

3. Land Use, Urban Design, and Planning Context

3.1 OVERVIEW

This chapter describes the existing conditions in the Southwest Fresno Specific Plan Area related to land use, urban design, and the planning context, and evaluates the potential impacts to the area's existing land uses.

3.2 REGULATORY FRAMEWORK

3.2.1 PREVIOUS PLANNING EFFORTS

FRESNO-CHANDLER DOWNTOWN AIRPORT LAND USE POLICY PLAN (2000)

This plan was originally written in 1981 and subsequently updated in 1999 and 2000. The airport is just north of the Plan Area, but the land surrounding the airport, designated as the "Airport Review Area" is affected by noise levels of 60 or higher Community Noise Equivalent Level (CNEL) and must comply with safety standards. The policy plan prioritizes minimizing high noise levels affecting the public by limiting the types of land uses within the Airport Review Area. The plan deems the maximum acceptable noise level in residential areas is 60 CNEL and prohibits new housing or schools from being developed in these areas. If it is determined that there is no other location where such uses can be developed, the plan requires that new housing in the Airport Review Area be built so that interior noise measures no more than 45 CNEL. Land uses other than residential, hospitals, nursing homes, libraries, nurseries, churches, auditoriums and amphitheaters are acceptable in areas above 65 CNEL noise level.

SOUTHWEST FRESNO GENERAL NEIGHBORHOOD RENEWAL AREA REDEVELOPMENT PROJECT AMENDMENT (2004)

In 2004, there was an amendment and restatement to the Southwest Fresno General Neighborhood Renewal Area Redevelopment Project (GNRA), last amended in 1998 and originally adopted in 1969. The GNRA project area is bounded by and located to the west of Highways 180 and 99. The GNRA project area partially overlaps the Specific Plan Area, including the areas located between the Fresno Chandler Executive Airport and Church Avenue as well as the Elm and North Avenue corridors. The purpose of the GNRA is to eliminate blight, improve economic conditions, and ensure development potential and growth within the project area. The GNRA addresses issues including the redevelopment of undeveloped and under-developed areas, creation of site design standards, assemblage of appropriately sized parcels, and expansion of housing supply.

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WEST FRESNO ASSET MAP: COMMUNITY PLAN (2009)

In 2009, the City of Fresno, West Fresno Coalition for Economic Development and the California Endowment worked together to assess West Fresno's assets and create a five-year plan of action. The effort involved a comprehensive community effort involving City Council members, community leaders, organizations, a steering committee, and focus groups. The area's assets were identified and grouped into three categories: 1) economic assets; 2) social capital (including education, faith-based communities, and social services; and 3) quality of life. At the end of the process, a list of 20 actions were identified, which included fast-tracking and coordinating new development, balancing affordable and market rate housing development, and increasing mixed use, infill development, particularly on abandoned properties; attracting businesses to the area and building relationships with the existing business community; improving financial literacy and promoting higher education/training for residents; increasing funding for area schools and developing a new middle school; coordinating and promoting social and faith-based services to share resources and avoid duplication; developing a health clinic; and hosting events that promote the area's cultural diversity. Actions completed thus far include construction of Gaston Middle School and construction of a new health care facility (Clinic Sierra Vista).

SOUTHWEST FRESNO BUILDING NEIGHBORHOOD CAPACITY PROGRAM (2014)

The Southwest Fresno Building Neighborhood Capacity Program (BNCP) is an ongoing planning effort which falls within the Southwest Fresno Specific Plan Area. It provides insight on the community's ideas for improvements in the realm of community health and crime, economic development, urban design and infrastructure, and community engagement in southwest Fresno. A summary of the planning process reiterates the frustration that the community has with so much planning in the area which has resulted in studies, but limited follow-through and implementation of improvements. This effort has resulted in the creation of a resident leadership group called: Action and Change for Southwest Fresno (Action and Change). It identifies the top-most community priorities and conducted surveys to assess the existing status of these priorities:

1. All residents feel safe in their neighborhood.
 - Well-functioning streetlights.
 - Alleyways that are clean, safe, and walkable.
 - Few, if any, vacant and unattended properties.
2. Residents experience economic success.
 - Residents with enhanced soft and hard skills in specific fields
 - A broad spectrum of local businesses catering to needs of local residents.

FRESNO GENERAL PLAN (2014)

The Fresno General Plan, adopted in 2014, establishes a vision for the city and creates a set of policies and implementation actions to achieve the community's vision. Although the General Plan discusses future development, it is still considered a part of the City's existing regulatory framework. Overall, the General Plan's major strategic direction for future growth focuses on creating a more urban fabric that includes infill development and rehabilitation projects while respecting the suburban character of established neighborhoods.

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The General Plan has a horizon year of 2035 and buildout year of 2056 and beyond, and guides future development to four Development Areas, which includes areas within the current city limits as well as those that require future annexation to the City. The Specific Plan Area is located within Development Area 1-South (DA-1 South) and only includes land within the city's limits. The General Plan details the residential buildout capacity to accommodate 10,500 housing units, with 76 percent of those units located on sites requiring annexation. Beyond 2035, the General Plan projects a total of 20,649 housing units of residential development capacity under buildout in DA-1 South, with 73 percent of those units located in growth areas requiring annexation. This information can be found in Table 1-3 on page 1-21 of the General Plan. General Plan land uses for this area are shown on page 3-23 in the General Plan (see Figure 3.1).

In regard to the Southwest Fresno Specific Plan Area and other parts of southwest Fresno, the General Plan encourages more attention to the area and calls for strong improvements within it. The General Plan envisions "Complete Neighborhoods" replacing the current hodgepodge of industrial, agricultural, and residential land-use patterns with neighborhood-scale development. The complete neighborhood envisioned by the General Plan is exemplified along a future Bus Rapid Transit (BRT) corridor along California Avenue, anchored by a regional shopping center and community park between Church and Jensen Avenues along MLK Avenue. This is adjacent to but not included in the Specific Plan Area for the Southwest Specific Plan.

In addition to the emphasis on Complete Neighborhoods, the City of Fresno has contributed to the Building Healthy Communities campaign, which is led by the California Endowment and strives to provide disadvantaged communities equitable access to resources that improve health. To support healthy community initiatives, the General Plan provides land use and urban design policies to increase access to physical exercise and fresh food.

GENERAL PLAN MASTER ENVIRONMENTAL IMPACT REPORT

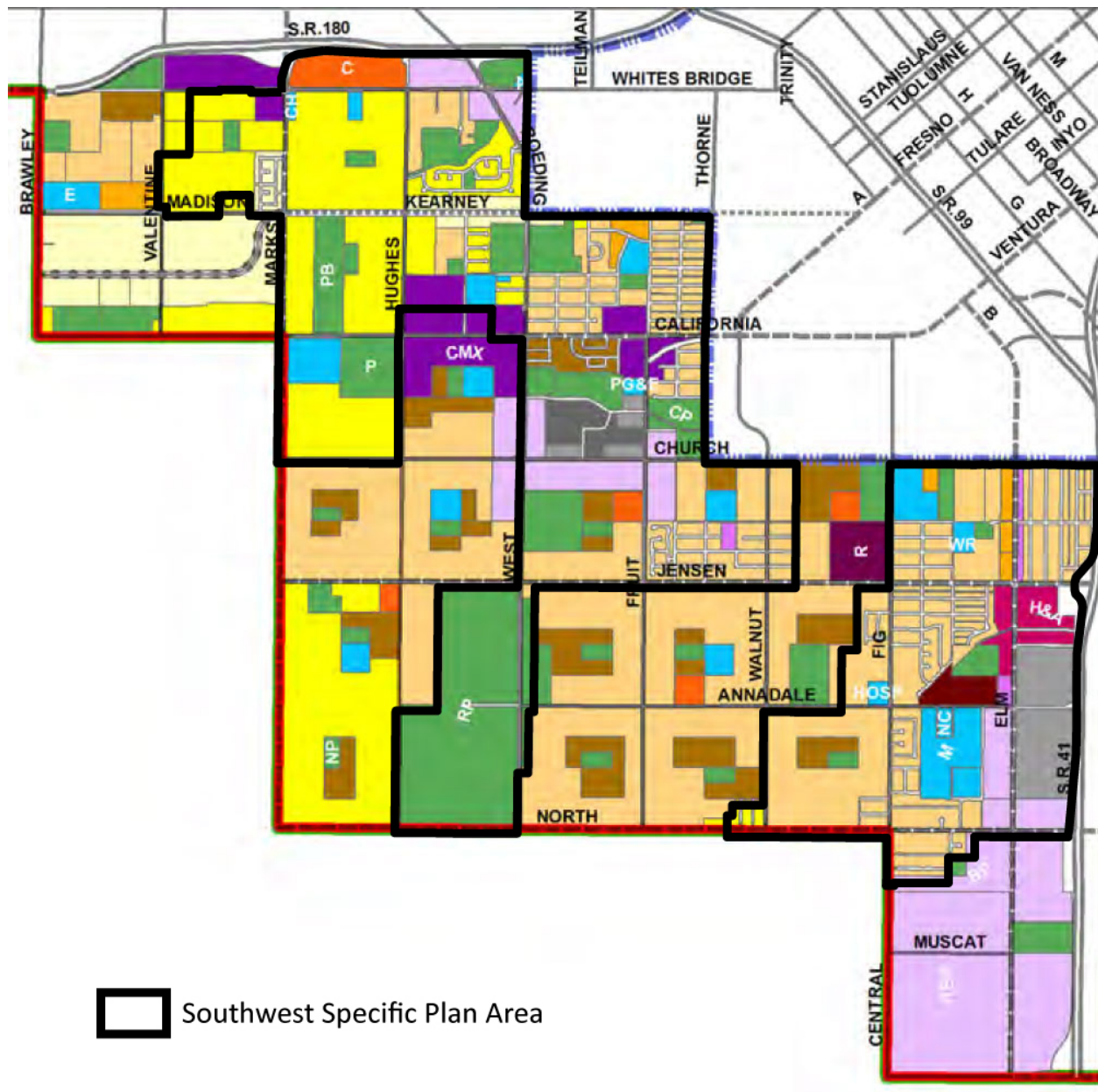
As required by the California Environmental Quality Act (CEQA), the General Plan's Master Environmental Impact Report (MEIR) analyzes the environmental impacts for the General Plan and its identified projects and development type areas. The MEIR describes the impacts of the General Plan's four development types: infill areas, growth areas, development areas, and subsequent projects. Many of these development types overlap each other, as well as the Southwest Fresno Specific Plan Area. This potential new development is projected to be fully realized in year 2056 and will reduce the amount of existing vacant land and open space. These General Plan outcomes will result in a variety of "significant and unavoidable" environmental impacts related to urbanization including loss of farmland, illumination of the dark sky, increase in greenhouse gas emissions beyond the year 2020, and potentially exceeded levels of service thresholds on roadways.

Infill Areas

The Specific Plan Area is predominantly categorized as a Non-Corridor Infill Area. However, among the identified primary areas of infill (new development such as housing on vacant lots situated within existing developed areas) in the General Plan (see Figure 3.2), the California Avenue BRT Corridor is located within the Specific Plan Area. The General Plan envisions California Avenue as a major BRT corridor with a "complete street system" and transit network that connects southwest Fresno to other parts of the city.

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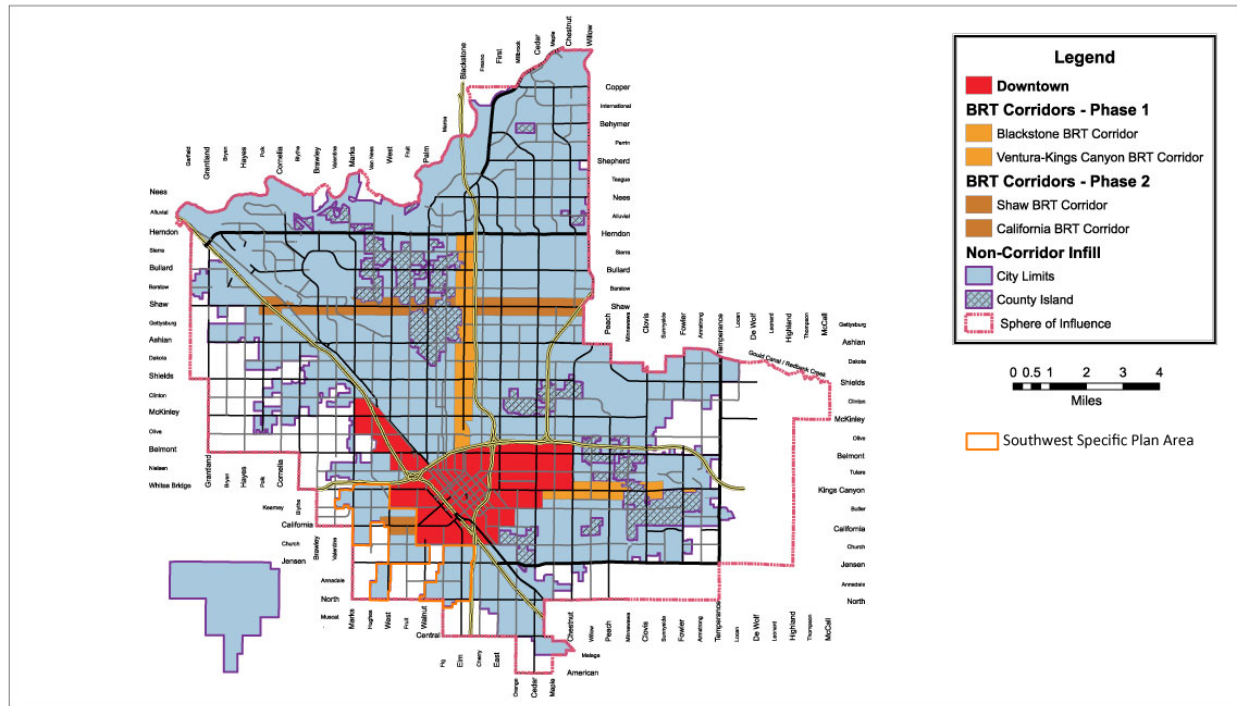
Figure 3.1 Southwest Development Area (DA-1 South) Land Use Diagram



The area near Veteran's Community Activity Center, located at the southeast corner of California and Marks Avenues, plans to accommodate urban neighborhood residential density (a compact mixed-use community with walkable access to services and transit) at the core, with Complete Neighborhoods (well-connected neighborhoods for all modes of travel) surrounding those developments.

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Figure 3.2 Infill Areas Identified in the General Plan



Source: DARM; Infill/InfillAreas-MEIR

Growth Areas

The General Plan's Growth Areas are defined as areas within the City's Sphere of Influence, but outside the existing City limits (see Figure 3.3). Areas of category Growth Area 1, where growth is related to planned infrastructure expansion, public service capacity, and fiscal considerations, are located directly adjacent to the Specific Plan Area. Areas of category Growth Area 2 (needing more significant infrastructure improvements) near the Plan Area are located north of Highway 180.

Development Areas

The General Plan identifies three Development Areas that propose future Complete Neighborhoods, which are neighborhoods that connect housing, jobs, retail, recreation, and services (see Figure 3.4). The Southwest Development Area, shown as purple in the figure, includes the entire Southwest Specific Plan Area, as well as adjacent County land within the Sphere of Influence. The vision for this area is new medium and medium-low density residential development to neighbor existing residential areas. New development is anticipated to be served by local streets, centered by parks, multi-family housing, townhomes, and schools to build a network of Complete Neighborhoods.

Subsequent Projects

According to the General Plan, for growth areas and/or large infill areas outside of the Downtown Planning Area, subsequent Specific Plans or Concept Plans are anticipated to refine more discreet land use and transportation design integration and intensity with necessary public facilities, maintenance, and services financing. The Southwest Fresno Specific Plan is one of the first of these follow-on planning

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Figure 3.3 Growth Areas Identified in the General Plan

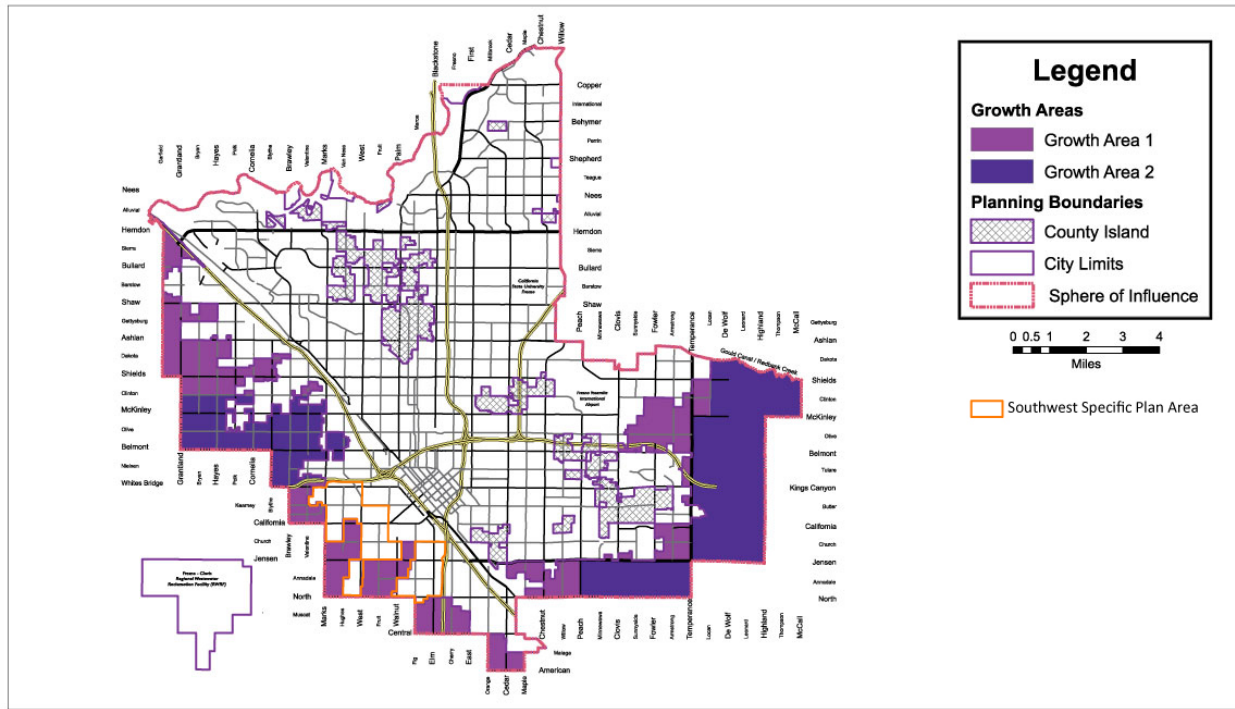
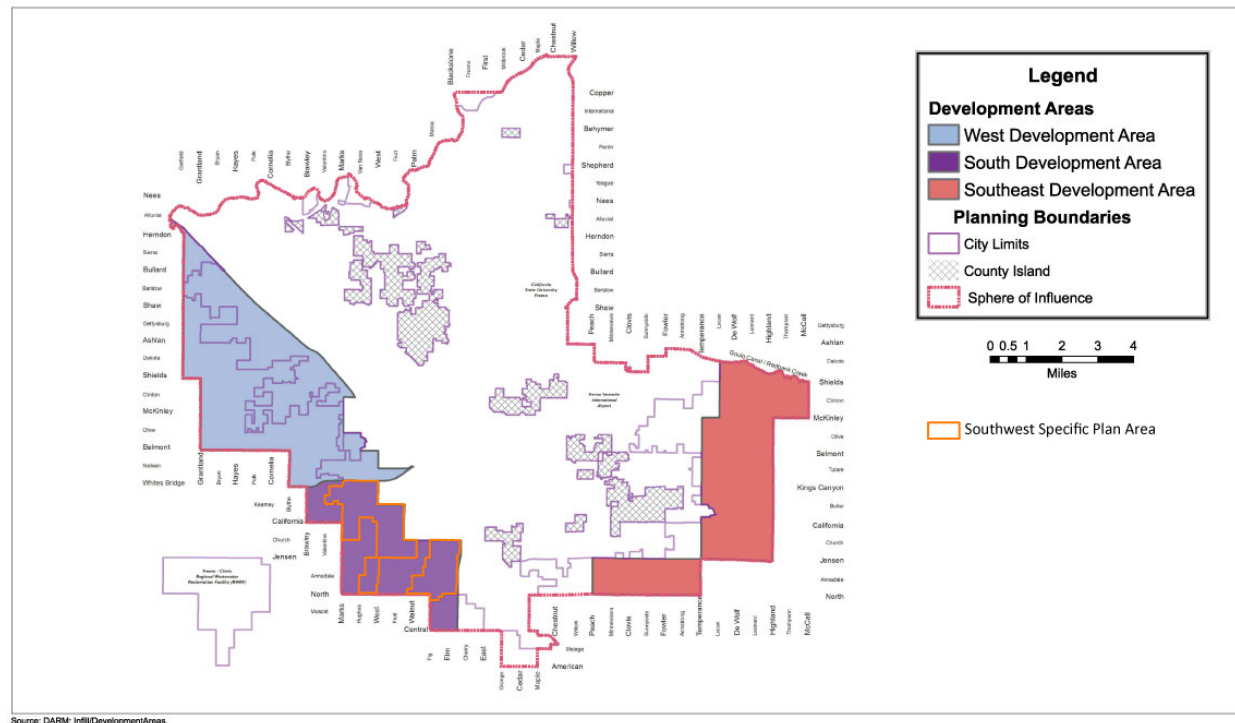


Figure 3.4 Development Areas Identified in the General Plan

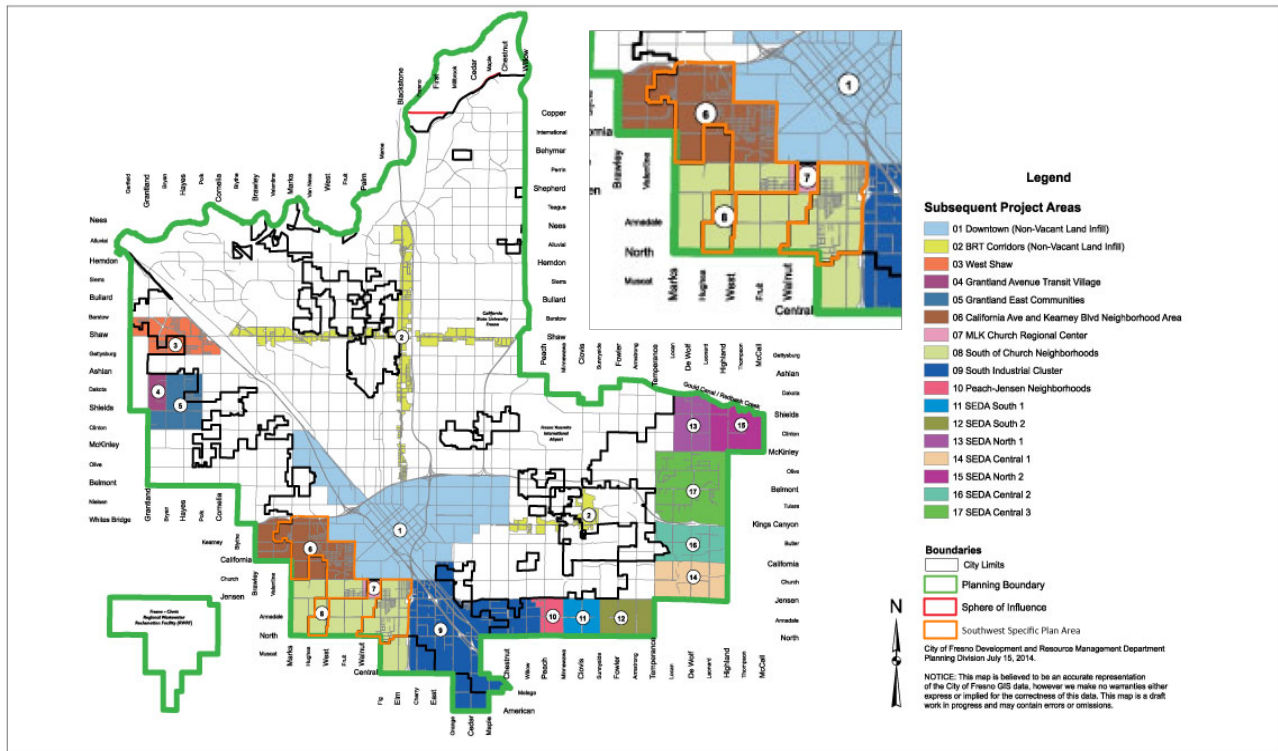


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efforts. The subsequent projects identified by the General Plan are described for CEQA purposes in the MEIR. It is anticipated by the General Plan that these subsequent Specific Plans will include preparation of design guidelines and standards, and infrastructure financing programs.

Of 17 subsequent projects identified for development in the General Plan and quantified in the Master EIR, three of the projects are located within the Plan Area (see Figure 3.5). For these areas, the MEIR specifically indicates the acreage, dwelling units, and building square feet for a variety of uses including housing, commercial, and open space. The projects that have some portion located in the Plan Area are (1) California Avenue and Kearney Boulevard Neighborhood Area; (2) MLK Church Regional Center; and (3) South of Church Neighborhoods. Table 3.1 summarizes the program development for these three subsequent projects, which includes land inside and outside of the Specific Plan Area. Because the development program also includes land outside of the Specific Plan Area, it should not be interpreted as an accurate depiction of future development within the Specific Plan Area.

Figure 3.5 Subsequent Project Areas Identified in the General Plan MEIR



CALIFORNIA AVENUE NEIGHBORHOOD PLAN (2008)

The California Avenue Neighborhood Plan builds upon the 2003 West Fresno Community Vision Plan and focuses on future growth, development, and investment in West Fresno, particularly around California and Walnut Avenues. Residents, landowners, and Fresno Housing Authority and City staff participated in three community workshops to develop an overall vision for the plan: to create a revitalized and well-connected neighborhood realized by public and private investment. The plan's implementation recommendations are grouped into four categories: continuing community engagement, private

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TABLE 3.1 SUBSEQUENT PROJECTS LAND USES

Subsequent Project Area/Land Use	Acres	Total Dwelling Units	Total Building Square Feet
California Avenue and Kearney Boulevard Neighborhood Area	1,363		
Single Family Residential		2,828	
Multiple Family Residential		1,238	
Mixed Use		817	
Commercial			706,291
Employment			337,278
Open Space	128		
Public Facility	31		
MLK Church Regional Center	138		
Single Family Residential		143	
Multiple Family Residential		968	
Commercial			544,079
Open Space	19		
South of Church Neighborhoods	2,109		
Single Family Residential		1,634	
Multiple Family Residential		4,854	
Commercial			455,788
Employment			5,828,356
Open Space	219		
Public Facility	66		

Source: Fresno General Plan, 2014.

development, public agency development, and public investment. Under private development, the plan provides Design Guidelines for developers and recommends specific land use changes such as mixed uses and higher density along California Avenue, green buffers between residential and industrial uses, and the designation of an activity center. Under public agency development, the plan identifies four catalyst projects that would transform the neighborhood and bring private development to the area. Under public investment, the plan recommends specific street, streetscape, pedestrian, and bicycle improvements as well as recreational and public facility improvements.

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EDISON COMMUNITY PLAN (1977)

The Edison Community Plan was adopted by the Fresno City Council on May 10, 1977. The plan primarily focuses on the underutilized portion of the planning area, which is generally located to the west of Golden State Boulevard and south of West Belmont Avenue, and bounded on the north and east by large industrial concentrations and on the south and west by agricultural areas. Historically, the Plan Area suffered from ethnically discriminatory deed restrictions, which were also practiced outside the Plan Area. Given its age, the Edison Community Plan may not seem as relevant. Surprisingly, some conditions in the area have not changed. Over the years, the ethnic composition has varied; however, the segregation of cultural groups in the Plan Area from other parts of the city continued.

Given the discrepancies in physical condition to socio-economic development in the area, the Edison Community Plan aimed to stimulate the long-term balanced growth of the community based on three objectives:

1. To stimulate growth in the Edison Community by improving the quality of the environment and the strategic provision of public facilities improvements.
2. To provide housing in the Edison Community to accommodate the housing needs of a broad range of socio-economic groups through both new development and rehabilitation.
3. To stimulate an increase of income level throughout the Edison Community through programs of economic and employment development.

To meet these objectives, the Edison Community Plan establishes eight major proposals. Of these, six address land use and/or urban design concerns. Key areas for change include the intersection of California and Fresno-Walnut Avenue for a new community center area and expanded local commercial services, Elm Avenue for land use, aesthetic, and economic improvements, and the northern section of Fresno Street from the proposed community center for centralized office and professional services. Other areas recommended for change identified in the plan's elements include the intersection of B Street and Ventura Avenue for senior facilities and the intersection of B and Stanislaus Streets for more commercial services.

- **Community Center.** Serving as the focal point of the plan, the Community Center creates the identity of the plan area where local activities and both private and public uses occur. Focused at the intersection of California Avenue and Fresno-Walnut Avenue, the Community Center encourages uses such as public facilities, park and recreational facilities, greenways, and commercial and development.
- **Urban Growth Management Process.** The plan applies the Urban Growth Management (UGM) Process, used for evaluating development proposals, on the fringe of the plan area. The UGM process, which is guided by a set of specific urban service delivery policies, establishes the rules by which City services should be delivered to new development.
- **Development of Housing.** The plan intends to preserve the character of existing residential neighborhoods, which are made up of single-family residential units. Overall, medium-density housing makes up most of the community within the Plan Area. Lowest-density development is targeted along Kearney Boulevard, which is proposed to serve as an "ornamental pleasure drive."

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- **Improving Commercial Services.** A major proposal is the development of a community shopping center within the “Community Center.” The plan also encourages smaller, local-serving commercial uses within modern buildings and commercial office uses along Fresno Street.
- **Open Space System.** The plan strongly encourages the preservation of valuable agricultural land and the development of an urban open space system including regional recreation facility, park, neighborhood park, and recreational facilities, mini-parks and greenways, and scenic drive.
- **Improving Transportation.** The plan prioritizes transit improvements, in terms of level and headway. In addition, it also encourages improvements to major and local streets during redevelopment and new development opportunities.

3.2.2 PLANS UNDERWAY

DOWNTOWN NEIGHBORHOODS COMMUNITY PLAN

The City is in the final stages of drafting the Downtown Neighborhoods Community Plan, which acts as a guide to revitalizing Downtown Fresno and its surrounding seven principal subareas. Currently, the Downtown and its surrounding neighborhoods have historically experienced disinvestment and high vacancy rates, which have negatively affected the entire city. The development of the plan involved an extensive public process, including a week-long design workshop and hearings with the Community Advisory Committee, Planning Commission, and City Council. The plan describes the community’s visionary goals for the plan area to reestablish the Downtown as the heart of Fresno and transform the subareas according to their unique identities. The plan recommends specific goals, policies, and actions for a large range of topics, including urban form and land use, transportation, open spaces and streetscape, infrastructure and natural resources, historic and cultural resources, health and wellness. These include prioritizing the rehabilitation of single-family houses to be consistent with the surrounding neighborhood character, redesigning existing corridors to be at a human-scale, relocating industrial uses that act as a nuisance, and providing more local services in the form of supermarkets, retail, and banks. The Downtown Neighborhoods Community Plan is expected to be adopted in 2016. The specific regulations for residential areas abutting the Southwest Fresno Specific Plan Area are outlined in the Downtown Development Code on the following pages.

DOWNTOWN DEVELOPMENT CODE

The Downtown Development Code (DDC) is a form-based code and its purpose is to preserve the historic fabric of the area, while providing standards for infill and redevelopment. Its goal is to create a walkable, vibrant, and human-scale built environment. The DDC communicates all of the substantive rules for zoning, land use and development standards for the property subject to the DDC within the Downtown Planning Area. The Downtown Development Code is expected to be adopted in 2016.

While the DDC does not apply to property within the Plan Area, the zones immediately neighbor properties in the north and northeast areas of the Plan Area.

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CITYWIDE DEVELOPMENT CODE UPDATE

The City is in the final stages of updating the Citywide Development Code, which will become Chapter 15 of the Fresno Municipal Code. The Development Code addresses development in all areas of the city outside of the Downtown and serves as a vehicle that helps implement the goals, objectives, and policies of the General Plan and other operative plans. It functions as a precise guide for the physical development of the City that is in concert with the arrangement of land uses identified in the General Plan. The Development Code provides direction on eleven categories of districts: Buffer District, Residential Single-Family Districts, Residential Multi-Family Districts, Mixed-Use Districts, Commercial Districts, Employment Districts, Public and Semi-Public Districts, Planned Development District, Airport Environs Overlay District, Bluff Protection Overlay District, and Expressway Area Overlay District. The Citywide Development Code Update is expected to be adopted in late 2015. The Specific Plan planning process will refer to these code modifications and community input.

HIGHWAY 41 AND NORTH CORRIDOR COMPLETE STREETS PLAN

The City is currently working on a Complete Streets Plan within the Plan Area (see Figure 3.6). The effort involves improving the infrastructure in the Highway 41 and North Corridor and addressing current conflicts between truck traffic and the area's neighborhoods and opportunities for pedestrian, bicycle, and open space amenities. The recommendations from the plan will be integrated into the Southwest Fresno Specific Plan.

EPA BROWNFIELDS ELM AVENUE CORRIDOR

The City is commencing a planning process for the Elm Avenue Corridor, which falls primarily within the Plan Area, to address three brownfield sites which can serve as catalysts for redevelopment. The City intends to integrate this planning effort with the Southwest Fresno Specific Plan; however, it has a later start date and separate grant funding.

SOUTH FRESNO INDUSTRIAL COMPATIBILITY ASSESSMENT AND REZONING AND RELOCATION PLAN

This assessment addresses concerns about incompatible industrial and heavy commercial land uses and zoning in particularly south Fresno neighborhoods and their negative health and environmental impacts on the community. The goals of the project include identifying incompatible land uses and zoning with nearby residential land uses, making recommendations for rezoning and facilities which should be phased out or relocated, discussing appropriate locations for these uses, and identifying feasible mitigation measures and greening opportunities to reduce their negative impacts.

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3.3 EXISTING CONDITIONS

3.3.1 SURROUNDING LAND USES, URBAN DESIGN AND CONTEXT

The Specific Plan Area is surrounded by three highways to the north and east and County lands to the south and west. The Downtown Neighborhoods Community Plan (DNCP) area creates an arbitrary boundary along West, Kearney, Thorne, and Church avenues and as noted in the previous sections, has undergone its own planning and environmental review (see Figure 3.6). Much of the area within the DNCP has similar character and land uses as those within the Southwest Plan Area, as described in the Downtown Development Code summary section above.

3.3.2 EXISTING LAND USES AND URBAN DESIGN

LAND USE AND ZONING

Existing Schools and School Districts

The Plan Area is made up of three school districts, but predominantly Fresno Unified in the northern half and Washington Unified in the southern half (see Figure 3.7). The Central Unified School District is located to the west of the Plan Area, but overlaps a minimal number of existing residential properties within the Plan Area. The Plan Area consists of two elementary schools (Sunset and West Fresno), two middle schools (Gaston and West Fresno), and no high schools. The remaining schools (Bethune Elementary and WEB Dubois) are charter schools. WEB Dubois Charter School serves students from kindergarten to twelfth grade.



Rutherford B. Gaston Middle School, a new facility, is located at the corner of Church and Fig Avenues

Edison High School is located outside, but very proximate, to the Plan Area. Edison High School is spatially located within two districts, but belongs to Fresno Unified School District. Washington Union High School serves the Washington Unified District, but is located outside of the Plan Area and approximately four miles south of the Plan Area's southern edge. Near the freeway intersection of Highway 41 and Highway 99, the school district boundaries of Fresno Unified and Washington Unified alternate in the east-west and north-south directions. It is likely that many of this area's residents may live in close proximity of each other, but are assigned to different school districts, and thus attend different schools.

Existing Community Facilities

Among southwest Fresno's community facilities, churches are the most prevalent and can be found throughout the area (see Figure 3.8). The majority of these churches are located in Downtown and west of Highway 99, just outside of the Plan Area. Similarly, many other community facilities, including community centers, museums, and the regional medical center are located in Downtown. Two large churches of different faiths are located within the Plan Area: St. John Victory Fellowship Church and

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Fresno Westside Seventh-Day Adventist Church. A number of parks are located in the Plan Area. It should be noted that Hyde Park and the Regional Sports Complex are located on top of landfills; there are also several retention ponds that serve as parks. However, there is no central urban center for the whole region. A new health facility is located at the corner of Elm and Annadale Avenues, which serves the southwest Fresno community.

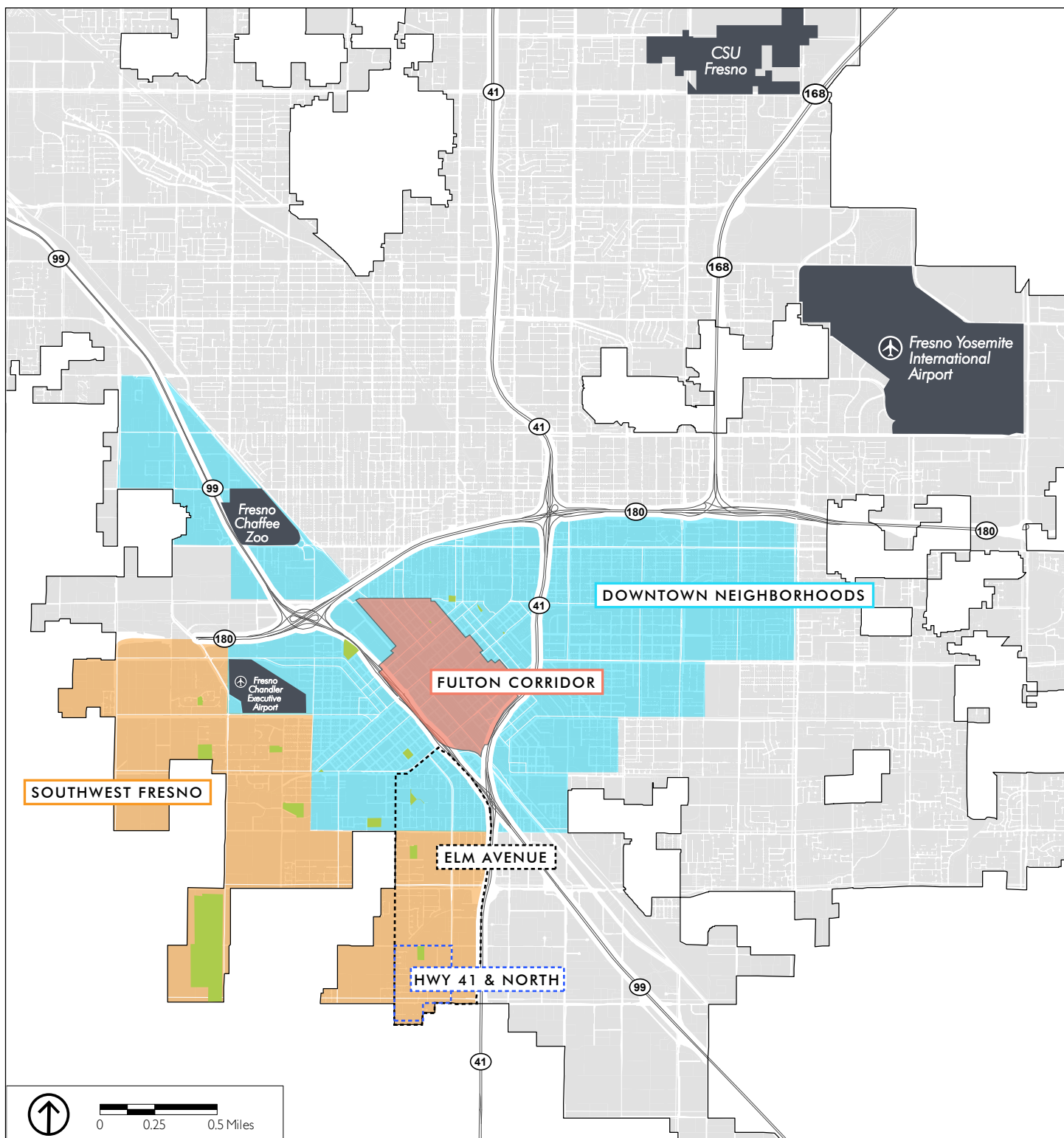










Figure 3.6 Surrounding Context Map

	Existing City Limits		Southwest Fresno Specific Plan Area		EPA Brown Field Elm Avenue Corridor Plan Area
	Existing Unincorporated/County Land		Downtown Neighborhoods Community Plan Area		Highway 41 & North Corridor Complete Streets Plan Area
	Existing Parks		Fulton Corridor Specific Plan Area		

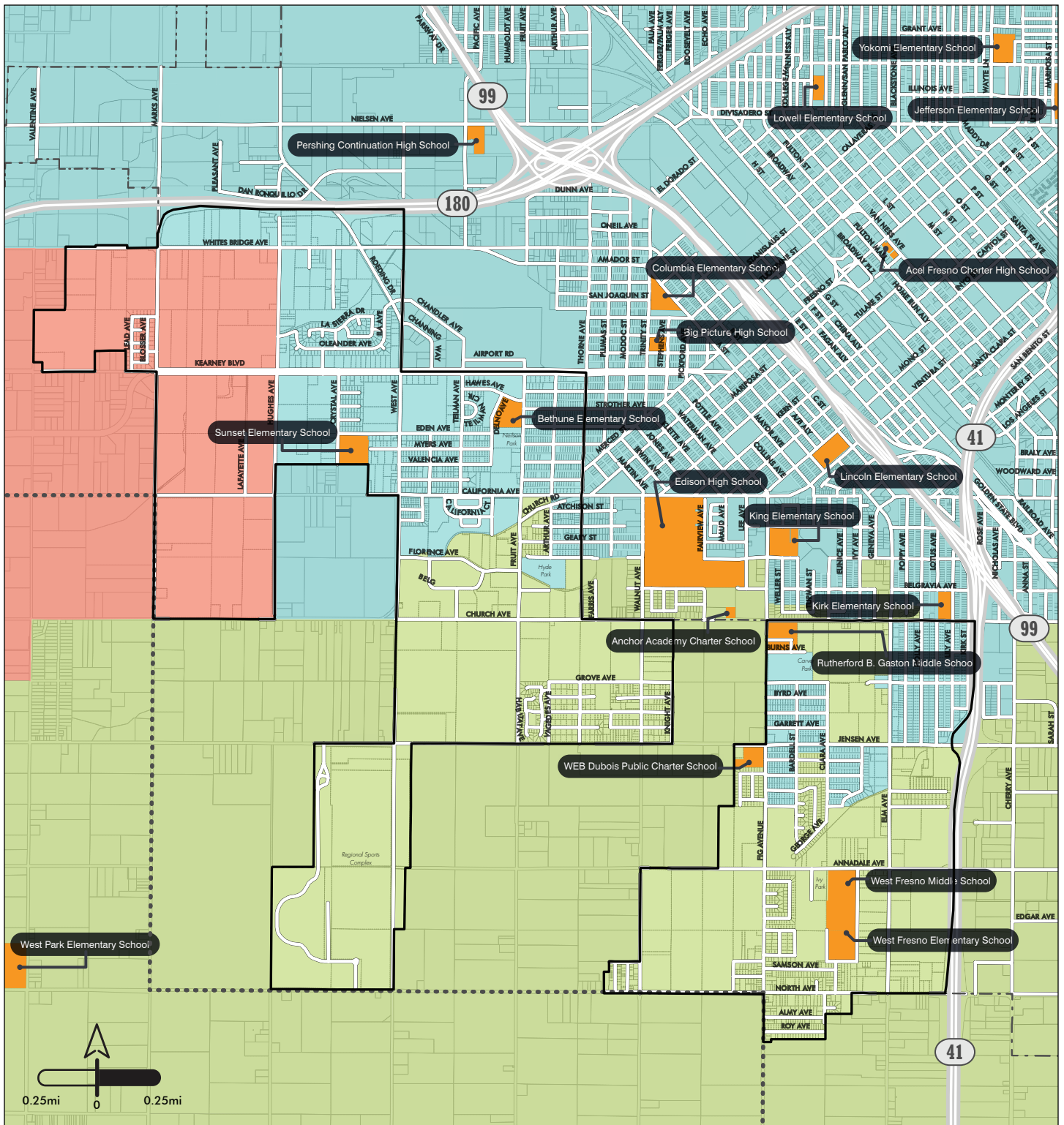


Figure 3.7 Schools and School Districts Map

- City Limit
 - Sphere of Influence
 - Plan Area
- EXISTING SCHOOLS AND SCHOOL DISTRICTS**
- Fresno Unified
 - Washington Unified
 - Central Unified
 - School

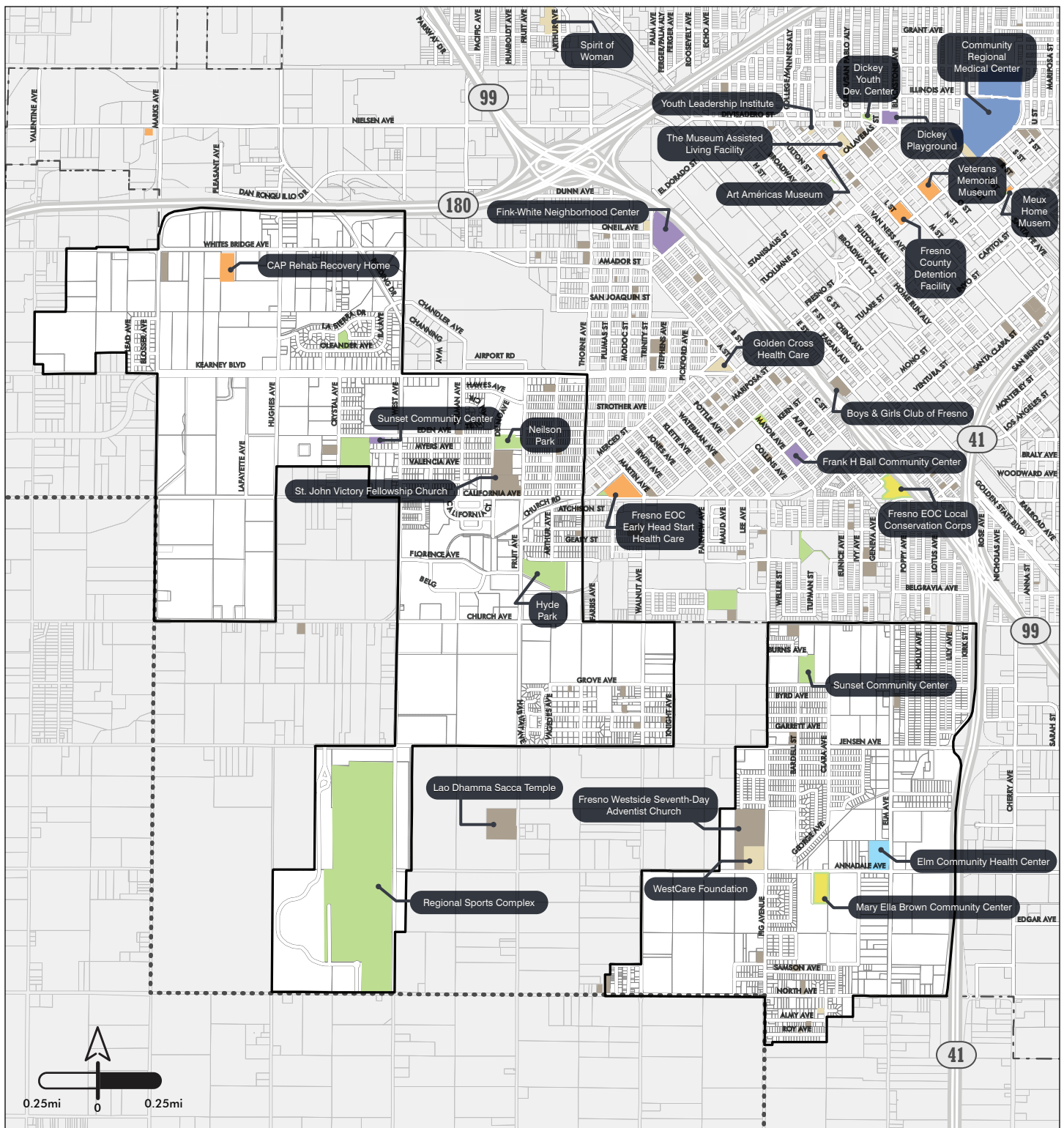


Figure 3.8 Community Facilities Map

- | | | | |
|---------------------------|-------------------------------|---------------------|---------------------------------|
| ----- City Limit | EXISTING COMMUNITY FACILITIES | | |
| Sphere of Influence | Church | Hospital | Public or Quasi-public Facility |
| —— Plan Area | Community Activity Center | Medical Center | Parks |
| | Convalescent Hospital | Neighborhood Center | |

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Existing and Planned Land Use

As depicted in Figure 3.9, land within the Plan Area is not clearly organized into distinct uses or patterns. Instead, there is a mixture of industrial, agricultural, commercial, and residential land uses throughout the Plan Area. Properties located at the eastern end of the Plan Area carry over the largely residential land use pattern found in Downtown, west of Highway 99. The pattern transitions into agricultural uses towards the western end of the Plan Area, closer to land outside the city limits within the City's Sphere of Influence and County-owned land. Pockets of commercial uses are scattered through the Plan Area.

Industrial uses, such as Foster Poultry Farms and Cargill, are located immediately adjacent to, or enclosed by, residential neighborhoods, which have led to incompatible uses and noise and air quality concerns. Additionally, there are vacant lands across the Plan Area.



Elm Community Health Center is a new asset in the southwest Fresno community

The recently updated General Plan devotes much attention to the Plan Area and calls for a more cohesive land use pattern (see Figure 3.10). The central theme for the Plan Area is to achieve what the General Plan defines as Complete Neighborhoods; in essence, neighborhoods that are self-sufficient, interconnected, and walkable. Planned land uses are envisioned to support new medium- and medium-low-density residential development adjacent to existing residential uses. New development is anticipated to be infill, served by local streets, centered by parks, multi-family housing, townhomes, and schools in hopes of building a network of Complete Neighborhoods. Major streets such as California Avenue are intended to support BRT in the future and include Complete Street systems that will accommodate Transit Villages along them.

Overall, the planned land use designations center on two key ideas: 1) create unique, self-sustaining neighborhoods that provide residents with day-to-day services, and 2) create strong commercial arteries with a healthy street network that feeds into neighborhoods.

Existing Zoning

Based on the City's Land Use Planning and Zoning Chapter of the Municipal Code (Chapter 12), the Plan Area falls within zoning districts in the residential, commercial, industrial, and open space land use categories. The following section provides a brief description of the specific zoning districts within each of these major land use categories (see Figure 3.11). It should be noted that Fresno's zoning will be updated through the adoption of the new Development Code in late 2015.

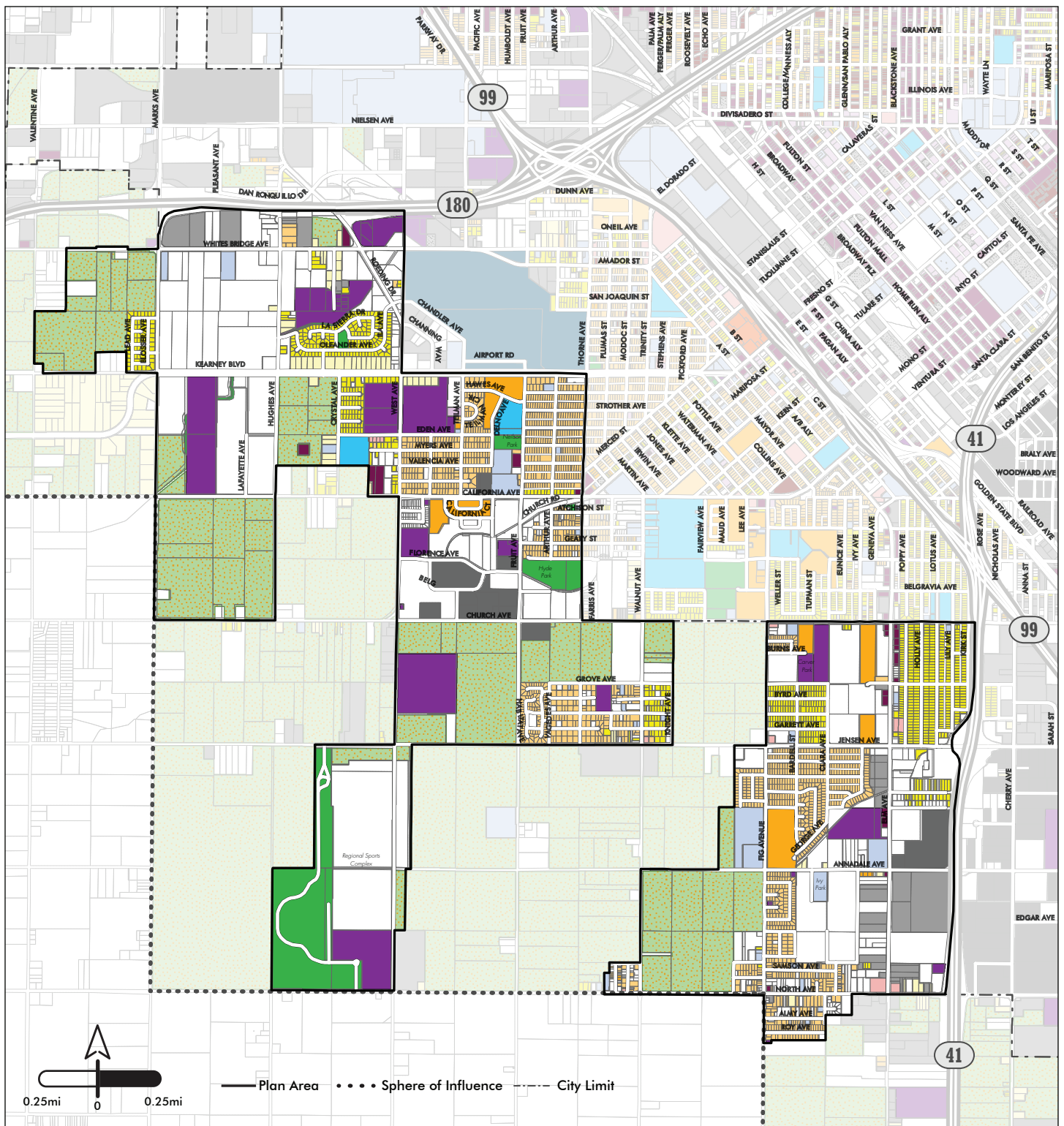


Figure 3.9 Existing Land Use Map

RESIDENTIAL

- Mobile Home Park
- Low Density
- Medium-low Density
- Medium Density
- Medium-high Density
- High Density

COMMERCIAL

- Neighborhood/Neighborhood Center
- Community/Neighborhood Limited
- Heavy/Regional
- Office
- Professional Services Office

INDUSTRIAL

- Light
- Heavy

- School
- Community Services/Institutional
- Agriculture
- Open Space/Park
- Airport
- Utility
- Parking
- Vacant

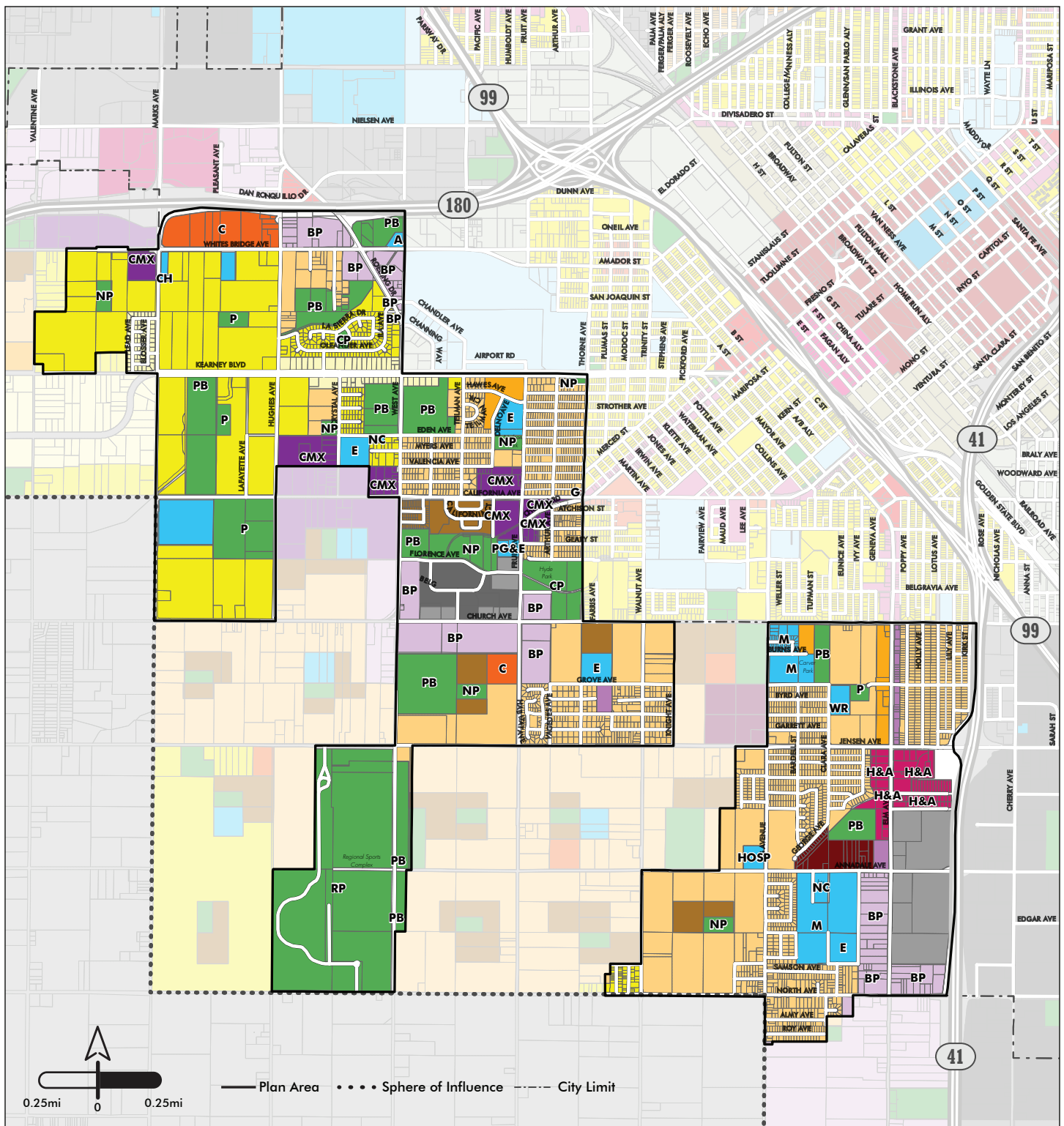


Figure 3.10 Planned Land Use Map

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Residential

1. **Districts AE-20—Exclusive Twenty-Acre Agricultural District and AE-5 AE-5—Exclusive Five-Acre Agricultural District.** These districts are intended exclusively for agriculture and for those uses which are necessary for agricultural operation. These districts have been created to protect the general welfare of the agricultural community from encroachments of non-regulated agricultural uses which by their nature would be injurious to the physical and economic well-being of the agricultural districts. With the exception of non-dwelling structures such as windmills, silos, water tanks and other accessory farm buildings, building height is not to exceed 35 feet. Non-farm accessory building height is not to exceed one story or 12 feet.
2. **R-A—Single Family Residential-Agricultural District.** This District is intended to provide for the development of single-family residential estate homes in a semi-rural environment. Lots in this District are required to be a minimum of 36,000 square feet, and cannot house more than one dwelling unit. Generally, building height is not to exceed 35 feet and accessory building height is not to exceed one story or 12 feet.
3. **R-1-A—Single Family Residential District.** This District is intended to provide for the development of single-family residential homes at urban standards. Lots in this District are required to be a minimum of 20,000 square feet, and cannot house more than one dwelling unit. Generally, building height is not to exceed 35 feet and accessory building height is not to exceed one story or 12 feet.
4. **R-1-B—Single Family Residential District.** This District is intended to allow development of single-family residential homes. Lots in this District are required to be a minimum of 12,500 square feet, and cannot house more than one dwelling unit. Generally, building height cannot exceed 35 feet and accessory building height is not to exceed one story or 12 feet.
5. **R-1-C—Single Family Residential District.** This District is intended to allow development of single-family residential homes. Lots in this District are required to be a minimum of 9,000 square feet, and cannot house more than one dwelling unit. Generally, building height cannot exceed 35 feet and accessory building height is not to exceed one story or 12 feet.
6. **R-1.—Single Family Residential District.** This District is intended to allow development of single-family residential homes. Lots in this District are required to be a minimum of 6,000 square feet, and cannot house more than one dwelling unit. Generally, building height is not to exceed 35 feet and accessory building heights cannot exceed one story or 12 feet.
7. **R-2-A—Low-Density Multiple Family Residential District.** This District is intended to allow development of low-density multi-family residential structures. Site planning and design must account for adequate air, light, privacy, safety, and insulation between buildings. Lots in this District must be a minimum of 6,000 square feet. Generally, building height cannot exceed 35 feet and accessory building height is not to exceed one story or 12 feet.
8. **R-2—Low Density Multiple Family Residential District.** This District is intended to allow development of low-density multi- family residential structures. Site planning and design must account for adequate air, light, privacy, safety, and insulation between buildings. Lots in this District must be a minimum of 6,600 square feet. Generally, building height cannot exceed 35 feet and accessory building heights are not to exceed one story or 12 feet.

LAND USE, URBAN DESIGN, & PLANNING CONTEXT

9. **R-3—Medium Density Multiple Family Residential District.** This District is intended to allow development of medium-density multi-family residential structures. Lots in this District must be a minimum of 7,500 square feet. Generally, building height is not to exceed 40 feet.

Commercial

1. **R-P—Residential and Professional Office District.** This District is intended to serve as a transition district between residential neighborhoods and commercial development. Generally, building height is not to exceed 30 feet.
2. **C-P—Administrative and Professional Office District.** This District is intended to provide for the development of an integrated professional district. The District also permits other uses, such as residential and commercial mixed-use projects, that support the District's professional office use. Generally, building height is not to exceed 35 feet.
3. **C-1—Neighborhood Shopping Center District.** This District is intended to serve as a planned unified shopping center for a neighborhood. Development is expected to be in concert with the residential pattern, avoiding any architectural and traffic conflicts. Generally, building height is not to exceed 35 feet.
4. **C-2—Community Shopping Center District.** This District is intended to serve as a shopping center for a community. Generally, building height is not to exceed 35 feet.
5. **C-5—General Commercial District.** This District is intended to serve as sites for the many lighter uses in the commercial classifications which are located in existing built-up areas too far scattered to perform the function of a compact neighborhood or community shopping center. Generally, building height is not to exceed 35 feet.
6. **C-6—Heavy Commercial District.** This District is intended to serve as sites for the many heavier uses in the Commercial classifications which are located in existing built-up areas too far scattered to perform the functions of the community or regional compact shopping centers. Generally, building height is not to exceed 35 feet.
7. **P—Off-Street Parking District.** This District is intended to provide for permanent parking areas. Generally, parking building/structure height is not to exceed 60 feet.

Industrial

1. **C-M—Commercial and Light Manufacturing District.** This District is intended to provide for retail and wholesale sales, light manufacturing and warehousing, distributing and storage, as well as foster a relationship between warehousing, distribution, and retail sales. Generally, buildings related to industrial uses cannot exceed 75 feet; building related to all other permitted, non-industrial uses cannot exceed 60 feet.
2. **M-1—Light Manufacturing District.** This District is intended to provide for the development of industrial uses, including fabrication, manufacturing, assembly, or processing of materials that are in already processed form. Industrial uses or activity cannot result in smoke, gas, odor, dust, sound, vibration, soot or lighting to any degree which might be obnoxious or offensive to persons residing in or conducting business in either this or any other district. Generally, building height in this District is not to exceed 60 feet.

LAND USE, URBAN DESIGN, & PLANNING CONTEXT

3. **M-3 (Heavy Industrial)—Heavy Industrial District.** This District is intended to provide for the establishment of industrial uses essential to the development of a balanced economic base. Generally, building height in this District is not to exceed 60 feet.

Open Space

1. **O—Open Space Conservation District.** This District is intended to provide for permanent open spaces in the community and to safeguard the health, safety and welfare of the people by limiting developments in areas where police and fire protection, protection against flooding by storm water and dangers from excessive erosion are not possible without excessive costs to the community. Building or structure height in this District cannot exceed one story or 35 feet, with the exception of public service structures, or buildings or structures that the Community Development Director determines are necessary for reasonable operation of permitted uses.

URBAN DESIGN CONTEXT

Existing Built Character

Initially agricultural land, southwest Fresno has gradually transitioned to house more residential, industrial and commercial uses sporadically. As a result, the built character of the housing, community buildings, and work places range in character and conditions. For the most part, they respond to a very suburban character with large areas of parking and significant setbacks.

Streetscape

Many of the major streets in the Plan Area (e.g., California, Fig, and Church Avenues) were designed and built to accommodate transportation of industrial and agricultural products. Because southwest Fresno was predominantly an area of farming, the roads allowed trucks to pass through and transport materials. Later on, large trucking businesses were introduced to the eastern side of the area. These streets cut through most of the established neighborhoods, with posted speeds of 45 MPH, and lead to agricultural areas. Most of the other local streets are also wide, and for the most part, provide on-street parking for the community. Sidewalks are narrow and offer little to no shade. In other cases, sidewalks are used as on-street parking for residents, or are nonexistent.



Existing streetscape is not ideal on many streets like in this residential neighborhood

Architecture

Most of the buildings in the Plan Area have been built between the 1950s and the 1990s. The prevalent architectural character for single-family homes is “American vernacular,” with altered Craftsman bungalows, modest Minimal Traditional, Mid-Century Modern, and contemporary tract homes, and mostly consists of one-story housing. Toward the center of the Plan Area, there are a few examples of older homes, which have been remodeled over time and thus lost their character.

LAND USE, URBAN DESIGN, & PLANNING CONTEXT

Landscape and Natural Character

In general, there is a lack of tree cover on the streets that run north-south in the Plan Area. There is better landscaping on streets that run east-west like Kearney Boulevard, California Avenue, and smaller residential streets. The topography of the entire Plan Area is flat, excluding Hyde Park.

Projects Underway

In addition to the ongoing planning efforts in the Highway 41 and North Corridor plan area and the potential catalyst sites noted within the Elm Avenue plan area, there have been a number of permits for entitlement issued within the Southwest Plan Area over the last five years. One site in particular, located on the northwest corner of Jensen Avenue and Fig Avenue, which sits just outside the Southwest Specific Plan Area has been identified as a potential site for retail development.



Hyde Park provides steeper topography in an otherwise flat landscape

3.4 SUMMARY OF KEY FINDINGS

3.4.1 ISSUES

- **Disparate Land Uses.** The Plan Area is made up of a variety of land uses that closely neighbor each other. Many pockets of residential land uses are adjacent to vacant land, agriculture, and/or industrial uses. Open space/park uses are lacking within the Plan Area with the exception of the large Regional Sports Complex. However, this facility is located further from residential uses and lacks connection.
- **Inconsistent Tree Coverage.** There is more adequate tree coverage along streets that run east-west and less on streets that run north-south. Mature trees can generally be found on older residential streets, while young trees are found along arterials such as parts of Kearney Boulevard and California Avenue.
- **Incompatible Industrial Uses.** The cluster of industrial land uses in close proximity to established neighborhoods has caused health and compatibility concerns. Discussions are underway about the possibility of relocating industrial facilities outside of the Plan Area.



Mature trees provide tree coverage in residential neighborhoods

LAND USE, URBAN DESIGN, & PLANNING CONTEXT

3.4.2 OPPORTUNITIES

Distinct Character Zones. Although the Plan Area varies in character, the southwest can be categorized into four loose zones: (1) Agricultural Residential; (2) Historic Core; (3) Mixed-use; and (4) Recreation (see Figure 3.12). Surrounding uses from the broader region influence the character of these zones.

Agricultural land uses in the northwest corner of the Plan Area create a mix of residential housing and farmland. There are more established residential neighborhoods in the Historic Core than the other quadrants because of the quadrant's clear proximity to Downtown. The Mixed-use zone is home to a wide range of uses and could be a prime opportunity for new regional retail and employment to better utilize

large parcels with industrial buildings and warehouses. The Recreation zone provides the City and the southwest area much-needed recreational fields. Each zone is described in more detail as follows.

- **Agricultural Residential Zone.** The Agricultural Residential zone is defined by the historic Kearney Avenue promenade, the established residential neighborhood, and an organic farm that interfaces with the surrounding uses along the street edge. The zone is bisected by three 40-acre sites, also known as Mission Ranch, that run north-south. These parcels are commonly referred to as Mission Ranch and are currently used for almond farming, and may be developed into new housing in the future. To the west of the parcels is a new high-end residential community and to the east, established residential communities. Kearney Boulevard, a picturesque, tree-lined, and historic avenue, runs east-west through the center of the quadrant. There are views along Kearney Boulevard as well as to the north at the intersection of Marks Avenue and Highway 180. These physical features bring opportunities for potential retail and residential development along Whitesbridge Avenue to take advantage of the freeway access, views, and picturesque quality of the quadrant.
- **Historic Core Zone.** The Historic Core zone is made up of mostly residential neighborhoods organized in a grid-style pattern. Both Kearney Boulevard and Fresno Chandler Executive, a small historic airport, frame the north edge of the quadrant. There are views from Hyde Park toward Kearney Boulevard and Downtown. Within the residential neighborhoods, there are some undeveloped parcels that could be opportunities for potential infill development. Given the zone's proximity to and influence from Downtown, there are many opportunities for revitalization. Many of these potential sites are centralized around Hyde Park to take advantage of the existing views.



Large parcels dedicated to farming are located in the Agricultural Residential Zone



Fresno Chandler Executive Airport is a small historic airport adjacent to the Historic Core Zone

LAND USE, URBAN DESIGN, & PLANNING CONTEXT

- **Mixed-use Zone.** The Mixed-use zone is characterized by a variety of land uses, including residential, industrial, agricultural, and vacant parcels. Established residential housing runs north-south of the zone. To the zone's west is farmland and to its east are warehouses. Highway 41 also runs along the eastern edge of the quadrant and provides two highway intersection off-ramps to the area that provide close accessibility to regional employment. Given the zone's proximity to large box employment center to the east, rural communities to the south of the city limits, as well as the easy highway access, it has significant opportunity for regional retail. Potential development sites are located along Elm Avenue between the residential and industrial uses and also clustered around the southern Highway 41 intersection.



Elm Avenue provides long views to Downtown Fresno

- **Recreation Zone.** The Recreation zone is the smallest of the four zones. It is separated from the rest of the zones and City property and is surrounded by large parcels of farmland on the south, west, and east sides and smaller parcels of farmland to the north and northwest. The zone is mainly made up of the Regional Sports Complex facility and large vast fields. The curved streets surrounding the recreation facility are tree-lined. At the north edge of the zone, there are many long views to downtown. There are opportunities to better connect the zone to the surrounding neighborhoods with pedestrian and bicycle facilities, and transit service.



Fresno's Regional Sports Complex is surrounded by vast fields

LAND USE, URBAN DESIGN, & PLANNING CONTEXT