

Chapter 1: VISION

A. A SHIFT BACK TO THE CENTER OF FRESNO

After two generations of expansive growth at its periphery, and a nearly complete neglect of the inner City, Fresno finds itself at a crossroads.

The process of suburbanization throughout the post World War II period has resulted in a number of unintended consequences, including the deterioration of the Downtown and the gradual abandonment of the late 19th and early 20th-century Downtown neighborhoods. Both have contributed to a process of increasing disinvestment in the heart of Fresno that is challenging the entire City's well being.

Over the last two decades, there has been a growing public sentiment among business leaders and elected officials that a vibrant future for our city depends on a revitalized Downtown. Without it, Downtown and its surrounding neighborhoods will continue to experience accelerated disinvestment and demand more municipal resources while producing virtually no economic return to the City.

The goal of this Community Plan is to capitalize on the positive momentum for Downtown revitalization and put specific policies and actions into place to guide the rejuvenation of the Downtown neighborhoods that brings about lasting prosperity and improvements. This is achieved by:

- Establishing Downtown as the heart of Fresno;
- Reviving and/or transforming each of the Plan's subareas based upon their unique identity;
- Establishing mixed-use neighborhood centers at important intersections that are within easy walking distance of surrounding residences and connect to existing and future transit networks;
- Improving the quality of the Plan Area's corridors by introducing street trees, traffic-calming measures, pedestrian amenities such as crosswalks, street lights and street furniture, and creating bicycle-friendly corridors; and
- Creating a framework for improving neighborhoods in order to attract private investment back to the center of the City.

B. THE STRATEGY FOR THE DOWNTOWN NEIGHBORHOODS

Through an extensive public process that included a week-long Design Workshop and numerous meetings with the Community Advisory Committee, Planning Commission, and City Council, a vision for the neighborhood was established. This long-term vision is summarized in the following 18 individual goals:

1. Attracting investment, businesses, and entrepreneurship and creating and retaining jobs;
2. Revitalized urban neighborhoods;
3. A vibrant, metropolitan Downtown;
4. High community standards and an improved standard of living;
5. Quality design initiatives;
6. Walkable, pedestrian-friendly streets;
7. A multi-modal transportation network;
8. Increased access to transit;
9. Inviting and accessible parks and open spaces;
10. Preservation and maintenance of Fresno’s traditional heritage;
11. Improved health and quality of life;
12. Active management and promotion of Fresno’s strengths;
13. Better access to and improved quality of education for residents;
14. Efficient, effective social services;
15. Improved fiscal health for Fresno;
16. Public investment that supports and attracts private investment;
17. Solid partnerships that create change; and
18. Civic participation: for residents, by residents.

1. Attracting Investment, Businesses, and Entrepreneurship and Creating and Retaining Jobs. Employment-generating investment in Downtown by the private sector cannot occur without reducing the risks and costs which prohibit or inhibit investment within Downtown and its surrounding industrial districts. This is achieved by:

- Improving infrastructure;
- Creating a more predictable entitlement process;
- Introducing housing and good schools; and
- Making early investments in “place making” to transform the image of Downtown and its neighborhoods into attractive, inviting, and unique urban places.

In addition, Downtown and its surrounding industrial districts have many advantages and benefits that can be leveraged to attract businesses and entrepreneurs and to create jobs.

- The future High Speed Train will be located at its heart, and the maintenance facility may be located just to the south;
- Downtown is located adjacent to, and is visible from State Routes 99, 41, and 180;
- Downtown is home to historic buildings that can be rehabilitated or adaptively reused, especially by small creative firms in industries like graphic design, marketing, advertising, technology, architecture, and engineering.

Further strategies for attracting, creating, and retaining jobs within Downtown and the surrounding neighborhoods include:

- Developing job training that will increase the employability of the Plan Area’s residents;
- Supporting existing businesses and incubating new businesses in order to increase the economic output of the Plan Area;
- Continuing to encourage government tenants to locate in the Plan Area;
- Attracting additional non-governmental and private sector employers to the area;
- Introducing a transit-oriented office complex around the proposed High Speed Train station; and
- Capitalizing on industries and trades that are located within and near the Plan Area, such as a value-added food processing center, Fresno Community Regional Medical Center, the proposed High Speed Train maintenance facility, and the Plan Area’s various businesses.

2. Revitalized Urban Neighborhoods. The redevelopment of the Downtown Neighborhoods is of profound importance to Fresno and the San Joaquin Valley as it supports growth in the City’s center and concentrates City resources and the management of existing infrastructure.

The process of revitalization of each of Fresno’s Downtown Neighborhoods and Districts will occur by responding to its unique needs, character, and identity in the following ways:

- Enabling small-scale investment by individual property owners, developers, and business owners;
- Transforming streets and corridors into appealing, walkable, pedestrian-friendly environments;
- Refurbishing and adaptively reusing existing buildings and landscapes;



Mixed-use buildings with ground floor office and/or housing above commercial spaces provide the opportunity for an active, lively environment 24-hours a day.



Mixed-use centers where many people live and work will regenerate Downtown and its neighborhoods into a vibrant and sustainable place to live and work.

- Introducing pedestrian-friendly, contextual infill development;
- Improving access to retail and services;
- Attracting new retail;
- Introducing market-rate housing; and
- Supporting the transformation of Downtown into a vibrant, mixed-use entertainment district.

3. A Vibrant, Metropolitan Downtown. The regeneration of the Downtown Neighborhoods is unlikely to occur without transforming Downtown into a vibrant, mixed-use entertainment district with uses encouraging activity 24 hours a day, 7 days a week.

The transformation of the Downtown will be achieved by:

- Focusing new development along the Fulton Mall and adaptively reusing the Mall and its surrounding historic buildings;
- Introducing new housing;
- Capitalizing on the High Speed Train station;
- Consolidating Municipal, County, State, and Federal uses in Downtown;
- Attracting private sector businesses;
- Establishing Downtown as the entertainment, health care, sports, specialized retail, and cultural center of the San Joaquin Valley;
- Establishing a 'park-once' district where visitors park in one location and participate in multiple activities; and
- Establishing incremental development that relies on many different developers.

4. High Community Standards and an Improved Standard of Living.

In flourishing neighborhoods, people of different generations, backgrounds, cultures, and income levels live in proximity to one another. They are able to relocate as their circumstances in life change, without having to go far. They are proud of their neighborhood and feel comfortable walking its streets and using its parks any time of day. These are affordable, friendly, safe, and diverse kinds of places to live. Critical components of revitalizing the Downtown Neighborhoods are maintaining their clean appearance, improving the actual and perceived safety of their streets and open spaces, and attracting a diverse range of residents, including middle-income residents. This process of revitalization needs to be accompanied by measures that attract investment and advance the goal of home ownership for the resident population, while minimizing gentrification.

Achieving the above will occur by:

- Consistently enforcing building, zoning, and health codes;
- Providing code-compliant housing;
- Requiring high quality architectural design;
- Requiring buildings to provide porches or stoops and street- and alley-facing windows to boost the number of "eyes on the street;"
- Providing a rich housing mix to accommodate and attract a wide-range of household types (singles, couples, families with children, empty-nesters, the elderly) and income levels (students, teachers, professionals, and the retired);
- Enhancing the streetscape and providing functional alleys to be used on a regular basis;
- Allowing home occupations by right; and
- Establishing retail uses within walking distance of resident population.

5. Quality Design Initiatives. The most effective ways to improve local air quality and the environment and increase affordability are to build or reinvest in existing walkable neighborhoods that place housing, jobs, and services close to one another. Sustainable building strategies also reduce environmental impacts.

Compact, mixed-use communities encourage residents, workers, and visitors to rely more on walking, biking, and transit to get around. These kinds of environments reduce vehicular trips, which in turn result in lower emissions. In addition, fewer parking spaces are required per person. Because of the mix of uses, ample opportunities for parking spaces to be shared become available. Fewer per-capita parking spaces translates into less money spent on constructing parking facilities, allowing money to be spent elsewhere.

Utilizing sustainable building and site design strategies can also save resources, decrease energy use, and reduce the money spent on utility bills. Sustainable design is achieved through strategies such as:

- Utilizing efficient heating and cooling systems and building envelopes (the outer shell of the building that facilitates climate control);
- Designing buildings that incorporate passive solar strategies that respond to the local climate, such as planting deciduous trees, providing porches, trellises, awnings, and other architectural elements to block the hot sun during the summer while allowing warming sunlight to penetrate during the winter;



Fresno's climate sets the stage for a vibrant street life, including outdoor cafes, like this example above.



The Grand incorporates a number of sustainable strategies, including the use of permanent building materials, a canopy that shades the sidewalk, and ground floor windows.

- To the extent possible, using local building materials to avoid expending energy transporting them over long distances;
- Specifying drought tolerant plants along with efficient domestic irrigation systems;
- Constructing new buildings of long-lasting, durable materials (such as stone, brick, concrete) that are built to last;
- Adaptively reusing old buildings; and
- Employing storm water strategies to cleanse runoff, recharge the aquifer, and reduce the size of or eliminate the need for storm water pipes, thereby saving the City, developers, and taxpayers money.

6. Walkable, Pedestrian-Friendly Streets. Streets typically account for 80 percent of a community’s public space, and accordingly act not only as transportation conduits, but also as spaces for strolling, recreation, and interaction among neighbors. Creating an environment where people can work, shop, go to school, and participate in outdoor activities in proximity to where they live means less energy is expended getting around, time is not wasted driving long distances to get to these places, and exercise is incorporated into daily routines. In addition, there are many people who do not have access to automobiles, whether they are too young or too old to drive, or unable to afford a car. Walkable, pedestrian-friendly streets address the needs of the widest variety of people possible.

The Plan Area’s neighborhoods, districts and corridors are currently built on an exemplary interconnected street network – albeit disjointed and disconnected in some locations and generally favoring the automobile – that provides an ideal opportunity for reintroducing pedestrian activity while offering multiple, traffic-diffusing routes.

A more walkable environment is created in the Plan Area by:

- Regenerating the public realm by introducing missing street trees, street lights, and sidewalks;
- Introducing traffic calming measures; and
- Reconnecting the street grid.

In addition, streets that emphasize the pedestrian experience while accommodating automobile capacity are created by:

- Returning streets to their original two-way configurations.
- Reducing the number of vehicular travel lanes on principle thoroughfares;
- Widening sidewalks;

- Providing opportunities for sidewalk dining; and
- Introducing bike lanes and/or planted medians.

7. A Multi-Modal Transportation Network. Complete streets are designed for the balanced use of automobiles, bicycles, pedestrians, and mass transit. Consisting of varying widths and configurations, these tree-lined streets are designed to provide comfortable environments for pedestrians and cyclists while slowing down automobile traffic. Conceived as places and not just traffic conduits, streets are memorable, easily distinguishable from one another, and great places to enhance neighborhood identity.

The Plan Area’s streets are currently configured to ferry automobiles from one part of town to the other. Balance is achieved by expanding the mobility options of residents and communities through Downtown Neighborhoods by:

- Establishing a way-finding program throughout Downtown to help pedestrians navigate the streets and locate their cars in the parking facilities where they deposited them;
- Establishing a Downtown Park Once system;
- Using the Bus Rapid Transit Master Plan and Bicycle, Pedestrian & Trails Master Plan (BMP) as a blueprint for transforming the Plan Area’s streets into multi-modal thoroughfares; and
- Incorporating the future California High Speed Train System.

8. Increased Access to Transit. Transportation costs tend to be higher in areas without transit. Residents who have very good access to public transportation spend significantly less on transportation each year. Typical California households with good access to public transportation spend \$3,850 less per year on transportation than in other areas.¹ The high cost of driving hits low-income families particularly hard, with a higher percentage of their income being spent on driving.

Compact and walkable neighborhoods allow access to transit alternatives and generate environmental and economic benefits on behalf of the families residing in the center of Fresno.

9. Inviting and Accessible Parks and Open Spaces. A vibrant public realm of streets and open spaces – plazas, squares, greens, and parks – provides places for people of different ages and socioeconomic backgrounds to relax, congregate, walk, play, and interact with each other. Successful and memorable open spaces are de-

¹ Transform, *Windfall for All: How Connected, Convenient Neighborhoods Can Protect Our Climate and Safeguard California’s Economy*, <http://transformca.org/files/reports/TransForm-Windfall-Report.pdf> (2009).



Special planting and paving patterns enhance the sidewalks on N Street at Kern Street and provide walkable, pedestrian-friendly streetscapes.



A bus stop with useful street furniture makes for a comfortable wait and also reinforces a balanced multi-modal transportation network.

signed as an integral part of each neighborhood and district and are accessible for the enjoyment of all. Streets and open spaces also present an opportunity for collecting and cleansing stormwater and recharging the aquifer by gathering and allowing for the infiltration of storm water.

The Plan Area contains a considerable amount of open space in the form of City parks and school playing fields and playgrounds. However, public access to school yards is not allowed on weekends or after school hours. In addition, some parks are lined by backyard fences instead of building fronts, compromising their actual and perceived safety. Increased access to the Plan Area's open spaces can be achieved by opening up school yards during non-school hours and transforming vacant parcels into parks.

Completing the street cover by introducing new shade-producing trees along the Plan Area's streets and within its parks and open spaces will make the journey to the parks more appealing and the parks themselves more inviting and useful. The perceived and actual security of these parks and open spaces can be improved by requiring surrounding buildings to provide windows and porches or stoops that face them.

10. Preservation and Maintenance of Fresno's Traditional Heritage.

The Plan Area includes some of Fresno's oldest neighborhoods and districts, and accordingly contains some of its most historically significant cultural resources. The preservation and maintenance of these resources – whether buildings or parks, street trees, or signs – is essential to maintaining a sense of traditional continuity and community pride.

New development compatible with these resources is critical to preserving the unique character of the Plan Area. Compatibility may be the repetition of existing or established design patterns, or their interpretation – whether they be traditional or contemporary – in a manner that develops each of the Downtown Neighborhoods and Districts in terms of their own distinct character. The Community Plan Area is a place with a centennial urban form well worth appreciating, preserving, and expanding.

11. Improved Health and Quality of Life.

The quality of the built environment has an impact on the livability and health of its residents. It can facilitate or impede access to education, recreation, and leisure, as well as generate or frustrate a sense of social belonging.

The following built-environment initiatives foster social interaction, create safer environments, and engender greater physical activity:

- Creating buildings, streets, and places that are scaled and oriented to human needs;

- Generating compact, mixed-use environments that provide a variety of activities within proximity of one another;
- Providing a balanced transportation system that accommodates bicycles, pedestrians, and automobiles;
- Creating a public realm of streets, parks, plazas, tot lots, dog parks, and other open spaces that allow for social and recreational activities such as community festivals, farmers' markets, outdoor cafes, playing fields, and outdoor dining;
- Providing easy access to medical care, fresh food markets, and fresh food restaurants; and
- Enabling urban agriculture in the form of community gardens, community orchards, allowing the planting of vegetable gardens in front yards, and allowing poultry in backyards.

12. Active Management and Promotion of Fresno's Strengths.

The Downtown and its Neighborhoods are home to Roeding Park, Chukchansi Park, the Fresno Convention Center, Fresno Community Regional Medical Center, several museums, various entertainment venues, numerous historic buildings, an industrial district with vibrant businesses, and are located immediately adjacent to the Fresno Fairgrounds. They are the gateway to the Sierra Nevadas and sit at the center of one of the most productive agricultural regions in the world. People visiting Yosemite and Kings Canyon, convention visitors, residents of proximate valley towns and cities and suburban Fresno residents can be attracted to part of the extraordinary commercial and cultural offerings of Downtown Fresno.

Strategies for getting the word out about these offerings include promoting the Downtown Neighborhoods as an affordable, friendly, and unique place to live, and establishing Downtown as the entertainment and cultural center of the entire San Joaquin Valley. In addition, as the key economic engine of the Valley, food and agritourism represent a tremendous opportunity to showcase Fresno's role in the global food industry and to attract visitors to the area. Working with various agriculture associations, trade groups, growers, packers and local agriculture experts, a variety of activities, events, and projects can be established.

Strategies for Downtown promotion include:

- Supporting the existing property and business improvement district to encourage owner-driven management of the Downtown and expanding Downtown's advertising program, including making existing Downtown-related websites more prominent and capitalizing on social media websites;
- Regularly publishing a Downtown gazette of events and restaurants;



The restoration and maintenance of older buildings contribute to a sense of neighborhood pride.



Neighborhood parks provide for recreational, social, and educational opportunities.

- Promoting existing and creating new events and activities to attract visitors; and
- Increasing the positive coverage and visibility of Downtown and its neighborhoods in the local, national, and international media.

13. Better Access to and Improved Quality of Education for Residents.

A key to improving the economic well-being and the quality of life of those who live within the Downtown Neighborhoods is expanding their educational opportunities. A good education leads to more employment opportunities and a wider choice of jobs. Even for blue collar workers, "brain power" is becoming far more important than "brawn power" – for example, auto mechanics need to read and interpret manuals and computer printouts and accordingly need more training than the mechanics of the past.

Better access to quality schools and improved quality of education is achieved by:

- Promoting education and training programs that already exist;
- Improving the safety of children walking to and from school;
- Encouraging existing and new local after-school and adult education programs; and
- Enticing institutions of higher-learning to have a presence in Downtown.

14. Efficient, Effective Social Services. Adequate social services should be offered to all residents of the Downtown Neighborhoods. This includes enabling neighborhood-based childcare, health care, housing, and other social services that encourage personal responsibility, protect the needy and vulnerable, while strengthening and preserving families.

Critical to achieving this end is designing facilities that address the particular social deficits of each of the Downtown neighborhoods. For example, while some services may indeed require facilities and buildings that are large and centrally located, such services may be delivered far more effectively and constructively in smaller buildings, and in the very neighborhoods where the need for them exists, as opposed to large, one-stop centers.

15. Improved Fiscal Health for Fresno. The fiscal health of the City is essential for providing adequate and uninterrupted public services to local residents and businesses. Without fiscal health, the level and quality of public services that are required for a high quality of life will not be forthcoming. In addition, fiscal health influences where people buy homes and where businesses locate. It determines the effectiveness of public and private investment, the level of economic development, thereby increasing long term

public credit worthiness and reducing the tax burden of local residents and businesses.

The prospect of a well-functioning Downtown and surrounding neighborhoods is in the interest of all of the citizens of Fresno. As the state of the neighborhoods improves and property values and tax receipts increase, the resources that must be diverted to the Plan Area from other sources to pay for public services will decrease. Downtown and the surrounding neighborhoods will become a financial engine that powers the Downtown, as well as the rest of the City.

16. Public Investment that Supports and Attracts Private Investment.

In order to support and promote the revitalization of the Downtown Neighborhoods, investments must be targeted where they will have the most impact. This means applying resources strategically, as they become available, and as market opportunities arise. In making these investments, it is more cost-effective to prioritize areas that have the best prospects for attracting private development and therefore leverage market activity. That is, identifying and targeting where the investment of public resources can power the market. Improving neighborhood quality of life, working with local businesses, and providing "place making" investments in targeted locations within neighborhoods offer the best potential for revitalizing the Downtown of Fresno.

Some neighborhoods will require a significant amount of "up-front" investments in the form of infrastructure improvements (sidewalks and roads), as well as enhancements like street trees and green spaces in order to "unlock" their potential for development. These investments will be more cost effective if the City begins the process of revitalization in areas that have the best prospects for attracting private development. For example, public investment in infrastructure, open space, parking, and street improvements in the Cultural Arts District, or house construction, rehabilitation, and the demolition of deteriorated multi-family housing buildings in the Lowell neighborhood are more likely to generate increases in real estate value in the short term.

17. Solid Partnerships that Create Change. Significant revitalization of the Downtown neighborhoods will be very difficult to achieve if effective partners in the community revitalization process are not involved – partners such as local foundations and philanthropic organizations, local developers, major employers, and anchor institutions such as the Community Regional Medical Center, Fresno State, Fresno Pacific University, and Fresno City College. These partnerships need to aim for "win-win" strategies for the public, institutional, and private actors involved.



This street, with its older building stock, mix of uses, wide sidewalks, and pedestrian-scaled signage, provides an inviting place to live, work, and stroll.



After-school programs and group activities will help foster healthy communities by reinforcing responsibility.

C. SUBAREA BY SUBAREA TRANSFORMATION

This Plan introduces policies to encourage and enable new kinds of partnerships between the public, private, non-profit, philanthropic, and community development sectors in order to leverage funding, expand the funding universe, and meet new and unconventional policy goals. For example, because sidewalks have the potential to increase walking and therefore decrease obesity, public health monies targeted to obesity programs may be accessed for new sidewalks in the Downtown Neighborhoods.

18. Civic Participation: For Residents, By Residents. Ultimately the successful transformation of the Downtown Neighborhoods depends on how involved their residents, property owners, and business owners become in the process. Successful revitalization needs to be led by private citizens and must include a robust outreach effort that enables and empowers property owners, residents, and stakeholders to participate constructively in planning, design, implementation, and program assessment. The implementation of this Plan cannot succeed without the healthy and informed participation of residents that creates an environment of trust, accountability, and transparency.

Accordingly, the Downtown Neighborhoods Community Plan proposes a neighborhood governance structure that allows residents and property owners to prioritize local initiatives and projects, and ensures that changes occur according to the Community Vision described in **Section C** of this Chapter.

As described in the Introduction, Fresno's Downtown Neighborhoods are organized around seven principal subareas as shown in **Figure 1-1** (Community Plan Subareas):

- Jane Addams Neighborhoods;
- Southwest Neighborhoods;
- Lowell Neighborhood;
- Jefferson Neighborhood;
- Southeast Neighborhoods;
- South Van Ness Industrial;
- Downtown.

These subareas have been defined over time by their location at the center of the city and region, initial development patterns, and their economic, physical, and social evolution.

Each subarea has its own unique character and its own distinct vision, as summarized on the following pages.



Community meetings provide the opportunity for civic involvement.



Partnerships with local organizations provide a solid foundation for tackling various community-based topics such as nutrition and healthy living.

C. SUBAREA BY SUBAREA TRANSFORMATION (continued)

This Plan represents the culmination of an extensive community outreach process that included numerous Downtown Neighborhood Community Plan Community Advisory Committee (DNCPCAC), Planning Commission, and City Council meetings, as well as a week-long Design Work Shop in May 2010. See **Section E** (Plan Preparation Process), in the Introduction for more information). The vision for each of the Plan's seven subareas, as developed by the community, is summarized below and is described in further detail on the pages that follow.

SUMMARY OF THE VISION BY SUBAREA			
Subarea	Jane Addams Neighborhoods	Southwest Neighborhoods	Lowell Neighborhood
Intended Physical Character			
Vision and Intended Land Use Activity Range	<ul style="list-style-type: none"> • Infill the subarea over time, while retaining its informal agricultural character. • Transform the subarea into a more pedestrian-friendly environment through the introduction of traffic-calming measures, street trees, and pedestrian-oriented standards for the design of its thoroughfares. • Wide auto-oriented streets and corridors are transformed over time into thoroughfares that incorporate a new streetscape that references Roeding Park and the agricultural lands to the west. • Make the subarea more self-sufficient through the introduction of neighborhood shopping centers that provide much needed neighborhood-serving retail and services. • Motels are transformed into commercial uses that capitalize upon their proximity to State Route 99. • Roeding Park is improved. • Access to open space is increased by establishing a joint-use agreement with Fresno Unified School District and by utilizing the ponding/recharge basin south of Jane Addams Elementary School as usable, recreation space. • Urban agriculture and community gardens are promoted. • A local neighborhood council, involving residents and property owners is created in order to ensure that the Community Plan is implemented according to the vision and with community input. 	<ul style="list-style-type: none"> • Transform the subarea into a clean, safe neighborhood that reflects its unique identity. • A pedestrian-friendly environment is created by introducing human-scaled buildings that provide “eyes on the street.” • Disconnected streets are reconnected and traffic on residential streets and corridors is slowed down. • Alleys are kept open and are utilized. • Private development and civic resources are targeted towards bringing neighborhood-serving uses, including retail, banking, and schools, within the community. • The interface between incompatible uses is mitigated through physical interventions such as landscape barriers. • A local neighborhood council, involving residents and property owners is created in order to ensure that the Community Plan is implemented according to the vision and with community input. • Vacant neighborhood parcels, such as those west of State Route 99 are infilled with house-scaled, pedestrian-oriented buildings such as houses, duplexes, triplexes, and “granny flats.” • More intense building types are developed along Fresno Street. 	<ul style="list-style-type: none"> • Transform the subarea into an attractive, mixed-income established neighborhood adjacent to Downtown Fresno and as a bridge between the Tower District and Cultural Arts area of Downtown. • Older building stock is restored. • Vacant parcels are infilled with house-scaled, pedestrian-oriented buildings such as houses, duplexes, triplexes, and “granny flats.” • Commercial and mixed-use buildings with parking behind or on the street are introduced along Divisadero Street and Blackstone Avenue and at the corner of Divisadero and Fulton Streets. • Missing street trees and safe street crossings are introduced along major corridors. • Alleys are kept open and are utilized. • A local neighborhood council, involving residents and property owners is created in order to ensure that the Community Plan is implemented according to the vision and with community input.
Reference for Subarea's Information	See C.1 for detailed information.	See C.2 for detailed information.	See C.3 for detailed information.



Jefferson Neighborhood	Southeast Neighborhoods	South Van Ness Industrial	Downtown
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- Transform the subarea into an attractive, mixed-income established neighborhood adjacent to Downtown Fresno.
- Older building stock is restored.
- Ensure that the subarea benefits from the Fresno Community Regional Medical Center and surrounding office, retail and commercial space.
- Vacant parcels are infilled with house-scaled, pedestrian-oriented buildings.
- Intersection of Fresno Street and Belmont Avenue redeveloped into a neighborhood shopping center with pedestrian-friendly amenities and mixed-use, multi-story buildings.
- Missing street trees, sidewalks, and safe street crossings are introduced, particularly around schools and across corridors.
- Alleys are kept open and are utilized.
- A local neighborhood council, involving residents and property owners is created in order to ensure that the Community Plan is implemented according to the vision and with community input.

- Corridors transformed into more humane environments with pedestrian-friendly amenities such as shaded sidewalks, planted medians, and frequent crosswalks.
- New neighborhood-serving, commercial development is built on main intersections along the corridors to create neighborhood centers.
- Remaining portions of corridors are transformed over time by transit-oriented residential development.
- Streets traffic-calmed to encourage safe pedestrian access to schools.
- Alleys are kept open and are utilized.
- Access to open space is increased by opening up school tot lots and playing fields on weekends and after school.
- A local neighborhood council, involving residents and property owners is created in order to ensure that the Community Plan is implemented according to the vision and with community input.

- Industrial character of the district reinforced by emphasis on continuing and facilitating the industrial uses that currently occur there.
- Pre-World War II brick warehouses are adaptively reused as commercial, retail, residential, and mixed-use projects.
- Improvements to public infrastructure, including improved street maintenance, the introduction of lighting, sidewalks, and on-street parking are implemented to attract investment.
- Alleys are kept open and are utilized.
- Interface with residential neighborhoods to the east is mitigated by planting and rerouting truck delivery traffic.
- A local neighborhood council, involving residents and property owners is created in order to ensure that the Community Plan is implemented according to the vision and with community input.

- Transform the subarea into a clean and safe mixed-use district with retail, office, entertainment, nightlife, and a variety of housing choices.
- Fulton Mall is revitalized.
- Establish this subarea as the most prominent cultural, entertainment, and arts destination in San Joaquin Valley.
- Focused redevelopment generates activity 24 hours a day, 7 days a week.
- Investment targeted towards the Fulton Mall and its historic buildings.
- Dense, urban, and pedestrian-focused development connects the High Speed Train Station to the Fulton Mall.
- Vacant office space is converted to residential and commercial uses restoring economic vibrancy and keeping people Downtown after the close of the business day.
- Street trees, sidewalks, and pedestrian crossings are introduced.
- Restoration of the street grid through conversion of one-way to two-way streets in order to improve connectivity throughout Downtown.
- Alleys are kept open and are utilized.
- A local neighborhood council, involving residents and property owners is created in order to ensure that the Community Plan is implemented according to the vision and with community input.
- Existing open spaces such as Courthouse Park are activated and new open spaces are introduced.

See C.4 for detailed information.

See C.5 for detailed information.

See C.6 for detailed information.

See C.7 for detailed information.

C. SUBAREA BY SUBAREA TRANSFORMATION (Continued)

C.1 THE VISION for the Jane Addams Neighborhoods

Vision Statement:

Jane Addams is comprised of a variety of low-intensity neighborhoods that are served by revitalized, mixed-use commercial corridors. It is completed over time, while retaining its informal rural character. Undeveloped land is infilled with traditional neighborhood development. Its wide, auto-oriented corridors are transformed over time into boulevards that create a unique identity by incorporating streetscape that references its unique assets, including Roeding Park and the agricultural lands to the west. It is made more self-sufficient through the introduction of neighborhood centers providing much needed neighborhood-serving retail and services. Its motels are rehabilitated into projects that capitalize upon their proximity to State Route 99. Roeding Park (including the Fresno Chaffee Zoo, Rotary Playland, and Rotary Storyland), is improved and easier access is provided to it for residents living a block away as well as for visitors from all over the San Joaquin Valley. Urban agriculture is accommodated on the subareas's various vacant lots and within front and back yards. Finally, a local neighborhood council, involving property owners and residents, is created in order to ensure the Community Plan is implemented according to the vision of this Plan.



Jane Addams has ample locations where residents could grow their own food while interacting with their neighbors.

Urban Form and Land Use: Introduce a variety of housing types to shape active and walkable residential blocks with commercial services, retail, and industrial land uses and larger buildings along the corridors. Intensify land uses along the corridors while maintaining compatibility with adjacent single family houses. Improve the existing dilapidated motels along Motel Drive to generate a safe and appealing environment for tourists. Integrate urban agriculture and community gardens into a development pattern that is rural in character.

Transportation: Introduce pedestrian-scaled blocks and an interconnected street network, create multi-modal streets, and implement traffic-calming measures to maintain balance for pedestrians and cyclists. Provide on-street parking wherever possible and upgrade transit stops on corridors.

Mitigate the effects of the High Speed Train – whether it runs at-grade, below-grade, or elevated – as it passes through the Jane Addams Neighborhoods by introducing appropriate screening, sound attenuation, and traffic circulation strategies.

Parks, Open Space and Streetscape: Plant more street trees to make appealing streetscapes for residents and visitors. Recognize the rural character of much of this area by using street tree types that correspond to the specific street types, e.g. arterial, neighborhood street. Revitalize Roeding Park and Chaffee Zoo as significant regional destinations and introduce smaller open spaces throughout Jane Addams where possible. Establish a joint-use agreement with Fresno Unified School District to provide access to Jane Addams Elementary School's playground and playfields during non-school hours. Utilize the ponding/recharge basin south of Jane Addams as usable, recreational space that includes picnic tables, barbecues, etc.

Infrastructure and Natural Resources: Improve and replace aging infrastructure where needed. Adopt water conservation measures, develop alternative water resources, and expand and further establish the City's Recycled Water System to offset water demand for non-potable uses.

Health and Wellness: Maintain compatibility between corridor buildings and activities and adjacent neighbors. Improve street connectivity and introduce appealing streetscapes to encourage walking, bicycling, and overall pedestrian access from neighborhoods.

Historic and Cultural Resources: Preserve Roeding Park as the area's centerpiece and require new buildings across the street from the park to face the park with ample windows and appropriate frontage types (such as porches, arcades, and shopfronts) as well as provide entrances from the street.



This aerial view shows the transformation of a number of the dilapidated motels along Parkway Drive into neighborhood- and highway-serving retail. The vacant teardrop-shaped parcel bounded by Parkview Drive, Warren Avenue, and Thomas Avenue is infilled with a neighborhood park and community center. Housing is introduced on the vacant parcels.



A rural house with drought tolerant front yard landscaping. A white picket fence provides separation between the sidewalk-less street and the house.

C.2 THE VISION for the Southwest Neighborhoods



A restored house front in the Southwest Fresno Neighborhood utilizes materials and detailing that is consistent with the original Craftsman design.



Elm Street is envisioned as a neighborhood “Main Street” with local-serving retail and services – amenities that are currently lacking in Southwest Fresno. Large vacant parcels are subdivided to accommodate additional housing. Disconnected streets, such as Geneva Avenue and Bellgravia Avenue, are reconnected in order to stitch together the broken street network and fractured neighborhood fabric on both sides of Elm Street.



Fresno Street at Irwin Avenue, as it currently exists.



Fresno Street at Irwin Avenue, after its transformation into a pedestrian- and bicycle-friendly boulevard. Drought resistant native landscaping can be used in lieu of grass.

Vision Statement:

Building on the area’s rich history and existing early 20th-century character, Southwest Fresno is transformed into a group of clean, safe, and attractive neighborhoods. A pedestrian-friendly environment is created by introducing human-scaled buildings that provide “eyes on the street,” reconnecting disconnected streets, and slowing traffic – particularly along east-west streets such as Church, California, and Whitesbridge Avenues, and Amador Street. Development and civic resources are targeted towards bringing neighborhood-serving resources, including retail, banking, and schools, within the community so that residents do not need to travel a great distance to shop, go the bank, or go to school. The interface between incompatible uses is mitigated through physical interventions such as landscape barriers. Finally, a local neighborhood council, involving property owners and residents, is created in order to ensure the neighborhood is transformed according to the vision of this Plan.

Urban Form and Land Use: Infill neighborhoods with residential buildings that generate a neighborhood building fabric. Intensify land uses along corridors such as Fresno Street, California Avenue, Ventura Avenue, and Elm Avenue with buildings that accommodate housing, retail, and commercial uses; that maintain compatibility with adjacent neighbors; and that place parking at the rear of buildings. Work with county island residents who are interested in being annexed into the City to ensure an orderly pattern of land use activity and distribution of high quality municipal services.

Transportation: Create multi-modal streets, convert Whitesbridge Avenue and Amador Street from one-way to two-way streets, reconnect the grid as much as possible, implement traffic-calming to maintain balance for pedestrians and cyclists, and improve the appearance and safety of alleys. Introduce on-street parking wherever possible and upgrade transit stops on corridors.

Parks, Open Space and Streetscape: Plant more street trees to make appealing streetscapes for residents, business owners, and visitors. Introduce smaller and more distributed open spaces where possible and locate them in places where they are within walking distance of the greatest number of residents.

Infrastructure and Natural Resources: Improve and replace aging infrastructure where needed. Put in place water conservation measures, develop alternative water resources, and expand and further establish the City’s Recycled Water System to offset water demand for non-potable uses.

Health and Wellness: Maintain compatibility between corridor buildings and adjacent single-family neighbors. Improve connectivity and appeal of streetscapes to encourage walking, bicycling, and overall pedestrian access from neighborhoods.

Historic and Cultural Resources: Preserve older building stock, including designated historic resources, to enhance Southwest’s neighborhood character. Designate Kearney Boulevard as a scenic route, enable adaptive reuse of existing buildings, and require new development to be physically compatible with designated historic resources.

Fresno Street Transformation. These photos on the left demonstrate how Fresno Street, a wide, car-dominated thoroughfare, lined by single family residential dwellings between SR 99 and Thorne Avenue, can be transformed into a grand parkway, similar to Huntington Boulevard. The existing right-of-way, coupled with relatively low traffic volumes, can easily accommodate a wide planted median and bike lanes. Canopy trees help give form to the street, as well as provide shade. Pedestrian-scaled light posts provide lighting that is more in scale and character to the single-family residences that face the street. Finally, infilling the vacant parcels with houses completes the transformation.

C. SUBAREA BY SUBAREA TRANSFORMATION (Continued)

C.3 THE VISION for the Lowell Neighborhood

Vision Statement:

Lowell transforms into an attractive, mixed-income, established neighborhood adjacent to Downtown Fresno and functions as a bridge between the Tower District and Cultural Arts District area of Downtown. Restoration of its historic resources and infill of its vacant parcels with pedestrian-oriented buildings such as houses, duplexes, triplexes, and “granny flats” introduces additional density without compromising its single-family scale and character. Commercial and mixed-use buildings with parking behind or on the street are developed along Divisadero Street and Blackstone Avenue and the budding neighborhood center at the corner of Divisadero Street and Fulton Street is expanded. Missing street trees and safe street crossings are introduced, particularly along Fulton Street, Van Ness Avenue, San Pablo Avenue, Divisadero Street, and Blackstone Avenue. Street lighting is maintained throughout. Finally, a local neighborhood council, involving property owners and residents, is created in order to ensure the Lowell Neighborhood is implemented according to the vision of this Plan.

Urban Form and Land Use: Intensify land uses along Divisadero Street, Blackstone Avenue, and Belmont Avenue while maintaining compatibility with adjacent single-family neighbors. Within the residential neighborhoods, introduce a variety of housing types, including multi-family buildings that are compatible with existing single-family buildings. Preserve the interconnected street network in order to create active and walkable blocks.

Transportation: Keep the street grid as connected as possible, create multi-modal streets, implement traffic-calming to maintain balance for pedestrians and cyclists, and improve the appearance and safety of alleys. Introduce Bus Rapid Transit along Blackstone Avenue and Abby Street, and if economically viable, a street car that connects Downtown and the Tower District along Fulton Street and/or Van Ness Avenue. Provide on-street parking wherever possible and upgrade transit stops on corridors.

Parks, Open Space and Streetscape: Plant more street trees to make appealing streetscapes for pedestrians, cyclists, and drivers. Establish a joint-use agreement with Lowell Elementary School in order to increase access to open space. Introduce smaller and more distributed open spaces where possible.

Infrastructure and Natural Resources: Improve and replace aging infrastructure where needed. Put in place water conservation measures, develop alternative water resources, and expand and further establish the City’s Recycled Water System to offset water demand for non-potable uses.

Health and Wellness: Maintain compatibility between corridor buildings and adjacent neighbors. Improve connectivity and appeal of streetscapes to encourage walking, bicycling, and overall pedestrian access from neighborhoods.

Historic and Cultural Resources: Preserve older building stock, including designated historic resources, to enhance the neighborhood character, including the worker’s cottages along Yosemite Avenue, the stately houses along Van Ness Avenue between Nevada and Voorman Avenues, and the early 20th century houses within the North Park Historic District. Enable adaptive reuse of existing buildings, and require new development to be physically compatible with designated historic resources.



A rehabilitated apartment building in the Lowell Neighborhood provides street-facing windows and is accessed directly from the sidewalk.



This aerial view of the Lowell neighborhood envisions a neighborhood center along Divisadero Street between Van Ness Avenue and Fulton Street. Mixed-use buildings that accommodate neighborhood-serving retail and services, including a co-op grocery store, are introduced. House-scaled duplexes, triplexes, and quadplexes infill the neighborhood’s vacant parcels.



A multi-family housing project with massing and architectural features that are compatible with single-family houses.

C.4 THE VISION for the Jefferson Neighborhood



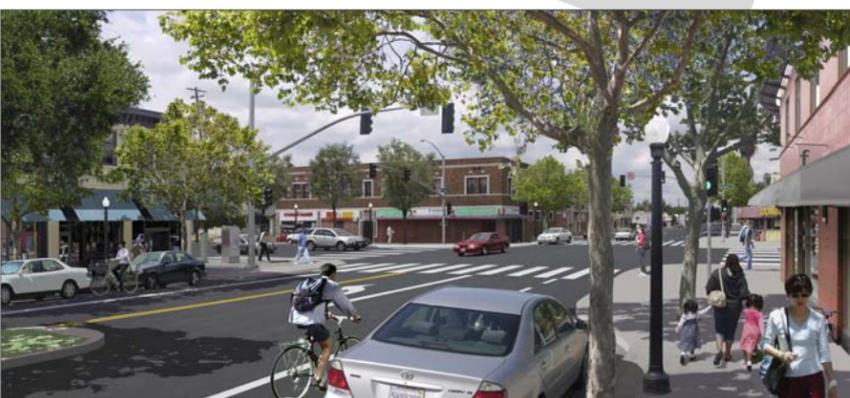
Buildings and their adjacent sidewalks along Belmont Avenue are activated through the introduction of sidewalk seating and open, inviting storefronts.



This aerial view shows how the intersection of Fresno Street and Belmont Avenue can be transformed into the Jefferson neighborhood's center. This includes traffic calming Fresno Street and Belmont Avenue by introducing pedestrian friendly amenities, and infilling vacant parcels with multi-story, mixed-use buildings with parking located in the backs of their lots.



Fresno Street at Belmont Avenue as it currently exists.



Fresno Street at Belmont Avenue, after the transformation of its public right of way.

Vision Statement:

The Jefferson Neighborhood is an established, mixed-income neighborhood that provides Downtown-adjacent housing, a major hospital, and is served and defined by mixed-use commercial corridors. The neighborhood benefits from the presence of Fresno Community Regional Medical Center and the office, retail and commercial space that surrounds this facility. Infill of its vacant parcels with house-scaled, pedestrian-oriented buildings introduces additional density in single-family compatible building forms. The intersection of Fresno Street and Belmont Avenue is redeveloped into a neighborhood center with pedestrian-friendly amenities and mixed-use, multi-story buildings. Street lighting is maintained throughout the neighborhood. Missing street trees, sidewalks, and safe street crossings are introduced, particularly around the Jefferson neighborhood's schools and across its corridors. Finally, a local neighborhood council, involving property owners and residents, is created in order to ensure the Jefferson Neighborhood is implemented according to the vision of this Plan.

Urban Form and Land Use: Introduce a variety of housing types that are house-like in massing and scale. Generate active and walkable blocks that are lined with retail and commercial services along Belmont Avenue, Abby Street, and Fresno Street. Complete the nascent neighborhood center at Belmont Avenue and Fresno Street and introduce multi-family residential buildings near and around the hospital that are designed with massing and scale that mediates between the large hospital building and the surrounding single-family houses.

Transportation: Keep the grid as connected as possible, create multi-modal streets, introduce Bus Rapid Transit along Blackstone Avenue and Abbey Street, implement traffic-calming to maintain balance for pedestrians and cyclists, and improve alleys. Provide on-street parking wherever possible and introduce transit stops on corridors.

Parks, Open Space and Streetscape: Plant more street trees to make appealing streetscapes for residents, customers, and hospital employees, patients, and visitors. Expand access to open space through mechanisms such as joint-use agreements with Jefferson Elementary School, Yokomi Elementary School, and/or Tehipite Middle School.

Infrastructure and Natural Resources: Improve and replace aging infrastructure where needed. Put in place water conservation measures, develop alternative water resources, and expand and further establish the City's Recycled Water System to offset water demand for non-potable uses.

Health and Wellness: Maintain compatibility between corridor buildings and adjacent single-family neighbors. Improve connectivity and appeal of streetscapes to encourage walking, bicycling, and overall pedestrian access from neighborhoods.

Historic and Cultural Resources: Preserve older building stock, including designated historic resources, to enhance Jefferson's neighborhood character, including the Craftsman style residences located within the Bellevue Bungalow District and the East Madison District. Enable adaptive reuse of existing buildings and require new development to be physically compatible with designated historic resources.

Fresno Street Transformation. These photos on the left demonstrate how the automobile-oriented corner of Fresno Street and Belmont Avenue can be transformed into a multi-modal, pedestrian-friendly environment. Interventions such as restriping the travel lanes, introducing sidewalk bulb-outs and canopy street trees, and orienting shopfronts towards the sidewalk create a safer, more inviting pedestrian environment.

C. SUBAREA BY SUBAREA TRANSFORMATION (Continued)

C.5 THE VISION for the Southeast Neighborhoods

Vision Statement:

More so than any other subarea, Southeast is characterized by linear development along principal automobile corridors. These corridors become more humane environments with pedestrian-friendly amenities such as shaded sidewalks, planted medians, and frequent crosswalks. New neighborhood-serving, commercial development is steered toward main intersections along the corridors to create neighborhood commercial centers with mixed-use, multi-story buildings with minimal set-backs from the street. The remaining portions of the corridors are transformed over time by transit-oriented residential development. The single-family character of the residential neighborhood is preserved with modest infill with the introduction of house-like multi-family buildings such as duplexes, triplexes, quadplexes, bungalow courts, rowhouses, and courts. Alleys are reclaimed through the introduction of rear-yard carriage houses that provide "eyes on the alley." Finally, a local neighborhood council, involving property owners and residents, is created in order to ensure the Southeast Neighborhoods regenerate according to the vision of this Plan.

Urban Form and Land Use: Introduce infill buildings along principal corridors in order to revive the corridors. Create more intense, mixed-use nodes at or near large intersections. Renovate building facades along Belmont Avenue where appropriate.

Transportation: Keep the street grid as connected as possible, introduce road diets on Belmont Avenue, Maple Avenue, Butler Avenue, and Fresno Street north of Illinois Avenue, and provide on-street parking wherever possible. Create multi-modal streets by introducing Bus Rapid Transit along Ventura Avenue/Kings Canyon Road and upgrading transit stops along the area's corridors. Traffic-calm streets to encourage safe pedestrian access to schools.

Parks, Open Space and Streetscape: Plant more street trees to make appealing streetscapes for pedestrians and cyclists, introduce smaller and more distributed open spaces, and utilize existing wide medians along McKenzie Avenue between Barton and Backer Avenues for multi-use recreational park space. Expand access to open space through mechanisms such as joint-use agreements with the School District, as has been done with Burroughs Elementary School.

Infrastructure and Natural Resources: Improve and replace aging infrastructure where needed. Put in place water conservation measures, develop alternative water resources, and expand and further establish the City's Recycled Water System to offset water demand for non-potable uses.

Health and Wellness: Maintain compatibility between corridor buildings and activities and adjacent single-family neighborhoods. Improve connectivity and appeal of streetscapes to encourage walking, bicycling, and overall pedestrian access from neighborhoods.

Historic and Cultural Resources: Preserve older building stock, including designated historic resources, to enhance Southeast's neighborhood character, including formally nominating the Huntington Boulevard Historic District as a Local Historic District. Enable adaptive reuse of existing buildings, and require new development to be physically compatible with designated historic resources.

Belmont Avenue Transformation. These photos show how a very wide, completely automobile-oriented corridor, such as Belmont Avenue at Cedar Avenue can be transformed into a pedestrian-friendly, mixed-use neighborhood center by removing one automobile lane and replacing it with a bike lane and a wider sidewalk, and introducing trees, pedestrian-scaled street lighting, and active storefronts.



An existing median and former trolley right-of-way along McKenzie Avenue at Jackson Avenue can be transformed into a new neighborhood park.



This aerial view shows how the area around Belmont Avenue and Sixth Street adjacent to Miguel Hidalgo Elementary School, can be transformed into a neighborhood center. Millbrook Avenue, which currently connects Sixth Street and Seventh Street is vacated, and replaced with a new community center. The existing automobile-oriented retail buildings are replaced with pedestrian-oriented buildings that accommodate neighborhood-serving retail. An existing stormwater ponding/recharge basin at the corner of Sixth Street and Thomas Avenue is placed underground in order to accommodate a neighborhood park. Traffic calming and safe pedestrian crossings/routes are generated, as school fields can be accessed after school and on weekends.



Belmont Avenue at Cedar Avenue as it currently exists.



Belmont Avenue at Cedar Avenue after the transformation of its right-of-way.

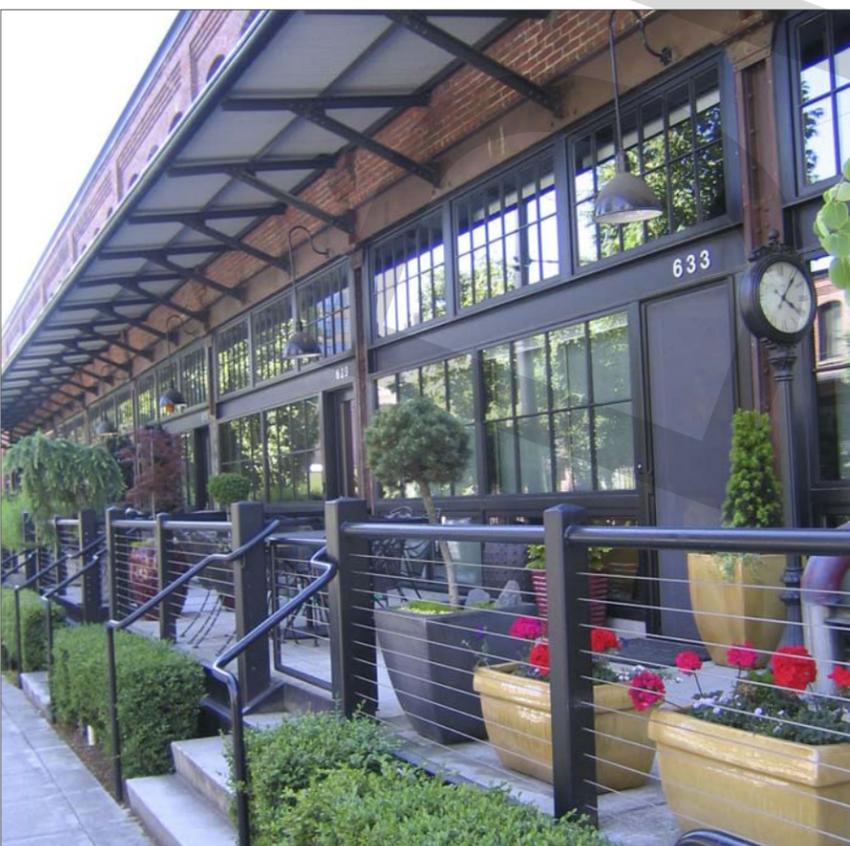
C.6 THE VISION for the South Van Ness Industrial District



Pedestrian-scaled industrial buildings with windows and entrances that face the street like the one shown above, fit in with existing warehouses and commercial buildings.



This aerial view shows the transformation of the urban character of the South Van Ness Industrial district through the introduction of street trees, angled parking, and infill buildings capable of accommodating a variety of uses.



Older brick warehouses are converted into buildings where one can live and work.

Vision Statement:

The South Van Ness Industrial District is a light industrial area whose character is reinforced by emphasizing and facilitating the industrial uses that currently predominate there. Many of the South Van Ness Industrial District's pre-World War II brick warehouses are adaptively reused as commercial, retail, residential and mixed-use projects. Improvements to the public realm, including improved street maintenance, the introduction of lighting, sidewalks, and on-street parking, are implemented to attract private investment. The interface with the residential neighborhoods to the east is mitigated by planting and rerouting truck delivery traffic. Finally, a local neighborhood council, involving property owners and residents, is created in order to ensure change within the South Van Ness Industrial District is consistent with the vision of this Plan.

Urban Form and Land Use: Introduce low-rise pedestrian-oriented buildings that fit in with the existing warehouses and commercial buildings, subject to compliance with operational and adjacency standards in the Downtown Development Code. Shape active and walkable blocks with a wide variety of land uses, ranging from heavy industrial to retail to housing.

Transportation: Introduce a road diet on Van Ness Avenue and reconfigure parallel to diagonal parking where possible.

Parks, Open Space and Streetscape: Plant more street trees to make appealing streetscapes for pedestrians and customers.

Infrastructure and Natural Resources: Improve and replace aging infrastructure where needed. Put in place water conservation measures, develop alternative water resources, and expand and further establish the City's Recycled Water System to offset water demand for non-potable uses.

Health and Wellness: Maintain compatibility between industrial activity and nearby housing or other sensitive land uses. Improve connectivity and appeal of streetscapes.

Historic and Cultural Resources: Preserve and adaptively reuse the grouping of industrial properties within the District and require new development to be physically compatible with buildings that are designated by the City as historic properties.

C. SUBAREA BY SUBAREA TRANSFORMATION (Continued)

C.7 THE VISION for the Downtown

Vision Statement:

Downtown is established as a high density urban living area and job center that is the most prominent cultural, entertainment, and arts destination in the San Joaquin Valley. It is transformed into a set of fun and safe mixed-use districts that provide retail, office, entertainment, night-life, theater uses, and a variety of housing opportunities. Focused and phased redevelopment within each of Downtown's subareas transforms it into a vibrant place, capable of supporting activity 24 hours a day, 7 days a week.

The key to reviving Downtown is the redevelopment of the Fulton Mall, improving its presence by targeting investment towards the adaptive reuse of the Mall's right-of-way and its historic building inventory. Development, including the allocation of pertinent public funds, is prioritized along the Fulton Mall, to encourage private development activity. A public market is constructed along the Fulton Mall to promote and share the richness of Valley food production with tourists and residents alike. Another focal point for development is the High Speed Train Station area. The connection between the station and the Fulton Mall along Mariposa Street is strengthened through the introduction of dense, urban, and pedestrian-focused development.

The introduction of new outdoor cafes, clubs, and rooftop bars, along with the conversion of vacant office space into residential and commercial uses, restores economic vibrancy and keeps people downtown after the close of the business day. Throughout Downtown, street trees, sidewalks, and pedestrian crossings are introduced to create walkable streets. The restoration of the street grid, through the re-connection of dead-end streets and the conversion of one-way to two-way streets improves connectivity and eases congestion, enhancing access to all of Downtown's destinations. Finally, a local neighborhood council, involving property owners and residents, is created in order to ensure the Downtown is implemented according to the vision of this Plan.

The Fulton Corridor Specific Plan addresses the implementation of all of these strategies and projects, and others, in greater detail.

Urban Form and Land Use: Introduce low to mid-rise pedestrian-oriented buildings in order to complete Downtown's strong urban fabric, form active and walkable blocks, and provide the widest variety of land uses in the City. Manage parking as a complete system in order to relieve individual property owners of needing to provide it on-site.

Transportation: Create multi-modal streets, convert one-way to two-way streets, reconnect the street grid as much as possible, relocate the transit mall, establish good connections with a variety of transit options, and connect the High Speed Train station.

Parks, Open Space and Streetscape: Improve Courthouse Park with a pedestrian-friendly edge, plant street trees to make appealing streetscapes for pedestrians and customers, and improve the Fulton Mall through repair of its landscape and hardscape, and restoration of its artwork.

Infrastructure and Natural Resources: Improve and replace Downtown's aging infrastructure in order to support Downtown's projected population growth. Expand and further establish the City's Recycled Water System to offset water demand for non-potable uses.

Health and Wellness: Improve connectivity and introduce streetscapes that through their designs encourage walking, bicycling, and overall pedestrian access from nearby neighborhoods and within Downtown.

Historic and Cultural Resources: Preserve historic resources to enhance Downtown's unique character, enable adaptive reuse of historic buildings, and develop standards that require new development to be physically compatible with historic buildings.



The parking lots that flank the north end of the Fulton Mall are infilled with mixed-use, pedestrian-oriented buildings.



View of Mariposa Plaza transformed into the heart of the Fulton Corridor.



M Street near Stanislaus Street, as it currently exists as a one-way street.



M Street near Stanislaus Street, after its transformation from a one-way into a two-way street.

M Street Transformation. These photos of M Street near Stanislaus Street demonstrate how a one-way, three-lane street can be transformed to a two-way street with dedicated bike lanes. Further, improvements such as pedestrian-scaled street lights, street trees, and active storefronts transform a street that currently encourages drivers to pass through, into a place that people would want to stop and shop. These proposed improvements also contribute to overall connectivity and encourage automobiles to reduce their speed.