

Downtown Neighborhoods Community Plan

Fresno, California



ACKNOWLEDGEMENTS

MAYOR

Ashley Swarengin

CITY COUNCIL

Esmeralda Soria, *District 1*
Steve Brandau, *District 2*
Oliver Baines, *District 3*
Paul Caprioglio, *District 4*
Sal Quintero, *District 5*
Lee Brand, *District 6*
Clint Olivier, *District 7*
Blong Xiong, *District 1 (term ended 1/8/2015)*
Andreas Borgeas, *District 2 (term ended 1/7/2013)*
Cynthia Sterling, *District 3 (term ended 1/6/2011)*
Larry Westerlund, *District 4 (term ended 1/10/2013)*
Mike Dages, *District 5 (term ended 1/6/2011)*
Henry T Perea, *District 7 (term ended 12/2/2010)*

CITY MANAGER

Bruce Rudd, City Manager
Renena Smith, Assistant City Manager
Mark Scott *(Retired)*
Andy Souza *(Retired)*

COMMUNITY ADVISORY COMMITTEE

Larry Arce	Daniel Guerra	Gary Nachtigall
Lee Ayers	Roger Hanke	Ivan Paz
Mee Cha	Darlene Holland	Doug Reitz
Susana Cruz	Dominga Huerta	Jeff Sands
Tony Dias	Booker T Lewis	Phil Skei
Adriana Figueroa	Bertha Lopez	Dasen Thao
Isaac Fonseca	Dorthy Lucatero	Lisa Van de Water
Becky Foore-Hayden	Chuck Manock	Mike Wells
Socorro Gaeta	Patience Milrod	

Staff Team

CORE WORKING GROUP

Dan Zack, *Assistant Director, DARM*
Wilma Quan, *Assistant City Manager*
Sophia Pagoulatos, *Planning Manager*
Danielle Bergstrom, *Special Policy Advisor*
Lupe Perez, *Downtown Revitalization Manager*
Talia Kolluri, *Supervising Deputy City Attorney*

DEVELOPMENT AND RESOURCE MANAGEMENT

Jennifer Clark, *Director*
Mike Sanchez, *Assistant Director*
Bonique Emerson, *Planning Manager*
Brian Leong, *Building & Safety Services Manager*
Del Estabrook, *Parking Manager*
Karana Hattersley-Drayton, *Historic Preservation Project Manager*
Michelle Zumwalt, *Architect*
Michael Andrade, *GIS Specialist*
Lachea DeAmicis, *GIS Specialist*
Casey Lauderdale, *Planner II*
Drew Wilson, *Planner I*
Amber Piona, *Planner I*

TRANSPORTATION

Brian Marshall, *Director of Transportation*

FIRE

Byron Beagles, *Fire Prevention Engineer*

PUBLIC WORKS

Scott Mozier, *Director*
Andrew Benelli, *Assistant Director*
Scott Krauter, *Projects Administrator*
Jill Gormley, *Public Works Manager*
Randall Morrison, *Deputy City Engineer*

PARKS, AFTER SCHOOL, RECREATION, AND COMMUNITY SERVICES

Tony Hernandez, *Parks Manager*

AIRPORTS

Kevin Meikle, *Director of Aviation*
Daniel Yrigollen, *Airports Project Supervisor*

CITY ATTORNEY

Doug Sloan, *City Attorney*
John Fox, *Special Counsel, Aleshire & Wynder*
Kathy Phelan, *Special Counsel, Aleshire & Wynder*

FINANCE

Karen Bradley, *Assistant Controller*
Phil Hardcastle, *Principal Accountant*

REDEVELOPMENT SUCCESSOR AGENCY

Marlene Murphey, *Executive Director*

PUBLIC UTILITIES

Thomas Esquedqa, *Director*
Jerry Schuber, *Assistant Director*
Robert Andersen, *Assistant Director*
Kevin Norgaard, *Supervising Professional Engineer*
Doug Hecker, *Planning Manager*

FRESNO METROPOLITAN FLOOD CONTROL DISTRICT

Jerry Lakeman, *Chief Engineer*
Wendell Lum, *Master Plan Special Projects Mgr.*

SPECIAL THANKS TO THE FOLLOWING FORMER CITY EMPLOYEES WHOSE EFFORTS WERE INSTRUMENTAL IN THE CREATION OF THIS PLAN

Craig Scharton *(Downtown and Comm. Revitalization)*
Elliott Balch *(Downtown and Comm. Revitalization)*
Elaine Robles-McGraw *(Downtown and Comm. Revit.)*
Arnoldo Rodriguez *(Development and Resource Mgmt)*
John Dugan *(Development and Resource Management)*
John Downs *(Transportation)*
Gregory Garner *(Police)*
Brock Buche *(Public Utilities)*
Martin Querin *(Public Utilities)*
Steve Hogg *(Public Utilities)*
Rene Ramirez *(Public Utilities)*
Lon Martin *(Public Utilities)*
Efren Banuelos *(Public Works)*
Scott Tyler *(Public Works)*
Patrick Wiemiller *(Public Works)*

Consultant Team

FINAL PLAN + CODE PREPARATION

Juan Gomez-Novy Consulting
Juan Gomez-Novy, *Principal*

ARCHITECTURE AND URBANISM

Moule & Polyzoides Architects and Urbanists
Stefanos Polyzoides, *Principal*
Juan Gomez-Novy, *Project Manager*
David Sargent
Jason Claypool
Scott Ford
Orlando Gonzalez
Xiaojian He
Damon Herring
Thiago Valente

PLANNING POLICY

Raimi + Associates
Matt Raimi, *Principal*

CODE

Tony Perez Associates
Tony Perez, *Principal*

URBAN ECONOMICS

Strategic Economics
Dena Belzer, *Principal in Charge*
Sujata Srivastava
Sarah Graham

URBAN RETAIL PLANNING

Gibbs Planning Group
Robert Gibbs, *Managing Principal*

TRANSPORTATION/TRAFFIC

Fehr & Peers
Ron Milam, *Principal in Charge*
Rob Hananouchi, *Transportation Planner*

INTERMODAL PLANNING

Nelson Nygaard
Jeffrey Tumlin, *Principal in Charge*
Paul Jewel, *Principal*

SUSTAINABLE INFRASTRUCTURE

Sherwood Design Engineers
Bry Sarté, *Principal in Charge*
Eric Zickler, *Project Manager*
John Lays
Mike Amodeo

LANDSCAPE ARCHITECTURE

Fong Hart Schneider + Partners David
Schneider, *Principal in Charge*

HISTORIC RESOURCE ANALYSIS

Historic Resources Group
Christy Johnson McAvoy, *Principal in Charge*
Paul Travis, *Senior Preservation Planner*

CULTURAL RESOURCE ANALYSIS

Cultural Landscape Foundation
Charles Birnbaum, *President*

SURVEY

Precision Civil Engineering
Ed Dunkel, Jr., *President*

ENVIRONMENTAL ANALYSIS & PLANNING/EIR

First Carbon Solutions
Jason Brandman, *Executive Vice President*
Mary Bean, *Project Director*
Michael Houlihan, *Senior Project Manager*

Impact Sciences

Ali Mir, *Associate Principal*

CIVIL ENGINEERS

Lars Andersen & Associates
Daniel Zoldak, *Principal in Charge*

GEOENVIRONMENTAL CONSULTING

Krazan & Associates
Art Farkas, *Environmental Division Manager*
Dean L. Alexander, *Principal Engineer*

CULTURAL RESOURCES CONSULTANT

Greenwood and Associates
Roberta S. Greenwood, *Partner*
John Foster, *Vice President*

CHARRETTE VISUALIZING

Urban Advantage
Steve Price, *Principal in Charge*

WEBSITE DESIGN

Arrowpoint Design
Christopher Ross

3-D MODELLING

Spline Motion Studios
Erik Spikes



MAYOR ASHLEY SWEARENGIN

Dear Fresnans, investors, and visitors:

I am pleased to present the Downtown Neighborhoods Community Plan. Revitalizing our downtown and surrounding neighborhoods has been my highest priority as your Mayor. In fact, it is one of the major reasons I ran for Mayor in the first place. It is also the reason the City of Fresno has worked with you to create this document, the Downtown Neighborhoods Community Plan.

Over time, good planning creates vibrant neighborhoods and supports economic prosperity. In a healthy, well planned neighborhood, quality food, shopping, and entertainment options are nearby. Children experience a pleasant and safe walk to school. In fact, crime is less of a problem overall because people know their neighbors and see them every day. In a vibrant neighborhood, property owners invest in their property, keeping living conditions safe and property well-managed and maintained.

In a vibrant neighborhood, a range of housing options are offered so that if your income increases or your family grows, you can move out of an apartment and into a house, and maybe someday into an even bigger house. You might find and restore an older home in need of care, creating value for you and lifting the whole neighborhood at the same time. Your neighbors are people at different stages in their lives — because in a vibrant neighborhood, people have chosen to stay even when their lives change and their circumstances improve.

These are the kinds of places that once existed in the Downtown Neighborhoods. With the good planning embodied in this Community Plan and the accompanying new Form-Based Code for development, we are committed to bringing vibrant, successful neighborhoods back to urban Fresno.

We will steadfastly reverse the nation-leading concentration of poverty in Fresno's older neighborhoods. We will reverse the tragic sight of neighborhoods full of abandoned and boarded-up homes. Instead, we will show pride in our history by restoring these homes and other buildings constructed with care in a bygone era. This Plan and Code provide rules for development that are easier to understand and follow than any we have ever had before in Fresno. This Plan and Code turn that vision of a revitalized urban core into City policy, welcoming investors large and small with a sense of confidence in the future.

We will reverse the decades of City decisions that have inappropriately applied suburban rules to urban neighborhoods, resulting in projects that disrupt the quality of the area. Instead, we will follow new rules that prevent harm and reinforce what worked well for decades in our urban core. This Plan and Code guide investments of both public and private money, so that every decision, every dollar spent, leads these neighborhoods and our City toward a better future.

Cities up and down our Valley and across America have managed to make their urban areas healthy places to live, as well as sources of economic prosperity. Now it is Fresno's turn to revitalize. The Downtown Neighborhoods Community Plan gives the historic core of our city the foundation we need to grow into a vibrant, successful place for generations to come.

Sincerely,


Ashley Swearengin
Mayor

Table of Contents

INTRODUCTION

	page
A. The City of Fresno: The Next Great Neighborhood Revitalization Story	1
B. Community Plan Summary	2
C. Project Location and Boundaries	4
D. Relationship of DNCP to other Plans and Documents	5
E. Plan Preparation Process	8
F. Context	10
G. Introduction to Community Plan Planning Areas	16

CHAPTER 1 Vision

A. A Shift Back to the Center of Fresno	1:1
B. The Strategy for the Downtown Neighborhoods	1:2
C. Planning Area by Planning Area Transformation	1:7

CHAPTER 2 Urban Form and Land Use

A. Introduction	2:1
B. Context	2:2
C. Key Deficits	2:6
D. Vision for Change	2:8
E. Goals and Policies	2:10
F. Land Use Designations, Overlays, and Planned Land Use Map	2:23

CHAPTER 3 Transportation

A. Introduction	3:1
B. Context	3:2
C. Key Deficits	3:4
D. Vision for Change	3:4
E. Goals and Policies	3:6

CHAPTER 4 Parks, Open Space, and Streetscape

	page
A. Introduction	4:1
B. Context	4:2
C. Key Deficits	4:2
D. Vision for Change	4:4
E. Goals and Policies	4:4

CHAPTER 5 Infrastructure and Natural Resources

A. Introduction	5:1
B. Context	5:2
C. Key Deficits	5:6
D. Vision for Change	5:6
E. Goals and Policies	5:7

CHAPTER 6 Historic and Cultural Resources

A. Introduction	6:1
B. Context	6:2
C. Key Deficits	6:4
D. Vision for Change	6:5
E. Goals and Policies	6:6

CHAPTER 7 Health, Wellness, and Community Development

A. Introduction	7:1
B. Context	7:2
C. Key Deficits	7:2
D. Vision for Change	7:3
E. Goals and Policies	7:4

CHAPTER 8 Implementation	
A. Introduction	8:1
B. Implementation Approach	8:1
C. Funding and Financing Tools	8:2
D. Funding Sources	8:2
E. Implementation Projects	8:4
F. Urban Form and Land Use	8:5
G. Transportation	8:6
H. Parks and Open Space	8:14
I. Infrastructure and Natural Resources	8:16
J. Historic and Cultural Resources	8:17
K. Health, Wellness, and Community Development	8:19

A. THE CITY OF FRESNO: THE NEXT GREAT NEIGHBORHOOD REVITALIZATION STORY

The Strengths of the City of Fresno

With a population of 515,609 people, the City of Fresno is the 5th largest in California and the 34th largest in the United States. It is situated in the heart of California’s Central Valley, the most productive agricultural region in the world, which produces over 350 crops valued at over \$7 billion annually.

As the major population center of Central California, Fresno’s regional economy has diversified over the years to include major medical, education, government, and military institutions; regional shopping and entertainment centers; professional services; and industrial activity, including value added food businesses, water technology manufacturers, and supply chain management and logistics firms.

The City of Fresno enjoys incredible natural beauty. It is the only city in the United States to be surrounded by three national parks (Yosemite, Sequoia and Kings Canyon). Along with an abundance of lakes, streams, rivers, trails, and camp grounds, the national parks make the Fresno Region a destination location for travelers from around the world.

The people of Fresno are known for being authentic and friendly to one another and to visitors. Fresno is home to a broad array of ethnic groups, which is reflected in the City’s depth and breadth of cultural art.

Overcoming the Challenges

Despite these and other strengths and assets, the City of Fresno faces many challenges, particularly those related to the neglect of and disinvestment in inner city neighborhoods. Perhaps the most pointed challenge is the high concentration of poverty in Fresno’s inner city. A 2005 Brookings Institution report, “*Katrina’s Window: Confronting Concentrated Poverty Across America*,” identifies the City of Fresno as having the highest rate of concentrated poverty of any large city in the United States. The term “concentrated poverty” refers to neighborhoods in which at least 40% or more of the residents are living at or below the federal poverty line.

The high number of neighborhoods with concentrated poverty in Fresno is likely due to a number of factors, including a lack of focus by the City of Fresno on implementing previously adopted community plans, geographic isolation of neighborhoods by freeways and railroad tracks, high unemployment rates throughout the City, major barriers to employment among those looking for work, suburban sprawl, and an overwhelmed public education system. These conditions have resulted in an aging and deteriorating building stock, low owner occupancy rates, high vacancy rates, higher costs for goods and services within the inner city, and elevated crime, among other things.

Over the last decade, public sentiment and optimism about revitalizing Downtown Fresno and its surrounding neighborhoods has grown tremendously. Young professionals who left Fresno years ago to pursue education and careers are returning to their hometown and are creating a demand for urban amenities and high quality, inner city neighborhoods. “Equity refugees” who sold property in California’s coastal regions are moving to Fresno to take advantage of less expensive real estate and “big city amenities with small town ease.” The arts community is booming,

as the lower cost of living gives artists more time and money to produce original artwork living in Fresno than in other big cities. City officials, property owners, residents and volunteers in Fresno’s Downtown neighborhoods are pulling together more than ever before to improve properties, stabilize neighborhoods, and reverse the decades-old trend of concentrated poverty in the urban core.

A ‘Back to Basics’ Approach to Revitalization

While there are many factors involved in the successful revitalization of Fresno’s Downtown Neighborhoods, the City of Fresno must take the lead on completing the basic tasks of revitalization. Together with its companion documents – the Fulton Corridor Specific Plan and the applicable sections of the Development Code – this Downtown Neighborhoods Community Plan is a major step forward in completing those basic steps of revitalization.

The Downtown Neighborhoods Community Plan establishes a vision for revitalization of the Community Plan Area based on input from property owners and residents, addresses conflicting issues in the City’s land use plans and codes to make that vision possible, and prioritizes the City’s actions for implementing the plan.

Most importantly, the Downtown Neighborhoods Community Plan and its companion documents change the rules for development and revitalization in Fresno to make the process of investing in the historic core of the city:

- **Cheaper**, by efficiently using existing infrastructure to reduce costs and by reducing the costly studies, reports, and noticing required for each project today;
- **Faster**, by entitling more good projects to develop “by right,” and reducing the likelihood of challenges and appeals;
- **Easier**, by eliminating unnecessary hearings and noticing for projects that meet the standards the community has set through the Downtown Plans;
- **More predictable**, because the new rules and approval process are easy for anyone to understand, and are based more on objective standards than subjective interpretation;
- **More focused**, resolving and informing investors about the future of a reopened and revitalized Fulton Street and the proposed High-Speed Rail station area; and
- **Wiser and more secure**, because the new standards ensure higher design quality for all development that occurs in the area for future generations.

Developing the Downtown Neighborhoods Community Plan is a very important first step, but ultimately, it is the implementation of the plan that will advance Fresno’s revitalization efforts. The City team looks forward to working closely with property owners, residents, and stakeholders to ensure the successful implementation of the Downtown Neighborhoods Community Plan.



Most of the Community Plan area consists of single family houses situated on the late 19th and early 20th-century street grid served by rear alleys.



The Pacific Southwest Building is a prominent feature of the Downtown area of the Community Plan.

B. COMMUNITY PLAN SUMMARY

The Downtown Neighborhoods Community Plan is the community’s tool for guiding the successful regeneration of Downtown Fresno and its surrounding neighborhoods. It is a visionary document that lays out the community’s long-term goals for the Community Plan Area and provides detailed policies concerning a wide range of topics, including land use and development, transportation, the public realm of streets and parks, infrastructure, historic resources, and health and wellness.

The Downtown Neighborhoods Community Plan (DNCP) is structured to enable the reader easy access to a large variety of topics presented for the 7,290 acre Plan Area. The following summarizes the organization of the document:

Introduction. The Plan begins with a description of the overall Community Plan Area, including an explanation of the Plan’s purpose and its relationship to other plans and documents; its location and boundaries; and a summary of the process the City and the community went through to prepare this Community Plan. The chapter then continues with a discussion of the Community Plan Area context, including its history and existing social conditions, physical conditions, public realm conditions (parks, open space, and streetscape), utilities, infrastructure conditions, market and economic conditions, and conditions of historic and cultural resources. The chapter ends with an overview of the unique character of each of the Plan's individual planning areas, as well as descriptions of the existing challenges and opportunities that each area faces. They are described in further detail in Section G of this Chapter. The seven areas that comprise the DNCP's geography are:

- Jane Addams Neighborhoods
- Edison Neighborhoods
- Lowell Neighborhood
- Jefferson Neighborhood
- Southeast Neighborhoods
- South Van Ness
- Downtown

Chapter 1 – Vision. The community's participation and input into the planning process resulted in a coordinated vision for the 7,290 acre Community Plan Area. This Chapter begins with community-generated strategies for revitalizing the overall Community Plan Area. Each of the Community Plan Areas’ seven individual areas is then described in terms of the improvements desired by their residents over the next 25 years. The vision is critical to this Plan since the Plan components that are described in the chapters that follow exist solely to carry out this vision as described in Chapter 1.

Chapter 2 - Urban Form and Land Use. This chapter addresses the overall form, use, and character of development within the Downtown Neighborhoods. Topics include enhancing the unique sense of character and identity of the different areas within the Downtown and the Downtown Neighborhoods; revitalizing the Downtown, through jobs and economic development, the introduction of the High-Speed Rail station, and new and refurbished housing; revitalizing the Downtown Neighborhoods corridors through code enforcement, public facilities and services, land use

and building quality, and design of streetscape and public spaces. Most of these topics are further implemented through the Citywide Development Code, which guides land uses and development standards for all projects within the Community Plan Area.

Chapter 3 – Transportation. This chapter includes information on the desired future multi-modal transportation network within the Downtown Neighborhoods, with the overall objective of reducing reliance on the private automobile and promoting transit use, walking, and biking.

Chapter 4 - Parks, Open Space and Streetscapes. This chapter provides an overall vision for increasing the public space and streetscapes network in the Downtown Neighborhoods. Topics include improving the urban forest, expanding and improving parks, and increasing comfort to pedestrians throughout the street network.

Chapter 5 - Infrastructure and Natural Resources. This chapter addresses a range of topics, including water use, energy use, sewer capacity, and the provision of infrastructure. In addition to providing basic services to support future development within the Downtown Neighborhoods, a forward-looking approach to these topics can help make Fresno a state-wide leader in sustainability.

Chapter 6 - Historic and Cultural Resources. This chapter includes strategies for preserving and reviving the unique history and culture of Downtown Fresno, as well as the historic neighborhoods around it. This includes both preserving existing buildings and ensuring that new development is compatible with the area’s historic character. Terms used in this document to describe historic, potential historic, or simply older buildings are shown on the opposite page.

Chapter 7 - Health, Wellness and Community Development. This chapter includes goals, policies, and actions to address the health and quality of life for residents in the Downtown Neighborhoods. Key topics covered include improving access to healthy foods, reducing the negative impacts of pollution, increasing opportunities for physical activity, and providing community members and the City with an opportunity to collaborate on future plans.

Chapter 8 – Implementation. A detailed implementation plan for the DNCP will be developed during the 30 day public review period. This Chapter will present the implementation measures necessary to execute the public dimension of the DNCP. The agents responsible for the successful revitalization of Fresno’s Downtown Neighborhoods will be the City's various departments, who will implement this Plan's various goals, policies, and actions and realize its particular projects.

Chapters 2-7 begin with a brief introduction that presents the topic of each chapter. This is followed by a description of strategies that will be used to transform the Downtown Neighborhoods. Each chapter ends with a section that lists the goals and policies that provide direction and guidance for transformation. Goals and policies are described below:

Goal	Broad direction-setting statements that present a long-term vision.
Policy	Policies support the stated goals by mandating, encouraging, or permitting desired actions.



Lack of storefront windows and sidewalks without street furniture and street trees result in an uninviting streetscape.

SIGNIFICANT RESOURCES DEFINITIONS

The following terms are used in this Community Plan to describe properties that may warrant consideration for their historic significance. The definitions are intended to be specific for this Community Plan and may deviate from concepts that have been codified in standards and guidelines developed by the National Park Service, the Department of the Interior, and professional practitioners, including historians, architects, archeologists, and urban planners.

Significant Resource means a resource that is one of the following:

- 1. Listed in the California Register of Historical Resources;
- 2. Listed on the National Register of Historic Places;
- 3. Determined to be eligible for listing in the California Register of Historical Resources by the State Historical Resources Commission;
- 4. A Historic Resource as defined in Section 12-1603(o) of the Historic Preservation Ordinance (HPO), or a local historic district as defined in Section 12-1603(s) of the HPO, or a contributor to a local historic district, unless the resource has been found not to be historically or culturally significant by a preponderance of the evidence pursuant Section 10(b)(2)(iv) of the Historic Environmental Review Ordinance (HERO) if/when it is adopted by the City Council;
- 5. Identified as significant in an historical resource survey meeting the requirements of Section 5024.1(g) of the Public Resources Code, unless the resource has been found not to be historically or culturally significant by a preponderance of the evidence pursuant to Section 10(b)(2)(iv) of the HERO (if/when it is adopted by the City Council); or,
- 6. A Potential Significant Resource that, after further analysis and review, the City has determined should be treated as a Historically Significant Resource pursuant to the procedures in Section 9(b)(3) of the HERO (if/when it is adopted by the City Council).

Potential Significant Resource means a resource that does not fall within the definition of Significant Resource but meets any or all of the following requirements:

- 1. it was identified as eligible or potentially eligible for listing in a national, state or local register of historical resources or it was identified as a potential contributor to a potential significant district in a survey that the city formally commissioned or was officially accepted or officially adopted by the Council or the HPC, but the survey does not meet one or more of the requirements of subsection (g) of Section 5024.1 of the Public Resources Code.
- 2. it is at least 45 years old; or
- 3. as determined by the Historic Preservation Project Manager, it meets the criteria for listing to the California Register of Historical Resources under subsection (j) of Section 5020.1 or Section 5024.1 of the Public Resources Code.

Notwithstanding the above, a resource shall not be a Potential Significant Resource if within five years prior to submittal of the application for the Project under review: (i) the city in an adopted CEQA finding, determined that the resource was not historically significant for purposes of CEQA or (ii) the Council or the HPC accepted or officially approved a survey that found the resource was not eligible for listing to a national, state or local register.

Significant District is a type of Significant Resource that is a finite group of resources related to one another in a clearly distinguishable way or any geographically definable area which possesses a significant concentration, linkage or continuity of sites, buildings, structures or objects united historically or aesthetically by plan or physical development.

Potential Significant District is a type of Potential Significant Resource that if found to be a Significant Resource would be a Significant District.

Historic Character refers to the general form, appearance, and impression of a neighborhood or area established by extant development from the past. The term is used generally to recognize development patterns from Fresno’s past and is not meant to imply officially recognized historic significance.



The garage of this Downtown Neighborhood house is placed in front of the building, taking the place of street-facing windows. The entire front yard is paved with concrete.



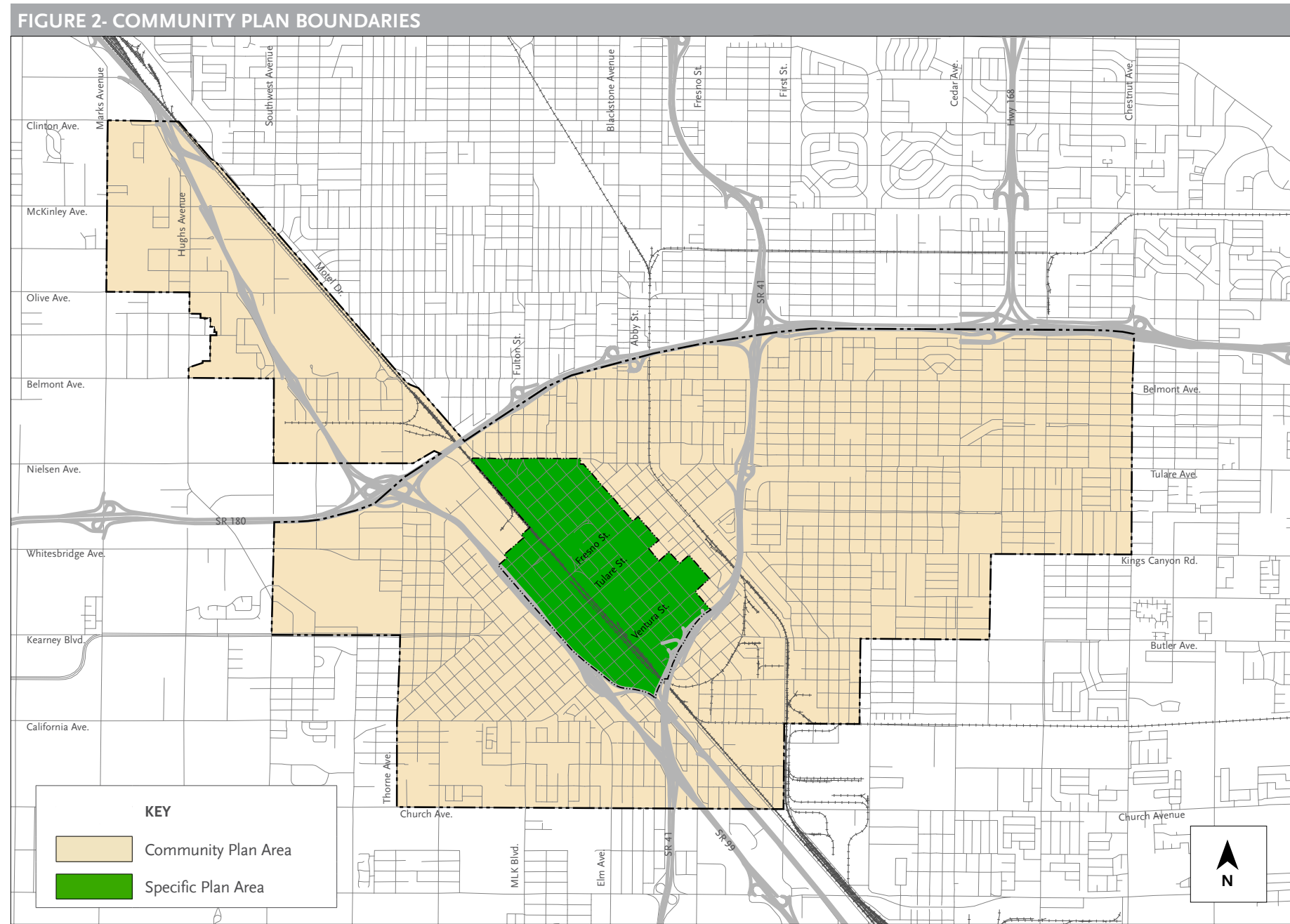
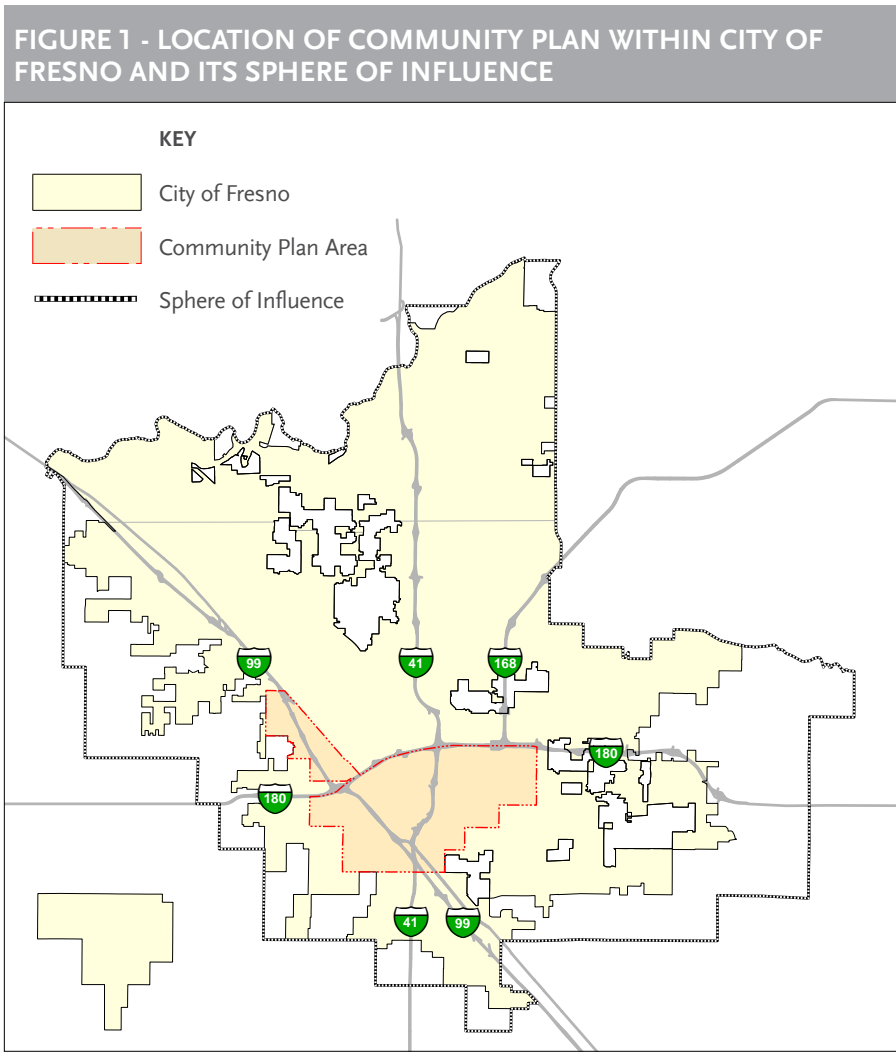
Automobile-oriented site planning results in buildings set back far from the street, large parking lots, and an uninviting pedestrian environment.

C. PROJECT LOCATION AND BOUNDARIES

The City of Fresno is located in the heart of California’s San Joaquin Valley, approximately 190 miles southeast of San Francisco and 220 miles northwest of Los Angeles. Located very near the geographical center of California, Fresno is also the gateway to Yosemite National Park, Sierra National Forest, Kings Canyon National Park, and Sequoia National Park. Regional access to Fresno from the north and south is provided by State Routes 99 and 41, from the west by State Route 180, and from the east by State Routes 168 and 180.

The Community Plan area is located within the southern portion of the City as shown in **Figure 1** (Location of Community Plan within City of Fresno and its Sphere of Influence) and covers 7,290 acres. It is generally bounded to the east by Chestnut Avenue, to the south by Church Avenue, to the west by Thorne, West, and Marks Avenues, and to the north by State Route 180 as shown in **Figure 2** (Community Plan Boundaries). Along the western side of the Community Plan Area, the boundaries extend as far north as Clinton Avenue. The project area is divided by State Routes 99, 41, and 180 as well as the Union Pacific and BNSF railroad right-of-ways.

Within the boundaries of the DNCP is the Fulton Corridor Specific Plan, which provides a vision, detailed goals, policies, and actions, and a comprehensive implementation strategy for the Downtown Core.



D. RELATIONSHIP OF DNCP TO OTHER PLANS AND DOCUMENTS

1. General Plan. Concurrent with the development of this Plan and the FCSP, the City began preparing an update to the General Plan, which was adopted on December 18, 2014. The intent of this Community Plan and the FCSP is to further refine and build upon the goals for these plan areas set forth in the General Plan and provide specific policies, measures and projects to implement the goals set forth in the General Plan.

The Downtown Neighborhoods Community Plan (DNCP) is a highly articulated and informed extension of the Fresno General Plan, as it provides updated policy direction for Downtown and the neighborhoods immediately adjacent to it, as identified in **Figure 2** (Community Plan Boundaries). The General Plan’s direction to generate activity centers and focus reinvestment in the center of the City as the primary activity center is made tangible and ready to implement through the DNCP’s goals, policies, and actions which, in turn, address six principal topics: Urban Form and Land Use; Transportation; Parks, Open Space and Streetscapes; Infrastructure and Natural Resources; Historic and Cultural Resources; and Health, Wellness and Community Development. General Plan policy, as further defined and refined through the DNCP, is to be implemented through a series of updates, replacements, and additions to various regulations and procedures used on a daily basis by the City.

2. Fulton Corridor Specific Plan. Completely within the boundaries of the DNCP is the Fulton Corridor Specific Plan (FCSP). The FCSP translates the policy direction of the General Plan and the DNCP into detailed goals, policies, and actions for the revitalization of the heart of Downtown and its seven subareas: the Fulton District, the Mural District, South Stadium, Chinatown, the Civic Center, Armenian Town/ Convention Center, and the Divisadero Triangle. Based upon the community’s vision, it provides a detailed implementation strategy that assigns near-, mid-, or long-term priorities to a number of physical improvements, programs, and actions within its boundaries. The FCSP is more detailed than the DNCP and is drafted to fully implement the goals, policies and objectives of the DNCP. To the extent

there appears to be any conflict between these two Plans, the FCSP takes precedence.

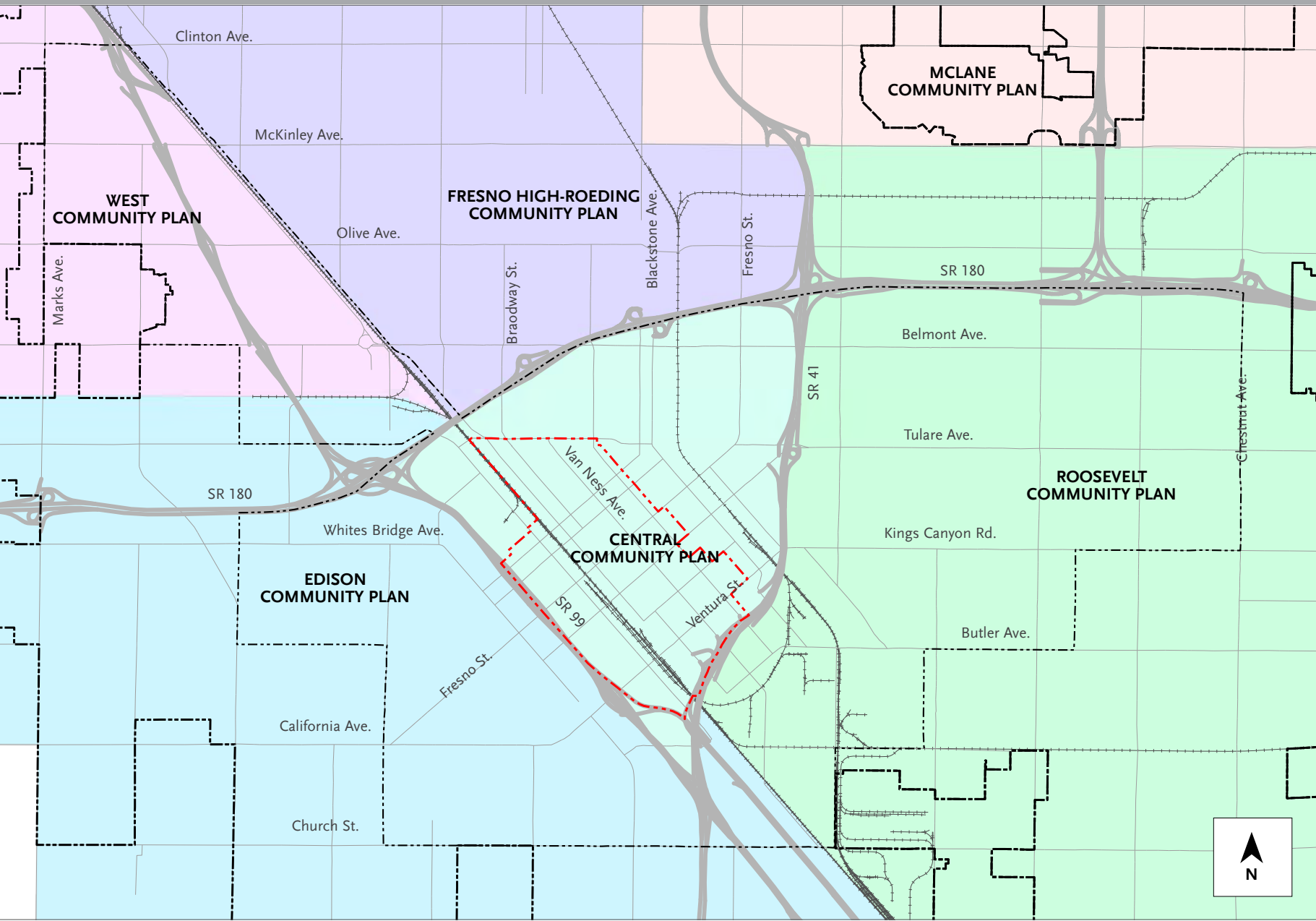
3. Other Community and Specific Plans. The DNCP boundary partially or completely overlaps the boundaries of four community plans and two specific plans: the Central Area Community Plan (CACP), the West Area Community Plan (WACP), the Edison Community Plan (ECP), and the Roosevelt Community Plan (RCP) as shown in **Figure 3** (Relationship of DNCP to Existing Community Plans) and the Fulton Lowell Specific Plan and Fresno Chandler Downtown Airport Specific Plan (FCDASP) as shown in **Figure 4** (Relationship of DNCP to Existing Specific Plans). Upon the adoption of the DNCP, the four community plans and the FLSP will be rescinded and the provisions of the DNCP and the accompanying Fulton Corridor Specific Plan will completely replace the provisions of these previous plans.

Upon adoption, the provisions of the DNCP shall take precedence over all of the regulations of the FCDASP, except those regulations related to aircraft noise and safety contours and avigation easements, as outlined in the FCDASP. The FCDASP also takes precedence over the FCSP as it relates to noise and safety contours and avigation easements.

As part of the preparation of this Community Plan, the goals, policies, and actions of the four underlying Community Plans and the two underlying Specific Plans were evaluated in relationship to the vision of the DNCP. Those that were supportive of the vision were included in the DNCP, while those that were contrary to the vision were excluded. The goals, policies, or actions that are borrowed from the pre-existing community plans and specific plans and appear in this Plan are followed in parenthesis by the initials of the preexisting plan and the goal, policy, or action number of the respective plan. For example DNCP Policy 2.9.2 is Roosevelt Community Plan Policy 3-2.2 and is noted at the end of the FCSP policy as follows: “(RCP 3-2.2).”

The proposed Southwest Specific Plan abuts the Downtown Neighborhoods Community Plan area.

FIGURE 3- RELATIONSHIP OF DNCP TO EXISTING COMMUNITY PLANS



D. RELATIONSHIP OF DNCP TO OTHER PLANS AND DOCUMENTS (continued)

4. Population in Relation to General Plan and Existing Community Plans.

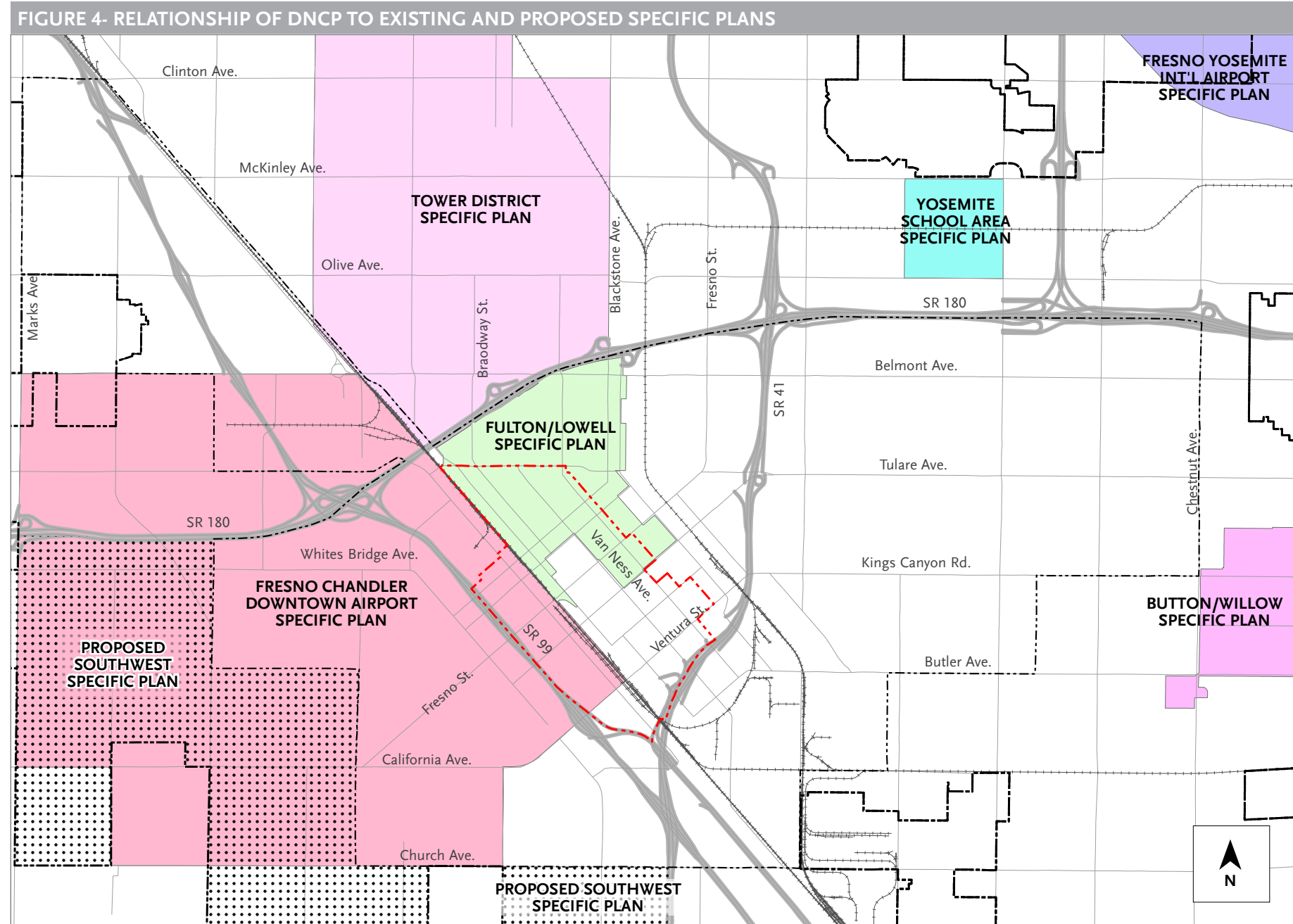
This Plan anticipates that by the year 2035, the residential population of the DNCP area, including the population of the FCSP area, could increase by as many as 28,861 people to a total of 99,082 residents. The residential population for each Plan Area as well as the combined population for both Plan Areas is shown in **Table 1** (Residential Population Potential). The population potential for the entire DNCP Plan Area is within the limits established by the 2025 General Plan, which anticipated up to 99,393 residents. The population is also within the limits established by the current, adopted Fresno General Plan.

Population projections were based on the General Plan, which allocated population by Community Plan areas. **Table 2** (2025 General Plan Allowed Population Increase by Community Plan Area) shows the population increase allowed by the 2025 General Plan within each community plan area; the allowed population increase within the portion of each community plan that overlapped the DNCP Plan area; the actual population within the portion of each community plan that overlapped the DNCP Plan Area in the year 2000 (per the 2000 Census); and the total expected population within the portion of each community plan that overlapped the DNCP Plan area in the year 2035. As **Table 2** shows, the anticipated year 2035 population within the portions of the Edison, Roosevelt, and West Area community plans that overlapped the DNCP is within the limits set by the General Plan. Note, however, that the CACP permitted only 12,845 additional residents, but the DNCP proposes to allow as many as 13,593 additional residents within the previous CACP area. This increase is based upon the DNCP's – and the accompanying FCSP's – goals of generating a vibrant, mixed-use Downtown by introducing the maximum number of residents within the heart of Downtown, i.e., within the FCSP Plan Area. To achieve this end, the DNCP applies the aggregate allowed residential population increase for each portion of the community plan areas to the entire combined DNCP boundary as shown in **Table 1** (Residential Population Potential).

5. Citywide Development Code. Adopted on December 3, 2015, the Citywide Development Code contains the standards and requirements for development and land use activity within the DNCP area. It enables the variety of intended outcomes described in the Project Vision, providing rules for development which ensure that Fresno's growth will take place in an attractive, orderly manner. Setting forth clear, but fair, criteria for new development, proposals that conform to the new vision will have a streamlined approval process, which, in turn, will boost economic development. To fully implement the vision and policies in this Plan and the Fulton Corridor Specific Plan, an amendment to the Citywide Development Code (referred to as the Downtown Development Code) has been prepared. When adopted, it will seamlessly integrate into the Citywide Code to ensure that new development contributes to the revitalization of the Downtown Neighborhoods as put forth by this Plan.

6. Bicycle, Pedestrian, and Trails Master Plan. The 2010 Bicycle, Pedestrian, and Trails Master Plan (BMP) guides and influences bikeway policies, programs, and development standards to make bicycling in the City safer, comfortable, convenient, and enjoyable for all bicyclists. The goals, policies and actions of the DNCP were coordinated, aligned and incorporated with those of the BMP pursuant to City Council direction set forth in City Council Resolution No. 2010-237. The BMP is now in the process of being updated and is renamed the Active Transportation Plan (ATP). The Active Transportation Plan will build upon the BMP and add emphasis to support walking as well as cycling. It is anticipated that the DNCP will remain consistent with the ATP.

7. Merger No. 1 Redevelopment Project Areas. In June, 2011 the Governor signed into law Assembly Bill 1x 26 entitled the "Redevelopment Dissolution Act" which provided for the immediate suspension of redevelopment agency activities, followed by the dissolution of all redevelopment agencies. However, the "Redevelopment Dissolution Act"



did not dissolve redevelopment project areas or redevelopment plans. To the extent that particular redevelopment plans regulate land uses within the redevelopment project areas, Health & Safety Code, section 34173(i) provides for the transfer of these plans to the City that formed the redevelopment agency, upon the request of the City.

The Merger No. 1 Project Area consists of nine Redevelopment Project areas. The DNCP boundary completely overlaps eight of the nine Redevelopment Project Areas (Central Business District, Chinatown, Expanded, Convention Center, Fulton, Jefferson, Mariposa and West Fresno I and II), and overlaps the majority of the South Van Ness Project Area. None of the nine constituent redevelopment plans in the Merger No. 1 Project contain any land use, zoning, property development, circulation requirements, or regulations. Accordingly, land use and development standards for all projects within the nine Redevelopment Project areas are subject to this Plan and the accompanying Downtown Development Code.

8. Other Redevelopment Project Areas. The DNCP Boundaries overlap substantial portions of five Redevelopment Project Areas (Central City Commercial Revitalization, State Route 99-Golden State Boulevard Corridor, Roeding Business Park, Southeast Fresno Revitalization, and Southwest Fresno General Neighborhood Renewal. With the exception of the Roeding Business Park Redevelopment Plan, none of the six redevelopment plans within the DNCP boundaries contain any land use, zoning, property development, or circulation requirements or regulations. Accordingly, land use and development standards for these projects are subject to this DNCP and the accompanying FCSP and Downtown Development Code. The land uses within the Roeding Business Park Plan are consistent with the land uses set forth in this plan and the Development Code.

TABLE 1 - RESIDENTIAL POPULATION POTENTIAL			
	FCSP (Persons)	DNCP (Persons)	FCSP + DNCP (Persons)
New Population			
New Construction ¹	11,958	15,268	27,226
Existing Usable Space ¹	1,635	n/a	1,635
Total Residential Population Increase	13,593	15,268	28,861
Existing Population ²	3,877	66,344	70,221
Total Residential Population	17,470	81,612	99,082

¹ Assumes 4.1 persons per household for the DNCP and 1.9 persons per household for the FCSP. The City-wide average for persons per household is 3.0. Source: Claritas, Inc.; American Community Survey 2006-2008; Strategic Economics 2010.

² Source: Claritas, Inc.; American Community Survey 2006-2008; Strategic Economics 2010.

TABLE 2 - 2025 GENERAL PLAN ALLOWED POPULATION INCREASE BY COMMUNITY PLAN AREA				
Community Plan	Allowed Population Increase (Persons)		Population Increase within DNCP Boundary (Persons)	
	Within Each Community Plan Boundary ¹	Within DNCP Boundary ²	Year 2000 ³	Year 2035 ⁴
Central Area	12,845	12,845	14,927	27,772
Edison	43,286	7,657	12,356	20,013
Roosevelt	39,036	5,809	35,598	41,407
West area	73,913	5,447	4,754	10,201
Total	169,080	31,758	67,635	99,393

¹ Per 2025 Fresno General Plan Table 1 (Population Projections by Community Plan Area) for 2025 horizon year.

² Derived by determining the total population projected within the Community Plan areas (Central, Edison, Roosevelt, and West) and calculating the percentage that corresponds to the area that falls within the FCSP and DNCP Plan boundaries. For example, it was calculated that 14.88% of the Roosevelt Community Plan area was within the Downtown Neighborhoods Community Plan boundary. The total allowed residential population within the Roosevelt Community Plan area was 39,036, thus 5,809 people (14.88% of the total Roosevelt Community Plan population) were included within the Downtown Neighborhoods Community Plan boundary. The percentage of existing community plan areas within proposed the DNCP/FCSP boundary are: Central Area: 100.00%, Edison: 17.69%, Roosevelt: 14.88%, West Area: 7.37%.

³ Source: 2000 Census.

⁴ Derived by adding together the year 2000 population and the allowed 2025 General Plan population increase for each existing plan area within the FCSP and DNCP boundaries.

E. PLAN PREPARATION PROCESS

This Community Plan is the result of an intense public process that involved input from over 300 residents, business owners, and property owners from Fresno’s Downtown Neighborhoods in a series of public meetings and a six-day, open, participatory Design Workshop. The evolution of this Plan was based on extensive community input throughout all phases of planning, including: Initial Outreach and Discovery, Design Workshop, Follow-up Outreach, Community Plan Preparation, Environmental Impact Report Preparation, and Adoption.

Key to the public process was the input and guidance of the Mayor and Council-appointed (Districts 3, 5, and 7), twenty-one member Downtown Neighborhoods Community Plan Community Advisory Committee (Committee), comprised of residents, business-owners, people who work in the Plan Area, members of community organizations, and other stakeholders. The Committee met throughout all phases of the planning process and reviewed the various Community Plan drafts, recommending the final Plan for adoption by the City Council.

Initial Outreach and Discovery (February - May 2010)

The Initial Outreach and Discovery phase involved conducting an extensive existing conditions analysis, interviewing interested stakeholders (municipal officials, developers, business owners, and community members), and engaging the public in two Community Advisory Committee workshops (March 9, 2010 and April 20, 2010) in which the consultant team presented their analysis, then fielded comments and questions from the public. The Initial Outreach and Discovery phase was brought to a close during the Pre-Design Workshop Study Session, with the consultant team presenting the Discovery Process findings to the Planning Commission.

Design Workshop (May 10 – May 15, 2010)

Building upon the input and findings of the Initial Outreach and Discovery phase, the Design Workshop brought the project team to Fresno in order to interact with all interested parties, including community groups and individual citizens, for six intensive days of urban policy generation and design. The Design Workshop was interactive with comments offered on each of the design components including public realm, transportation, infrastructure, historic and cultural resources, and form based zoning codes. Intended to maximize public input, the Design Workshop consisted of evening and lunchtime seminars throughout the week, finishing up with a final review on the last day. Through this highly interactive process, participants not only became aware of both the large and small issues that affected their neighborhoods, but also contributed to the refinement of recommendations as they applied to their particular neighborhoods. Feedback on issues were ongoing and immediate. At the end of the Design Workshop, the principal content and recommendations of this Community Plan had been largely identified. The following is a summary of the schedule of workshop activities:

Day 1. Lunchtime seminar. The consultant team presented the basics of Form Based Codes and how they may be applied to the Downtown Neighborhoods.

Evening presentation. The project team unveiled preliminary goals and policies for the entire Community Plan Area as well as for each of its seven individual planning areas.

Day 2. Lunchtime seminar. The transportation consultants presented transportation and streetscape recommendations for the Community Plan Area.

Evening presentation. The project team described transportation and streetscape recommendations for the Community Plan Area and, based upon community input from the previous evening, presented refined neighborhood-by-neighborhood policies.

Day 3. Lunchtime seminar. The consultant team described how the physical design of a community can positively, or negatively, impact the health of its residents, workers, and visitors.

Evening presentation. The project team presented historic preservation recommendations and, based upon community input from the previous evening, described refined transportation and streetscape recommendations as well as Plan-wide and neighborhood-by-neighborhood policies.

Day 4. Lunchtime seminar. The consultant team focused on economic and financing strategies for transforming Downtown.

Evening presentation. The project team presented preliminary implementation and development strategies for revitalizing Downtown.

Day 5. Lunchtime seminar. During the only presentation this day the consultant team described the principles of urban landscape design and their application to Downtown Fresno and the Downtown Neighborhoods.

Day 6. Final presentation. The project team presented development strategies and design interventions that had been identified, with community input, over the course of the previous week. Specific topics included economics, infrastructure, historic resources, transportation, landscaping and open space strategies, as well as the form of buildings appropriate to the Plan Area’s seven individual subareas.



A community member provides comment during the March 9, 2010 Community Advisory meeting.

Follow-up Outreach (May – October 2010)

This phase began with a Community Advisory Committee meeting, the Planning Commission, and the City Council where preliminary goals, policies, and actions were released to the Community Advisory Committee on October 19, 2010. With this input in hand, the preparation of the Draft Community Plan began.

On October 14, 2011, the City released the Public Draft of the Downtown Neighborhoods Community Plan for a 30-day public comment period. During this period, the City Manager initiated the Plan prior to the kick-off of the Environmental Impact Report. In addition, during this period, the Committee convened four public workshops in order to provide the Committee and the public an opportunity to voice their opinion regarding the nature and recommendations of the Plan. Additional opportunities for public comment were provided during an October 19, 2011 Planning Commission Workshop and an October 20, 2011 City Council Workshop.

Fall 2015- Spring 2016

General Plan Outreach (2010 to 2014). The Fresno General Plan was adopted following a process which lasted more than four years. The creation of the Plan involved significant public outreach, including over 160 interviews with stakeholders, over 20 public workshops, over 100 presentations to community groups, and over 20 meetings of a Citizens Advisory Committee. During this outreach process, policies and goals affecting the entire city were discussed, including many of the concepts in the DNCP.

Environmental Impact Report (EIR). This phase is devoted to the generation of the Environmental Impact Report (EIR) in order to address the requirements of the California Environmental Quality Act (CEQA). The EIR evaluates the potential environmental impacts of the FCSP, the DNCP, and the Downtown Development Code. A Notice of Preparation (NOP) was initially issued in April 2012. After the DNCP and the FCSP were put on hold in order for the General Plan Update to be adopted, a second NOP was issued in September 2015, which was followed by the release of the public draft EIR July 27, 2016.

Summer/Fall 2016

Continued Ongoing Outreach. In advance of the release of the DNCP to the public on July 27, City staff resumed public outreach on June 15, 2016 by providing a summary of the plan to the Board of the Downtown Fresno Partnership and taking input from the board members. On June 30 and July 6 the plan was presented to Downtown property owners, business owners, and developers. On July 13, the DNCP steering committee members participated in a community workshop, while on August 4 an open house on the plan was held during Art Hop, a monthly art exhibition in Downtown that attracts visitors from across the city. At the August Area Agency Executive luncheon the DNCP was presented to the heads of public agencies in the region to bring them up to date on what was being proposed and to provide input. Workshops were also held at the August 25 City Council meeting and the September 21 Planning Commission meeting. Finally, on September 29, City staff held a workshop for the Downtown Academy, a program run by the Fresno Downtown Partnership to educate the public on how Downtown works and how to participate in its revival.

Plan Adoption. This phase is devoted to navigating the final Downtown Neighborhoods Community Plan and EIR through the public hearing and adoption process and includes consideration by the Historic Preservation Commission, the Airport Land Use Commission, the Planning Commission, and the City Council.



Residents discuss the evening's findings.



A resident describes his priorities for the Plan Area.



Residents give input at an evening session during the May 2010 Design Workshop.



Residents and consultants work together to prioritize the key goals for the Community Plan.



City staff lead an evening presentation and discussion as the 2010 Design Workshop progresses.

F. CONTEXT

1. HISTORY OF FRESNO

The original inhabitants of the San Joaquin Valley region were the Yokut, an indigenous people who engaged in trading with other Native American peoples, including the Chumash of the Central California coast. In 1846, Central California became the property of the United States as a result of the Mexican War. After gold was discovered in California, miners flocked to the foothill areas of the San Joaquin River and in 1856, Fresno County was created. In 1867, Anthony Easterby purchased land bounded by what is now Chestnut, Belmont, Clovis, and California Avenues to grow wheat. Recognizing the potential the area provided for commercial agriculture, the Central Pacific Railroad constructed a depot along its principal San Joaquin Valley rail artery in 1872. The Contract and Finance Company (a subsidiary of the Central Pacific Railroad) later purchased 4,480 acres around the station to develop an agricultural center, plotting a street network oriented parallel to the northwest-southeast running tracks.

The first commercial district, dating back to 1872, was located along H Street and the railroad tracks. Spurred by the presence of the railroads and expanding agricultural opportunities, the town grew quickly and, in 1885, was incorporated into a city. Fresno has a history of strong immigrant communities. Many of the immigrants that were first attracted to Fresno were ethnic minorities, who settled over time in neighborhoods such as Chinatown, Armenian Town, German Town, and Italian Town.

In 1875, the Central California Colony was established south of Fresno which set the model for a system of development that was used throughout the San Joaquin Valley. Tracts of land were subdivided into 20-40 acre parcels, irrigated by a system of canals and often landscaped with boulevards of palms, eucalyptus or other drought-tolerant trees. By 1903 there were 48 separate colonies or tracts in Fresno County which drew farmers and their families from Scandinavia, other parts of Europe, Asia, and from across the United States.

The expansion of Fresno’s street grid began in the 1880’s when new agricultural parcels were plotted to align with the cardinal directions, rather than parallel to the railroad. The subdivisions within what is now the Fulton-Lowell subarea developed beginning in 1884. The next wave of development included North Park, West Fresno, and, in 1910, the Alta Vista Tract, bounded by Balch Avenue, Cedar Avenue, Platt Avenue, and First Street.

Key to Fresno’s further outward expansion was the introduction of street car and trolley lines which carried passengers to different parts of the City and attracted business to the area. In 1889, the Fresno Street Railroad franchise first introduced service. Other franchises followed, carrying passengers in horse- and mule-drawn, mostly antiquated, second-hand trolley cars from San Francisco. Beginning

in 1902, electric streetcars were introduced and during the peak years of streetcar travel – between 1902 and 1929 – trolleys and street cars carried tens of thousands of riders along almost 200 miles of track. By the end of the 1920’s, automobiles began to compete with trolleys for space and ridership. Accordingly, streetcar revenues fell as more and more people chose to drive. In 1939, streetcar service ended as the last two lines were abandoned and National City Lines took over the trolley routes and switched their service to buses.

Fresno continued to expand rapidly after the turn of the century, and between 1913 and 1929, eleven high-rise buildings rose to create a distinct Fresno skyline. The pace of Downtown growth slowed during the Great Depression, although several notable Public Works Administration (PWA) buildings and some housing was built. Following World War II, the passage of the G.I. Bill enabled returning veterans to purchase homes and establish businesses, prompting another period of rapid expansion. The completion of the Mayfair subdivision in 1947, north of the Plan Area, included Fresno’s first suburban shopping mall and ushered in an era of development at the suburban fringe.

Between 1940 and 1950, the City’s population grew by 30,000, with much of the growth accommodated in auto-oriented new suburbs (See **Figure 5** - The City of Fresno's Boundary Expansion through Annexation). The City government attempted to remedy the decline of the Downtown in the 1960 General Plan.

To implement the General Plan goals, Victor Gruen was commissioned to generate an Urban Renewal Plan for the revitalization of Downtown. The center piece of the Gruen Plan was the Fulton Pedestrian Mall, which was completed in 1964. Six blocks on Fulton Street and three cross-streets were closed to automobile traffic and transformed into wide walkways with public art, fountains, street trees and seating areas. Single-use zoning was also put in effect in the Downtown area, resulting in the replacement of much of Downtown's original building stock with buildings that are detrimental to a walkable, mixed-use, vibrant environment.

Meanwhile a 1957 California Department of Highways plan called for construction of State Routes 99, 41, and 180 to form a freeway loop around Downtown, redirecting traffic around the City’s core rather than through it. The construction of the freeway loop system has had a devastating impact on Downtown Fresno and its surrounding neighborhoods. Formerly unified neighborhoods were cut in two by freeways without surface crossings. Facilitated by the freeways, the City continued to stretch onto inexpensive land to the north and east, aiding the flight of people and businesses away from the center of the city. By 2009, Fresno had reached a population just under 500,000 in an area of 113 square miles.

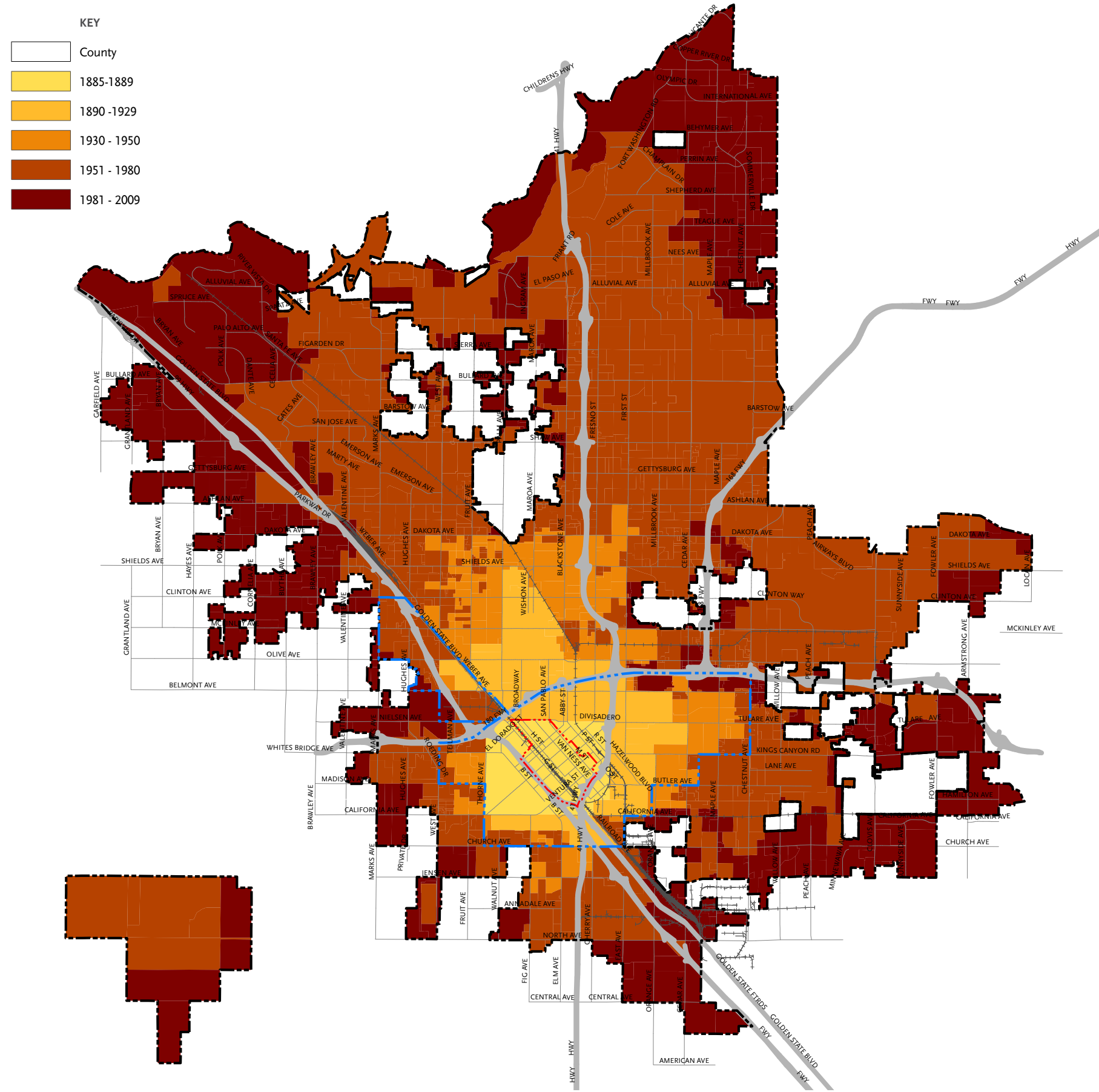


Vast agricultural land in the San Joaquin Valley sits at the base of the Sierra Nevada.



Pedestrians, bicyclists, cars, and streetcars once shared a vibrant Fulton Street in Downtown Fresno. Credit: Fresno Bee.

FIGURE 5 - THE CITY OF FRESNO'S BOUNDARY EXPANSION THROUGH ANNEXATION



A view of Fresno's historic Santa Fe Railroad Station.



Downtown neighborhood streets are currently underutilized and project an image of abandonment.

F. CONTEXT (continued)

Despite the redevelopment efforts of the 1960s, the Downtown and its adjacent neighborhoods continued to decline through the 1970s and 1980s. Its retail shops, commercial businesses, and institutions of all kinds joined the suburban exodus.

Today, Downtown is characterized by the concentration of commercial, retail, and office buildings and uses. Less housing is available than in other neighborhoods, although several pioneering residential developments have emerged in recent years. In the Community Plan Area's industrial districts, manufacturing, agricultural processing, warehousing, and industrial buildings and uses predominate. In both the Fulton District and South Van Ness Industrial Area, there is a rich stock of historic buildings in dire need of rehabilitation.

2. SOCIAL CONDITIONS

In 2008, the estimated population of the Community Plan Area was over 70,000, comprising 15 percent of the city's total population with more than half of these people living in the Southeast Neighborhoods. Edison had the second biggest population with 13,000 residents. Downtown and the Jane Addams, Lowell, and Jefferson Neighborhoods were more comparable in size, with populations ranging from 4,700 to 5,300. See **Figure 5** (Community Plan Areas) for a comparison of size.

Households in the Community Plan Area are larger than in the overall city, and are predominantly comprised of children (see **Table 3** - Population and Households by Type in Plan Area, City of Fresno, and Fresno County, 2008). About 70 percent of residents in the Plan Area

are Latino, and 63 percent speak a language other than English at home. Community Plan Area residents generally have lower income and educational attainment than the rest of the city, and over 40 percent of families live below the poverty line. The relatively low skill and educational levels of the Community Plan Area's population have implications for the quality of jobs that they can attain.

There is a considerable amount of demographic variation by neighborhood, pointing to a diversity of places within the Community Plan Area, each with its unique characteristics and needs. For example, while the Jefferson neighborhood is primarily comprised of large families, the Downtown is home to a much larger proportion of single person households (see **Table 4** - Population and Households by Type in Plan Area by Neighborhood). In the Jefferson Neighborhood, 21 percent of households are singles or non-families, compared to 67 percent in the Downtown. The percentage of families living below the poverty level is 34 percent in the Jane Addams Neighborhoods and 67 percent in the Lowell Neighborhood. Clearly, each of the neighborhoods faces unique public policy and design conditions and requires different types of investments and interventions.

3. PHYSICAL CONDITIONS

Downtown has one of the largest and best collections of urban buildings in the western United States, including many designated as historic. Unfortunately over the years, many significant or simply good urban buildings have been demolished and have been replaced with vacant land and parking lots. Vacant parcels are especially prevalent along the Union Pacific railroad tracks, within Chinatown and in the

TABLE 3 - POPULATION AND HOUSEHOLDS BY TYPE IN PLAN AREA, CITY OF FRESNO, AND FRESNO COUNTY, 2008				
	Downtown Neighborhoods Community Plan	City of Fresno	Fresno County	California
Population	70,231	463,140	876,630	35,556,575
Households	17,231	152,350	279,029	12,177,852
% Households that are families	75%	69%	72%	68%
Household Type				
Singles and other non-family households	25%	31%	28%	32%
Married couple family with children	31%	20%	24%	25%
Married couple family, no children	11%	23%	25%	24%
Other family	33%	26%	23%	19%
Share of Households with children	57%	56%	54%	50%
Average Household Size	4.13	3.04	3.14	2.92

Sources: Claritas, Inc., 2008; American Community Survey 2006-2008; Strategic Economics, 2010

TABLE 4 - POPULATION AND HOUSEHOLDS BY TYPE IN PLAN AREA BY NEIGHBORHOOD						
	Jefferson	Lowell	Jane Addams	Southeast	Edison	Downtown
Population	4,741	4,628	4,970	37,267	13,329	5,296
Households	1,093	1,258	1,488	8,718	3,388	1,065
% Households that are families	79%	67%	70%	82%	76%	33%
Household Type						
Singles and other non-family households	21%	33%	30%	18%	24%	67%
Married couple family with children	35%	26%	26%	37%	27%	7%
Married couple family, no children	9%	8%	15%	13%	9%	7%
Other family	35%	33%	29%	32%	40%	19%
Share of Households with children	65%	54%	49%	62%	58%	23%
Average Household Size	4.4	3.5	3.3	4.2	3.9	1.9

Sources: Claritas, Inc., 2008; American Community Survey 2006-2008; Strategic Economics, 2010

TABLE 5 - HOUSING UNIT AGE, TENURE, AND VACANCY STATUS										
	Downtown	Lowell	Jefferson	Jane Addams	Edison	Southeast	Plan Area Total	City of Fresno	Fresno County	California
Total Housing Units	1,258	1,450	1,250	1,678	3,709	9,463	18,808	164,334	304,156	13,295,476
Occupied Units	1,065	1,256	1,093	1,488	3,388	8,718	17,008	152,350	279,029	12,177,852
Vacancy Rate	15%	13%	13%	11%	9%	8%	10%	7%	8%	8%
Owner-Occupied	97	151	205	685	1,121	3,814	6,073	73,978	152,525	7,038,202
Owner Occupancy Rate	9%	12%	19%	46%	33%	44%	36%	49%	55%	58%
Median Year Housing Built	1958	1959	1978	1956	1966	1969	n/a	1976	1977	1973

Mural District. These vacant parcels in themselves contribute to further disinvestment and abandonment, as they advertise the fact that Downtown is in a declining state.

The majority of the neighborhoods within the Community Plan Area are comprised predominantly of single-family houses, although some neighborhoods, such as Lowell, Jefferson, and portions of Edison and Southeast Fresno contain a mix of single-family and multi-family housing types. The majority of the post-World War II multi-family buildings are too large for their site, turn their backs to the street, overwhelm their neighbors, are typically poorly maintained, lack sufficient amenities such as usable private outdoor space, provide sub-standard living conditions for many residents, and have had a severe negative impact on the economic value of these neighborhoods.

The corridors which separate the various neighborhoods are difficult to differentiate from one another and are designed to move traffic quickly and efficiently without regard to pedestrians, cyclists, or transit users. Their right-of-ways are uniformly wide, devoid of street trees, and the majority of the buildings that line them have parking lots located between the building and the street. The urban fabric at the intersections between major streets is unassuming. Streets are typically lined by parking lots or buildings that are set back from the street. There are, however, several places, such as along Tulare Avenue and Belmont Avenue between Cedar and Barton Avenues, where pedestrian-oriented buildings are built close to the street and accessed from the adjacent sidewalk. These places were traditionally neighborhood centers and will be revitalized. This Plan and the applicable sections of the Development Code will enable their revitalization and expansion.

Presently, a Bus Rapid Transit (BRT) system is under construction which will serve the DNCP area. This system will begin on Blackstone Avenue in North Fresno, will continue through the junction of the Lowell and Jefferson Neighborhoods, will loop through Downtown, and will then head east through the Southeast Neighborhoods along Ventura Avenue and Kings Canyon Road. BRT service is expected to begin in 2017.

The Community Plan Area contains older, established neighborhoods with the vast majority of housing units built before 1980 and nearly 20 percent built before 1939. The Lowell, Jefferson, and Southeast neighborhoods have the greatest share of units built before 1980. The residential vacancy rate is well above the city average as shown in **Table 5** (Housing Unit Age, Tenure, and Vacancy Status).

The Community Plan Area has an owner occupancy rate of 28 percent, compared to 49 percent in the city and 58 percent in the state. The lowest owner occupancy rates can be found in the Downtown and Lowell neighborhoods. Jane Addams and the Southeast neighborhoods have the highest owner occupancy rates of 46 and 44 percent, respectively.



Many older buildings, like this one on Fulton Street have been demolished and replaced with parking lots or have been significantly altered and vacated.

4. PUBLIC REALM (PARKS, OPEN SPACE, AND STREETScape) CONDITIONS

The quality, quantity, and type of parks and open space in the Community Plan Area is mixed and access to existing park space is generally limited. The Plan Area contains Roeding Park, located in the Jane Addams neighborhoods, one of Fresno’s three regional city parks. It is home to the Chaffee Zoological Gardens, and the Storyland and Playland amusement parks. In the western half of the Plan Area, there are many public parks located within 1/2-mile of most residences and businesses. Noticeably absent are public parks in the eastern half of the Community Plan Area and within the Jane Addams Neighborhoods (other than Roeding Park). The Downtown Neighborhoods are served by many schools, but access to their playing fields and playgrounds has historically been limited to children attending the schools and only during school hours. However, recently the City of Fresno and two local school districts entered into a joint use agreement allowing 16 school campuses to remain open to the public for use on weekends.

Street tree coverage in the Plan Area is uneven. The neighborhoods and districts south of State Route 180 have a relatively good street tree character, with many of them having more than 50 percent of their street length lined by mature street trees. In the Jane Addams Neighborhoods, however, street trees are noticeably absent. Moreover, there are almost no street trees within the areas zoned for commercial, manufacturing, and industrial use, and along major thoroughfares such as Belmont, Tulare, and Cedar Avenues.

5. INFRASTRUCTURE CONDITIONS

Fresno has a semi-arid Mediterranean climate with an average annual precipitation between 6 and 11 inches per year; however, the area is subject to wide variations in annual precipitation. The majority of precipitation occurs during winter months (November through April).

The City is dependent upon precipitation and run-off from the Sierra Nevada snow pack to recharge its groundwater supplies and provide surface water for irrigation. A large productive aquifer system exists beneath most of the Plan Area at depths ranging between 159 and 900 feet below the ground surface.

Current water consumption trends are straining the City’s available water resources highlighting the need for increased conservation measures and the development of alternative water resources. Much of the existing water distribution system is over 50 years old, and improvements are needed to strengthen the sufficiency and reliability of an aging infrastructure. Projected population growth and densifica-



The majority of the neighborhoods are comprised of single-family homes. This residential street is within the Edison Neighborhoods.

F. CONTEXT (continued)

tion also require improvements to the water supply and distribution system to provide adequate fire flow.

To offset water demand for non-potable uses, plans are currently underway to expand and further establish the City’s Recycled Water System, including the installation of tertiary treatment facilities.

Sewer capacity upgrades are also needed to accommodate the projected population growth and associated increase in wastewater demand increases.

The Downtown Area is characterized by large impervious areas, is susceptible to localized flooding, and could benefit from additional local stormwater retention facilities to mitigate flood hazards. The EIR that analyzes the potential environmental impacts of the DNCP, FCSP, and the Development Code further discusses infrastructure needs and how those are being addressed.

6. MARKET AND ECONOMIC CONDITIONS¹

Downtown Fresno is one of the largest job centers in the region, holding nearly 40,000 jobs. It continues to be an attractive location for government offices, legal, and medical services, and features a stable base of office employment due to its concentration of public sector employment. However, the Plan Area’s office market faces challenges associated with the physical and economic condition of Downtown: persistent high vacancy rates in often neglected older structures, perceptions of lack of safety, difficult access by car, a lack of commercial amenities, and a location which is distant from homes of office workers. These challenges have been especially acute along the former Fulton Mall. The vacancy rate for listed historic office buildings on the former Fulton Mall is estimated at 71 percent. Historically, the reuse of these buildings has been challenging due to the high cost of their renovation, and what had been the market uncertainty regarding the future of the Fulton Mall when it was still closed off to vehicular traffic. For a complete overview of the Fulton Mall and its evolution, see Chapter 4 of the FCSP.

In addition, building owners within the Community Plan Area must compete with North Fresno for new office tenants where demand and rents are presently higher. Low rents in the Downtown area make many types of new commercial investment and development there more difficult.

Most development in Fresno in recent decades has consisted of detached single-family homes mostly at the edge of the City. During the housing boom, the market’s delivery of higher density units

was limited to a small number of rental projects. There is, however, private development interest in building higher-density building types in the Community Plan Area, primarily within Downtown. Though there has been recent development of multi-family units Downtown, the vast majority of the projects have received some form of subsidy from government sources. Developing a private market for unsubsidized higher density housing will take time. There are significant financial feasibility challenges to building housing in the Community Plan Area, which is partially attributed to the continued popularity and affordability of suburban detached single-family houses. Over time, warehouse lofts and stacked flats in three- and four-story buildings may become financially feasible from the point of view of private developers.

Given the addition of new housing and office space in the Community Plan Area, as well as the considerable growth in population projected in the greater 45-minute drive time market area, there is an opportunity for the Community Plan Area to leverage its existing assets to draw more retail and entertainment uses. Downtown has the market potential to support the development of between 1.3 million and 1.6 million square feet of new retail and entertainment space in the next 25 years. The type of supportable retail includes food stores, eating and drinking establishments, general merchandise, and other retail stores.

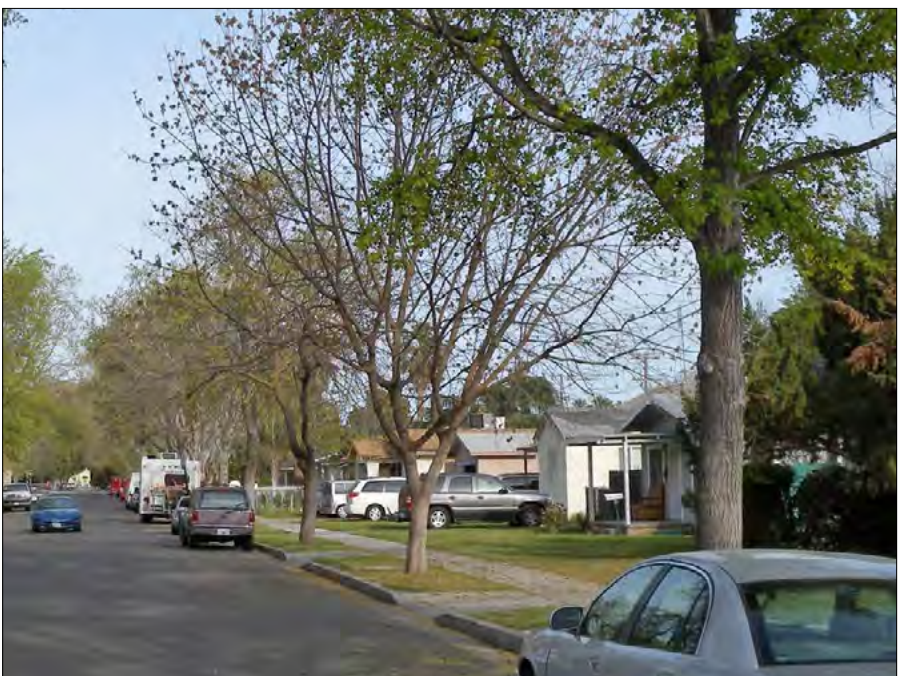
In comparison to the rest of Fresno, the Community Plan Area has a higher number of stores that generate lower total sales than the rest of the city. This is particularly notable for the grocery, restaurants, and regional serving/comparison goods categories (goods that consumers buy at infrequent intervals and on which they normally would compare prices before buying, such as televisions, refrigerators, apparel, household furnishings and equipment). This indicates the presence of smaller stores with lower sales per store within the Community Plan Area relative to the rest of the City. This could also indicate that higher quality, higher cost items are not as available within the Community Plan Area as they are in other parts of Fresno.

Large portions of the Community Plan Area, including all of the Jane Addams and Lowell Neighborhoods, and large areas of the Jefferson, Southeast, and Edison Neighborhoods, do not have good pedestrian access within 1/2 mile of a full-service grocery store. Although a Grocery Outlet market has recently opened within the boundaries of the Community Plan Area, it is well beyond walking distance from the Lowell Neighborhood and Jane Addams Neighborhoods as well as most of the Southeast Neighborhoods, and would only capture a small portion of their unmet demand. Accordingly, there is demand for an additional 22,000 square feet of grocery store in Southeast

¹ See the *Economic and Demographic Overview of Fresno Downtown Neighborhoods* (May 2011), prepared by Strategic Economics as part of this planning process, for more information.



This neighborhood park in Edison is within walking distance of surrounding single- and multi-family residences.



Street tree coverage, comprised of large canopy trees spaced appropriately for growth and shade, is fairly uneven throughout the Plan Area, but relatively consistent on this Southeast Neighborhoods street.

Fresno and 7,000 square feet of grocery store in the Jane Addams Neighborhoods. There is also small additional demand for restaurants of approximately 2,500 square feet in Edison and 9,000 square feet in Southeast Fresno. This translates into demand for approximately one new restaurant in Edison and three to four new restaurants in Southeast Fresno, assuming a typical restaurant size of 2,500 square feet

7. CONDITIONS OF HISTORIC AND CULTURAL RESOURCES

Downtown Fresno and its immediately surrounding neighborhoods include some of the City’s oldest and earliest developed areas. Numerous buildings, structures, objects, and sites from the late 19th, early 20th, and mid-20th centuries remain in place as reminders of Fresno’s vibrant and colorful past. Several properties have been listed in the National Register and many others have been designated as local historic resources by the City.



Many buildings, including this early streetcar era commercial building, sit underutilized and remain unsuccessful places for retail within the Plan Area.



A restored Arts and Crafts style home remains in good shape. Notice the compatible one-story addition and the change from a single family use to office use.

G. INTRODUCTION TO COMMUNITY PLAN PLANNING AREAS

In order to effectively deal with the large geographic area and comprehensive social challenges of the Community Plan, its 7,290-acre Plan Area has been divided into seven planning areas as shown in **Figure 6** (Community Plan Areas). In this way, the particulars of each area can be described, understood, and addressed in terms of policy changes with sufficient detail that results in meaningful changes in the future. The seven areas that comprise the DNCP's geography are:

- Jane Addams Neighborhoods
- Edison Neighborhoods
- Lowell Neighborhood
- Jefferson Neighborhood
- Southeast Neighborhoods
- South Van Ness
- Downtown

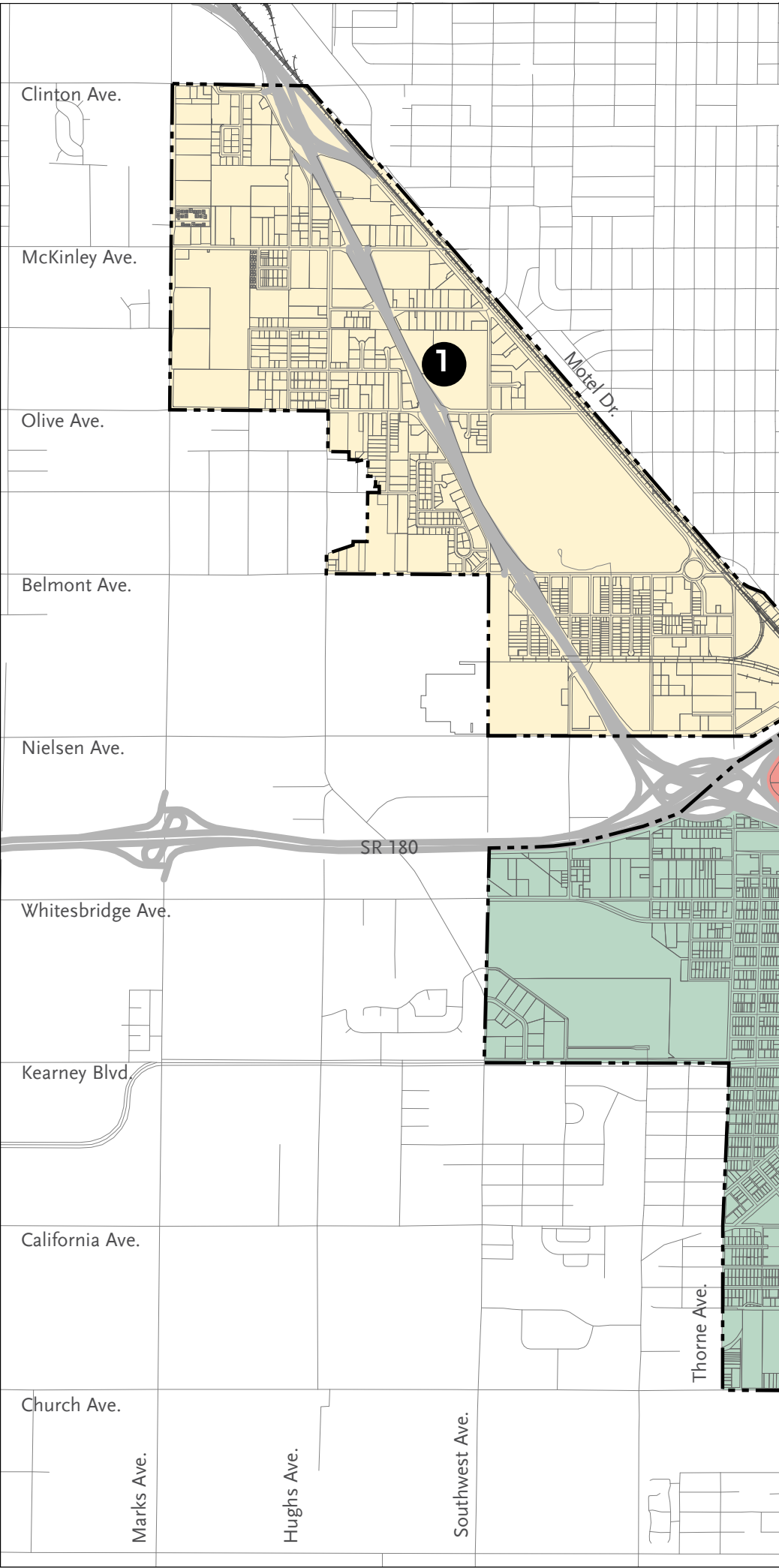
These distinct areas have emerged over the last 100 years. They are distinguished by their location, their initial development patterns, and their economic, physical, and social evolution. Each area has its own unique character and is faced with its own set of issues and opportunities as summarized in the following pages.

The DNCP boundaries include Fresno's neighborhoods, districts, and corridors that were laid out prior to the Second World War. During this time period, Downtown was the center of the city and was bounded to the southwest, north, and east by residential neighborhoods that were connected to Downtown by street cars and later, grand corridors, such as Belmont and Blackstone Avenues. Downtown was also bound by industrial sectors to the south and southeast. These distinct parts of the Community Plan Area had – and continue to have – a distinct character, largely based upon when they were built, their physical form, and the role that each played in the context of the City. Downtown functioned as the central business and shopping district; the first neighborhoods began in Edison and then, over time, expanded towards the north and east; industrial districts sprang up along the railroad tracks and south of Downtown; the corridors, accommodating neighborhood retail and services, formed the boundary between each one of these places.

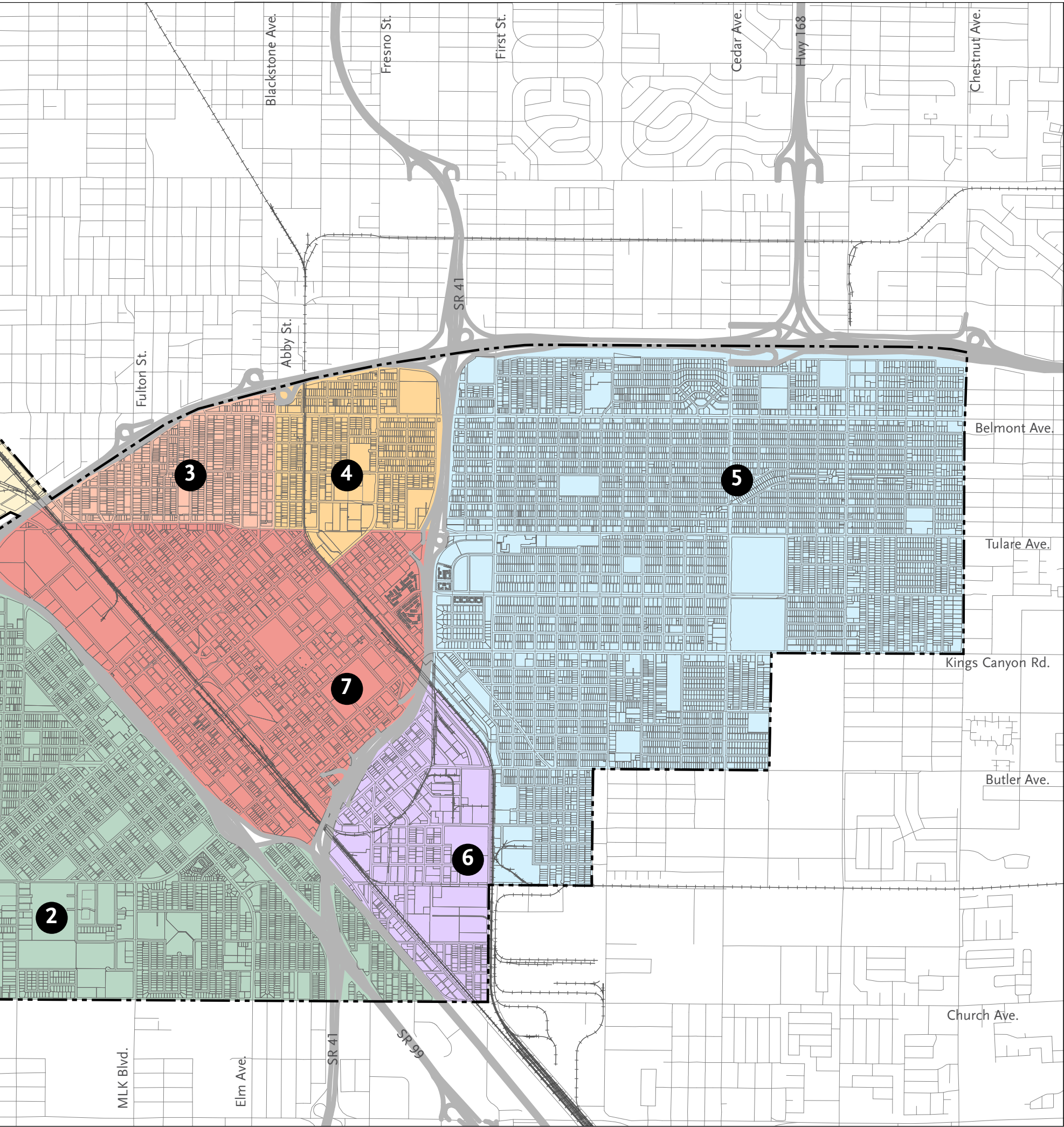
Originally, the transition from each one of these parts of the city to the other was quite fluid – to go from one area to the other, one simply crossed the street or the railroad tracks. The introduction of the freeway system after World War II, created impenetrable barriers that isolated neighborhoods from one another and the Downtown area, and diminished the livability of the entire center of the city.

These character-defining physical attributes of each area of the Plan, coupled with the division of the entire Community Plan Area by the freeways and the railroad right-of-ways has ultimately determined their particular boundaries.

FIGURE 6 - COMMUNITY PLAN PLANNING AREAS









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



G. INTRODUCTION TO COMMUNITY PLAN PLANNING AREAS (continued)

SUMMARY OF EXISTING CONDITIONS BY SUBAREA

Subarea	Jane Addams Neighborhoods	Edison Neighborhoods	Lowell Neighborhood
Examples of Existing Physical Character	 	 	 
Existing Conditions Summary and Key Issues	<ul style="list-style-type: none">• 1,155 acres.• More rural in character than other subareas.• Largely disconnected from the east and south by freeways. Few pedestrian or vehicular crossings across State Routes 99 and 180.• Residential buildings consist primarily of small houses on large lots.• Has several mobile home developments.• Auto-oriented motels have fallen into serious disrepair, occupied by transitional housing.• Has one school, Jane Addams Elementary School.• Includes Roeding Park, Fresno Chaffee Zoological Gardens, Rotary Playland, and Storyland.• Lacks neighborhood-scale public open space and recreational space (aside from Roeding Park).• Forms agricultural edge of west Fresno.• Has many vacant lots.• Lacks curbs, sidewalks, street trees on arterial streets and streets adjacent to Jane Addams Elementary School.• Lacks neighborhood-serving retail and services.	<ul style="list-style-type: none">• 1,560 acres.• Disconnected from Chinatown and Downtown by State Route 99.• Multi-ethnic community that, in years past, was the center of Fresno's African-American community.• Primarily residential in character.• Contains some of Fresno's oldest residential neighborhoods.• Contains many dilapidated buildings.• Fresno Chandler Downtown Airport is within its boundaries.• Lacks neighborhood-serving retail and services.• Has seven schools, including public (one of which is a magnet middle school), charter, and private schools within Plan Area. Gaston Middle School, a public school, has recently been completed just south of the Plan Area.• Has a strong faith community (has more churches, on a per capita basis, than any other part of Fresno).• Several street closures have interrupted connectivity and access.• Alleys are neglected and/or unused.	<ul style="list-style-type: none">• 225 acres.• Downtown-adjacent neighborhood.• Disconnected from north and west neighborhoods by State Routes 99 and 180.• Contains some of Fresno's oldest homes, and has strong historic character.• Characterized by a proliferation of vacant lots and incompatible post WWII apartment buildings.• Has one school, Lowell Elementary School.• Dickey Park is the only park, but there are opportunities for more park space at Lowell Elementary School.• There is an emerging neighborhood center at Divisadero and Fulton Streets.• Alleys are uninviting.
Reference for Subarea's Information	See H.1 for detailed information.	See H.2 for detailed information.	See H.3 for detailed information.

Jefferson Neighborhood



- 290 acres.
- Downtown-adjacent neighborhood.
- Disconnected from north and east neighborhoods by State Routes 41 and 180.
- Divided in two by BNSF railroad right-of-way.
- Contains some of Fresno's oldest homes, although the historic character is growing increasingly weak.
- Lacks commercial services.
- Has a proliferation of single family house demolition, vacant lots, and incompatible post WWII apartment buildings.
- The Community Regional Medical Center is within its boundaries.
- Has two elementary schools, Jefferson Elementary School and Yokomi Elementary School.
- Has one middle school, Tehipite Middle School.
- Lacks public parks, but there are opportunities for more park space at schools.

See H.4 for detailed information.

Southeast Neighborhoods



- 2,400 acres.
- Primarily residential in character.
- Strong historic character along Huntington Boulevard.
- Comprised primarily of single-family houses with isolated concentrations of multi-family houses.
- Has many dilapidated multi-family houses.
- It is difficult to distinguish one neighborhood from another.
- East-west corridors are commercial in character, lined by auto-oriented development and lack of sense of place.
- North-south corridors are residential in character with buildings that do not front the street.
- Most alleys are not being used and have become abandoned.
- Has many schools, including six elementary schools and one high school.
- Has limited public parks within its boundaries, but there are several parks outside its boundaries. There are also opportunities for more park space at schools and ponding/recharge basins.

See H.5 for detailed information.

South Van Ness



- 390 acres.
- Old warehousing and industrial area.
- The eastern area is immediately adjacent to the Southeast neighborhoods.
- Lots in the western and central portions of the subarea are smaller than those in the eastern area.
- Mega-blocks interrupt the late 19th-century street network.
- Most blocks are accessed by alleys.
- Has many old brick warehouse and industrial buildings.
- Most buildings lack street facing windows (no "eyes on the street").
- Lacks street trees.

See H.6 for detailed information.

Downtown



- 1,000 acres.
- Center of the San Joaquin Valley.
- Comprised of seven distinct sub-districts that are discussed in the FCSP.
- Is disconnected from the east, south, and southwest by State Routes 41 and 99.
- Is location of many City, County, State, and Federal agencies.
- Contains many visitor-serving uses including Fresno Convention Center, Chukchansi Park, and several hotels.
- Contains a mix of under-performing retail, restaurant, and entertainment uses.
- Characterized by a high retail and office vacancy rate.
- Has few residential buildings or dwelling units.
- Lacks pedestrian-supporting streetscapes.
- Has an extensive alley network.
- Houses several underutilized open spaces, including Court-house Park.
- Has an over-abundance of parking.

See H.7 for detailed information.

G. INTRODUCTION TO COMMUNITY PLAN PLANNING AREAS (continued)

G.1 EXISTING CONDITIONS for the Jane Addams Neighborhoods

Covering 1,155 acres in the northwest quadrant of the Community Plan Area, Jane Addams is bounded to the west by rich farmland and is more rural in character than any of the other neighborhoods within the Community Plan Area.

Jane Addams is isolated from the rest of the city by State Routes 99 and 180 and the Union Pacific railroad right-of-way. Crossings of these transportation corridors are few and far between, hampering vehicular, bicycle, and pedestrian connections to other parts of town.

Jane Addams consists primarily of small, single-family residences located on relatively large lots. There are several mobile home parks within Jane Addams, the largest of which is bounded by McKinley, Pleasant, Olive, and Marks Avenues. A number of industrial buildings and complexes are located within Jane Addams, primarily along the State Route 99 and 180 corridors and in many instances adjacent to homes. Auto-oriented motels, constructed in the 1940’s and 1950’s, line Olive Avenue and Motel Drive, adjacent to the Union Pacific railroad tracks and along Parkway Drive, adjacent to State Route 99. These motels have fallen into serious disrepair and are now occupied primarily by transitional housing uses.

Jane Addams contains Roeding Park, one of Fresno’s three regional public parks and home to the Fresno Chaffee Zoological Gardens, and the Rotary Playland and Rotary Storyland amusement parks. Nearby is Belmont Memorial Park cemetery. Much of the land west of Jane Addams is used for agricultural purposes.

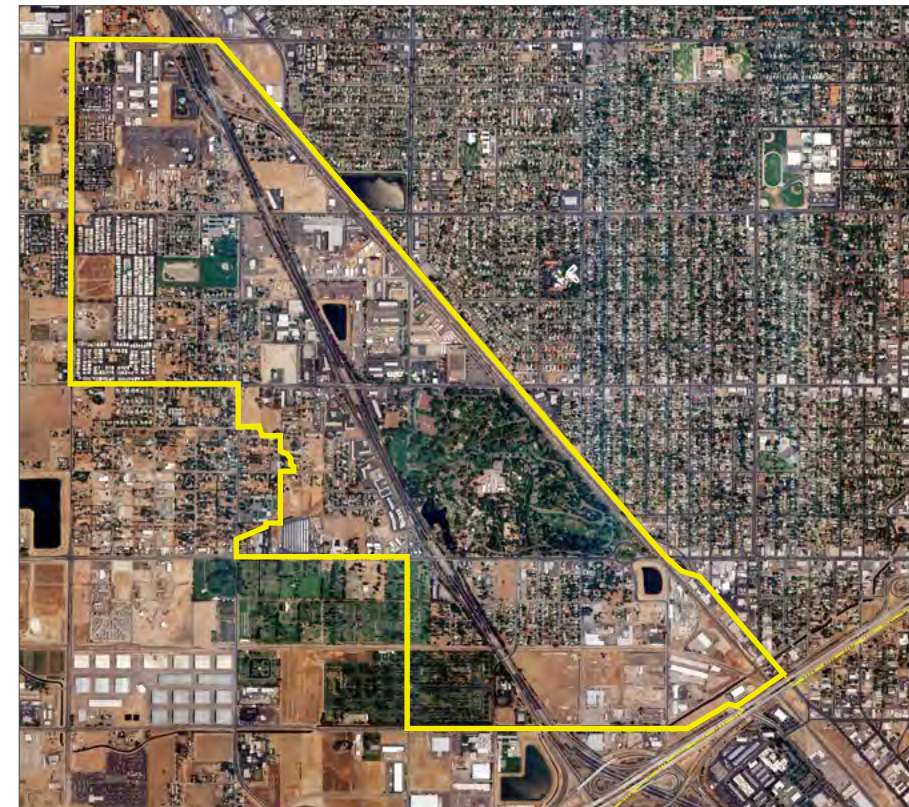
Jane Addams contains numerous vacant lots and many of its arterial streets and streets adjacent to schools lack curbs, sidewalks, and street trees. Notably absent are neighborhood-serving stores, businesses, banks, and other necessary day-to-day services. Other than Addams Elementary School, there is no real “center” to this part of the Community Plan Area. Aside from Roeding Park, there is a serious deficiency of public open and recreational space, and access to Roeding Park is seriously compromised by the freeways and railroad right-of-ways in its immediate vicinity.



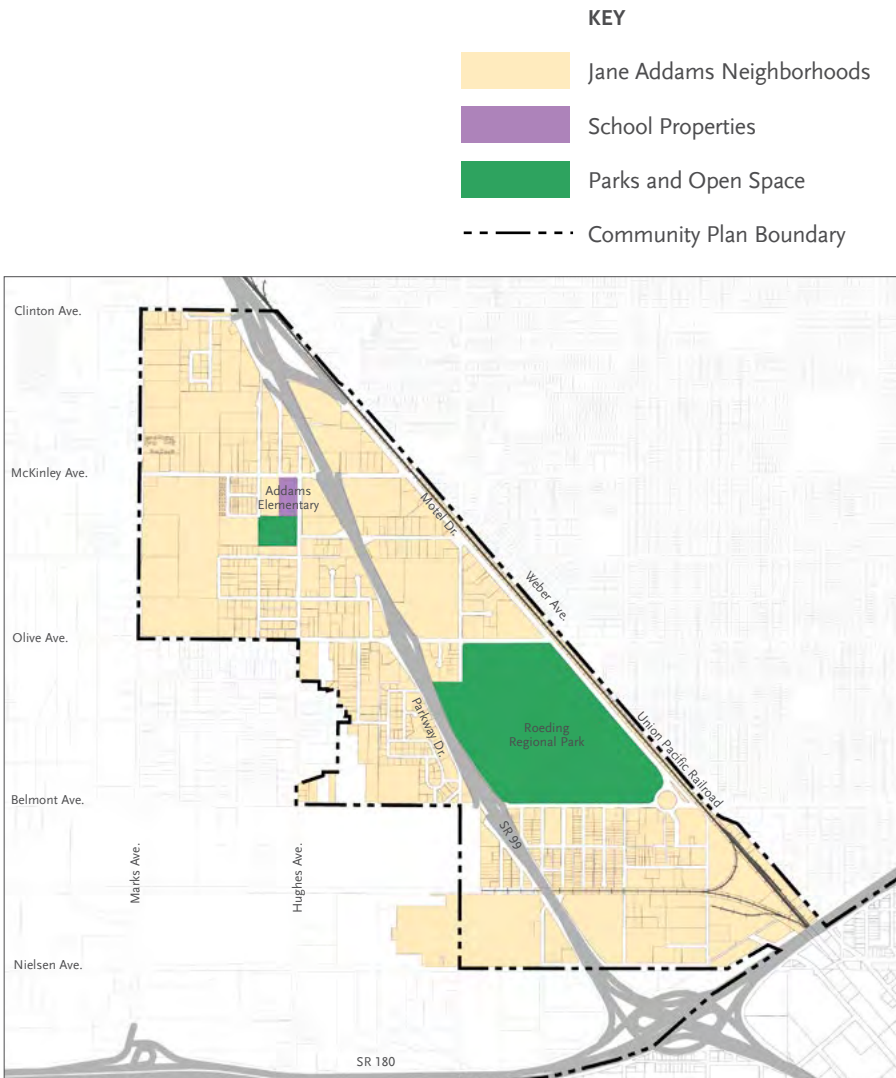
Jane Addams is generally rural in character and primarily consists of single-family houses. Streets typically consist of two lane roads with no curbs and no sidewalks.



Located along State Route 99 are auto-motels, light industrial, and highway-serving retail and restaurant uses.



An aerial of the Jane Addams Neighborhoods.



A map of the Jane Addams subarea.

G.2 EXISTING CONDITIONS for the Edison Neighborhoods



Traditionally, the Edison Neighborhoods consisted of single-family houses.



More recently, public multi-family housing has been developed to accommodate the changing socioeconomics of the Edison Neighborhoods.

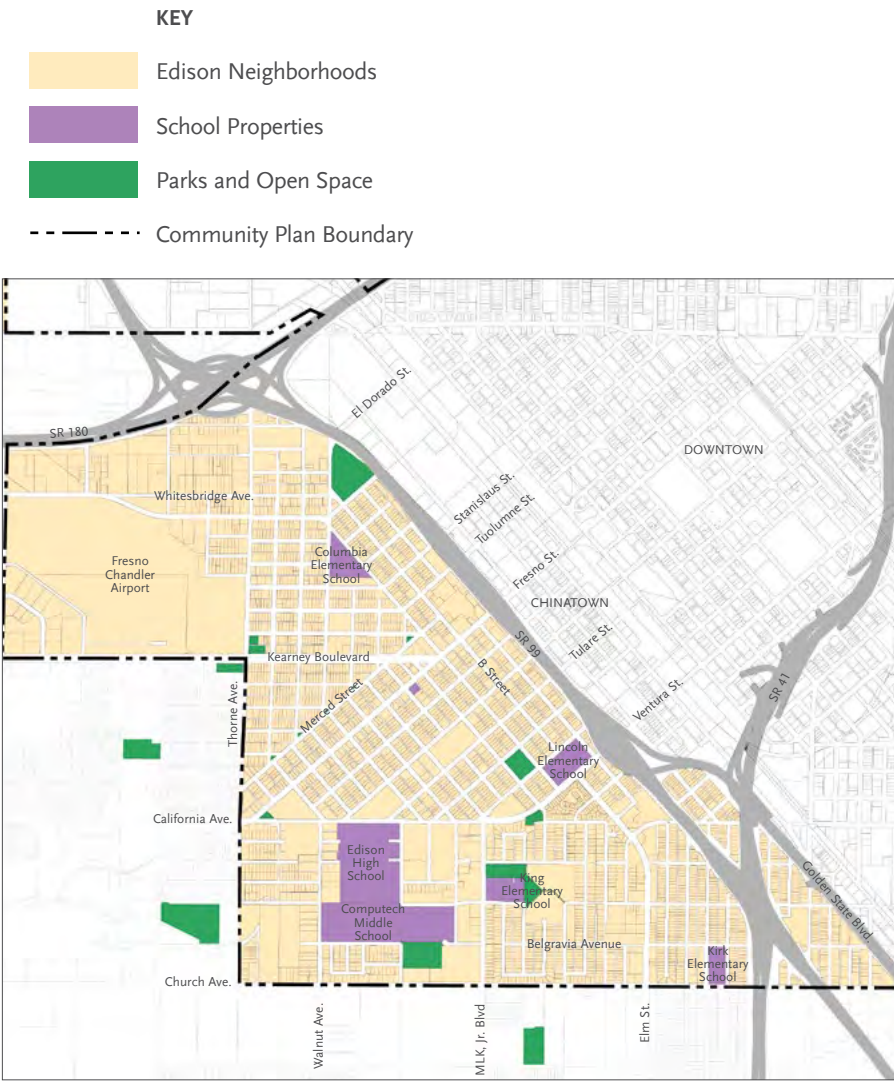
The Edison area, one of the earliest in Fresno, is primarily residential in character and over the years has been home to several waves of immigrant and ethnic communities. Covering approximately 1,560 acres, the Edison planning area contains some of Fresno’s oldest neighborhoods, with the majority of the homes dating from the early 20th century through the 1960’s, with some dating back as far as the late 1800’s. This late 19th-century neighborhood fabric has been compromised by large areas of more recent infill, including several public housing developments and some small, single-family subdivisions. These developments were built under the Urban Renewal programs of the 1960’s and 1970’s, as well as random subdivision scale infill of the 1980’s and 1990’s. Numerous buildings are dilapidated and do not face the street and many front yards are unkempt, particularly those of multi-family buildings. The Edison area is also home to Fresno Chandler Executive Airport and contains a number of industrial buildings located adjacent to State Routes 180 and 99.

Other than the Kearney Palms Shopping Center, built in 2000 at Fresno and B Streets, the Edison neighborhoods are deficient in proximate, walkable neighborhood serving retail, banking, and other services, and accordingly many residents must travel by car to other parts of the City for their daily needs.

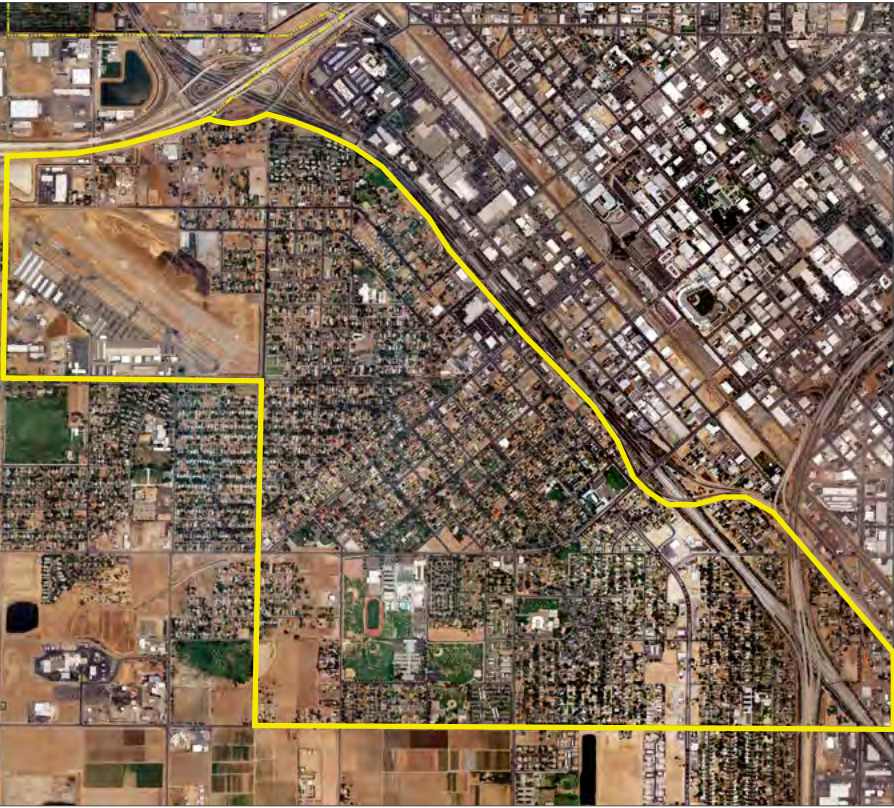
State Routes 99 and 180 isolate the neighborhoods from the rest of the City. The Edison neighborhoods are organized according to a rectilinear street grid, most of which runs parallel to the Union Pacific railroad. Streets north of Merced Street and west of A Street are oriented east/ west and north/south. While the street grid is intact in most places, some previously through streets have been closed-off by the post-World War II public housing developments and subdivisions. Almost all blocks are served by alleys, except those where the introduction of large-scale projects have led to alley and street closures, such as the large block created by the Kearney Shopping Center at Fresno and B Streets.

Edison is traversed by several arterial corridors – Whitesbridge Avenue, Kearney Boulevard, and California Avenue – that link Downtown Fresno with the agricultural communities to the west. Kearney Boulevard, named after early 20th century entrepreneur M. Theo Kearney extends from Fresno Street in Edison about 14 miles west to Kerman and is a small, two-lane, rural road for most of its length.

There are numerous parks within or immediately adjacent to the Edison Neighborhoods. There are seven schools in the Edison Neighborhoods, ranging from public (including Edison Computech Middle School, a magnet school), to charter, to private schools. Gaston Middle School has recently been constructed just south of the Community Plan Area.



A map of the Edison planning area.



An aerial of the Edison Neighborhoods.

G. INTRODUCTION TO COMMUNITY PLAN PLANNING AREAS (continued)

G.3 EXISTING CONDITIONS for the Lowell Neighborhood

Lowell is a 225-acre neighborhood, located within close proximity of Downtown. Within the Community Plan Area it is the neighborhood with the most intact and cohesive historic character. This character has largely survived, despite inconsistent zoning and inadequate design standards, the building of the State Route 180 freeway through the neighborhood, a proliferation of vacant lots, the presence of many properties in disrepair, and incompatible infill comprised of apartment buildings that are too large for their site and have no frontage or entrance along the street. Mature street tree canopies, uniform building setbacks, and a regular rhythm of porched single-family houses and cottages predominate on Lowell’s neighborhood streets.

The Lowell Neighborhood has an interconnected grid of streets serviced by alleys laid out in line with the cardinal directions. The neighborhood is bounded by State Route 180 to the north and west, Blackstone Avenue to the east, and Divisadero Street to the south (where the grid pattern changes orientation towards the Union Pacific railroad). Belmont Avenue and Blackstone Avenue are lined primarily by automobile-oriented businesses, with most of the parcels along the southern portion of Blackstone Avenue being occupied by surface parking lots. Divisadero Street is comprised of a hodgepodge of houses, commercial buildings, and vacant lots, with a budding neighborhood center at the corner of Divisadero Street and Fulton Street. In addition, the Lowell Neighborhood is traversed by several north-south corridors including Fulton Street, Van Ness Avenue, and San Pablo Avenue that all connect to distinguished 20th-century neighborhoods to the north, including the Tower District.

Within Lowell’s boundaries are the Dickey Playground and Lowell Elementary School. Dickey Playground, the only major open space within Lowell, includes volleyball courts, basketball courts, a splash park, and a softball field. Another community asset is the Dickey Youth Center located at the corner of Divisadero Street and Glenn Avenue. A new tot lot and community garden under the freeway near Poplar and Belmont Avenues serves children and families in the Lowell Neighborhood.



Street-facing houses and pedestrian-friendly frontages are prevalent throughout the Lowell Neighborhood.



A recently restored house in the Lowell Neighborhood.



An aerial of the Lowell Neighborhood.



A map of the Lowell subarea.

G.4 EXISTING CONDITIONS for the Jefferson Neighborhood



Single-family houses within the Jefferson Neighborhood tend to be smaller and are often lined by chain link fences.

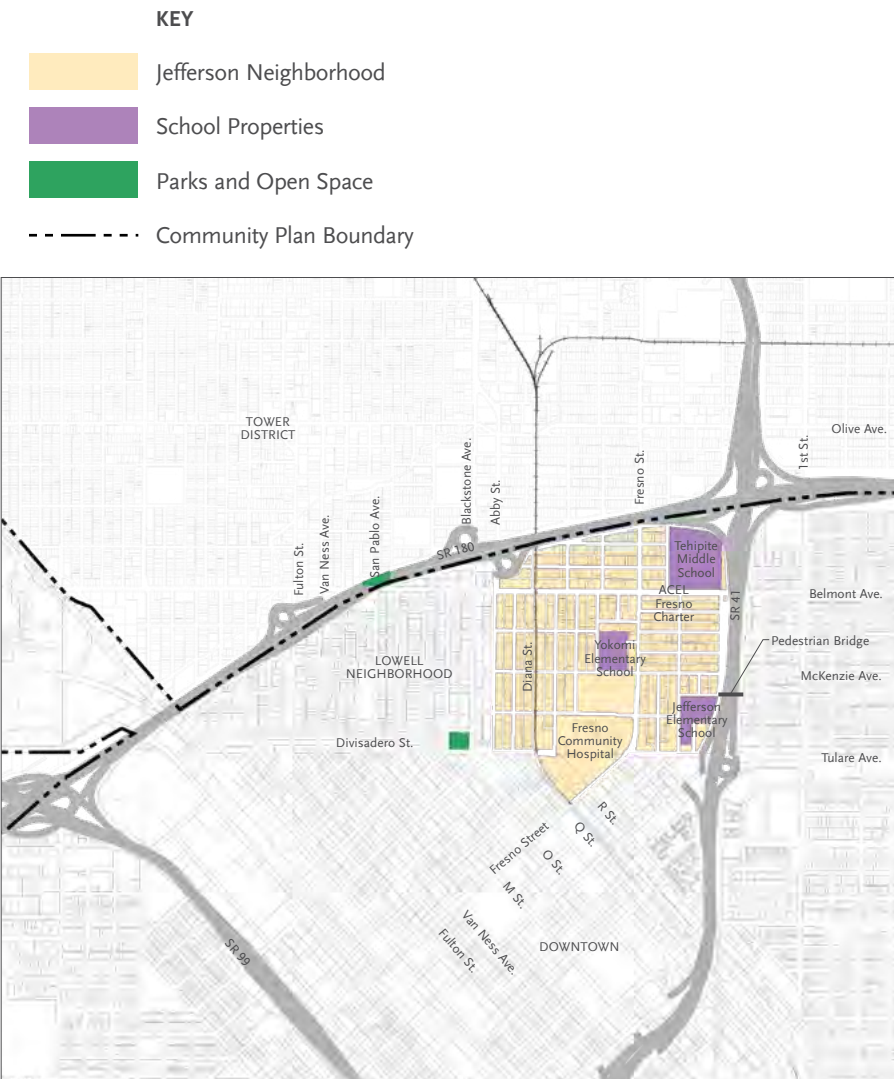


Multi-family housing projects constructed since the 1960s in the Jefferson Neighborhood tend to inappropriately front the street.

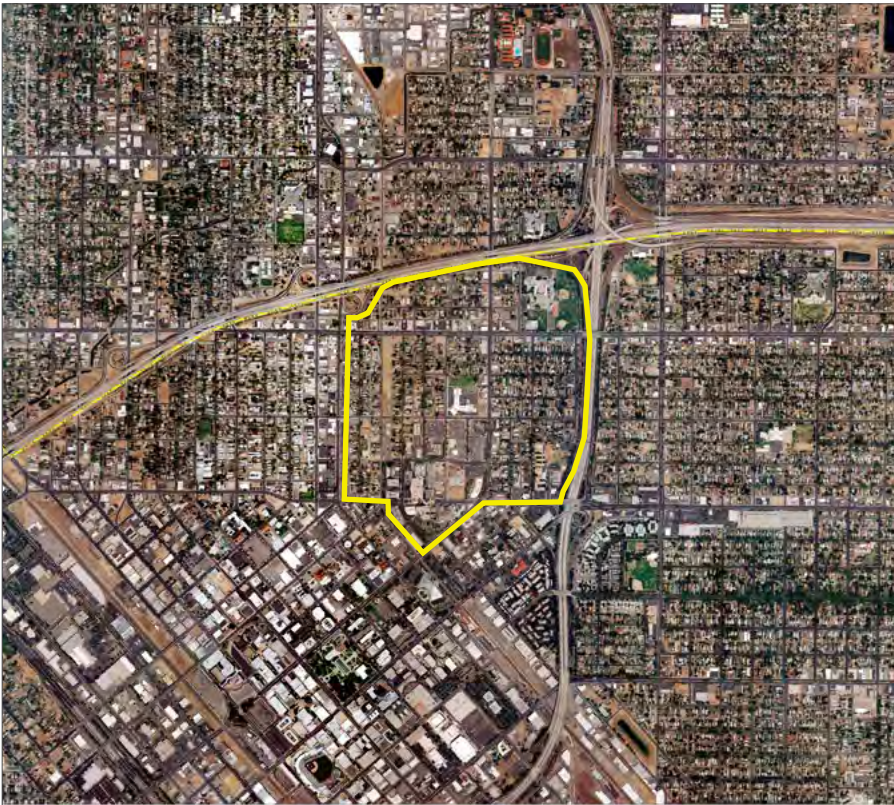
Located just east of Lowell, the 290-acre Jefferson neighborhood shares Lowell’s development patterns and many of its neighborhood and architectural design characteristics. Similar to Lowell, Jefferson contains many late 19th and early 20th century homes. Unlike Lowell, however, Jefferson has suffered more damage from demolition and incompatible infill development and accordingly is less intact and cohesive in character than Lowell. In general, Jefferson features more multi-family properties than Lowell and also contains more vacant parcels, most notably along the east side of Diana Street. The Jefferson Neighborhood is home to the Community Regional Medical Center, which occupies several blocks between Illinois Avenue, Fresno Street, Q Street, and Diana Street.

Jefferson is geographically isolated from the neighborhoods to the north and east by State Routes 180 and 41 which also form its northern and eastern boundaries. It is bounded to the south by Divisadero Street and to the west by Blackstone Avenue and is traversed by Fresno Street which connects to Downtown and the neighborhoods to the north. Belmont Avenue, crossing Jefferson from east to west, connects Jefferson to the Jane Addams and Southeast Fresno neighborhoods. Abby Street and Fresno Street are the only streets that connect to neighborhoods north of State Route 180 and Belmont Avenue and Divisadero Street are the only street that pass over State Route 41. Belmont Avenue and Abby Street are lined primarily by automobile-oriented businesses, with most of the parcels along Abby Street being occupied by surface parking lots.

Jefferson has no public parks within its boundaries, but it has three schools – Jefferson Elementary School, Yokomi Elementary School, and Tehipite Middle School.



A map of the Jefferson Neighborhood.



An aerial of the Jefferson Neighborhood.

G. INTRODUCTION TO COMMUNITY PLAN PLANNING AREAS (continued)

G.5 EXISTING CONDITIONS for the Southeast Neighborhoods

Southeast Fresno is a 2,400-acre area that encompasses several neighborhoods that are largely residential in character and populated primarily with single-family homes. Most of these date from the early- to mid-20th century and are constructed on a traditional, interconnected street pattern. Concentrations of multi-family residences can be found in the area bounded by State Routes 41 and 180, 5th Street, and Belmont Avenue, as well as in the area bounded by Huntington Boulevard, Chestnut Avenue, Kings Canyon Road, and Maple Avenue. Many of these buildings are dilapidated with unkept front yards.

Located in the geographic center of the Southeast neighborhoods is Huntington Boulevard, a grand street with a wide median that once accommodated a streetcar to Downtown. Planted with turf and large canopy trees, it is a popular recreation space used by many members of the community for walking and jogging. Huntington Boulevard and the streets around it are lined by a continuous street tree cover and an older building stock of homes. This area has recently been designated on the local register of historic places as a historic district.

The neighborhoods are relatively intact in terms of building type, setback, and streetscape (sidewalks, street trees), and their appearance is uniform in character. In general, it is difficult to tell one neighborhood apart from another. Much of this is due to the lack of character of the city-traversing corridors that surround them.

The east-west corridors are primarily strip commercial in character and are lined by auto-oriented development that lacks cohesion and a distinct sense of place. Additionally, north/south connections to Tulare Avenue from the south have been completely vacated between First and Sixth Streets. The north-south corridors are primarily residential in character and are lined by sides, rather than fronts of lots. All are designed to get cars from one side of town to the other as quickly as possible, and accordingly contribute little to the character or quality of the urban areas they traverse.

Most of Southeast Fresno’s blocks are split in two by alleys, but the majority of residential buildings on these blocks turn their backs to the alleys, with automobile access being provided from the main fronting street. Most of these alleys are abandoned, vacated, or fenced off at each end.

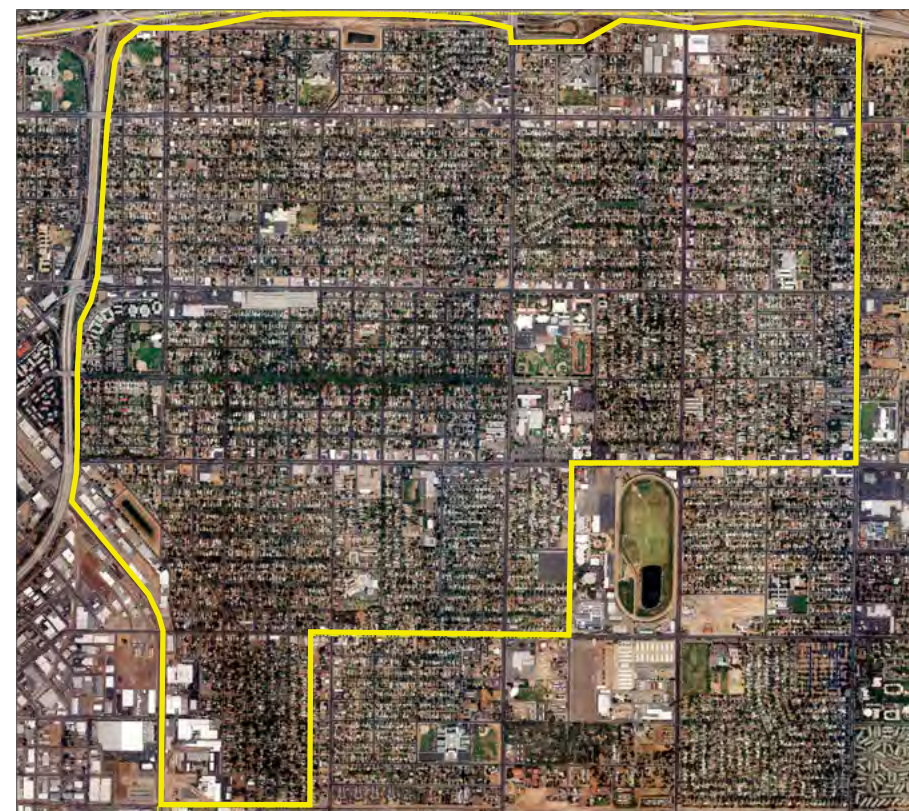
Southeast Fresno has only a handful of public parks within its boundaries, although there are three parks just east of Chestnut Avenue within walking distance of the Plan Area. In addition, Southeast Fresno contains many schools that could provide additional open space during non-school hours. Southeast Fresno also has several stormwater ponding/recharge basins that could potentially accommodate valuable park space.



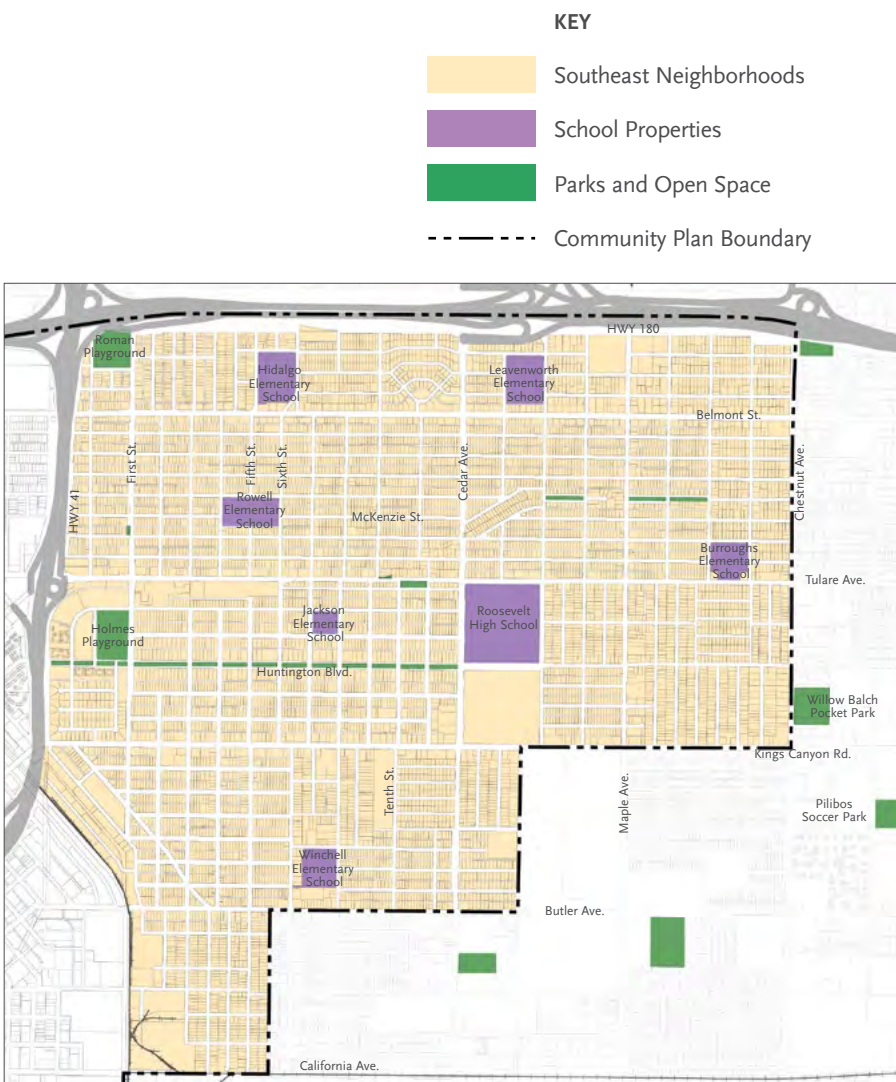
Single-family houses in the Southeast Neighborhoods are generally modest in size, are set back a large distance from the street, and have garages placed at the rear of the lot.



Traditional houses and pedestrian-friendly retail buildings along Belmont Avenue.



An aerial of the Southeast Neighborhoods.



A map of the Southeast Neighborhoods.

G.6 EXISTING CONDITIONS for South Van Ness



The Bekins building located immediately adjacent to the sidewalk, fronts the street with ground floor storefronts.

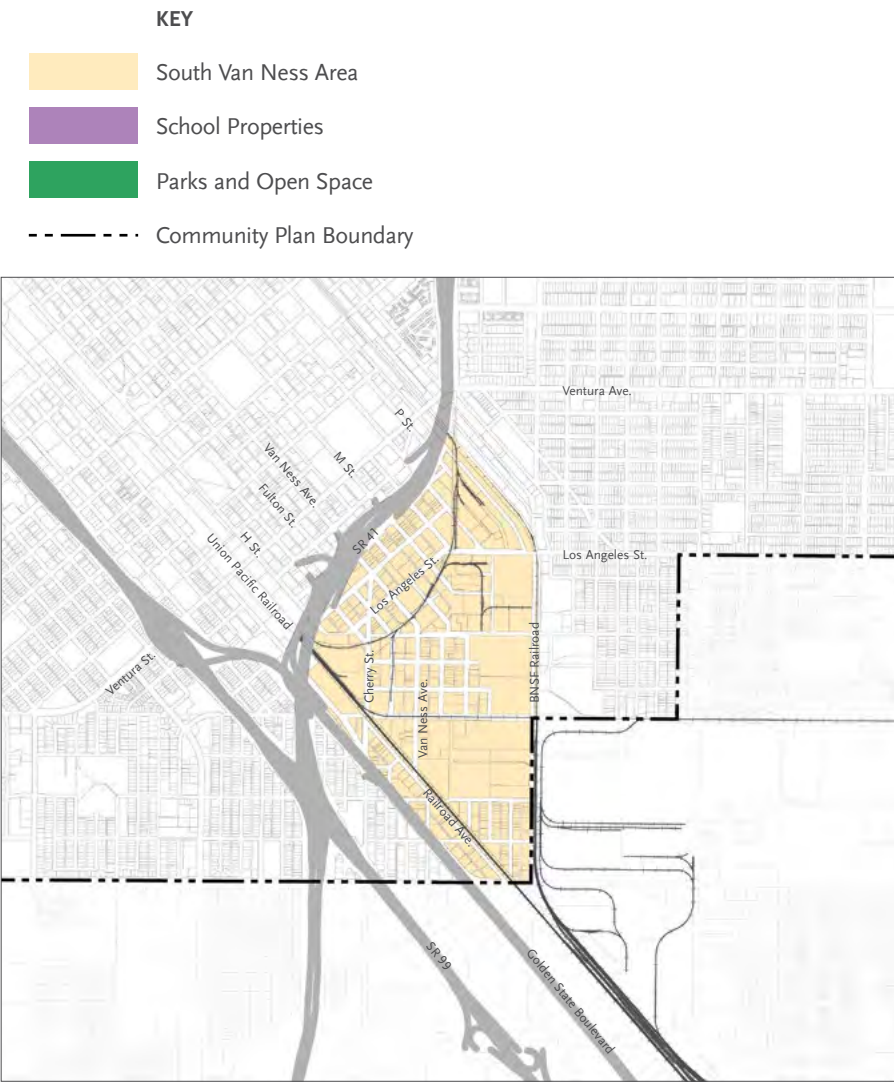


A light industrial building fronts the street with storefronts. Non-retail uses occur at the rear of the building.

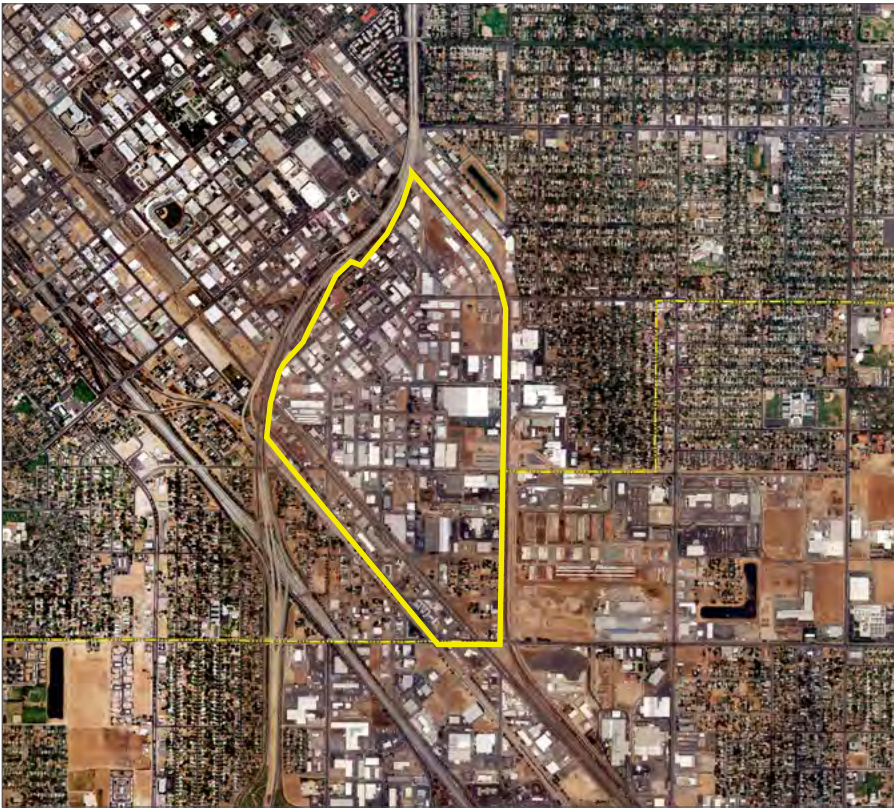
Fresno’s warehousing and industrial uses were originally concentrated in the 390-acre South Van Ness area. There are very few residential properties in this area, and it is particularly isolated from the rest of the City in all directions. The elevated State Route 41 to the north and west and Golden State Boulevard and the Union Pacific railroad tracks to the west serve as distinct boundaries. On the east, several large industrial sites interrupt the street network creating ‘mega-blocks’ that inhibit vehicular and pedestrian passage on the east-west streets.

The district is endowed with a score of distinguished early 20th century brick warehouses and industrial buildings, many of which are in fair condition. Several streets feature early 20th century street lights and signage that contribute to the district’s identity. However, there are very few, if any, street trees and often there are no sidewalks or distinct curbs, which projects a sense of disinvestment and abandonment.

Lot sizes in the western and central portions of the district are small in scale, ranging from 55 feet wide to 360 feet wide by 150 feet deep. Most blocks are serviced by an alley. The lots on the eastern portion of the district adjacent to the railroad tracks are much larger, some as large as 600 feet by 600 feet. Alleys are absent on the eastern lots. These larger lots abut the Southeast residential neighborhoods and contribute to friction between industrial and residential uses and users.



A map of the South Van Ness Area.



An aerial of the South Van Ness subarea.

G. INTRODUCTION TO COMMUNITY PLAN PLANNING AREAS (continued)

G.7 EXISTING CONDITIONS for Downtown

Downtown Fresno is the center of the San Joaquin Valley. It is comprised of several distinct sub-areas, including the Fulton District, the Mural District, Civic Center, Chinatown, South Stadium, Armenian Town/Convention Center, and the Divisadero Triangle, each with its own distinct character. It covers approximately 1,000 acres.

Downtown is the oldest part of Fresno and contains the most historic resources in the entire region. It is also home to some of the most important civic and entertainment resources in the San Joaquin Valley, including City, County, State, and Federal office buildings, the Fresno Convention & Entertainment Center, several museums, and Chukchansi Park. It is one of the largest job centers in the region, holding approximately 30,000 jobs and it continues to be an attractive location for government offices, legal, and medical services and features a stable base of office employment due to its concentration of public sector employment. However, despite these venues, attractions, and jobs, Downtown currently suffers from a very high retail vacancy rate and low office and retail lease rates, and is inactive outside of business hours. As with the Fulton Mall, the area had a dramatically higher office vacancy rate than those found in the rest of Downtown and the region.

The most common building types are mixed-use buildings, theaters, civic/institutional buildings, and industrial warehouses. With the exception of the Mural District, which features several recently-built multi-family and mixed-use projects, there are relatively few residential buildings within the Downtown area.

The Downtown street network, like that of Edison, is distinguished from that of the rest of the city by its 45-degree orientation in relation to the cardinal directions. The meeting of the two grids at Divisadero Street generates a number of visually prominent building sites, but also particularly confusing traffic patterns. This, along with several one-way and discontinuous streets in Downtown, creates a particularly disorienting environment for some motorists to navigate.

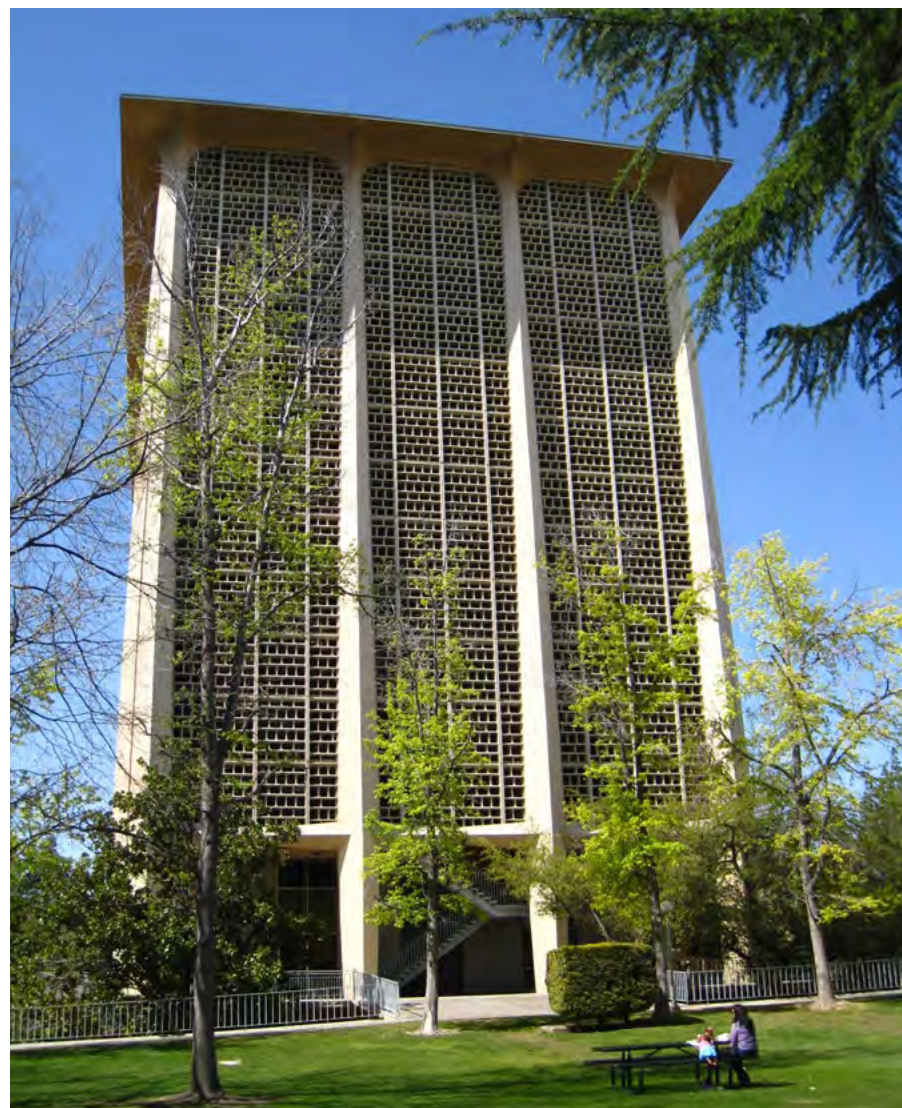
As with other parts of the Community Plan Area, Downtown is separated from the rest of the city by freeways and railroad tracks, hampering vehicular and especially pedestrian connectivity. The freeways also encourage motorists to bypass Downtown altogether. In general, Downtown streets are wide and often absent of street trees, bike lanes, and pedestrian traffic-supporting amenities.

Downtown Fresno contains a number of thoroughfares that had been vacated to create pedestrian-only streets, most notably the Fulton Mall, which at the time of this writing, is being transformed to accommodate through traffic. Other closures include Mariposa Street between M and N Streets, and between O and P Streets. The Malls were originally installed to concentrate pedestrian activity and bolster the retail performance of the Downtown, but over time have failed at generating a vibrant street life and commercial success.

Much of Downtown's existing water distribution system is over 50 years old, and improvements are needed to strengthen its sufficiency and reliability for existing customers, as well as to provide adequate water supply and fire flow for the projected population growth engendered in this Plan. Sewer capacity upgrades are also needed to accommodate the projected population growth and associated wastewater demand increases.



The Old Fresno Water Tower, completed in 1894, is a city landmark that was used until 1963, when the pumping machinery was no longer adequate. It is now used as an Art Gallery run by a local non-profit organization.



The mid-century modern Courthouse building, a Downtown icon, occupies the termination of L Street and Courthouse Park.

G.7 EXISTING CONDITIONS for Downtown



A view of Fulton Street in the 1920's. Credit: Claude C. "Pop" Laval Photographic Collection



A view of the Fulton Mall at its opening in 1964. Credit: Fresno Historical Society Archives



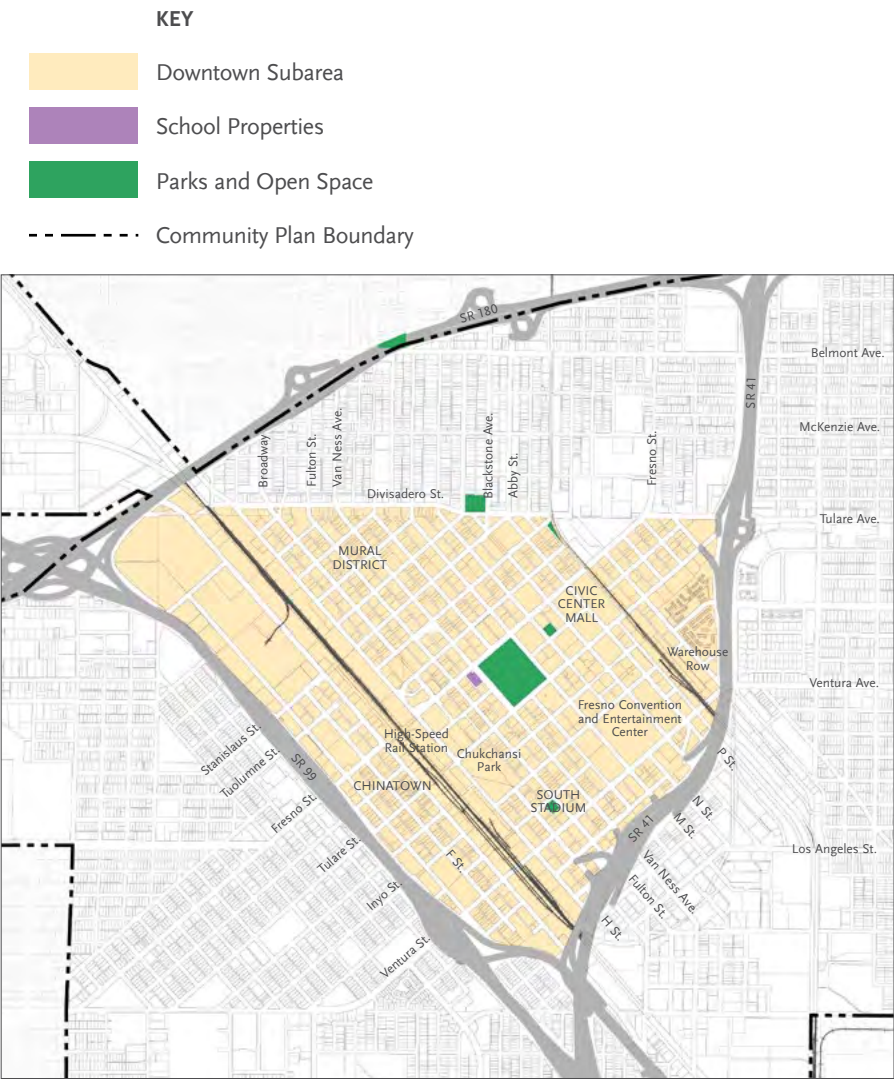
A view of the Fulton Mall in 2010.



The historic Hotel Fresno, which is currently next to a recently built government building, may soon undergo a restoration.



Kern Street has become a lively destination for daytime workers Downtown. Beautiful streetscapes and outdoor seating attracts users throughout the day.



A map of the Downtown Area.



An aerial of the Downtown Area.

THIS PAGE INTENTIONALLY LEFT BLANK

Chapter 1: VISION

A. A SHIFT BACK TO THE CENTER OF FRESNO

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

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

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

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

- Establishing Downtown as the heart of Fresno;
- Reviving and/or transforming each of the Plan's planning areas based upon their unique identity;
- Establishing mixed-use neighborhood centers at important intersections that are within easy walking distance of surrounding residences and connect to existing and future transit networks;
- Improving the quality of the Community Plan Area's corridors by introducing street trees, traffic-calming measures, pedestrian amenities such as crosswalks, street lights and street furniture, and creating bicycle-friendly corridors; and
- Creating a framework for improving neighborhoods in order to attract private investment back to the center of the City and fostering a sense of pride in Downtown and its surrounding neighborhoods that inspires residents and property owners to not only transform and refurbish their own properties, but also to inspire others to transform and refurbish their properties.

B. THE STRATEGY FOR THE DOWNTOWN NEIGHBORHOODS

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

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

- 1. Attracting Investment, Businesses, and Entrepreneurship and Creating and Retaining Jobs.** Employment-generating investment in Downtown by the private sector cannot occur without reducing the risks and costs which prohibit or inhibit investment within Downtown and its surrounding industrial areas. This is achieved by:
- Improving infrastructure;
 - Creating a more predictable entitlement process;
 - Introducing housing and good schools; and
 - Making early investments in “place making” to transform the image of Downtown and its neighborhoods into attractive, inviting, and unique urban places.

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

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

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

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

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

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

- Enabling small-scale investment by individual property owners, developers, and business owners;
- Transforming streets and corridors into appealing, walkable, pedestrian-friendly environments;



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



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

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

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

The transformation of the Downtown will be achieved by:

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

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

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

investment and advance the goal of home ownership for the resident population, while minimizing gentrification.

Achieving the above will occur by:

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

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

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

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

- Utilizing efficient heating and cooling systems and building envelopes (the outer shell of the building that facilitates climate control);
- Designing buildings that incorporate passive solar strategies that respond to the local climate, such as planting deciduous trees, providing porches, trellises, awnings, and other architec-



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



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

tural elements to block the hot sun during the summer while allowing warming sunlight to penetrate during the winter;

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

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

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

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

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

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

- Returning streets to their original two-way configurations.

- Reducing the number of vehicular travel lanes on principle thoroughfares;
- Widening sidewalks;
- Providing opportunities for sidewalk dining; and
- Introducing bike lanes and/or planted medians.

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

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

- Establishing a way-finding program throughout Downtown to help pedestrians navigate the streets and locate their cars in the parking facilities where they deposited them;
- Establishing a Downtown Park Once system;
- Using Fresno General Plan and Bicycle, Pedestrian & Trails Master Plan (currently being updated and renamed the Active Transportation Plan) as a blueprint for transforming the Community Plan Area’s streets into multi-modal thoroughfares;
- Incorporating the proposed California High-Speed Rail System; and
- Establishing Bus Rapid Transit (BRT).

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

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

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



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



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

9. Inviting and Accessible Parks and Open Spaces. A vibrant public realm of streets and open spaces – plazas, squares, greens, and parks – provides places for people of different ages and socioeconomic backgrounds to relax, congregate, walk, play, and interact with each other. Successful and memorable open spaces are designed as an integral part of each neighborhood and district and are accessible for the enjoyment of all. Streets and open spaces also present an opportunity for collecting and cleansing stormwater and recharging the aquifer by gathering and allowing for the infiltration of storm water.

The Community Plan Area contains a considerable amount of open space in the form of City parks and school playing fields and playgrounds, although public access to school yards has historically been limited on weekends or after school hours. In addition, some parks are lined by backyard fences instead of building fronts, compromising their actual and perceived safety due to a lack of "eyes on the park." However, recently the City of Fresno and two local school districts entered into a joint use agreement allowing 16 school campuses to remain open to the public for use on weekends.

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

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

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

11. Improved Health and Quality of Life. The quality of the built environment has an impact on the livability and health of its residents. It can facilitate or impede access to education, recreation,

and leisure, as well as generate or frustrate a sense of social belonging.

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

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

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

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



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



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

Strategies for Downtown promotion include:

- Supporting the existing property and business improvement district to encourage owner-driven management of the Downtown and expanding Downtown's advertising program, including making existing Downtown-related websites more prominent and capitalizing on social media websites;
- Regularly publishing a Downtown gazette of events and restaurants;
- Promoting existing and creating new events and activities to attract visitors; and
- Increasing the positive coverage and visibility of Downtown and its neighborhoods in the local, national, and international media.

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

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

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

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

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

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

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

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

16. Public Investment that Supports and Attracts Private Investment.

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

Some neighborhoods will require a significant amount of “up-front” investments in the form of infrastructure improvements (sidewalks and roads), as well as enhancements like street trees and green spaces in order to “unlock” their potential for development. These investments will be more cost effective if the City begins the process of revitalization in areas that have the best prospects for attracting private development.

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



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



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

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

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

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

C. PLANNING AREA BY PLANNING AREA TRANSFORMATION

As described in the Introduction, Fresno’s Downtown Neighborhoods are organized around seven principal planning areas as shown in **Figure 1-1** (Community Plan Areas):

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

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

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



Community meetings provide the opportunity for civic involvement.



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

C. PLANNING AREA BY PLANNING AREA TRANSFORMATION (continued)

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

SUMMARY OF THE VISION BY SUBAREA			
Subarea	Jane Addams Neighborhoods	Edison Neighborhoods	Lowell Neighborhood
Intended Physical Character			
			
Vision and Intended Land Use Activity Range	<ul style="list-style-type: none">• Infill Jane Addams over time, while retaining its informal agricultural character.• Transform Jane Addams into a more pedestrian-friendly environment through the introduction of traffic-calming measures, street trees, and pedestrian-oriented standards for the design of its thoroughfares.• Transform wide auto-oriented streets and corridors over time into thoroughfares that incorporate a new streetscape that references Roeding Park and the agricultural lands to the west.• Make Jane Addams more self-sufficient through the introduction of neighborhood shopping centers that provide much needed neighborhood-serving retail and services.• Revitalize Roeding Park and build a pedestrian bridge across State Route 99 to provide easier access to Roeding Park.• Continue to increase access to open space by implementing the joint-use agreement with Fresno Unified School District.• Support the creation of neighborhood associations (involving residents and property owners) and community development organizations to work with the City to ensure the Community Plan is implemented according to the vision and with community input.• Work with property owners and neighborhood organizations to identify locations for community gardens and farmer's markets.	<ul style="list-style-type: none">• Transform the Edison Neighborhoods into a clean, safe neighborhood that reflects its unique identity.• Create a pedestrian-friendly environment by introducing human-scaled buildings that provide "eyes on the street."• Reconnect disconnected streets and slow down traffic on residential streets and corridors.• Develop a strategy to utilize alleys creatively where appropriate and close them where needed.• Target private development and civic resources towards bringing neighborhood-serving uses, including retail, banking, and schools, within the community.• Complete the Industrial Compatibility Study and work towards its implementation.• Support the creation of neighborhood associations (involving residents and property owners) and community development organizations to work with the City to ensure the Community Plan is implemented according to the vision and with community input..• Infill vacant neighborhood parcels, such as those west of State Route 99 with house-scaled, pedestrian-oriented buildings such as houses, duplexes, triplexes, and "granny flats."• Develop more intense building types along Fresno Street.• Work with property owners and neighborhood organizations to identify locations for community gardens and farmer's markets.	<ul style="list-style-type: none">• Transform the Lowell Neighborhood into an attractive, mixed-income established neighborhood adjacent to Downtown Fresno and as a bridge between the Tower District and Downtown's Mural District.• Restore older building stock.• Infill vacant parcels with house-scaled, pedestrian-oriented buildings such as houses, duplexes, triplexes, and "granny flats."• Introduce commercial and mixed-use buildings with parking behind or on the street along Divisadero Street and Blackstone Avenue and at the corner of Divisadero and Fulton Streets.• Introduce missing street trees and safe street crossings along major corridors.• Develop a strategy to utilize alleys creatively where appropriate and close them where needed.• Support the creation of neighborhood associations (involving residents and property owners) and community development organizations to work with the City to ensure the Community Plan is implemented according to the vision and with community input.• Work with property owners and neighborhood organizations to identify locations for community gardens and farmer's markets.
Reference for Subarea's Information	See C.1 for detailed information.	See C.2 for detailed information.	See C.3 for detailed information.

Jefferson Neighborhood



- Transform the Jefferson Neighborhood into an attractive, mixed-income established neighborhood adjacent to Downtown Fresno.
- Restore older building stock.
- Ensure the Jefferson Neighborhood benefits from the Fresno Community Regional Medical Center and surrounding office, retail and commercial space.
- Infill vacant parcels with house-scaled, pedestrian-oriented buildings such as houses, duplexes, triplexes, and “granny flats.”
- Redevelop the intersection of Fresno Street and Belmont Avenue into a neighborhood shopping center with pedestrian-friendly amenities and mixed-use, multi-story buildings.
- Introduce missing street trees, sidewalks, and safe street crossings, particularly around schools and across corridors.
- Develop a strategy to utilize alleys creatively where appropriate and close them where needed.
- Support the creation of neighborhood associations (involving residents and property owners) and community development organizations to work with the City to ensure the Community Plan is implemented according to the vision and with community input.
- Work with property owners and neighborhood organizations to identify locations for community gardens and farmer’s markets.

See C.4 for detailed information.

Southeast Neighborhoods



- Transform corridors into more humane environments with pedestrian-friendly amenities such as shaded sidewalks, planted medians, and frequent crosswalks.
- Build new neighborhood-serving, commercial development at main intersections along the corridors to create neighborhood centers.
- Transform over time remaining portions of corridors by introducing transit-oriented residential development.
- Traffic-calm streets to encourage safe pedestrian access to schools.
- Develop a strategy to utilize alleys creatively where appropriate and close them where needed.
- Increase access to open space by opening up school tot lots and playing fields on weekends and after school.
- Support the creation of neighborhood associations (involving residents and property owners) and community development organizations to work with the City to ensure the Community Plan is implemented according to the vision and with community input.
- Work with property owners and neighborhood organizations to identify locations for community gardens and farmer’s markets.

See C.5 for detailed information.

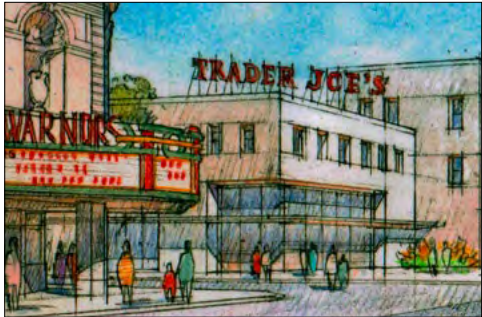
South Van Ness



- Reinforce South Van Ness’ industrial character by continuing to facilitate the industrial uses that currently occur there.
- In the northern part of the area, adaptively reuse the pre-World War II brick warehouses as commercial, retail, residential, and mixed-use projects.
- Implement improvements to public infrastructure, including improved street maintenance, the introduction of lighting, sidewalks, and on-street parking in order to attract investment.
- Develop a strategy to utilize alleys creatively where appropriate and close them where needed.
- Support the creation of neighborhood associations (involving residents and property owners) and community development organizations to work with the City to ensure the Community Plan is implemented according to the vision and with community input.

See C.6 for detailed information.

Downtown



- Transform Downtown into a clean and safe mixed-use district with retail, office, entertainment, nightlife, and a variety of housing choices.
- Revitalize the Fulton Corridor.
- Establish Downtown as the most prominent cultural, entertainment, and arts destination in San Joaquin Valley.
- Focus redevelopment efforts in order to generate activity 24 hours a day, 7 days a week.
- Target investment towards the Fulton Corridor and the buildings that front it.
- Connect the proposed High-Speed Rail Station to Fulton Street with dense, urban, and pedestrian-focused development.
- Convert vacant office space to residential and commercial uses restoring economic vibrancy and keeping people Downtown after the close of the business day.
- Introduce street trees, sidewalks, and pedestrian crossings.
- Improve connectivity throughout Downtown by restoring the street grid through the conversion of one-way to two-way streets.
- Keep alleys and use them.
- Support the creation of neighborhood associations (involving residents and property owners) and community development organizations to work with the City to ensure the Community Plan is implemented according to the vision and with community input.
- Activate existing open spaces such as Court-house Park and introduce new open spaces.
- Work with property owners and neighborhood associations to identify locations for community gardens and farmer’s markets.

See C.7 for detailed information.

C. PLANNING AREA BY PLANNING AREA TRANSFORMATION (Continued)

C.1 THE VISION for the Jane Addams Neighborhoods

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

Urban Form and Land Use: Introduce a variety of housing types to shape active and walkable residential blocks with commercial services and retail land uses and larger buildings along the corridors. Intensify land uses along the corridors while maintaining compatibility with adjacent single family houses. Integrate urban agriculture and community gardens into a development pattern that is rural in character.

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

Parks, Open Space and Streetscape: Plant more street trees to make appealing streetscapes for residents and visitors. Recognize the rural character of much of this area by using street tree types that correspond to the specific street types, e.g. arterial, neighborhood street. Revitalize Roeding Park and Chaffee Zoo as significant regional destinations, introduce smaller open spaces throughout Jane Addams where possible, and consider building a pedestrian bridge across State Route 99 to provide easier access to Roeding Park. Continue to implement the joint-use agreement with Fresno Unified School District to provide access to Jane Addams Elementary School's playground and playfields during non-school hours. Utilize the ponding/recharge basin south of Jane Addams as usable, recreational space that includes picnic tables, barbecues, etc.

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

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

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



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



This aerial view shows the introduction of neighborhood- and highway-serving retail along Parkway Drive. The vacant teardrop-shaped parcel bounded by Parkview Drive, Warren Avenue, and Thomas Avenue is infilled with a neighborhood park and community center. Housing is introduced on the vacant parcels. Finally, a pedestrian bridge is introduced across State Route 99 to Roeding Park.



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

C.2 THE VISION for the Edison Neighborhoods



A restored house front in the Edison Neighborhoods utilizes materials and detailing that are consistent with the original Craftsman design.



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



Fresno Street at Irwin Avenue, as it currently exists.



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

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

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

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

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

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

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

Historic and Cultural Resources: Preserve older building stock, including designated historic resources, to enhance Edison’s neighborhood character. Enable adaptive reuse of existing buildings, and require new development to be physically compatible with designated historic resources.

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

C. PLANNING AREA BY PLANNING AREA TRANSFORMATION (Continued)

C.3 THE VISION for the Lowell Neighborhood

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

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

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

Parks, Open Space and Streetscape: Plant more street trees to make appealing streetscapes for pedestrians, cyclists, and drivers. Consider the expansion of joint-use agreements to include Lowell Elementary School in order to increase access to open space. Introduce smaller and more distributed open spaces where possible.

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

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

Historic and Cultural Resources: Preserve older building stock, including designated historic resources, to enhance the neighborhood character, including the worker's cottages along Yosemite Avenue, the stately houses along Van Ness Avenue between Nevada and Voorman Avenues, and the early 20th century houses in the North Park area, which has been identified as potentially eligible for nomination as a local historic district. Enable adaptive reuse of existing buildings, and require new development to be physically compatible with designated historic resources.



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



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



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

C.4 THE VISION for the Jefferson Neighborhood



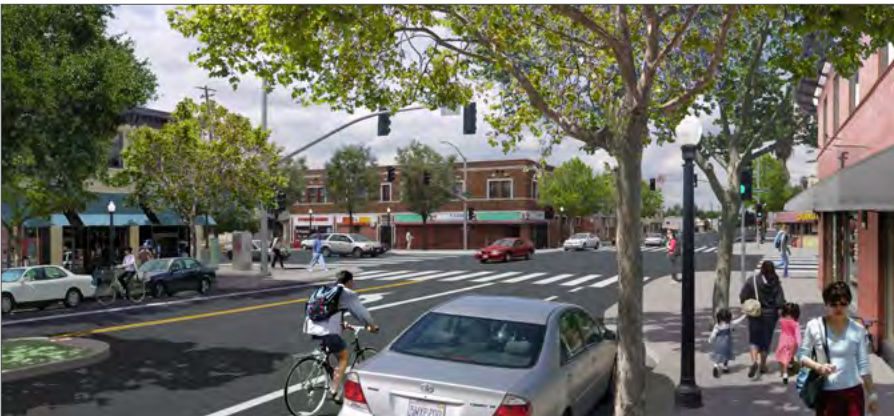
Buildings and their adjacent sidewalks along Belmont Avenue are activated through the introduction of sidewalk seating and open, inviting storefronts.



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



Fresno Street at Belmont Avenue as it currently exists.



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

Vision Statement:

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

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

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

Parks, Open Space and Streetscape: Plant more street trees to make appealing streetscapes for residents, customers, and hospital employees, patients, and visitors. Consider expansion of the joint use agreement to include Jefferson Elementary School and/or Tehipite Middle School.

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

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

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

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

C. PLANNING AREA BY PLANNING AREA TRANSFORMATION (Continued)

C.5 THE VISION for the Southeast Neighborhoods

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

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

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

Parks, Open Space and Streetscape: Plant more street trees to make appealing streetscapes for pedestrians and cyclists, introduce smaller and more distributed open spaces, and utilize existing wide medians along McKenzie Avenue between Barton and Backer Avenues for multi-use recreational park space. Consider expanding the joint use agreement with Fresno Unified School District to increase access to open space.

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

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

Historic and Cultural Resources: Preserve older building stock, including designated historic resources, to enhance Southeast's neighborhood character. Enable adaptive reuse of existing buildings, and require new development to be physically compatible with designated historic resources.

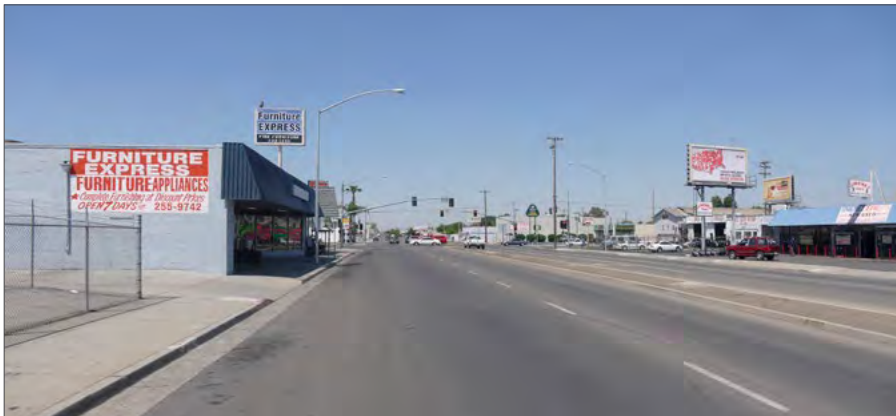
Belmont Avenue Transformation. These photos show how a very wide, completely automobile-oriented corridor, such as Belmont Avenue at Cedar Avenue can be transformed into a pedestrian-friendly, mixed-use neighborhood center by removing one automobile lane and replacing it with a bike lane and a wider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



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



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



Belmont Avenue at Cedar Avenue as it currently exists.



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

C.6 THE VISION for South Van Ness



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



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

Vision Statement:

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

Urban Form and Land Use:

In the northern part of the area, introduce low-rise pedestrian-oriented buildings that fit in with the existing warehouses and commercial buildings. Shape active and walkable blocks with a wide variety of land uses, ranging from heavy industrial to retail to housing.

Transportation:

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

Parks, Open Space and Streetscape:

Plant more street trees to make appealing streetscapes for pedestrians and customers. On Golden State Boulevard, introduce street trees and street light poles that duplicate the old light poles that once lined this historic street.

Infrastructure and Natural Resources:

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

Health and Wellness:

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

Historic and Cultural Resources:

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



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

C. PLANNING AREA BY PLANNING AREA TRANSFORMATION (Continued)

C.7 THE VISION for the Downtown (see Fulton Corridor Specific Plan for more detail)

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

A public market is constructed along Fulton Street to promote and share the richness of Valley food production with tourists and residents alike. Another focal point for development is the proposed High-Speed Rail Station area. The connection between the station and the Fulton Corridor along Mariposa Street is strengthened through the introduction of dense, urban, and pedestrian-focused development.

The introduction of new outdoor cafes, clubs, and rooftop bars, along with the conversion of vacant office space into residential and commercial uses, restores economic vibrancy and keeps people Downtown after the close of the business day. Throughout Downtown, street trees, sidewalks, and pedestrian crossings are introduced to create walkable streets. The restoration of the street grid, through the re-connection of dead-end streets and the conversion of one-way to two-way streets improves connectivity and eases congestion, enhancing access to all of Downtown’s destinations. Finally, the Property-Based Improvement District (PBID) is supported in order to ensure the Downtown is implemented according to the vision of this Plan.

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

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

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

Parks, Open Space and Streetscape: Work with the County of Fresno to improve Courthouse Park with a pedestrian-friendly edge, and plant street trees to make appealing streetscapes for pedestrians and customers. Add new open space, including the proposed Chinatown Park and Railroad Linear Park.

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

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

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



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



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



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



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

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

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 regarding how buildings and the mixed-uses within them should shape the urban environment of 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 planning areas;
- 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 designations and a planned land use map to implement the overall vision to properties within the DNCP boundaries.

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 Community 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 Community Plan Area contains approximately 30 neighborhoods, although many are not well defined. The majority of the neighborhoods within the Community 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, Edison, and Southeast Fresno planning areas, 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 Community Plan Area. The Fulton District is characterized by the concentration of commercial, retail, and office buildings and uses; housing is noticeably absent. The Mural 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 South Van Ness, 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)

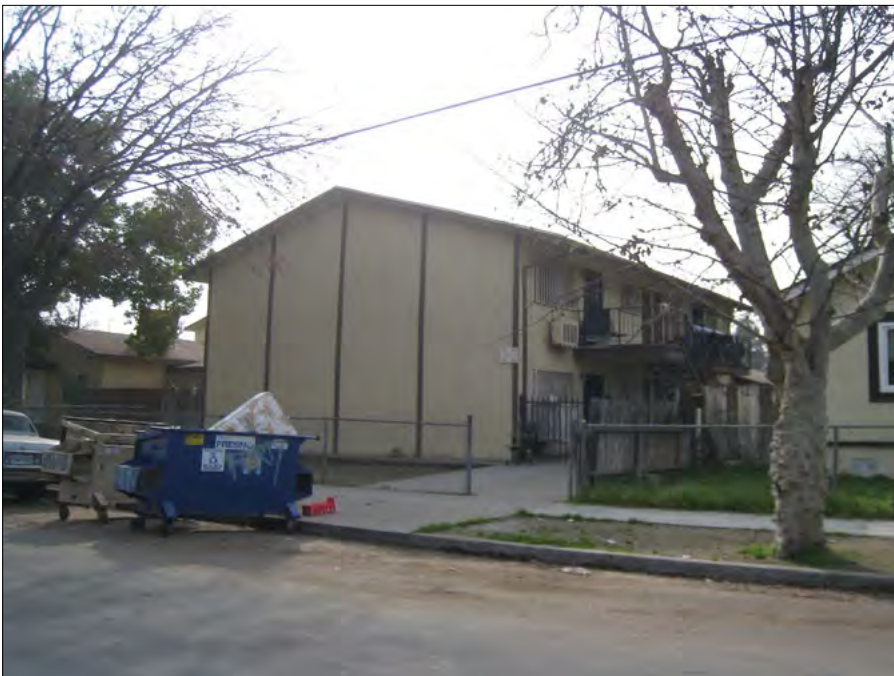
c. Corridors occur along major thoroughfares at the edges of neighborhoods and provide neighborhood, and sometimes regional, commercial services. Despite their relatively shallow depth, well-designed corridors can effectively both buffer and connect the adjacent neighborhoods.

Corridors within the Community 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 parking

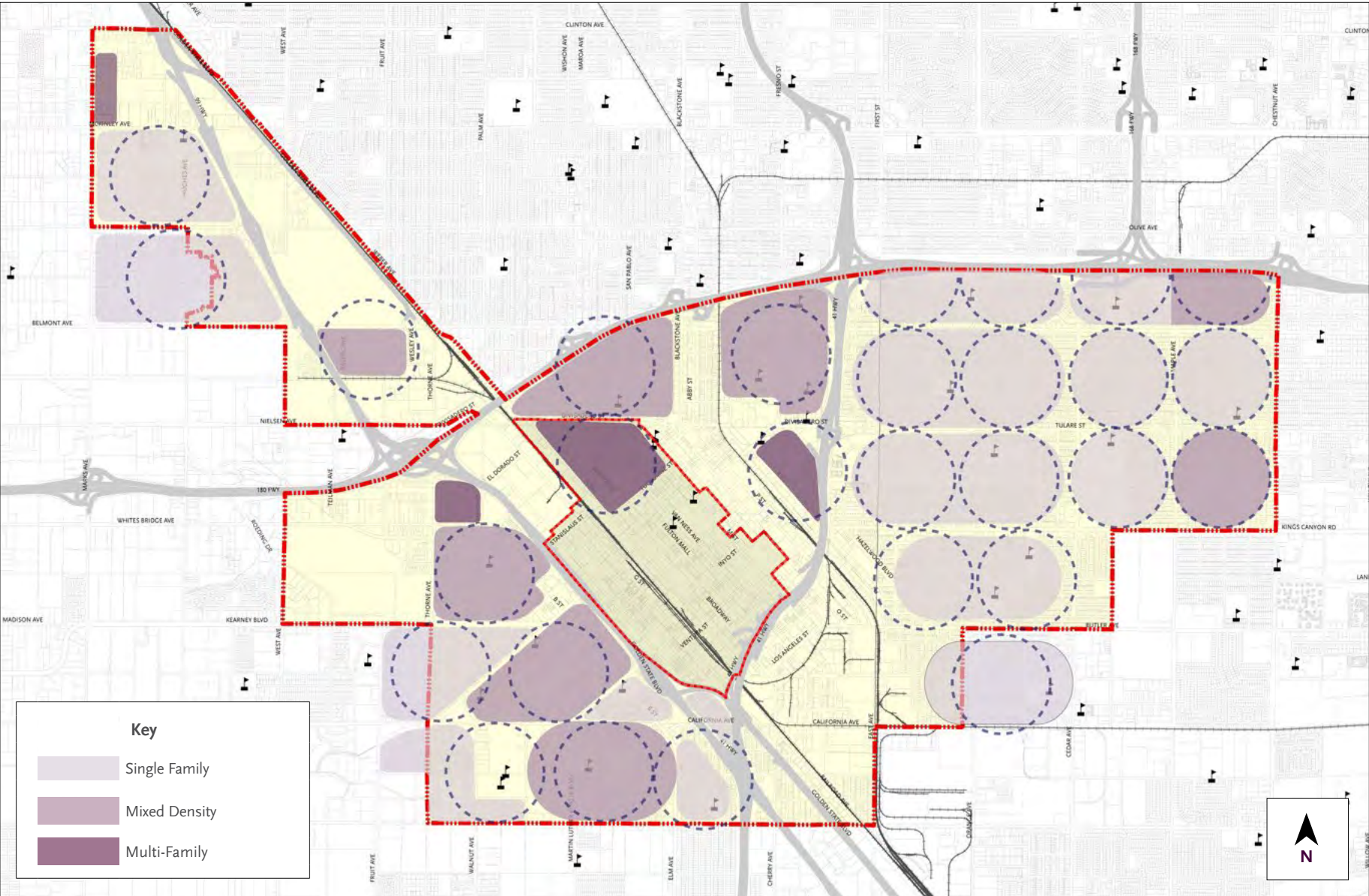


Although predominately comprised of single-family residences, the Downtown Neighborhoods built prior to World War II exhibit a mix of adjacent single-family and multi-family housing types, such as duplexes, triplexes and quadplexes, and bungalow courts. Parking is accommodated in a combination of side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



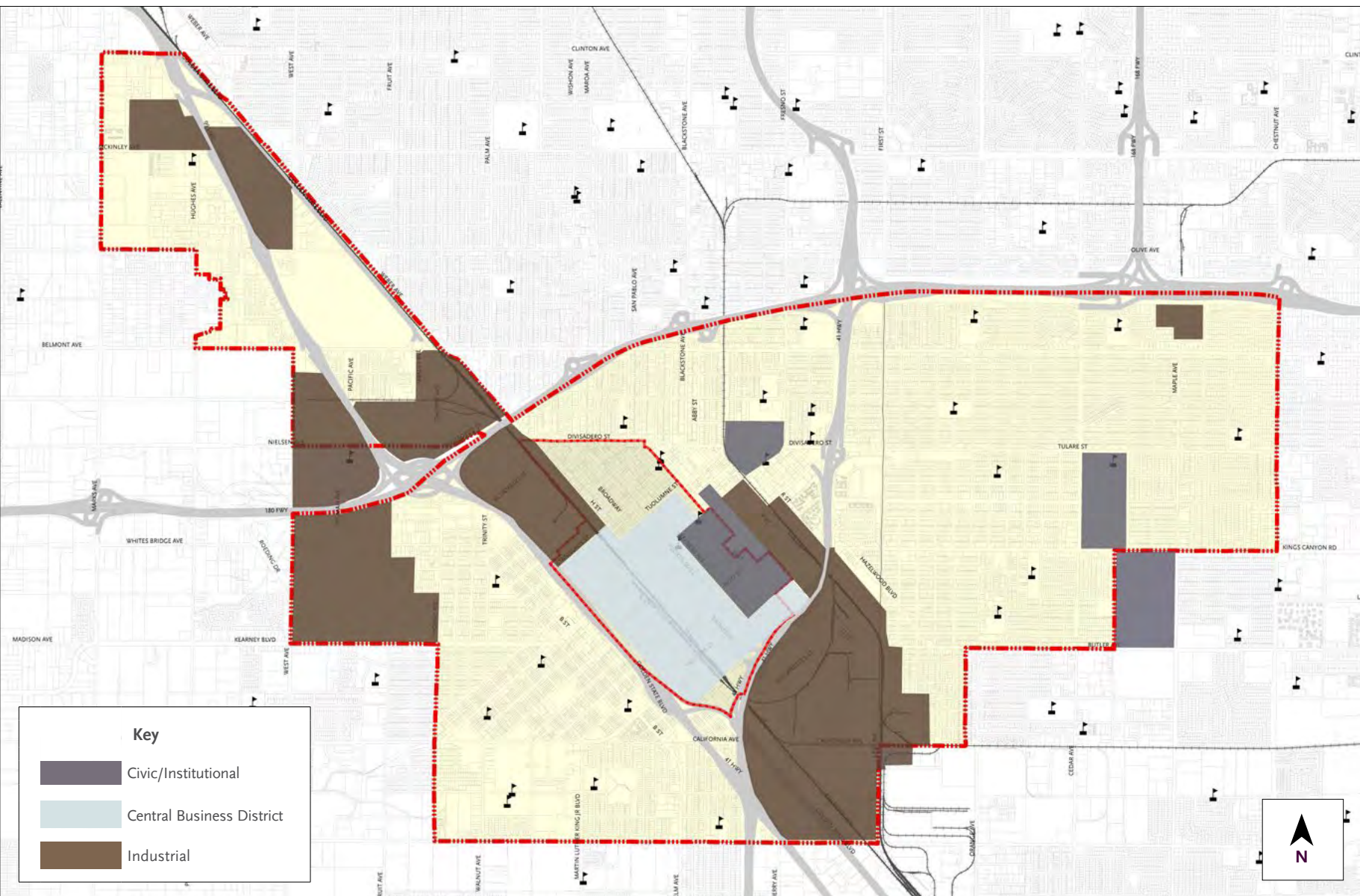
After 1960, large, faceless apartment buildings were shoehorned into their lots, crowding their neighbors and compromising the character of the public realm.

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 Executive Airport has particular functional characteristics that make it difficult or impossible to integrate the components of a neighborhood, particularly residential uses.

B. CONTEXT (Continued)

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

The majority of the buildings that line the Community 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 Community 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 Edison Neighborhoods, where many of these large blocks are zoned residential. Large blocks in other parts of the Community 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 Community 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 Community 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 Edison also contain concentrations of multi-family residential uses. Commercial zoning is concentrated in the Downtown, Chinatown, and along the Community 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 South Van Ness, south Chinatown, and in the Edison Neighborhoods near the Fresno Chandler Executive Airport.

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

TABLE 2.1: EXISTING LAND AREA BY USE (r.o.w.’s not included)		
Land Use	Area (acres)	Percentage Total
Residential	2206.16	42.5%
Commercial	951.37	18.4%
Industrial	851.64	16.4%
Public Facilities	647.63	12.5%
Open Conservation	249.94	4.8%
Vacant Land	280.77	5.4%
TOTAL	5,187.50	100%

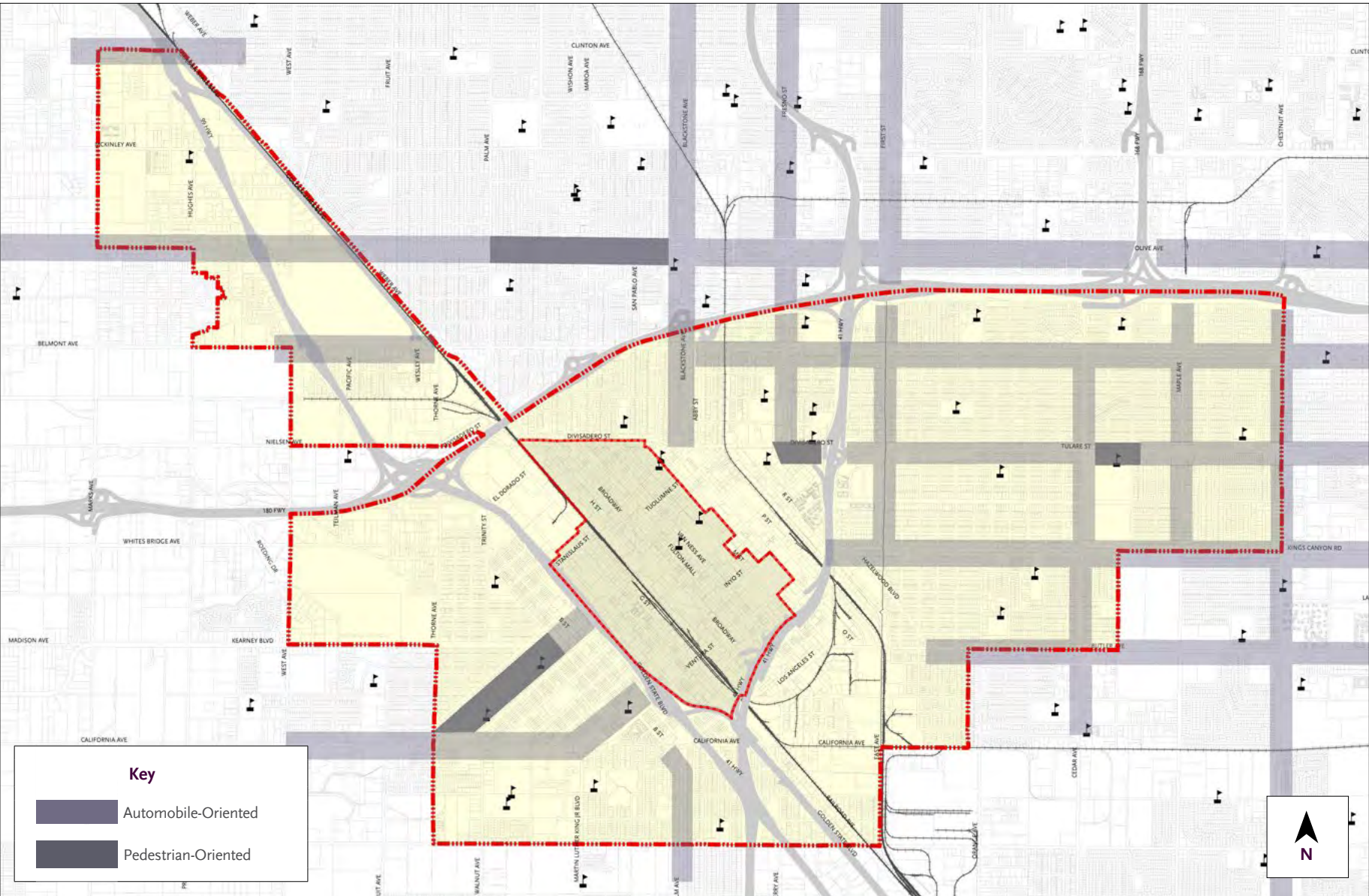


Wide right-of-ways and traffic lanes have created an environment that caters to quick automobile travel, but is unfriendly to pedestrians. Parking is placed off-street in the front of the building, leaving much of the street parking empty, giving way to increased speeds and reduced protection for pedestrians.



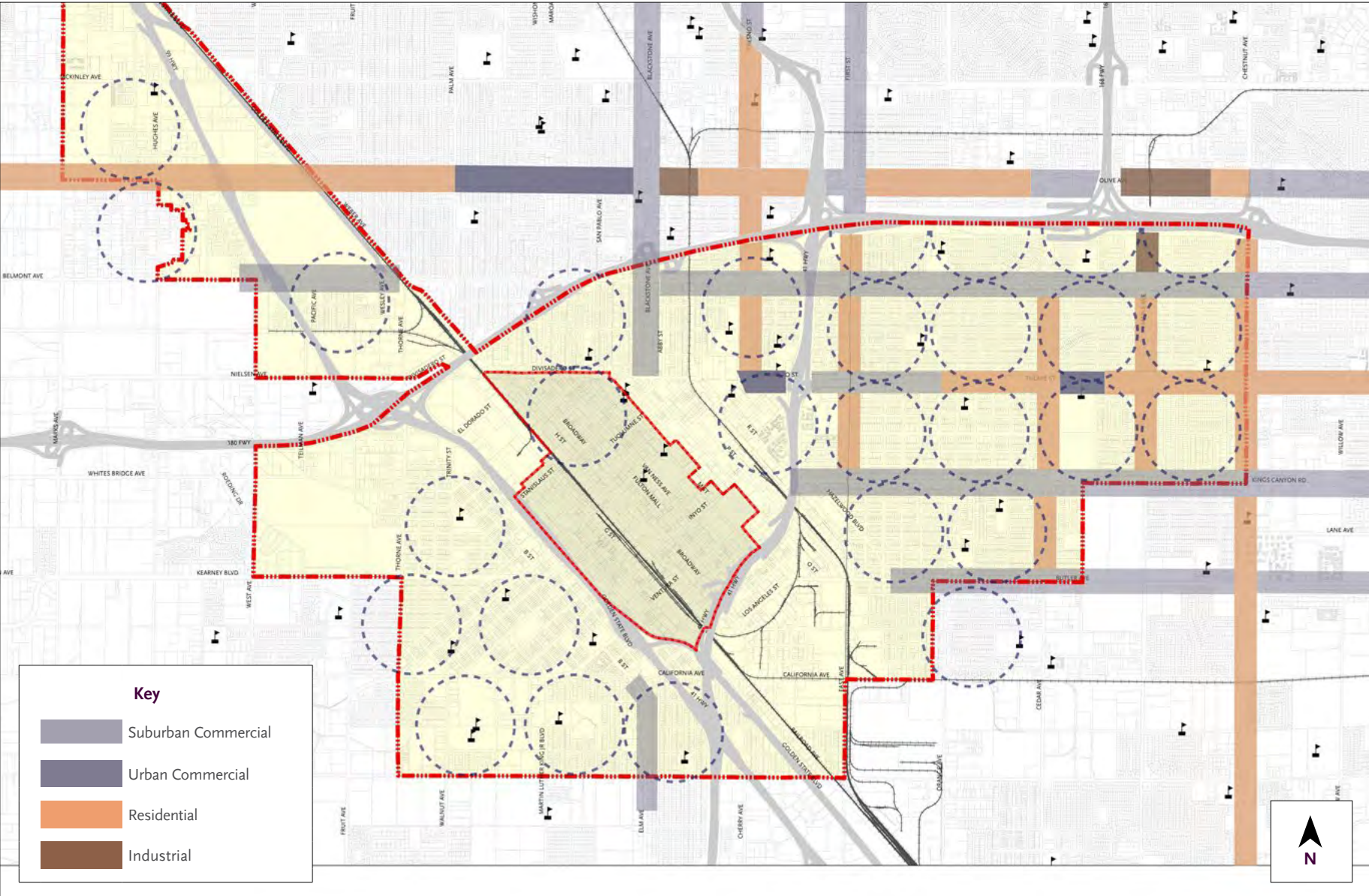
Pedestrian-oriented corridors define neighborhood boundaries and are the primary source of retail for the community. Buildings are located adjacent to and are accessed from the sidewalk. Parking is located behind the building or on the street.

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 resi-

dential uses and truck traffic from industrial areas impacting local streets.

- **Incorrect land use designations.** In large parts of the Community 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 Community 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 Community 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 Community Plan Area that have replaced the fine-grained interconnected street network with large megablocks that in turn are surrounded by tall sound walls that com-

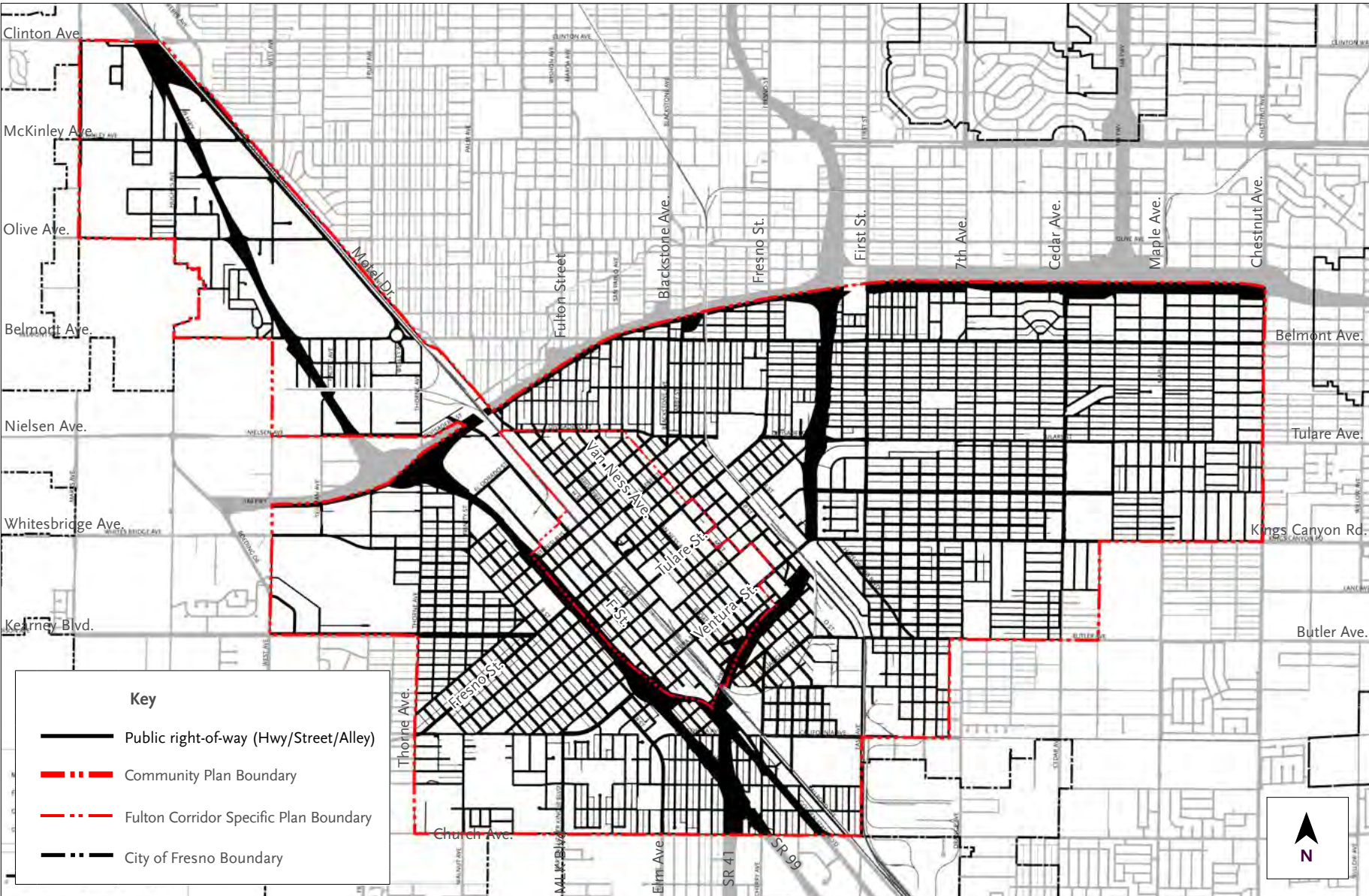


Pedestrian friendly corridors. Buildings are sited at the front of the lot with continuous frontages. Signage is placed in such a manner to serve pedestrian and automobile traffic. Parking is limited and/or placed at the rear of the buildings, reducing curb cuts and encouraging automobiles to park on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



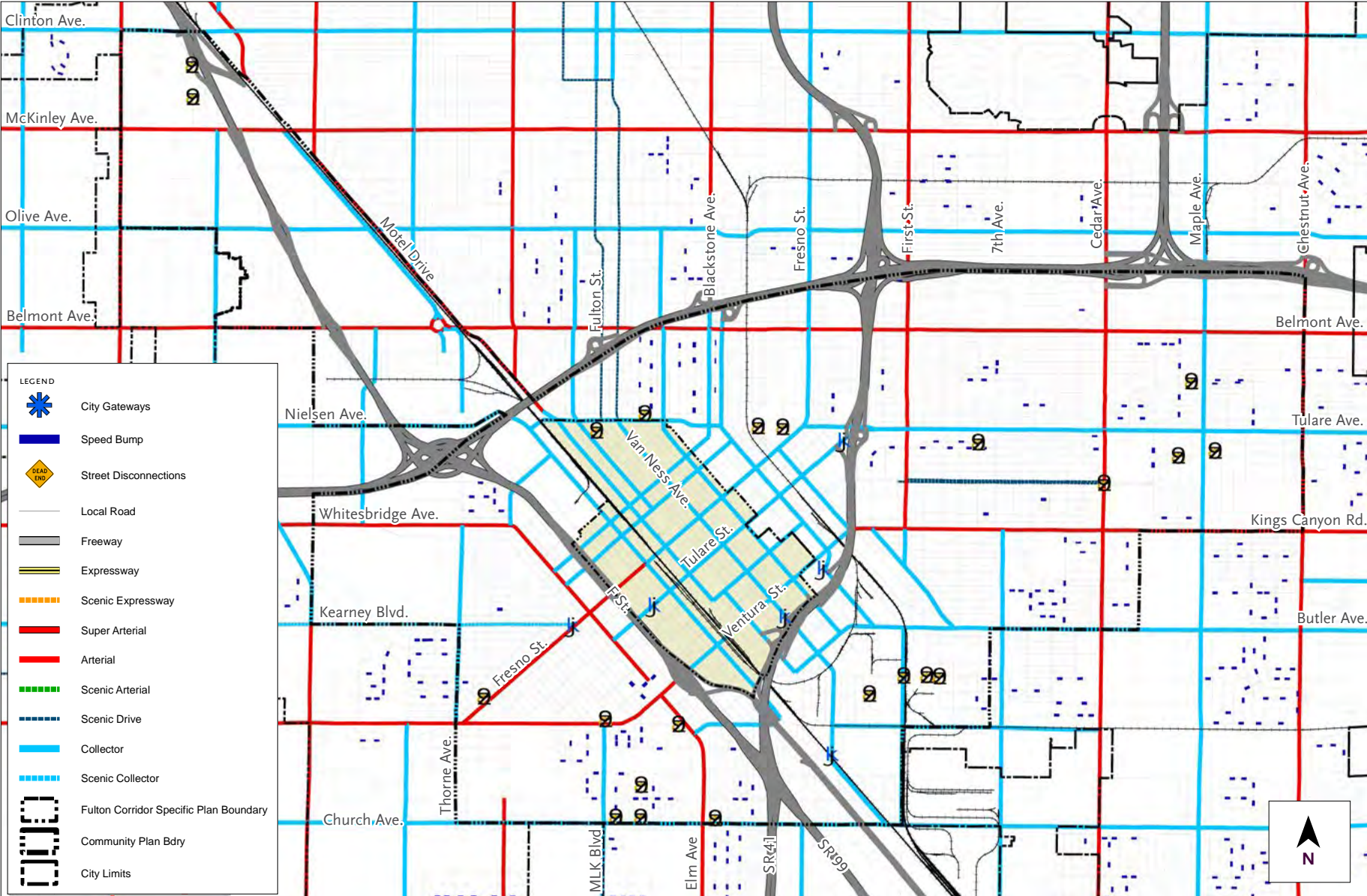
Residential corridors are lined by either residential frontages or the sides of properties that front streets perpendicular to the corridor. As a principle vehicular route, these corridors often present pedestrian barriers and as such, they serve as a defining boundary between residential neighborhoods.

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 the Jane Addams Neighborhoods, where most blocks exceed 600 feet in length.

FIGURE 2-6 - EXISTING THOROUGHFARE 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)

pletely seal off the development from the rest of the neighborhood.

- **Lack of neighborhood services.** Most residences within the Community 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 Community 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 planning areas 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. 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.



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.

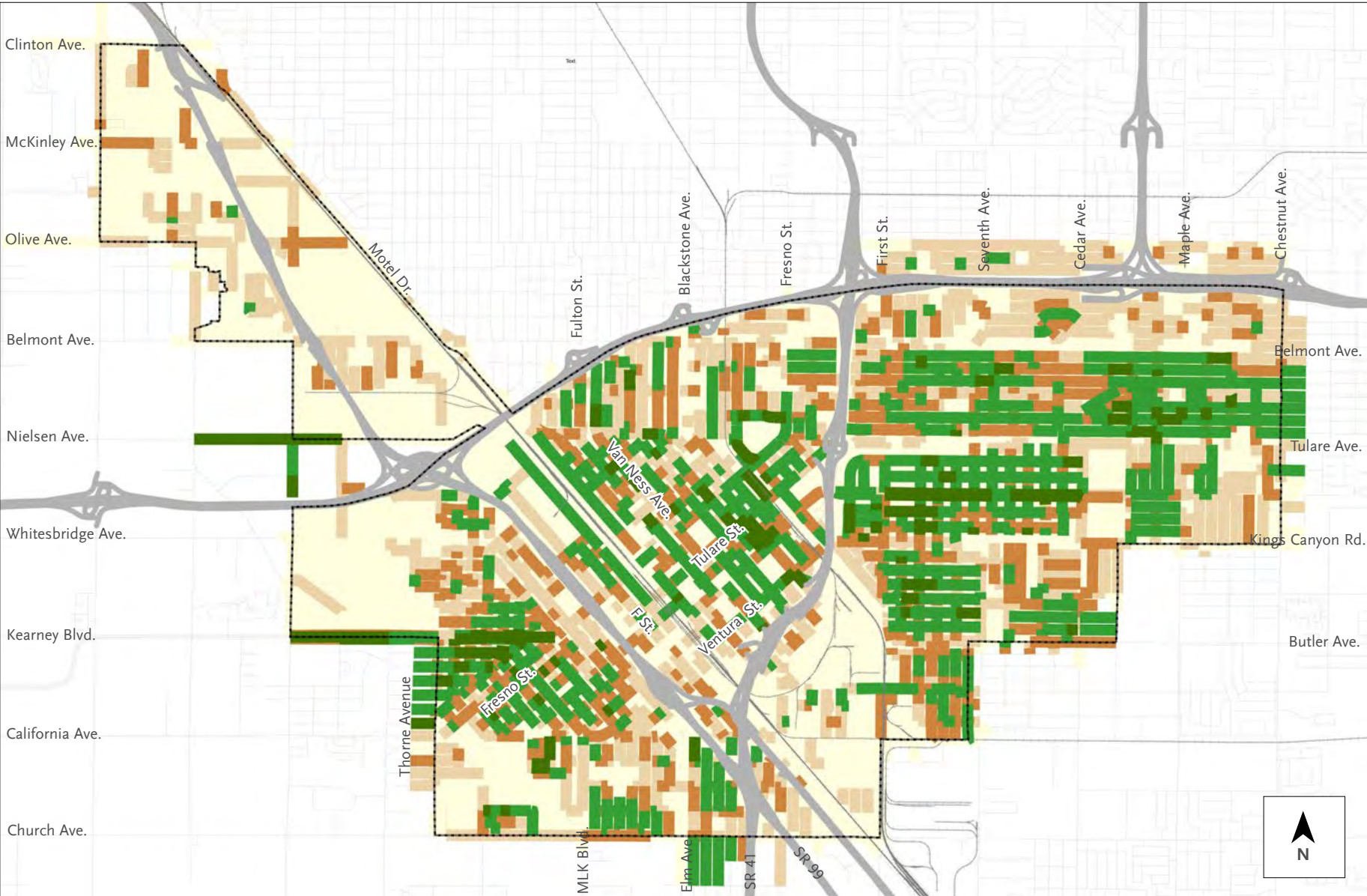
Commercial buildings have facades adjacent to sidewalks constructed of quality and durable materials. They are of a form that can accommodate a mix of uses at any one time, and can be reused over time under different programs. Ground floors have easily identifiable entrances, large storefront windows, 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 proposed High-Speed Rail 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.



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.



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



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 Downtown Neighborhoods’ different planning areas.

Intent: To preserve the distinct neighborhood character of the different areas within the Downtown Neighborhoods – Lowell, Edison, 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 Neighborhoods over time, while retaining some aspects of 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 for revitalization.
- 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 Neighborhoods 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.
- Prioritize the installation of new sidewalks on arterial roads and near schools, per **Figure 2.8**.
- Create numerous neighborhood centers that provide goods and services within walking distance of most residents.
- Revitalize Roeding Park, including continued improvements at 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 (less than 4 acres or equivalent to one Fresno city block).

2.1.3 Transform the Edison Neighborhoods 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 Edison Neighborhoods’ 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 Edison 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 Edison Neighborhoods.
- Plan for the relocation of industrial uses that negatively impact nearby residential, public, and other similar uses.
- 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 into an attractive, mixed-income established neighborhood. To achieve this policy, implement the following:

- Encourage and promote the restoration of 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 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.
- Ensure wherever possible that new buildings are 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



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.

that face and have access from the street. The uses should include a diverse mix of retail, office, service, and residential uses.

- Encourage development at the intersections along Abby Street, Fresno Street, Divisadero Street, and Belmont Avenue.

2.1.6 Transform the Southeast Neighborhoods 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 South-east with mixed-use development.
- Add new neighborhood-serving commercial development near major intersections.
- Prioritize and promote the introduction of 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 South Van Ness as a source of jobs and economic development for the Downtown Neighborhoods. To achieve this policy, implement the following:

- Seek opportunities for new small-scale commercial and retail to locate in South Van Ness.
- Conduct a series of improvements to the public realm in South Van Ness including adding new street trees, lighting, and sidewalks to make the area more attractive and

pedestrian-friendly. On Golden State Boulevard, introduce street trees and street light poles that duplicate the old light poles that once lined this historic street.

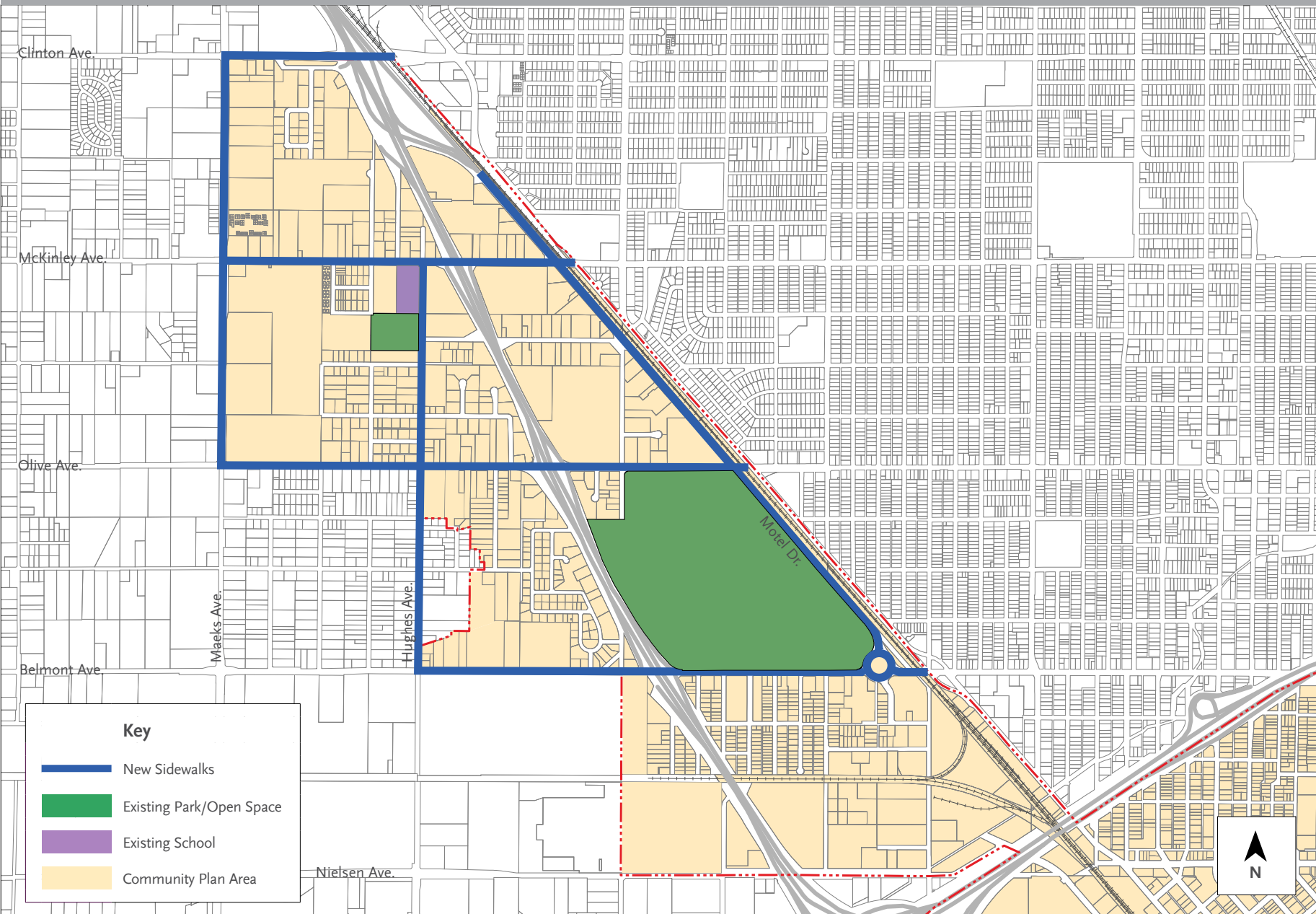
- Allow a mix of uses including housing and live/work units in selected areas in South Van Ness, including preservation of existing old houses.

2.1.8 Establish Downtown Fresno as the most prominent center for cultural arts, high density urban living, and employment in the San Joaquin Valley. (Note: Detailed polices for the Downtown can be found in subsequent goals in this chapter.)

2.1.9 In order to provide access to healthy food, work with neighborhood associations to identify locations for community gardens and farmer’s markets within each of the Downtown Neighborhood’s seven planning areas.

2.1.10 Support the development of new high-quality public charter schools, private schools, trade schools, and institutions of higher learning – including satellite campuses – within each of the Downtown Neighborhood’s seven planning areas. Wherever possible, consider locating these educational facilities in mixed-use buildings.

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



In order to address the greatest needs first, the streets shown in Figure 2-8 are considered the priorities for sidewalk improvements.

E. GOALS AND POLICIES (Continued)

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** Prioritize the transformation of Downtown into a clean and safe multi-use place by introducing and mixing high-density housing, office, retail, restaurants and entertainment uses.
- 2.2.2** Prioritize establishing Downtown as the cultural, entertainment and arts center of the San Joaquin Valley.
- 2.2.3** Improve the vitality and diversity of businesses and commercial services in the Downtown to ensure a unique, competitive, urban retail environment (FLSP Goal 2).
- 2.2.4** Ensure that City-wide policies encourage development in the Downtown and discourage subsidized development in outlying areas of Fresno.
- 2.2.5** Catalyze Downtown’s revival by revitalizing the Fulton District.
- 2.2.6** Encourage retail uses on the ground floors of buildings within the Fulton District.
- 2.2.7** Encourage outdoor dining and 24-hour entertainment focused in this area.
- 2.2.8** In concert with the introduction of the proposed High-Speed Rail station, redevelop and infill Chinatown while preserving existing its cultural character.
- 2.2.9** Work with Downtown businesses and institutions to organize and promote annual events, parades, and festivals that celebrate the Valley’s food, culture, and diversity.

2.3 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 Downtown 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.



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

- 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** Consider the development of air rights over publicly-owned surface parking areas 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 one-story structures, especially on corners. See the 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.
- 2.4.6** Support new development in Downtown through investment in public infrastructure.
- 2.4.7** Encourage infill of 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.



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.

- 2.5.1** Allow for the introduction of a variety of housing choices and building types in the Downtown.
- 2.5.2** Reinforce the Fulton District as the city’s dominant job center by encouraging large employers to locate Downtown.
- 2.5.3** As resources are available, develop programs to 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** Promote 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 professional schools, colleges, and universities 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** Implement regulations designed to encourage and promote the concentration of convention and tourist related uses (hotels, motels, restaurants, etc.) in Downtown Fresno (CAP Com. 1-4).
- 2.5.10** Attract civic institutions that support livability,

2.6 Develop each of Downtown’s subareas, 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 subareas as defined in the Fulton Corridor Specific Plan: the Fulton District, Chinatown, the Mural District, South Stadium, Armenian Town/Convention Center and Divisadero Triangle.

- 2.6.1** Strengthen the unique and special characteristics of Downtown Fresno’s individual subareas. (CAP Urb 3-1)
- 2.6.2** Promote the Fulton District as a key asset and urban place.

- 2.6.3** Regenerate Chinatown in concert with the construction of the proposed High-Speed Rail 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 Mural 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 South Stadium into a mixed-use district that introduces a diversity of new uses, including housing, creative businesses, and specialty retail businesses, while embracing its raw, industrial charm.
- 2.6.6** Transform Armenian Town/Convention Center into a walkable and bikable mixed-use neighborhood.
- 2.6.7** Transform the Divisadero Triangle – the FCSP Subareas roughly bounded by Merced Street to the south, the BNSF railroad tracks to the east, Divisadero Street to the north, and the alley between L Street and Van Ness Avenue to the west – into a walkable and bikable mixed-use place.
- 2.6.8** Infill Chinatown, South Stadium, and the Mural District with 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 Downtown as a focal point of jobs for the region.
- 2.7.2** Promote a substantial increase in office uses to serve the community’s business and professional needs (RCP 1-9).
- 2.7.3** Promote the continued development of new, high quality public charter schools that provide unique programming offerings, such as career-technical education (CTE), visual and performing arts, civic leadership, and business and entrepreneurial curriculums.



The Civic Center will continue to revitalize and evolve into a walkable mixed use area, as this block of Kern Street has.



Renovation of the Divisadero Triangle’s grand houses can help jump start the transformation of the area into a walkable and bikable district.

E. GOALS AND POLICIES (Continued)

2.8 Capitalize on the proposed High-Speed Rail 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 proposed High-Speed Rail while maximizing the positive ones.
- 2.8.1** Use the proposed High-Speed Rail station to catalyze change in the Downtown Neighborhoods.
- 2.8.2** Ensure that property near the proposed High-Speed Rail station develops with high-density transit-oriented projects.
- 2.8.3** Work with the California High-Speed Rail Authority (or other implementing agency) to minimize and mitigate the negative impacts of the proposed High-Speed Rail 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 proposed High-Speed Rail system.
 - Noise and vibration impacts to residents and businesses that result from the ongoing operation of the proposed High-Speed Rail system.
 - Negative impacts to business operations as a result of construction of the proposed High-Speed Rail 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 proposed High-Speed Rail system for area residents.
- 2.8.5** Encourage the creation of a seamless connection between Downtown and the proposed High-Speed Rail station.
- 2.8.6** Strive to locate shared High-Speed Rail station area parking structures in a manner that encourages station users to also become potential customers for Downtown businesses.
- 2.8.7** Encourage the introduction of artwork in the High-Speed Rail Station that celebrates Fresno’s many strengths, including its past and present agricultural prowess, its many cultural offerings, and/or its role as the gateway to the Sierras.



The proposed High-Speed Rail system 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 Community 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 (Edison p. 36, RCP 3-2.2).
- 2.9.3** Allow and encourage intensification of existing single-family neighborhoods by allowing appropriate and compatible second units and infill development.
- 2.9.4** Encourage the introduction of 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 of the Downtown Neighborhoods planning areas, with the exception of Downtown and South Van Ness (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 proposed, encourage its development near transportation, health care, shopping, and public facilities (Edison p. 36).
- 2.9.9** As financial and other resources become available, create and promote a variety of incentives to stimulate rehabilitation of existing structures and construction of new dwellings in established areas. Included are the following activities:
- Efficient permit processing/fast tracking (RCP 3-2.3).



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

- 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.

Such activities should include protections for extremely-low and very-low income tenants of such buildings, including protections to prevent displacement and to support relocation of such residents within the same neighborhood.

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** Establish minimum standards for all rental housing in the Downtown Neighborhoods and require that all rental properties be rated for their quality and comply with the minimum standards 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.



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

- 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 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** Plan 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** As resources allow, prioritize improving the visual appearance of corridors through streetscape improvements, renovation of existing buildings, and new development.
- 2.11.6** Conduct regular street maintenance and cleaning, with a focus on residential and pedestrian-oriented retail and commercial areas to create a welcoming environment within the Downtown Neighborhoods.



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)

2.11.7 Support the assembly of parcels to create larger and more easily developable areas, provided the established street grid is retained or restored.

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 quality neighborhood retail and services within walking and biking distance of the majority of residents in the Jane Addams, Lowell, Jefferson, Edison, and Southeast Neighborhoods that are:

- Located at or near important intersections;
- Comprised of buildings constructed of durable and quality materials, that are located adjacent to sidewalks, that have ground floors that have easily identifiable entrances and large storefront windows, and that locate parking and services behind and/or on the street; and
- Coordinated with the location and routing of Bus Rapid Transit (BRT) (Edison p. 40).

2.12.2 Work with prospective project developers to construct a variety of new, highly visible, strategically located, quality, commercial/retail/mixed-use centers within the Downtown Neighborhoods. The new commercial/retail/mixed-use 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 Neighborhoods, at the intersection of Hughes Avenue and Olive Avenue.
- In the Lowell Neighborhood at the intersection of Blackstone Avenue and Divisadero Street.
- In the Edison Neighborhoods 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 Neighborhood at the following locations:
 - Divisadero Street/Diana between SR 41 and Fresno Street to serve the Fresno Community Regional Medical Center employees and visitors;
 - At the intersection of Fresno Street and Belmont Avenue.
- In the Southeast Fresno Neighborhoods 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;
 - 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.

2.12.3 Limit new drive-thru businesses within the Fulton Corridor Specific Plan Area and within residential neighborhoods.

2.12.4 Allow drive-thru businesses along certain corridors, but ensure the drive-thru facilities do not conflict with or degrade the pedestrian environment.

2.12.5 Allow for the operation of mobile vendors in the Downtown Neighborhoods Community Plan Area. Establish property- and business-owner-led improvement



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.

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.

2.13 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.

- 2.13.1 As resources become available, proactively enforce the building, zoning, and health codes to ensure that property owners properly maintain their properties. (RCP 3-1.9)
- 2.13.2 As part of a city-wide policy and as resources become available, 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.
- 2.13.3 As part of a city-wide policy and as resources become available, inspect on an annual basis businesses that operate with a Conditional Use Permit (CUP) to ensure they comply with the provisions of the CUP.
- 2.13.4 As resources become available, create and regularly update a priority list of code violations for each neighborhood within the Community 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.
- 2.13.5 As resources become available, seek grants to assist with addressing code violations and to improve neighborhood stabilization.

- 2.13.6 As resources become available, require owners to maintain all portions of their properties, including buildings, yards, and service areas, as well as adjacent sidewalks and alleys.

2.14 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.

- 2.14.1 Monitor fire protection at construction projects to mitigate fire and safety hazards to surrounding properties and to the public.
- 2.14.2 Work with school districts and public charter schools to anticipate potential increases in the residential population in the Downtown Neighborhoods and the subsequent impact on school enrollment and capacity.
- 2.14.3 Site public facilities for greatest efficiency and economic efficacy (West CP W-2-b).
- 2.14.4 Design social services facilities as discreet, small-scale buildings that blend into their surrounding context.
- 2.14.5 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.
- 2.14.6 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.
- 2.14.7 Seek opportunities to develop medical worker housing in the Jefferson Neighborhood.
- 2.14.8 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.



Urban agriculture occurs compatibly within a neighborhood.



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

E. GOALS AND POLICIES (Continued)

- 2.14.9

Include neighborhood places for interaction among residents, such as parks, community centers, schools, commercial areas, churches, and other gathering points (RCP 1-4.3).
- 2.14.10

As resources allow, 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).
- 2.14.11

Work with the school district and/or public charter schools to develop schools that also provide gathering places for residents to gain greater access to – and involvement from – health and social service providers, community organizations, commerce, service clubs, and philanthropic institutions.
- 2.15

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).

2.15.1

Continue the implementation of the Inner City Development Policy and the Economic Expansion Act, which provide incentives for investments in infill areas.

2.15.2

As available resources allow, 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).

2.15.3

Provide incentives that will encourage private developers to invest in the Downtown Neighborhoods (CAP Eco 2-4).

2.15.4

Focus financial incentives to encourage the rehabilitation and expansion of existing businesses (CAP Eco. 4-3).

2.15.5

Provide on-going technical assistance to applications for grants and other financing programs (CAP Eco. 4-4).
- 2.15.6

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

2.15.7

As available resources allow, 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.

2.15.8

Monitor business-to-business sales generated and vacancy rates in South Van Ness to evaluate performance.

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 building design be 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 buildings to be designed and placed in a pedestrian-friendly manner that faces the street, and is accessed from the public right-of-way.

2.16.3

Encourage all new buildings, additions, and renovations to 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

Encourage 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.

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).

2:18

- 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 additions and renovations to buildings originally clad in wood, stone or masonry to be designed with compositional devices, architectural elements and materials, and constructional techniques 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 architectural design of new buildings, additions, and/or renovations, whether traditional or contemporary in style, to 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

To the extent permitted by law, buildings that utilize solar power technology, require solar panels, evacuated tube collectors, and other such solar power collectors shall be integrated architecturally into the overall design and retrofit of buildings.
- 2.16.10

Ensure building frontages respond to and shape the public realm, express creativity, and contribute to the intended physical character of the neighborhood, subject to the requirements of the Development Code.
- 2.16.11

Require signage to be in scale with the building and site to which it is being applied, subject to the requirements of the Development Code.
- 2.16.12

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

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.
- 2.17.1

Implement the DNCP through responsive, form-based development standards that enable the variety and cohesive character described in the vision.
- 2.17.2

Ensure that the development code provides clear development standards and eliminates undue difficulty in the permitting process.
- 2.17.3

Periodically review the 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 Development Code.
- 2.17.4

Coordinate the resources and actions of City departments in support of revitalizing the Downtown Neighborhoods.
- 2.17.5

Provide ongoing educational opportunities for planning staff on current urban design and planning best practices.
- 2.17.6

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.
- 2.17.7

Use the Conditional Use Permit process 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.
- 2.17.8

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.
- 2.17.9

Enable nonconforming components of a property to be addressed individually, therefore enabling property owners to invest in site improvements incrementally without fear of penalty.
- 2.17.10

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



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)

Do’s and Don’ts: Materials Finishes.

Buildings that are designed to be permanent – that are built to a high level of quality and detail – not only contribute to Fresno’s architectural heritage, but also are significant economic assets. Such well-conceived buildings become objects to be emulated as they inspire future designs to respond to their presence and their example. This does not mean that new buildings must cost more to build, since common building materials such as plaster and wood can be assembled and detailed in a manner that highlights their importance to each design, rather than their material cost. To help achieve theses ends, following is a brief summary of some building design “do’s” and “don’ts.” See Section 3.1 of the Development Code for more information.

- 1. Durable Materials.** Use durable materials and architectural details that promote permanence and longevity and are designed to be consistent within the building’s architectural style in terms of structural expression, scale, and proportion.
- 2. Modifications to Existing Buildings.** For modification to existing buildings, use or match the materials, configurations, colors and finishes of the existing building. “Stucco wraps” of buildings originally clad in exposed wood, masonry, and/or stone are prohibited.
- 3. Exposed Wood.** Finish exposed wood (or wood-like materials) in a manner that minimizes maintenance and promotes the material’s longevity.
- 4. Reflective Materials.** Avoid using reflective materials, unless they are applied to small areas (such as to highlight signage) and they can be shown to not cause a nuisance to automobile traffic, pedestrians, and neighboring buildings.
- 5. Masonry and Stone.** Detail masonry veneer walls in a manner that expresses the structural integrity of real masonry, especially at corners and window and door openings.
- 6. Synthetic Materials.** Use synthetic materials only when:
 - They adequately simulate the appearance of the natural material they imitate;
 - They demonstrate an ability to age similar to or better than the natural material they imitate;
 - They have a permanent texture, color, and character that is acceptable for the proposed application; and
 - They can be pressure washed and, in general, withstand anti-graffiti measures.
- 7. Prohibited materials.** Do not use the following materials:
 - T1-11 siding;
 - Rough-sawn wood;
 - Vertical siding, except board and batten;
 - Metal siding or concrete block as an exterior finish, except as allowed in the industrial zones;
- 8. Multiple Materials.** When combining two or more wall materials on one facade:
 - Place lighter materials above more substantial materials (e.g. wood above stucco or masonry, or stucco and glass above masonry).
 - Locate vertical joints between different materials at inside corners.
- 9. Color.** Compose materials and finishes in a manner that results in visually balanced compositions. Avoid large areas of bright colors.
- 10. Attached Architectural Elements.** Design attached architectural elements such as lighting fixtures, attic vents, custom signage, awnings, hand rails, balconies, and trellises to be consistent with each other and with the style of the building.
- 11. Solar Panels.** Fully integrate active solar devices into the overall form of new buildings from the earliest stages of design, rather than adding them to the design at the last minute.



A mixed-use building clad in plaster. The moldings and column bases are constructed of durable materials (precast concrete and tile, respectively).



A multi-family building clad in plaster and fiber-cement siding. The vertical transition between the plaster and siding occurs at the inside corners.



AVOID. Lamps, address signs, and columns are inconsistent in style and finish.



Lamps, address signs, and door hardware are consistent with each other and the building.

Do’s and Don’ts: Window and Door Openings:

Since doors and windows are critical to the appearance of buildings, their placement, orientation, proportion, materiality, detailing, and color are key to defining building character and quality. Window and door frames and colors that are inappropriately proportioned or coordinated with a building’s style and/or wall color can seriously compromise its aesthetic quality. See the Development Code for more information.

1. Materials.

- Use windows, doors, frames, colors, and styles that are appropriate to the building’s architectural style in terms of window type (double hung, casement, etc.), proportion, and color.
- For replacement windows, use the same window types as the original windows (e.g., replace double-hung windows with single-hung or double-hung windows, etc.).
- Preferred window and door materials include wood, fiberglass, steel, or aluminum. Vinyl and vinyl-clad windows should only be used if they employ muntin patterns and colors appropriate to the building’s architectural style.
- Flush nail-on aluminum windows and horizontal aluminum sliding windows are prohibited.
- Specify clear glass glazing, particularly in storefront and primary window applications.

2. Details.

- If used, specify muntins that are of a substantial dimension (e.g., not flat).
- Design head casing to be equal in width to or wider than jamb casing.
- Detail window sills to properly shed water.
- Recess windows in a manner that is specific to the building’s architectural style (e.g., provide greater recesses for Mediterranean style buildings, etc.).

3. Configurations.

- Design the orientation and proportion of openings to be consistent with the building’s architectural style.
- Design openings to relate to one another proportionally and according to a rational system of design, such as designing building elevations to exhibit a hierarchy between window sizes to differentiate between public rooms (living rooms and dining rooms) and private rooms (bedrooms, bathrooms).
- Locate windows on new building facades in a manner that maintains existing privacy with neighbors.
- Design bay windows to be habitable spaces.

- 4. Accessories.** Consider using various accessories, including operable shutters sized to match their openings, opaque canvas awnings and other shading devices that add interest to building facades and prevent heat loss and gain.

5. Garage Openings.

- Design pedestrian entrances to buildings to be more prominent than automobile entrances through size, massing, or detail variation;
- Compose parking garage entrance openings as an integral part of the building facade, designed as doorways secured by gates or doors, and scaled in proportion to the overall form of the building.



AVOID. The white window color is inconsistent with the color of the surrounding trim and cladding. White trim and perhaps a different color cladding material would result in a more consistent color palette.



The window color matches the windows and building trim and is complimentary to the wall cladding.



AVOID. Random window placement with windows not relating by shape and proportion to one another.



The windows of this mixed-use building are composed according to a logical order. The second floor windows are grouped in threes and centered above the ground floor shopfront doors and windows.

E. GOALS AND POLICIES (Continued)

- 2.17.11

Enable larger development projects to propose to amend the Zoning Map in response to unforeseen opportunities, as long as such an amendment is consistent with the goals of this Plan.
- 2.18

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.
- 2.18.1

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.
- 2.18.2

Promote plaza and public space designs that are safe, comfortable, and attractive to users (CAP Urb 5-3).
- 2.18.3

Design streets as memorable places, not just automobile conduits.
- 2.18.4

Conceive of open spaces as large outdoor rooms that are viewed as places to be enjoyed, not just traversed.
- 2.18.5

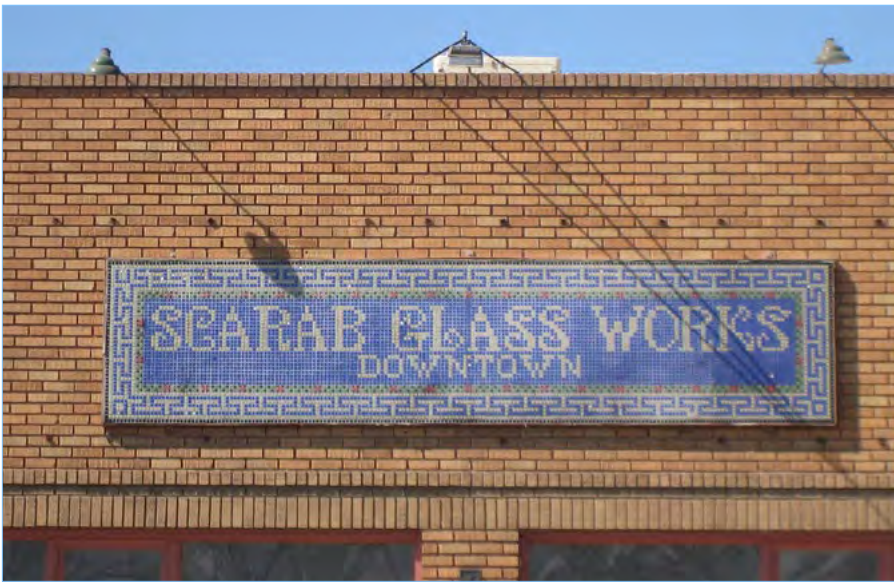
Promote a hierarchy of streetscapes for visual identity and reinforcement of the physical character of each thoroughfare.
- 2.18.6

Promote neighborhood identity by coordinating the streetscape and open spaces with the physical character of the areas being served.
- 2.18.7

Encourage the regeneration and maintenance of the public realm of the center city as one continuous network.
- 2.18.8

As existing resources allow, provide easy access and connection to public parks and open spaces from adjacent sidewalks.
- 2.18.9

Continue to work with Fresno Unified in an effort to expand the existing joint use agreement and work with new schools to allow after-hours access to school fields, playgrounds, gyms, auditoriums, and aquatic facilities through mechanisms such as joint-use agreements.



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.



This pocket park 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 PLANNED LAND USE MAP

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 FCSP boundaries. Property and right-of-ways subject to the DNCP shall be divided into the land use designations and overlays identified in Section F.2.

2. Land Use Designations and Overlays.

All parcels within the boundaries of the DNCP as identified in **Figure 2-9** and **Figures 2-10 through 2-15** are subject to the following land use designations and overlays. See **Table 2-2** for more detailed descriptions of each land use designation and overlay.

a. Downtown Land Use Designations.

- i. Downtown Core.
- ii. Downtown General.
- iii. Downtown Neighborhood.

b. Residential Single-Family Land Use Designations.

- i. Medium Low Density.
- i. Medium Density.

c. Residential Multi-Family Land Use Designations.

- i. Mobile Home Park

d. Mixed-Use Land Use Designations.

- i. Corridor/Center.
- ii. Neighborhood

e. Employment Land Use Designations.

- i. Business Park
- ii. Light Industrial.
- iii. Heavy Industrial.

f. Public and Semi-Public Land Use Designations.

- i. Public and Institutional.
- ii. Parks and Recreation.

g. Overlays.

- i. Apartment House Overlay.
- ii. Neighborhood Revitalization Overlay.
- iii. Urban Campus Overlay.

3. Relationship to Citywide Development Code (CDC).

The DNCP and the applicable sections of the Citywide Development

Code will guide the transformation of Downtown Fresno by directing new buildings, whether public or private, to contribute positively to the streets, open spaces, and existing buildings within each particular neighborhood and district and the community as a whole. The applicable sections of the Citywide Development Code have been drafted to be fully consistent and harmonious with the goals, intent, and policies of this Plan and shall serve as the primary mechanism for ensuring the physical development within the Plan’s boundaries occurs in accordance with the Plan’s vision. In circumstances where City staff conclude that a particular project or certain components of a particular project are not been fully addressed in the Citywide Development Code, this Plan shall be controlling in the determination of the overall intent of the plan as it relates to the particular project or project components. The DNCP includes the Land Use Designations while the Citywide Development Code includes the associated zoning districts. In order to ensure consistency between the two 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 Citywide 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 Citywide Development Code provides detail on development standards including the following:

- a. Use Regulations
- b. Density and Massing Development Standards
- c. Site Design Development Standards
- d. Facade Design Development Standards

4. Relationship to Fresno-Chandler Downtown Airport Master and Environs Specific Plan (FCDASP). Upon adoption, the provisions of the DNCP shall take precedence over all of the regulations of the FCDASP, except those regulations related to aircraft noise and safety contours and avigation easements, as outlined in the FCDASP.

E. GOALS AND POLICIES (Continued)

FIGURE 2-9 - PLANNED LAND USE MAP

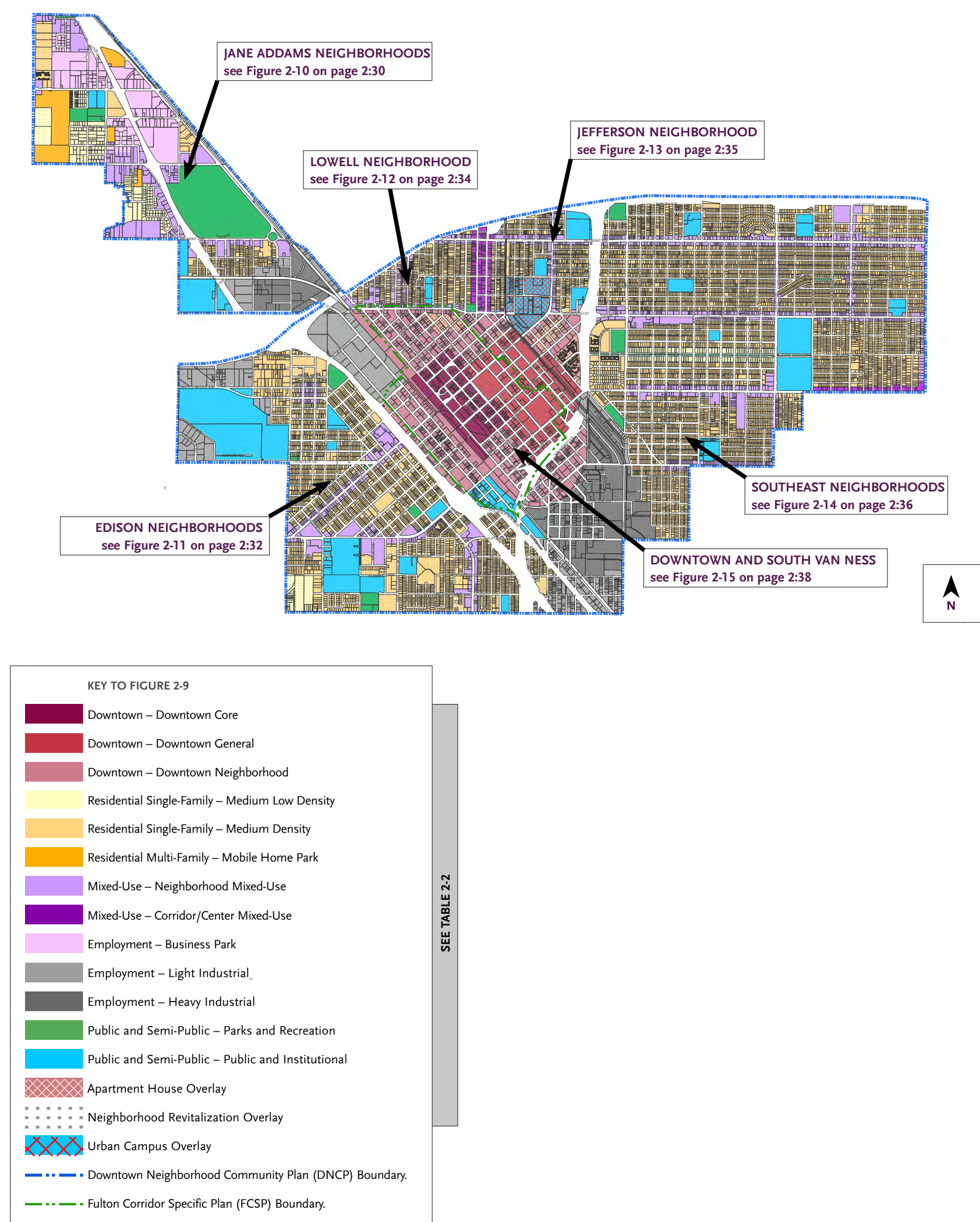


TABLE 2-2 SUMMARY OF LAND USE DESIGNATIONS

	b. Residential Single-Family Designations		d. Mixed-Use Designations
	i. Medium Low Density	ii. Medium Density	i. Corridor/Center Mixed-Use
	<div>EXAMPLES OF INTENDED PHYSICAL CHARACTER</div> <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>		
INTENT AND PURPOSE	<p>The Medium Low Density designation provides for single family detached housing with densities of between 3.5 to 6 dwellings per acre. Within the Community Plan area it applies to the generally undeveloped parcels along the western edges of the Jane Addams and Edison neighborhoods. New development consists of single-family houses that face and are accessed from the street and reinforce the informal, rural character of the area.</p>	<p>The Medium Density designation applies to areas with predominately single-family residential development, but can also accommodate a mix of housing types, including small-lot starter homes and zero-lot-line developments such as duplexes and townhouses. Within the Community Plan area the Medium Density designation also applies to the Huntington Boulevard, St. John’s Cathedral District, and the L Street historic districts. New buildings, with densities of between 5 and 12 dwellings per acre, are mindful of the massing, scale, and character of existing single-family houses, especially within the area’s historic districts.</p>	<p>The Corridor/Center Mixed-Use designation allows for either horizontal or vertical mixed-use development along key circulation corridors where height and density can be easily accommodated. New development, ranging in density between 16 and 30 du/acre will facilitate the transformation of existing transportation corridors into vibrant, highly walkable areas with broad, pedestrian-friendly sidewalks, trees, landscaping, and local-serving uses.</p>
INTENDED PHYSICAL CHARACTER	<p>New buildings are house-scale and up to 2 stories/35 feet tall. Attics of buildings with pitched roofs may be inhabited and lit with dormer and gable windows. All buildings are set back substantially from the sidewalk to accommodate large, planted front yards. Living rooms, dining rooms, and other formal rooms face and provide “eyes on the street.”</p>	<p>New buildings are house-scale, up to 2 stories/35 feet in height, and are designed with massing that is respectful of neighboring houses. Attics of buildings with pitched roofs may be inhabited and lit with dormer and gable windows. All buildings are set back from the sidewalk to provide a front yard that is consistent with the existing houses along the street. Living rooms, dining rooms, and other formal rooms face and provide “eyes on the street.” Multi-family buildings are compatible in scale and massing and virtually indistinguishable from single-family houses.</p>	<p>New buildings are up to 60 feet tall and step down in relationship to the scale and character of adjacent neighborhoods. Buildings are located at or near the sidewalk and accessed directly from the sidewalk to encourage pedestrian activity.</p>
INTENDED FRONTAGE AND STREETScape	<p>Buildings face the street with ground floor residential frontages such as porches and stoops. Streets are lined with large canopy street trees that reinforce the human scale and low intensity nature of the rural setting. Wide shoulders accommodate bicycles and pedestrians.</p>	<p>Buildings face traditional, tree-lined streets. Streetscapes consist of sidewalks separated from the street by parkway strips planted with canopy street trees of varying species that shape the unique landscape character of each individual street and provide shade for pedestrians.</p>	<p>Buildings face tree-lined streets with ground floor shopfronts and ample upper floor windows. Street trees, planted in tree wells, reinforce human scale, provide shade for pedestrians and transit users, and add distinct character to the street.</p>
INTENDED PARKING	<p>On-site parking is located on the rear half of the lot and shielded from view from the public right-of-way. Visitor parking is accommodated with on-street spaces.</p>	<p>On-site parking is located on the rear half of the lot and shielded from view from the public right-of-way. Visitor parking is accommodated with on-street spaces.</p>	<p>Parking consists of both on-street spaces and off-street spaces located behind or under the building.</p>
INTENDED LAND USE RANGE	<p>Buildings are occupied with residential uses with limited home occupation activity.</p>	<p>Buildings are occupied with residential uses and limited home occupation activity.</p>	<p>Ground-floor retail and upper-floor residential or offices are the primary uses, with residential uses, personal and business services, and public and institutional space as supportive uses.</p>

TABLE 2-2 SUMMARY OF LAND USE DESIGNATIONS

	d. Mixed-Use Designations	e. Employment Designations	
	ii. Neighborhood Mixed-Use	i. Business Park	iii. Light Industrial
EXAMPLES OF INTENDED PHYSICAL CHARACTER			
INTENT AND PURPOSE	The Neighborhood Mixed-Use designation allows a minimum of 50 percent residential uses and provides for mixed-use districts of local-serving, pedestrian-oriented commercial development, such as convenience shopping and professional offices. New development consists primarily of moderate intensity residential buildings and commercial buildings that accommodate neighborhood services. At key corridor intersections, mixed-use buildings accommodate small-scale retail, office, civic, entertainment uses; housing may be accommodated on upper floors.	The Business Park designation provides for office/business parks in campus-like settings that are well suited for large offices or multi-tenant buildings. This designation is intended to accommodate and allow for the expansion of small businesses. New buildings may be designed with a floor area ratio (FAR) of up to 1.0. Given its proximity to residential uses, only limited outdoor storage is permitted, while adequate landscaping is imperative to minimize the visual impacts.	The Light Industrial designation accommodates a diverse range of light industrial uses. Light Industrial areas may serve as buffers between Heavy Industrial and other land uses and are generally located in areas with good transportation access, such as along railroads and State routes, and may accordingly generate substantial activity from large cargo or delivery vehicles. New buildings may be designed with a floor area ratio (FAR) of up to 1.5 and within the Community Plan area are designed according to the needs of the particular light industrial activity, and to the extent possible, provide street-friendly facades, especially when adjacent to commercial or residential buildings.
INTENDED PHYSICAL CHARACTER	New buildings are up to 3 stories/40 feet tall and are accessed directly from the sidewalk to encourage pedestrian activity. Buildings vary in size and form, but are compatible in massing and scale with adjacent buildings. Mixed-use and commercial buildings are located at or near the sidewalk and are expressed as single volumes. Residential buildings, set back from the sidewalk behind small front yards, are composed of house-scale masses with facades divided into house-scale increments. Living rooms, dining rooms, and other formal rooms face the street.	New buildings are up to 60 feet tall and are set back from the sidewalk behind landscaped front yards. Street-facing facades and accessed directly from the sidewalk to encourage pedestrian activity.	New buildings are up to 60 feet in height and may be located anywhere on the lot. Buildings are expressed in single or multiple volumes as determined by the particular function of the industrial activity and, to the extent possible, office and administrative uses are located towards the front of the lot, facing the street.
INTENDED FRONTAGE AND STREETScape	Residential buildings face the street with residential frontages such as front yards, porches, and stoops; commercial and mixed-use buildings face the street with shopfronts. Streets are lined with inviting sidewalks and continuous parkway strips that may, depending on the adjacent use, be either landscaped or hardscaped with pavers. Street trees green these corridors, provide shade, and convey a unique character to each street.	Street-facing building facades provide windows and to the extent possible the primary entry into the building. Streets are lined with inviting sidewalks and continuous parkway strips that are planted with drought-tolerant landscaping and street trees.	To the extent possible, street-facing building facades provide windows and the primary entry into the building in order to ensure that industrial buildings contribute to a safe pedestrian environment through “eyes on the street.” Street trees are present to provide shade while accommodating the needs of large service and delivery vehicles.
INTENDED PARKING	Parking consists of both on-street spaces and off-street spaces located behind, under or, except along BRT transit corridors, on the side of buildings. Parking requirements are moderate to encourage walking from nearby neighborhoods while accommodating visitors and patrons from the broader community.	On-site parking is located behind or beside the building, but not within front and street side setbacks.	On-site parking should be located behind or beside the building, but not within front and street side setbacks.
INTENDED LAND USE RANGE	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.	Typical land uses include research and development, laboratories, administrative and general offices, medical offices and clinics, professional offices, prototype manufacturing, testing, repairing, packaging, and printing. Small-scale retail and service uses serving local employees and visitors are permitted as secondary uses.	Buildings accommodate a diverse range of light industrial uses, including limited manufacturing and processing, research and development, fabrication, utility equipment and service yards, wholesaling, warehousing, and distribution activities. Small-scale retail and ancillary office uses are also permitted.

TABLE 2-2 SUMMARY OF LAND USE DESIGNATIONS

	e. Employment Designations	f. Public and Semil-Public Designations	
	iii. Heavy Industrial	i. Parks and Recreation	ii. Public and Institutional
EXAMPLES OF INTENDED PHYSICAL CHARACTER	 	 	 
INTENT AND PURPOSE	The Heavy Industrial designation accommodates the broadest range of industrial uses and may generate substantial activity from large cargo or delivery vehicles. New buildings may be designed with a floor area ratio (FAR) of up to 1.5, and within the Community Plan area are designed according to the needs of the particular industrial activity, and to the extent possible, provide street-friendly facades, especially when adjacent to commercial or residential buildings.	The Parks and Recreational Facilities designation applies to open space facilities that accommodate both active and passive recreational uses such as public parks, outdoor and indoor playing fields, trails, playgrounds, and community centers. The Parks and Recreational Facilities designation may also include ponding basins or airport approach/clear zones that are developed for, programmed, and actively used for recreational purposes.	The Public Facilities designation applies to public or institutional facilities, including city facilities, utilities, schools, health services, corporation yards, utility stations, and similar uses. New buildings may be built with a Floor Area Ratio (FAR) of up to 2.5 and 5.0 for hospitals and related uses. Within the Community Plan area, the Public facilities designation applies to Fresno Chandler Executive Airport, the Fresno Community Regional Medical Center, the various cemeteries in the Jane Addams Neighborhood, as well as the Downtown Neighborhood’s various schools. New buildings are designed to accommodate the needs of the particular use while fronting adjacent public streets with street-friendly facades.
INTENDED PHYSICAL CHARACTER	New buildings are up to 60 feet in height and may be located anywhere on the lot. Buildings are expressed in single or multiple volumes as determined by the function of the industrial activity and, to the extent possible, office and administrative uses are located towards the front of the lot, facing the street.	Parks and recreational facilities front public streets to the maximum extent possible and provide easy access from surrounding sidewalks.	New buildings are designed according to the needs of the particular public or institutional facility. Buildings are generally up to 35 feet in height, excepting buildings within the Fresno Community Regional Medical Center, where buildings may be up to 150 feet in height. Buildings located along public streets face the street with parking located behind the building or subterranean. Buildings adjacent to residential neighborhoods are house-scale to relate to adjacent house-scale buildings.
INTENDED FRONTAGE AND STREETScape	To the extent possible, street-facing building facades provide windows and the primary entry into the building in order to ensure that industrial buildings contribute to a safe pedestrian environment through “eyes on the street.” Street trees are present to provide shade while accommodating the needs of large service and delivery vehicles.	To the extent possible, adjacent and surrounding buildings front parks and other recreational facilities to provide “eyes on the park.” Landscape, walls, and other features are low in order to enable visibility into and across parks and other facilities from surrounding sidewalks and streets. Tall fences are transparent.	Buildings face the street with a variety of frontages, including front yards, porches, stoops, shopfronts, and lobbies with canopies. Streets are lined with inviting sidewalks and street trees planted in, depending on the use or context, tree wells or continuous parkway strips.
INTENDED PARKING	On-site parking may be located anywhere on the lot except within front and street side setbacks.	Parking is accommodated with on-street parking spaces and parking lots. To the extent possible, parking lots are located along side streets and are screened from adjacent sidewalks with low hedges, walls, or landscaping.	On-site parking is located behind street-facing buildings, subterranean, or at the center of the lot or campus. Parking is also provided in on-street parking spaces.
INTENDED LAND USE RANGE	Buildings accommodate a broad range of industrial uses, including manufacturing, assembly, wholesaling, distribution, and storage activities that are essential to the development of a balanced economic base. Small-scale commercial services and ancillary office uses are also permitted.	Uses within the Parks and Recreational Facilities designation include public parks, outdoor and indoor playing fields, trails, playgrounds, and community centers.	Buildings accommodate a broad range of uses depending on the facility.

TABLE 2-2 SUMMARY OF LAND USE DESIGNATIONS




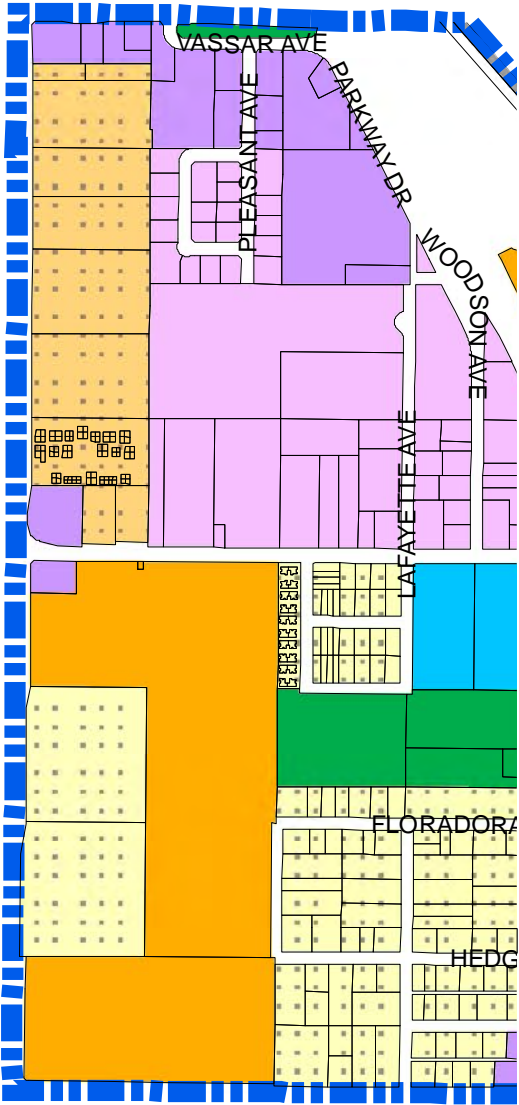
g. Overlays			
EXAMPLES OF INTENDED PHYSICAL CHARACTER The examples are not intended to be interpreted literally as they represent the general range of scale, intensity, site organization and streetscape typical of the identified zoning district.	iv. Apartment House Overlay	ii. Neighborhood Revitalization Overlay	iii. Urban Campus Overlay
			
	The Apartment House designation is intended to preserve and enhance the pattern of pedestrian-oriented small-footprint apartment houses, grand homes, and small commercial buildings that exist in some surviving pre-World War II residential areas within Downtown. New buildings are mindful of the massing, scale, and character of buildings within this area that are listed on the Local Historic Register.	The Neighborhood Revitalization overlay designation is intended to preserve the unique character of neighborhoods near Downtown, enhance their walkability, and promote a diverse population.	The Urban Campus overlay designation is intended to provide for large, centrally planned and operated campuses which integrate well into a dense, mixed-use, walkable urban environment. When Urban Campus areas are adjacent to residential neighborhoods transitions will be graceful.
	New buildings are house-scale, up 35 feet in height, and are designed with massing that is respectful of neighboring houses. Attics of buildings with pitched roofs may be inhabited and lit with dormer and gable windows. All buildings are set back from the sidewalk to provide a front yard that is consistent with the existing houses along the street. Buildings are designed to provide “eyes on the street.” Multi-family and commercial buildings are compatible in scale and massing and virtually indistinguishable from single-family houses.	Buildings shall be composed of simple, well-proportioned volumes with street-facing façades that employ architectural articulation that is compatible with nearby homes. Building finishes are high-quality in nature and renovations of existing buildings are complimentary to the original structure	New buildings are block-scale and may reach up to 210 feet tall. With exemplary architecture, buildings may rise up to 235 feet in height.
	Ground floor residential frontages such as front yards, porches, and stoops face traditional, tree-lined streets. Streetscapes consist of sidewalks separated from the street by parkway strips planted with canopy street trees of varying species that shape the unique landscape character of each individual street and provide shade for pedestrians.	Ground floor residential frontages such as front yards, porches, and stoops face traditional, tree-lined streets. Streetscapes consist of sidewalks separated from the street by parkway strips planted with canopy street trees of varying species that shape the unique landscape character of each individual street and provide shade for pedestrians. See underlying land use designation.	Within the site the physical layout may be campus-like, but at the perimeter the buildings are located at or near the sidewalk and have active frontages on the ground floor. Canopy street trees reinforce the human scale of the area while providing shade and accommodating the needs of emergency vehicles.
	On-site parking is located on the rear half of the lot and shielded from view from the public right-of-way. Visitor parking is accommodated with on-street spaces.	See underlying land use designation.	Parking consists of on-street spaces and on site spaces located anywhere on the lot within the campus, and behind buildings on the perimeter of the campus.
	Buildings are occupied with residential uses, home occupation activity, and commercial services such as business, professional, medical, and dental offices uses.	See underlying land use designation.	See underlying land use designation.

FIGURE 2-10 - PLANNED LAND USE MAP - JANE ADDAMS NEIGHBORHOODS



KEY TO FIGURE 2-10

- Residential Single-Family – Medium Low Density
- Residential Single-Family – Medium Density
- Residential Multi-Family – Mobile Home Park
- Mixed-Use – Neighborhood Mixed-Use
- Employment – Business Park
- Employment – Light Industrial
- Employment – Heavy Industrial
- Public and Semi-Public – Parks and Recreation
- Public and Semi-Public – Public and Institutional
- Downtown Revitalization Overlay
- Downtown Neighborhood Community Plan (DNCP) Boundary.

SEE TABLE 2-2

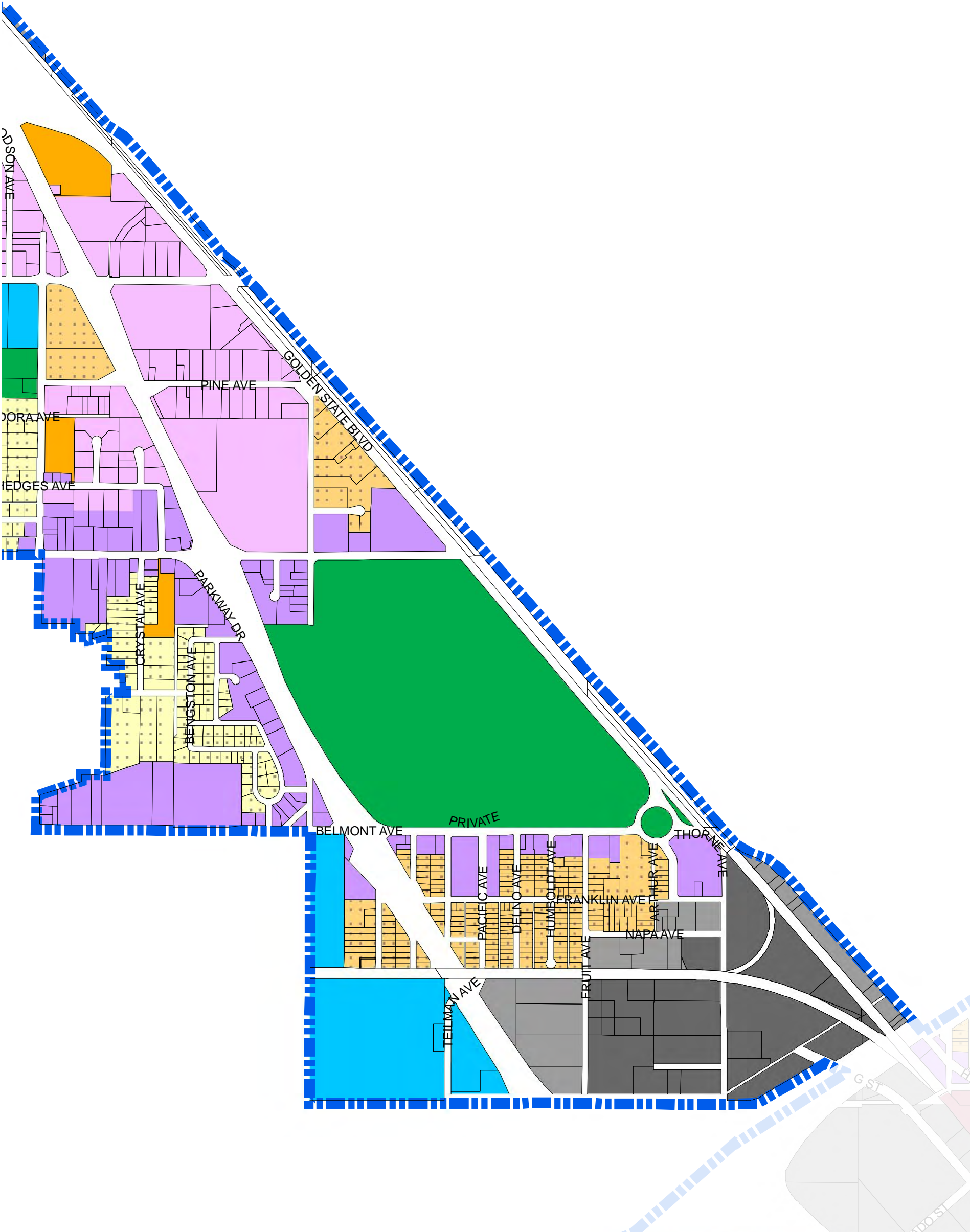
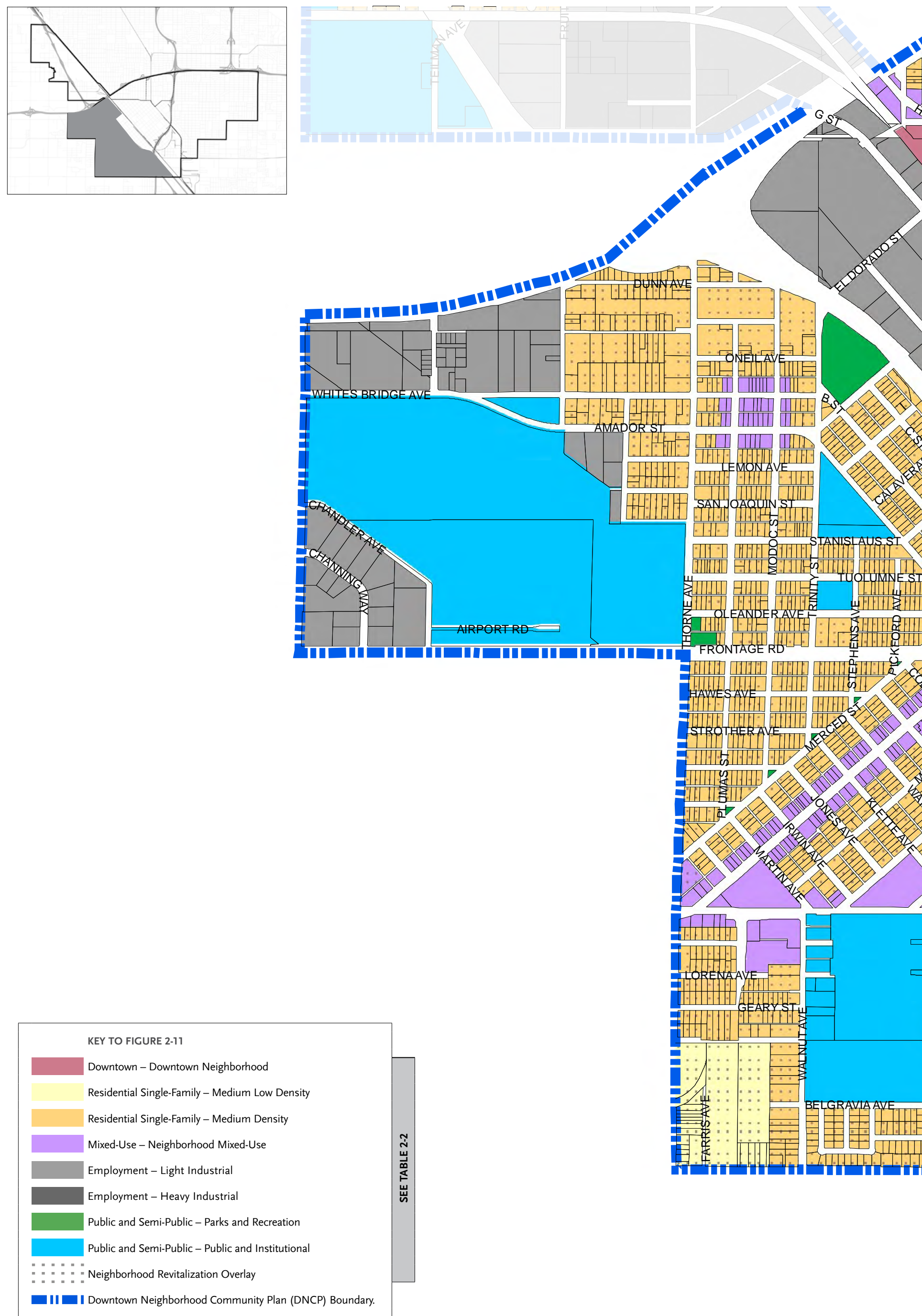


FIGURE 2-11 - PLANNED LAND USE MAP - EDISON NEIGHBORHOODS



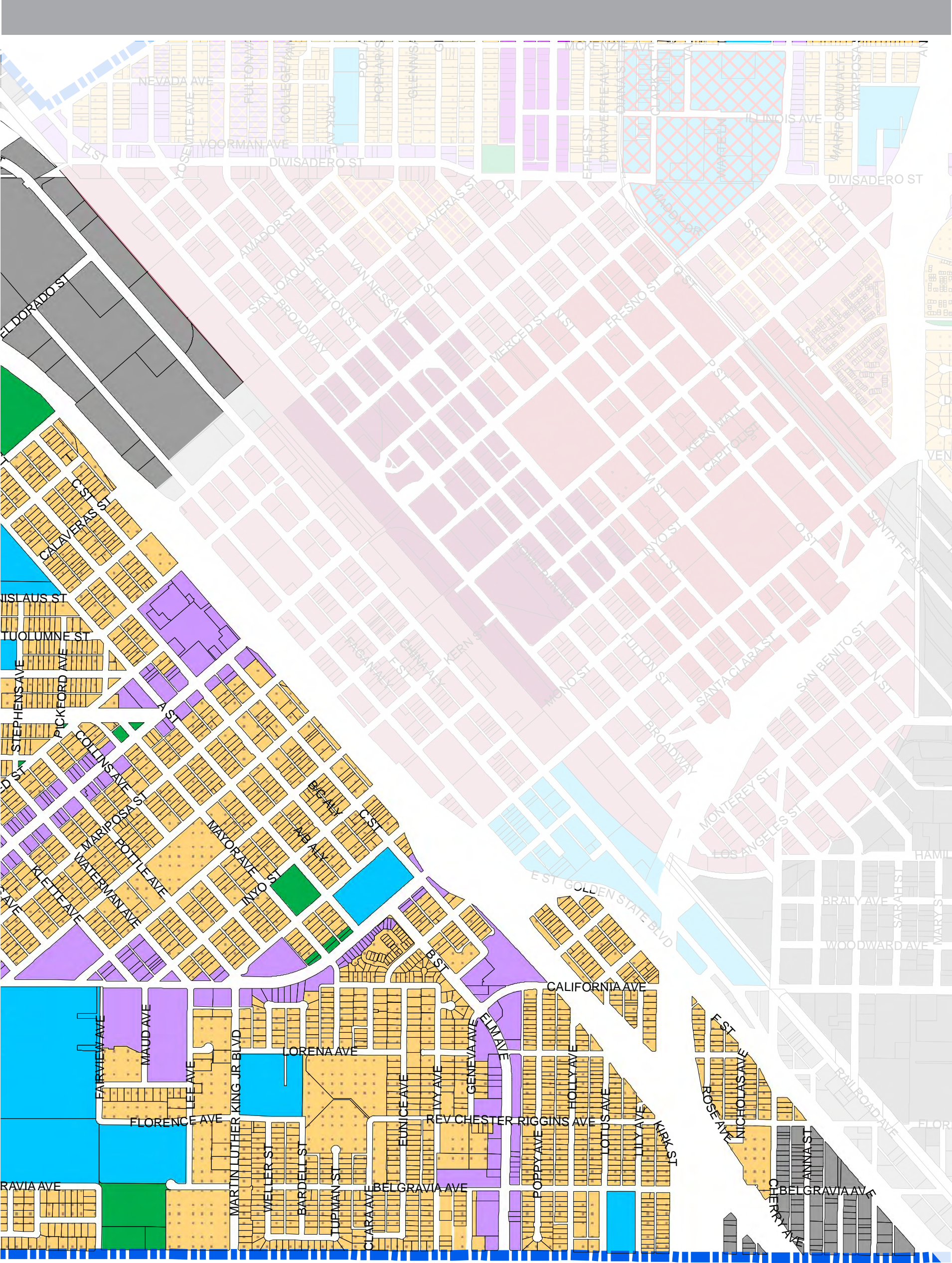
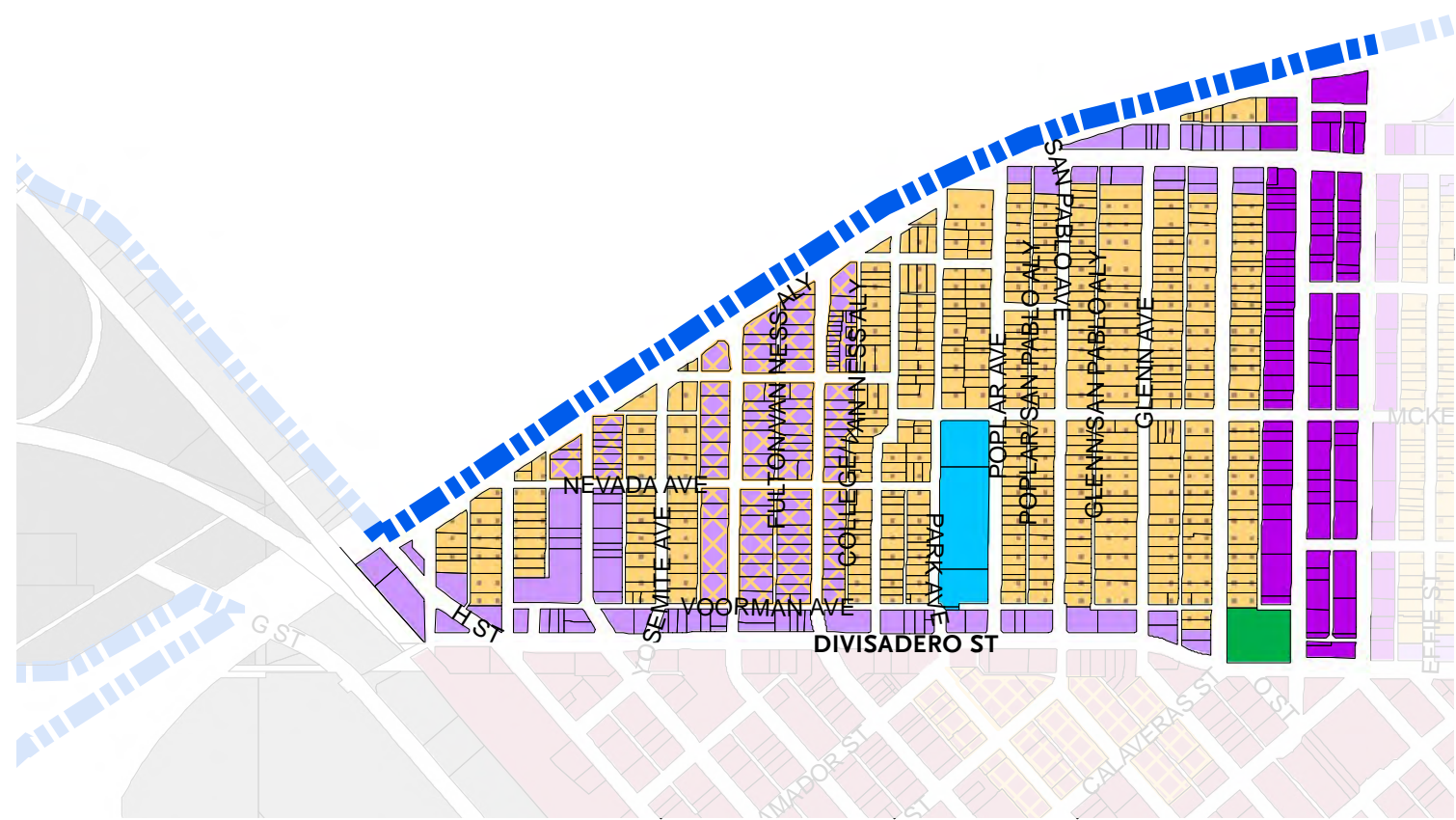


FIGURE 2-12 - PLANNED LAND USE MAP - LOWELL NEIGHBORHOOD

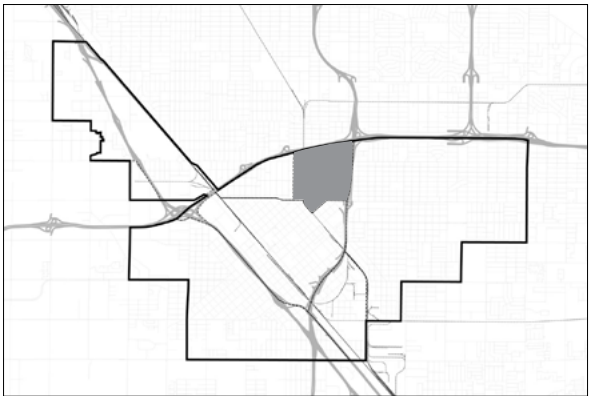
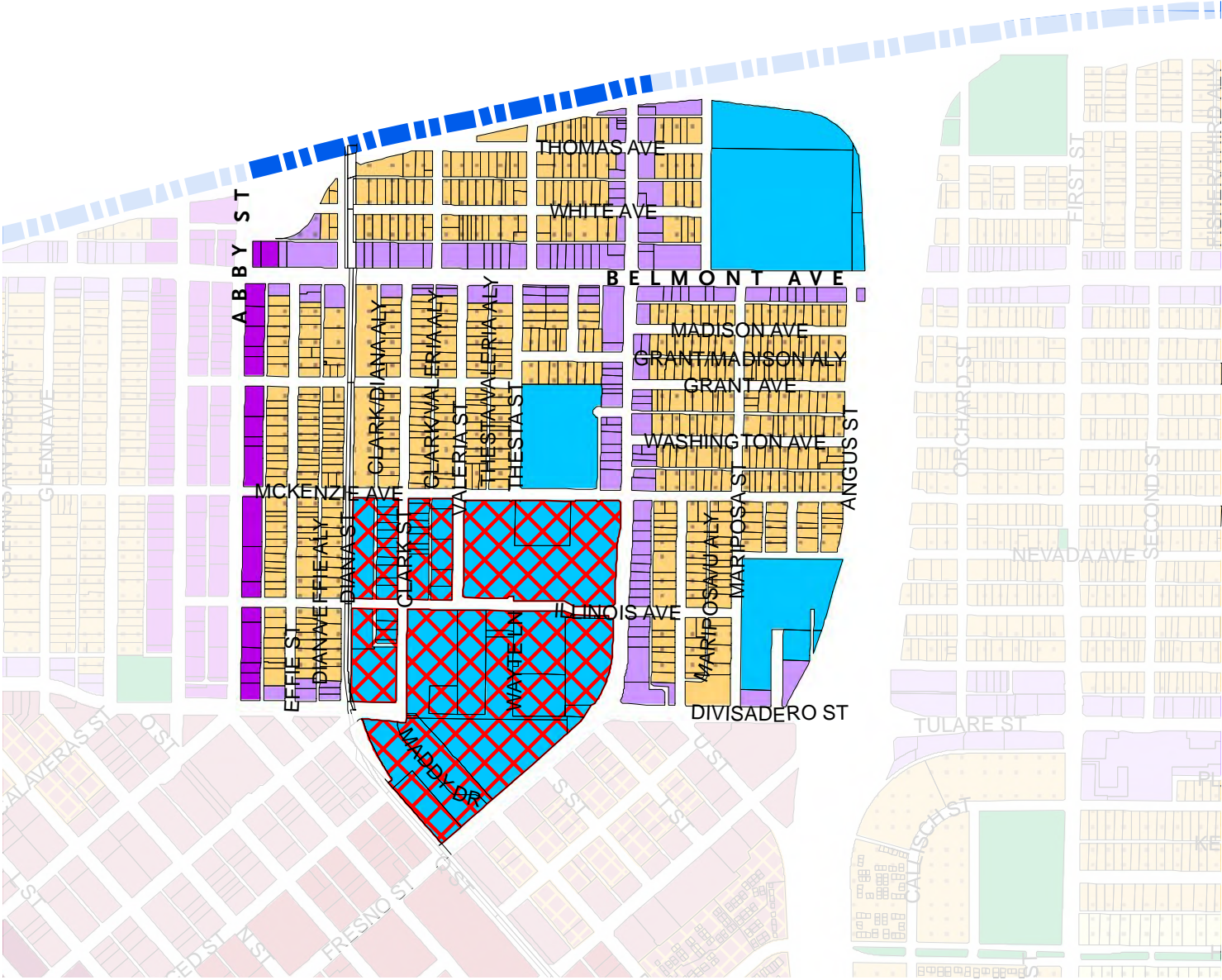


KEY TO FIGURE 2-12

- Downtown – Downtown Neighborhood
- Residential Single-Family – Medium Density
- Mixed-Use – Neighborhood Mixed-Use
- Mixed-Use – Corridor/Center Mixed-Use
- Public and Semi-Public – Parks and Recreation
- Public and Semi-Public – Public and Institutional
- Apartment House Overlay
- Neighborhood Revitalization Overlay
- Downtown Neighborhood Community Plan (DNCP) Boundary.

SEE TABLE 2-2

FIGURE 2-13 - PLANNED LAND USE MAP - JEFFERSON NEIGHBORHOOD



KEY TO FIGURE 2-13

- Downtown – Downtown Neighborhood
- Residential Single-Family – Medium Density
- Mixed-Use – Neighborhood Mixed-Use
- Mixed-Use – Corridor/Center Mixed-Use
- Public and Semi-Public – Public and Institutional
- Neighborhood Revitalization Overlay
- Urban Campus Overlay
- Downtown Neighborhood Community Plan (DNCP) Boundary.

SEE TABLE 2-2

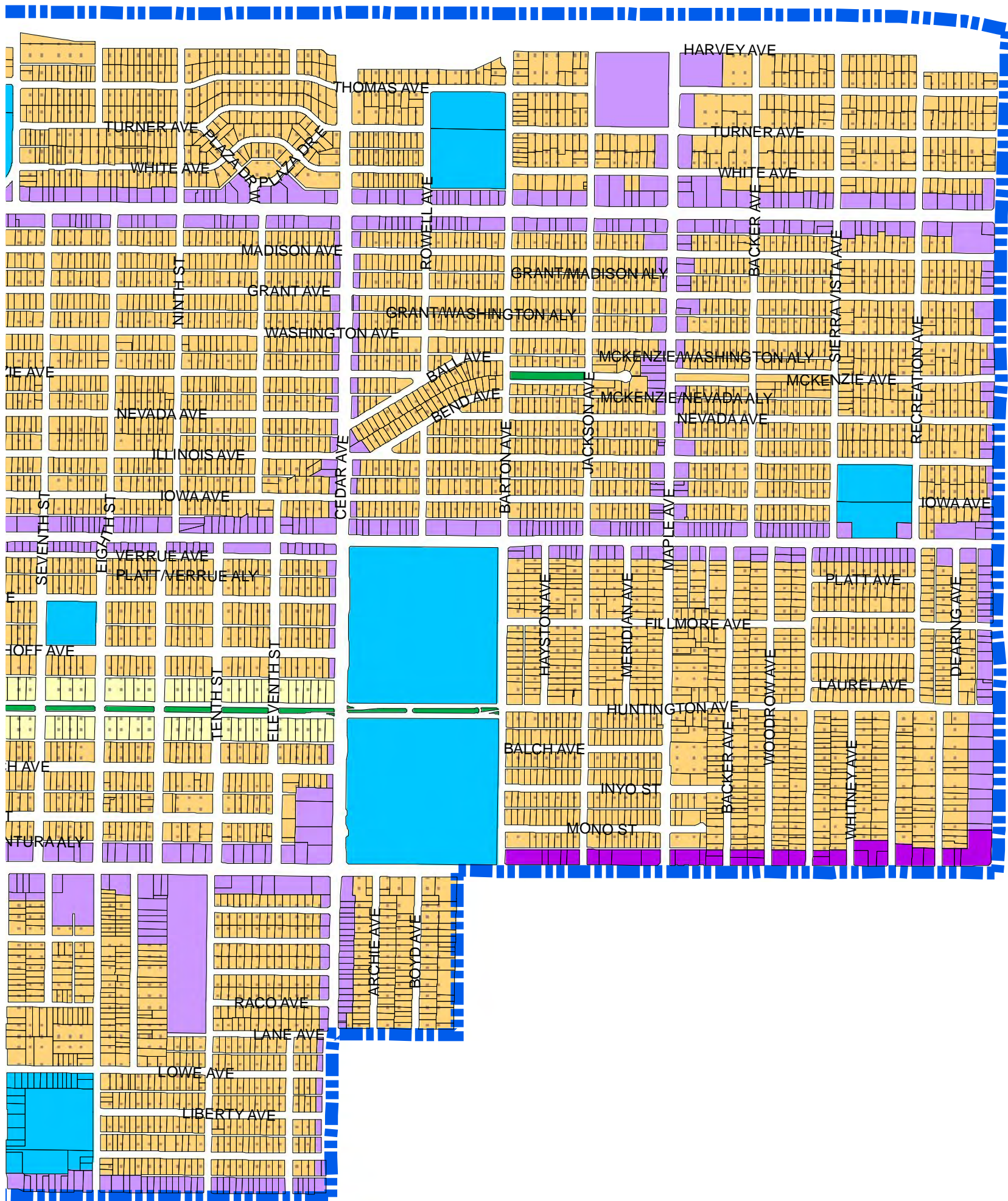
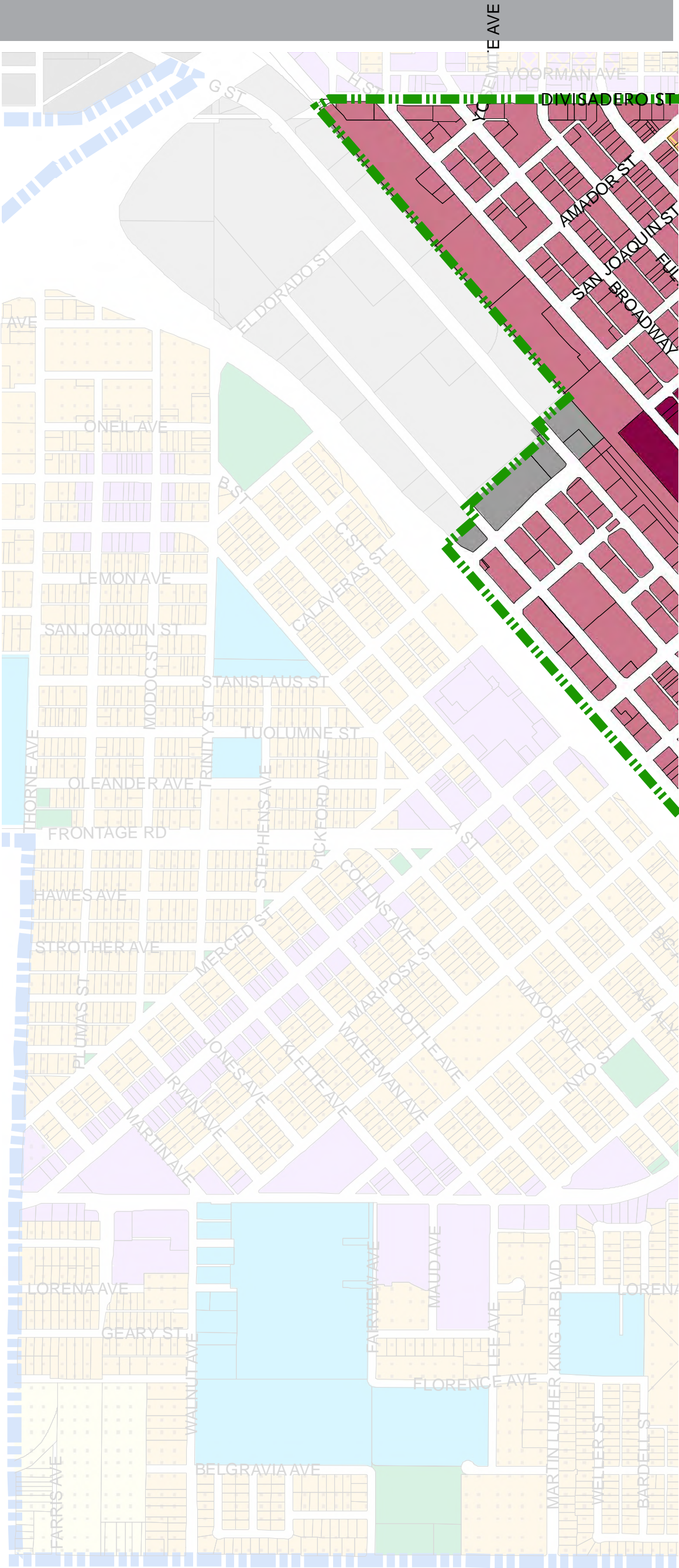
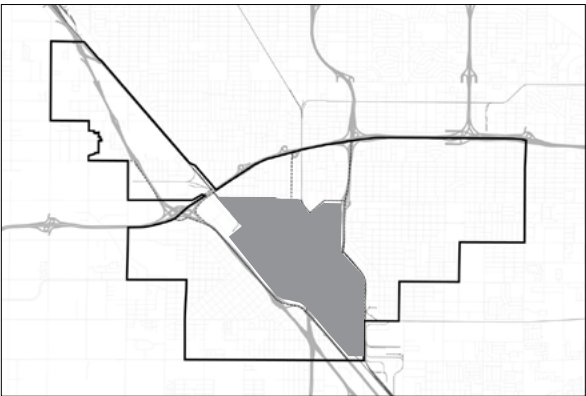


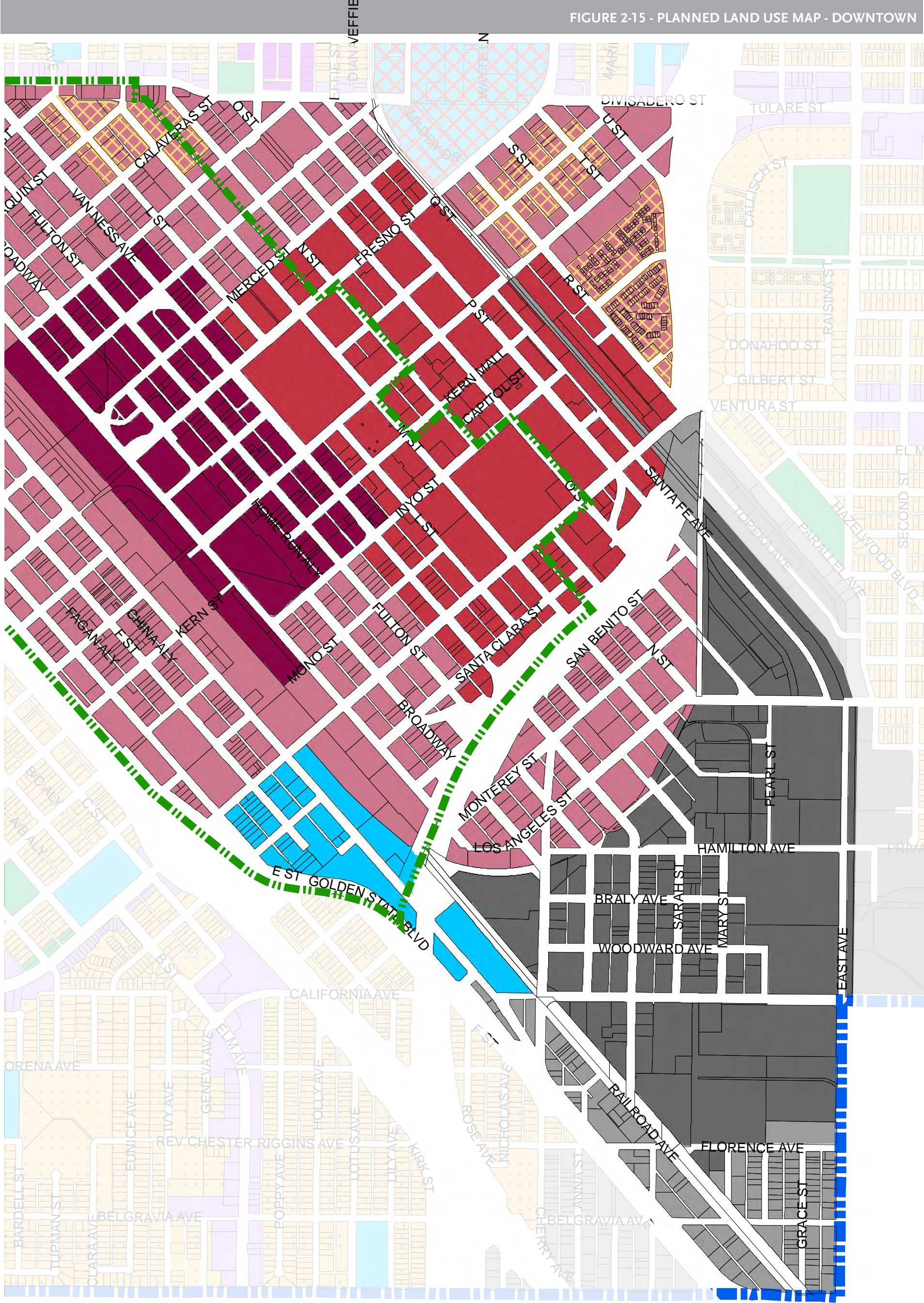
FIGURE 2-15 - PLANNED LAND USE MAP - DOWNTOWN



KEY TO FIGURE 2-15

- Downtown – Downtown Core
- Downtown – Downtown General
- Downtown – Downtown Neighborhood
- Employment – Light Industrial
- Employment – Heavy Industrial
- Public and Semi-Public – Public and Institutional
- Neighborhood Revitalization Overlay
- Apartment House Overlay
- Downtown Neighborhood Community Plan (DNCP) Boundary.
- Fulton Corridor Specific Plan (FCSP) Boundary.

SEE TABLE 2-2



THIS PAGE INTENTIONALLY LEFT BLANK

Chapter 3: TRANSPORTATION

A. INTRODUCTION

The Community Plan Area is interconnected to adjacent neighborhoods and greater Fresno through a fine-grained network of thoroughfares that directly support the land use, economic development, and quality of life goals of this Plan. Rather than concentrating most automobile traffic on few, pedestrian- and development-unfriendly arterials, all streets in the Downtown Neighborhoods are designed to disperse traffic so that none becomes an obstacle for pedestrians. Indeed, in urban areas, many smaller streets are always better than fewer, wider streets. Similarly, all streets are designed to graciously accommodate all users, including children, the elderly, and disabled people, as well as including pedestrians, bicyclists, motorists, transit riders, and freight movers. Though each street may strike a different balance among the various users, all streets are designed to be safe for all users at all times of day or night. Transit is integral to the transportation system, not only providing mobility for those with limited choices, but also creating economic development opportunities by increasing the amount of development the street system can support.

All streets are designed to support the needs of the land uses along them, with street design varying according to context. Residential streets and their streetscape offer abundant shade, slow motor vehicle speeds, and a safe walking experience for children, while retail streets offer well-managed on-street parking, well-tended landscape, pedestrian-scaled lighting, and generously detailed, comfortable sidewalks for shoppers. Industrial streets accommodate loading and turning movements for trucks.

Mobility and transportation are carried forward in this Community Plan through specific goals and policies as well as through the Mobility and Transportation System. Similar to a circulation plan, the system identifies principal and secondary thoroughfares while articulating the rest of the network. Their corresponding roles and details, including supporting transit and parking, are also outlined. In addition, the transportation network is calibrated to the needs of the zones or “distinctive physical environments” identified in the Zoning Map. In this way, the system of thoroughfares and transit is directly coordinated with the form of each block and building in the Community Plan Area.

B. CONTEXT

Fresno’s Downtown street network was designed in 1872 by Edward H. Mix shortly before the City’s incorporation in 1885. This network was laid out on a northwest-southeast orientation that parallels the Union Pacific railroad line. Over time, the network expanded and newer roads were laid out in north-south and east-west directions. The system also diversified over time so that today the transportation network is comprised of a multi-modal transportation system of transit, bicycle, pedestrian, and automobile travel. In addition, the proposed California High-Speed Rail system will have a station in Downtown Fresno, creating potential changes in the transportation system and urban development over the next several generations.

- 1. Blocks, Streets, and Alleys.** Fresno’s original Downtown street network consists of a grid of one-way and two-way streets. The late 19th-century interconnected street network is interrupted by three freeways, two railroad right-of-ways, the Community Plan Area’s various pedestrian malls (Fulton Street, Kern Street, Mariposa Street, and Merced Street), the Community Regional Medical Center (Divisadero Street), the Fresno Adult School (O Street), the Fresno Convention Center, Fresno Chandler Executive Airport, and a number of dead-end streets in the neighborhoods. East of State Route 41, and in the northwest portion of the Community Plan Area (Jane Addams), street connectivity is limited, hampering vehicular, bicycle, and pedestrian traffic to other parts of the city.

In addition to the freeways, the Community Plan Area is traversed by two principal thoroughfare types: arterials and collectors. These streets are generally wider than necessary and since the completion of the freeway system 25 years ago, they are underutilized. This presents an important opportunity to redesign them as multi-modal thoroughfares.

With the exception of the Jane Addams Neighborhood, most blocks within the Community Plan Area are serviced by alleys. The majority of the alleys in the Southeast Fresno Neighborhood are closed-off at each end with chain link fences and locked gates, although despite their closure, they remain unsightly and are often used as dumping grounds for abandoned furniture and trash. Alleys within the Lowell, Jefferson, and Edison neighborhoods provide vehicular access to parking, but nevertheless are unkept, unsightly, and present a potential hazard to public health and safety. Alleys within Downtown and South Van Ness are used and are in better shape than the alleys in the rest of the Community Plan Area.

- 2. Automobile Travel.** Downtown Neighborhoods residents largely depend on private automobiles for their transportation needs. The City’s large land area, lower-density development, and decentralized land uses encourage driving. The automobile

network consists of a diverse network of roadways ranging from freeways to neighborhood streets. The grade-separated freeways of SR 99, SR 180, and SR 41 run through and alongside the Downtown Neighborhoods, providing easy access to and from the area, but also creating barriers between the Downtown area and post-1950 neighborhoods beyond. The Downtown Neighborhoods are traversed by a number of major arterials that carry high traffic volumes and accommodate high-speeds, including streets that formerly served as state highways before the freeways were built. In Downtown Fresno, major thoroughfares include Fresno Street, Tulare Street, Ventura Avenue, and Van Ness Avenue. Outside of the Downtown, major thoroughfares include Blackstone Avenue and Abby Street, Kearney Boulevard, Tulare Avenue, Kings Canyon Road, and Belmont Avenue. Many of these are primary locations for retail goods and services. In addition, a system of smaller streets support the residential neighborhoods and the industrial areas. While many of these are automobile-oriented, they also accommodate other modes of travel. The major thoroughfares are the primary transit routes and the residential streets support higher levels of pedestrian traffic.

- 3. Transit.** The primary transit providers serving the Downtown Neighborhoods are Fresno Area Express (FAX) and Fresno County Rural Transit Agency (FCRTA). Amtrak and Greyhound are also located in Downtown in addition to taxicabs and several private bus service providers.

- a. Fresno Area Express (FAX).** FAX serves the Downtown Neighborhoods with nine bus routes. FAX provides service within the City of Fresno, as well as to certain adjacent sections of the County, including County islands within the City, Clovis, and to Fresno Yosemite International Airport. The Downtown bus transfer stations are located at the Downtown Transit Mall located on Van Ness Avenue and Fresno Street. The configuration of the Transit Mall, with bus queuing lanes along Van Ness Avenue and Fresno Street, isolates Courthouse Park from the surrounding streets, sidewalks and buildings, hampering pedestrian access to the park. The underground parking garage ramps that run along the east side of Van Ness Avenue further interrupt pedestrian access to the park. The installation of high visibility crosswalks across Tulare and Fresno Streets and the addition of a pedestrian island on Fresno Street allow people to easily cross to Courthouse Park, but to enter the park they must still cross the bus queuing areas, parking ramps, and parking lots that line Courthouse Park. In conjunction with BRT, this facility is being reconstructed and upon completion it will provide a more accommodating pedestrian environment.



Tulare Street and 1st Street are a couple of well traversed, auto oriented major arterials that carry high traffic volumes and accommodate high-speeds.



The elevated 41 freeway creates a daunting barrier for pedestrians and bicyclists wishing to go from the Edison Neighborhoods to Downtown.

Presently, a Bus Rapid Transit (BRT) system is under construction which will serve the DNCP area. This system will begin on Blackstone Avenue in North Fresno, will continue through the junction of the Lowell and Jefferson Neighborhoods, will loop through Downtown, and will then head east through the Southeast Neighborhoods along Ventura Avenue and Kings Canyon Road. BRT service is expected to begin in 2017.

In addition, FAX provides Handy Ride, a service designed to assist eligible persons with disabilities who cannot functionally use the FAX city bus system. Handy Ride is a curb-to-curb service that provides service from any origin to any destination within the service area.

- b. Fresno County Rural Transit Agency.** FCRTA provides local service and inter-community service to rural communities in Fresno County, as well as intercity service between rural communities and Downtown Fresno. Intercity service systems connect with the FAX network at the Downtown Transit Mall. Due to the low density and rural characteristic of the communities served by FCRTA, most local transit service is provided by general demand response and dial-a-ride shuttles.
- c. Amtrak.** Fresno is a major destination on Amtrak’s San Joaquin route, which provides intercity passenger rail throughout California’s Central Valley. Amtrak trains use the Santa Fe Station, which is located on Santa Fe Avenue just south of Tulare Street. Amtrak provides multiple trains per day between Bakersfield (with bus connections to Los Angeles) and Sacramento or Oakland (with bus connections to San Francisco and other northern California cities).
- d. Greyhound.** The Fresno Greyhound Station is located adjacent to the Amtrak station on Santa Fe just south of Tulare Street. From Fresno, Greyhound serves several cities in California. Connecting service provides intercity travel to destinations throughout the United States, Mexico, and Canada.
- e. Private Bus Providers.** Downtown Fresno is serviced by several private bus companies that provide service to other California cities and Mexico. Since Fresno does not have a central bus depot, these companies typically pick up and drop off passengers in front of their storefront business addresses – generally not located within walking distance of Downtown’s other transit services. Accordingly, transferring to FAX, Amtrak, and Greyhound is not easy.

4. Bicycle Network. The Downtown Neighborhoods are serviced by a number of bicycle facilities (lanes), all of which are Class II, striped, on-street bike lanes. Recently, the City of Fresno has been striping bicycle lanes throughout the Downtown Neighborhoods, aiming to connect all of the Downtown Neighborhoods to each other, to the Downtown, and to the rest of the city. The following streets in the study have Class II bicycle facilities:

- P Street;
- M Street;
- Stanislaus Street;
- Tuolumne Street;
- Divisadero Street;
- Van Ness Avenue;
- Fulton Street; and
- H Street.

Most of the bicycle lane improvements have been implemented by taking advantage of the Community Plan Area’s excessive road capacity, restriping streets to eliminate surplus general purpose lanes, and replacing them with bicycle lanes. These so-called “road diets” have several advantages:

- New bicycle lanes can be created at very low cost, simply by putting roadway stripes in a different configuration after regular street resurfacing projects are completed.
- By reducing the number of travel lanes to only the number necessary to accommodate vehicle volumes, extensive data shows that safety is improved significantly for all road users. Much of the safety benefit results from the fact that the most prudent drivers dictate maximum speeds: would-be speeders can no longer use the excess travel lanes to pass law-abiding motorists.
- The single most powerful factor for increasing the use of cycling for everyday transportation is the provision of a dedicated, connected bikeway network.
- As the number of cyclists increases, the safety for all cyclists increases.
- Young professionals increasingly desire bikeways when looking for places to live. Providing bikeways in the Downtown Neighborhoods can be a powerful economic development tool, attracting and retaining a key demographic group that is ready to invest in Downtown locations.



Most major corridors within the Plan Area are designed to cater to automobiles.



North Van Ness Avenue, with its newly striped Class II bike lane, connects Downtown to the Lowell Neighborhood and the Tower District.

B. CONTEXT (Continued)

- Bikeways provide a low cost form of mobility for people too young or without the resources to buy a car.
- By reducing the amount of pavement used by heavy cars and trucks, roadway maintenance costs are somewhat reduced.

When the Active Transportation Plan (ATP) is fully implemented, Fresno will have one of the most extensive bikeway networks in California. Planned bicycle facilities are shown in **Figure 3-1** (Proposed Bicycle Facilities).

- 5. Pedestrian Facilities.** In general, almost all of the streets in the Downtown Neighborhoods have sidewalks, typically separated from the street by a planter strip. Areas with missing sidewalks include portions of the Edison, Jane Addams, and Southeast Neighborhoods adjacent to State Route 180, including intermittent locations throughout South Van Ness. Along the corridors, most sidewalks are attached to the curb with no landscaped area between the outermost vehicle lane and the sidewalk. Within the Downtown area (bounded by State Route 99, Divisadero Street, and State Route 41) most sidewalks are attached to the curb with no landscaped area between the outermost vehicle lane and the sidewalk, which is typical of urban environments. Only some areas south of Ventura Street or along the Union Pacific railroad tracks are missing sidewalks.
- 6. High-Speed Rail.** Fresno is the site of one of the proposed High-Speed Rail (HSR) system’s 26 potential stations, and the Fresno station is funded in the first phase of construction. By linking all major cities in California with a state-of-the-art new transportation system, high-speed rail will move people across our state like never before. By connecting Fresno with the state’s major metropolitan areas in an hour and a half or less, high-speed rail will revolutionize intrastate connectivity to Fresno. Preliminary estimates indicate that several thousand riders would enter or exit the Fresno Station every day. Key to making the proposed HSR Station successful is creating easy access for pedestrians and cyclists; providing convenient connections to other transit providers, including public buses (FAX, BRT, Fresno County Rural Transits Agency), private buses (Greyhound and other private providers), private cars, and taxis; and providing vehicular parking that is appropriate to the proposed HSR Station’s urban, downtown setting in terms of location, quantity, and disposition.

C. KEY DEFICITS

- **Wide, auto-oriented streets.** Streets are wide and configured to move cars quickly from one part of town to the other, particularly on streets that were former state highways before the freeways were built.
- **Limited pedestrian and bicycle amenities.** Amenities for bicyclists and pedestrians, such as shade trees, landscaping, sidewalks, and street furniture are limited. Although there are numerous residential neighborhoods that are within walking and biking distance of Downtown’s Fulton District, the lack of continuous, clear and comfortable connections for either bicyclists or pedestrians limits the use of these modes. Numerous street trees are missing from tree wells and a large number of existing street trees lack irrigation systems, thus requiring truck watering to sustain them.
- **Urban design aimed at automobile driving.** Suburban style shopping centers and strip malls encourage private automobile usage, limit walking, and remove activity from the public realm.
- **Hostile freeway interchanges.** Freeway interchanges create hostile, unsafe, and unattractive environments that are especially difficult for pedestrians to navigate.
- **Alleys are not being utilized.** Traditionally used to provide access to garages and trash, many alleys, particularly in the Southeast Neighborhoods, have been neglected, are visually unattractive, and in some cases have been fenced off with gates and fences.

D. VISION FOR CHANGE

The Downtown Neighborhoods and Downtown are connected through a diverse, multi-modal network of complete streets that accommodate transit, tie to the proposed High-Speed Rail station, and support the intended physical environment throughout the center of the City of Fresno. The needs of all users are balanced to generate appealing and safe streetscapes and a strong sense of place.

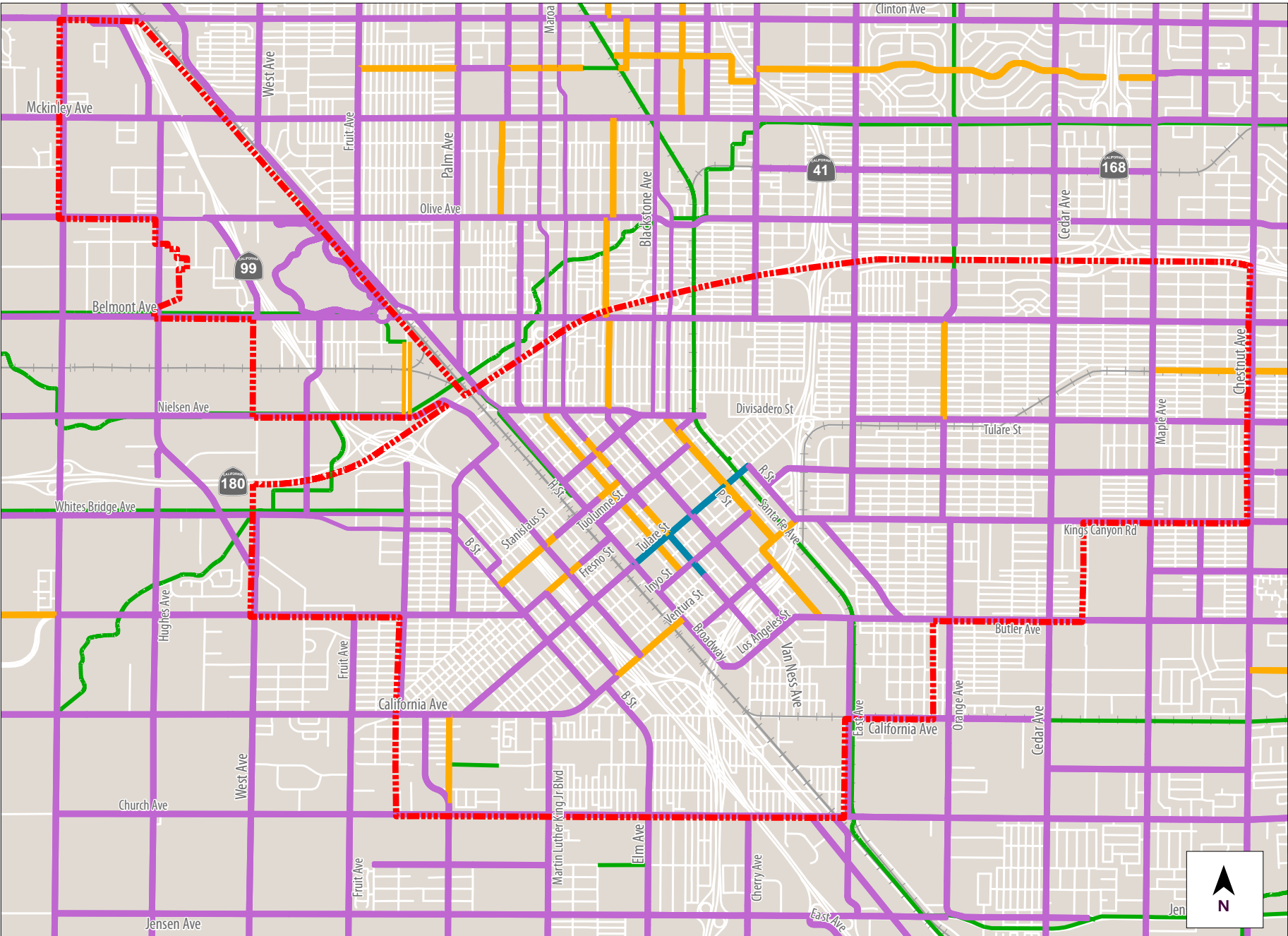


Suburban style strip malls encourage reliance on the automobile, discourage walking, and remove activity from the public realm.








A narrow curb-to-curb dimension and on-street parking promote slower traffic speeds.

FIGURE 3-1 - PROPOSED BICYCLE FACILITIES



Key

- **Planned Class I Bicycle Path**
An off-street bike path located in a separate right-of-way, for the exclusive use of bicycles and pedestrians*
- **Planned Class II Bicycle Lane**
An on-street lane identified with striping, stencils, and signs
- **Planned Class III Bicycle Route**
An on-street bike route shared by motorists without striped lanes and may include sharrows and bike boulevards
- **Planned Class IV Cycle Track**
An exclusive bike lane that is physically separated from motor traffic and distinct from the sidewalk.
- **DNCP Plan Boundary**
- * Under current regulations, all Class I trails must not encroach into the Fresno Chandler Downtown Airport Clear Zone.



Narrow automobile travel lane widths, wide sidewalks, curb bulb-outs, and canopy trees contribute to traffic calming, while improving the pedestrian environment.



In addition to bike lanes, bike racks must be provided in order for cyclists to be able to park their bikes once they reach their destination.

E. GOALS AND POLICIES

3.1 Develop the transit network into a viable alternative to single-occupancy vehicles.

Intent: To provide high quality transit that is accessible, attractive, supported by land use policies, and perceived as an amenity for the Downtown Neighborhoods and the Downtown.

- 3.1.1** Continually seek opportunities to improve the quality, safety, and efficiency of transit service within the Downtown Neighborhoods and to regional destinations.
- 3.1.2** Work with transit providers serving the Downtown Neighborhoods to increase transit service to a level that allows residents to access goods, services, public facilities, parks, and employment via transit. Focus on improving headways and efficiency and strive to improve transit service for the following populations:
 - Transit dependent;
 - Persons with low and moderate incomes;
 - Seniors;
 - Persons with disabilities; and
 - Students.
- 3.1.3** Focus transit service and investments on high-priority transit corridors identified in **Figure 3-2** (Transit Corridors). Restructure citywide transit service to concentrate these routes in order to make transit on these corridors fast, frequent, and reliable (FCSP 7-5-1). The primary transit corridors that are shown in the diagram should be managed to minimize transit delay. In addition, investments in high quality bus shelters and pedestrian amenities should be prioritized on these corridors.
- 3.1.4** Support incentives for potential Downtown transit riders, such as employees of major Downtown employers, students, residents of Downtown neighborhoods, and others.
- 3.1.5** Engage in outreach and education efforts to publicize transit options to residents and employees in the Downtown Neighborhoods.
- 3.1.6** As resources become available, establish employer-based incentive programs for use of public transit and increase awareness of such programs.
- 3.1.7** Support the development of the proposed HSR station in Downtown Fresno.

- 3.1.8** As resources become available, reconfigure the Downtown Transit center to improve pedestrian access between it, the Fulton District, and the proposed HSR station.
- 3.1.9** Continue to implement Bus Rapid Transit improvements along Blackstone Avenue and Abby Street, and Ventura Avenue/Kings Canyon Road.
- 3.1.10** As resources become available, prioritize the minimization of transit delay along key transit corridors through the use of signal prioritization for transit, queue jumping, optimal stop spacing, pre-paid fares, and other transit priority tools. (FCSP 7-5-2)
- 3.1.11** As resources become available, provide amenities that increase rider safety and comfort (such as lighting, shelters, benches, route information and similar improvements) at all transit stops. Focus initial improvements on the areas with the highest existing or potential future transit ridership, including pedestrian-oriented commercial and retail areas in the Downtown Neighborhoods.
- 3.1.12** Work with private bus providers to integrate their transit services into Downtown’s overall transit network.

3.2 Make the completion of the proposed California High-Speed Rail project among the city’s highest priorities, while minimizing its negative impact on the City.

Intent: HSR has the potential to significantly impact the economic future of Fresno by service connecting Downtown Fresno to all of the major urban centers of California. To expedite successful completion of HSR, capitalize upon the advantages the train brings, and minimize any negative impacts of the necessary rail and station infrastructure.

- 3.2.1** All new underpasses or overpasses should be welcoming to bicyclists and pedestrians. Sidewalks should be provided on both sides. Bikeways should also be provided, in the form of on-roadway bicycle lanes or other facilities, connecting to the City’s existing and planned bicycle network.
- 3.2.2** For all new or modified underpasses and overpasses, typically maintain the same travel lane, sidewalk, and bikeway dimensions as those provided or planned on the same streets in the Downtown. Use similar landscape and lighting treatments as practicable. Use urban street rather than highway standards for intersection treatments.

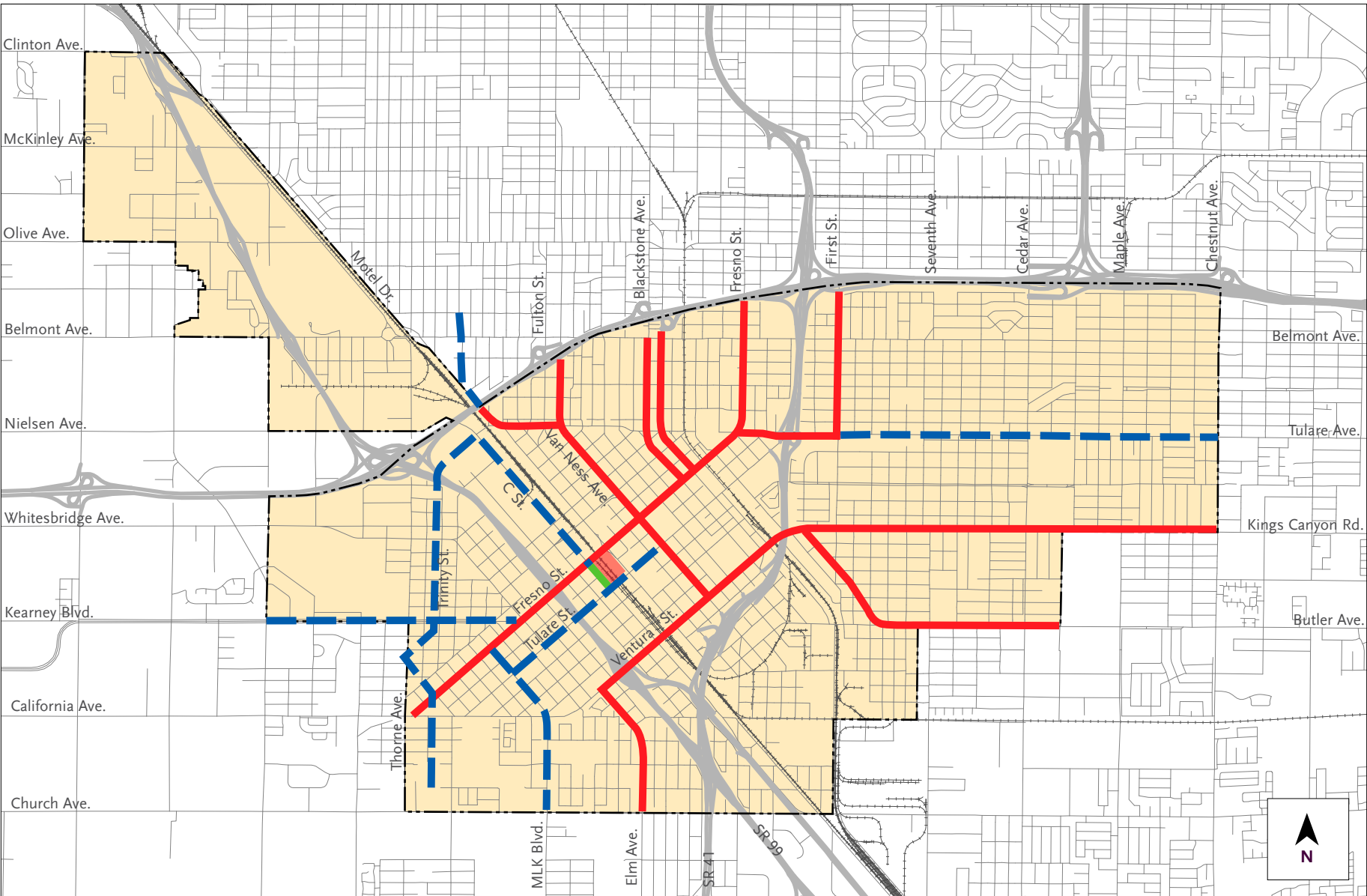


Bus Rapid Transit provides the service quality of rail transit, while still enjoying the cost savings and flexibility of bus transit.



A transit stop provides an inviting and sheltered place for riders to wait for a bus.

FIGURE 3-2 - HIGH PRIORITY TRANSIT CORRIDORS



Key

- Primary
- Secondary
- Proposed Intermodal Transit Center
- Proposed High-Speed Rail Station



An in-street bulb-out brings the street tree closer to the automobile traffic, narrowing the perceived width of the street while allowing an uninterrupted pedestrian path along the sidewalk.



Parking is placed in a garage that is lined with street-facing retail and/or office uses to create an active streetscape that would otherwise be dominated by automobile parking.

E. GOALS AND POLICIES (Continued)

3.3 Create a network of complete streets and multi-modal transportation strategies.

Intent: To provide streets and programs which enable pedestrians, bicyclists, motorists, and transit users of all ages and abilities to safely move along and across streets.

- 3.3.1** As resources become available, encourage the creation of “complete streets” in the Downtown Neighborhoods, so that all streets accommodate the needs of all potential users – vehicles, pedestrians, cyclists, transit vehicles and freight. See **Figure 3-3** and **Table 3-1** for a description of street typologies for the Downtown Neighborhoods and **Figures 3-4A** and **3-4B** and **Tables 3-2A - 3.2F** for street design guidelines.
- 3.3.2** Acknowledge that land use and transportation are interconnected and that the design of each street may change to accommodate the land use context. Similarly, decisions about land use and building should consider the mobility functions of adjacent streets.
- 3.3.3** Support the implementation of a variety of Transportation Demand Management (TDM) programs such as carpool, rideshare, telecommuting, parking management and transit incentives to reduce driving and promote transit use.
- 3.3.4** Consider a tiered system of flexible, multi-modal Level of Service (LOS) criteria to evaluate the transportation performance of streets.
- 3.3.5** Street segments and intersections identified as Bus Rapid Transit (BRT) or major transit corridors and located outside of the Core Area but within the DNCP area boundary or a distance of one mile outside of the DNCP boundary may be allowed to function at an “E” or “F” LOS as determined appropriate to preserve or promote development of desired property improvements and multi-modal complete street priorities.
- 3.3.6** For new development projects in the Downtown area, ensure that the projects do not result in worsening facilities or service for transit, bicyclists, and pedestrians. For new development projects in the Community Plan Area, require mitigation for any resulting degradation of service for transit (by reducing the quality of a transit stop or precluding a planned stop, or by introducing significant transit delay or overloading individual routes or transit vehicles), bicyclists (by eliminating an existing or precluding a planned bicycle

facility) or pedestrians (by reducing the width of a sidewalk, increasing a roadway crossing distance, reducing landscape or shade coverage, or replacing an active building frontage with an inactive frontage). (FCSP 9-3-2)

- 3.3.7** Prioritize space for pedestrians and bicycles in the design and improvement of public right-of-ways. As part of the implementation of this policy when feasible, design new roadways, or as resources become available, retrofit existing roadways to have wider sidewalks and/or an improved pedestrian-oriented streetscape. (FCSP 9-1-2)
- 3.3.8** Develop a strategy to utilize alleys creatively where appropriate and close them where needed.
- 3.3.9** In order to decrease conflicts between automobiles and pedestrians, when feasible, consolidate existing and minimize new driveways throughout the Community Plan Area.
- 3.3.10** Utilize technology to support an improved level of service for transit, bicyclists, and pedestrians. Management strategies include traffic signal synchronization, traffic signal optimization, real time traffic signal operations, transit prioritization, transit queue jumping, bicycle lanes, bicycle detection at signal-controlled intersections, driveway consolidation, motorist information systems, and incident response systems. (FCSP 9-3-3)
- 3.3.11** Use signage and wayfinding to enhance the image and identity of the individual neighborhoods in the Downtown Neighborhoods area.

3.4 Physically improve the Downtown Neighborhoods’ roadways and manage the transportation system to enhance safety and quality of life.

Intent: To reduce the need for major road widening, control vehicle speeds, accommodate non-automobile modes, and restore a vibrant pedestrian experience.

- 3.4.1** Allow the narrowing of roadways (“road diets”) in order to transform appropriate corridors into multi-modal thoroughfares. Road diets could be applied to streets that have excess vehicular capacity in order to reduce vehicular speeds, introduce street parking, and accommodate additional transportation modes. (A complete list of streets for potential road diets can be found in **Figure 3-5**, and in the Implementation Chapter.)



Pedestrian- and bicycle-friendly intersection improvements include signage, bulb-outs that shorten the pedestrian crossing distance and plantings.



A bus shelter constructed of quality materials. Glass floor-to-ceiling panels improve the perceived safety of waiting passengers. Adjacent street trees provide additional shade.

- 3.4.2** As resources become available, reestablish an interconnected street grid comparable to Fresno’s original grid pattern in order to increase walkability and improve connections to parks, open space, schools, and neighborhood centers. (A complete list of locations to reconnect the street grid can be found in **Figure 3-5** and the Implementation Chapter.)
- 3.4.3** Allow for the conversion of one-way streets into two-way streets in order to meet the City’s economic development and walkability goals as shown in **Figure 3-5**.
- 3.4.4** As resources become available, improve the street network in the Downtown planning area by implementing a range of physical improvements including reconnecting and improving the street grid, improving pedestrian connectivity, and improving rail crossings among others.
- 3.4.5** Do not install new pedestrian malls.
- 3.4.6** As resources become available, implement curb, gutter, and sidewalk improvements in order to improve the image of the community, provide safe areas for pedestrians and improve storm water quality. Install improvements on:
- McKinley Avenue between Golden State Boulevard and Marks Avenue;
 - Olive Avenue between Hughes and Marks Avenues;
 - Hughes Avenue between Belmont and McKinley Avenues; and
 - Belmont Avenue between Weber and Marks Avenues.
- 3.4.7** Incorporate Low Impact Development (LID) storm water management techniques with curb and gutters.
- 3.4.8** Coordinate curb and gutter improvements with the Fresno Metropolitan Flood Control District (FMFCD) master plan.
- 3.4.9** Provide sidewalks on all streets in the Jane Addams Neighborhoods, but prioritize sidewalk improvements on high-volume streets where the need is the greatest.
- 3.4.10** Encourage the transformation and maintenance of alleys into clean, safe places, that provide access to parking and services.
- 3.4.11** As resources become available, fund alley maintenance through mechanisms such as assessment districts in order to spread costs of alley maintenance among multiple users.

- 3.4.12** Allow the introduction of carriage houses or granny flats along alleys in order to place more “eyes on the alley” to help reduce crime, discourage illegal dumping and vagrancy, and introduce more residential density in residential neighborhoods.

3.5 Manage parking to serve residents, businesses and visitors.

- Intent:** To improve public space, promote walking and transit, and leverage the value of parking space as a community resource.
- 3.5.1** Treat parking as a utility that is shared by many uses in the surrounding area.
- 3.5.2** Approach parking as an integrated system of on-street and off-street spaces.
- 3.5.3** Use parking restriction policies to manage traffic, improve air quality in the Downtown Neighborhoods, discourage illegal parking, and generate a revenue stream for parking infrastructure, public transit, bicycle and pedestrian facilities, and programs that attract businesses and customers Downtown.
- 3.5.4** As legally permitted, price parking as necessary to achieve specific availability targets at all times of day and all days of the week. To achieve this policy, implement the following:
- Delegate to the City Manager and the Parking Services Division the authority to adjust parking prices to achieve availability targets.
 - Empower the Parking Division to operate public on-street spaces, off-street lots, and off-street garages as an integrated system.
 - Use parking payment technologies that allow motorists to pay easily with readily available payment media, including credit cards and cell phones.
- 3.5.5** Strive for all new commercial parking to be shared, and work with private parking operators to share existing parking as part of a unified Park Once system.
- 3.5.6** As resources become available, implement on-street diagonal parking to the greatest extent possible in the South Van Ness Area.
- 3.5.7** If additional Downtown parking is necessary to maintain adequate availability, consider using a variety of funding sources, including user fees, development impact fees, a Community Benefit District, or other special taxation district that is supported by Downtown property owners.



A dedicated bike lane provides a safe route through a busy neighborhood center.

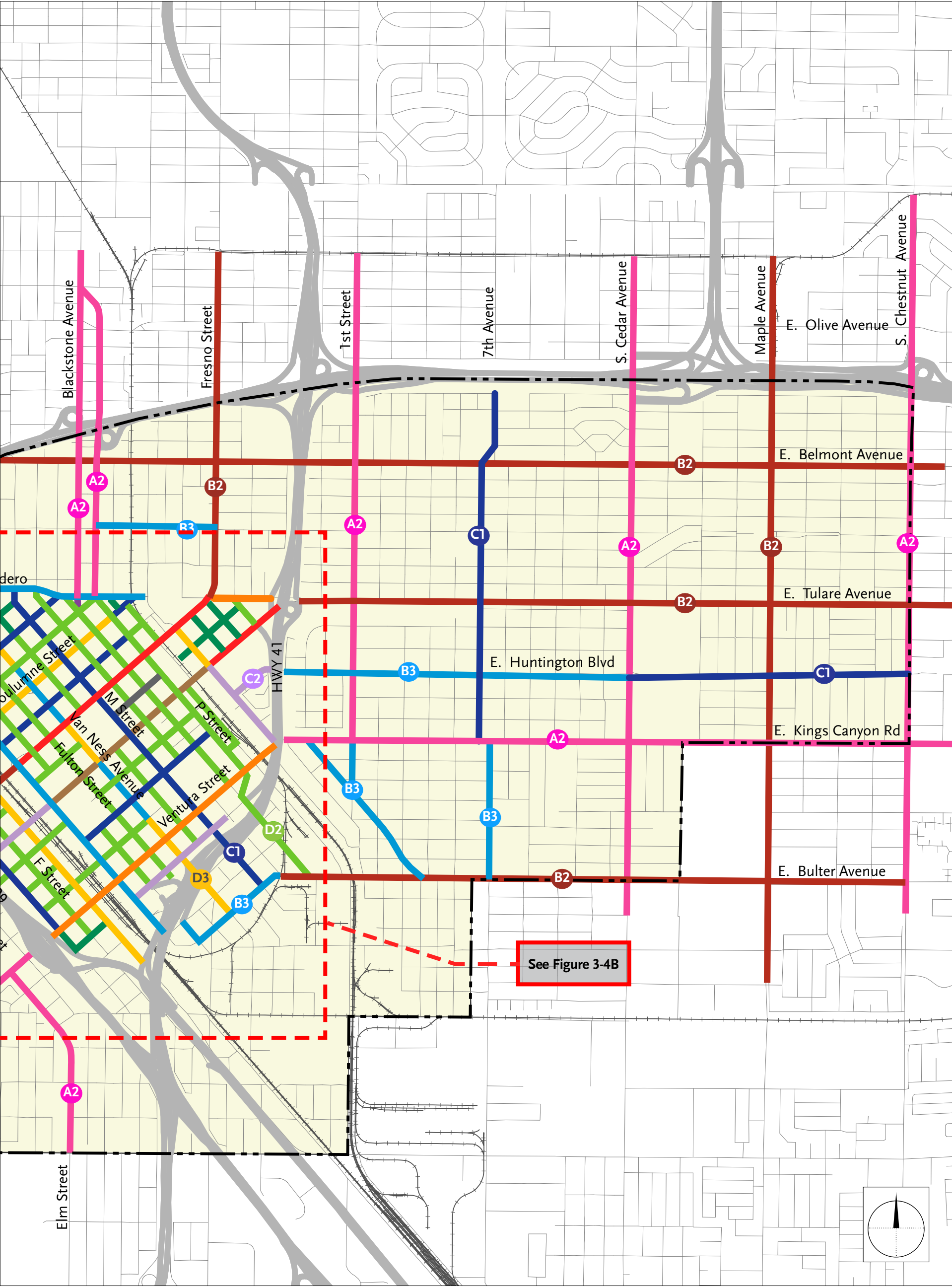


Wide sidewalks that accommodate outdoor dining, street trees, and countdown signals contribute to the generation of a pedestrian-friendly environment.

Key

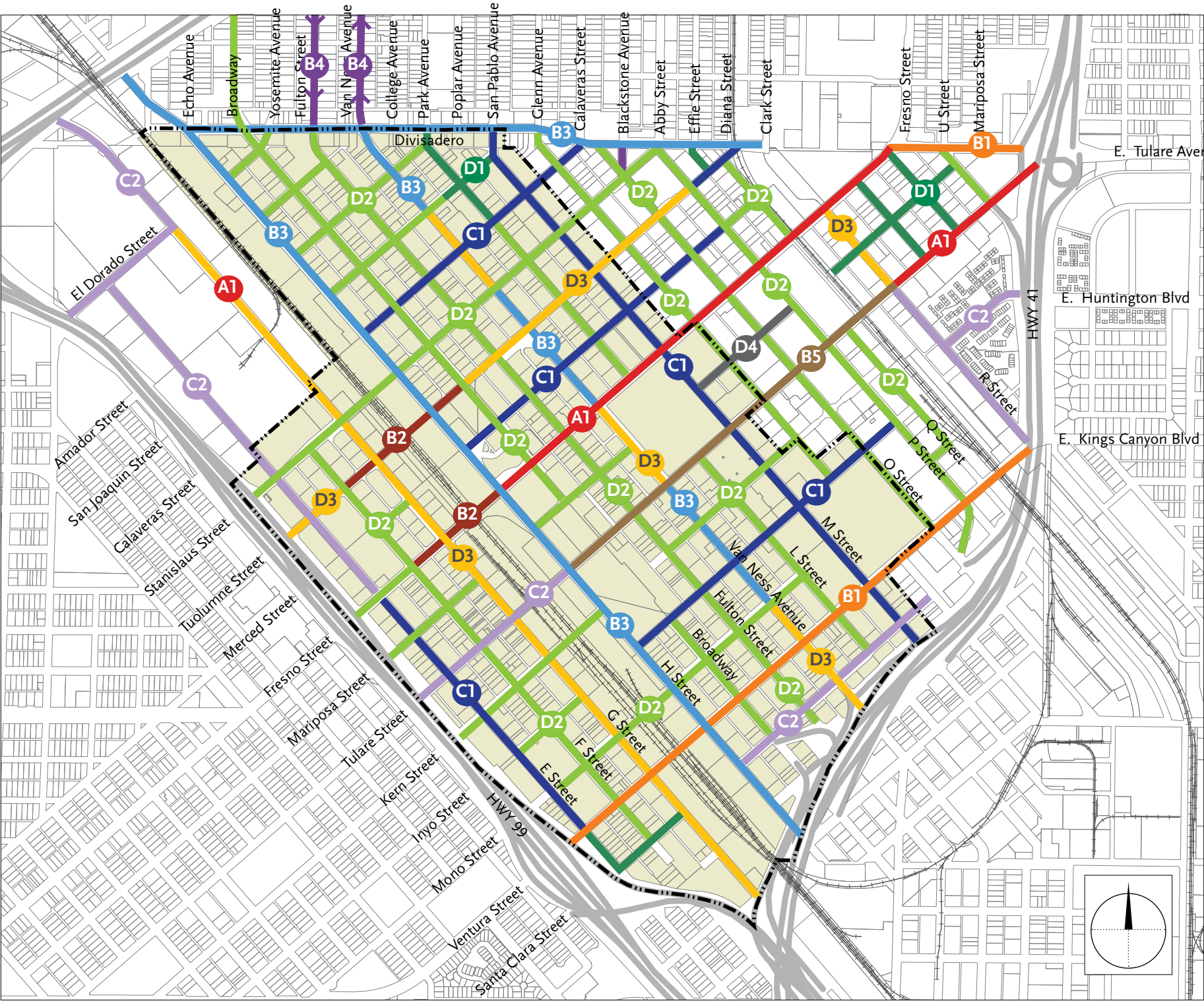
- Arterials**
 - A1 Major Boulevard
 - A2 Boulevard with Bike Lanes
- Collectors**
 - B1 Boulevard
 - B2 Boulevard with Bike Lanes
 - B3 Urban Collector, High Pedestrian Priority
 - B4 High Volume, One-Way
- Minor Street with Bike Lanes**
 - C1 High Pedestrian Priority, Low Volume
 - C2 Low Pedestrian Priority
- Minor Streets without Bike Lanes**
 - D1 Low Volume Residential
 - D2 Low Volume Commercial or Low Volume Diagonal Parking or Low Volume Diagonal/Parallel

FIGURE 3-4A - DOWNTOWN NEIGHBORHOODS STREET NETWORK



E. GOALS AND POLICIES (Continued)

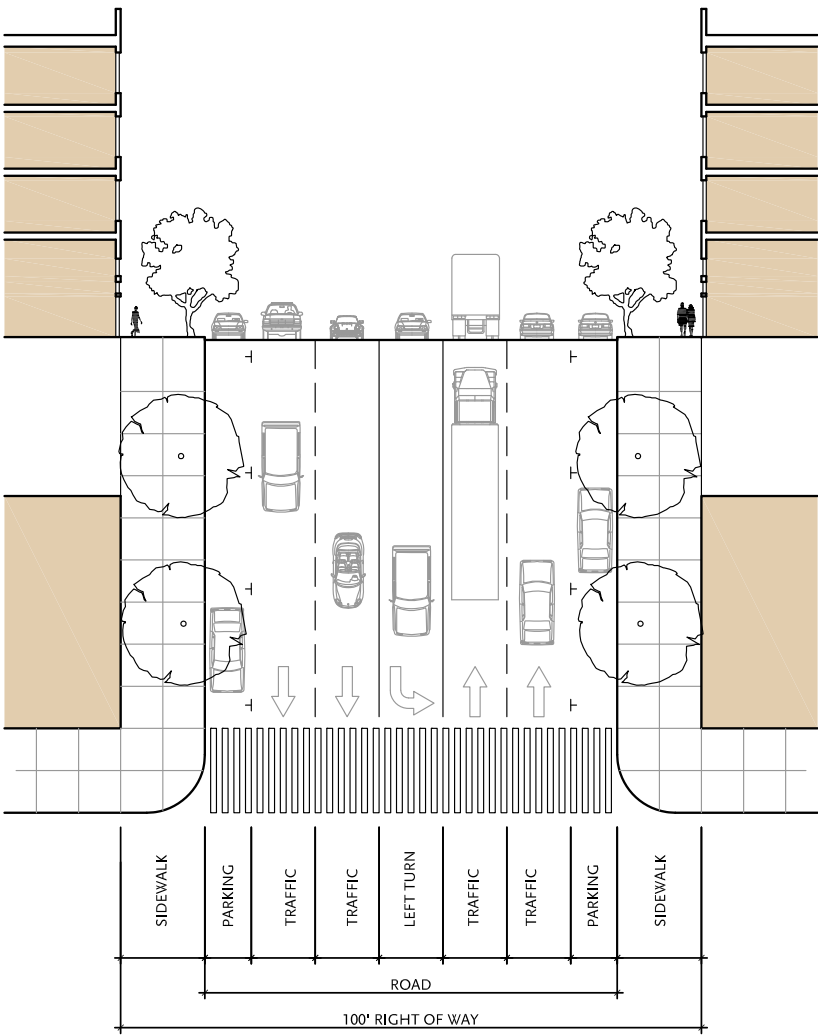
FIGURE 3-4B - DOWNTOWN STREET NETWORK



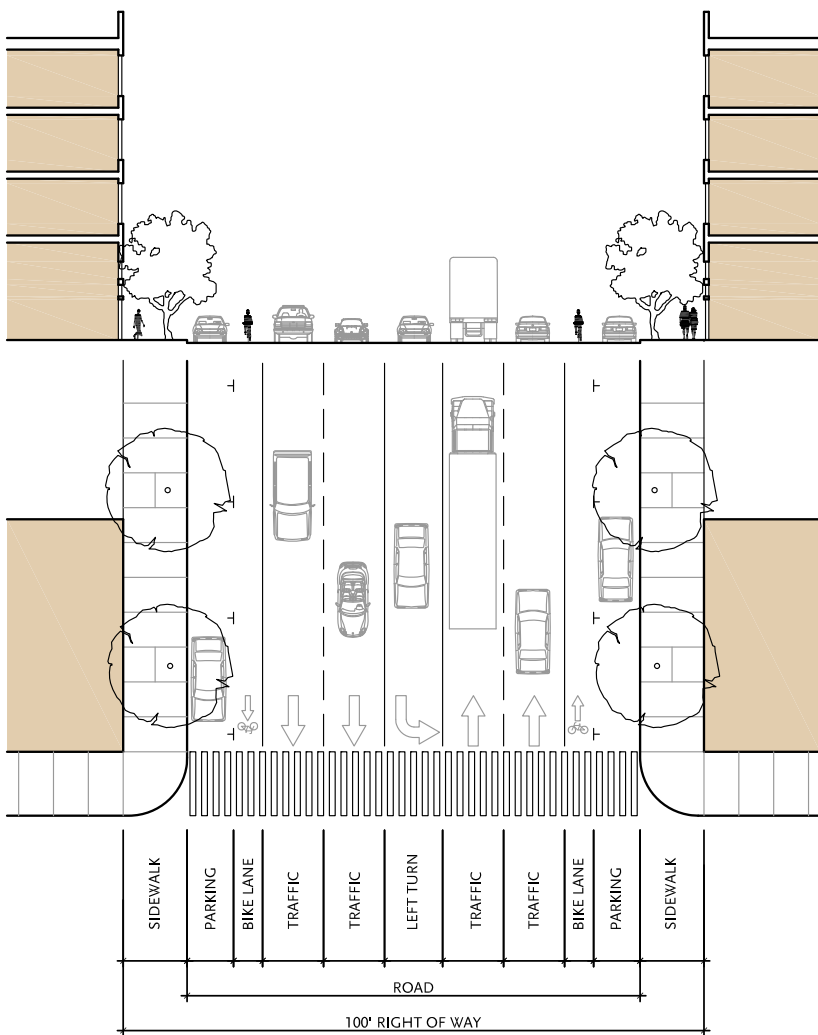
Key			
Arterials		Minor Street with Bike Lanes	
	Major Boulevard		High Pedestrian Priority, Low Volume
	Boulevard with Bike Lanes		Low Pedestrian Priority
Collectors		Minor Streets without Bike Lanes	
	Boulevard		Low Volume Residential
	Boulevard with Bike Lanes		Low Volume Commercial or Low Volume Diagonal Parking or Low Volume Diagonal/Parallel
	Urban Collector, High Pedestrian Priority		High Volume
	Boulevard with Bike Lane One Side		Civic Boulevard
	Boulevard with Protected Bike Lanes		

TABLE 3-2A - ARTERIALS ¹

A1 Major Boulevard



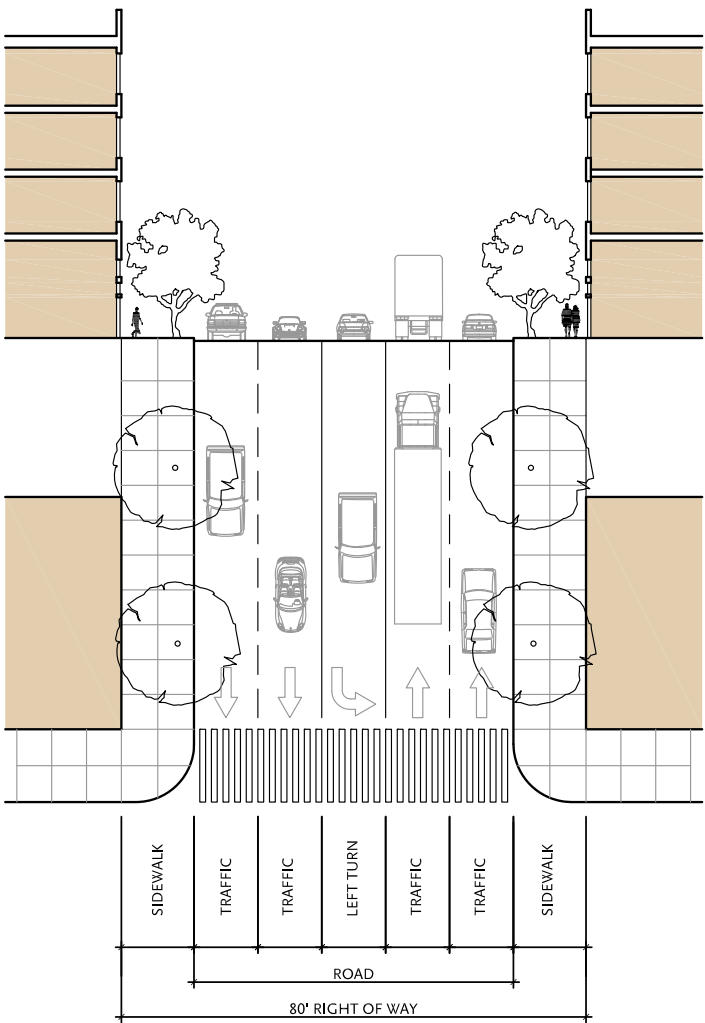
A2 Boulevard with Bike Lanes



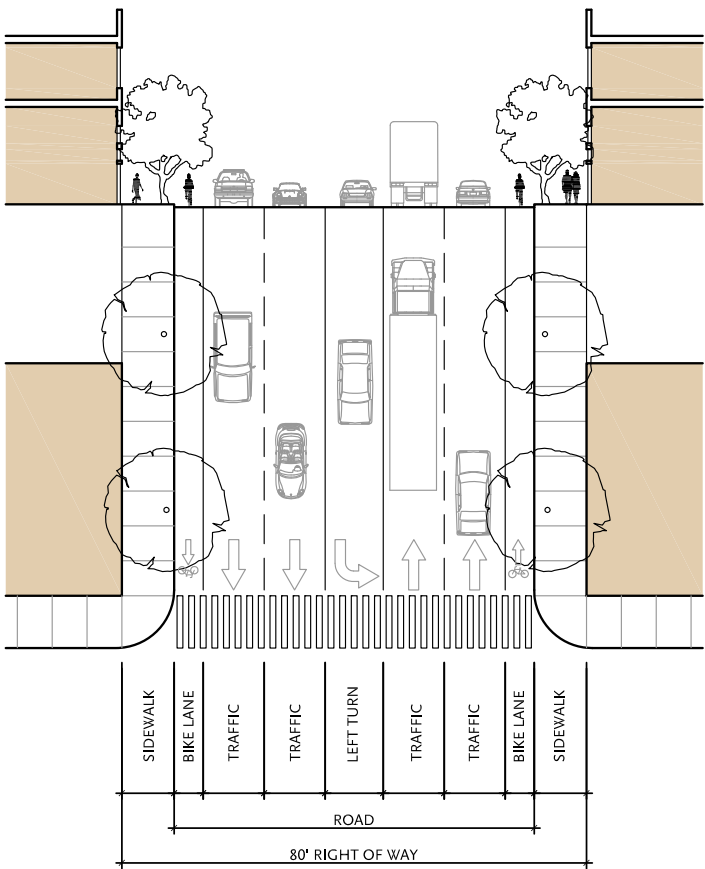
[1] The above street section represents the prevailing dimension for the existing right-of-way. Along its entire alignment, the existing right-of-way varies from this dimension. In response, the identified components of this street section are to be included and adjusted as necessary in response to existing conditions and in compliance with the applicable Public Works requirements.

TABLE 3-2B - COLLECTORS ¹

B1 Boulevard



B2 Boulevard with Bike Lanes

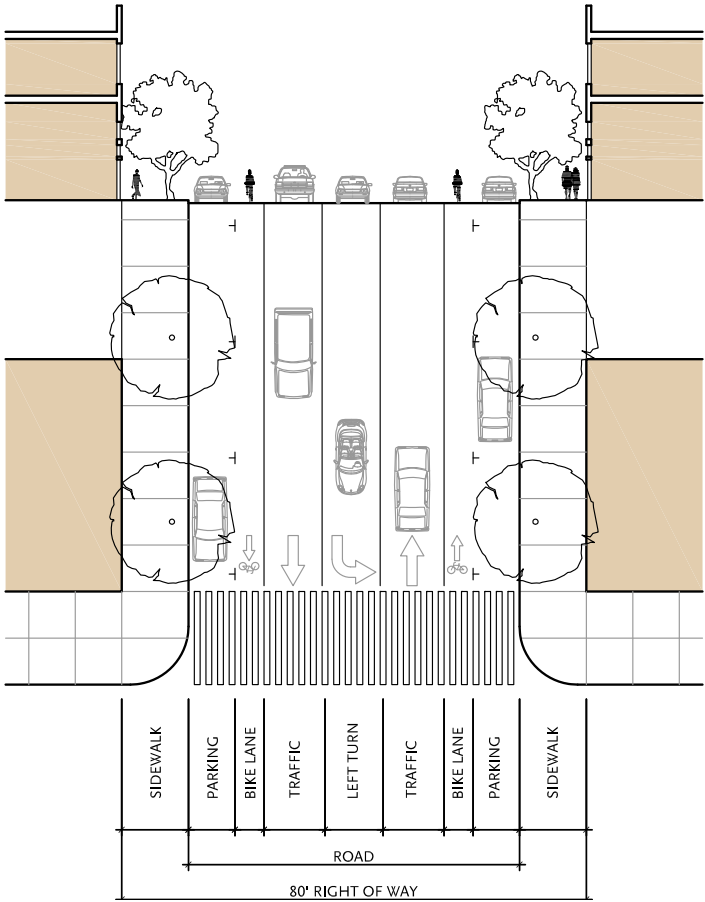


¹ The above street section represents the prevailing dimension for the existing right-of-way. Along its entire alignment, the existing right-of-way varies from this dimension. In response, the identified components of this street section are to be included and adjusted as necessary in response to existing conditions and in compliance with the applicable Public Works requirements.

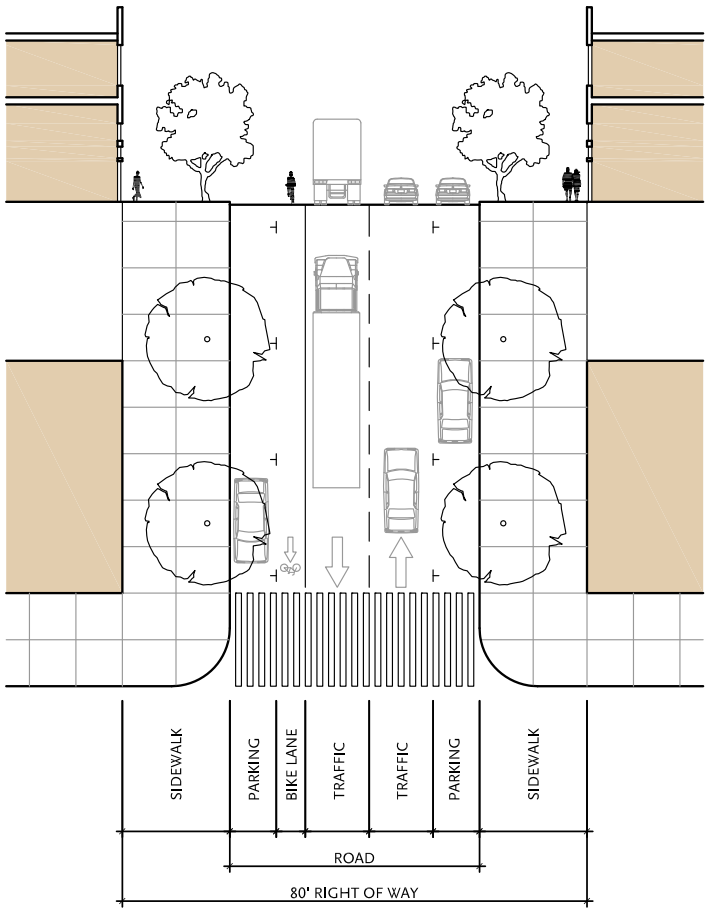
E. GOALS AND POLICIES (Continued)

TABLE 3-2B - COLLECTORS¹ (CONTINUED)

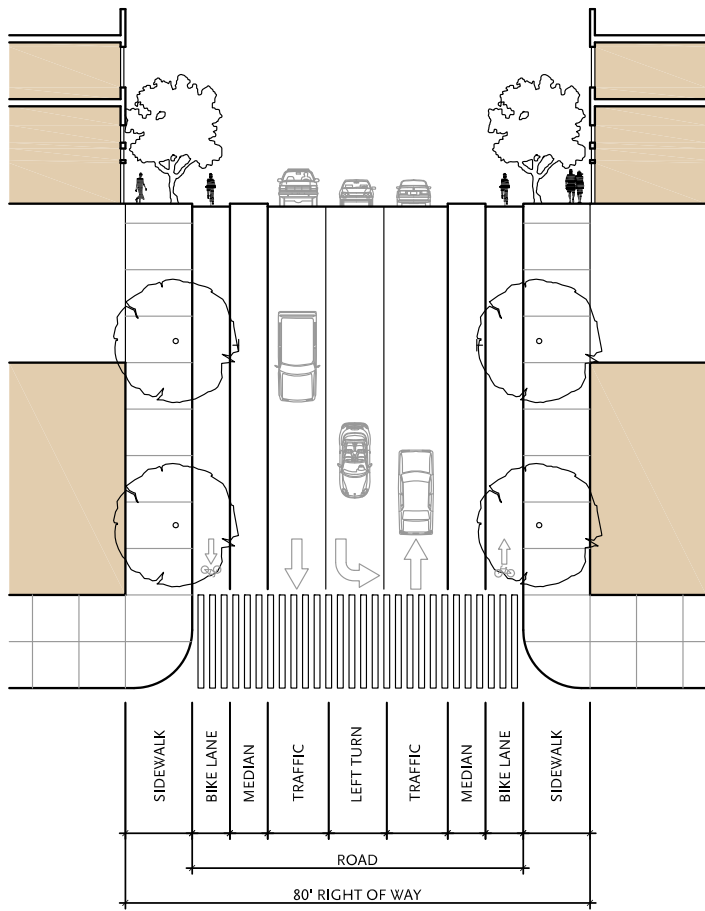
B3 Urban Collector, High Pedestrian Priority, High Volume



B4 Boulevard with Bike Lane One Side



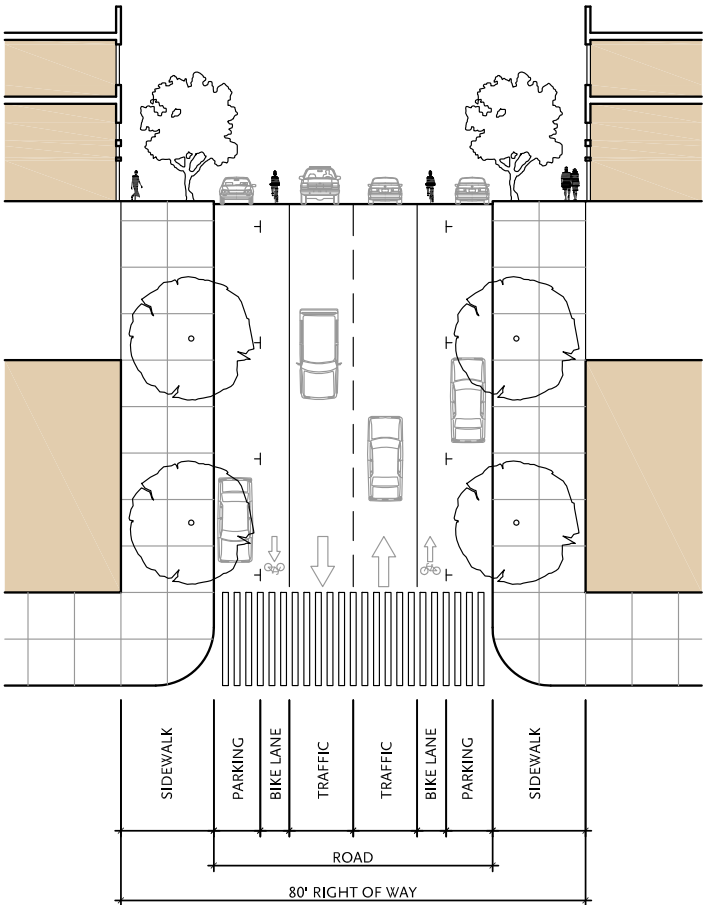
B5 Boulevard with Protected Bike Lanes



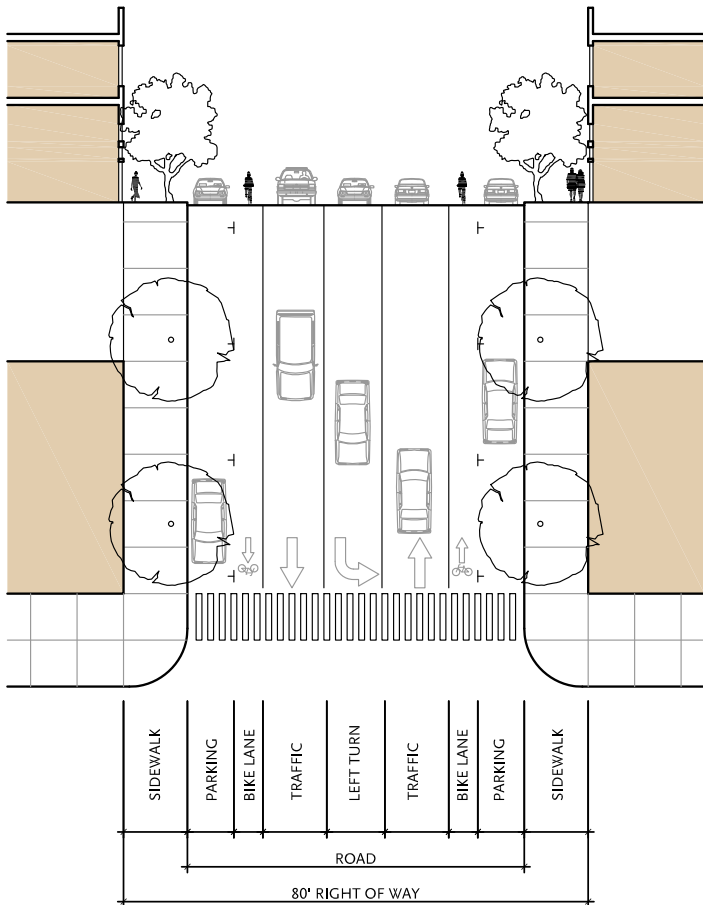
¹ The above street section represents the prevailing dimension for the existing right-of-way. Along its entire alignment, the existing right-of-way varies from this dimension. In response, the identified components of this street section are to be included and adjusted as necessary in response to existing conditions and in compliance with the applicable Public Works requirements.

TABLE 3-2C - MINOR STREETS WITH BIKE LANES ¹

C1 High Pedestrian Priority, Low Volume



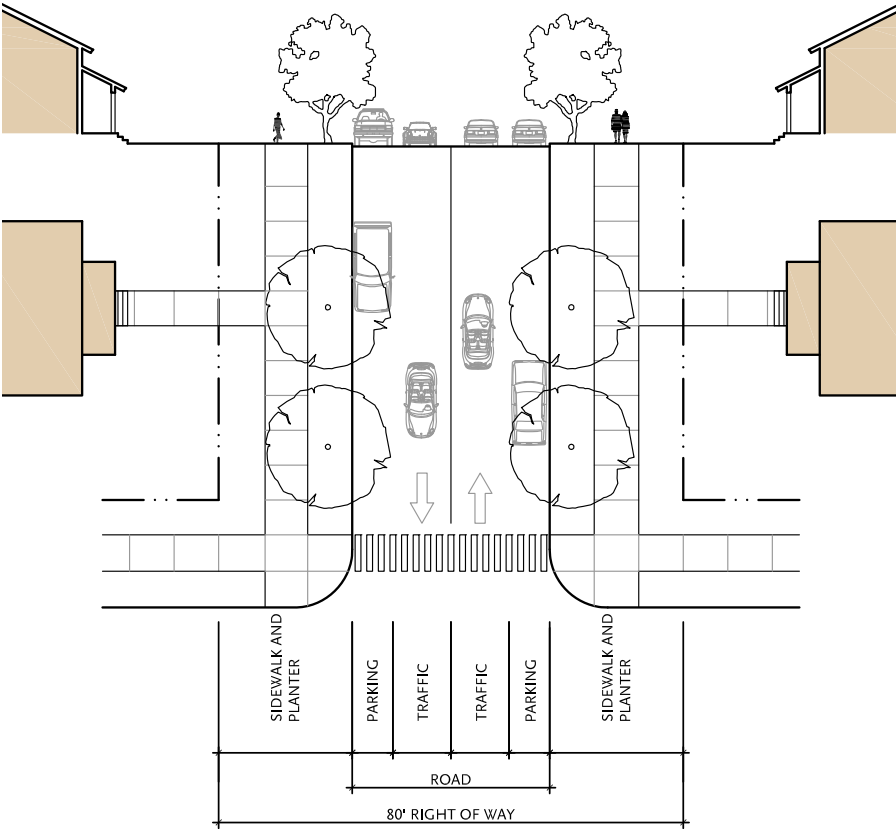
C2 Low Pedestrian Priority



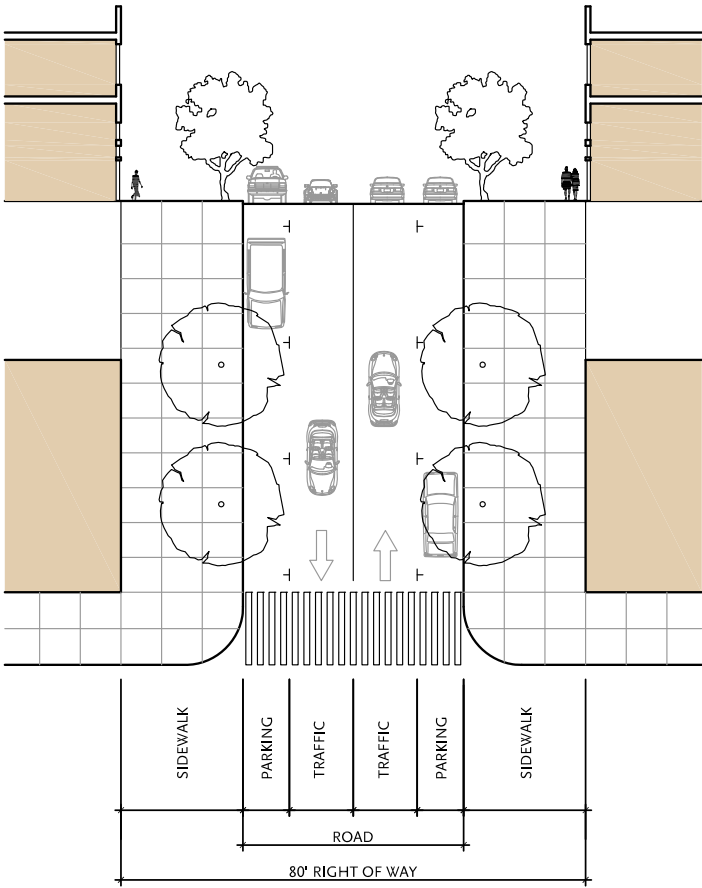
¹ The above street section represents the prevailing dimension for the existing right-of-way. Along its entire alignment, the existing right-of-way varies from this dimension. In response, the identified components of this street section are to be included and adjusted as necessary in response to existing conditions and in compliance with the applicable Public Works requirements.

TABLE 3-2D - MINOR STREETS WITHOUT BIKE LANES ¹

D1 Low Volume Residential



D2 Low Volume Commercial

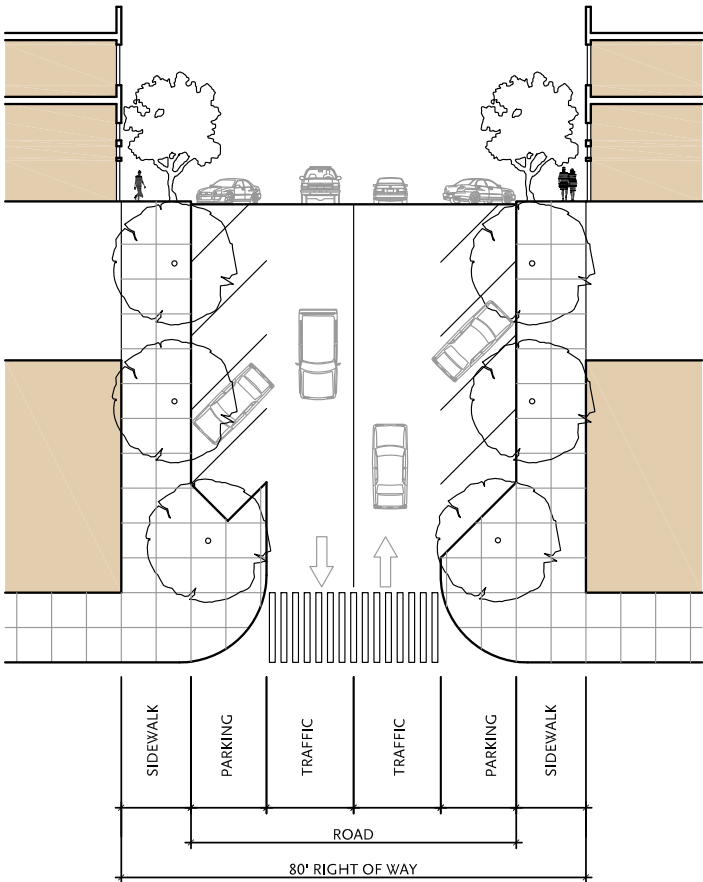


¹ The above street section represents the prevailing dimension for the existing right-of-way. Along its entire alignment, the existing right-of-way varies from this dimension. In response, the identified components of this street section are to be included and adjusted as necessary in response to existing conditions and in compliance with the applicable Public Works requirements.

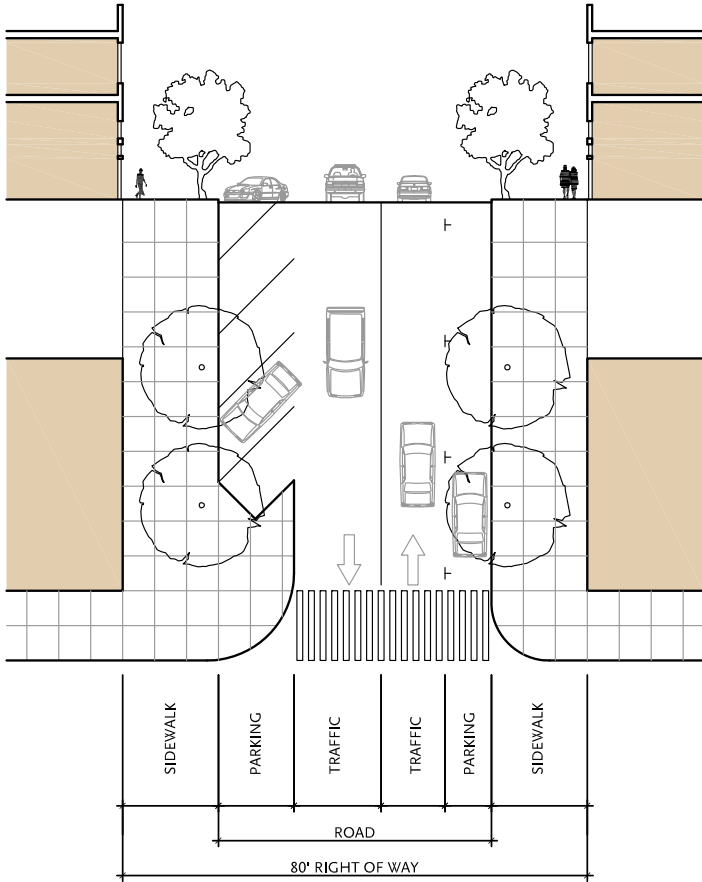
E. GOALS AND POLICIES (Continued)

TABLE 3-2D - MINOR STREETS WITHOUT BIKE LANES ¹ (CONTINUED)

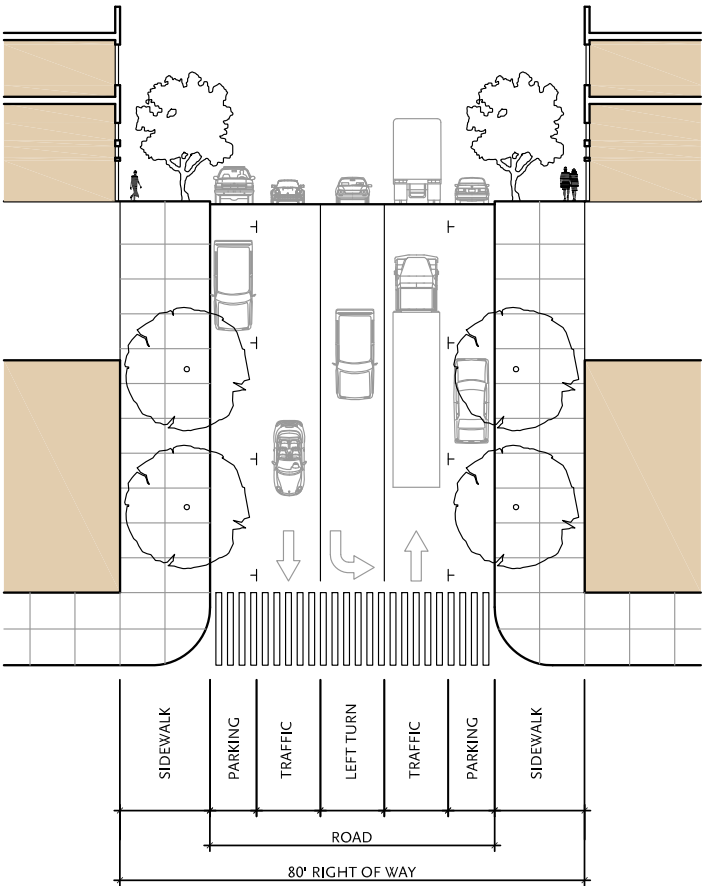
D2 Low Volume Diagonal Parking



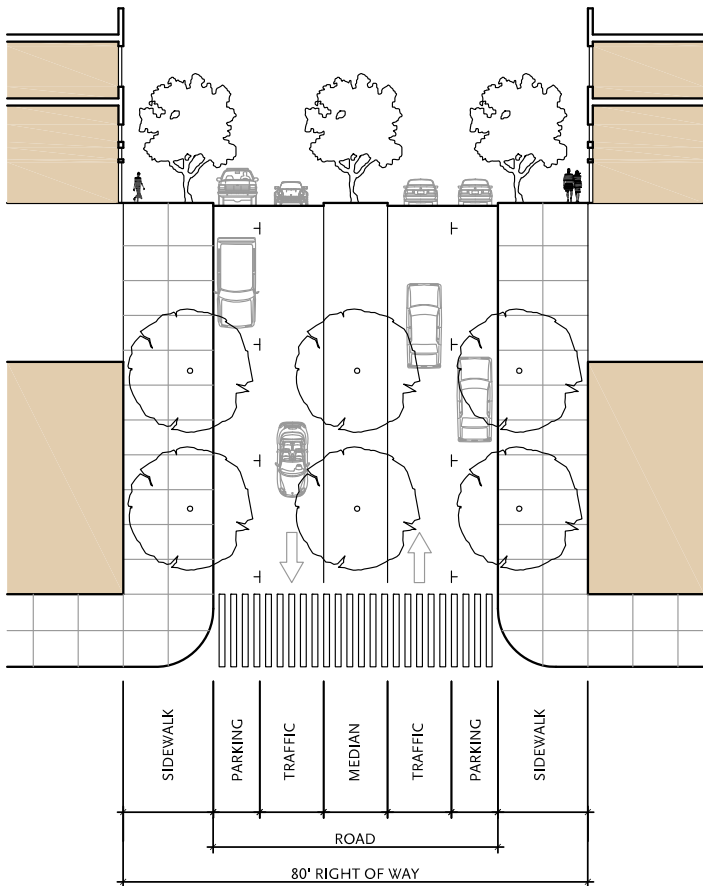
D2 Low Volume Diagonal/Parallel



D3 High Volume



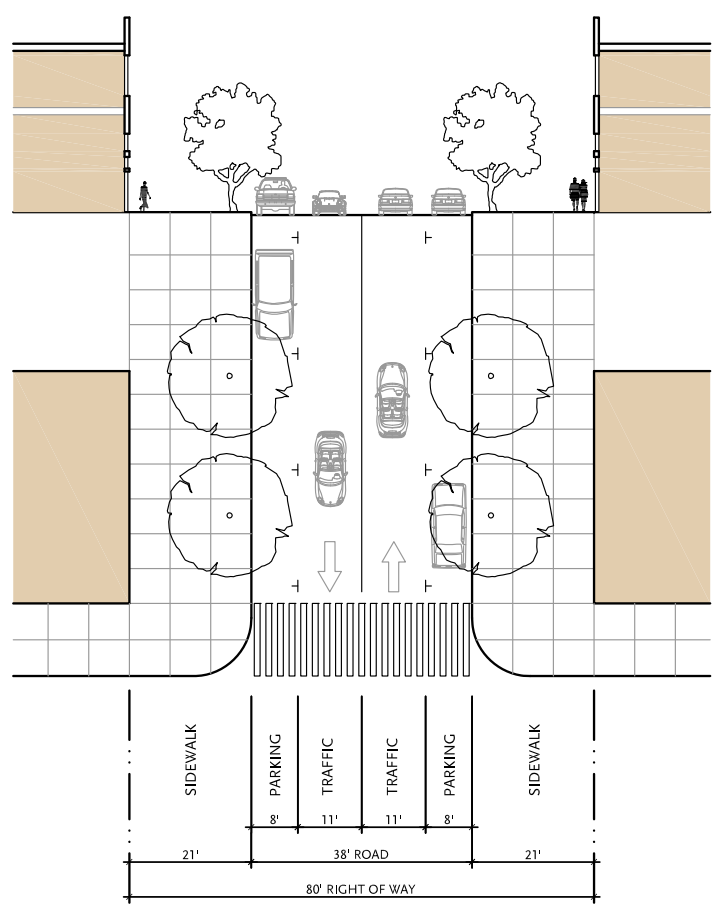
D4 Civic Boulevard



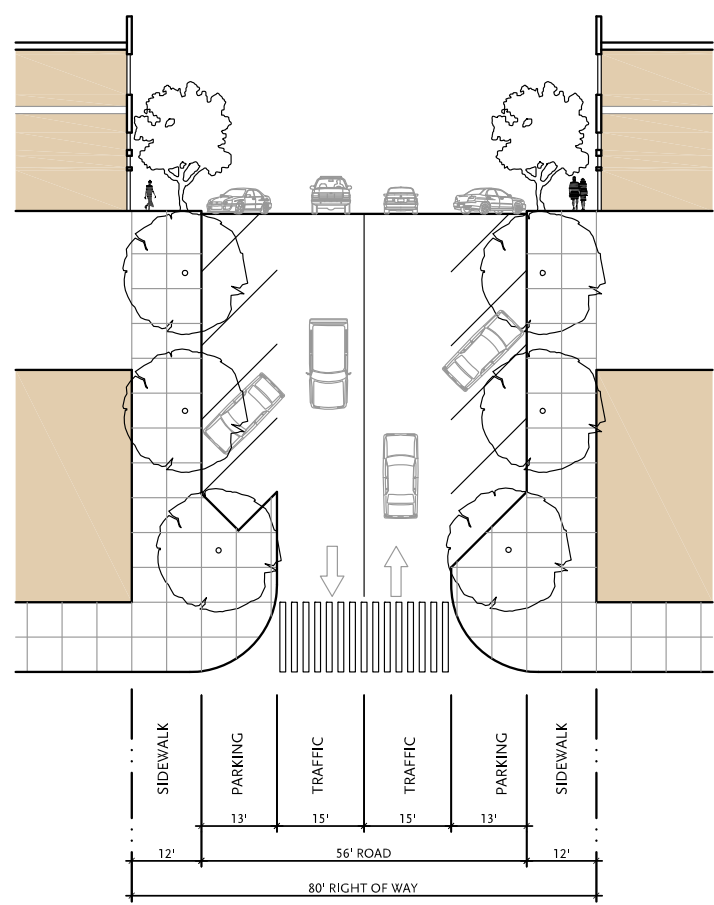
¹ The above street section represents the prevailing dimension for the existing right-of-way. Along its entire alignment, the existing right-of-way varies from this dimension. In response, the identified components of this street section are to be included and adjusted as necessary in response to existing conditions and in compliance with the applicable Public Works requirements.

TABLE 3-2E - NEW STREETS

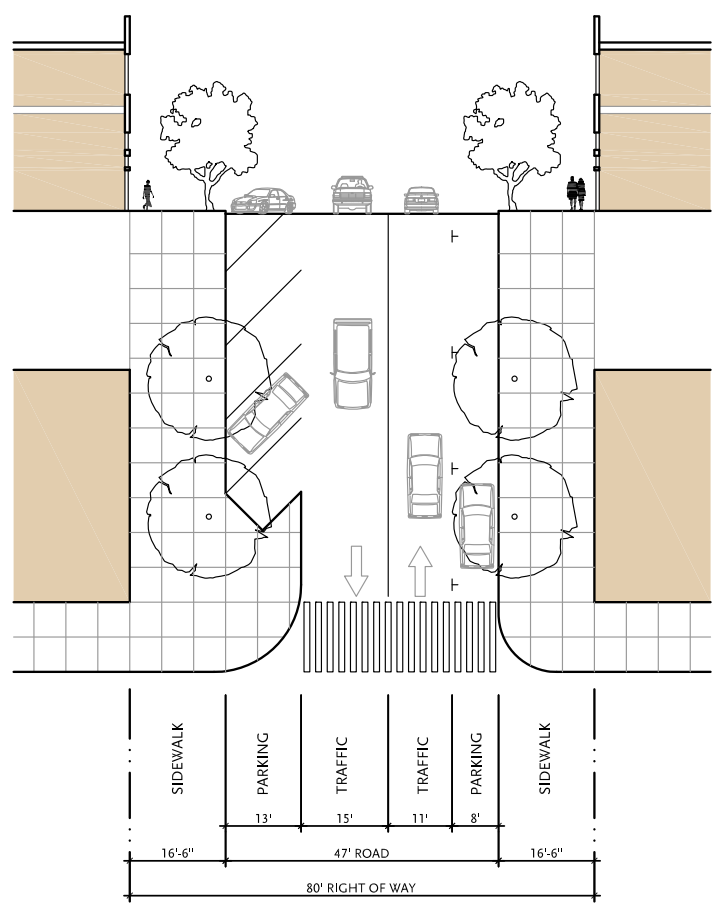
E1 Low Volume Parallel Parking



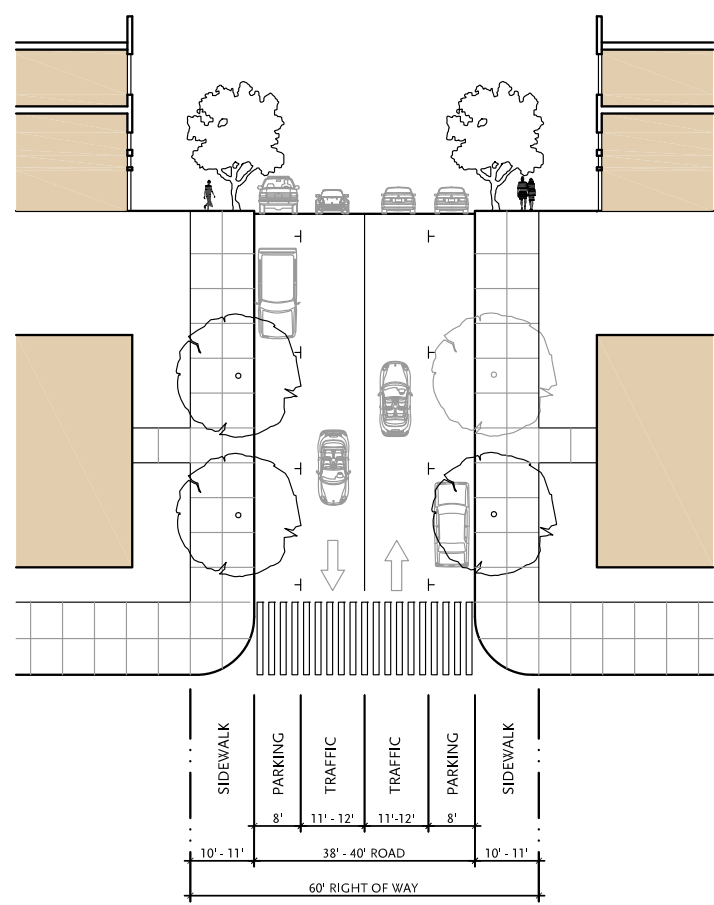
E2 Low Volume Diagonal Parking



E3 Low Volume Diagonal/Parallel



E4 Low Volume Industrial



E. GOALS AND POLICIES (Continued)

TABLE 3-2E - NEW STREETS (CONTINUED)

E5 Low Volume Residential

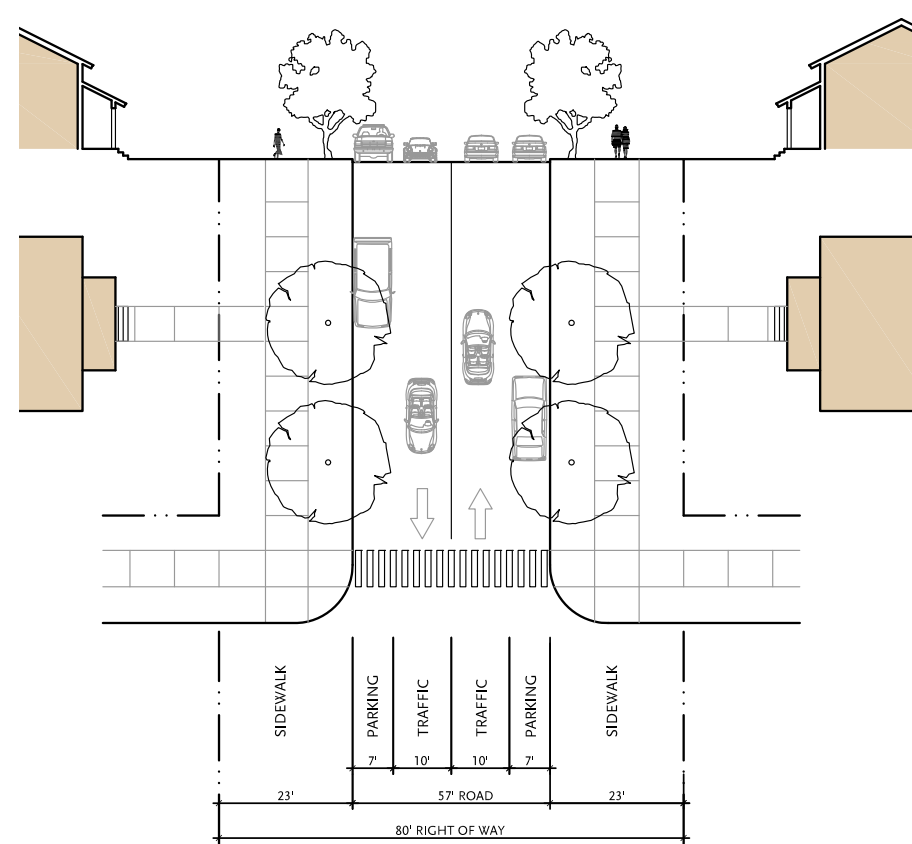
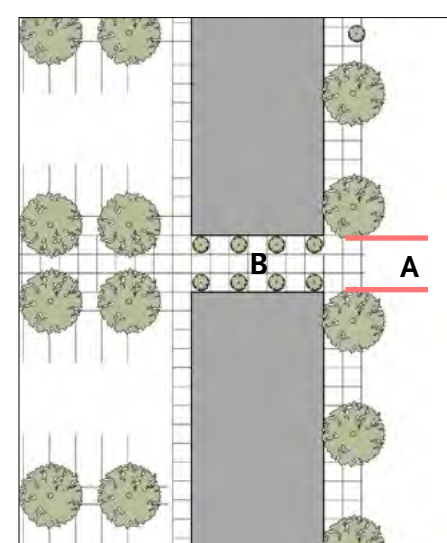


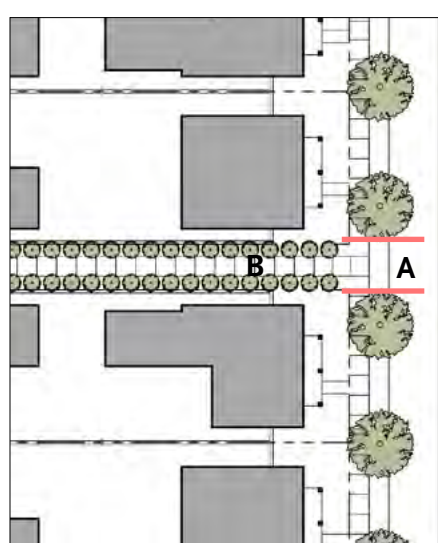
TABLE 3-2F - PEDESTRIAN PASSAGES

F1 PASSAGE 1 - URBAN



A = min 20 ft total
min 6 ft sidewalk
min 5 ft planters or tree wells on each side of sidewalk
B = passage shall connect sidewalk to parking behind building; may extend through site to nearest r.o.w.

F2 PASSAGE 2 - NEIGHBORHOOD



A = min 10 ft total
min 6 ft sidewalk
min 2 ft planters on each side of sidewalk
B = passage shall connect sidewalk through site to nearest r.o.w.

3.6 Create a comprehensive bicycle network in the Downtown Neighborhoods.

Intent: To create a comprehensive, well-connected bicycle network that provides residents with a viable mode of citywide transportation and increases health and physical activity.

- 3.6.1 Develop a continuous bikeway system that provides linkages between bikeway components and access to major traffic generators such as commercial centers, schools, recreational areas, transit stops, and major public facilities. (RCP 2-5.1)
- 3.6.2 Maintain bicycle facilities so that they are safe and secure, and facilitate the linkages between cycling and other modes of transportation. (RCP 2-6)
- 3.6.3 When legally permissible, require that planned bike facilities be required as a condition of approval of new development adjacent to the planned bike facilities. (RCP 2-5.4)
- 3.6.4 Provide bicycle parking (bike racks and bike lockers) and other necessary bicycle facilities such as wayfinding/signage at and to key destinations, including schools, retail districts, government buildings, jobs centers, and transit stations. The amount of bicycle parking should support expected future travel by bicycle transportation. (FCSP 7-7-2)
- 3.6.5 Add and improve Class II or III, or IV bike facilities whenever possible, expanding the bicycle network and linking with areas in and beyond Downtown. (FCSP 7-7-4)
- 3.6.6 Strive to implement Class II or IV bike lanes at major bus transfer locations to avoid conflicts between cyclists and buses. Explore solutions to reduce conflicts such as placing bus stops in the parking lane. (FCSP 7-7-5)

3.7 Maintain and enhance the Downtown Neighborhoods’ diverse pedestrian network.

Intent: To broadly promote walking as a preferred mode of transportation, create a sense of vibrancy Downtown and in the Downtown Neighborhoods, and encourage health through physical activity.

- 3.7.1 Strive for all streets in the Downtown Neighborhoods to be walkable, safe for all users at all times of the day, and appropriately lit for safety.

- 3.7.2 As part of streetscape improvements in the Downtown Neighborhoods and as resources become available, improve pedestrian safety and comfort through physical improvements such as high visibility pedestrian crosswalks, bulb-outs, and pedestrian refuges.
- 3.7.3 Comply with the Americans with Disabilities Act (ADA) by making sidewalks accessible to residents and visitors of all abilities.
- 3.7.4 As resources become available, prioritize pedestrian safety and movement over vehicles in the Downtown planning area, around schools, and in commercial areas in the Downtown Neighborhoods.
- 3.7.5 Along commercial and mixed-use streets, minimize driveways and driveway crossings of the pedestrian right-of-way and take steps to consolidate the number and location of driveways. (FCSP 7-1-4)
- 3.7.6 As resources become available, improve pedestrian links to key destinations within and outside of each of the Downtown Neighborhoods planning areas.
- 3.7.7 As resources become available, implement pedestrian safety crossings along principal east-west and north-south corridors.

3.8 Facilitate sustainable, effective and safe movement of goods and commercial vehicles

Intent: To support essential economic functions while minimizing their negative effects on residents, visitors, and businesses.

- 3.8.1 Designate streets that are suitable for truck delivery routes in order to divert truck traffic away from sensitive sites, particularly the residential neighborhoods. Truck routes should be limited to arterials and expressways specifically designed for that purpose, or to collector and local industrial streets which directly service planned industrial areas. (RCP 2-2.5)
- 3.8.2 Locate industrial uses such that industrial truck and vehicular traffic will not route through local residential streets. (West CP W-7-I) (RCP 1-13.1)
- 3.8.3 Locate truck access to commercial property at the maximum practical distance from adjacent or nearby residential properties. (RCP 2-2.6)



Street trees and plantings create a pleasant barrier between the street and the sidewalk.



In addition to creating shade and a greenery, large canopy trees help calm traffic by enclosing the space of the street and providing intertwined sun and shadow patterns on the street.

3.9 Improve the overall safety of the transportation system.

Intent: To construct and maintain the transportation system such that safety is maximized for all users of City streets – including pedestrians, bicycles, transit users, automobile passengers, and others – at all times of the day.

- 3.9.1 Support the design and implementation of traffic calming measures in the Downtown Neighborhoods with a particular emphasis on areas around schools, within the residential areas, and in pedestrian-oriented commercial areas. Traffic calming measures include:
 - Removing unnecessary travel lanes;
 - Narrowing travel lanes;
 - Planting trees to narrow perceived street width, installing corner bulbouts at intersections;
 - Reducing excessively wide turning radii at intersections;
 - Introduce on-street parking and converting existing on-street parallel parking to diagonal parking;
 - Widening sidewalks; and
 - Installing bike lanes.

Installation of such traffic calming features must be coordinated between Traffic Engineering and the Fire Department to insure that the resultant widths of travel lanes provided are adequate to interface with oncoming traffic and ensure efficient response by large emergency vehicles. (P)
- 3.9.2 Coordinate traffic calming improvements with proposed and funded utility projects such as water line upgrades and streetscape projects.
- 3.9.3 Identify priority corridors to and from residential areas and neighborhood schools and public charter schools. As part of this effort, continue to pursue grants, such as Active Transportation Program grants, to pay for traffic calming improvements.
- 3.9.4 When legally feasible, ensure that development projects and public improvements improve pedestrian and vehicle safety around schools.

- 3.9.5 In consultation with the California Public Utilities Commission, ensure that equipment and design strategies used in railroad crossing improvements integrate appropriately with their surrounding location. (FSCP 7-13-3)
- 3.9.6 In consultation with the California Public Utilities Commission and as situations allow and funding becomes available, support an increase in the number of pedestrian, bicycle, and vehicle crossings of railroads and enhance existing crossings in order to improve safety for all modes and access for pedestrians and cyclists. (FSCP 7-13-4) (FCSP 7-13-1)
- 3.9.7 Work with community groups to create educational campaigns that are culturally relevant (flyers, websites, community events, etc.) to educate drivers about how traffic laws relate to pedestrians and cyclists.
- 3.9.8 For four-way controlled plan area intersections that will serve as primary emergency vehicle response routes, consider intersection control options including roundabouts and traffic signals as options to four-way stop, relative to plan goals, policy, and objectives for improving safety and facilities or service for transit, bicyclists, and pedestrians. If traffic signal control is deemed necessary by Traffic Engineering through appropriate engineering analysis, traffic signal pre-emption must be incorporated into the signal system.
- 3.9.9 As resources become available, build a pedestrian bridge across Highway 99 at Harvey Avenue to improve pedestrian access in the Jane Addams Neighborhoods.



Belmont Avenue at Cedar Avenue as it currently exists.



Fresno Street at Belmont Avenue as it currently exists.

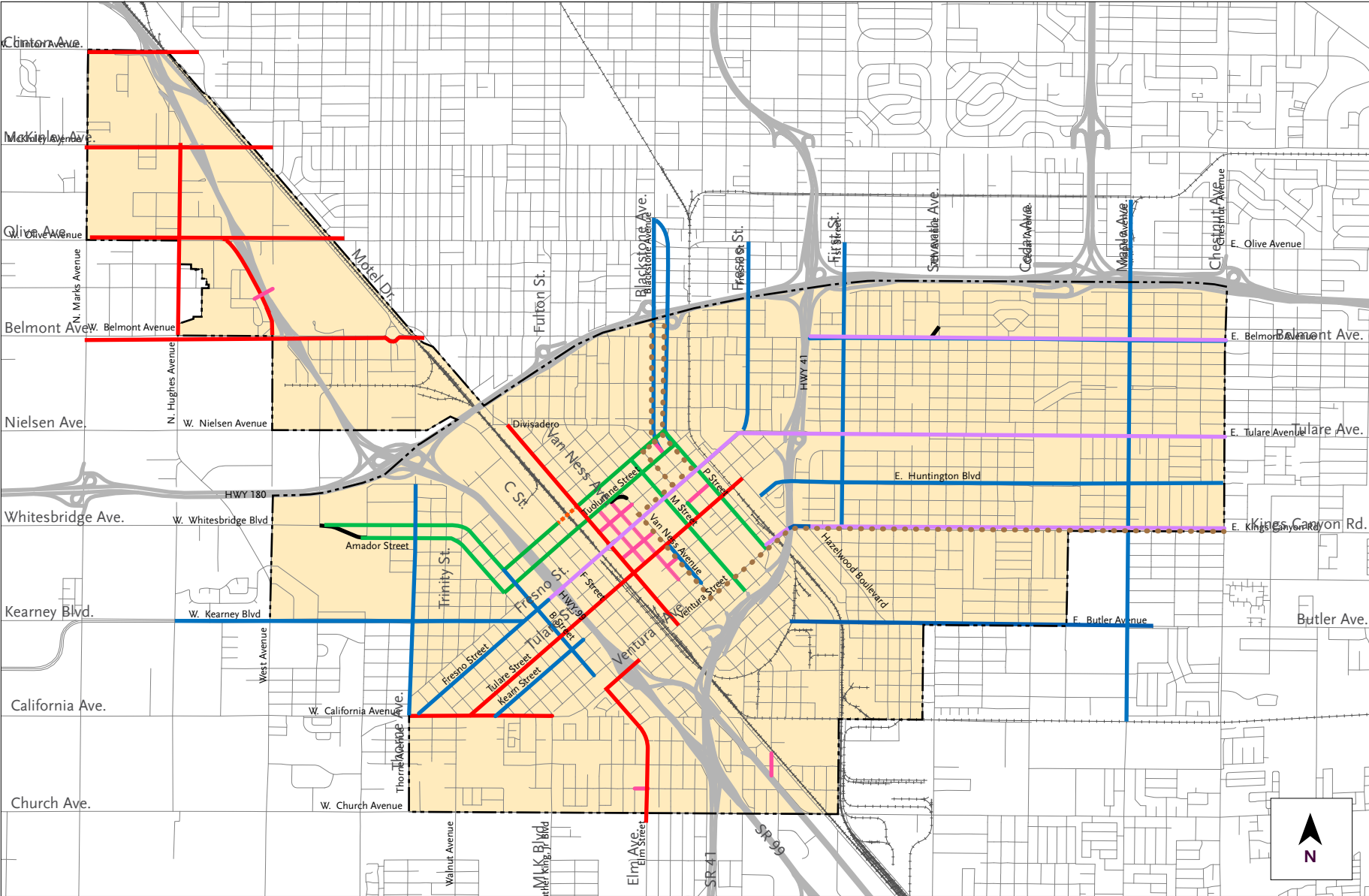


Bike lanes, wider sidewalks, and infill development transform this segment of Belmont Avenue into an active, multi-modal street.










Bike lanes, wider sidewalks, and street trees transform this segment of Belmont Avenue into a vibrant neighborhood center.

FIGURE 3-5 - THOROUGHFARE INTERVENTIONS



Key

- | | | |
|--|--|---|
|  Major Streetscape Projects <ul style="list-style-type: none">- Widen Sidewalks- Corner Bulbouts- Lighting & Landscape- Facade Improvements- Bike Lanes |  Street Stabilization <ul style="list-style-type: none">- Trees- Sidewalk Repair |  Bus Rapid Transit <ul style="list-style-type: none">- High Quality Shelters- Fix Sidewalk Gaps- Street Trees |
|  Reconnect Street Grid |  Road Diet + Bike Lanes |  Street Vacation |
|  One-way to two-way street conversion. | | |

THIS PAGE INTENTIONALLY LEFT BLANK

Chapter 4: PARKS, OPEN SPACE, AND STREETScape

A. INTRODUCTION

This chapter of the Community Plan provides goals, policies and actions that guide the design and maintenance of parks, open spaces, and streetscapes in the Community Plan Area. Along with urban form and the transportation system, this is the other key physical design component that shapes and activates the Downtown Neighborhoods. The network of public space is composed of parks and open spaces, interconnected by the various streets, and their associated streetscapes, that define city blocks.

In contrast to the notion that open space needs to be vast in scale, such as a sports field or greenways, the Downtown Neighborhoods are characterized by a variety of small and large parks. Each park and open space provides identity to the buildings and land uses that front it, creating variety, interest, and living choices for neighborhood residents. But for these parks and recreational facilities to be truly successful, they must be safe for all users. Accordingly, the Plan supports pedestrian accessible and properly staffed parks that are adequately supervised with structured activities that provide constructive alternatives to high risk behavior, allow park staff to build bonds with the community, and lower law enforcement needs. Fresno has had a tradition of excellence in such highly used, well-staffed parks – such as Fresno’s Holmes and Romain Parks.

Street trees create a spatial connection between one side of the street and the other, generate a general sense of place and identity, and provide shade during the summer – and in the case of deciduous trees – allow sunlight to penetrate in the winter. Street tree selection for the Community Plan Area’s street is coordinated within the Zoning Map to support the intended physical character, land use activity, and mobility needs of each planning area. Through a hierarchy of diverse streetscapes, the Downtown Neighborhoods are distinguished from one another, while addressing residents’ needs for shade, comfort, and recreation.

A unique quality of the Downtown Neighborhoods is their proximity to Fresno’s rich agricultural land, coupled with the presence of many undeveloped urban lots within them. The Plan supports urban agriculture as community gardens in urban lots, in parks, and in front yards and parkway strips in order to provide access to fresh food and to reinforce Fresno’s historic and existing connection to its productive farmland.

The parks, open space, and streetscape system is carried forward through this Plan’s goals and policies. As with other components of this Community Plan, this system is multi-faceted and in direct response to and support of the community’s vision



B. CONTEXT

This section provides an overview of the existing parks, open space, and streetscapes in the Downtown Neighborhoods.

- 1. Parks and Open Space.** The quality, quantity, and type of parks and open spaces in the Community Plan Area is unbalanced and access to existing park space in many areas is limited. The Community Plan Area contains Roeding Park, located in the Jane Addams neighborhood, one of Fresno’s three regional city parks. It is home to the Chaffee Zoological Gardens, Storyland and Playland amusement parks. The Community Plan Area also contains Courthouse Park, a civic park in the center of Downtown, as well as many neighborhood parks dispersed throughout. See **Figure 4-1** (Existing Open Space). In addition, Downtown Neighborhoods are serviced by many schools that have playing fields and playgrounds on the premises. Southeast residents living near Burroughs Elementary School have forged a joint-use agreement with Fresno Unified School District to gain access to the school’s playing fields and playground during non-school hours. Recently a joint use agreement between the City of Fresno and Fresno Unified School District went into effect at several school sites in the plan area to allow weekend use by the public. Further exploration of meeting park and open space needs in existing neighborhoods will occur in the Parks Master Plan process, beginning in 2016.

Population data suggests Fresno residents are both young and aging – demographic groups that are best served by amenities that are within walking distance of their homes, i.e. within a quarter mile. This pedestrian-friendly distance encourages increased use and fosters important social interaction with neighbors at playgrounds and picnic areas, at pickup games in parks, during evening strolls on sidewalks, and among neighborhood festivals. Moreover, walkable destinations lead to an increase in people’s physical fitness and good health

- 2. Streetscape.** The Plan Area contains a wide variety of streetscapes, ranging from urban streets with trees in tree wells in Downtown, to tree-lined streets in its pre-World War II residential neighborhoods, to treeless stretches along most of its auto-oriented corridors. See **Figure 4-2** (Existing Street Tree Coverage)



Roeding Park provides a variety of open spaces that accommodate both leisure and recreational activities.

C. KEY DEFICITS

This section provides an overview of the key deficits for park, open space, and streetscapes in the Downtown Neighborhoods.

- Lack of street tree coverage.** The neighborhoods and districts south of State Route 180, including Downtown, have a relatively good street tree presence, with many of the streets having more than 50 percent of their length lined by trees. Street trees are notably absent from most of the streets within the Jane Addams Neighborhoods as well as the areas zoned for manufacturing and industrial uses. Significant challenges to introducing street trees include lack of funding for planting new street trees, the maintenance of existing and new ones, lack of irrigation, and dwindling water supplies.
- Lack of neighborhood and district character.** Many of the Community Plan Area’s neighborhoods, particularly to the east of State Route 41 are difficult to differentiate from one another, primarily because the corridors that define and surround these neighborhoods lack a unique character. The identity of each of the Downtown Neighborhoods planning areas can be greatly enhanced through unique streetscape improvements, particularly along these major thoroughfares.
- Lack of street character.** The Community Plan Area’s major thoroughfares have largely been designed to accommodate automobiles. They are lined by buildings that have, more often than not, placed parking lots between the building and the sidewalk, they lack street trees and planting strips, and are of similar character along their entire length.
- Limited access to open space.** The Downtown Neighborhoods currently have approximately 3.6 acres of park space per one thousand people, which is higher than the City as a whole at 3.3 acres of parks per 1,000 people¹. However, the majority of total parks acreage is in Roeding Park. If Roeding Park is not included in the calculation, the parks per 1,000 ratio is significantly lower than the City as a whole at 1.1 acres per 1,000 residents. Noticeably absent are public parks within the eastern half of the Community Plan Area. In addition, the majority of the residents in the Downtown Neighborhoods are located further than 1/2 mile from a usable park or open space area. Finally, there are many schools within the Community Plan Area, but access to their playing fields is limited to the children attending the schools and only during school hours.
- Lack of funding.** As with many cities, Fresno has seen its budgets for introducing new parks, open spaces, street trees, and maintaining existing parks and street trees reduced over the years. Currently the average street tree in Fresno is maintained once every 16 years. Some parks will go without staffing and accordingly may be closed due to staffing budget restrictions.

¹ Fresno General Plan, 2014.



Street character in Edison is created by the spacing, arrangement, and species of street trees.



FIGURE 4-1 - EXISTING OPEN SPACE

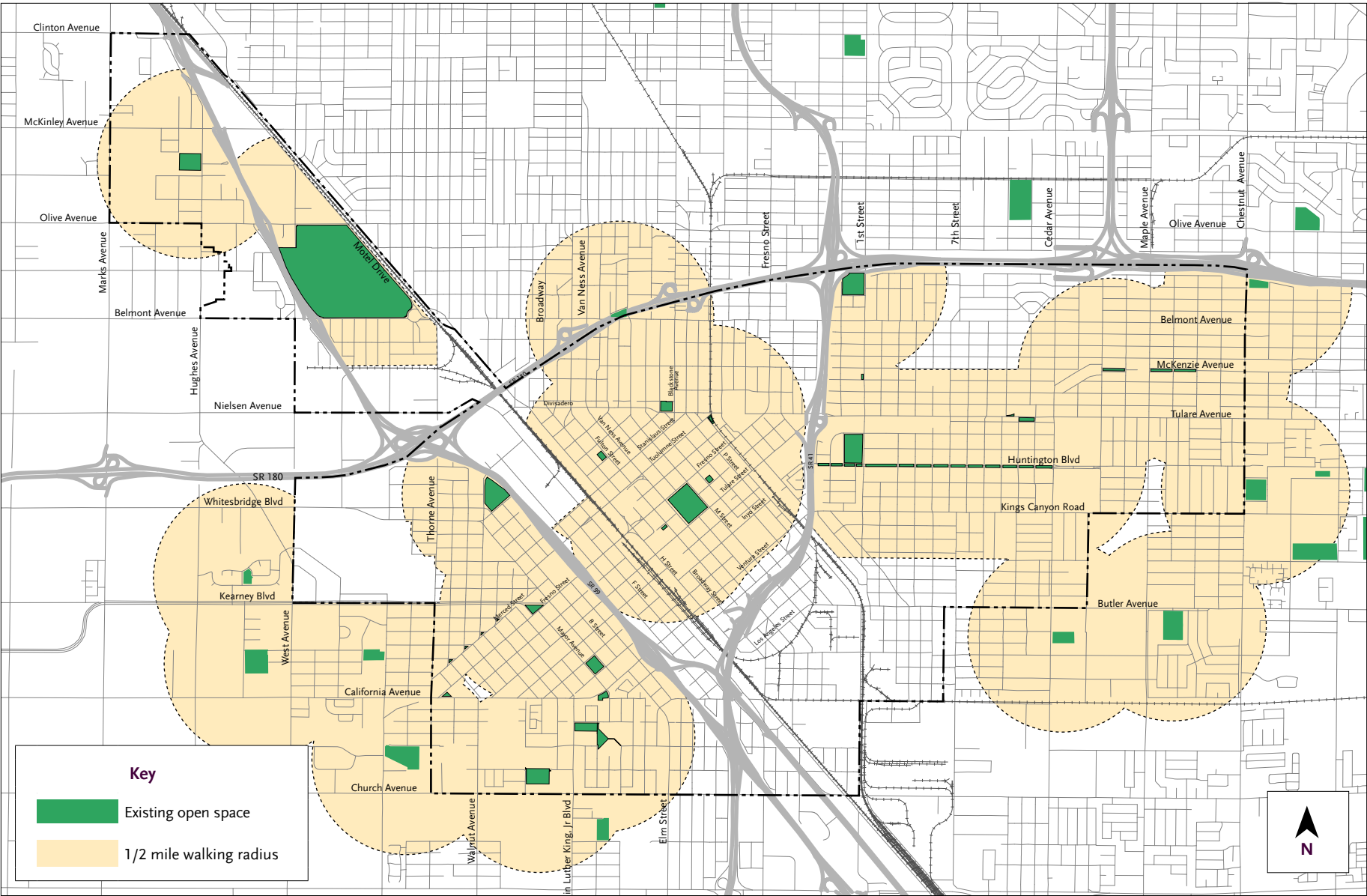
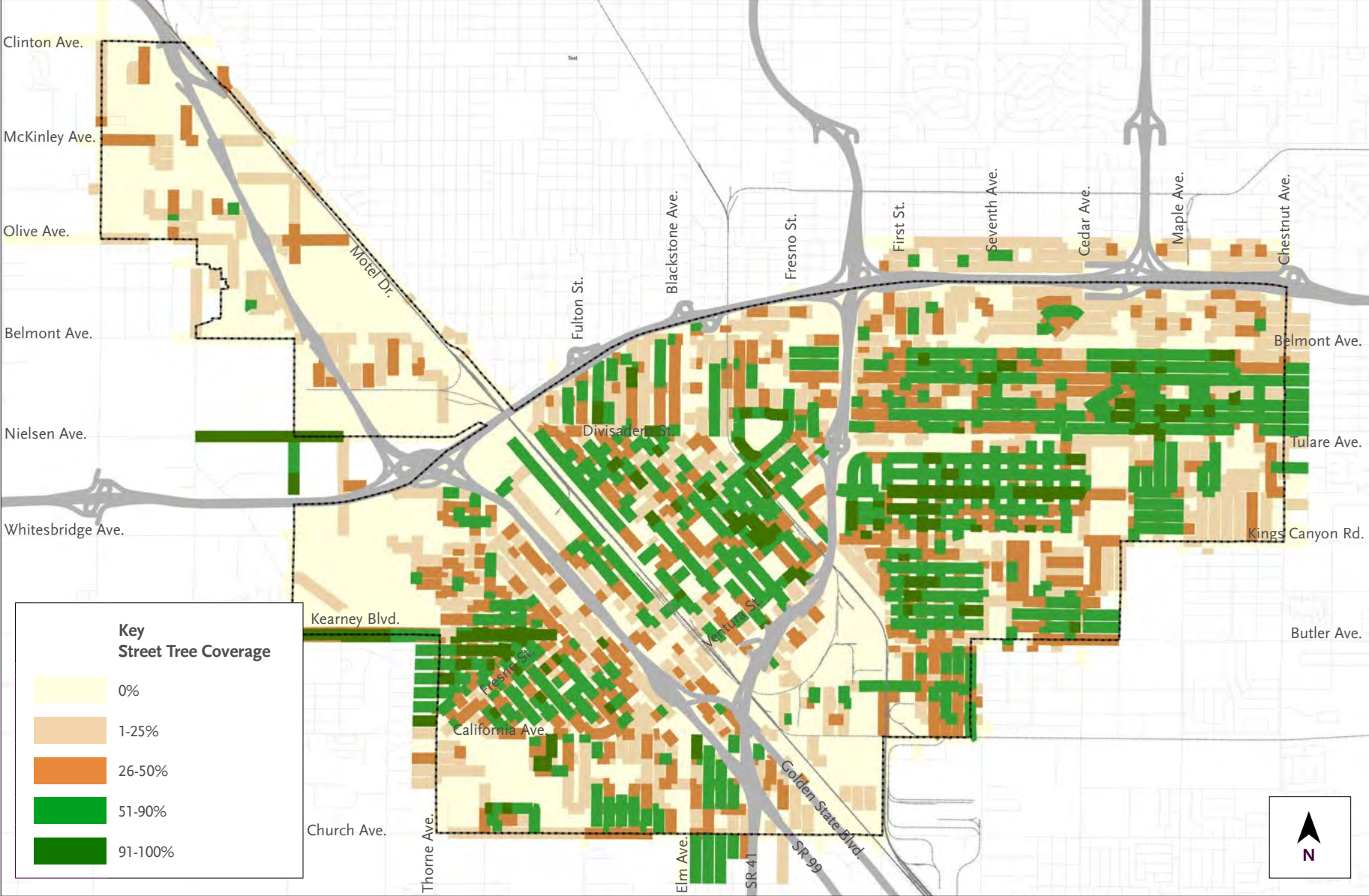


FIGURE 4-2 - EXISTING STREET TREE COVERAGE



D. VISION FOR CHANGE

Shaded, inviting public streets and parks generate a walkable environment, establish a unique identity for each street and neighborhood, promote healthy lifestyles, and increase property values. Tree-lined streets enhance their multi-modal character, promoting walkability and cycling, while slowing down vehicular traffic. Neighborhood schools, playing fields, and tot lots, which currently are used only during school hours, are made accessible to nearby residents after school and on weekends. Urban agriculture, including community gardens and front yard vegetable gardens, is enabled.

E. GOALS AND POLICIES

4.1 Use landscaping to generate unique and distinct character for each of the Community Plan Area’s various neighborhoods, districts, and corridors.

Intent: To use landscape and street trees to give each neighborhood, district, and corridor a unique and easily identifiable character, to engender neighborhood pride, and to aid in navigation for drivers, cyclists, and pedestrians.

- 4.1.1 As resources become available, infill missing street trees according to the unique character of each of the Community Plan Area’s neighborhoods, districts, and corridors as shown in Figure 4-3 (Neighborhood Street Landscape Character) and **Figure 4-3** (Neighborhood Street Landscape Character) and **Figure 4-4** (Corridor Landscape Character). Recommended street trees for neighborhood streets are described in **Table 4.1** (Neighborhood Street Tree Planting List) and for corridors in **Table 4.2** (Corridor Street Tree Planting List). See **Figure 4-5** (Street Tree Infill Strategies) for one possible strategy for introducing street trees on a block by grouping trees of one species at street intersections and infilling between intersections with a different species. Other strategies may be employed as long as the use conforms to the recommended character shown in **Figure 4-3** and **Figure 4-4** and described in **Table 4.1** and **Table 4.2**.
- 4.1.2 Continue to coordinate street lighting spacing with street tree spacing according to the FMC by placing them at least 20 feet from trees.
- 4.1.3 As street trees and landscape to define principle gateways into each of the Downtown Neighborhoods’ planning areas.
- 4.1.4 Use street trees and landscape to define principle gateways into each subarea within the Downtown Neighborhoods.
- 4.1.5 Use gateway signage and monuments to mark entry into the Community Plan Area’s various neighborhoods and districts. Gateway signage and monuments should be constructed of permanent and durable materials.

4.2 Regenerate the urban forest to promote ecological sustainability, increase human comfort, and reduce energy costs.

Intent: To introduce new and replace missing street trees in order to provide shade; reduce solar heat gain and local ambient air temperature; reduce stormwater runoff; extend the life of the streets they cover; improve local air, soil, and water quality; reduce atmospheric carbon dioxide; provide wildlife habitats; increase property values; and enhance the attractiveness and walkability of the community.

- 4.2.1 Introduce new and reintroduce missing street trees in the Community Plan Area’s neighborhoods, districts, and corridors with the goal of providing a minimum of 50 percent landscape canopy cover (the layer of leaves, branches, and stems that cover the ground when viewed from above) for each street in the Community Plan Area within 15 years. Trees should provide shade, visual identity for residents, and reflect the individual character of each community. Trees planted within the Chandler Airport Overlay area shall be planted in conformance with Federal Aviation Regula-

tions Part 77, particularly in terms of height and potential to attract wildlife. The recommended street trees for the Community Plan Area’s neighborhood streets are shown in **Figure 4-3** (Neighborhood Street Landscape Character) and described in **Table 4.1** (Neighborhood Street Tree Planting List). The recommended street trees for each of the prominent corridors in the Community Plan Area are shown in **Figure 4-4** (Corridor Landscape Character) and described in **Table 4.2** (Corridor Street Tree Planting List).

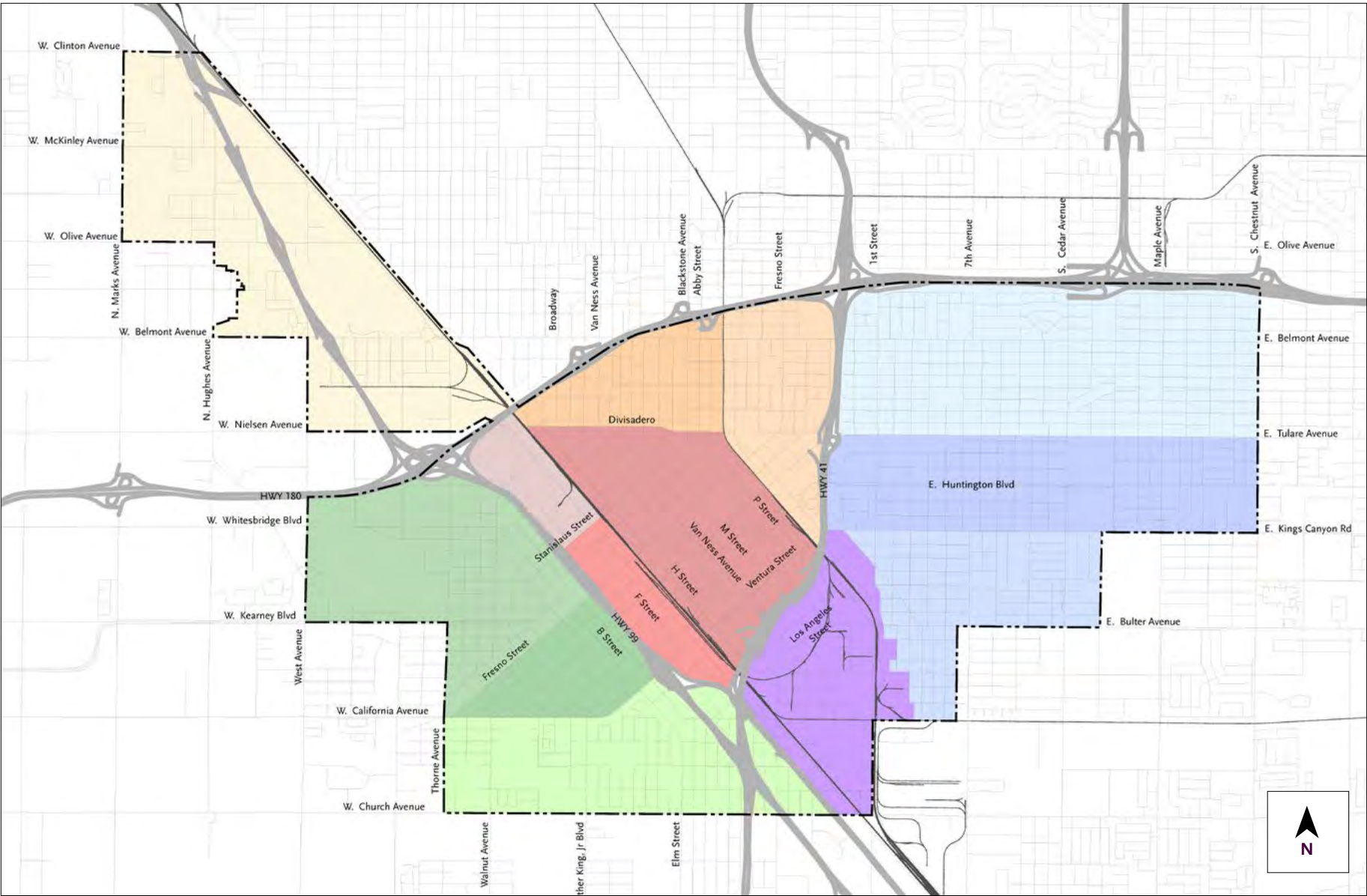
- 4.2.2 Partner with as many private, public, or non-profit groups as possible to support tree planting and maintenance. Consider using portions of community gardens to grow street tree seedlings and saplings until they are large enough to be planted along City streets.
- 4.2.3 Require the retention and protection of existing, mature non-agricultural trees within the Downtown Neighborhoods. (Edison p. 52)
- 4.2.4 Encourage the use of large shade street trees by implementing broad parkways, structural soils, or other systems to accommodate their root systems.
- 4.2.5 Encourage the proper tree selection for the site in response to above ground or underground infrastructure and parkway constraints (such as telephone wires).
- 4.2.6 Use a well-balanced variety and uniform spacing of deciduous or evergreen trees to establish visual continuity for streetscapes, to help reduce energy costs of adjacent buildings, and to define unique public or private open spaces. (CAP Urb 6-1, modified 2011)
- 4.2.7 Spread the cost of tree planting and maintenance among a variety of entities and funding sources, including special improvement districts, permit fees and surcharges, an optional customer-directed one-year or multi-year maintenance cycle paid by adjacent property owners, Adopt-a-Tree or Adopt-a-Street programs, a community tree and street tree endowment, and/or donations from businesses, utility companies, service clubs, and individuals.
- 4.2.8 Continue to apply the City’s 50 percent shade tree ordinance on all mixed use and non-residential surface parking lots.
- 4.2.9 Ensure a long life for the urban forest through proper soil drainage and by limiting the installation of lights, hardscape, and amenities in and around trees.

4.3 Promote sustainable landscapes, native habitats, and natural hydrological function.

Intent: Use landscape and hardscape to enhance the character of both the public and private realms, respond to Fresno’s climate, improve human comfort, reduce energy costs, facilitate sustainable water use and drainage strategies, and reduce energy costs.

- 4.3.1 Introduce pervious surfaces within parks and open spaces to reduce storm water runoff.
- 4.3.2 Incentivize property owners to use drought tolerant adaptive and native landscapes to reduce water usage and decrease reliance on fertilizers and pesticides. Possible strategies include:
 - Working with the City of Fresno’s Water Division to educate property owners about the cost savings that drought tolerant plants produce;
 - Creating incentives for property owners to replace turf and/or water-hungry landscape with drought-tolerant landscape.
- 4.3.3 Provide access to sun and shade in public parks and open spaces by introducing climate attenuation elements such as deciduous canopy trees and trellises.

FIGURE 4-3 - NEIGHBORHOOD STREET LANDSCAPE CHARACTER



Key

- Jane Addams
- Edison north of Fresno Street
- Edison between Fresno Street and California Avenue
- Edison south of California Avenue
- Lowell Neighborhood
- Jefferson Neighborhood
- Southeast Neighborhoods between SR 180 and Tulare Avenue
- Southeast Neighborhoods between Tulare Avenue and Ventura Avenue/ King Canyon Road (Huntington Boulevard District)
- Southeast Neighborhoods south of Ventura Avenue/ Kings Canyon Road
- Chinatown (see FCSP)
- Downtown (see FCSP)

E. GOALS AND POLICIES (Continued)

TABLE 4.1: NEIGHBORHOOD STREET TREE PLANTING LIST						
Neighborhood	Concept	Character	Botanical Name	Common Name	Tree Form	Size
Jane Addams	Trees are identified with Roeding Park on the southernmost portion where they are majestic and park-like patterned with flowering trees. Newer areas to the northwest have more uniform tree planting as per the subdivisions.	Evergreen	<i>Cinnamomum camphora</i>	Camphor	round	large
			<i>Quercus virginiana</i>	Southern Live Oak	round	large
		Deciduous	<i>Cercis canadensis</i> ‘Oklahoma’	Oklahoma Redbud	round	small
			<i>Koelreuteria paniculata</i>	Goldenrain Tree	round	medium
			<i>Pistacia chinensis</i>	Chinese Pistache	round	large
			<i>Ulmus parvifolia</i> ‘True Green’	True Green Elm	round	large
			<i>Zelkova serrata</i> ‘Green Vase’	Sawleaf Zelkova	round	large
			<i>Acer campestre</i>	Hedge Maple	round	small
		Accent	<i>Cedrus deodara</i>	Cedar Tree	conical	large
<i>Lagerstroemia indica</i> ‘Indian Varietals’	Crape Myrtle ‘Indian Varietals’		round	small		
Edison north of Fresno Street	Trees are identified with Kearney Boulevard major tree species of Eucalyptus viminalis (Manna Gum), Washingtonia filifera (California Fan Palm), and Nerium oleader (Oleander) as planted by Theo M. Kearney in 1893. Trees planted within the Chandler Airport Overlay area shall be planted in conformance with Federal Aviation Regulations Part 77, particularly in terms of height and ability to attract wildlife.	Evergreen	<i>Arbutus ‘Marina’</i>	Marina Strawberry Tree	round	small
			<i>Eucalyptus viminalis</i>	Manna Gum	round	large
			<i>Geijera parvifolia</i>	Australian Willow	round	medium
			<i>Quercus agrifolia</i>	Coast Live Oak	round	large
			<i>Quercus suber</i>	Cork Oak	round	large
		Deciduous	<i>Nyssa sylvatica</i>	Black Tupelo	conical	medium
			<i>Pistacia chinensis</i>	Chinese Pistache	round	large
			<i>Quercus robur</i>	English Oak	conical	large
			<i>Quercus robur fastigiata</i>	Columnar English Oak	narrow	large
Accent	<i>Cercidium floridum</i> ‘Desert Museum’	Blue Palo Verde	round	medium		
Edison between Fresno Street and California Avenue	Rural tree plantings are characterized by mature Ulmus parvifolia (Chinese Evergreen Elm) on California Avenue and other large tree species in the older neighborhoods. Stateley trees are a mix of both deciduous and evergreen trees such as Celtis australis (European Hackberry), Koelreuteria paniculata (Goldenrain Tree), and Brachychiton populeus (Bottle Tree).	Deciduous	<i>Celtis australis</i>	European Hackberry	round	large
			<i>Cercis canadensis</i> ‘Oklahoma’	Eastern Redbud	round	small
			<i>Fraxinus americana</i> ‘Autumn Applause’	Autumn Applause Ash	round	large
			<i>Lagerstroemia indica</i> ‘Indian Varietals’	Crape Myrtle ‘Indian Varietals’	round	small
			<i>Quercus lobata</i>	Valley Oak	round	large
			<i>Sophora japonica ‘Regent’</i>	Japanese Pagoda Tree	round	medium
			<i>Zelkova serrata</i>	Japanese Zelkova	round	large
		Accent	<i>Tilia cordata ‘Greenspire’</i>	Little Leaf Linden	round	medium
			<i>Paulownia kawakamii</i> ‘Sapphire Dragon’	Sapphire Dragon Tree	round	small
Edison South of California Avenue	Trees are identified with good neighborhood shade canopy including Pinus canariensis (Canary Island Pine) on California Avenue, Ulmus parvifolia (Chinese Evergreen elm) on Elm Avenue, and a mixture of Sapium sebiferum (Chinese Tallow) and Zelkova serrata (Sawleaf Zelkova) throughout.	Evergreen	<i>Cinnamomum camphora</i>	Camphor	round	large
			<i>Magnolia grandiflora</i> ‘Russet’	Russet Magnolia	round	large
			<i>Pinus canariensis</i>	Canary Island Pine	conical	large
			<i>Quercus ilex</i>	Holly Oak	round	large
			<i>Quercus virginiana</i>	Southern Live Oak	round	large
		Deciduous	<i>Celtis sinensis</i>	Chinese Hackberry	round	large
			<i>Paulownia kawakamii</i> ‘Sapphire Dragon’	Sapphire Dragon Tree	round	small
			<i>Ulmus parvifolia</i> ‘Drake’	Drake Chinese Evergreen Elm	round	large
			<i>Zelkova serrata</i> ‘Green Vase’	Sawleaf Zelkova	round	large
Accent	<i>Cedrus deodara</i>	Deodar Cedar	conical	large		
	<i>Chionanthus retusus</i>	Chinese Fringe Tree	round	small		
Lowell Neighborhood	Trees are identified with stately large canopy trees already existing in the neighborhood and include Quercus ilex (Holly Oak) on Van Ness Avenue, Cedrus deodara (Deodar Cedar) on Fulton Street, Magnolia grandiflora (Southern Magnolia) on Abby Street, and species of Celtis sp. (Hackberry) and Platanus sp. (Sycamore) throughout. Enhance the landscape with character flowering trees (i.e., Lagerstroenia indica “Indian Varietals”) at corner intersections.	Evergreen	<i>Arbutus ‘Marina’</i>	Marina Strawberry	round	small
			<i>Cedrus deodara</i>	Deodar Cedar	conical	large
			<i>Laurus nobilis ‘Saratoga’</i>	Sweet Bay	round	small
			<i>Quercus virginiana</i>	Southern Live Oak	round	large
		Deciduous	<i>Fraxinus americana</i> ‘Autumn Applause’	Autumn Applause Ash	round	large
			<i>Nyssa sylvatica</i>	Black Tupelo	round	medium
			<i>Prunus cerasifera</i> ‘Atropurpurea’	Purple-Leaf Plum	round	small
		Accent	<i>Olea europaea</i> ‘Swan Hill’	Fruitless Olive	round	medium

TABLE 4.1: NEIGHBORHOOD STREET TREE PLANTING LIST						
Neighborhood	Concept	Character	Botanical Name	Common Name	Tree Form	Size
Jefferson Neighborhood	Trees are identified with existing, stately, large canopied street trees including Platanus acerfolia (Sycamores), Cinnamomum camphora (Camphor), and Zelkova serrata (Sawleaf Zelkova). The landscape character is enhanced by planting flowering trees and a combination of both Magnolia grandiflora (Southern Magnolia) and Pistacia chinensis (Chinese Pistache) on Abby Street.	Evergreen	Pinus eldarica	Mondell Pine	conical	large
			Pinus canariensis	Canary Island Pine	conical	large
			Quercus virginiana	Southern Live Oak	round	large
		Deciduous	Celtis sinensis	Chinese Hackberry	round	large
			Chionanthus retusus	Chinese Fringe Tree	round	small
			Ginkgo biloba 'Fairmont'	Maidenhair Tree	conical	large
			Koelreuteria paniculata	Goldenrain Tree	round	medium
		Accent	Sophora japonica 'Regent'	Japanese Pagoda Tree	round	medium
			Lagerstroemia indica 'Indian varietals'	Crape Myrtle 'Indian varietals'	round	small
Southeast Neighborhoods between State Route 180 and Tulare Avenue	As a more mature neighborhood, street trees are varied in size and shape and include Ginkgo biloba 'Autumn Gold' (Maidenhair Tree), Platanus sp. (Sycamore), Pyrus calleryana 'Bradford' (Bradford Pear - no longer utilized as a street tree), Quercus ilex (Holly Oak), and Olea europaea (Olive). A mix of flowering trees and tall slender trees will be introduced as accents.	Evergreen	Magnolia grandiflora 'Russet'	Russet Magnolia	round	medium
			Pinus canariensis	Canary Island Pine		large
			Quercus ilex	Holly Oak	round	large
		Deciduous	Lagerstroemia indica 'Indian varietals'	Crape Myrtle 'Indian varietals'	round	small
			Nyssa sylvatica	Black Tupelo	round	medium
			Pistacia chinensis	Chinese Pistache	round	large
			Ulmus parvifolia 'Drake'	Drake Chinese Evergreen Elm	round	large
			Zelkova serrata 'Green Vase'	Sawleaf Zelkova	round	large
		Accent	Cedrus deodara	Deodar Cedar	round	large
			Cercis canadensis 'Oklahoma'	Eastern Redbud	round	small
Southeast Neighborhoods between Tulare Avenue and Ventura Avenue/Kings Canyon Road (Huntington Boulevard District)	Trees are identified with good neighborhood shade canopy streets in wide parkstrips such as Cinnamomum camphora (Camphor), Liquidambar styraciflua (Sweet gum - no longer utilized as a street tree), Magnolia grandiflora (Sourthern Magnolia) and Platanus sp. (Sycamores) and various historical Palm Trees. Pattern planting of new, flowering accent trees amongst the older, mature trees.	Evergreen	Cinnamomum camphora	Camphor	round	large
			Magnolia grandiflora 'Russet'	Russet Magnolia	round	medium
			Pinus canariensis	Canary Island Pine	conical	large
			Quercus ilex	Holly Oak	round	large
		Deciduous	Cercis canadensis 'Oklahoma'	Eastern Redbud	round	small
			Koelreuteria paniculata	Goldenrain Tree	round	medium
			Nyssa sylvatica	Black Tupelo	round	medium
			Lagerstroemia indica 'Indian varietals'	Crape Myrtle 'Indian varietals'	round	small
			Pistacia chinensis	Chinese Pistache	round	large
Southeast Neighborhoods south of Ventura Avenue/ Kings Canyon Road	Existing trees provide good shade canopy and include Ulmus parvifolia (Chinese Evergreen Elm), Magnolia grandiflora (Southern Magnolia), Quercus ilex (Holly Oak), Platanus sp. (Sycamores), and smaller accent trees such as Laurus nobilis (Sweet Bay) and various palm trees. Pattern planting of new trees amongst the older, mature trees.	Evergreen	Chionanthus retusus	Chinese Fringe Tree	round	small
			Cinnamomum camphora	Camphor	round	large
			Magnolia grandiflora 'Russet'	Russet Magnolia	round	medium
			Quercus agrifolia	Coast Live Oak	round	large
		Deciduous	Quercus ilex	Holly Oak	round	large
			Lagerstroemia indica 'Indian varietals'	Crape Myrtle 'Indian varietals'	round	small
			Pistacia chinensis	Chinese Pistache	round	large
			Prunus cerasifera 'Atropurpurea'	Purple-Leaf Plum	round	small
			Ulmus parvifolia 'Drake'	Drake Chinese Evergreen Elm	round	large
		Accent	Sapium sebiferum	Chinese Tallow	round	medium
			Geijera parvifolia	Australian Willow	round	medium

E. GOALS AND POLICIES (Continued)

FIGURE 4-4 - CORRIDOR LANDSCAPE CHARACTER

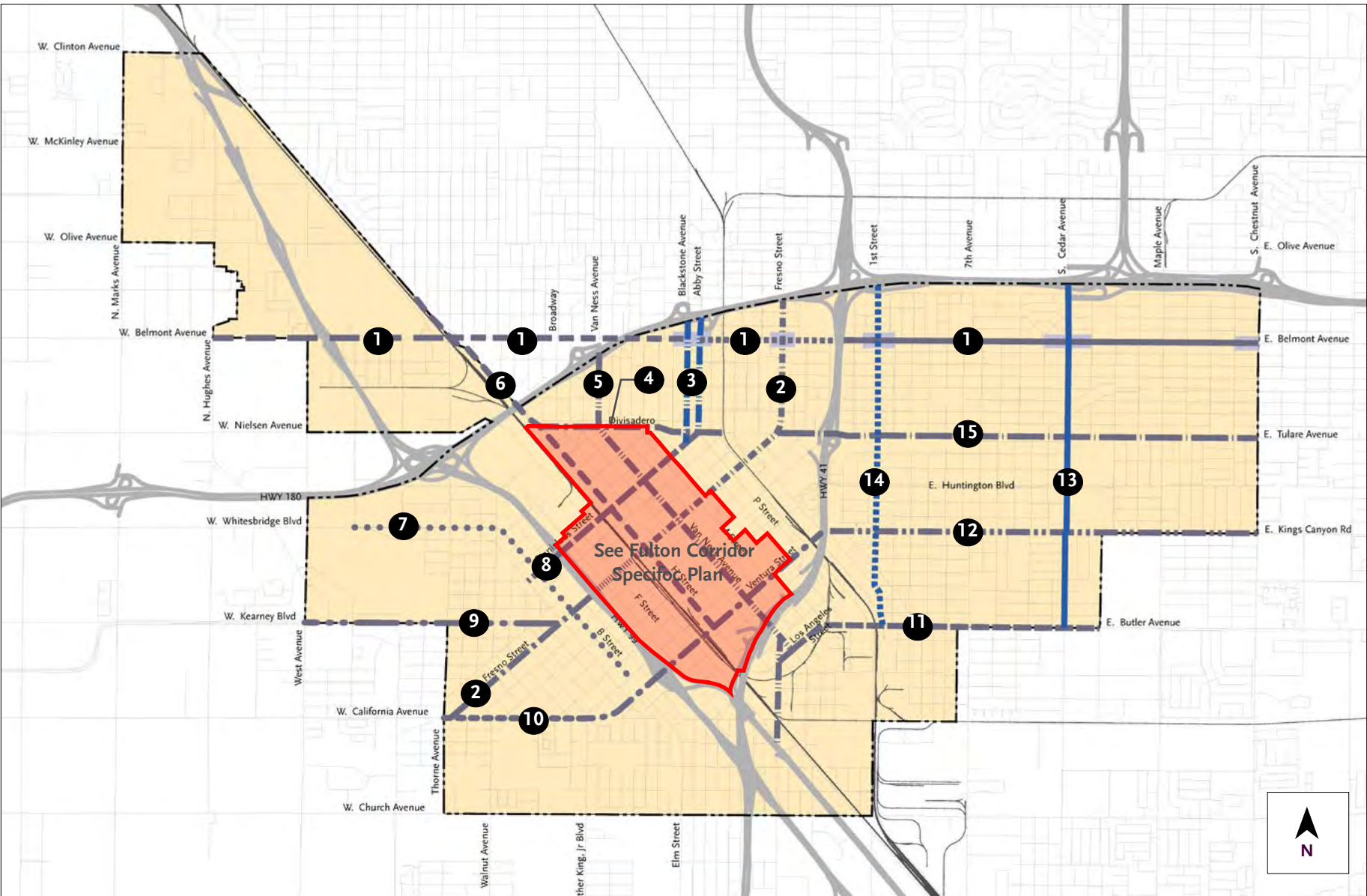


TABLE 4.2: CORRIDOR STREET TREE PLANTING LIST			
	Street	Botanical Name	Spacing and Notes
1	E. Belmont Avenue	ALTERNATE <i>Platanus acerifolia</i> ‘Columbia’ (Columbia Sycamore) with <i>Chionanthus retusus</i> (Chinese Fringe Tree). Existing <i>Phoenix canariensis</i> (Canary Island Date Palms) to remain.	30 foot spacing
2	Fresno Street	ALTERNATE <i>Ginkgo biloba</i> ‘Autumn Gold’ or ‘Fairmont’ (Maidenhair Tree) with <i>Magnolia grandiflora</i> (Southern Magnolia). ACCENT TREE: <i>Ulmus parvifolia</i> ‘Drake’ (Evergreen Elm) and <i>Quercus ilex</i> (Holly Oak).	40 foot spacing
3	N. Blackstone Avenue / Abby Street	ALTERNATE <i>Magnolia grandiflora</i> (Southern Magnolia) with <i>Ginkgo biloba</i> ‘Autumn Gold’ or ‘Fairmont’ (Maidenhair Tree) . ACCENT TREE: <i>Laurus nobilis</i> ‘Saratoga’ (Sweet Bay) and <i>Prunus cerasifera</i> ‘Atropurpurea’ (Purple-Leaf Plum).	40 foot spacing
4	Divisadero Street	ALTERNATE <i>Ginkgo biloba</i> ‘Autumn Gold’ or ‘Fairmont’ (Maidenhair Tree) with <i>Pistacia chinensis</i> (Chinese Pistache). ACCENT TREE: <i>Arbutus</i> ‘Marina’ (Marina Strawberry Tree).	35 foot spacing
5	Van Ness Avenue	ALTERNATE <i>Nyssa sylvatica</i> (Black Tupelo) with <i>Sophora japonica</i> ‘Regent’ (Japanese Pagoda Tree). ACCENT TREES: <i>Podocarpus gracilior</i> (Fernleaf Podocarpus), <i>Cercis canadensis</i> ‘Oklahoma’ (Oklahoma Redbud) and <i>Tilia cordata</i> ‘Greenspire’ (Little Leaf Linden).	30 - 35 foot spacing
6	H Street	<i>Koelreuteria paniculata</i> (Goldenrain Tree). ACCENT TREE: <i>Cedrus deodara</i> (Deodar Cedar)	35 foot spacing
7	Whitesbridge Avenue	<i>Quercus robur</i> ‘Fastigiata’ (English Oak) <i>Arbutus</i> ‘Marina’ (Marina Strawberry Tree)	40 foot spacing; alternating
8	Stanislaus Street	ALTERNATE <i>Pinus canariensis</i> (Canary Island Pine) with <i>Celtis sinensis</i> (Chinese Hackberry) . ACCENT TREE: <i>Laurus nobilis</i> ‘Saratoga’ (Sweet Bay)	35 - 40 foot spacing
9	Tuolumne Street	ALTERNATE <i>Magnolia grandiflora</i> (Southern Magnolia) with <i>Celtis sinensis</i> (Chinese Hackberry). ACCENT TREE: <i>Lagerstroemia indica</i> ‘Varietals’ (Crape Myrtle).	35 foot spacing
10	W. Kearney Boulevard	Existing street character of palms, euacalyptus, and oleanders to remain	
11	W. California Avenue	<i>Pinus canariensis</i> (Canary Island Pine) and <i>Koelreuteria paniculata</i> (Goldenrain Tree)	40 foot spacing
12	E. Butler Avenue	‘Russet’ Southern Magnolia and <i>Fraxinus americana</i> (‘Autumn Applause’ or ‘Autumn Purple’)	35 foot spacing
13	E. Kings Canyon Road	ALTERNATE <i>Platanus acerifolia</i> ‘Columbia’ (Columbia Sycamore) with <i>Magnolia grandiflora</i> ‘Russet’ (Russet Magnolia). ACCENT TREE: <i>Laurus nobilis</i> ‘Saratoga’ (Sweet Bay)	40 foot spacing; alternating
14	Cedar Avenue	<i>Quercus Ilex</i> (Holly Oak)	40 foot spacing
15	1st Street	<i>Magnolia grandiflora</i> ‘Russet’ (Russet Magnolia).	35 foot spacing
16	E. Tulare Avenue	ALTERNATE <i>Quercus virginiana</i> (Southern Live Oak) with <i>Pistacia chinensis</i> (Chinese Pistache). ACCENT TREE: <i>Lagerstroemia indica</i> ‘Varietals’ (Crape Myrtle).	30 foot spacing

FIGURE 4-5 - STREET TREE INFILL STRATEGIES



An example of a street tree infill strategy to reinforce a neighborhood's character through the use of trees.

Key

- 1

Neighborhood character trees

Groupings of four trees of the same genus/species on each corner at intersections to define a transition to a new block. The groupings of selected character trees shall continue for the entire length of street within a Neighborhood where possible. Street trees located between the character trees may vary from block to block over the length of a street.
- 2

Street trees

One street tree species shall be selected for each block. For streets that have less than 30 percent of the length of their entire block planted with existing trees, a new tree species may be selected from **Table 4.1** (Neighborhood Street Tree Planting List) for that street. For streets that have more than 30 percent of their entire length planted with existing trees, plant the remaining portion of the street with the predominant tree species. The street tree species may vary over the length of a street but should be the same species, or one close to the same species, on a block by block basis. Variations of tree varieties may occur due to street tree planting space (ADA 4-foot sidewalk pattern minimum, hardscapes, underground utilities, etc.)

Street trees should be reasonably aligned with each other from one side of the street to the other. In cases where alignment is not possible due to obstructions such as lights, telephone poles, and driveways, adjust the position of the new trees to fit as best as possible. Where adjustment is not possible, it is acceptable to have a “missing tooth” within the street tree composition. The massing of the street tree species and eventual canopy is more important than alignment.

E. GOALS AND POLICIES (Continued)

- 4.3.4 Encourage green walls and rooftop landscapes to reduce heat sink islands in the Community Plan Area’s office and commercial districts.
- 4.3.5 Incorporate Low Impact Development (LID) stormwater management facilities into the landscape of new parks.
- 4.3.6 Where possible and feasible, use reclaimed water over potable water in order to extend drinking water supplies, reduce the need for additional potable water facilities, reduce the amount of treated wastewater discharged, reduce reliance on costly imported water supplies, and increase the reliability of the water supply.

4.4 Increase access to parks and open spaces, aiming for all residents to be within walking distance of a park or open space facility.

Intent: To increase park use, foster important social interaction with neighbors, beautify the city, increase property values, promote good health through increased opportunities for physical activity.

- 4.4.1 Increase access to existing and new parks, tot lots, and playing fields with the goal of having all residents within a 1/2 mile walk distance (a ten minute walk) of a park or publicly accessible open space. See **Figure 4-6** (Potential Access to Open Space with Joint-Use of Existing School Playfields, Vacant Land, and Drainage Basins). Prioritize the location of new parks and open spaces to areas lacking park space within 1/2 mile, as generally shown in **Figure 4-1**. Methods of increasing access include:
 - Working closely with Fresno Unified School District, build upon existing joint-use agreements to share school fields, playgrounds, gyms, auditoriums, and aquatic facilities in order to provide a wider range of recreation programs and maximize the efficient use, maintenance, and supervision of public facilities (RCP 1-15.8). These additional facilities can increase the amount of park amenities without the need to purchase and develop additional park facilities.
 - Establishing joint-use agreements with public charter schools to allow after-hours access to school fields, playgrounds, gyms, auditoriums, and aquatic facilities.
 - Working with the Department of Public Utilities and the Fresno Metropolitan Flood Control District to introduce parks, tot lots, and playing fields on/or adjacent to ponding/recharge basins.
 - Utilizing current city-owned vacant land for park uses. The transformation of vacant land into parks can be phased over time.

- Introducing new small, active-use parks in order to provide open space for surrounding residents and employees. The parks could be developed by the City or as part of individual development projects.
- Prioritizing the development of new park sites in substantially developed areas. (RCP 1-15.3)
- Negotiating with Caltrans (and other public agencies or private property owners) to develop remnant parcels along the freeway corridors.
- Evaluating other underutilized parcels (such as the abandoned railroad spur track northwest of the Tulare Street and Cedar Avenue intersection) for potential mini-park sites or landscaped public areas. (RCP 1-15.4)

- 4.4.2 Increase access to healthy food by working with property owners and community organizations to introduce urban agriculture on vacant and underutilized parcels within each of the Downtown Neighborhood’s seven planning areas.
- 4.4.3 Where feasible, surround existing parks with development that includes front doors and windows that face the park, so that building occupants can see the park and provide a feeling of safety and deter criminal activity.
- 4.4.4 As resources become available, promote safety, accessibility and compatibility between parks and adjacent residential areas through creative design, adequate maintenance, and enforcement of regulations regarding littering and consumption of alcohol in public parks. (RCP 1-15.9)
- 4.4.5 Require the installation of security lighting for parking, points of access, and building areas at all public recreation and park sites. (RCP 1-15.10)
- 4.4.6 Ensure that tot lots, informal greens, playing fields, plazas, and recreation programs and services, meet the diverse needs of users including seniors, youth, non-English speaking groups, and special needs groups.
- 4.4.7 Improve existing parks in the Downtown Neighborhoods to a level that meets the physical activity, leisure, and social needs of area residents and employees.
- 4.4.8 Use parks to protect resources and wildlife, enhance water and air quality, and improve sustainability for new and existing parks. Develop smart irrigation systems using the latest Certus Management Information System (CMIS) data, plan to use reclaimed water systems for parks where and when available, limit turf grass to recreational areas, and offset

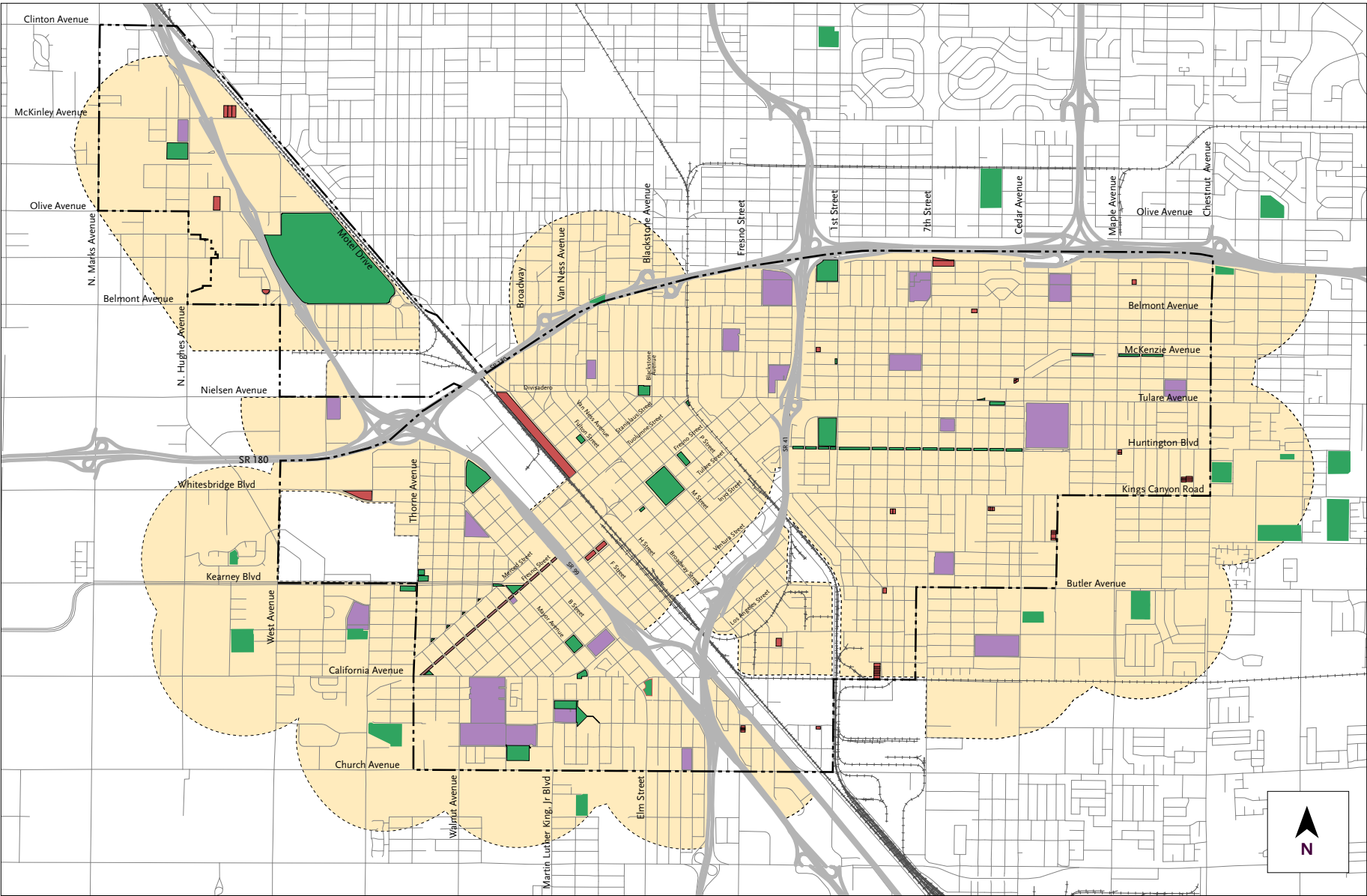


Deciduous trees are planted on east-west streets to take advantage of winter solar access.



Evergreen trees are planted on prominent streets or locations where their full presence is encouraged in all seasons, as seen in Courthouse Park.

FIGURE 4-6 - POTENTIAL ACCESS TO OPEN SPACE WITH JOINT-USE OF EXISTING SCHOOL PLAYFIELDS, VACANT LAND, AND PONDING/ RECHARGE BASINS



Key

- Existing open space
- Existing school parcels with accessible open space
- Potential new open space location
- 1/2 mile walking/bicycling radius

E. GOALS AND POLICIES (Continued)

water needs by using low water plant material in non-recreational areas.

- 4.4.9 When feasible, develop a variety of funding and financing sources to pay for the construction and maintenance of new parks, tot lots and playing fields, including green space on public charter school campuses.
- 4.4.10 Use parks as a redevelopment tool. Parks enhance property values, contribute to healthy and productive work forces, and help attract and retain businesses.
- 4.4.11 Specify low water use plant materials according to the latest published list of Water Use Classification of Landscape Species (WUCOLS) for the Central Valley Fresno area.
- 4.4.12 User satisfaction and high user participation is the ultimate validation for a park. Conduct regular surveys of the local park system, attendance by time of day, attendance per park activity, gender of participants, and local demographics for inclusion into a City-Wide Park Plan. Encourage community gardens where appropriate.

4.5 Provide a network of multi-use trails and linear parks in the Downtown Neighborhoods in conformance with the Bicycle, Pedestrian and Trails Master Plan (BMP) /Active Transportation Plan (ATP).

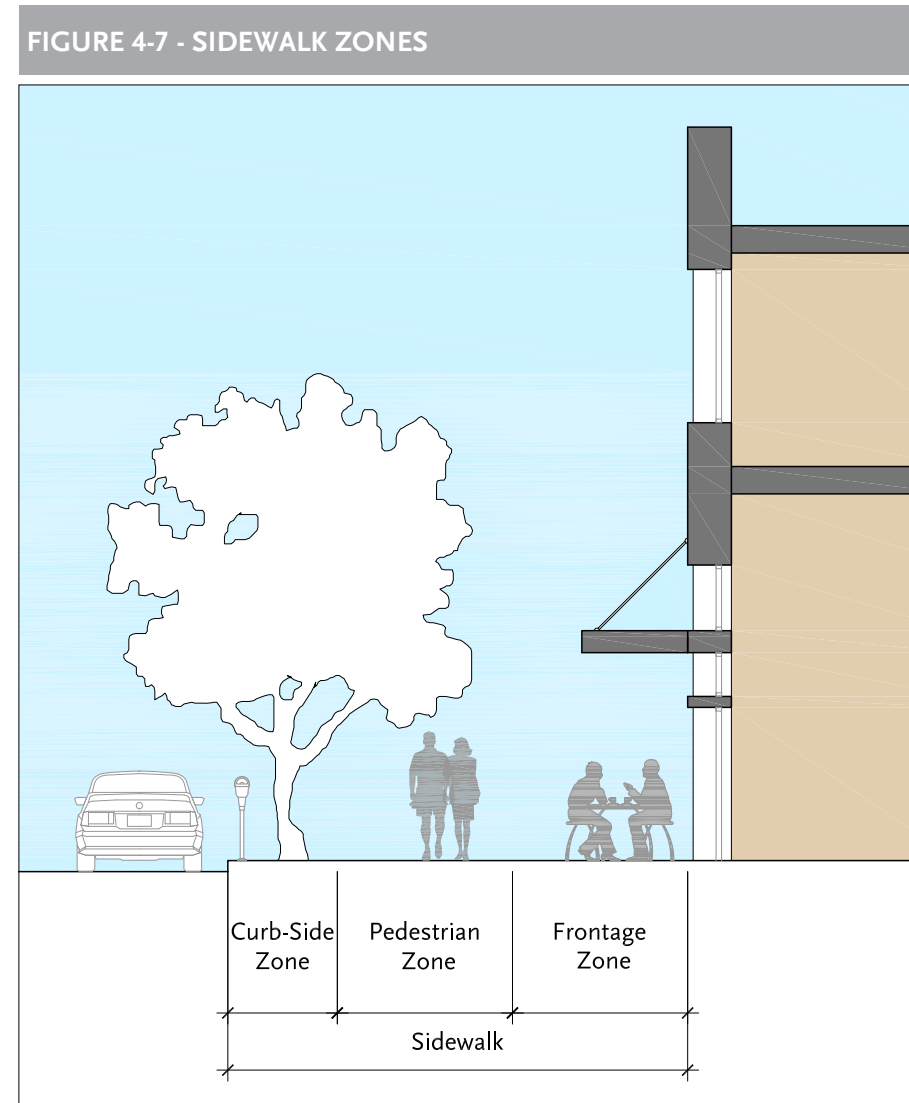
Intent: To provide an off-street trail system that is integrated into the City’s transportation network while also providing opportunities for recreation and access to nature.

- 4.5.1 As resources become available, establish a network of multi-use trails utilizing creeks, canal banks, utility power line easements, railroad right-of-ways, and highway and street corridors to maximize the community’s recreational and open space resources. Refer to the ATP for a map of these bike facilities. (RCP 1-16)

- 4.5.2 Pursue multi-use trails along the Fresno Irrigation District (FID) canal right-of-ways.
- 4.5.3 Transform the wide median along McKenzie Avenue between Barton Avenue and Jackson Avenue and between Maple Avenue and Backer Avenue into more inviting park space.
- 4.5.4 Create a running/biking path around the Fairground’s perimeter.

4.6 Generate a safe, inviting, interconnected walkable environment.

- 4.6.1 In commercial settings, establish a continuous frontage along sidewalks with pedestrian-scaled ground floors with large storefronts as resources become available and where feasible with appropriate finished floor elevations that consider major storm events.
- 4.6.2 In order to accommodate pedestrians in commercial settings when feasible, divide sidewalks into three distinct zones (see **Figure 4-7** (Sidewalk Zones) as follows:
 - A curb-side zone that buffers pedestrians from vehicular movement and contains lighting poles, street trees, parking meters, and other street furniture. Locate utility boxes and equipment within this zone.
 - A movement zone that accommodates a free and open pathway for the free flow of foot traffic. This zone shall be free of obstructions.
 - A frontage zone between the pedestrian zone and each building for window shopping, sidewalk cafes, and other private enhancements.
- 4.6.3 As resources become available, enhance pedestrian comfort through shading from continuous street trees, arcades, and awnings, as well as through pedestrian-scaled lighting, street furniture, and enhanced paving.
- 4.6.4 In commercial settings, encourage sidewalk cafes and similar active uses of the public realm.
- 4.6.5 Provide an accessible path of travel for all sidewalk users, including people with disabilities.
- 4.6.6 In consultation with the utility provider, prioritize pedestrian access and movement over the location needs of utility boxes and equipment.
- 4.6.7 Whenever possible, incorporate streetscape improvements into capital improvement projects.



A sidewalk is divided into three pedestrian zones: a curb -side zone, a movement zone, and a frontage zone.



Playground equipment provides a place for neighborhood children to play.

Chapter 5: INFRASTRUCTURE AND NATURAL RESOURCES

A. INTRODUCTION

The Downtown Neighborhoods are supported by an infrastructure network that is mostly complete and adequately serves the existing land uses. Many of these utility networks are aging and in need of upgrades to increase capacity or to ensure proper long-term function. As the City of Fresno moves toward a more sustainable and resource-efficient future, the infrastructure of the Downtown Neighborhoods will be critical to the area’s future. The vision, goals, and policies contained herein describe the City’s intention for the role of infrastructure within the context of the City of Fresno’s resource portfolio, and how infrastructure can be used to promote conservation, efficiency, and natural resource protection. These goals can be achieved while still providing a valuable service to citizens, businesses, and visitors.

B. CONTEXT

1. Water Resources. The City relies on groundwater, surface water and recycled water to meet the water supply demands of the community. During calendar years 2013, 2014, and 2015, the City delivered 47.8, 42.5, and 36.4 billion gallons of potable water to the community, respectively. In accordance with State Law, every 5 years the City is required to submit an Urban Water Management Plan (UWMP) to the State of California to demonstrate that the City’s has sufficient water supply resources to meet the long-range water supply needs of the City. The City’s most recent UWMP was adopted by the Fresno City Council on June 23, 2016, and it describes the City’s water supply plan to accommodate the planned growth and development of the City through 2035.

a. Groundwater. The City is located within the boundaries of the Kings Sub-Basin (Sub-Basin Number 5-22.08) of the San Joaquin Valley Basin (Basin Number 5-22). The City owns, operates, and maintains a groundwater well field that encompasses the boundaries of the City, and consists of approximately 260 municipal supply wells. The water supply capacity of the groundwater well field is approximately 165,000 acre-feet (AF) per year. Groundwater quality of the City’s well field is required to primary drinking water standards established by the EPA and the State of California. Some of the City’s groundwater wells are impacted by groundwater contamination plumes containing DBCP, EDB, TCP, TCE, PCE, and nitrates. For wells located in close proximity to groundwater contamination, the City uses advanced treatment, such as granular activated carbon, to remove contaminants to make the water suitable for drinking.

Groundwater levels have been declining since 1930, but the rate of decline has been accelerated over the last 20 years to an average of 1.5 feet per year since 1990. On September 14, 2014, the Governor of California signed into law three bills that are collectively referred to as the Sustainable Groundwater Management Act (SGMA). In accordance with the requirements of SGMA, the City is investing approximately \$600 million in water supply capital projects to implement a more robust conjunctive-use water management strategy that relies on surface water, groundwater, and recycled water to meet the water supply demands of the City, and, more importantly, reduce the amount of water extracted from the groundwater aquifer. Through the implementation of the \$600 million capital program, the City will allow the groundwater aquifer levels to recover, so that groundwater can be available during periods of drought.

TABLE 5.1 - GROUNDWATER	
Groundwater Basin	AF (acre/feet)
Projected Natural Recharge	27,000
Basin Inflow	27,000
Average City Recharge	44,200

b. Surface Water. The City has access to surface water from both Pine Flat Reservoir and Millerton Lake. At Pine Flat Reservoir (Kings River watershed), the City has an annual surface water entitlement, provided through the Fresno Irrigation District, for 120,000 AF during normal precipitation. At Millerton Lake (San Joaquin River watershed), the City has a surface water supply contract with the U.S. Bureau of Reclamation for 60,000 AF during normal precipitation. The City uses it available surface water supplies at its surface water treatment plants, groundwater recharge basins, and other beneficial uses within the City’s water supply service area. The City currently has two surface water treatment plants in operation (Northeast Surface Water Treatment Plant and the T-3 Surface Water Treatment Plant), and is currently under construction for the new Southeast Surface Water Treatment (SESWTP). When the SESWTP is complete in December 2018, the City will have the capacity to deliver 110,000 AF per

year of surface water to meet potable water demands in the City.

TABLE 5.2 - SURFACE WATER	
Surface water	AF (acre/feet)
FID Water Allocation (2010)	110,500
USBR Normal Year Allocation	53,300
Potential ACE Flood Release Water	10,000

- c. Water Distribution.** The City’s potable water transmission and distribution system consists of:
- Distribution System. A 1,799 mile pipe network ranging in size from 6 inches to 12 inches in diameter that serves individual customers.
 - Transmission Grid Main (TGM) System. 12 to 16 inch diameter water mains that convey potable water to the distribution system.
 - Regional Transmission Main (RTM) System. Pipes 24 inches in diameter or greater that convey water from the NESWTF to the TGM.

The distribution system is divided into four primary pressure zones to help regulate minimum and maximum system pressures in the various topographic areas of the City. The City recently completed construction (May 2016) of the T-4 Water Storage Tank and Booster Pumping Station (located at Benito Street and H Street) to increase the water supply resources and water system pressure in the Downtown Area.

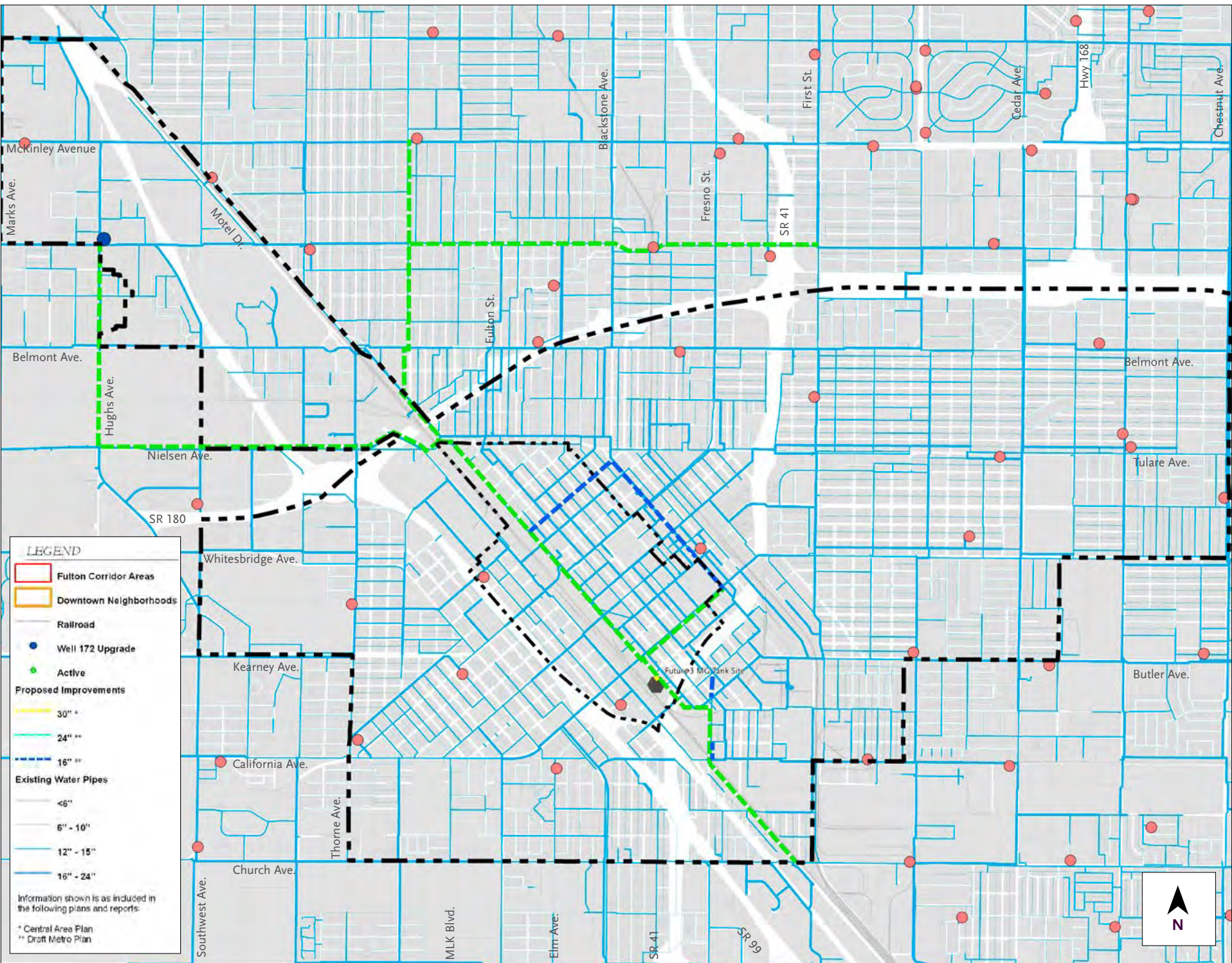
The existing water system and proposed improvements are shown in **Figure 5-1** (Existing Water Distribution and Planned Improvements).

- d. Water Demand.** The City relies on surface water, groundwater, and recycled water to meet the water demands of the City. During calendar year 2013, 2014, and 2015, the City delivered 47.8, 42.5, and 36.4 billion gallons of potable water, respectively, to meet the demands of the City. For calendar year 2015, the City’s daily per capita water consumption rate (gpcd) was 192 gallons per person per day, which is down from 239 gpcd in 2012.
- e. Existing Water Conservation Measures.** The City has an active and successful history of water conservation, beginning as early as 1917 and gaining particular momentum following the 1976-77 drought. Prior to the installation of single-family residential (SFR) meters, water consumption was relatively high. In 2000, the City’s overall daily per capita usage was 314 gpcd. With the implementation of the SFR water meter program in 2008, overall water use has dramatically declined and has continued through 2015, except for a small anomaly in 2013. It is noteworthy to mention that this period of decline in the overall daily per capita usage is coincident with the economic recession and ongoing drought conditions resulting in state mandated emergency water conservation regulation.

The City’s current Water Conservation Plan was revised in the 2015 UWMP and includes:

- Voluntary Water Survey Program for single-family and multi-family residential customers.
- Voluntary Residential Plumbing Retrofits provide low flow shower heads and faucet aerators to City customers upon request and at public outreach events.
- System Water Audits, Leak Detection and Repair performed in 1998, 2004 and 2013.
- Large Landscape Conservation Programs and Incentives offer landscape surveys, in state permits for large land-

FIGURE 5-1 - EXISTING WATER DISTRIBUTION AND PLANNED IMPROVEMENTS



Pervious paving and drought resistant native landscape reduce the need for water and stormwater conveyance.



Low Impact Development (LID) techniques, such as bioswales within street medians, treat stormwater while providing a beautiful landscape.

B. CONTEXT (Continued)

scapes that require excessive watering, and added landscape conservation requirements to the Municipal Code.

- High Efficiency Washing Machine Rebate Programs in place.
- Public Information Programs in place.
- School Education Programs for K-12 and college.
- Conservation Programs for Commercial, Industrial, and Institutional Accounts that provide voluntary surveys and require water conserving devices.
- Water Conservation Program Coordinator designated as a full-time position.
- Water Waste Prohibitions incorporated into City Municipal Code.
- Residential Ultra-Low-Flush Toilet Replacement Programs in place since 2006.

2. Sewer Resources. The City of Fresno is the Regional Sewer Agency for the Fresno-Clovis Metropolitan Area (FCMA), and owns and maintains the wastewater collection system that serves the City and the following agencies: a small portion of the County of Fresno, City of Clovis, Pinedale Public Utility District, and Pinedale County Water District. The City’s wastewater collection system consists of over 23,000 manholes, 15 lift stations, nearly 2 miles of force mains, 54 junction structures, and approximately 1,498 miles of gravity sewer pipes ranging from 6” to 84” in diameter. The City also owns and operates the Fresno/Clovis Regional Wastewater Reclamation Facility (RWRF). The RWRF provides secondary wastewater treatment via primary settling and biological secondary processes.

According to the General Plan, the City’s population will increase from about 520,000 in 2015 to 771,000 in 2035. The growth will occur through population densification as well as new developments. The collection system must be expanded to handle the resulting increased flow within the City’s current collection system and to provide service to new developments. These improvements would supplement the City’s on-going program to address the age and existing challenges in the collection system, notably the corrosion of existing concrete sewers due to high sulfide levels.

Figure 5-2 (Existing Sewer System and Planned Improvements) shows the existing wastewater collection network and improvements planned by the City based on its 2015 Wastewater Collection System Master Plan, which was adopted by City Council June 2016. These improvement projects fall into several different categories, as described below. As development occurs, similar improvements would likely need to occur to account for increased system flows.

- a. Infill Projects** are generally planned for developed areas in which no sanitary sewer service is currently available, where existing infrastructure has been abandoned or where residents rely on septic systems for wastewater treatment and disposal. Infill projects also include areas served by existing sewer trunks and mains. These projects are required by City ordinance to protect groundwater from nitrate contamination. Growth infill projects are for partially developed areas where the City expects additional growth to occur.
- b. Sewer Replacement Projects** provide the necessary sewer capacity by the removal of deficient sewer facilities and the construction of replacement sewer facilities providing the additional capacity.
- c. Rehabilitation Projects** consist of sewer improvements planned for existing sewers to halt and remedy the effects of age, wear, deterioration, and corrosion. In general, the exist-

ing pipe materials consist of reinforced concrete pipe (RCP), non-reinforced or standard concrete pipe (NRCP or SCP), and asbestos-cement pipe (ACP), all of which are susceptible to a variety of corrosion, wear, and deterioration processes. These projects are further differentiated as “Primary”, “Secondary”, or “Large Diameter”.

d. Relief Sewer Projects provide supplemental sewer capacity by the construction of parallel sewer facilities that function in combination with the existing sewer facilities.

3. Recycled Water. Currently, wastewater flows from the Copper River Ranch and the area immediately to the south of Copper Avenue flows to the North Fresno Water Reclamation Facility (NFWRF) for treatment and are used to irrigate the nearby golf course. The City plans to expand its recycled water use to include landscape irrigation and non-potable applications, which would require the construction of additional tertiary treatment facilities. Construction of a new, 5 million gallon per day, tertiary treatment facility at the Regional Wastewater Reclamation Facility is complete, and planning is underway for a new remote recycled water treatment facility to be located near the Fresno-Yosemite International Airport on the eastside of the City’s service area. The expansion of the recycled water system is described in the City’s Recycled Water Master Plan (RWMP), which was adopted by the City Council November 2012. The expansion of the City’s recycled water system will enable the City to offset potable water use, reduce groundwater pumping, enhance the reliability and resiliency of the City’s water supply resources, and reduce City’s dependency on percolation ponds to receive and treat effluent from the City’s wastewater treatment facility. On July 17, 2014, the Fresno City Council adopted the Recycled Water Ordinance to further support recycled water development by encouraging, or in some instances, requiring recycled water use for non-potable water demands at residential, commercial, and institutional projects.

4. Stormwater and Drainage. The Fresno Metropolitan Flood Control District (FMFCD) is responsible for managing urban stormwater runoff in the Fresno metropolitan area.

- a. Flood Hazard.** Large areas of the Downtown Neighborhoods, including much of the Fulton Corridor Specific Plan area, are split between areas outside the floodplain or within the 500 year flood zone. However, there are several areas that are within the 100 year flood zone: an approximately 100 acre area located at the southern end of the Downtown Neighborhoods along State Route 99; a smaller area to the northeast of the railroad line and south of California Avenue; along the southwestern edge of the Fulton Corridor Specific Plan Area. These areas are designated by the Federal Emergency Management Agency (FEMA) as a Special Flood Hazard Area (SFHA). Property owners located in a SFHA with federally backed mortgages are required to purchase flood insurance in accordance with the Federal Insurance Rate Map (FIRM).
- b. Flood Control.** FMFCD’s flood control program consists of eight major flood control facilities and related streams and channel features that control the flows from several low-elevation streams collectively referred to as the Fresno County Stream Group.
- c. Storm Water Quality Management.** In compliance with the federal Clean Water Act and storm water permit regulations, FMFCD and four other local public agencies (County of Fresno, City of Fresno, City of Clovis, and CSU Fresno) developed a storm water quality management program to be implemented in the Fresno-Clovis metropolitan area as a part of the National Pollutant Discharge Elimination System (NPDES) municipal storm water permit process. The current NPDES permit was recently renewed in 2008.

FIGURE 5-2 - EXISTING SEWER SYSTEM AND PLANNED IMPROVEMENTS

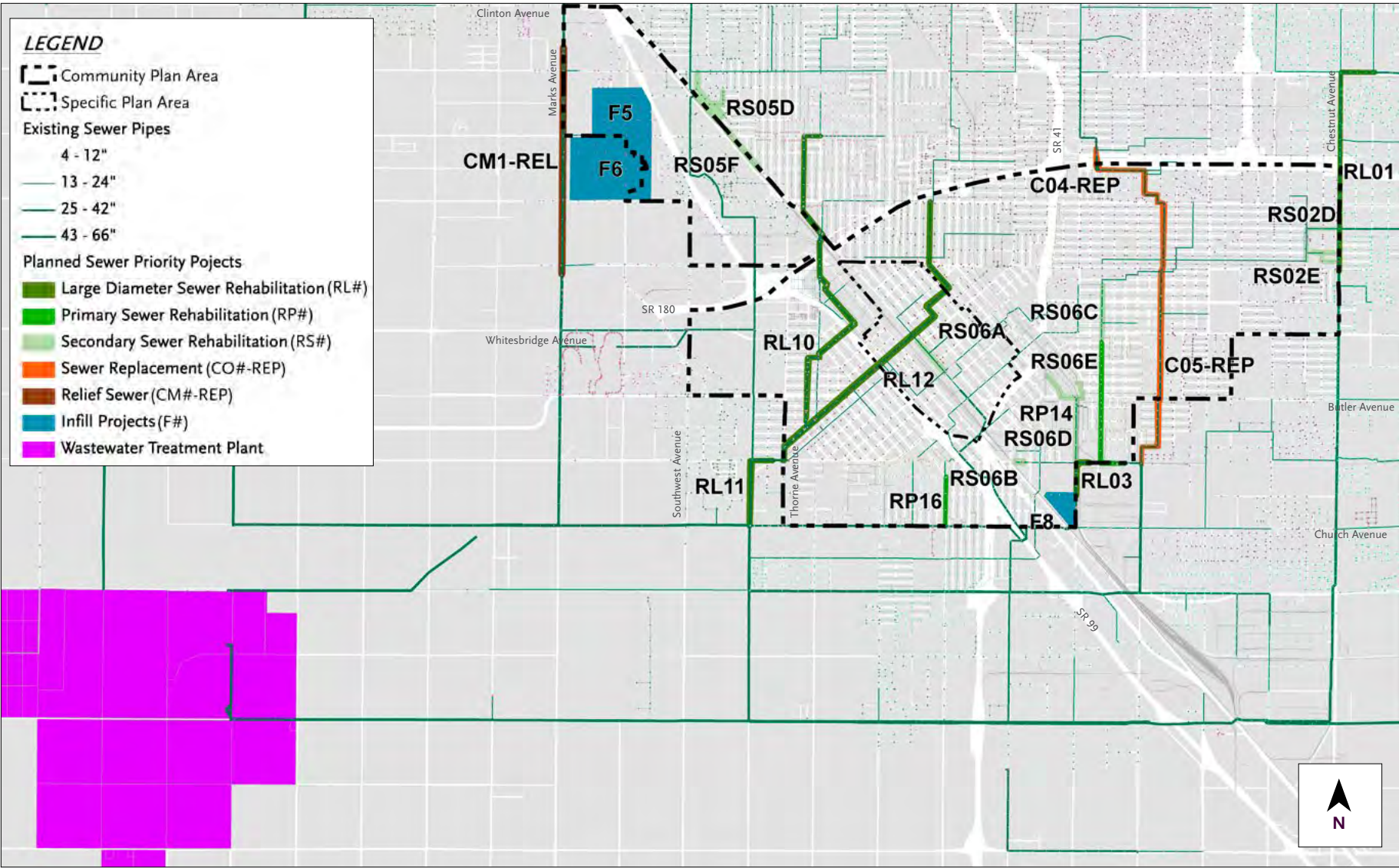
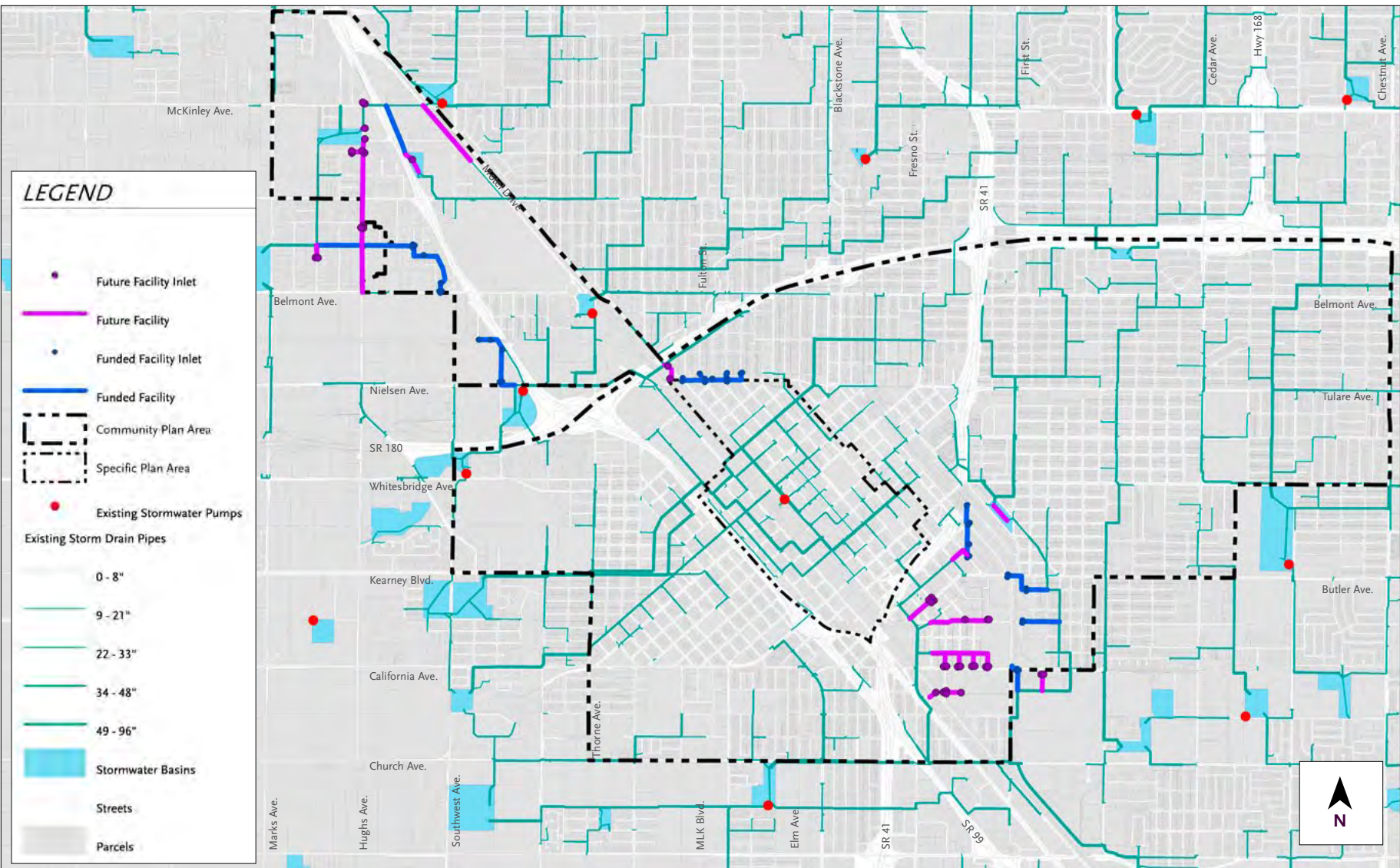


FIGURE 5-3 - EXISTING STORM DRAIN SYSTEM



B. CONTEXT (Continued)

- d. **Stormwater Facilities.** The District’s local storm water drainage system provides control and disposal of storm water runoff generated by local land uses. The City of Fresno Street Maintenance Division and the County of Fresno Road Maintenance Division manages storm water runoff on streets, sidewalks, and the City’s gutter system. The runoff is then collected in drop inlets and conveyed to the FMFCD pipe networks, pump stations, and infiltration basins that recharge storm water to the groundwater aquifer. Unlike metro areas in Los Angeles and the San Francisco Bay Area, the City doesn’t have major lined channels, or pipelines that outfall to the ocean. The City is also unique in that it retains much of its stormwater in drainage basins within the City sphere throughout the metro area. Excess water is conveyed to other District facilities, irrigation canals, creeks, and the San Joaquin River.

Portions of the Downtown area have experienced localized flooding as evidenced by water damage in streets. To mitigate these flood hazards, storm drain improvements—such as replacing or supplementing existing pipes, adding inlets, or updating pump stations—are needed to facilitate conveyance and detention in these areas. Neighborhoods with deficient storm drain systems are subject to increased local flooding, lower property values, and higher insurance costs for homeowners and businesses. These areas have not historically generated sufficient tax revenue to fund the construction of modern drainage facilities.

Figure 5-3 - Existing Storm Drain System shows where new underground pipelines are planned to be built. The completed systems will route stormwater directly to existing flood control ponding basins.

4. **Information Services.** The Information Services Department has developed the City’s Fiber Master Plan in conjunction with the Fresno Intelligent Transportation Systems Master Plan (PW 625), a fiberoptic plan for the entire City. The development of the Downtown Neighborhoods Community Plan will provide lower cost opportunities to install fiber as part of major road and sidewalk construction. Installation of the fiber will increase access to technology such as video policing, wireless access and web cams to promote events in the area. The Information Services Department will work closely with the plan to take full advantage of all opportunities to install the fiber.



The use of pervious paving, which is lighter in color than asphalt, in parking lots helps significantly reduce stormwater runoff during the rainy season and surface temperatures during the hot summer months.

C. KEY DEFICITS

- **Aging Infrastructure.** About 30 percent of the utility networks in the Downtown area are over 50 years old; roughly 5 percent are over 100 years old. These networks are either nearing or past their intended design life and are subject to capacity, reliability, and potential failure issues.
- **Water Consumption.** The City of Fresno as a whole (particularly in areas developed more recently than the Plan Area) has continued to see a reduction in water use year after year, and water conservation will remain a key area of emphasis as part of the City’s overall strategy to improve the reliability and resiliency of the City’s water supply resources.
- **Utilization of Recycled Water.** The City has an emerging and progressive recycled water program that is continuing to be planned, permitted, designed, and constructed to provide 25 AF per year of water supply for the City by the year 2025.
- **Continue to Develop Incentives for Reducing Consumption.** The City is continuing to research and develop water conservation incentives to assist residents, businesses, industries, and institutions with adopting more efficient water practices.
- **Localized Flooding.** Due to the age and design of the stormwater system, the Downtown Neighborhoods experience localized flooding during periods of heavy rains. Along with mediating and ensuring collaboration between the City, the FMFCD, and the public and private realm to establish the best mix of BMPs, solutions such as Low Impact Development (LID) in the public realm and at individual building sites can help to address issues related to flooding that include water quality issues, deteriorating community amenities, and receding aquifer levels.

D. VISION FOR CHANGE

The Downtown Neighborhoods and Downtown Fresno are serviced by a network of utilities that protect and provide for the community. The physical and economic development of these neighborhoods is dependent on this network and the availability of adequate resources to allow the City to grow in a sustainable manner. Fresno and the Central Valley’s culture are closely linked to the availability of water and other abundant natural resources. As both the City and the Region continue to grow, the City’s focus will be on providing the same level of service with fewer resources. This will be manifested through the development and implementation of sustainable infrastructure at all scales.



Recycled water usage for irrigation of green spaces creates an environmentally-friendly, sustainable community.

E. GOALS AND POLICIES

5.1 Work within the existing water resources portfolio

Intent: Develop policies that enable the City as a whole, including the Downtown area, to thrive using all available water resources.

- 5.1.1 Work within the existing water resources portfolio and accommodate the water use demands for current and new development.
- 5.1.2 Consistent with new state law requirements described in the Model Water Efficient Landscape Ordinance (MWELO), work with the community to reduce the use of potable water for outside irrigation through drought tolerant native planting and other landscape that requires less water, and convert as many non-potable water uses to recycled water.
- 5.1.3 Ensure the continued provision of an adequate supply of potable water to serve all urban development within the planned urban area. (RCP 4-3)
- 5.1.4 Implement water conservation programs that will result in decreased per capita water consumption. (RCP 4-3.6)
- 5.1.5 As resources become available, assure that adequate water supplies and hydrants are available for fire suppression. (RCP 4-5.3)
- 5.1.6 Review all development proposals with the Fire Department in order to ensure the inclusion of adequate on-site fire protection provisions. (RCP 4-5.5)
- 5.1.7 Promote water conservation through the use of low-flow and water efficient shower heads, toilets, washing machines, tankless water heaters, etc.

5.2 Promote recycled water programs and use in order to reduce loads on sewer system.

Intent: To complete the development of the City’s recycled water program to supplement the City’s water supply resources.

- 5.2.1 Complete the construction of the City recycled water distribution system network to expand the delivery area for recycled water.
- 5.2.2 Complete the construction of remote recycled water treatment facilities to expand the delivery area for recycled water.

- 5.2.3 Where practical and cost-effective, require new residential, commercial, industrial, and institutional projects to connect to the City’s recycled water distribution system for non-potable uses.

- 5.2.4 Allow rainwater harvesting for interior use.

5.3 Implement Low Impact Development (LID) stormwater design guidelines that integrate into complete streets, open space, and high density development.

Intent: To enhance the existing infrastructure network of the FMFCD and to reduce localized flooding, improve water quality, provide community amenities and enhance aquifer recharge throughout the City.

- 5.3.1 Encourage post-development runoff from a site to not be greater than the pre-development runoff condition.
- 5.3.2 Promote the development and implementation of reproducible and low cost pilot projects.
- 5.3.3 Ensure the provision of adequate storm drainage facilities to protect residents and property within the Community Plan Area from flooding caused by storm water runoff. (RCP 4-4)
- 5.3.4 In order to minimize conflicts between aircraft and wildlife, limit the construction of new retention/recharge basins within 10,000 feet of the Fresno Chandler Executive Airport runways and/or introduce mitigation measures that discourage wildlife from congregating around or inhabiting retention/recharge basins within 10,000 feet of the Fresno Chandler Executive Airport runways.

5.4 Promote energy savings and local renewable power generation.

Intent: To develop a more energy independent community that uses passive solar design (collecting, storing, and distributing heat during winter and rejecting heat during summer without the use of mechanical or electrical devices) and renewable energy derived from natural resources including sunlight, wind, rain, and geothermal to reduce the carbon footprint of the Downtown Neighborhoods.

- 5.4.1 Encourage solar access for all new development and major renovations.
- 5.4.2 Develop allowances for solar and wind energy generation within architectural design standards.



On-site stormwater capture and treatment can reduce the need for potable water service for irrigation.



Wastewater can be treated and recycled for irrigation and other non-potable uses.

- 5.4.3 As resources become available, develop defined development incentives for local power generation at multiple scales.
- 5.4.4 As resources become available, use financial incentives, solar access easements, and property tax abatements to help fund and promote renewable power generation at various scales.
- 5.4.5 As resources become available, continue to offer and expand defined development incentives for energy efficient building measures.
- 5.4.6 As resources become available, develop allowances for passive solar building design strategies through window placement and glazing type, thermal insulation, thermal mass, and shading within architectural and landscape design standards.

5.5 Minimize natural resource consumption.

- Intent:** To minimize resource consumption by all new structures, renovated buildings, and infrastructure facilities in order to protect the environment and support the local economy. To limit the consumption of natural resources through green building, resources conservation, and resource recovery.
- 5.5.1 Promote regionally appropriate green building within the Downtown Neighborhoods that implement the goals and strategies of Fresno Green.
 - 5.5.2 Require solid waste separation at the source for all land uses (compost, recycle, landfill) in order to reduce the volume and toxicity of solid wastes that must be sent to landfill facilities.
 - 5.5.3 Encourage high albedo materials for roofs and hardscape in order to reduce heat absorption and radiation.
 - 5.5.4 Develop utility design guidelines that cluster and locate penetration and layout to minimize impacts to lot frontages for stormwater management or other sustainable features.
 - 5.5.5 Provide green building design resources and material sourcing options to local builders.

5.6 Ensure collaboration between City of Fresno and outside utility agencies such as P.G.&E. and the Fresno Metropolitan Flood Control District (FMFCD).

- Intent:** To promote frequent and organized communication between agencies and utility providers that share the public realm in order to ensure that planning efforts and utility capacity studies are aligned. Synergies, cost savings and facility sharing can be realized through shared construction efforts and easements.
- 5.6.1 Coordinate with utility providers for new development projects and infrastructure projects during the schematic design phase of each Capital Improvement Project.
 - 5.6.2 Organize regular meetings between capital improvement departments of FMFCD, the City of Fresno Public Works and Public Utilities Department.
 - 5.6.3 Appoint a liaison within the City to coordinate meetings between various agencies and utility providers.

5.7 Maintain utilities to protect health, safety and welfare and to support the vision of the Downtown Neighborhoods.

- Intent:** To plan and fund appropriate infrastructure improvements.
- 5.7.1 To the greatest extent allowed by law, require as a condition of approval new development located adjacent to above-ground utilities to place above-ground utilities underground (and/or in alleys) and require new utilities to be placed underground (and/or in alleys) in order to improve the visual appearance of Downtown Neighborhood streets. Institute a fee waiver program to help offset the costs of undergrounding utilities.
 - 5.7.2 As resources become available, provide comprehensive mechanisms for funding and timely maintenance of crucial public facilities for the Downtown Neighborhoods including, but not limited to, streets, sidewalks, drainage facilities (including curbs and gutters), sewer, and water facilities.
 - 5.7.3 As resources become available, provide comprehensive mechanisms for funding and timely construction of needed public facilities including, but not limited to, streets, sidewalks, drainage facilities (including curbs and gutters), sewer and water utilities. (West CP W-2)



Roof gardens capture rainwater for landscape and increase insulation of the building.



Use of drought resistant native landscaping and ground cover reduces the need for water.

5.8 Maintain a sustainable, safe and effective wastewater treatment system.

Intent: To ensure that the wastewater treatment system in the Downtown Neighborhoods provides a high level of wastewater treatment for residents and businesses while also meeting high standards for environmental quality.

- 5.8.1 As resources become available, monitor and improve the operation of the wastewater treatment plant to minimize or eliminate any negative impact on the Downtown Neighborhood’s air or water quality. (Edison p. 52)
- 5.8.2 Assure the provision of adequate sewage treatment and disposal by utilizing the City of Fresno’s regional wastewater treatment plant for all existing and new development within the Community Plan Area. (RCP 4-1)
- 5.8.3 As resources become available, provide increased wastewater treatment plant capacity in a timely manner to facilitate planned development. (RCP 4-1.1)
- 5.8.4 As resources become available, implement cost effective and environmentally beneficial operational and management measures to maximize the efficiency of the regional wastewater treatment facility. (RCP 4-1.2)
- 5.8.5 Monitor wastewater treatment plant flows to the extent feasible, and consider the sewer treatment impacts of land use plan changes when evaluating plan amendment proposals. (RCP 4-1.3)
- 5.8.7 As resources become available, pursue the enlargement or extension of the sewage collection system where necessary to serve planned urban development. (RCP 4-2.2)



Solar evacuated tube collectors generate green power.



The Robert E. Coyle United States Courthouse implements energy efficient building measures to reduce its impact on the environment and resources while providing a comfortable environment for its occupants.

THIS PAGE INTENTIONALLY LEFT BLANK

Chapter 6: HISTORIC AND CULTURAL RESOURCES

A. INTRODUCTION

Fresno’s heritage is evident in its many historic and cultural resources. Many neighborhoods within the Downtown Neighborhoods Community Plan are distinguished by their unique historic character. Revitalization efforts that recognize that character as a primary asset have proven to be effective in communities throughout the country. Well-maintained historic properties convey reliability and stability, making the community more attractive to new businesses, residents, and visitors.

This Community Plan emphasizes preservation and adaptive reuse. The late 19th and early 20th-century urban pattern can provide the foundation for a desirable urban form that integrates various land uses, the transportation network, parks, and open space in a coordinated manner. Using the existing built environment as a catalyst not only protects Fresno’s heritage, but can also strengthen and support a wide range of the City’s economic development and quality of life goals.

The following terms are used in this chapter to describe properties that may warrant consideration for their historic significance. The definitions are intended to be specific for this Community Plan and may deviate from concepts that have been codified in standards and guidelines developed by the National Park Service, the Department of the Interior, and professional practitioners, including historians, architects, archeologists, and urban planners.

Significant Resource means a resource that is one of the following:

1. Listed in the California Register of Historical Resources;
2. Listed on the National Register of Historic Places;
3. Determined to be eligible for listing in the California Register of Historical Resources by the State Historical Resources Commission;
4. A Historic Resource as defined in Section 12-1603(o) of the Historic Preservation Ordinance (HPO), or a local historic district as defined in HPO Section 12-1603(s) of the HPO, or a contributor to a local historic district, unless the resource has been found not to be historically or culturally significant by a preponderance of the evidence pursuant to Section 10(b)(2)(iv) of the Historic Environmental Review Ordinance (HERO) if/when it is adopted by the City Council;
5. Identified as significant in an historical resource survey meeting the requirements of Section 5024.1(g) of the Public Resources Code, unless the resource has been found not to be historically or culturally significant by a preponderance of the evidence pursuant to Section 10(b)(2)(iv) of the HERO (if/when it is adopted by the City Council); or,
6. A Potential Significant Resource that, after further analysis and review, the City has determined should be treated as a Historically Significant Resource pursuant to the procedures in Section 9(b)(3) of the HERO (if/when it is adopted by the City Council).

Potential Significant Resource means a resource that does not fall within the definition of Significant Resource but meets any or all of the following requirements:

1. It was identified as eligible or potentially eligible for listing in a national, state or local register of historical resources or it was identified as a potential contributor to a potential significant district in a survey that the city formally commissioned or was officially accepted or officially adopted by the Council or the HPC, but the survey does not meet one or more of the requirements of subsection (g) of Section 5024.1 of the Public Resources Code.
2. It is at least 45 years old; or
3. As determined by the Historic Preservation Project Manager, it meets the criteria for listing on the California Register of Historical Resources under subsection (j) of Section 5020.1 or Section 5024.1 of the Public Resources Code.

Notwithstanding the above, a resource shall not be a Potential Significant Resource if within five years prior to submittal of the application for the Project under review: (i) the city in an adopted CEQA finding, determined that the resource was not historically significant for purposes of CEQA or (ii) the Council or the HPC accepted or officially approved a survey that found the resource was not eligible for listing to a national, state or local register.

Significant District is a type of Significant Resource that is a finite group of resources related to one another in a clearly distinguishable way or any geographically definable area which possesses a significant concentration, linkage or continuity of sites, buildings, structures or objects united historically or aesthetically by plan or physical development.

Potential Significant District is a type of Potential Significant Resource that if found to be a Significant Resource would be a Significant District.

Historic Character refers to the general form, appearance, and impression of a neighborhood or area established by extant development from the past. The term is used generally to recognize development patterns from Fresno’s past and is not meant to imply officially recognized historic significance.

B. CONTEXT

Downtown Fresno and its immediately surrounding neighborhoods include some of the City’s oldest and earliest developed areas, and have previously been subject to extensive surveys and studies. These earlier survey efforts have identified numerous individual historic and potential historic resources and several potential historic districts, including resources found eligible for the National Register of Historic Places and the California Register of Historical Resources. Several properties are listed in the National Register and many others have been designated as local historic resources by the City. Establishing a designated historic district requires a majority vote of property owners, the Historic Preservation Commission, and City Council approval. **Figure 6-1** shows the existing Historic Resources and Historic Districts in the Downtown and surrounding areas.

- 1. Jane Addams Neighborhoods.** The Jane Addams Neighborhoods are largely characterized by open space, empty lots and some mid-to-late 20th Century commercial development brought on by the construction of State Route 99. The area’s centerpiece is Roeding Park, a public park which houses the Fresno Chaffee Zoo. Dating from the first decade of the 20th Century, Roeding Park was determined eligible for listing on the National Register as a historic district² and possesses many characteristics of a historic cultural landscape³. This area of Jane Addams was once served by a streetcar line that traversed Roeding Park.

With the exception of Roeding Park, the Jane Addams Neighborhoods contain few previously identified historic or potentially historic properties.

- 2. Edison Neighborhoods.** The Edison Neighborhoods are a primarily residential, largely working-class area that have been home to several waves of immigrant and ethnic communities, including African-Americans, Armenians, Volga Germans from Russia, Hispanics, Italians, Japanese, Chinese, and Hmong. The majority of homes date from the early 20th century through the 1960s. Some homes remain from the late 19th century. Prominent architectural styles include Colonial Revival, Tudor Revival, Spanish Revival, Minimal Traditional and Ranch. Historic integrity throughout the Edison area is often poor due to alterations and more recent infill.

After World War II, the Edison Neighborhoods became increasingly associated with Fresno’s African-American and Hispanic communities. Much of the built resources associated with these communities have been demolished to develop more recent affordable and low-income housing, schools, and recreational facilities. Remaining buildings, structures, objects, and sites from the early development of these communities may hold

potential historic significance in this context and warrant further study.

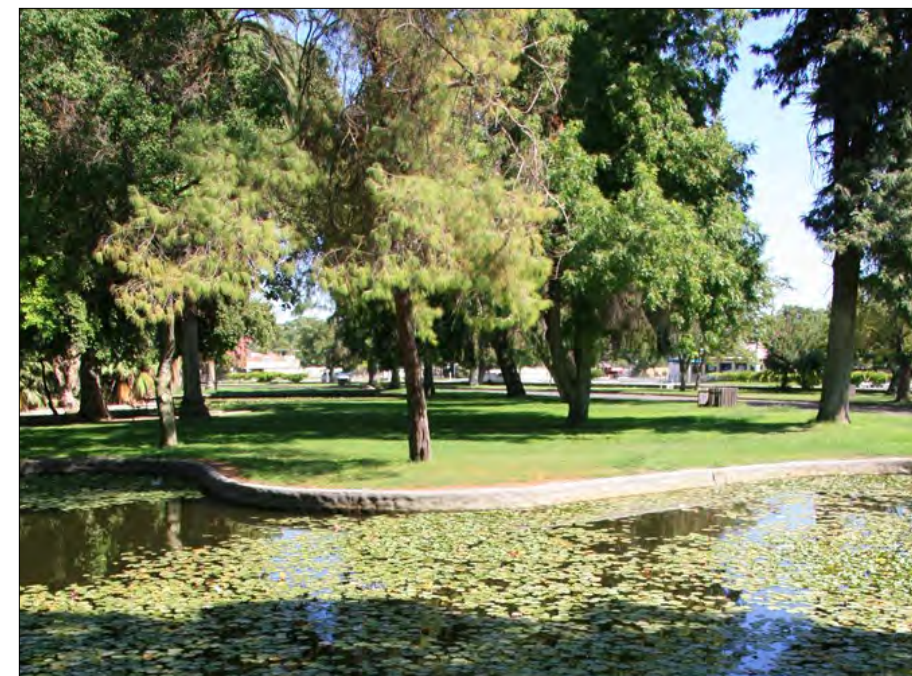
The Edison Neighborhoods area contains a handful of previously identified historic and potentially historic properties including one of Fresno’s designated historic districts. Important historic properties include:

- a. Chandler Field/Fresno Municipal Airport.** One of four officially designated historic districts in Fresno, the Chandler Field/Fresno Municipal Airport Historic District is located approximately two miles west of Downtown Fresno, along the north side of historic Kearney Boulevard. The WPA-era buildings are clustered in a campus setting that includes landscaping, several Beaux Arts-style lampposts and surface parking.
- b. Kearney Boulevard.** This tree-lined boulevard with a Deco/ Moderne gateway has been determined eligible for the National Register of Historic Places. It was originally developed as part of M. Theo Kearney’s “Chateau Fresno” property, located outside the Community Plan Area, which was never completed.

- 3. Lowell Neighborhood.** The Lowell Neighborhood is one of the oldest residential neighborhoods in Fresno, and is the most intact and cohesive early neighborhood within the Community Plan Area. It contains significant concentrations of late-19th and early 20th century homes, including Queen Anne, American Foursquare, Neo-classical, Craftsman, Colonial Revival, Mission Revival, and Spanish Revival architectural styles. Over forty of the City’s designated historic properties are located here; many other neighborhood properties (both individual properties and historic districts) have been previously identified through survey or environmental review.

Geographically isolated from neighborhoods to the north by the construction of State Route 180, the historic character of Lowell has largely been retained through years of neglect. Despite incompatible infill, many properties in disrepair, and some vacant lots, the Lowell area continues to exhibit the mature tree canopies, uniform setbacks, and regular rhythm of single-family houses and cottages indicative of the area’s prosperous working-, middle-, and upper-middle class origins. These qualities and the building stock distinguish Lowell as an important early neighborhood in Fresno which retains much of its original character. The protection and enhancement of Lowell’s historic and potentially historic resources should be a primary concern in the City’s current revitalization efforts.

² Analysis by Page & Turnbull 2008-2009. As of August 2011, Roeding Park has not been formally listed on the National Register.
³ The Cultural Landscape Foundation website accessed August 26, 2011. <http://tclf.org>



Roeding Park is the centerpiece of the Jane Addams neighborhoods.



Kearney Boulevard has been determined eligible for the National Register of Historic Places.

Clusters of older properties just south of Divisadero continue Lowell’s historic fabric into Downtown before transitioning to the commercial character of the central business district. While these properties are not located in the Lowell planning area, they should be considered as part of any planning efforts in Lowell.

In 2008, a portion of the Lowell area west of N. Park Avenue was surveyed by Galvin Preservation Associates (GPA). GPA identified three areas as potential historic districts. The GPA Survey also identified several individual buildings as potential historic resources. Historic Surveys are the starting point in making a determination as to the eligibility of a particular building for listing on a national, state, or local historic register. Prior to making a final determination regarding eligibility, additional intensive research must be performed.

The 2008 GPA survey identified three areas as potentially eligible for designation on the local historic register as Historic Districts, one of which was also found eligible for the National Register. These are as follows:

- a. **Yosemite Avenue Worker’s Cottage Historic District.** Identified as eligible for local designation, the potential Yosemite Avenue Worker’s Cottage Historic District contains excellent examples of turn-of-the-century worker’s cottages constructed between 1898 and 1906, with one property constructed in 1915. This potentially eligible local historic district is located on the 100 block of N. Yosemite Avenue and includes 14 contributing properties on the west and east side of the block, just south of Nevada Avenue.
- b. **Lower Van Ness Historic District.** Identified as eligible for local designation, the potential Lower Van Ness Historic District contains a collection of residential properties constructed between 1898 and 1919 in the Neo-classical cottage, Queen Anne, and Craftsman styles. This potentially eligible local historic district is located on the 100 block of N. Van Ness Avenue and includes 21 contributing properties and 2 non-contributing properties. The district boundaries include the east and west sides of the 100 block of N. Van Ness Avenue between Nevada Avenue to the north and Voorman Avenue to the south.
- c. **North Park Historic District.** This large collection of early 20th-century and Craftsman homes constructed between 1902 and 1919 was found eligible for the National Register as a potential historic district. The potential district is bounded by State Route 180 to the north, the west facing side of Yosemite Avenue to the west, the east facing side of N. Van Ness Avenue to the east, and Nevada Avenue to the south. The district boundaries include approximately 66 par-

cels, with 49 contributing buildings, 9 non-contributing buildings and 8 vacant lots.

- 4. **Jefferson Neighborhood.** Located just east of Lowell, the Jefferson Neighborhood shares Lowell’s development history and many neighborhood characteristics. Like Lowell, Jefferson contains late-19th and early 20th century homes of similar vintage and architectural style. However, Jefferson has suffered more damage from demolition and infill development and is less intact and cohesive than Lowell. Several properties in Jefferson have been designated by the City as historic resources. The neighborhood also contains two previously identified potential historic districts.

Like Lowell, Jefferson was geographically isolated by the construction of State Routes 180 and 41. While recent redevelopment on assembled lots characterizes a large portion of the neighborhood, several streets maintain collections of single-family houses and cottages. These streets provide a template for neighborhood revitalization and compatible infill.

The Jefferson area contains over 20 previously identified properties and two potential historic districts. Thirteen properties have been designated by the City as historic resources. In addition to the properties that have been identified as individually significant, the Jefferson neighborhood was also surveyed in 1994 as part of the Ratkovich Plan which identified 2 potential historic districts:

- a. **Bellevue Bungalow District.** This potential historic district consists of 15 Craftsman style residences on Howard Avenue and Thesta Street south of Belmont Avenue, dating from 1920-1922. The potential district was identified in 1994. Therefore, the evaluation can no longer be considered current as conditions have most likely changed and survey methodology and evaluation criteria have evolved considerably over the past 16 years. For these reasons, the potential Bellevue Bungalow District needs to be re-evaluated.
- b. **East Madison District.** Located on Madison between Fresno and Angus streets, the potential East Madison Historic District contains Craftsman style homes developed between 1910 and the early 1920s. Like the Bellevue Bungalow District, East Madison was identified in 1994 and needs to be re-evaluated to acknowledge any condition changes and incorporate more recent survey methodology and evaluation criteria.

- 5. **Southeast Neighborhoods.** The Southeast Neighborhoods area is very large, encompassing several distinct areas and eras of development. While the Southeast Neighborhoods contain some



Houses along Van Ness Avenue between Nevada and Voorman Avenues built between 1898 and 1919.



Many of the Lowell Neighborhood’s Craftsman bungalows date from the early 1920’s.

B. CONTEXT (Continued)

industrial areas and several major commercial thoroughfares, the majority of the Community Plan Area is residential. Most homes date from the early- and mid-20th century and are constructed on the City’s late 19th century grid street pattern that aligns with the cardinal directions. A handful of areas break from the grid in the self-contained subdivision style associated with the post-war era. Prominent architectural styles include Colonial Revival, Prairie Craftsman, Tudor Revival, Storybook, Spanish Revival, Minimal Traditional, and Ranch.

In addition to residential neighborhoods, the Southeast Neighborhoods contain a considerable grouping of industrial properties in its southwestern portion near the railroad and State Route 41. Several of these properties represent Fresno’s early industrial history and have been designated as historic properties by the City.

Historic integrity throughout the Southeast area is somewhat fragmented due to alterations and large areas of more recent development. Several neighborhoods have retained their original character from the early 20th century, including the trees and landscape features that remain from their initial periods of development. While these neighborhoods may not meet criteria for designated historic districts, they deserve special planning consideration to protect historic elements and guide infill.

The Southeast Neighborhoods contain over 30 previously identified potentially historic properties; 26 properties have been designated by the City as historic resources. These include a high school and a collection of industrial buildings in addition to outstanding residential properties. One historic district has been identified to date:

- a. **Huntington Boulevard Historic District.** The Huntington Boulevard Historic District was formally designated by the City Council in 2015. It consists of early 20th Century residential properties located on Huntington Boulevard from First Street on the west to Cedar Avenue on the east.
- 6. **South Van Ness.** South Van Ness contains a considerable grouping of industrial properties. Several of these properties represent Fresno’s early industrial history and have been designated as historic properties by the City. A historic survey was conducted in 2015 which identified 17 properties that are eligible for the state or local registers, two potential heritage properties, and three potential historic districts.
- 7. **Special Property Types.** Several property types have been identified as potentially historically significant to Fresno’s development history and can be found in several areas of the City.



The Huntington Boulevard Historic District consists of large early 20th Century properties located on Huntington Boulevard between First Street and Cedar Avenue.

- a. **Bungalow Courts/Courtyard Housing.** Bungalow courts and courtyard housing have been identified as an important residential property type in Fresno. One hundred and twenty-seven courts were identified through a city-wide reconnaissance level survey in 2004.
- b. **Garden Offices Complexes.** Regional office park design of the post-World War period incorporated a series of low-rise, office buildings connected by open air gardens and atriums. Architects Robert Stevens and Gene Zellmer are notable pioneers of this building type, and often used Hans Sumpf stabilized adobe bricks in construction.
- c. **Early Housing and Associated Structures.** Early folk/vernacular housing types such as Shotgun Houses and Hall & Parlor Houses are increasingly rare in Fresno. Ancillary buildings such as Carriage Houses and the summer kitchens of the Volga German community should also be treated with special attention.
- d. **Sites, Structures, and Objects.** It is important to note that properties other than buildings may also be historically significant. In Fresno, these may include signs, lampposts, street furniture, fountains, statues, public art, and infrastructure such as bridges and canals.

C. KEY DEFICITS

In 1979, the City of Fresno’s City Council adopted a historic preservation ordinance, which was amended in 1999 (FMC 12-1600 et seq.). While numerous buildings, structures, objects, and sites located within the Community Plan areas have been preserved and protected through the City’s Historic Preservation Ordinance, several issues continue to threaten the City’s historic character and unique heritage.

- **Destruction of potential historic resources.** A large number of potential historic buildings are being renovated without regard for the building’s potential significance. Many buildings have been irreparably altered.
- **Loss of potential historic districts.** The historic character of areas identified as potential historic districts is being compromised by the demolition or inappropriate renovation of individual buildings.
- **Need for guidance on rehabilitation of potentially historic buildings.** Property owners appear to lack information and guidance for how to rehabilitate older and potentially historic buildings. As a result, potentially historic resources have been rehabilitated in ways that impact the integrity of the potential resources and the character and context of the surrounding area.



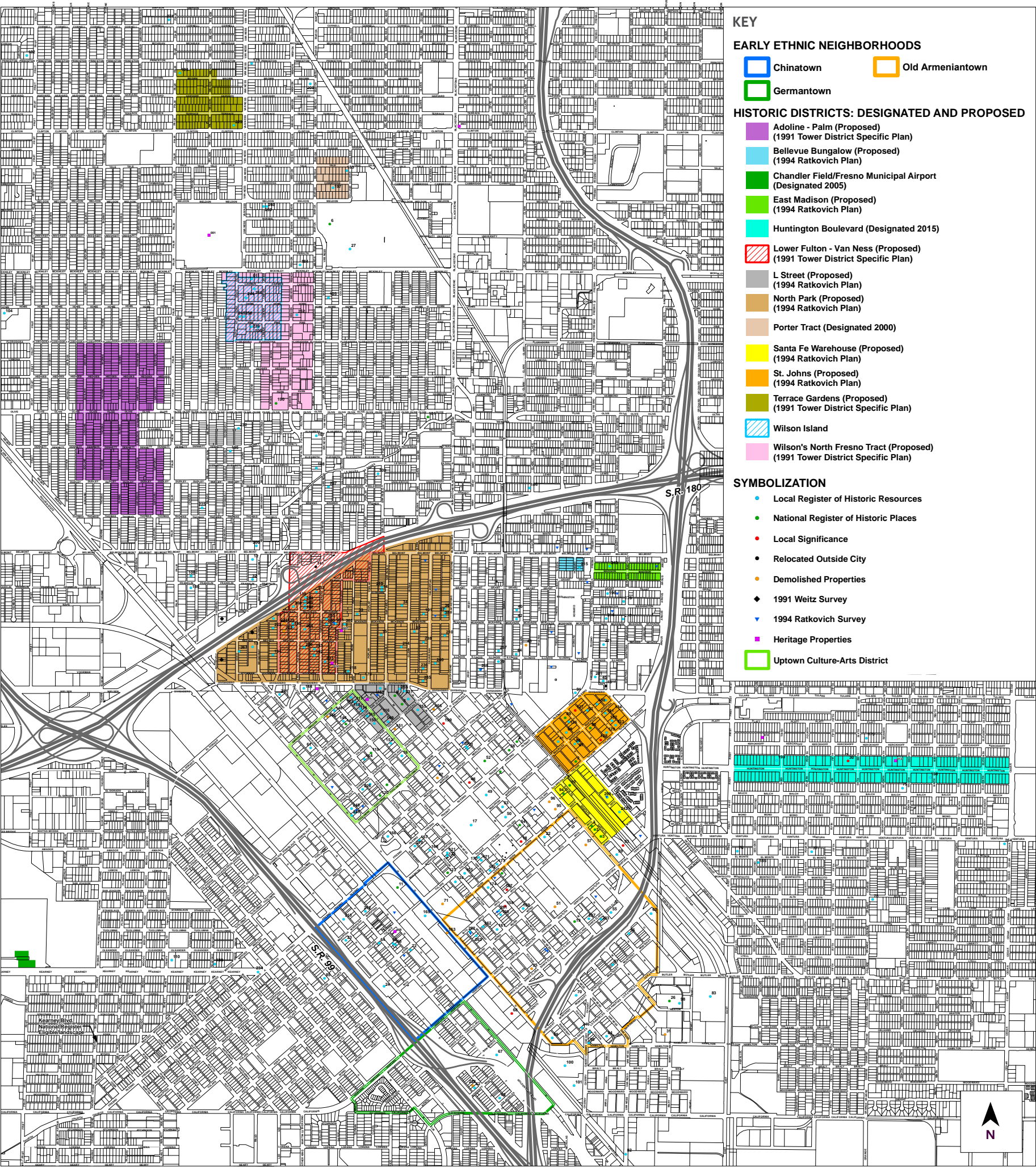
Bungalow Courts are an important residential property type in Fresno.

D. VISION FOR CHANGE

- Incompatible Infill.** Incompatible infill has been a primary cause of damage to the area’s historic character, particularly in those areas where smaller parcels have been assembled into large sites that are out of scale with the original development pattern. The lack of design standards relative to nearby historic sites has compromised the historic fabric of the neighborhoods.

Downtown Fresno and its neighborhoods are connected to their heritage and culture through a diverse network of buildings, places and activities. The Downtown Neighborhoods area contains one of the largest concentrations of historic resources in the Central Valley and is a source of identity and community pride for Fresno’s residents. Visitors to the area are treated to a wide variety of buildings, structures, objects, sites, and districts that represent Fresno’s diverse history from the earliest years to the present. The City has strong standards for ensuring the preservation of historic resources for future generations, and new investment is compatible with and sensitive to the existing character of each neighborhood.

FIGURE 6-1 - HISTORIC RESOURCES AND HISTORIC DISTRICTS*



Source: City of Fresno Planning and Development

E. GOALS AND POLICIES

6.1 Identify potential historic resources through context development, survey, evaluation, and designation.

Intent: Federal, state and local regulations that protect historic and cultural resources are based on identification and designation. In order to maintain and protect a community’s built legacy, it is necessary to identify the properties that are meaningful to the community’s historical development and contribute to its character. Identification is the first step in establishing priorities for the restoration and protection of a community’s resources.

- 6.1.1** As resources become available, identify, document and promote all historic and cultural resources, and potential resources within the Downtown Neighborhoods. (CAP Urb 7-3)
- 6.1.2** Understand the types and locations of historic resources and potential historic resources throughout the City.
- 6.1.3** Promote awareness of resources important to the City’s history within the community.
- 6.1.4** Incorporate knowledge of historic and potentially historic resources into planning and development.

6.2 Protect historic and cultural resources from demolition and inappropriate alterations.

Intent: To strengthen the procedures and mechanisms that will help protect historic resources. Inappropriate alterations and/or additions to historic resources raise important concerns. Historic resources, and/or the context in which they are meaningful, may be damaged due to alterations, additions or demolition.

- 6.2.1** Preserve, rehabilitate, and reuse historic resources with materials and finishes consistent with their original design.
- 6.2.2** As resources become available, protect the unique historic resources in each of Downtown Fresno’s planning areas as a means of enhancing the unique identity and character of each planning area.
- 6.2.3** Provide educational forums for policy makers that stress the role of preservation as an economic tool in revitalization.
- 6.2.4** Discourage the demolition or inappropriate alteration of potential historic resources and encourage their appropriate renovation by providing guidance and incentives for rehabilitation and compatible alterations.

- 6.2.5** As funds become available, provide more Historic Preservation staff to manage a more robust Historic Preservation program.
- 6.2.6** Encourage salvaging of architectural elements that would otherwise be transported to landfills as a result of alterations or demolition.
- 6.2.7** Encourage sympathetic rehabilitation and assist owners with adapting their homes to current needs while retaining historic integrity.
- 6.2.8** Protect historic and cultural resources in each of the Downtown Neighborhoods’ planning areas.
 - Use Roeding Park and its historic features as a focal point for redevelopment of the Jane Addams area.
 - Ensure that Roeding Park and the Fresno Chaffee Zoo are preserved and enhanced as regional destinations.
 - Rehabilitate the historic portions of Roeding Park according to the Secretary of the Interior’s Standards to preserve this outstanding example of landscape design and historically-significant arboretum.
 - Preserve, rehabilitate, and reuse the historic industrial buildings in the South Van Ness planning area.
 - Designate Kearney Boulevard as a Scenic Route to further protect its scenic qualities and reestablish the Boulevard as an important address within Fresno.
 - Begin the process to designate the three potential districts in Lowell that were determined to be eligible for listing on the local register as historic districts in the 2008 GPA survey. Designation of historic districts requires the consent of a majority of the property owners within the proposed district. (See FMC, section 12-1610(c).)
- 6.2.9** Sponsor a regular “State of Historic Preservation” colloquium for policy makers, city staff, and community members to address and discuss preservation and cultural heritage issues.



Incompatible infill is a primary cause of damage to the Plan Area’s historic character.



The preservation of historic buildings such as the Santa Fe Station, connects Fresno to its heritage and culture.

6.3 Protect historic resources and their setting from incompatible new development within historically sensitive areas.

Intent: The value of a historic structure is greatly diminished if it is surrounded by incompatible more recent development. When new buildings are introduced adjacent to historic resources, it is important that they are designed in a manner that reinforces the historic character of the area.

- 6.3.1 As resources become available, preserve, rehabilitate, and reuse historic resources consistent with their original design.
- 6.3.2 As resources become available, restore and maintain the historic character of neighborhoods.
- 6.3.3 Require new development to be compatible with the massing, scale, setbacks, and pedestrian-oriented disposition of adjacent historic resources.
- 6.3.4 Pursue stricter code enforcement to eliminate inappropriate alterations (including “stucco wraps”).

6.4 Promote the preservation of historic and cultural resources through financial incentives and technical assistance.

Intent: Financial incentives, including federal tax credits, preservation easements, and property tax abatements can be used to help fund the rehabilitation of historic properties. These incentives can defray the costs of a potential rehabilitation. Technical assistance regarding character-defining features, construction techniques, treatment of historic materials, and compatible replacement materials will result in many more historic and cultural resources preserved for future generations.

- 6.4.1 As resources become available, provide technical assistance and financial incentives for property owners to rehabilitate their properties in a manner that doesn’t degrade historic integrity. Promote and make accessible the available resources – including the Community Development Block Grants program, the Mills Act, and technical assistance – to owners of historic buildings.
- 6.4.2 Identify and promote funding sources for the rehabilitation of historic properties. Promote, and where possible provide, low-cost funding for revitalization of residential properties.
- 6.4.3 Re-establish and fund as resources are available the City’s low interest loan program for historic property owners.

- 6.4.4 Sponsor preservation workshops at the neighborhood level to provide technical assistance to property owners concerning the maintenance, rehabilitation and restoration of historic resources and potential historic resources.
- 6.4.5 Work with construction trade groups to support apprenticeship programs that teach restoration techniques such as lead paint remediation, historic woodworking and finishing.
- 6.4.6 Expand the existing facade improvement program to incorporate guidelines for the rehabilitation of historic storefronts.

6.5 Integrate historic preservation into the community and economic development strategies.

Intent: Historic preservation is a proven, effective community and economic development strategy. Unique historic structures are the signature of many communities and Fresno is no exception. Historic preservation projects result in investment in the local economy. Policies that help preserve neighborhoods involve both historic preservation and economic development.

- 6.5.1 Capitalize on Fresno’s historic landmarks and resources.
 - Work with local agencies to better incorporate preservation and historic sites into heritage tourism programs.
 - Install the “Preserve America” signs in Downtown Fresno.
 - Develop wayfinding signs from SR 99 that advertise Fresno’s “historic Downtown.”
 - Prepare an updated walking tour of Downtown Fresno which highlights historic sites and neighborhoods.
- 6.5.2 Use historic preservation as a basic tool for neighborhood improvements and community development.
- 6.5.3 Engage community members and groups to gather information regarding historic resources.
- 6.5.4 Encourage maintenance of both designated and potential historic resources to help restore the historic character of neighborhoods.
- 6.5.5 Support neighborhood revitalization programs designed to foster an appreciation of Fresno’s distinctive housing types.



A house is rehabilitated with materials and finishes that are consistent with its original design.



New development that is incompatible with the massing, scale, setbacks, and pedestrian-oriented disposition of buildings in historically sensitive areas.

E. GOALS AND POLICIES (Continued)

- 6.6 Protect archeological resources from the impacts of new development.**
- Intent:** To ensure that archeological resources discovered during the construction process are identified, evaluated, and treated as warranted.
- 6.6.1** Require that all mitigation measures for archeological resources fully comply with the requirements of CEQA.



Fresno Landmarks such as the Warnors Theater can help spark investment in the local economy.



This building on the corner of F Street and Tulare Street is a source of identity and pride for Fresno residents.

Chapter 7: HEALTH, WELLNESS, AND COMMUNITY DEVELOPMENT

A. INTRODUCTION

Community health and well-being are – and will continue to be – a principal quality-of-life issue for residents and businesses in Downtown Fresno. Both people and property are greatly affected by how the City is built and designed. Obesity, concerns over the homeless population, neighborhood crime, and poor air quality (and its associated high levels of lung disease and asthma) are all reasons that Fresno’s decision makers have taken a renewed interest in promoting policies and programs that improve community health. Instead of addressing individual health outcomes and decisions, the focus of this chapter is on how the City’s pattern and design - as well as its environmental conditions - can influence and affect community health behaviors and outcomes. The chapter begins by providing context about the health and the built environment connections in Fresno’s Downtown Neighborhoods, then identifies Key Deficits in the Downtown Neighborhoods, followed by a Vision for Change for the entire Plan Area, and concludes with goals, policies, and actions for various sub-topics.

B. CONTEXT

Academic research from both the public health and city planning fields demonstrates a strong connection between the built environment’s characteristics and health behaviors and outcomes particularly in neighborhoods with a high concentration of poverty such as in Fresno’s Downtown Neighborhoods. Decisions about, and characteristics of, the built environment in a neighborhood – such as the density of development, the mix of uses, the availability of healthy foods, access to transit, proximity to sources of air pollution and quality of housing – impact an individual’s lifestyle, transportation decisions, and environmental exposures. These, in turn, result in strong correlations with a variety of community health behaviors (such as physical activity, nutrition, alcohol consumption) and outcomes (such as obesity, asthma, and cardiovascular disease). This Plan seeks to improve the Downtown Neighborhoods’ physical conditions so that residents have the opportunity to live in an environment that supports, rather than harms, their health.

Due to its location and the socioeconomic status of its residents, the Downtown Neighborhoods face indisputable health challenges and are disproportionately suffering from health and socioeconomic burdens. For example, data from the State of California shows that the Downtown Neighborhoods have higher rates of heart attack hospitalizations than the City as a whole. Asthma hospitalizations in the Downtown Neighborhoods are also higher than the City, County or State. In addition, in Fresno County, approximately half of youth under 18 years of age are obese or overweight and one in three children have asthma.

There are numerous other factors that are influencing the health of residents in the Downtown Neighborhoods. Some of the housing is substandard and in need of repair, and there is a lack of parks and open space. Existing parks are perceived as unsafe or are in need of repair. Fast food restaurants and liquor stores far outnumber grocery stores and other healthy food outlets. The area also has some of the lowest incomes and small proportions of residents with at least a high school education in the City. Additionally the area has some of the highest rates of unemployment, teen pregnancies, and crime in Fresno. Finally, there are a significant number of families living below the poverty level, including many who are homeless.

Addressing the community health and well-being in the Downtown Neighborhoods Community Plan acknowledges the profound impact of the built environment and socioeconomic conditions on health outcomes. This Community Plan strategically plans to prevent further disease and injury and improve health and the quality of life for the residents in this area¹.

¹ An extensive analysis of the Plan Area’s health conditions and outcomes by subarea is available in a separate document entitled the *Downtown Neighborhoods Community Plan Health Impact Assessment*. Much of the above information, including cites for sources of information, is from that document.



Wide streets with narrow sidewalks promote high vehicular speeds, discourage pedestrian activity, and increase the amount of pedestrian and bicycle injuries.

C. KEY DEFICITS

The following are some of the key deficits related to community health and wellbeing in the Downtown Neighborhoods.

- **Concentrations of poverty.** Poverty directly impacts health as those with lower incomes have fewer resources to cope with acute or chronic health conditions and are more susceptible to environmental hazards. According to a Brookings Institute report based on 2000 Census Data, Fresno had the fourth highest poverty rate of a U.S. City, but the highest “concentrated poverty rate.” Concentrated poverty refers to the double burden faced by poor families who also live in high poverty neighborhoods. The concentrated poverty rate measures the proportion of individuals below the poverty line who live in neighborhoods where more than 40 percent of people live below the poverty line.
- **Wide disparities in health outcomes.** There are strong differences in health outcomes between lower- and higher-income residents and neighborhoods. This suggests other underlying disparities such as access to adequate and high-quality goods, services, and public infrastructure.
- **High levels of asthma and respiratory health issues.** Like many areas in the San Joaquin Valley, the residents of the Downtown Neighborhoods suffer from high rates of asthma and respiratory illnesses due to a variety of factors including air pollution, the quality of housing, and proximity to freeways, industrial, and agricultural areas.
- **Lack of quality housing.** A large number of the housing stock in the Downtown Neighborhoods are in disrepair. High renter-occupancy and low rents in the area have allowed landlords to defer maintenance and neglect the needs of their tenants. Mold, pest infestation, improper ventilation, cooling, and heating are pervasive problems that impact health as identified by community members.
- **High level of code violations.** There are a large number of code violations in the Downtown Neighborhoods including many in multi-family rental housing, which result in negative health impacts to residents.
- **Higher rates of heart disease.** On average, residents of the Downtown Neighborhoods experience significantly higher rates of cardiovascular disease than the City, County, or San Joaquin Valley. Obesity, diabetes, and other chronic conditions are the primary risk factors for cardiovascular disease.
- **Lack of access to affordable, nutritious foods and concentrations of unhealthy foods.** The Downtown Neighborhoods have many food outlets that serve high-calorie, low-nutrient foods. They also have very limited access to nutritious, affordable food retail choices.
- **Limited access to parks and open spaces.** Parks, open space and



Within the Plan Area there are many substandard multi-family residences. Better design and continued maintenance should be provided for residents.

schools with publicly accessible areas offer residents opportunities for physical activity and provide a place for enhancing community trust and social networks. Designated open space is severely lacking in the Downtown Neighborhoods.

- **High rates of homelessness and unmet social service needs.** Homelessness is a widespread issue in the Downtown Neighborhoods. The majority of social services used by Fresno’s homeless residents are located in the Downtown Neighborhoods, contributing to the concentration of homelessness in the area.
- **Car-focused, instead of people-focused streets.** The streets of the Downtown Neighborhoods are wide, are designed with intersections that have large turning radii, and lack curb bulb-outs at important intersections. This encourages cars to drive faster, placing cyclists and pedestrians at particular risk, since accidents involving pedestrians or cyclists are more likely to result in injury or death than automobile-only collisions.

D. VISION FOR CHANGE

The Downtown Neighborhoods and Downtown Fresno contain safe, attractive, and healthy neighborhoods with a variety of goods, services, and employment opportunities. The neighborhoods offer quality housing that reflects the social and familial needs of the tenants and are located within walking distance to nutritious food, markets, open space, appropriate medical and social services, and reliable transit. Well-maintained sidewalks, bicycle lanes, and a pedestrian-scaled walking environment promote sustainable, alternative modes of transportation for residents and create opportunities for residents to exercise, to engage in social interaction and to nurture community trust, while decreasing air pollution and injuries. The design of the Downtown Neighborhoods and Downtown Fresno support positive lifestyle choices and behaviors that support health, prevent disease, and enhance longevity for current and future residents in the years to come.



Bicycle lanes promote sustainable alternative modes of transportation for residents while decreasing air pollution.



Farmers’ markets provide access to locally grown fruits, vegetables, and nutritious foods.

E. GOALS AND POLICIES

7.1 Promote high levels of health and well-being for residents and employees.

Intent: Promote and facilitate high levels of health and well-being for all residents and employees of the Downtown Neighborhoods.

- 7.1.1 Use data generated by the county to monitor the overall health status and built environment-related conditions in the community and encourage the participation of local organizations and schools.

7.2 Actively involve and engage all members of the community to improve health and quality of life in the Downtown Neighborhoods.

Intent: To ensure that the wide diversity of residents and businesses in the Downtown Neighborhoods are involved in civic life and engaged through a process that is sensitive to diverse ethnicities, education levels and linguistic abilities.

- 7.2.1 Engage the public (including residents, property owners, businesses, community organizations, and other stakeholders) as a key partner in the City’s decision-making process.
- 7.2.2 Work with health care providers in the City – including the Department of Public Health, local health clinics, non-profit organizations, and hospitals – on decisions related to public health in the Downtown Neighborhoods.
- 7.2.3 Support the creation of neighborhood associations (involving residents and property owners) and community development organizations to work with the City to ensure the Community Plan is implemented according to the vision and with community input.
- 7.2.4 Hold regular community open houses in each Neighborhood on an annual basis (ideally during the same month of each year), to discuss the progress of the Community Plan implementation and identify new programs and actions to improve the quality of life in the Downtown Neighborhoods.
- 7.2.5 Ensure that outreach and educational materials used in the Downtown Neighborhoods are culturally and linguistically appropriate to the community members in these neighborhoods.

- 7.2.6 Seek assistance from local community colleges and Fresno State to work with the local school districts to monitor and improve student health over time.

7.3 Eliminate concentrations of poverty and blight in the Downtown Neighborhoods and create a quality of life that is comparable to other neighborhoods in Fresno.

Intent: To improve current socioeconomic conditions, reduce or eliminate poverty, blight, and crime; and improve quality of life for residents of the Downtown Neighborhoods.

- 7.3.1 Actively involve the community in cleanup and neighborhood improvement efforts.
- 7.3.2 Encourage broad-based public and private initiatives aimed at the root causes of the Downtown Neighborhoods’ socio-economic problem, promoting education, job training and placement, mental health, transparent access to government decision-making, and efficient public spending.
- 7.3.3 Maximize the effectiveness of code enforcement staff and Neighborhood Revitalization Teams working in the Downtown Neighborhoods. Create and/or update existing property maintenance ordinances and proactively inspect properties not in compliance with applicable ordinances or laws.
- 7.3.4 Conduct proactive annual housing inspections for multi-family housing in the Downtown Neighborhoods.
- 7.3.5 Mitigate conditions of blight and improve the quality of the built environment in the Downtown Neighborhoods.

7.4 Increase safety in the Downtown Neighborhoods.

Intent: To improve the health and well-being of Downtown Neighborhood residents through crime prevention, community policing, and other measures.

- 7.4.1 As resources become available, increase the police presence in the Downtown Fresno neighborhoods while improving the quality of police-neighborhood relations to make these areas safe for residents and visitors.



An appropriately placed police substation provides increased police presence.



Easy access to playing fields encourage residents to lead physically active lifestyles.

- 7.4.2** Improve collaboration between the police department and code enforcement to address issues of health, wellness and public safety in the Downtown Neighborhoods.
- 7.4.3** Implement Crime Prevention Through Environmental Design (CPTED) principles and strategies (including windows facing the sidewalk, good night lighting, and improved sight lines) in all new development projects in the Downtown Neighborhoods, subject to the requirements of the Development Code.

7.5 Nurture a skilled and adaptable local workforce.

Intent: To provide additional training and education to prepare residents for positions with greater economic potential to elevate residents out of poverty. Such positions can be found in the medium- and high-wage industry categories.

- 7.5.1** Work with the Fresno Regional Workforce Investment Board, educational institutions, public charter schools, employers, and training institutions to train local residents.
- 7.5.2** Collaborate with institutions and non-profits dedicated to job creation, job retention, career-technical education (CTE), and workforce training in the Downtown Neighborhoods.
- 7.5.3** Link residents to existing training programs at local educational institutions.
- 7.5.4** Build and strengthen relationships with existing community-based organizations, community development corporations (CDCs), and public charter schools that offer broader “wrap-around” services to neighborhoods.
- 7.5.5** Investigate opportunities to align philanthropic activity with capacity-building programs in the neighborhood.

7.6 Improve health outcomes through land use and transportation decisions.

Intent: To promote land use and transportation decisions which reduce air pollution and encourage residents to lead physically active lifestyles.

- 7.6.1** Encourage land use, urban form, and transportation decisions that promote physical activity, reduce vehicle miles traveled (VMT), and improve air quality.

- 7.6.2** As resources become available, encourage compact neighborhood centers, mixed land uses, bike lanes, pedestrian-oriented building design, and other land use and design features that support walking, cycling, and public transportation.
- 7.6.3** Create a well-connected, safe, and attractive pedestrian and cycling environment for all ages and abilities to enhance safety and encourage physical activity.
- 7.6.4** Complete the Industrial Compatibility Study and work towards its implementation.
- 7.6.5** As resources become available, increase the amount of landscaping and other buffers to separate existing sensitive uses from freeways, rail lines, and heavy industrial facilities. Require new buildings and/or industrial facilities adjacent to sensitive uses to introduce landscaping and other buffers.

7.7 Minimize exposure to hazardous pollution.

Intent: To minimize community exposure to hazardous and potentially hazardous air, soil, or water contaminants whose exposure can lead to delayed, chronic and/or acute health effects, especially asthma and other respiratory conditions.

- 7.7.1** Do not locate truck routes on primarily residential streets or near parks, playgrounds, schools, or other sensitive uses and create a map that highlights how existing truck routes impact existing and future development patterns.
- 7.7.2** Minimize residents’ exposure to pesticides, toxic materials associated with agricultural or industrial production, and other carcinogens.
- 7.7.3** Improve the health and well-being of the community by locating sensitive uses – such as houses and housing, schools, health facilities, and parks – away from building uses that generate toxic pollutants.
- 7.7.4** Do not locate new residential or non-residential development on or near toxic hazardous sites without proper evaluation and mitigation.
- 7.7.5** As resources become available, modify the City’s standards to use only integrated pest management techniques at City-owned or operated properties to ensure that these locations are free of herbicides and pesticides.



A community open house provides a forum for neighborhood residents to discuss the progress of the Community Plan implementation.



A neighborhood center is easily accessible via bikes, foot, and transit.

E. GOALS AND POLICIES (Continued)

7.8 Support healthy, affordable production of food.

Intent: To support the health and community benefits of local gardening and agriculture, including increased physical activity, access to affordable healthy food, positive social interaction, and local economic activity.

- 7.8.1** Support the creation of new community gardens in the Downtown Neighborhoods, subject to the requirements of the Development Code.
- 7.8.2** Allow front yard gardens to provide raised planting beds.
- 7.8.3** Work with local public schools, the Parks, After School, Recreation and Community Services Department (PARCS), and community organizations to create and implement educational programs on healthy eating, agriculture and farming, harvesting, and healthy cooking for the Downtown Neighborhoods residents.
- 7.8.4** Promote pesticide-free, large-scale urban agriculture on vacant and underutilized parcels within the Downtown Neighborhoods, and consider partnering with job training programs to train area residents in urban agriculture management and production.

7.9 Improve access to and selection of nutritious food sources.

Intent: To ensure that all residents and employees in the Downtown Neighborhoods have convenient access to safe, affordable, and nutritious foods.

- 7.9.1** Strive for all residents and employees to be within walking distance (e.g. 1/4 mile), to food retailers that provide safe, affordable, and nutritious foods; especially full-service grocery stores, neighborhood markets, produce markets, health food co-ops, and farmers’ markets.
- 7.9.2** Actively pursue the creation of new farmers’ markets in the Downtown Neighborhoods. Explore opportunities for collaboration with local farms, local hospitals, or health clinics to sponsor farmers’ markets in the Downtown Neighborhoods.
- 7.9.3** Work with property owners and neighborhood organizations to identify locations for community gardens and farmer’s markets within each of the Downtown Neighborhood’s seven planning areas.

- 7.9.4** Implement the Economic Expansion Act to incentivize full-service grocery stores and smaller scale health food or produce stores in the Downtown Neighborhoods.
- 7.9.5** Work with the Fresno County Department of Public Health to simplify the process for new and existing food retailers and farmers’ markets to accept federal food assistance electronic benefits transfer (EBT) cards such as WIC and SNAP. Encourage the County Department of Public Health to provide outreach to residents via communication brochures, community based organizations, etc., to ensure residents know how to access available benefits.
- 7.9.6** In order to maintain a pedestrian-friendly, healthy food environment, limit new drive-thru restaurants and other businesses within the Fulton Corridor Specific Plan area and within residential zone districts. Permit new drive-thru restaurants and businesses at freeway exits, and within the Neighborhood Mixed-Use zoning districts of the Development Code, subject to location and site plan requirements as defined by the Development Code.

7.10 Support increased access to health care and health care facilities.

Intent: To improve the health of Downtown Neighborhood residents by providing appropriate distributions of health care facilities and health care coverage to the uninsured in order to encourage timely medical care focused on culturally-competent prevention of illness, disease, and injury.

- 7.10.1** Actively support the expansion of the Fresno Community Medical Center and locate ancillary medical uses in proximity to the hospital. Require that the Medical Center and other ancillary medical facilities fit into the character of the Jefferson planning area.
- 7.10.2** Support transit improvements that improve physical access to health care facilities, including the coordination of transit schedules and provision of transit priority.

7.11 Support increased access to social and mental health services for all populations, including the homeless.

Intent: To improve the health outcomes of and decrease homelessness in the Downtown Neighborhoods.



A vegetable garden in this house’s front yard provides healthy food for its residents.



Farmers’ markets provide residents with convenient access to locally harvested food while supporting local farmers.

- 7.11.1** Avoid concentrations of social services (homeless shelters and subsidized housing) in any one of the Downtown Neighborhood's planning area.
- 7.11.2** Ensure homeless shelters and permanent supportive housing are built throughout the City and ensure that these facilities provide a safe environment.
- 7.11.3** Explore partnerships with local job training organizations and programs.

7.12 As Downtown and the downtown neighborhoods grow in population, ensure that existing residents and small businesses have opportunities to remain.

Intent: To avoid the displacement of long-time residents and merchants that sometimes occurs as formerly distressed areas are improved.

- 7.12.1** The Mayor and City Council shall convene a displacement task force to explore ways to provide opportunities for low income residents and merchants to remain in their neighborhoods if displacement is observed due to substantial and sustained increases in rent. The task force should work in conjunction with low income residents, community organizations serving low income residents, experts on displacement, low income business owners, and property owners in the plan area.
- 7.12.2** City staff shall annually gather data on lease rates, vacancy rates, rent burden, rental rates, restricted affordable housing covenant expirations, and, if applicable, displacement for use by the task force. An annual report on data gathered shall be released for public review and input. Staff should also study neighborhoods in other cities which have experienced displacement to assist the task force in identifying similar displacement patterns within the plan area.
- 7.12.3** The task force should identify a set of actions that give displaced persons or businesses the opportunity to remain in the area if they wish to do so. Acceptable thresholds should be developed by the task force for factors which may include sustained rent increases, extremely low vacancy rates, a pattern of increased displacement, or other data that may point towards a local housing market that does not promote a diversity of incomes. If data shows that the thresholds are exceeded in a significant and sustained manner, additional policies shall be evaluated for adoption

by the City Council, including an affordable housing set-aside within new housing projects, requiring affordable housing with the sale or contribution of city-owned property within the plan area, policies to address issues that are causing tenants to move involuntarily, or in-lieu fee for new construction to be set aside for an affordable housing trust fund.

- 7.12.4** Continue to seek funding for mixed income and affordable housing within the plan area, including potential set-asides for affordable housing for tax increment generated within any future Enhanced Infrastructure Financing Districts formed or a future citywide affordable housing trust fund.
- 7.12.5** Work with the owners of affordable housing properties to ensure that affordability is maintained over the long term.
- 7.12.6** The City shall create and maintain a webpage where it will post information provided by staff to the task force, task force minutes, reports issued by the task force, and other relevant materials.



Produce stores provide residents and workers with convenient access to safe, affordable, and nutritious foods.



Community gardens promote health and community benefits, including increased physical activity, access to affordable healthy food, positive social interaction, and local economic activity.

THIS PAGE INTENTIONALLY LEFT BLANK

Chapter 8: IMPLEMENTATION

A. INTRODUCTION

This chapter provides a framework for implementing the Downtown Neighborhoods Community Plan. It outlines the overall framework for implementation of the Community Plan and includes a list of Implementation Projects, which are the critical physical improvements and City-sponsored programs for prioritizing public investment in the Community Plan Area. Implementation Projects are generally one-time actions needed to mobilize and execute specific policies within the Community Plan.

While the Implementation Framework is part of the Community Plan, it is intended as a working document that can be updated more frequently than the rest of the Community Plan, as conditions change and various projects are accomplished. More specifically the Implementation Projects should be reviewed and updated on an annual basis and these projects should be integrated with each department’s annual work plan and the City’s Capital Improvement Plan.

B. IMPLEMENTATION APPROACH

The implementation of the Downtown Neighborhoods Community Plan is guided by the following implementation approach. The approach was developed to help the City identify ongoing priorities and modify those proprieties over time. While the specific actions (the Implementation Projects listed in the following tables) will change over time, this approach should remain intact and guide the work of the City in implementing the vision of the Downtown Neighborhoods.

- **Work in an interdisciplinary way to implement the Community Plan.** The City should establish an interdisciplinary, ongoing “Working Group” comprised of staff from various City departments who have the responsibility for implementing the vision of the Downtown Neighborhoods Community Plan. This group should meet regularly over the course of each year to discuss progress on the implementation of the Community Plan.
- **Update the Implementation Projects on an annual basis.** On an annual basis, the DARM Director maintain and an implementation status report for the Downtown Neighborhoods Community Plan. This will ensure that the Implementation Projects are responding to changing city priorities, activities, funding opportunities and macro-economic trends.
- **Tie Implementation Projects to department work plans and the CIP.** The specific Implementation Projects for the Community Plan should be tied to and correspond with the annual work plans of individual departments as well as the City’s Capital Improvement Plan (CIP). This will ensure that the vision, goals and policies identified in the Community Plan are being implemented by each department in the City of Fresno and that physical improvements in the Downtown Neighborhoods are included on the City’s CIP.
- **Identify and regularly update Implementation Strategies.** The interdisciplinary Working Group should develop and update as needed a set of priorities and strategies for how the Plan should be implemented. The starting point for the Implementation Strategies should be the Plan’s Vision and Guiding Principles identified in Chapter 1. These Implementation Strategies should guide how plans, programs and physical improvements are prioritized over time.
- **Focus financial resources and physical improvements in concentrated areas.** A core tenet of the implementation framework is that the City should invest its financial and staff resources and physical improvements in targeted areas of the Downtown Neighborhoods, rather than spreading limited resources throughout the entire Community Plan Area. The City

of Fresno, working with neighborhood groups, will determine priorities for focused revitalization. This will enable these areas to be stabilized and improved and the positive impacts of this change will spread to other areas of the community. The areas where initial investment should be made are those with the best potential for private market activity. The intention of this approach is to leverage limited public fund and resources by sparking additional private market activity. The early investments that should be made should be for “place-making” and infrastructure, as these will help encourage private development to locate in the area.

- **Use a variety of funding sources and monitor availability of sources over time.** Improvements to the Downtown Neighborhoods will need to come from a wide variety of funding sources, including land-based financing tools, impact fees, developer agreements, grants, private investments, and other financing mechanisms and sources. A preliminary list of types of funding can be found in the next section of this chapter. Over time, the City will need to monitor the availability of funding sources and continually look for ways to expand the amount and sources of funds available.
- **Build and maintain partnerships.** It will take more than the City alone to improve the Downtown and the Downtown Neighborhoods. Partnerships are critical, and the City will need to work collaboratively over time to implement to the success of the Downtown Neighborhoods Community Plan. As the Plan is implemented, the City should continually look for opportunities to expand existing and build new partnerships with the private sector, other government agencies, community groups, and neighborhood organizations.
- **Measure success over time.** The Working Group convened to oversee implementation of the Downtown Neighborhoods Community Plan should identify metrics in order to measure success over time. These metrics should address the broad range of social, economic and environmental issues facing the Downtown Neighborhoods, and the metrics should be updated regularly to identify if the Community Plan is successful.

C. FUNDING AND FINANCING TOOLS

This section provides an overview of funding and financing alternatives for the public improvements included in the Community Plan. This list should be approached as a menu of options rather than as a recommendation for any particular financing strategy. The ability for the Community Plan to utilize the potential sources described will vary depending on market conditions, funding availability, consent from property owners, and other factors. To arrive at the appropriate funding strategy, the City will have to make a series of decisions about the implementation process for each of the projects.

D. FUNDING SOURCES

A number of funding sources are available for the types of infrastructure improvements envisioned in the Downtown Neighborhood Community Plan area. Main types of sources include the following:

- **Land-based financing tools**, which leverages the value of real estate development on the site.
- **Impact fees** to fund public amenities made necessary by new development.
- **Negotiated development agreements** between the public sector and the master developer.
- **Grants** from various federal, state, regional, and private-sector sources.

Each of these funding sources is described in more detail below.

- 1. Land-Based Financing Tools.** In California, the most commonly used land-based financing tools include the formation of *benefit assessment districts and community facilities districts*. These tools all depend on new real estate development to generate parcel-based taxes or property tax revenues to finance the improvements.
- A *benefit assessment district* is formed to include a geographical area in which all property owners would equally benefit from the proposed improvement. To be enacted, a benefit assessment district requires a majority vote from property owners. Once passed, owners within the district pay an additional tax or fee in the amount necessary to pay for the improvement in the desired time frame, in accordance to the property’s proportional share of the benefit. The individual property owner’s tax or fee may be lower if the district encompasses a large area or is financed over a long time period.
 - *Community facilities districts* (CFD’s), commonly known as “Mello-Roos” districts, are similar to benefit assessment districts in several aspects. Like benefit assessment districts, CFD’s are formed when the property owners in a geographical area agree to impose a tax or fee on the land in order to fund infrastructure improvements.

Advantages and Disadvantages of Pay-As-You-Go and Debt Financing Tools

There are two way to approach infrastructure financing for a Plan Area: pay-as-you-go or debt financing. Each of these has advantages and disadvantages, shown in Table X below.

In the pay-as-you-go approach, the improvement would only be made once a sufficient amount of tax or fee revenue is gathered to fund the improvement. This contrasts with the debt financing approach, where the improvement is financed immediately by borrowing from future revenues and issuing bonds that are paid back over time through taxes or fee payments.

	Advantages	Disadvantages
Pay-As-You-Go	<ul style="list-style-type: none">• Very little financial risk to City or district.• Money is saved since no interest is paid.	<ul style="list-style-type: none">• Improvement takes longer to finance. Difficult to apply to larger-scale, more costly improvements.
Debt Financing	<ul style="list-style-type: none">• Improvements can be made immediately.• Allows for financing of larger-scale, costly improvements.	<ul style="list-style-type: none">• Some risk that future revenues will be insufficient to pay off debt within time frame.• Many cities and redevelopment agencies have reached their bonding capacity.• Higher cost due to payment of interest.

Unlike benefit assessment districts, however, CFD’s are most commonly formed in cases where the geographic area encompasses a small number of property owners who intend to subdivide the land for sale. To be enacted, CFD’s require a two-thirds vote of property owners, but this threshold is often only a nominal requirement, as in the cases where there are few owners. One provision of the Mello-Roos Community Facilities District Act is that these fees can also be proportionally subdivided and passed on to the future landowners. These fees can then be used either for pay-as-you-go financing or to pay off bonds issued against the anticipated revenue from the CFD.

An important consideration in the case of both CFD’s and assessment districts is that there is a limit to the amount that property owners are typically willing to contribute in annual

TABLE 8.1: ADVANTAGES AND DISADVANTAGES OF LAND-BASED FINANCING TOOLS		
	Advantages	Disadvantages
Benefit Assessment District	<ul style="list-style-type: none">• Less financial risk to City or public agency; risk transferred to individual property owners.• Requires basic majority vote of property owners.• Could lead to increased tax revenue based on private reinvestment.	<ul style="list-style-type: none">• Individual property owners may be unwilling to absorb financing risk, especially for debt financing.• Assessment can be politically infeasible if existing property tax assessments total 2 percent of assessed value.
Community Facilities District	<ul style="list-style-type: none">• Less financial risk to City or public agency; individual property owners take on more risk.• Because fees are passed on to end-users, developers are generally more receptive to their use.	<ul style="list-style-type: none">• Property owners may fear that imposing fees will dissuade buyers or reduce achievable sales prices.• Assessment can be politically infeasible if existing property tax assessments total 2 percent of assessed value.

property tax assessments. A common rule of thumb for calculating the feasibility of implementing new assessments states that total property taxes, assessments, and obligations should not exceed two percent of the property’s assessed value.

2. Tax Increment Financing.

- *Enhanced Infrastructure Financing District (EIFD)*. SB 628 (Beall) authorizes the creation of a new governmental entity called an Enhanced Infrastructure Financing District (EIFD). One or more of these districts may be created within a city or county and used to finance the construction or rehabilitation of a wide variety of public infrastructure and private facilities. An EIFD may fund these facilities and development with the property tax increment of those taxing agencies (cities, counties, special districts, but not schools) that consent.
- *Community Revitalization and Investment Authority (CRIA)*. AB 2 provides new authority to revitalize disadvantaged communities through planning and financing infrastructure improvements and upgrades; economic development activities; and affordable housing via tax increment financing based, in part, on the former community redevelopment law. A Community Revitalization and Investment Authority (CRIA) can be created in the following two locations:
 1. Areas where not less than 80% of the land contains census tracts or census block groups meet both of these conditions: (i) an annual median household income that is less than 80% of the statewide annual median income; and (ii) three of four following conditions:
 - a. non-seasonal unemployment at least 3% higher than statewide average.
 - b. crime rates at least 5% higher than statewide median.
 - c. deteriorated or inadequate infrastructure, and
 - d. deteriorated commercial or residential structures.
 2. A former military based that is principally characterized by deteriorated or inadequate infrastructure or structures.

3. **Impact Fees.** Development impact fees are a one-time charge to new development imposed under the Mitigation Fee Act. These fees are charged to new development to mitigate impacts resulting from the development activity, and cannot be used to fund existing deficiencies. This means that new development can only pay for part of the improvement cost for projects that benefit existing uses as well as new development and the City must find another funding source to cover the costs for the improvements that benefit the existing uses.

Impact fees must be adopted based on findings of reasonable relationships between the development paying the fee, the need for the fee, and the use of fee revenues. The City of Fresno has development impact fees for police, fire, parks, and streets impacts. The City should update updating the impact fees for the Community Plan area based on updated infrastructure cost estimates.

The City can allow for credits and reimbursements for capital projects funded by an impact fee that are constructed privately by developers and dedicated to the City. Depending on the specific implementation guidelines of the fee program, a development project could choose to dedicate land or make certain improvements and receive a credit against the impact fee due. A “credit” is the amount counted against the developer’s fee obligation. A “reimbursement” is the amount that exceeds the developer’s fee obligation.

4. **Development Agreements.** In addition to the funding sources outlined above, there is some potential for direct contributions from developers to help pay for infrastructure needed to accommodate the anticipated development program. Structured negotiations between cities and developers are often conducted to obtain desired improvements in exchange for development rights. The extent to which a new project can contribute to the provision of infrastructure depends on a number of factors, including the anticipated prices for new housing units, construction costs, lot size and configuration, and parking ratios. All of these factors will vary depending on the final format and timing of development, and therefore the amount of public benefits that can be provided is unpredictable and will have to be negotiated.

5. **Federal, State, and Regional Grants.** Various federal, state and regional grant programs distribute grant funds for public improvement projects. Because grant programs are typically competitive, grant funds are an unpredictable funding source. In addition, the use of federal grant monies requires compliance with additional federal laws and regulations, including the National Environmental Policy Act (NEPA). Potential grant sources include:

- Federal Transit Administration (e.g. Bus and Bus Facilities Program, Alternatives Analysis Program)
- US Department of Transportation (e.g. TIGER II)
- US Department of Housing and Urban Development (Community Development Block Grants)
- California High-Speed Rail Authority
- Non-profit, private sector, or institutional grant funding sources

E. IMPLEMENTATION PROJECTS

On the following pages is a series of tables listing Implementation Projects for the Downtown Neighborhoods Community Plan. The tables are organized by Community Plan chapter (e.g., Urban Form and Land Use). Within each table, there are a series of projects that are designed to implement the Plan’s vision. Implementation Projects are either one-time actions needed to mobilize and execute specific policies within the Community Plan or specific activities that should be completed by a certain time or at regular intervals (such as creating an ordinance or updating a master plan). Not all policies within the Community Plan are represented in this Chapter since some provide further clarification of the Community Plan’s vision and goals, while others are implemented through the Citywide Development Code. Each project includes the following information:

- **Project.** This identifies the number of the project and it corresponds to the name of the chapter (e.g., UF = Urban Form and Land Use).
- **Project Name.** This is the name of the project.
- **Project Description.** This section describes the project to provide clarity on what needs to be done. For some, it’s a description of a new program or ordinance that needs to be developed. For others it is a physical improvement to a part of the Downtown Neighborhoods (such as implementing traffic calming measures in a certain area).
- **Location.** This column identifies the specific planning area where the project should be applied. Some projects will apply to all planning areas and these are identified as such.
- **Responsibility.** This column identifies the responsible agency or department for each project.
- **Time Frame.** The priority projects for implementing the Community Plan are categorized into a specific time frame: near term (0-3 years), mid-term (4-7 years), long-term (7 years and beyond), and ongoing.
- **Potential Funding Sources.** Potential funding sources for each program or physical improvement are identified. Many are based on the list of funding sources identified above. These Potential Funding Sources are preliminary for the Public Draft process. The project parameters and project costs will continue to be refined during the Public Review Process.

As is stated above, the list of Implementation Projects will be compiled into a status report and is intended to be maintained an updated more frequently than the rest of the Community Plan. Ideally, this report will be updated by each City department on an annual basis and these updates will integrate with each department’s annual work plan and the City’s CIP.

F. URBAN FORM AND LAND USE

Since many of the Downtown Neighborhoods were developed prior to World War II, most contain all the elements of authentic neighborhoods and districts: pedestrian-scaled, walkable streets and blocks, interconnected streets, a variety of public open spaces, a diverse array of building types, and easy access to jobs, services, and recreation. Though this pattern of development has been compromised over the years through street widenings, the introduction of the freeway system, the loss of street trees, the creation of superblocks, and the demolition of many buildings, this traditional pattern of development nevertheless provides the inherent potential for encouraging pedestrian activity, providing multiple traffic-diffusing routes, providing a variety of housing choices, accommodating a public realm of beautiful streets and spacious public parks, and thereby contributing to the continuing appeal of the center city as a desirable place to live. The timing, cost, and methods of paying for reviving this pattern of development are described as follows:

Project	Project Name	Project Description	Location (area)	Responsibility	Time Frame	Potential Funding Source*
UF-A.1	Vacant/Underutilized Land Study	Upgrade infrastructure of vacant and underutilized parcels on Abby Street, Fresno Street, Divisadero Street, and Belmont Avenue and create a marketing plan for these parcels.	L, J		long-term	
UF-A.2	Homeownership Program	Create a homeownership program that provides flexible terms such as rent with an option to buy, and subsidies such as “silent second” mortgages for buyers of City-renovated properties. Solicit funding through Federal, State, and regional grants that will fund a program to aid low income residents in making recommended improvements to their property and facilitate the purchase of city renovated properties.				
UF-A.3	Parking management	Actively manage all parking through best practices that provide maximum benefit to businesses whose customers rely on a well-functioning parking system.				
UF-A.4	HSR Master Plan	Implement the High-Speed Rail Station Area Master Plan for the area around the proposed High-Speed Rail station.				
JA Jane Addams Neighborhoods E Edison Neighborhoods L Lowell Neighborhood J Jefferson Neighborhood SE Southeast Neighborhoods DT Downtown SVN South Van Ness			* These Potential Funding Sources are preliminary for the Public Draft purposes. The project parameters and project costs will continue to be refined during the Public Review Process.			

G. TRANSPORTATION

The Downtown Neighborhoods have a generally intact interconnected street network that provides multiple traffic-diffusing routes and has the potential to accommodate alternative forms of transportation and promote walkability. While the presence of the freeways has introduced a significant barrier between the Plan Area’s neighborhoods, they have also siphoned much of the pass-through vehicular traffic from the Plan Area’s corridors and streets. Accordingly, most streets are too wide for the number of cars they carry, and can be modified to accommodate new or more on-street parking and/or a variety of transportation modes including bicycles and buses. These wide streets also mean that addi-

tional development and density can be introduced within the Plan Area without expanding the street network.

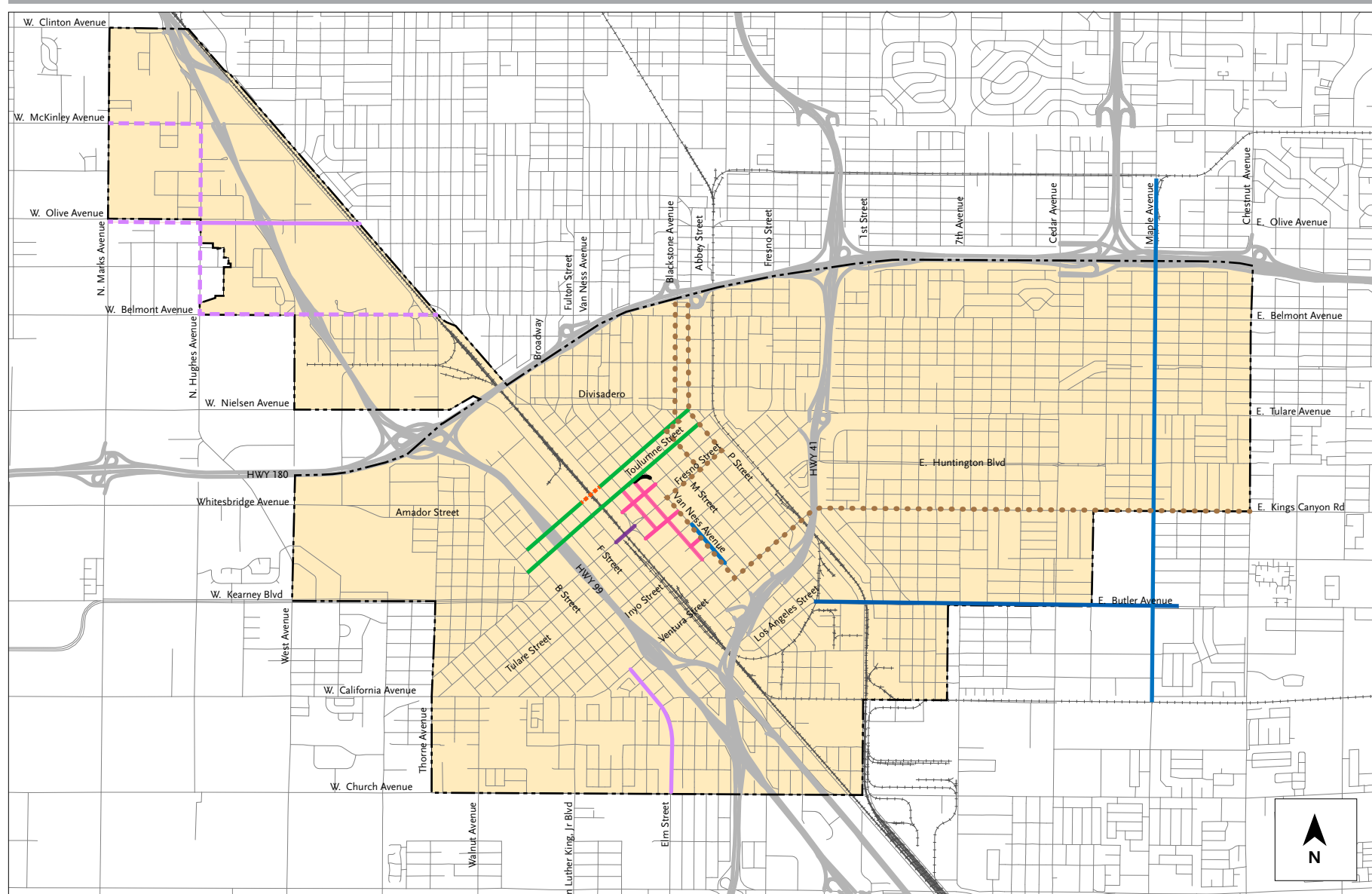
A number of interventions, shown in **Figures 8-1** (Near-Term Priorities) and **Figure 8-2** (Mid-Term Priorities), are proposed to transform the Downtown Neighborhoods’ streets into pedestrian-friendly, multi-modal thoroughfares, including road diets, one-way to two-way conversions, and reconnecting the grid in select locations. The timing, cost, and methods of paying for these interventions are described as follows:

Project	Project Name	Project Description	Location (area)	Responsibility	Time Frame	Potential Funding Source*
T-A.1	Implement Road Diets	Implement road diets throughout the Downtown Neighborhoods. The road diets include a variety of techniques to reduce the space for vehicles and slow traffic. Such techniques include adding bike lanes, adding diagonal parking, widening sidewalks and adding medians. Road diets could be applied to streets that have excess vehicular capacity (for example, four lane roadways carrying less than 20,000 vehicles per day). The following streets should be prioritized for introducing road diets:				
		T-A1.1 Belmont Avenue (SR 41 to Chestnut Avenue).	SE	Public Works	long-term	Measure C Bike Lane funds, PBID
		T-A1.2 Butler Avenue.	SE	Public Works	near-term	Measure C Bike Lane funds or implement with street resurfacing
		T-A1.3 Blackstone Avenue (in conjunction with the Bus Rapid Transit Proposal).	J	Public Works	near-term	Measure C Bike Lane funds, PBID
		T-A1.4 Abby Street (in conjunction with the Bus Rapid Transit Proposal).	J	Public Works	near-term	Measure C Bike Lane funds, PBID
		T-A1.5 Fresno Street(North of Divisadero Street).	J	Public Works	mid-term	Measure C Bike Lane funds, PBID
		T-A1.6 Maple Avenue.	SE	Public Works	near-term	Measure C Bike Lane funds or implement with street resurfacing
		T-A1.7 Fresno Street (California Avenue to C Street).	E	Public Works	mid-term	BTA grant funding. To be completed from C to California by 2012
		T-A1.8 Elm Street (Stabilization or Major Streetscape).	E	Public Works	mid-term	PBID
		T-A1.9 Clinton Avenue (Weber Avenue to Marks Avenue) (Dual left turn lanes will remain at the intersection of Clinton Avenue and Weber Avenue).	JA	Public Works	mid-term	Measure C Bike Lane funds or implement with street resurfacing
		T-A1.10 McKinley Avenue (Weber Avenue to Marks Avenue).	JA	Public Works	mid-term	Measure C Bike Lane funds or implement with street resurfacing
		T-A1.11 Belmont Avenue (Weber Avenue to Marks Avenue).	JA	Public Works	mid-term	Measure C Bike Lane funds or implement with street resurfacing
		T-A1.12 Kearney Boulevard (Fresno Street to Hughs Avenue).	E	Public Works	mid-term	Measure C Bike Lane funds or implement with street resurfacing
		T-A1.13 Thorne Avenue (Fresno Street to Dunne Avenue).	E	Public Works	mid-term	Measure C Bike Lane funds or implement with street resurfacing
		T-A1.14 Kern Street (California Avenue to A Street).	E	Public Works	mid-term	Measure C Bike Lane funds or implement with street resurfacing
JA Jane Addams Neighborhoods E Edison Fresno Neighborhoods L Lowell Neighborhood J Jefferson Neighborhood SE Southeast Neighborhoods DT Downtown SVN South Van Ness			* These Potential Funding Sources are preliminary for the Public Draft purposes. The project parameters and project costs will continue to be refined during the Public Review Process.			

Project	Project Name	Project Description	Location (area)	Responsibility	Time Frame	Potential Funding Source*
		T-A1.15 B Street (Calaveras Street to Mono Street).	E	Public Works	mid-term	Measure C Bike Lane funds or implement with street resurfacing
		T-A1.16 First Street (north of Kings Canyon Road).	SE	Public Works	mid-term	Measure C Bike Lane funds or implement with street resurfacing
		T-A1.17 Huntington Boulevard (R Street to Chestnut Street).	SE, DT	Public Works	mid-term	Measure C Bike Lane funds or implement with street resurfacing
		T-A1.18 Ventura Avenue (Hazelwood Avenue to R Street) (in conjunction with the Bus Rapid Transit Proposal).	SE, DT	Public Works	mid-term	TBD
T-A.2	Implement One-Way to Two-Way Conversions	Convert the identified one-way streets back to two-way streets in order to enhance economic development within the Plan Area, slow traffic, and aid in navigation. The streets listed below and shown in Figure 3-5 should be prioritized for re-converting one-way to two-way streets:				
		T-A2.1 Whitesbridge Avenue/B Street.	E	Public Works	mid-term	
		T-A2.2 West Amador/A Street.	E	Public Works	mid-term	
		T-A2.3 P Street (Tuolumne Street to Ventura Street).	DT	Public Works	mid-term	
		T-A2.4 M Street (San Benito Street to Stanislaus Street).	DT	Public Works	mid-term	
		T-A2.5 Stanislaus Street (B Street to P Street).	E, DT	Public Works	near-term	
		T-A2.6 Tuolumne Street (A Street to P Street).	E, DT	Public Works	near-term	
T-A.3	Make Physical Improvements to Reconnect the Street Grid.	Throughout the Downtown Neighborhoods, physically reconnect the street grid by adding new streets or making pedestrian through-connections. The streets listed below and shown in Figure 8.X should be prioritized for physical improvements:				
		T-A.3.1 Work with the Cesar Chavez Education Center to reopen O Street as a low-speed, two-lane street, focusing on transit.	DT		long-term	Federal or State grant funds.
		T-A.3.2 Belgravia Avenue between Geneva Avenue and Elm Avenue.	E		long-term	
		T-A.3.3 Mariposa Street between M Street and P Street.	DT		long-term	Measure C or gas tax
		T-A.3.4 Fulton Street between Inyo Street and Tuolumne Street.	DT		near-term	Federal, State, local grants
		T-A.3.5 Merced Street between Broadway Street and Van Ness Avenue, with a possible extension to H Street	DT		near-term	State grants
		T-A.3.6 Mariposa Street between H Street and Van Ness Avenue.	DT		near-term	State grants
		T-A.3.7 Kern Street between Fulton Street and Van Ness Avenue.	DT		near-term	State grants
		T-A.3.8 Broadway Street between Tuolumne Street and Mariposa Street.	DT		near-term	Federal, State, local grants
		T-A.3.9 Broadway Street between Mariposa Street and Tulare Street.	DT		long-term	Federal, State, local grants
T-A.4	Signage and Way-finding Program	Develop a signage and wayfinding program for the subareas in the Downtown Neighborhoods. This should include street signs, entryway signs, and street banners and should be designed to express the unique identity of each subarea.	All		mid-term	General Fund or assessment district
T-A.5	Curb, Gutter and Sidewalk Study	Conduct a study to identify specific residential streets that will maintain their rural character and will not be required to construct curbs, gutters, and sidewalks.	JA	Public Works SMD	mid-term	Measure C
T-A.6	Create Traffic Calming Program	Create a traffic calming program in the Downtown Neighborhoods with identified funding sources. Maintain priority lists of locations to introduce traffic calming for each subarea and identify specific traffic calming measures for each location.	JA, E, J, SE		long-term	Measure C or General Fund
<div><div><div>JA Jane Addams Neighborhoods</div><div>E Edison Fresno Neighborhoods</div><div>L Lowell Neighborhood</div><div>J Jefferson Neighborhood</div><div>SE Southeast Neighborhoods</div><div>DT Downtown</div><div>SVN South Van Ness</div></div><div>* These Potential Funding Sources are preliminary for the Public Draft purposes. The project parameters and project costs will continue to be refined during the Public Review Process.</div></div>						

G. TRANSPORTATION (continued)

FIGURE 8-1 - NEAR TERM PRIORITIES



Key


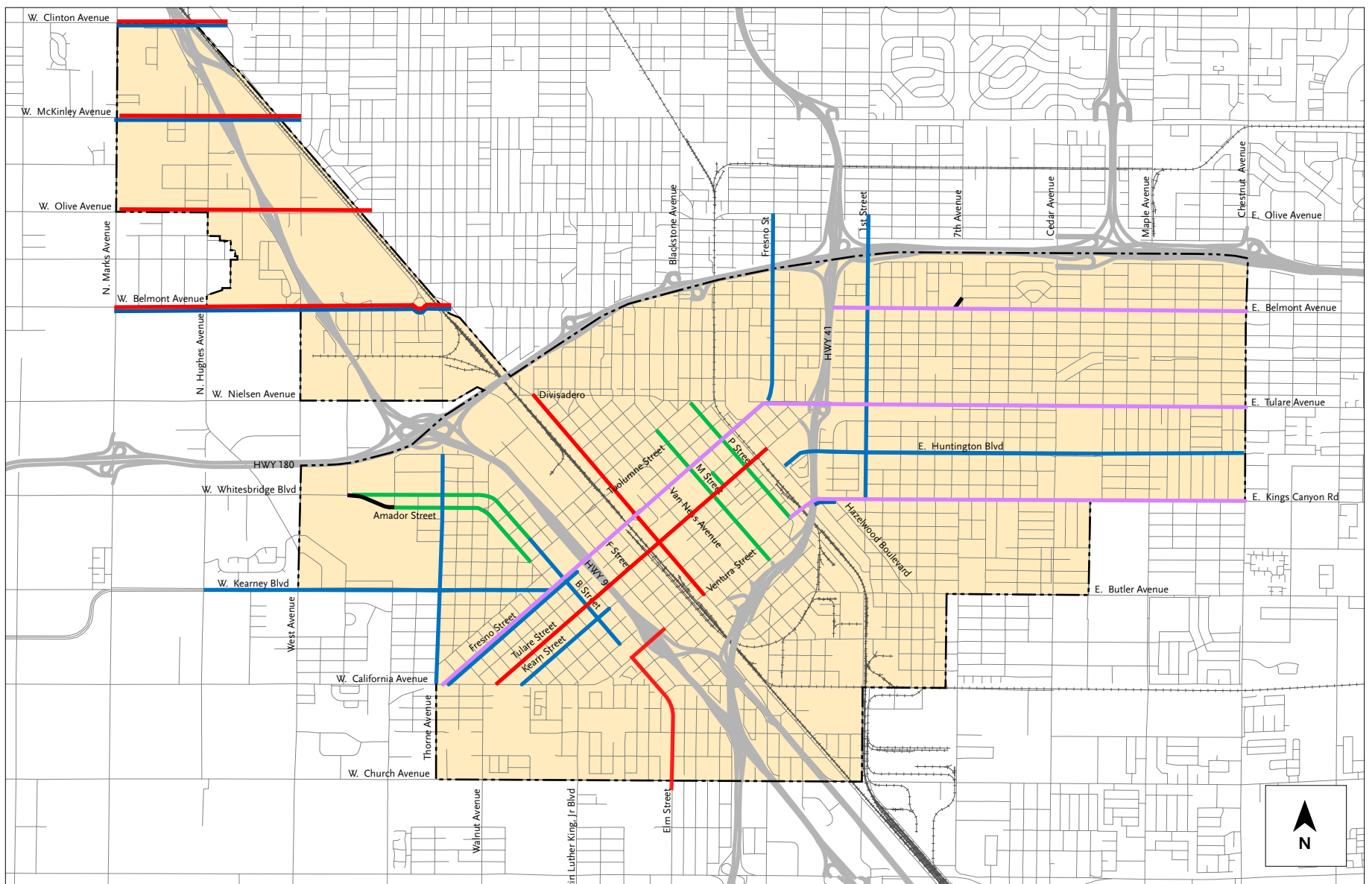
-  Major Streetscape Projects
 - Widen Sidewalks
 - Corner Bulbouts
 - Lighting & Landscape
 - Facade Improvements
-  Reconnect Street Grid
-  Street Stabilization
 - Trees
 - Sidewalk Repair
-  Safe Routes to Schools
 - Paths
 - Corner Crossings
-  Road Diet + Bike Lines
-  One-way to two-way street conversion.
-  Remove Tuolumne Street overpass
-  Bus Rapid Transit
 - High Quality Shelters
 - Fix Sidewalk Gaps
 - Street Trees
-  Street Vacation

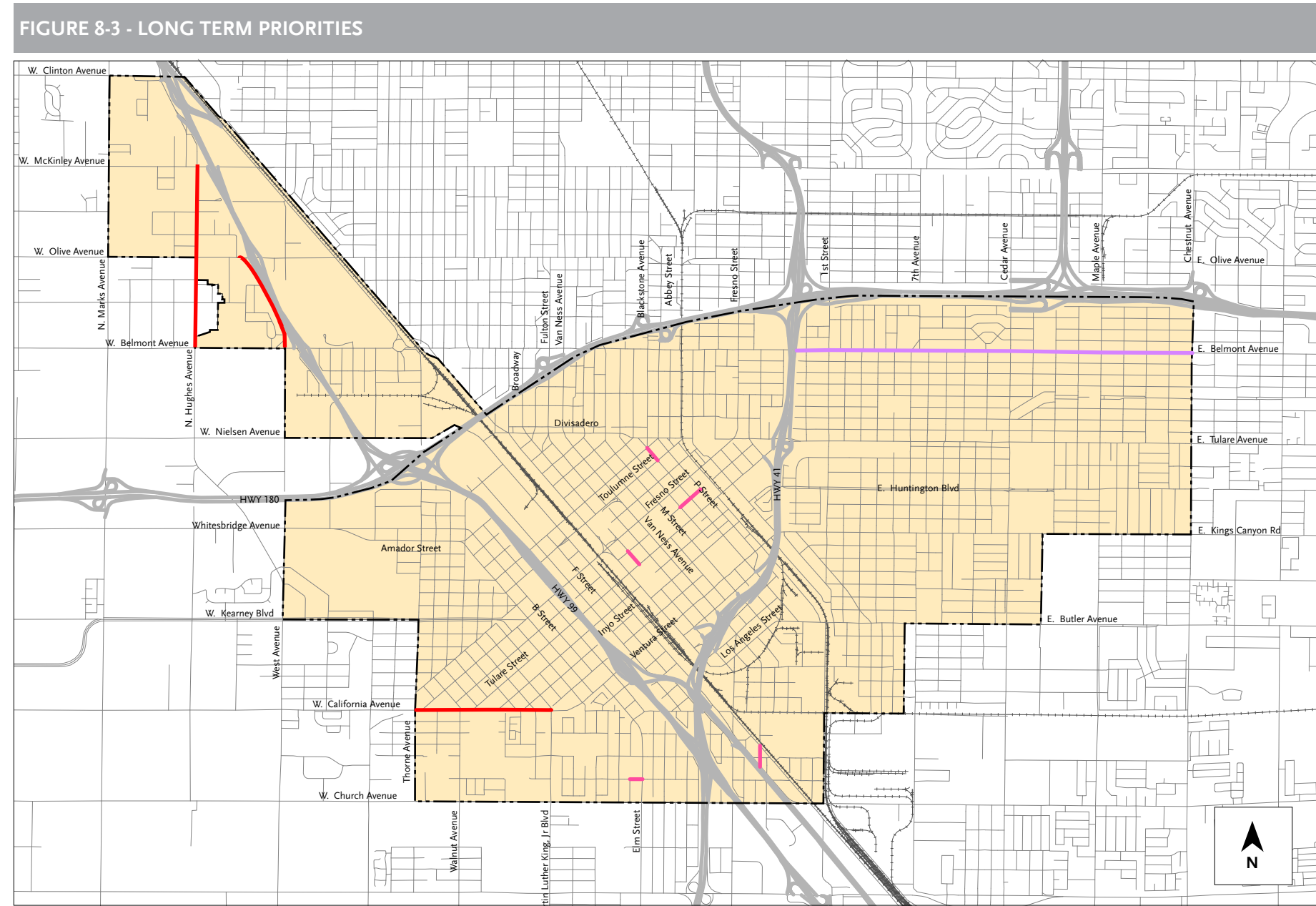
FIGURE 8-2 - MID-TERM PRIORITIES



Key

-  Major Streetscape Projects
 - Widen Sidewalks
 - Corner Bulbouts
 - Lighting & Landscape
 - Facade Improvements
-  Road Diet + Bike Lines
-  One-way to two-way street conversion.
-  Street Stabilization
 - Trees
 - Repair
-  Street Vacation

G. TRANSPORTATION (continued)



Key

- Major Streetscape Projects
 - Widen Sidewalks
 - Corner Bulbouts
 - Lighting & Landscape
 - Facade Improvements
- Reconnect Street Grid
- Street Stabilization
 - Trees
 - Sidewalk Repair

G. TRANSPORTATION (continued)

Project	Project Name	Project Description	Location (area)	Responsibility	Time Frame	Potential Funding Source*
T-A.7	Create Safe-Routes-to-Schools Program	Create a Safe-Routes-to-Schools program for each subarea that includes the identification of walking routes to schools and creates a list of targeted improvements necessary to improve pedestrian and vehicular safety in these areas. Require applicants with projects over 10 units and/or larger than 5 acres to provide a safe-route-to-school plan.	J, SE		near-term	Measure C or General Fund
		T-A.7.1 McKinley Avenue (Marks Avenue to Hughs Avenue).	JA	Public Works	near-term	Safe Routes to Schools
		T-A.7.2 Olive Avenue (Marks Avenue to Hughs Avenue).	JA	Public Works	near-term	Safe Routes to Schools
		T-A.7.3 Belmont Avenue (Hughs Avenue to Weber Avenue).	JA	Public Works	near-term	Safe Routes to Schools
		T-A.7.4 Hughs Avenue (McKinley Avenue to Belmont Avenue).	JA	Public Works	near-term	Safe Routes to Schools
T-A.8	Create Pedestrian Improvement Plan	Create a pedestrian improvement plan for the Southeast Neighborhoods that includes a detailed list of improvements to key community destinations (such as Mosqueda Park), prioritizing the improvements and identifying funding sources for the improvements.	SE		mid-term	Measure C or General Fund
T-A.9	Implement Curb, Gutter and Side-walk Improvements	In order to ensure safe access to schools and parks, create a list of locations for new curb, gutter and sidewalk improvements and develop a funding plan to construct these facilities. At minimum, curbs, gutters and sidewalks should be introduced along the following streets and on residential streets adjacent to schools:				
		T-A.9.1 McKinley Avenue (Golden State Boulevard to Marks Avenue).	JA		mid-term	Federal or State grants
		T-A.9.2 Olive Avenue (Hughs Avenue to Marks Avenue).	JA		mid-term	Federal or State grants
		T-A.9.3 Hughes Avenue (Belmont Avenue to McKinley Avenue).	JA		long-term	Federal or State grants
		T-A.9.4 Belmont Avenue (Weber Avenue to Marks Avenue).	JA		mid-term	Federal or State grants
		T-A.9.5 Motel Drive.	JA		long-term	Federal or State grants
		T-A.9.6 California Avenue.	E		long-term	Federal or State grants; Measure C Tier 1 for West to Ventura
T-A.10	Develop Streetscape Standards	Develop comprehensive streetscape standards for the Downtown Neighborhoods that emphasize pedestrian and bicycle access and safety.	All		near-term	Measure C, CDBG
T-A.11	Bus Rapid Transit	Construct a rapid bus transit on Ventura Street/Kings Canyon Road and Abby Street/Blackstone Avenue.	DT, SE		near-term	FTA grants
T-A.12	Universal Pass Program	Consider universal transit pass programs that gives employees in the Plan Area unlimited access to local transit.	All		mid-term	
T-A.13	Traffic Operations Center	In order to manage the transportation system from a centralized location, connect all existing and new traffic signals to the existing traffic operations center.	DT			
T-A.14	Truck Enforcement Program	Create an enforcement program to reduce conflicts and nuisances caused by trucks by addressing and preventing trucks from driving on non-designated truck routes.				
T-A.15	Implement pedestrian safety improvements	Throughout the Downtown Neighborhoods including the following:				
		T-A.15.1 At-grade pedestrian crosswalks to Roeding Park across Belmont Avenue and Olive Avenue in the Jane Addams subarea.	JA			
		T-A.15.2 A pedestrian bridge across Highway 99 at Harvey Avenue to improve pedestrian access in the Jane Addams subarea.	JA		long-term	Federal, State, Measure C grants
		T-A.15.3 Sidewalks along Tulare Street between Cedar Avenue and 6th Street and prioritize Cedar Avenue as a pedestrian corridor in the Southeast Fresno subarea.	SE		mid-term	Federal and State grants
JA Jane Addams Neighborhoods E Edison Fresno Neighborhoods L Lowell Neighborhood J Jefferson Neighborhood SE Southeast Neighborhoods DT Downtown SVN South Van Ness			* These Potential Funding Sources are preliminary for the Public Draft purposes. The project parameters and project costs will continue to be refined during the Public Review Process.			

Project	Project Name	Project Description	Location (area)	Responsibility	Time Frame	Potential Funding Source*
T-A.16	Improve the street network	Improve the street network in the Downtown subarea by implementing the following physical improvements:				
		T-A.16.1 As funding becomes available for traffic signal replacement, transform, all or portions of P, M, and N Streets into 2-way streets, while accommodating freeway traffic into the Downtown.	DT		mid-term	Federal and State grants
		T-A.16.2 When development opportunities on adjacent land parcels justify the expenditure, reconfigure Fresno Street between G Street and Broadway Street in order to introduce an at-grade intersection at Fresno and H Streets while maintaining the grade separated railroad crossing.	DT		near-term	High-Speed Train station funding, Federal and State grants
		T-A.16.3 Remove the vestiges of the curvilinear road that connected Fresno Street to Tuolumne Street and convert into a development opportunity.	DT		near-term	Federal and State grants
		T-A.16.4 Preserve and expand Downtown’s interconnected street system in order to promote easy navigation and generate a walkable environment.	DT		mid-term to long-term	Federal and State grants
		T-A.16.5 Create a parking management strategy that directs users to garages and allows them to park once for multiple activities, through market-based parking pricing, wayfinding, and real-time information about parking availability.	DT		mid-term to long-term	Parking enterprise funds
		T-A.16.6 Work with the Internal Revenue Service to restore Broadway to its original configuration as a two-way street from Tuolumne Street to Mariposa Street.	DT		near-term	Federal and State grants
T-A.17	Street Stabilization	Conduct targeted investment in maintenance, sidewalk completion, and the introduction of street trees on the following streets:				
		T-A.17.1 Belmont Avenue (SR 41 to Weber Avenue).	L, J		near-term	CDBG or grant funding
		T-A.17.2 Elm Street (Church Avenue to Ventura Street).	E		near-term	CDBG or grant funding
		T-A.17.3 Olive Avenue (Weber Avenue to Hughs Avenue).	JA		near-term	CDBG or grant funding
		T-A.17.4 Belmont Avenue (SR 41 to Chestnut Avenue).	SE		mid-term	CDBG or grant funding
		T-A.17.5 Tulare Street (Fresno Street to Chestnut Avenue).	SE		mid-term	CDBG or grant funding
		T-A.17.6 Ventura Street/ Kings Canyon Road (R Street to Chestnut Avenue).	SE		mid-term	CDBG or grant funding
		T-A.17.7 Fresno Street (California Avenue to Divisadero Street).	E		mid-term	CDBG or grant funding
T-A.17	Major Streetscape Improvements	Widen sidewalks, introduce corner bulbouts, introduce lighting and landscape, and implementing facade improvements on the following streets:				
		T-A.18.1 Clinton Avenue (Weber Avenue to Marks Avenue).	JA		mid-term	Assessment district or grant funding
		T-A.18.2 McKinley Avenue (Weber Avenue to Marks Avenue).	JA		mid-term	Assessment district or grant funding
		T-A.18.3 Olive Avenue (Weber Avenue to Marks Avenue).	JA		mid-term	Assessment district or grant funding
		T-A.18.4 Belmont Avenue (Weber Avenue to Marks Avenue).	JA		mid-term	Assessment district or grant funding
		T-A.18.5 Ventura Street (Elm Avenue to SR 99).	E		mid-term	Assessment district or grant funding
		T-A.18.6 Elm Street (Church Avenue to Ventura Street).	E		mid-term	Assessment district or grant funding
		T-A.18.7 Tulare Street (California Avenue to R Street).	E, DT		mid-term	Assessment district or grant funding
		T-A.18.8 H Street (Divisadero Street to Ventura Street).	DT		mid-term	Assessment district or grant funding
<div><div>JA Jane Addams Neighborhoods</div><div>E Edison Fresno Neighborhoods</div><div>L Lowell Neighborhood</div><div>J Jefferson Neighborhood</div><div>SE Southeast Neighborhoods</div><div>DT Downtown</div><div>SVN South Van Ness</div></div> <div>* These Potential Funding Sources are preliminary for the Public Draft purposes. The project parameters and project costs will continue to be refined during the Public Review Process.</div>						

G. TRANSPORTATION (continued)

Project	Project Name	Project Description	Location (area)	Responsibility	Time Frame	Potential Funding Source*
T-A.18	Street Vacations	Vacate streets that were added to facilitate automobile, not pedestrian, traffic:	JA, E, L, J, SE, DT, SVN	Public Works	mid-term	Impact Fees
		T-A.19.1 Amador Street - between Whitesbridge and Fruit Avenues, and Millbrook Avenue between Belmont Avenue and Seventh Street.			mid-term	
		T-A.19.1 Millbrook Avenue - between Belmont Avenue and Seventh Street.			mid-term	
T-A.19	Traffic Pre-emption	Retrofit on all existing and proposed signalized intersections with signal preemption systems.	JA, E, L, J, SE, DT, SVN	Public Works	mid-term	Impact Fees; Transportation Funds
<div><div><div>JA Jane Addams Neighborhoods</div><div>E Edison Fresno Neighborhoods</div><div>L Lowell Neighborhood</div><div>J Jefferson Neighborhood</div><div>SE Southeast Neighborhoods</div><div>DT Downtown</div><div>SVN South Van Ness</div></div><div>* These Potential Funding Sources are preliminary for the Public Draft purposes. The project parameters and project costs will continue to be refined during the Public Review Process.</div></div>						

H. PARKS, OPEN SPACE, AND STREETSCAPE

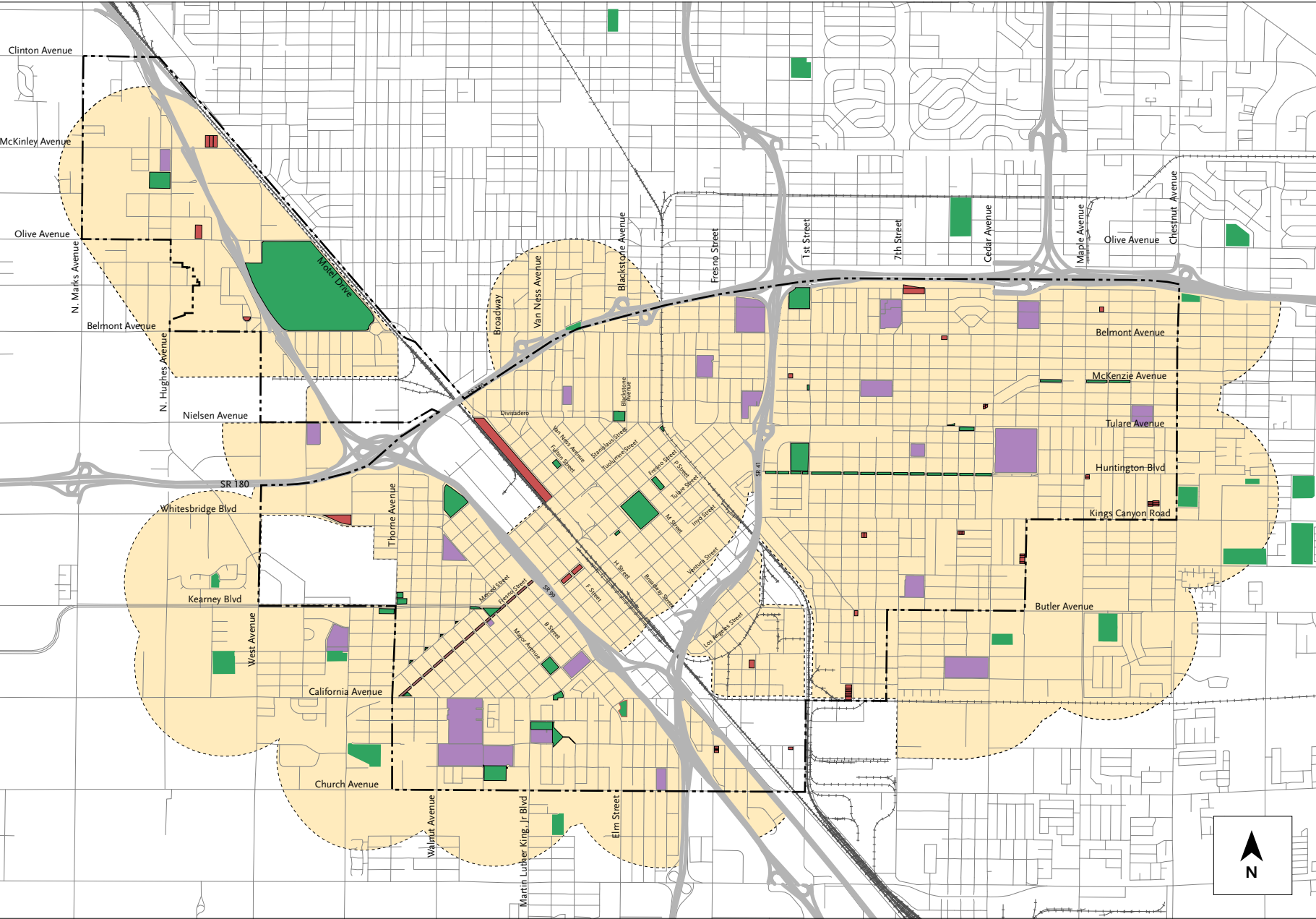
Although there is considerable open space within the Plan Area, access to the majority of schoolyards is limited to school children during school hours. These public realm assets, while incomplete and not entirely accessible, provide the basis for transforming the Downtown Neighborhoods into attractive, walkable, places that people choose to live, not because they have to, but because they want to.

The goal of providing open space within a half-mile of all residences is accomplished by establishing joint-use agreements with the School District, introducing new open space on vacant land, sharing or incorporating park space with existing or future stormwater ponding/ recharge basins, as shown in **Figure 8-3** (Potential Access to Open Space). The timing, cost, and methods of paying for these interventions are as follows:

Project	Project Name	Project Description	Location (area)	Responsibility	Time Frame	Potential Funding Source*
P/OS-A.1	Parks Funding and Financing Plan	Develop a long-term plan to identify a variety of funding and financing sources to pay for the construction and ongoing maintenance of new parks, tot lots and playing fields.	JA, E, L, J, SE	Public Works, PARCS	2017	General Fund
P/OS-A.2	Create Joint Use Agreement with FUSD	Implement the joint use agreement with the Fresno Unified School District to share school fields, playgrounds, gyms, auditoriums, and aquatic facilities in order to provide a wider range of recreation programs and maximize the efficient use, maintenance, and supervision of public facilities (RCP 1-15.8).		City Manager		
P/OS-A.3	Prepare a Street Tree Inventory	Prepare a comprehensive street tree inventory for the entire Downtown Neighborhoods area. The inventory should catalogue the location, type and condition of each tree in the area. In addition to the street trees, the study should inventory the location and height of telephone poles and lines as these may influence the selection of street trees. This information should be used to determine the appropriate street tree type and location of new street trees throughout the Downtown Neighborhoods.	JA, E, L, J, SE, DT, SVN	Public Works SMD	mid-term	Community Sanitation Funds
P/OS-A.4		Provide incentives for developers to contribute funds, labor, or materials towards park development and maintenance (FLSP Implementation Action 6-2-2, modified 2011).				
P/OS-A.5		Whenever possible, use a Landscaping Maintenance Benefit Assessment District or a Community Facilities District for the maintenance of park lands. This relieves scarce City General Fund resources of an unsustainable parks maintenance burden while ensuring a higher level of attention to a park’s condition by those benefiting from the amenity (FLSP Implementation Action 6-1-2, modified 2011).				
P/OS-A.6		Partner with private citizens and organizations to contribute funds, labor, or materials towards public parks and open space. (FLSP Implementation Action 6-2-1)				
P/OS-A.7		Use private contributions as “matching funds” for local, state, and federal funding programs (FLSP Implementation Action 6-2-3; modified 2011).				
P/OS-A.8		Work with the City’s Parks, After School, Recreation and Community Services (PARCS) to develop a Parks Master Plan to increase the number of parks and open spaces for public use while maintaining existing facilities per Figure 8-3 (FLSP Policy 6-1).		Public Works SMD	long-term	General Fund
P/OS-A.9		Improve visibility to and from all parks by removing planting and other landscape features that block views and access into parks from surrounding streets and sidewalks.				
P/OS-A.10		Locate park furniture such as benches, picnic tables, trash cans beneath deciduous canopy trees, trellis structures, and/ or other covered enclosures.				
P/OS-A.11	Institute a new parks management program.	Create a program for the acquisition of land for new parks within the Community Plan area. Funds for purchasing the land could come from assessment districts, in-lieu fees paid by developers, or Federal or State funding. The program should also identify funds for maintaining the new parks.	DARM/ PARCS			
JA Jane Addams Neighborhoods E Edison Fresno Neighborhoods L Lowell Neighborhood J Jefferson Neighborhood SE Southeast Neighborhoods DT Downtown District SVN South Van Ness Industrial District * These Potential Funding Sources are preliminary for the Public Draft purposes. The project parameters and project costs will continue to be refined during the Public Review Process.						

H. PARKS, OPEN SPACE, AND STREETScape (continued)

FIGURE 8-3 - POTENTIAL ACCESS TO OPEN SPACE



Key

- Existing open space
- Existing school parcels with accessible open space
- Potential new open space location
- Community Plan area with open space accessible by pedestrians

I. INFRASTRUCTURE AND NATURAL RESOURCES

The Downtown Neighborhoods are supported by a robust and mostly complete infrastructure network that has the ability to adequately service the existing land uses. However, many of these utility networks are ageing and in need of upgrades to increase capacity or to ensure proper long-term function. As the City of Fresno moves toward a more sustainable and resource efficient future, the manner in which infrastructure integrates into the framework of the Downtown Neighborhoods will be critical to the success and viability of these unique places.

Specific water, sewer, and reclaimed water improvements are shown in **Figure 8.4** (Utilities Improvements). Timing, cost, and potential funding sources are as follows:

Project	Project Name	Project Description	Location (area)	Responsibility	Time Frame	Potential Funding Source*
INR – A..1	LID Design Manual	Create a Low Impact Development design manual that is appropriate for the Downtown Neighborhoods’ unique hydrology and environmental setting. This manual should implement the City’s stormwater reduction goal.	JA, E, L, J, SE, DT, SVN	Public Utilities/ DARM	near-term mid-term	N/A
INR – A.2	Stormwater Design Guidelines	Develop stormwater design guidelines for streets, sidewalks and building frontages.	JA, E, L, J, SE, DT, SVN	Public Utilities/ DARM	mid-term	N/A
INR – A.3	Create Plan for Undergrounding Utilities	Prepare a plan for the undergrounding of utilities in the Downtown Neighborhoods. As part of this Plan, prepare an implementation and financing plan and create a priority list or criteria for determining which streets are undergrounded as funding becomes available.	JA, E, L, J, SE, DT, SVN	Public Utilities/ DARM	mid-term	N/A
INR – A.4	Develop Utility Design Guidelines	Develop utility design guidelines that cluster and locate penetration and layout to minimize impacts to lot frontages for stormwater management or other sustainable features.	JA, E, L, J, SE, DT, SVN	Public Utilities/ DARM	mid-term	N/A
INR – A.5	Water Treatment System Improvements	Design and construct the Southeast Surface Water Treatment Facility based on the recommendations of the MWRMP to supplement the City’s existing water supplies.	JA, E, L, J, SE, DT, SVN	Public Utilities	near-term	Rates/user fee
INR – A.6	Regional Transmission Main Improvements	Design and construct the improvements to the Regional Transmission Mains and Transmission Grid Mains based on recommendations in the MWRMP.	JA, E, L, J, SE, DT, SVN	Public Utilities	near-term	Rates/user fee
INR – A.7	Water Delivery System Improvements	Implement the water, recycled water, and wastewater infrastructure projects funded by the 2014 Utlity Rate Plan.		Public Utilities		
JA Jane Addams Neighborhoods E Edison Fresno Neighborhoods L Lowell Neighborhood J Jefferson Neighborhood SE Southeast Neighborhoods DT Downtown SVN South Van Ness			* These Potential Funding Sources are preliminary for the Public Draft purposes. The project parameters and project costs will continue to be refined during the Public Review Process.			

J. HISTORIC AND CULTURAL RESOURCES

The Downtown Neighborhoods contain many of the City’s oldest and most historically significant neighborhoods. These areas are a direct link to the City’s history and identity and, thus, are of critical importance to the future revitalization of the Downtown Neighborhoods.

Specific projects and/or actions, timing, cost, and potential funding sources are as follows:

Project	Project Name	Project Description	Location (area)	Responsibility	Time Frame	Potential Funding Source*
HCR-A.1	Historic Resources Guidebook	Create a historic resources guidebook targeted to the local community as well as preservationists and visitors.				
HCR-A.2	Historic Preservation and Rehabilitation Guidelines	Develop local comprehensive guidelines for rehabilitation based on the Secretary of the Interior’s Standards.	All			
HCR-A.3	Review Process	Develop a consistent and transparent review process for rehabilitation applications involving all agencies and stakeholders.	All			
HCR-A.4	Create City Cross-Department Working Group	Develop a cross-departmental working group to develop appropriate rehabilitation protocols, simplify code issues, and locate sources of funding.	All			
HCR-A.5	Historic Surveys	Conduct historic preservation surveys in select locations in the Downtown Neighborhoods. The locations to be surveyed include the following:				
		HCR-A.5.1 Survey of Historic African-American and Mexican-American Areas. Develop historic contexts for African-American and Mexican-American history to expand the knowledge base of Fresno’s ethnic communities. Determine the geography of the neighborhoods associated with these contexts. Survey these neighborhoods for any remaining associated historic properties.	E			
		HCR-A.5.2 Lowell Survey. Survey the remaining portions of the Lowell area not covered by the 2008 Galvin Planning Associates (GPA) survey.	L			
		HCR-A.5.3 Jefferson Survey. Conduct an extensive survey of the Jefferson area. This includes reevaluating the Bellevue and East Madison districts within the Jefferson area using updated survey methodology and evaluation criteria.	J			
		HCR-A.5.4 Roadside Motel Survey. Consider a citywide thematic survey of roadside motels from the early- and mid-20th Century. Associated with the ascendancy of the automobile as the nation’s preferred mode of transportation and representative of automobile travel, intact roadside motels are an increasingly rare property type in California.	JA			
		HCR-A.5.5 Edison Survey. Survey the older portions of the Edison Neighborhoods on the early diagonal grid, including identifying and recognizing the remaining folk/vernacular buildings.	E			
		HCR-A.5.6 Southeast Historic Neighborhoods. Conduct additional investigation of the identified pre-war neighborhoods to determine eligibility as historic districts.	SE			
		HCR-A.5.7 Streetcar Suburbs. Consider research of historic streetcar lines, their associated development patterns, and their relationship to residential neighborhoods in order to identify remaining properties associated with streetcar development.	SE			
JA Jane Addams Neighborhoods E Edison Fresno Neighborhoods L Lowell Neighborhood J Jefferson Neighborhood SE Southeast Neighborhoods DT Downtown SVN South Van Ness			* These Potential Funding Sources are preliminary for the Public Draft purposes. The project parameters and project costs will continue to be refined during the Public Review Process.			

Project	Project Name	Project Description	Location (area)	Responsibility	Time Frame	Potential Funding Source*
HCR-A.6	Historic Building and House Acquisition Program	Create a coordinated program for the City and other institutions to acquire and renovate historic buildings and houses.	All			
HCR-A.7	Historic Loan Interest Program	Fund the Historic Property Loan-Interest Program.				
<div><div>JA Jane Addams Neighborhoods</div><div>E Edison Fresno Neighborhoods</div><div>L Lowell Neighborhood</div><div>J Jefferson Neighborhood</div><div>SE Southeast Neighborhoods</div><div>DT Downtown</div><div>SVN South Van Ness</div></div> <div>* These Potential Funding Sources are preliminary for the Public Draft purposes. The project parameters and project costs will continue to be refined during the Public Review Process.</div>						

K. HEALTH, WELLNESS, AND COMMUNITY DEVELOPMENT

Community health and well-being are – and will continue to be – a principal quality-of-life issue for residents and businesses in Downtown Fresno. Both people and property are also greatly affected by how the City is built and designed. Rising obesity, poor air quality, and associated high levels of lung disease and asthma, and concerns over the homeless population and neighborhood crime are all reasons that Fresno’s decision makers have taken a renewed interest in promoting policies and programs that improve community health.

Specific projects and/or actions, timing, cost, and potential funding sources are as follows:

Project	Project Name	Project Description	Location (area)	Responsibility	Time Frame	Potential Funding Source*
H/W – A.1	Subarea Open Houses	On an annual basis (ideally during the same month of each year), the City should sponsor or support community open houses in each Downtown Neighborhood to discuss the progress of the Community Plan implementation and identify new programs and projects to improve quality of life. These open houses should be sponsored by the neighborhood organizations and/or other non-profit organizations working in each Downtown Neighborhood.				
H/W – A.2	Community Garden Construction	Construct or support the construction of a community garden in each subarea within five years of adoption of the Community Plan and one new community garden each five years thereafter.				
H/W – A.3	Social Service Concentration Ordinance	Create an ordinance regulating the maximum number and concentration of social services (homeless shelters and subsidized housing) in any individual subarea of the Downtown Neighborhoods, with the goal of ensuring an even distribution of services throughout the City to the extent permitted by law.				
H/W – A.4	CPTED Training	Train all planning staff in Crime Prevention Through Environmental Design (CPTED) principles and strategies.				
H/W – A.5	Separation of sensitive and noxious uses	As part of the permitting process, designate resources to ensure that new sensitive uses such as schools, healthcare facilities, residences, nursing homes, and parks are not located within 500 feet of building uses that generate toxic pollutants.				
H/W – A.6	Displacement of long-time residents and merchants	Designate resources for City staff to: <ul style="list-style-type: none">• Convene a displacement task force to explore ways to provide opportunities for low income residents and merchants to remain in their neighborhoods if displacement is observed due to substantial and sustained increases in rent.• Annually gather data on lease rates, vacancy rates, rent burden, rental rates, restricted affordable housing covenant expiration, and, if applicable, displacement for use by the task force.• The task force should identify a set of actions that can give displaced persons or business the opportunity to remain in the area if they wish to do so.• Continue to seek funding for mixed income and affordable housing within the plan area, and work with the owners of affordable housing properties to ensure that affordability is maintained over the long term.				
JA Jane Addams Neighborhoods E Edison Fresno Neighborhoods L Lowell Neighborhood J Jefferson Neighborhood SE Southeast Neighborhoods DT Downtown SVN South Van Ness			* These Potential Funding Sources are preliminary for the Public Draft purposes. The project parameters and project costs will continue to be refined during the Public Review Process.			

K. HEALTH, WELLNESS, AND COMMUNITY DEVELOPMENT (continued)

THIS PAGE INTENTIONALLY LEFT BLANK