



REPORT TO THE CITY COUNCIL

March 6, 2014

AGENDA ITEM NO. 1H  
COUNCIL MEETING: 3/6/14

APPROVED BY

FROM: BRUCE RUDD, City Manager

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

CITY MANAGER

SUBJECT: **BILL (for adoption) – repealing Section 14-1803; amending Subsection (d) of Section 10-105, Subsection (b) and (c) of Section 12-1711, Subsection (f) of Section 14-1801, Section 14-1802, and Section 14-1806; and adding Subsection (g) to the Fresno Municipal Code, relating to the removal of references to the Fulton Mall in the code and removal of Fulton Mall from Pedestrian Mall No. 1. Introduced February 27, 2014.**

**RECOMMENDATIONS**

Staff recommends that the City Council adopt a bill (Ordinance Bill No. B-14; see Exhibit A) repealing Section 14-1803; amending Subsection (d) of Section 10-105, Subsection (b) and (c) of Section 12-1711, Subsection (f) of Section 14-1801, Section 14-1802, and Section 14-1806; and adding Subsection (g) to the Fresno Municipal Code, relating to the removal of references to the Fulton Mall in the code and removal of Fulton Mall from Pedestrian Mall No. 1. This bill was approved for introduction by the Council on February 27, 2014.

**EXECUTIVE SUMMARY**

The Fulton Mall Reconstruction Project (the Project) proposes the creation of a complete street on 11 city blocks in Downtown Fresno's central business district by reintroducing vehicle traffic lanes to the existing pedestrian mall.

At a hearing on February 27, 2014, the City Council took several actions related to the Project, including the introduction of this ordinance.

Staff recommends that the Council adopt the ordinance.

**BACKGROUND**

The purpose of the Fulton Mall Reconstruction Project is to revitalize the Fulton Mall in order to create a vibrant and sustainable hub for activity in Downtown Fresno and the Fresno region.

The Project will reopen the Fulton Mall to one lane of vehicle traffic in each direction, with up to 190 new on-street parking stalls. While the Project will provide the functionality of a traditional "Main Street," the area will continue to be thoroughly unique through the substantial incorporation of elements of the landscape that contribute to its eligibility for the National Register of Historic Places. Nearly three-quarters of the built features of the existing Fulton Mall — sculptures, benches, fountains — will be retained in the area, more trees will be present than are present today, and over half the right-of-way will be dedicated exclusively to pedestrians.

Roughly double the vendor spaces will be accommodated during events compared with the landscape today, and rehabilitated and enhanced sound, lighting, power, and data infrastructure, along with ADA-compliant pedestrian facilities, will better serve special events and daily use.

At a hearing on February 27, 2014, the City Council approved several actions related to the Fulton Mall Reconstruction Project:

- Certification of the Final Environmental Impact Report
- Approval of Plan Amendment A-13-008 redesignating the Fulton Mall as a local street and amending the 2025 Fresno General Plan and Central Area Community Plan accordingly
- Introduction of Ordinance Bill No. B-14 amending the Fresno Municipal Code for consistency with the plan amendments
- Selection of Project Option 1 as the City's preferred build alternative
- Authorization for the Public Works Director to take steps necessary to secure construction funding
- Direction to staff on measures to take in budgeting for and bidding out construction of the Project

### **Plan Amendments**

Plan Amendment Application No. A-13-008 (Exhibit B) was approved by the Council as part of its actions related to the Project on February 27, 2014. Approval of this application does the following:

- amends the 2025 Fresno General Plan Land Use Element by removing the designation of the affected portions of Fulton, Merced, Mariposa, and Kern Streets as open space/pedestrian malls,
- amends the 2025 Fresno General Plan Circulation Element to designate those same areas as local streets, and
- amends sections of the Central Area Community Plan relating to pedestrian malls. Other parts of these documents remain essentially unchanged.

### **Revisions to the Fresno Municipal Code (FMC)**

An ordinance bill (Exhibit A) has been prepared to amend the Fresno Municipal Code to clean up references and requirements related to the Fulton Mall's status as a pedestrian mall. Specifically, Chapter 14 has several provisions related to prohibiting traffic on the Fulton Mall. A clean-up ordinance has been prepared to make the Code consistent with the Project.

Introduction of this ordinance was approved by the Council as part of its actions related to the Project on February 27, 2014. Staff recommends that the Council adopt this ordinance today.

As noted in Section 10 of the ordinance, the ordinance will not be effective until after the date of acceptance by the City Engineer of the Fulton Mall Reconstruction Project as having reinstalled a complete street in the Fulton Street right-of-way. In other words, current Code relating to the

Fulton Mall as a pedestrian mall will continue to apply until Project completion, and vehicles will continue generally to be prohibited from travelling on the Fulton Mall.

## **LOCAL PREFERENCE**

No funds are being awarded for work by the proposed City Council action.

## **FISCAL IMPACT**

There will be no fiscal impacts from today's proposed ordinance adoption, independent of the Fulton Mall Reconstruction Project more generally considered by the Council on February 27, 2014.

## **EXHIBITS**

- A.** Ordinance Bill No. B-14 Amending Fresno Municipal Code
- B.** Plan Amendment A-13-008 Map and Text

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BILL NO. B-14

ORDINANCE NO. \_\_\_\_\_

AN ORDINANCE OF THE CITY OF FRESNO, CALIFORNIA, REPEALING SECTION 14-1803, AMENDING SUBSECTION (d) OF SECTION 10-105, SUBSECTION (b) AND (c) OF SECTION 12-1711, SUBSECTION (f) OF SECTION 14-1801, SECTION 14-1802, SECTION 14-1806 OF, AND ADDING SUBSECTION (g) TO, THE FRESNO MUNICIPAL CODE, RELATING TO THE REMOVAL OF REFERENCES TO THE FULTON MALL IN THE CODE AND REMOVAL OF FULTON MALL FROM PEDESTRIAN MALL NO. 1.

THE COUNCIL OF THE CITY OF FRESNO DOES ORDAIN AS FOLLOWS:

SECTION 1. Section 14-1803 of the Fresno Municipal Code is repealed.

SECTION 2. Subsection (d) of Section 10-105 of the Fresno Municipal Code is amended to read as follows:

(d) Construction equipment or work, including the operation, use or employment of pile drivers, hammers, saws, drills, derricks, hoists, or similar construction equipment or tools. ~~This subsection shall not apply to construction equipment or work within the area bounded by the Union Pacific tracks, from Ventura to Tulare; Tulare Street, from Union Pacific tracks to Fulton Mall; Fulton Mall/Street, from Tulare to Ventura; and Ventura Street, from Fulton Street to Union Pacific tracks. This exception shall become null and void on June 1, 2003.~~

SECTION 3. Subsection (b) of Section 12-1711 of the Fresno Municipal Code is amended to read as follows:

(b) **Signs Over Public Property.** No sign, except single-faced signs which are placed parallel with and flush against the face of the wall of the building to which they are attached, shall be permitted to extend over any street or right-of-way except as otherwise provided in Section 12-1713 and 12-1714 of this article, or when [otherwise] authorized by the [Code] City Council for placement on the Fulton Mall between ~~Tuolumne and Inyo Streets.~~

SECTION 4. Subsection (c) of Section 12-1711 of the Fresno Municipal Code is amended to read as follows:

(c) **Signs on Public Property.** Signs are prohibited on any utility pole, traffic signpost, traffic signal, official traffic-control device, traffic guidepost, or traffic

1 of 6 Ordinance Deleting Fulton Mall References  
Ordinance No.

Date Adopted:  
Date Approved:  
Effective Date:  
City Attorney Approval: \_\_\_\_\_

signpost. With the exception of signs [expressly] authorized by [Section 12.220.5 or any other provision of the Code] ~~the City Council to be placed on the Fulton Mall between Tuolumne and Inyo Streets,~~ no person, except a public officer in the performance of a public duty, shall affix by any means any form of sign, other than an open house directional sign, on any public property or within the public right-of-way.

SECTION 5. Subsection (f) of Section 14-1801 of the Fresno Municipal Code is amended to read as follows:

(f) The following are mall streets:

~~**Fulton Mall**—between the southeast curb line of Tuolumne Street and the northwest curb line of Inyo Street, excepting the vehicular traveled ways of Fresno Street and Tulare Street.~~

~~**Merced Mall**—between the Fulton Van Ness Alley and the Broadway-Fulton Alley.~~

~~**Mariposa Mall**—between the northeast curb line of Broadway and the Broadway-Fulton Alley and between the Broadway-Fulton Alley and the southwest curb line of Van Ness Avenue.~~

~~**Mariposa Mall**—between the northeast curb line of "O" Street and the southwest curb line of "P" Street~~, between the northeast curb line of "M" Street and the southwest curb line of "N" Street, between the northeast curb line of the Fulton-Van Ness Alley and the southwest curb line of Van Ness Avenue.

~~**Kern Mall**—between the southwest curb line of Fulton~~ Street and the Broadway-Fulton Alley. ~~Van Ness Alley and the Broadway-Fulton Alley and between the Broadway-Fulton Alley and 160 feet southwesterly of the Broadway-Fulton Alley.~~

~~**Broadway Mall**—the northeast 20.00 feet of Broadway—between the northwest line of the Kern Mall, and a point 155 feet northwest of the northwest line of the Kern Mall.~~

~~**Broadway Mall**—the northeast 20.00 feet of Broadway—between the southeast line of the Kern Mall, and a point 105 feet southeast of the southeast line of the Kern Mall.~~

SECTION 6. Section 14-1802 of the Fresno Municipal Code shall be amended to read as follows:

2 of 6

Date Adopted:

Date Approved:

Effective Date:

City Attorney Approval: \_\_\_\_\_

SEC. 14-1802. VEHICLES IN ALLEYS IN THE [HISTORICAL FULTON] MALL AREA.

(a) CERTAIN VEHICLES PROHIBITED. No person shall operate or park any vehicle, other than authorized emergency vehicles, commercial vehicles, or pedes-trains authorized by the Council by resolution, on the alleys in the [historical ]mall area ~~described herein~~[listed in subsection (d)], except for the purpose of ingress to or egress from private parking spaces adjacent to such alley.

(b) METHOD OF PARKING. No person shall park a vehicle within the alleys ~~described herein~~[listed in subsection (d)] in such a manner or under such conditions as to leave available less than ten feet of width of the roadway for the free movement of vehicular traffic, and no person shall stop, stand or park a vehicle in such a position as to block any loading entrance to any abutting property.

(c) TIME LIMITS. Permission is herein granted to park such vehicles in ~~such~~ [the ]alleys [listed in subsection (d)] for the purpose of loading and unloading materials, but only for the time necessary therefor and in no event for more than thirty minutes, unless the materials loaded or unloaded exceed two and one-half tons, in which event twelve minutes shall be allowed for the loading or unloading of each ton of materials. The Chief of Police by special permit may authorize the parking of vehicles for longer periods for the following purposes:

(1) Construction vehicles and equipment while being used in actual construction and demolition operations.

(2) Maintenance vehicles and equipment while being used in connection with maintenance of buildings abutting such alley or the facilities installed in such alley.

(d) LIST OF ALLEYS IN THE [HISTORICAL ]MALL AREA:

Congo Alley between Inyo and Tuolumne;

Federal Alley between Inyo and Tuolumne.

SECTION 7. Section 14-1806 of the Fresno Municipal Code is amended to read as follows:

SEC. 14-1806. PEDDLING ON MALL STREETS.

No person shall sell, vend or peddle any food, drinks or merchandise on the Mall Streets [ or the Historical Mall Streets as defined in Section 14-1801(g)], including by means of a stand,

Date Adopted:

Date Approved:

Effective Date:

City Attorney Approval: \_\_\_\_\_

wagon, pushcart, handcart, bicycle, motorized cart or other vehicle, or from a basket or other container carried on the person, unless that person is a Mall Street Concessionaire and is prominently displaying on their person or vehicle a city-issued official badge or sign designating them as being approved by the Director of Parks and Recreation as a Mall Street Concessionaire. A person may become a Mall Street Concessionaire by execution of an agreement approved by the Director of Parks and Recreation, ~~and so long as it is determined by the Director of Parks and Recreation that execution of the concession agreement will improve the pedestrian mall by either being necessary or convenient to the operation of the pedestrian mall or necessary or convenient to serve members of the public using the pedestrian mall.~~

[For purposes of Mall Street Concessionaires operating in a Mall Street, as defined in Section 14-1801(f), the concession agreement shall be in a form approved by the Director of Parks and Recreation and may be approved so long as the Director determines that the agreement will improve the pedestrian mall by either being necessary or convenient to the operation of the pedestrian mall or necessary or convenient to serve members of the public using the pedestrian mall. Any process to issue or revoke a concession agreement adopted by the Director of Parks and Recreation for vendors operating in a Mall Street shall be in compliance with due process and all State and Federal laws protecting against unlawful discrimination]

For purposes of Mall Street Concessionaires operating in a Historical Mall Street, as defined in Section 14-1801(g), the concession agreement shall be in the form of an encroachment agreement issued by the Public Works Director under rules and procedures adopted by the Public Works Director. The encroachment permit shall specify the location where vending is permitted under the permit. The City shall charge no more for the encroachment permit than the City's reasonable costs in administering, managing and enforcing the permit and the City's reasonable costs to improve and maintain that area of the historical mall street (and improvements therein) that provide a benefit to the vendor. The permit shall include an indemnity agreement in a form approved by the City Attorney and the Risk Manager and the permittee shall provide proof of insurance in a form approved by the City Attorney and the Risk Manager. Any process to issue or revoke a permit adopted by the Public Works Director for vendors operating in a Historical Mall Street shall be in compliance with due process and all State and Federal laws protecting against unlawful discrimination.]

SECTION 8. Subsection (g) is added to Section 14-1801 of the Fresno Municipal Code to read as follows:

(g) The following are Historical Mall Streets:

**Fulton Street**—between the southeast curb line of Tuolumne Street and the northwest curb line of Inyo Street.

**Merced Street**—between the Fulton-Van Ness Alley and the Broadway-Fulton Alley.

4 of 6

Date Adopted:

Date Approved:

Effective Date:

City Attorney Approval: \_\_\_\_\_

**Mariposa Street**—between the northeast curb line of Broadway and the Broadway-Fulton Alley and between the Broadway-Fulton Alley and the northeast curb line of the Fulton-Van Ness Alley.

**Kern Street**—between the Fulton-Van Ness Alley and Fulton Street.

SECTION 9. The following streets and portions of city streets are removed from Pedestrian Mall No. 1, established by Ordinance No. 6397, adopted on January 16, 1967:

Fulton Street between the southeast curb line of Tuolumne Street and the northwest curb line of Inyo Street.

Merced Street between the Fulton-Van Ness Alley and the Broadway-Fulton Alley.

Mariposa Street between the northeast curb line of Broadway and the Broadway-Fulton Alley and between the Broadway-Fulton Alley and the northeast curb line of the Fulton-Van Ness Alley.

Kern Street between the Fulton-Van Ness Alley and Fulton Street.

///  
///  
///

SECTION 10. This ordinance shall become effective and in full force and effect at 12:01 a.m. on the thirty-first day after its passage and after the date of acceptance by the City Engineer of the Fulton Mall Reconstruction project as having reinstalled a complete street in the Fulton Street right-of-way.

\* \* \* \* \*

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

I, YVONNE SPENCE, City Clerk of the City of Fresno, certify that the foregoing ordinance was adopted by the Council of the City of Fresno, at a regular meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2014.

AYES :  
NOES :  
ABSENT :  
ABSTAIN :

Mayor Approval: \_\_\_\_\_, 2014  
Mayor Approval/No Return: \_\_\_\_\_, 2014  
Mayor Veto: \_\_\_\_\_, 2014  
Council Override Vote: \_\_\_\_\_, 2014

YVONNE SPENCE, CMC  
City Clerk

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

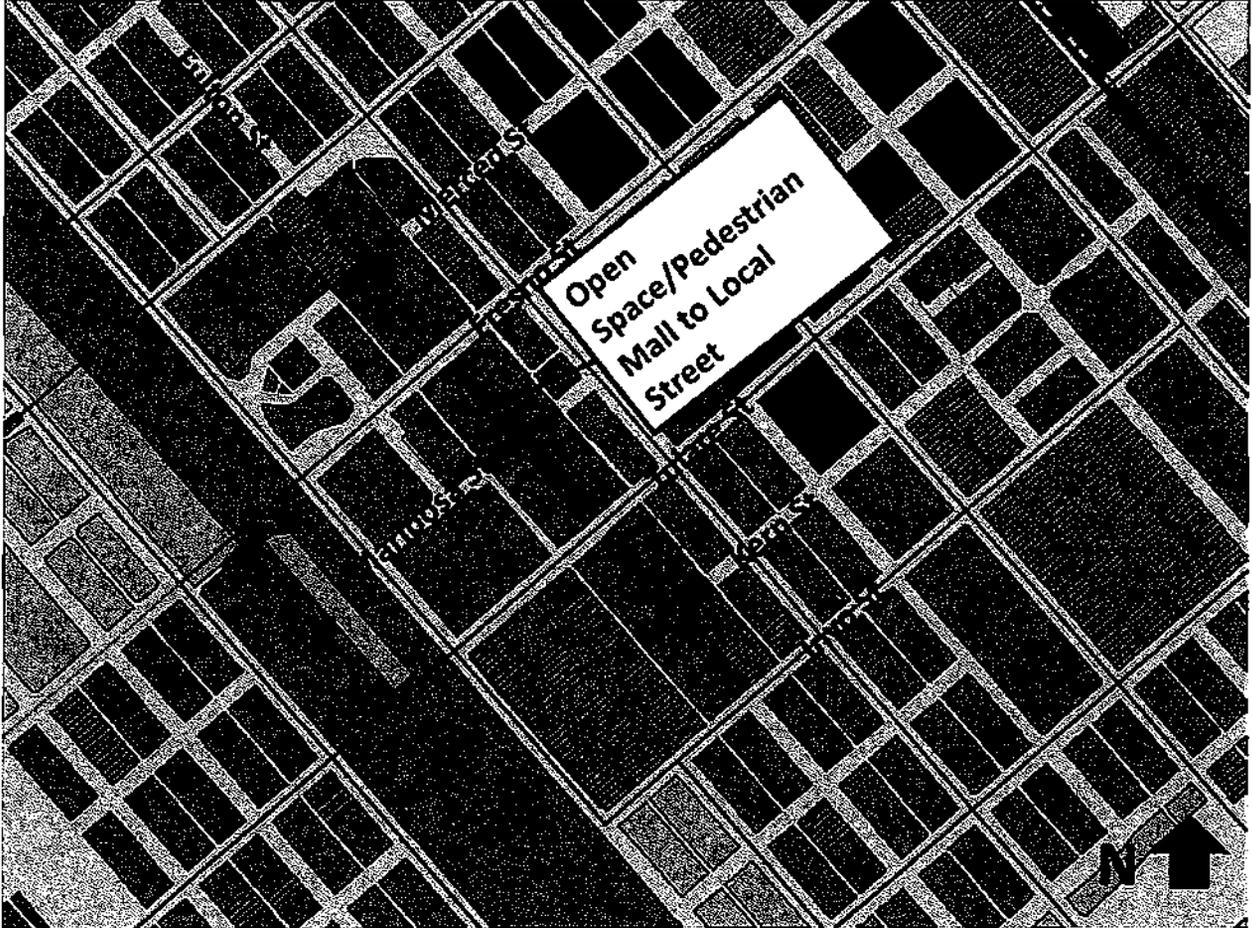
APPROVED AS TO FORM:

DOUGLAS SLOAN  
City Attorney

By   
Kathryn C. Phelan Date  
Special Deputy City Attorney

Date Adopted:  
Date Approved:  
Effective Date:  
City Attorney Approval: \_\_\_\_\_

# 2025 Fresno General Plan Amendment



2025 Fresno General Plan Land Use and Circulation Map (Exhibit 4)

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## Proposed Changes to the Central Area Community Plan

Additions denoted in bold *italics*; deletions denoted in ~~strikeout~~

1. Insert after page 16 – end of Background section:

2.7 2013 – Update and Modification to Central Area Community Plan

*The City of Fresno adopted the Central Area Community Plan in 1989, at the midpoint in the life of the Fulton Mall from 1964 to the present. Most of the pedestrian malls that would be installed in American downtowns had by then been constructed and, as the 1989 Plan language alludes to, some malls that were unsuccessful had already started being reopened. This trend continued briskly in the years after the 1989 Plan adoption. A 2013 pedestrian mall survey by the Downtown Fresno Partnership, which includes 70 malls known to have been reopened, finds that 17 had been reopened by 1989, 38 were reopened in 1990 or later, and 15 others were reopened at a date uncertain. Planners and community members may or may not have anticipated the trend continuing and accelerating in the late 1980s, but it is unmistakable in retrospect today.*

*The 1989 Plan indicated that the success or failure of American and European pedestrian malls “is not determined by the presence or absence of motor vehicles, but rather, by the overall economic health of the area in which a mall is located, and the relationship between the pedestrian area and various significant activity centers.” But in recent years, surveys and interviews with downtown managers around the country have revealed that projects to reopen pedestrian malls to vehicular traffic have, in various cases, either been a response to depressed economic conditions on and around a mall, or accompanied the economic reawakening of a downtown area, or both, such that the reopening was a key catalyst to the overall revitalization of the urban center.*

*Events of the late 1980s left the Fulton Mall economy in a “deep freeze” that planners and community members may also not have fully foreseen in 1989. Following the 1970 closure of the Mall’s Montgomery Ward store and the 1986 closure of the JC Penney store, in 1988, Gottschalk’s closed its original, flagship store on the Fulton Mall. Despite the clear downward trend, when the Central Area Community Plan was adopted in 1989, planners and community members could not have known how long or how deep the economic impact of this last closure would be on the entire Mall. Fulton Mall properties lost 90% of their value in the early 1990s and were often picked up at bargain prices. Incredibly, on a per-square-foot basis, Fulton Mall commercial*

*buildings that were supposed to be revenue-producing could be bought for a fraction of the price of typical Fresno single-family homes, which were generally not supposed to be revenue-producing.*

*Even today, some 25 years later, the Fulton Mall economy has not substantially recovered from the loss of its anchor stores. A 2012 urban decay study found the vacancy rates of office and major retail space along the Fulton Mall are 46.1% and 34.9%, respectively, which are more than triple the rates for the Downtown office market and the nearby Kings Canyon retail corridor. A 2010 survey found historic buildings are 71% vacant along the Mall, versus 35% elsewhere in Downtown. These high vacancies harm the image and the reality of activity in the area. The 2012 study also found that office lease rates along the Mall average \$1.03 per sq. ft. per month, much lower than the average citywide (\$1.68) and Downtown (\$1.41). The study found retail sales on the Mall are \$79 per sq. ft. per year, much lower than on the Kings Canyon corridor (\$203) or citywide (\$274). Such low revenues harm Mall business owners and yield less working capital for building upkeep.*

*The Mall has suffered by other measures as well. The rate of reported graffiti incidents per acre during a six-month period in 2012 was 3.2 times greater along the Fulton Mall than in the rest of Downtown. The 2012 urban decay study found the rate of reported larceny/theft crimes per acre in the Fulton Mall area was 19 times greater than the citywide average.*

*Downtown Fresno and the Fulton Mall district today face very different challenges from those confronted by the local civic and business leaders in the late 1950s and early 1960s who boldly undertook the pedestrian mall experiment. Then, the challenge was one of fortifying a successful, well known urban "Main Street" from suburban competition. At the debut of the "Fresno Mall" and in the years following, visitors from throughout the region were being asked to continue coming to a place they had grown up with, whose stores they knew well, now in a setting redesigned to mirror the tranquil, suburban shopping mall experience that customers seemed newly to be craving.*

*Today Downtown leaders face the challenge of reintroducing the Fulton Mall and its buildings and businesses to a Fresno community and region that largely has grown accustomed, over the course of two generations, to avoiding the area on most days of the year. This challenge is not unique to Fresno; it is the same one American cities have faced time and again in the 25 years since 1989, in response the post-World War II suburban development boom. But it is a challenge that requires doing things differently. Being serious about attracting new visitors and customers means making businesses and buildings along the Mall accessible and visible to the greatest possible array of Fresnoans, not just the most intrepid, who arrive and browse by the mix of travel modes that reflects their lives generally. Relieving*

*Fresnans of their reliance on automobiles is an important goal in light of local air quality and obesity challenges, but even among cities with more advanced public transit systems and widespread transit use, multimodal streets are the norm, and pedestrian malls that exclude automobiles are rare.*

*Pedestrian mall surveys reveal that over and over, cities have found that the reintroduction of a mix of vehicle, bicycle, and pedestrian travel modes on their Main Streets, alongside public transit, has been an important component in successful efforts to reawaken economic activity, foot traffic, and investment in their downtowns. These cities have discovered that despite — or perhaps because of — the proliferation of suburban amenities such as monolithic shopping centers, Americans love their Downtowns and find unique value in the bustle and walkability of a vibrant Main Street. In fact, stories of mall developers remodeling their properties to replicate an urban, mixed-use, multimodal street character have begun appearing in the suburban areas of cities across the country.*

2. The following are additional proposed changes to the Central Area Community Plan:

- Page 38, amend to refer to redesigned street, as follows:

Districts

To enhance the objectives of the land use concept and facilitate the implementation of the Land Use Plan, new investments are encouraged in the thirteen districts identified in the Districts Map and the Activity Centers Concept Map...

1. LOWELL DISTRICT  
The emphasis....

...

9. FULTON MALL DISTRICT  
The District represents the primary "hub" of commercial, financial and corporate office activities in the Central Area.

The specific objectives are to improve and develop the image of the District as a multi-use area in a three-node concept with the Fulton Mall **redesigned** street pedestrian-mall-network as a vital amenity.

- Page 52 - delete "support pedestrian malls," as follows:

4.3.2 PLAN APPROACH

The Central Area Community Plan seeks to restore the commercial environment in the Central Area by providing a unique, urban retail and service center...

...

- o Support the development of ~~pedestrian malls and~~ routes which provide the interconnecting linkages to major districts throughout the Central Area.
- Page 52 – add COM 1-2 a. "return vehicles to Fulton Mall," as follows:

#### 4.3.3 GOAL, POLICIES AND IMPLEMENTATION ACTIONS

##### Commercial Goal

Improve the overall structure, diversity and vitality of the Central Area businesses to provide a unique, urban retail and service center with a broad range of goods and services.

##### Commercial Policy 1

Reinforce existing retail, service and office activities with the Central Area.

##### Implementation Actions

...

Com

**1-2a *Return vehicles to the Fulton Mall.***

- Page 53 – delete from COM 2-4 "pedestrian malls"

#### 4.3.3 GOAL, POLICIES AND IMPLEMENTATION ACTIONS

##### Commercial Goal

Improve the overall structure, diversity and vitality of the Central Area businesses to provide a unique, urban retail and service center with a broad range of goods and services.

...

##### Commercial Policy 2

Encourage the intensification of Central Area commercial services to cater to a broad range of users.

Implementation Actions

...

Com

2-4 Support greater utilization of ~~pedestrian malls~~ and pedestrian-oriented streets for sidewalk cafes, small shops, vendors, and similar uses.

- Page 53 – delete from COM 2-5 "pedestrian malls"

4.3.3 GOAL, POLICIES AND IMPLEMENTATION ACTIONS

Commercial Goal

Improve the overall structure, diversity and vitality of the Central Area businesses to provide a unique, urban retail and service center with a broad range of goods and services.

...

Commercial Policy 2

Encourage the intensification of Central Area commercial services to cater to a broad range of users.

Implementation Actions

...

Com

2-5 Improve the continuity of shopping patterns along ~~pedestrian malls~~ and pedestrian-oriented streets by encouraging the utilization of street frontages for commercial and other people-oriented uses.

- Page 82- Add TRA 2-7 "reintroduce vehicles to Fulton Mall"

5.3 GOAL, POLICIES AND IMPLEMENTATION ACTIONS

Transportation, Circulation, and Parking Goal

Provide a balanced, effective, comprehensive transportation system to accommodate growth and enhance the vitality and livability of the Central Area.

...

Transportation, Circulation, and Parking Policy 2

Enhance access to specific activity centers through a variety of transportation modes and facilities.

Implementation Actions

...

TRA

**2-7 Reintroduce vehicles to the Fulton Mall.**

- Page 160- Delete Urb 5-4

10.3 GOAL, POLICIES AND IMPLEMENTATION ACTIONS

Urban Design Goal

Improve the overall image, building and landscape character, and physical and spatial relationships of the Central Area to provide a unique, high-quality urban environment.

...

Urban Design Policy 5

Create and maintain a variety of small human scale plazas and mall areas as people-oriented spaces integrated with compatible businesses and services.

Implementation Actions

...

Urb

~~5-4 Provide incentives for developers to locate activity areas and design amenities in new public or private developments, including "gallerias," retail shops, and sidewalk cafes, especially along pedestrian mall/semi-mall spaces.~~

- Page 182 - Add Eco 4-8 "reintroduce vehicles to Fulton Mall"

11.4 GOAL, POLICIES AND IMPLEMENTATION ACTIONS

Economic Development Goal

Establish a comprehensive economic development program for the Central Area that strengthens its economic base, enhances its organizational and marketing capabilities, and creates entities dedicated to achieving sustained economic growth and long-term fiscal and physical stability.

...

Economic Development Policy 4

Support and strengthen existing economic and development activities in the Central Area.

Implementation Actions

...

Eco

**4-8 Reintroduce vehicles to the Fulton Mall.**

- Pages 209 through 244 - Delete all of Section 12.3 from Chapter 12.
- To the extent that any other goal, policy, procedure, chapter, section, subsection, provision, clause, sentence, word, exhibit or map of the Central Area Community Plan conflicts with the City's policy to reintroduce vehicle traffic to the Fulton Mall it shall be considered unlawful and considered severed.

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