



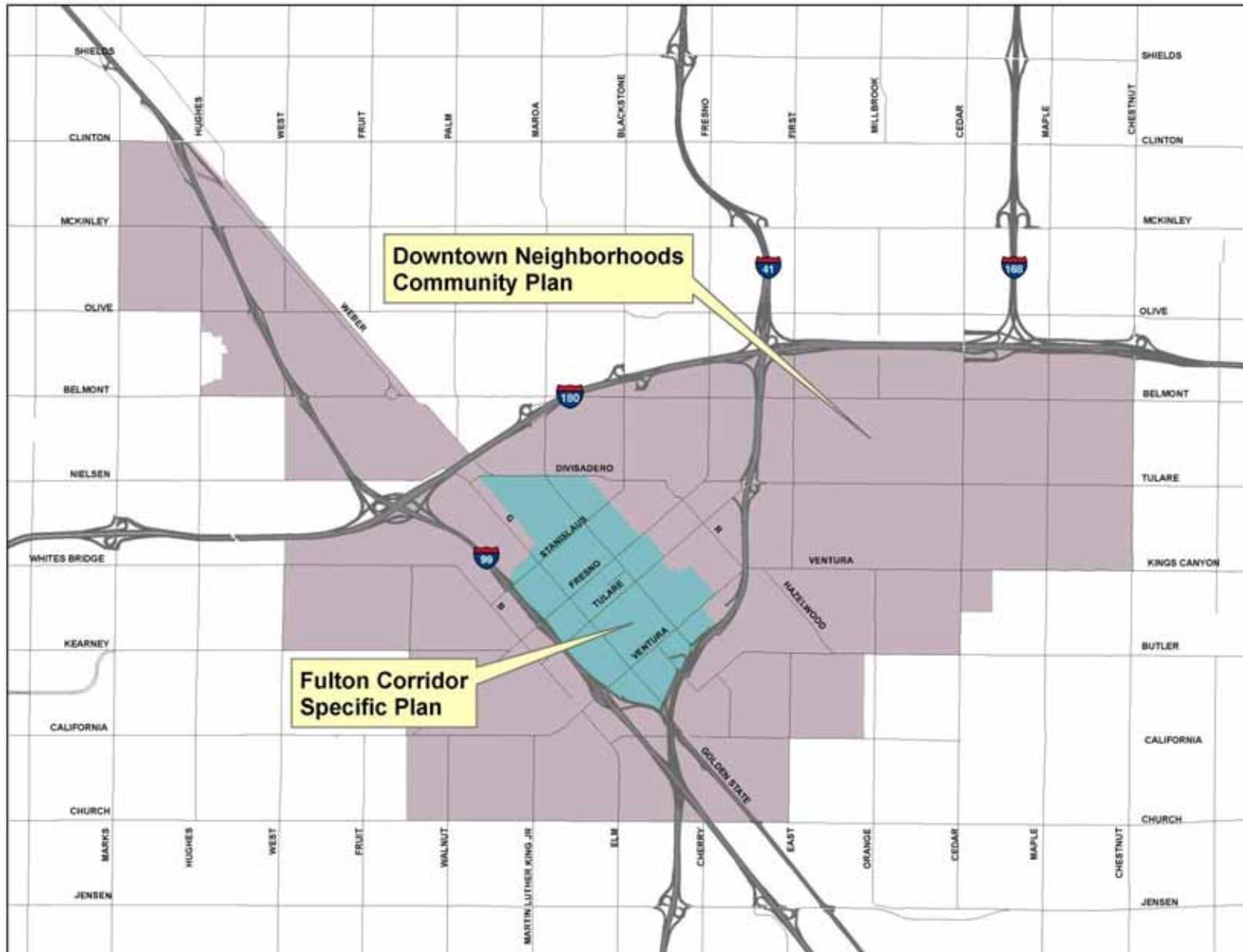
# Fresno Fulton Corridor Specific Plan

Fresno, California • 19 October 2010

## PLAN VISION

Fulton is the vibrant destination at the core of Fresno and the central San Joaquin Valley. The vitality of Fulton is built on commerce and culture; it connects our community; it is authentic to our past; and it provides opportunities for the future.

# SPECIFIC PLAN AREA



# **ECONOMICS**

**Estimate of Housing Demand, 2007-2035**

	Multi-family and Compact Units	Share of Total Housing	Capture of MF Housing	Annual Average Absorption
City of Fresno	58,000	40%	100%	2,071
Fulton Corridor Specific Plan Area - Low	4,060	3%	7%	145
Fulton Corridor Specific Plan Area - High	6,960	5%	12%	249
Downtown Neighborhoods CP Area -Low	1,740	1%	3%	62
Downtown Neighborhoods CP Area -High	2,900	2%	5%	104

Source: Fresno COG, Department of Finance, Construction Industry Research Board, Strategic Economics.

Note: Compact units include single-family attached and small lot single-family products.

Low capture rates assume minimal public investment in the Downtown neighborhoods and Fulton Corridor, restricted to project-based enhancements and subsidies. High capture rates assume a greater degree of public investment in the neighborhoods and Fulton Corridor, including infrastructure upgrades, place-making features, enhanced bicycle/pedestrian access and amenities, circulation/connectivity improvements, and project subsidies.

**Potential for New Retail and Entertainment Uses in Fulton Corridor Specific Plan Area (in net square feet of leasable space)**

Retail Category	Low Capture Rate			High Capture Rate		
	2008-2015	2015-2035	Total	2008-2015	2015-2035	Total
Apparel stores	8,800	26,500	33,100	8,900	33,100	42,000
General merchandise stores	64,600	231,600	296,200	77,500	270,200	347,700
Food stores	59,000	246,800	305,800	82,600	282,100	364,700
Eating and drinking places	71,600	231,700	303,300	89,500	267,400	356,900
Home furnishing and appliance	3,400	15,300	18,700	5,100	20,400	25,500
Other retail stores	85,400	306,200	391,600	102,500	331,700	434,200
<b>TOTAL</b>	<b>290,800</b>	<b>1,058,100</b>	<b>1,348,700</b>	<b>386,100</b>	<b>1,204,900</b>	<b>1,571,000</b>

Source: State Board of Equalization; City of Fresno Department of Finance; UIJ Dollars and Cents; Strategic Economics.

Note: Low capture rates assume modest investments in public infrastructure and amenities, and a low degree of household and job creation in the study area. High capture rates assume intensification of day-time and evening population in the study area, improvements in the pedestrian realm, enhanced safety, and other amenities, as well as concerted efforts by the Redevelopment Agency and the City of Fresno to provide incentives to retail and mixed-use projects.

**Total Office Development Potential in Fulton Corridor Specific Plan Area**

	2010-2020	2020-2035	Total
Net New Office Jobs in Fresno Region	20,000	40,000	60,000
Square Feet Office Space per Employee	275	275	275
Total Office Demand	5,500,000	11,000,000	16,500,000
Specific Plan Capture Rate - Low	17%	17%	
Specific Plan Capture Rate - High	25%	25%	
Specific Plan Office Demand - Low	935,000	1,870,000	2,805,000
Specific Plan Office Demand - High	1,375,000	2,750,000	4,125,000
Existing Downtown Vacant Office Space	380,000		
Absorption of Excess Vacancies 1/	266,000		
Average Annual Absorption of Existing Space	26,600		
New Construction Potential - Low	669,000	1,870,000	2,539,000
New Construction Potential - High	1,109,000	2,750,000	3,859,000
Average Annual Absorption - Low	67,000	125,000	102,000
Average Annual Absorption - High	111,000	183,000	154,000

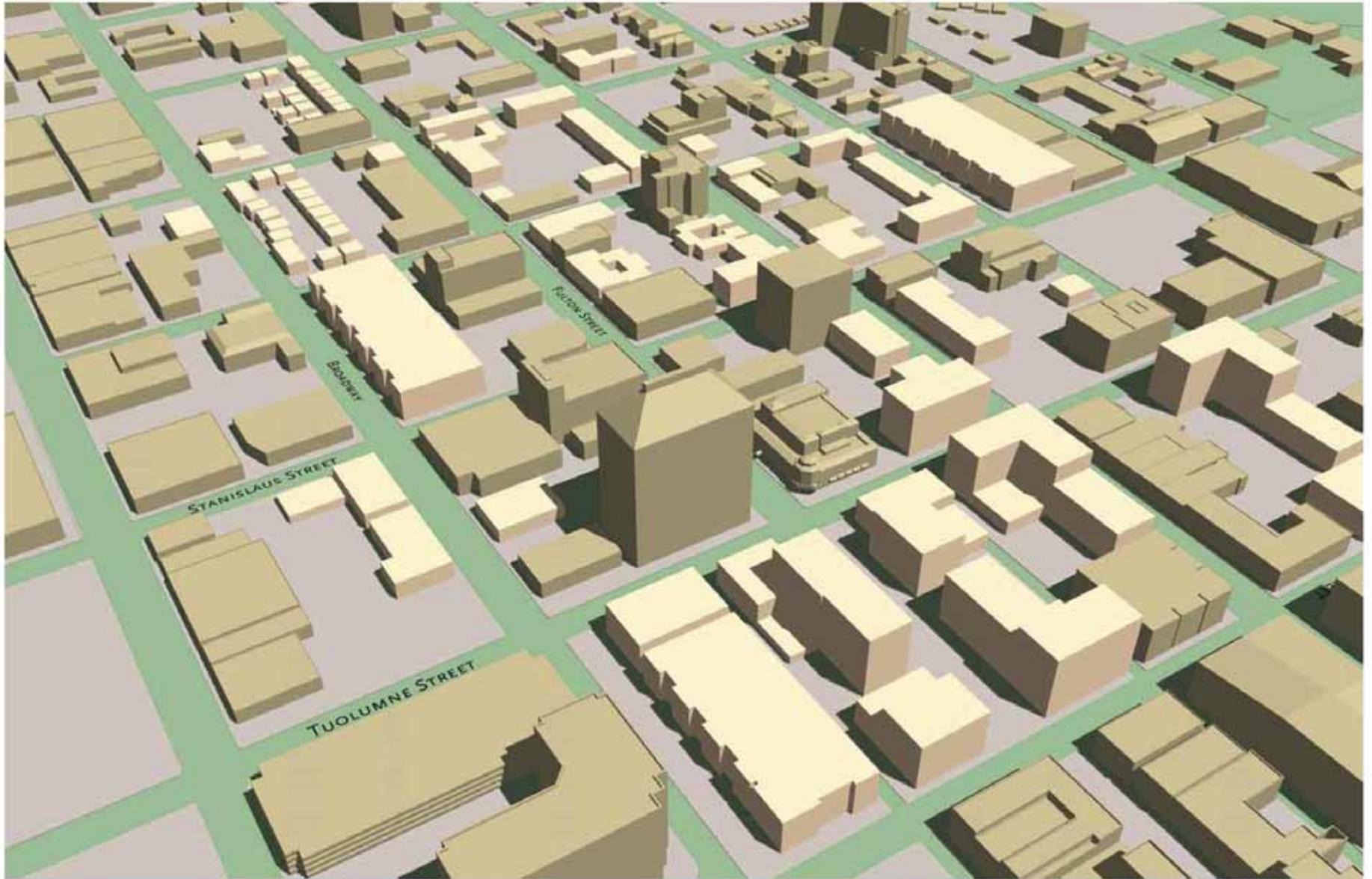
1/ Assumes that the market would absorb 70 percent of existing vacancies in Downtown Fresno in the short term.  
Source: CBRE, Grubb and Ellis, Strategic Economics.

Low capture rates assume minimal public investment in the Downtown neighborhoods and Fulton Corridor, restricted to project-based

# **DEVELOPMENT STRATEGY**



# CULTURAL ARTS DISTRICT DEVELOPMENT STRATEGY



# CULTURAL ARTS DISTRICT MODEL VIEW



New mixed-use development along Fulton Street at Tuolumne Street

## CULTURAL ARTS DISTRICT PERSPECTIVE VIEW



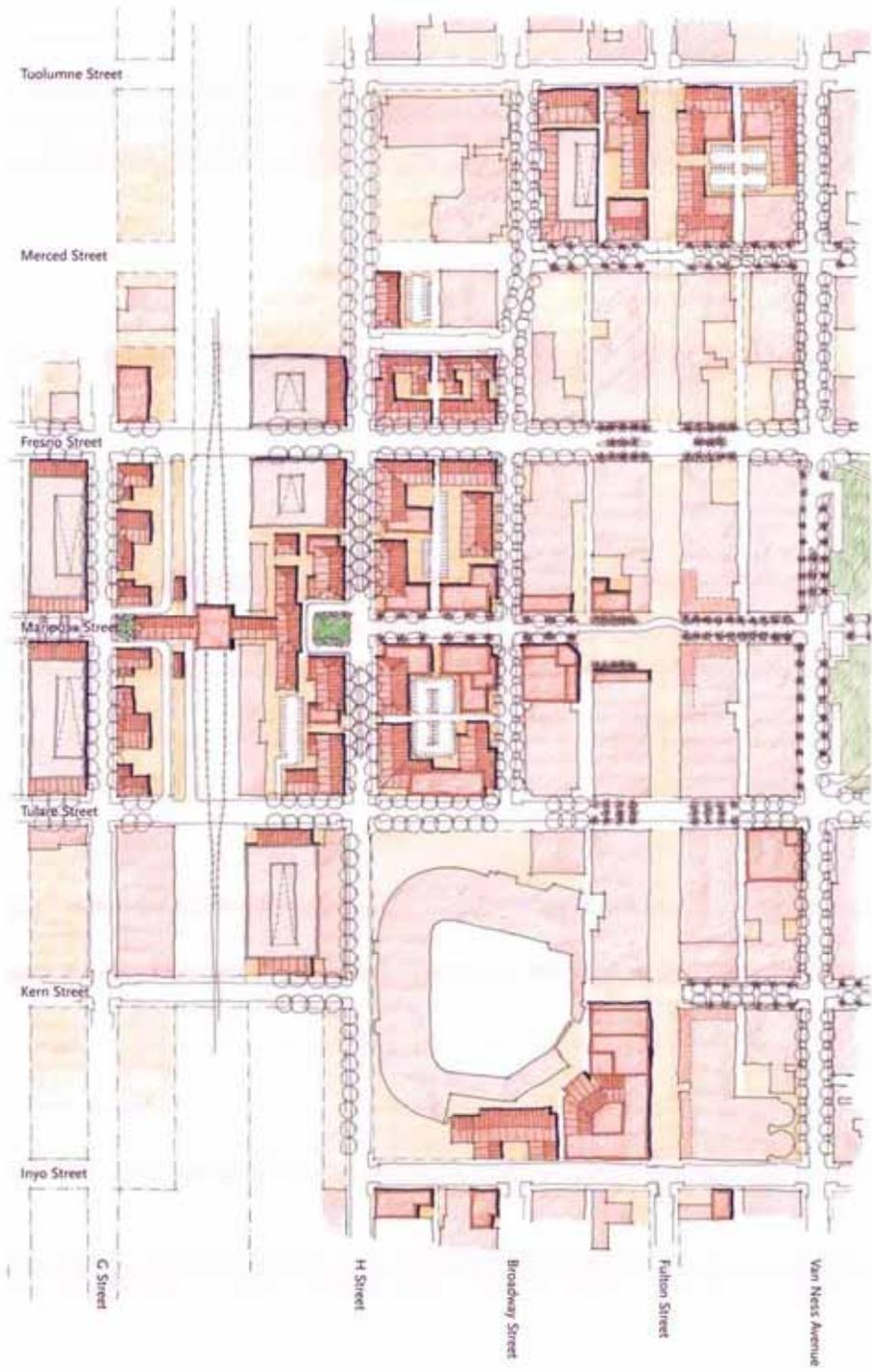
New mixed-use infill and adaptive reuse along Fulton Street  
north of Stanislaus Street

## CULTURAL ARTS DISTRICT PERSPECTIVE VIEW



New courtyard housing infill and a road diet to M Street at  
First Presbyterian Church and Calaveras Street

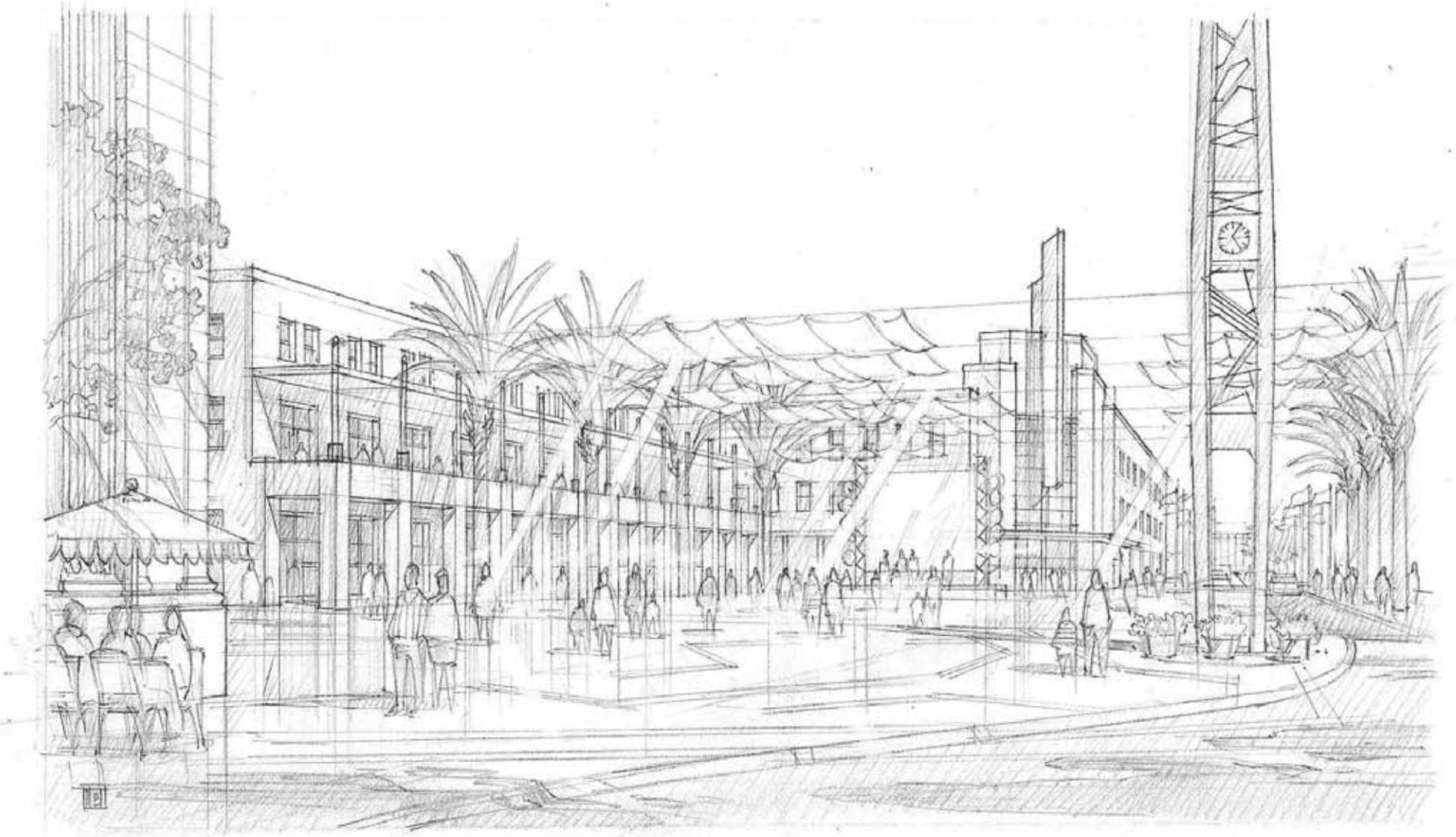
## CULTURAL ARTS DISTRICT PERSPECTIVE VIEW



# FULTON CORRIDOR DEVELOPMENT STRATEGY

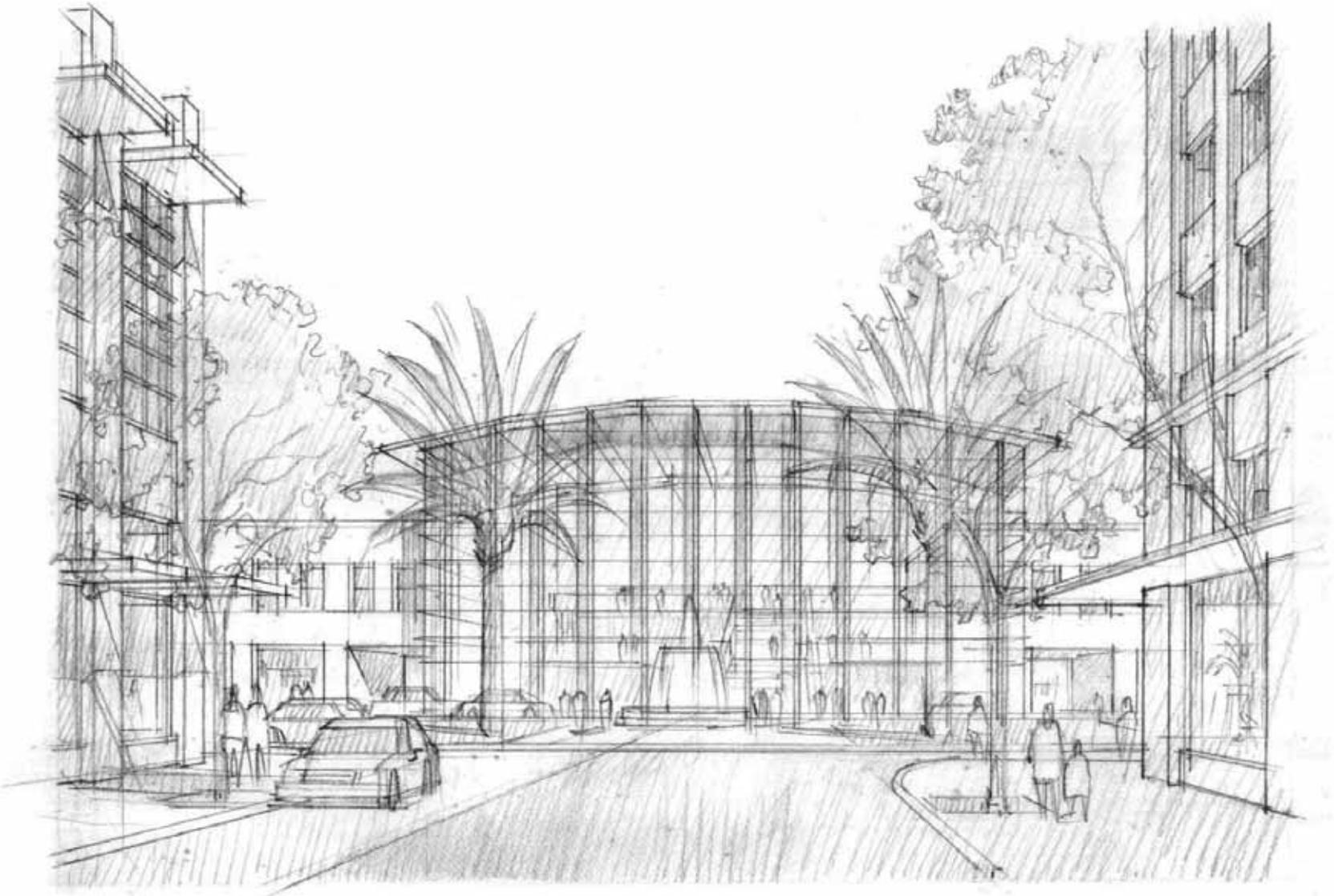


## FULTON CORRIDOR MODEL VIEW



Mixed-use infill and revitalization of Mariposa Plaza  
at Mariposa Street and Fulton Street

## FULTON CORRIDOR PERSPECTIVE VIEW



New high speed rail station and mixed-use infill  
at H Street and Mariposa Street

## FULTON CORRIDOR PERSPECTIVE VIEW



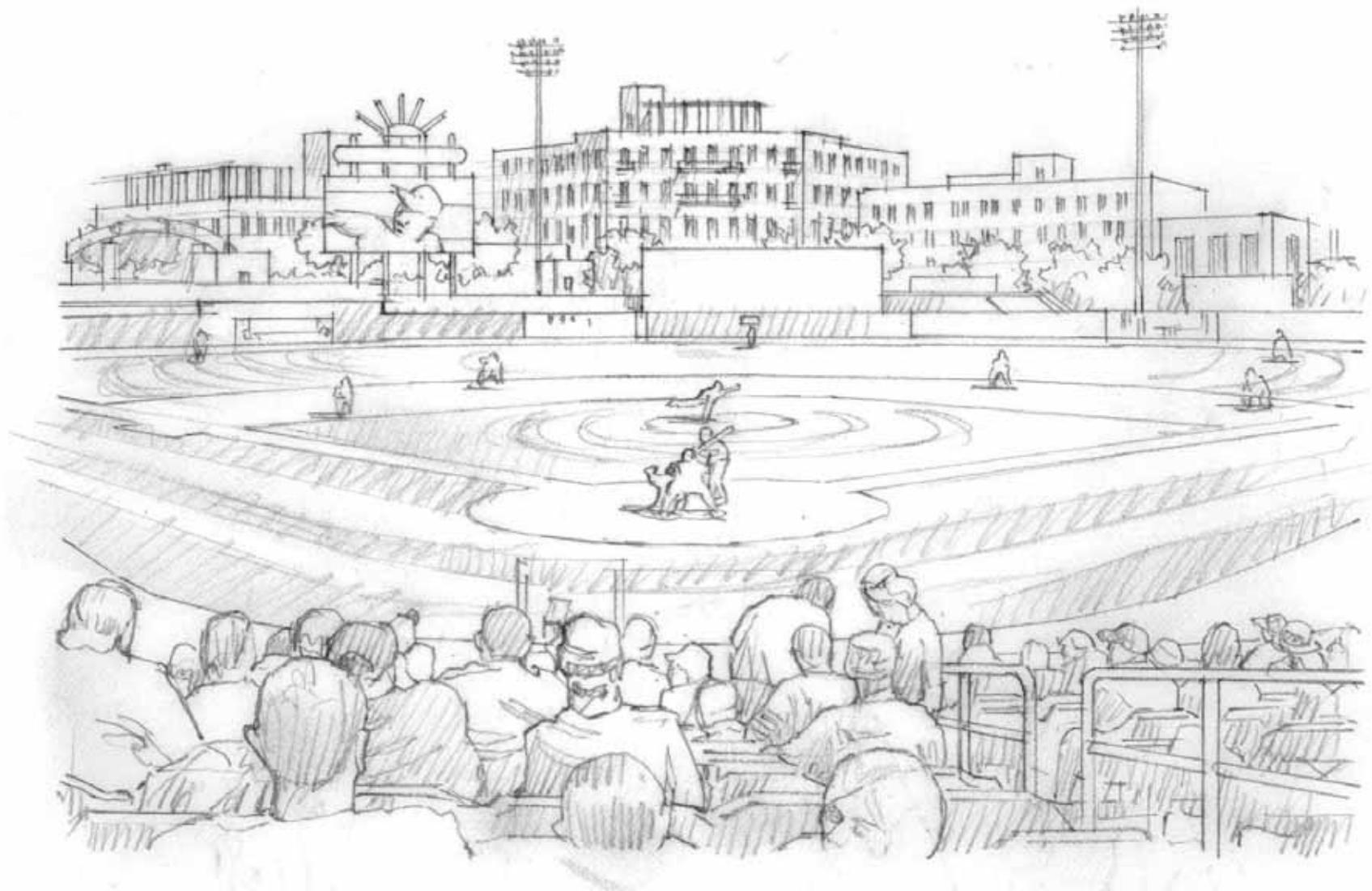
New mixed-use infill and pedestrian plaza at the high speed rail station  
at H Street looking east on Mariposa Street towards Fulton Mall

## FULTON CORRIDOR PERSPECTIVE VIEW



Adaptive reuse, historic preservation, and revitalization at Kern Street and  
Fulton Street as viewed from Chukchansi Park

## FULTON CORRIDOR PERSPECTIVE VIEW



Mixed-use infill development and additional entertainment space for  
Chukchansi Park visitors in the outfield

## FULTON CORRIDOR PERSPECTIVE VIEW



# SOUTH STADIUM DEVELOPMENT STRATEGY



## SOUTH STADIUM MODEL VIEW



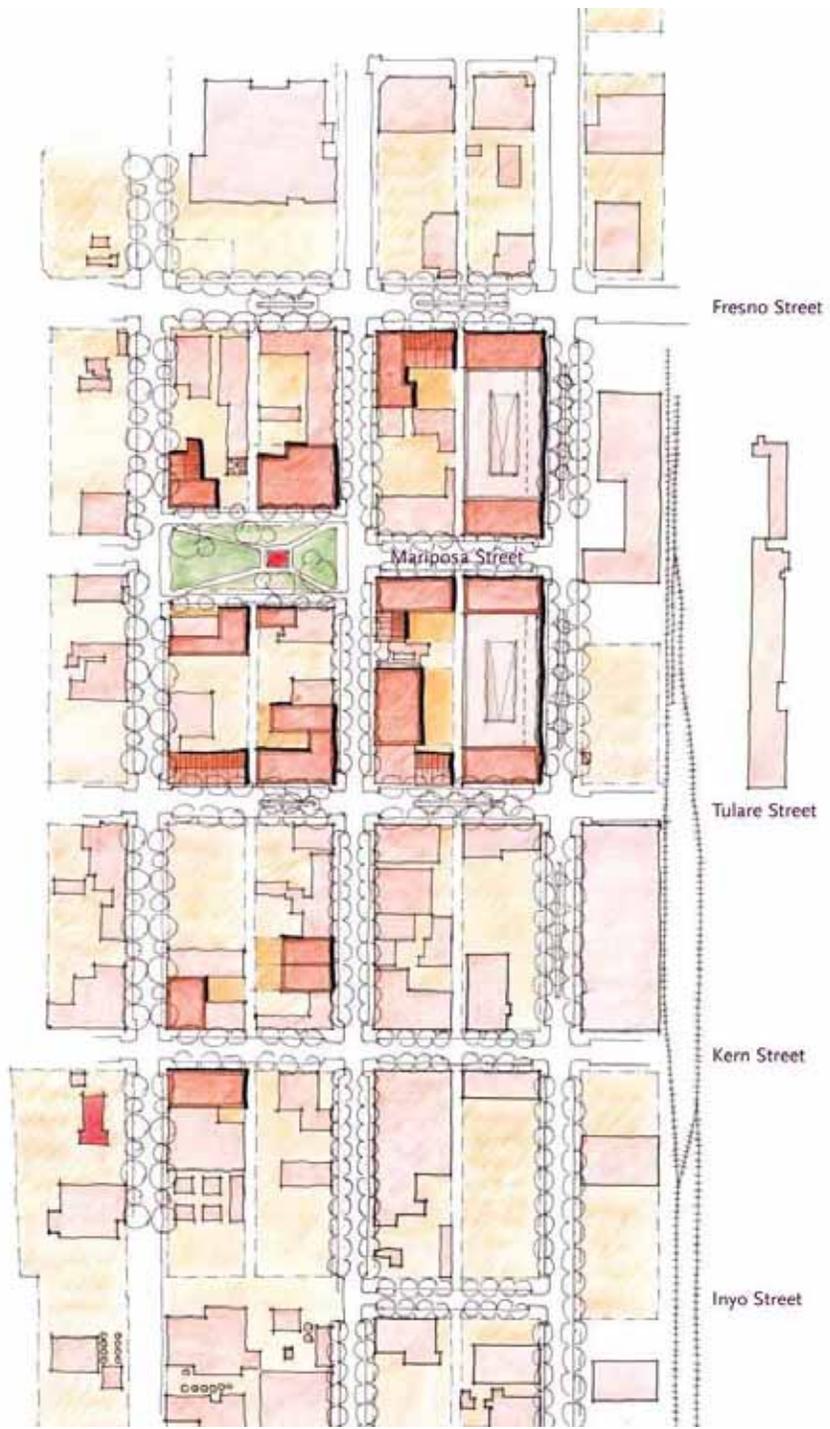
Two story automotive sales infill at the corner of  
Van Ness Avenue and Ventura Street

## SOUTH STADIUM PERSPECTIVE VIEW

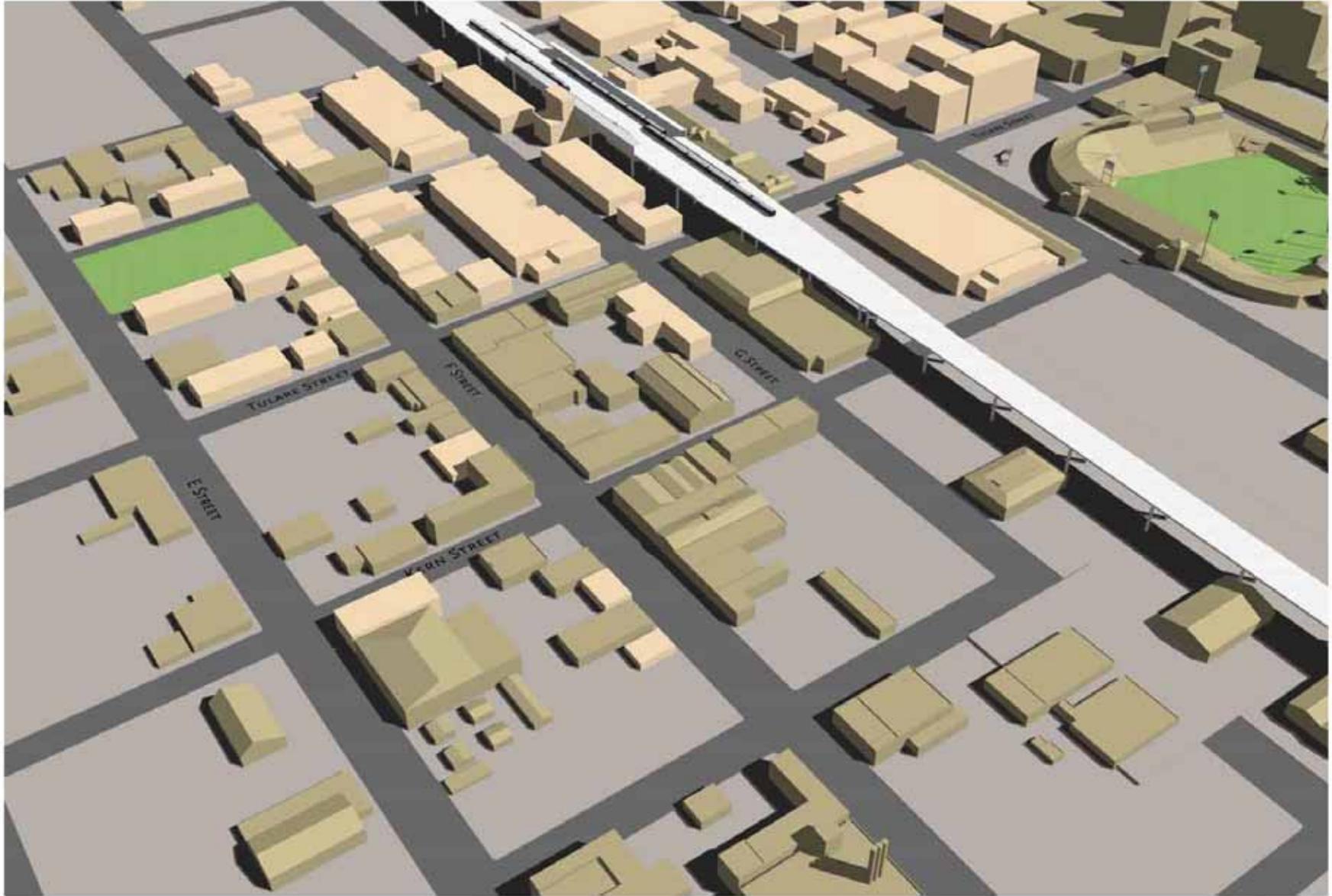


Offices above a restaurant at the corner of Inyo Street at Fulton Street

## SOUTH STADIUM PERSPECTIVE VIEW



# CHINATOWN DEVELOPMENT STRATEGY



## CHINATOWN MODEL VIEW



New multi-story mixed-use infill fronting a new 1.5-acre park  
at Mariposa Street and F Street

## CHINATOWN PERSPECTIVE VIEW

# **HISTORIC PRESERVATION**



## CITY-DESIGNATED RESOURCES AND PREVIOUS SURVEY AREAS



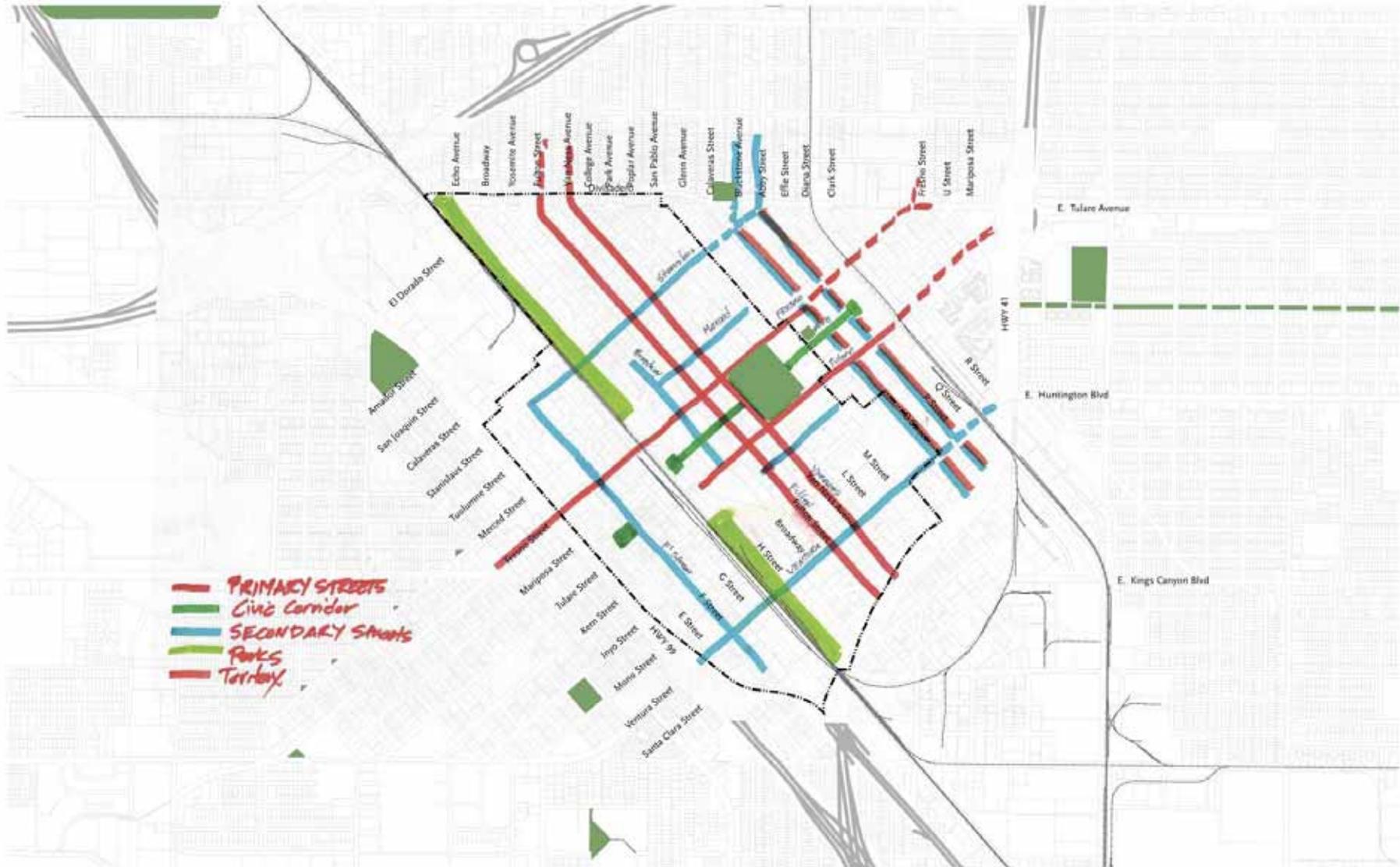
# DESIGNATED AND POTENTIAL HISTORIC RESOURCES



Historic preservation and rehabilitation along Fulton Street showing Merced Street opened to automobile traffic

## HISTORIC PRESERVATION PERSPECTIVE VIEW

# **LANDSCAPE & OPEN SPACE**



# FIRST PRIORITIES FOR LANDSCAPE OF STREETS



Botanical Name: *Cereus canadensis*  
 Common Name: Eastern Redbud  
 Height: 20ft  
 Spread: 20ft  
 Form: Ball  
 Water Use: Medium  
 Growth Rate: Moderate  
 Parkway Width: 3-4 ft  
 Street Tree Mass: Small  
 Season: Deciduous



Botanical Name: *Lagerstroemia indica*  
 Common Name: Crape Myrtle Indian Variety  
 Height: 30ft  
 Spread: 30ft  
 Form: Ball  
 Water Use: Medium  
 Growth Rate: Moderate  
 Parkway Width: 3-4 ft  
 Street Tree Mass: Small  
 Season: Deciduous



Botanical Name: *Quercus virginiana*  
 Common Name: Southern Live Oak  
 Height: 40-50ft  
 Spread: 40-60ft  
 Form: Broad  
 Water Use: Low  
 Growth Rate: Moderate  
 Parkway Width: 8 ft min  
 Street Tree Mass: Large  
 Season: Evergreen



Botanical Name: *Quercus wislizeni*  
 Common Name: Interior Live Oak  
 Height: 40-60ft  
 Spread: 40-60ft  
 Form: Broad  
 Water Use: Low  
 Growth Rate: Slow  
 Parkway Width: 8 ft min  
 Street Tree Mass: Large  
 Season: Evergreen



Botanical Name: *Cinnamomum camphora*  
 Common Name: Camphor Tree  
 Height: 50ft  
 Spread: 40ft  
 Form: Vase  
 Water Use: Low-Medium  
 Growth Rate: Moderate  
 Parkway Width: 8 ft min  
 Street Tree Mass: Large  
 Season: Deciduous



Botanical Name: *Magnolia grandiflora Russel*  
 Common Name: Southern Magnolia  
 Height: 40ft  
 Spread: 40ft  
 Form: Oval  
 Water Use: Medium  
 Growth Rate: Moderate  
 Parkway Width: 3 ft  
 Street Tree Mass: Medium  
 Season: Evergreen



Botanical Name: *Platanus acerifolia*  
 Common Name: London Plane Tree  
 Height: 30-40ft  
 Spread: 30-40ft  
 Form: Vase  
 Water Use: Low  
 Growth Rate: Moderate  
 Parkway Width: 5 ft  
 Street Tree Mass: Medium  
 Season: Deciduous



Botanical Name: *Arbutus unedo*  
 Common Name: Strawberry Tree  
 Height: 20ft  
 Spread: 20ft  
 Form: Ball  
 Water Use: Low  
 Growth Rate: Moderate-Slow  
 Parkway Width: 3-4 ft  
 Street Tree Mass: Small  
 Season: Evergreen



Botanical Name: *Fraxinus americana*  
 Common Name: White Ash Tree  
 Height: 30ft  
 Spread: 40ft  
 Form: Round  
 Water Use: Low-Medium  
 Growth Rate: Moderate-Fast  
 Parkway Width: 8 ft min  
 Street Tree Mass: Large  
 Season: Deciduous



Botanical Name: *Koehneuteria paniculata*  
 Common Name: Golden Rain Tree  
 Height: 30-40ft  
 Spread: 40ft  
 Form: Round  
 Water Use: Medium  
 Growth Rate: Moderate  
 Parkway Width: 5 ft  
 Street Tree Mass: Medium  
 Season: Deciduous



Botanical Name: *Platanus acerifolia*  
 Common Name: London Plane Tree  
 Height: 30-40ft  
 Spread: 30-40ft  
 Form: Vase  
 Water Use: Low  
 Growth Rate: Moderate  
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 Street Tree Mass: Medium  
 Season: Deciduous



Botanical Name: *Koehneuteria paniculata*  
 Common Name: Golden Rain Tree  
 Height: 30-40ft  
 Spread: 40ft  
 Form: Round  
 Water Use: Medium  
 Growth Rate: Moderate  
 Parkway Width: 5 ft  
 Street Tree Mass: Medium  
 Season: Deciduous



Botanical Name: *Quercus agrifolia*  
 Common Name: Coast Live Oak  
 Height: 40-50ft  
 Spread: 40-50ft  
 Form: Broad  
 Water Use: Low  
 Growth Rate: Moderate  
 Parkway Width: 8 ft min  
 Street Tree Mass: Large  
 Season: Evergreen



Botanical Name: *Zelkova serata*  
 Common Name: Sawtooth Zelkova  
 Height: 40-50ft  
 Spread: 40-50ft  
 Form: Vase  
 Water Use: Medium  
 Growth Rate: Fast  
 Parkway Width: 5 ft  
 Street Tree Mass: Large  
 Season: Deciduous



Botanical Name: *Pistacia chinensis*  
 Common Name: Chinese Pistache  
 Height: 30-40ft  
 Spread: 40ft  
 Form: Round  
 Water Use: Low-Medium  
 Growth Rate: Moderate  
 Parkway Width: 5 ft  
 Street Tree Mass: Medium  
 Season: Deciduous

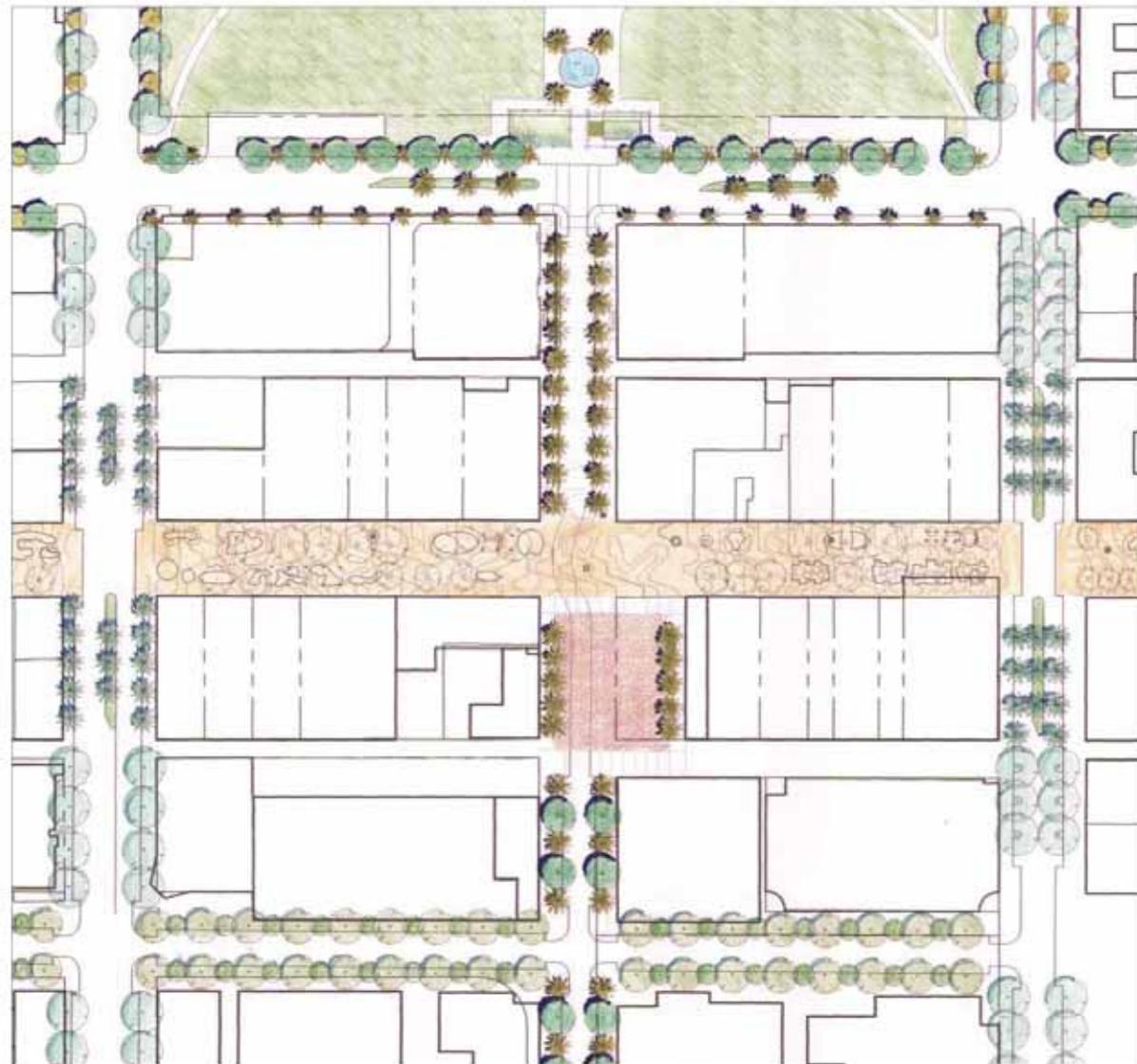


Botanical Name: *Prunus cerasifera 'Atropurpurea'*  
 Common Name: Purple-Leaf Plum  
 Height: 20-40ft  
 Spread: 25-40ft  
 Form: Vase  
 Water Use: Medium  
 Growth Rate: Moderate  
 Parkway Width: 3-4 ft min  
 Street Tree Mass: Small  
 Season: Deciduous

# APPROVED FRESNO STREET TREES



Public Realm Plan showing streetscape character and open space



Enlarged Public Realm Plan showing varying streetscape character

# PUBLIC REALM PLAN



Before



Before



After

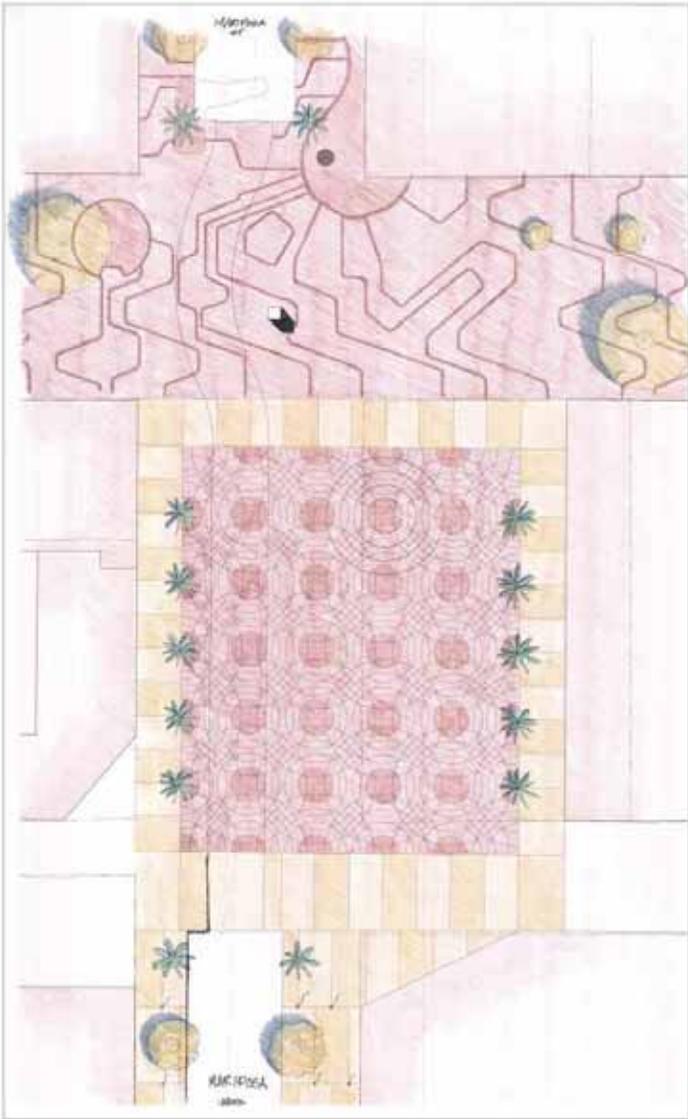
View east on  
Mariposa Street  
towards Fresno  
City Hall at  
O Street



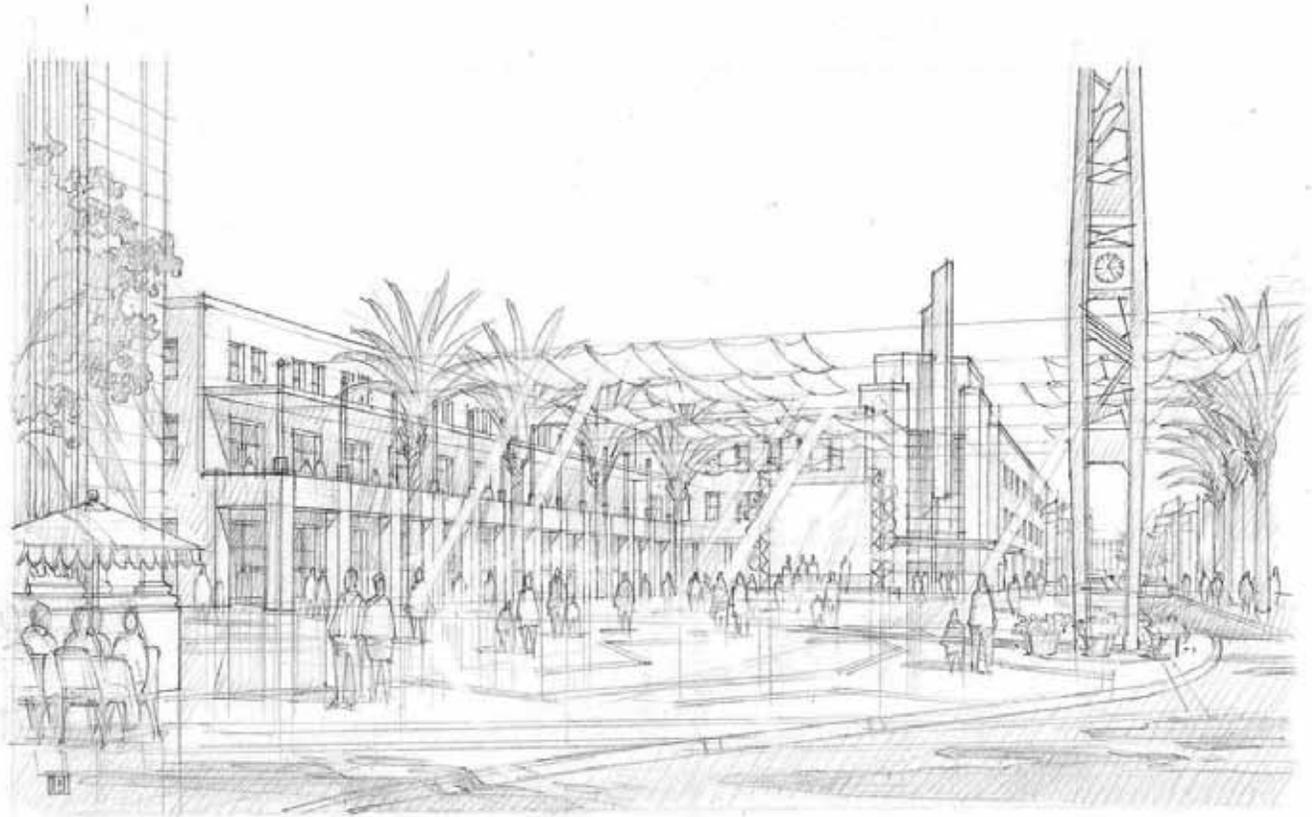
After

View east on  
Mariposa Street  
towards Fresno  
County Courthouse at  
Van Ness Avenue

# MARIPOSA MALL PHOTO TRANSFORMATIONS

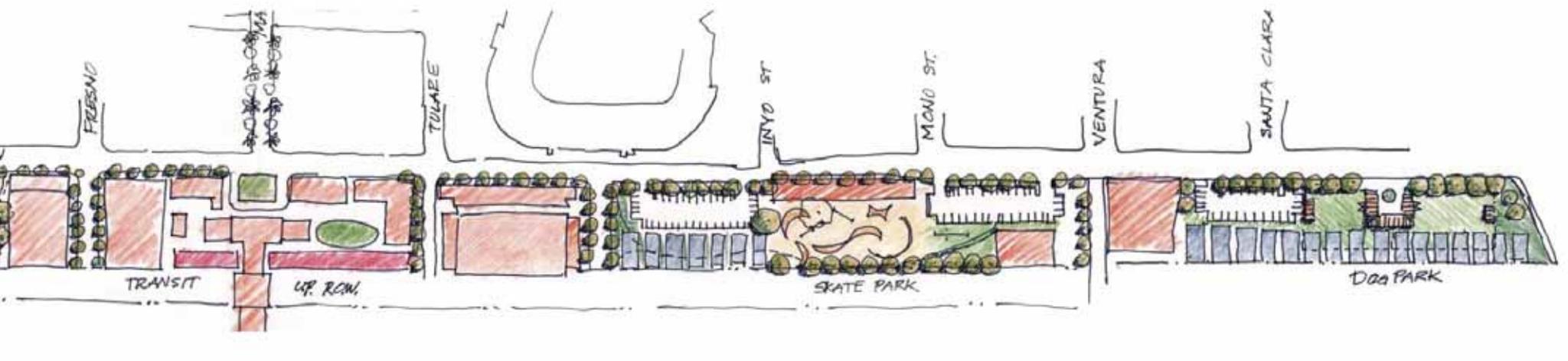


Plan showing rehabilitation of Mariposa Plaza



Revitalization and reorganization of Mariposa Plaza  
at Mariposa Street and Fulton Street

# MARIPOSA PLAZA PUBLIC REALM PLAN



Plan showing the open space potential along H Street and the high speed rail line

# H STREET PARKS

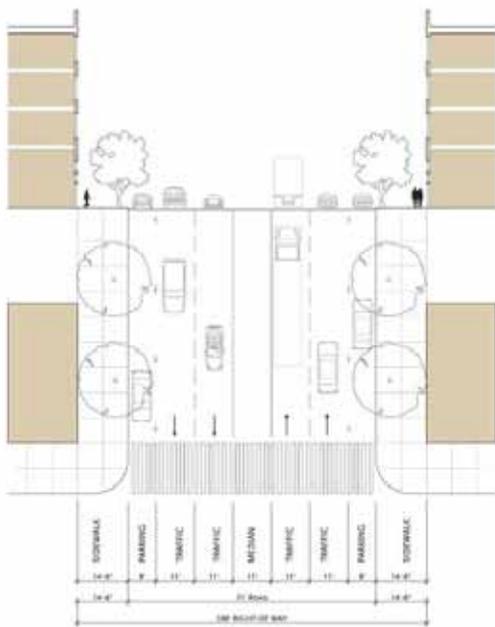
# **TRANSPORTATION**



- POTENTIAL MAJOR INTERVENTIONS
- ROAD DIST -> 2 LANE
  - POTENTIAL STREET REOPENING
  - ONE-WAY TO TWO-WAY

# POTENTIAL MAJOR INTERVENTIONS

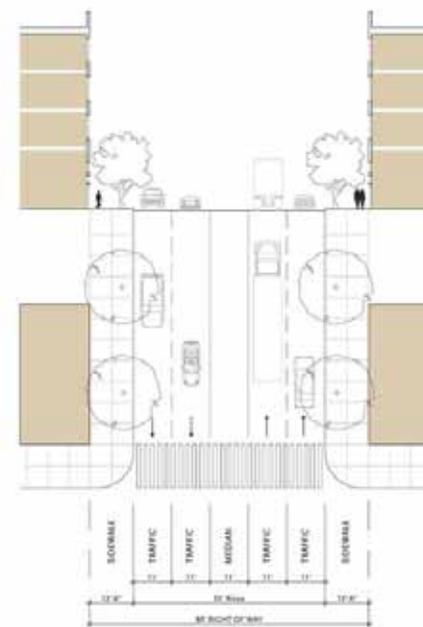




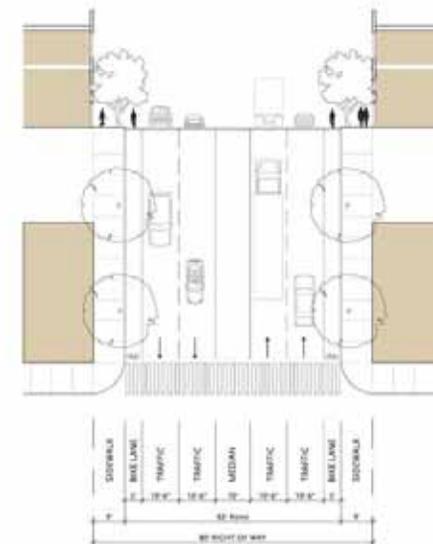
100' MAJOR BOULEVARD



100' MAJOR BOULEVARD

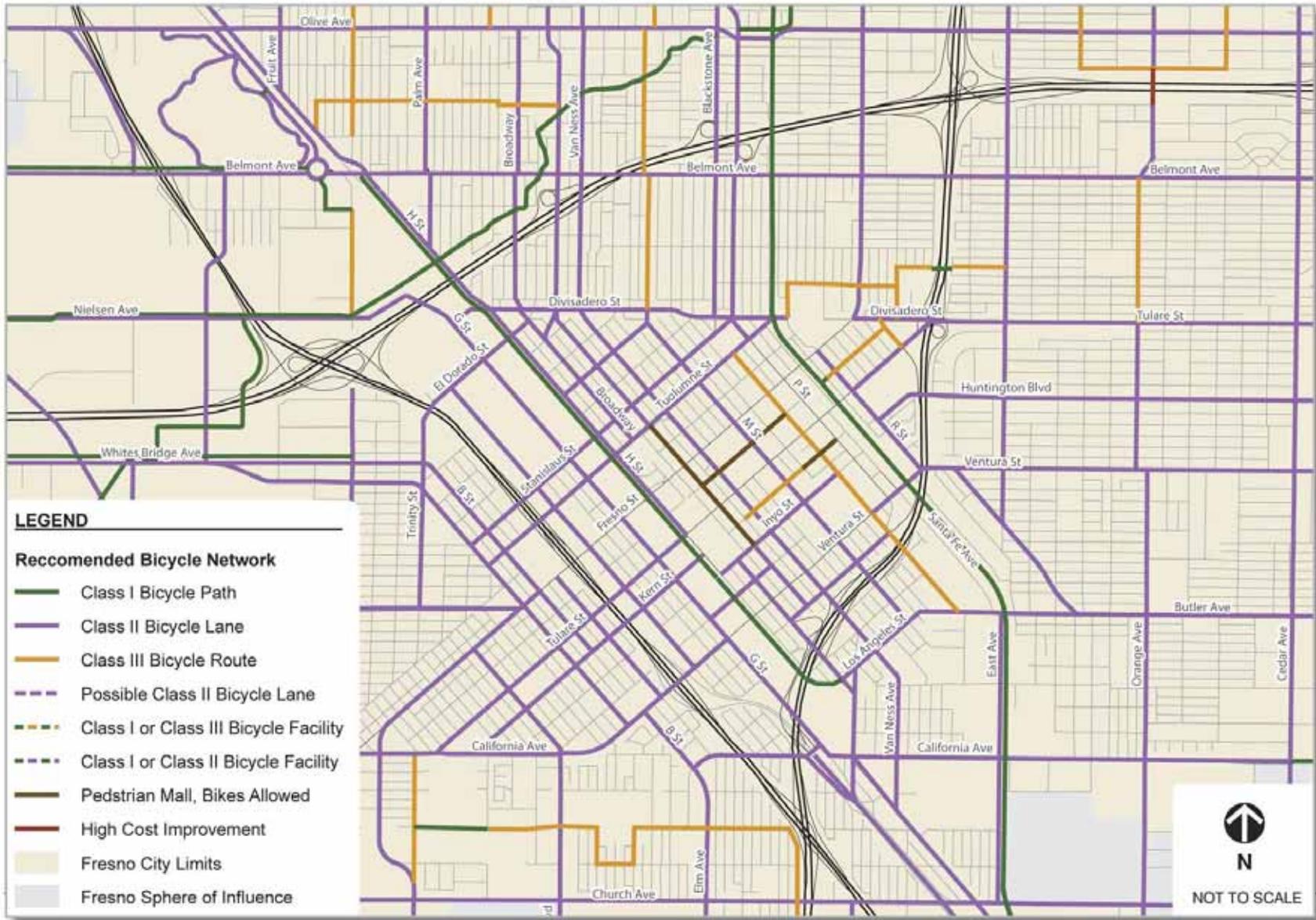


80' BOULEVARD  
TULARE B/W  
VAN NESS AND R



80' BOULEVARD  
WITH BIKE LANES  
TULARE EAST OF R

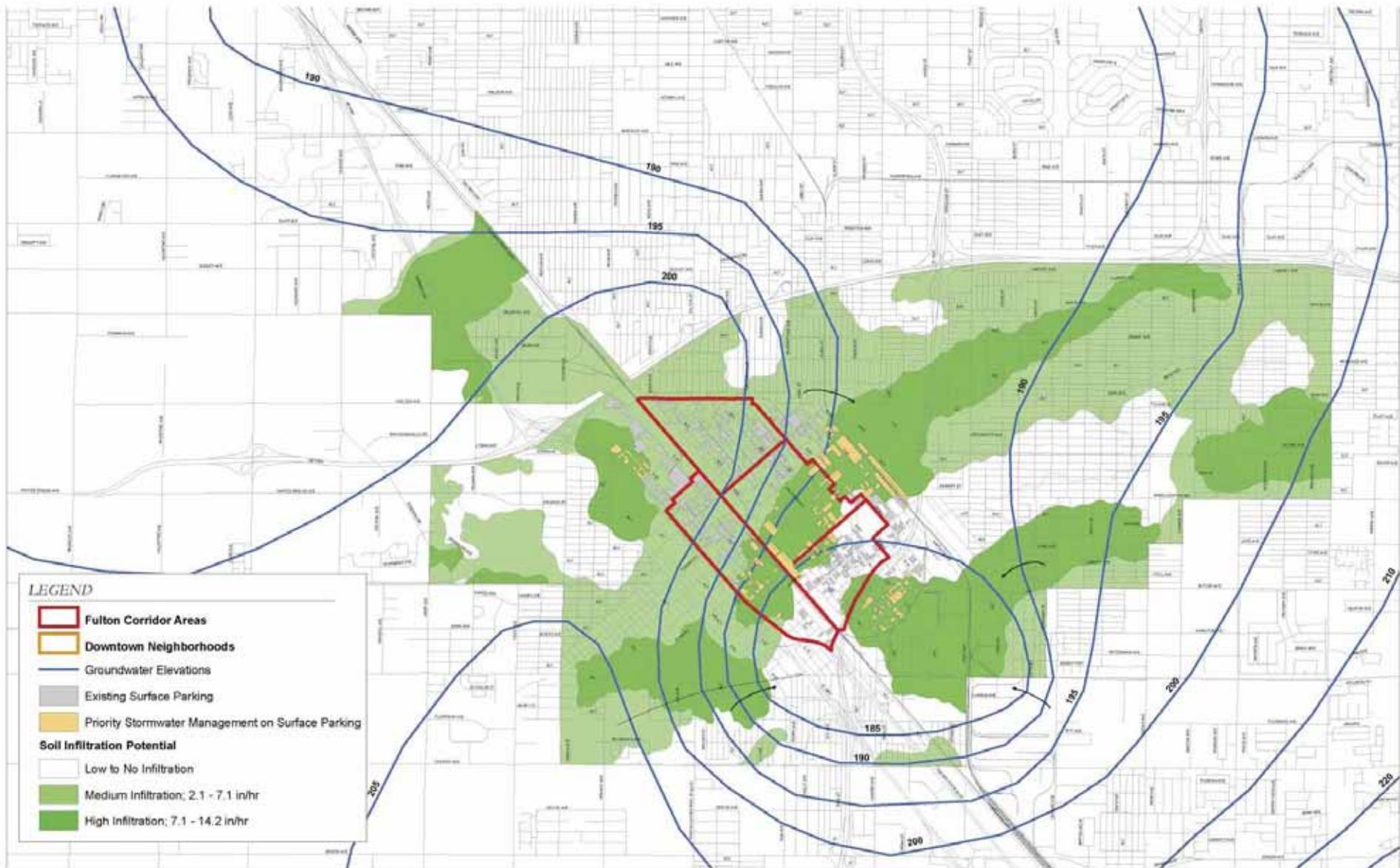
## STREET CROSS SECTIONS



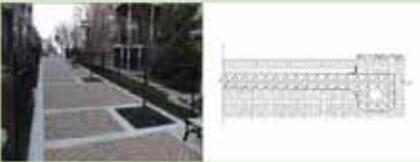
# BICYCLE, PEDESTRIAN AND TRAILS MASTER PLAN



# INFRASTRUCTURE



## DOWNTOWN GROUNDWATER RECHARGE OPPORTUNITIES

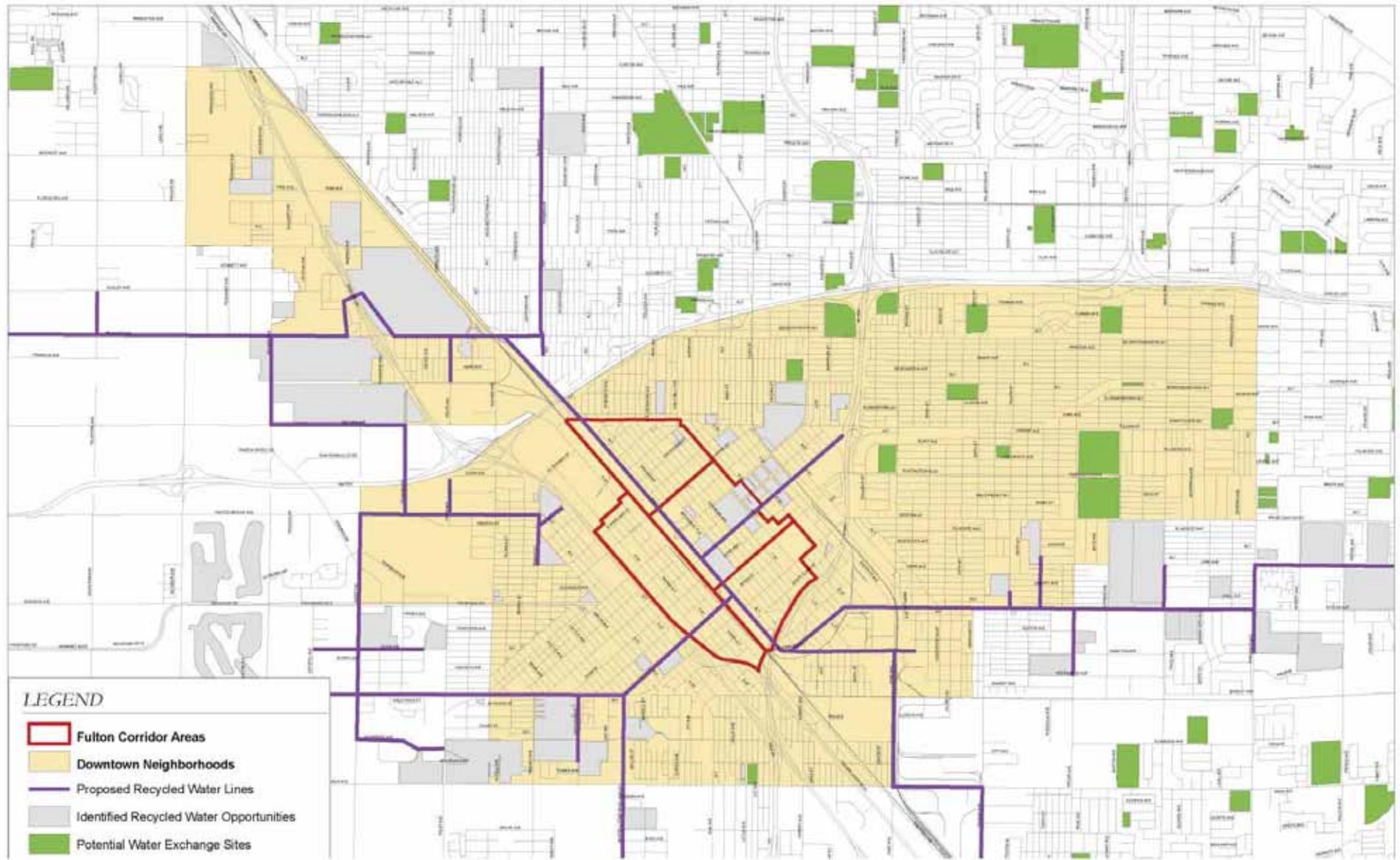
		Location					
		Infiltration Potential	Streetscape	Public Parcels	Private Realm	Fulton Mall	
<b>Vegetated Swales (Bioswales)</b>							
	Low	◆	◆	◆	◆	Vegetated swales are shallow drainage ways that employ landscaping to stabilize the soil while providing water quality treatment via biofiltration and sedimentation. They are designed to remove silt and sediment-associated pollutants before discharging to storm sewers or water courses and to reduce volume if soils allow for infiltration. Swales should be 5 to 11 feet wide, where possible, and steep side slopes should be avoided. Swales should also be kept fairly shallow, generally designed to convey water less than 6 inches deep. Soil stabilization measures should be applied to the full length of the swale, and check dams should be installed for swales with slopes greater than 2%. The treatment area can be planted in a variety of grasses, sedges and rushes, while the side slopes can be planted with shrubs or groundcover. Swales are ideal for long, uninterrupted linear spaces, such as along arterial streets, in parking lots, between buildings, in planting strips and in medians.	
	Med - High	◆	◆	◆	◆		
<b>Green Roofs</b>							
	Low		◆	◇		Green Roofs are a way of managing stormwater in urban areas with limited space for more land intensive BMPs. Green roofs are able to store stormwater in the soil medium during rain events, helping to detain runoff. Some of the stormwater will be taken up by the roots of the plants and some will be evaporated from the soil medium, reducing the amount of runoff from the roof. Pervious paving systems allow water to pass freely through interstitial space ingrained throughout the paving matrix, thereby transforming traditionally impervious surfaces. Several examples are pervious concrete and asphalt, interlocking pavers, and reinforced gravel and grass paving.	
	Med - High		◆	◇			
<b>Pervious Paving</b>							
	Low*	◇	◇	◇	◇	Permeable paving systems can provide the structural integrity necessary for cars, trucks, and pedestrian areas while reducing direct runoff by absorbing rainfall and providing temporary storage. These systems are designed to allow rain water to pass through them and be stored temporarily in a rock base before being discharged through subdrains or soaking into the soil. It is important that the subbase be prepared properly and the native soils be evaluated to determine how well they will drain. Pervious paving is best suited for parking lots and parking lanes, low-traffic and low-speed roadways, alleys, patios, driveways and emergency access roadways; however, under the right conditions it can also be applied to roadways with higher traffic and speeds. Permeable surfaces require routine street sweeping using vacuum sweepers every 6 months as well as scheduled vacuum removal of gap pea-stones and joint re-filling every 5 to 10-years. Several examples are pervious concrete and asphalt, interlocking pavers, and reinforced gravel and grass paving.	
	Med - High	◆	◆	◆	◆		

Fresno Recommended Strategies

- ◆ Higher Impact
- ◇ Lower Impact
- + Underdrain Required

-  Technology Generally Not Applicable
-  Technology Generally Applicable

# SUSTAINABLE STORMWATER STRATEGIES



## POTENTIAL WATER EXCHANGE SITES

**LEGEND**

**Fulton Corridor Plan Areas**

**Downtown Neighborhoods**

**Existing Sewer Pipes**

4 - 12"

13 - 24"

25 - 42"

43 - 66"

**Planned Sewer Priority Projects**

**Large Diameter Sewer Rehabilitation**

**Primary Sewer Rehabilitation**

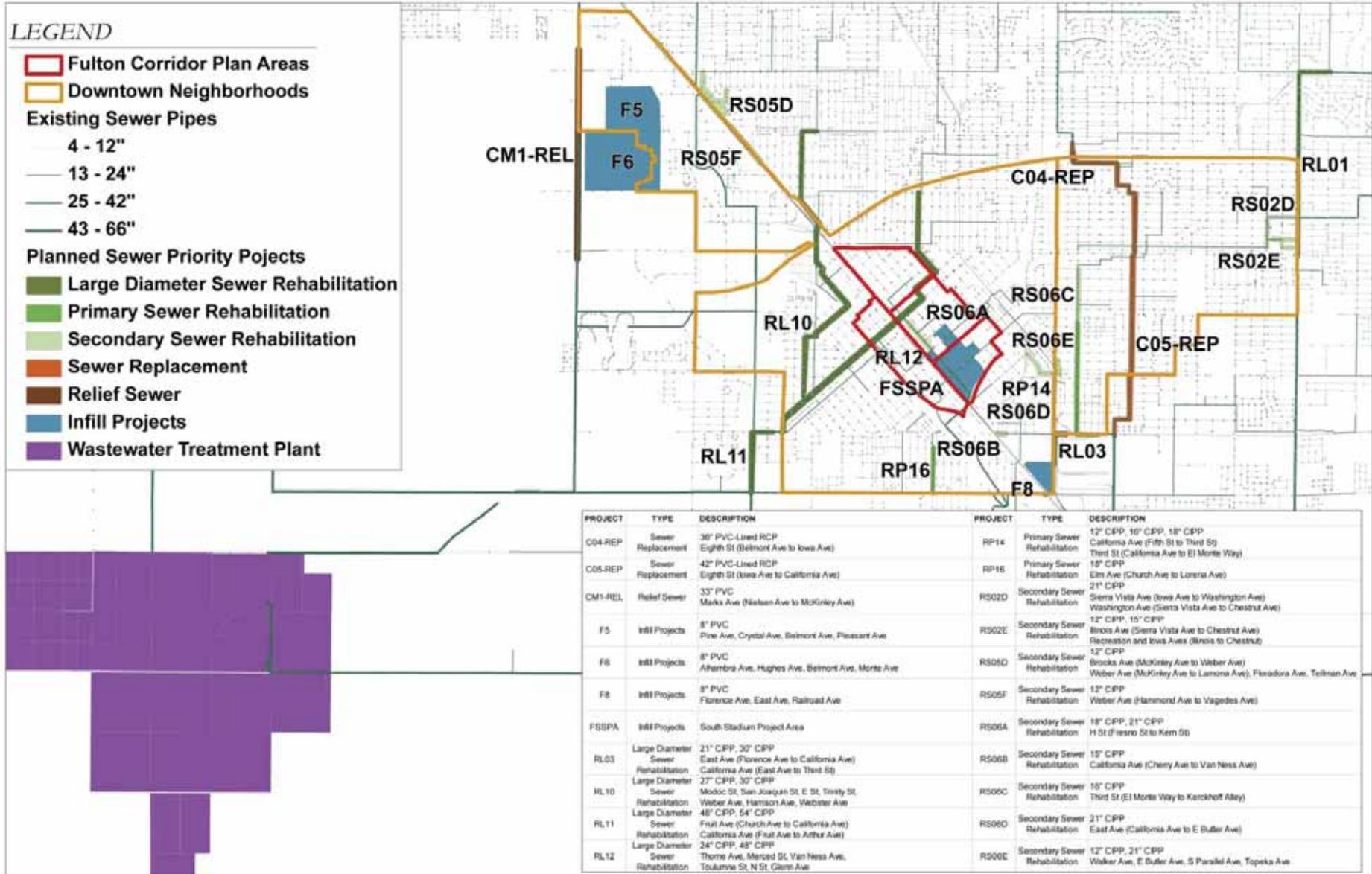
**Secondary Sewer Rehabilitation**

**Sewer Replacement**

**Relief Sewer**

**Infill Projects**

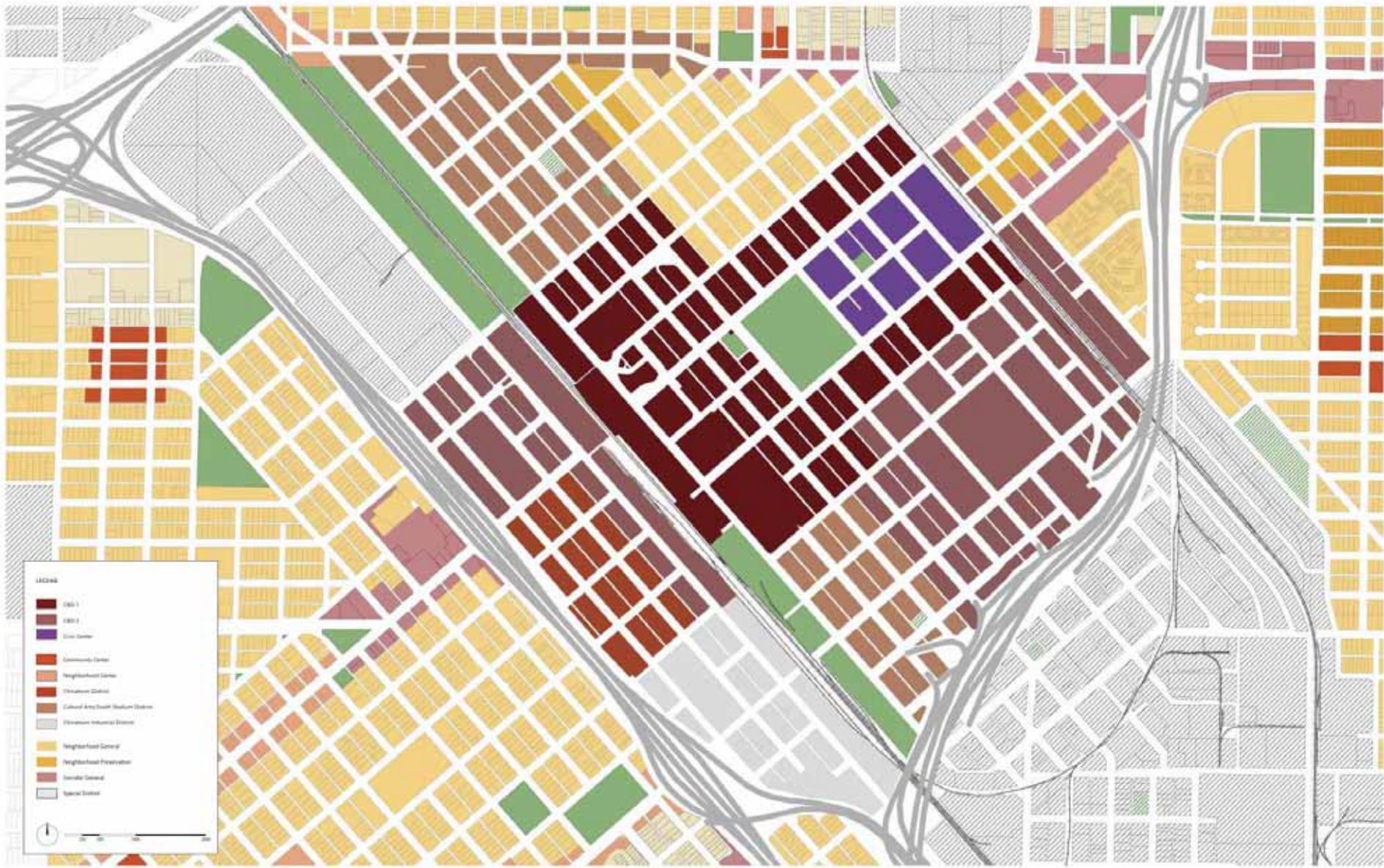
**Wastewater Treatment Plant**



PROJECT	TYPE	DESCRIPTION	PROJECT	TYPE	DESCRIPTION
C04-REP	Sewer Replacement	30" PVC-Lined RCP Eighth St (Belmont Ave to Iowa Ave)	RP14	Primary Sewer Rehabilitation	12" CPP, 16" CPP, 18" CPP California Ave (Fifth St to Third St) Third St (California Ave to El Monte Way)
C05-REP	Sewer Replacement	42" PVC-Lined RCP Eighth St (Iowa Ave to California Ave)	RP16	Primary Sewer Rehabilitation	18" CPP Elm Ave (Church Ave to Lorena Ave) 21" CPP
CM1-REL	Relief Sewer	33" PVC Marks Ave (Nelson Ave to McKinley Ave)	RS02D	Secondary Sewer Rehabilitation	Sierra Vista Ave (Iowa Ave to Washington Ave) Washington Ave (Sierra Vista Ave to Chestnut Ave)
F5	Infill Projects	8" PVC Pine Ave, Crystal Ave, Belmont Ave, Pleasant Ave	RS02E	Secondary Sewer Rehabilitation	12" CPP, 15" CPP Brooks Ave (Sierra Vista Ave to Chestnut Ave) Recreation and Iowa Aves (Brooks to Chestnut)
F6	Infill Projects	8" PVC Alhambra Ave, Hughes Ave, Belmont Ave, Monte Ave	RS06D	Secondary Sewer Rehabilitation	12" CPP Brooks Ave (McKinley Ave to Weber Ave) Weber Ave (McKinley Ave to Lamona Ave), Floradora Ave, Tellman Ave
F8	Infill Projects	8" PVC Florence Ave, East Ave, Railroad Ave	RS06F	Secondary Sewer Rehabilitation	12" CPP Weber Ave (Hannond Ave to Vagedes Ave)
FSSPA	Infill Projects	South Stadium Project Area	RS06A	Secondary Sewer Rehabilitation	18" CPP, 21" CPP H St (Fresno St to Kern St)
RL03	Large Diameter Sewer Rehabilitation	21" CPP, 30" CPP East Ave (Florence Ave to California Ave) California Ave (East Ave to Third St)	RS06B	Secondary Sewer Rehabilitation	15" CPP California Ave (Cherry Ave to Van Ness Ave)
RL10	Large Diameter Sewer Rehabilitation	27" CPP, 30" CPP Modoc St, San Joaquin St, E St, Trinity St, Weber Ave, Harrison Ave, Webster Ave	RS06C	Secondary Sewer Rehabilitation	15" CPP Third St (El Monte Way to Kerckhoff Alley)
RL11	Sewer Rehabilitation	48" CPP, 54" CPP Fruit Ave (Church Ave to California Ave) California Ave (Fruit Ave to Albur Ave)	RS06E	Secondary Sewer Rehabilitation	21" CPP East Ave (California Ave to E Butler Ave)
RL12	Large Diameter Sewer Rehabilitation	24" CPP, 48" CPP Thorne Ave, Merced St, Van Ness Ave, Toulayna St, N St, Glenn Ave	RS00E	Secondary Sewer Rehabilitation	12" CPP, 21" CPP Walker Ave, E Butler Ave, S Parallel Ave, Topeka Ave

# EXISTING SEWER SYSTEM AND PLANNED IMPROVEMENTS

**DEVELOPMENT CODE**



# REGULATING PLAN

## TABLE 2C DEVELOPMENT STANDARDS

### A. ZONE DESCRIPTION

**1. Intent and Purpose** - The Valley Center zone is the cultural, civic, shopping, entertainment and transit center of Fresno and the region. This zone is applied to areas of the downtown core surrounding the high speed rail station and civic center.

**2. Physical Character** - Buildings are at least 2 stories and up to 30 stories at or near the sidewalk for the purpose of maintaining an active streetscape of ground floor commercial activity on key streets. Upper stories accommodate

a wide variety of uses including housing with massing that maintains compatibility with adjacent buildings.

**3. Streetscape and Public Realm** - A variety of urban streetscapes interconnect a walkable network of pleasant and active ground floor commercial frontages. Galleries, arcades, awnings and other such commercial frontage types are combined with trees that shape the streetscape while providing shade from the summer sun and heat.

**4. Parking** - Parking is provided through a system of on-street spaces and strategically dispersed public lots/garages to promote walking.

**5. Land Use** - Buildings are occupied with ground floor non-residential businesses to support active streetscapes with upper floors and the floor area behind shopfronts flexible for office, civic, residential or additional commercial uses. General Plan Land Use Category:

### B. BUILDING PLACEMENT STANDARDS

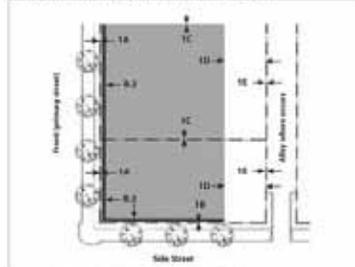


Diagram of Building Placement Standards. Allowed Building Placement.

### B.1 BUILDING STANDARDS

Buildings shall be designed per the allowed building types in compliance with all applicable requirements. Refer to Section 3.0 for building type design standards.

Allowed Building Types	Maximum Height	Lot 60-65 (200-250) [1]	Lot Depth (60-100)
Lined Block	30	170' - 250'	100' - 100'
Flex Block	30	21' - 200'	100' - 200'

[1] Measured along the front of the lot.

**1. Primary Buildings.** Each primary building shall be located on the lot in compliance with the following setback requirements.

Setback	Minimum	Maximum
A. Primary street	0 feet	5 feet
B. Side street	0 feet	5 feet
C. Side yard	0 feet	10 feet on one side only
D. Rear yard - no alley (see TF Building Height for adjacent development requirements)	15 feet	-
E. - with alley	5 feet	-

**2. Building Standards.** Buildings shall be designed per the requirements of subsection B.1.

**3. Frontage Standards.** Buildings shall be designed per the requirements of subsection B.2.

### B.2 FRONTAGE STANDARDS

The following Frontage Types are allowed within the VC zone.

Allowed Frontage Types	min. % of Building Frontage		See Section
	Primary Street	Side Street	
Formcourt	25% max.	25% max.	4.1
Shopfront	75% min.	50% min.	4.3
Gallery	50% min.	50% min.	4.5
Arcade	50% min.	50% min.	4.11

Frontage Types may be combined, subject to the review and approval of the Community Development Director.

### C. PARKING PLACEMENT STANDARDS

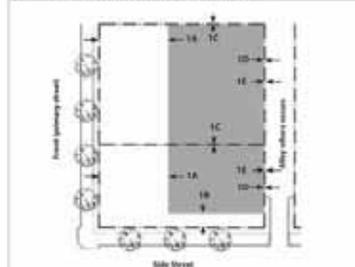


Diagram of Parking Placement Standards. Allowed Parking Placement.

**1. Parking Facilities.** On-site parking shall be located in compliance with the following setback requirements. No on-site parking shall be located between the primary or side street property lines.

Setback	Above Grade	Subterranean
A. Primary street	40 feet min.	0 feet
B. Side street	40 feet min.	0 feet
C. Side Yard	5 feet min.	0 feet
D. Rear Yard	5 feet min.	0 feet
E. Rear Yard of alley	5 feet min.	0 feet

On-site Parking Spaces	Min per 1000 sq ft	Max per 1000 sq ft
Residential	1	1.5
(a) Lodging	1	2
(a) Retail	0	2
(a) Office	0	2
(a) Service/Commercial	0	2

(a) Land use may utilize shared parking garage within 1,500 feet of site.

## 2.2A CBD CORE ZONE

### EXAMPLES: RANGE OF INTENDED PHYSICAL CHARACTER AND LAND USE ACTIVITY



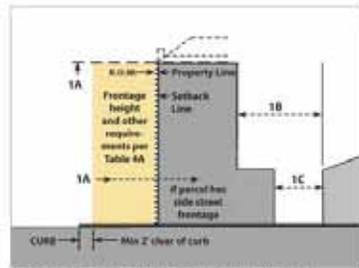
### D. BUILDING HEIGHT STANDARDS

**1. Building Height.** Buildings shall comply with the following standards:

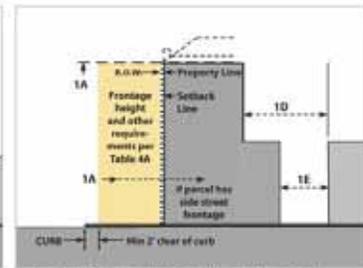
	Maximum Height
A. Stories	30 stories
A. Height Feet	not applicable

When adjacent to existing buildings: Height and Setback Requirements

B. Housing up to 3 stories	10 ft min for stories 3 and above
C. Housing up to 3 stories	25 ft min for stories 1 through 4
D. Non-residential	15 ft min for stories 1 through 5
E. Non-residential	25 ft min for stories 6 and above



Building Height Diagram when adjacent to housing 3 stories or less.



Building Height Diagram when adjacent to building over 3 stories.

### E. ENCROACHMENT STANDARDS

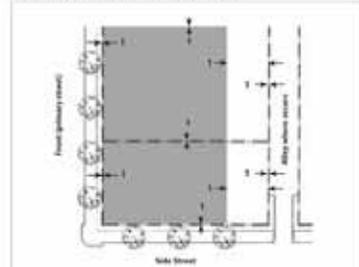


Diagram of Encroachment Standards. Allowed Encroachments.

**1. Encroachments into required setbacks.** Buildings, architectural features and signage may encroach into required setbacks as identified below.

Encroachment Type	Horizontal Encroachment Distance by Setback			Vertical Encroachment Distance
	Primary	Side Street	Rear Yard	
Arcade or Gallery	min. 2 feet clear of curb	0 feet	0 feet	min. 8 feet clear
Awning	2 feet max.	0 feet	0 feet	min. 8 feet clear
Bay window	max. 25% clear of sidewalk width	0 feet	0 feet	min. 8 feet clear
Can	4 feet max.	2 feet max.	2 feet max.	min. 8 feet clear
Signage	See Section 3.0			

# WHAT IS THE STRATEGY?

- Marketing and Branding the DT
- Institutional and Business Recruitment
- Resolving the Mall Challenge
- Targeted Developments in the CBD
- Urban Development Standards with Limited Project Processing
- Annual Review of Progress based on Concrete Metrics

# HOW IS THE PLAN IMPLEMENTED?

- Coordination of City Departmental Resources
- Coordination of Redevelopment Powers and Funds
- Public Investment in Infrastructure & Streetscape
- Private Investment in Market- driven Projects
- Effective Code Enforcement
- Parking Management

# WHY WILL WE SUCCEED THIS TIME?

- Political Leadership with Focus on DT Vitality
- Identified Significant Demand for Housing/  
Office/ Retail
- A Community Supported Vision
- Coordinated Public & Private Actions
- An Effective Form- Based Code to guide future  
development
- EIR Pre- approved Projects

# **Fulton Mall**

## **Existing Conditions Report**

# MALL FOUNTAINS



**Plaster cracked  
and leaking**

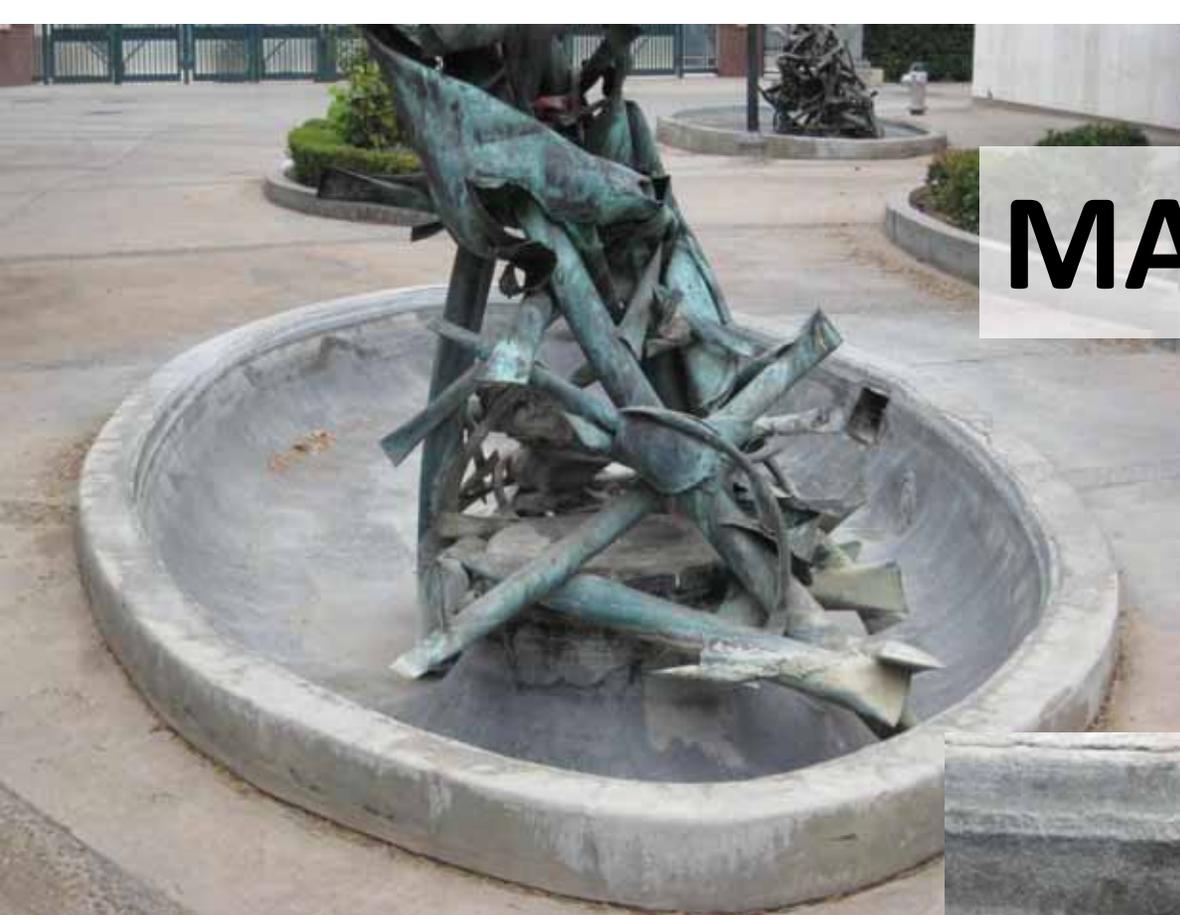
# MALL FOUNTAINS



**Lighting in  
disrepair**

# MALL FOUNTAINS

**Skimmers not operational.**

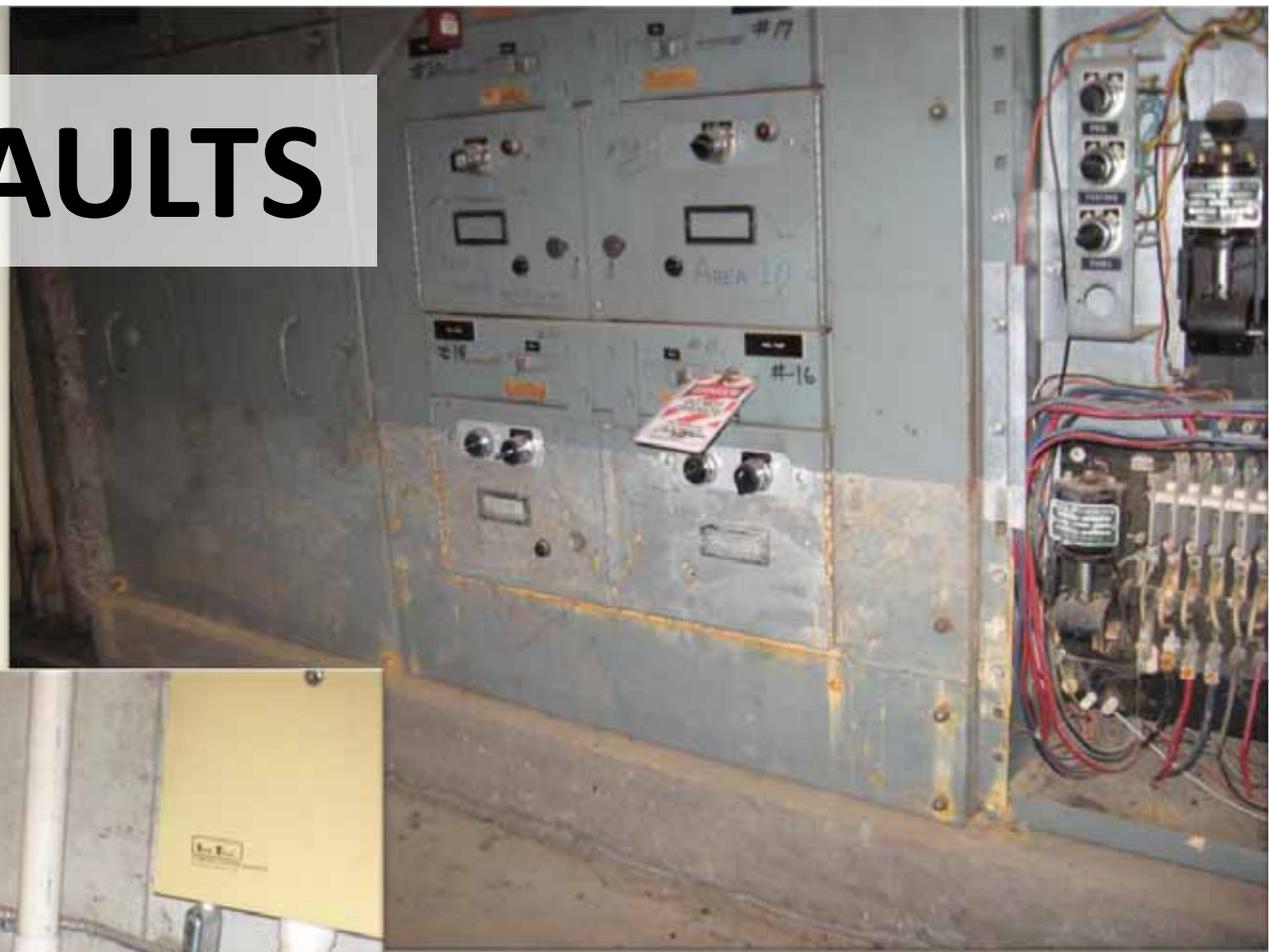


# ELECTRICAL VAULTS

**Filthy and clogged  
with debris.**



# ELECTRICAL VAULTS



**Water leakage and damage.**



# **COCKROACH INFESTATION**

**Throughout mall.**

# ELECTRICAL FESTOONS



**Distribution panels  
being breached by  
roots and foliage.**



# CHRISTY BOXES



**Lids missing; wire exposed.**

# ELECTRICAL BOXES

**Covers missing;  
being overtaken by  
roots.**





# LIGHT POLES



**Bases broken  
throughout mall.**

# CONCRETE HEAVING



**Due to tree roots; seen  
throughout mall.**





# CONCRETE



**Cracked  
throughout mall.**

# FULTON MALL ALTERNATIVES



**ALTERNATIVE 1**  
**Do Nothing Different**



View south toward Fresno Street

Existing Condition

**ALTERNATIVE 1**  
**Do Nothing Different**



Section between Tulare Street and Kern Street

# ALTERNATIVE 1

## Do Nothing Different

# ALTERNATIVE 1 - Opinion of Probable Costs

## Construction Costs

Low .....	none
High .....	none

## Maintenance Costs

(over 30 Years) .....	\$ 3,230,250
-----------------------	--------------

## Parking Meter Revenues

(14 spaces over 30 Years) .....	\$ 234,825
---------------------------------	------------



**ALTERNATIVE 2**  
**Restoration and Completion**



View south toward Fresno Street

Before

## **ALTERNATIVE 2**

### **Restoration and Completion**



View south toward Fresno Street

After

## **ALTERNATIVE 2**

### **Restoration and Completion**



Section between Tulare Street and Kern Street

## ALTERNATIVE 2

### Restoration and Completion

## ALTERNATIVE 2 - Opinion of Probable Costs

### Construction Costs

Low .....	\$ 8,000,000
High .....	\$ 16,000,000

### Maintenance Costs

(over 30 Years) ..... \$ 7,805,500

### Parking Meter Revenues

(14 spaces over 30 Years) ..... \$ 234,825



### **ALTERNATIVE 3**

**Restoration and Completion with Open Cross Streets**



View south toward Fresno Street

Before

## **ALTERNATIVE 3**

### **Restoration and Completion with Open Cross Streets**



View south toward Fresno Street

After

## **ALTERNATIVE 3**

### **Restoration and Completion with Open Cross Streets**



Section of Mariposa Street between Van Ness Avenue and Fulton Street



Section of Mariposa Street between Van Ness Avenue and Fulton Street

## ALTERNATIVE 3

# Restoration and Completion with Open Cross Streets

## ALTERNATIVE 3 - Opinion of Probable Costs

### Construction Costs

Low .....	\$ 9,297,500
High .....	\$ 14,747,500

### Maintenance Costs

(over 30 Years) .....	\$ 6,686,900
-----------------------	--------------

### Parking Meter Revenues

(117 spaces over 30 Years) .....	\$ 1,962,470
----------------------------------	--------------



**ALTERNATIVE 4a**  
**Keep Four Center Blocks Closed**



View south toward Fresno Street

Before

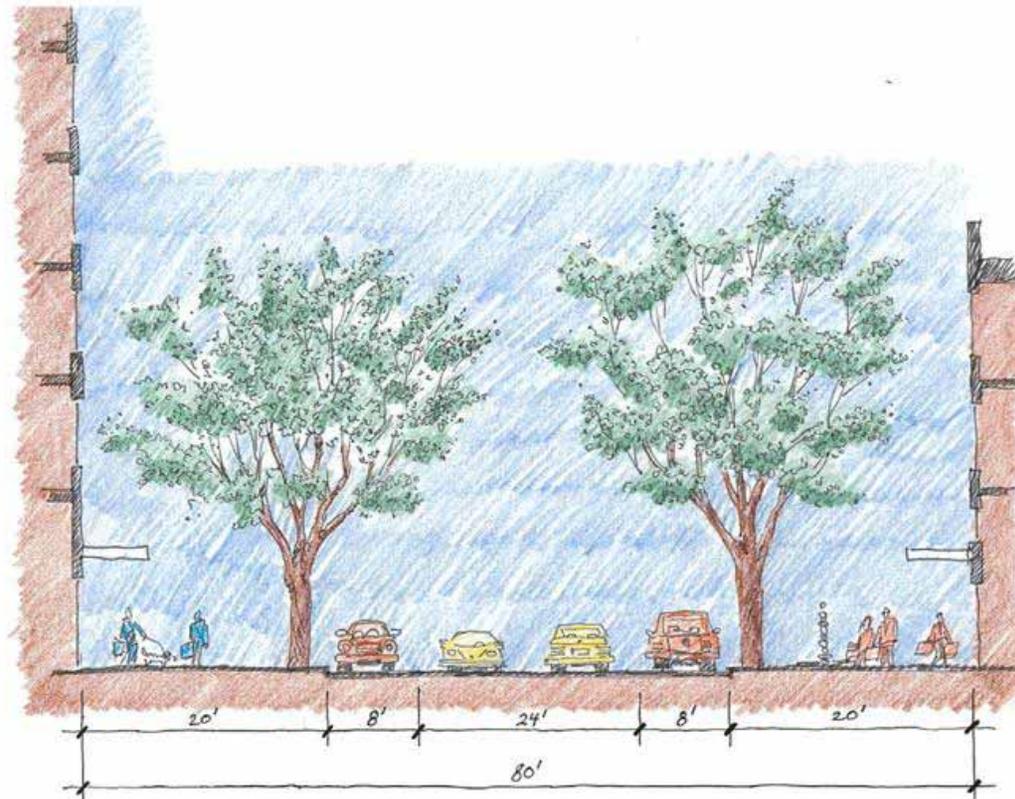
**ALTERNATIVE 4a**  
**Keep Four Center Blocks Closed**



View south toward Fresno Street

After

**ALTERNATIVE 4a**  
**Keep Four Center Blocks Closed**



Section between Fresno Street and Mariposa Street

**ALTERNATIVE 4a**  
**Keep Four Center Blocks Closed**

## ALTERNATIVE 4a - Opinion of Probable Costs

### Construction Costs

Low . . . . .	\$ 10,222,500
High . . . . .	\$ 13,822,500

### Maintenance Costs

(over 30 Years) . . . . .	\$ 6,109,700
---------------------------	--------------

### Parking Meter Revenues

(169 spaces over 30 Years. . . . .	\$ 2,834,680
------------------------------------	--------------



**ALTERNATIVE 4b**  
**Keep Three Center Blocks Closed**



View south toward Fresno Street

Before

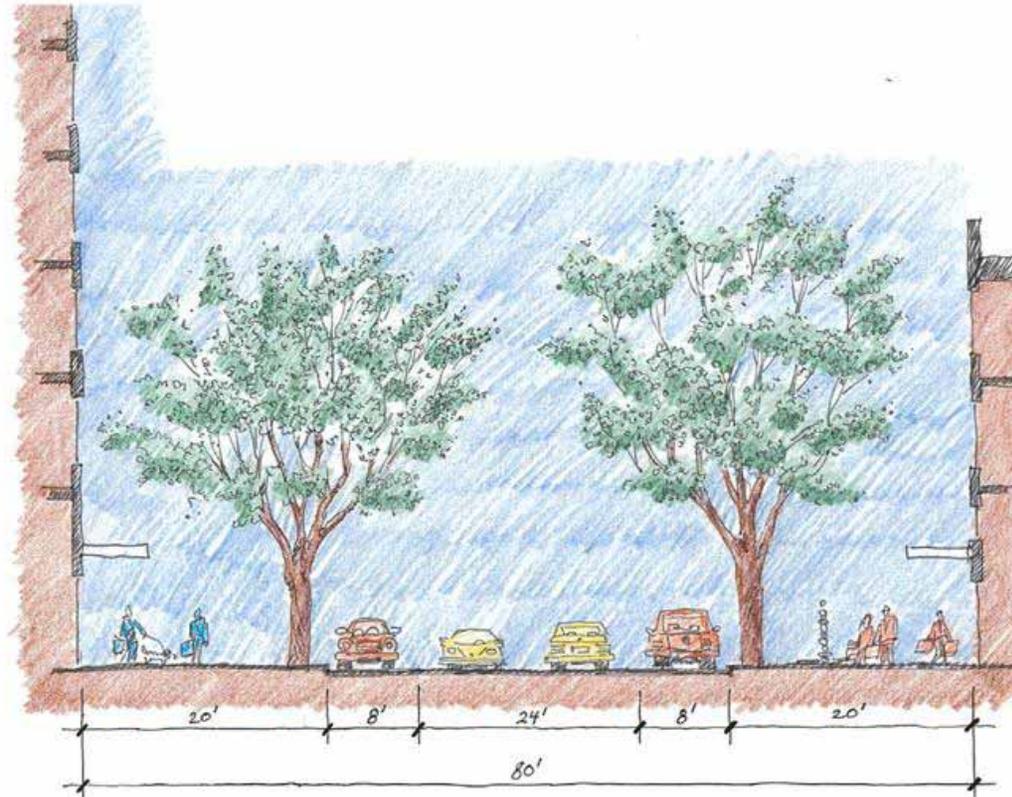
**ALTERNATIVE 4b**  
**Keep Three Center Blocks Closed**



View south toward Fresno Street

After

**ALTERNATIVE 4b**  
**Keep Three Center Blocks Closed**



Section between Fresno Street and Mariposa Street

**ALTERNATIVE 4b**  
**Keep Three Center Blocks Closed**

## ALTERNATIVE 4b - Opinion of Probable Costs

### Construction Costs

Low .....	\$ 10,700,000
High .....	\$ 13,390,000

### Maintenance Costs

(over 30 Years) .....	\$ 5,035,000
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### Parking Meter Revenues

(213 spaces over 30 Years) .....	\$ 3,572,700
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**ALTERNATIVE 5**  
**Keep Two Center Blocks Closed**



View south toward Fresno Street

Before

## **ALTERNATIVE 5**

### **Keep Two Center Blocks Closed**



View south toward Fresno Street

After

**ALTERNATIVE 5**  
**Keep Two Center Blocks Closed**



Section between Tulare Street and Kern Street

## **ALTERNATIVE 5**

### **Keep Two Center Blocks Closed**

## ALTERNATIVE 5 - Opinion of Probable Costs

### Construction Costs

Low . . . . .	\$ 11,162,500
High . . . . .	\$ 12,905,000

### Maintenance Costs

(over 30 Years) . . . . .	\$ 4,560,000
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### Parking Meter Revenues

(245 spaces over 30 Years) . . . . .	\$ 4,109,400
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**ALTERNATIVE 6a**  
**Reconnect Grid 1 – with One-Way Street**

## ALTERNATIVE 6a - Opinion of Probable Costs

### Construction Costs

Low .....	\$ 9,406,500
High .....	\$ 14,798,800

### Maintenance Costs

(over 30 Years) .....	\$ 6,305,700
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### Parking Meter Revenues

(165 spaces over 30 Years) .....	\$ 2,767,600
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**ALTERNATIVE 6b**  
**Reconnect Grid 1 – with Two-Way Street**



View south toward Fresno Street

Before

## **ALTERNATIVE 6b**

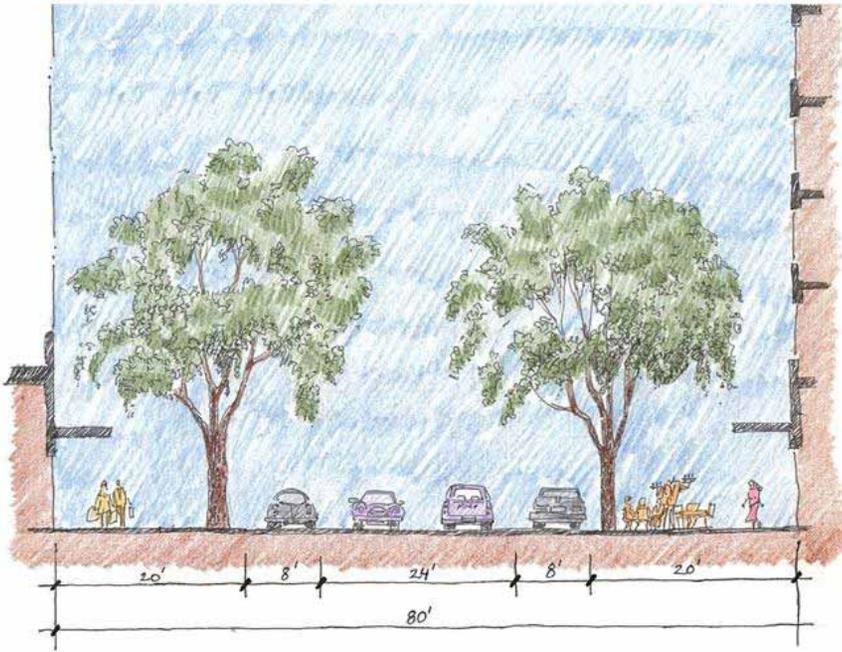
### **Reconnect Grid 1 – with Two-Way Street**



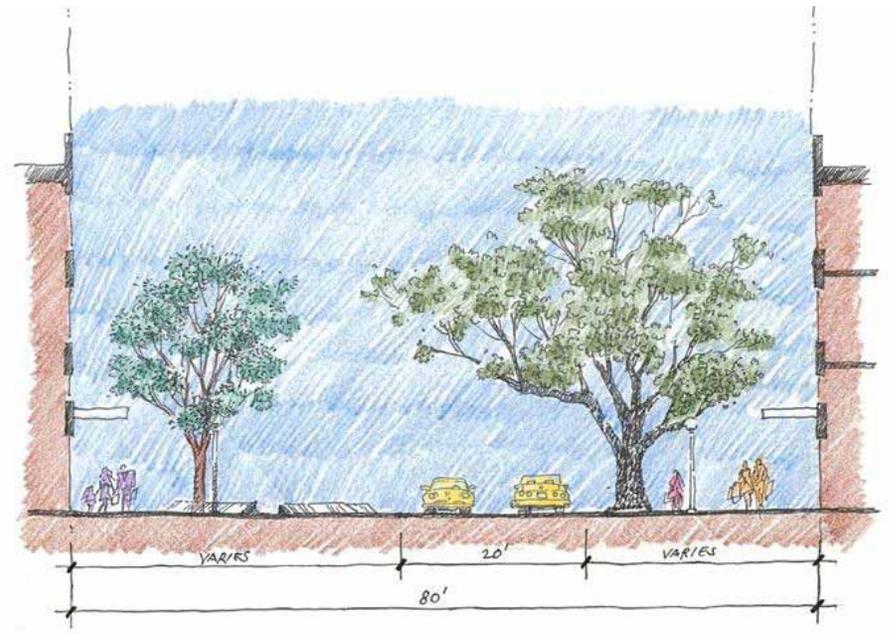
View south toward Fresno Street

After

**ALTERNATIVE 6b**  
**Reconnect Grid 1 – with Two-Way Street**



Section of Mariposa Street between Van Ness Avenue and Fulton Street



Section of Mariposa Street between Van Ness Avenue and Fulton Street

## ALTERNATIVE 6b

# Reconnect Grid 1 – with Two-Way Street

## ALTERNATIVE 6b - Opinion of Probable Costs

### Construction Costs

Low .....	\$ 9,406,500
High .....	\$ 14,798,800

### Maintenance Costs

(over 30 Years) .....	\$ 6,606,200
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### Parking Meter Revenues

(183 spaces over 30 Years) .....	\$ 3,069,500
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**ALTERNATIVE 7**  
**Reconnect Grid 2**



View south toward Fresno Street

Before

## **ALTERNATIVE 7 Reconnect Grid 2**



View south toward Fresno Street

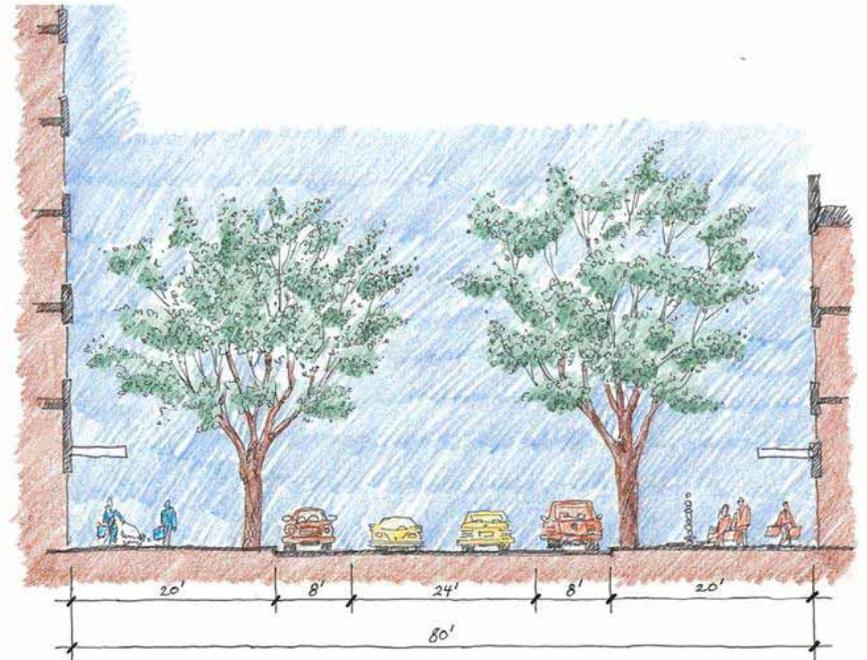
After

## **ALTERNATIVE 7**

### **Reconnect Grid 2**



Section between Tulare Street and Kern Street



Section between Fresno Street and Mariposa Street

# ALTERNATIVE 7

## Reconnect Grid 2

## ALTERNATIVE 7 - Opinion of Probable Costs

### Construction Costs

Low .....	\$ 11,374,500
High .....	\$ 12,830,800

### Maintenance Costs

(over 30 Years) .....	\$ 4,202,250
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### Parking Meter Revenues

(244 spaces over 30 Years) .....	\$ 4,092,700
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**ALTERNATIVE 8**  
**Reconnect Grid 3**



View south toward Fresno Street

Before

## **ALTERNATIVE 8 Reconnect Grid 3**



View south toward Fresno Street

After

## **ALTERNATIVE 8 Reconnect Grid 3**

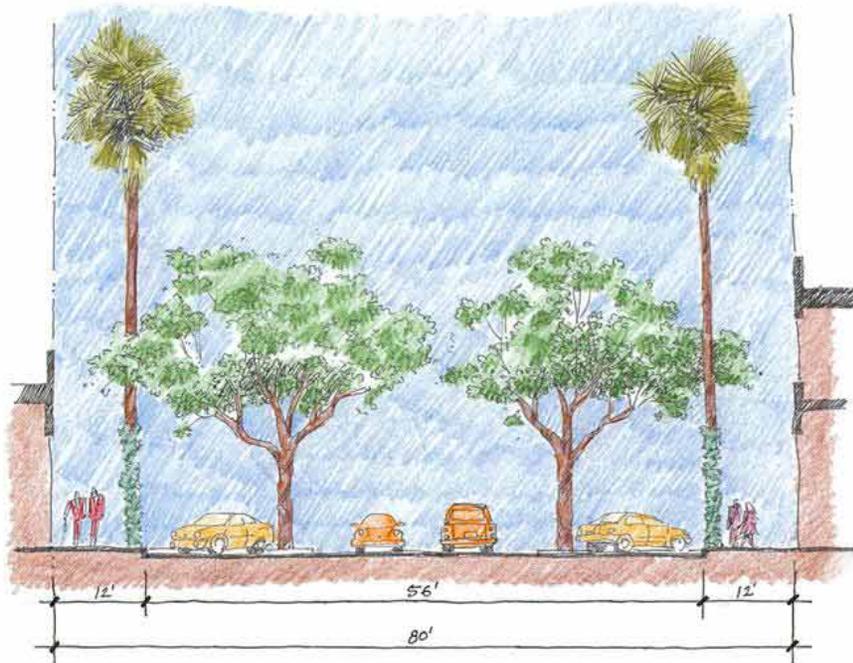


View south toward Fresno Street

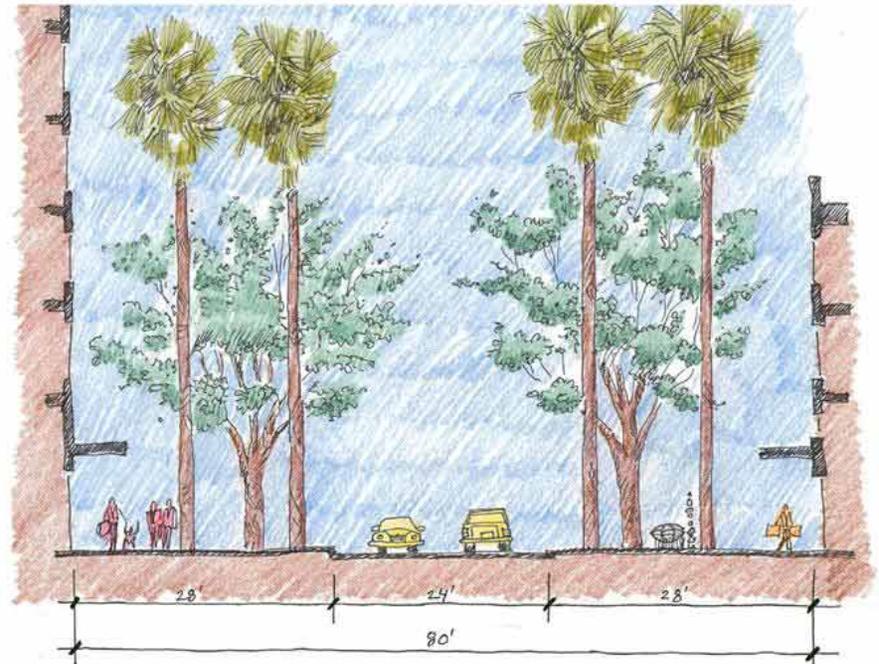
After

## **ALTERNATIVE 8**

### **Reconnect Grid 3 – with Transit**



Section through Merced Street showing diagonal parking



Section between Fresno Street and Mariposa Street at a typical mid-block crossing

## ALTERNATIVE 8

### Reconnect Grid 3 – with Transit

## ALTERNATIVE 8 - Opinion of Probable Costs

### Construction Costs

Low .....	\$ 12,022,500
High .....	\$ 12,824,000

### Maintenance Costs

(over 30 Years) .....	\$ 3,702,500
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### Parking Meter Revenues

(369 spaces over 30 Years) .....	\$ 6,189,300
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# Opinion of Probable Costs

Alternative		Construction Costs (1)			Maintenance Costs Over 30 Years	Parking Revenue Over 30 Years
		High	Low	Average		
1	Do Nothing Different	\$ -	\$ -	\$ -	\$ 3,230,248	\$ 234,826
2	Restoration and Completion	\$16,000,000	\$ 8,000,000	\$ 12,000,000	\$ 7,805,528	\$ 234,826
3	Restoration and Completion with Open Cross Streets	\$ 14,747,500	\$ 9,297,500	\$ 12,022,500	\$ 6,686,938	\$ 1,962,470
4a	Keep Four Center Blocks Closed	\$ 13,822,500	\$ 10,222,500	\$ 12,022,500	\$ 6,109,699	\$ 2,834,679
4b	Keep Three Center Blocks Closed	\$ 13,390,000	\$ 10,700,000	\$ 12,045,000	\$ 5,035,036	\$ 3,572,702
5	Keep Two Center Blocks Closed	\$ 12,905,000	\$ 11,162,500	\$ 12,033,750	\$ 4,560,035	\$ 4,109,446
6a	Reconnect Grid 1 - with One Way Street	\$ 14,798,800	\$ 9,406,500	\$ 12,102,650	\$ 6,305,707	\$ 2,767,586
6b	Reconnect Grid 1 - with Two Way Street	\$ 14,798,800	\$ 9,406,500	\$ 12,102,650	\$ 6,606,197	\$ 3,069,505
7	Reconnect Grid 2	\$ 12,830,800	\$ 11,374,500	\$ 12,102,650	\$ 4,202,278	\$ 4,092,673
8	Reconnect Grid 3	\$ 12,824,000	\$ 12,022,500	\$ 12,423,250	\$ 3,702,555	\$ 6,189,329

# FULTON CORRIDOR SPECIFIC PLAN SCHEDULE

<b>December</b>	<b>Consultant submits to City 1st Admin Draft</b>
December	City returns 1st Admin Draft comments to Consultant
<b>January</b>	<b>Consultant submits to City Screen Check Public Draft</b>
February	City returns Screen Check Public Draft comments to Consultant
<b>February</b>	<b>Consultant submits to City Public Draft</b>
<b>Feb/March</b>	<b>City Council/Planning Commission Workshop</b>
<b>March/April</b>	<b>City Council initiates EIR</b>
<b>TBD</b>	<b>FCSPCAC Meetings</b>

FOR MORE INFORMATION:

Please visit

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

or phone

**(559) 621-PLAN**

MOULE & POLYZOIDES  
ARCHITECTS AND URBANISTS