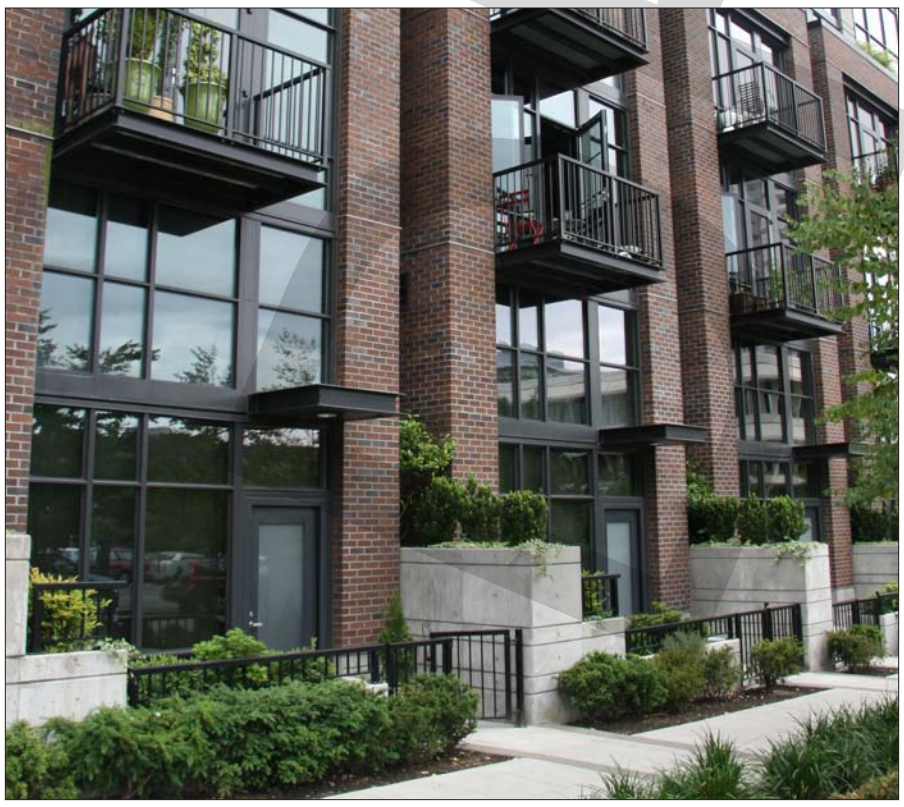
CHAPTER 6: BUILDING AND DEVELOPMENT

6.1 INTRODUCTION

Increasing the amount of development and the diversity of land uses is critical to the revitalization and reemergence of Downtown Fresno. This chapter lays out a policy framework for how Downtown can be transformed over time into a vibrant, economically healthy and beautiful area.

The massing and facade of the corner retail store embodies a strong presence where it is most important to be visible from afar.

Successful urban mixed-use projects provide a variety of uses, in this case ground floor retail and a variety of housing types above.



Ground floor Live/Work units with patios and entrances set back from the sidewalk. Upper floor flats and townhouses have balconies facing the public realm.

Storefronts and pedestrian-scaled signage compliment this vibrant streetscape of wide sidewalks and lush street trees.

6.2 DEVELOPMENT STRATEGIES

As is discussed in **Section 3.3** (Development Capacity) and **Section 3.4** (Development Potential), the Specific Plan area has significant development capacity. In order to realize this potential, investment from a variety of funding sources must be made in order to spark development in the Downtown in the short term and maintain a steady pace of growth over the long term. The following development strategies should be followed to attract new development within Downtown:

1. **Make early investments in "place making" that have best potential for private market activity.**

   Beyond the Fulton Mall and the First Priority Development Projects, Second Priority Projects (e.g., Downtown Districts outside of the CBD) will require a significant amount of "up-front" investments in the form of infrastructure improvements (sidewalks, roads, and water and sewer pipes), as well as enhancements like street trees, street lights, and green spaces in order to "unlock" the potential for development. These investments will be more cost-effective if they are implemented in areas that have the best prospects for attracting private development. For example, areas like the Cultural Arts District, which have already benefited from private sector investment, are more likely to experience increases in value over time and are good candidates for obtaining returns on investment.

   In addition, the initial investments in these "up-front" infrastructure improvements will lay the groundwork for future development in the form of Follow-Up Projects, add value to adjacent properties, and benefit multiple development projects, rather than merely subsidizing one developer at a time, as is done via financing methods such as "gap financing" and the like. Cost, timing, and responsibility for these capital improvements are described in more detail in **Chapter 11** (Implementation). For a more detailed discussion of the Fulton Mall, First Priority Projects, Second Priority Projects, and Follow-up Projects, see **Chapter 4** (The Fulton Mall) and **Chapter 5** (Priority Development Projects).

2. **Simplify the Rules.**

   This Plan provides streamlined and clear direction which will alleviate uncertainty and make good projects easier to build in Downtown. The Downtown Development Code, which guides new development that occurs within the Fulton Corridor Specific Plan Area, is a form based code that provides unambiguous, easy-to-understand requirements for all forms of development within the Plan Area. The Downtown Development Code presents a menu of project opportunities to the market, in locations, intensities, uses and forms appropriate for urban redevelopment.

   In addition, the *Adaptive Reuse Guidelines for the Fulton Corridor Specific Plan Area* (Adaptive Reuse Guidelines) provide flexible policies and suggestions for the effective repurposing of existing, older buildings.

   As a result, entitlement of projects that are responsive to the provisions of the Downtown Development Code and the Adaptive Reuse Guidelines will be swift with administrative approval for projects that meet the Downtown Development Code's requirements.

3. **Focus future higher-density housing types near existing job centers.**

   Research in other regions suggests that higher-density development located in proximity to major employment districts commands higher values. Downtown Fresno, one of the primary job centers in the region, is a prime candidate for new higher density housing development, as well as commercial development.

   It is important to target Fresno's efforts to specific sub-areas within the Downtown in order to maximize the impact of private investments, and generate a "critical mass" of housing that can encourage more private sector projects.

4. **Increase the number of small, creative industry businesses in Downtown.**

   Small creative firms in industries like graphic design, marketing, advertising, architecture, and engineering may be attracted to office spaces in Downtown's older office buildings as well as adaptive-reuse of Downtown's vacant industrial buildings. Fresno's economic development efforts shall focus on identifying and interviewing these businesses to determine the marketability of existing office spaces to these firms.

5. **Attract new office tenants by reusing existing buildings and infilling vacant parcels and parking lots with compatible new buildings.**

   Attracting new office development involves two main strategies: reusing existing buildings and providing new buildings that fit into the fabric of Downtown's existing and historic buildings. For Downtown to become a vibrant urban center again, it is imperative that existing older buildings be occupied – whether through rehabilitation or adaptive reuse to other functions. However, rehabilitation and reuse can be made difficult by low rents and sales prices, so concentrated public assistance may be necessary. At the same time, existing buildings may not meet the needs of larger office tenants due to relatively inefficient and small floor-plates of older office buildings. As a result, attracting new development that integrates with its surroundings is an important complement to

A new mixed-use building brings dining, shopping, live/work, and housing to the Cultural Arts District.

A mixed-use building with direct access into ground-floor commercial uses.

rehabilitation, and may be necessary to attract certain larger tenants. New construction also replaces Downtown's many vacant parcels and surface parking lots with buildings full of people, putting more people on Downtown's sidewalks and within its open spaces during all hours of the day and night, providing workers for Downtown's businesses and government offices, and creating patrons for Downtown's retailers, restaurants, and entertainment venues.

6. Intensify the presence of government tenants within the Plan Area.

Government services anchor the office market Downtown. Not only do government tenants occupy large privately- and publicly-owned buildings, but they also attract a base of related businesses such as law firms. Ongoing retention and attraction of government facilities provides a base of employment that contributes to the Plan Area's office market.

7. Coordinate public and private interests to stimulate revitalization.

Public investments in infrastructure reduce costs and uncertainty for individual projects, allowing private developers to operate at the volume and speed necessary to revitalize the Plan Area. Direct City financial assistance for private projects is unsustainable as a blanket strategy and shall only be provided as resources are available and in limited, specific, strategic ways to implement the vision of this Specific Plan.

The policy direction set forth in this Plan involves many City departments, and the issues are often complex and multidisciplinary in nature. Public and private projects should be judged from each department's perspective, but with the end goal of revitalization foremost in mind.

8. Coordinate public support of private sector efforts.

Consistent with the vision and policies of this Plan, the City shall encourage businesses, government agencies, investors, and event promoters to locate and operate within the Plan Area as the most ideal place in the city and region for new investment and economic activity.

The City shall, whenever possible, support privately and publicly-led efforts to attract the public from throughout the central San Joaquin Valley to patronize Downtown Fresno, and the Plan Area in particular, as the most important and ideal center for activity in the region.

9. Expand retail opportunities in the Plan Area for both residents and visitors.

Fresno, like most U.S. cities experienced a severe decline in its Downtown over the past 50 years. As middle and upper income people moved out of urban neighborhoods, so too did retailers, who followed many of their customers to suburban developments far from Downtown. While it makes economic sense that retail development focuses on growth areas, this trend has left many Downtowns with little or no retail options for their remaining residents.

Utilizing a variety of economic development strategies, including infrastructure improvements, streetscape improvements, and transportation improvements, this Plan seeks to bring more investment and more people back to Downtown. As more people come, retail development will follow. However, this growth will take time. Accordingly, the City will need to take an active role in attracting retail development to Downtown, especially in the short term. These strategies include:

- Targeting and recruiting types of retailers that have been identified for growth such as food stores, eating and drinking places, general merchandise, and other retail; and
- Focusing regional retail entertainment development near existing anchors and attractors such as Chukchansi Park, Club One Casino, and the Plan Area's historic theaters.

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A mixed-use building with direct access into ground-floor commercial uses through shopfront frontages on both street facades.

A multi-family building provides street facing and accessed units. Architectural awnings add interest and provide protection from summer sun.

6.3 DEVELOPMENT FRAMEWORK

The following goals and policies apply throughout the Fulton Corridor Specific Plan Area, providing standards and policy guidance for future real estate development and building activity. The goals and policies range from those that are more general and all-encompassing, to those that are more specific. The first set of goals and policies apply to the Plan Area as a whole. These are followed by goals and policies that apply to particular aspects of the Plan Area, including increasing the amount of housing, attracting private businesses and government agencies, rehabilitating the Plan Area's infrastructure, and inserting relevant, pedestrian-friendly buildings. The goals and policies at the end of this section guide how each of the Plan Area's individual subareas are to transform over the next 25 years. Mandatory policies are required by all users of this Plan and are denoted by a '▶'.

Goal 6-1 Allocate the necessary resources to stabilize and then revitalize Downtown Fresno as the economic and cultural heart of the City and the Region.

Policies

▶ **6-1-1** Amend the General Plan to ensure that City-wide policies do not disadvantage development in the Downtown.

▶ **6-1-2** Introduce new buildings in conformance with the Downtown Development Code that generate a safe, positive, and attractive mixed-use environment that encourages neighborhood pride and identity. (FLSP Goal 1, modified 2011)

6-1-3 Improve the vitality and diversity of businesses and commercial services in the Downtown to ensure a unique, competitive, urban retail environment. (FLSP Goal 2)

▶ **6-1-4** Prioritize the renovation of Downtown's historic theaters as entertainment venues that attract people to Downtown and generate foot traffic.

Goal 6-2 Transform the Downtown into a vibrant set of neighborhoods and districts.

Policies

▶ **6-2-1** In conformance with the Downtown Development Code introduce higher-density housing, office, retail, restaurant, entertainment, and hotel uses.

▶ **6-2-2** In conformance with the Downtown Development Code infill Downtown with buildings that are compatible with the existing physical, cultural, and historical context and that mitigate Fresno's climate.

▶ **6-2-3** Revitalize the Fulton Mall **[according to the option that is chosen by the Administration and City Council as part of this Specific Plan.]**

▶ **6-2-4** Develop Mariposa Plaza as Downtown's center of activity.

6-2-5 Revitalize the Central Business District and promote it as a key asset and urban place.

6-2-6 Capitalize on Downtown's adjacency to the Amtrak, Greyhound, and High-Speed Train stations, as well as its proximity to the freeway system and Fresno Chandler Downtown Airport.

▶ **6-2-7** Create a seamless connection between the High-Speed Train station and Downtown by introducing urban development that frames the public realm and activates adjacent sidewalks.

6-2-8 Revitalize Chinatown in conjunction 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.

6-2-9 Transform the Cultural Arts District into a regional center for the arts and culture by encouraging the introduction of new galleries, museums, murals, and performing arts venues.

6-2-10 Transform the South Stadium District into an area that continues to accommodate existing and new industrial uses, office, small-scale retail, and multi-family housing, and capitalizes on its proximity to Chukchansi Park and Fulton Street.

Storefronts, street furniture, and pedestrian-oriented signage contribute to a an active sidewalk.

Sidewalk dining contributes to an active street life.

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6-2-11 Transform the Armenian Town/Convention Center into a walkable and bikable mixed-use district.

6-2-12 Revitalize the Divisadero Triangle into a walkable and bikable mixed-use neighborhood.

Goal 6-3 Make Downtown a safe and inviting place to live, work, and visit.

Policies

▶ **6-3-1** Promote passive security on streets ("eyes on the street") by:

a. Designing buildings, in conformance with the Downtown Development Code, that face the street, are accessed from the street, and that provide transparent windows overlooking the street.

b. Introducing pedestrian-scaled street lighting on all streets within the Plan Area.

c. Designing front yard fences, in conformance with the Downtown Development Code, that do not block views between buildings and the sidewalk.

▶ **6-3-2** Promote perceived and actual security on and around building sites by requiring sufficient lighting along street- and alley-facing frontages and in shared open spaces.

▶ **6-3-3** Promote passive security in parks ("eyes on the park") by:

a. In conformance with the Downtown Development Code:

- Requiring new building faces to face parks and other open spaces – whether the new buildings are across the street or immediately adjacent to the park or open space;
- Requiring buildings to provide ground floor frontages, windows, and entries that face the park or open space;
- Requiring upper floor windows to face the park or open space; and
- Encouraging upper floor balconies to face the park or open space.

b. Allowing beneficial commercial activities, such as cafes in parks and open spaces and encouraging sidewalk cafes on adjacent and surrounding sidewalks.

c. Removing planting and other landscape features that block views and access into parks from surrounding streets and sidewalks.

d. Prohibiting planting and other landscape features that block views and access into parks from adjacent streets and sidewalks.

e. Providing sufficient lighting.

▶ **6-3-4** Create a safe environment for pedestrians and cyclists by:

a. Repairing cracked and broken sidewalks and introducing tree wells that are level with the sidewalk in order to minimize tripping hazards and provide a pedestrian environment that is accessible to all users.

b. Introducing planted medians along 3- and 4-lane roadways in order to beautify Downtown's streets, reduce the urban heat island effect, and enable two-stage pedestrian crossing.

c. Introducing bulbouts along high volume pedestrian routes and vibrant mixed-use areas in order to shorten pedestrian crossing distances.

d. Installing high visibility crosswalks at uncontrolled intersections and mid-block crossings in order to remind and alert motorists of crossing pedestrians.

e. Narrowing street widths by implementing road diets.

f. Introducing bike lanes and bike racks per the Bicycle, Pedestrian, and Trails Master Plan (BMP).

This park-once garage is hidden from the view of the street by occupied uses: retail on the ground floor with upper floor offices.

The massing of this multi-family building is broken down into smaller house-scale volumes. The building's architectural elements add interest to the overall building design.

6.3 DEVELOPMENT FRAMEWORK (Continued)

6-3-5 Renew the interactive partnership between area merchants and the public sector, especially the Police Department, to ensure a continuous positive attitude towards communication and crime prevention. (FLSP Policy 2-3, modified 2011)

6-3-6 Provide public restroom facilities in Downtown.

6-3-7 Enforce existing panhandling laws.

6-3-8 Promote the disbursement of services and facilities for the homeless population throughout Downtown Fresno and the entire City. (CACP Action 3-2)

6-3-9 Design social services facilities as discreet small-scale buildings that blend into the surrounding context.

6-3-10 Collaborate with Plan Area employers to create programs that promote training and hiring of local residents.

Goal 6-4 Create a regulatory environment and development process that makes development decisions predictable, fair, and transparent.

Policies

6-4-1 Implement the Fulton Corridor Specific Plan through responsive, form based development standards in the accompanying Downtown Development Code that enable the variety and cohesive character described in the vision. The Code addresses the following:

- Administrative processing of applications that is predictable and efficient;
- New construction that conforms to Downtown's urban pattern of interconnected streets that define walkable blocks lined by buildings that face, are accessed from the street, and complement Downtown's older buildings;
- The facilitation of small, creative industries to locate in Downtown;
- Parking standards that support the variety of uses described in the vision, including requiring shared parking for non-residential activities and promoting creative parking alternatives;
- Land use standards that allow as many compatible combinations of land uses within a building and/or on a site as practical;
- Land use standards for entertainment, night club, bar-oriented establishments that identify clear operating requirements in exchange for a 'by right' permit process;
- Property frontage and streetscape components that shape the public realm;
- Building size, scale, and massing requirements for the variety of building types envisioned in the planning area; and
- Exterior building materials, and their application, that complement Downtown and implement the vision of this Specific Plan.

6-4-2 Adopt and implement the accompanying Adaptive Reuse Guidelines to facilitate adaptive reuse of sites and structures, including the renovation and rehabilitation of older buildings that are listed on the Local, State, and National registers.

6-4-3 Allow non-conforming uses to continue, but require conformance to the Downtown Development Code and Adaptive Reuse Guidelines, where applicable, when significant building additions or changes occur.

6-4-4 Coordinate the resources and actions of City departments in support of revitalizing the Fulton Corridor.

6-4-5 Regularly coordinate with the Redevelopment Agency to ensure the resources and actions of the Agency in Downtown align with the vision and specific policies of this Specific Plan.

6-4-6 Enable reuse of older buildings by funding a fire and life safety improvement loan program to make very low or no interest loans for fire sprinkler and life safety upgrades available to businesses who want to reuse or change existing buildings in the plan area. See **Chapter 11** (Implementation) for information on funding sources.

A mixed-use building employs varied massing and pedestrian-oriented elements (awnings, balconies, stairs, doors, and windows) that are proportioned in relation to each other and to the building as a whole.

A new building (at right) fits into a single-family Craftsman era residential neighborhood by providing compatible massing and porch frontages.

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6-4-7 Encourage a long range partnership between the public and private sectors that are committed to development and revitalization. (FLSP Implementation Action 1-2-5)

Goal 6-5 Increase the number and diversity of housing units in Downtown

Policies

▶ **6-5-1** Increase the residential population in Downtown by introducing a wide range of building types that accommodate a variety of dwelling types. Strive for 7,154 new housing units in the Downtown by the year 2035.

6-5-2 Encourage home ownership in Downtown. (FLSP Implementation Action 1-3-5, modified 2011)

Goal 6-6 Allow for a wide variety of commercial businesses in the Downtown to support the vision of making Downtown the commercial heart of the Region.

Policies

6-6-1 Expedite the rehabilitation of older and historic buildings to support new businesses in Downtown.

6-6-2 Identify and recruit small, creative industry businesses well-suited to the Downtown's older building stock, particularly its pre-World War II office buildings.

▶ **6-6-3** Allow an unlimited number of compatible activities in a building or property as long as it supports the overall vision of this Specific Plan and is consistent with the Downtown Development Code.

6-6-4 Promote unique, competitive retail environments reflective of Downtown's diverse subareas. (FLSP Policy 2-1)

6-6-5 Encourage commercial uses that are open for business during evenings and weekends. (FLSP Implementation Action 2-4-1)

▶ **6-6-6** Allow land uses such as bars, cocktail lounges, nightclubs, and rooftop bars within the Specific Plan Area, subject to compliance with all applicable requirements.

6-6-7 Establish an environment that provides artists, crafts people, and entertainers the option to combine their place of residence with their place of work. (FLSP Policy 10-2)

6-6-8 Determine land use conflicts at the earliest stages of the development process by identifying existing industrial and commercial businesses that use, store, or handle hazardous materials (e.g., business with hazardous materials permits from the Fresno County Health Department and the Fire Department) that are within 1,000 feet of new residential, office, retail, hospitality, recreation, education, and public assembly developments or adaptive reuse projects.

6-6-9 Partner with diverse local cultural organizations, community groups, venues, entertainers, and others to promote community cultural and entertainment events in Downtown. (FLSP Implementation Action 2-4-5, modified 2011)

▶ **6-6-10** Standardize and streamline the process and procedures for obtaining permits for community, cultural, and entertainment events, including those that occur in the public right-of-way.

▶ **6-6-11** Standardize and streamline the process and procedures for obtaining permits for outdoor dining.

Goal 6-7: Promote Downtown Fresno as the government center for City, County, State, Federal, and other public agencies. Retain and attract new government offices to locate in the Plan Area.

Policies

▶ **6-7-1** Prioritize the Civic Center district (the area bounded by Merced Street, the BNSF railroad tracks, Kern Street, and the alley just east of Van Ness Avenue) for retention of existing, new, or relocated government office uses (see **Figure 6.3A**). Place a priority on attraction of government office tenants in

A body shop addresses the street edge by extending its walls and roof to the sidewalk.

A roof-top restaurant and bar encourages activity both day and night.

6.3 DEVELOPMENT FRAMEWORK (Continued)

privately owned office space. (FLSP Implementation Action 4-2-1, modified 2011)

- **6-7-2** Maintain and encourage a partnership with Federal, State, and local governments and public agencies to strengthen the working relationship and knowledge that adequate space and facilities can be provided. (FLSP Implementation Action 4-1-1)

- **6-7-3** Consistent with the safety requirements applicable to government buildings, provide a continuous and inviting public realm adjacent to and in front of all government buildings.

Goal 6-8 Support new development in Downtown through investment in public infrastructure.

Policies

- **6-8-1** Prioritize systematic investment in public infrastructure that serves all users (water and sewer lines; new sidewalks, bulbouts, street trees, street furniture, street lights; road diets that introduce bike lanes and on-street parking) as opposed to the current practice of investing in individual private development projects in order to stimulate revitalization.

- **6-8-2** Coordinate with the Redevelopment Agency for use of redevelopment powers and funds to maximize investment in the Downtown and help to implement the vision of this Specific Plan, pursuant to the adopted redevelopment plans that govern these activities.

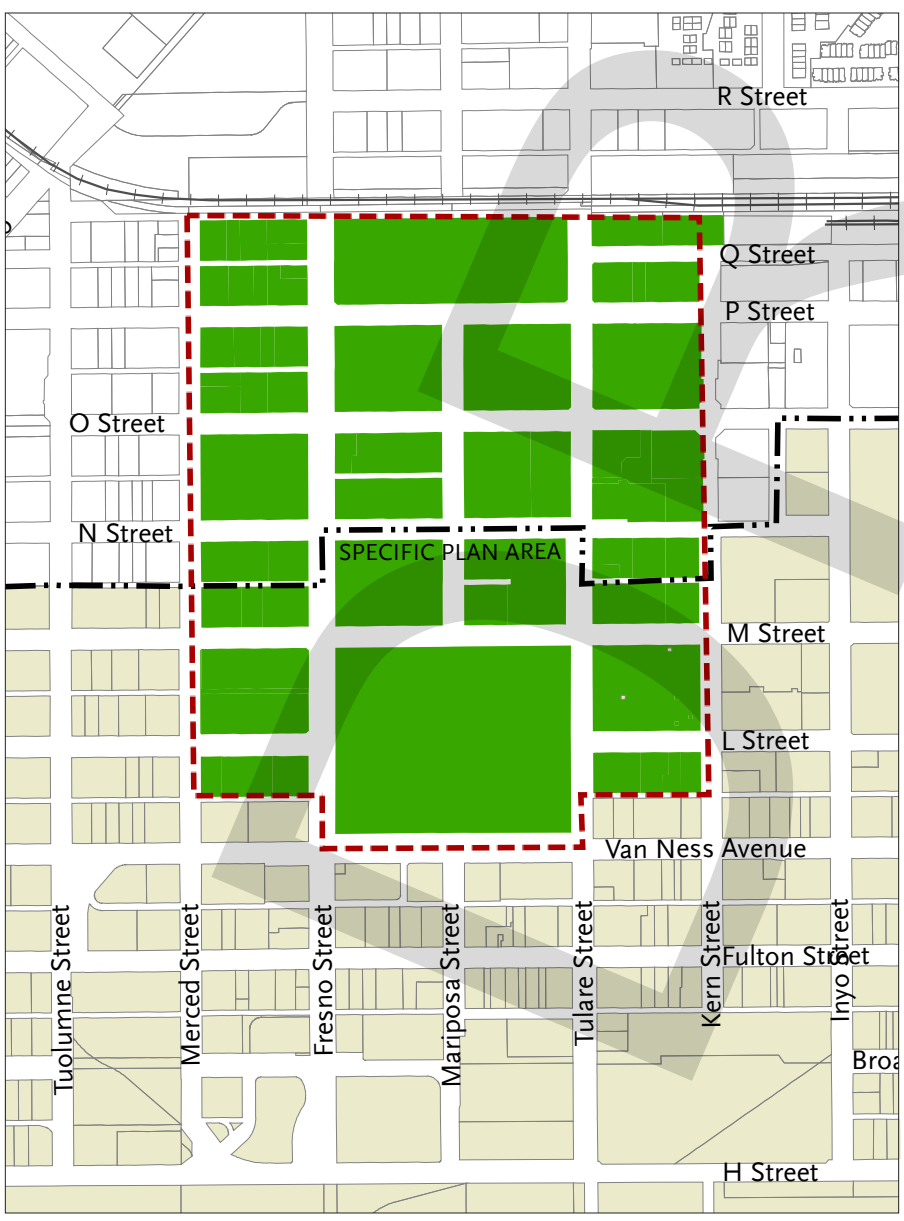

Figure 6.3A - Government Building Prioritization Area

Goal 6-9 Require high quality building design.

Policies

- **6-9-1** New buildings with contemporary and innovative architectural designs are permitted, provided they comply with the Downtown Development Code.

- **6-9-2** Require new buildings or modifications to existing buildings to utilize a combination of materials and finishes which articulate a high quality appearance. Acceptable finishes and materials include stucco, brick, stone, corrugated metal, finished metal, concrete, and glass. Unacceptable materials include siding made of any unsustainable materials such as plywood or particle board (i.e., T-111). In addition, materials that unintentionally discolor due to weathering or corrosion are discouraged. Materials that discolor naturally, such as copper, are encouraged.

- **6-9-3** Require building renovations or alterations to use exterior building materials that are consistent with the building's original design and construction. Prohibit "stucco wraps" of buildings originally designed with wood siding or shingles.

- **6-9-4** Require that all new buildings, additions, and renovations be compatible with surrounding buildings, maintain a similar scale, relate to Fresno's historical and cultural context, and respond to Fresno's climate through their massing, orientation, and use of building frontages (porches, arcades, etc.) and architectural elements (canopies, awnings, trellises, overhangs, etc.).

- **6-9-5** Promote infill development that is compatible with and complementary to existing older buildings, particularly those listed on the Local, State, and National registers. (FLSP Implementation Action 1-1-4)

- **6-9-6** Require building massing comprised of simple, well-proportioned volumes.

- **6-9-7** Avoid placeless, franchise or 'formula' architecture and signs that are not rooted in Fresno's culture and traditions.

Theaters and playhouses of all sorts provide one of many forms of entertainment downtown, visible by pedestrians, bicyclists, and automobiles passing by.

- **6-9-8** Require discretionary review for building designs that depart from the provisions of the Downtown Development Code and/or that the City's Director of the Development and Resource Management Department (DARM) deems inappropriate for Downtown.

- **6-9-9** In conformance with the Downtown Development Code, screen service areas, storage areas, mechanical equipment, or garbage areas from public view from the street or pedestrian ways.

- **6-9-10** Require fence and wall design to be consistent with the architecture of the building. Avoid fencing that, through design or use of materials, promotes a "fortress" environment (barbed wire, wrought iron pickets with sharpened spears at top, electric fencing, blank concrete masonry unit walls, etc.).

Goal 6-10 Generate high quality, pedestrian-oriented public space in Downtown.

Policies

- **6-10-1** In conformance with the Downtown Development Code, require buildings to face and be accessed from the street and be pedestrian-scaled.

- **6-10-2** Encourage sidewalk cafes, small shops, and other pedestrian-oriented uses through a standardized permitting process. (FLSP Implementation Action 2-1-3, modified 2011)

- **6-10-3** Enhance the visual continuity of streets to be pedestrian-oriented, promoting activity at the street level. (CACP Action 1-4, modified 2011)

- **6-10-4** Require that parking structures constructed adjacent to any street frontage or pedestrian way contain ground floor tenant spaces and human-scale design elements of public interest along the sidewalk level. (CACP Action 2-2, modified 2011)

- **6-10-5** In conformance with the Downtown Development Cod,e require parking and services to be accessed from alleys.

- **6-10-6** Prohibit the erection of new billboards within the Specific Plan area. (FLSP Implementation Action 14-1-2)

- **6-10-7** Amend the Fresno Municipal Code to allow sidewalk activities, such as outdoor dining, street performances, and vending from pushcarts, that are compatible with the Specific Plan's vision. (FLSP Implementation Action 1-2-2, modified 2011)

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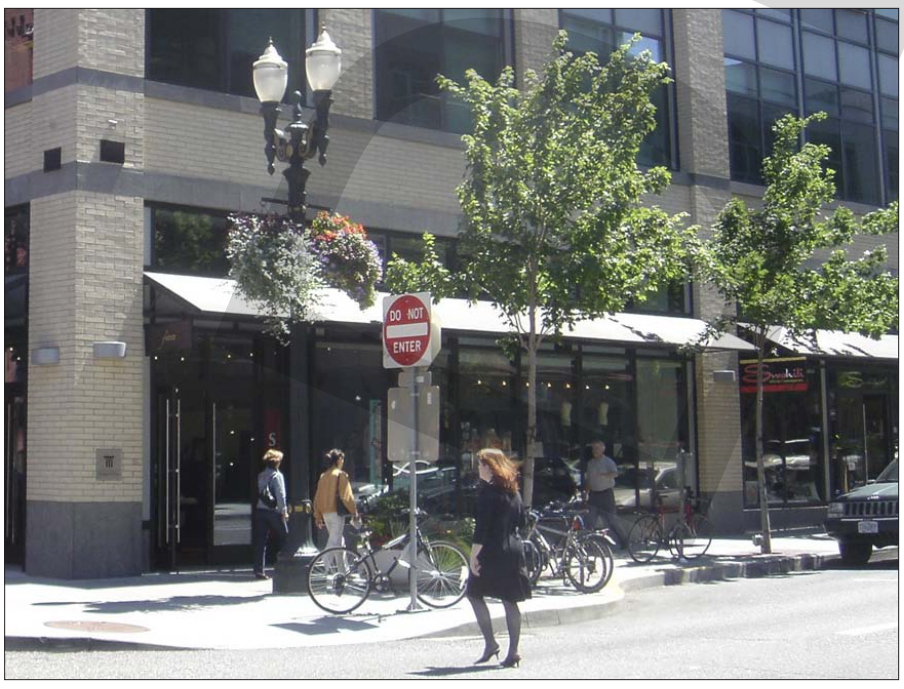

A mixed-use building provides transparent storefronts and awnings over the sidewalk to provide an enticing and comfortable environment for pedestrians.

A multi-family building provides a friendly face to the street by way of plentiful window and door openings as well as entrance stoops that provide access to each unit directly from the street. Entry doors are protected from the elements by canopies.

6.4 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 FCSP for property and right-of-ways within the FCSP 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 6.4A**.

2. Land Use Designations.

In order to implement the FCSP, the following land use designations and overlays are established and applied to property within the boundaries of the FCSP. 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 FCSP[1], and the accompanying Downtown Development Code, all other zoning districts identified for parcels subject to the Downtown Code are replaced by the land use designations identified in **Figure 6.4A**. Refer to **Table 6.4A** for the intent and descriptions of the land use designations and **Section 6.4.3** for descriptions of the overlays:

a. City Center Land Use Designations.

a. CBD 1 - Central Business District
b. CBD 2 - Central Business District
c. CC - Civic Center
d. CT - Chinatown
e. CA/SS/SVN - Cultural Arts/South Stadium/South Van Ness

b. Corridor Land Use Designations.

a. CG - Corridor General

c. Neighborhood Land Use Designations.

a. NG - Neighborhood General
b. NGP - Neighborhood General Preservation

d. Special Districts.

a. SD - General Industrial 2

3. Overlays.

Each overlay is allocated standards as appropriate to implement the vision of the FCSP as described below and as identified in **Figure 6.4A**:

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 are non-conforming or have elements that are non-conforming, but, based on their location, are key to implementing the vision of the FCSP. When these buildings make modifications that exceed certain thresholds set in the Downtown Development Code, the modifications must conform with the provisions of the FCSP and the accompanying Downtown Development Code.

d. **Chandler Airport Traffic Pattern 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 6.4A** to show the boundaries of each zoning district and overlay as well as the parcels within each boundary.

5. Relationship to Downtown Development Code.

This Specific Plan 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 Specific Plan 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 Specific Plan is and should remain identical to the regulatory geography of the zoning districts in the Downtown Development Code. 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

[1] Since the provisions of the Open Conservation zoning district remain unchanged, the zoning district name is carried through into the FCSP and Downtown Development Code.

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Table 6.4A - Summary of Land Use Designations

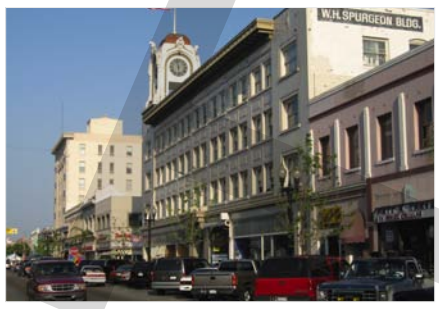
ZONING DISTRICT	1. City Center Zoning Districts		
	a. Central Business District 1	b. Central Business District 2	c. Civic Center
1. EXAMPLES OF INTENDED PHYSICAL CHARACTER The examples are not intended to be interpreted literally as they represent the general range of scale, intensity, site organization and streetscape typical of the identified zoning district.	 	 	
2. INTENT AND PURPOSE	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.	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.	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.
3. INTENDED PHYSICAL CHARACTER	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.	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.	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.
4. INTENDED STREETSCAPE AND PUBLIC REALM	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.	Streetscapes are very active and intense, providing continuity from CBD 1 and CC areas. Commercial frontages such as galleries, arcades, and shopfronts shape a network of walkable and interconnected streets with wide sidewalks. Street trees add human scale and provide shade from the summer sun, adding distinct character to each street.	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.
5. INTENDED PARKING	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.	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.	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.
6. INTENDED LAND USE RANGE	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.	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.	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.

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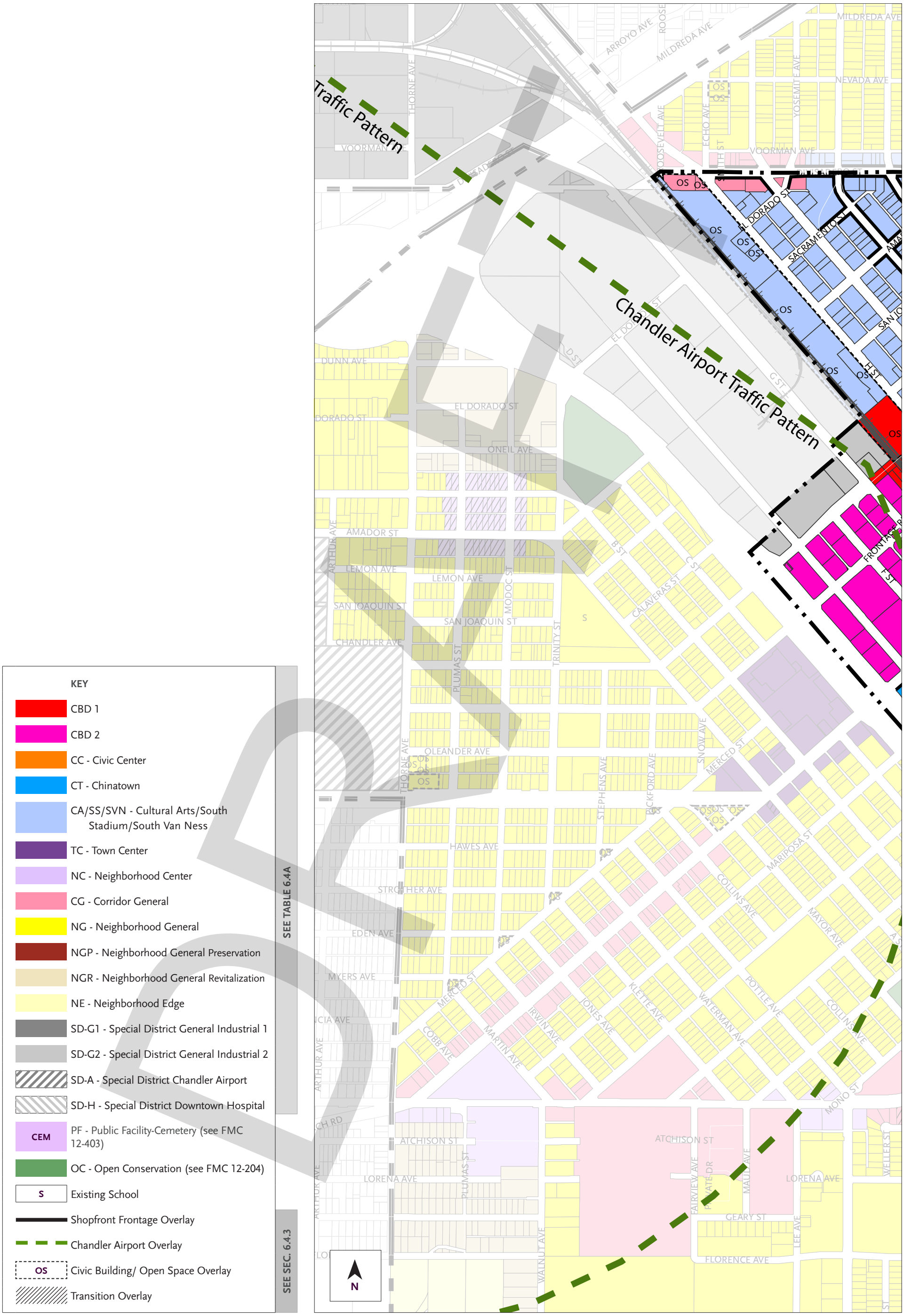
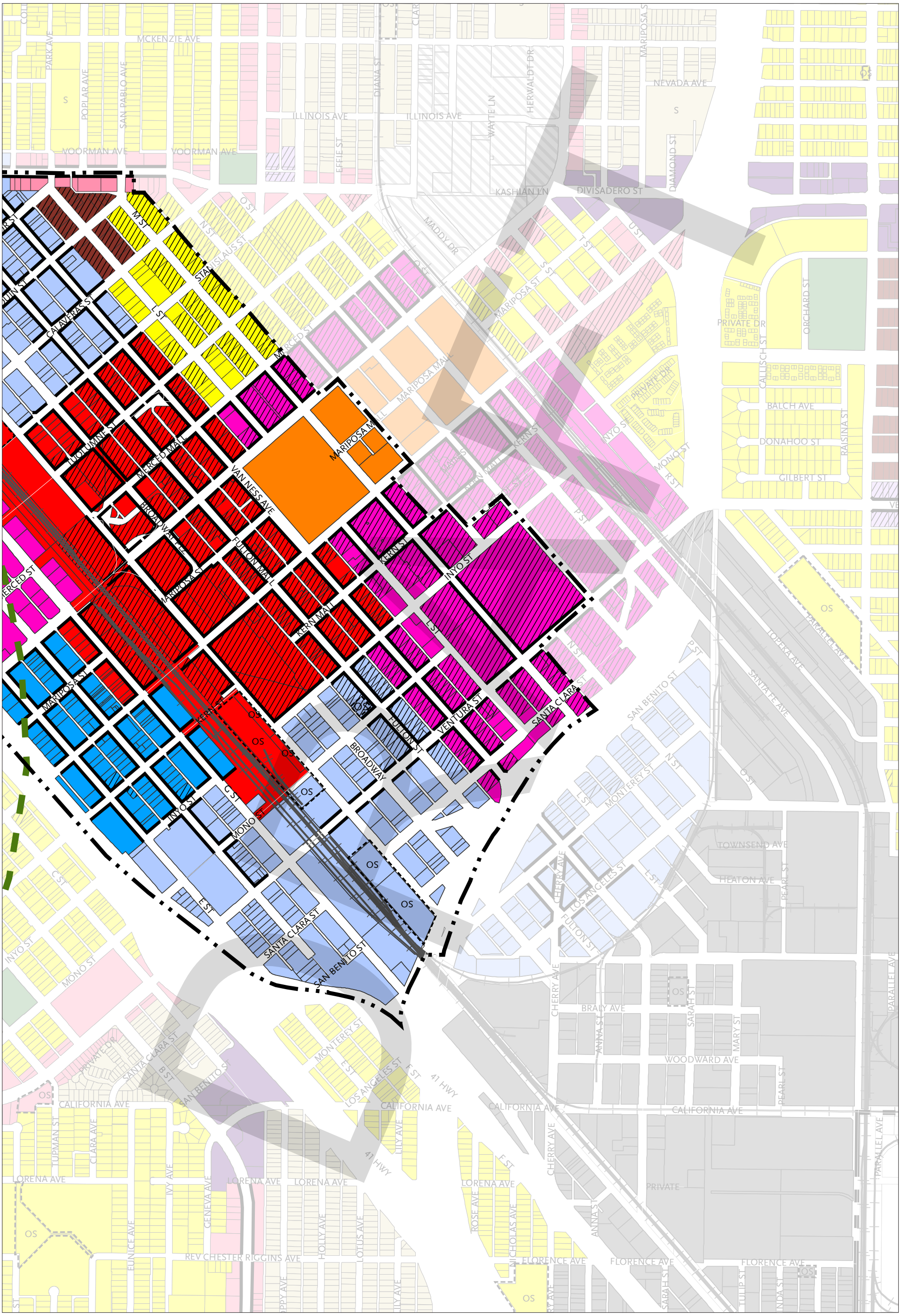
Table 6.4A - Summary of Land Use Designations (continued)

ZONING DISTRICT	1. City Center Zoning Districts		2. Corridor Zoning Districts
	d. Chinatown	e. Cultural Arts/S. Stadium/S. Van Ness	a. Corridor General
1. EXAMPLES OF INTENDED PHYSICAL CHARACTER 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.	 	 	
2. INTENT AND PURPOSE	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."	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.	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.
3. INTENDED PHYSICAL CHARACTER	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.	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.	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.
4. INTENDED STREETSCAPE AND PUBLIC REALM	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.	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.	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.
5. INTENDED PARKING	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.	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.	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.
6. INTENDED LAND USE RANGE	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.	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.	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.

3.Neighborhood Zoning Districts		4. Special Districts
a. Neighborhood General	b. Neighborhood General Preservation	a. SD - General Industrial 2
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.	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.	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.
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.	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.	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.
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.	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.	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.
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.	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.	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.
Buildings are occupied with residential uses, limited live/work uses, and home occupation activity.	Buildings are occupied with residential uses and limited home occupation activity.	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.

Figure 6.4A - Regulating Plan




MCKENZIE AVE
PARK AVE
POPLAR AVE
SAN PABLO AVE
VOORMAN AVE
ILLINOIS AVE
DIANA ST
EFFIE ST
WAYTE LN
HERWALDT DR
MARIPOSA ST
NEVADA AVE
DIAMOND ST
KASHIAN LN
DIVISADERO ST
MADDY DR
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DONAHOO ST
GILBERT ST
RAISINA ST
TUOLUMNE ST
VAN NESS AVE
BROADWAY
FULTON MALL
KERN MALL
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INYO ST
MONO ST
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PARALLEL AVE
TOPEKA AVE
SANTA FE AVE
SAN BENITO ST
VENTURA ST
SANTA CLARA ST
FULTON ST
C ST
E ST
MONTEREY ST
TOWNSEND AVE
HEATON AVE
PEARL ST
LOS ANGELES ST
CHERRY AVE
BRALY AVE
SARAH ST
ANNA ST
MARY ST
WOODWARD AVE
41 HWY
CALIFORNIA AVE
LILY AVE
TUPMAN ST
CLARA AVE
LORENA AVE
IVY AVE
GENEVA AVE
HOLLY AVE
LOTUS AVE
ROSE AVE
NICHOLAS AVE
REV CHESTER RIGGINS AVE
FLORENCE AVE
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