

# Downtown Neighborhoods Community Plan & Fulton Corridor Specific Plan Update

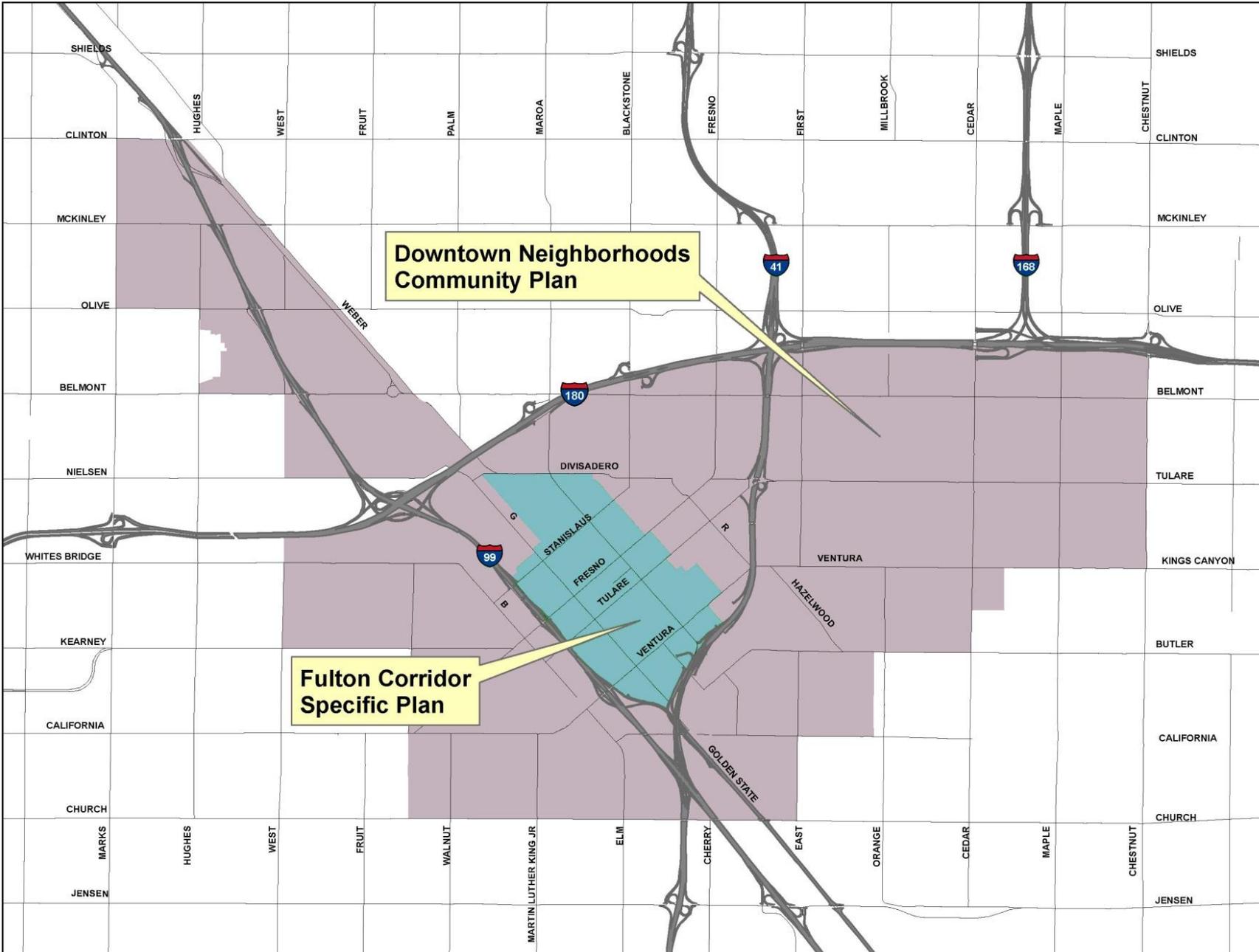


16 September 2010

# Project Expectations

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- 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

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June 2012

Plans Adopted

April/May  
2010

Initiate EIR

Mar/April  
2010

Review FC and DN Plans

May 2010

FC Design Workshop



May 2010

DN Design Workshop

Jan 2010

Contract Unanimously Approved

June 2009

Council Appropriation of Funding

May 2009

RFQ is issued

# Downtown Neighborhoods Community Plan (DNCP)

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



# DNCP Stakeholder Interview Attendees

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## 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

## DOWNTOWN AND FULTON MALL

Joyce Aiken  
Ali Alavi  
Reza Assemi  
Richard Baskin  
Suzanne Bertz-Rosa  
Raul De Alba  
Morgan Doizaki  
Robert Ellis  
Steve Geil  
Brian Glover  
Jaime Gonzalez  
Jaime Holt  
Steve Hosey  
Tyrone Jouroyan  
Jeanette Jurkovich  
Saundra King  
Zarkis Martirosian  
Ray McKnight  
Joe Moore  
Mehmet Noyan  
Mike Osegueda

John Ostlund  
Bruce Owdom  
Tom Richards  
Kiel Fanellos-Schmidt  
Travis Sheridan  
Hal Tokmakian  
Cliff Tutelian  
Linda Zachritz

## SOUTHEAST FRESNO

Roger Hanke  
Sal Quintero  
Michael Sigala

## JANE ADAMS NEIGHBORHOOD

Tony Dias  
Elaine Robles

# Process to Date: DNCP

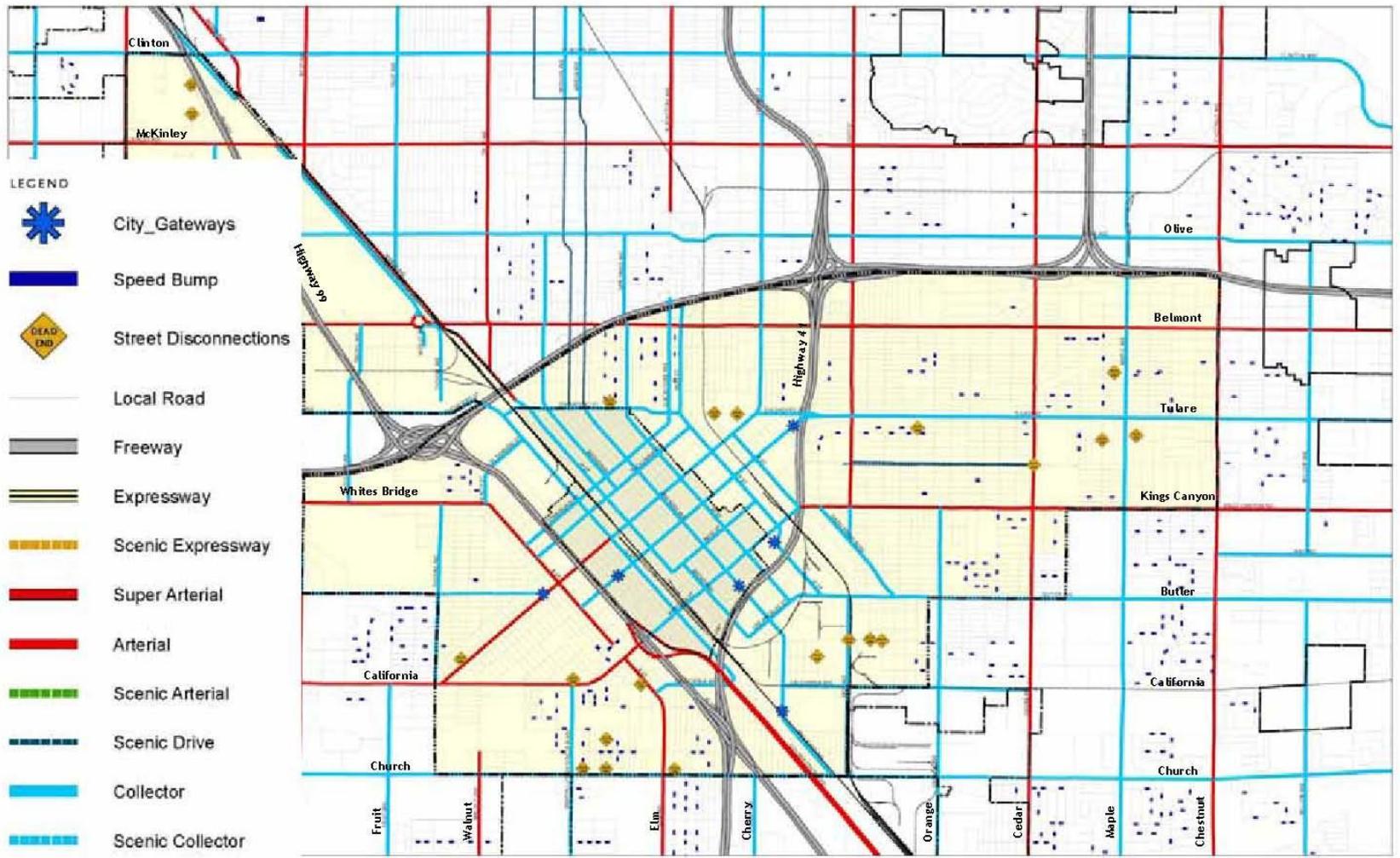
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## TECHNICAL

- 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)

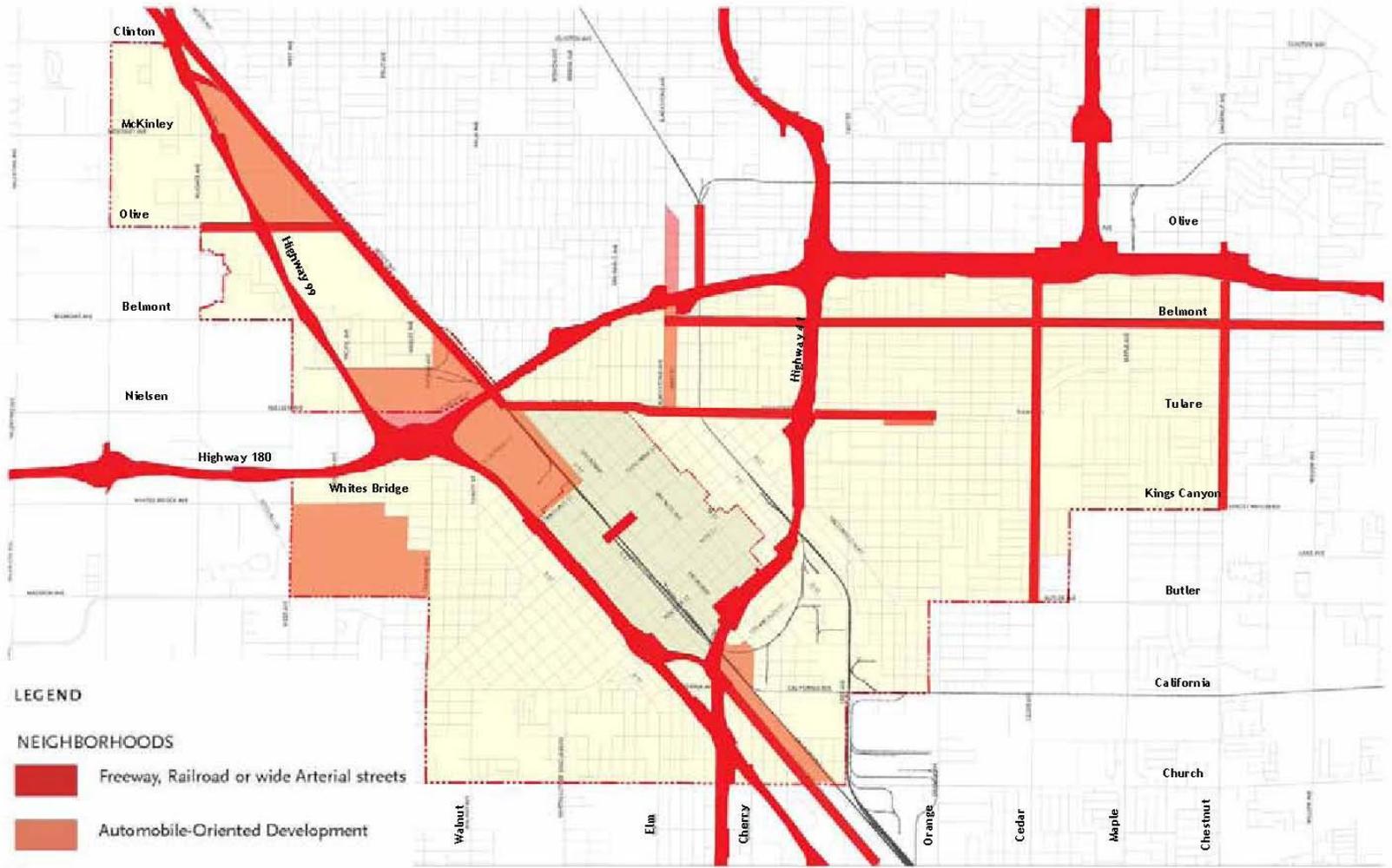


In addition, to the freeways, the plan area is traversed by two principal thoroughfare types, arterials and collectors. Huntington Drive is designated a scenic drive.

## EXISTING THOROUGHFARES

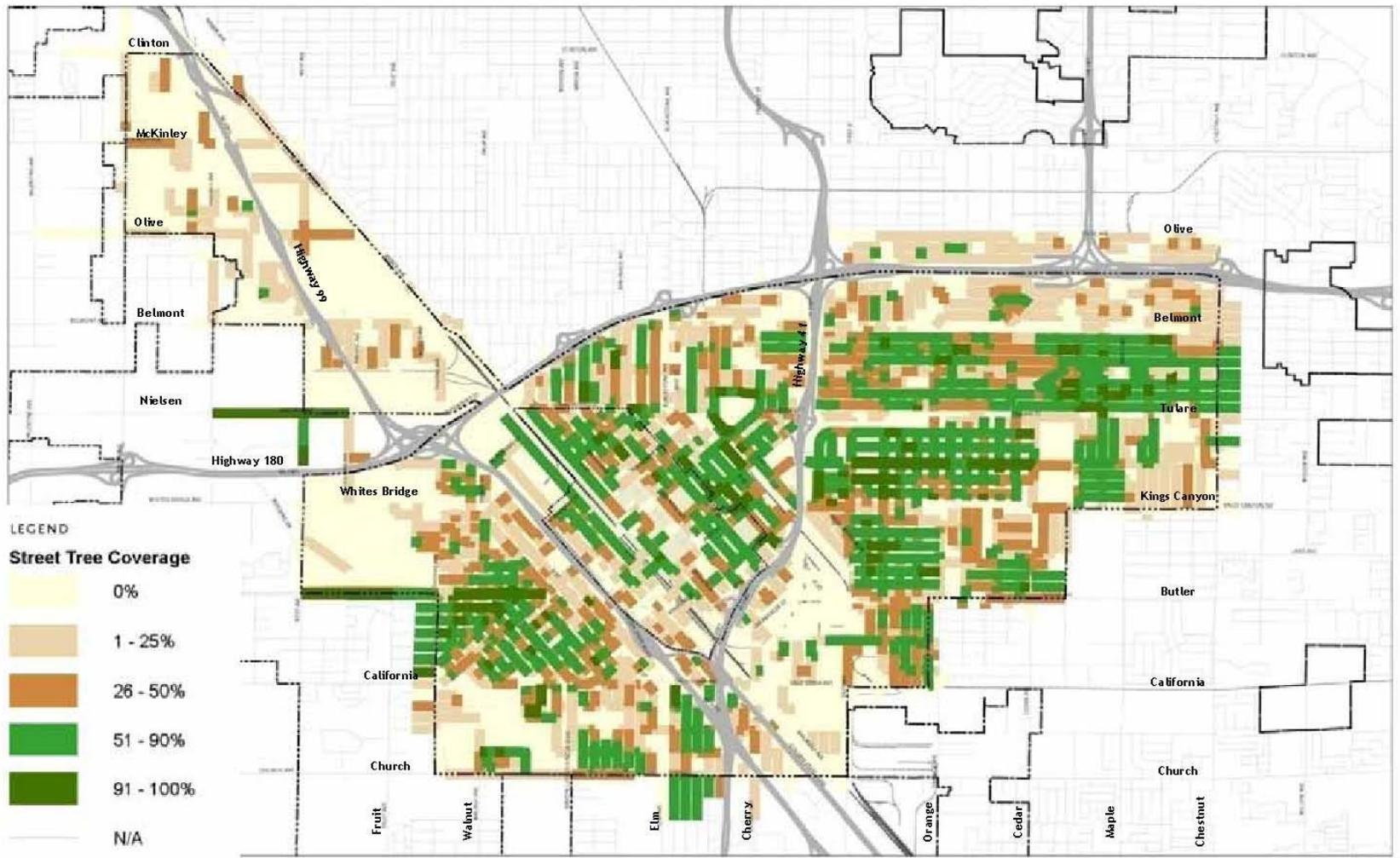


# SURFACE PARKING



## PEDESTRIAN BARRIERS

A number of barriers within and surrounding the plan area hamper the ability of pedestrians and bicyclists to get from one part of town to the other, from one neighborhood to another, or even across the street. Principal among these are the three freeways, the two railroad rights-of-way, and the width and design speed of many of the plan area's principal thoroughfares.



The neighborhoods and districts south of State Route 180 have relatively good street tree presence, with many of these areas having more than 50% of the street length lined by street trees.

## STREET TREE COVERAGE



**CITY OF FRESNO**

**DOWNTOWN  
NEIGHBORHOODS  
COMMUNITY PLAN  
CHARRETTE**

**May 10-15, 2010**



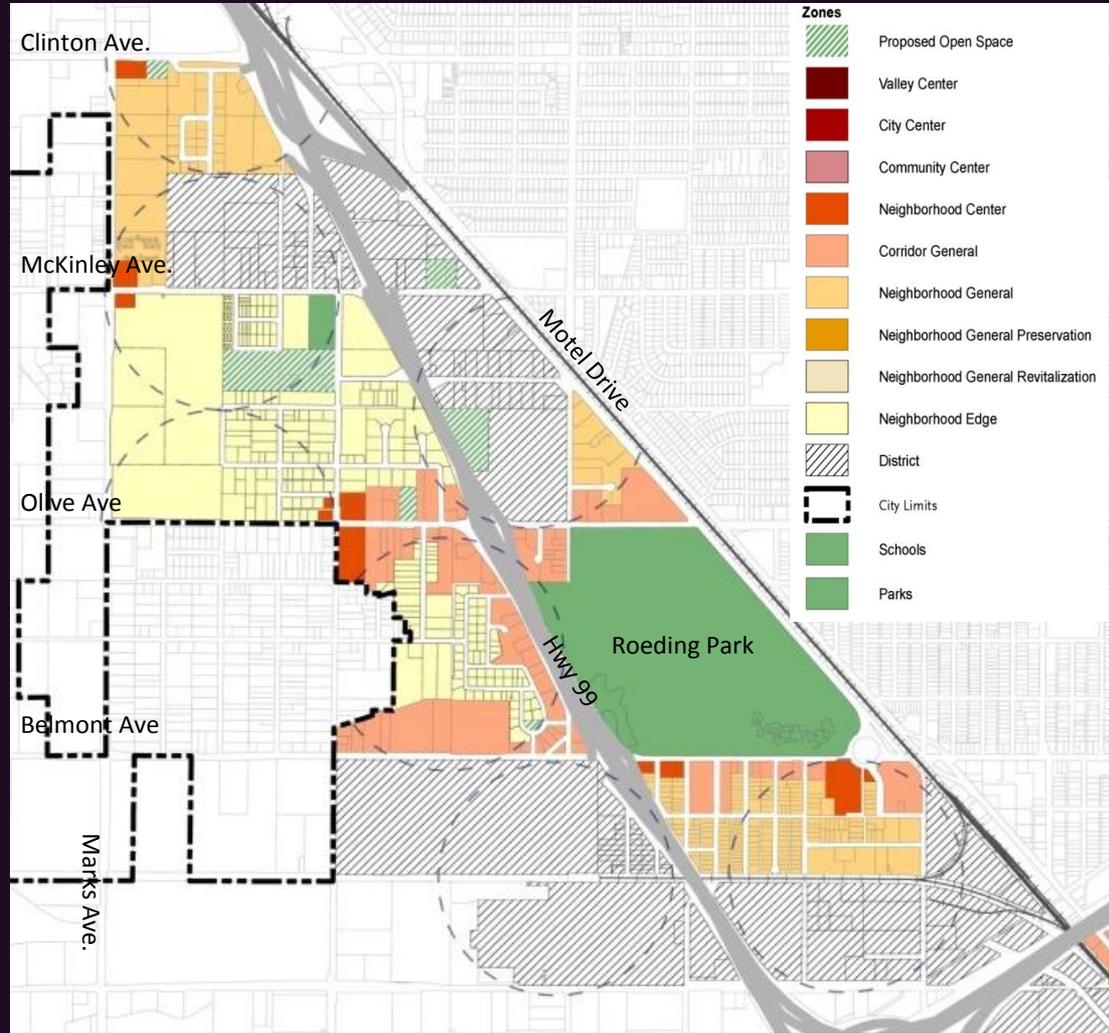
**DOWNTOWN AND COMMUNITY  
REVITALIZATION DEPARTMENT**



# Jane Addams



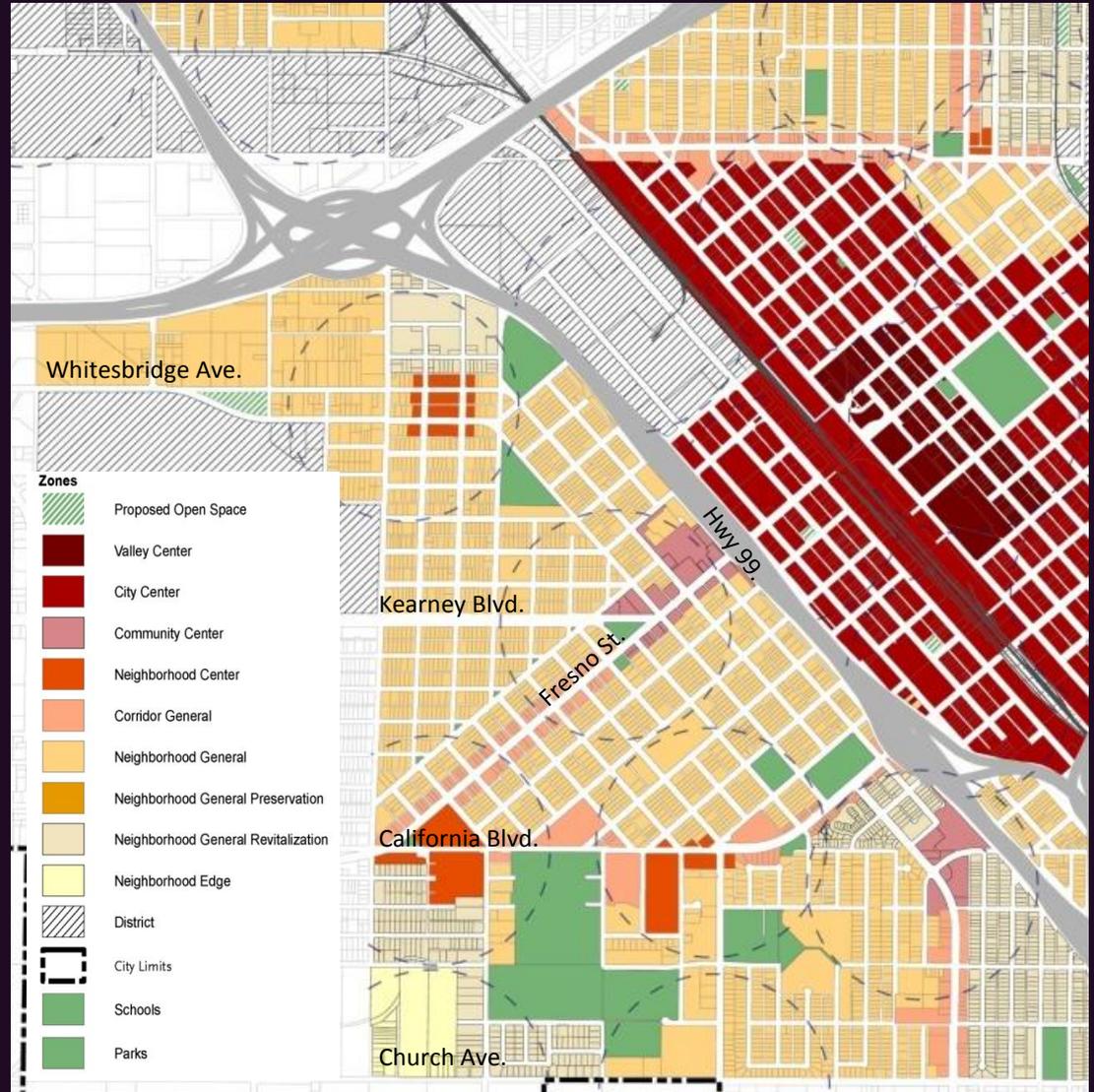
Aerial view Jane Addams



# Southwest Fresno



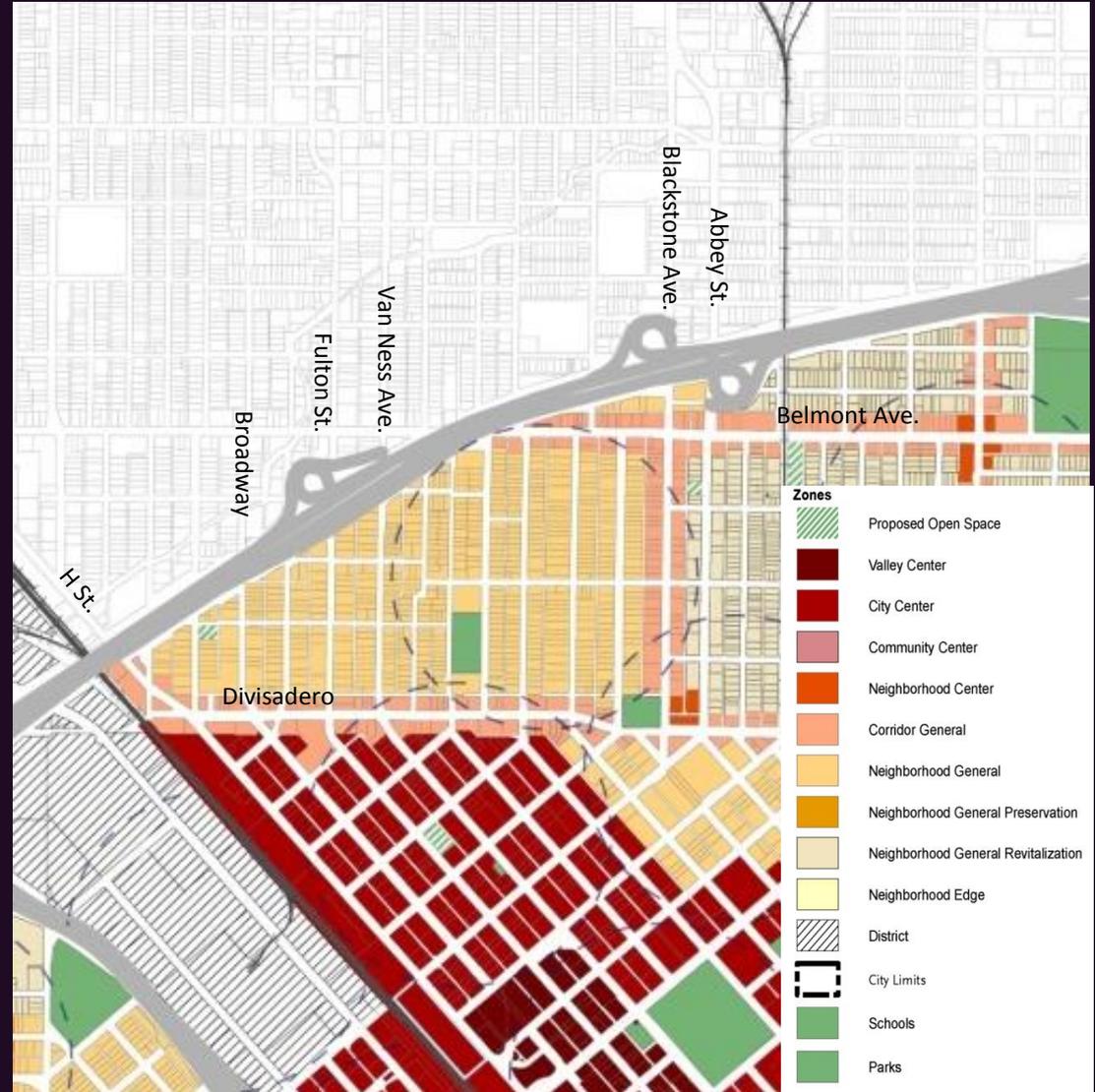
Aerial view of Elm Street



# Lowell



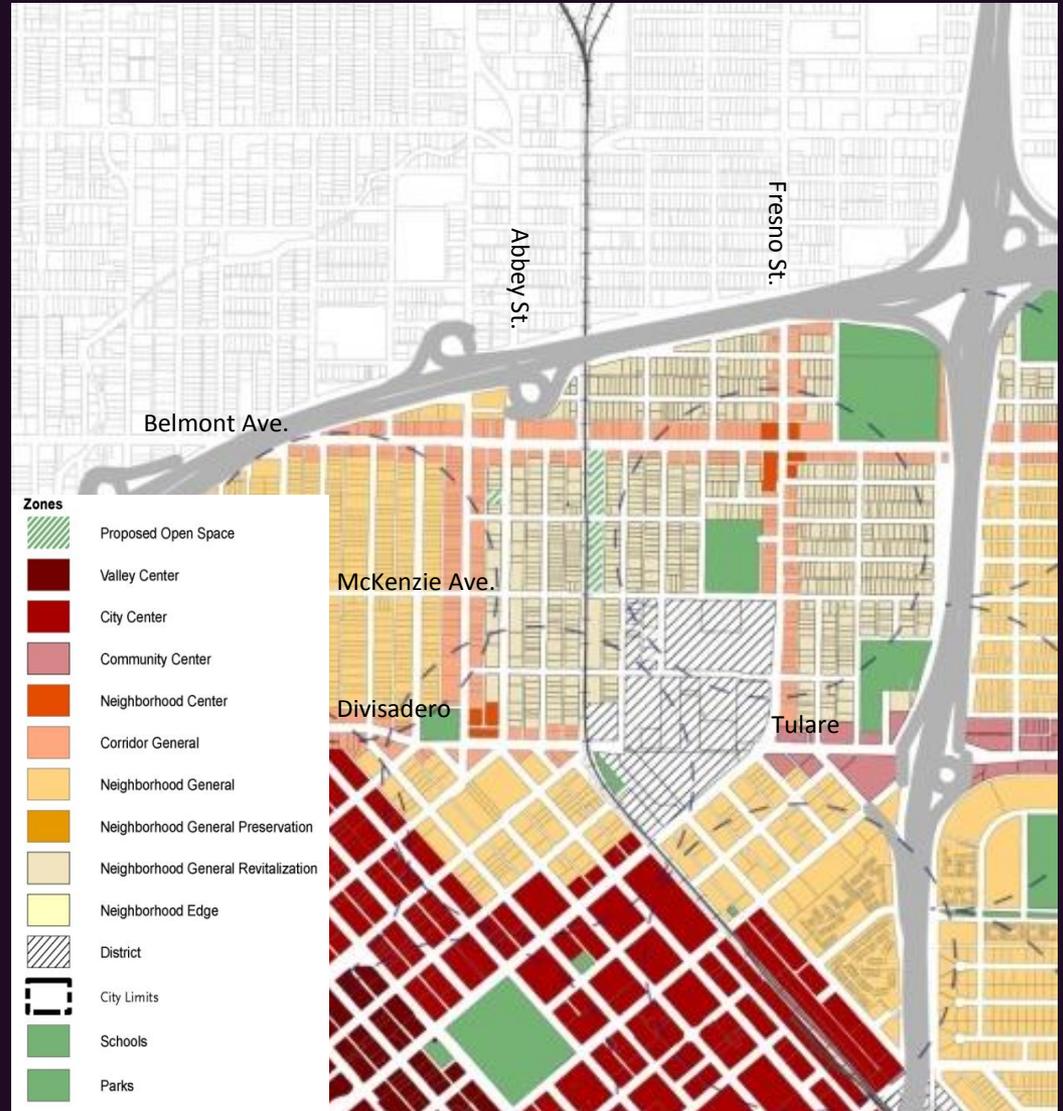
Aerial view along Divisadero Street between Van Ness Avenue and Fulton Street.



# Jefferson



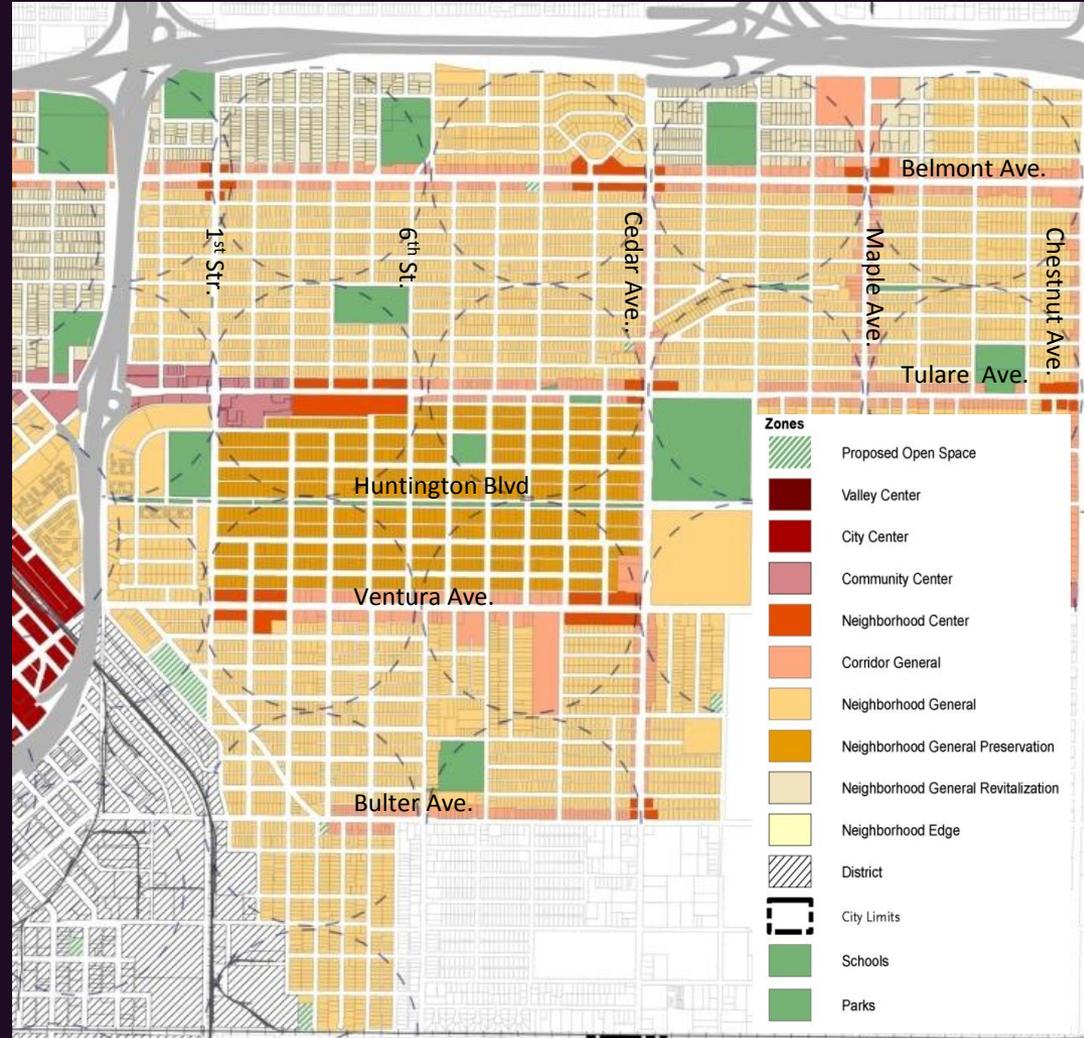
Aerial view Fresno Street and Belmont Avenue.



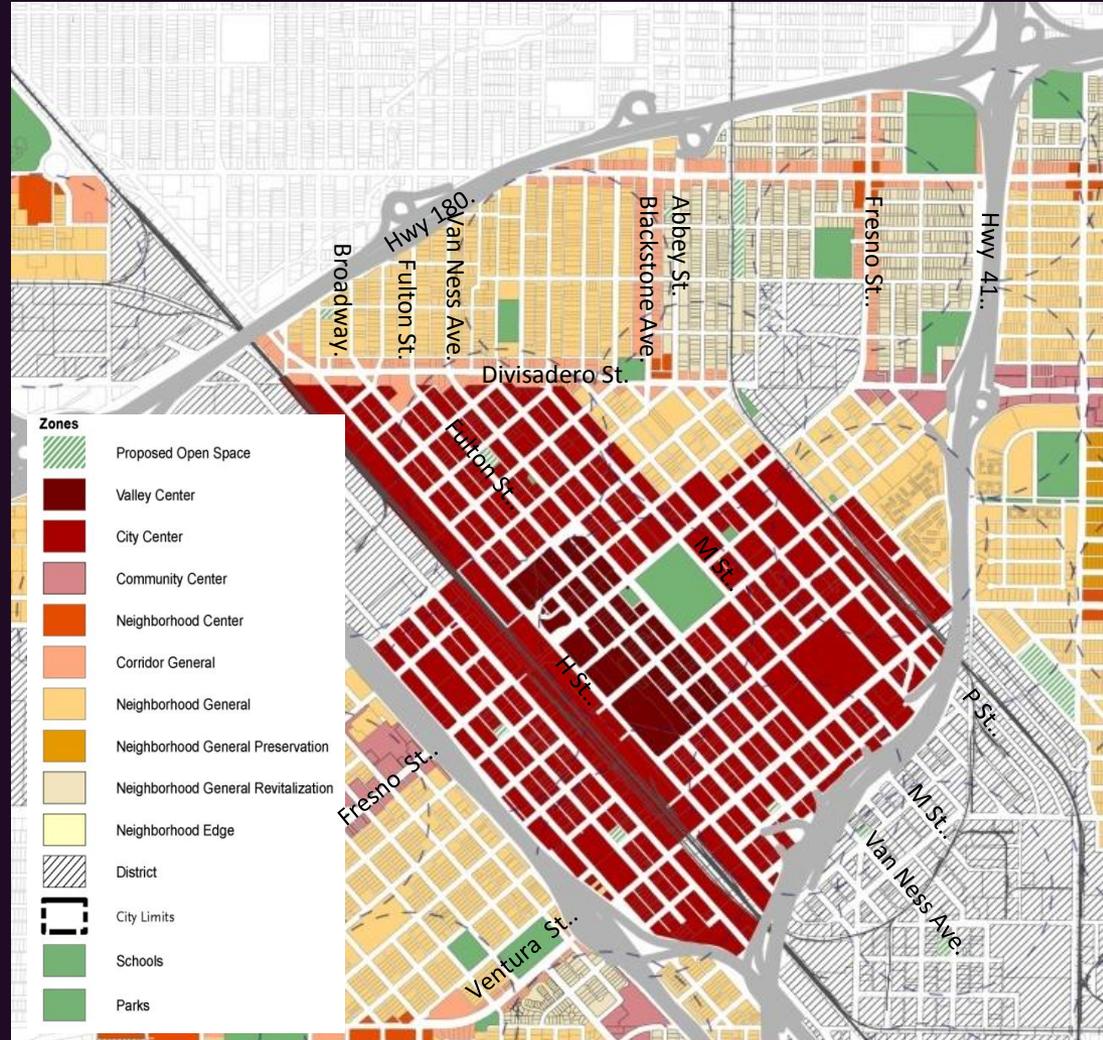
# Southeast Fresno



Aerial view Belmont Avenue at Sixth Street.



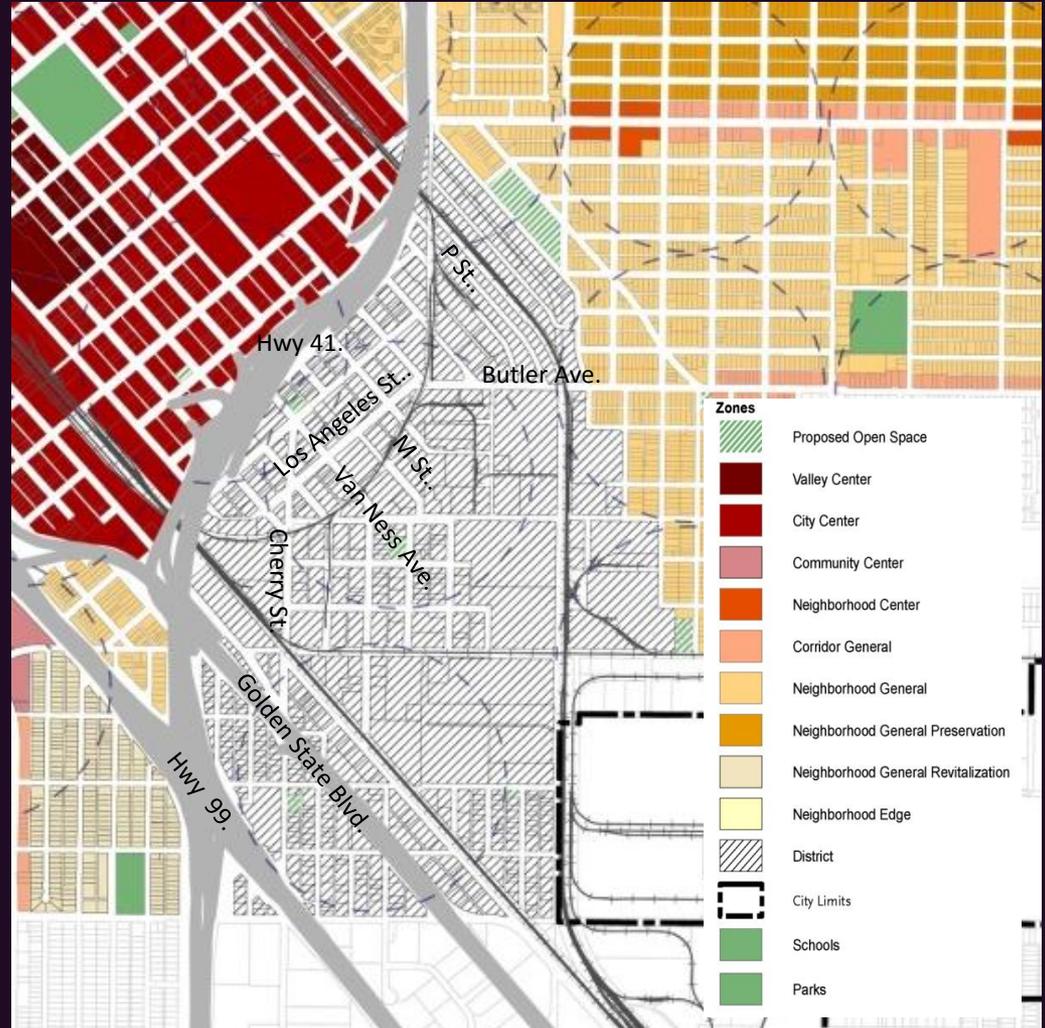
# Downtown Fresno



# South Van Ness Industrial District



Aerial view along Cherry Street and Los Angeles.



# Fresno Street and Belmont Avenue

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# Fresno Street & Belmont Avenue



# Fresno Street & Belmont Avenue



# Fresno Street & Belmont Avenue



# Fulton Corridor Specific Plan



# Fulton Corridor Specific Plan (FCSP)

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



# FCSP Stakeholder Interview Attendees

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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

# Process to Date: FCSP

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## TECHNICAL

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

## OUTREACH

- Departmental interviews
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# Next step: A Design Workshop

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- 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

Holiday Inn, Second Floor

DAY 1  
Friday 09/24



Set-up

DAY 2  
Saturday 09/25



Community meeting  
Team begins work

DAY 3  
Sunday 09/26



Team continues to  
work

DAY 4  
Monday 09/27



Team continues to  
work

Lunchtime  
Presentation

Team continues to  
work

Community meeting

DAY 5  
Tuesday 09/28



Team continues to  
work

Lunchtime  
Presentation

Team continues to  
work

Community meeting

# Design Workshop Overview

## Holiday Inn, Second Floor

DAY 6

Wednesday 09/29



Team continues to work

Lunchtime Presentation

Team continues to work

Community meeting

DAY 7

Thursday 09/30



Team continues to work

Lunchtime Presentation

Team continues to work

Community meeting

DAY 8

Friday 10/01



Team continues to work

Lunchtime Presentation

Team prepares for final presentation

DAY 9

Saturday 10/02



Final presentation, discussion and comments

66% completion of Plan's technical components

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

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

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## 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?*

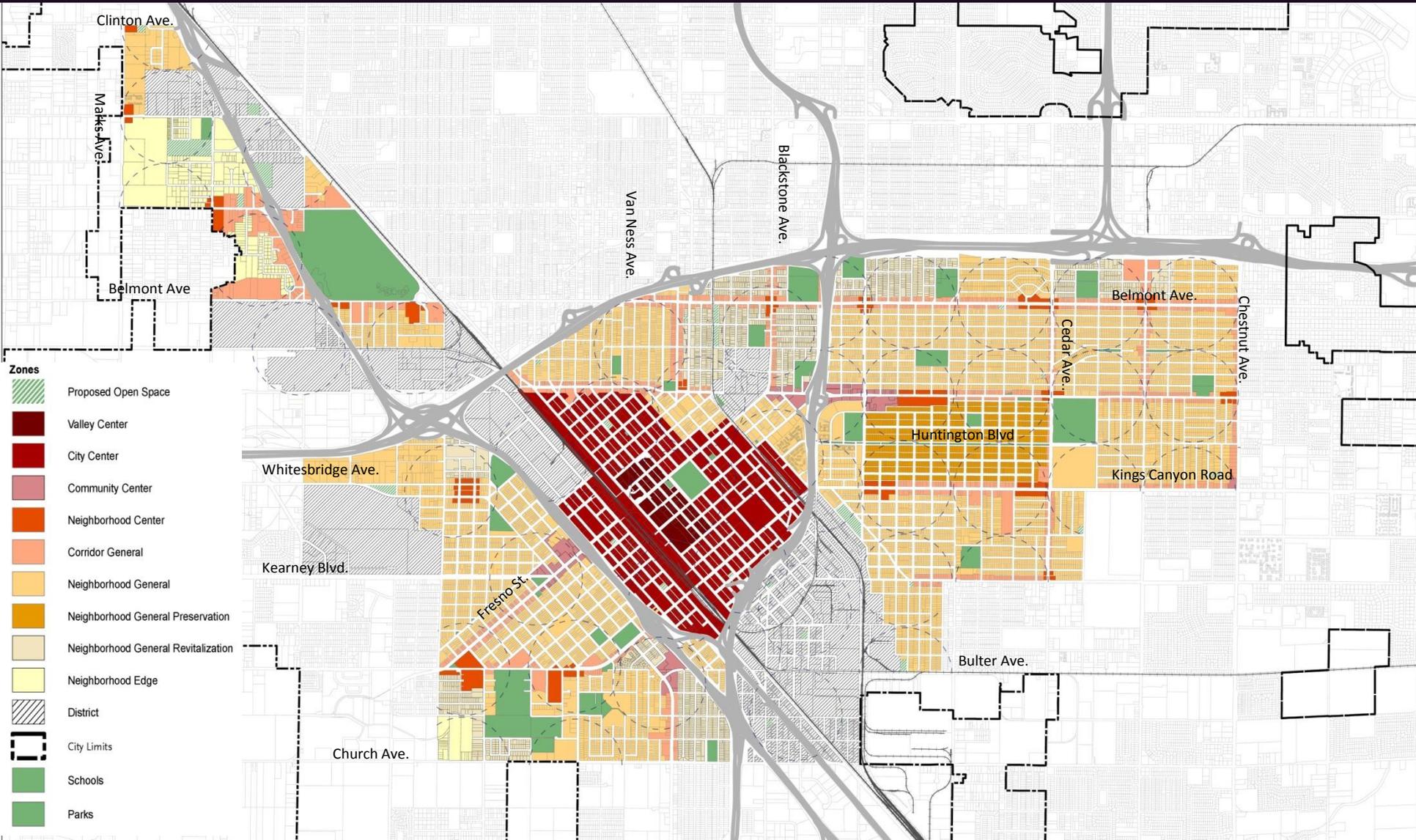
Fri Good Design for Downtown  
Buildings  
10/1

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

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

# Regulating Plan



# Downtown Revitalization Metrics

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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 on Fulton Mall from 7 - 10 pm on 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. Specific Plans have been successful in revitalizing many California downtowns, including Visalia, Clovis, Ventura, Burbank, Sonoma, and Fresno (Tower District).

# Upcoming Meetings

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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