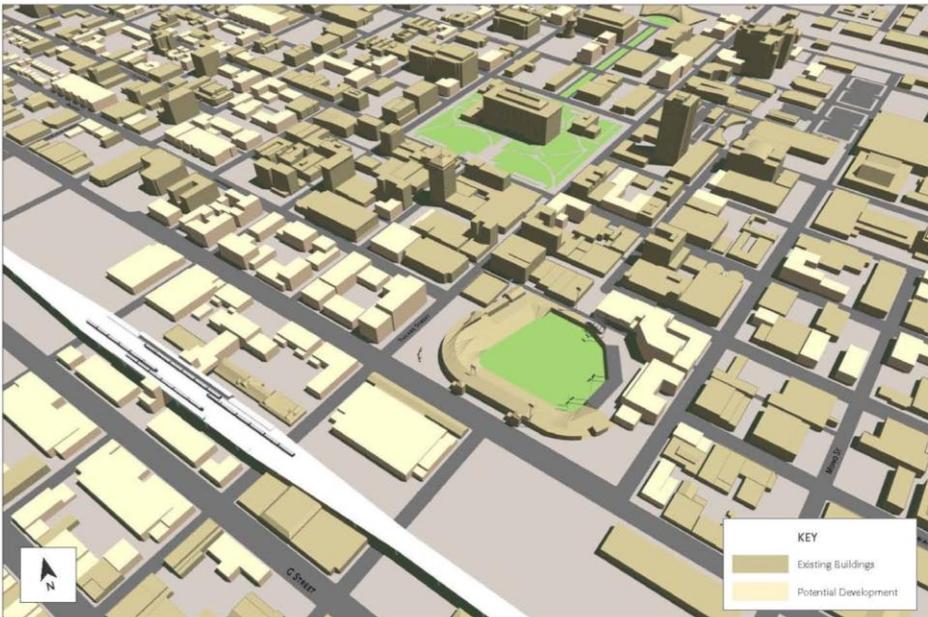




Birds-eye view of Downtown as it existed in 2010.



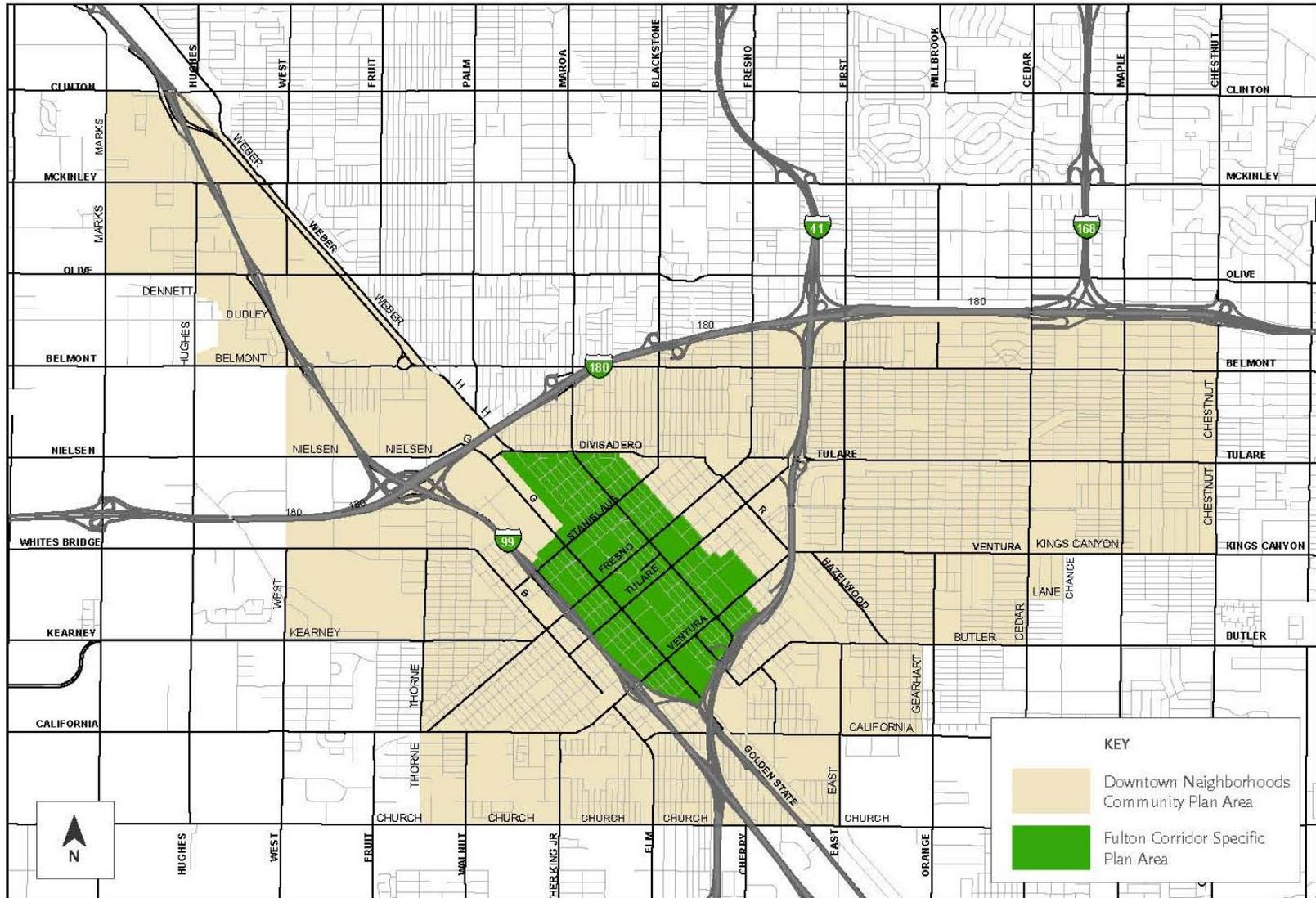
Birds-eye view of Downtown as it could exist in 2033 as proposed by this Specific Plan. The final form and design of the HST alignments and stations statewide, as well as mitigation of the system's identified environmental impacts, will be determined by the California High-Speed Rail Authority.

# Scoping Meeting

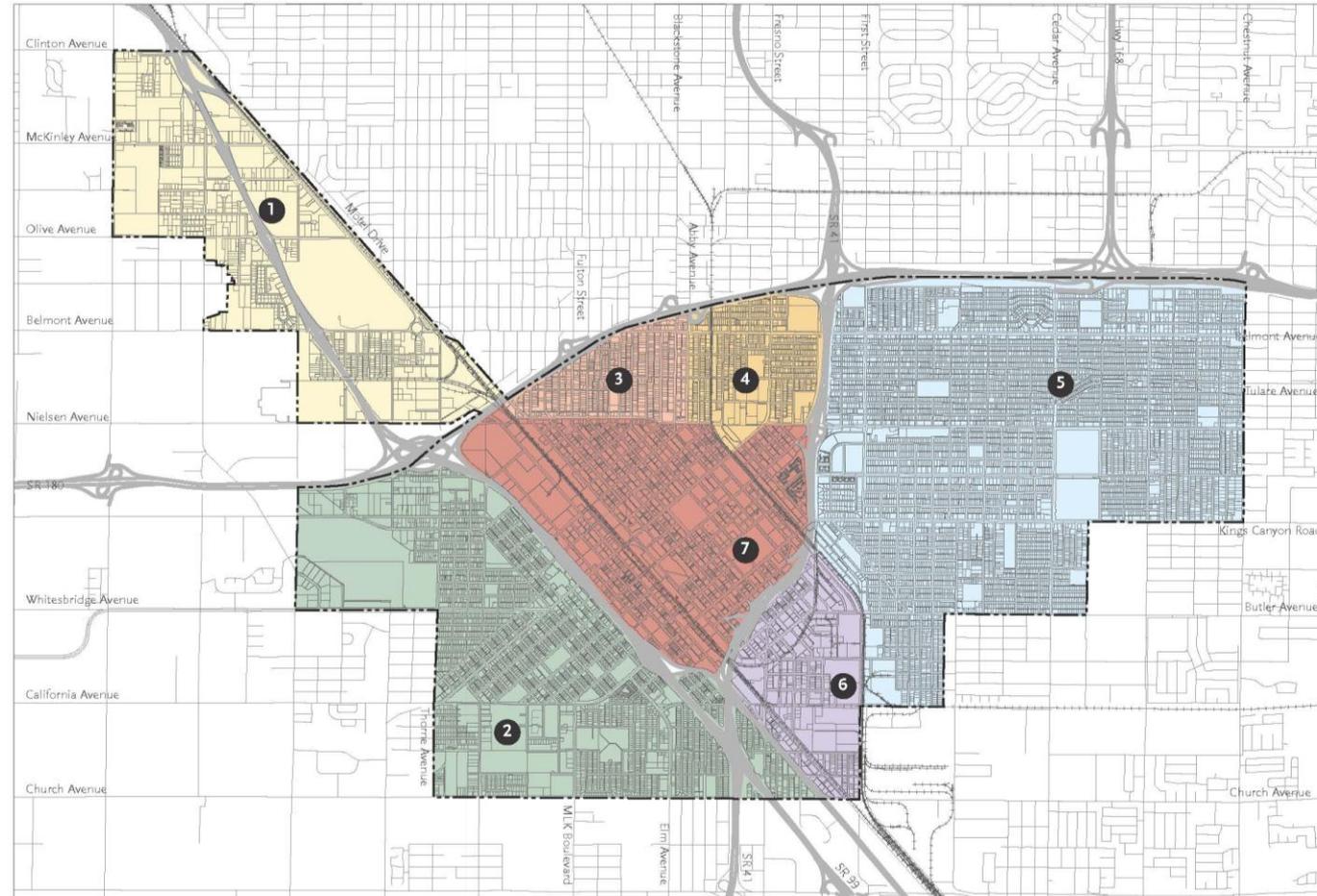
Downtown Neighborhoods Community Plan  
 Fulton Corridor Specific Plan  
 Downtown Development Code

Fresno, California • 17 April 2012

# FCSP AND DNCP PLAN AREAS



# DNCP SUBDISTRICTS

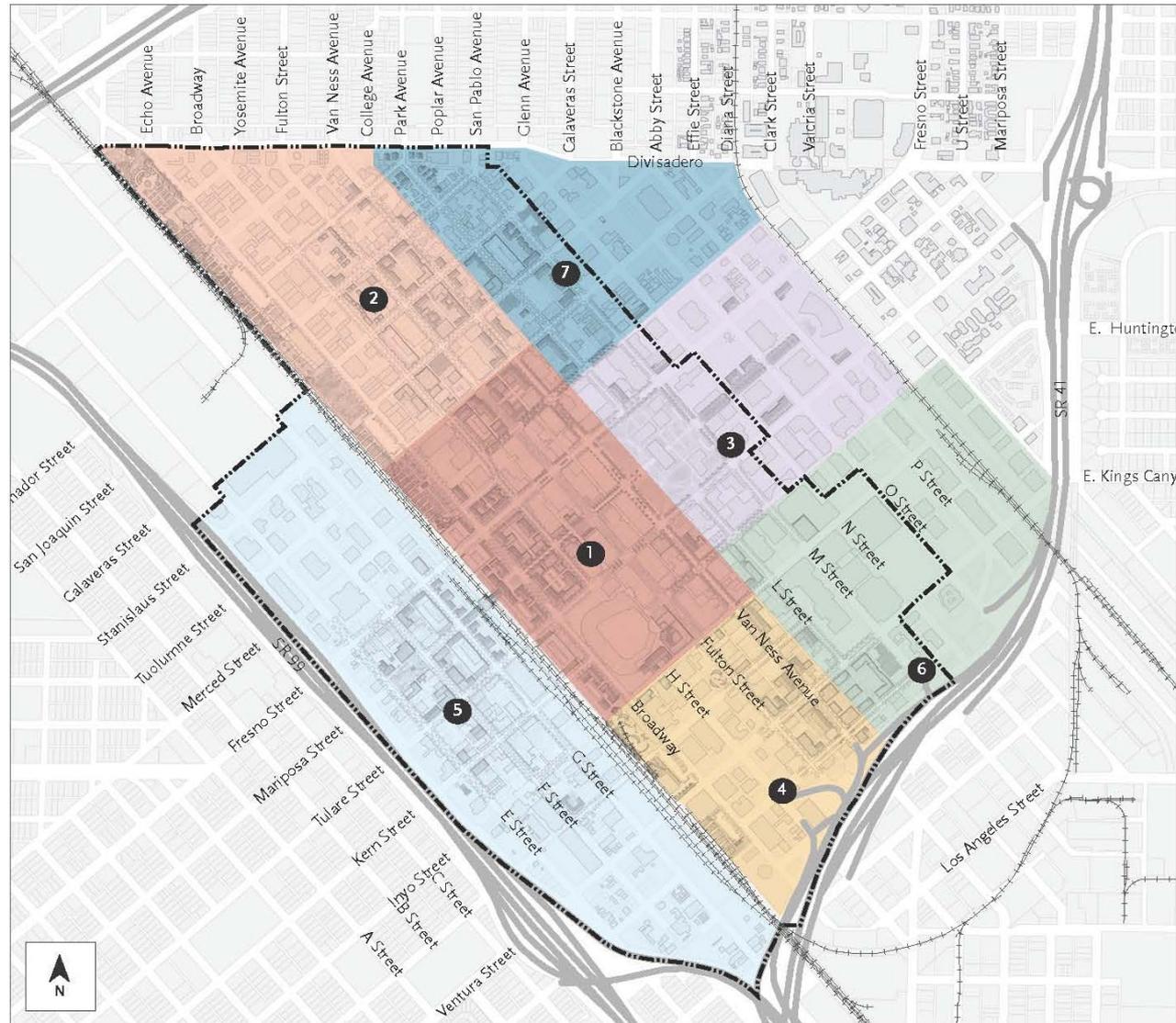


## KEY

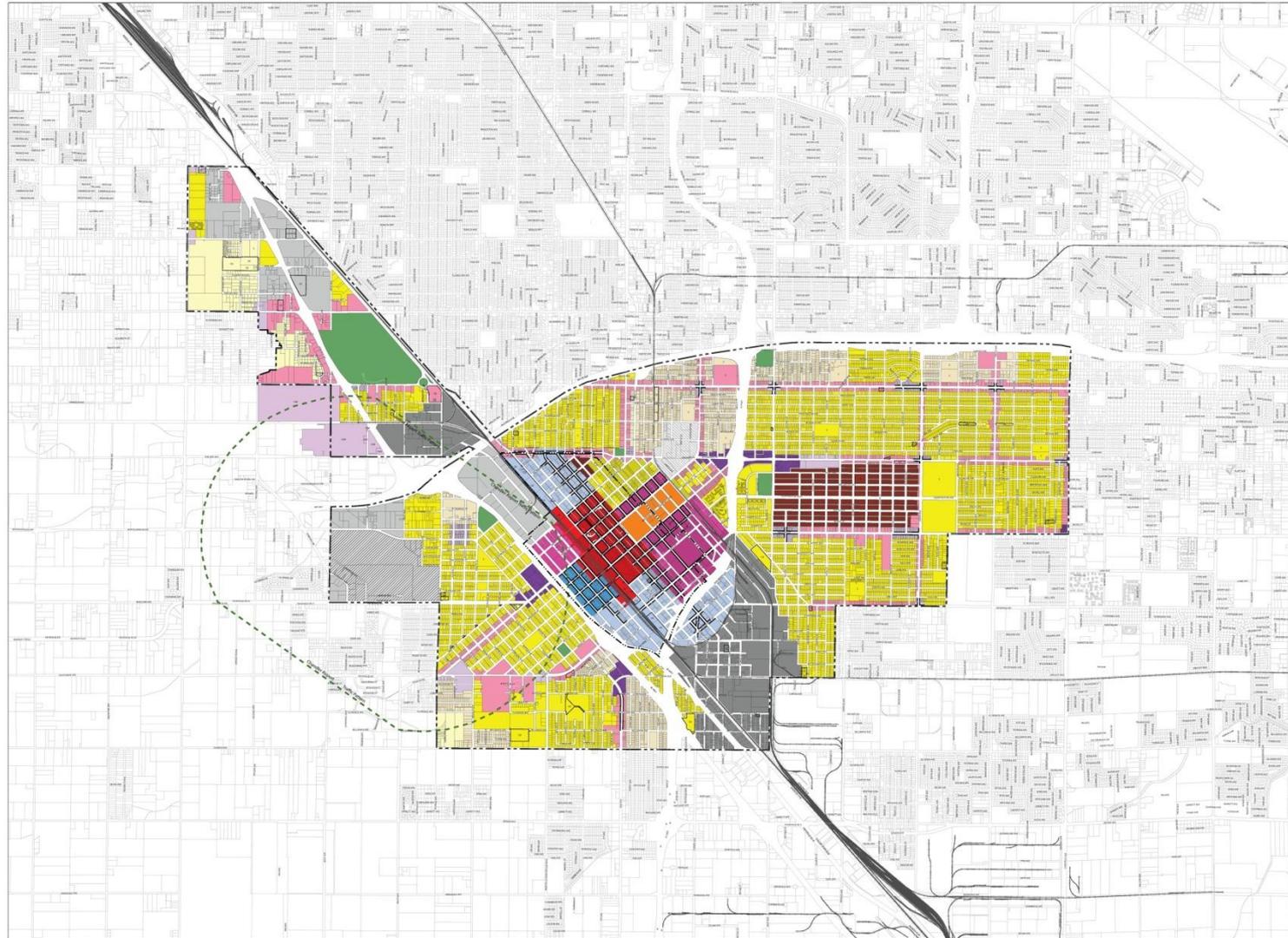
- 1 Jane Addams Neighborhoods
- 2 Southwest Fresno Neighborhoods
- 3 Lowell Neighborhood
- 4 Jefferson Neighborhood
- 5 Southeast Neighborhoods
- 6 South Van Ness Industrial District
- 7 Downtown District
- Community Plan Boundary

# FCSP DISTRICTS

- KEY**
- 1 Central Business District and Fulton Mall
  - 2 Cultural Arts District
  - 3 Civic Center
  - 4 South Stadium District
  - 5 Chinatown
  - 6 Armenian Town / Convention Center
  - 7 Divisadero Triangle
- Specific Plan Boundary



# DDC REGULATING PLAN



# DDC ZONE SUMMARY

ZONING DISTRICT	1. City Center Zoning Districts			1. City Center Zoning Districts		2. Corridor Zoning Districts	3. Neighborhood Zoning Districts		4. Special Districts
	a. Central Business District 2	c. Civic Center	d. Chinatown	e. Cultural Arts/S. Stadium/S. Van Ness	a. Corridor General	a. Neighborhood General	b. Neighborhood General Promenade	a. SD - General Industrial 2	
<p><b>1. EXAMPLES OF INTENDED PHYSICAL CHARACTER</b></p> <p>The examples are not intended to be interpreted literally as they represent the general range of scale, intensity, site organization and streetscape typical of the identified zoning district.</p>									
<p><b>2. INTENT AND PURPOSE</b></p>	<p>The CBD 2 designation is the cultural, civic, shopping, and transit center of Fresno and the region. This designation is applied to areas of the Downtown core bounded by Stanislaus Street, the Union Pacific railroad tracks, Inyo Street, and the alley between Van Ness Avenue and L Street.</p>	<p>The CBD 2 designation is comprised primarily of office, entertainment, and hospitality uses that serve Fresno and are secondary in intensity to the CBD 1 designation. This designation is applied to areas of the Downtown core surrounding the Civic Center designation and adjacent to the CBD 1 designation.</p>	<p>The CC designation is made up primarily of civic and office uses, including numerous public buildings containing City, County, State, and Federal uses. This designation is applied to properties currently fronting Meriopa Street and the south side of Fresno Street and the north side of Tulare Street between Van Ness and Q.</p>	<p>The CT designation is applied to the areas bounded by the Union Pacific railroad tracks, Highway 99, Stanislaus Street, and Inyo Street. Its close proximity to Highway 99 and Downtown creates the unique opportunity to introduce buildings and uses that serve both the region and the surrounding neighborhoods. Fresno Street is preserved and developed as Chinatown's "main street."</p>	<p>The CA/SS/SVN designation is applied to the areas immediately to the north and south of the Central Business District, including the South Van Ness area. This designation is comprised primarily of small-scale retail, office, industrial, and multi-family housing and is intended to serve the thriving artist community in the Cultural Arts area and the existing industrial uses in the South Stadium and South Van Ness areas.</p>	<p>The CG designation is applied to areas fronting on corridors including Belmont Avenue, East Kings Canyon Road, Blackstone Avenue, Alby Street, and North Fresno Street. The designation consists primarily of moderate intensity housing and neighborhood services while accommodating automobile-oriented commercial uses.</p>	<p>The NG designation is applied to areas outside of Downtown, including the Lowell Neighborhood and much of the Southwest and Southeast neighborhoods. The designation is comprised primarily of single family, and single family-compatible multi-family residential uses including live/work.</p>	<p>The NCP designation is applied to the "L" Street area east of and to Huntington Boulevard area east of Downtown and is comprised primarily of houses whose lots are 19th and early 20th century inageary has not been compromised.</p>	<p>The SD General Industrial 2 district is applied to areas that are best suited for heavy industrial activity. These areas are comprised primarily of the most intense industrial and manufacturing uses within Fresno's center city. Buildings are large with substantial activity from large cargo vehicles. These areas are accessible and interconnected but not typically oriented to the pedestrian.</p>
<p><b>3. INTENDED PHYSICAL CHARACTER</b></p>	<p>New buildings are block-scale, at least 2 stories and up to 15 stories in height, and located at or near the sidewalk to promote vibrant streets of active ground floor commercial activity. Most upper stories are expressed in a single volume to generate a consistent street wall with upper most volumes massed for an interesting skyline. Multiple volumes are used on larger buildings.</p>	<p>New buildings are block-scale, up to 10 stories in height, and are located at or near the sidewalk to promote vibrant streets and active ground floor commercial activity on key streets. Most upper stories are expressed in a single volume to generate a consistent street wall with human-scale. Multiple volumes are used on larger buildings.</p>	<p>New buildings are block-scale, up to 10 stories in height, and are set back from the sidewalk along a continuous build to line to maintain a formal alignment and arrangement of building footprints. Upper stories are expressed in volumes that enhance and support the civic presence of buildings along these streets.</p>	<p>New buildings are block-scale, up to 3 stories in height, and are located at or near the sidewalk to activate the sidewalk with pedestrian-oriented commercial activity. Most upper stories are expressed in single volumes to enhance the small scale of this urban neighborhood and traditional main street. If the High-Speed Train station is realized, the building height within Chinatown could conceivably be raised to 5 stories.</p>	<p>New buildings are block-scale, up to 2 stories in height, and are located at or near the sidewalk to generate more pedestrian activity. Buildings vary in size and type, but are compatible in massing and scale with adjacent buildings. Most upper stories are expressed in single volumes along the corridor and in multiple volumes with significant setbacks when adjacent to neighborhoods. Living rooms, dining rooms, and other formal rooms face the street.</p>	<p>New buildings are house-scale with most buildings in the designation up to 2 stories in height and some buildings up to 2-1/2 stories. All buildings are set back from the sidewalk to provide a buffer between the sidewalk and the designation's low intensity dwellings. Living rooms, dining rooms, and other formal rooms face and activate the street. Other house scaled buildings are compatible in this designation when scaled and massed in relation to the predominant single-family houses.</p>	<p>New buildings are house scaled with most buildings in the designation up to 2 stories in height and some buildings up to 2-1/2 stories. All buildings are set back from the sidewalk to provide a buffer between the sidewalk and the low intensity dwellings, with larger setbacks on Huntington Boulevard. Living rooms, dining rooms, and other formal rooms face and activate the street. Other house scaled buildings are compatible in this designation when scaled and massed in relation to the predominant single-family houses.</p>	<p>New buildings are the largest in the block-scale category in terms of footprint, up to 3 stories in height, and are located anywhere on the lot. Building volumes are expressed in single or multiple volumes as determined by the function of the industrial activity. Ground floor activity ranges from industrial and manufacturing uses and outdoor assembly to offices.</p>	
<p><b>4. INTENDED STREETSCAPE AND PUBLIC REALM</b></p>	<p>Streetscapes are the most active and intense of all streetscapes in Fresno. Commercial frontages such as galleries, arcades, and shopfronts shape a network of walkable and interconnected streets with wide sidewalks. Street trees add human scale and provide shade from the summer sun, adding distinct character to each street.</p>	<p>Streetscapes are very active and intense, providing continuity from CBD 1 and CC areas. Commercial frontages such as galleries, arcades, and shopfronts shape a network of walkable and interconnected streets with wide sidewalks. Street trees add human scale and provide shade from the summer sun, adding distinct character to each street.</p>	<p>Streetscapes are more formal than in other land use designations. Frontages emphasize the civic nature of these buildings through galleries, arcades, and storefronts which form and shape the axis between the Fresno County Courthouse and City Hall. Street trees add human scale, provide shade, and reinforce the formal arrangement of open spaces.</p>	<p>Streetscapes are urban and shaped by commercial frontages such as galleries, arcades, and shopfronts. Street trees, along with inviting sidewalks, reinforce the human scale of the place supporting pedestrian and commercial activity.</p>	<p>Streetscapes are urban and shaped by residential frontages such as front yards, porches, and stoops to commercial frontages such as shopfronts and storefronts. Street trees, along with inviting sidewalks, reinforce the human scale of the place supporting pedestrian and commercial activity.</p>	<p>Streetscapes are suburban with active ground floor residential frontages such as large front yards, porches, stoops in some areas, that face traditional, tree-lined streets. Street trees of varying species shape the unique landscape character of each individual street, and provide shade for pedestrians.</p>	<p>Streetscapes are suburban with active ground floor residential frontages such as large front yards, porches, stoops in some areas, that face traditional, tree-lined streets. Street trees of varying species shape the unique landscape character of each individual street, and provide shade for pedestrians.</p>	<p>Ground floor industrial frontages, including loading docks and front yards, shape the utilitarian streetscape. Street trees are present to provide shade, while accommodating the needs of large service and delivery vehicles.</p>	
<p><b>5. INTENDED PARKING</b></p>	<p>Parking consists of on-site spaces located either under or behind buildings with most parking provided through on-street spaces and strategically dispersed public garages. Parking requirements are the lowest in the center city, relying on transit and shared parking.</p>	<p>Parking consists of on-site spaces located either under or behind buildings with most parking provided through on-street spaces and strategically dispersed public lots and garages. Parking requirements are the second lowest in the center city, relying on transit and shared parking.</p>	<p>Parking consists of on-site spaces located either under or behind buildings with most parking provided through on-street spaces and strategically dispersed public lots and garages. Parking requirements are low, utilizing shared parking and transit.</p>	<p>Parking consists of on-site spaces located either under or behind buildings with most parking provided through on-street spaces, and strategically dispersed public lots and garages. Parking requirements are low, utilizing shared parking and transit.</p>	<p>Parking consists of on-street spaces and off-street spaces located behind, under, or on the side of buildings. Parking requirements are low, relying on walkable services while acknowledging some community-level visitors.</p>	<p>Parking consists of on-street spaces for visitors with off-street parking for residents in the rear 1/2 of the lot and shaded from the public right-of-way to emphasize the low intensity nature of the designation.</p>	<p>Parking consists of on-street spaces for visitors with off-street parking for residents in the rear 1/2 of the lot and shaded from the public right-of-way to emphasize the low intensity nature of the designation.</p>	<p>Parking consists of on-street spaces and/or on-site spaces located anywhere on the lot. Parking requirements are moderate based on distance from walkable services.</p>	
<p><b>6. INTENDED LAND USE RANGE</b></p>	<p>Buildings are occupied with ground floor commercial, retail, and office activity to support active streetscapes and walking. Upper floors and the floor area behind shopfronts is flexible for a wide variety of office, civic, lodging, housing, or additional commercial uses.</p>	<p>Buildings are occupied with ground floor commercial, retail, and office activity to support active streetscapes and walking. Upper floors and the floor area behind shopfronts is flexible for a wide variety of office, civic, lodging, housing, or additional commercial uses.</p>	<p>Buildings are occupied with ground floor commercial, retail, civic, or office uses to support active streetscapes and walking. Upper floors are flexible for office, housing, or additional commercial uses.</p>	<p>Buildings are occupied with ground floor commercial, retail, civic, or office uses to support active streetscapes and walking. Upper floors are flexible for office, housing, or additional commercial uses.</p>	<p>Buildings are occupied with ground floor housing as well as ground floor commercial, retail, and office uses. Upper floors are occupied with housing, office, or additional commercial uses.</p>	<p>Buildings are occupied with residential uses, limited live/work uses, and home occupation activity.</p>	<p>Buildings are occupied with residential uses and limited home occupation activity.</p>	<p>Buildings are occupied with the most intense ground floor industrial, manufacturing, and outdoor assembly by uses of those allowed within the Downtown Development Code boundaries. Upper floors are occupied with industrial, manufacturing, or offices.</p>	

# Development Potential

## Development Potential by Land Use<sup>2</sup>

Land Use	Quantity		
	DNCP (excl. FCSP)	FCSP	DNCP + FCSP
Residential (units)	3,697	6,293	9,990
Office (sf)	2,000,000	3,900,000	5,900,000
Retail (sf)	350,000	1,600,000	1,950,000
Industrial (sf)	2,900,000	150,000	3,050,000
Public Facilities (sf)	0	0	0
Agriculture (acres)	0	0	0
Open Conservation (acres)	33	31	64
Vacant Land (acres)	0	0	0

# Development Potential

## Residential Population Potential

Land Use	DNCP (excl. FCSP)	FCSP	DNCP + FCSP
Existing Population (persons) <sup>a</sup>	66,344	3,877	70,221
New Population (persons) <sup>b</sup>	15,268	11,958	27,225
<b>Total Residential Population (persons)</b>	<b>81,612</b>	<b>15,834</b>	<b>97,446</b>

## Jobs Potential

Land Use	DNCP (excl. FCSP)	FCSP	DNCP + FCSP
Office <sup>a</sup>	7,275	14,180	21,455
Retail <sup>b</sup>	875	4,000	4,875
Industrial <sup>c</sup>	3,660	190	3,850
<b>Total</b>	<b>11,810</b>	<b>18,370</b>	<b>30,180</b>

# FULTON MALL



# 1. Reconnect the Grid on Traditional Streets

## 4.5 THE OPTIONS

**Option 1: Reconnect the Grid on Traditional Streets.** This option removes the original 1964 pedestrian mall design from the Fulton Street right-of-way and replaces it with an enhanced street that incorporates vehicle traffic, wide sidewalks, on-street parking, and a new streetscape. On-street parking could be parallel, as shown in the below diagram, or perhaps angled on one or both sides of the street. Angled parking would introduce more on-street parking, but reduce the width of the adjacent sidewalks. Kern Street, Mariposa Street, and Merced Street are also converted into enhanced streets that support the retail stores on the restored portions of the Fulton Mall.

Fulton Street could be closed to traffic for specific events, on weekends, or as otherwise desired. Bicycles would share the roadway and public transit, such as a streetcar, could be introduced along Fulton Street. Seventeen of the Mall's sculptural works would be relocated elsewhere in the Central Business District, either along Fulton or assembled in Mariposa Plaza, and three would remain in their present locations.

From a retail standpoint, this option maximizes sales potential throughout the Fulton Corridor. As in Option 2, but to a greater degree, Fulton Street is entirely open to traffic and will attract businesses that thrive on the higher exposure in this kind of mixed use urban environment. Synergies between retail offerings and the general high energy of the street environment will create special attractions for Fresnoans living beyond the center of the city. This option will improve property values for buildings and land in the Fulton Mall area.

From a historic preservation standpoint, this option has the most impact on the landscape, since the 1964 Fulton Mall design is removed, and its artworks are preserved in a fundamentally different setting. From the perspective of the Mall's older and historic buildings, the revival of the economy in the area significantly improves the chances of investment to restore and maintain them as well as for them to be fully occupied.



View of Fulton Mall with an enhanced street running down its entire length.



Plan view of Fulton Mall with an enhanced street running down its entire length. Enhanced streets are also introduced on Merced, Mariposa, and Kern Streets.



View of Fulton Mall with an enhanced street that accommodates transit running down its entire length.

# 2. Reconnect the Grid with Vignettes

## 4.5 THE OPTIONS (continued)

**Option 2: Reconnect the Grid with Vignettes.** This option introduces a two-way street through the Fulton Mall, restoring selected original Mall design elements in their original Mall contexts ("vignettes"), in a manner that provides improved retail viability and some onstreet parking. Kern Street, Mariposa Street, and Merced Street are converted into enhanced streets that accommodate new streetscape, vehicle traffic, and diagonal parking that supports surrounding retail stores. Fulton Street could be closed to traffic for specific events or on weekends as desired. Bicycles would share the roadway and public transit, including a streetcar, could potentially be introduced along Fulton Street.

The new streets will incorporate traditional curbs and gutters. Within the "vignette" areas, the Mall landscape will be retained to the maximum extent possible, while accommodating through traffic. In addition, the street surface will incorporate the original paving materials and patterns of the 1964 landscape and no parking will be allowed within the vignettes. Street lighting for the new street will be contemporary, but must revert to the original mall fixtures in the vignettes. The pedestrian and building frontage zones between the vignettes and existing buildings will be a minimum of 10 feet wide.

Five of the Mall's sculptural works would be relocated elsewhere in the Central Business District, either along Fulton or assembled in Mariposa Plaza, while fifteen would remain in their present locations.

As discussed in the Fulton Mall Alternative Plan Economic Impact Analysis (Appendix A4), from a retail standpoint, this option will significantly improve sales potential throughout the Fulton Corridor. The street will be open to traffic and will attract businesses that thrive on the higher exposure that this mixed-use urban environment provides. Increased vehicular traffic will provide increased visibility and exposure for all Fulton businesses and will introduce the Mall to numerous residents and surrounding workers that are not aware of its commercial opportunities, or were previously unwilling to venture down the Mall. Street parking will be provided for convenience, although in lesser numbers than proposed under Option 1. Due to increased exposure and retail viability, this option will improve property values for buildings along Fulton Street and its cross streets, as well as increase the prospects for their rehabilitation and adaptive reuse.

From a historic preservation standpoint, key features of the original Mall landscape will be kept in place as vignettes within the new streetscape. Although most Mall landscape features are removed, those that remain will be celebrated. Although not ideal from a landscape preservation standpoint, improved economic viability along the Mall makes it more feasible for private owners to invest in restoring and maintaining the Mall's older and historic buildings, preventing their further deterioration.



View of Fulton Mall with selected Etko features preserved and restored.



Plan view of Fulton Mall showing an enhanced street that accommodates vehicular traffic winding through selected preserved and renovated portions ("vignettes") of the original Fulton Mall. The vignettes center around existing fountains, such that most fountains present remain in place and are restored to functionality.



# 3. Restoration and Completion

## 4.5 THE OPTIONS (continued)

**Option 3: Restoration and Completion.** This option keeps the Fulton Street, Merced Street, Mariposa Street, and Kern Street Malls in their original pedestrian-only configuration. The entire project as envisioned and realized by Garrett Eckbo, including all of its features and details (fountains, pavements, plantings, lighting, etc.), is renovated and the existing artwork is restored in place. Various design improvements are introduced, including more lighting, new restrooms, and better way-finding signage.

As discussed in the Fulton Mall Alternative Plan Economic Impact Analysis (Appendix A.4), from a retail perspective, a Mall closed to vehicle traffic cannot prosper without the critical mass of a regional shopping center or a proven national developer that can attract leading national and regional retailers, cinemas, and restaurants. These venues would need to work in concert to offer an extended entertainment and shopping destination, such as Santa Monica's Third Street Promenade. This means attracting at least 250,000 new square feet of stores, including several leading major anchors. (Currently the Mall is occupied by 50,000 – 100,000 square feet of local-serving retail space.) In addition, modern shopping center management practices, including a permanent marketing campaign, would need to be implemented. Such a prospect is unlikely, considering the Downtown's poor state of repair, its current demographic profile, competition from retail in other parts of the city and region, and the huge amount of public subsidy required to attract a major retailer.

Another option for retail development in a restored Mall would be to begin a professional, targeted business recruitment and merchandising campaign designed to attract a limited number of unique restaurants, coffee houses, bakeries and other locally-based businesses that service the local office and residential markets. Considering that a restored Mall would not provide convenience parking or better visibility, or deliver a vibrant real estate market in the short run, the prospects of this commercial strategy succeeding are also poor. Without changing the design dimensions of the Mall that currently frustrate the expectations of the retail market, the retail offerings there will be limited to local serving stores similar to the ones already in place. Poorly performing retail will probably produce property values that will continue to remain low, relative to commercial real estate in other areas of the region.

From a historic preservation standpoint, this option is the most beneficial for the landscape, restoring it to its original 1964 luster and preserving all of its key design features. The benefit to the older and historic buildings along the Mall is less clear in light of the economic challenges outlined above. Older and historic buildings along the Mall are in danger of disintegration significantly if the economy of the area does not revive to the point that it is profitable to invest in restoring and maintaining them. This alternative does not help in this respect. This option also precludes the introduction of a vehicular and/or transit street – the configuration that Fulton Street had for the first 80 years of its existence.



*Illustrative view of Fulton Mall with rehabilitated pavement, new lighting and new planting.*



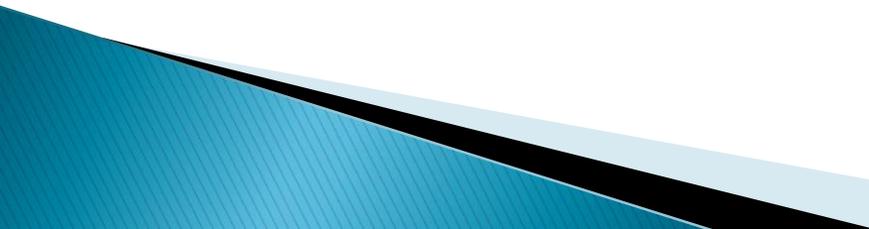
*Plan view of Fulton Mall fully restored.*



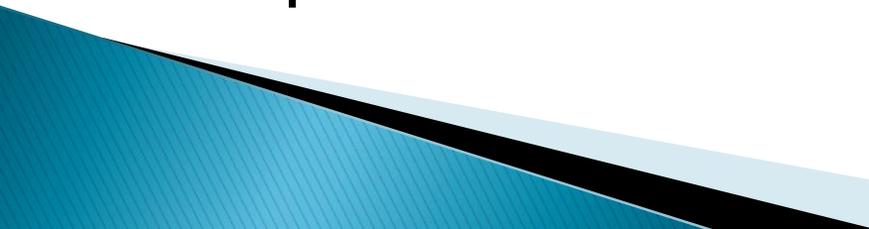
# Fulton Corridor Specific Plan, Downtown Neighborhoods Community Plan, and Downtown Development Code Program EIR Scoping Meeting

City of Fresno  
Development and Resource Management Department

# Meeting Objectives

- ▶ Provide a brief description of the proposed Fulton Corridor Specific Plan (FCSP), proposed Downtown Neighborhoods Community Plan (DNCP), and proposed Downtown Development Code (DDC)
  - ▶ Provide an overview of the California Environmental Quality Act (CEQA) process
  - ▶ Present the scope of the Program Environmental Impact Report (EIR)
  - ▶ Solicit written comments from stakeholders about the scope of the Program EIR
- 

# CEQA Objectives

- ▶ Encourage informed decision-making by disclosing environmental impacts of agency decisions
  - ▶ Increase stakeholder awareness of the environmental review process
  - ▶ Enhance public participation
  - ▶ Promote coordination between public agencies
  - ▶ Identify ways to minimize or avoid significant impacts on the environment
- 

# CEQA Process

## Initial Review

- ▶ The City of Fresno as lead agency determines what type of CEQA document is necessary, and which environmental topics should be included in the CEQA document to assess the potential impacts of the proposed project
- ▶ It was determined by the City of Fresno that a Program EIR would be the appropriate CEQA document to assess the potential environmental impacts of the proposed FSCP, DNCP and DDC

# CEQA Process

## Notice of Preparation (NOP)

- ▶ NOP is sent to local, regional, state, and federal (if appropriate) agencies that should provide input on the scope of the Program EIR to be prepared
  - ▶ NOP was published in the Fresno Bee and was mailed to interested parties and non-governmental stakeholders
  - ▶ Comment period for the NOP is 30 days
  - ▶ Comments and suggestions received in response to the NOP about the scope of environmental analysis related to the proposed project are incorporated into the scope of the Draft Program EIR, if appropriate
- 

# CEQA Process

## Draft Program EIR

- ▶ Preparation of technical studies and reports for inclusion in the EIR (historic resources, traffic, utilities, etc.)
  - ▶ Draft Program EIR is publically distributed
  - ▶ Public and agency comment period on the Draft Program EIR is 45 days
- 

# CEQA Process

## Final Program EIR

- ▶ Written response to each individual comment received during the public comment period of the Draft Program EIR
  - ▶ If necessary, supplemental analysis, clarifications, and modifications to the Draft Program EIR in response to comments received are prepared
- 

# CEQA Process

## Planning Commission and City Council

- ▶ City of Fresno Planning Commission reviews the conclusions contained in the Final Program EIR and makes a recommendation to the City Council
  - ▶ Ultimately, the City Council decides whether or not to certify the Program EIR and its findings
  - ▶ An EIR must be certified by City Council action in order to allow for a proposed project to move forward
  - ▶ EIR certification has to occur prior to adoption of the DNCP, FCSP or DDC or any other project assessed in the Program EIR
- 

# CEQA Process Recap

- ▶ Initial Review
  - ▶ Notice of Preparation (NOP)
  - ▶ Draft Program EIR
  - ▶ Final Program EIR
  - ▶ Planning Commission Review of Final EIR
  - ▶ City Council Action on Final EIR
- 

# FCSP, DNCP, DDC Draft Program EIR Scope

- ▶ Aesthetics
- ▶ Agricultural Resources
- ▶ Air Quality/Greenhouse Gas Emissions
- ▶ Cultural Resources
- ▶ Geology/Soils
- ▶ Hazards & Hazardous Materials
- ▶ Hydrology/Water Quality
- ▶ Land Use/Planning
- ▶ Noise
- ▶ Population/Housing
- ▶ Public Services
- ▶ Transportation/Traffic
- ▶ Utilities/Service Systems
- ▶ Alternatives

# Sign-In Sheet and Written Comments

- ▶ Please be sure to sign our sign-in sheet for this evening's CEQA Scoping Meeting
  - ▶ If you wish to submit a written comment in response to the NOP and/or in regards to the scope of the environmental analysis contained in the Draft Program EIR, please use one of our comment sheets
- 