Urban Form Objectives and Policies
CHAPTER 3 OBJECTIVE

Objective UF-1: Emphasize the opportunity for a diversity of districts, neighborhoods, and housing types.

IMPLEMENTING POLICIES

Policy UF-1-a: Diverse Neighborhoods
Policy UF-1-b: Revitalized Downtown Planning Area
Policy UF-1-c: Identifiable City Structure
Policy UF-1-d: Range of Housing Types
Policy UF-1-e: Unique Neighborhoods
Policy UF-1-f: Complete Neighborhoods, Densities, and Development Standards
## Accomplishments:

- Citywide Zoning Map Update (2016)
- Downtown Neighborhoods Community Plan (2016)
- Fulton Corridor Specific Plan (2016)
- Southwest Fresno Specific Plan (2017)
- Active Transportation Plan (2018)
- Parks Master Plan (2018)
- Southern Blackstone Smart Mobility Plan (2019)
- Specific Plan of the West Area (Ongoing)
- Cesar Chavez Senior Housing Project on Kings Canyon Road (Ongoing)
- The Row at Heritage Grove (Ongoing)

## Policies Not Referenced

- Policy UF-1-a
- Policy UF-1-b
- Policy UF-1-c
- Policy UF-1-d
- Policy UF-1-e
- Policy UF-1-f
CHAPTER 3 OBJECTIVE

Objective UF-2: Enhance the unique sense of character and identity of the different subareas of the Downtown neighborhoods.

IMPLEMENTING POLICIES

None.
CHAPTER 3 OBJECTIVE

Objective UF-3: Revitalize the Downtown to be the economic and cultural heart of Fresno and the region.

IMPLEMENTING POLICIES

None.
CHAPTER 3 OBJECTIVE

Objective UF-4: Support and encourage arts and culture in the Downtown neighborhoods.

IMPLEMENTING POLICIES

None.
CHAPTER 3 OBJECTIVE

Objective UF-5: Promote a greater concentration of buildings and people in the Downtown.

IMPLEMENTING POLICIES

None.
CHAPTER 3 OBJECTIVE

Objective UF-6: Support new development in the Downtown through investment in public infrastructure.

IMPLEMENTING POLICIES

None.
CHAPTER 3 OBJECTIVE

Objective UF-7: Promote a diverse mix of uses in the Downtown in order to create a community with a 24 hour entertainment district.
CHAPTER 3 OBJECTIVE

Objective UF-8: Develop each of Downtown’s neighborhoods and districts, according to its unique character.

IMPLEMENTING POLICIES

None.
CHAPTER 3 OBJECTIVE

Objective UF-9: Capitalize on the High Speed Train system to help revitalize the Downtown neighborhoods.

IMPLEMENTING POLICIES

None.
Objective UF-10: Calibrate parking according to the Downtown’s parking needs and make it efficient and easy to find.

None.
CHAPTER 3 OBJECTIVE

Objective UF-11: Revitalize the Fulton Corridor consistent with the reconstruction project.

IMPLEMENTING POLICIES

None.
### Accomplishments:

- Downtown Neighborhoods Community Plan (2016)
- Fulton Corridor Specific Plan (2016)
- Southwest Fresno Specific Plan (2017)
- Fulton Street Restoration (2017)
- Fulton Street Art Restoration (2017)
- BRT System (2018)
- HSR Station Area Master Plan (2019)
- Mariposa Plaza (Ongoing)
- Art Hop (Ongoing)
- Downtown Traffic Signals and Intersection Improvements (ongoing)

### Policies Not Referenced

- Objective UF-2
- Objective UF-3
- Objective UF-4
- Objective UF-5
- Objective UF-6
- Objective UF-7
- Objective UF-8
- Objective UF-9
- Objective UF-10
- Objective UF-11
CHAPTER 3 OBJECTIVE

Objective UF-12: Locate roughly one-half of future residential development in infill areas—defined as being within the City on December 31, 2012—including the Downtown core area and surrounding neighborhoods, mixed-use centers and transit-oriented development along major BRT corridors, and other non-corridor infill areas, and vacant land.

IMPLEMENTING POLICIES

Policy UF-12-a: BRT Corridors
Policy UF-12-b: Activity Centers
Policy UF-12-c: Local-Serving Neighborhood Centers
Policy UF-12-d: Appropriate Mixed-Use
Policy UF-12-e: Access to Activity Centers
Policy UF-12-f: Mixed-Use in Activity Centers
Policy UF-12-g: Impacts on Surrounding Uses
Policy UF-12-h: Parking Standards for Shared Parking
## Accomplishments:

- New Development Code, including Downtown District Section (2015 & 2016)
- Citywide Zoning Map Update (2016)
- Downtown Neighborhoods Community Plan (2016)
- Fulton Corridor Specific Plan (2016)
- Southwest Fresno Specific Plan (2017)
- Fulton Street Improvements (2018)
- BRT System (2018)
- HSR Station Area Master Plan (2018)
- Active Transportation Plan (2018)
- Southern Blackstone Smart Mobility Plan (2019)
- Cesar Chavez Senior Housing Project on King Canyon Road (Ongoing)
- The Row at Heritage Grove (Ongoing)

## Policies Not Referenced

- Policy UF-12-a
- Policy UF-12-b
- Policy UF-12-d
- Policy UF-12-e
- Policy UF-12-f
- Policy UF-12-g
- Policy UF-12-h

- Policy UF-12-c
CHAPTER 3 OBJECTIVE

Objective UF-13: Locate roughly one-half of future residential development in the Growth Areas—defined as unincorporated land as of December 31, 2012 SOI—which are to be developed with Complete Neighborhoods that include housing, services, and recreation; mixed-use centers; or along future BRT corridors.

IMPLEMENTING POLICIES

Policy UF-13-a: Future Planning to Require Design Principles
## Accomplishments:

- Fulton Corridor Specific Plan (2016)
- Downtown Neighborhoods Community Plan (2016)
- Southwest Fresno Specific Plan (2017)
- Fulton Street Improvements (2017)
- BRT System (2018)
- HSR Station Area Master Plan (2018)
- Active Transportation Plan (2018)
- Southern Blackstone Smart Mobility Plan (2019)
- Specific Plan of the West Area (Ongoing)
- Central Southeast Specific Plan (Ongoing)

## Policies Not Referenced

- Policy UF-13-a
CHAPTER 3 OBJECTIVE

Objective UF-14: Objective UF-14: Create an urban form that facilitates multi-modal connectivity.

IMPLEMENTING POLICIES

Policy UF-14-a: Design Guidelines for Walkability
Policy UF-14-b: Local Street Connectivity
Policy UF-14-c: Block Length
**Accomplishments:**

<table>
<thead>
<tr>
<th>New Development Code, including Subdivision Standards (2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Development Incentives in the New Development Code (2015)</td>
</tr>
<tr>
<td>Active Transportation Plan (2018)</td>
</tr>
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<td>BRT System (2018)</td>
</tr>
</tbody>
</table>

**Policies Not Referenced**

- Policy UF-14-a
- Policy UF-14-b
- Policy UF-14-c
Land Use Objectives and Policies
CHAPTER 3 OBJECTIVE

Objective 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.

IMPLEMENTING POLICIES

Policy LU-1-a: Promote Development within the Existing City Limits as of December 31, 2012
Policy LU-1-b: Land Use Definition and Compatibility
Policy LU-1-c: Provision of Public Facilities and Services
Policy LU-1-d: Orderly Transition of Existing Uses
Policy LU-1-e: Annexation Requirements
Policy LU-1-f: Coordination with Fresno County Land Use Planning
Policy LU-1-g: SOI Expansion
# Accomplishments:

- SOI Boundary Held (2013)
- Growth Areas Identified (2014)
- Citywide Zoning Map Update (2016)
- Build Act Adopted (2013 & 2015)
- CFD’s, Impact Fees, and Fire Transition Fees

### Policies Not Referenced

- Policy LU-1-f (in progress)
CHAPTER 3 OBJECTIVE

Objective 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.

IMPLEMENTING POLICIES

Policy LU-2-a: Infill Development and Redevelopment
Policy LU-2-b: Infill Development for Affordable Housing
Policy LU-2-c: Infill Design Toolkit
Policy LU-2-d: Infrastructure Upgrades
Policy LU-2-e: Neighborhood Preservation
Policy LU-2-f: Lot Consolidation
## Accomplishments:

- New Development Code, which allows for consolidation of lots which in turn allows for up to 15 percent deviation from property development standards (2015)
- Fulton Corridor Specific Plan (2016)
- Downtown Neighborhoods Community Plan (2016)
- Build Act (2013 & 2015)
- Southwest Fresno Specific Plan (2017)
- BRT System (2018)
- Southern Blackstone Smart Mobility Plan (2019)
- Elm Avenue Revitalization Strategy (2019)
- Specific Plan of the West Area (Ongoing)
- Central Southeast Specific Plan (Ongoing)
- EPA Coalition Assessment Grant (Ongoing)
- Transit Oriented Development Toolkit Grant (Ongoing)
- The Better Blackstone Design Challenge (Ongoing)

## Policies Not Referenced

- Policy LU-2-a
- Policy LU-2-b
- Policy LU-2-c
- Policy LU-2-e
- Policy LU-2-f
- Policy LU-2-d
CHAPTER 3 OBJECTIVE

**Objective LU-3:** Support the successful fulfillment of plans when adopted for the Downtown Planning Area.

IMPLEMENTING POLICIES

**Policy LU-3-a:** Downtown Planning Area Plans

**Policy LU-3-b:** Mixed-Use Urban Corridors that Connect the Downtown Planning Area

**Policy LU-3-c:** Zoning for High Density on Major BRT Corridors
Accomplishments:

- Citywide Zoning Map Update (2016)
- Fulton Corridor Specific Plan (2016)
- Downtown Neighborhoods Community Plan (2016)
- BRT System (2018)
- Corridor Economic Development Coordinator hired (2019)

Policies Not Referenced

- Policy LU-2-a
- Policy LU-2-b
- Policy LU-2-c
CHAPTER 3 OBJECTIVE

Objective LU-4: Enhance existing residential neighborhoods through regulations, code enforcement, and compatible infill development.

IMPLEMENTING POLICIES

Policy LU-4-a: Neighborhood Nuisance Abatement
Policy LU-4-b: Neighborhood Reinvestment
Policy LU-4-c: Housing Task Force
Accomplishments:

- School Area Team Established (Formerly Neighborhood Revitalization Team)
- Reactive Team
- Community Compliance Team
- Rental Housing Inspection
- Anti-Slumlord Enforcement Team
- District Teams

Policies Not Referenced:

- Policy LU-4-a
- Policy LU-4-b
- Policy LU-4-c
CHAPTER 3 OBJECTIVE

Objective LU-5: Plan for a diverse housing stock that will support balanced urban growth, and make efficient use of resources and public facilities.

IMPLEMENTING POLICIES

Policy LU-5-a: Low Density Residential Uses
Policy LU-5-b: Medium-Low Density Residential Uses
Policy LU-5-c: Medium Density Residential Uses
Policy LU-5-d: Medium-High Density Residential Uses
Policy LU-5-e: Urban Neighborhood Residential Uses
Policy LU-5-f: High Density Residential Uses
Policy LU-5-g: Scale and Character of New Development
Policy LU-5-h: Housing Offering Amenities
Policy LU-5-i: Housing for Seniors
Policy LU-5-j: Campus-Centered Communities
### Accomplishments:

- New Development Code, including Transition Standards (2015)
- Citywide Zoning Map Update (2016)
- Examples:
  - Cesar Chavez Senior Housing Project on Kings Canyon Road (under construction)
  - Campus Point near Fresno State
  - The Row at Heritage Grove

### Policies Not Referenced

- Policy LU-5-a
- Policy LU-5-b
- Policy LU-5-c
- Policy LU-5-d
- Policy LU-5-e
- Policy LU-5-f
- Policy LU-5-g
- Policy LU-5-h
- Policy LU-5-i
- Policy LU-5-j
CHAPTER 3 OBJECTIVE

Objective LU-6: Retain and enhance existing commercial areas to strengthen Fresno’s economic base and site new office, retail, and lodging use districts to serve neighborhoods and regional visitors.

IMPLEMENTING POLICIES

Policy LU-6-a: Design of Commercial Development
Policy LU-6-b: Commercial Development Guidelines
Policy LU-6-c: Appropriate Office Development
Policy LU-6-d: Neighborhood and Community Commercial Center Design
Policy LU-6-e: Regional Center Planning and Design
Policy LU-6-f: Auto-Oriented Commercial Uses
Policy LU-6-g: Lodging Facilities Location
Accomplishments:


Policies Not Referenced:

- Policy LU-6-a
- Policy LU-6-b
- Policy LU-6-c
- Policy LU-6-d
- Policy LU-6-e
- Policy LU-6-f
- Policy LU-6-g
CHAPTER 3 OBJECTIVE

Objective LU-7: Plan and support industrial development to promote job growth.

IMPLEMENTING POLICIES

Policy LU-7-a: Incentives for a Diversity of Industries, Increased Food Processing and Manufacturing, and Related Employment Opportunities in Fresno
Policy LU-7-b: Business and Industrial Parks
Policy LU-7-c: Efficiency of Industrial Uses
Policy LU-7-d: Industrial Waste
Policy LU-7-e: Shared Parking for Industrial Uses
## Accomplishments:

- South Central Specific Plan (Ongoing)
- OK Produce Relocation due to HSR
- Palm Lakes Business Park

## Policies Not Referenced

- Policy LU-7-a
- Policy LU-7-b
- Policy LU-7-c
- Policy LU-7-d
- Policy LU-7-e
CHAPTER 3 OBJECTIVE

Objective 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.

IMPLEMENTING POLICIES

Policy LU-8-a: Civic and Institutional Use Compatibility

Policy LU-8-b: Access to Public Facilities

Policy LU-8-c: Zoning for Public Facilities

Policy LU-8-d: Public Facilities and Institutions Meeting City Standards
Accomplishments:

- Citywide Zoning Map Update (2016)
- Project Examples:
  - Expansion of Community Regional Medical Center
  - Expansion of the State Center Community College District facilities into Southwest Fresno

Policies Not Referenced

- Policy LU-8-a
- Policy LU-8-b
- Policy LU-8-c
- Policy LU-8-d
CHAPTER 3 OBJECTIVE

Objective LU-9: Plan land uses, design, and development intensities to supplement and support, and not compete with, the Downtown.

IMPLEMENTING POLICIES

Policy LU-9-a: Residential Locations
Policy LU-9-b: Activity Centers
Policy LU-9-c: Primacy of Downtown
Policy LU-9-d: Directional Signage
Policy LU-9-e: Downtown Sightline
Policy LU-9-f: View Corridors
Policy LU-9-g: Improve Access
## Accomplishments:

- New Development Code (2016)
- Citywide Zoning Map Update (2016)
- Fulton Street Improvements (2017)
- Fulton Street Art Restoration (2017)
- BRT System (2018)
- Mariposa Plaza (Ongoing)

## Policies Not Referenced

- Policy LU-9-a
- Policy LU-9-b
- Policy LU-9-c
- Policy LU-9-d
- Policy LU-9-e
- Policy LU-9-f
- Policy LU-9-g
CHAPTER 3 OBJECTIVE

Objective LU-10: Promote regional cooperation and coordination on land use and planning issues among local jurisdictions.

IMPLEMENTING POLICIES

Policy LU-10-a: Regional Land Use and Transportation Planning Program

Policy LU-10-b: Integrity of the General Plan

Policy LU-10-c: Memorandum of Understanding (MOU)
Accomplishments:

- Regional Transportation Plan (COG, 2014)
- Sustainable Communities Strategy (COG, 2014)
- Ongoing work with LAFCO
- MOU with County in Progress

<table>
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<tr>
<th>Policies Not Referenced</th>
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<tbody>
<tr>
<td>- Policy LU-10-a</td>
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<td>- Policy LU-10-b</td>
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<td>- Policy LU-10-c</td>
</tr>
</tbody>
</table>
CHAPTER 3 OBJECTIVE

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

IMPLEMENTING POLICIES

Policy LU-11-a: Regional Programs

Policy LU-11-b: Regional Economic Development

Policy LU-11-c: General Plan Consistency
Accomplishments:

- Fresno Madera Continuum of Care
- Fresno, Clovis, Madera County, and Fresno County meet and coordinate on a variety of issues including:
  - Homelessness
  - Water
  - Public Health
  - Service Needs
- All entitlements are routed to the appropriate parties and relevant agencies
- Community Emissions Reduction Plan (AB 617 process) with San Joaquin Valley Air Pollution Control District (2019)

Policies Not Referenced

- Policy LU-11-a
- Policy LU-11-b
- Policy LU-11-c
Design Objectives and Policies
CHAPTER 3 OBJECTIVE

Objective D-1: Provide and maintain an urban image that creates a “sense of place” throughout Fresno.

IMPLEMENTING POLICIES

Policy D-1-a: Direct Access to Units
Policy D-1-b: Active Ground Floor Frontage
Policy D-1-c: Privately Owned Public Spaces
Policy D-1-d: Public Art
Policy D-1-e: Graphic Identity
Policy D-1-f: Update Street Signs
Policy D-1-g: Reducing Surface Parking
Policy D-1-h: Screening of Parking
Policy D-1-i: Wrapping Parking Structures
Policy D-1-j: Lighting Standards
Accomplishments:


- Policy D-1-a
- Policy D-1-b
- Policy D-1-c
- Policy D-1-d
- Policy D-1-e
- Policy D-1-h
- Policy D-1-i
- Policy D-1-j

Policies Not Referenced

- Policy D-1-f
- Policy D-1-g
CHAPTER 3 OBJECTIVE

Objective D-2: Enhance the visual image of all "gateway" routes entering the Fresno Planning Area.

IMPLEMENTING POLICIES

Policy D-2-a: Design Requirements for Gateways

Policy D-2-b: Funding for Gateway Enhancements

Policy D-2-c: Highway Beautification
<table>
<thead>
<tr>
<th>Accomplishments:</th>
<th>Policies Not Referenced</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Agreement established with Caltrans for Highway Beautification funding</td>
<td>• Policy D-2-c</td>
</tr>
<tr>
<td>• Policy D-2-c</td>
<td>• Policy D-2-a</td>
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<tr>
<td>• Policy D-2-b</td>
<td>• Policy D-2-b</td>
</tr>
</tbody>
</table>
CHAPTER 3 OBJECTIVE

Objective D-3: Create unified plans for Green Streets, using distinctive features reflecting Fresno’s landscape heritage.

IMPLEMENTING POLICIES

Policy D-3-a: Green Street Tree Planting

Policy D-3-b: Funding for Green Street Tree Planting Program

Policy D-3-c: Local Streets as Urban Parkways

Policy D-3-d: Undergrounding Utilities
Accomplishments:

- Continuous work with PG&E to underground utility lines
- Urban Greening Projects in Southwest Fresno and Chinatown as part of Transform Fresno (ongoing)

Policies Not Referenced:

- Policy D-3-d
- Policy D-3-a
- Policy D-3-b
- Policy D-3-c
CHAPTER 3 OBJECTIVE

Objective 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.

IMPLEMENTING POLICIES

Policy D-4-a: Design Review for Large Buildings
Policy D-4-b: Incentives for Pedestrian-Oriented Anchor Retail
Policy D-4-c: Appropriate Day and Night Activity
Policy D-4-d: Design for Safety
Policy D-4-e: Flexibility through Overlay Districts
Policy D-4-f: Design Compatibility with Residential Uses
Policy D-4-g: Development Code Update for Design Concepts
Policy D-4-h: Metal Buildings
Accomplishments:

- All entitlements are routed to the appropriate parties and relevant agencies
- Industrial Compatibility Study (Ongoing)

Policies Not Referenced

- Policy D4-a
- Policy D-4-b
- Policy D-4-c
- Policy D-4-d
- Policy D4-e
- Policy D-4-f
- Policy D-4-g
- Policy D-4-h
CHAPTER 3 OBJECTIVE

Objective D-5: Maintain and improve community appearance through programs that prevent and abate blighting influences.

IMPLEMENTING POLICIES

Policy D-5-a: Code Enforcement
Policy D-5-b: Clean Streets
Policy D-5-c: Façade Improvements
Policy D-5-d: Graffiti Prevention and Abatement
Policy D-5-e: Community Sanitation
### Accomplishments:

- Pilot Program to Beautify the Tower District in Partnership with Neighborhood Industries (On Going)
- FresGo and the Graffiti Team (everyone’s hero)
- Keep Fresno Beautiful Program (On Going)
- Operation Clean-Up (Ongoing)

### Policies Not Referenced

- Policy D-5-a
- Policy D-5-b
- Policy D-5-d
- Policy D5-e

- Policy D-5-c
CHAPTER 3 OBJECTIVE

Objective D-6: Encourage design that celebrates and supports the cultural and ethnic diversity of Fresno.

IMPLEMENTING POLICIES

Policy D-6-a: Consult with neighboring populations, including non-English speaking groups, to inform the architecture, landscape, programming, and interior design of City-owned facilities such as parks, offices, street lighting, and other visible features.

Policy D-6-b: Consider adopting and implementing incentives for, and support efforts by, private development to incorporate culturally-specific architectural elements in areas with a predominant ethnic population.
## Accomplishments:

- New Development Code, which includes Public Art Incentive (2015)

## Policies Not Referenced

- Policy D-6-a
CHAPTER 3 OBJECTIVE

Objective D-7: Continue applying local urban form, land use, and design policies to specific neighborhoods and locations.

IMPLEMENTING POLICIES

Policy D-7-a: Amend or repeal the Community and Specific Plans as listed below

Policy D-7-b: Consider preparing new community, neighborhood, and/or Specific Plans for neighborhoods and locations that were covered by repealed plans

Policy D-7-c: Forestiere Underground Gardens
Accomplishments:

- The Following Plans have or are planned to be amended or repealed:
  - Local Planning and Procedures Ordinance
  - Fulton/Lowell Specific Plan
  - Central Area Community Plan
  - Edison Community Plan
  - Civic Center Master Plan
  - West Area Community Plan
  - Butler-Willow Specific Plan
  - Roosevelt Community Plan

- The following Specific Plans have been adopted or are underway:
  - Downtown Neighborhoods Community Plan/Fulton Corridor Specific Plan (2016)
  - Southwest Fresno Specific Plan (2017)
  - Specific Plan of the West Area (Ongoing)
  - Central Southeast Specific Plan (Ongoing)
  - South Central Specific Plan (Ongoing)

- Policy D-7-a
- Policy D-7-b
- Policy D-7-c

Policies Not Referenced