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# Urban Form Objectives and Policies



## CHAPTER 3 OBJECTIVE

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

### IMPLEMENTING POLICIES

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**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 Development Code and Downtown Development Code (2015 & 2016)
- 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)

- Policy UF-1-a
- Policy UF-1-b
- Policy UF-1-c
- Policy UF-1-d
- Policy UF-1-e
- Policy UF-1-f

## Policies Not Referenced



## CHAPTER 3 OBJECTIVE

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

## IMPLEMENTING POLICIES

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**None.**



## CHAPTER 3 OBJECTIVE

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

## IMPLEMENTING POLICIES

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**None.**



## CHAPTER 3 OBJECTIVE

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

## IMPLEMENTING POLICIES

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**None.**



## CHAPTER 3 OBJECTIVE

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

## IMPLEMENTING POLICIES

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**None.**



## CHAPTER 3 OBJECTIVE

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

## IMPLEMENTING POLICIES

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**None.**



## CHAPTER 3 OBJECTIVE

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

## IMPLEMENTING POLICIES

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**None.**



## CHAPTER 3 OBJECTIVE

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

## IMPLEMENTING POLICIES

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**None.**



## CHAPTER 3 OBJECTIVE

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

## IMPLEMENTING POLICIES

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**None.**



## CHAPTER 3 OBJECTIVE

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**Objective UF-10:** Calibrate parking according to the Downtown's parking needs and make it efficient and easy to find.

## IMPLEMENTING POLICIES

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**None.**



## CHAPTER 3 OBJECTIVE

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

## IMPLEMENTING POLICIES

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**None.**



# Accomplishments:

- Citywide Development Code and Downtown Development Code (2015 & 2016)
- 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)

- 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

## Policies Not Referenced



## CHAPTER 3 OBJECTIVE

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**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

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**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)

- 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

## Policies Not Referenced

- Policy UF-12-c



## CHAPTER 3 OBJECTIVE

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**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

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**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)

- Policy UF-13-a

**Policies Not Referenced**



## CHAPTER 3 OBJECTIVE

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

### IMPLEMENTING POLICIES

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**Policy UF-14-a: Design Guidelines for Walkability**

**Policy UF-14-b: Local Street Connectivity**

**Policy UF-14-c: Block Length**



# Accomplishments:

- New Development Code, including Subdivision Standards (2015)
- Commercial Development Incentives in the New Development Code (2015)
- Active Transportation Plan (2018)
- BRT System (2018)

- Policy UF-14-a
- Policy UF-14-b
- Policy UF-14-c

**Policies Not  
Referenced**



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# Land Use Objectives and Policies



## CHAPTER 3 OBJECTIVE

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**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

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**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 Development Code and Downtown Development Code (2015 & 2016)
- Citywide Zoning Map Update (2016)
- Build Act Adopted (2013 & 2015)
- CFD's, Impact Fees, and Fire Transition Fees

- Policy LU-1-a
- Policy LU-1-b
- Policy LU-1-d
- Policy LU-1-e
- Policy LU-1-g

## Policies Not Referenced

- Policy LU-1-f (in progress)



## CHAPTER 3 OBJECTIVE

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**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

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**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)

- Policy LU-2-a
- Policy LU-2-b
- Policy LU-2-c
- Policy LU-2-e
- Policy LU-2-f

## Policies Not Referenced

- Policy LU-2-d



## CHAPTER 3 OBJECTIVE

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

### IMPLEMENTING POLICIES

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**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 Development Code—including Mixed-Use Districts—and Downtown Development Code (2015 & 2016)
- Citywide Zoning Map Update (2016)
- Fulton Corridor Specific Plan (2016)
- Downtown Neighborhoods Community Plan (2016)
- BRT System (2018)
- Corridor Economic Development Coordinator hired (2019)

- Policy LU-2-a
- Policy LU-2-b
- Policy LU-2-c

**Policies Not  
Referenced**



## CHAPTER 3 OBJECTIVE

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

### IMPLEMENTING POLICIES

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**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

- Policy LU-4-a
- Policy LU-4-b
- Policy LU-4-c

**Policies Not Referenced**



## CHAPTER 3 OBJECTIVE

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**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

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- 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

- 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

**Policies Not  
Referenced**



## CHAPTER 3 OBJECTIVE

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**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

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**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:

- New Development Code (2015)

- 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

**Policies Not  
Referenced**



## CHAPTER 3 OBJECTIVE

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

### IMPLEMENTING POLICIES

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**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:

- New Development Code (2015)
- South Central Specific Plan (Ongoing)
- OK Produce Relocation due to HSR
- Palm Lakes Business Park

- Policy LU-7-a
- Policy LU-7-b
- Policy LU-7-c
- Policy LU-7-d
- Policy LU-7-e

**Policies Not  
Referenced**



## CHAPTER 3 OBJECTIVE

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**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

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**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:

- New Development Code (2015)
- 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

- Policy LU-8-a
- Policy LU-8-b
- Policy LU-8-c
- Policy LU-8-d

**Policies Not  
Referenced**



## CHAPTER 3 OBJECTIVE

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

### IMPLEMENTING POLICIES

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**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)

- 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

**Policies Not  
Referenced**



## CHAPTER 3 OBJECTIVE

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

### IMPLEMENTING POLICIES

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**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

- Policy LU-10-a
- Policy LU-10-b
- Policy LU-10-c

**Policies Not  
Referenced**



## CHAPTER 3 OBJECTIVE

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

### IMPLEMENTING POLICIES

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**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)

- Policy LU-11-a
- Policy LU-11-b
- Policy LU-11-c

**Policies Not Referenced**



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# Design Objectives and Policies



## CHAPTER 3 OBJECTIVE

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

### IMPLEMENTING POLICIES

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- 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:

- New Development Code (2015)

- 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

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

### IMPLEMENTING POLICIES

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**Policy D-2-a: Design Requirements for Gateways**

**Policy D-2-b: Funding for Gateway Enhancements**

**Policy D-2-c: Highway Beautification**



# Accomplishments:

- Agreement established with Caltrans for Highway Beautification funding

- Policy D-2-c

## Policies Not Referenced

- Policy D-2-a
- Policy D-2-b



## CHAPTER 3 OBJECTIVE

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

### IMPLEMENTING POLICIES

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**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)

- Policy D-3-d

## Policies Not Referenced

- Policy D-3-a
- Policy D-3-b
- Policy D-3-c



## CHAPTER 3 OBJECTIVE

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**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

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**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:

- New Development Code with Streamlined Design Review Process (2015)
- All entitlements are routed to the appropriate parties and relevant agencies
- Industrial Compatibility Study (Ongoing)

- 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

## Policies Not Referenced



## CHAPTER 3 OBJECTIVE

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

### IMPLEMENTING POLICIES

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**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:

- New Development Code (2015)
- 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)

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

## Policies Not Referenced

- Policy D-5-c



## CHAPTER 3 OBJECTIVE

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

### IMPLEMENTING POLICIES

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- 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)

- Policy D-6-b

## Policies Not Referenced

- Policy D-6-a



## CHAPTER 3 OBJECTIVE

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

### IMPLEMENTING POLICIES

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**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

