



**CITY OF FRESNO**

**DOWNTOWN  
NEIGHBORHOODS  
COMMUNITY PLAN  
CHARRETTE**

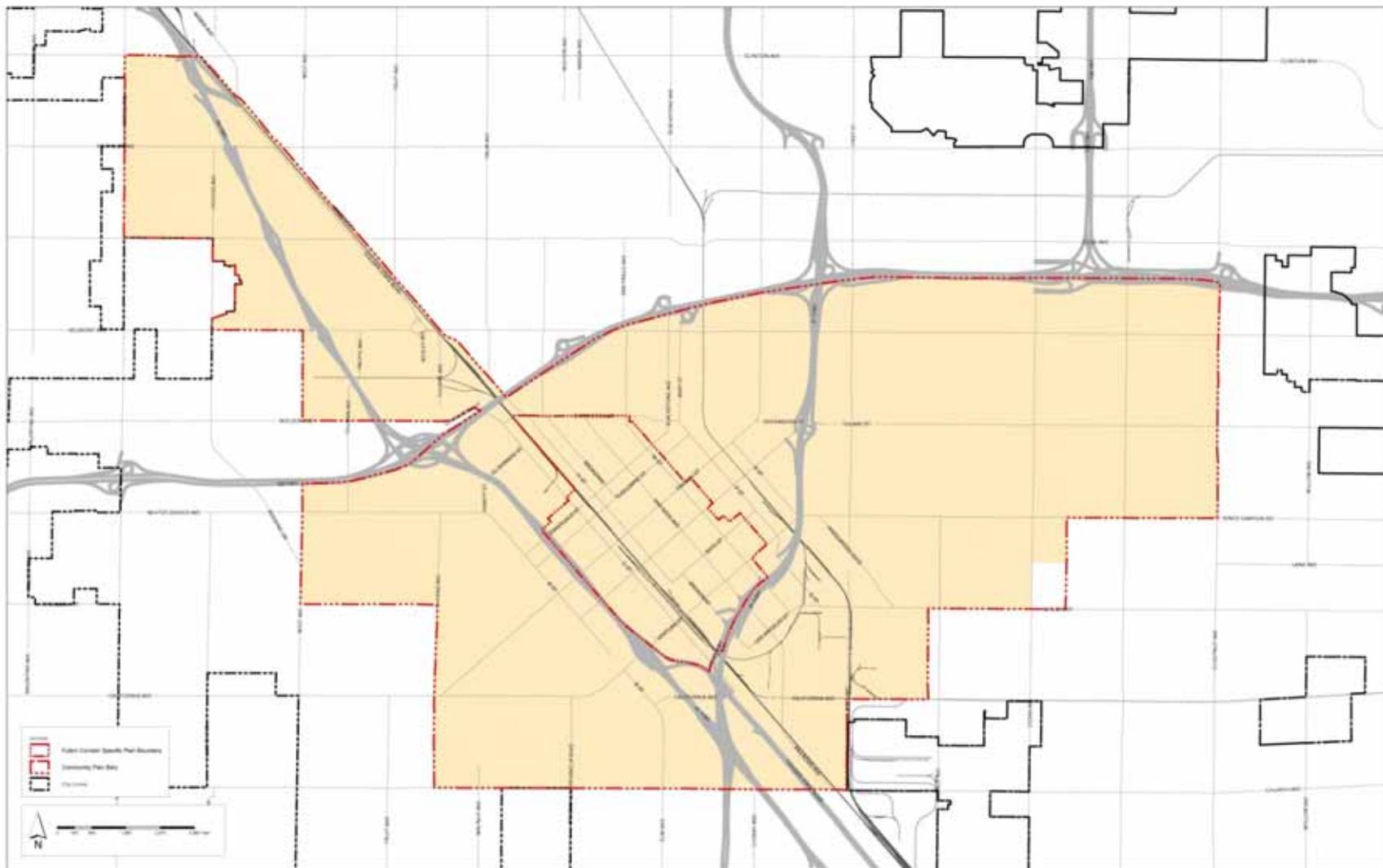
**May 10-15, 2010**

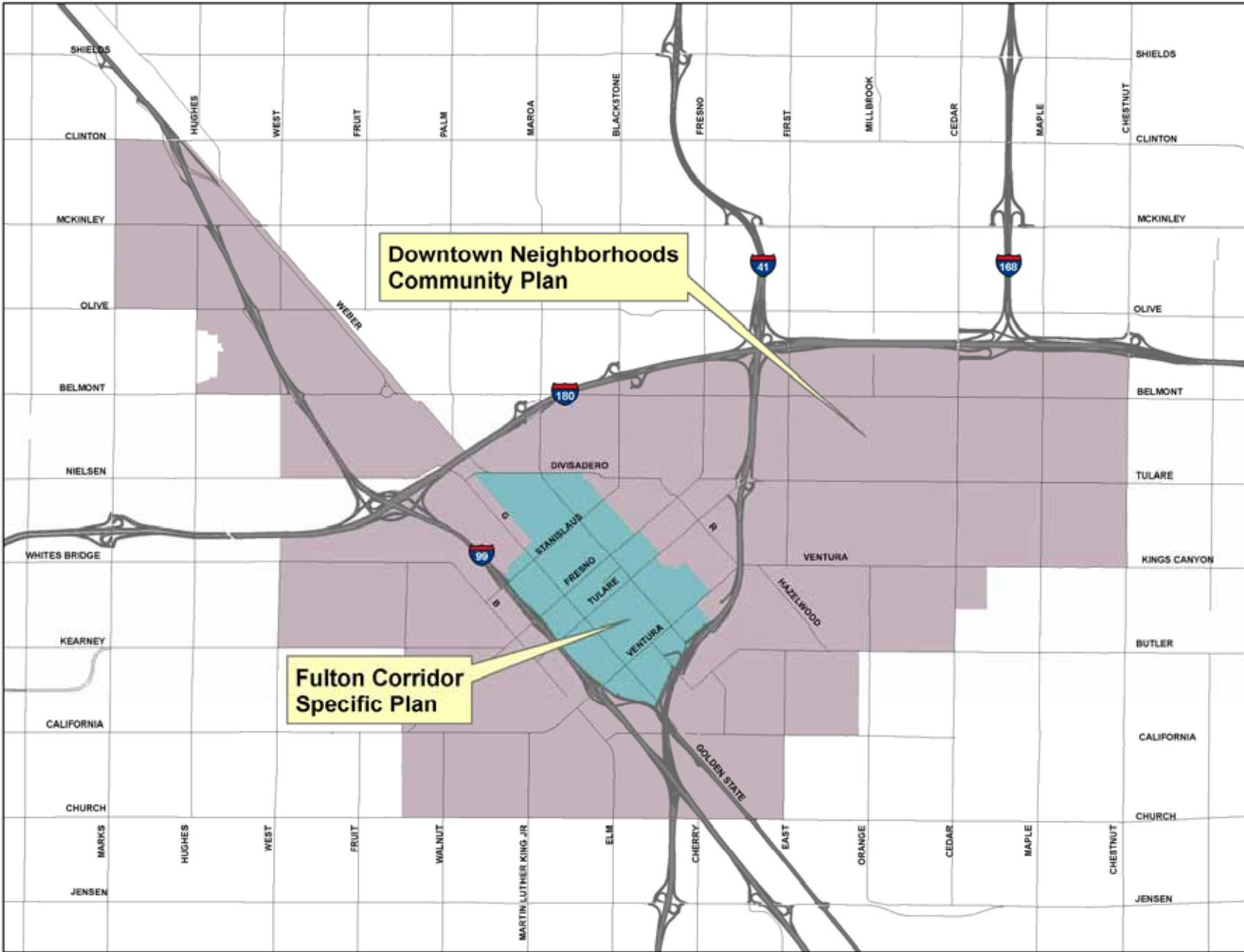


**DOWNTOWN AND COMMUNITY  
REVITALIZATION DEPARTMENT**



# COMMUNITY PLAN AREA

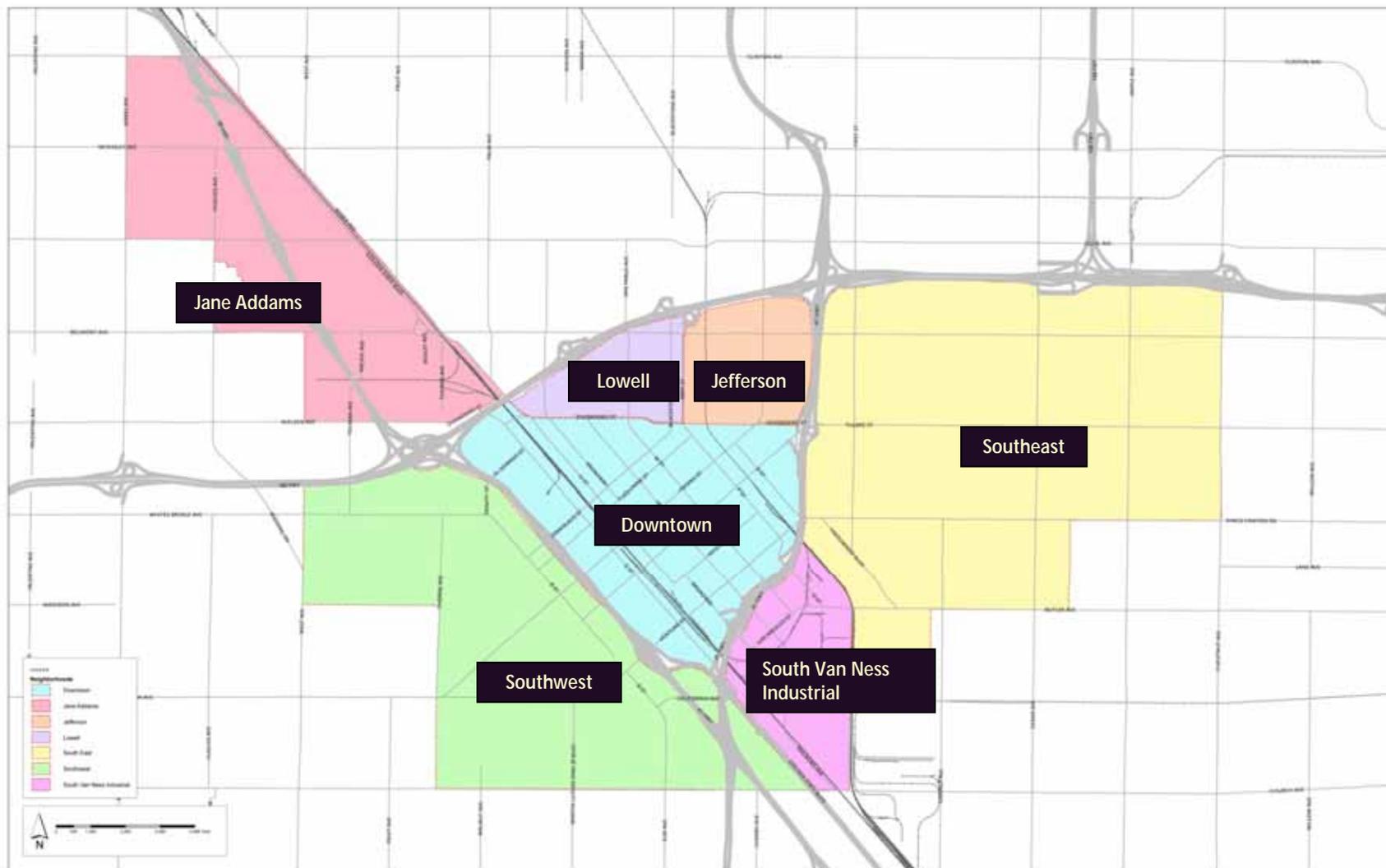




**Downtown Neighborhoods  
Community Plan**

**Fulton Corridor  
Specific Plan**

# COMMUNITY NEIGHBORHOODS













# ROAD MAP FOR CHANGE

1. Care for your city
2. Look around you – the solutions are to be found here
3. Share your priorities and needs
4. Engage in neighborhood action
5. Support one positive initiative and outcome at a time

# DOWNTOWN

## **Key Principles:**

1. Concentrate investment in small areas – 4-6 block maximum with ground floor retail activities to generate foot traffic
2. Reuse existing buildings to extent possible
3. Build off of existing market momentum
4. Capitalize on opportunities presented by local businesses and economic activity

# PLACES TO START IN THE DOWNTOWN

- 1. Ballpark Entertainment District - Kern and Fulton**
  - Regional entertainment destination for the Valley
  - Housing in upper stories of existing buildings
  - Restaurants, bars, and regional serving specialty retail
- 2. Cultural Arts District – Live/Work/Lifestyle District**
  - Continue to support new residential construction, 2-3 stories, surface parking
  - Encourage adaptive reuse of existing buildings
  - Encourage local technology and creative businesses to relocate into existing historic buildings
  - Residents and workers can support small restaurants, cafes, arts and cultural uses

## NEIGHBORHOOD “COMMERCIAL NODES”

- Build nodes around limited retail with a focus on daily needs— e.g. healthy food – and small scale services (day care, library, health clinic, etc.)
- Where market falls short, look for innovative partnerships to implement these nodes – CDFIs, CDCs/CBOs, County Health Department, Library District, large employers, etc.

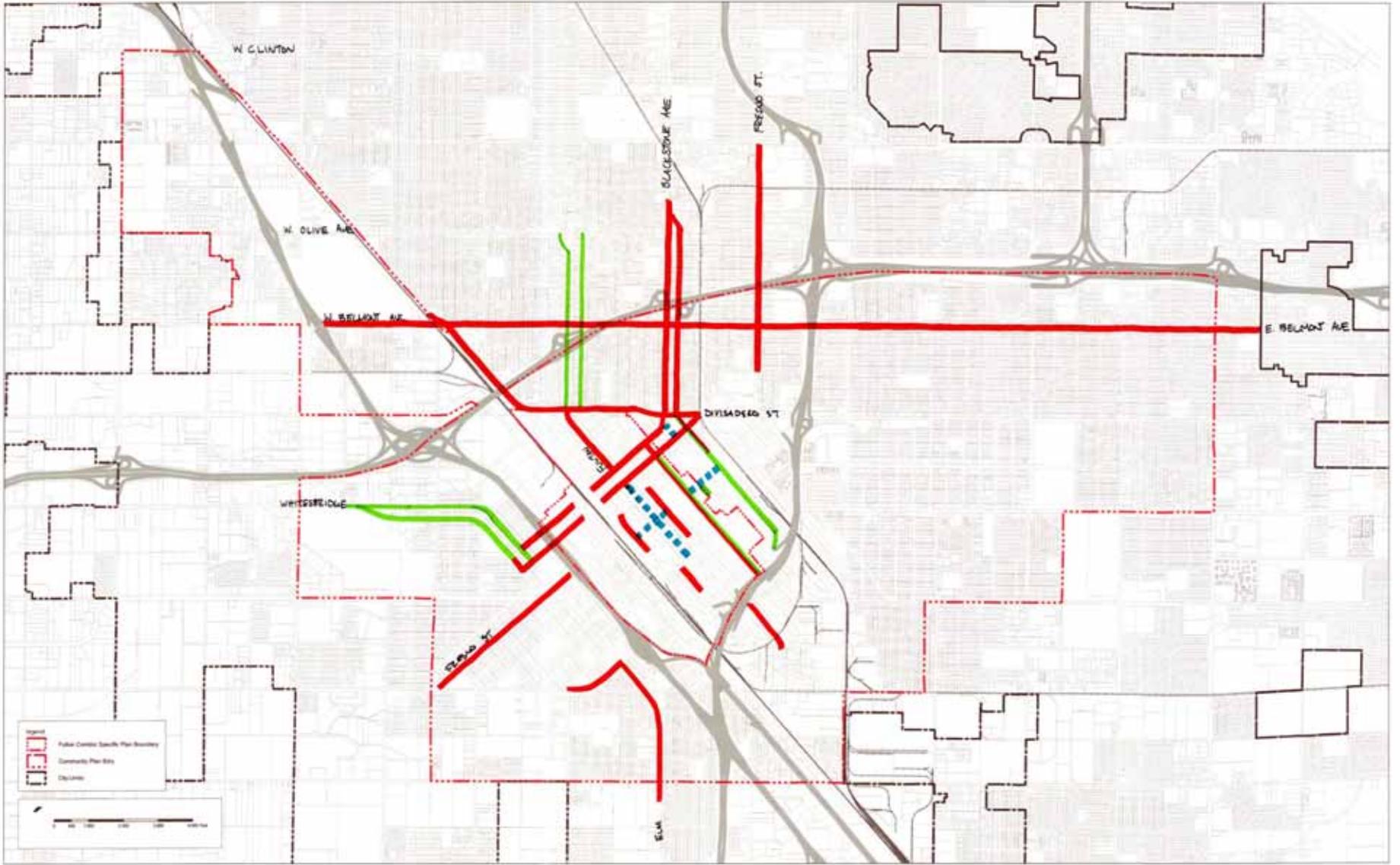
# NEIGHBORHOOD HOUSING

- Increase homeownership
- Reinvest in existing “historic” houses
- Build mixed income, not just “affordable” housing

# WORKFORCE & ECONOMIC DEVELOPMENT

- Continue to build on asset of local businesses as key economic development strategy
- Strengthen City's local business preference program
- Partner with institutions to develop "skills academy" for job training and small business assistance
- Link "self-help" rehab of historic properties with skills training

# TRANSPORTATION

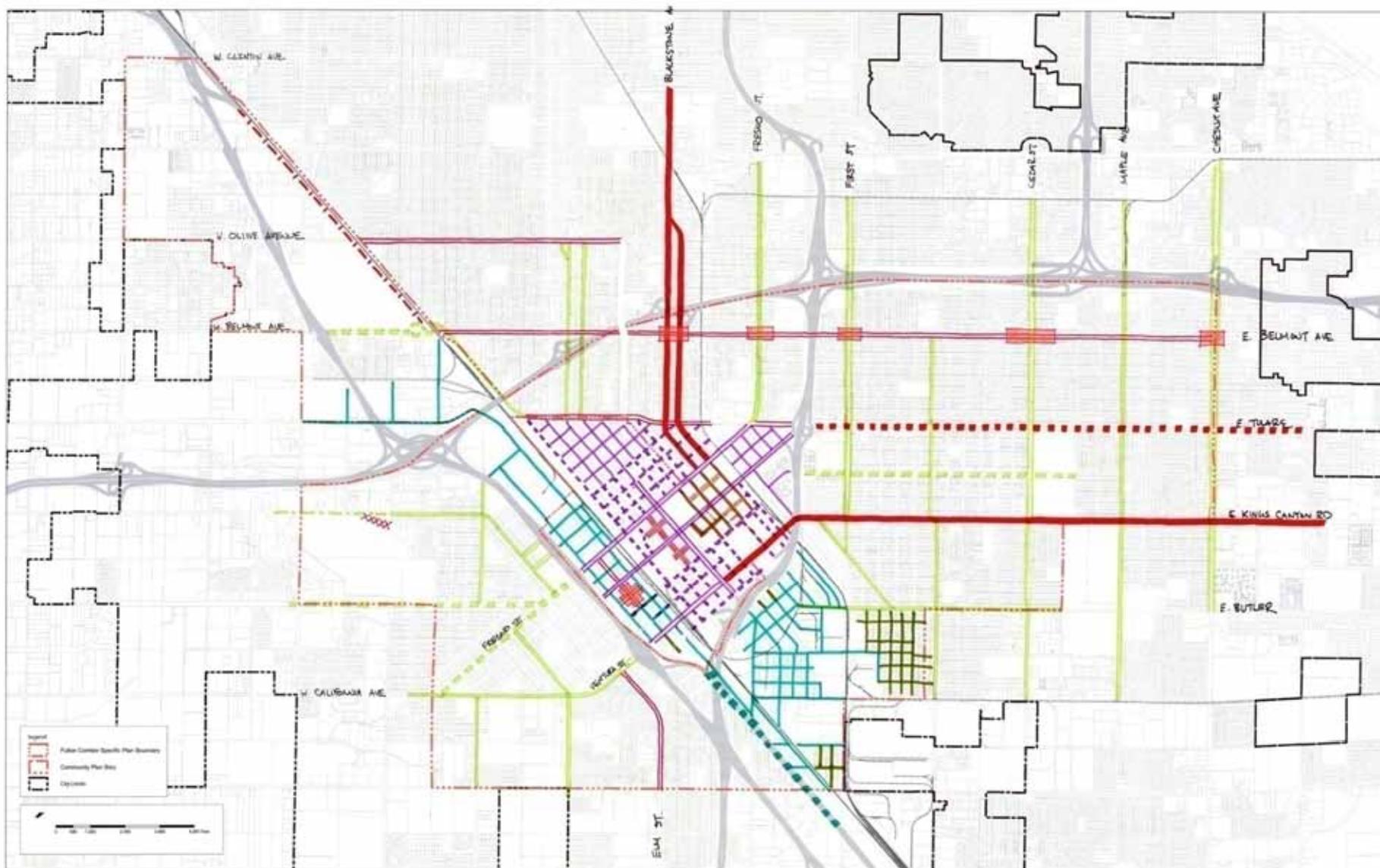


City of Fresno, California  
 Fulton Corridor Specific Plan and  
 Downtown Neighborhoods Community Plan  
 10 May, 2010

- LEGEND**
- ROAD DIET
  - ONE-WAY TO TWO WAY
  - - - RECONNECT THE GRID

THOROUGHFARE INTERVENTIONS





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**LEGEND**

**COMMERCIAL / CIVIC**

- TRANSIT BLVD
- DOWNTOWN MAIN
- DOWNTOWN MIXED
- DOWNTOWN NEIGHBORHOOD
- RETAIL MALL
- CIVIC MALL
- CIVIC

- COMMERCIAL ARTERIAL
- NEIGHBORHOOD COMMERCIAL
- HIGHWAY SERVICE
- NEIGHBORHOOD COMMERCIAL CORE

**RESIDENTIAL**

- RESIDENTIAL GREENWAY
- RESIDENTIAL ARTERIAL
- RESIDENTIAL COLLECTOR
- RURAL RESIDENTIAL
- RESIDENTIAL LANE

**INDUSTRIAL**

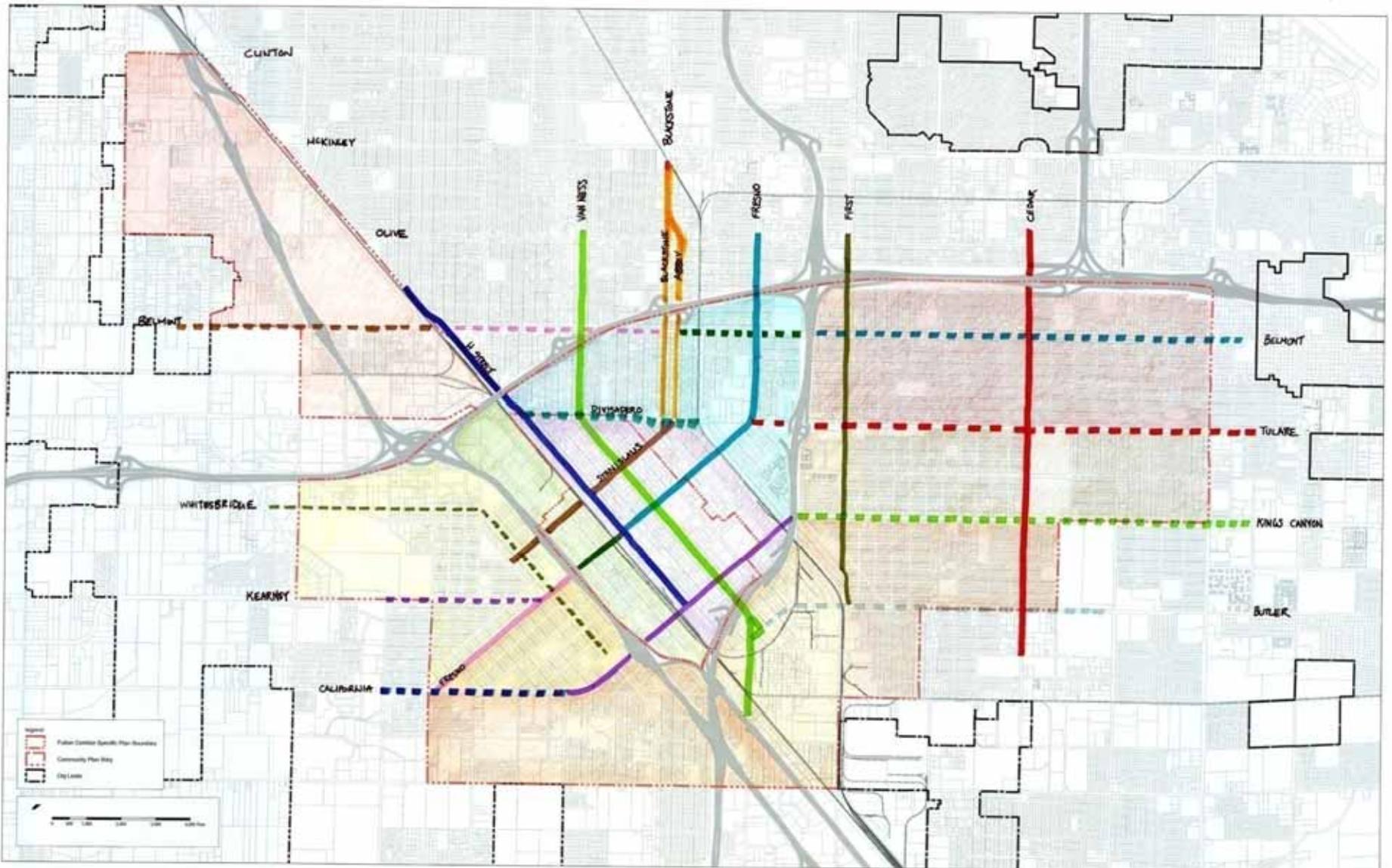
- INDUSTRIAL ARTERIAL
- INDUSTRIAL
- XX STREET VACATION

**STREET TYPOLOGIES**

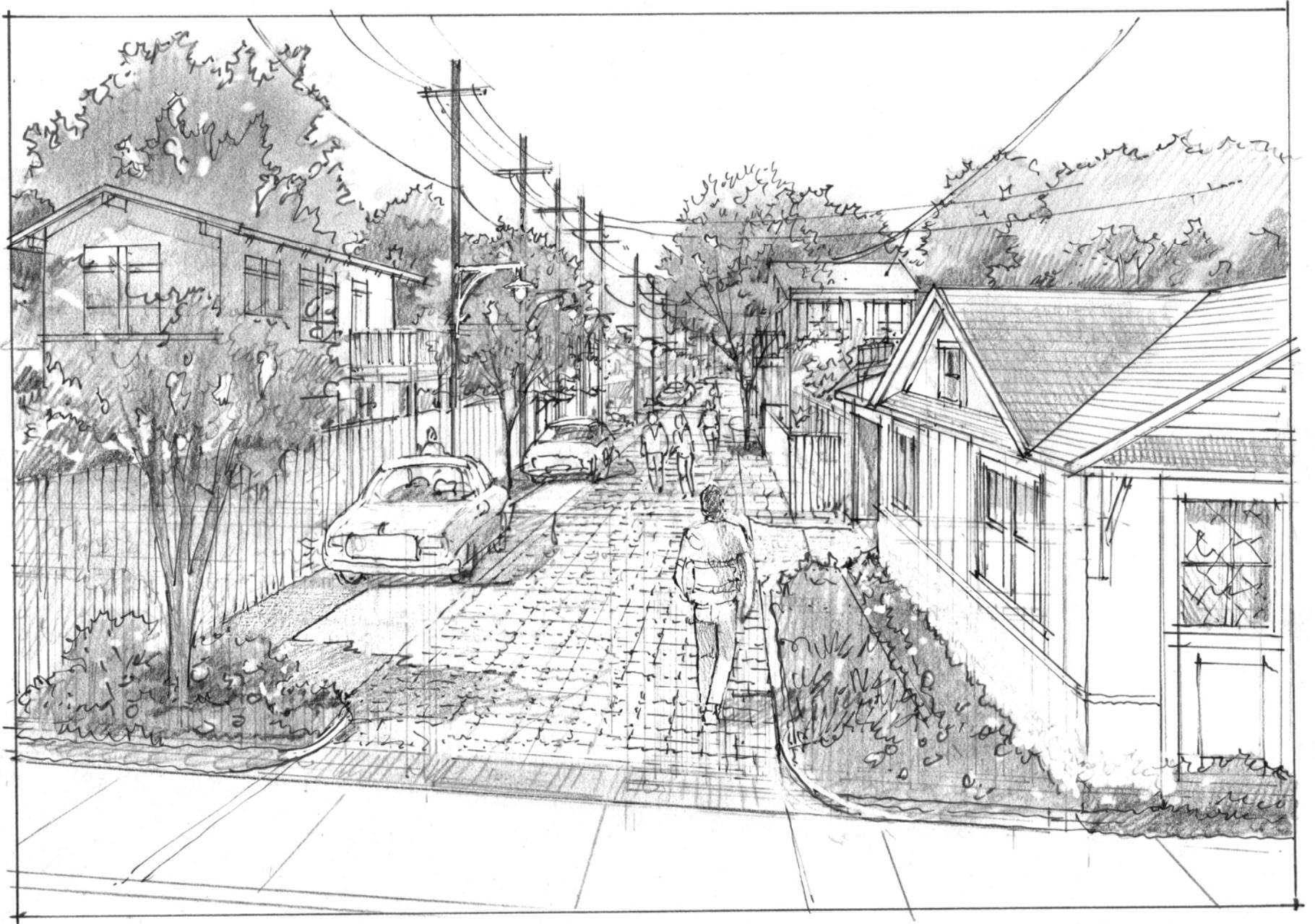
# LANDSCAPE & OPEN SPACE



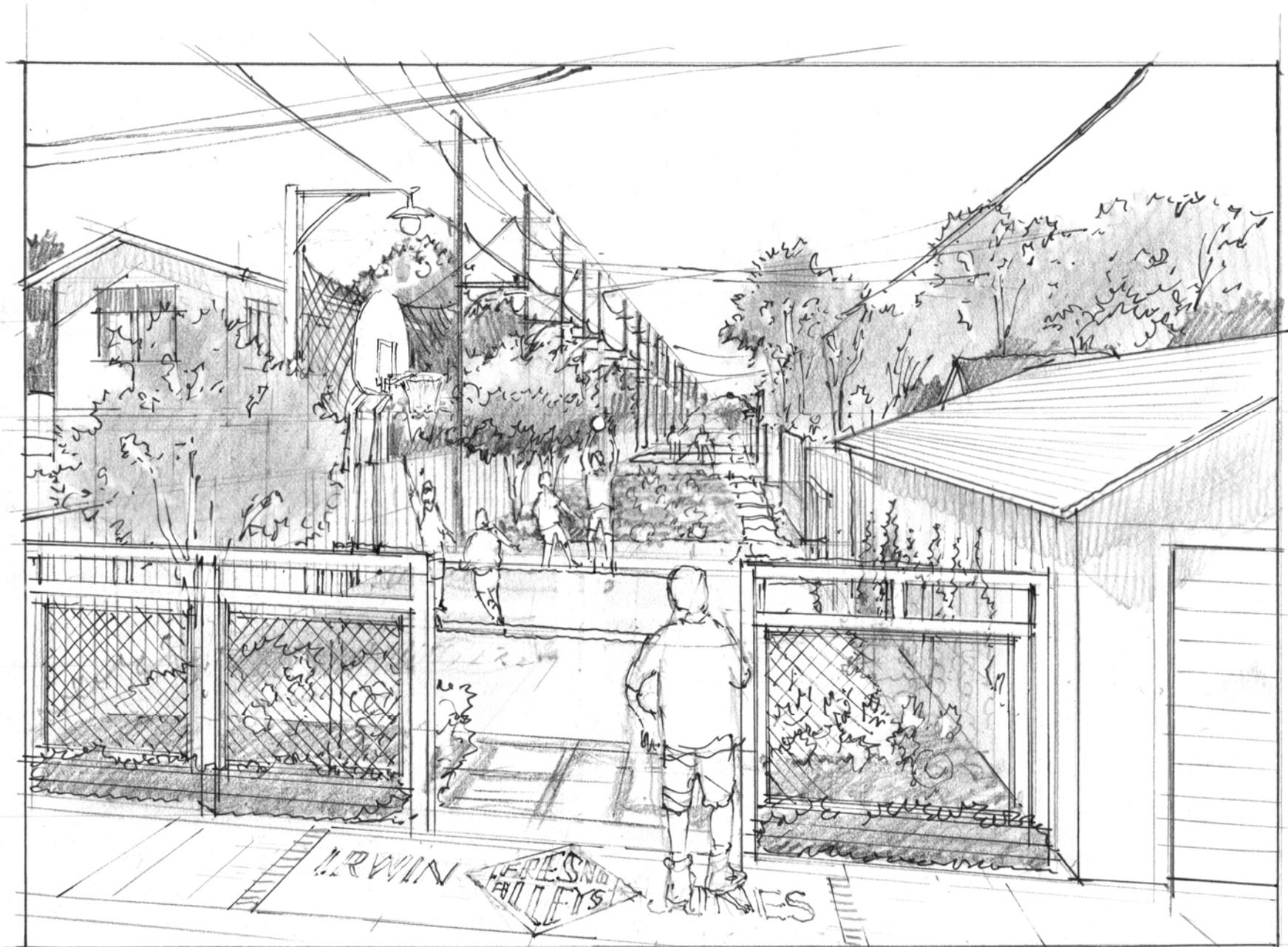
OPEN SPACE ACCESS  
 EXISTING SCHOOLS • PARKS  
 EXISTING HOLDING BASINS  
 POTENTIAL NEW PARKS



LANDSCAPE CHARACTER



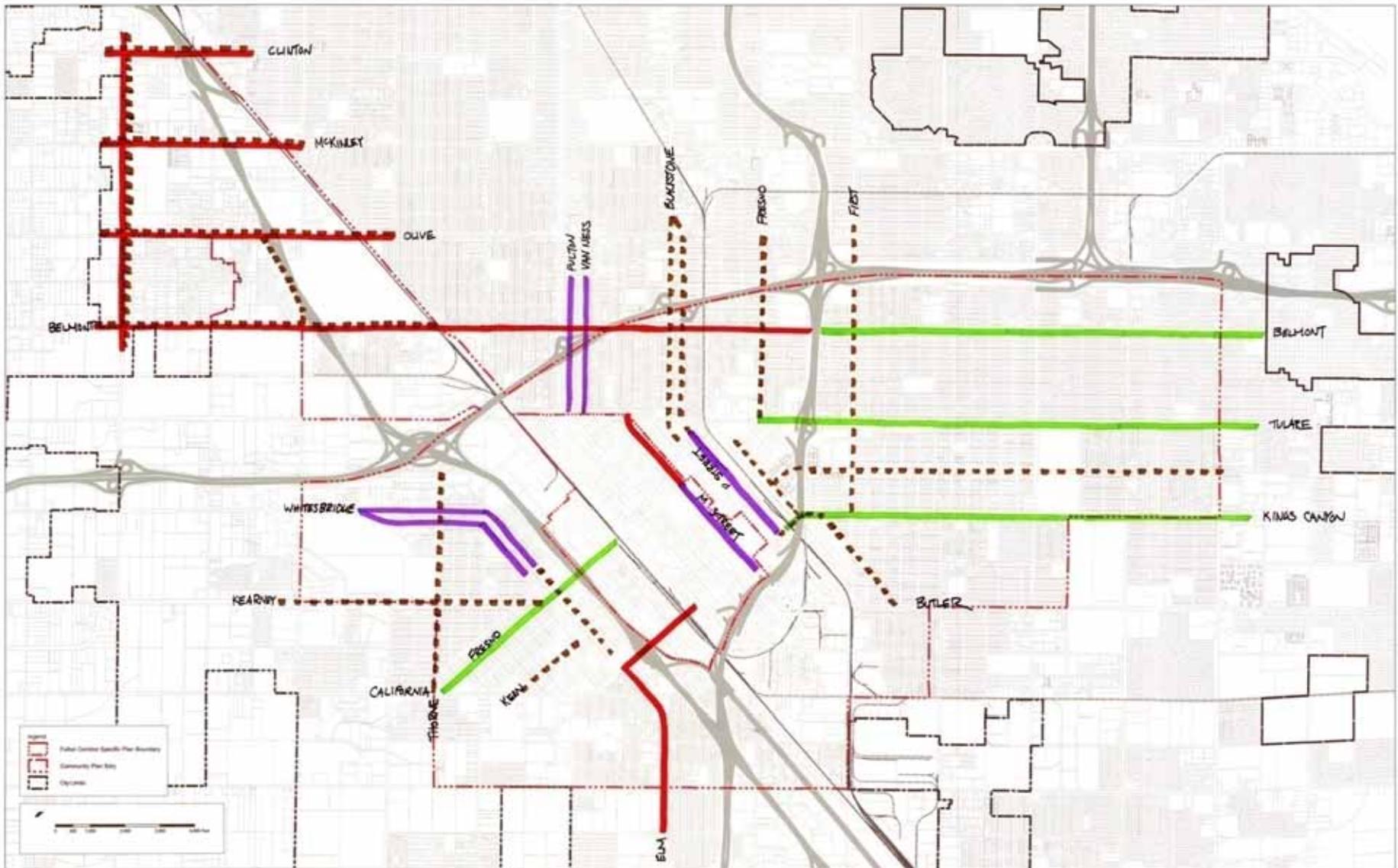
ALLEY COTTAGE ASW



ALLEY GREEN RW

# PHASING





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**LEGEND**

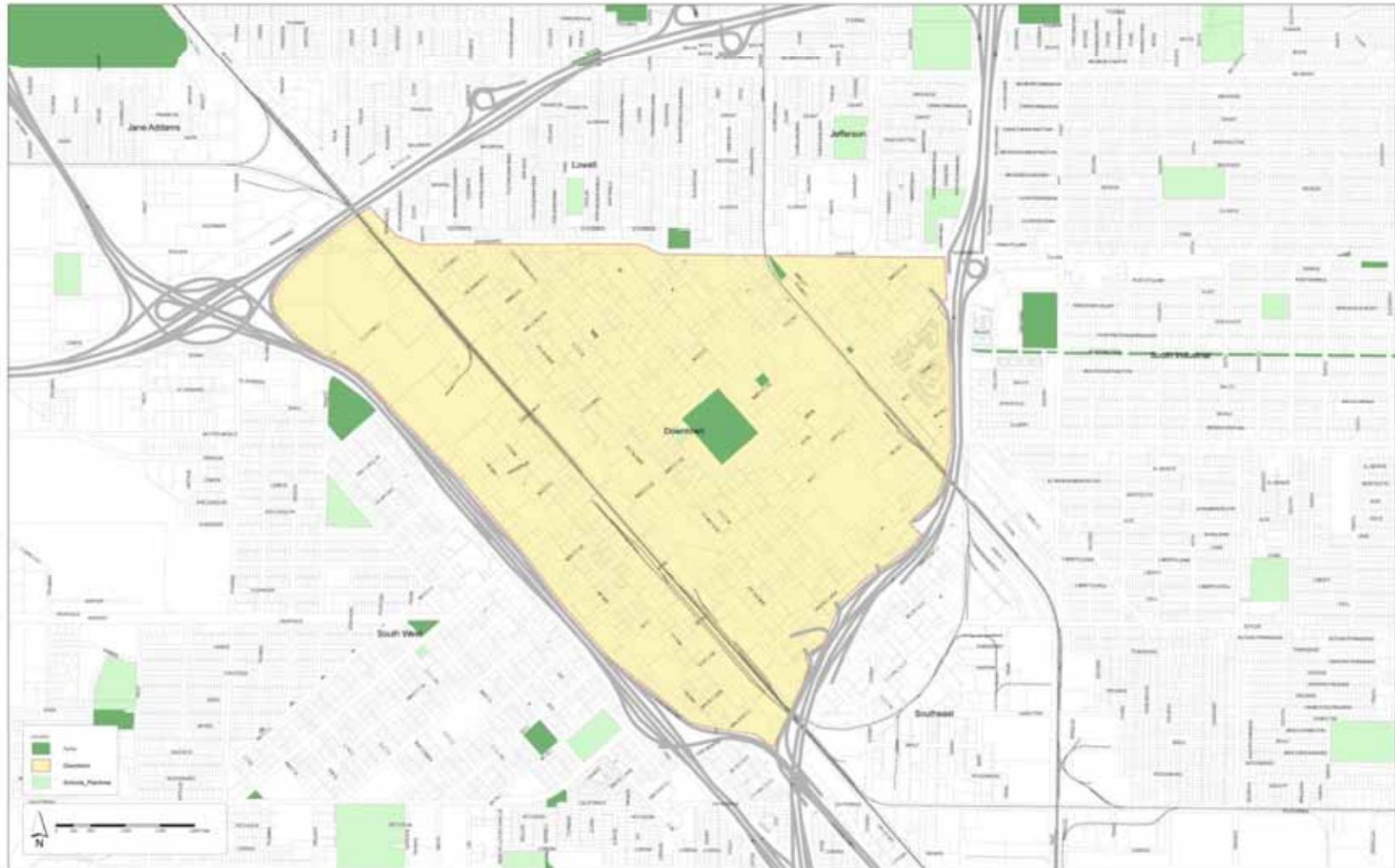
**MAJOR STREETSCAPE**  
 WIDEN SIDEWALKS  
 CORNER BUMPOUTS  
 LANDSCAPE & LIGHTING  
 FACADE IMPROVEMENTS

**BIKE LANES**  
**TWO-WAY CONVERSION**

MID TERM (6-10 YEARS)  
 HIGHEST PRIORITY IMPROVEMENTS  
 TO STREETS

# Area-by-Area Policy Recommendations

## DOWNTOWN NEIGHBORHOODS



## GENERAL



### Preliminary Neighborhood-Wide Policies

Infill vacant land and subdivide large parcels into walkable blocks.	7
Enable neighborhood governance in order to ensure plan implementation occurs.	3
Enable proactive code enforcement.	7
Distribute homeless and housing services throughout the entire City of Fresno and surrounding region.	8
Maintain existing street trees and introduce new ones where they are missing.	7
Create neighborhood/district/corridor identity by assigning particular street tree types to certain neighborhoods.	
Promote a greater proportion of owner-occupied dwellings, including using Neighborhood Stabilization Program grants to purchase housing.	6
Transform corridors into thoroughfares that accommodate bikes, pedestrians, autos, and transit.	7

Introduce joint use agreements between School District and City in order to expand access to recreation and open space.	5
Calibrate code to avoid proximity of incompatible buildings and uses.	2
Introduce neighborhood serving retail, banks, and services in order to keep resources within the neighborhood.	7
Enable urban agriculture on an interim and permanent basis.	7
Promote and enable economic development.	7
Design buildings that provide "eyes on the street" and alleys and are oriented towards pedestrians..	11
Require design review to ensure buildings promote good neighborhood form.	4
Outreach to banks and businesses to promote investment in the area.	5
Provide training opportunities in the trades and encourage the public and private sector to hire locally.	11
Provide adequate fencing to contain domestic animals.	2
Transform alleys into clean, safe places or allow for their conversion to alternative uses such as community gardens, walking trails, or transferring them to adjacent property owners.	6
Celebrate and showcase Fresno's agricultural heritage	4
Introduce Design Review Committees at neighborhood/district level.	6
Make Slumlords accountable	8
Smaller schools and better staffing	10
Add signage and façade improvements to improve aesthetic and economic performance of businesses	
Close Alleys	

# DOWNTOWN NEIGHBORHOODS

## Preliminary Downtown Policies

Revitalize the Fulton Mall.	6
Transform Downtown into a clean and safe mixed-use district that provides entertainment, nightlife, theaters, and a variety OF housing opportunities and retail.	5
Promote walkability and create streets that accommodate bikes, automobiles, and transit.	9
Restore the street grid and turn Stanislaus, Tuolumne, P, M, N into a 2-way Streets	5
Determine bus and street car transit corridors.	1
Eliminate underpass beneath Van Ness Avenue at Mariposa Street and restore surface crossing.	2
Establish Downtown development priorities.	4
Preserve historic resources/promote adaptive reuse (listed and contributing).	5
Infill compatibly with existing buildings and sustainability. Build on the best of downtown architecture and complement the sense of place.	8
Consolidate the civic center.	1
Prohibit additional street or alley vacations.	2
Create a seamless connection between the High Speed Rail station and Downtown share parking between the two.	7
Introduce streetscape and open space improvements. Greener streetscapes	3
Design homeless housing and services into discreet, small-scale buildings, that blend into the surrounding context.	1
Introduce schools or colleges.	2
Introduce green open and recreation space in Downtown and encourage roof top gardens.	3



Create transit zones that charge different rates based upon proximity to Downtown (perhaps no charge in Downtown or charge no fee for incoming buses).	
Introduce electronic billboards advertising events that are occurring Downtown.	2
Introduce bus transit through Chinatown.	1
Utilize existing Measure C New Technology Fund to facilitate building a new technology transit network to serve downtown	
How do Lowell/ Jefferson residents plan for hospital expansion?	
Parking	

## DOWNTOWN NEIGHBORHOODS: Top Priorities

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Revitalize the Fulton Mall.

## DOWNTOWN NEIGHBORHOODS: Top Priorities

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Transform Downtown into a clean and safe multi-use district that provides a variety of housing opportunities.

## DOWNTOWN NEIGHBORHOODS: Top Priorities

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Promote walkability and create streets that accommodate bikes, automobiles, and transit.

## DOWNTOWN NEIGHBORHOODS: Top Priorities

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Restore the street grid and turn Stanislaus, Tuolumne, P, M, N into two-way streets.

## DOWNTOWN NEIGHBORHOODS: Top Priorities

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Preserve historic resources/promote adaptive reuse.

## DOWNTOWN NEIGHBORHOODS: Top Priorities

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Infill compatibility with existing buildings and promote local, sustainable building forms and places.

## DOWNTOWN NEIGHBORHOODS: Top Priorities

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Introduce streetscape, open space improvements, recreation space in Downtown and roof-top bars and gardens.

## DOWNTOWN NEIGHBORHOODS: Top Priorities

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Create a seamless connection between the High Speed Rail station and Downtown, and share parking between the two.

# Area-by-Area Policy Recommendations SOUTH VAN NESS/INDUSTRIAL



# SOUTH VAN NESS / INDUSTRIAL

## Preliminary South Van Ness Industrial Policies

Introduce "urban-focused" architectural guidelines that reinforce the industrial character of this district.	2
Upgrade infrastructure, especially sewer and water.	
Designate light industrial uses in western portion and heavy industrial in eastern portion.	
Establish proper truck delivery routes 500' from sensitive sites	
Establish connectivity to Downtown and Church Avenue.	1
Design homeless housing and services into discreet, small-scale buildings that blend into the surrounding context.	1
Introduce mix of uses such as housing and live-work	1
Introduce traffic-calming measures	
Transform alleys into clean, well-lit places.	



## SOUTH VAN NESS / INDUSTRIAL: Top Priorities

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Introduce “urban-focused” architectural guidelines that reinforce the industrial character of this district.

## SOUTH VAN NESS / INDUSTRIAL: Top Priorities

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Preserve, refurbish, and reuse historic resources.

## SOUTH VAN NESS / INDUSTRIAL: Top Priorities

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Establish proper truck delivery routes away from sensitive sites.

## SOUTH VAN NESS / INDUSTRIAL: Top Priorities

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Establish connectivity to Downtown and Church Avenue.

## SOUTH VAN NESS / INDUSTRIAL: Top Priorities

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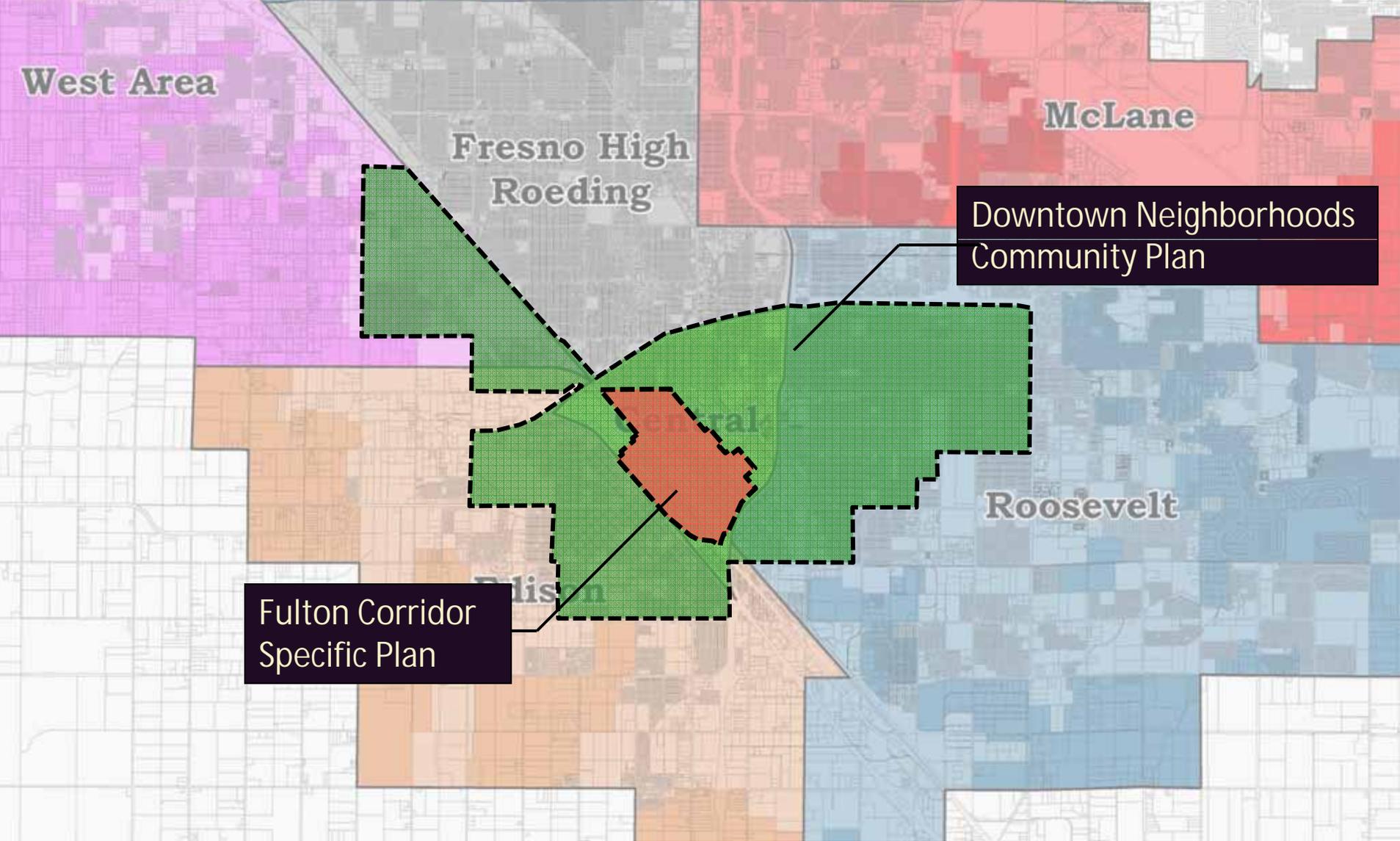
Design homeless housing and services into discreet, small-scale buildings, that blend into the surrounding context.

**DID WE MISS ANYTHING?**

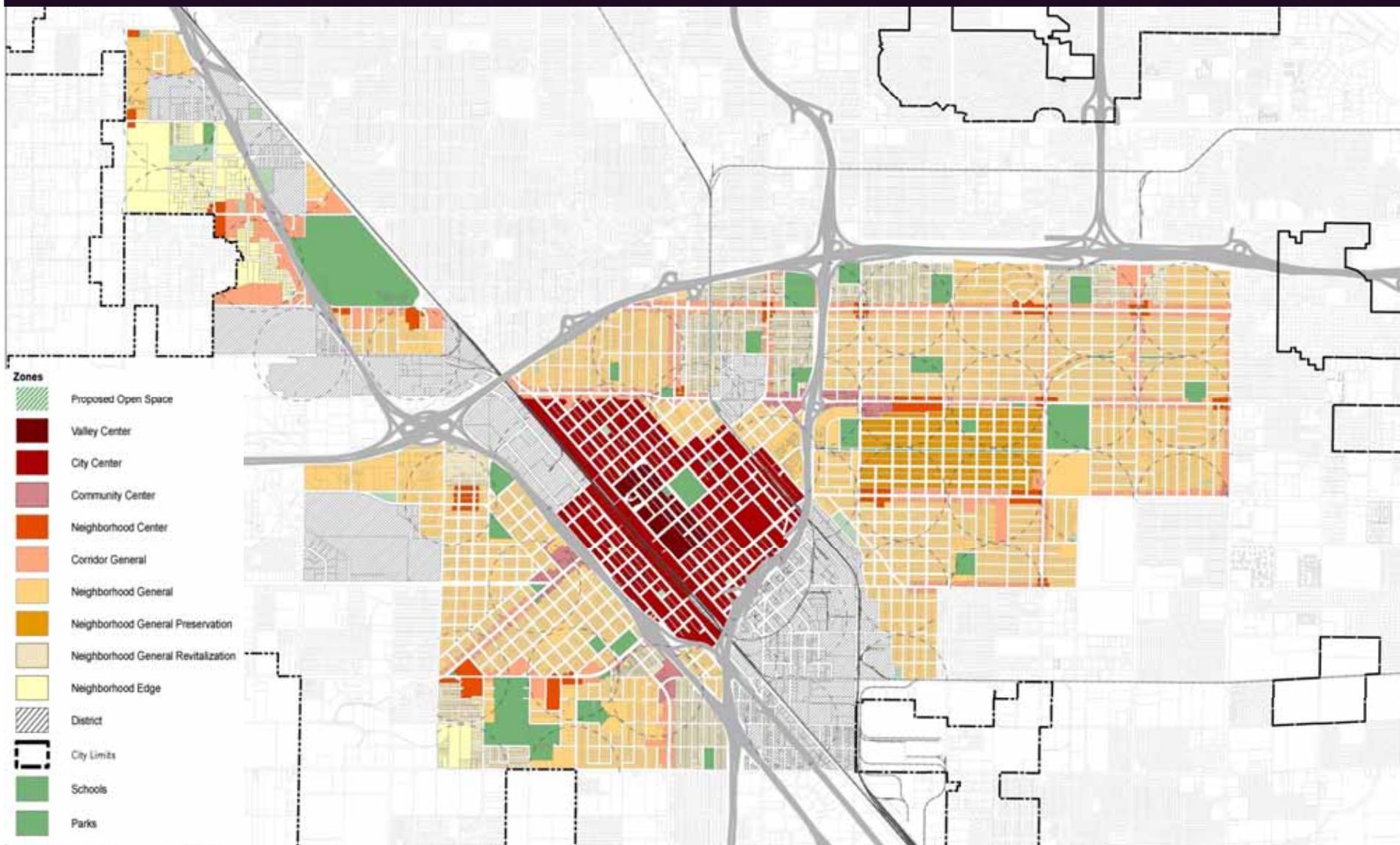
Area-by-Area Policy Recommendations

# REGULATING PLAN

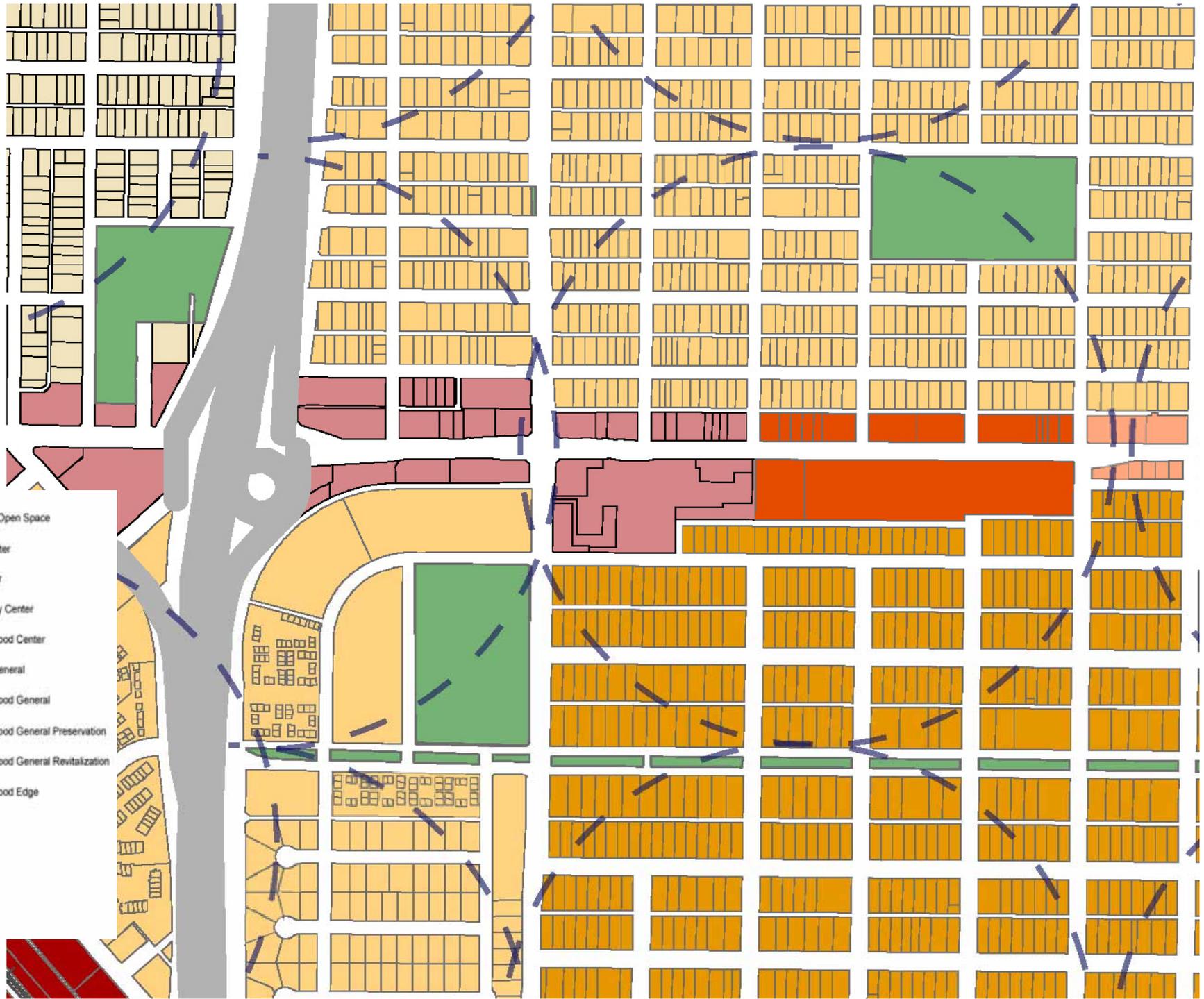
# DOWNTOWN NEIGHBORHOODS COMMUNITY PLAN



# REGULATING PLAN



- Zones**
-  Proposed Open Space
  -  Valley Center
  -  City Center
  -  Community Center
  -  Neighborhood Center
  -  Corridor General
  -  Neighborhood General
  -  Neighborhood General Preservation
  -  Neighborhood General Revitalization
  -  Neighborhood Edge
  -  District
  -  City Limits
  -  Schools
  -  Parks



## 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 Long Block



B Flat Block



A Flat Block with Tower



M House



N Duplex/Triplex/Quadruplex



K Back-Under Housing



J Bangalow Court



H Rise Walk



O Rowhouse



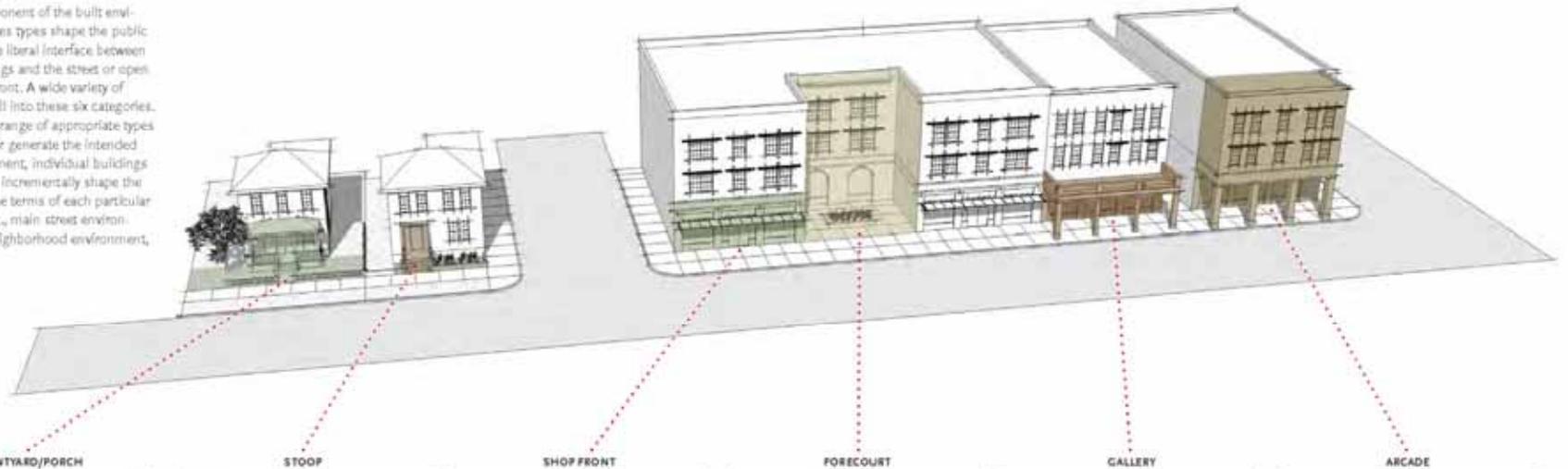
F Courtyard



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

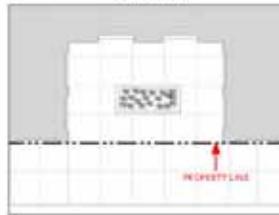
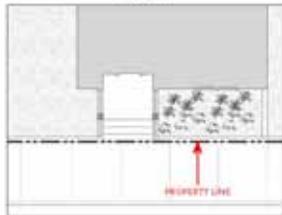
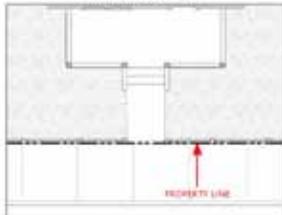
STOOP

SHOP FRONT

FORECOURT

GALLERY

ARCADE







6 PAK REMODEL CONCL





BUNGALOW COLOR

## **COORDINATED & INCREMENTAL CHANGE**

South Fresno Street & Irwin Avenue

Fresno Street & Belmont Avenue

M Street

Belmont & Cedar

# South Fresno Street & Irwin Avenue



# South Fresno Street & Irwin Avenue



# South Fresno Street & Irwin Avenue



# South Fresno Street & Irwin Avenue



# South Fresno Street & Irwin Avenue



# Fresno Street & Belmont Avenue



# Fresno Street & Belmont Avenue



# Fresno Street & Belmont Avenue



# Fresno Street & Belmont Avenue



# M Street



# M Street



# M Street



M Street



# M Street



# Belmont & Cedar



Belmont & Cedar



Belmont & Cedar



Belmont & Cedar



Belmont & Cedar



Belmont & Cedar



## HERE IS WHAT NEEDS TO BE DONE:

1. Remain organized and engaged
2. Keep talking to your neighbors
3. Come out in similar numbers to the Fulton Corridor Charrette
4. Attend Community Advisory Meetings
5. Keep thinking and imagining

## UPCOMING MEETINGS

### **Downtown Neighborhoods Community Advisory Committee**

Monday, September 13, 2010 | 5:00–8:00 p.m.

*The Grand, 1401 Fulton Street*

### **Fulton Corridor Community Advisory Committee**

Tuesday, September 14, 2010 | 5:00–8:00 p.m.

*The Grand, 1401 Fulton Street*

### **Fulton Corridor Charrette**

Monday, September 27 – October 2, 2010

*Holiday Inn, 1055 Van Ness Avenue*

FOR MORE INFORMATION:

Please visit

[www.fresnodowntownplans.com](http://www.fresnodowntownplans.com)

or phone

**(559) 621-PLAN**

MOULE & POLYZOIDES  
ARCHITECTS AND URBANISTS