

FRESNO



2035 General Plan

August 2012

**REVIEW
DRAFT
INITIATION
PURPOSES
ONLY**

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The General Plan Citizens Committee provided guidance and leadership throughout the process. A special thanks to committee members:

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Initiation Review Draft

Fresno General Plan Update

This document contains the following:

1. Introduction

- Purpose of the Initiation Review Draft
- Planning Process
- Public Participation Process
- Planning Area
- Plan Buildout

2. Land Use Element

- Land Use Classifications
- Density and Intensity
- Land Use Diagram
- General Plan Zoning Consistency

3. Circulation Element

- Street Typologies
- Circulation Map
- Street Design Standards

4. Goals and Objectives

- Goals
- Objectives

INTRODUCTION

PURPOSE OF THE INITIATION REVIEW DRAFT

This version of the Draft General Plan Update for the City of Fresno (“the City”) is being called the “Initiation Review Draft.” The Initiation Review Draft is not the final draft anticipated to be presented to the City Council for adoption, and will continue to be refined prior to release for public review and a final decision by the City Council. Instead, the intent of this draft is to provide information for a high-level review by the City Council to formally initiate the 2035 General Plan update process. The Initiation Review Draft has been based on the modified Alternative “A” model consistent with the direction given by the City Council

on April 19, 2012, to consider the merits of that alternative. The update process will include California Environmental Quality Act (CEQA) review of environmental impacts and project alternatives, including modified Alternative “A,” commencing with the creation of a Notice of Preparation (NOP).

The City’s Local Planning and Procedures Ordinance (LPPO) has very few informational requirements for formal initiation of general plan update by the City Council. However, as part of the CEQA process the NOP must contain the following minimum information: description of the project, location of the project, and probable environmental effects of the project. While this necessary information might conceivably be supplied by as little as a Land Use Diagram and Circulation Map, the Initiation Review Draft provides additional information to allow for a more in-depth, high-level review. For example, the goals and objectives of the proposed plan may not be “required” for initiation or to prepare the NOP, but will assist in informing the initiation and CEQA processes. However, a projection of future development under the proposed plan is essential for transportation and air quality analysis.

This Initiation Review Draft is anticipated to be presented to the Planning Commission for review and comment prior to consideration by the City Council. The City Council has authority to approve, approve with modifications, or deny the initiation of the General Plan update. If approved or approved as modified for the purpose of initiation, the Initiation Review Draft will provide the basis for subsequent CEQA review. The results of the subsequent CEQA review will be presented in an environmental document to accompany the “Draft General Plan for Public Review,” proposed to be released sometime after March 1, 2013. Comments on the draft environmental document and the City’s responses to them will be considered by decision-makers prior to any formal action to approve the General Plan Update. These additional refinements can be included in a potential “Hearing Draft General Plan,” which will be the subject of public hearings prior to consideration of formal adoption by the City.

PLANNING PROCESS

The planning process for the General Plan update consisted of an initial phase of information gathering through a Map Atlas¹ and service provider correspondence, followed by an in-depth exploration of targeted issues and potential policy initiatives via a series of working papers reviewed with the General Plan Citizen’s Advisory Committee (GPCC) and at public workshops. These findings, along with the GPCC’s visioning process setting goals for the general plan, culminated in the alternatives phase.

The alternatives process explored four fundamentally different approaches to accommodating projected population and job growth while meeting the proposed vision for Fresno. The Alternatives Report, issued in March 2012, reviewed four options, which differed by the type, density, mix, and location of future growth. The Alternatives Report evaluated the alternative scenarios against one another in terms of their relative (1) ability to meet housing and job demand, (2) provision of parks and open space, (3) impact on transportation and mobility, and (4) adherence to the proposed goals. The Alternatives Report was reviewed by at a community workshop and at public hearings by the GPCC, Planning Commission and City Council.

¹ The Map Atlas, published in September 2011, is an existing conditions report organized as a series of maps with descriptive text.

The City Council endorsed Alternative A with modifications. Alternative A focused on rebuilding the primary corridors as a series of neighborhood and regional mixed-use centers surrounded by higher density housing, with half of future housing in infill areas and half in growth areas on the urban edge. The Council's modified A shifted more development to single family housing and with more focus on growth west and southwest of Highway 99, but maintained a strong commitment to Downtown and major corridor revitalization, complete neighborhoods, and more compact development, and called for no expansion of the Sphere of Influence (SOI) during the plan horizon of 2035. The Council elected to not expand the SOI in part to fully develop the Southeast Growth Area (SEGA), under the draft specific plan to be incorporated in Part II of this General Plan, which requires its development through sub-area master plan phases that include comprehensive public infrastructure. Portions of SEGA are anticipated to develop by 2035, with full buildout not occurring until 2050 or beyond.²

The preservation of the SOI boundary for the 2035 General Plan not only serves SEGA to be developed in the longer term, but is anticipated to increase the value of land in the Downtown, as shown on the General Plan Land Use Diagram insert, and existing neighborhoods, benefitting current home and property owners, and lead to more thoughtfully conceived and higher quality development in growth areas. In addition, a solid SOI boundary that is stable over the planning period allows for more effective strategic investments in and upgrades to the City's surface water treatment and distribution system and sewer system needed to serve the greater densities anticipated in the Downtown and in the corridors.

PUBLIC PARTICIPATION PROCESS

Preparation for the General Plan update began in the summer of 2010. In order for the General Plan to accurately address community needs and values, a comprehensive public process of obtaining the input of residents, businesses, and property owners as well as City officials was commenced by the City. The GPCC provided leadership throughout this process. This involved the sharing of information and ideas between elected and appointed officials, City staff, the planning consultants, and residents. The following methods were used over the course of the General Plan update to ensure the community's full participation:

- *Stakeholder Interviews.* Over 160 interviews were conducted with City officials and staff and representatives of various community stakeholders and organizations.
- *Community Workshops.* 15 public workshops held on various topics including the Map Atlas of existing conditions, Visioning and Guiding Principles, Economic Development, Urban Form, Healthy Communities, Transportation and Resource Conservation, and the Alternatives Report.
- *Neighborhood Meetings, Focus Groups and other agencies.* City staff was invited to make over 100 presentations before neighborhood associations, as well as business, educational, social, and non-profit segments of the community to discuss the General Plan Update and the Alternatives Report.

² The official Council minutes state "RESOLVED, Alternative A hereby selected as the Preferred Alternative for the preparation of the 2035 General Plan Update, as amended by Councilmember Brand with his 'Comparative Analysis of Alternatives A, D & A-2', and as amended by Councilmember Baines to (1) study the area near the Wastewater Treatment Plan for industrial and heavy agricultural (with buffers) and (2) study the Bus Rapid Transit (BRT) route for inclusion of a west Fresno corridor..."

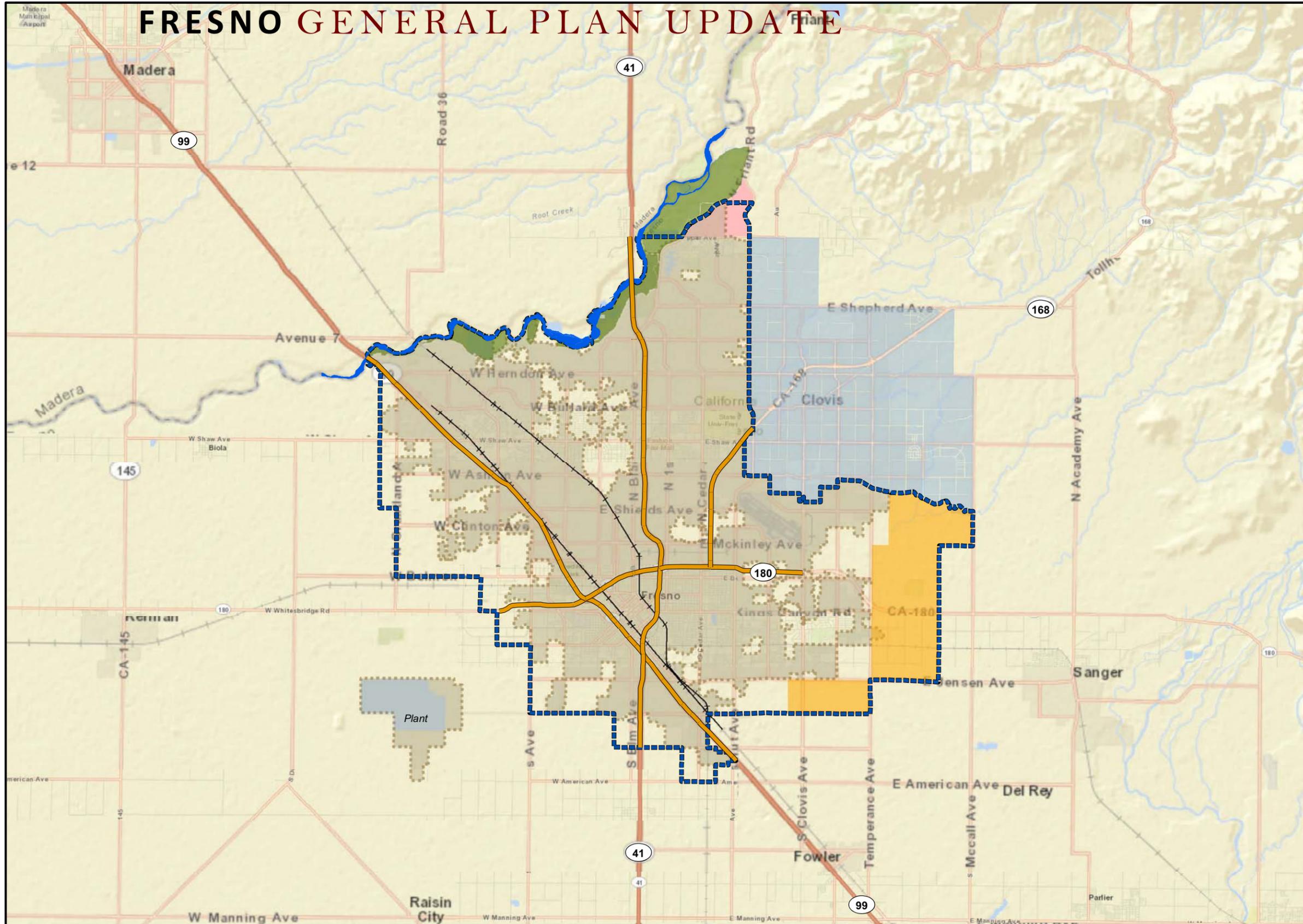
- *General Plan Citizens Advisory Committee.* The GPCC served as a “sounding board” for ideas and alternatives during the update process, working with City staff and the consultant team to formulate a recommendation to the City Council. The GPCC also heard public comment and participated with invited speakers in discussions on a range of planning topics. GPCC members also attended public workshops to facilitate dialogue and understand community concerns. The GPCC held 24 meetings throughout the process, through May 2012.
- *Planning Commission/City Council meetings.* City staff appeared at seven Planning Commission and City Council meetings for discussion items on the General Plan Update, focusing on specific issues requiring policy direction. These meetings were open to the public.
- *Other City Commissions and Committees.* Other City Commissions and Advisory Committees also met periodically to discuss issues and concerns pertaining to the General Plan Update and provide comments on documents prepared for the General Plan Update.
- *Newsletter and Survey.* The City published a newsletter in English and Spanish to introduce the planning process and provide details on means of participation. The newsletter was distributed in August 2011. The City also conducted a telephone survey on issues and priorities for the new General Plan.
- *General Plan Update Website.* A website was created for the General Plan Update process, linked to the main City website. All meeting agendas, staff reports, workshop summaries, planning documents and maps created during the update process were posted on the site and available for public review.
- *General Plan Update Mailing List.* Those interested in receiving information and notices were placed on the General Plan update email distribution.
- *Availability of Documents.* Copies of the results from GPCC, Planning Commission and City Council meetings, workshops, and presentations were made available on the General Plan Update website and at City Hall.

PLANNING AREA

The Planning Area is the geographic area for which the General Plan establishes policies about future urban growth, long-term agricultural activity, and natural resource conservation. The boundary of the Planning Area was determined in response to State law requiring each city to include in its General Plan all territory within the boundaries of the incorporated area as well as “any land outside its boundaries which in the planning agency’s judgment bears relation to its planning” (California Government Code Section 65300).

The Planning Area is coterminous with the City’s Sphere of Influence (SOI). The SOI is a boundary that encompasses lands that are expected to ultimately be annexed into the City, although until annexed it falls under the jurisdiction of the County of Fresno. The Fresno County Local Agency Formation Commission (LAFCO), which is an entity empowered to review and approve proposed boundary changes and annexations by incorporated municipalities, determines the SOI after giving great weight to any agreement between the City and County. The City’s SOI comprises all land within the City limits as well as the county islands—unincorporated land entirely surrounded by the city—and land beyond the outer City limits on all sides (see Figure 1). The SOI encompasses 157 square miles in total, of which 44 square miles is unincorporated land.

FRESNO GENERAL PLAN UPDATE



Planning Boundaries Draft Figure 1

Boundaries

-  Sphere Of Influence
-  City Limits
-  North Growth Area
-  Multi-Use
-  San Joaquin River
-  SEGA
-  Clovis GP

Circulation

-  99 State Highway
-  41 State Highway
-  168 State Highway
-  180 State Highway
-  Rail Lines



0 0.5 1 2 3 Miles

Source: Boundary and circulation information, City of Fresno Development And Resource Management Department, 2010; World Street Map, developed by Esri using DeLorme basemap layers, Automotive Navigation Data, USGS, UNEP-WCMC, Tele Atlas Dynamap, 2009

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INITIATION REVIEW DRAFT

PLAN BUILDOUT

Full development under the General Plan is referred to as “buildout.” It should be noted that when buildout will actually occur is not specified in or anticipated by the General Plan, and designation of a site for a certain use does not necessarily mean that the site will be built/redeveloped with the designated use by 2035, the horizon year of the General Plan Update.

Residential Development

Table 1 tracks the existing and additional housing units expected under the General Plan buildout. As shown, approximately 171,000 units currently exist in the Planning Area. The General Plan is intended to accommodate an additional 76,000 units, through both infill development and growth area development. In total, General Plan buildout will result in approximately 247,000 housing units in the Planning Area. Around 43,500 of these new units, or 57 percent, would be located in the existing City limits, including the Downtown as defined on the Land Use Diagram inset.

TABLE 1: RESIDENTIAL DEVELOPMENT

<i>Existing Units (2010)</i>	<i>Additional Units Under General Plan Buildout</i>	<i>Total Housing Units at Buildout (2035)</i>
171,000	76,600	247,000

Source: City of Fresno, Dyett & Bhatia, 2012.

Table 2 lists the initial projections of new housing by type and location. Around half of the new residential units are anticipated to be in single family houses, and half in multi-family and townhome units, which could include small lot and semi-attached houses. The West Area is the portion of the Sphere of Influence that is west of Highway 99 and north of Highway 180. The Southwest Area is south of Highway 180 and west of Highway 99. The North Area is north of Copper Avenue. SEGA is made up of three subareas—the portion of the SOI east of Minnewawa Avenue and south of Jensen Avenue, the area east of Temperance Avenue between Jensen Avenue and McKinley Avenue, and the area north of McKinley Avenue and east of Locan Avenue. Downtown is defined on the Land Use Diagram inset map. Bus Rapid Transit (BRT) corridors and East-Southeast locations are located within the remainder of the Planning Area, generally the existing City limits.³

³ Bus Rapid Transit (BRT) is a form of bus service that uses design and infrastructure features such as dedicated traffic lanes, pre-paid fares, raised stations, and limit stops. These features create rapid transit service with high speeds and frequency, such as usually seen with subways and light rail, at much lower costs. A first phase BRT system has been approved and funded to run along the Ventura Street/Kings Canyon Boulevard and Blackstone Avenue corridors, meeting in Downtown Fresno. This system is presently in the design stage with implementation anticipated over the next two to three years.

TABLE 2: PROJECTED SUB-REGIONAL RESIDENTIAL BUILDOUT AND DWELLING UNIT MIX¹

<i>Targeted Area</i>	<i>Multi-Family and Townhome Units</i>	<i>Single-Family - Large Lot and Small Lot</i>	<i>Sub-Region - Total Units</i>
Downtown²	8,000	2,000	10,000
BRT Corridor Infill (Blackstone, Kings Canyon, Shaw)	8,000	0	8,000
West Area			17,000
West Shaw BRT Corridor (West of SR99 to Grantland)	4,000	0	
Westlake Transit Village (Grantland between Ashlan and Shields)	2,300	0	
Balance Westlake East & West Area (Garfield, Ashlan, Polk, Clinton Aves.)	2,200	8,500	
Southwest Area			10,500
California BRT Corridor (Thorne Ave. to Hughes Ave.)	900	0	
Veteran's Community Transit Village (California - Hughes to Marks)	1,700	0	
Balance of SW Area	2,400	5,500	
East & Southeast			9,000
General	3,500	2,500	
Peach-Jensen Neighborhood (Peach, Jensen, Minnewawa and North Aves.)	1,000	0	
Clovis Ave., SR 180-Belmont Ave.	2,000	0	
SEGA			11,500
North of McKinley	1,500	4,250	
South of Jensen	1,500	4,250	
Between McKinley & Jensen	0	0	
North Growth Area (North of Copper Ave.)	1,500	1,000	2,500
Approved Maps (Undeveloped)		7,500 (others converted or lapse)	7,500
TOTALS	41,000	35,000	76,000

Notes:

1. Consistent with City Council Approval of Alternative A – Modified on April 19, 2012 for 2035 GP Update.
2. Downtown reduced from 11,000 to 10,000 units based on Downtown Planning revisions

Buildout Population

The city's population of 495,000 in 2010 represents a 16 percent increase over its 2000 population of 428,000—an annual growth rate of 1.25 percent. The entire Planning Area had a 2010 population of 545,000, so around 50,000 people live in unincorporated land within the SOI. Buildout of the General Plan will accommodate a population of approximately 226,000 new residents within the Planning Area. This would result in a total population of 771,000 and an average annual growth rate of 1.24 percent. Table 3 shows the current and estimated buildout populations for the Planning Area.

TABLE 3: POPULATION

<i>Existing Population (2010)</i>	<i>Additional Population From Additional Units Under General Plan Buildout</i>	<i>Buildout Population (2035)</i>
545,000	226,000	771,000

Source: City of Fresno Map Atlas, 2011. Projections: Dyett & Bhatia, 2012.

Non-Residential Development

Table 4 summarizes the additional non-residential floor area expected under the General Plan buildout. The General Plan is intended to accommodate an additional 54 million square feet of non-residential space of the types listed. This new space is fairly evenly split between retail, office, and other uses (industrial, research and development, flexible space, etc.).

TABLE 4: NON-RESIDENTIAL FLOOR AREA

<i>Type</i>	<i>Additional Floor Area (in thousands of square feet) Under General Plan Buildout</i>
Retail	16,167,000
Office	17,535,000
Other	20,370,000
Total	54,072,000

Source: Dyett & Bhatia, 2012.

Buildout Employment and Jobs/Resident Balance

At buildout, the Planning Area could accommodate approximately 108,000 new jobs. These new jobs would be roughly broken down into:

- Retail = 50,000 new jobs
- Office = 32,500 new jobs
- Other = 25,500 new jobs

A city's ratio of jobs/employed residents would be 1:1 if the number of jobs in the city equaled the number of employed residents. In theory, such a balance would eliminate the need for commuting. More realistically, a balance means that in-commuting and out-commuting are matched, leading to efficient use of the transportation system, particularly during peak hours. At buildout, the General Plan would add 0.48 jobs per new resident, roughly equivalent to the current percent of the City's population in the labor force (46 percent according to the 2010 US Census).

LAND USE ELEMENT

LAND USE CLASSIFICATIONS: GENERALLY

These land uses cover the entire Planning Area, including SEGA, with the exception of the areas in the Downtown.

Residential

Residential land use provide for a wide range of neighborhoods and housing types, anywhere from larger lot single family residential (SFR) development to neighborhoods with a mix of houses and townhouse/duplexes, to high density apartment communities.

- Single-family residential development is typically arranged as stand-alone detached units, or attached as duplexes or triplexes. They may range in density from one to 12 units per acre. Garages may be accessed from the front or from alleys.
- Townhomes or row homes are typically clustered in groups of four to six units. They range from two to three stories in height and from seven to 16 units per acre. Where possible, garage access should be from the rear of the site.
- Multi-family residential buildings may be multiple stories while garage spaces should be integrated into the ground level of the development or below grade, in individually secured garages.

Residential land uses also allow for neighborhood-serving community facilities such as parks, churches, schools, family day care, libraries, community gardens and farmers markets. Residential uses are designated by density.

Low Density

This designation is intended to provide for large lot residential development. Low Density residential allows one to up to 3.5 units per acre. The resulting land use pattern is large lot residential in nature, such as rural residential, ranchettes, or estate homes.

Medium Low Density

The Medium Low Density designation is intended to provide for single family detached housing with densities of 3.5 to 6 units per acre.

Medium Density

Medium Density residential covers developments of 5 to 12 units per acre and is intended for areas with predominantly single-family residential development, but can also accommodate a mix of housing types, from small-lot starter homes, zero-lot-line developments, and duplexes, to townhouses. Much of the city's existing neighborhoods fall within this designation.

Medium High

Medium High Density residential is intended for neighborhoods with a mix of single-family residences, townhomes, garden apartments, and multi-family units intended to support a fine-grain, pedestrian scale. This land use accommodates densities from 12 to 16 units per acre overall—individual parcels may have densities outside of that range so long as a master planned neighborhood has a density that conforms.

Urban Neighborhood

Urban Neighborhood residential covers densities from 16 to 30 units per acre, which will require multi-family dwellings but still allows for a mix of housing types including single-family houses. This land use is intended to provide for a compact community that includes community facilities, walkable access to parkland and commercial services, and supports efficient, frequent transit service. Urban Neighborhood is designated for targeted areas with complementary land uses adjacent.

High Density

High Density residential is intended to accommodate attached homes, two- to four-plexes, and apartment buildings, supported by walkable access to frequent transit, retail and services, and community facilities such as parks and schools. High Density allows for 30 to 45 units per acre.

Commercial

Commercial land use designations allow a wide range of retail and service establishments intended to serve local and regional needs. Some designations allow residential mixed use, but must include a commercial component.

Main Street

Main Street commercial encourages a traditional “Main Street” character with active storefronts, outdoor seating and pedestrian-oriented design. This designation promotes primarily one to two story retail uses, with moderate office and minimal multi-family as supportive uses. It also preserves small-scale, fine-grain character in neighborhoods where single-family residential and townhomes are predominant. The maximum Floor Area Ratio (FAR)⁴ is 1.0.

Community

Community commercial is intended for pedestrian-oriented commercial development that primarily serves local needs such as convenience shopping and offices. Many of the city’s current commercial districts fall into this designation. Specific uses allowed include medium-scale retail, office, civic and entertainment uses, supermarkets, drug stores and supporting uses. The maximum FAR is 1.0.

Recreation

The commercial recreation designation is intended for areas of private commercial recreation uses such as bowling alleys, family entertainment centers, and golf driving ranges. The maximum FAR is 0.5.

General

This designation is intended for a range of retail and service uses that are not appropriate in other areas because of higher volumes of vehicle traffic and potential adverse impacts on other uses. Development such as strip malls would fall into this designation. Examples of allowable uses include: building materials, storage facilities with active storefronts, equipment

⁴ FAR is defined as the permitted ratio of gross floor area to site area. It is further defined in the Density and Intensity section below.

rental, wholesale businesses, and specialized retail not normally found in shopping centers. The maximum FAR is 2.0.

Highway & Auto

The Highway & Auto land use designation is intended for limited areas near the freeway to accommodate uses that depend on or are supported by freeway access but do not generate a large volume of traffic. Hotels, restaurants, and auto malls are typical land uses. The maximum FAR is 0.75.

Regional

This land use designation is intended to meet local and regional retail demand, such as large-scale retail, office, civic and entertainment uses, shopping malls, with large format or “big-box” retail, are allowed, as are supporting uses such as gas stations, and hotels. Buildings are typically larger-footprint and urban-scaled. Development and design standards will create a pedestrian orientation within centers and along major corridors, with parking generally on the side or rear of major buildings, but automobile-oriented uses also will be accommodated on identified streets and frontages. The maximum FAR is 1.0.

Employment

Office

The Office land use designation is intended for administrative, financial, business, professional, medical, and public offices. This designation is mainly intended to apply to existing office uses on smaller lots, generally located on arterial roadways, and is also considered to be compatible with existing residential neighborhoods given the smaller level of noise and traffic generation than commercial uses. Retail uses would be limited to business services and food service and convenience goods for those who work in the area. The maximum FAR is 2.0.

Business Park

The Business Park designation provides for office/business parks in campus-like setting that is well suited for large offices or multi-tenant buildings. This designation is intended to accommodate and allow for the expansion of small businesses with limited outdoor storage proximate to residential uses, thus adequate landscaping is imperative. Typical land uses include research and development, laboratories, administrative and general offices, medical offices and clinics, professional offices, prototype manufacturing, testing, repairing, packaging, and printing. No free-standing retail is permitted, except for small uses serving businesses and employees. The maximum FAR is 1.0.

Regional Business Park

The Regional Business Park land use designation is intended for large or campus-like office and technology development that includes office, research and development, manufacturing, and other large-scale, professional uses, with limited and properly screened outdoor storage. Permitted uses include incubator-research facilities prototype manufacturing, testing, repairing, packaging, and printing as well as offices and research facilities. Small-scale retail and service uses serving local employees and visitors are permitted as secondary uses. The maximum FAR is 1.0.

Light Industrial

The Light Industrial designation accommodates a diverse range of light industrial uses, including limited manufacturing and processing, research and development, fabrication, utility equipment and service yards, wholesaling, warehousing, and distribution activities. Small-scale retail and ancillary office uses are also permitted. Light Industrial areas may serve as buffers between Heavy Industrial and other land uses and otherwise are generally located in areas with good transportation access, such as along railroads and freeways. The maximum FAR is 1.5.

Heavy Industrial

The Heavy Industrial designation accommodates the broadest range of industrial uses including manufacturing, assembly, wholesaling, distribution, and storage activities that are essential to the development of a balanced economic base. Small-scale commercial services and ancillary office uses are also permitted. The maximum FAR is 1.5.

Mixed Use

Mixed-use land use designations are based on commercial uses and also require a residential component.

Corridor/Center Mixed Use

The Corridor/Center Mixed Use designation is higher intensity than Neighborhood Mixed Use, and is intended to allow for either horizontal or vertical mixed-use development in multiple story buildings along key circulation corridors in the city where height and density can be easily accommodated. Ground-floor retail and upper-floor residential or offices are the primary uses, with personal and business services and public and institutional space as supportive uses. Development will facilitate the transformation of existing transportation corridors into vibrant, highly walkable areas with broad, pedestrian-friendly sidewalks, trees, landscaping, and local-serving uses with new buildings that step down in relationship to the scale and character of adjacent neighborhoods. This designation will largely apply along arterial streets, at targeted locations between regional activity centers. Residential densities range between 16 and 30 units per acre with a maximum 40 percent residential uses and the maximum FAR is 1.5.

Regional Mixed Use

This land use designation is intended to accommodate mixed use development in urban-scale buildings and retail establishments that serve residents and businesses of the region at large. Medium-scale retail, housing, office, civic and entertainment uses, and shopping malls, with large format or “big-box” retail, are allowed, as are supporting uses such as gas stations and hotels and residential in mixed use or single use buildings. Design standards will support a pedestrian orientation within centers and along major corridors, with parking on the side or rear in general, but automobile-oriented uses also will be accommodated on identified streets and frontages. Residential densities range between 30 and 45 units per acre with a maximum 30 percent residential uses and the maximum FAR is 2.0. Additional residential density may be allowed with a Master Plan.

Neighborhood Mixed Use

The Neighborhood Mixed Use designation is similar to the Main Street and Community commercial land use designations, however it allows up to 50 percent residential uses, whereas the commercial districts do not allow residential uses. This designation provides for

mixed use districts of local-serving, pedestrian-oriented commercial development, such as convenience shopping and professional offices in two- to three-story buildings. Development is expected to include ground-floor neighborhood retail uses and upper-level housing or offices, with a mix of small lot single family houses, townhomes, and multi-family dwelling units on side streets, in a horizontal or vertical mixed-use orientation. The built form will have a scale and character that is consistent with pedestrian-orientation, to attract and promote a walk-in clientele, with small lots and frequent roadway and pedestrian connections permitting convenient access from residences to commercial space. Automobile-oriented uses are not permitted. Residential densities range between 12 and 16 units per acre and the maximum FAR is 1.5.

Open Space

These designations apply to public and private recreational sites and facilities, including neighborhood, community and regional parks, recreational centers, golf courses and other open space areas. It also applies to multi-purpose trails that serve both regional and neighborhood level needs, some of which are paved while others, in particular those found along the San Joaquin River Bluff Environs, may be unpaved. Please see Figure 4. – Multi-Purpose Trails Map below. Moreover, these designations cover open space areas that are not parks or trails, such as riparian corridors, the clear zone around Fresno-Yosemite International Airport, and the San Joaquin riverbottom which is primarily designated as open space even though it includes a limited number of existing homes.

Public Facilities

These designations apply to lands owned by public entities, including City Hall and other City buildings, county buildings, schools, the municipal airport and hospitals. They also include public facilities such as fire and police stations, City-operated recycling centers and sewage treatment.

Buffer

This designation is intended to separate urban uses from commercial agricultural uses in order to preserve long-term viable agricultural areas and intensive farming operations adjoining but outside the Planning Area, which is coterminous with the SOI established by LAFCO. The buffer will serve to prevent urban residential and related uses from developing near agricultural operations, and thereby infringing on full operation of farmland of importance. A variety of uses are compatible with the purpose of the buffer that will be defined in detail in the Development Code update. General categories include environmental, habitat, water conveyance, retention and recharge, preservation and preparation of gravel resources for beneficial uses related to permanent water resource facilities, limited agriculture and necessary supportive uses, such as agricultural processing, sans animal processing or uses that have the potential to create obnoxious noise, odor, etc., and residential uses with 20 acres of land required per residence. The one-quarter mile wide Buffer designated along the eastern Planning Area Boundary (in SEGA) may be modified and reduced to a narrower band of appropriate Buffer uses if designed as an integrated part of a sub-area master plan required for SEGA development, and if the narrower Buffer design clearly achieves the goal of the Buffer classification to separate urban uses from commercial agricultural uses in order to preserve long-term viable agricultural areas and intensive farming operations adjoining but outside the Planning Area.

LAND USE CLASSIFICATIONS: THE DOWNTOWN

These land use classifications are specific to just the Downtown portion of the Planning Area. It is anticipated the land use classifications may be further refined in community or specific plans such as the proposed Downtown Neighborhoods Community Plan and Fulton Corridor Specific Plan, which may be adopted by the City.

Central Business District (CBD)

The CBD is the cultural, civic, shopping, and transit center of Fresno and the region. This designation is applied to areas of the Downtown Core bounded by Stanislaus Street, the Union Pacific tracks, Inyo Street and the alley between Van Ness Avenue and L Street. New buildings will be block-scale, at least two stories and up to 15 stories in height and located at or near the sidewalk to promote vibrant streets of active ground floor commercial activity. Most upper stories will be expressed in a single volume to generate a consistent streetwall with upper most volumes massed for an interesting skyline. Buildings will be occupied with ground floor commercial, retail, and office activity to support active streetscapes and walking. Upper floors and the floor area behind shop fronts will accommodate a wide variety of office, civic, lodging, housing, or additional commercial uses.

Civic Center

The Civic Center is intended for civic and office uses, including numerous public buildings containing City, County, State, and Federal uses. This designation is applied to properties currently fronting Mariposa Street and the south side of Fresno Street and the north side of Tulare Street between Van Ness and Q. New buildings will be block-scale, up to 10 stories in height and set back from the sidewalk along a continuous build-to line to maintain a formal alignment and arrangement of building frontages. Upper stories will be expressed in volumes that enhance and support the civic presence of buildings along these streets. A full range of civic and office uses, including ground floor retail, are envisioned to support active streetscapes and walking. Upper floors will have office and civic uses.

Chinatown

The Chinatown designation is applied to the areas bounded by the Union Pacific Railroad tracks, Highway 99, Stanislaus Street and Inyo Street. Its close proximity to Highway 99 and the Downtown Core create the unique opportunity to introduce buildings and uses that serve both the region and the surrounding neighborhoods. F Street is preserved and developed as Chinatown's "main street." New buildings will be block-scale, up to 3 stories in height and located at the sidewalk to activate the sidewalk with pedestrian-oriented commercial activity. Most upper stories will be expressed in single volumes to enhance the small scale of this urban neighborhood and historic main street. Ground floor uses will include commercial, retail, civic or office uses to support active streetscapes and walking. Upper floors and the space behind shop fronts will have offices, housing or additional commercial uses.

Cultural Arts

This designation is applied to the area immediately north of the Central Business District which is undergoing transformation into a thriving artist community. This designation is intended to encourage the area's transformation by encouraging mixed-use buildings comprised primarily of small-scale retail, office, industrial, and multi-family housing. New buildings will be block scale, up to five stories tall that will be located at or near the sidewalk to generate an active public realm. Most upper stories will be expressed in single volumes

with multiple volumes moderating larger buildings. Buildings will have ground floor retail uses, live-work, and uses such as art galleries on key streets to support active streetscapes and walking.

South Stadium/South Van Ness

This designation is applied to the areas immediately to south of the Central Business District, including the Monterrey and Los Angeles Street areas, and is intended for small-scale retail, office, industrial and multi-family housing. New buildings will be block-scale, with non-industrial buildings up to five stories in height located at or near the sidewalk to generate an active public realm. Secondary streets and upper floors will have residential and office uses. Industrial buildings may have larger footprints and may be up to two stories tall.

Town Center

The Town Center designation is applied to nodes at major intersections along corridors and is intended for medium-scale retail, housing, office, civic, and entertainment uses that serve several neighborhoods. New buildings will be block-scale, up to five stories in height and located at or near the sidewalk to generate focused and active, commercial activity along corridors. Most upper stories will be expressed in single volumes along the corridor and in multiple volumes with significant setbacks when adjacent to neighborhoods. Ground floor uses will include commercial, retail, and office uses to support active streetscapes and walking. Upper floors and the floor area behind shop fronts will have office, civic, residential or additional commercial uses.

Neighborhood Center

The Neighborhood Center designation is applied to nodes at secondary intersections along corridors and is comprised of primarily small-scale neighborhood uses such as retail, office, civic, and entertainment, including housing. New buildings will be block and house-scale, up to three stories in height, completely compatible in scale with adjacent single-family houses, and located at or near the sidewalk to generate pedestrian activity. Upper stories will be expressed in volumes compatible with adjacent houses. Buildings will have ground floor commercial, retail, and office uses to support active streetscapes and walking. Upper floors and the floor area behind shop fronts will have office, civic, residential or additional commercial uses.

Corridor General

This designation is applied to areas fronting on corridors including Belmont Avenue, East Kings Canyon Road, Blackstone Avenue, Abby Street, and North Fresno Street. It is intended for moderate intensity housing and neighborhood services, while also accommodating automobile-oriented commercial uses. New buildings will be block-scale and house-scale, up to three stories in height located at or near the sidewalk to generate more pedestrian activity. Buildings will vary in size and type, but be compatible in massing and scale with adjacent buildings. Most upper stories will be expressed in single volumes along the corridor and in multiple volumes with significant setbacks when adjacent to neighborhoods. Living rooms, dining rooms, and other formal rooms will face the street. Ground floor uses will include housing as well as commercial, retail and office uses. Upper floors will be for housing, office, or additional commercial uses.

Downtown Neighborhoods

This designation is applied to areas outside of the Downtown Core, including the Lowell neighborhood, much of the Southwest and Southeast neighborhoods, the "L" Street area and to Huntington Boulevard area east of Downtown, the Jefferson Neighborhood, areas south of Elm and B Streets in Southwest, several Southeast neighborhoods adjacent to Highway 180, and areas west of Highway 99 including the Jane Addams area. New buildings will be house-scale up to 2 stories in height and some buildings may be up to two and one-half stories. All buildings will set back from the sidewalk to provide a buffer between the sidewalk and the dwellings. Living rooms, dining rooms, and other formal rooms will face and activate the street. Other house-scale buildings are compatible in these neighborhoods when scaled and massed in relation to the predominant single-family houses. Buildings will be occupied with residential uses, limited live/work uses and home occupation activity.

Special Districts

The Special Districts designation is applied to areas that are best suited for a variety of moderate to intense industrial and manufacturing activity. These areas are comprised primarily of large and varied building sizes with substantial activity from large cargo vehicles. New buildings will be block-scale, up to three stories in height and located with a portion or all of their frontage at or near or the sidewalk. Ground floor activity will range from industrial and manufacturing uses and outdoor assembly to offices. Included in the Special Districts designation are (1) the Chandler Airport area between Kearney Boulevard, and Thorne and Whitesbridge Avenues and (2) Downtown Hospital district, including the hospital campus as well as on surrounding streets such as Fresno, Illinois, Clark, and Divisadero.

DENSITY AND INTENSITY

The General Plan calculates density on **net acreage**, defined as the land area of a lot remaining after dedication of all areas for major streets, schools, or regional trails. Infill development already served by such infrastructure may have the same gross and net density, as a result.

For residential uses, the density/intensity standards are expressed as the number of housing units per net acre. For non-residential uses, a measure known as Floor Area Ratio (FAR) is specified. In design terms, FAR is defined as the permitted ratio of gross floor area to site area. It is a measure of building bulk that controls both visual prominence and traffic generation. See the accompanying image for a graphic example of how FAR is calculated.

The City-wide density and intensity standards, established in Table 5, are intended to establish minimum and maximum densities and intensities per net acre allowed in each General Plan land use category in the Planning Area exclusive of the Downtown. Minimum and maximum densities, intensities and required land use mixes are more precisely defined within the Development Code for purposes of determining the consistency of a proposed zone district and a property development entitlement with an applicable planned land use designation. The Development Code may also provide a process and criteria to allow exceptions to be granted for qualified small projects, special situations or single users offering community benefits and otherwise meeting the overall objectives of the General Plan. Minimum lot/parcel sizes (and corresponding lot frontage minimums and other lot design requirements) will be further

defined in the Development Code for each zone district. The Development Code may also provide procedures and criteria for preparing and implementing a precise development plan for a given area to allow for limited reconfiguration of the planned land uses for a specific area while maintaining the equivalent densities, intensities and mix of uses. Finally, the General Plan land use designations may provide overlap in the defined densities, intensities and land uses described for various land uses.

TABLE 5: CITYWIDE STANDARDS FOR DENSITY AND DEVELOPMENT INTENSITY¹

<i>Land Use Classification</i>	<i>Minimum to Maximum Residential Density (du/net acre)</i>	<i>Maximum Floor Area Ratio (FAR)</i>
Residential		
Low-Density	Min = 1 unit per 5 acres Max = 3.5 units per acre	-
Medium Low Density	Min = 3.5 units per acre Max = 6 units per acre	-
Medium Density	Min = 5 units per acre Max = 12 units per acre	-
Medium High Density	Min = 12 units per acre Max = 16 units per acre	-
Urban Neighborhood Density	Min = 16 units per acre Max = 30 units per acre	-
High Density	Min = 30 units per acre Max = 45 units per acre	-
Commercial		
Main Street		1.0
Community		1.0
Recreation		0.5
General		2.0
Highway & Auto		0.75
Regional		1.0
Employment		
Office		2.0
Business Park		1.0
Regional Business Park		1.0
Light Industrial		1.5
Heavy Industrial		1.5
Mixed Use		
Corridor/Center Mixed Use	Min = 16 units per acre Max = 30 units per acre 40% Res. / 60% Non-res.	1.5

TABLE 5: CITYWIDE STANDARDS FOR DENSITY AND DEVELOPMENT INTENSITY¹

<i>Land Use Classification</i>	<i>Minimum to Maximum Residential Density (du/net acre)</i>	<i>Maximum Floor Area Ratio (FAR)</i>
Regional Mixed Use	Min = 30 units per acre Max = 45+ units per acre (higher with Master Plan) 30% Res. / 70% Non-res.	2.0
Neighborhood Mixed Use	Min = 12 units per acre Max = 16 units per acre 50% Res. / 50% Non-res.	1.5
Buffer	Max = 0.05 (1 unit per 20 acres)	-

Notes:

1. The dwelling unit standard also is a population density standard, and can be converted using a city-wide average of 3.23 persons per unit. The Hearing Draft of the General Plan Update will include a column with population density ranges. The population density standard is for general planning purposes and not intended to limit occupancy of individual units.

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Table 6 provides density and intensity standards specific to the Downtown portion of the Planning Area. More specific parameters as to the design and form of development will be further defined in the Development Code specific to the Downtown portion of the Planning Area.

TABLE 6: DOWNTOWN STANDARDS FOR DENSITY AND DEVELOPMENT INTENSITY

<i>Land Use</i>	<i>Maximum Residential Density (du/net acre)¹</i>	<i>Maximum Floor Area Ratio</i>
Central Business District	60 units per acre	7.5
Civic Center	-	5.0
Chinatown	45 units per acre	3.0
South Stadium / South Van Ness	60 units per acre	5.0
Town Center	45 units per acre	4.0
Neighborhood Center	30 units per acre	2.0
Corridor General	30 units per acre	2.5
Downtown Neighborhoods	16 units per acre	-
Special Districts ²	-	2.5

Notes:

1. Additional density may be allowed for affordable housing or provision of community benefits.
2. Additional FAR may be granted for hospitals and related uses, up to 5.0 total.

LAND USE DIAGRAM

Consistent with the Local Planning and Procedures Ordinance, the Land Use Diagram is the City’s master designation of land uses for Fresno including the Sphere of Influence. The Land Use Diagram includes the Downtown area, anticipated to be further implemented through specific and community plans such as proposed the Fulton Corridor Specific Plan and Downtown Neighborhoods Community Plan, as identified in an inset. Land use descriptions in this area are generalized to facilitate implementation by providing some flexibility for detailed plans.

The Land Use Diagram is labeled as **Figure 2** and is provided above and in a separate fold-out map, attached to the hard copies of the Initiation Review Draft. All new parks, open space, and public facilities (such as school sites), carry dual land use designations, so that if that facility is not needed, private and public development consistent with zoning and development standards may be approved. These dual land use designations are shown on Figure 5. Dual Designations – Alternative Land Uses for Proposed Parks, Open Space, Schools, and Other Public Facilities.

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GENERAL PLAN AND ZONING CONSISTENCY

TABLE 7: GENERAL PLAN LAND USE DESIGNATIONS AND ZONE DISTRICTS

<i>Land Use Designation</i>	<i>Zone District</i>	
Residential		
Low Density	RE	Residential Estate
	RS-36	Single Family
	RS-20	
	RS-12	
Medium Low Density	RS-12	Single Family
	RS-9	
	RS-5	
Medium Density	RS-5	Single Family
	RS-2.5	
Medium High Density	RS-2.5	Single Family
	RM-2.5	Multi-Family
Urban Neighborhood Density	RM-1.5	Multi-Family
High Density	RM-1	Multi-Family
Commercial		
Main Street	MSC	Main Street Commercial
Community	CC	Community Commercial
Recreation	CR	Commercial Recreation
General	GC	General Commercial
Highway and Auto	HAC	Highway and Auto Commercial
Regional	RC	Regional Commercial
Employment		
Office	O	Office
Business Park	BP	Business Park
Regional Business Park	RBP	Small Business Park
Light Industrial	IL	Light Industrial
Heavy Industrial	IH	Heavy Industrial
Mixed-Use		
Corridor/Center Mixed Use	CMX	Corridor/Center Mixed Use
Regional Mixed Use	RMX	Regional Mixed Use
Neighborhood Mixed Use	NMX	Neighborhood Mixed-Use
Other		
Open Space	OS	Open Space
	PK	Park
Public Facilities	PI	Public and Institutional
Buffer	B	Buffer

Note: Specific zoned districts associated with Downtown land uses will be provided in a subsequent draft.

CIRCULATION ELEMENT

Figure 3, the Circulation Map, illustrates the planned roadway network of the General Plan. For some roadways, especially in areas that are not yet developed with urban uses, the map indicates the future and not the present character of the road. The construction of planned major streets occurs during the course of a general plan's implementation through the execution of the City's capital improvements program utilizing funds from a variety of sources. In addition, portions of major streets are constructed by private property owners and developers in accordance with applicable property development standards.

STREET TYPOLOGIES

This General Plan update establishes a refined street classification system to categorize roadways and other transportation facilities, as shown in Figure 3. Each classification reflects the character of the facility as well as its function within the context of the entire transportation system. Each classification has standards considering a facility's relation to surrounding land uses, existing right-of-way, accessibility via other roadways, and appropriate travel speeds. It prioritizes travel modes for each road, but also how to accommodate multiple travel modes.

This classification system will be used for engineering design and traffic operation standards; these classifications may be modified for the growth areas described in the Urban Form, Land Use, and Design Element (e.g., SEGA or the Westside Growth Area) based on specific master planning, if approved by the City in the development review process.

Freeway: Multiple-lane divided roadways on adopted state route alignments servicing through and crosstown traffic, with no access to abutting property and no at-grade intersections.

Expressway – Suburban: Four- to six-lane divided roadways primarily serving through and crosstown vehicle traffic, with at-grade major street intersections located at approximately one-half mile intervals and no driveways for direct motor vehicle access to abutting property.

Superarterial – Activity Center and Suburban: Four- to six-lane divided roadways with a primary purpose of moving multiple modes of travel traffic to and from major traffic generators and between community plan areas. A select number of motor vehicle access points to adjacent properties or local streets between the major street intersections may be approved by the city. Access points will typically be limited to right-turn entrance and exit vehicular movements. Special circumstances may justify a median island opening between intersections to allow left-turn movement from the superarterial street to an adjoining property or local street.

Arterial – Activity Center and Suburban: Four- to six-lane divided roadways, with somewhat limited motor vehicle access to abutting properties, and with the primary purpose of moving traffic within and between neighborhoods and to and from freeways and expressways. In addition to major street intersections, appropriately designed and spaced local street intersections may allow left-turn movements to and from the arterial streets.

Collector – Activity Center and Suburban: Two- to four-lane, typically undivided roadways, with the primary function of connecting local streets and arterials and neighborhood traffic generators and providing access to abutting properties. Local street

intersections and motor vehicle access points from abutting properties are allowed consistent with the city’s engineering standards and accepted traffic engineering practices.

Quarter-mile and Connector. Two- to three-lane, typically undivided roadways planned to provide access to larger well integrated neighborhoods typically 40 to 160 acres in size and having a range of residential densities and one or more supporting uses, such neighborhood serving recreational open space, school, civic, quasi-public and shopping.

Local – Activity Center and Suburban. Two- to three-lane roadways designed to provide direct access to properties, while discouraging excessive speeds and volumes of motor vehicle travel incompatible with neighborhoods being served through the implementation of multiple well connected routes and traffic calming measures. Local street alignments are typically not designated by the General Plan, but existing local streets may be depicted for informational purposes. In specific circumstances local streets are designated where necessary to assure adequate access and implementation of complete neighborhoods with well-connected routes for motor vehicle, bicycle and pedestrian travel.

STREET DESIGN STANDARDS

The General Plan expands the roadway classification descriptions to include specific characteristics, such as pedestrian realm, on-street parking, number of vehicle lanes, bike lanes, and landscaped median, as shown in Table 8. Activity centers represent areas of greater land use intensity as well as places for walking and biking. The Suburban standards represent the city’s current roadway system.

TABLE 8: ROADWAY CHARACTERISTIC MATRIX

Roadway Type	Number of Lanes	Pedestrian Facilities	On-Street Bike Lanes	On-Street Parking	Median
ACTIVITY CENTERS					
Superarterial	4 to 6	Sidewalks	Yes	n/a	n/a
Arterial	2 to 4	Sidewalks	Yes	Yes	Possible
Collector	2	Sidewalks	Yes	Yes	Possible
Local	2	Sidewalks	Possible	Yes	Possible
SUBURBAN					
Expressway	4 to 6	No	No	No	Yes
Superarterial	4 to 6	Possible	Yes	No	Possible
Arterial	4 to 6	Sidewalks	Yes	Possible	Typical
Collector	2 to 4	Sidewalks	Yes	Yes	Possible
Quarter-Mile & Connector	2 to 3	Sidewalks	Possible (not typical)	Yes	Possible (traffic calming)
Local	2	Sidewalks	Possible (not typical)	Yes	n/a

Source: Fehr & Peers, 2011

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City of Fresno

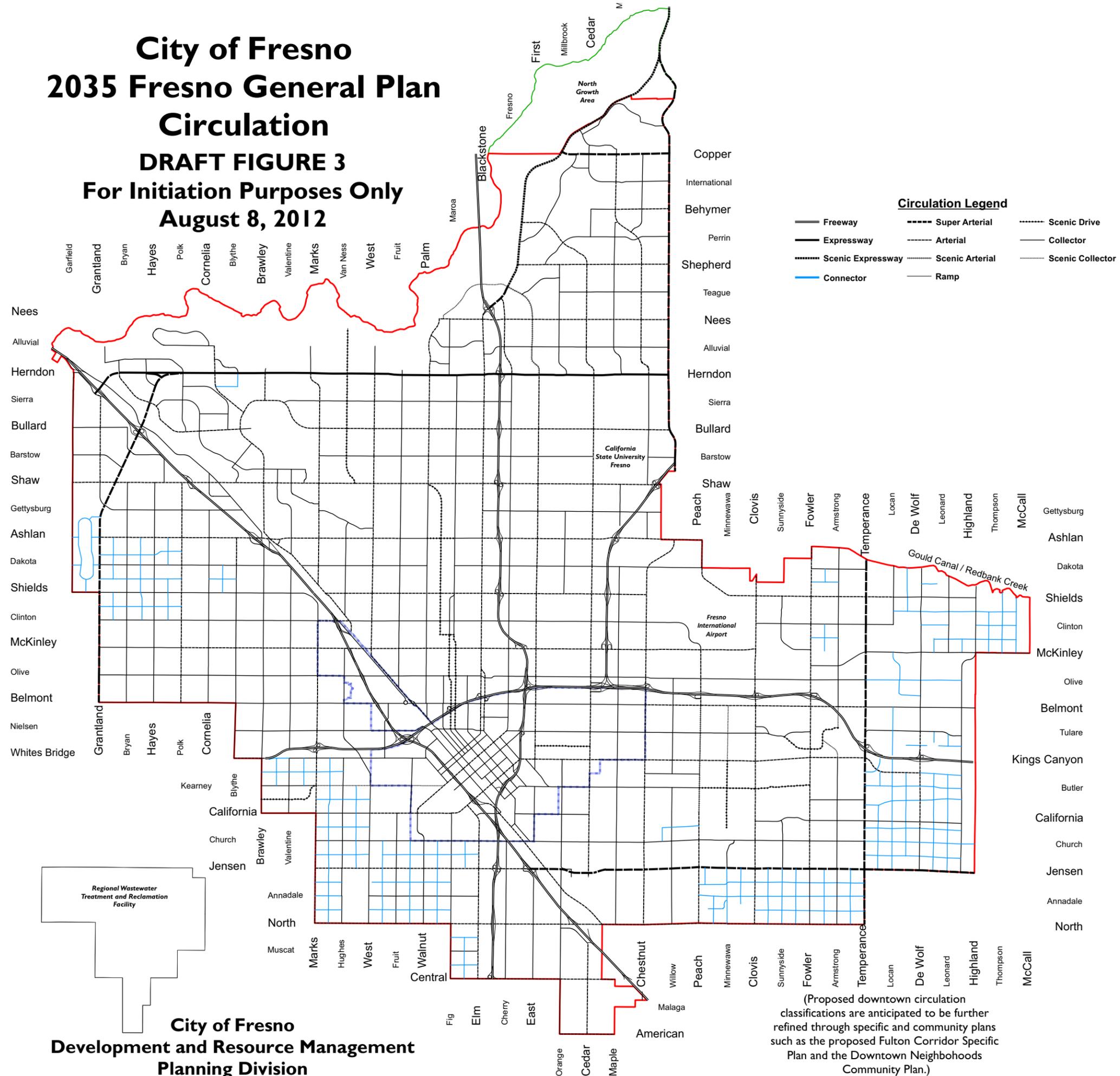
2035 Fresno General Plan

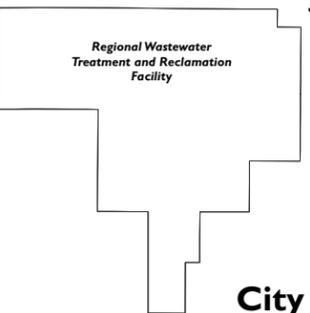
Circulation

DRAFT FIGURE 3

For Initiation Purposes Only

August 8, 2012




City of Fresno
Development and Resource Management
Planning Division

(Proposed downtown circulation
 classifications are anticipated to be further
 refined through specific and community plans
 such as the proposed Fulton Corridor Specific
 Plan and the Downtown Neighborhoods
 Community Plan.)

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GOALS AND OBJECTIVES

The City's Housing Element has already been approved and is not being comprehensively updated at this time as this work is scheduled to occur after adoption of the Regional Transportation Plan update and the Sustainable Communities Plan as specified under new State regulations set by SB 375. The approved Housing Element's goals and polices are incorporated by reference for the purposes of this Initiation Review Draft. However, technical amendments to the Housing Element needed for General Plan consistency may be proposed in the Hearing Draft of the General Plan as needed. If so, the Housing Element's goals, objectives, policies and programs will be included in the Hearing Draft of the General Plan, with any proposed amendments clearly indicated, so the City Council will be able to consider and act on a proposed General Plan that is complete and internally consistent. Goals and policies developed for the General Plan update are consistent with the approved and current Housing Element.

GOALS OF THE GENERAL PLAN

As explained by the OPR's General Plan Guidelines: "A goal is a general direction-setter. It is an ideal future end related to the public health, safety or general welfare. A goal is a general expression of community values and, therefore, may be abstract in nature. Consequently, a goal is generally not quantifiable or time-dependent...Goals should be expressed as ends, not actions."

The Goals for the General Plan were identified and considered by the GPCC, based on input by the public and from key stakeholders, and endorsed by the City Council and Planning Commission along with Alternative A. These Goals have since undergone minor edits for clarity, grammar, and consolidation, but are otherwise intact.

The commentary in italics following certain goals is mean to further discuss and clarify the goal to help guide the Objectives, which follow.

1. Increase opportunity, economic development, business and job creation.

Use urban form, land use, and Development Code policies to streamline permit approval, promote local educational excellence and workforce relevance, significantly increase business development and expansion, attract and retain talented people, create jobs and sustained economic growth, strategically locate employment lands and facilities, and avoid of over-saturation of a single type of housing, retail or employment.

2. Support a successful and competitive Downtown.

Emphasize infill development and a revitalized central core area as the primary activity center for Fresno and the region by locating substantial growth near the Downtown core and along the corridors leading to the Downtown. Use vision-based policies in a Development Code specific to the Downtown, when adopted, to ensure the creation of a unique sense of place in the central core.

3. Emphasize conservation, successful adaptation to climate and changing resource conditions, and performance effectiveness in the use of energy, water, land, buildings, natural resources, and fiscal resources required for the long-term sustainability of Fresno.

4. Emphasize achieving healthy air quality and reduced greenhouse gas emissions.
5. Support agriculture as an integral industry and sustainable food production system.

Emphasize the economic and cultural role of Fresno as a center of agriculture and food production systems by conserving farmland through a focus on developing vacant and underutilized land within the established Sphere of Influence of the City, limiting any further urban boundary expansion, and developing urban agriculture within the city and designated growth areas.

6. Protect, preserve, and enhance natural, historic, and cultural resources.

Emphasize the continued protection of important natural, historic and cultural resources in the future development of Fresno. This includes both designated historic structures and neighborhoods, but also “urban artifacts” and neighborhoods that create the character of Fresno.

7. Provide for a diversity of districts, neighborhoods, housing types (including affordable housing), residential densities, job opportunities, recreation, open space, and educational venues that appeal to a broad range of people throughout the City.
8. Develop “complete neighborhoods” and districts with a compact and diverse mix of residential densities, building types, and affordability which are designed to be healthy, attractive, and centered by schools, parks, public and commercial services to provide a sense of place and that meet daily needs within walking distance.

Intentionally plan for complete neighborhoods as an outcome, and not a collection of subdivisions which do not result in complete neighborhoods.

9. Promote a city of healthy communities and improve quality of life in existing neighborhoods.

Emphasize supporting existing neighborhoods in Fresno with safe, well maintained, and accessible streets, public utilities, education and job training, proximity to jobs, retail services, and health care, affordable housing, youth development opportunities, open space and parks, transportation options, and opportunities for home grown businesses.

10. Emphasize increased land use intensity and mixed-use development at densities supportive of greater use of transit in Fresno.

Greater densities can be achieved through encouragement, infrastructure, and incentives for infill and revitalization along major corridors and in activity centers.

11. Emphasize and plan for all modes of travel on local and major streets in Fresno.

Facilitate travel by walking, biking, transit, and motor vehicle with interconnected and linked neighborhoods, districts, major campuses and public facilities, shopping centers and other service centers, and regional transportation such as air, rail, bus and highways.

12. Resolve existing public infrastructure and service deficiencies, make full use of existing infrastructure, and invest in improvements to increase competitiveness and promote economic growth.

Emphasize the fair and necessary costs of maintaining sustainable water, sewer, streets, and other public infrastructure and service systems in rates, fees, financing and public investments to implement the General Plan. Adequately address accumulated deferred maintenance, aging

infrastructure, risks to service continuity, desired standards of service to meet quality-of-life goals, and required infrastructure to support growth, economic competitiveness and business development.

13. Emphasize the City as a role model for growth management planning, regional cooperation, collaborative planning, efficient processing and permit streamlining, public-private partnerships and shared financing, sustainable urban development policies, environmental quality, and a strong economy, and work with other jurisdictions and institutions to further these values throughout the region.

Positively influence the same attributes in other jurisdictions of the San Joaquin Valley—and thus the potential for regional sustainability—and improve the standing and credibility of the City to pursue appropriate State, LAFCO, and other regional policies that would curb sprawl and prevent new unincorporated community development which compete with and threaten the success of sustainable policies and development practices in Fresno.

14. Provide a network of well-maintained parks, open spaces, athletic facilities, and walking and biking trails connecting the city's districts and neighborhoods to attract and retain a broad range of individuals, benefit the health of residents, and provide the level of public amenities required to encourage and support development of higher density urban living and transit use.
15. Improve Fresno's visual image and enhance its form and function through urban design strategies and effective maintenance.
16. Protect and improve public health and safety.
17. Recognize, respect, and plan for Fresno's cultural, social, and ethnic diversity, and foster an informed and engaged citizenry.

Emphasize shared community values and genuine engagement with and across different neighborhoods, communities, institutions, businesses and sectors to solve difficult problems and achieve shared goals for the success of Fresno and all its residents

OBJECTIVES

Objectives are the City's statements of how it plans to address existing and future issues and support the General Plan Goals. Every objective relates to at least one Goal and may support multiple goals.

The proposed objectives are organized by their intended General Plan Element, appearing in the order anticipated in the full General Plan Update. Objectives are labeled according to the element or section title, combined with a number that increases consecutively. In the full General Plan Update, each objective will be accompanied by one or more Implementing Policies, as done in the 2025 General Plan.

Economic Development and Fiscal Sustainability Element (ED)

- ED-1 Support economic development by maintaining a strong working relationship with the business community and improving the business climate for current and future businesses.
- ED-2 Support local business start-ups and encourage innovation by improving access to resources and capital and help overcome obstacles hampering economic development.
- ED-3 Attract and recruit businesses and offer incentives for economic development.
- ED-4 Cultivate a skilled, educated, and well-trained workforce by increasing educational attainment and the relevant job skill levels in order to appeal to local and non-local businesses.
- ED-5 Achieve fiscal sustainability.

Urban Form, Land Use, and Design Element

NOTE: Objectives UF-2 through UF-11 are currently major goals of the draft Downtown Neighborhoods Community Plan and Fulton Corridor Specific Plan, and are incorporated as objectives here to ensure appropriate representation of Downtown planning efforts supported by the General Plan update. The objectives are consistent with the draft Downtown Neighborhoods Community Plan and Fulton Corridor Specific Plans and will allow for the implementation of the updated General Plan.

Urban Form (UF)

- UF-1 Emphasize the opportunity for a diversity of districts, neighborhoods, and housing types.
- UF-2 Enhance the unique sense of character and identity of the different sub-areas of the Downtown neighborhoods.
- UF-3 Revitalize the Downtown to be the government center and economic and cultural heart of the city and the region.
- UF-4 Support and encourage arts and culture in the Downtown neighborhoods.
- UF-5 Promote a greater concentration of buildings and people in the Downtown.
- UF-6 Support new development in the Downtown through investment in public infrastructure.
- UF-7 Promote a diverse mix of uses in the Downtown in order to create a community with a 24 hour per day life.
- UF-8 Develop each of the Downtown's neighborhoods and districts, according to its unique character.
- UF-9 Capitalize on the High Speed Train system to help revitalize the Downtown neighborhoods.

- UF-10 Calibrate parking according to the Downtown's parking needs and make it efficient and easy to find.
- UF-11 Revitalize the Fulton Mall.
- UF-12 Locate roughly one-half of future residential development in infill areas—defined as being within the 2012 City limits—including the Downtown core area and surrounding neighborhoods, mixed use centers and transit-oriented development along major transit corridors, and other non-corridor infill areas and vacant land.
- UF-13 Locate roughly one-half of future residential development in the growth areas—defined as unincorporated land in the 2012 Sphere of Influence—developed within complete neighborhoods that include housing, services, and recreation; mixed-use centers; or along future Bus Rapid Transit corridors.
- UF-14 Create an urban form that facilitates multi-modal connectivity.

Land Use (LU)

- LU-1 Establish a comprehensive citywide land use planning strategy to meet economic development objectives, achieve efficient and equitable use of resources and infrastructure, and create an attractive living environment.
- LU-2 Plan for infill development that includes a range of housing types, building forms, and land uses to meet the needs of both current and future residents.
- LU-3 Support the successful fulfillment of plan(s) adopted for the Downtown.
- LU-4 Enhance existing residential neighborhoods through regulations, code enforcement, and compatible infill development.
- LU-5 Plan for a diverse housing stock that will support balanced urban growth, and make efficient use of resources and public facilities.
- LU-6 Retain and enhance existing commercial areas to strengthen Fresno's economic base and site new office, retail, and lodging uses districts to serve neighborhoods and regional visitors.
- LU-7 Plan and support industrial development to promote job growth.
- LU-8 Provide for the development of civic and institutional land uses to meet the educational, medical, social, economic, cultural, and religious needs of the community.
- LU-9 Plan land uses, design, and development intensities to supplement and support, and not compete with, the Downtown.
- LU-10 Promote regional cooperation and coordination on land use and planning issues among local jurisdictions.

- LU-11 Encourage coordination with adjacent jurisdictions in providing public services, infrastructure and cooperative economic development.

Design (D)

- D-1 Provide and maintain an urban image that creates a “sense of place” throughout Fresno.
- D-2 Enhance the visual image of all "gateway" routes entering the Fresno Planning Area.
- D-3 Create unified plans for “green streets,” using distinctive features reflecting Fresno’s landscape heritage.
- D-4 Preserve and strengthen Fresno’s overall image through design review and create a safe, walkable and attractive urban environment for the current and future generations of residents.
- D-5 Maintain and improve community appearance through programs that prevent and abate blighting influences.
- D-6 Encourage design that celebrates and supports the cultural and ethnic diversity of Fresno.
- D-7 Continue applying local urban form, land use, and design policies to specific neighborhoods and locations.

Mobility and Transportation Element (MT)

- MT-1 Create and maintain a transportation system that is safe, efficient, provides access in an equitable manner, and optimizes travel by all modes.
- MT-2 Make efficient use of the City's existing and proposed transportation system and strive to ensure the planning and provision of adequate resources to operate and maintain it.
- MT-3 Identify, promote and preserve scenic or aesthetically unique corridors by application of appropriate policies and regulations.
- MT-4 To establish and maintain a continuous, safe, and easily accessible bikeways system throughout the metropolitan area to reduce vehicle use, improve air quality and the quality of life, and provide public health benefits.
- MT-5 Establish a well-integrated network of pedestrian facilities to accommodate safe, convenient, practical and inviting travel by walking including those with physical mobility and vision impairments.
- MT-6 Establish a network of multi-purpose pedestrian and bicycle paths, as well as limited access trails, to serve areas and to link residential areas to local and regional open spaces and recreation areas and urban activity centers in order to enhance Fresno’s recreational amenities and alternative transportation options.

- MT-7 Pursue a variety of funding sources to maximize implementation and development of the City's path and trail system.
- MT-8 Provide public transit options that serve existing and future concentrations of residences, employment, recreation and civic uses and are feasible, efficient, safe, and minimize environmental impacts.
- MT-9 Provide public transit opportunities to the maximum number and diversity of people practicable in balance with providing service that is high in quality, convenient, frequent, reliable, and cost- effective.
- MT-10 Establish parking standards that are strategically tuned to support neighborhoods, shopping districts and employment centers well served by a complete range of transportation choices.
- MT-11 Achieve necessary capacity increasing and inter-modal connectivity enhancing improvements to the goods movement transportation system to support the growth in critical farm product and value added industries.
- MT-12 Operate the City's municipal airport facilities to meet present and anticipated demands in a manner that maintains compliance with federal regulations, enhances safety to the public, minimizes the adverse effects of aircraft operations on people, and promotes the economic health of the community.
- MT-13 Improve the competitiveness of domestic and international air carrier service, and air cargo operations to and from Fresno Yosemite International Airport.

Parks, Open Space, and Schools Element (POSS)

- POSS-1 Provide an expanded, high quality and diversified park system, allowing for varied recreational opportunities for the entire Fresno community.
- POSS-2 Ensure that adequate land, in appropriate locations, is designated and acquired for park and recreation uses in infill and growth areas.
- POSS-3 Ensure that park and recreational facilities make the most efficient use of land; that they are designed and managed to provide for the entire Fresno community; and that they represent positive examples of design and energy conservation.
- POSS-4 Pursue sufficient and dedicated funding for the parks acquisition, operations, and maintenance.
- POSS-5 Provide for long-term preservation, enhancement, and enjoyment of plant, wildlife, and aquatic habitat.
- POSS-6 Maintain and restore, where feasible, the ecological values of the San Joaquin River corridor.
- POSS-7 Support the San Joaquin River Conservancy in its efforts to develop a river parkway.

- POSS-8 Work cooperatively with school districts to find appropriate locations for schools to meet the needs of students and neighborhoods.
- POSS-9 Work with California State University, Fresno, and other institutions of higher learning, to enhance the city's workforce, job creation, and economic development, as well as its image and desirability as a place to live.

Public Utilities and Services Element (PU)

- PU-1 Provide the level of law enforcement and crime prevention services necessary to maintain a safe, secure, and stable urban living environment through a Police Department that is dedicated to providing professional, ethical, efficient and innovative service with integrity, consistency and pride.
- PU-2 Ensure that the Fire Department's staffing and equipment resources are sufficient to meet all fire and emergency service level objectives and are provided in an efficient and cost effective manner.
- PU-3 Enhance the level of fire protection to meet the increasing demand for services from an increasing population.
- PU-4 Ensure provision of adequate trunk sewer and collector main capacities to serve existing and planned urban development, consistent with the Wastewater Master Plan.
- PU-5 Preserve groundwater quality and ensure that the health and safety of the entire Fresno community is not impaired by use of private on-site disposal systems.
- PU-6 Ensure the provision of adequate sewage treatment and disposal by utilizing the Fresno-Clovis Regional Wastewater Treatment and Reclamation Facility as the primary facility, when economically feasible, for all existing and new development within the metropolitan area.
- PU-7 Promote reduction in wastewater flows and develop facilities for beneficial reuse of reclaimed water and biosolids for management and distribution of treated wastewater.
- PU-8 Manage and develop the City's water facilities on a strategic timeline basis that recognizes the long-life cycle of the assets and the duration of the resources, to ensure a safe, economical, and reliable water supply for existing and planned urban development and economic diversification.
- PU-9 Provide adequate solid waste facilities and services for the collection, transfer, recycling, and disposal of refuse.

Resource Conservation Element (RC)

- RC-1 Make efficient use of existing public infrastructure.
- RC-2 Promote land uses that conserve resources.

- RC-3 Actively engage, listen to, educate, and enlist the support of the Fresno community on the need and strategies for resource conservation.
- RC-4 In cooperation with other jurisdictions and agencies in the San Joaquin Valley Air Basin, take necessary actions to achieve and maintain compliance with State and federal air quality standards for criteria pollutants.
- RC-5 In cooperation with other jurisdictions and agencies in the San Joaquin Valley Air Basin, take timely and necessary actions to achieve and maintain reductions in greenhouse gas emissions and all strategies that reduce the causes of climate change in order to limit and prevent the related potential detrimental effects upon public health and welfare of present and future residents of the Fresno community.
- RC-6 Ensure that Fresno has a reliable, long-range source of drinkable water.
- RC-7 Promote water conservation through standards, incentives and capital investments.
- RC-8 Reduce the consumption of non-renewable energy resources by requiring and encouraging conservation measures and the use of alternative energy sources.
- RC-9 Preserve agricultural land outside of the area planned for urbanization under this General Plan.
- RC-10 Conserve aggregate mineral resources within the Planning Area, as identified by the Division of Mines and Geology, and allow for responsible extraction to meet Fresno's needs.
- RC-11 Strive to reduce the solid waste going to landfills to zero by 2035.

Historic and Cultural Resources Element (HCR)

- HCR-1 Maintain a comprehensive, citywide preservation program to identify, protect and assist in the preservation of Fresno's historic and cultural resources.
- HCR-2 Identify and preserve Fresno's historic and cultural resources which reflect important cultural, social, economic and architectural features so that residents will have a foundation upon which to measure and direct physical change.
- HCR-3 Promote the idea of a "New City Beautiful" ethos by linking historic preservation, public art, planning principles for complete neighborhoods with green building and technology.
- HCR-4 Foster an appreciation of Fresno's history and cultural resources.

Noise and Safety Element (NS)

- NS-1 Protect the citizens of the city from the harmful and annoying effects of exposure to excessive noise.

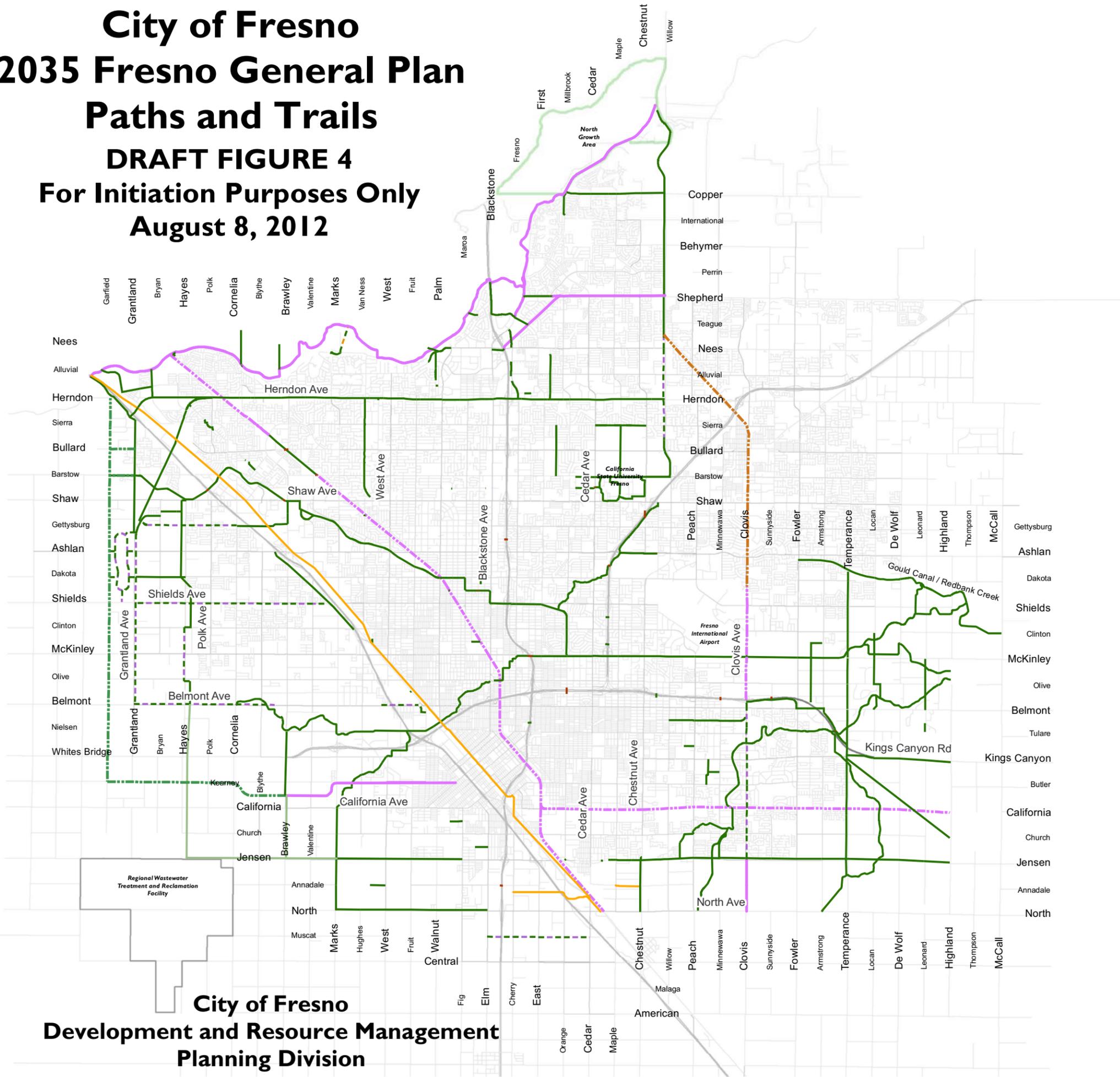
- NS-2 Minimize risks of property damage and personal injury posed by geologic and seismic risks.
- NS-3 Minimize the risks to property, life, and the environment due to flooding and stormwater runoff hazards.
- NS-4 Minimize the risk of loss of life, injury, serious illness, and damage to property resulting from the use, transport, treatment, and disposal of hazardous materials and hazardous wastes.
- NS-5 Protect the safety, health, and welfare of persons and property on the ground and in aircraft by minimizing exposure to airport-related hazards.
- NS-6 Foster an efficient and coordinated response to emergencies and natural disasters.

Healthy Communities Element (HC)

- HC-1 Work with neighborhood associations of local residents, businesses, and institutions on neighborhood and community health initiatives.
- HC-2 Create complete, well-structured, and healthy neighborhoods and transportation systems.
- HC-3 Create healthy, safe, and affordable housing.
- HC-4 Improve property maintenance.
- HC-5 Promote access to healthy and affordable food.
- HC-6 Improve access to schools and their facilities for the community.
- HC-7 Establish priorities and mechanisms for park facilities improvements linked to effectiveness and improving health.
- HC-8 Support programs, leadership, and opportunities for Fresno's youth.

City of Fresno 2035 Fresno General Plan Paths and Trails

**DRAFT FIGURE 4
For Initiation Purposes Only
August 8, 2012**



LEGEND

- Old Town Clovis Trail
- Greenbelt City/County (See note 1)
- Greenbelt Railroads (See note 2)
- Greenbelt
- Rails to Trails
- County Trail (See Note 3)
- Class 1 Bicycle Path
- Class I or Class II Bicycle Facility
- Class I or Class III Bicycle Facility
- High Cost Improvement

Note 1: Conceptual greenbelt alignment subject to city/county cooperative planning, adoption and implementation.

Note 2: Greenbelt required unless there is an existing railroad. Should existing railroad lines be vacated or relocated, it shall be converted to a greenbelt.

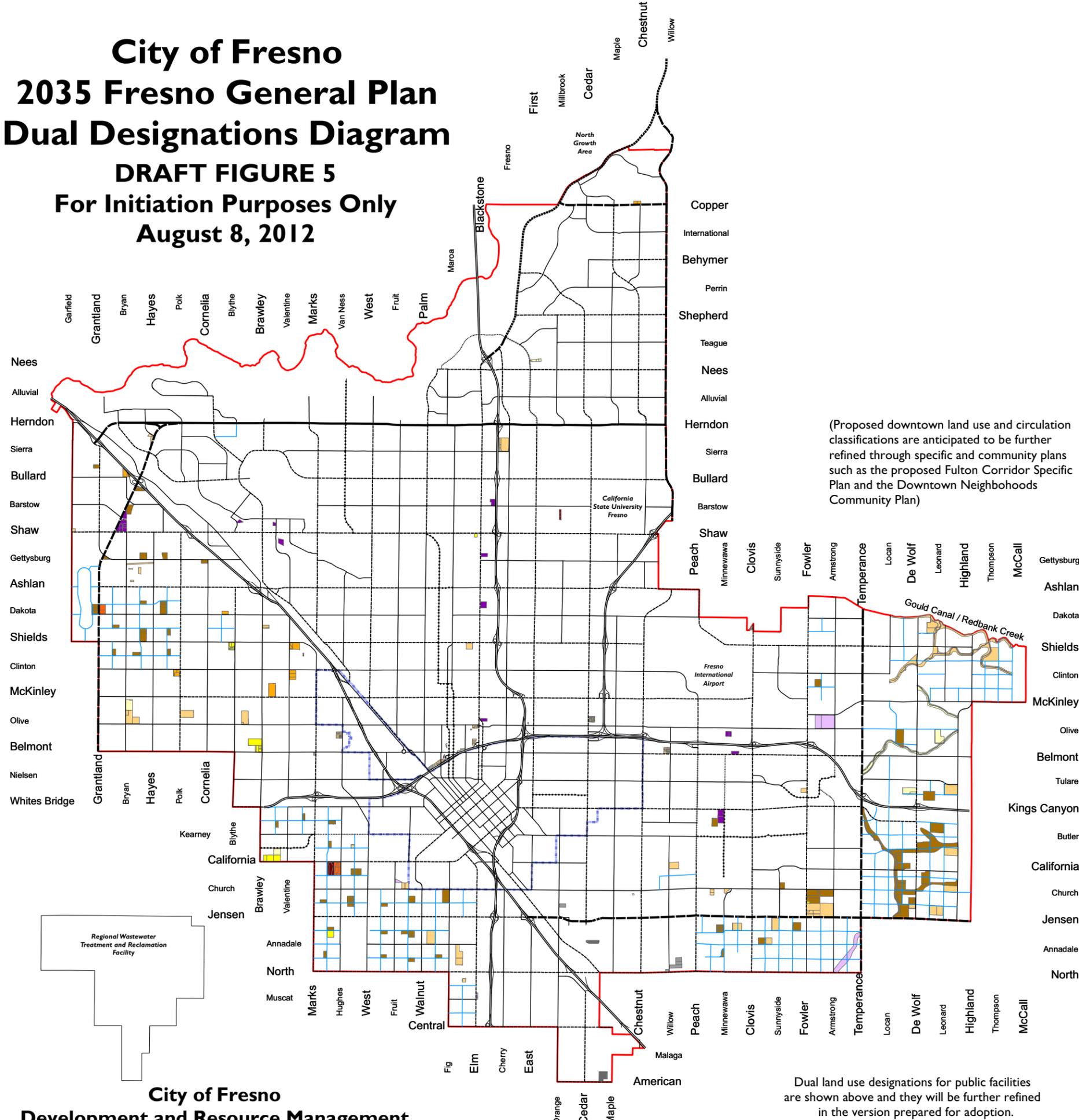
Note 3: To be determined by the County. City preferred location depicted.

Note 4: The trail on the west side of State Route 99 between Ashlan and Clinton Avenues is dependent on the design of the realignment of State Route 99 in conjunction with the California High Speed Rail Authority and Caltrans.

Note 5: This map depicts paths and trails and supersedes Figure 5.2 of the 2010 City of Fresno Bicycle, Pedestrian and Trails Master Plan. For a complete bicycle system, refer to Class II bike lane and Class III bike route designations in the 2010 City of Fresno Bicycle, Pedestrian and Trails Master Plan.

City of Fresno 2035 Fresno General Plan Dual Designations Diagram

**DRAFT FIGURE 5
For Initiation Purposes Only
August 8, 2012**



(Proposed downtown land use and circulation classifications are anticipated to be further refined through specific and community plans such as the proposed Fulton Corridor Specific Plan and the Downtown Neighborhoods Community Plan)

Dual land use designations for public facilities are shown above and they will be further refined in the version prepared for adoption.

LEGEND

- | | |
|--|--|
| <p>RESIDENTIAL</p> <ul style="list-style-type: none"> Low Density (1-3 D.U./acre) Medium Low Density (3.5-6 D.U./acre) Medium Density (5.0-12 D.U./acre) Medium High Density (12-16 D.U./acre) Urban Neighborhood (16-30 D.U./acre) High Density (30-45 D.U./acre) <p>COMMERCIAL</p> <ul style="list-style-type: none"> Main Street Community Recreation General Highway & Auto Regional <p>EMPLOYMENT</p> <ul style="list-style-type: none"> Office Business Park Regional Business Park Light Industrial Heavy Industrial <p>MIXED USE</p> <ul style="list-style-type: none"> Corridor/Center Mixed Use Regional Mixed Use Neighborhood Mixed Use <p>OPEN SPACE</p> <ul style="list-style-type: none"> Clear Zone Commercial-Recreational Community Park Flood Control Project Golf Course Lake, Pond Multi-Use Neighborhood Park Outdoor Environmental education area Open Space Park Ponding Basin Ponding Basin (Park use) Regional Park | <p>PUBLIC FACILITIES</p> <ul style="list-style-type: none"> Public/Quasi-public Facility Special School Elementary School Elementary & Middle School Elementary, Middle & High School Middle School High School College Airport Cemetery Church Community Activity Center Convalescent Hospital Fairgrounds Fire Station Government Offices Hospital Medical Center Neighborhood Center PG & E Substation Police Dressing Station Water Recharge Basin Waste Water Treatment Facility <p>BUFFER</p> <ul style="list-style-type: none"> Buffer <p>BOUNDARIES</p> <ul style="list-style-type: none"> Existing Fresno Sphere of Influence Growth Areas Downtown Neighborhoods |
|--|--|
-
- | |
|--|
| <p>Circulation Legend</p> <ul style="list-style-type: none"> Freeway Expressway Scenic Expressway Connector Super Arterial Arterial Scenic Arterial Ramp Scenic Drive Collector Scenic Collector |
|--|



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