

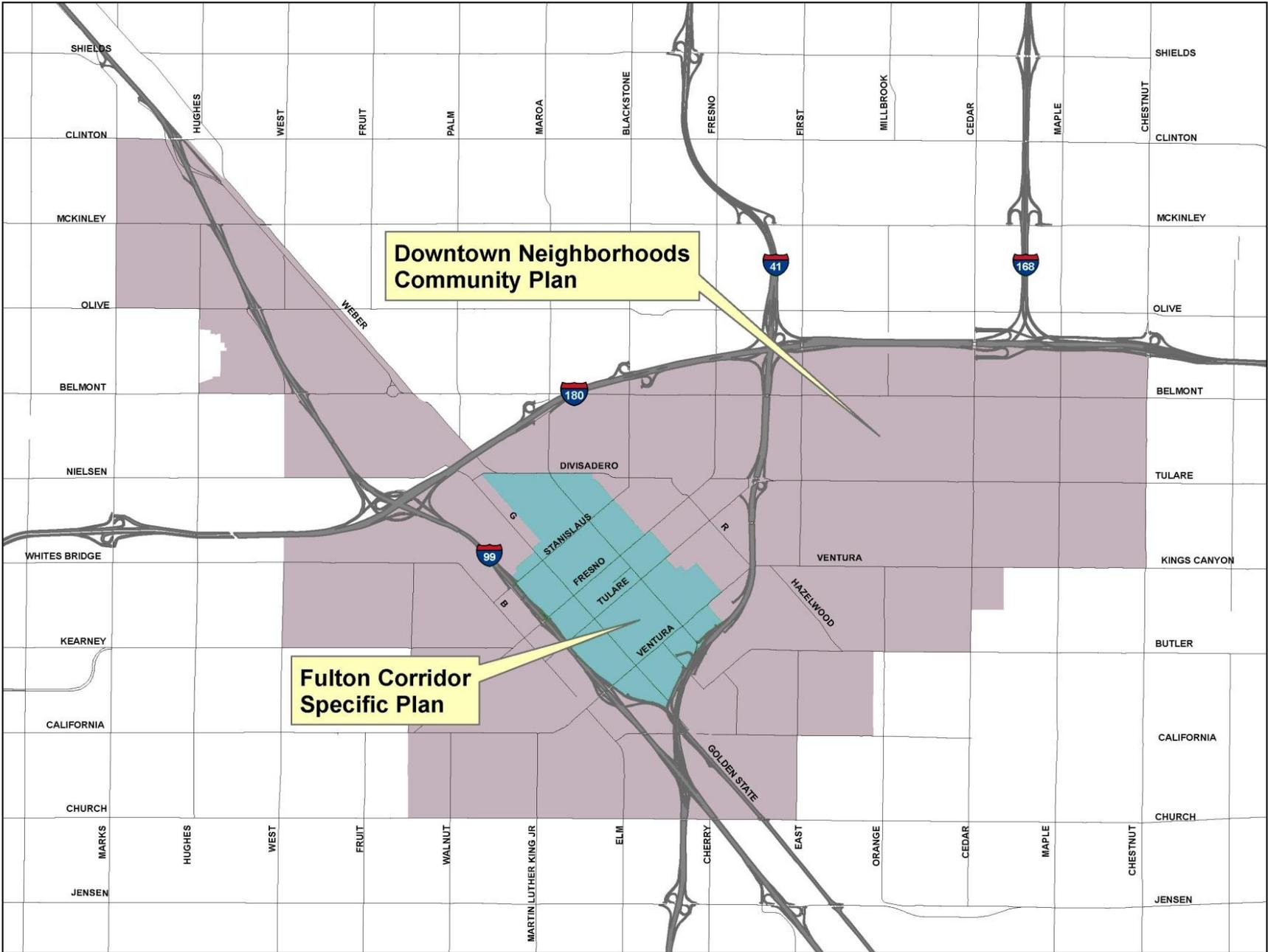
# Downtown Neighborhoods Community Plan & Fulton Corridor Specific Plan Update



# Project Expectations

---

- 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.



**Downtown Neighborhoods  
Community Plan**

**Fulton Corridor  
Specific Plan**

# Downtown Plans Schedule

---

June 2012	Plans Adopted
April/May 2010	Initiate EIR
Feb/Mar 2010	Review FC and DN Plans
May 2010	FC Design Workshop
May 2010	DN Design Workshop
Jan 2010	Contract Approved
June 2009	Budget Approved



# Downtown Neighborhoods Community Plan (DNCP)

---

- *Discovery / Outreach*
- *Visioning and Design Workshop*
- Drafting the Community Plan
- Environmental Review
- Public Hearings and Plan Adoption



# Fulton Corridor Specific Plan (FCSP)

---

- *Discovery / Outreach*
- Visioning and Design Workshop
- Drafting the Specific Plan
- Environmental Review
- Public Hearings and Plan Adoption



# Process to Date: DNCP

---

## TECHNICAL

- Field investigation
- Background data collection
- Existing conditions analysis:
  - Physical
  - Historical
  - Infrastructure
  - Economic
  - Transportation

## OUTREACH

- Departmental interviews
- Stakeholder interviews
- Planning Commission Meeting (5 May 2010)
- Downtown Neighborhoods CAC Meetings (March 9, April 20, June 8, September 13, 2010)
- Downtown Neighborhoods Discovery Workshop (April 20, 2010)
- Downtown Neighborhoods Design Workshop (May 10-15, 2010)

# DNCP Stakeholder Interview Attendees

---

## **LOWELL NEIGHBORHOOD**

Bob Dittmar  
Becky Foore-Hayden  
Dr. Marty Martin  
Ivan Paz

## **JEFFERSON NEIGHBORHOOD**

Socorro Gaeta  
Blanche Milhahn  
Henry Oputa  
Sarah Sharpe

## **SOUTHWEST FRESNO**

Pastor Binion  
Debbie Darden  
Greg Garner  
Darlene Holland  
Keith Kelley  
Dick Keyes  
Brian King  
Julia Lerma  
Ralph & Marisa Lopez  
Esko Siipola

## **SOUTHEAST FRESNO**

Roger Hanke  
Sal Quintero  
Michael Sigala

## **JANE ADAMS NEIGHBORHOOD**

Tony Dias  
Elaine Robles

## **DOWNTOWN AND FULTON MALL**

Joyce Aiken  
Ali Alavi  
Nadar Ali  
Rev. Larry Arce  
Darius Assemi  
Reza Assemi  
Richard Baskin  
Suzanne Bertz-Rosa  
Paula Castadio  
Raul De Alba  
Marty Dietz  
Morgan Doizaki  
Will Dyck  
Art Dyson  
Robert Ellis  
Layla Forstedt  
Rev. Jim Franklin  
Fresno Unified School District  
Steve Geil  
Brian Glover  
Jaime Gonzalez  
Phillip Hollingsworth  
Jaime Holt  
Steve Hosey  
Lynn Ikeda-Yada  
Tyrone Jouroyan  
Jeanette Jurkovich  
Saundra King  
Kyle Kirkland  
Nancy Marquez  
Stan Martin  
Zarkis Martirosian

Ray McKnight  
Joe Moore  
Mehmet Noyan  
Kathy Omachi  
Mike Osegueda  
John Ostlund  
Bruce Owdom  
Bill Patnaude  
Rosie Perez  
Tom Richards  
Kiel Famellos-Schmidt  
Travis Sheridan  
Hal Tokmakian  
Cliff Tutelian  
Michelle Tutelian  
Michael Yada  
Linda Zachritz

# DNCP Outreach

---

- Established website: [www.fresnodowntownplans.com](http://www.fresnodowntownplans.com).
- Mailed in January 2010 approximately 40,000 flyers announcing FCSPCAC and DNCAC meetings to both property owners and addresses of both plan areas.
- Mailed in April 2010 approximately 40,000 postcards announcing the Downtown Neighborhoods Design Workshop to both owners and addresses of both plan areas which included free FAX pass.
- Placed 5,500 flyers announcing the Downtown Neighborhoods Design Workshop in school children's backpacks who attend all schools within the Community Plan area.
- Announced upcoming events at all public meetings associated with the plan area.
- Placed advertisements in Fresno Bee and Vida en el Valle announcing the Downtown Neighborhoods Design Workshop on May 5, 2010.
- Presented plan components to approximately 20 community groups.



**CITY OF FRESNO**

**DOWNTOWN  
NEIGHBORHOODS  
COMMUNITY PLAN  
CHARRETTE**

**May 10-15, 2010**



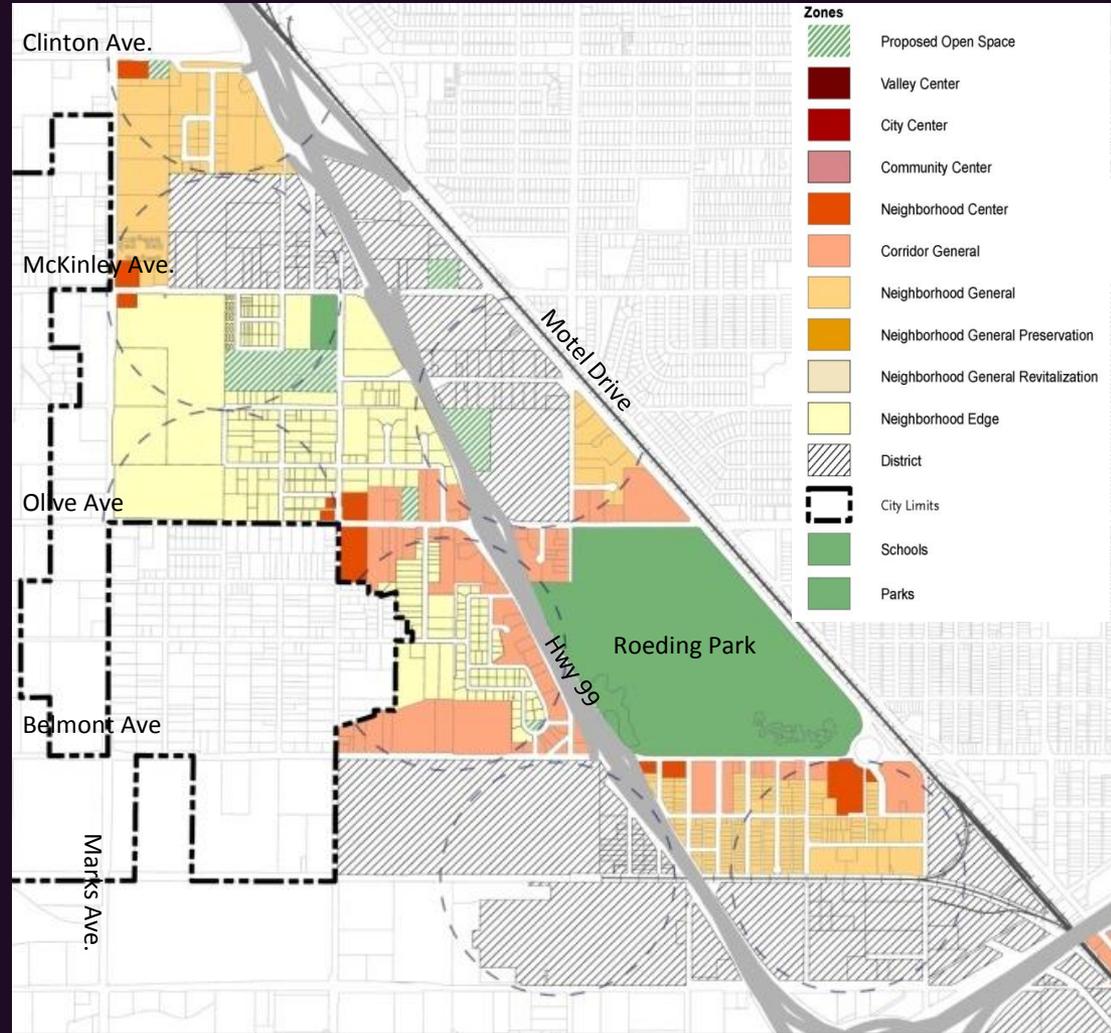
**DOWNTOWN AND COMMUNITY  
REVITALIZATION DEPARTMENT**



# Jane Addams



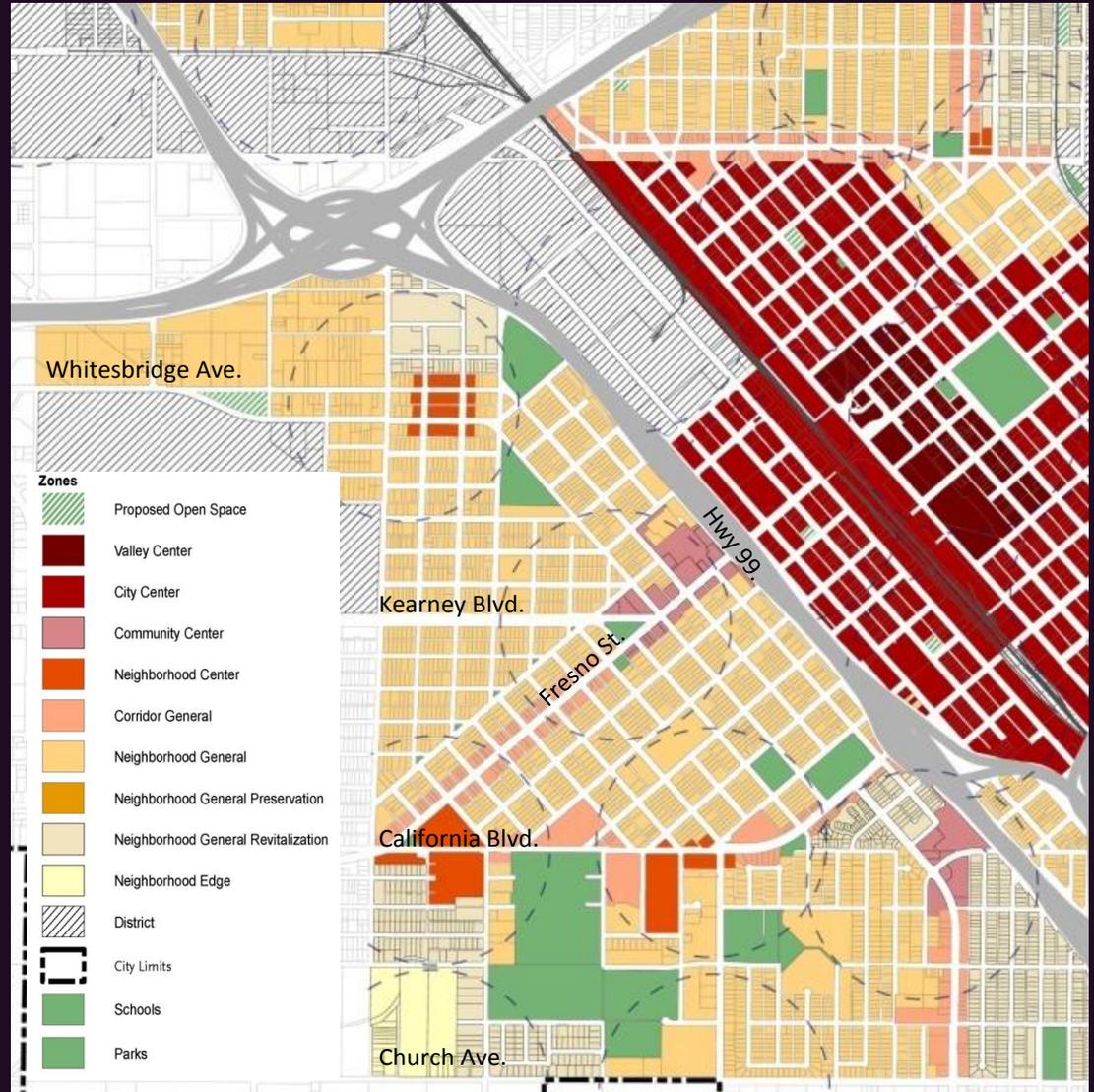
Aerial view Jane Addams



# Southwest Fresno



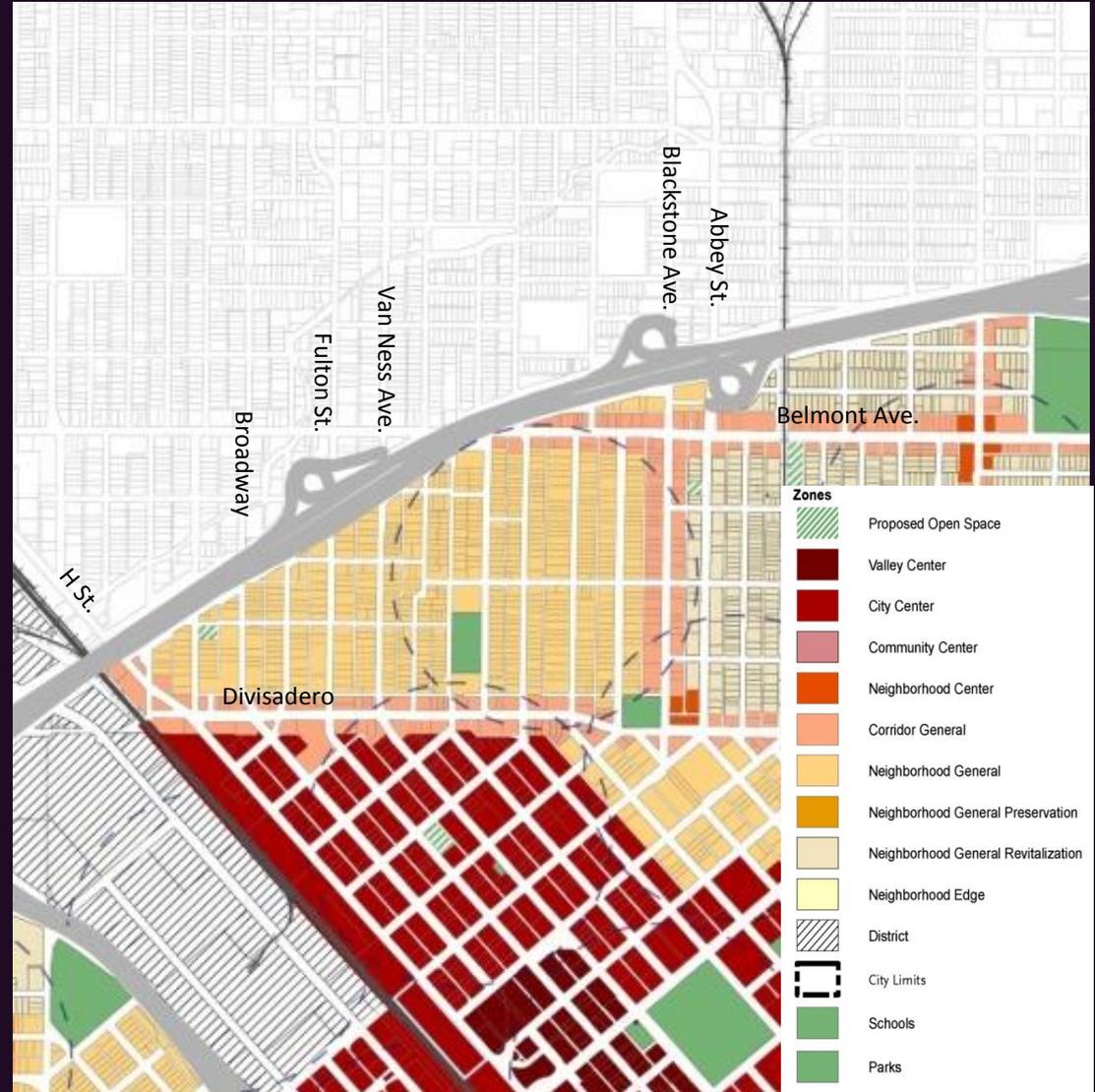
Aerial view of Elm Street



# Lowell



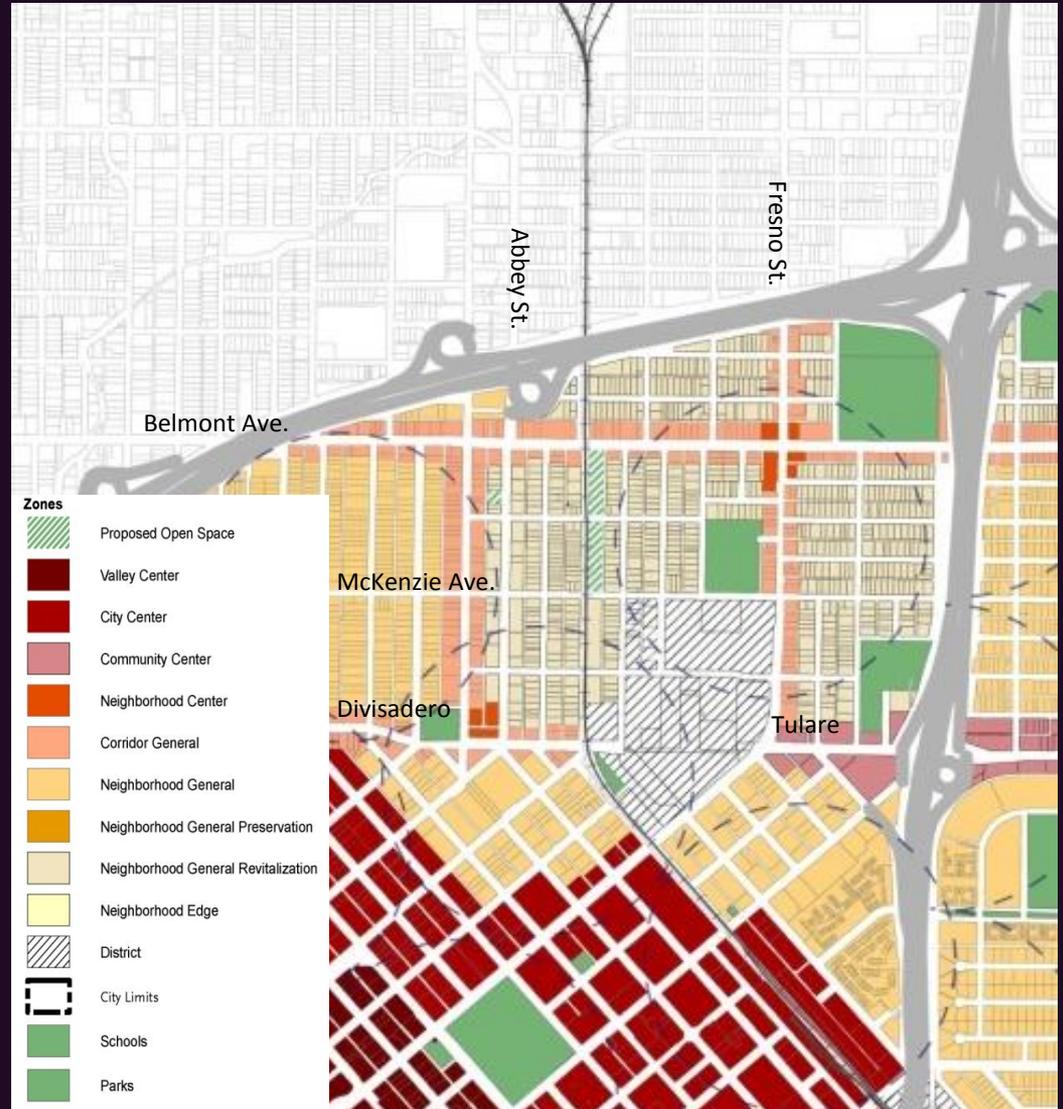
Aerial view along Divisadero Street between Van Ness Avenue and Fulton Street.



# Jefferson



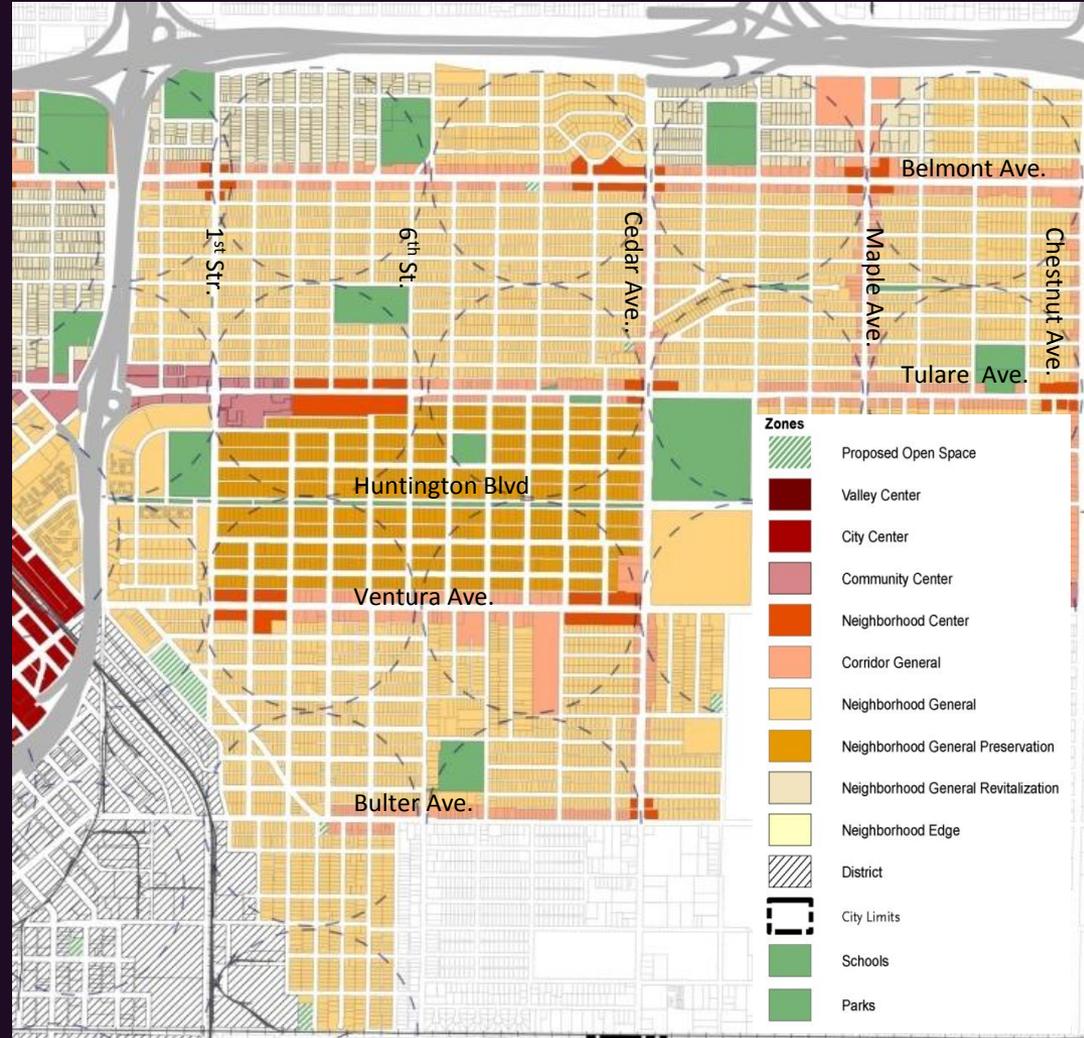
Aerial view Fresno Street and Belmont Avenue.



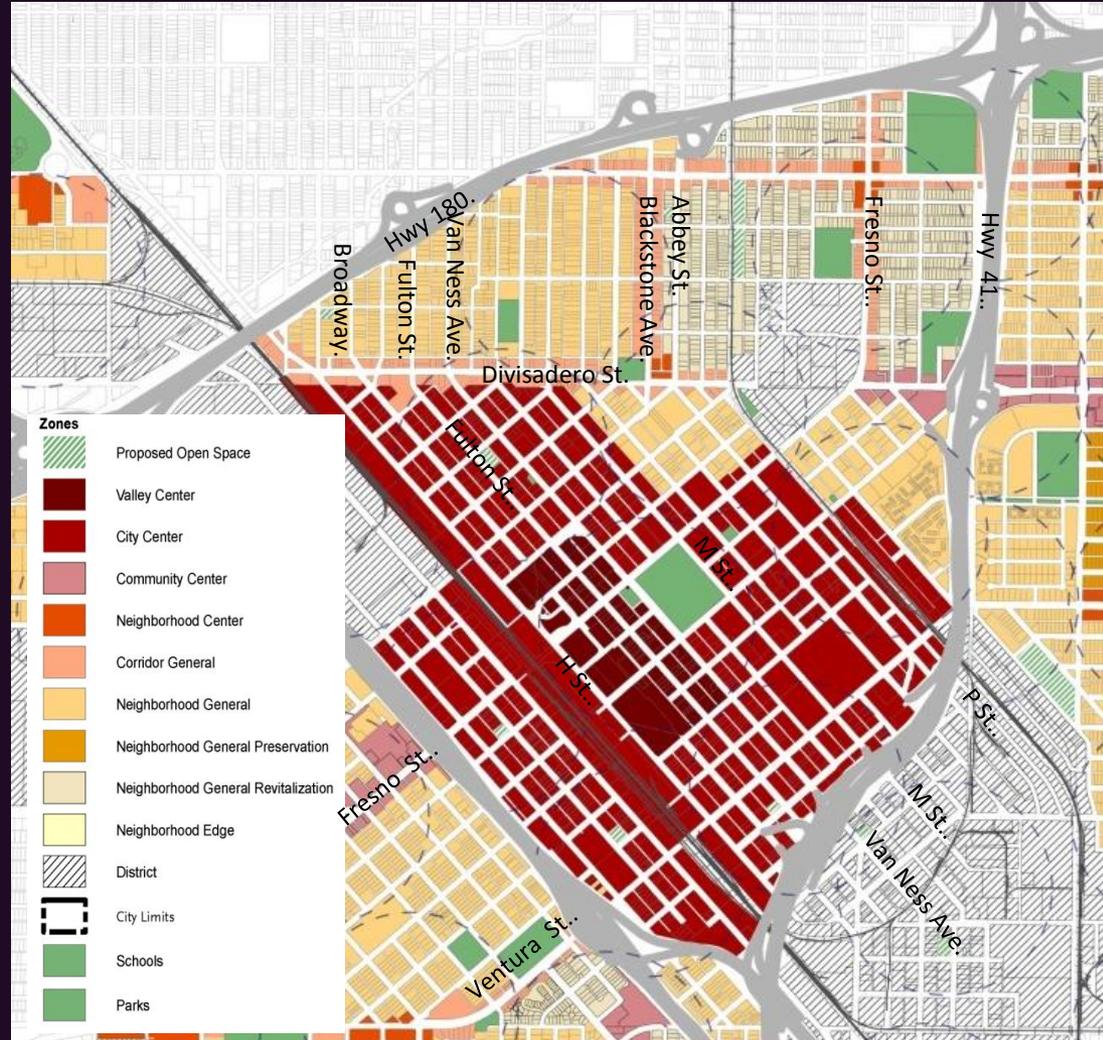
# Southeast Fresno



Aerial view Belmont Avenue at Sixth Street.



# Downtown Fresno

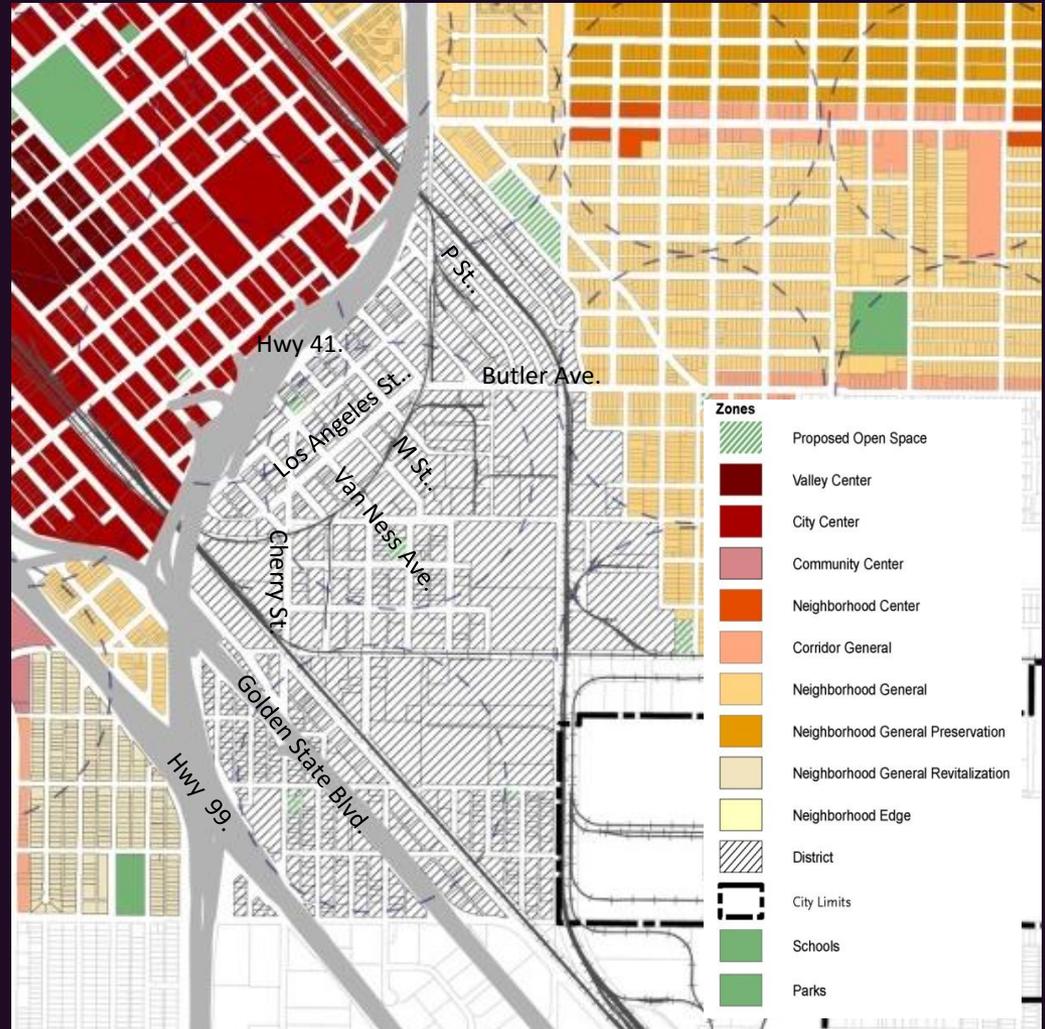


- Zones**
- Proposed Open Space
  - Valley Center
  - City Center
  - Community Center
  - Neighborhood Center
  - Corridor General
  - Neighborhood General
  - Neighborhood General Preservation
  - Neighborhood General Revitalization
  - Neighborhood Edge
  - District
  - City Limits
  - Schools
  -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

# South Van Ness Industrial District



Aerial view along Cherry Street and Los Angeles.



# Fresno Street and Belmont Avenue

---



# Fresno Street & Belmont Avenue



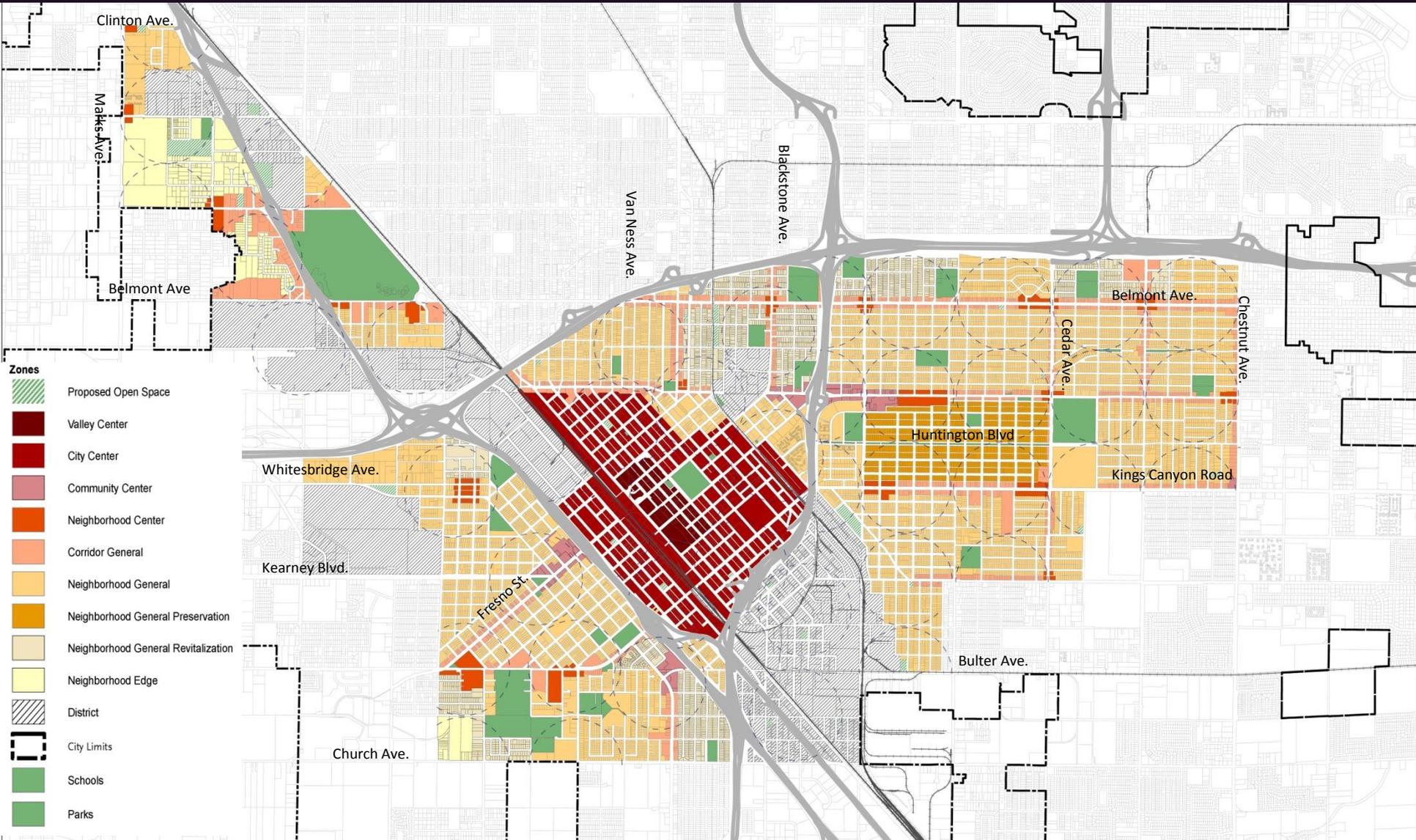
# Fresno Street & Belmont Avenue



# Fresno Street & Belmont Avenue



# Regulating Plan



# Next Steps: DNCP

---

- *Discovery / Outreach*
- *Visioning and Design Workshop*
- *Unpacking the Design Workshop with staff and committees*
- Community Plan Preparation
- Environmental Review
- Public Hearings and Plan Adoption



# Fulton Corridor Specific Plan



# Process to Date: FCSP

---

## TECHNICAL

- Field investigation
- Background data collection
- Existing conditions analysis:
  - Physical
  - Historical
  - Infrastructure
  - Economic
  - Transportation

## OUTREACH

- Departmental interviews
- Stakeholder interviews
- Planning Commission Meeting (5 May 2010)
- Fulton Corridor CAC Meetings (March 9, April 20, June 8, September 14, 2010)

# FCSP Stakeholder Interview Attendees

---

Joyce Aiken

Ali Alavi

Nadar Ali

Al Allen

Rev. Larry Arce

Darius Assemi

Reza Assemi

Richard Baskin

Suzanne Bertz-Rosa

Donavan Byrn

Paula Castadio

Raul De Alba

Marty Dietz

Morgan Doizaki

Will Dyck

Art Dyson

Robert Ellis

Paul Fontaine

Layla Forstedt

Rev. Jim Franklin

Fresno Unified

Steve Geil

Brian Glover

Jaime Gonzalez

Victoria Gonzalez

Jim Haron

Joy Harvell

Phillip Hollingsworth

Jaime Holt

Steve Hosey

Lynn Ikeda-Yada

Tyrone Jouroyan

Jeanette Jurkovich

Sandra King

Kyle Kirkland

Abe Lopez

Nancy Marquez

Stan Martin

Zarkis Martirosian

Devoy Mayo

Jan Minami

Ray McKnight

Joe Moore

Mehmet Noyan

Kathy Omachi

Mike Osegueda

John Ostlund

Bruce Owdom

Bill Patnaude

Rosie Perez

Tom Richards

Dixie Salazar

Kiel Famellos-Schmidt

Travis Sheridan

Hal Tokmakian

Cliff Tutelian

Michelle Tutelian

Michael Wyant

Michael Yada

Linda Zachritz

# FCSP Outreach

---

- Established website: [www.fresnodowntownplans.com](http://www.fresnodowntownplans.com).
- Mailed in mid-September approximately 4,000 postcards announcing the Design Workshop to both owners and addresses of the Plan area.
- Printed 15,000 flyers for handout to stakeholders and community members.
- Announced upcoming events at all public meetings associated with the plan area.
- An article about the Fulton Corridor plan area appeared in the Fresno Bee on September 2, 2010 and an editorial on September 5, 2010.
- Conducted interviews regarding the plan areas on television channels 24, 26, 26, 30, 47 and radio stations KMJ, KYNO, and KBIF.
- Presented plan components to approximately 20 community groups.
- Placed advertisements in Fresno Bee and Vida en el Valle announcing the Downtown Neighborhoods Design Workshop on May 5, 2010.
- An advertisement announcing the Fulton Corridor Design Workshop will appear in the Fresno Bee on September 26, 2010.

# Next step: A Design Workshop

---

- A Community-centered process;
- Preceded by extensive community and stakeholder Discovery;
- Focused on practical economic and physical revitalization;
- Lasts a minimum of 5, 12-hour days;
- Engages a multi-disciplinary team working simultaneously to reach policy and design directions;
- Provides lunchtime educational outreach sessions on key technical issues;
- Provides evening Community review sessions;
- Concludes with the framing of a comprehensive, integrated and implementable Plan.



# Design Workshop Overview



**DAY 1**  
Set-up



**DAY 2**  
**Community meeting**  
Focus teams begin work



**DAY 3**  
Focus teams incorporate direction into work  
Focused technical reviews  
Form-Based Code  
Stakeholder meetings  
**Community meeting**



**DAY 4**  
Focus teams incorporate direction into work  
Stakeholder meetings  
**Community meeting**



**DAY 5**  
Focus teams incorporate direction into work  
Stakeholder meetings  
**Community meeting**

# Design Workshop Overview



## DAY 6

Focus teams incorporate direction into work

Technical evaluations and refinements

Stakeholder meetings

Community meeting



## DAY 7

Focus teams incorporate direction into work

Focused technical reviews and refinement

Development program

Stakeholder meetings

Community meeting



## DAY 8

Team prepares for final presentation

Form Based Code



## DAY 9

Final presentation

Each team member describes the results of the five-day collaboration with the community

Discussion and comments

## Kicking off the Week's Work: 9:00–11:30 am

Sat Downtown Fresno: *What Is a Vibrant and Prosperous Downtown?*  
9/25

---

## Workshops

OVERVIEW: 12–1 PM

PUBLIC INPUT SESSION: 5–8 PM

Mon Preserving Historic Assets  
9/27

The Fulton Mall:  
*How Do We Fix It?*

Tue The Downtown Economy:  
Jobs, Housing & Businesses  
9/28

Limited Economic Resources: *What is the Development Strategy for the Fulton District, the Cultural Arts District, South Stadium, and Chinatown?*

Wed Downtown Transportation  
Systems  
9/29

Transportation, Parking, and the Public Realm:  
*How Do We Make Better Streets and Open Spaces and How Do We Get There from Here?*

Thu Trees, Sidewalks, and  
Open Space:  
9/30

Fulton District, Cultural Arts District, South Stadium,  
and Chinatown: *How Do We Make These Great Places?*

Fri Good Design for Downtown  
Buildings  
10/1

---

## After the Week's Work: 9:00–11:30 am

Sat After the Week's Work: *What Our Specific Plan Will Do*  
10/2

# Downtown Revitalization Metrics

---

1. Building Occupancy/ Vacancy
  - Retail
  - Office
2. New Residential Units
3. Sales Tax
4. New Business Start ups
5. Public/ Private Investment
6. Facade Improvements
7. Foot traffic from 7 - 10 pm Fridays and Saturdays
8. Parking Garage Occupancy



1. This process is not just a vision. It includes an implementation strategy and a development code.
2. Revitalization has been successful in many California cities including Visalia, Clovis, Ventura, Burbank, Sonoma, and Fresno (Tower District).

# Upcoming Meetings

---

September 25 - Fulton Corridor Workshop

September 27 to October 2 - Fulton Corridor Design Workshop

Tuesday, October 19 - DNCPCAC Meeting

Tuesday, October 19 - FCSPCAC Meeting

FOR MORE INFORMATION:

Please visit

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

or phone

**(559) 621-PLAN**

MOULE & POLYZOIDES  
ARCHITECTS AND URBANISTS