

MOULE & POLYZOIDES
ARCHITECTS AND URBANISTS



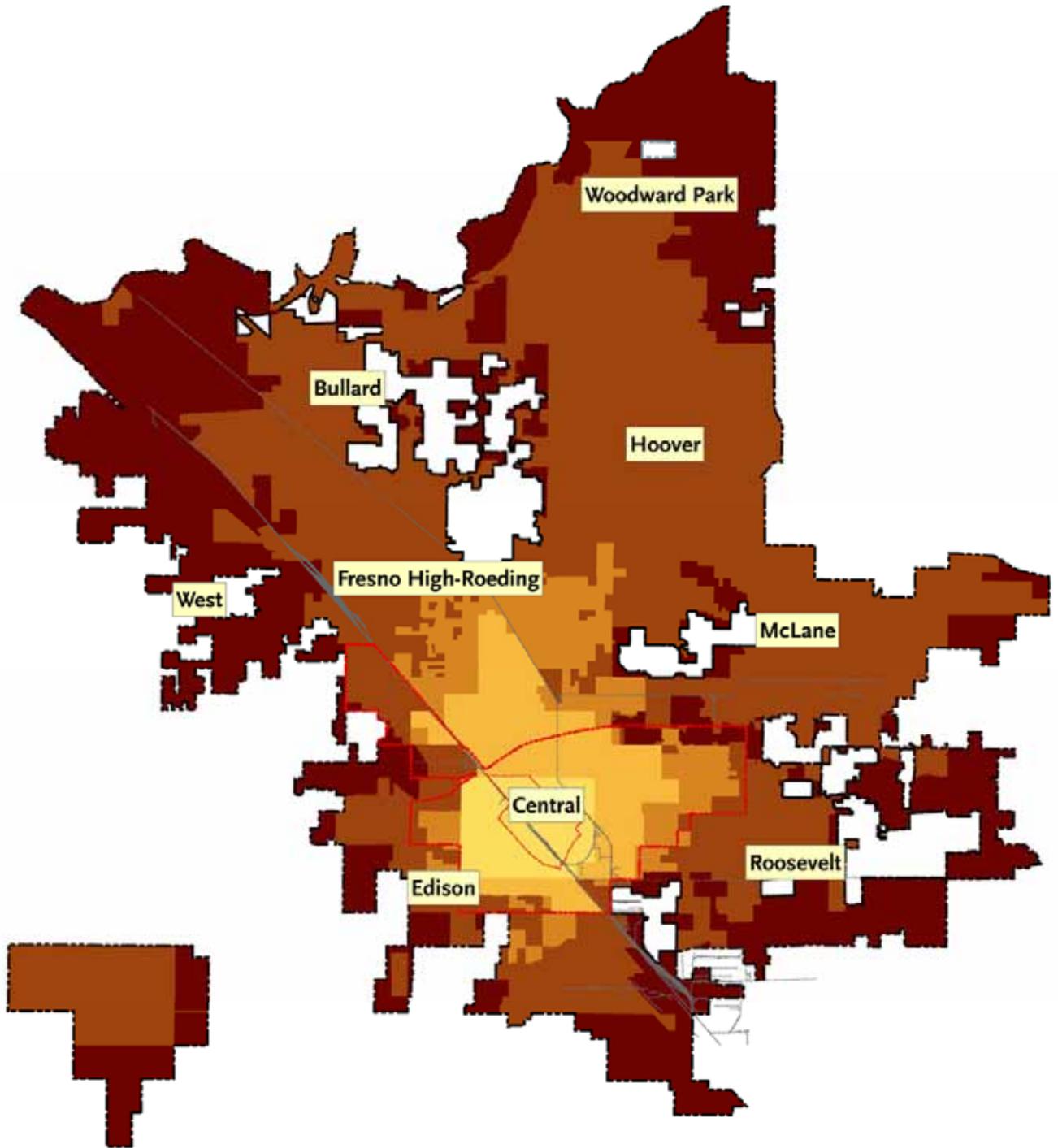
Fresno Fulton Corridor Specific Plan & Downtown Neighborhoods Community Plan

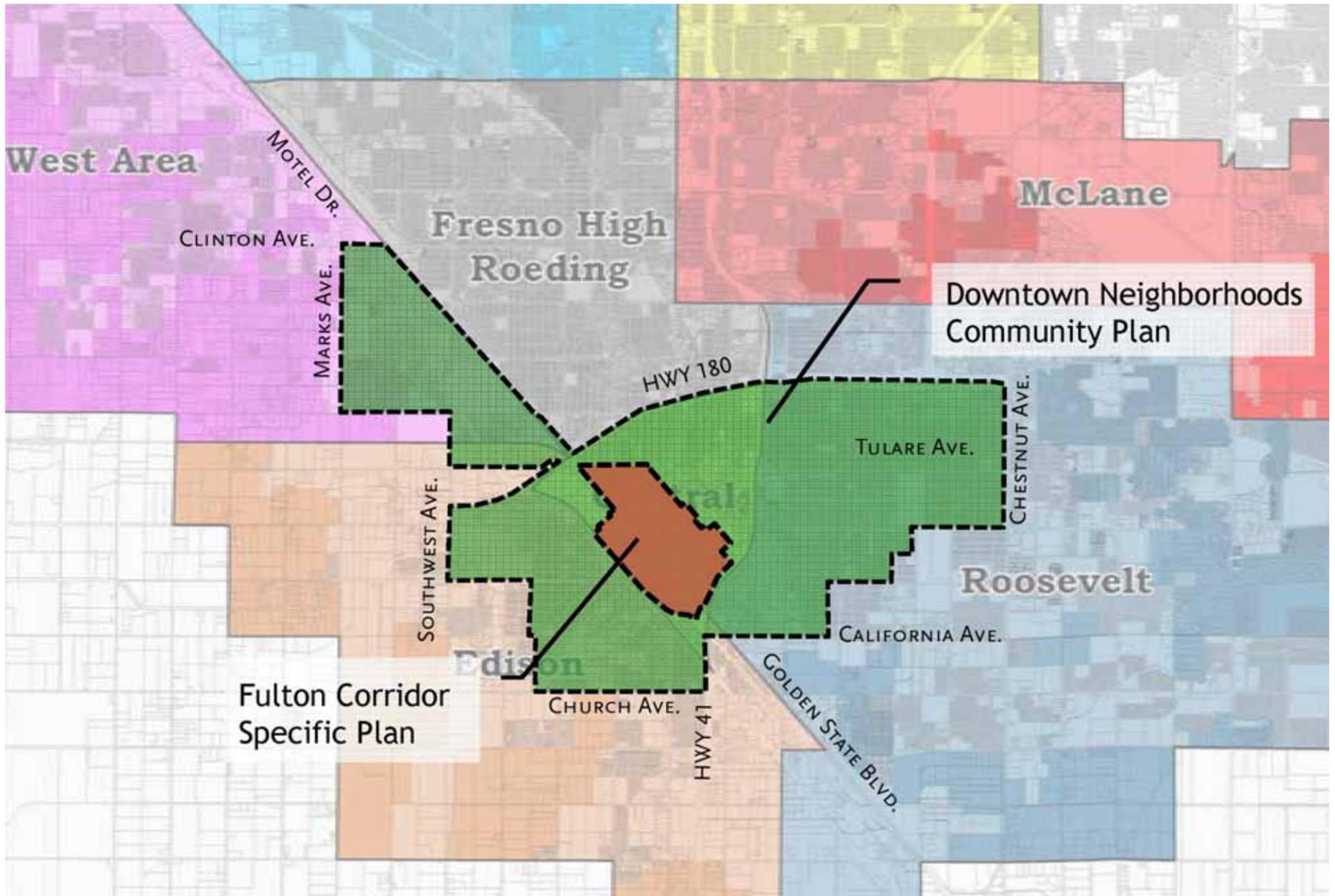
Fresno, California • 9 March 2010

LEGEND

Annexation
ANNEX YEAR

-  County
-  1885-1889
-  1890 - 1929
-  1930 - 1950
-  1951 - 1980
-  1981 - 2009
-  Fulton Corridor Specific Plan Boundary
-  Community Plan Bdry
-  City Limits





Project Area





The Specific Plan is a vision translated into new technical standards for transportation, landscape, open space, and infrastructure improvements.

It is implemented through a series of public/private investments based on new zoning that is designed to incrementally realize the vision.





3.1 - Building and Parking Placement, Building Height, Profile, Encroachments and Parking

A. Requirements

1. **Purpose.** This Chapter identifies the standards and requirements for new buildings or buildings to be modified, for each zone within the Code area to ensure that proposed development is consistent with the City's goals for building form, character and quality within the Code area. The zones are organized by intensity from the most intense (TV) to the least intense (JUN 1). Unless stated otherwise, all requirements are expressed as "minimums" and may be exceeded if a 2 parking spaces required and 3 provided) in compliance with all applicable provisions of this code and SAMC Chapter 41.

2. **Applicability.** Each proposed improvement and building shall be designed in compliance with the standards of this Chapter for the applicable zone, except for public and institutional buildings, which because of their unique disposition and application are not required to comply with these requirements and are reviewed by a special permit and procedures.

3. **Requirements by zone.** Each proposed building shall be designed according to the urban standards identified per the zone in which the property is located.

B. Summary of Zones

As rights and below in Table 3A are the seven zones organized in descending order according to their role and intensity within the Code area and as they appear in this Chapter:

- Thrust Village (TV)
- Downtown (DT)
- Urban Center (UC)
- Corridor (COR)
- Urban Neighborhood 2 (JUN 2)
- Urban Neighborhood 1 (JUN 1)
- Industrial/Overlay (IO)

Note: the Government Center District and Open Space Zones are identified in this Code but regulated by the Santa Ana Municipal Code.

Table 3A: ZONE SUMMARY OF STANDARDS



Intent and Character of TV Zone

Building Types	Max Stories (d) (See Chapter 4.1 for standards)
Town or Medium	25
Low-Rise Block	5
Flex Block	5
Hybrid Court	5
Stacked Dwelling	5
Courtyard Housing	5
Live-Work	3
Roadhouse	3
Tub Under Housing	3
Bungalow Court	3
Duplex/Triplex/Quadplex	3
House	2



Intent and Character of DT Zone

Building Types	Max Stories (d) (See Chapter 4.1 for standards)
Low-Rise Block	5
Flex Block	5
Stacked Dwelling	5
Courtyard Housing	5
Live-Work	3
Roadhouse	3
Tub Under Housing	3
Bungalow Court	3
Duplex/Triplex/Quadplex	3
House	2

Frontage Types	Allowed (See Chapter 4.2 for standards)
Artspace	Y
Carport	Y
Shopfront	Y
Freestanding	Y
Store	Y
Frontage and Park	Y

Frontage Types	Allowed (See Chapter 4.2 for standards)
Artspace	Y
Carport	Y
Shopfront	Y
Freestanding	Y
Store	Y
Frontage and Park	Y

Building Setbacks	In Feet
Front yard	0-10 (1)
Side Street	0-10 (1)
Side yard	0
Rear yard	15
Alley rear yard	3

Building Setbacks	In Feet
Front yard	0
Side Street	0-10 (1)
Side yard	0
Rear yard	15
Alley rear yard	3

(1) District Ave., Min. 10', Park corners 6' 0" W

(1) District Ave., Min. 20', Park Corners 6' 0" W

Parking per DU or Sq Ft	DU / Sq Ft	Cost
Residential	2	0.25
Live-Work	2	-
Non-Residential	1/200	-
In-Lieu Fee	yes	yes

Parking per DU or Sq Ft	DU / Sq Ft	Cost
Residential	2	0.25
Live-Work	2	0.25
Non-Residential	1/200	-
In-Lieu Fee	yes	yes

Key to Table 3A
 (1) Minimum lot size, not permitted in the zone.
 - means not applicable in the zone.
Notes:
 The above table is a summary of the requirements by building type. Refer to the following chapters of this code for the full requirements per zone.
 The upper of zones and their allowed components used in the Code is more detailed. The zones are arranged in a continuum of intensity with the most intense at the top and the least intense at the bottom. Each zone is aimed at promoting or maintaining a distinct character through the allocation of appropriate building and frontage types and the placement of those types on parcels.



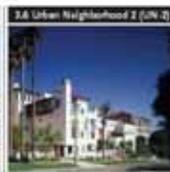
Intent and Character of UC Zone

Building Types	Max Stories (d) (See Chapter 4.1 for standards)
Low-Rise Block	5
Flex Block	5
Hybrid Court	5
Stacked Dwelling	5
Courtyard Housing	5
Live-Work	3
Roadhouse	3
Tub Under Housing	3
Bungalow Court	3
Duplex/Triplex/Quadplex	3
House	2



Intent and Character of COR Zone

Building Types	Max Stories (d) (See Chapter 4.1 for standards)
Low-Rise Block	5
Flex Block	3
Hybrid Court	5
Stacked Dwelling	5
Courtyard Housing	5
Live-Work	3
Roadhouse	3
Tub Under Housing	3
Bungalow Court	3
Duplex/Triplex/Quadplex	3
House	2



Intent and Character of JUN 2 Zone

Building Types	Max Stories (d) (See Chapter 4.1 for standards)
Low-Rise Block	5
Flex Block	3
Hybrid Court	5
Stacked Dwelling	5
Courtyard Housing	5
Live-Work	3
Roadhouse	3
Tub Under Housing	3
Bungalow Court	3
Duplex/Triplex/Quadplex	3
House	2



Intent and Character of JUN 1 Zone

Building Types	Max Stories (d) (See Chapter 4.1 for standards)
Low-Rise Block	5
Flex Block	3
Hybrid Court	5
Stacked Dwelling	5
Courtyard Housing	5
Live-Work	3
Roadhouse	3
Tub Under Housing	3
Bungalow Court	3
Duplex/Triplex/Quadplex	3
House	2



Intent and Character of IO Zone

Building Types	Max Stories (d) (See Chapter 4.1 for standards)
Low-Rise Block	5
Flex Block	3
Hybrid Court	5
Stacked Dwelling	5
Courtyard Housing	5
Live-Work	3
Roadhouse	3
Tub Under Housing	3
Bungalow Court	3
Duplex/Triplex/Quadplex	3
House	2

Frontage Types	Allowed (See Chapter 4.2 for standards)
Artspace	Y
Carport	Y
Shopfront	Y
Freestanding	Y
Store	Y
Frontage and Park	Y

Frontage Types	Allowed (See Chapter 4.2 for standards)
Artspace	Y
Carport	Y
Shopfront	Y
Freestanding	Y
Store	Y
Frontage and Park	Y

Frontage Types	Allowed (See Chapter 4.2 for standards)
Artspace	Y
Carport	Y
Shopfront	Y
Freestanding	Y
Store	Y
Frontage and Park	Y

Frontage Types	Allowed (See Chapter 4.2 for standards)
Artspace	Y
Carport	Y
Shopfront	Y
Freestanding	Y
Store	Y
Frontage and Park	Y

Frontage Types	Allowed (See Chapter 4.2 for standards)
Artspace	Y
Carport	Y
Shopfront	Y
Freestanding	Y
Store	Y
Frontage and Park	Y

Building Setbacks	In Feet
Front yard	0
Side Street	0-10 (1)
Side yard	0
Rear yard	15
Alley rear yard	3

Building Setbacks	In Feet
Front yard	0
Side Street	0-10 (1)
Side yard	0
Rear yard	15
Alley rear yard	3

(1) District Ave., Min. 20', Park Corners 6' 0" W

Building Setbacks	In Feet
Front yard	10(1)
Side Street	20
Side yard by street	5
Side yard by alley	5
Rear yard	15
Alley rear yard	3

(1) District Ave., Min. 25', Park Corners 6' 0" W

Building Setbacks	In Feet
Front yard by street	10
Side Street	20
Side yard by street	5
Side yard by alley	5
Rear yard	15
Alley rear yard	3

Building Setbacks	In Feet
Front yard by street	10
Side Street	20
Side yard by street	5
Side yard by alley	5
Rear yard	15
Alley rear yard	3

Parking per DU or Sq Ft	DU / Sq Ft	Cost
Residential	2	0.25
Live-Work	2	0.25
Non-Residential	1/200	-
In-Lieu Fee	yes	yes

Parking per DU or Sq Ft	DU / Sq Ft	Cost
Residential	2	0.25
Live-Work	2	0.25
Non-Residential	1/200	-
In-Lieu Fee	yes	yes

Parking per DU or Sq Ft	DU / Sq Ft	Cost
Residential	2	0.25
Live-Work	2	0.25
Non-Residential	1/200	-
In-Lieu Fee	yes	yes

Parking per DU or Sq Ft	DU / Sq Ft	Cost
Residential	2	0.25
Live-Work	2	0.25
Non-Residential	1/200	-
In-Lieu Fee	yes	yes

Parking	DU / Sq Ft	Cost
Residential	2	0.25
Live-Work	2	0.25
Non-Residential	1/200	-
In-Lieu Fee	yes	yes

Notes (continued):
 (d) Max Stories for all zones refer to the total number of stories permitted per Zone. The maximum for all buildings above the 4th story are subject to site and engineering standards, as described in section C.1 of Building Type Standards, as indicated in the example table below.

ALLOWED MASSING BY STORY	
Ratio of Each Story in % of ground floor	
story	1 2 3 4 5 6 7 8
ratio	100 100 100 100 100 100 100 100



The extensive supporting technical studies will produce a robust EIR that will ensure predictable, streamlined permitting for future projects.

Our Process

The most important/indispensable part of the process is:

- Discovery / Outreach
- Vision / Charrette
- Unpacking the Charrette with staff and committees
- Implementation
- Sustainability
- Code + General Plan Policy Adjustments
- Environmental Review

Fresno Mayor and City Council
Fresno Downtown and Community Revitalization Department
 Wilma Quan, Project Manager
Fresno City Departments • Downtown and Neighborhood Advisory Committees
Key Partners

KEY STAKEHOLDERS & GENERAL PUBLIC

OTHER PUBLIC AGENCIES

LEAD CONSULTANT
Moule & Polyzoides, Architects and Urbanists
 Stefanos Polyzoides, Partner-in-Charge • David Sargent, Project Director
 Juan Gomez-Novy, Project Manager

SUB-CONSULTANTS			
URBAN ECONOMICS Strategic Economics Dena Belzer, Principal	SUSTAINABLE INFRASTRUCTURE Sherwood Design Engineers Bry Sarté, Principal	CULTURAL RESOURCES SURVEY Cultural Landscape Foundation Charles Birnbaum, President	3-D LASER SCANNING Precision Engineering Edward Dunkel, Jr., Pres. & CEO
INTERMODAL PLANNING Nelson Nygaard Jeffrey Tumlin, Principal	LANDSCAPE ARCHITECTURE Fong Hart Schneider David Schneider, Principal	ENVIRONMENTAL ANALYSIS & PLANNING / EIR Impact Sciences Tony Locacciato, Principal	PLANNING POLICY SPECIALIST Raimi + Associates Matt Raimi, Principal
TRANSPORTATION/TRAFFIC Fehr & Peers Ron Milam, Principal	HISTORIC RESOURCE ANALYSIS Historic Resources Group Christy Johnson McAvoy, Principal	LOCAL CIVIL ENGINEER Lars Andersen & Associates Daniel Zoldak, Principal	GEOENVIRONMENTAL CONSULTING Krazan & Associates Dean L. Alexander, Principal Eng.
CHARRETTE SUPPORT Urban Advantage Steve Price, Principal	CULTURAL RESOURCES CONSULTANT Greenwood and Associates Roberta S. Greenwood, Partner	WEBSITE DESIGN Arrowpoint Design Christopher Ross, Chief Instigator	



Public Outreach/Discovery

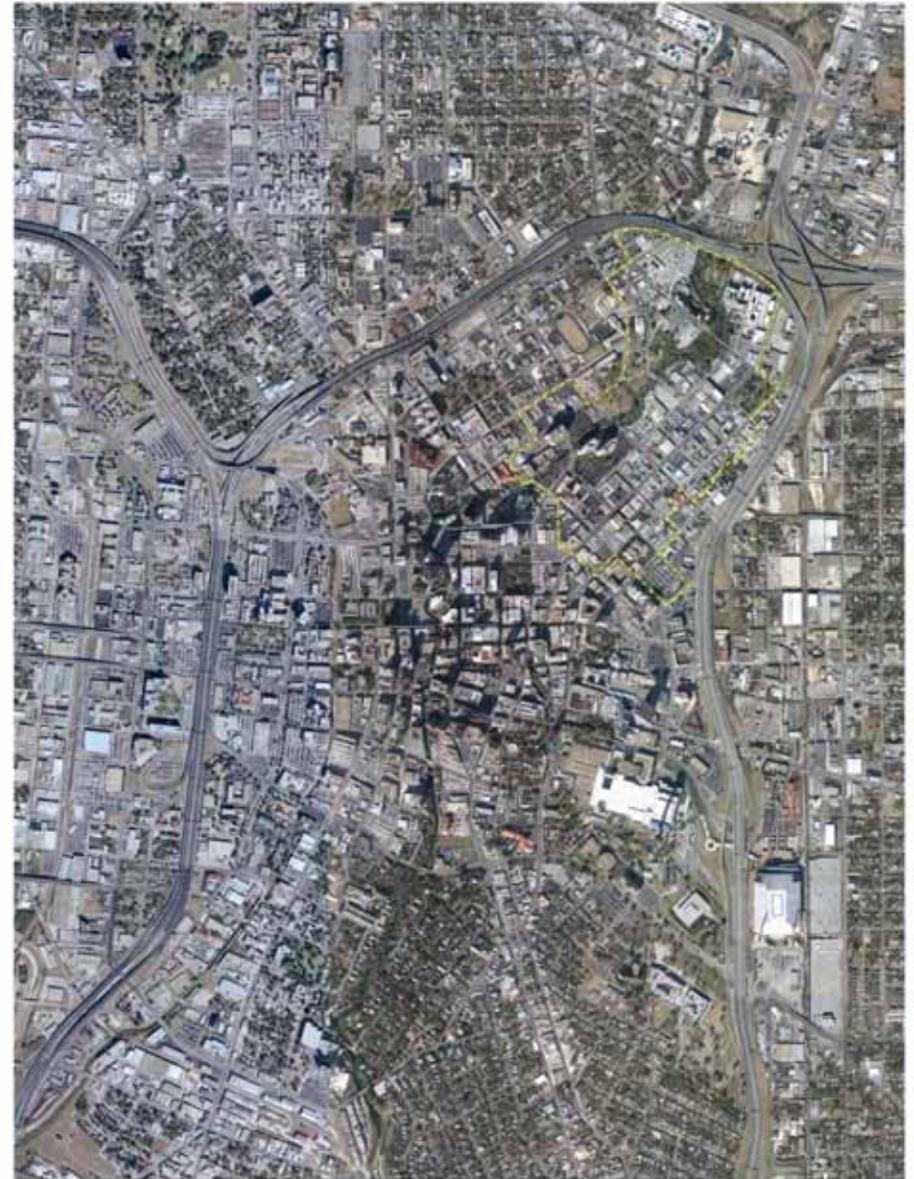
Reach Out, Listen, Educate, Listen, Evaluate

1. Work with committees and staff to define planning strategies
2. Tailor meeting size, location and format to specific constituencies
3. Present planning information and analysis, and encourage community input
4. Organize, *critically evaluate*, and re-present this input to the community for their comment
5. Illuminate the possibilities - challenges and all - don't just take really good notes.



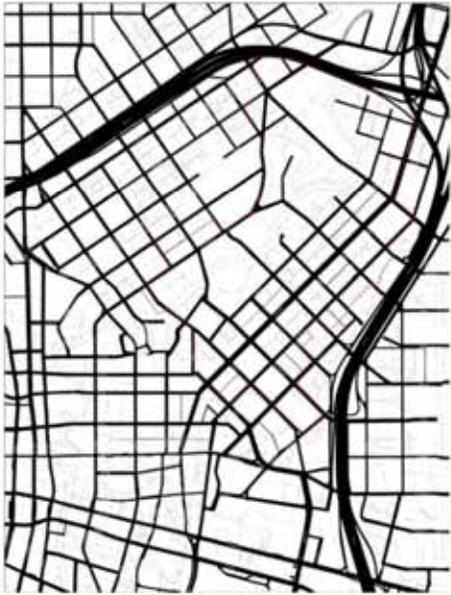


PRE CHARRETTE CATALOG



AERIAL





BLOCK & STREET NETWORK



CIRCULATION & PAVING



100-YEAR FLOOD PLAIN FEMA 2007



TOPOGRAPHY



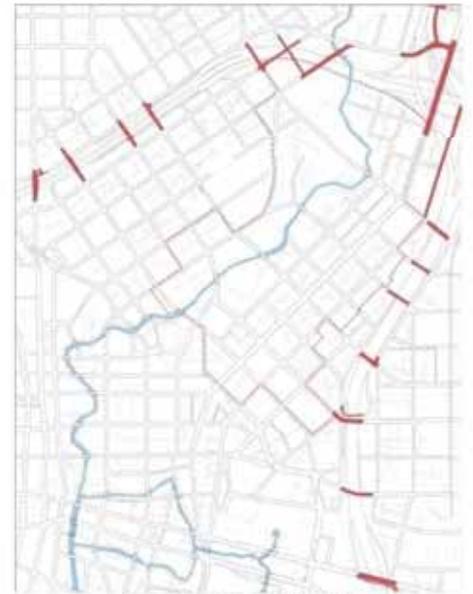
FIGURE FIELD



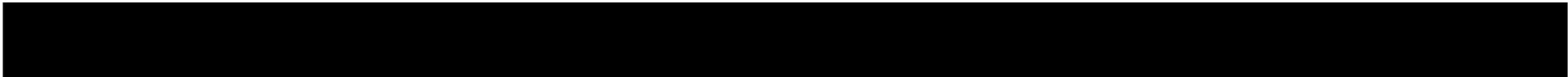
REVERSE FIGURE FIELD



BUILDING INTENSITY



FREEWAY UNDERPASS CONNECTIONS





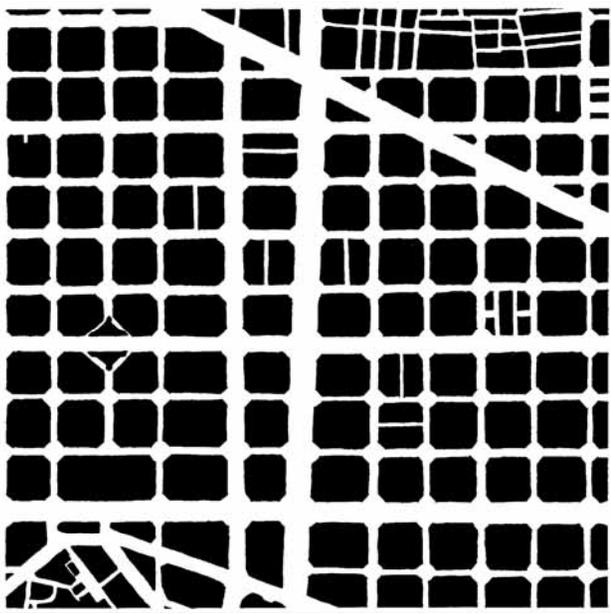
Visioning/Charrette(s)

Charrette Process

1. Develop policies, plus design and community development strategies
2. Two-way learning with the community
3. Build political support for implementation



connectivity



figural open space



compactness

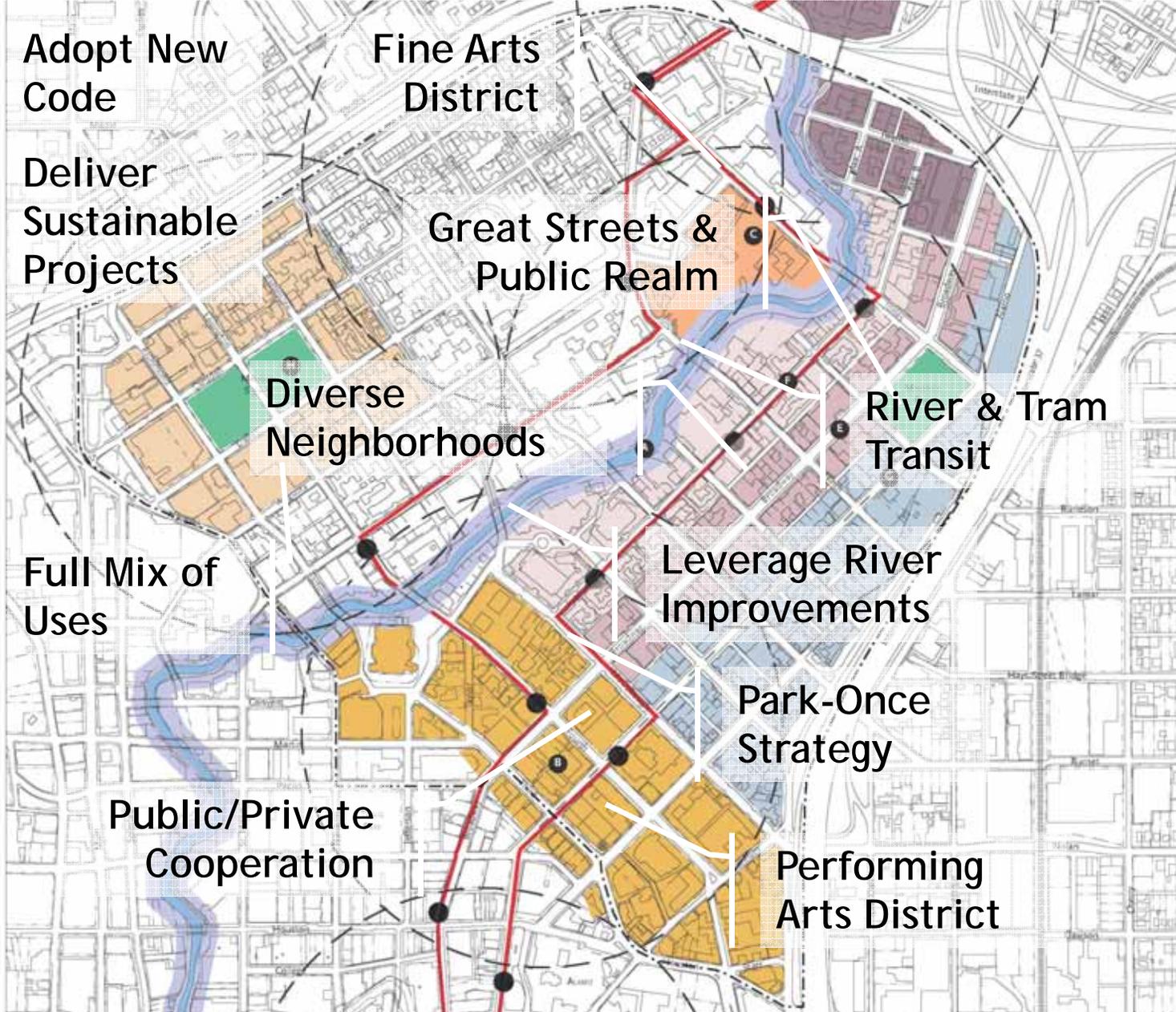


diversity

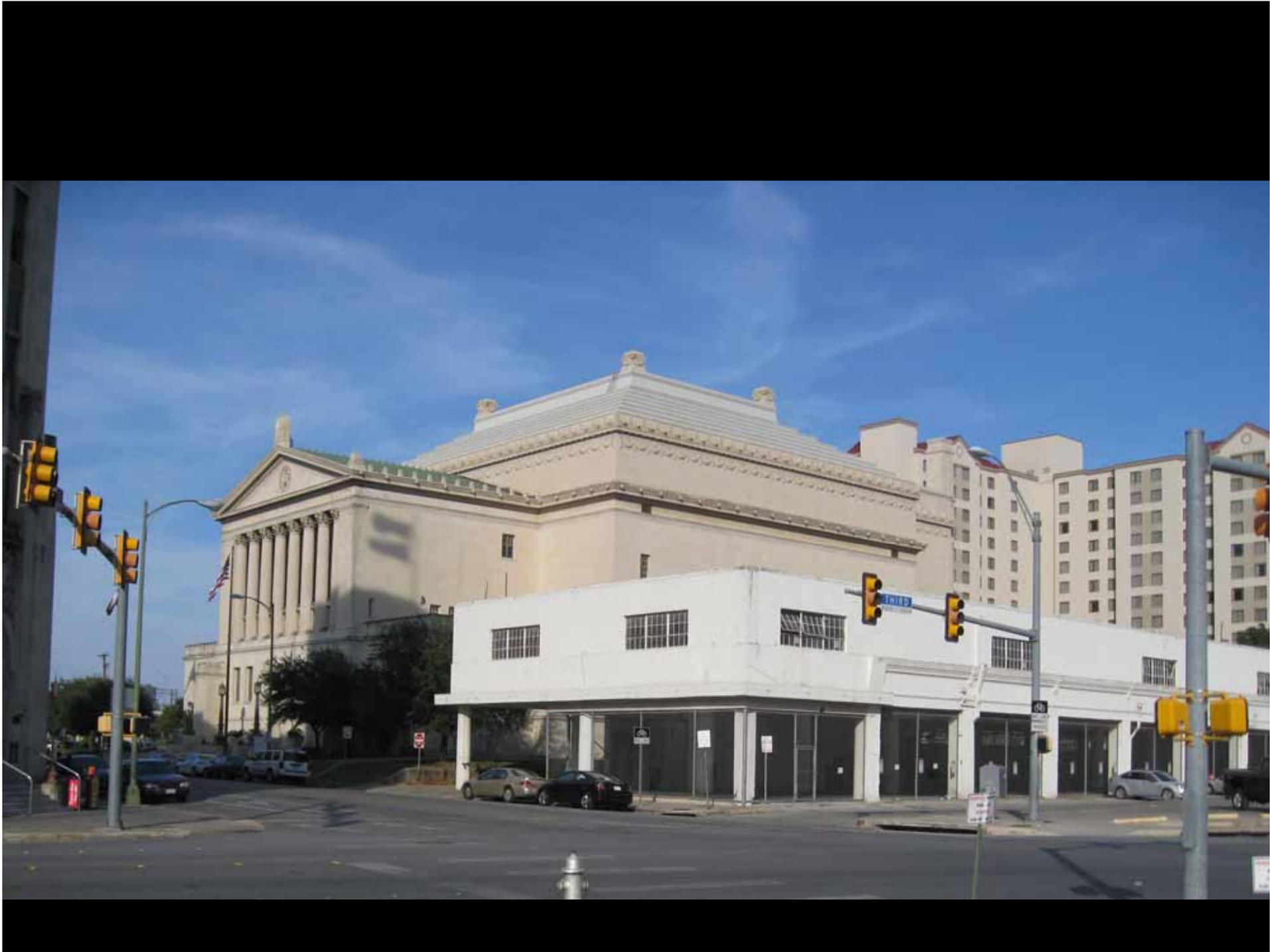


sustainability

10 Big Ideas (Actions) from Charrette









Visualization tools for phased transformation



Catalytic Public Realm Improvements



Catalytic Development on Key Sites

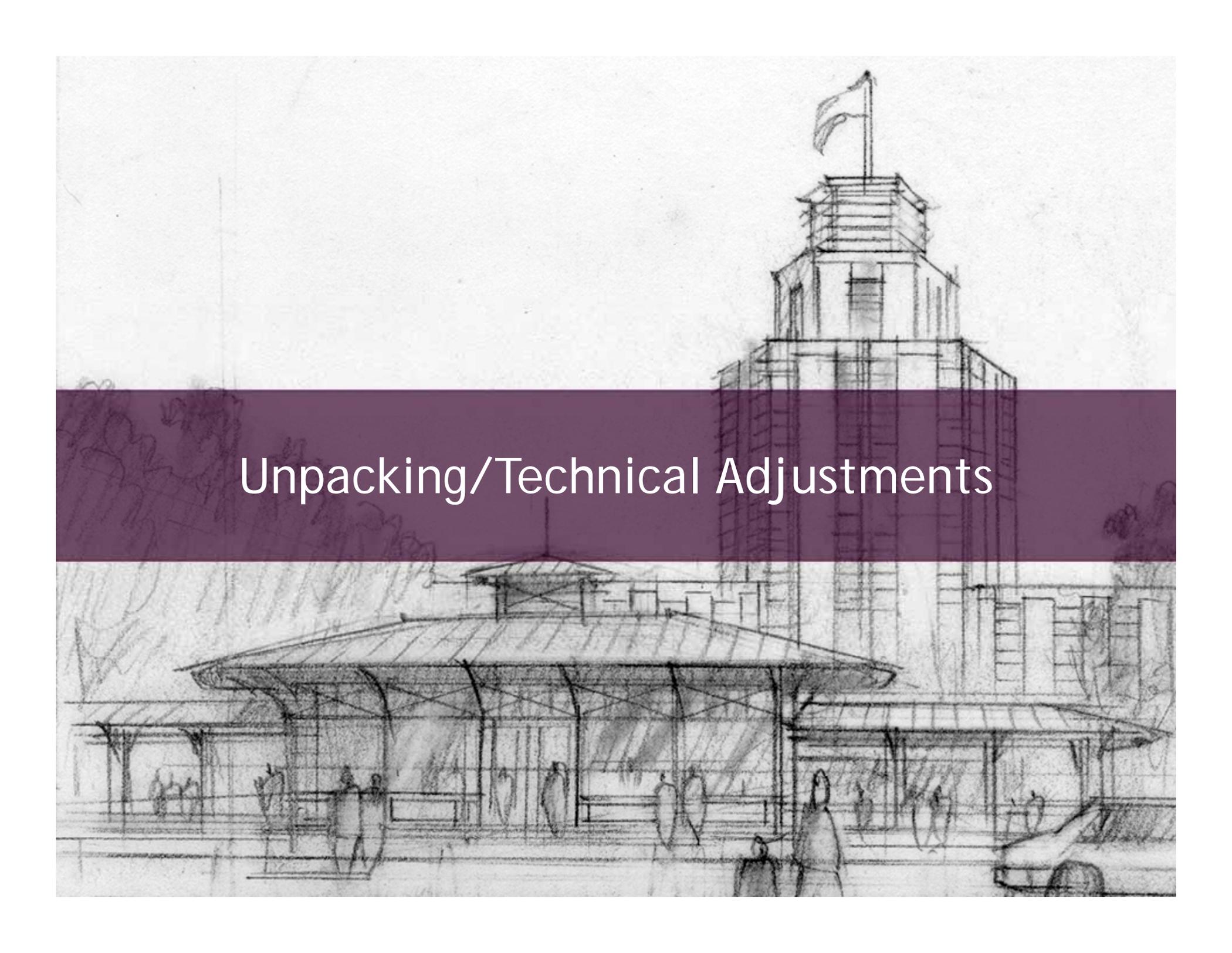


Collateral Development Over Time



Value of Each Increment Compounds Over Time

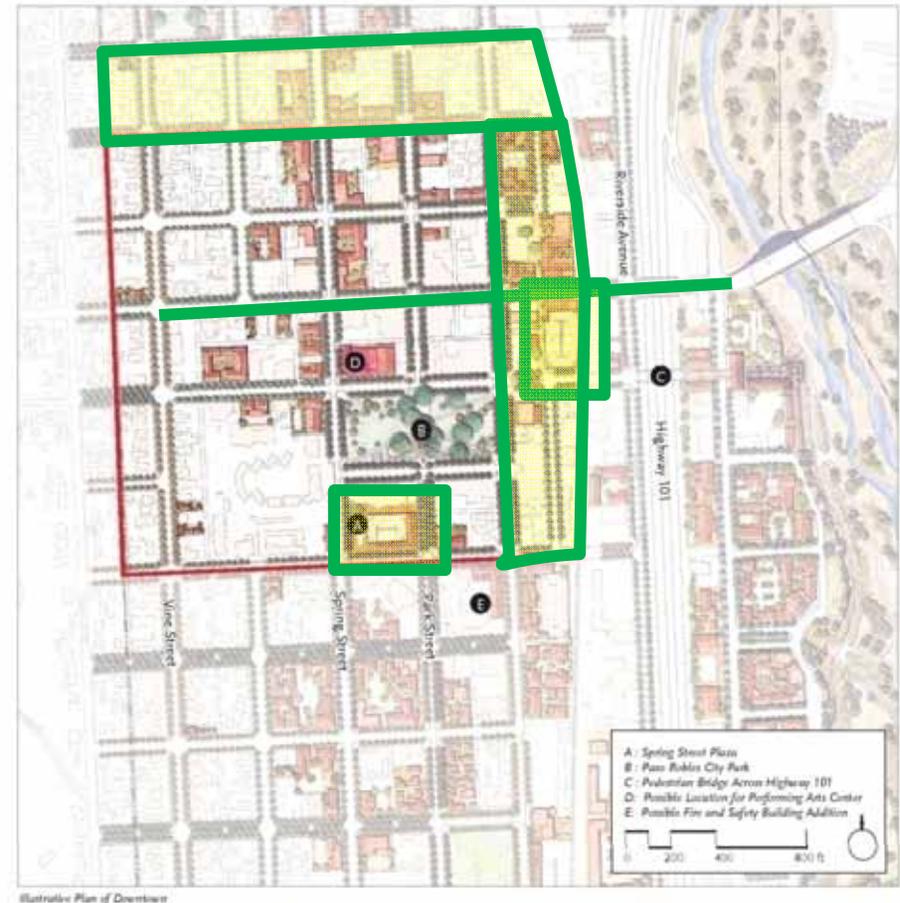


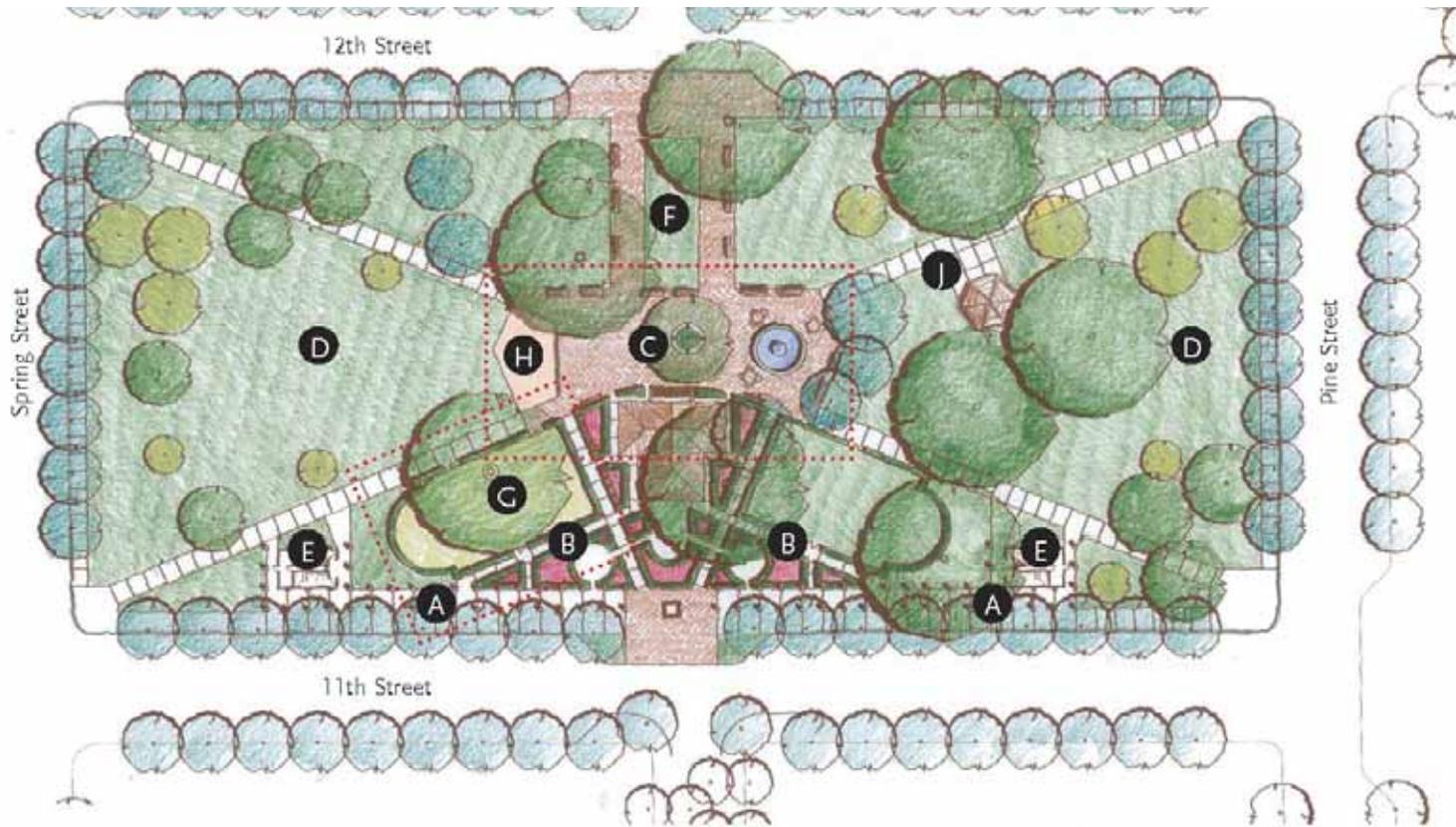
A detailed architectural sketch of a building complex. The central focus is a tall, multi-tiered tower with a flag flying from its top. In the foreground, there is a large, covered walkway or plaza area with several figures of people walking. The drawing is done in a sketchy, line-art style with some shading. A dark purple horizontal band is overlaid across the middle of the image, containing the text.

Unpacking/Technical Adjustments

POLICY ACTIONS

1. Expand the existing retail district northward to 16th Street and southward along Pine Street to the train station. Require retail on all ground floors.
2. Preserve the industrial character of the area east of Pine Street along the railroad tracks.
3. Traffic-calm 13th Street.
4. Infill existing parking lots with mixed-use buildings.
5. Introduce selective infill on properties not currently occupied by buildings of historical significance.
6. Introduce park-once parking garages.
7. Reconfigure on-street parking from parallel to angled, particularly on Spring and 13th Streets.
8. Implement selective streetscape improvements (new street lighting, street trees, and sidewalks).





- A: Trellis
- B: Formal Gardens
- C: Grand Plaza
- D: Network of existing lawn space
- E: New restroom and/or storage buildings

- F: New promenade (with removal of existing raised planters and fountain)
- G: Playground
- H: New stage platform
- J: New pavement in front of band stand

 See detailed plans on pages 2:27 and 2:28.

City Park Plan

PARK ONCE

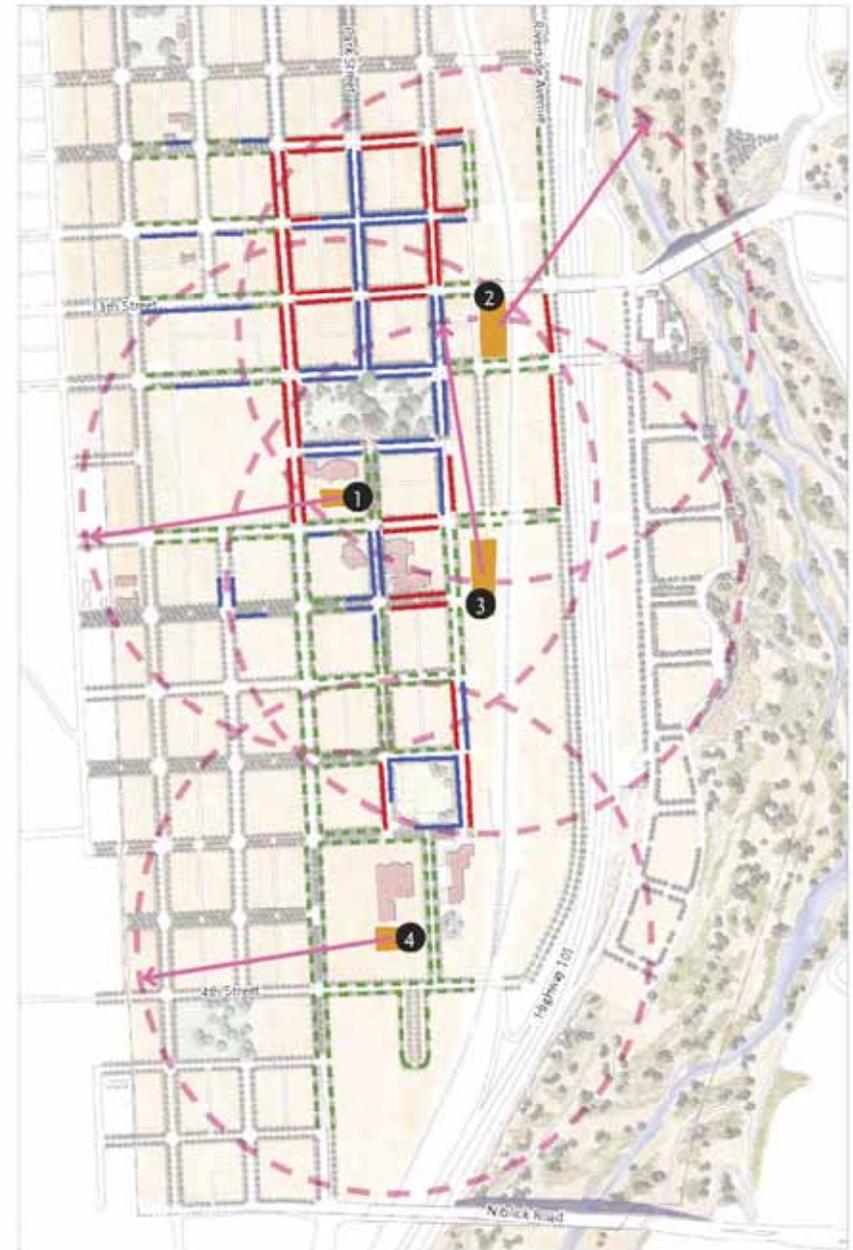
1. Transform downtown into a restaurant, entertainment, and civic center for the City and the region.

Short term projects include:

- Reconfigure on-street parking from parallel to angled on selected streets.
- Traffic-calm 13th Street.
- Tailor Paso Robles City Park to better accommodate performances and events.

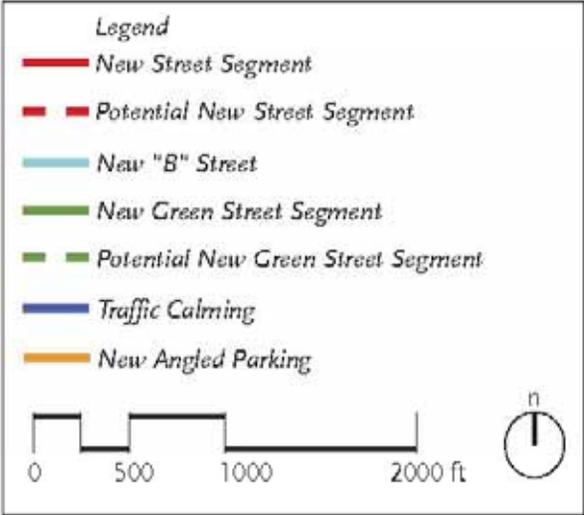
Longer term projects include:

- Introduce park-once garages at strategic locations
- Transform Railroad Street into a pedestrian paseo.



Downtown Park Once Plan

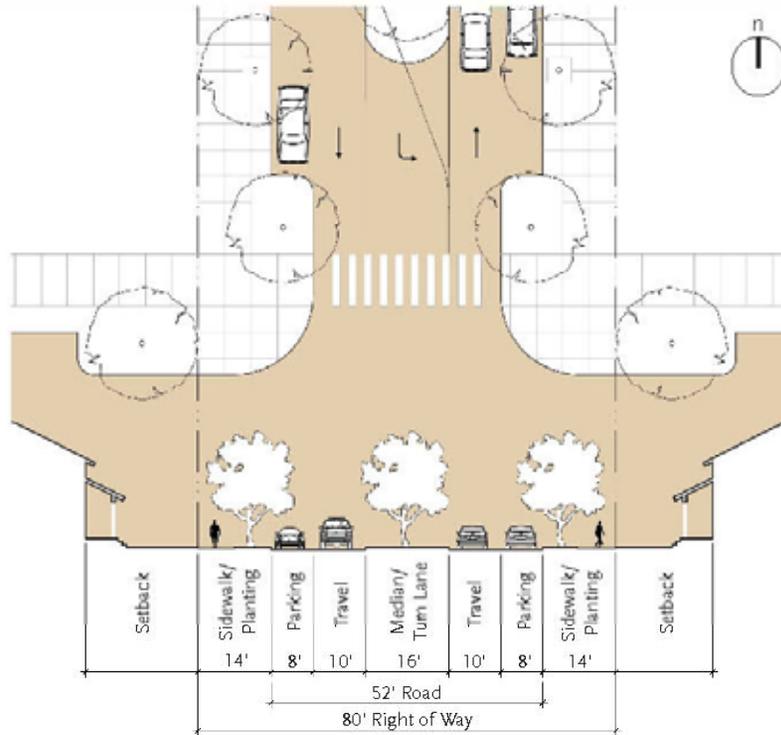
STREET NETWORK AND PARKING PLAN



Street Network and Parking Plan

STREET NETWORK AND PARKING IMPROVEMENTS

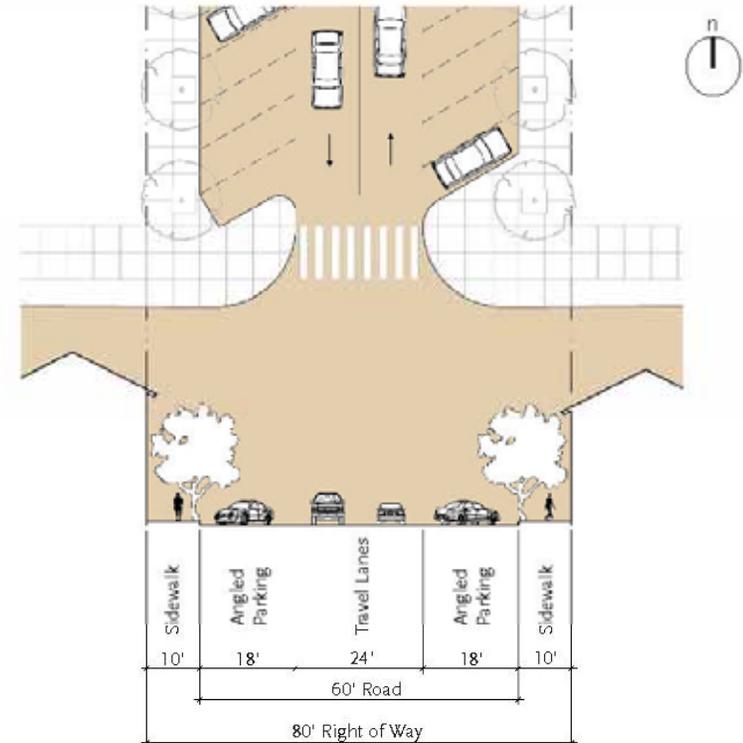
1 Spring Street - 4th to 32nd St. / 34th to 36th St.



Movement / Speed Slow / 25 mph
 Crossing Time 8 seconds
 R.O.W. Width 80'
 Pavement Width..... 52'
 Median..... 16'
 Traffic Lanes 2, 1 each direction, center turn lane at intersections
 Parking both sides, parallel
 Curb Type vertical
 Curb Radius 10' without bulbout / 15' with bulbout
 Sidewalk Width 14'
 Planter Type squares at face of curb at 30'-40' o.c.
 Planting trees
 Tree Species..... Coast Live Oak (*Quercus agrifolia*)

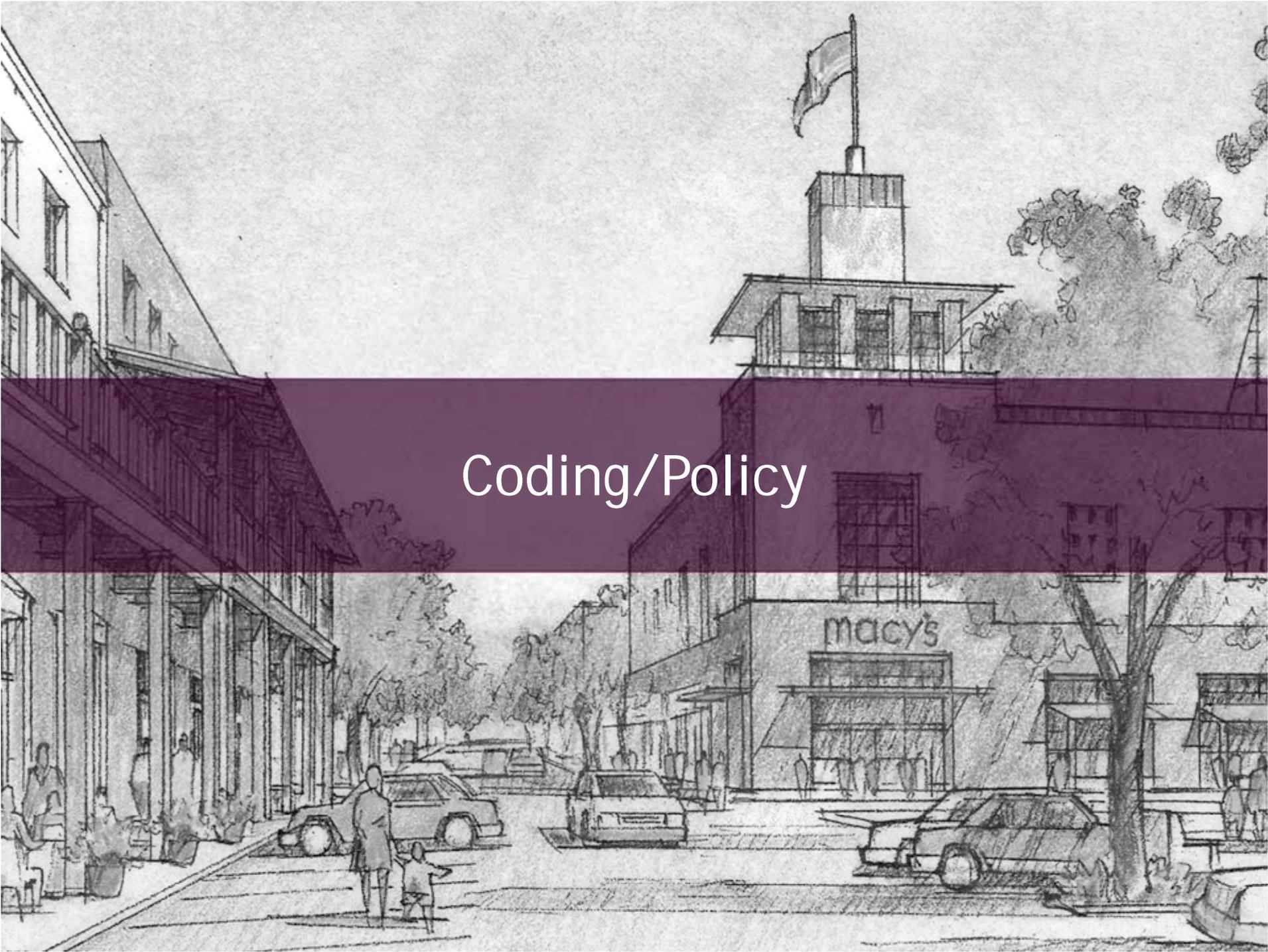
* See Street Section 5 for possible alternative versions of Spring Street between 10th and 15th streets with angled parking.

5 Spring Street - 10th to 15th Street* / 32nd to 34th Street



Movement / Speed Slow / 25 mph
 Crossing Time 5.3 seconds
 R.O.W. Width 80'
 Pavement Width..... 60'
 Median..... none
 Traffic Lanes 2, 1 each direction
 Parking both sides, angled
 Curb Type vertical
 Curb Radius 10' without bulbout / 15' with bulbout
 Sidewalk Width 10'
 Planter Type squares at face of curb at 30'-40' o.c.
 Planting trees
 Tree Species..... London Plane tree (*Platanus acerfolia*)

* The introduction of angled parking south of 13th Street is optional and should not occur until after Riverside Avenue is improved per Street Sections 9, 10, and 11, and 4th Street is improved per Street Section 13.

An architectural sketch of a city street scene. On the right, a multi-story building features a prominent flag on a tall pole. Below the flag, a sign for 'macy's' is visible above a storefront. The street is populated with several cars and pedestrians, including a person pushing a stroller. The drawing uses fine lines and shading to create a sense of depth and atmosphere. A dark purple horizontal band is overlaid across the middle of the image, containing the text 'Coding/Policy'.

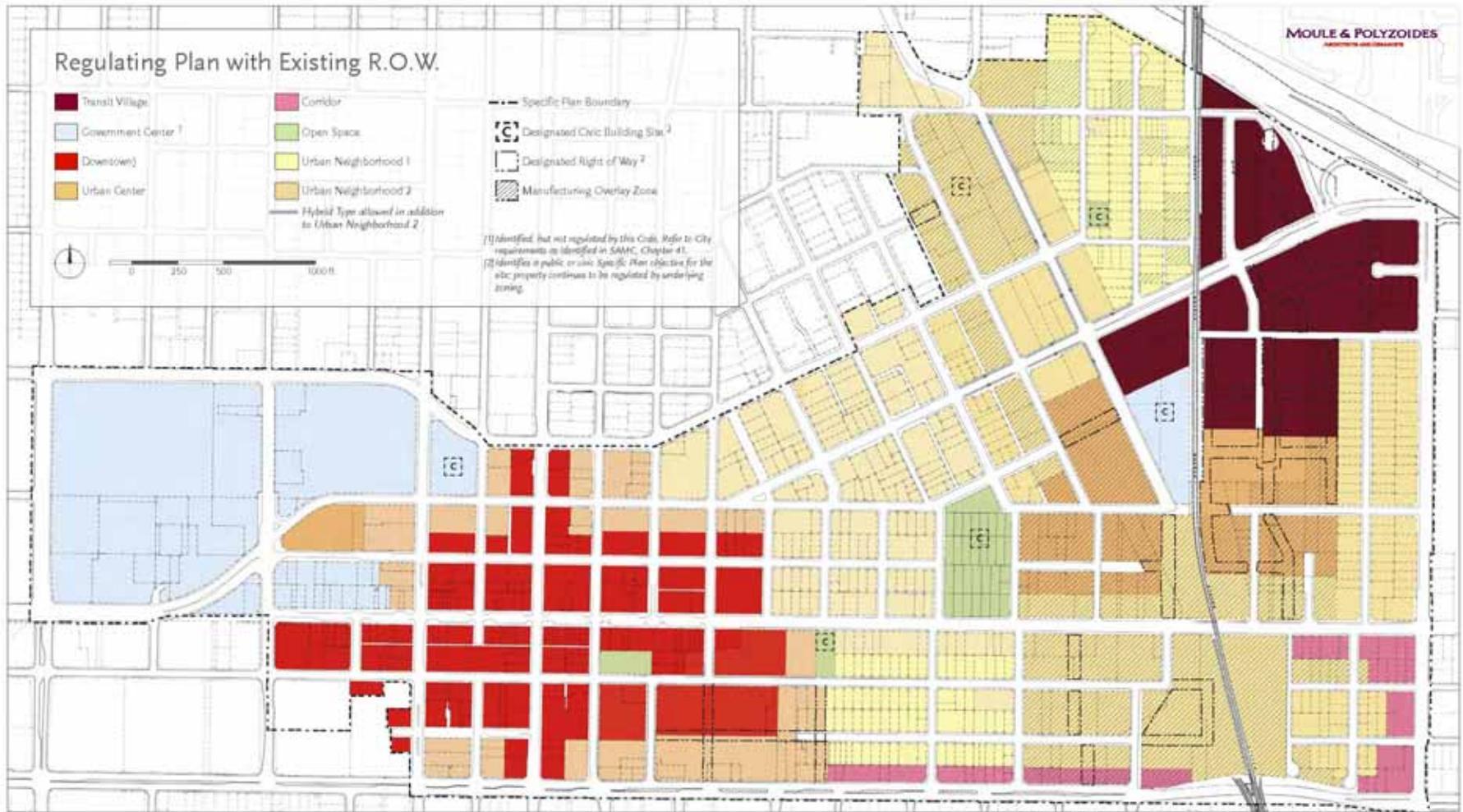
Coding/Policy

Form-Based Code

- Enable the desired outcomes with flexibility and simplicity
- “Splice” it into Fresno’s Municipal Code
- Specific Plan and Community Plan to use same FBC structure with varying levels of corresponding regulation
- FBC framework prepared at Charrette 1
- FBC components tailored and further tested at Charrette 2
- FBC training sessions for City staff throughout process

Santa Ana Renaissance Specific Plan





The Regulating Plan

The regulating plan is a three dimensional zoning map that reflects the community's intentions for the plan area by integrating urban design, form and character, land use, mobility and public open space into distinct zones. Each zone is aimed at a range of

purposes but with a general direction as to the type of intended environment. While each zone allows for a range of desired outcomes, each range is distinct from others in the plan area and each particular zone directs activity and development toward supporting a specific type of intended physical environment.

Frontage Requirements

The public portions of a parcel's frontage, except alleys, are subject to the applicable requirements of the Code (i.e. frontage types, urban standards).

Note

Depicted rights-of way (streets and open spaces) are intended to accomplish specific plan objectives. Where property ownership or other factors conflict with this diagram, the diagram is to be followed using the provisions of the Code and the intent of the specific plan as described in Chapter 2, "Form and Character."

Building Types

Communities are generally made of a variety of building types. The range of types below expresses the basic repeating types that comprise most communities. Distinct from architecture, a type represents a general configuration and intensity that can be predictably deployed throughout a neighborhood or community to achieve a particular vision. The actual design of each type on its site is up to the design review process of each community.



G Stacked Duplex



C Lined Block



B Five Block



A Five Block with Tower



M House



N Duplex/Triplex/Quadruplex



K Back-to-Back Housing



J Bungalow Court



H Four Unit



F Rowhouse



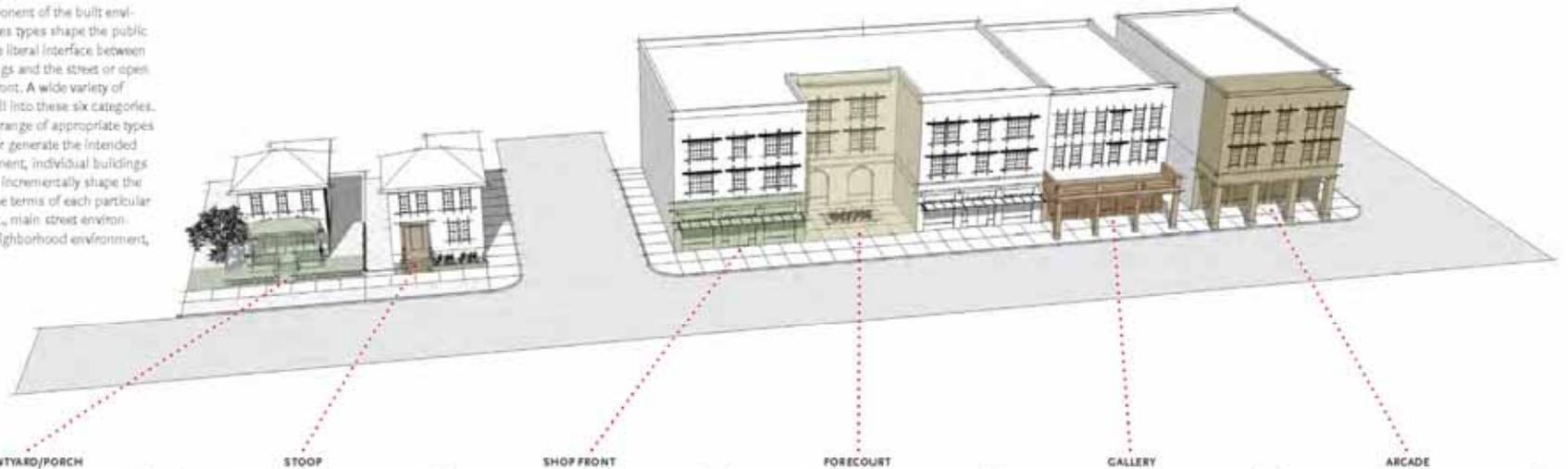
I Courtyard



E High-Rise Court

Frontage Types

An integral component of the built environment, frontage types shape the public realm and are the liberal interface between individual buildings and the street or open space that they front. A wide variety of types generally fall into these six categories. By allocating the range of appropriate types to support and/or generate the intended physical environment, individual buildings interact with and incrementally shape the streetscape on the terms of each particular environment (e.g., main street environment, historic neighborhood environment, corridor, etc.).



FRONTYARD/PORCH

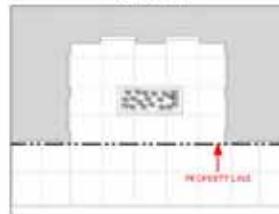
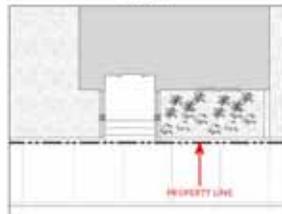
STOOP

SHOP FRONT

FORECOURT

GALLERY

ARCADE





Implementation

Key Issues

- The Plans must build on an understanding of the key positive connections between Downtown and the Neighborhoods.
- Implementation strategies for the Downtown and Neighborhoods must build on Fresno's economic strengths and market opportunities.
- The approach to implementation must also be incremental, building on synergies among actions and activities, as well as utilizing catalyst projects.



Sustainability

Sustainable Infrastructure Systems

GREEN INFRASTRUCTURE / WATER / STORMWATER

- Ecology and Hydrology Analysis
- Utility Efficiency and Capacity Analysis
- Water/Wastewater Technical Scale/Density Analysis
- Urban Forest Parameters
- Green Streets Design Criteria
- Urban Stormwater Management
- Water Quality Sizing Criteria
- Open Space Conservation Plan
- Flood Control Strategies
- Groundwater and Surface Water Protection



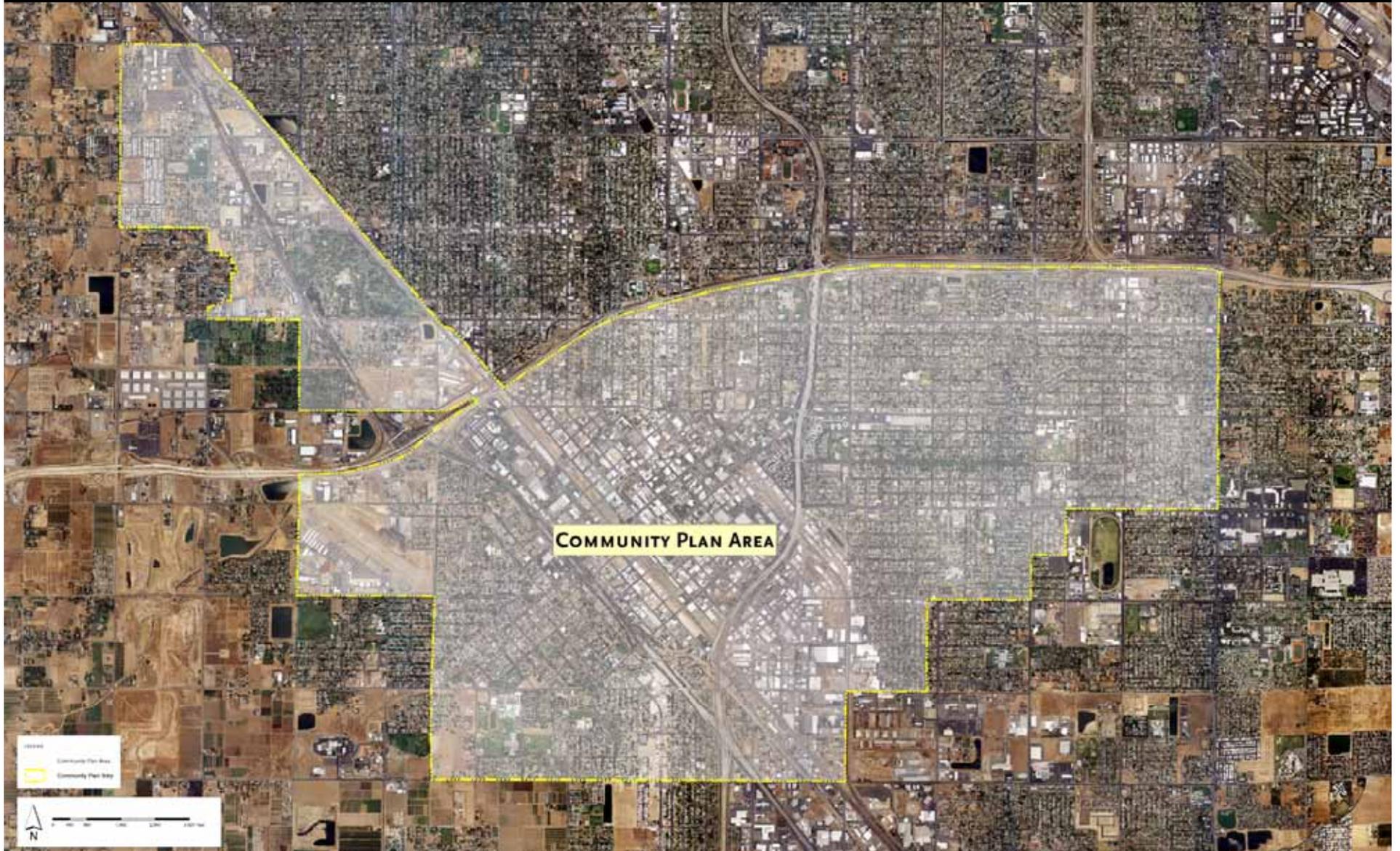


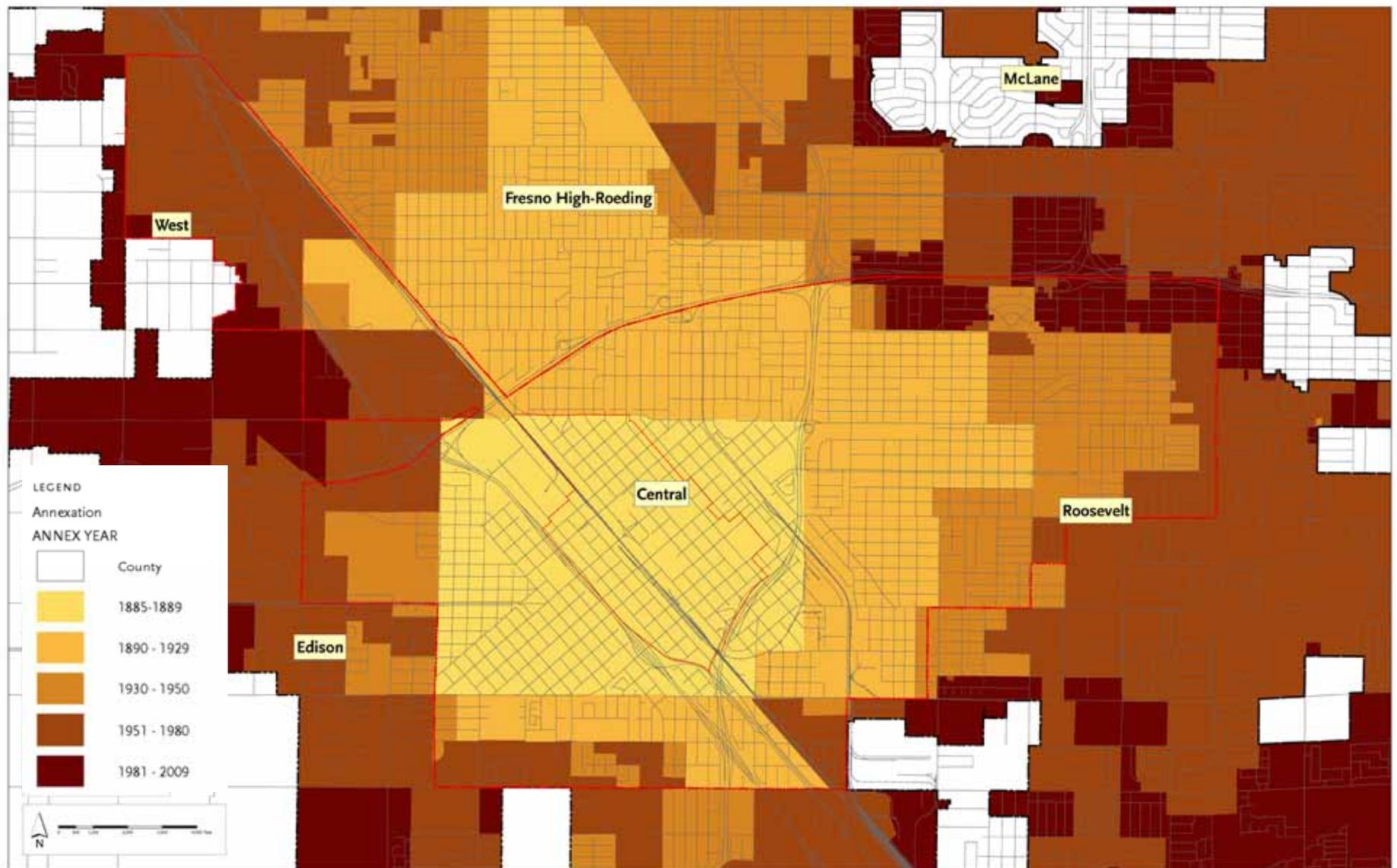
Environmental Review

Environmental Review

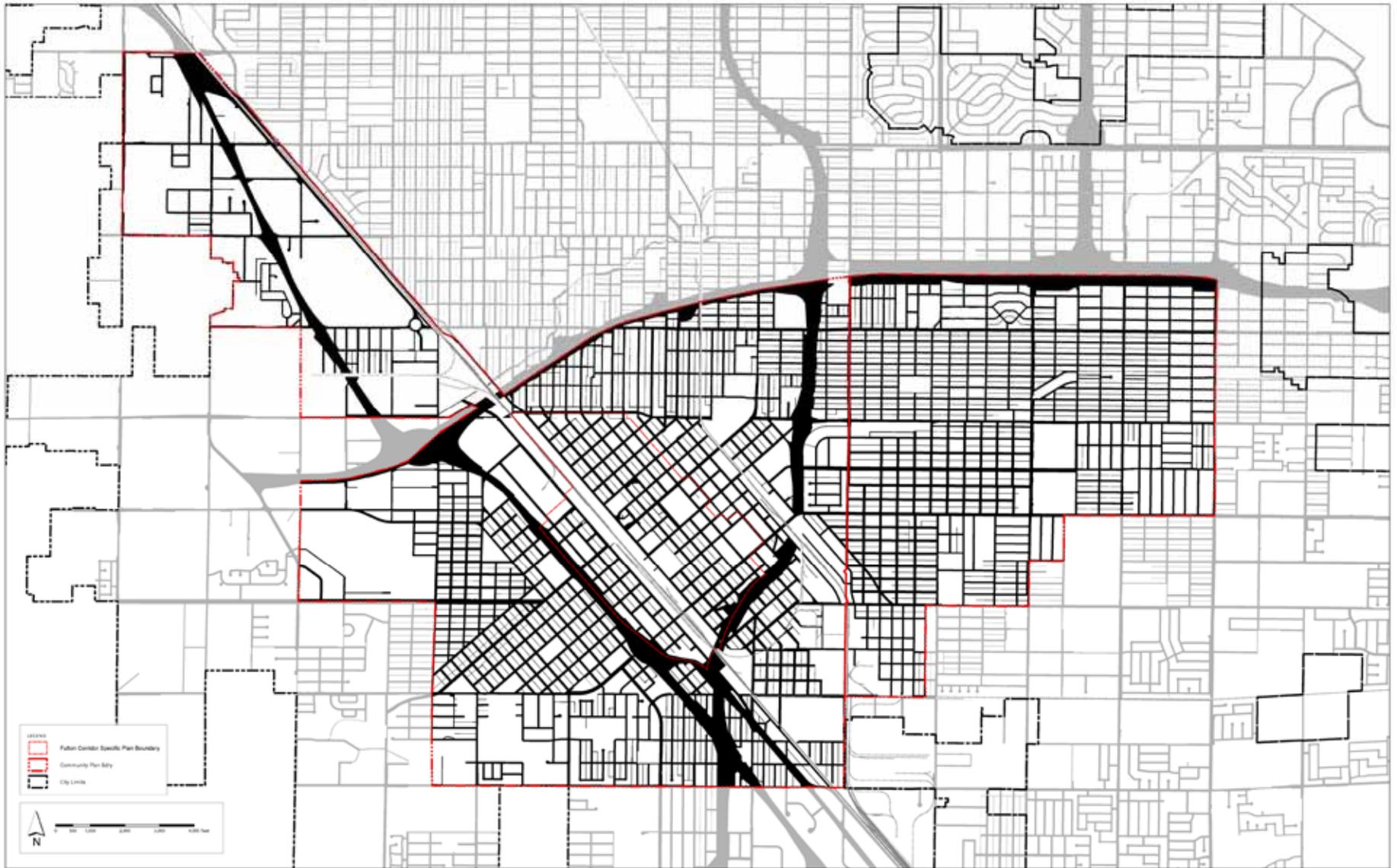
- Thoroughly integrated with planning process to facilitate preparation of required documentation in a time and cost effective manner
- Builds on existing information and information collected through planning process
- EIR streamlines review of subsequent activities and projects in both the Downtown and surrounding neighborhoods

Downtown Neighborhoods Community Plan

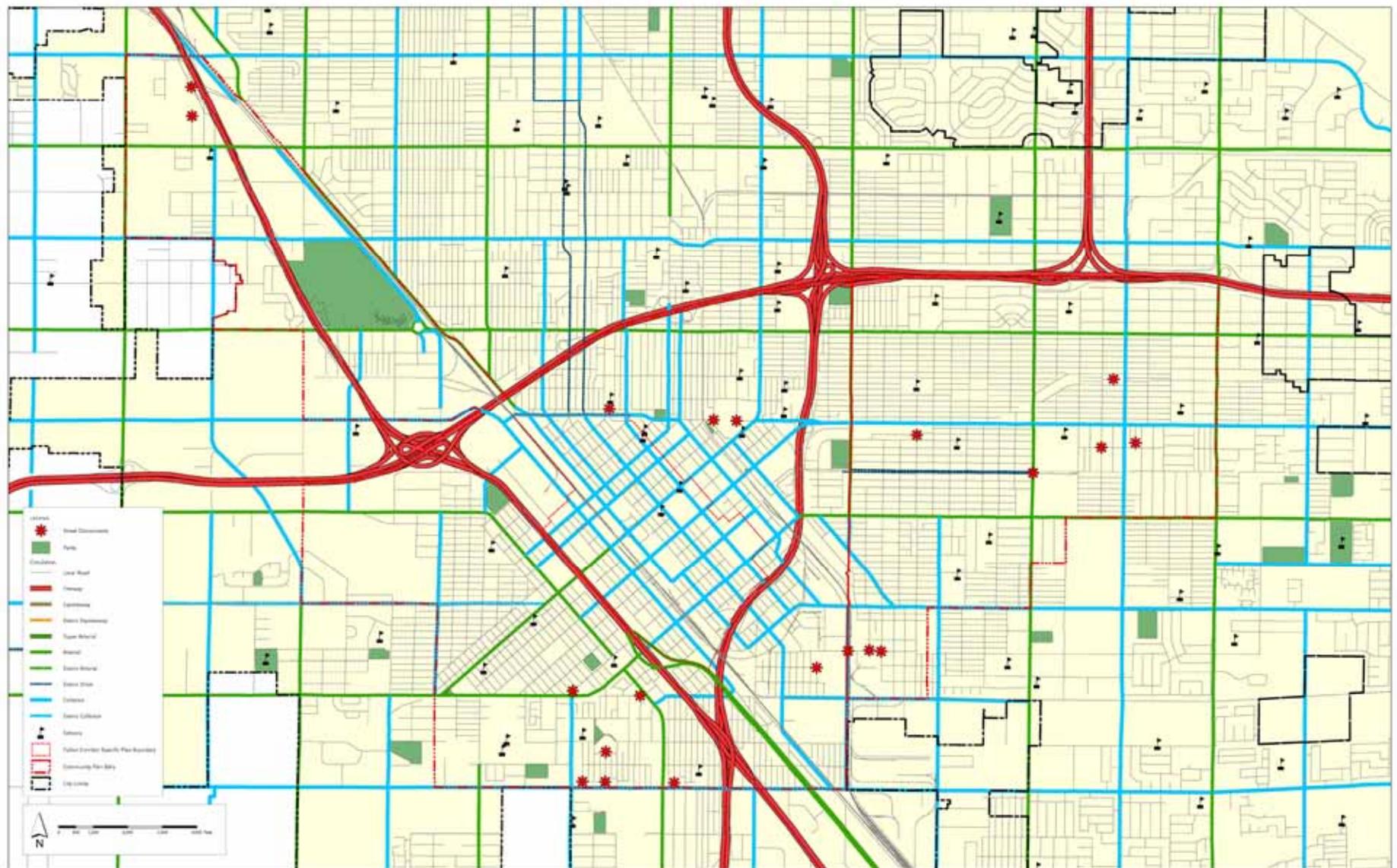




FRESNO GROWTH PATTERN



BLOCK AND STREET NETWORK



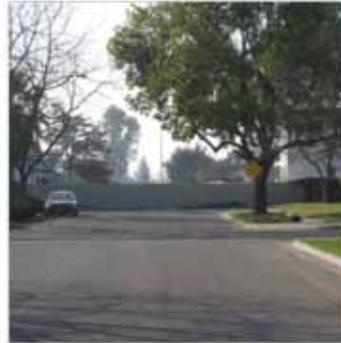
THOROUGHFARE PLAN



Public Realm conditions

Community Plan Public Realm Deficiencies

1. Neighborhood Street Closures
2. Incomplete Street Tree Plantings
3. Streets are Generally Too Wide
4. Lack of, or Missing Sidewalks
5. Inappropriate Neighborhood Street Lighting
6. Front Yard Maintenance and Quality of Fencing
7. Lack of Appropriate Street Frontages
8. Under Utilization and maintenance of Alleys



1. Neighborhood street closures



2. Incomplete street tree plantings



3. Streets are generally too wide



4. Lack of, or missing sidewalks



5. Inappropriate neighborhood street lighting



6. Front yard and maintenance and quality of fencing



7. Lack of appropriate street frontages



7. Lack of appropriate street frontages



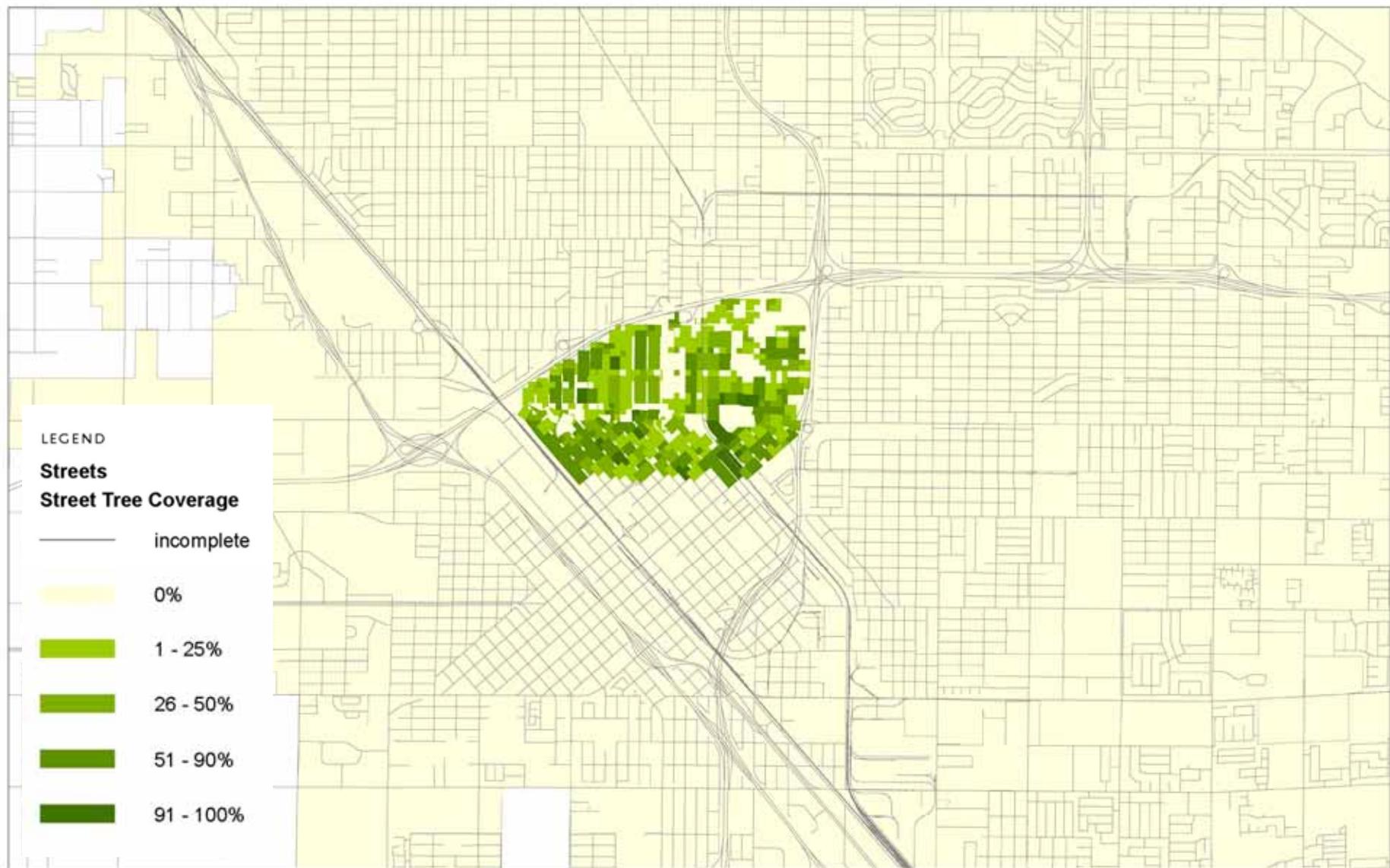
8. Under utilization and maintenance of alleys



Housing Conditions



Corridor Conditions

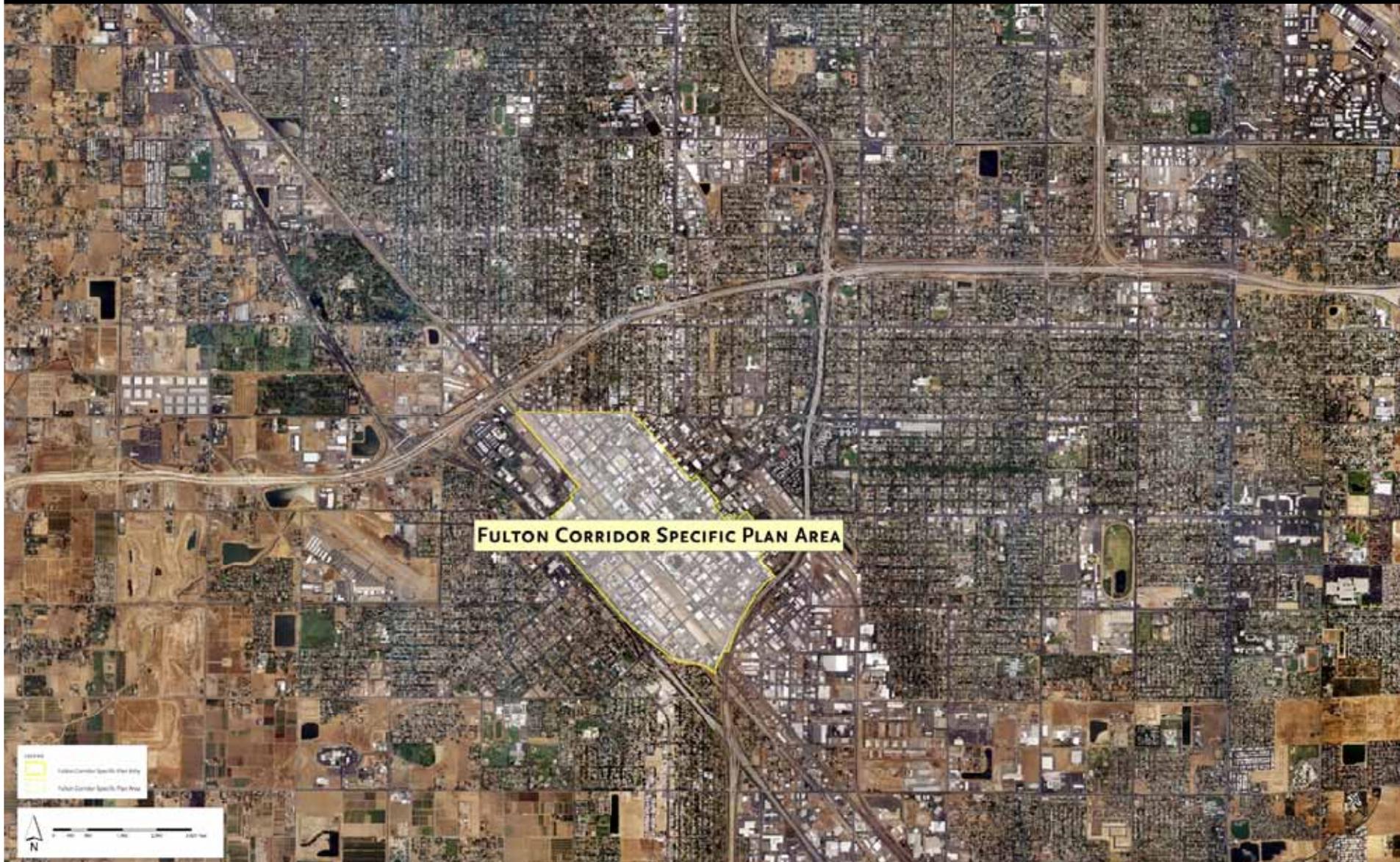


STREET TREE EVALUATION



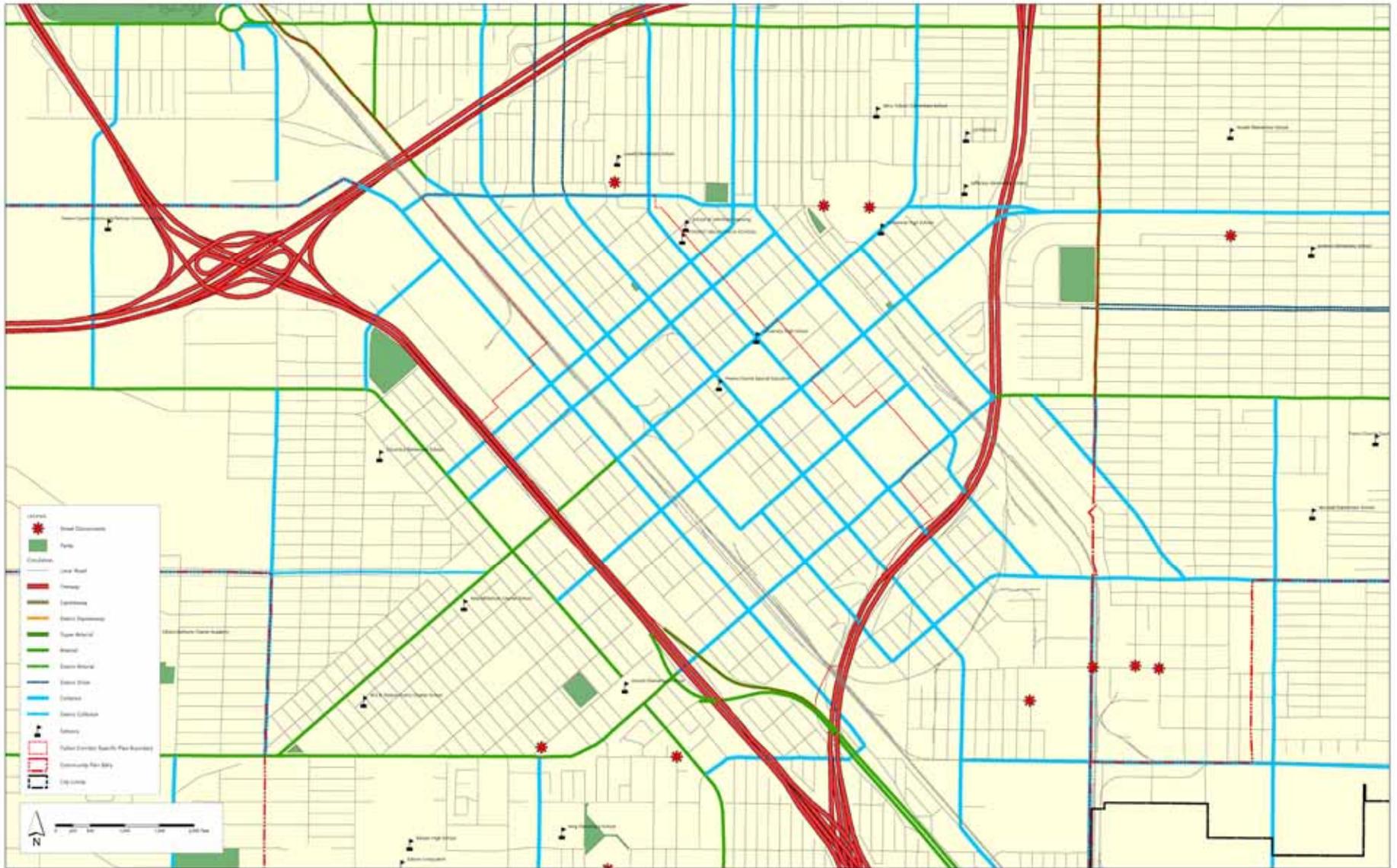
STREET TREE EVALUATION

Fulton Corridor Specific Plan





BLOCK AND STREET NETWORK



THOROUGHFARE PLAN



Public Realm conditions

Fulton Corridor Deficiencies

1. Discontinuous, Inappropriate Frontages
2. Parcel Vacancies
3. Inappropriate Use of Land for Surface Parking
4. Interrupted Network of Streets
5. One-Way Street Network
6. Street Crossing Times for Pedestrians
7. No Housing
8. Lack of 24-Hour Activity



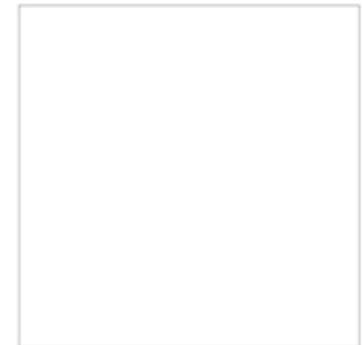
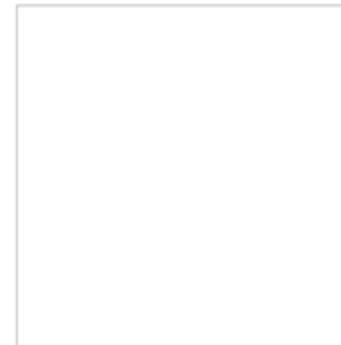
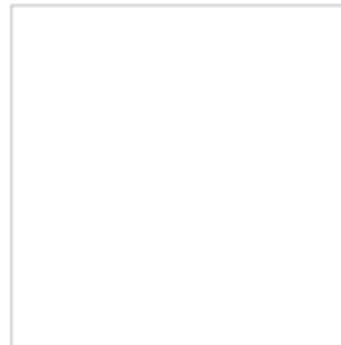
1. Discontinuous, inappropriate frontages



2. Parcel vacancies



3. Inappropriate use of land for surface parking





Building conditions 1



Building conditions 2

Outcome

- Attracting investment dollars to urban development once the economy rebounds.
- Realizing the economic development goals and fiscal stability of the City.
- Leveraging the High Speed Rail station to spur Downtown redevelopment.
- Producing a rich mix of uses, residential - commercial, civic, entertainment - to generate a place that is attractive and welcome to all Fresno residents.
- Sharing the emerging economic benefits of a redeveloping Downtown with the adjacent neighborhoods.

Upcoming Fulton Corridor 2010 Meetings

Tuesday, April 20 - Downtown Neighborhoods Discovery Workshop
and FCSPCAC Meeting

May 10 to May 15 - Neighborhoods Charrette

Tuesday, June 8 - FCSPCAC Meeting

Tuesday, September 14 - Fulton Corridor Discovery Workshop and
FCSPCAC Meeting

September 27 to October 2 - Fulton Corridor Charrette

Tuesday, October 19 - FCSPCAC Meeting

For more information please visit
www.fresnodowntownplans.com

or phone
(559) 621-PLAN

