it becoming a vital and important center of business activity. Already the surrounding area is developing with residential units. Fresno is the fifth largest populated city in the State of California.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "E. Fanucchi".

Edward L. Fanucchi, Esq.

ELF:gg



May 20, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

I hope this letter is one of many you receive in support of the City of Fresno's application for TIGER funds - to be invested in the restoration of the street grid in an 18-square-block area in the heart of downtown Fresno.

I've been a part of Downtown Fresno since 1976 and I'm enthusiastic about potential to return traffic to the Fulton Mall and the area flanking the planned High-Speed Train station.

After decades of decline in its present configuration, I look forward to the kind of positive change for downtown when the mall is reopened.

USDOT could hardly do better than to unlock the potential of a revitalized core of downtown Fresno. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability compete for talent with more vibrant city centers has broader implications for our nation's agricultural innovation, economic competitiveness, and food security.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it.

I urge approval of the City's application to TIGER for the restoration of the street grid on and around the Fulton Mall.

Sincerely,

John Ostlund

---

ONE - PUTT BROADCASTING

1415 Fulton Street, Fresno, California 93721 • 559/497/5118 • fax 559/497/9760

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Central Valley  
Community  
Bank



June 3, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

This letter is to support the City of Fresno's application for TIGER funds to support the restoration of the street grid in an 18-square-block area in the heart of downtown Fresno.

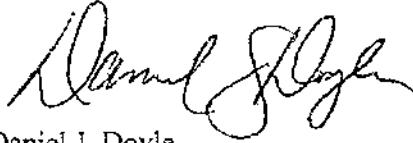
As a tenant with one of our bank branches in the area affected by this project, and also as a lender to property owners on several of the buildings in the proposed area, I am enthusiastic about the return of multimodal circulation to Fulton Mall and the area flanking the planned High-Speed Train station. In addition, we have had input from a number of our bank clients who are tenants in buildings expressing their support for the changes to the Fulton Mall as beneficial to their ability to serve the community. After decades of decline with Fulton in its present configuration and condition, I look forward to the kind of positive change for downtown Fresno that other cities have overwhelmingly experienced when they reopened their "Main Street" pedestrian malls.

From my perspective, the public's investment in the proper infrastructure is a necessary precursor to further private investment and lending, of the type we have already made, in the area's buildings and businesses. From conversations with potential new investors, I recognize that there is substantial private sector interest in seeing the City make this key infrastructure change.

On a national and regional scale, USDOT could hardly do better than to unlock the potential of a revitalized core of downtown Fresno. The lack of a revitalized "Main Street" deprives the entire Fresno region of a key quality of life asset, and that affects current residents as well as those seeking a community with a vibrant urban core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability to compete for talent with more vibrant city centers has broader implications for our nation's agricultural innovation, economic competitiveness, and food security.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I urge approval of the City's application to TIGER for the restoration of the street grid on and around the Fulton Mall.

Sincerely,

A handwritten signature in black ink, appearing to read "Daniel J. Doyle". The signature is fluid and cursive, with the first name being the most prominent.

Daniel J. Doyle  
President & CEO  
Central Valley Community Bank



May 20, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

This letter is to support the City of Fresno's application for TIGER funds to support the restoration of the street grid in an 18-square-block area in the heart of downtown Fresno.

As the proud owner of Roush Investments, LLC. in the area affected by this project, I am enthusiastic about the return of multimodal circulation to Fulton Mall and the area flanking the planned High-Speed Train station. After decades of decline with Fulton in its present configuration and condition, I look forward to the kind of positive change for downtown Fresno that other cities have overwhelmingly experienced when they reopened their "Main Street" pedestrian malls.

From my perspective, the public's investment in the proper infrastructure is a necessary precursor to further private investment, of the type we have already made, in the area's buildings and businesses. From conversations with potential new investors, I recognize that there is substantial private sector interest in seeing the City make this key infrastructure change.

On a national and regional scale, USDOT could hardly do better than to unlock the potential of a revitalized core of downtown Fresno. The lack of a revitalized "Main Street" deprives the entire Fresno region of a key quality of life asset, and that affects current residents as well as those seeking a community with a vibrant urban core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability compete for talent with more vibrant city centers has broader implications for our nation's agricultural innovation, economic competitiveness, and food security.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I urge approval of the City's application to TIGER for the restoration of the street grid on and around the Fulton Mall.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rick Roush', is written over a white rectangular area.

Rick Roush  
Chief Investment Officer

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TIGER 2013 Application for the  
**Fulton Mall Reconstruction Project**

*Letters of Support from*  
**Community Organizations**



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Community and Economic Development

May 21, 2013

The Honorable Ray LaHood, Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

**RE: Support for City of Fresno's TIGER 2013 Application**

Dear Secretary LaHood:

On behalf of the Office of Community and Economic Development (OCED) at Fresno State, I write in strong support of the City of Fresno's application for TIGER 2013 funds to support improvements in the heart of downtown Fresno, California.

Established in August 2000, OCED is an on-campus division of Fresno State that is dedicated to aligning the University's intellectual capacity and innovation-driven economic development initiatives to improve the competitiveness and prosperity of the San Joaquin Valley region. Recognized regionally for its ability to link, align and leverage the University and its resources to the needs of the community, OCED continues to serve the region through several programs including Smart Valley Places: an unprecedented regional effort to promote sustainable development in the San Joaquin Valley through the adopted of smart growth principles into local planning documents and building local capacity for sustained civic engagement in the planning process.

As the regional administrator for Smart Valley Places – a FY10 HUD Regional Planning Grant under the Federal Partnership for Sustainable Communities – OCED has been working with the region's urban cities, including the City of Fresno, to encourage smart growth development. Through this program, our eight county region has been working diligently to embrace the partnership's six Livability Principles and incorporate the tenets of smart growth into planning processes, development projects and decisions around how the Valley will develop into the future. Fresno's work in downtown with the Fulton Mall projects not only meets the smart land-use planning goals and objectives of Smart Valley Places, but demonstrates Fresno's commitment to furthering the Livability Principles by prioritizing the creation of transportation choices like bus rapid transit in the downtown area, particularly for disadvantaged and disabled populations.

This type of urban core planning and infrastructure is exactly the type of project that Smart Valley Places was meant to encourage. The City of Fresno has been an important partner in this regional planning effort, and the Fulton Mall project will no doubt lead the region in making improvements that have catalytic impacts in regard to preserving agriculture land, improving air quality, and promoting livable communities in general.

Office of Community & Economic Development  
California State University, Fresno • Student Recreation Center  
5010 North Woodrow Avenue Suite 200 W/S WC142 • Fresno, California 93740

P 559.294.6021 F 559.294.6024 [www.FresnoState.edu/oced](http://www.FresnoState.edu/oced)

THE CALIFORNIA STATE UNIVERSITY

I am pleased to support the City of Fresno's TIGER 2013 application. Should you have any questions, please do not hesitate to contact me directly.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Dozier". The signature is stylized with a large initial "M" and a long horizontal stroke extending to the right.

Mike Dozier  
Executive Director



California Office  
Box 73856 Davis, CA 95617  
530-231-5259

May 20, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

**RE: Support for the City of Fresno's TIGER 2013 Application**

Dear Secretary LaHood:

I enthusiastically write in support of the City of Fresno's application for TIGER 2013 funds to support improvements in the heart of downtown Fresno.

American Farmland Trust recognizes the leadership that the City of Fresno has had in promoting farmland conservation as an outgrowth of their efforts to promote infill and transit-oriented development toward revitalizing their downtown and urban center. Funding through this TIGER grant will continue a process of national prominence and importance as the City of Fresno transforms from a case study in suburban sprawl and the needless conversion of thousands of acres of the best farmland in the world, into the foremost example of smart growth, economic revitalization and conservation of vitally important natural and agricultural resources.

Since 2009, Fresno residents and stakeholders throughout the region have engaged in a robust public planning process – the Fulton Corridor Specific Plan and accompanying new Form-Based Code for development – that has shaped the vision and goals established for the future of downtown Fresno. This planning will help Fresno achieve higher density, pedestrian-oriented downtown development projects; restore downtown as a regional destination drawing to it the close to 1.7 million people from Fresno and surrounding counties; draw on future opportunities with proximity to the downtown High-Speed Rail station, downtown Bus Rapid Transit stations, and as the gateway to Yosemite, Sequoia, and Kings Canyon National Parks; ensure the safety of visitors; preserve and expand cultural assets and traditions; create space for public transit, bicycles, and pedestrians; and connect adjacent neighborhoods and institutions that are within walking and biking distance of Downtown.

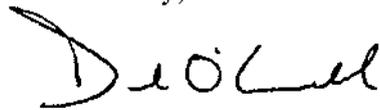
In order to implement this vision, additional funding to help match local and state investment in and around the heart of downtown Fresno is critical. Public investment in the proper infrastructure is a necessary precursor to the investments in building improvements that existing downtown area property owners are eager and prepared to make. Decades of decline in the City's urban core (due in large part to sprawl), along with the overwhelmingly positive experiences of other cities that have successfully made capital improvements to support downtown revitalization, have demonstrated that private investments along Fulton simply will not maximize returns until the City makes key infrastructure improvements.

In seeking to maximize benefits to our nation and region, USDOT could hardly do better with its funds than to unlock the potential of a revitalized downtown core.

By investing in this project, the City of Fresno and its partners are promoting economic activity, particularly the creation of jobs and activity that benefit a region marked by historically high unemployment and the highest concentration of poverty of any city in the nation. The lack of a revitalized core of downtown Fresno deprives the region of a key quality of life asset that affects current residents as well as those who choose to locate elsewhere in search of a more vibrant urban core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability to compete for talent with more vibrant city centers has broader implications for our nation's economic competitiveness and food security.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I strongly support the City of Fresno's TIGER 2013 application.

Sincerely,

A handwritten signature in black ink, appearing to read "D. O'Connell". The signature is fluid and cursive, with a large initial "D" and a long, sweeping underline.

Daniel O'Connell  
San Joaquin Valley Program Manager  
American Farmland Trust

Fresno County  
**Farm Bureau**  
*Serving agriculture since 1917*



May 16, 2013

The Honorable Ray LaHood  
Secretary, U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

RE: Support for the City of Fresno's TIGER 2013 Application

Dear Secretary LaHood:

On behalf of the Fresno County Farm Bureau (FCFB), I write in support of the City of Fresno's application for TIGER 2013 funds to support improvements in downtown Fresno.

Since 2009, Fresno residents and stakeholders throughout the region have engaged in a robust public planning process – the Fulton Corridor Specific Plan and accompanying new Form-Based Code for development – that has shaped the vision and goals established for the future of downtown Fresno. This planning will help Fresno achieve higher density, pedestrian-oriented downtown development projects; restore downtown as a regional destination drawing to it the close to 1.7 million people from Fresno and surrounding counties; draw on future opportunities with proximity to the downtown Bus Rapid Transit stations, and as the gateway to Yosemite, Sequoia, and Kings Canyon National Parks; ensure the safety of visitors; preserve and expand cultural assets and traditions; create space for public transit, bicycles, and pedestrians; and connect adjacent neighborhoods and institutions that are within walking and biking distance of Downtown.

In order to implement this vision, additional funding to help match local and state investment in and around downtown Fresno is critical. Public investment in the proper infrastructure is a necessary precursor to the investments in building improvements that existing downtown area property owners are eager and prepared to make. Decades of decline in the City's urban core (due in large part to sprawl), along with the overwhelmingly positive experiences of other cities that have successfully made capital improvements to support downtown revitalization, have demonstrated that private investments along Fulton simply will not maximize returns until the City makes key infrastructure improvements.

In seeking to maximize benefits to our nation and region, USDOT could hardly do better with its funds than to unlock the potential of a revitalized downtown core.

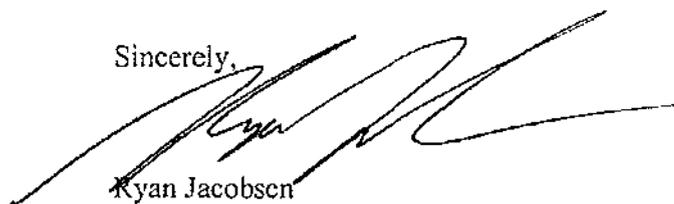
By investing in this project, the City of Fresno and its partners are promoting economic activity, particularly the creation of jobs and activity that benefit a region marked by historically high



unemployment and the highest concentration of poverty of any city in the nation. The lack of a revitalized core of downtown Fresno deprives the region of a key quality of life asset that affects current residents as well as those who choose to locate elsewhere in search of a more vibrant urban core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability to compete for talent with more vibrant city centers has broader implications for our nation's economic competitiveness and food security.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I support the City of Fresno's TIGER 2013 application.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ryan Jacobsen', written over a light blue horizontal line.

Ryan Jacobsen  
CEO



May 10, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

**RE: Support for the City of Fresno's TIGER 2013 Application**

Dear Secretary LaHood:

As the CEO of the Greater Fresno Area Chamber of Commerce, I write in strong support of the City of Fresno's application for TIGER 2013 funds to support improvements in the heart of downtown Fresno.

Since 2009, Fresno residents and stakeholders throughout the region have engaged in a robust public planning process – the Fulton Corridor Specific Plan and accompanying new Form-Based Code for development – that has shaped the vision and goals established for the future of downtown Fresno. This planning will help Fresno achieve higher density, pedestrian-oriented downtown development projects; restore downtown as a regional destination drawing to it the close to 1.7 million people from Fresno and surrounding counties; draw on future opportunities with proximity to the downtown High-Speed Rail station, downtown Bus Rapid Transit stations, and as the gateway to Yosemite, Sequoia, and Kings Canyon National Parks; ensure the safety of visitors; preserve and expand cultural assets and traditions; create space for public transit, bicycles, and pedestrians; and connect adjacent neighborhoods and institutions that are within walking and biking distance of Downtown.

In order to implement this vision, additional funding to help match local and state investment in and around the heart of downtown Fresno is critical. Public investment in the proper infrastructure is a necessary precursor to the investments in building improvements that existing downtown area property owners are eager and prepared to make. Decades of decline in the City's urban core (due in large part to sprawl), along with the overwhelmingly positive experiences of other cities that have successfully made capital improvements to support downtown revitalization, have demonstrated that private investments along Fulton simply will not maximize returns until the City makes key infrastructure improvements.

In seeking to maximize benefits to our nation and region, USDOT could hardly do better with its funds than to unlock the potential of a revitalized downtown core.



By investing in this project, the City of Fresno and its partners are promoting economic activity, particularly the creation of jobs and activity that benefit a region marked by historically high unemployment and the highest concentration of poverty of any city in the nation. The lack of a revitalized core of downtown Fresno deprives the region of a key quality of life asset that affects current residents as well as those who choose to locate elsewhere in search of a more vibrant urban core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability compete for talent with more vibrant city centers has broader implications for our nation's economic competitiveness and food security.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I strongly support the City of Fresno's TIGER 2013 application.

Sincerely,

A handwritten signature in black ink, appearing to read 'Al Smith', written over a horizontal line.

Al Smith  
CEO & President



May 8, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

**RE: Support for the City of Fresno's TIGER 2013 Application**

Dear Secretary LaHood:

On behalf of the Economic Development Corporation serving Fresno County (EDC), I write in strong support of the City of Fresno's application for TIGER 2013 funds to support improvements in the heart of downtown Fresno.

The EDC is a nonprofit organization established to market Fresno County as the premier location to expand and grow core industries. We strive to not only facilitate site selection for new businesses within Fresno County, but we also assist in the retention and expansion of businesses that are already located in the area.

Since 2009, Fresno residents and stakeholders throughout the region have engaged in a robust public planning process – the Fulton Corridor Specific Plan and accompanying new Form-Based Code for development – that has shaped the vision and goals established for the future of downtown Fresno. This planning will help Fresno achieve higher density, pedestrian-oriented downtown development projects; restore downtown as a regional destination drawing to it the close to 1.7 million people from Fresno and surrounding counties; draw on future opportunities with proximity to the downtown High-Speed Rail station, downtown Bus Rapid Transit stations, and as the gateway to Yosemite, Sequoia, and Kings Canyon National Parks; ensure the safety of visitors; preserve and expand cultural assets and traditions; create space for public transit, bicycles, and pedestrians; and connect adjacent neighborhoods and institutions that are within walking and biking distance of Downtown.

In order to implement this vision, additional funding to help match local and state investment in and around the heart of downtown Fresno is critical. Public investment in the proper infrastructure is a necessary precursor to the investments in building improvements that existing downtown area property owners are eager and prepared to make. Decades of decline in the City's urban core (due in large part to sprawl), along with the overwhelmingly positive experiences of other cities that have successfully made capital improvements to support

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906 N Street, Suite 120, Fresno, CA 93721

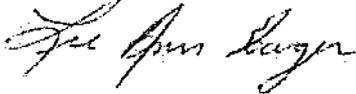
559.476.2500 • 559.233.2156 fax • [www.fresnoedc.com](http://www.fresnoedc.com)

downtown revitalization, have demonstrated that private investments along Fulton simply will not maximize returns until the City makes key infrastructure improvements.

In seeking to maximize benefits to our nation and region, USDOT could hardly do better with its funds than to unlock the potential of a revitalized downtown core. By investing in this project, the City of Fresno and its partners are promoting economic activity, particularly the creation of jobs and activity that benefit a region marked by historically high unemployment and the highest concentration of poverty of any city in the nation. The lack of a revitalized core of downtown Fresno deprives the region of a key quality of life asset that affects current residents as well as those who choose to locate elsewhere in search of a more vibrant urban core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability to compete for talent with more vibrant city centers has broader implications for our nation's economic competitiveness and food security.

At the EDC, we work tirelessly to expand and bring new opportunities to Fresno County and its businesses and residents. As the "Essential Connection" between businesses and the community, we are committed to seeing Fresno County prosper. The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I strongly support the City of Fresno's TIGER 2013 application.

Sincerely,

A handwritten signature in black ink, appearing to read "Lee Ann Eager". The signature is fluid and cursive, written in a professional style.

Lee Ann Eager  
President/CEO

1331 Fulton Mall  
Fresno, California 93721

(559) 443-8400  
TTY (800) 735-2929

[www.fresnohousing.org](http://www.fresnohousing.org)

May 13, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

RE: Support for the City of Fresno's TIGER 2013 Application

Dear Secretary LaHood:

I write in strong support of the City of Fresno's application for TIGER 2013 funds to support improvements in the heart of downtown Fresno.

Since 2009, Fresno residents and stakeholders throughout the region have engaged in a robust public planning process – the Fulton Corridor Specific Plan and accompanying new Form-Based Code for development – that has shaped the vision and goals established for the future of downtown Fresno. This planning will help Fresno achieve higher density, pedestrian-oriented downtown development projects; restore downtown as a regional destination, drawing to it close to 1.7 million people from Fresno and surrounding counties; draw on future opportunities with proximity to the downtown High-Speed Rail station, downtown Bus Rapid Transit stations, and as the gateway to Yosemite, Sequoia, and Kings Canyon National Parks; ensure the safety of visitors; preserve and expand cultural assets and traditions; create space for public transit, bicycles, and pedestrians; and connect adjacent neighborhoods and institutions that are within walking and biking distance of downtown.

In order to implement this vision, additional funding to help match local and state investment in and around the heart of downtown Fresno is critical. Public investment in the proper infrastructure is a necessary precursor to the investments in building improvements that existing downtown area property owners are eager and prepared to make. We strongly believe in this approach, as our agency has a long standing reputation of investment and collaborative work in the downtown community, and have continued our efforts to sustain and create public/private partnerships for investment in the heart of our city - downtown. Decades of decline in the City's urban core (due in large part to sprawl), along with the overwhelmingly positive experiences of other cities that have successfully made capital improvements to support downtown

revitalization, have demonstrated that private investments along Fulton simply will not maximize returns until the City makes key infrastructure improvements.

In seeking to maximize benefits to our nation and region, USDOT could hardly do better with its funds than to unlock the potential of a revitalized downtown core.

By investing in this project, the City of Fresno and its partners are promoting economic activity, particularly the creation of jobs and activity that benefit a region marked by historically high unemployment and the highest concentration of poverty of any city in the nation. The lack of a revitalized core of downtown Fresno deprives the region of a key quality of life asset that affects current residents as well as those who choose to locate elsewhere in search of a more vibrant urban core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability to compete for talent with more vibrant city centers has broader implications for our nation's economic competitiveness and food security.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I strongly support the City of Fresno's TIGER 2013 application.

Sincerely,

A handwritten signature in black ink, appearing to read "Preston Prince". The signature is stylized with a large, looping initial "P" and a long horizontal stroke extending to the right.

Preston Prince  
CEO/Executive Director



creativefresno

May 17, 2013

The Honorable Ray LaHood  
Secretary  
U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

**RE: Support for the City of Fresno's TIGER 2013 Application**

Dear Secretary LaHood:

I write in strong support of the City of Fresno's application for TIGER 2013 funds to support improvements in the heart of downtown Fresno.

Since 2009, Fresno residents and stakeholders throughout the region have engaged in a robust public planning process – the Fulton Corridor Specific Plan and accompanying new Form-Based Code for development – that has shaped the vision and goals established for the future of downtown Fresno. This planning will help Fresno achieve higher density, pedestrian-oriented downtown development projects; restore downtown as a regional destination drawing to it the close to 1.7 million people from Fresno and surrounding counties; draw on future opportunities with proximity to the downtown High-Speed Rail station, downtown Bus Rapid Transit stations, and as the gateway to Yosemite, Sequoia, and Kings Canyon National Parks; ensure the safety of visitors; preserve and expand cultural assets and traditions; create space for public transit, bicycles, and pedestrians; and connect adjacent neighborhoods and institutions that are within walking and biking distance of Downtown.

In order to implement this vision, additional funding to help match local and state investment in and around the heart of downtown Fresno is critical. Public investment in the proper infrastructure is a necessary precursor to the investments in building improvements that existing downtown area property owners are eager and prepared to make. Decades of decline in the City's urban core (due in large part to sprawl), along with the overwhelmingly positive experiences of other cities that have successfully made capital improvements to support

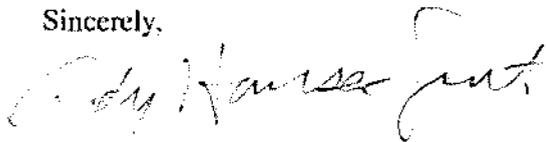
downtown revitalization, have demonstrated that private investments along Fulton simply will not maximize returns until the City makes key infrastructure improvements.

In seeking to maximize benefits to our nation and region, USDOT could hardly do better with its funds than to unlock the potential of a revitalized downtown core.

By investing in this project, the City of Fresno and its partners are promoting economic activity, particularly the creation of jobs and activity that benefit a region marked by historically high unemployment and the highest concentration of poverty of any city in the nation. The lack of a revitalized core of downtown Fresno deprives the region of a key quality of life asset that affects current residents as well as those who choose to locate elsewhere in search of a more vibrant urban core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability compete for talent with more vibrant city centers has broader implications for our nation's economic competitiveness and food security.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I strongly support the City of Fresno's TIGER 2013 application.

Sincerely,



Andy Hansen-Smith  
Chair, Creative Fresno  
On behalf of the Creative Fresno Board



The Honorable Ray LaHood  
Secretary, U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

June 3, 2013

**RE:** Support for City of Fresno's TIGER 2013 Application for Fulton Mall Reconstruction Project

Dear Secretary LaHood:

I write in strong support of the City of Fresno's application for TIGER 2013 funds to support improvements in the heart of downtown Fresno.

Since 2009, the Fresno residents and stakeholders throughout the region have engaged in a robust public planning process – the Fulton Corridor Specific Plan and accompanying new Form-Based Code for development - that has shaped the vision and goals established for the future of downtown Fresno. It is one that has focused on the importance of higher density, pedestrian-oriented development projects; restoring downtown as a regional destination drawing to it the close to 1.7 million people from Fresno and surrounding counties; drawing on future opportunities with proximity to the downtown High-Speed Rail station and as the gateway to Yosemite, Sequoia, and Kings Canyon National Parks; ensuring the safety of visitors; preserving and expanding cultural assets and traditions; creating space for public transit, bicycles, and pedestrians, and connecting and creating synergy with adjacent neighborhoods and institutions that are within walking and biking distance of Downtown.

In order to implement this vision, additional funding to help match local and state investment in and around the heart of the downtown Fresno is critical. Public investment in the proper infrastructure is a necessary precursor to the investments in building improvements that existing downtown area property owners are eager and prepared to make. Decades of decline in the City's urban core, along with the overwhelmingly positive experiences of other cities that have successfully made capital improvements to support downtown revitalization, have demonstrated that private investments along Fulton simply will not maximize returns until the City makes key infrastructure improvements.

In seeking to maximize benefits to our nation and region, USDOT could hardly do better with its funds than to unlock the potential of a revitalized downtown core. By investing in this project, the City of Fresno and its partners are promoting economic activity, particularly the creation of jobs and activity that benefit a region marked by historically high unemployment and the highest concentration of poverty of any city in the nation. The lack of a revitalized core of downtown Fresno deprives the region of a key quality of life asset that affects current residents as well as those who choose to locate elsewhere in search of a more vibrant urban core. In the heart of a state as dynamic as California, and in the heart of a region that leads the world in agricultural production, Fresno's inability compete for talent with more vibrant city centers has broader implications for our nation's economic competitiveness and food security.

The City of Fresno's TIGER grant truly has the potential to recast the future of a major U.S. city and the entire region that surrounds it. I strongly support the City of Fresno's TIGER application for the Fulton Mall Reconstruction Project.

Sincerely,

A handwritten signature in cursive script that reads 'Barbara Fiske'.

Barbara Fiske  
Co-Chair, Lowell Neighborhood Association y Union de Familias  
1719 L. Street, Fresno CA 93721  
<http://www.lowellfresno.org>

**Exhibit D**  
**Photos of Site**





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# Fresno County Measure C Transit Oriented Development (TOD) Program Policies and Guidelines

The TOD program was created in the 2006 Measure C Extension Plan. The goals of the Measure C Transit Oriented Infrastructure for In-Fill allocation are to support community-based transit projects that:

- Are developed through an inclusive planning process with broad private-public partnerships and outreach;
- Improve the range of transportation choices by supporting transit facilities and improving links between facilities and activity nodes; and
- Support well-designed, high-density housing and mixed uses near transit.

In addition to encouraging transit-supportive land use surrounding the high-capacity transit corridors to boost transit ridership in the Fresno County region, the Measure C TOD program also strives to support livable, viable and sustainable transit oriented healthy communities that promote walking, biking, and the use of public transit and reduce private vehicle dependence. Such TOD communities promote health and well-being and reduce risks for chronic diseases such as obesity, diabetes, and heart disease. The projects funded by the TOD program serve as models that reduce vehicle trips, improve air quality and provide access to physical activity opportunities through integrated land use and transportation planning.

As described in the 2007 Measure C Extension Local Agency Handbook, revised February 28, 2008, the TOD program provides funding to 3 types of projects/programs that are competitive-based:

- A. Transportation infrastructure improvements to transit facilities to encourage safety and access to transit facilities, support in-fill development or revitalization, reduce traffic congestion at transit stations, and provide for a wider range of transportation choices and improved internal mobility. Funds could be used for preliminary design and environmental studies, engineering, land acquisition, and construction;
- B. Planning Program or matching money to identify nodal transit sites on transit corridors for transit oriented development, planning retrofit for existing neighborhoods, downtowns, commercial cores, and transit station areas and stops in order to create access to transit and mixed use development in transit friendly environments. The community planning process would result in transportation / land-use concept plans; streetscape design concept plans, environmental studies,

detailed drawings, construction cost estimates, and implementation plans for specific capital projects; and

- C. Housing in-fill incentive program would reward local governments for encouraging developers to build compact designs with higher housing densities, affordable, accessible housing, and mixed uses that are characteristic of well-implemented Transit Oriented Design in other cities developments at transit stops. Local government agencies could spend funds to supplement development fees or on a capital project that supports new housing development connections to transit.

### **Who Can Apply?**

City and County governments in Fresno County are eligible for the TOD funding. Private sector or non-profit organizations can apply for the TOD funding through the representation of the local government where the project is located.

### **Program Application Areas and Funding Priority**

Consistent with the recommendation of the Fresno County Public Transportation Infrastructure Study (PTIS), which was accepted by the Fresno COG Policy Board in May 2011, priority will be given to proposed projects located in the priority transit oriented development areas as identified by the PTIS— downtown Fresno (Exhibit A), the Blackstone and Ventura-Kings Canyon corridor (Exhibit B), and Shaw Avenue from SR99 to SR168, in descending order of preference. To receive funding from this program, projects must be in the specified downtown Fresno area, or within ½ mile of a proposed or adopted Bus Rapid Transit station.

Beginning with the first funding cycle under existing program guidelines, after the first 5 consecutive years/funding cycles, projects outside of the program application areas that meet the other criteria may apply.

### **Funding Availability**

As of December 2010 estimation, there will be a total of \$14.5 million available over 20 years in the TOD program. Approximately \$2.7 million is available for the first funding cycle. The funding level for subsequent cycles will differ year from year depending upon revenue accrued.

No local match is required.

## **Funding Cycle**

Call for projects will be issued annually. ~~Eligible projects could apply up to the maximum amount available for the funding cycle for the entire TOD program.~~ Funding will be awarded to the best-qualified project(s) based on the amount available. If there is no qualified project submitted in a given funding cycle, the amount will be rolled into the subsequent year's funding pool. The Fresno COG Policy Board reserves the right not to fund any projects or to fund less than the amount available for a given funding cycle.

For a large project that exceeds the funding available in the present cycle, an eligible jurisdiction may apply for multi-year funding for the project. If one or more multi-year projects are selected for funding and there are no other qualified applications, it/they will receive all of the funding for the cycle if their application requests add to at least that amount. The shares received by each of the multi-year projects will be determined by the scoring committee. If there are qualified single-year and multi-year projects, half of the funding in the funding cycle will be set aside for the multi-year projects, and all the projects, including the multi-year projects, will compete for the second half of the funding in the cycle. Should a multi-year project be approved for funding, funding will not become available to the recipient until each annual funding cycle. The application must specify the amount of funding requested in each funding cycle.

## **Project Selection Process**

A panel that includes Fresno COG staff, representatives from the TOD Technical Advisory Committee and COG member agencies will evaluate, score and rank the proposed projects. The selected project(s) will go through Fresno COG Transportation Technical Committee, Policy Advisory Committee, and Policy Board for endorsement, and will be presented to Fresno County Transportation Authority for final approval.

The scoring committee consists of one representative from the each of the following entities:

1. Fresno Council of Governments
2. Fresno County Transportation Authority
3. Fresno Area Express
4. City of Fresno
5. City of Clovis
6. Eastside Cities
7. Westside Cities
8. County of Fresno
9. the public – development community
10. the public – environment/health

|

## 11. the public – other sectors



## **A. Capital Improvement Program**

### **Eligible Activities**

Eligible capital improvement projects include pedestrian, bicycle, transit facilities and other infrastructure improvement that will support and enhance transit oriented development. Applicants should document how the proposed projects will increase “location efficiency” so people can walk, bike and take transit; boost ridership and minimize traffic; provide a rich mix of housing, shopping and transportation choices; generate revenue for the public and private sectors and provide value for both new and existing residents and create a sense of place.

Capital Improvement Projects include but not limited to:

- Improvements to transit facilities
- Improvements to bike and pedestrian facilities
- Public plazas
- Streetscape enhancement
- Parking structure
- Other infrastructure upgrade to support transit oriented development (e.g. water & sewers)

Funds can be used for preliminary design, environmental studies, engineering, land acquisition and construction.

### **Project Evaluation**

#### *1. Project Location*

The project must be located in the priority transit oriented development areas as described in the Program Application Areas section. Projects located in downtown Fresno (Exhibit A) will have the first priority, then Blackstone and Ventura-Kings Canyon corridor (Exhibit B), and thirdly the Shaw Ave. corridor.

#### *2. Nexus to Transit Oriented Development*

The application must demonstrate that development supported by the project is transit oriented, and conforms to all applicable adopted plans. The project will be scored based on how the project will advance TOD principles and how well the project will contribute to a livable and viable community.

#### *3. Land Use Characteristics in the Project Area*

The applicant will identify existing as well as planned land use conditions in the development area that the project supports. The project will be scored based on

residential density, employment intensity, as well as the level of mixed use in the surrounding areas. Projects must support development with a minimum residential density of 18 units per acre.

#### 4. *Transportation Characteristics*

The applicant will demonstrate how the project will improve accessibility to transit, and connectivity of trips by alternative mode such as walking and bicycling in the TOD areas the project serves. An exemplary project will support multi-modal access to transit service and enhance bicycle and pedestrian travel to facilitate non-auto trips within the TOD area.

For projects that are not directly related to transportation, the applicant will identify the existing or planned conditions of transit accessibility as well as the bike/pedestrian environment in the areas that the project supports.

#### 5. *Urban Design*

The purpose of transit oriented development is to create vibrant and livable places/communities around transit stations. Urban design contributes significantly to the attractiveness of a place. The highest scored projects would be those that would likely bring positive impacts to the physical appearance of the project area; or where there are already urban design principles in place to guide the development in the project area.

#### 6. *Parking*

The applicant will provide the existing parking inventory in the project area, and identify existing and future parking policies in the area. A project will be scored favorably if there are existing or planned parking policies in the project area that would provide for TOD friendly parking. Examples of such TOD friendly parking policies include but are not limited to: reduced parking requirements, shared parking, reciprocal access agreement, transit friendly parking design, transit supportive zoning, etc.

#### 7. *Green Buildings*

Green building is the practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout a building's life-cycle from siting to design, construction, operation, maintenance, renovation and deconstruction.

Green buildings are designed to reduce the overall impact of the built environment on human health and the natural environment by:

- ◆ Efficiently using energy, water, and other resources

- Protecting occupant health and improving employee productivity
- Reducing waste, pollution and environmental degradation

For example, green buildings may incorporate sustainable materials in their construction (e.g., reused, recycled-content, or made from renewable resources); create healthy indoor environments with minimal pollutants (e.g., reduced product emissions); and/or feature landscaping that is low-allergen, non-invasive and reduces water usage (e.g., by using native plants that survive without extra watering).

A project will be scored favorably if green building practice is incorporated in the development that the project supports.

#### 8. *Affordable Housing*

A project that supports an affordable housing development will be scored favorably. Affordable housing means housing that has an Affordable Housing Cost or Affordable Rent as defined in Section 50052.5 or 50053(a) of the California Health and Safety Code, or any successor section thereto.

## Scoring Criteria

### I. Project Location (maximum 15 points)

1. *Downtown Fresno as shown in Exhibit A (max 15 points)*
2. *Within ½ mile of a BRT station along the Blackstone and Ventura-Kings Canyon corridor as shown in Exhibit B (max 10 points)*
3. *Within ½ mile of a BRT station on Shaw Avenue between SR. 99 and SR 168 –BRT Stations to be determined (max 5 points)*

### II. Land Use Characteristics in the Project Area (max 20 points)

1. *Residential Density (max 5 points)*  
Projects supporting development with a residential density of 30 units per acre and above will receive a max of 5 points. The minimum required density is 18 units per acre.
2. *Employment Intensity (max 5 points)*  
Projects supporting development that brings higher concentration of jobs will be scored more favorably than low employment intensity development.
3. *Mixed-uses (max 5 points)*  
Projects that support a variety of land uses, and internalize non-commute trips through walking and biking, will be scored favorably.
4. *Affordable Housing (max 5 points)*  
Projects that support or provide affordable housing will receive maximum 5 points.

### III. Transportation Characteristics in the Project Area (max 20 points)

1. *Transit Accessibility (max 10 points)*  
Projects that improve transit accessibility in the project area will receive maximum 10 points.
2. *Bike/Pedestrian Enhancement (max 10 points)*  
Projects that improve bike/pedestrian environment to facilitate non-auto trips in the project area will receive maximum 10 points

### IV. Urban Design (max 10 points)

Projects that support development whose aesthetic design provides a safe and pedestrian friendly environment will be awarded maximum of 10 points. For example, development with doors and windows oriented towards the sidewalk to provide "eyes on the street".

### V. Parking Policies (max 10 points)

Projects that support development with TOD friendly parking policies in place, or development within the area of an adopted plan that provides such policies, will receive maximum 10 points.

### VI. Sustainable Green Building Design (max 5 points)

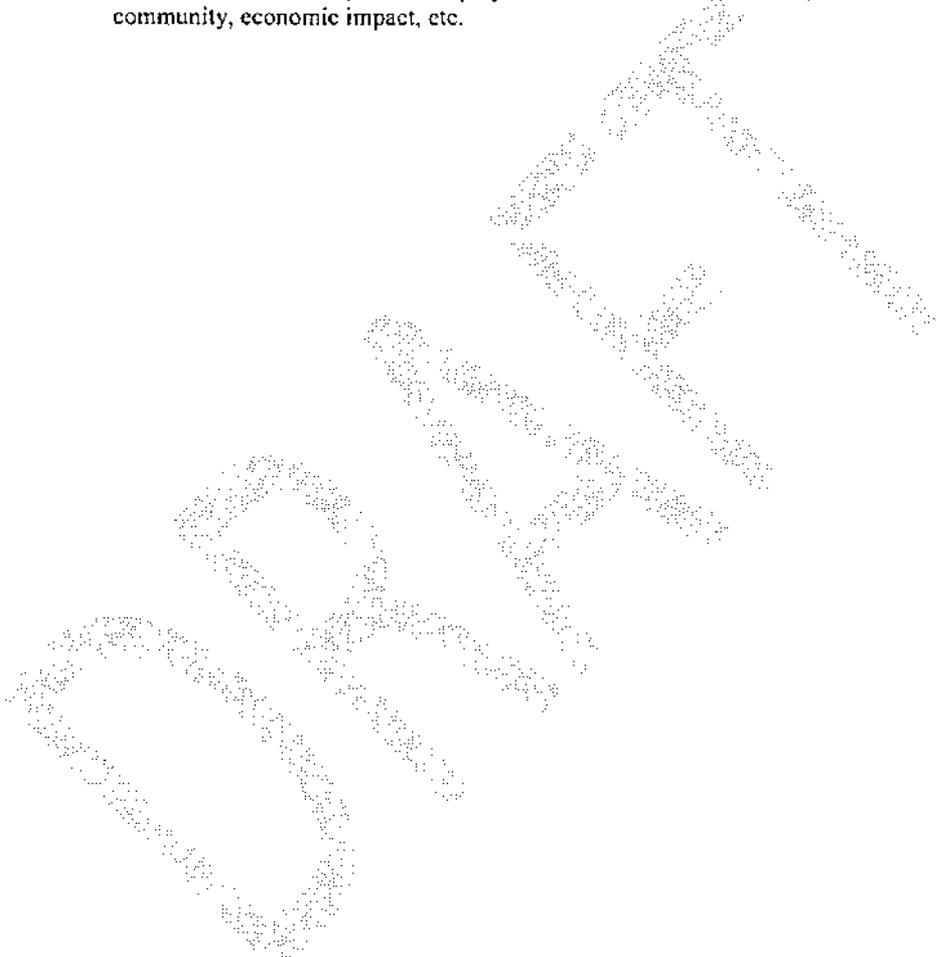
Projects that support development with sustainable green building design as defined in the Project Evaluation section will receive a maximum of 5 points.

**VII. Community Support (max 10 points)**

Projects that are developed through an inclusive planning process with broad private and public partnership will receive maximum of 10 points.

**VIII. Subjective Evaluation (max 10 points)**

The scoring committee may use this category to consider factors of overriding concerns. Examples may include, but are not limited to: quality of project, how the project addresses issues in the community, how the project will contribute to a livable, viable and sustainable community, economic impact, etc.



## **B. Planning Program**

### **Eligible Activities**

Planning grants award funding to planning activities that will develop station area plans, transit corridor specific plans or any other specific plans that focus on creating vibrant and livable communities through investment on transit oriented development. Applicants should document how the proposed projects will increase “location efficiency” so people can walk, bike and take transit; boost ridership and minimize traffic; provide a rich mix of housing, shopping and transportation choices; generate revenue for the public and private sectors and provide value for both new and existing residents and create a sense of place.

Planning projects include but not limited to:

- Station area plans
- Transit corridor specific plans
- Specific plans that address parking requirement/district, or urban design guidelines in the designated TOD areas

Awards can be used to pay for professional services and project management as required by the planning efforts.

### **Project Evaluation**

#### *1. Project Location*

The project must include areas as described in the Program Application Areas section. Planning areas that include downtown Fresno (Exhibit A) will have the first priority, then those that include BRT station areas along the Blackstone and Ventura-Kings Canyon corridor (Exhibit B), and thirdly those that include BRT Station areas along the Shaw Ave. corridor.

#### *2. Nexus to Transit Oriented Development*

The application must demonstrate the project’s nexus to transit oriented development. The planning project will be scored based on how the project will advance the TOD principles and how well the project will contribute to a livable and viable community. The exemplary project would help achieve the goal of boosting transit ridership through land use changes, and providing multi-modal transportation access to job, school or recreational destinations.

### 3. *Planning Elements*

A successful planning project will include analysis of existing and planned land use/employment conditions, transit accessibility, street connectivity, urban design characteristics, and TOD friendly parking policies in the project area. The highest scored projects will demonstrate the most transit friendly elements such as mixed use, high residential density, concentration of employment, convenient access to transit, abundant choice of other travel alternatives, aesthetic design, etc.

### 4. *Project Impact*

The highest scored planning project in this category will include anticipated implementation actions such as programming of funds for infrastructure projects, adoption of zoning changes, or other formal action by the City Council or Board of Supervisors that will result in tangible changes such as general plan amendment, a community plan or a specific plan thereto.

### 5. *Green Buildings*

Green building is the practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout a building's life-cycle from siting to design, construction, operation, maintenance, renovation and deconstruction.

Green buildings are designed to reduce the overall impact of the built environment on human health and the natural environment by:

- Efficiently using energy, water, and other resources
- Protecting occupant health and improving employee productivity
- Reducing waste, pollution and environmental degradation

For example, green buildings may incorporate sustainable materials in their construction (e.g., reused, recycled-content, or made from renewable resources); create healthy indoor environments with minimal pollutants (e.g., reduced product emissions); and/or feature landscaping that is low-allergen, non-invasive and reduces water usage (e.g., by using native plants that survive without extra watering).

A project will be scored favorably if green building practice is incorporated in the project.

### 6. *Affordable Housing*

A planning project that includes a housing strategy that promotes affordable housing will be scored more favorably. Affordable housing means housing that has an Affordable Housing Cost or Affordable Rent as defined in Section 50052.5 or 50053(a) of the California Health and Safety Code, or any successor section thereto.

## Scoring Criteria

### **I. Project Location (maximum 15 points)**

Points will be awarded based on the planning areas' inclusion of the following location(s):

- 1. Downtown Fresno as shown in Exhibit A (max 15 points)*
- 2. Within ½ mile of a BRT station along Blackstone and Ventura-Kings Canyon corridor as shown in Exhibit B (max 10 points)*
- 3. Within ½ mile of a BRT station on Shaw Avenue between SR. 99 and SR 168 –BRT Stations to be determined (max 5 points)*

### **II. Planning Elements (maximum 30 points)**

The highest scored project will address the planning elements listed under the Project Evaluation section. A successful project will demonstrate support for transit oriented development through these planning elements.

### **III. Plan Implementation (maximum 25 points)**

A successful project will demonstrate potential of timely implementation of the plan. The project will be scored favorably if it leads to a capital improvement project or other tangible changes such as a general plan amendment.

### **IV. Local Commitment and Community Support (maximum 10 points)**

The high scored project will have broad community support (public involvement to date, letter of support, etc). Demonstration of developers and property owners' support and being part of the planning process will also be strong evidence for local commitment.

### **V. Affordable Housing (maximum 5 points)**

Planning projects that include strategies to promote affordable housing will receive maximum 5 points.

### **VI. Sustainable Green Buildings (maximum 5 points)**

Planning projects that include strategies to promote sustainable green building design will receive maximum 5 points.

### **VII. Subjective Evaluation (10 points)**

The scoring committee may use this category to consider factors of overriding concerns. Examples may include, but are not limited to: the quality of the planning project, how the project addresses issues in the community, how the project will contribute to a livable, viable and sustainable community, economic impact, etc.

## C. Housing In-fill Incentive Program

### Eligible Activities

The Housing In-fill Program was designed to reward local governments for encouraging developers to build higher density housing with TOD characteristics. Local government could spend funds to supplement development fees or on a capital project that would support transit oriented development. The Housing In-fill Incentive funds could be expended on two types of programs/projects:

- Capital improvement projects as defined under the Capital Improvement Projects Program that would support transit oriented development
- Forgiveness of impact fees or other cost for residential development within a specified area described in the Program Application Areas section above

### Project Evaluation

#### 1. Project Location

The project must be located in the priority transit oriented development areas as described in the Program Application Areas section. Projects located in downtown Fresno (Exhibit A) will have the first priority, then Blackstone and Ventura-Kings Canyon corridor (Exhibit B), and thirdly the Shaw Ave. corridor.

#### 2. Nexus to Transit Oriented Development

The project applicant will demonstrate the project nexus to transit oriented development through its density, accessibility to transit facilities, level of mix uses if applicable, affordability, and other characteristics of TOD communities.

#### 3. Density

Development supported by the project must have a minimum residential density of 18 units per acre.

#### 4. Green Buildings

Green building is the practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout a building's life-cycle from siting to design, construction, operation, maintenance, renovation and deconstruction.

Green buildings are designed to reduce the overall impact of the built environment on human health and the natural environment by:

- Efficiently using energy, water, and other resources
- Protecting occupant health and improving employee productivity
- Reducing waste, pollution and environmental degradation

For example, green buildings may incorporate sustainable materials in their construction (e.g., reused, recycled-content, or made from renewable resources); create healthy indoor environments with minimal pollutants (e.g., reduced product emissions); and/or feature landscaping that is low-allergen, non-invasive and reduces water usage (e.g., by using native plants that survive without extra watering).

A project will be scored favorably if green building practice is incorporated in development that the projects support.

#### *5. Affordable Housing*

A housing project that provides affordable housing will be scored favorably. Affordable housing means housing that has an Affordable Housing Cost or Affordable Rent as described in Section 50052.5 or 50053(a) of the California Health and Safety Code, or any successor section thereto.

#### *6. Project Readiness*

For applications that propose to support unspecified future development projects (such as an impact fee forgiveness program), the grantee agency must require building permits to be pulled within 24 months of the project being selected for support under this program. If not, the award will be withdrawn, and the funds will be rolled back into the TOD funding pool. Funds to support a development project will not be disbursed to the grantee agency until the development is complete and receives its certificate of occupancy.

## Scoring Criteria

### **I. Project Location (maximum 15 points)**

- 1. Downtown Fresno as shown in Exhibit A (max 15 points)*
- 2. Within ½ mile of a BRT station along Blackstone and Ventura-Kings Canyon corridor as shown in Exhibit B (max 10 points)*
- 3. Within ½ mile of a BRT station on Shaw Avenue between SR. 99 and SR 168 –BRT Stations to be determined (max 5 points)*

### **II. Nexus to Transit Oriented Development (maximum 30 points)**

A successful applicant will demonstrate strong nexus to transit oriented development through TOD characteristics, such as accessibility to transit, affordability, biking and walking environment, etc.

### **III. Density (maximum 25 points)**

Projects supporting development with a residential density of 30 units per acre and above will receive a maximum of 25 points. The minimum required residential density is 18 units per acre.

### **IV. Affordable Housing (maximum 5 points)**

Projects that provide affordable housing will receive maximum 5 points.

### **V. Sustainable Green Building (maximum 5 points)**

Projects with sustainable green building design will receive maximum 5 points.

### **VI. Community Support (max 10 points)**

Projects that are developed through an inclusive planning process with broad private and public partnership will receive maximum of 10 points.

### **VII. Subjective Evaluation (10 points)**

The scoring committee may use this category to consider factors of overriding concerns. Examples may include, but are not limited to: the quality of the project, how the project addresses issues in the community, how the project will contribute to a livable, viable and sustainable community, economic impact, etc.

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