

# Chapter 2: URBAN FORM AND LAND USE

## A. INTRODUCTION

This chapter provides background information, goals and policies on urban form and land use. Urban form and land use are two of the most critical components of the built environment in the Downtown Neighborhoods since they provide a vision and direction on how buildings should shape the urban area and the overall mixed-uses in the Community Plan area.

This chapter includes five sections:

- An overview of the existing urban form and land use in the Downtown Neighborhoods Community Plan area. As has been discussed in previous chapters, the Plan Area is divided into seven distinct subareas;
- The primary existing issues and deficits that must be mitigated in order to improve the quality of life in the Downtown Neighborhoods;
- A vision for change that addresses the significant key issues and deficits;
- Goals and policies to help implement the vision for change; and
- Land use regulations, overlays, and a Regulating Plan to implement the overall vision, as applied to properties within the boundaries of the DNCP.

DRAFT

## B. CONTEXT

This section provides an overview of the urban form and land use context in the Downtown Neighborhoods. There are four components that are discussed in this section – urban form, streets and blocks, the public realm, and existing land uses.

### 1. Urban Form: Neighborhoods, Districts and Corridors.

Underlying the many areas and places that comprise the 7,290 acre Plan Area, there is a simple but important structure of urban form comprised of neighborhoods, districts, and corridors. Traditionally these neighborhoods varied in size and in the type of living arrangements that they provided (single-family homes, apartment buildings). Each neighborhood is diverse in its physical pattern and socio-economic composition, providing identity and a variety of opportunities for its residents. The mosaic of neighborhoods is set within a network of corridors that provide residents with services and employment within walking distance of most homes, while also providing community and regional services. Punctuating this pattern are several districts. Districts organize uses and activities that may conflict with neighborhoods – for example industrial and entertainment uses and activities – into areas that address and accommodate their idiosyncrasies as well as provide for compatibility with adjacent areas and uses. The characteristics of the neighborhoods, corridors and districts in the Downtown Neighborhoods are presented below.

- a. Neighborhoods** are urbanized areas that are at least 120 acres in area and are primarily residential in character and use, with a majority of the population within a 5-minute walking distance of its center (1/4 mile). This center provides an excellent location for a transit stop, convenient work places, retail, community events, and leisure activities. Civic buildings (schools, meeting halls, churches, clubs, etc.) are often placed on squares or at the termination of street vistas. By being built at important locations, these buildings serve as landmarks. Open space is provided in the form of specialized squares, playgrounds, and parks.

Using the definition of a neighborhood and the 1/4 mile pedestrian walking shed defined above, the Plan Area contains approximately 30 neighborhoods, although many are not well defined. The majority of the neighborhoods within the Plan Area are comprised predominantly of single-family houses set back approximately 20 feet from the street. In some neighborhoods, such as portions of the Lowell, Jefferson, Southwest Fresno and Southeast Fresno subareas, there is a mix of single-family and multi-family housing types, including pre-World War II duplexes, triplexes, quadplexes, and bungalow courts. These are pedestrian-friendly buildings unlike many of the large post-War apartment buildings in these neighborhoods that turn their backs on the street,

are too large for their blocks, are built poorly or with bad materials, and have a negative impact on adjacent houses. See **Figure 2.1** (Existing Neighborhood Density Types)

- b. Districts** are urban areas that are dominated by commercial uses, and often include housing. There are several districts within the Plan Area. The Central Business District is characterized by the concentration of commercial, retail, and office buildings and uses; housing is noticeably absent. The Cultural Arts District and South Stadium Area are districts where light industrial legacy uses exist alongside more novel uses such as residential units, retail, and art galleries. The Civic Center is dominated by public buildings including Municipal, County, State, and Federal offices and courthouses, the Central Library, and the Fresno Convention Center, among others. In the South Van Ness industrial district, manufacturing, agricultural processing, warehousing, and industrial uses predominate. In all of these districts there is a rich stock of old buildings, generally many of them in need of revitalization. See **Figure 2.2** (Existing District Use Types)
- c. Corridors** occur along major thoroughfares at the edges of neighborhoods and provide neighborhood, and sometimes regional, commercial services. Despite their relatively shallow depth, well-designed corridors can effectively both buffer and connect the adjacent neighborhoods.

Corridors within the Plan Area are lined by three primary types of uses: commercial, residential, and industrial. Commercial corridors, such as Belmont Avenue, currently serve to define neighborhood boundaries and are a primary source of retail services for the community. Residential corridors, such as Cedar Avenue, are lined by either residential frontages or the sides of properties along the street. As a principle vehicular route, these corridors often serve as pedestrian barriers that separate adjacent residential neighborhoods. Industrial corridors share a similar frontage condition with commercial corridors, but with industrial rather than commercial uses.

The architectural character of corridors is defined by two kinds of buildings, pedestrian-friendly or auto-favoring. Pedestrian-oriented buildings are located at the front of their lot with signage placed in a manner that serves both pedestrian and automobile traffic. Parking is placed at the rear of the buildings and/or on the street. Street trees provide shade, and along with street parking, provide a barrier between moving traffic and pedestrians. Automobile-oriented buildings tend to be placed at the rear of the lot with off-street parking placed in front of them. On-street

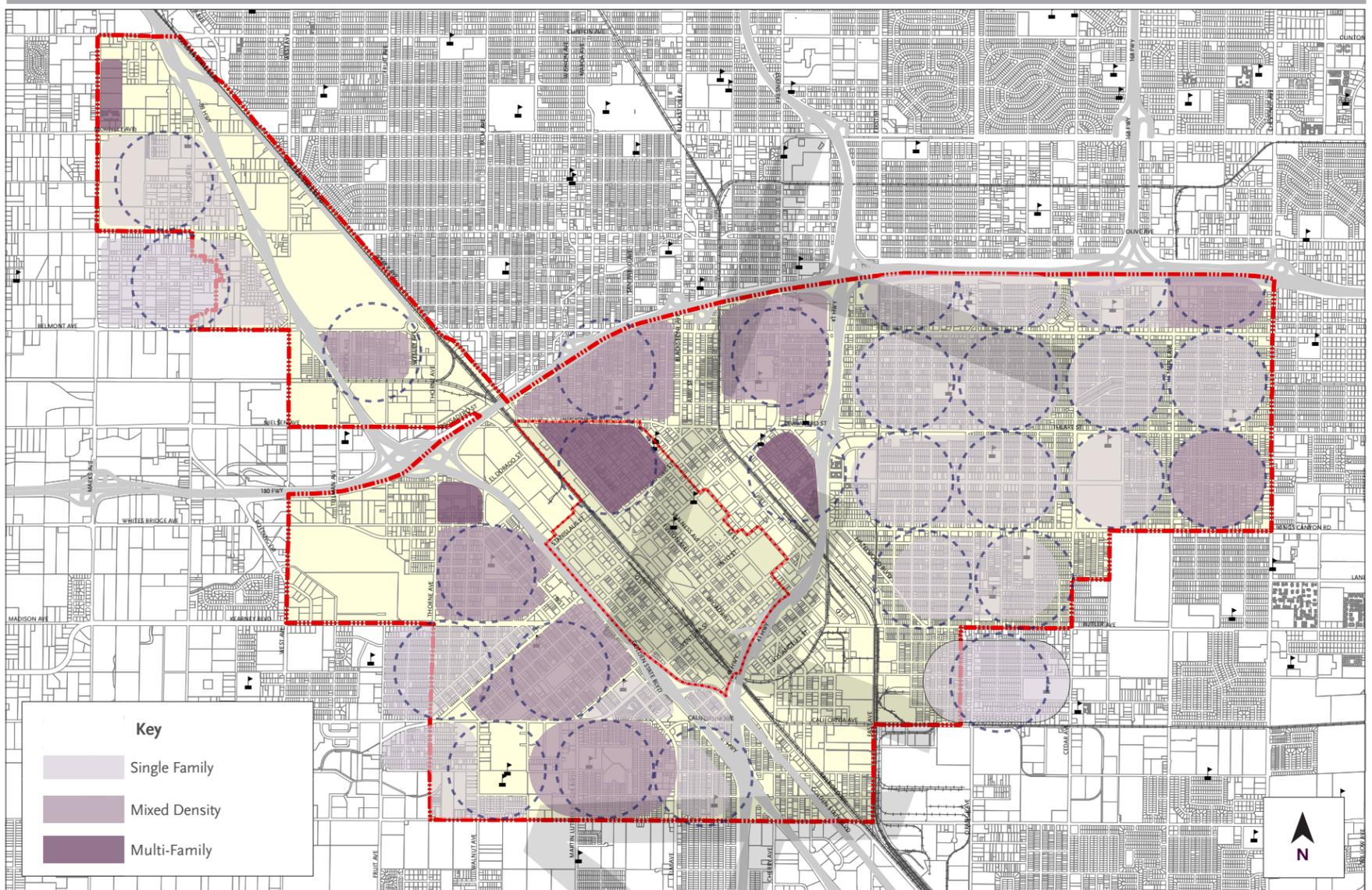


Although predominately comprised of single-family residences, the Downtown Neighborhoods built prior to World War II exhibit a mix of adjacent single-family and multi-family housing types, such as duplexes, triplexes and quadplexes, and bungalow courts. Parking is accommodated in a combination of side and rear parking in addition to parallel parking on the street.



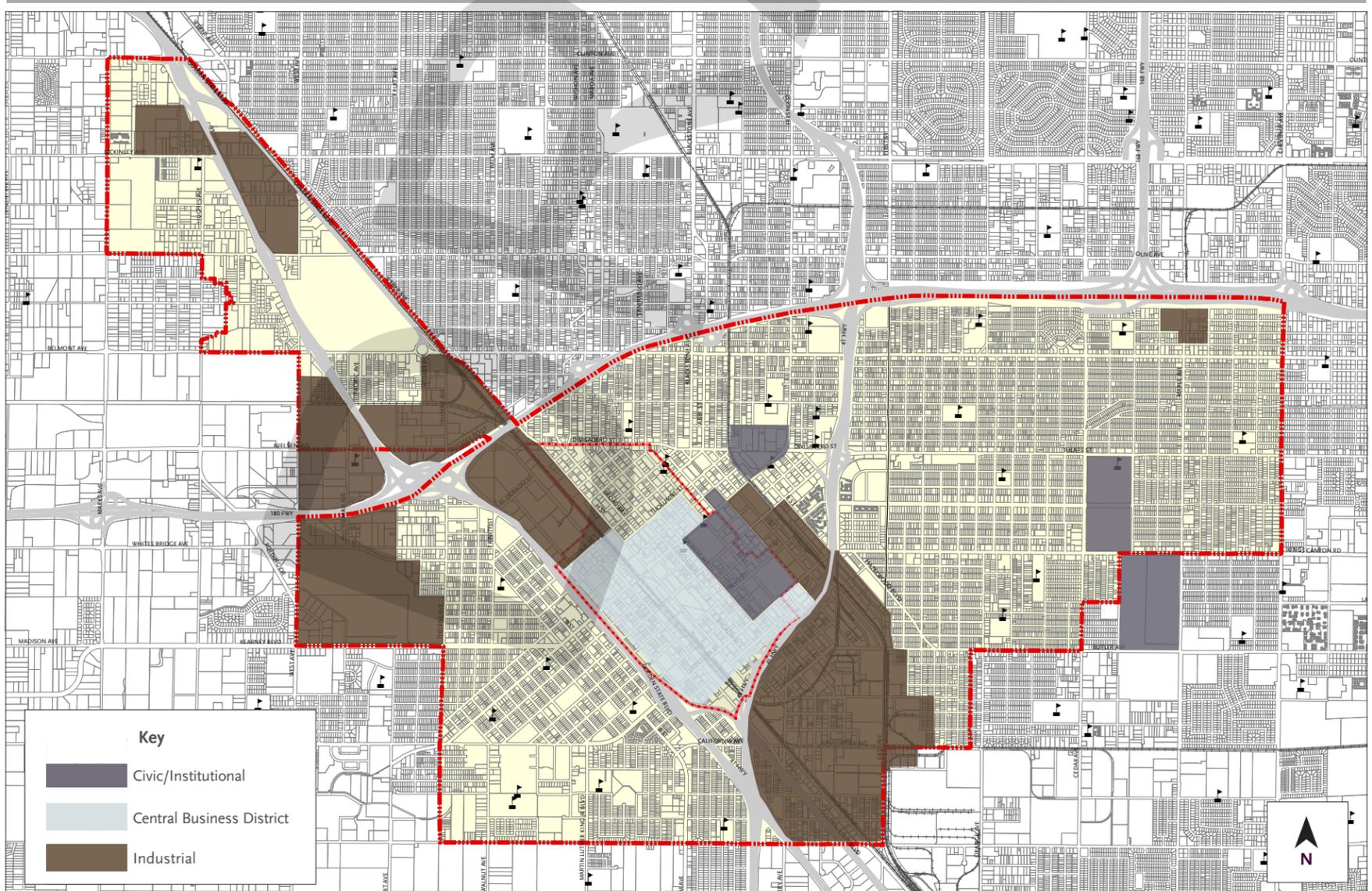
After 1960, large, faceless apartment buildings were shoehorned into their lots, crowding their neighbors and compromising the character of the public realm.

FIGURE 2-1 - EXISTING NEIGHBORHOOD DENSITY TYPES



The Plan Area's neighborhoods consist of three types of building type character. Many neighborhoods, particularly in the Southeast are comprised of single-family houses. Older, originally single-family neighborhoods have been compromised by the introduction of apartment buildings that are designed with massing that overwhelms their neighbors and frontages that often ignore the street and sidewalk. Certain neighborhoods are comprised almost entirely of multi-family buildings.

FIGURE 2-2 - EXISTING DISTRICT USE TYPES



The Plan Area contains a number of Districts and areas of development that are dominated by one particular type of activity that is not typically compatible with a neighborhood environment. For example Fresno Chandler Airport has particular functional characteristics that make it difficult or impossible to integrate the components of a neighborhood, particularly residential uses.

## B. CONTEXT (Continued)

parking is either prohibited or underutilized, resulting in increased vehicular speeds and reduced protection for pedestrians.

The majority of the buildings that line the Plan Area’s corridors have parking located in front of them. This, coupled with a street design intended to move automobile traffic quickly and efficiently, translates into thoroughfares that are uninviting for pedestrians, cyclists, and transit users. See **Figure 2-3** (Existing Corridor Character Types) & **Figure 2-4** (Existing Corridor Use Types)

2. **Streets and Blocks.** A significant number of blocks within the Plan Area are longer than 600 feet in length – a dimension that discourages pedestrian activity. This is a particular problem in the Jane Addams and Southwest Neighborhoods, where many of these large blocks are zoned residential. Large blocks in other parts of the Plan Area are zoned for manufacturing uses. See **Figure 2-5** (Existing Street Network) & **Figure 2-6** (Existing Thoroughfare Plan). In addition, the pedestrian experience along many Plan Area streets is compromised by narrow or missing sidewalks, improper street-lighting, and poor building frontage conditions.
3. **Public Realm.** Much of the existing public realm (street right-of-ways and parks) is in need of significant investment. The public realm of the street consists of the open space framed by buildings facing each other across a street. It consists of the travel way, the sidewalk, street trees and their planters, and the front yards of buildings that line the street. Thus, the character and quality of the street is affected by the character and quality of adjacent buildings and their yards.

The public realm of the Plan Area’s neighborhoods, districts, and corridors are characterized by three levels of pedestrian accommodation and physical appearance:

- **Pedestrian-friendly and well-maintained.** The public realm of the first kind exhibits complete street tree coverage, street lighting fixtures in scale and character with their surroundings, and present and well-maintained sidewalks.
- **Pedestrian-friendly, but in need of maintenance.** The public realm of the second kind is in need of a medium level of public investment. Upgrades and/or maintenance to street lighting fixtures, street tree coverage, and sidewalks could dramatically improve the quality of the neighborhoods they are part of. Additionally, many of the properties in these neighborhoods need improvements to their frontage conditions, parking access, and fencing.
- **Pedestrian unfriendly and/or in need of significant transformation.** The public realm of the third kind needs a significant

amount of investment and/or redevelopment. Elements of the public realm, such as street lighting fixtures, street trees, and sidewalks may be entirely missing and/or in need of replacement. Numerous blighted or vacant parcels adjacent to this kind of public realm seriously compromise the quality and character of the public realm, but provide significant opportunities for infill development. See **Figure 2-7** (Existing Street Tree Coverage)

4. **Existing Land Uses.** The Community Plan area is divided up into approximately 5 planned land-use classifications and 40 zone districts, of which residential, commercial, and industrial are the principle ones, as shown in **Table 2.1** (Existing Land Area by Use). The regulation of every private parcel of land is principally controlled by its use.

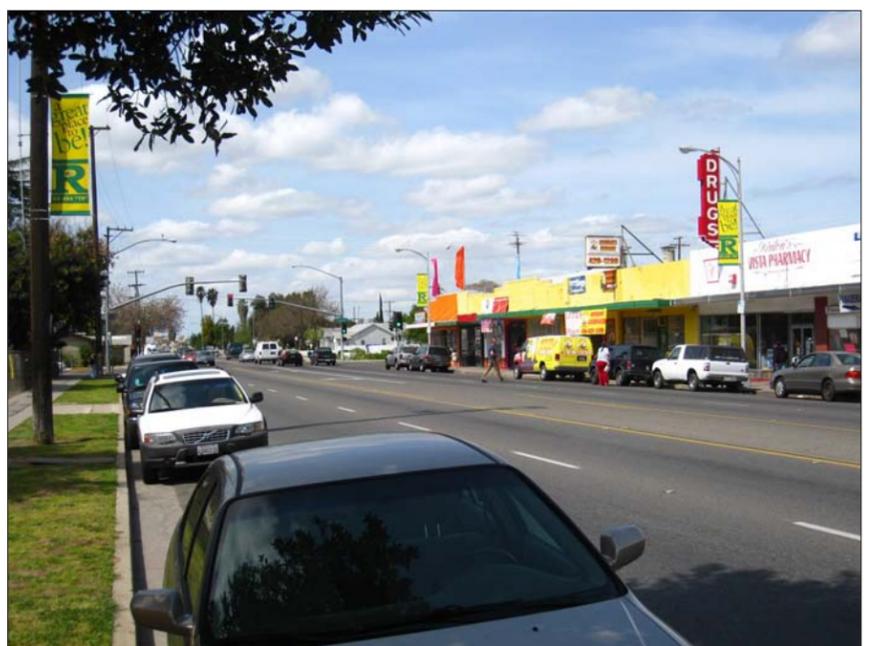
Outside of the Downtown, the Community Plan Area is predominantly residential in character, most of it zoned for single-family housing. Lowell, Jefferson, and Southwest Fresno also contain concentrations of multi-family residential uses. Commercial zoning is concentrated in the Downtown, Chinatown, and along the Plan Area’s automobile-oriented corridors, such as Belmont Avenue, Tulare Avenue, and Kings Canyon Road. The majority of parcels zoned for manufacturing are located along the Union Pacific railroad right-of-way, in the South Van Ness Industrial District, south Chinatown, and in the Southwest Neighborhoods near the Fresno Chandler Downtown Airport.

Parcels without any buildings or parking lots can be found throughout the Plan Area. Vacant parcels are especially prevalent along the Union Pacific railroad tracks in Downtown, along the Southern Pacific railroad tracks in the Jefferson Neighborhood, Chinatown, the Southwest Neighborhoods west of State Route 99, north of Fresno Chandler Airport, and in Jane Addams. These vacant parcels are prime candidates for infill development.

| Land Use                 | Area (acres)    | Percentage Total |
|--------------------------|-----------------|------------------|
| <b>Residential</b>       | 2206.16         | 42.5%            |
| <b>Commercial</b>        | 951.37          | 18.4%            |
| <b>Industrial</b>        | 851.64          | 16.4%            |
| <b>Public Facilities</b> | 647.63          | 12.5%            |
| <b>Open Conservation</b> | 249.94          | 4.8%             |
| <b>Vacant Land</b>       | 280.77          | 5.4%             |
| <b>TOTAL</b>             | <b>5,187.50</b> | <b>100%</b>      |

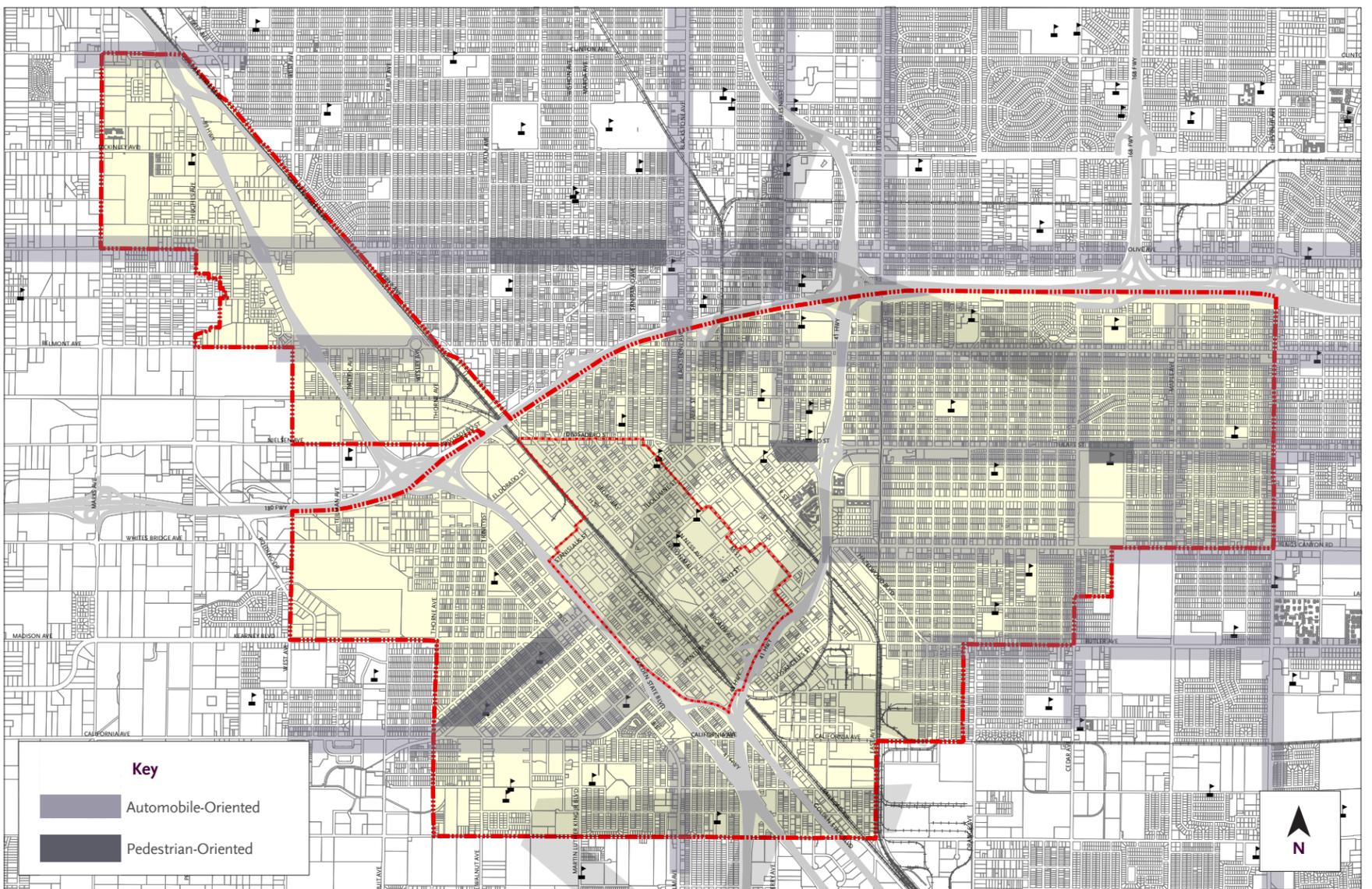


Wide right-of-ways and traffic lanes have created an environment that caters to quick automobile travel, but is unfriendly to pedestrians. Parking is placed off-street in the front of the building, leaving much of the street parking empty, giving way to increased speeds and reduced protection for pedestrians.



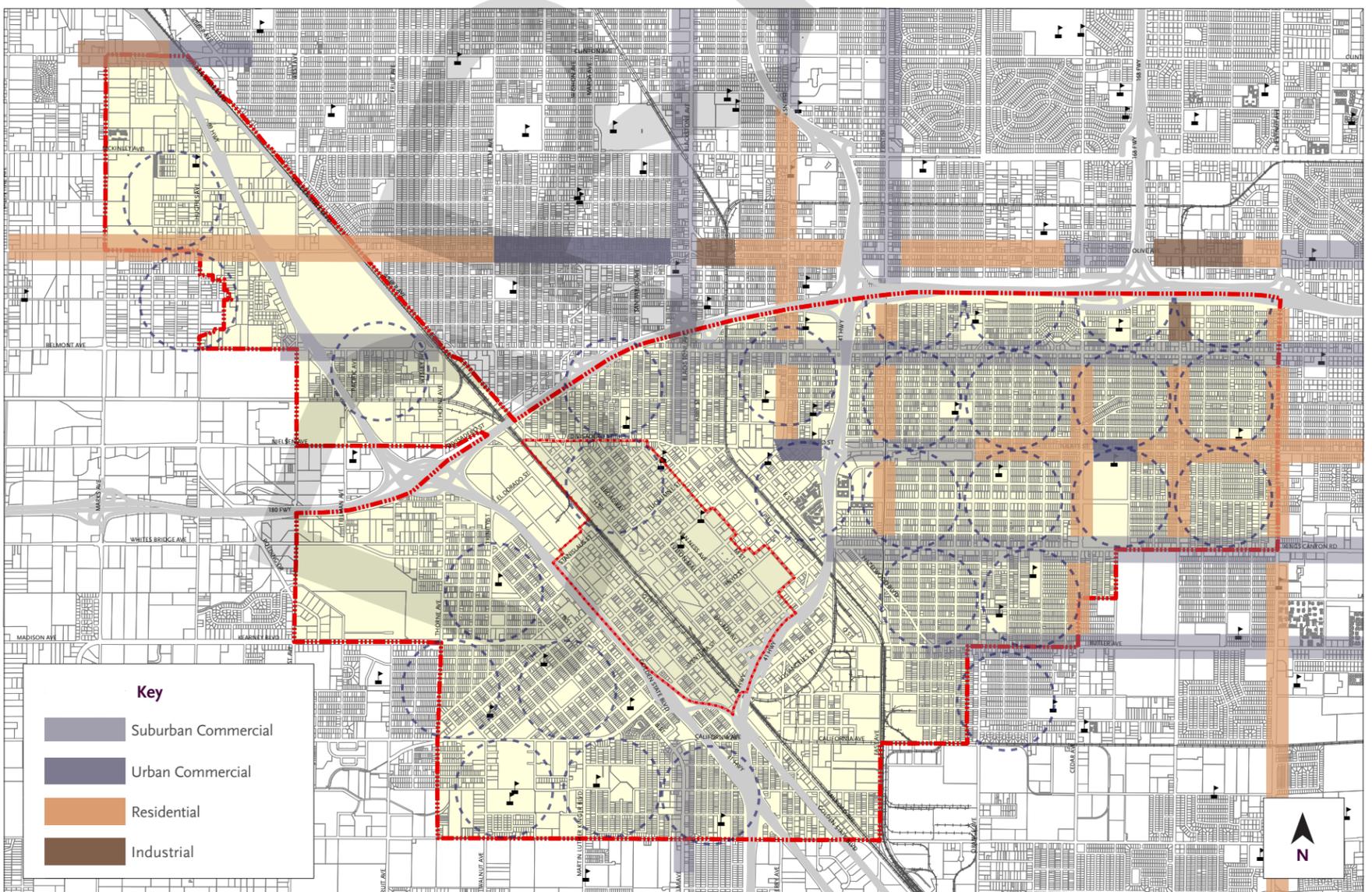
Pedestrian-oriented corridors define neighborhood boundaries and are the primary source of retail for the community. Buildings are located adjacent to and are accessed from the sidewalk. Parking is located behind the building or on the street.

FIGURE 2-3 - EXISTING CORRIDOR CHARACTER TYPES



The existing Plan Area is traversed by two types of corridors, automobile-oriented and pedestrian-oriented. The majority of the corridors within the Plan Area are automobile-oriented.

FIGURE 2-4 - EXISTING CORRIDOR USE TYPES



The existing corridors within the Plan Area are lined by three principal use types: commercial, residential, and industrial.

## C. KEY DEFICITS

The Downtown Neighborhoods Plan Area has a number of strengths and benefits including a dedicated citizenry, unique and distinct neighborhoods, a plethora of historic buildings and potential historic buildings, and a street and block network that is generally favorable to walking. However, the area does have some significant issues and key deficits that must be mitigated in order to improve the quality of life for Downtown Neighborhoods residents and to achieve the vision for the Downtown and surrounding neighborhoods presented in this Plan. The following key deficits were identified based on stakeholder interviews, the public outreach and participation process, and the work of the consultant team during the planning process.

- **Car-oriented streets.** Over time, corridors have been transformed into conduits for moving cars as efficiently as possible, compromising the character and value of the buildings that line them and dividing neighborhoods from one another. Car-oriented streets typically lack street trees and planting strips, and have sidewalks immediately adjacent to vehicular travel lanes. Streets that have been widened over the years have harmed neighborhoods by making streets faster, harder to cross on foot, less pleasant to walk along, and less commercially viable.
- **Car-oriented buildings.** Many commercial buildings, particularly those built after 1960, have parking lots between the building and the sidewalk, compromising the pedestrian character of the street.
- **A significant number of dilapidated and sub-standard buildings.** There are a large number of buildings in the Downtown Neighborhoods that are in need of improvement. Some are vacant or abandoned, or need physical improvements such as painting, or have yards and fences that have not been maintained.
- **Significant number of code violations.** Many buildings within the Downtown Neighborhoods Plan Area violate zoning and health codes. In residential areas, there are illegal units, additions, and modifications to buildings (i.e. conversions of garages to habitable areas) without the benefit of proper permits. Some of the additions were the result of zoning regulations that favored suburban development and did not recognize limitations to existing development. There are also buildings that are at such a point of disrepair that they are code violations. The code violations are particularly prevalent in buildings with absentee landlords and other rental properties. The lack of proactive, aggressive City code enforcement efforts has allowed many of these problems to persist for years without correction, bringing down property values in entire neighborhoods.
- **Incompatible land uses.** Numerous incompatibilities with the type and location of industrial uses were identified throughout the planning process. These issues include the proximity of industrial uses to residential areas, schools and parks, areas

where industrial uses are located on parcels intended for residential uses and truck traffic from industrial areas impacting local streets.

- **Incorrect land use designations.** In large parts of the Plan Area, traditionally residential streets were designated for commercial uses. These new designations made the existing residential uses “nonconforming,” when in fact it was the zoning itself that did not conform to the character of the neighborhood.
- **Incompatible buildings.** Historically, the development pattern within the Plan Area consisted primarily of single-family homes, interspersed with compatibly designed multi-unit buildings, such as duplexes, quadplexes, and bungalow courts, that were virtually indistinguishable in form and design from their single-family neighbors. Beginning in the 1960’s, this pattern began to be compromised by the replacement of single-family houses with multi-family buildings that are oversized for their lots, do not face the street, and consequently erode the residential, pedestrian-oriented character of their neighborhoods.  
  
The result is an inconsistent mix of building forms that harms the neighborhood character and reduces property value. In addition, many single-family houses and some multi-family buildings built after 1960 have placed the garage in front of the building, removing “eyes on the street” and compromising the pedestrian character of the streets they face. The inability of residents to see what is going on outside their windows, reduces the ability of residents to provide surveillance of their neighborhoods (“neighborhood watch”), compromises pedestrian safety, and places a bigger burden on the Police Department in terms of patrolling and answering calls for service.
- **Lack of design standards.** Many existing buildings have been renovated using materials and styles that are inconsistent with the predominant neighborhood character. One example of this is the stucco wrapping of older buildings that has occurred over the years throughout the Plan Area.
- **Areas with physical and economic blight.** There are conditions of physical and economic blight throughout the Downtown Neighborhoods Plan Area. These conditions include vacant lots, abandoned buildings, buildings in disrepair, lack of access to jobs and opportunities for area residents, and a concentration of social services.
- **Physical barriers that divide the Downtown Neighborhoods.** The Downtown Neighborhoods contain a number of locations where transportation infrastructure physically divides the Downtown Neighborhoods. These include the railroad tracks, and State Routes 180, 99, and 41. In addition, there are several subdivisions within the Plan Area that have replaced the fine-grained interconnected street network with large mega-blocks that in turn are surrounded by tall sound walls that completely seal off the development from the rest of the neighborhood.

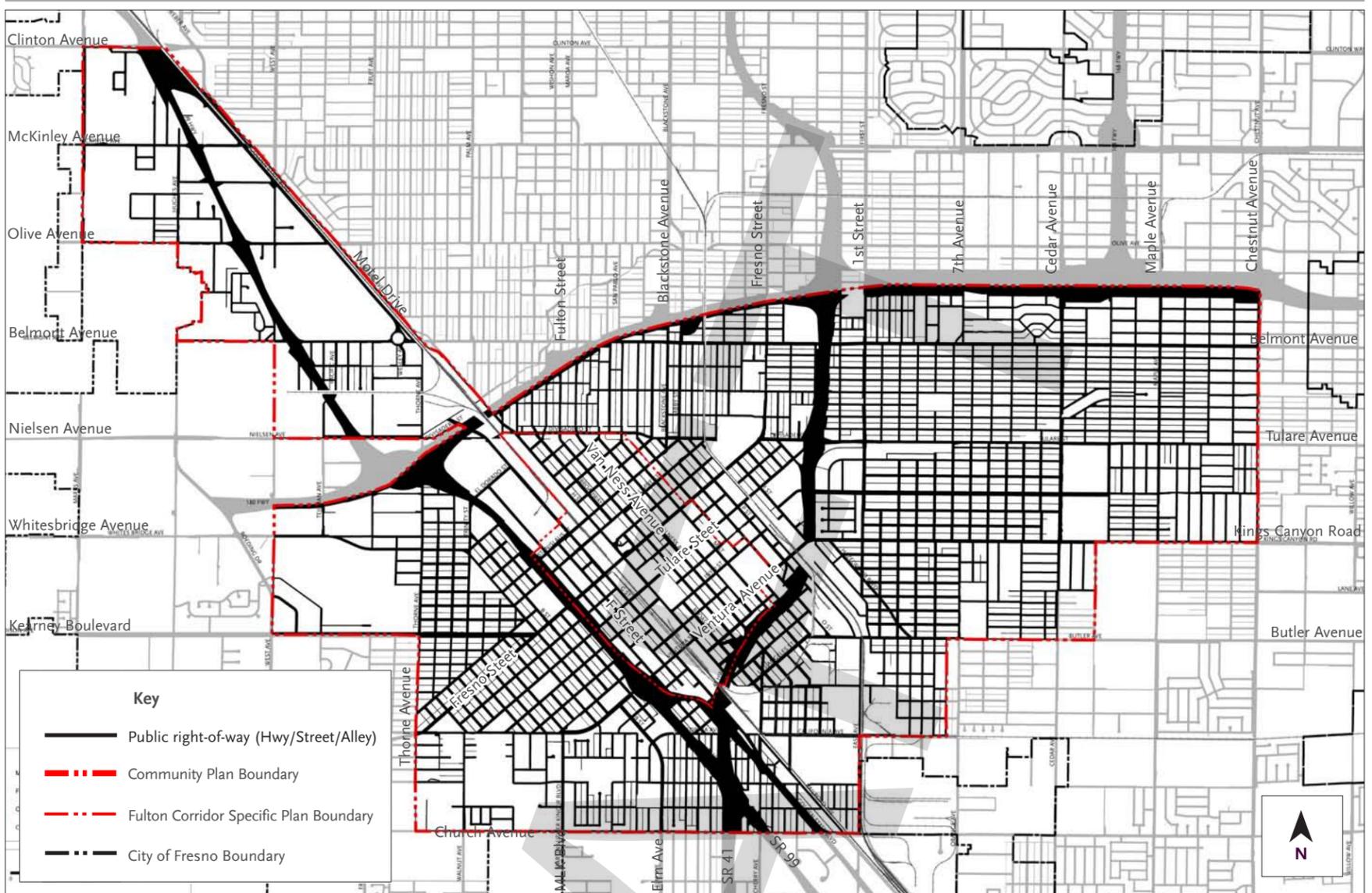


*Pedestrian friendly corridors. Buildings are sited at the front of the lot with continuous frontages. Signage is placed in such a manner to serve pedestrian and automobile traffic. Parking is limited and/or placed at the rear of the buildings, reducing curb cuts and encouraging automobiles to park on the street.*



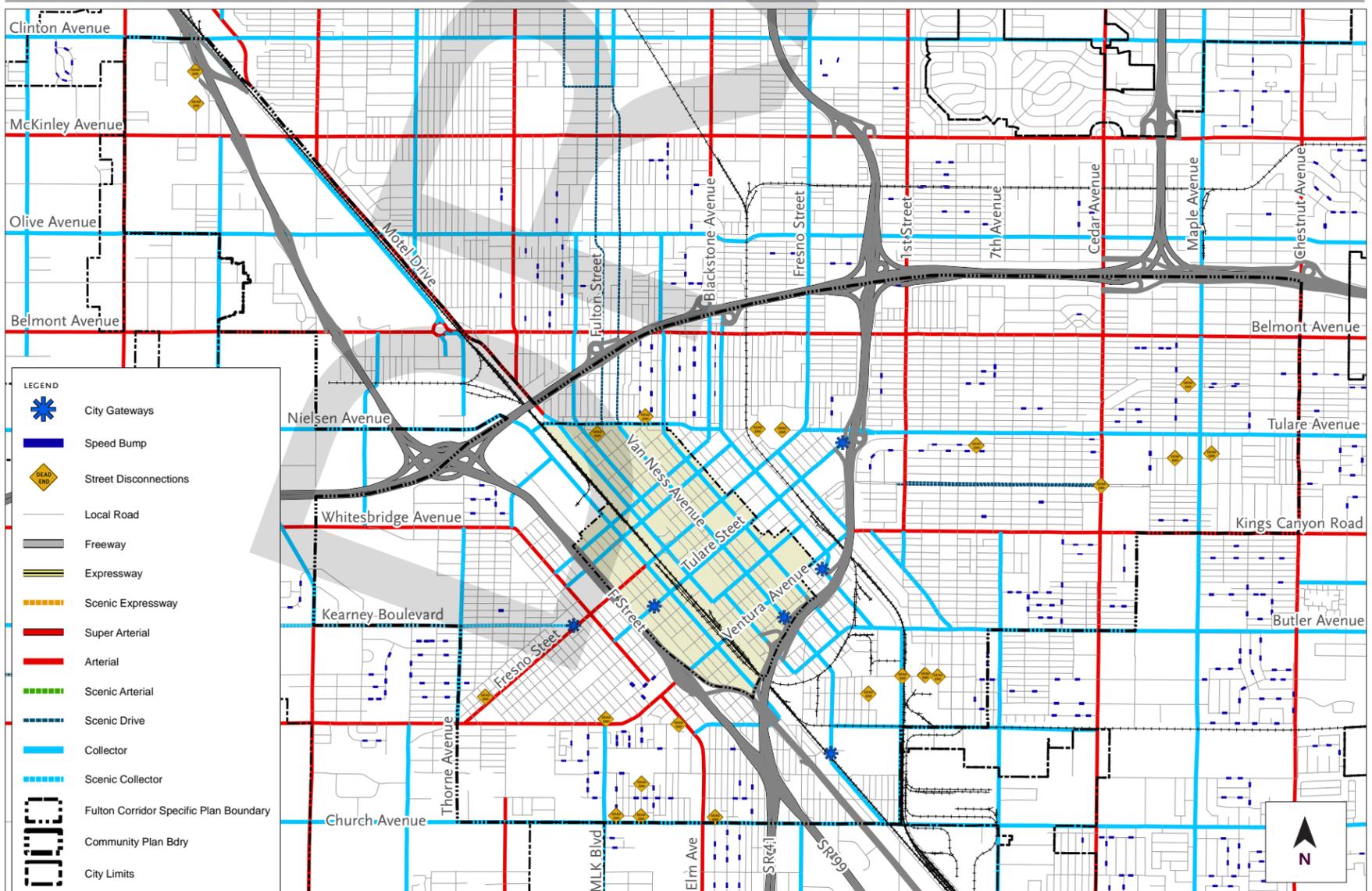
*Residential corridors are lined by either residential frontages or the sides of properties that front streets perpendicular to the corridor. As a principle vehicular route, these corridors often present pedestrian barriers and as such, they serve as a defining boundary between residential neighborhoods.*

FIGURE 2-5 - EXISTING STREET NETWORK



The Plan Area consists of an interconnected street network of pedestrian-scaled blocks that are less than 400 feet in length. The walkable block pattern is interrupted by the freeways and is entirely missing in Jane Addams, where most blocks exceed 600 feet in length.

FIGURE 2-6 - EXISTING THROUGHFARE PLAN



The Downtown Neighborhoods are traversed by a variety of thoroughfare types. The street network has been interrupted in several locations by closures of streets in the grid.

## C. KEY DEFICITS (Continued)

- **Lack of neighborhood services.** Most residences within the Plan Area do not have access within walking distance to neighborhood centers that provide everyday commercial services such as groceries, basic retail, banking, and dining.
- **Lack of parks and open spaces.** Most residences within the Plan Area, particularly the neighborhoods in Jane Addams and east of State Route 41, do not have access within walking distance to parks, tot lots, and recreational open spaces. See **Figure 4-1** (Existing Open Space) in Chapter 4 for details.
- **Concentration of social service organizations.** Portions of the Downtown Neighborhoods contain concentrations of social service organizations including those that serve the homeless and other populations with special needs. While these organizations are an important part of the social and support network in Fresno, their concentration in certain areas has a negative impact on quality of life for residents and the ability to attract future private investment to revitalize the neighborhood.

## D. VISION FOR CHANGE

The Downtown Neighborhoods are attractive, healthy, mixed-income places to live, thanks to their historic character and their proximity to a revitalized Downtown.

The underlying structure of the Downtown Neighborhoods is revived to create identifiable neighborhoods, districts, and corridors. The public realm of streets is fully integrated with a multi-modal transportation network that renders them walkable and livable. Parks and public spaces are regenerated and are made safe and accessible to residents.

The identity of each of these subareas is reinforced by including all of the remaining ingredients for quality of life from childhood to old age within a walkable range.

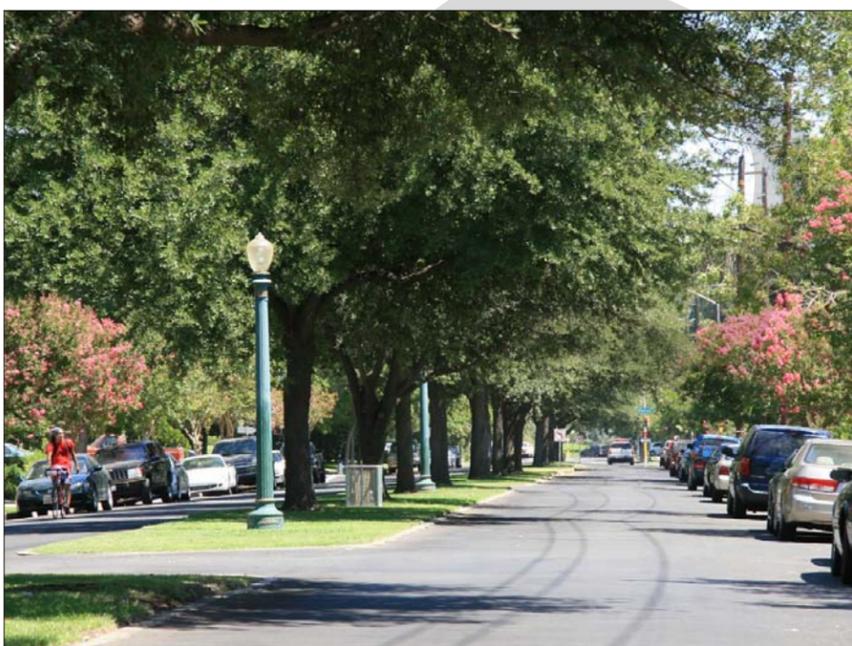
Missing street trees, irrigation, and sidewalks are reintroduced, and traffic on primary thoroughfares is slowed down through various traffic-calming measures. A range of well-designed building types that provide a variety of housing choices within easy access of parks, services, and jobs are introduced.

Residential buildings are designed to promote safety and community on the sidewalk and street, with their fronts facing the street and their backs facing the alley. More public rooms, such as living rooms and dining rooms, face the street. Service rooms, such as the kitchen and bathrooms, face the side yards or towards the back yard. Entry doors, accessed by way of a porch or stoop, always face the street. Garbage cans, parking, and services are located at the back of the lot.

Commercial buildings have facades adjacent to sidewalks constructed of quality and durable materials. They are of a form that can accommodate a mix of uses at any one time, and can be reused over time under different programs. Ground floors have easily identifiable entrances, large storefront windows, and employ canopies, galleries, and arcades to provide shade on hot summer days and cover on rainy winter days. Storage, garbage, and parking are located at the rear of the building.

The High Speed Train – whether it is introduced at-grade, below-grade, or elevated – is introduced in a manner that has the least impact possible on the surrounding homes, businesses, and open spaces, while preserving Downtown’s interconnected street network to the maximum extent possible:

- Within Chinatown and the Central Business District, the High Speed Train alignment is lined with office buildings and/or parking structures, potentially with ground floor retail, .
- Within portions of the Cultural Arts District and South Stadium District, a linear park is introduced parallel to the High Speed Train alignment. Depending on the alignment, the tracks are screened with walls and landscaping.
- Within Jane Addams, screening and sound attenuation measures are introduced.

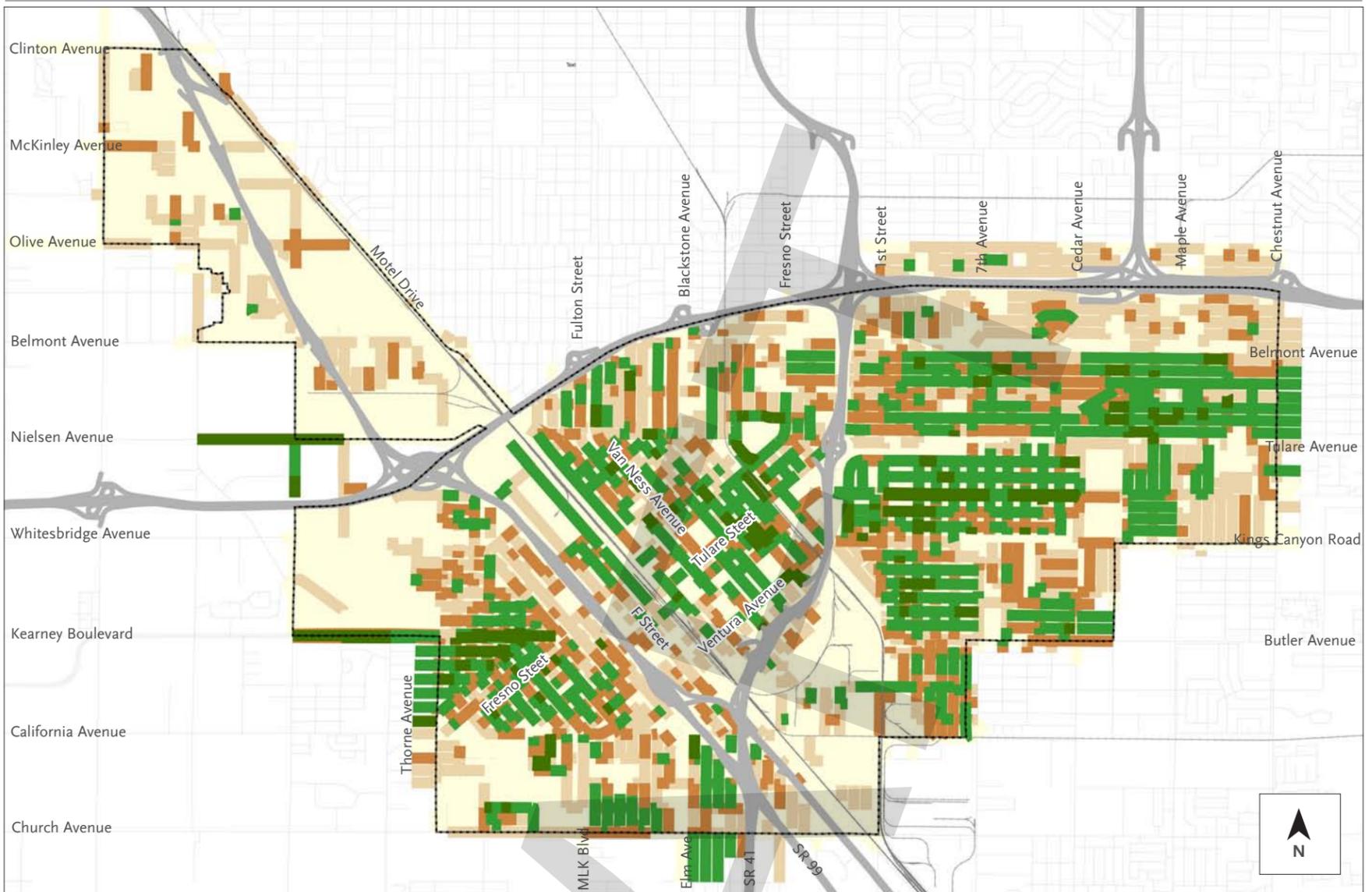


The Plan Area’s streets are transformed into beautiful places that reflect the unique identity of each of the Downtown’s Neighborhood’s unique subareas.



Downtown with its pedestrian-oriented building fabric, serves as the retail, shopping, and entertainment center of Fresno.

**FIGURE 2-7 - EXISTING STREET TREE COVERAGE**



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

**Key  
Street Tree Coverage**

- 0%
- 1-25%
- 26-50%
- 51-90%
- 91-100%



Many streets within the Plan Area have 0 (zero) percent street tree coverage, especially in Jane Addams.



Other streets within the Plan Area have a very complete street tree coverage of 100 percent.

## E. GOALS AND POLICIES

### 2.1 Enhance the unique sense of character and identity of the different subareas within the Downtown Neighborhoods.

**Intent:** To preserve the distinct neighborhood character of the different areas within the Downtown Neighborhoods – Lowell, Southwest Fresno, Southeast Fresno, Jefferson, and Jane Addams, Downtown Fresno and South Van Ness.

**2.1.1** Create and maintain an urban form comprised of walkable neighborhoods, districts, and corridors that are supported by mixed-use neighborhood centers and the Downtown.

**2.1.2** Fill in the Jane Addams subarea over time, while retaining its informal agricultural character. To achieve this policy, implement the following:

- Create and maintain a rural neighborhood, balancing the preservation of Jane Addams’ agricultural character with the need to revitalize the subarea.
- ▶ • Transform, reuse, and refurbish the motels located along Parkway Drive and Motel Drive into commercial and industrial uses.
- Redevelop and revitalize the principle thoroughfares such as Clinton Avenue, McKinley Avenue, Olive Avenue, Golden State Boulevard, Weber Avenue, and Belmont Avenue in the Jane Addams subarea with pedestrian-friendly buildings that face and are accessed from the street. The uses should include a diverse mix of retail, office, service and residential uses.
- Preserve the rural character of the Jane Addams neighborhood by limiting the construction of new sidewalks, curbs, and gutters on neighborhood streets.
- ▶ • Prioritize the installation of new sidewalks on arterial roads and near schools, per **Figure 2.8**. Installing sidewalks near schools for safety purposes shall take precedence over preserving the rural character of the Jane Addams neighborhoods.
- Create numerous neighborhood centers that provide goods and services within walking distance of most residents.
- Revitalize Roeding Park, including the Fresno Chaffee Zoo, Rotary Playland and Rotary Storyland.
- ▶ • Allow a diversity of individual and small-scale commercial urban agriculture in the Jane Addams area.

**2.1.3** Transform the Southwest Neighborhoods subarea into a safe neighborhood that reflects its unique identity. To achieve this policy, implement the following:

- ▶ • Redevelop in a traditional neighborhood form that builds upon the Southwest subarea’s historic character and rich history, starting with Kearney Boulevard and adjacent blocks.
- Give priority to new single-family houses and rehabilitations that match the neighborhood character and encourage further investment and rehabilitation. (Edison p. 35)
- Revitalize corridors running through the Southwest Neighborhoods, including Church Avenue, California Avenue, Whitesbridge Avenue and Amador Street, with more human-scaled development and broad mix of uses.
- ▶ • Plan for new neighborhood-oriented goods and services, including supermarkets, retail, and banking in the Southwest Neighborhoods.
- Plan for the relocation of industrial uses that negatively impact nearby residential, public, and other similar uses.
- Support FUSD’s construction of a new middle school at Church Avenue and Martin Luther King Boulevard.
- Encourage office and ground-floor retail and commercial uses to develop along Fresno Street to provide a focus for local services. (Edison p. 40)

**2.1.4** Transform the Lowell Neighborhood subarea into an attractive, mixed-income established neighborhood. To achieve this policy, implement the following:

- ▶ • Restore historic resources and infill vacant parcels with compatible, pedestrian-oriented buildings.
- Introduce new mixed-use and commercial buildings along Divisadero Street and Blackstone Avenue.
- Increase the diversity of housing in the Lowell Neighborhood, including mixed-use buildings on major corridors and “granny flats” in single-family residential areas.
- Improve pedestrian safety and comfort with new street trees and street crossings.

**2.1.5** Revitalize the Jefferson Neighborhood subarea as an attractive, mixed-income neighborhood that benefits from the presence of Community Regional Medical Center (CRMC). To achieve this policy, implement the following:

- Capitalize on the CRMC as a community asset and a source of neighborhood regeneration. Expand opportunities for CRMC workers to live in the neighborhood and for neighborhood businesses to provide services to CRMC.



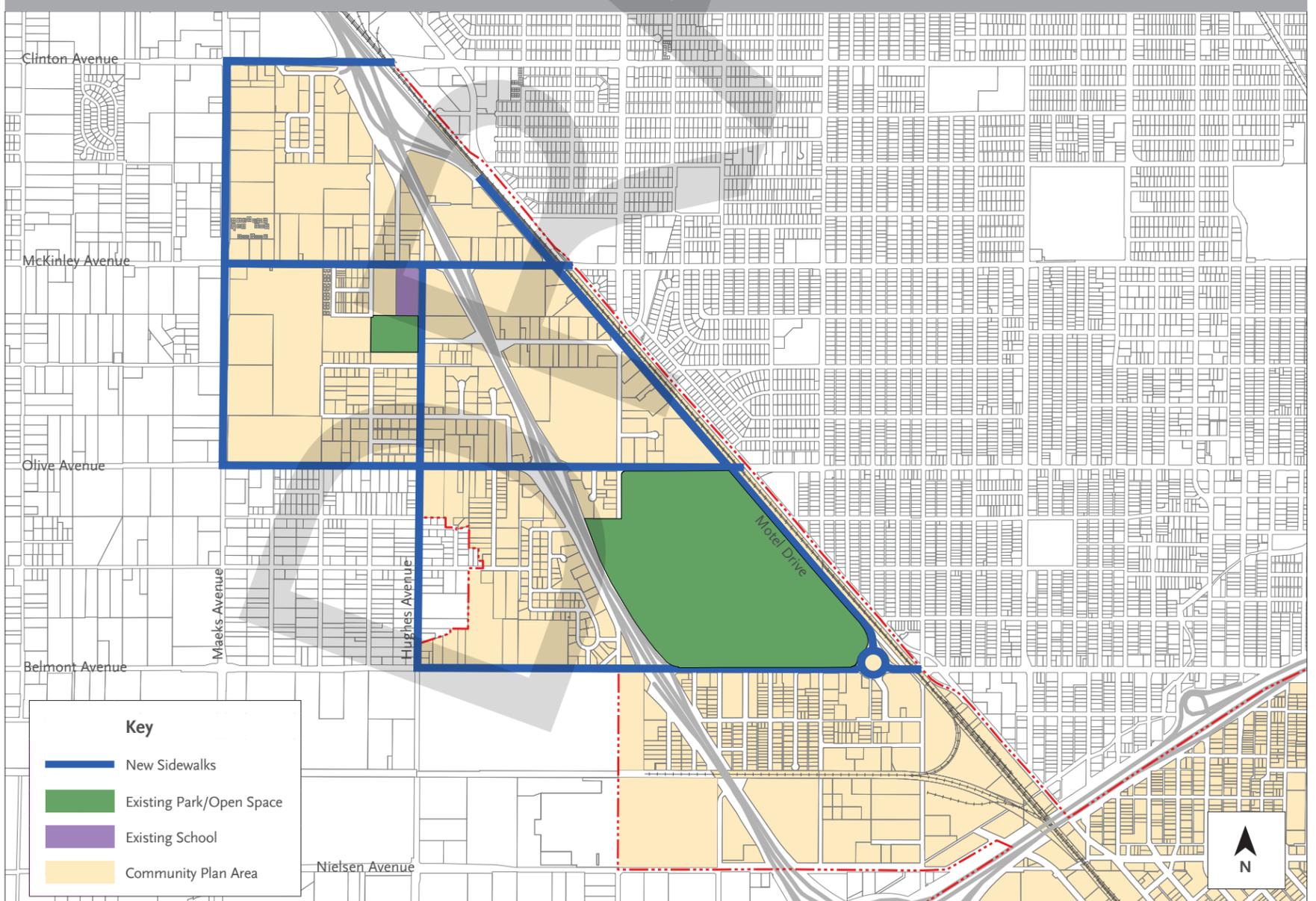
Urban agriculture is introduced into the Downtown Neighborhoods.



The late 19th and early-20th century housing stock in the Lowell and Jefferson neighborhoods is preserved.

- ▶ • In conformance with the Downtown Development Code, introduce pedestrian-oriented buildings that face and are accessed from the street.
  - Redevelop vacant and underutilized parcels on Abby, Fresno, and Divisadero Streets, and Belmont Avenue in the Jefferson Neighborhood with mixed-use buildings that face and have access from the street. The uses should include a diverse mix of retail, office, service, and residential uses.
  - Work with developers to build one or more private developments at the intersections along Abby Street, Fresno Street, Divisadero Street, and Belmont Avenue.
- 2.1.6** Transform the Southeast Neighborhoods subarea to have distinctive, walkable residential neighborhoods connected by arterial roadways that are transformed from automobile-focused corridors into mixed-use and multi-modal corridors. To achieve this policy, implement the following:
- Revitalize the principle, auto-oriented corridors in Southeast with mixed-use development.
  - Add new neighborhood-serving commercial development near major intersections.
  - Introduce pedestrian-oriented buildings that face and are accessed from the street, especially for Belmont Avenue, Kings Canyon Road, and Tulare Avenue.
- 2.1.7** Facilitate the continuation of industrial and job-producing uses in the South Van Ness District subarea as a source of jobs and economic development for the Downtown Neighborhoods. To achieve this policy, implement the following:
- ▶ • Allow for the continuation of industrial development in the South Van Ness District.
  - Seek opportunities for new small-scale commercial and retail to locate in the South Van Ness District.
  - Conduct a series of improvements to the public realm in the South Van Ness District including adding new street trees, lighting, and sidewalks to make the area more attractive and pedestrian-friendly.
  - ▶ • Allow a mix of uses including housing and live/work units in selected areas in the South Van Ness District, including preservation of existing old houses.
- 2.1.8** Establish Downtown Fresno as the most prominent cultural and arts destination, high density urban living and job center in the San Joaquin Valley. (Note: Detailed policies for the Downtown can be found in subsequent goals in this chapter.)
- 2.2 Revitalize downtown Fresno to be the economic and cultural heart of the city and the region.**
- Intent:** To restore Downtown Fresno's role as the primary urban center in the San Joaquin Valley.
- ▶ **2.2.1** Affirm through Administrative Policy that revitalization of Downtown Fresno is a priority of the City of Fresno and require that all City departments take steps necessary to support the reemergence of Downtown, including coordinating with different departments in order to spark redevelopment.

FIGURE 2-8 - PRIORITIZATION FOR NEW SIDEWALKS IN JANE ADDAMS



In order to emphasize the rural character of Jane Addams, only the streets shown in Figure 2-8 need to provide sidewalks.

## E. GOALS AND POLICIES (Continued)

- ▶ **2.2.2** Transform Downtown into a clean and safe multi-use district by introducing and mixing high-density housing, office, retail, restaurants and entertainment uses.
- ▶ **2.2.3** Establish Downtown as the cultural, entertainment and arts center of the San Joaquin Valley.
- 2.2.4** Improve the vitality and diversity of businesses and commercial services in the Downtown to ensure a unique, competitive, urban retail environment. (FLSP Goal 2)
- ▶ **2.2.5** Ensure that City-wide policies do not discourage development in the Downtown by subsidizing development in outlying areas of Fresno.
- ▶ **2.2.6** Catalyze Downtown’s revival by revitalizing the Fulton Mall.
- 2.2.7** Encourage retail uses on the ground floors of buildings along the Fulton Mall.
- 2.2.8** Encourage outdoor dining and 24-hour entertainment focused in this area.
- 2.2.9** Redevelop and infill Chinatown in concert with the introduction of the proposed High Speed Train station.
- ▶ **2.2.10** Work with Downtown businesses and institutions to organize and promote annual events, parades, and festivals that celebrate the Valley’s food, culture, and diversity.
- ▶ **2.2.11** Match firms looking for space in Fresno to buildings with vacancies Downtown or developers seeking committed tenants.

### 2.3 Support and encourage arts and culture in the Downtown Neighborhoods.

**Intent:** To create a rich artistic and cultural dimension of the community’s identity, to enhance social interaction, build community trust, and to advance the City’s economic development goals and priorities.

- ▶ **2.3.1** Establish the Downtown Neighborhoods as a thriving arts and culture destination.
- 2.3.2** Promote the Downtown subarea as a hub of arts and culture in the region by working with local artists and incorporating art into new and existing public spaces and parks.
- ▶ **2.3.3** Continue to host events such as “art hop” in the Downtown Neighborhoods to showcase local artists.
- 2.3.4** Support the public art program encouraging development projects to incorporate public art as part of their project.
- 2.3.5** Celebrate the history of the Downtown Neighborhoods through public events that include visual and performing

arts, as well as existing and new Farmers’ Markets that feature local agriculture.

### 2.4 Promote a greater concentration of buildings and people in Downtown Fresno.

**Intent:** To create a lively Downtown with more pedestrian activity, “eyes on the street,” more economic and entertainment activity, and thus a more attractive environment for visitors, residents, and businesses.

- ▶ **2.4.1** Require new commercial development to be designed with continuous building facades along street frontage and with a high percentage of site coverage. (CAP Urb 2-1)
- ▶ **2.4.2** Require parking structures constructed adjacent to any street frontage or pedestrian way to contain ground floor tenant spaces and human-scale design elements of public interest along the pedestrian sidewalk level. (CAP Urb 2-2)
- 2.4.3** Establish provisions for the development of air rights over publicly-owned surface parking areas, parking structures, and ponding/recharge basins used for stormwater treatment. (CAP Urb 2-3)
- ▶ **2.4.4** Encourage the reuse and/or construction of mid- to high-rise buildings in Downtown Fresno and discourage inappropriate one-story structures, especially on corners. See the Downtown Development Code for specific requirements. (CAP Urb 2-5)
- ▶ **2.4.5** Ensure that all new buildings, including mid- to high-rise buildings, provide a pedestrian scale ground-level street frontage that is pleasant to walk by.
- ▶ **2.4.6** Support new development in Downtown through investment in public infrastructure.
- ▶ **2.4.7** Infill vacant or underutilized land with buildings that are compatible with the existing physical, climatic, cultural, and historical context.

### 2.5 Promote a diverse mix of uses in Downtown Fresno.

**Intent:** To encourage the location of specialty destinations that serve as regional and city-wide attractors (CAP Urb 3-2), and to promote walking as a viable mode of everyday transportation in order to support retail and commercial activity.

- ▶ **2.5.1** Introduce a variety of housing choices and building types in the Downtown.



Downtown’s cultural resources are preserved and form the basis for Downtown’s transformation into the artistic and cultural heart of the region.



Downtown hosts a variety of arts and cultural events, enriching Downtown’s artistic and cultural identity, enhancing social interaction, building community trust, and advancing the City’s economic development goals.

- ▶ **2.5.2** Reinforce the Central Business District as the city's dominant job center by encouraging large employers to locate Downtown.
- ▶ **2.5.3** Attract a diversity of cultural, entertainment and arts uses to the Downtown and encourage existing cultural institutions such as museums and performing centers to locate Downtown.
- ▶ **2.5.4** Promote Downtown Fresno as the government center for City, County, State, Federal, and other public agencies. (CAP Government Facilities Goal) Continue to encourage local, State, and Federal government offices to locate Downtown.
- ▶ **2.5.5** Designate Downtown as an entertainment district that includes entertainment venues such as theatres, nightclubs, and rooftop bars and accommodates late-night activity.
- 2.5.6** Attract institutions such as schools, charter schools, colleges, and college satellite campuses to locate Downtown.
- ▶ **2.5.7** Recruit creative businesses to Downtown Fresno. Especially focus on the types of businesses that can make use of older building stock and unusual space configurations, including attorneys, graphic designers, architects, and software and media firms.
- ▶ **2.5.8** Promote the Downtown as a location for business incubators and start-up companies.
- ▶ **2.5.9** Concentrate convention and tourist related uses (hotels, motels, restaurants, etc.) in Downtown Fresno. (CAP Com. 1-4)

## 2.6 Develop each of Downtown's subdistricts, as established by the Fulton Corridor Specific Plan, according to its unique character.

**Intent:** To support the unique identity and character of each of Downtown's identified sub-districts as defined in the Fulton Corridor Specific Plan: the Central Business District, Chinatown, the Cultural Arts District, the South Stadium District, Armenian Town/Convention Center and Divisadero Triangle.

- ▶ **2.6.1** Strengthen the unique and special characteristics of the individual districts within Downtown Fresno. (CAP Urb 3-1)
- ▶ **2.6.2** Revitalize the Central Business District and promote it as a key asset and urban place.
- 2.6.3** Regenerate Chinatown in concert with the construction of the proposed High Speed Train station and by capitalizing on its unique historic assets, including the former Fresno Buddhist Temple and the Bow On Tong Association Building.

- 2.6.4** Transform the Cultural Arts District into a regional center for arts and culture by encouraging the introduction of new galleries, museums, murals, and performing arts venues.
- 2.6.5** Transform the South Stadium District into a gritty, mixed-use area with a diversity of uses, including housing, creative businesses, and specialty retail businesses.
- 2.6.6** Transform Armenian Town/Convention Center into a walkable and bikable mixed-use neighborhood.
- 2.6.7** Transform the Divisadero Triangle into a walkable and bikable mixed-use place.
- 2.6.8** Infill Chinatown, the South Stadium area, and the Cultural Arts District with one-, two-, and some three-story buildings that are in scale with their original building stock.
- 2.6.9** Complete the Civic Center Mall (Mariposa Mall) by infilling vacant parcels, parking lots, and general sites abutting the Mall in order to create a coherent continuous urban fabric along its axis.

## 2.7 Enhance the variety of non-residential uses in the Downtown Neighborhoods.

**Intent:** To allow for a wide diversity of non-residential, job-producing uses in the appropriate locations in the Downtown Neighborhoods, promote economic development, and increase residents' access to jobs.

- ▶ **2.7.1** Seek to expand the number and diversity of jobs in the Downtown Neighborhoods, with an emphasis on re-establishing the Downtown subarea as a focal point of jobs for the region.
- ▶ **2.7.2** Provide sufficient and viable locations for light and heavy industrial development within the Downtown Neighborhoods. (RCP 1-12) As part of this policy, strive to maintain and promote existing industrial uses and accommodate both light and heavy industrial uses in the South Van Ness subarea.
- ▶ **2.7.3** Preserve industrial land use to nurture existing businesses, many of which employ Downtown Neighborhood residents.
- ▶ **2.7.4** Allow industrial activity to operate efficiently while maintaining compatibility with adjacent neighborhoods and uses.
- ▶ **2.7.5** Promote a substantial increase in office uses to serve the community's business and professional needs. (RCP 1-9)



The Central Business District is revitalized as a key asset and urban place with retail, restaurants, and open space introduced along Kern Street.



A mixed-use building provides housing above retail uses.

## E. GOALS AND POLICIES (Continued)

### 2.8 Capitalize on the High Speed Train system to help revitalize the Downtown Neighborhoods.

**Intent:** To enhance Fresno's role as an urban center of statewide importance, minimizing the potential negative effects of the High Speed Train while maximizing the positive ones.

- ▶ **2.8.1** Use the future High Speed Train station to catalyze change in the Downtown Neighborhoods.
- ▶ **2.8.2** Create a new, high-density transit-oriented development district near the future High Speed Train station.
- ▶ **2.8.3** Work with the California High Speed Rail Authority (or other implementing agency) to minimize and mitigate the negative impacts of the High Speed Train system through the Downtown Neighborhoods. Such impacts may include, but not be limited to:
  - Noise and vibration impacts to residents and businesses during construction of the High Speed Train system.
  - Noise and vibration impacts to residents and businesses that result from the ongoing operation of the High Speed Train system.
  - Physical connectivity issues, especially for pedestrians, cyclists and transit vehicles, so that the Downtown Neighborhoods are not further divided after the High Speed Train system is implemented.
  - Negative impacts to business operations as a result of construction of the High Speed Train System.
  - Air quality issues due to construction.
  - Negative impacts on property values or property access due to adjacent elevated railway viaduct or roadway bridges.
- ▶ **2.8.4** Seek opportunities to attract new employment uses associated with the High Speed Train system for area residents.
- ▶ **2.8.5** Create a seamless connection between Downtown and the High Speed Train station.
- ▶ **2.8.6** Situate the parking in the area of the High Speed Train station such that station users also become potential customers for Downtown businesses.



The high speed train will help revitalize Downtown by catalyzing change.

### 2.9 Create a variety of housing types in the Downtown Neighborhoods.

**Intent:** To introduce additional, pedestrian-friendly, contextually-appropriate housing in the Downtown Neighborhoods in order to revitalize existing neighborhoods, generate a well-rounded resident population, and restore the late 19th and early-20th century neighborhood pattern of Plan Area's residential areas.

- ▶ **2.9.1** Support the provision of new and retention of existing affordable housing in the Downtown Neighborhoods.
- ▶ **2.9.2** Design future residential development to meet the housing needs of a wide range of socioeconomic levels and family units including young singles, the elderly, and families. (Edison p. 36, RCP 3-2.2)
- ▶ **2.9.3** Allow and encourage intensification of existing single-family neighborhoods by allowing second units and infill development.
- ▶ **2.9.4** Introduce infill housing comprised of pedestrian-friendly buildings that face and are accessed from the sidewalk. On neighborhood streets, design new multi-family and single-family buildings that are house-like in form and utilize residential frontage types such as porches and stoops.
- ▶ **2.9.5** Redevelop blighted, non-traditional multi-family residential buildings with new residential buildings of various types.
- ▶ **2.9.6** Promote home ownership by current and future residents with a long-term target of achieving 40 percent owner occupancy in each subarea in the Downtown Neighborhoods, with the exception of Downtown and the South Van Ness Industrial District. (CAP Res. 3-1)
- ▶ **2.9.7** Promote quality housing choices and provide employment opportunities, services, shops, and/or access to public transportation within walking distance of adjacent neighborhoods.
- ▶ **2.9.8** When senior citizen housing is developed, locate it near transportation, health care, shopping, and public facilities. (Edison p. 36)
- ▶ **2.9.9** Apply the Downtown Development Code in order to ensure proper interfaces between urban and rural residential land uses and between single-family and multi-family residential projects. (West CP W-6)
- ▶ **2.9.10** Create and promote a variety of incentives to stimulate rehabilitation of existing structures and construction of new



This bungalow court provides multi-family housing in a garden setting.

dwellings in established areas. Included are the following activities:

- Efficient permit processing/fast tracking. (RCP 3-2.3)
- Subsidized or deferred development fees. (RCP 3-2.3)
- Improvement districts. (RCP 3-2.3)
- Reducing the cost of obtaining financing for purchase, construction, and rehabilitation. (CAP Res. 3-2)
- Rent-purchase options. (CAP Res. 3-2)
- Working with local financial institutions to develop financing tools targeted to moderate-income home buyers in Fresno, and educating residents about the availability of those products.
- Creating a coordinated program to acquire, demolish, and rebuild blighted, non-traditional, multi-family residential buildings.
- Working with non-profit community development corporations to redevelop blighted multi-family properties.

## 2.10 Improve the quality of housing and encourage home ownership in the Downtown Neighborhoods

**Intent:** To improve the quality of all housing and increase home ownership rates within the Downtown Neighborhoods. Together, this will increase neighborhood stability and address significant concerns about the health impacts related to poor quality housing.

- 2.10.1** Ensure that there are minimum standards for all rental housing in the Downtown Neighborhoods and require that all rental properties be rated for their quality within five years of adoption of the Plan.
- 2.10.2** Work with local banks to create and promote rent-to-buy policies or programs for housing in the Downtown Neighborhoods.
- 2.10.3** Work with non-profit community development corporations to redevelop blighted multi-family properties in the Downtown Neighborhoods.
- 2.10.4** Use low-income and housing funds to purchase, rehabilitate, and then sell homes to qualifying families.
- 2.10.5** Target public funding for housing rehabilitation to the most blighted properties and areas.
- 2.10.6** Continue and expand efforts to create outreach and education materials on existing home ownership and home



An affordable housing project is built of quality materials and is designed according to the Craftsman-built traditions of the region.

rehabilitation programs and/or use City communication venues (such as the website, newsletters, and other existing and potential future avenues) to educate the public about these programs.

- 2.10.7** Strengthen individual, family, and household assets through home-ownership in order to improve the conditions of the Downtown Neighborhoods.

## 2.11 Revitalize the corridors to strengthen neighborhood identity and appeal.

**Intent:** To transform the Downtown Neighborhood's corridors into unique, tree-lined, multi-modal, pedestrian-friendly thoroughfares.

- ▶ **2.11.1** Allow the character, intensity, and use mix along corridors to change in relation to the character of the neighborhoods and districts in which they pass through.
- ▶ **2.11.2** Ensure that new corridor development is compatible with that of adjacent neighborhoods or other sensitive uses, particularly in regards to noise, parking, and business hours.
- ▶ **2.11.3** Organize the Downtown Neighborhoods' corridors as amenities for the adjacent neighborhoods as well as for the community at large.
- 2.11.4** Convert major thoroughfares from single-use commercial corridors into mixed-use areas with a diversity of retail, office, and residential uses, including mixed-use, multi-family housing in a variety of densities.
- ▶ **2.11.5** Redevelop corridors with a variety of architectural styles, building form, and building heights, consistent with the Development Code.
- ▶ **2.11.6** Improve the visual appearance of corridors through streetscape improvements, renovation of existing buildings, and new development.
- ▶ **2.11.7** Conduct regular street maintenance and cleaning, with a focus on cleaning pedestrian-oriented retail and commercial areas.
- 2.11.8** Expand funding for the Fresno Redevelopment Agency's Storefront Improvement Program, or similar programs to support facade improvements, and target funding to buildings along major commercial corridors.



Olive Avenue in the Tower District is an example of a corridor that through revitalization has strengthened neighborhood identity and appeal.

## E. GOALS AND POLICIES (Continued)

- ▶ **2.11.9** Support the assembly of parcels to create larger and more easily developable areas, provided the established street grid is retained or restored.
- ▶ **2.11.10** For new buildings adjacent to less dense, residential zoning districts and/or Historic Resources, provide massing setbacks per the Downtown Development Code.

### 2.12 Improve the quality of local and regional serving retail and service uses.

**Intent:** To introduce compatible retail and services within walking or biking distance of most residences.

- 2.12.1** Promote the development of neighborhood retail and services within walking distance of the majority of residents in the Jane Addams, Lowell, Jefferson, Southwest, and Southeast Neighborhoods. Neighborhood centers should be located at or near important intersections and should be coordinated with the location and routing of Bus Rapid Transit (BRT). (Edison p. 40)
- 2.12.2** Designate nodes for new retail development in strategic and highly visible locations that support access via transit, walking, bicycling, and automobiles.
- ▶ **2.12.3** Prohibit drive-thru businesses within the Fulton Corridor Specific Plan area and within residential neighborhoods.
- 2.12.4** Allow drive-thru businesses in Neighborhood Centers, Town Centers, Special Districts, and along Corridors, subject to location and site plan requirements as defined by the Downtown Development Code.
- ▶ **2.12.5** Allow for the operation of mobile vendors in the Fulton Corridor Specific Plan area. Establish property- and business-owner-led improvement districts to manage mobile vendors within their boundaries, on behalf of the City, in order to maximize mobile vendors' contributions to such districts' economic vitality.
- ▶ **2.12.6** Partner when possible with foundations, community development financial institutions, the County Health Department, and non-profit organizations to finance fresh food stores and farmers' markets in under-served areas unable to attract private grocery stores.
- 2.12.7** Encourage new mixed-use buildings and neighborhood retail centers to occur along transit corridors and major intersections where bus facilities exist.

- ▶ **2.12.8** Work with prospective project developers to construct a variety of new commercial/retail centers within the Downtown Neighborhoods. The new commercial/retail centers should include a variety of commercial, banking, and retail services to support the market demand of nearby residents. Potential locations for such commercial/retail centers include:

- In the Jane Addams subarea, at the intersection of Hughes Avenue and Olive Avenue.
- In the Lowell subarea at the intersection of Blackstone Avenue and Divisadero Street.
- In the Southwest Fresno subarea in the following locations:
  - Along Fresno Street between SR 99 and Kearney Boulevard;
  - Along Elm Avenue, Lorena Avenue, and San Benito Street;
  - The area bounded by Whitesbridge Avenue, Plumas Street, Amador Street, and Modoc Street;
  - The area around the intersection of California Avenue, Fresno Street, and Thorne Avenue; and
  - The area around the intersection of California Avenue, Klette Avenue, and Kern Street.
- In the Jefferson subarea at the following locations:
  - Divisadero Street/Diana between SR 41 and Fresno Street to serve the Fresno Community Regional Hospital employees and visitors;
  - At the intersection of Fresno Street and Belmont Avenue.
- In the Southeast Fresno area at the following locations:
  - At the intersection of Belmont Avenue and 1st Street;
  - Along Belmont Avenue between 9th Street and Cedar Avenue;
  - At the intersection of Belmont Avenue and Maple Street;
  - Along Tulare Street between SR 41 and 6th Street;
  - At the intersection of Tulare Street and Cedar Avenue;
  - At the intersection of Tulare Street and Chestnut Avenue;



*This neighborhood center includes a variety of neighborhood-serving uses that support market demand of nearby residents.*



*This drive-thru is located at the center of the block and is accessed through the rear parking lot.*

- Along Ventura Avenue between 1st Street and 3rd Street;
- Along Ventura Avenue between 10th Street and Cedar Avenue; and
- At the intersection of Butler Avenue and Cedar Avenue.

### 2.13 Reduce the negative impacts of industrial, commercial, and airport uses on nearby residential and community uses.

**Intent:** To reduce detrimental effects between industrial, commercial, and airport uses and other uses such as residential, schools, parks, nursing homes and other similar uses.

- ▶ **2.13.1** Work with business owners to develop a list of physical and operational improvements to address existing adjacency issues between industrial/commercial uses and other sensitive uses, such as residences and schools.
- ▶ **2.13.2** Apply special property development standards, as defined by the Downtown Development Code, to minimize the adverse effects of industries on adjacent residential areas. (Edison p. 44)
- ▶ **2.13.3** Require new or substantially renovated industrial and commercial uses adjacent to residential and other sensitive uses to construct appropriate buffers, as defined by the Downtown Development Code, to reduce the potential detrimental effects of their daily operations.
- ▶ **2.13.4** Work with business owners to relocate noxious land uses currently adjacent to residential neighborhoods to other more appropriate locations.
- ▶ **2.13.5** Group uses and activities such as entertainment and nightlife venues, and large-scale retail, industrial, and medical uses, into identifiable districts that address and accommodate their special requirements as well as provide for compatibility with adjacent areas and uses.
- ▶ **2.13.6** Promote compatibility between areas planned for, or committed to, active farming operations and areas planned for urban development. (West CP W-1)
- 2.13.7** Require that new development projects surrounding Chandler Airport conform to the airport protection and safety zones identified in the Fresno Chandler Downtown Airport Master and Environs Specific Plan. Existing,

legally-established structures and uses within the airport safety zones may remain in place as conforming uses.

- ▶ **2.13.8** The FCDASP shall supersede the DNCP for regulations related to aircraft noise and safety contours and aviation easements, as outlined in the FCDASP.

### 2.14 Create a safe and attractive environment for residents and visitors to the Downtown Neighborhoods.

**Intent:** To reduce or minimize conditions of blight and take steps necessary to address the significant number of code violations in the Downtown Neighborhoods.

- ▶ **2.14.1** Proactively enforce the building, zoning, and health codes to ensure that property owners properly maintain their properties. (RCP 3-1.9)
- ▶ **2.14.2** As part of a city-wide policy, utilize the City's ordinance related to Housing and enforcement of Housing laws to provide for annual inspection of the interiors of rental properties to ensure compliance with building, zoning, and health codes, and proper building maintenance.
- ▶ **2.14.3** Create and regularly update a priority list of code violations for each neighborhood within the Plan Area and proactively address these code violations. The top priorities for addressing code violations should be the violations that have the greatest impact to public health and safety in rental housing, followed by the violations that have the greatest negative impact on the quality and character of the neighborhood.
- ▶ **2.14.4** Seek grants to assist with addressing code violations and to improve neighborhood stabilization.
- ▶ **2.14.5** Require owners to maintain the service areas of their buildings.
- ▶ **2.14.6** Require and actively enforce that motels, hotels, motor hotels and other similar uses may not rent, let, or otherwise provide any room to any person more than once within 24 hours, for 30 or more consecutive days, or for more than 60 days within an 180 day period.



Urban agriculture occurs compatibly within a neighborhood.



Entertainment and nightlife venues are grouped to accommodate their special needs.

## E. GOALS AND POLICIES (Continued)

### 2.15 Support the quality of life and safety in the Downtown Neighborhoods and Downtown Fresno with public facilities and commercial services.

**Intent:** To provide the public facilities and services necessary to support a thriving and attractive Downtown.

- ▶ **2.15.1** Monitor fire protection at construction projects to mitigate fire and safety hazards to surrounding properties and to the public.
- ▶ **2.15.2** Work with school districts to anticipate potential increases in the residential population in the Downtown Neighborhoods and the subsequent impact on school enrollment and capacity.
- 2.15.3** Site public facilities for greatest efficiency and economic efficacy. (West CP W-2-b)
- ▶ **2.15.4** Design social services facilities as discreet, small-scale buildings that blend into their surrounding context.
- ▶ **2.15.5** Work with the Community Regional Medical Center to ensure it expands in a manner that is compatible with the Jefferson Neighborhood. New buildings should be designed to face the street and parking should be placed behind buildings, underground, or at the center of the block.
- 2.15.6** Encourage the Community Regional Medical Center to work with the neighborhood to ensure that the hospital contributes to the physical improvement of the Jefferson Neighborhood.
- 2.15.7** Seek opportunities to develop medical worker housing in the Jefferson Neighborhood.
- ▶ **2.15.8** Work with the Community Regional Medical Center to ensure preservation of existing early-20th century homes along North Clark Street.
- 2.15.9** Target adaptive reuse of existing large buildings, such as the former Juvenile Justice Complex on Kings Canyon Road and 10th Street, to attract private-sector companies.
- 2.15.10** Include neighborhood places for interaction among residents, such as parks, community centers, schools, commercial areas, churches, and other gathering points. (RCP 1-4.3)

- ▶ **2.15.11** Actively solicit the participation of community groups and organizations (such as neighborhood associations, service clubs, and philanthropic institutions) to contribute resources and expertise in a concerted effort to improve and maintain established neighborhoods. (RCP 3-1.13)

### 2.16 Require high quality building design.

**Intent:** To introduce buildings that contribute to the late 19th and early-20th century form and character of the Downtown Neighborhoods and are also significant, lasting economic assets.

- ▶ **2.16.1** Require high-quality building design as a vital element in planning and new development in order to enhance the image and identity of the community. (FLSP Implementation Action 1-4-1, modified 2011)
- ▶ **2.16.2** Require that buildings be designed and placed to be pedestrian-friendly, face the street, and be accessed from the public right-of-way.
- ▶ **2.16.3** Require that all new buildings, additions, and renovations be compatible with surrounding buildings, maintain a similar scale, and relate to Fresno’s historic, cultural, and climatic context. In particular, promote infill development that is compatible with and complementary to existing historic buildings. (FLSP Implementation Action 1-1-4) Factors that cause instability or create urban barriers are prohibited or removed. (RCP 1-4.2)
- ▶ **2.16.4** Require building massing comprised of simple, well-proportioned volumes.
- 2.16.5** Avoid placeless, franchise or ‘formula’ architecture that is not rooted in Fresno’s culture and traditions.
- ▶ **2.16.6** Require durable exterior building materials that have a long life, age well, and that do not unintentionally discolor due to weathering or corrosion. Materials that discolor naturally, such as copper, are encouraged.
- ▶ **2.16.7** Require building renovations or alterations to use exterior building materials that are consistent with the building’s original design and construction. More specifically, require that additions and renovations to buildings originally clad in wood, stone or masonry be designed with compositional devices, architectural elements and materials, and constructional techniques



*This neighborhood center provides a place for area residents to interact with one another*



*The massing of this new multi-family building is compatible with the existing bungalows that pre-date it (shown in the background).*

equal or similar to the ones originally used. This shall be done to maintain the architectural integrity of Fresno's historic buildings, and its significant, existing building fabric, in its original urban setting.

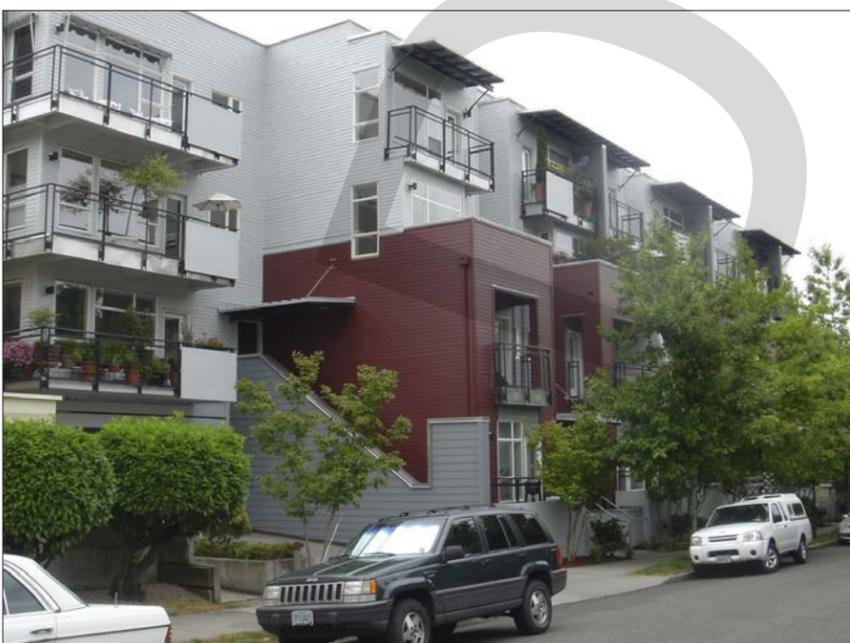
- ▶ **2.16.8** Require that architectural design of new buildings, additions, and/or renovations, whether traditional or contemporary in style, be clear and consistent. All buildings should incorporate a full array of architectural elements associated with that style; the compositional, structural, and constructional logic associated with that style; and the material logic associated with that style.
- ▶ **2.16.9** For buildings that utilize solar power technology, require solar panels, evacuated tube collectors, and other such solar power collectors to be integrated architecturally into the overall design and retrofit of buildings.
- ▶ **2.16.10** Require new commercial developments adjacent to an elevated freeway to have architecturally treated roofs and/or landscape screening. (RCP 1-11.6)
- ▶ **2.16.11** Ensure that building frontages respond to and shape the public realm, express creativity, and contribute to the intended physical character of the neighborhood.
- ▶ **2.16.12** Require that signage be in scale with the building and site to which it is being applied.
- ▶ **2.16.13** Treat and regulate signage as an important component of building design. Signage shall have a positive impact on public space, urban design, community character, architecture, and the surrounding physical context.

## 2.17 Establish a comprehensive economic development program for the Downtown Neighborhoods.

**Intent:** To strengthen Downtown Fresno's economic base, enhance its organizational and marketing capabilities, and create entities dedicated to achieving sustained economic growth and long-term fiscal and physical stability. (CAP Economic Development Goal p. 70)

- 2.17.1** Continue the implementation of the Inner City Development Policy, which reduces the application fees for inner city projects and waives the environmental assessment fee. Strive to replace lost revenues to DARM from other citywide funding sources.

- ▶ **2.17.2** Research, identify, and establish new resources for raising capital or utilizing non-capital assets to provide for consistent and positive economic development in the Downtown Neighborhoods. (CAP Eco 2-2)
- 2.17.3** Provide incentives that will encourage private developers to invest in the Downtown Neighborhoods. (CAP Eco 2-4)
- 2.17.4** Focus financial incentives to encourage the rehabilitation and expansion of existing businesses. (CAP Eco. 4-3)
- 2.17.5** Provide on-going technical assistance to applications for grants and other financing programs. (CAP Eco. 4-4)
- 2.17.6** Encourage a long range partnership between the public and private sectors that is committed to development and revitalization. (FLSP Implementation Action 1-2-5)
- ▶ **2.17.7** Monitor taxable sales trends and vacancies of commercial properties in the neighborhoods to determine where additional support may be needed and to identify under-performing areas of the City.
- 2.17.8** Monitor business-to-business sales generated and vacancy rates in the South Van Ness Industrial District to evaluate performance.
- ▶ **2.17.9** Identify and implement appropriate (economically feasible) incentives such as fee reduction or deferrals, permit assistance and economic development loans to rehabilitate and improve existing commercial development. (RCP 1-11.9)
- ▶ **2.17.10** Within the Downtown Neighborhoods, require all owners of commercial properties and residential properties with more than four units to obtain and maintain a business license.



*This building is constructed of quality material and employs architectural elements to add interest to its massing.*



*The gallery frontage of this mixed-use building mitigates the size of the building as it engages the street and sidewalk.*

## E. GOALS AND POLICIES (Continued)

### 2.18 Create a regulatory environment and development process that makes development decisions predictable, fair, and transparent.

**Intent:** To generate more activity, reduce parking needs, and allow land use activity, buildings, and property to adapt to changing market conditions.

- ▶ **2.18.1** Implement the DNCP through responsive, form-based development standards that enable the variety and cohesive character described in the vision.
- 2.18.2** Ensure that the development code provides clear development standards and eliminates undue difficulty in the permitting process.
- 2.18.3** Periodically review the Downtown Development Code in relation to the vision of this Community Plan to determine if amendments are necessary and appropriate. The review process should refine or add appropriate types of land uses, buildings, frontages, streets, open spaces, and/or signage that are consistent with the vision of this Plan. Also review and adjust the City's administrative procedures to align with the new development standards and processing expectations of the Downtown Development Code
- ▶ **2.18.4** Coordinate the resources and actions of City departments in support of revitalizing the Downtown Neighborhoods.
- ▶ **2.18.5** Provide ongoing educational opportunities for planning staff on current urban design and planning best practices.
- 2.18.6** Require discretionary review for designs deemed inappropriate for the Downtown Neighborhoods or that do not conform to the Downtown Neighborhoods Community Plan's vision.
- 2.18.7** Create clear standards for filing development or land use appeals in order to bring certainty to the development process and discourage and reduce frivolous appeals.
- 2.18.8** Utilize the Conditional Use Permit process as described in the Downtown Development Code only for major, large-scale land use decisions with neighborhood-wide effects and implications that would be difficult to anticipate in standard City regulations. Other land use decisions should be made based on adopted City regulations, not through the Conditional Use Permit process.

**2.18.9** Increase the City's ability to approve development administratively, identifying specific standards that can be met in order for a project to obtain development approval.

**2.18.10** When addressing non-conformities in the Downtown Neighborhoods, focus on areas that are highly visible, are important to the character of the area, or have a strong impact in the quality of surrounding public space.

**2.18.11** Enable non-conforming components of a property to be addressed individually, therefore enabling property owners to invest in site improvements incrementally without fear of penalty.

**2.18.12** Utilize zoning overlays to precisely adjust policy direction for topics or issues that span across multiple zoning districts.

**2.18.13** Enable larger development projects as defined in the Downtown Development Code to amend the Regulating Plan in response to unforeseen opportunities.

### 2.19 Interconnect the Downtown Neighborhoods with great streets and beautiful public spaces.

**Intent:** To transform the Downtown Neighborhoods by improving the urban forest, expanding and improving parks and open spaces, and creating pedestrian, transit, and bicycle oriented streets that also continue to accommodate automobiles.

- ▶ **2.19.1** Provide streets and open spaces that are designed as an integral part of the entire neighborhood or district and that relate to the buildings that surround them.
- ▶ **2.19.2** Promote plaza and public space designs that are safe, comfortable, and attractive to users. (CAP Urb 5-3)
- ▶ **2.19.3** Conceive of streets as memorable places, not just automobile conduits.
- ▶ **2.19.4** Conceive of open spaces as large outdoor rooms that are viewed as places to be enjoyed, not just traversed.
- ▶ **2.19.5** Promote a hierarchy of streetscapes for visual identity and reinforcement of the physical character of each thoroughfare.



An important component of building design, this signage has a positive impact on the building and the adjacent public realm.



The form based code provides development standards that enable buildings of various uses, style, and massing to be responsive to the cohesive character described in the vision.

- ▶ **2.19.6** Promote neighborhood identity by coordinating the streetscape and open spaces with the physical character of the areas being served.
- 2.19.7** Encourage the regeneration and maintenance of the public realm of the center city as one continuous network.
- ▶ **2.19.8** Provide easy access and connection to public parks and open spaces from adjacent sidewalks.
- ▶ **2.19.9** Require new buildings adjacent to public parks and open spaces to provide windows and entrances that face the park. In commercial settings, require park-facing buildings to have active ground-floor uses that bring a variety of foot traffic throughout the day.

DRAFT



*This plaza is designed as a large outdoor room that functions as a place to be enjoyed, not just traversed.*



*Conceive of streets as memorable places, not just as automobile conduits.*

## F. LAND USE DESIGNATIONS, OVERLAYS, AND REGULATING PLAN

### 1. Purpose and Establishment of Land Use Designations and Overlays.

This section establishes the land use designations and overlays to implement the DNCP for property and right-of-ways within the DNCP boundaries. Property and right-of-ways subject to the Downtown Code shall be divided into the following land use designations and overlays, which shall be applied to all property as shown on **Figure 2-9**.

**2. Land Use Designations.** In order to implement the DNCP, the following land use designations and overlays are established and applied to property within the boundaries of the DNCP. Except for the Open Conservation zoning district (FMC 12-204) which is to remain on the parcels as it did prior to the adoption of the DNCP and the accompanying Downtown Development Code, all other zoning districts identified for parcels subject to the Downtown Development Code are replaced by the land use designations identified in **Figure 2-9**. Refer to **Table 2-2** on page 2:4 for the intent and descriptions of the land use designations and **Chapter 2.F.3** below for descriptions of overlays:

#### a. City Center Land Use Designations.

- i. CBD 1 - Central Business District
- ii. CBD 2 - Central Business District
- iii. CC - Civic Center
- iv. CT - Chinatown
- v. CA/SS/SVN - Cultural Arts/ South Stadium/South Van Ness

#### b. Urban Center Land Use Designations.

- i. TC - Town Center
- ii. NC - Neighborhood Center

#### c. Corridor Land Use Designations.

- i. CG - Corridor General

#### d. Neighborhood Land Use Designations.

- i. NG - Neighborhood General
- ii. NGP - Neighborhood General Preservation
- iii. NGR - Neighborhood General Revitalization
- iv. NE - Neighborhood Edge

#### e. Special Districts.

- i. SD - General Industrial 1
- ii. SD - General Industrial 2
- iii. SD - Chandler Airport
- iv. SD - Downtown Hospital

**3. Overlays.** Each overlay is allocated standards as appropriate to implement the vision of the DNCP:

**a. Shopfront Frontage Overlay.** This overlay requires buildings to have shopfront frontage and a minimum floor-to-ceiling height. This requirement is to accommodate ground floor live-work, commercial, retail or other such non-residential activity on streets where the vision expects active, pedestrian-oriented streetscapes;

**b. Civic Building / Open Space Overlay.** This overlay allows for buildings sites or portions of sites that, based on location, may be occupied with a community-wide resource such as a civic building or open space.

**c. Transition Overlay.** This overlay identifies sites or buildings that, based on location, are key to implementing the vision of the DNCP and FCSP and therefore, their non-conforming status ceases upon certain thresholds being exceeded.

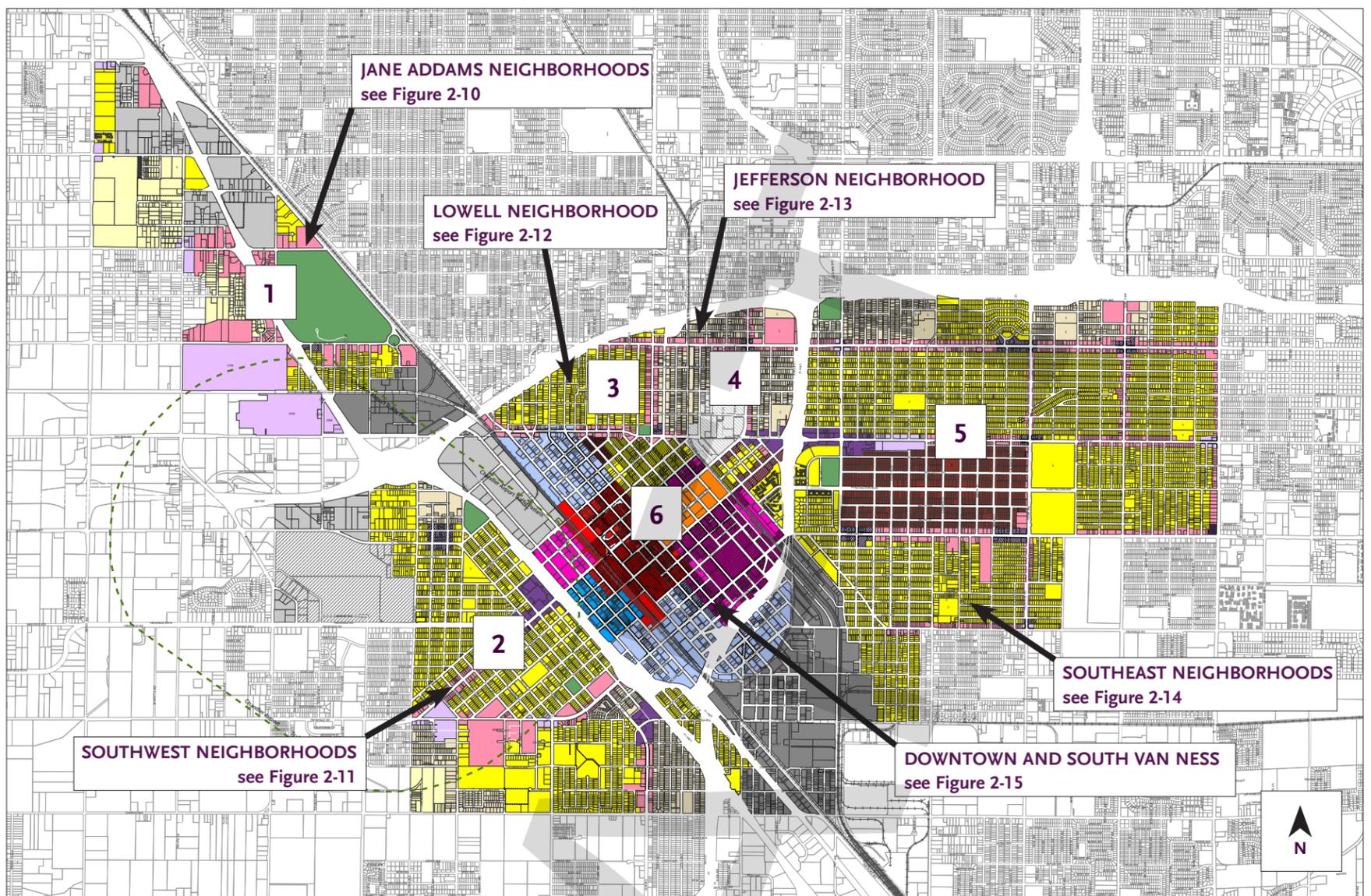
**d. Chandler Airport Overlay.** This overlay identifies that in addition to the requirements of the Downtown Code, all property within the overlay is subject to a) FMC Section 12-307, which contains specific standards relative to the primary surface, approach surface, transitional surface, conical surface, and horizontal surface as defined in Federal Aviation Requirements Part 77, and b) Safety Compatibility Criteria as identified in Figure D-1 and table D-2 of the FCDASP. See Downtown Development Code, Figure 2, for requirements.

**4. Regulating Plan Diagram.** Each zoning district and overlay established by the Downtown Development Code is identified on **Figure 2-9** to show the boundaries of each zoning district and overlay as well as the parcels within each boundary. **Figure 2-9** is established as the zoning atlas for all property within the Downtown Development Code boundaries. **Figure 2-9** is followed by a series of enlargements of the zoning atlas to provide sufficient detail (**Figures 2-10 through 2-15**).

**5. Relationship to Downtown Development Code.** This DNCP and the accompanying Downtown Development Code will guide the transformation of the Downtown Neighborhoods by directing new buildings, whether public or private, to contribute positively to the neighborhood and the community. The DNCP includes the Land Use Designations while the Downtown Development Code includes zoning districts. In order to ensure consistency between documents, the regulatory geography of the land use designations found in the DNCP is and should remain identical to the regulatory geography of the zoning districts in the Downtown Development Code. To the extent there appears to be any conflict between these two Plans, the Downtown Development Code takes precedence. The difference between the two is the level of detail. The land use designations are broad descriptions of the intended future character and use and the Downtown Development Code provides detail on development standards including the following:

- a. Building Placement
- b. Allowed Building Types
- c. Allowed Frontage Types
- d. Building Height and Size
- e. Allowed encroachments into required yards
- f. Parking Placement and Site Access
- g. Required Parking
- h. Allowed Land Uses
- i. Allowed Signage Types
- j. Allowed Street Types

FIGURE 2-9 - REGULATING PLAN



## KEY

|   | page |
|---|------|
| 1 - See Figure 2-10 Jane Addams Neighborhoods   | 2:30 |
| 2 - See Figure 2-11 Southwest Neighborhoods     | 2:32 |
| 3 - See Figure 2-12 Lowell Neighborhood         | 2:34 |
| 4 - See Figure 2-13 Jefferson Neighborhood      | 2:35 |
| 5 - See Figure 2-14 Southeast Neighborhoods     | 2:36 |
| 6 - See Figure 2-15 Downtown and South Van Ness | 2:38 |

TABLE 2-2 SUMMARY OF ZONING DISTRICTS

| ZONING DISTRICT   | 1. City Center Zoning Districts  |  |   |
|---|--|--|---|
|   | a. Central Business District 1   | b. Central Business District 2   | c. Civic Center   |
| <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 1 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 Mariposa Street and the south side of Fresno Street and the north side of Tulare Street between Van Ness and Q.</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 frontages. Upper stories are expressed in volumes that enhance and support the civic presence of buildings along these streets.</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 CBD1 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 forecourts 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><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 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><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 civic and office uses, including retail, to support active streetscapes and walking. Upper floors are flexible for office and civic uses.</p>   |

2. Urban Center Zoning Districts

d. Chinatown



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 create the unique opportunity to introduce buildings and uses that serve both the region and the surrounding neighborhoods. F Street is preserved and developed as Chinatown's "main street."

New buildings are block-scale, up to 3 stories in height, and are located at 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.

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.

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.

Buildings are occupied with ground floor commercial, retail, civic or office uses to support active streetscapes and walking. Upper floors and the space behind shopfronts are flexible for office, housing, or additional commercial uses.

e. Cultural Arts/S. Stadium/S. Van Ness



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.

New buildings are block-scale, up to 5 stories in height, and are located at or near the sidewalk to generate an active public realm and pedestrian-oriented commercial activity appropriate for an intense mixed-use neighborhood. Most upper stories are expressed in single volumes with multiple volumes moderating larger buildings.

Streetscapes are urban and shaped by commercial frontages such as galleries, arcades, and shopfronts with stoops on some side streets. Street trees, along with inviting sidewalks, reinforce the human scale of these urban neighborhoods and mixed-use streets supporting pedestrian and commercial activity.

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, relying on walkable services and transit.

Buildings are occupied with ground floor retail uses, live-work, and uses such as art galleries on key streets to support active streetscapes and walking. Secondary streets and upper floors are flexible for residential and office uses.

a. Town Center



The TC designation is applied to nodes at major intersections along corridors and is comprised primarily of medium-scale retail, housing, office, civic, and entertainment uses that serve several neighborhoods.

New buildings are block-scale, up to 5 stories in height, and are located at or near the sidewalk to generate focused and active commercial activity along corridors. Most upper stories are expressed in single volumes along the corridor and in multiple volumes with significant setbacks when adjacent to neighborhoods.

Streetscapes are urban and shaped by commercial frontages such as galleries, arcades, and shopfronts with stoops on some side streets. Street trees, along with inviting sidewalks, reinforce the human scale of these mixed-use areas adjacent to large corridors supporting pedestrian and commercial activity.

Parking consists of on-site spaces located behind or under buildings combined with on-street parking. Parking requirements are moderate, encouraging walking from nearby neighborhoods while acknowledging community-level visitors.

Buildings are occupied with ground floor commercial, retail, and office uses to support active streetscapes and walking. Upper floors and the floor area behind shopfronts is flexible for office, civic, residential or additional commercial uses.

b. Neighborhood Center



The NC designation is applied to nodes at secondary intersections along corridors and is comprised of primarily small-scale neighborhood uses such as retail, office, civic, and entertainment, including housing.

New buildings are block and house-scaled, up to 3 stories in height, are completely compatible in scale with adjacent single-family houses, and are located at or near the sidewalk to generate pedestrian activity. Upper stories are expressed in volumes compatible with adjacent houses.

Streetscapes are urban and less intense than those in the TC designation. Streetscapes are shaped by commercial frontages such as galleries, arcades, and shopfronts with stoops and small front yards on some side streets. Street trees, along with inviting sidewalks, reinforce the human scale of these mixed-use areas situated between large corridors and neighborhoods supporting pedestrian activity.

Parking consists of on-site spaces located behind or under buildings combined with on-street parking. Parking requirements are low, focusing on walkable services and utilizing on-street parking for visitors.

Buildings are occupied with ground floor commercial, retail, and office uses to support active streetscapes and walking. Upper floors and the floor area behind shopfronts is flexible for office, civic, residential or additional commercial uses.

TABLE 2-2 SUMMARY OF ZONING DISTRICTS

| ZONING DISTRICT   | 3. Corridor Zoning Districts   | 4. Neighborhood Zoning Districts  |  |
|---|--|---|--|
|   | a. Corridor General  | a. Neighborhood General   | b. Neighborhood General Preservation   |
| <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 CG designation is applied to areas fronting on corridors including Belmont Avenue, East Kings Canyon Road, Blackstone Avenue, Abby 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 NGP designation is applied to the "L" Street area and to Huntington Boulevard area east of Downtown and is comprised primarily of houses whose late 19th and early-20th century integrity has not been compromised.</p>   |
| <p><b>3. INTENDED PHYSICAL CHARACTER</b></p>  | <p>New buildings are block-scale and house-scaled, up to 3 stories in height and are 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><b>4. INTENDED STREETScape AND PUBLIC REALM</b></p>  | <p>Streetscapes are urban and active with residential frontages such as front yards, porches, and stoops to commercial frontages such as shopfronts and forecourts. Street trees, along with inviting sidewalks, reinforce the human scale of these mixed-use areas adjacent to large corridors to supporting pedestrian and commercial activity.</p>  | <p>Streetscapes are suburban with active ground floor residential frontages such as front yards, porches, and stoops that face traditional, tree-lined streets. Street trees reinforce the human scale and low intensity nature of the streetscape while providing 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><b>5. INTENDED PARKING</b></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 shielded 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 shielded from the public right-of-way to emphasize the low intensity nature of the designation.</p>  |
| <p><b>6. INTENDED LAND USE RANGE</b></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>  |

## 4. Neighborhood Zoning Districts

## c. Neighborhood General Revitalization



The NGR designation is applied to areas outside of Downtown and includes the Jefferson Neighborhood, areas south of Elm and B Streets in Southwest, and several Southeast neighborhoods adjacent to Highway 180. The designation is comprised primarily of single family, and multi-family buildings that are in need of significant reinvestment.

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. 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.

Streetscapes are suburban with active ground floor residential frontages such as moderately-sized front yards, porches, and stoops that face traditional, tree-lined streets. Street trees reinforce the human scale and low intensity nature of the streetscape while providing shade for pedestrians.

Parking consists of on-street spaces for visitors with off-street parking for residents in the rear 1/2 of the lot and shielded from the public right-of-way to emphasize the low intensity nature of the designation.

Buildings are occupied with residential uses, limited live/work uses, and home occupation activity.

## d. Neighborhood Edge



The NE designation is applied to areas west of Highway 99 and generally within the Jane Addams area. The designation consists primarily of existing residential neighborhoods that are located near or across from agriculture.

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 substantially from the sidewalk to accommodate large, planted front yards that characterize these areas. Living rooms, dining rooms, and other formal rooms face and activate the street to provide active ground floors even in this less intense environment. Other house-scaled buildings are compatible when scaled and massed in relation to the predominant single-family houses.

Streetscapes are rural with active ground floor residential frontages such as large front yards and porches with deep setbacks that accommodate large front yards that capture and treat stormwater runoff. Street trees reinforce the human scale and low intensity nature of the rural streetscape. Deep and wide shoulders accommodate bicycles, pedestrians, and drainage swales. Commercial arterial, residential arterial, and industrial arterial streets are built with traditional curbs and gutters for the safety of pedestrians and children traveling to and from school.

Parking consists of on-street spaces for visitors with off-street parking for residents in the rear 1/2 of the lot and shielded from the public right-of-way to emphasize the low intensity nature of the designation.

Buildings are generally occupied with residential uses with limited home occupation activity.

TABLE 2-2 SUMMARY OF ZONING DISTRICTS

| ZONING DISTRICT   | 5. Special Districts   |   |   |
|---|--|---|---|
|   | a. SD - General Industrial 1   | b. SD - General Industrial 2  | c. SD - Chandler Airport  |
| <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 SD-General Industrial 1 district is applied to areas that are best suited for a variety of moderate to intense industrial and manufacturing activity. These areas are comprised primarily of large and varied building sizes with substantial activity from large cargo vehicles. These areas are accessible and interconnected, but not typically oriented to the pedestrian.</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>The SD-Chandler Airport district is applied to areas within the Chandler Airport generally in the area between Kearney Boulevard, Southwest, Thorne, and Whitesbridge Avenues. These areas are comprised primarily of aeronautical-oriented industrial, manufacturing, and offices. 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 the second largest in the block-scale category in terms of footprint, up to 3 stories in height, and located with a portion or all of their frontage at or near the sidewalk. 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>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>New buildings are block-scale, up to 3 stories in height, and are located anywhere on the lot except along Kearney, Southwest, Chandler, and Channing where a portion or all of the building's frontage is near the sidewalk. Building volumes are expressed in single or multiple volumes as determined by the function of the industrial activity. Ground floor activity ranges from industrial, manufacturing, and offices to outdoor assembly.</p> |
| <p><b>4. INTENDED STREETScape AND PUBLIC REALM</b></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>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>Ground floor industrial frontages, including loading docks, shopfronts, and front yards, shape the utilitarian streetscape. Street trees are present on perimeter streets to spatially define those streets while accommodating the needs of large service and delivery vehicles.</p>  |
| <p><b>5. INTENDED PARKING</b></p>   | <p>Parking consists of on-street spaces and/or on-site spaces located behind or along the side of buildings. Parking requirements are low relying on walkable services and some shared spaces.</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>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 industrial and manufacturing uses, outdoor assembly and offices. Upper floors are occupied with industrial, manufacturing, and offices.</p>  | <p>Buildings are occupied with the most intense ground floor industrial, manufacturing, and outdoor assembly uses of those allowed within the Downtown Development Code boundaries. Upper floors are occupied with industrial, manufacturing, or offices.</p>   | <p>Aeronautical activity is primary in this designation. Buildings are occupied with ground floor industrial and manufacturing uses, outdoor assembly and offices. Upper floors are occupied with industrial, manufacturing, and offices.</p>   |

## 5. Special Districts

### //// d. SD - Downtown Hospital ////



The SD-Downtown Hospital district is applied to areas within the hospital campus as well as on surrounding streets such as Fresno, Illinois, Clark, and Divisadero. These areas are comprised primarily of medical and medical office-related activities within a campus that is connected to adjacent neighborhoods and walkable services.

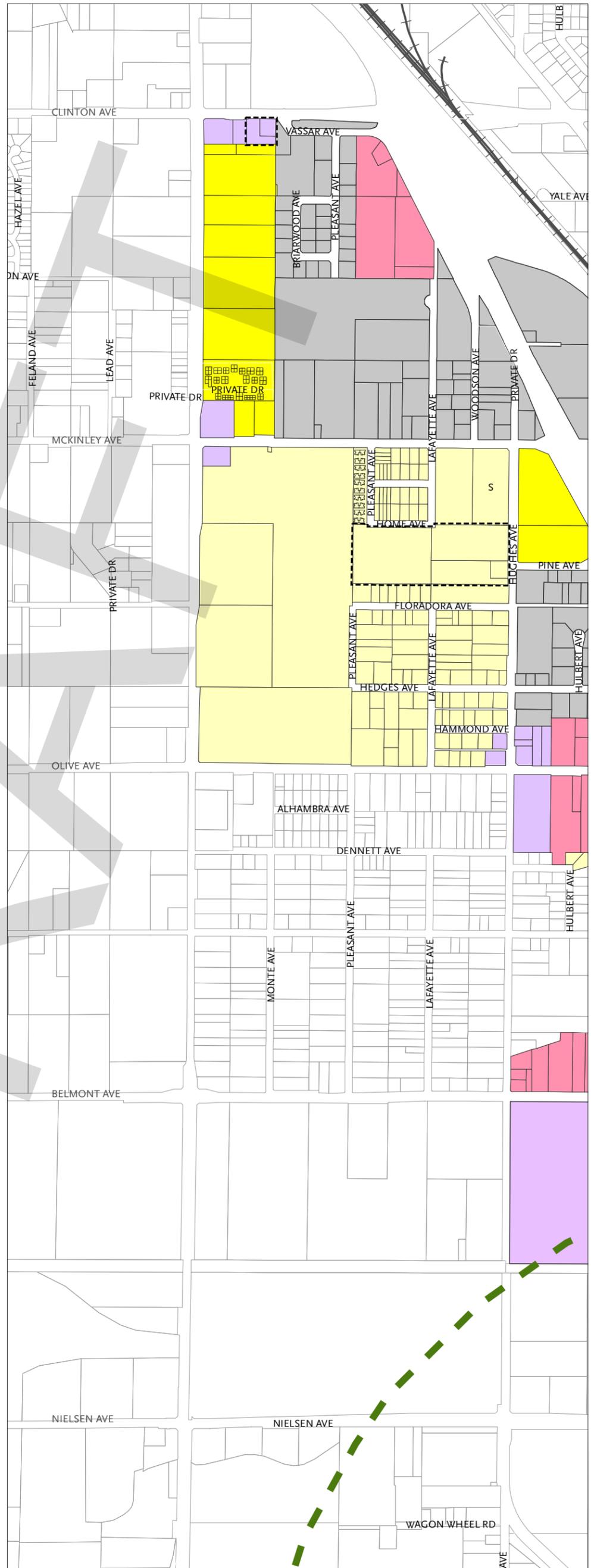
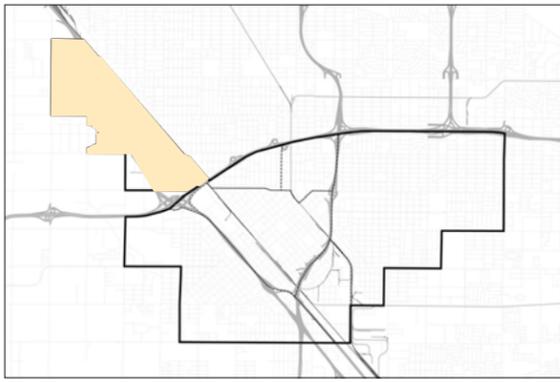
New buildings are block-scale, up to 10 stories in height, and range in their location on the lot with some at or near the sidewalk and others where a portion or all of the building's frontage is near the sidewalk. Building volumes near neighborhoods are expressed in single or multiple volumes sufficient to relate to house-scaled buildings. Building volumes away from neighborhoods are expressed in single or multiple volumes. Ground floor activity ranges from offices to limited services.

Ground floor commercial frontages such as galleries, arcades, and shopfronts, shape the majority of the streetscape with residential frontages such as front yards on adjacent streets. Canopy street trees reinforce the human scale of the area while providing shade and accommodating the needs of emergency vehicles.

Parking consists of on-street spaces and/or on-site spaces located anywhere on the lot within the campus and behind buildings on adjacent streets. Parking requirements are moderate based on distance from walkable services and transit.

Medical office and hospital activity is primary in this designation. Buildings are occupied with ground floor office, hospital and service uses. Upper floors are occupied with office, hospital and service uses.

FIGURE 2-10 - REGULATING PLAN - JANE ADDAMS NEIGHBORHOODS



| KEY |  |
|-----|--|
|     | CBD 1  |
|     | CBD 2  |
|     | CC - Civic Center                                      |
|     | CT - Chinatown   |
|     | CA/SS/SVN - Cultural Arts/South Stadium/South Van Ness |
|     | TC - Town Center                                       |
|     | NC - Neighborhood Center                               |
|     | CG - Corridor General                                  |
|     | NG - Neighborhood General                              |
|     | NGP - Neighborhood General Preservation                |
|     | NGR - Neighborhood General Revitalization              |
|     | NE - Neighborhood Edge                                 |
|     | SD-G1 - Special District General Industrial 1          |
|     | SD-G2 - Special District General Industrial 2          |
|     | SD-A - Special District Chandler Airport               |
|     | SD-H - Special District Downtown Hospital              |
|     | PF - Public Facility-Cemetery (see FMC 12-403)         |
|     | OC - Open Conservation (see FMC 12-204)                |
|     | Existing School  |
|     | Shopfront Frontage Overlay                             |
|     | Chandler Airport Overlay                               |
|     | Civic Building/ Open Space Overlay                     |
|     | Transition Overlay                                     |

SEE TABLE 2-2

SEE 2.F.3

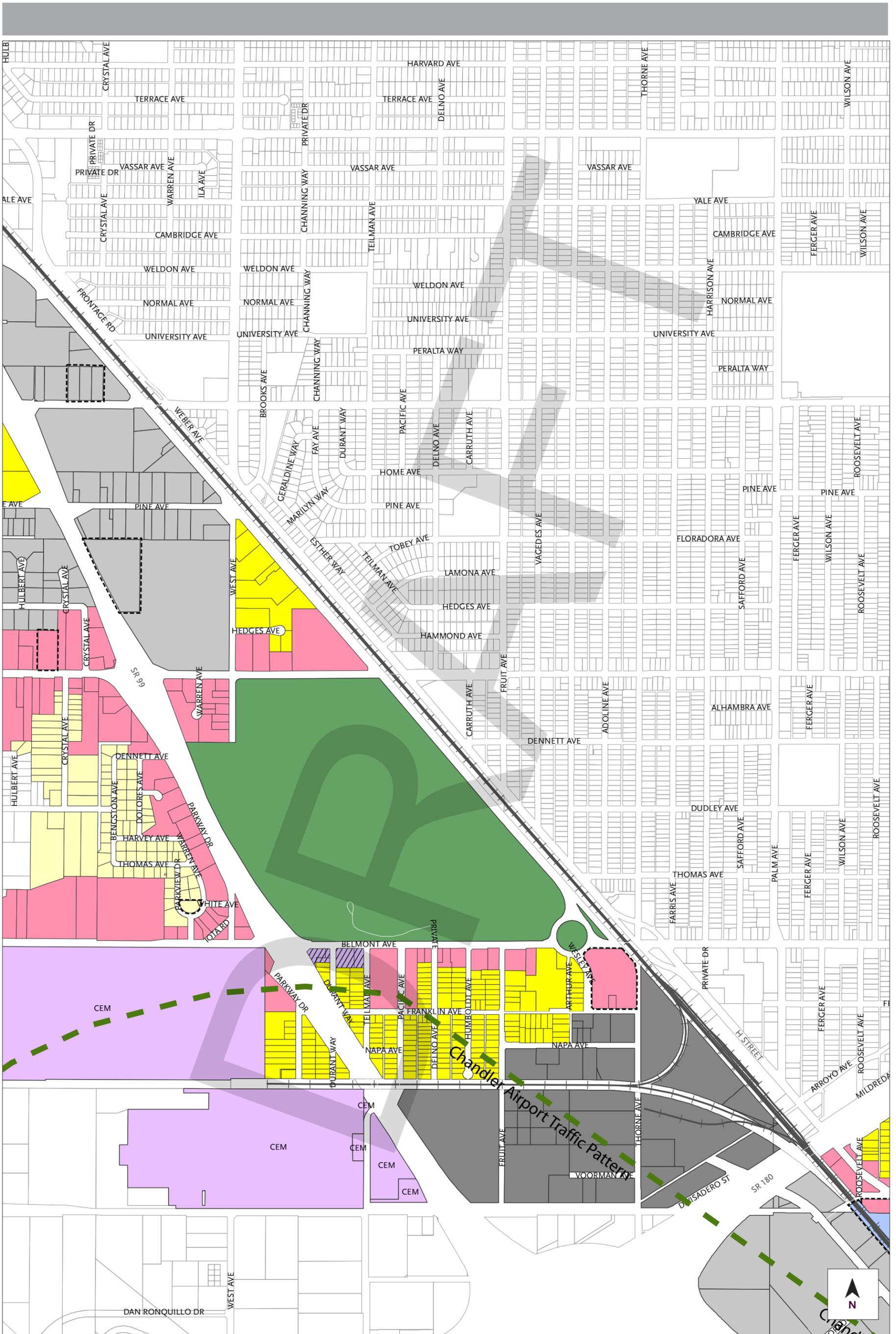
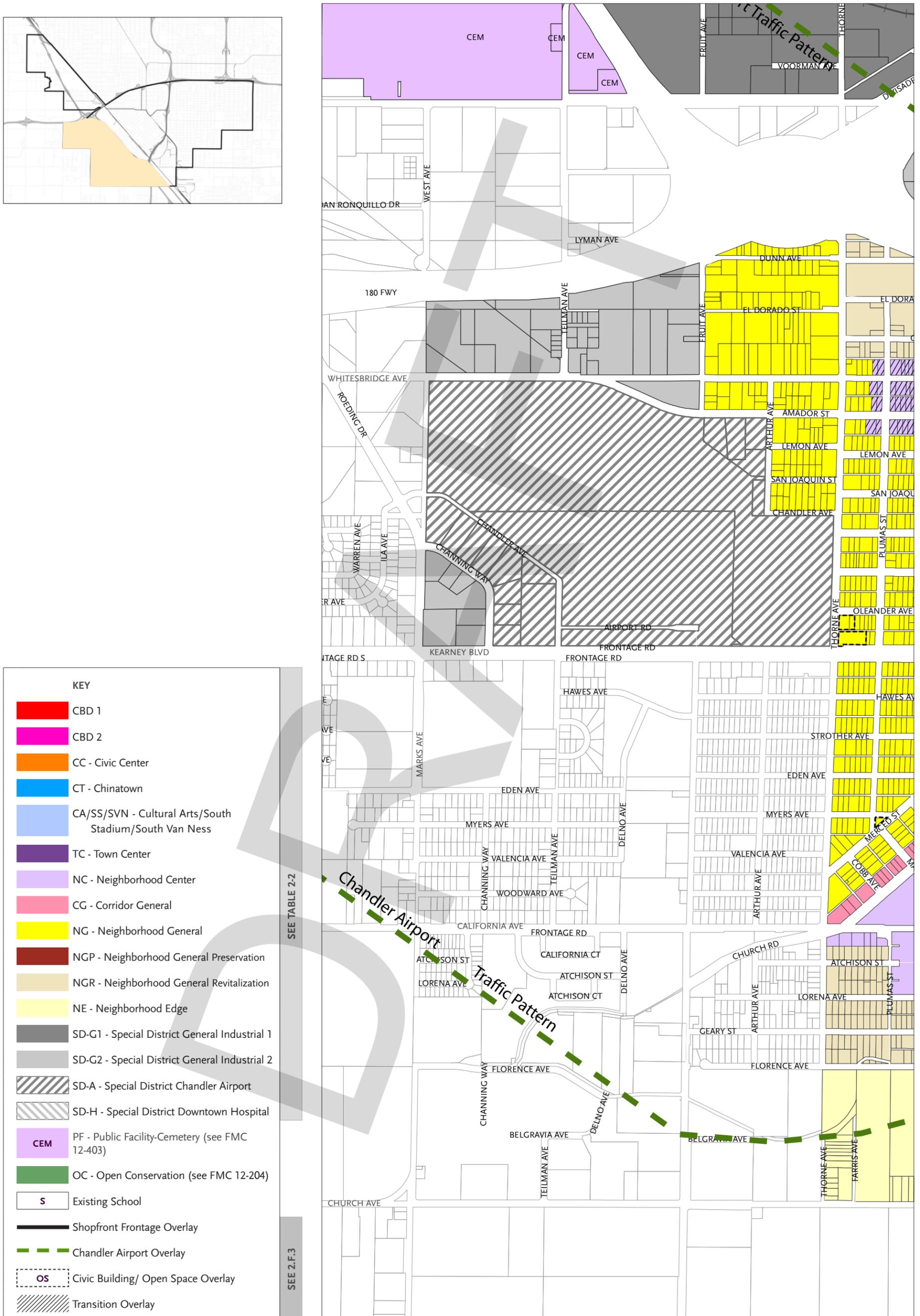


FIGURE 2-11 - REGULATING PLAN - SOUTHWEST NEIGHBORHOODS



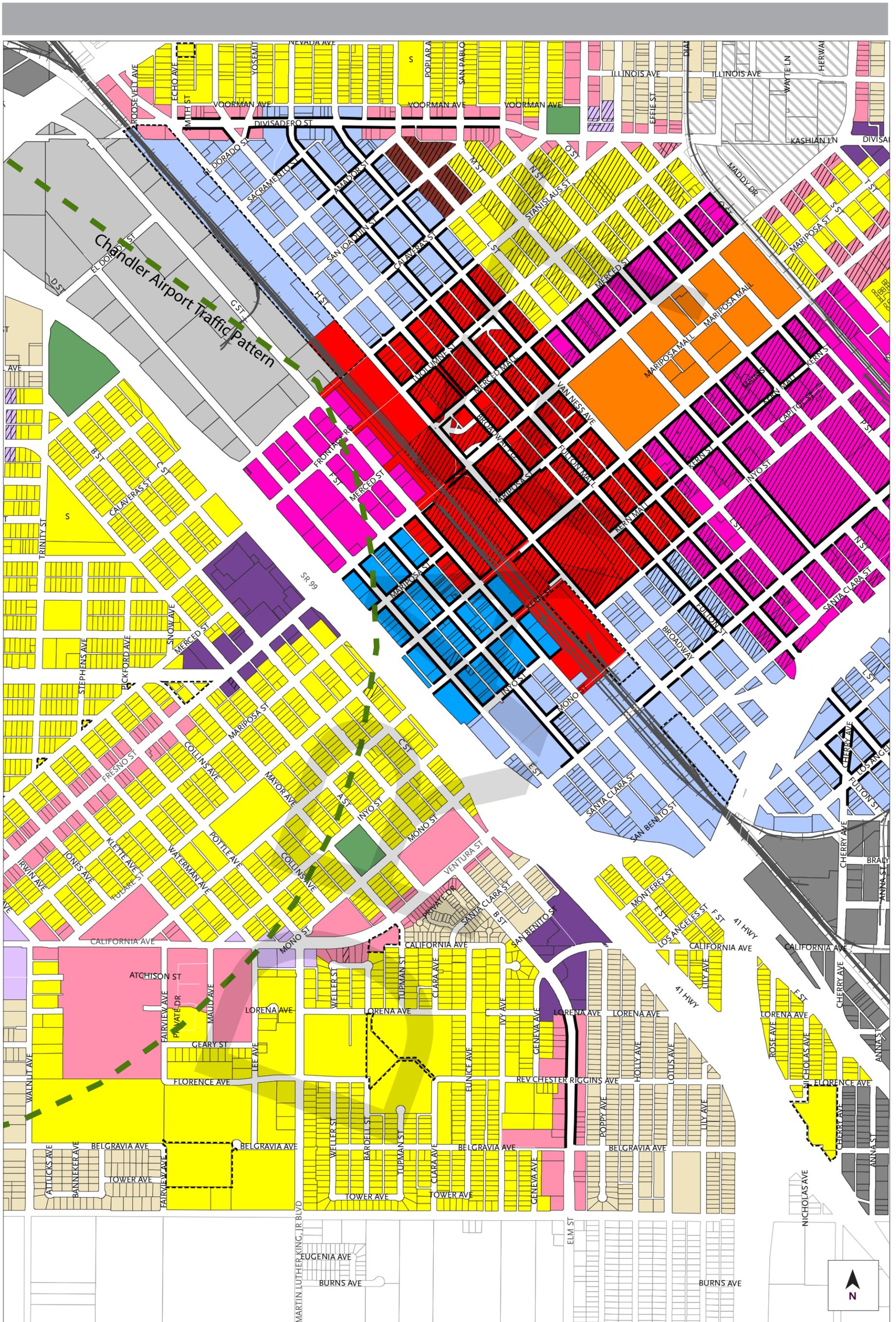
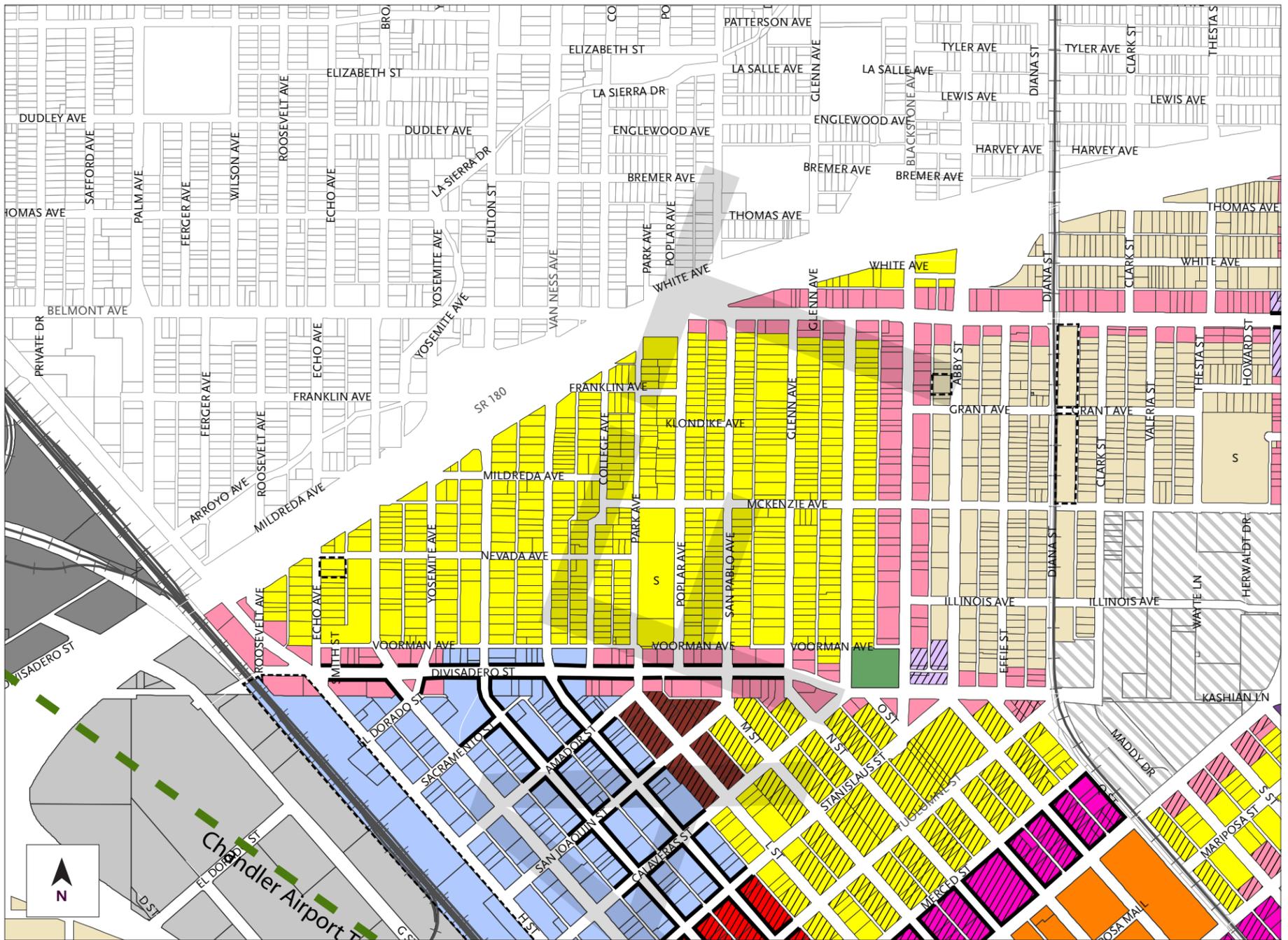


FIGURE 2-12 - REGULATING PLAN - LOWELL NEIGHBORHOOD



**KEY**

|  |  |
|--|--|
|  | CBD 1  |
|  | CBD 2  |
|  | CC - Civic Center                                      |
|  | CT - Chinatown   |
|  | CA/SS/SVN - Cultural Arts/South Stadium/South Van Ness |
|  | TC - Town Center                                       |
|  | NC - Neighborhood Center                               |
|  | CG - Corridor General                                  |
|  | NG - Neighborhood General                              |
|  | NGP - Neighborhood General Preservation                |
|  | NGR - Neighborhood General Revitalization              |
|  | NE - Neighborhood Edge                                 |
|  | SD-G1 - Special District General Industrial 1          |
|  | SD-G2 - Special District General Industrial 2          |
|  | SD-A - Special District Chandler Airport               |
|  | SD-H - Special District Downtown Hospital              |
|  | PF - Public Facility-Cemetery (see FMC 12-403)         |
|  | OC - Open Conservation (see FMC 12-204)                |
|  | Existing School  |
|  | Shopfront Frontage Overlay                             |
|  | Chandler Airport Overlay                               |
|  | Civic Building/ Open Space Overlay                     |
|  | Transition Overlay                                     |

SEE TABLE 2-2

SEE 2.F.3

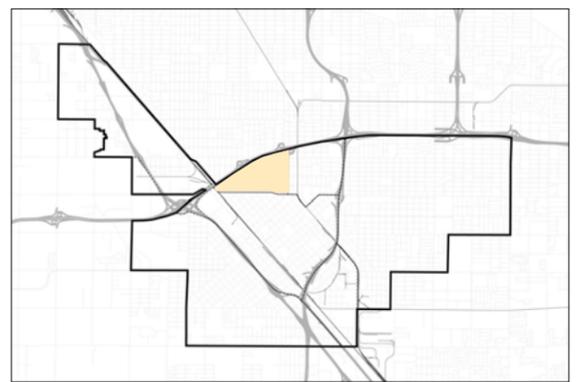
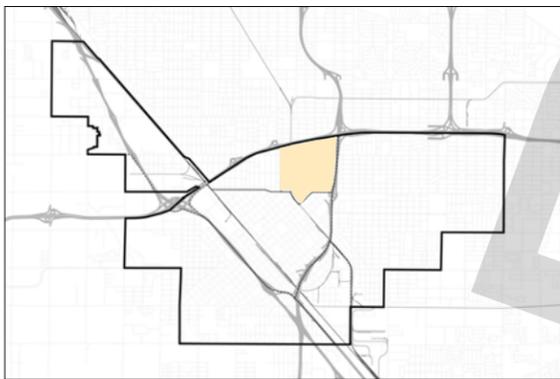
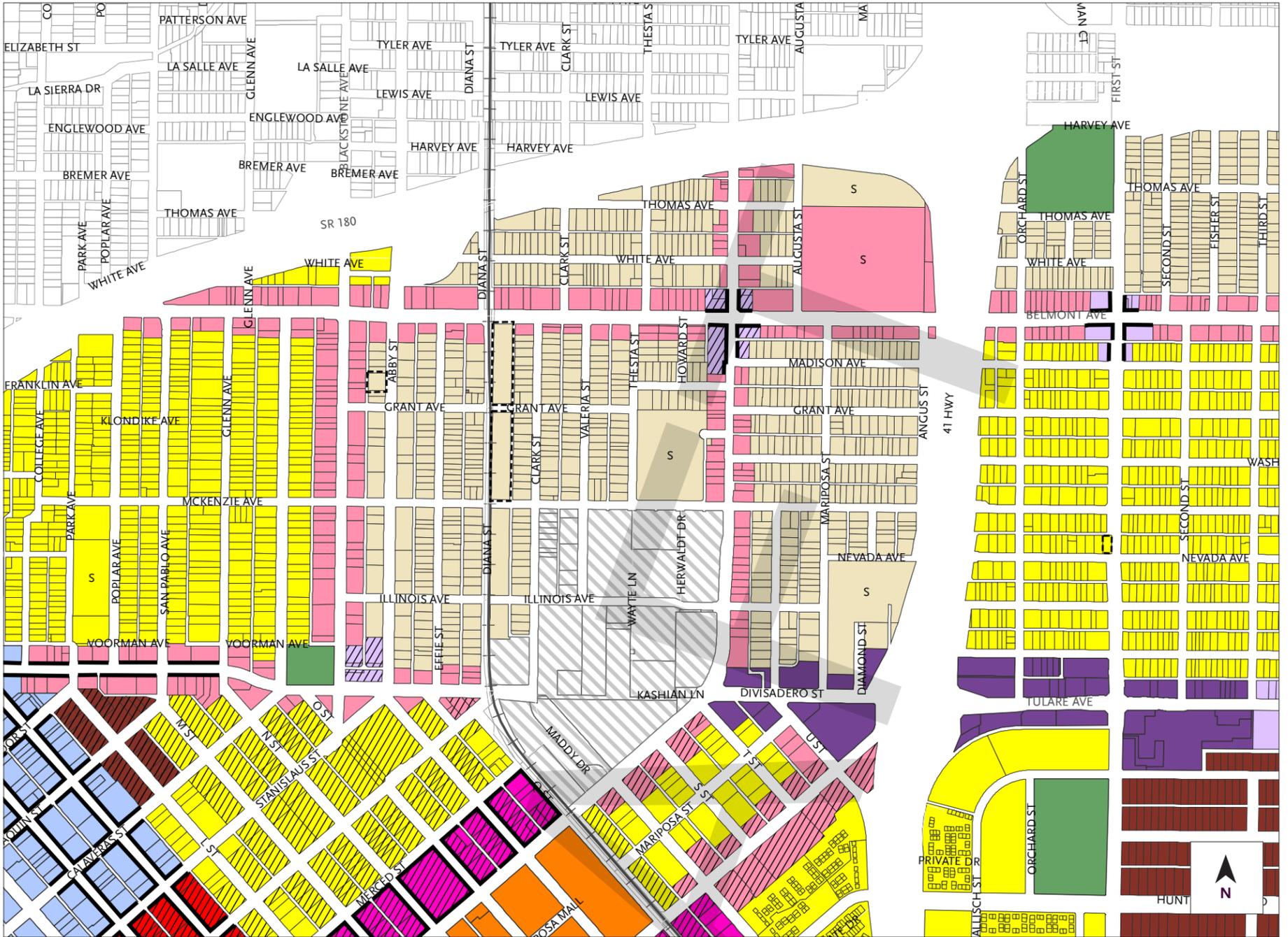


FIGURE 2-13 - REGULATING PLAN - JEFFERSON NEIGHBORHOOD



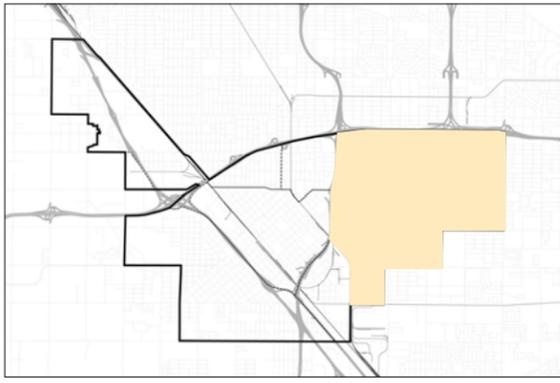
**KEY**

- CBD 1
- CBD 2
- CC - Civic Center
- CT - Chinatown
- CA/SS/SVN - Cultural Arts/South Stadium/South Van Ness
- TC - Town Center
- NC - Neighborhood Center
- CG - Corridor General
- NG - Neighborhood General
- NGP - Neighborhood General Preservation
- NGR - Neighborhood General Revitalization
- NE - Neighborhood Edge
- SD-G1 - Special District General Industrial 1
- SD-G2 - Special District General Industrial 2
- SD-A - Special District Chandler Airport
- SD-H - Special District Downtown Hospital
- CEM PF - Public Facility-Cemetery (see FMC 12-403)
- OC - Open Conservation (see FMC 12-204)
- S Existing School
- Shopfront Frontage Overlay
- Chandler Airport Overlay
- OS Civic Building/ Open Space Overlay
- Transition Overlay

SEE TABLE 2-2

SEE 2.F.3

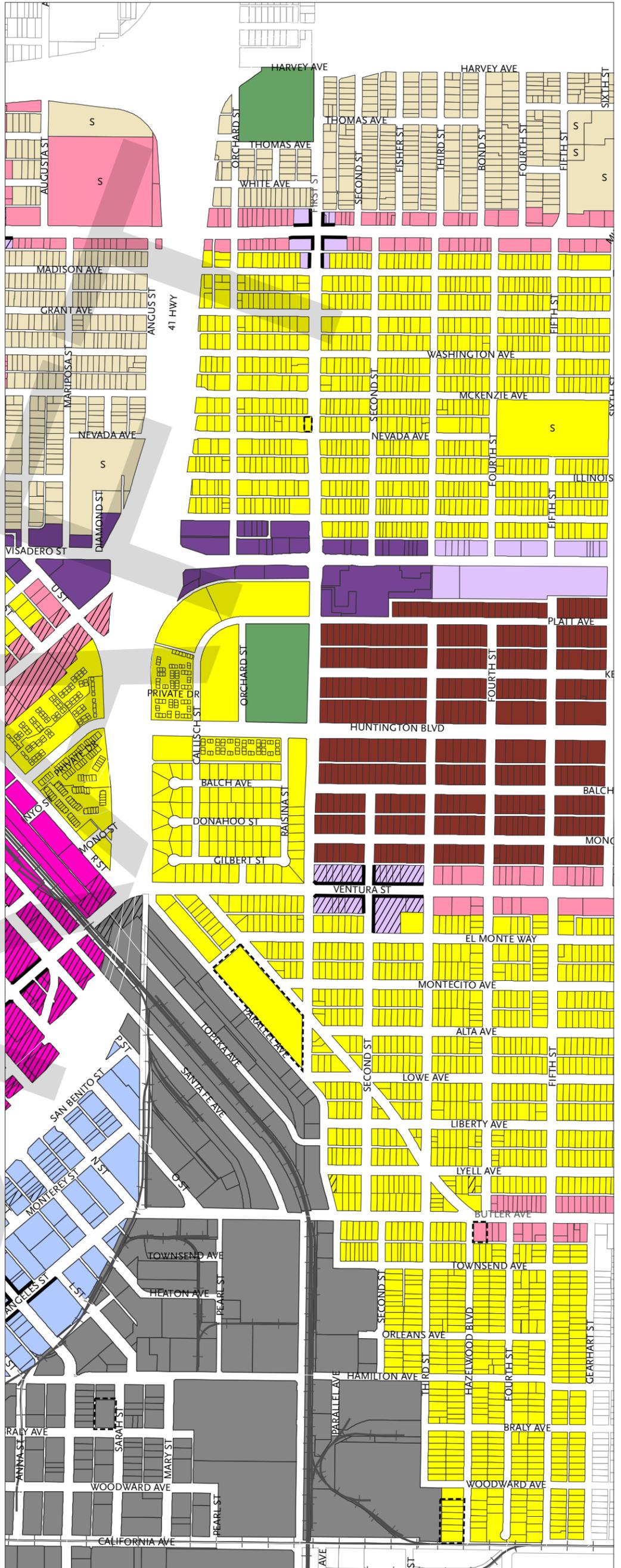
FIGURE 2-14 - REGULATING PLAN - SOUTHEAST NEIGHBORHOODS



| KEY |  |
|-----|--|
|     | CBD 1  |
|     | CBD 2  |
|     | CC - Civic Center                                      |
|     | CT - Chinatown   |
|     | CA/SS/SVN - Cultural Arts/South Stadium/South Van Ness |
|     | TC - Town Center                                       |
|     | NC - Neighborhood Center                               |
|     | CG - Corridor General                                  |
|     | NG - Neighborhood General                              |
|     | NGP - Neighborhood General Preservation                |
|     | NGR - Neighborhood General Revitalization              |
|     | NE - Neighborhood Edge                                 |
|     | SD-G1 - Special District General Industrial 1          |
|     | SD-G2 - Special District General Industrial 2          |
|     | SD-A - Special District Chandler Airport               |
|     | SD-H - Special District Downtown Hospital              |
|     | PF - Public Facility-Cemetery (see FMC 12-403)         |
|     | OC - Open Conservation (see FMC 12-204)                |
|     | Existing School  |
|     | Shopfront Frontage Overlay                             |
|     | Chandler Airport Overlay                               |
|     | Civic Building/ Open Space Overlay                     |
|     | Transition Overlay                                     |

SEE TABLE 2-2

SEE 2.F.3



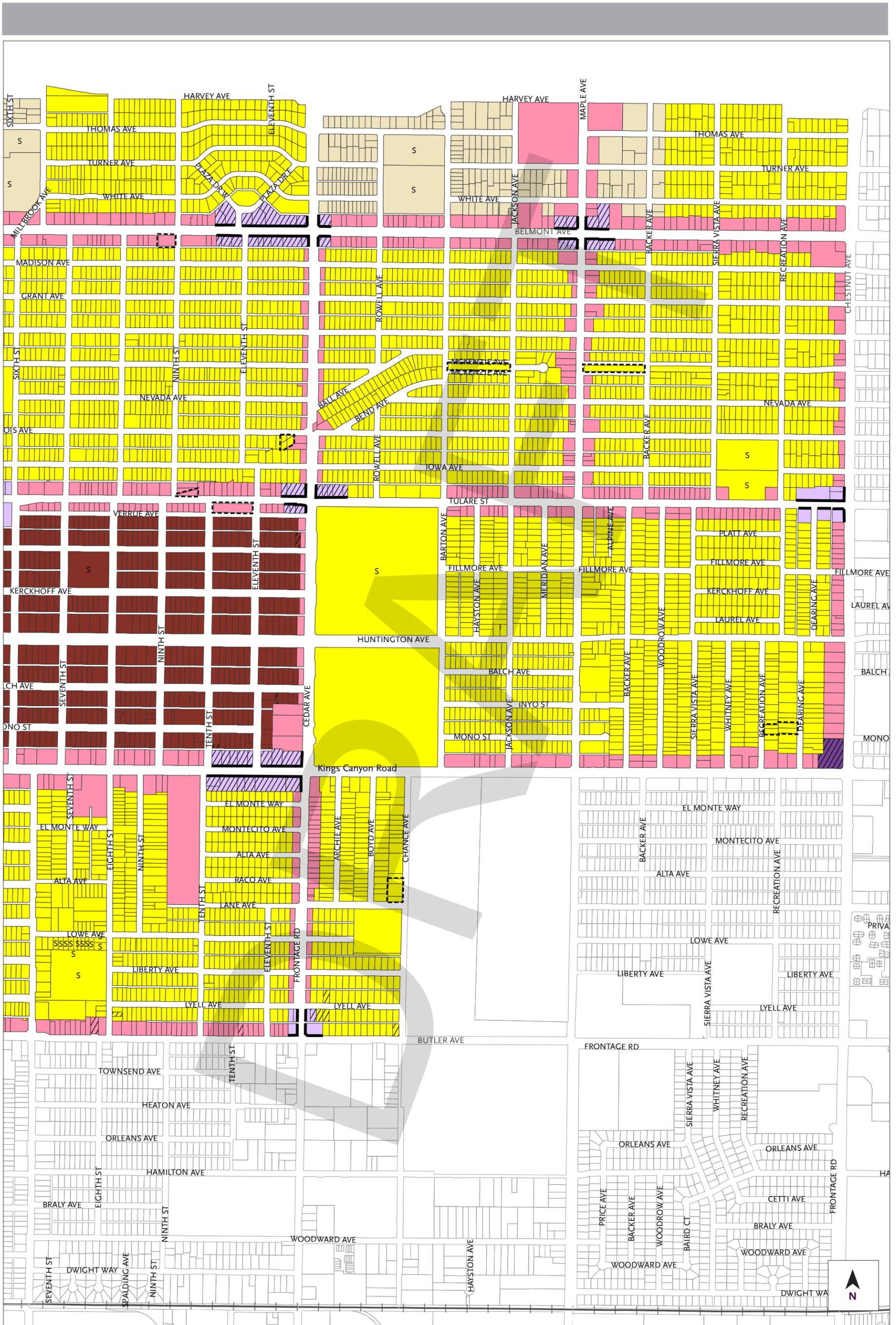
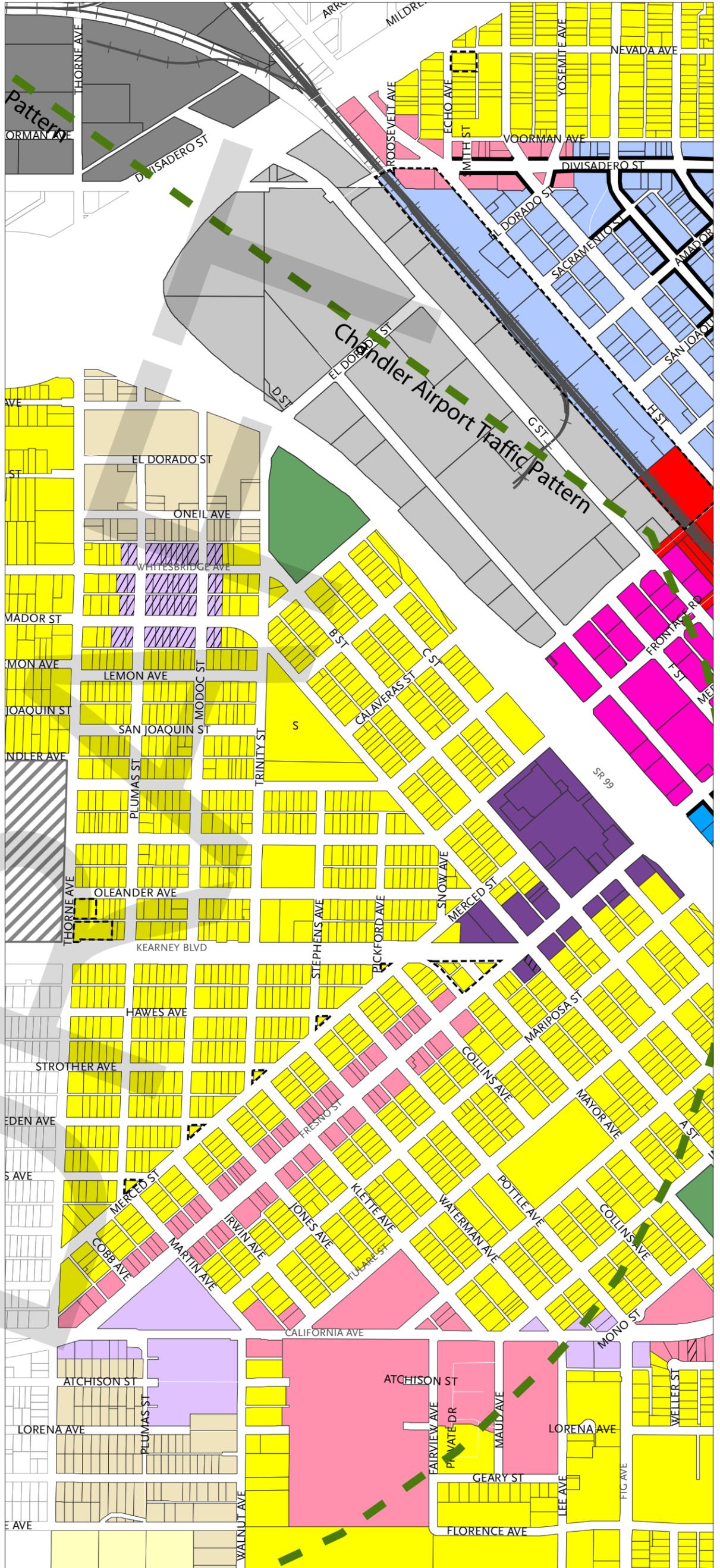
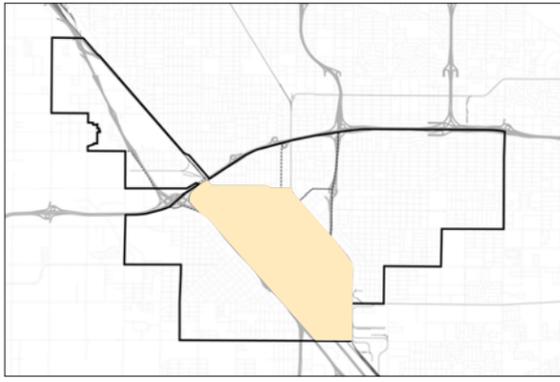


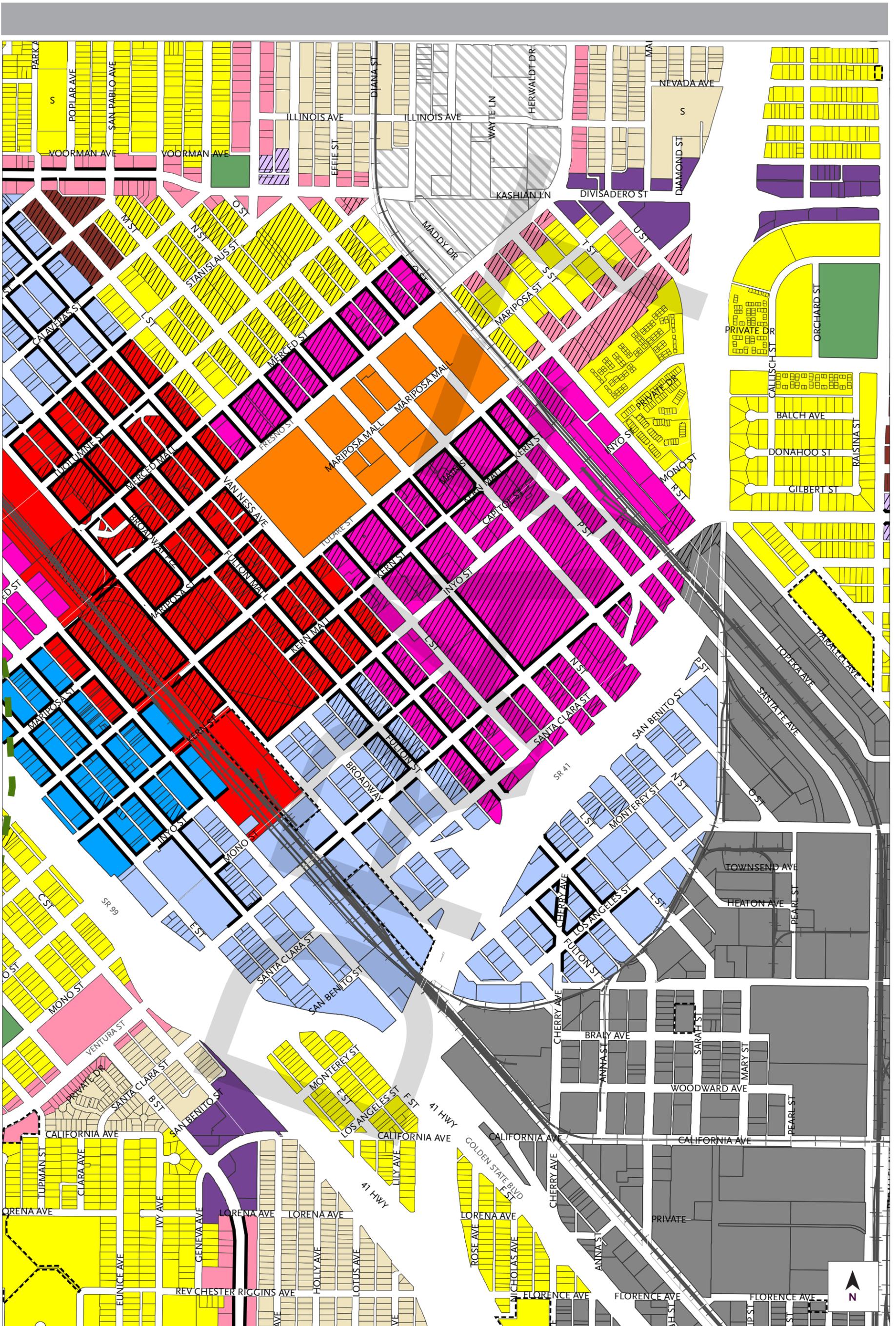
FIGURE 2-15 - REGULATING PLAN - DOWNTOWN



| KEY |  |
|-----|--|
|     | CBD 1  |
|     | CBD 2  |
|     | CC - Civic Center                                      |
|     | CT - Chinatown   |
|     | CA/SS/SVN - Cultural Arts/South Stadium/South Van Ness |
|     | TC - Town Center                                       |
|     | NC - Neighborhood Center                               |
|     | CG - Corridor General                                  |
|     | NG - Neighborhood General                              |
|     | NGP - Neighborhood General Preservation                |
|     | NGR - Neighborhood General Revitalization              |
|     | NE - Neighborhood Edge                                 |
|     | SD-G1 - Special District General Industrial 1          |
|     | SD-G2 - Special District General Industrial 2          |
|     | SD-A - Special District Chandler Airport               |
|     | SD-H - Special District Downtown Hospital              |
|     | PF - Public Facility-Cemetery (see FMC 12-403)         |
|     | OC - Open Conservation (see FMC 12-204)                |
|     | Existing School  |
|     | Shopfront Frontage Overlay                             |
|     | Chandler Airport Overlay                               |
|     | Civic Building/ Open Space Overlay                     |
|     | Transition Overlay                                     |

SEE TABLE 2-2

SEE 2.F.3



DRAFT

THIS PAGE INTENTIONALLY LEFT BLANK