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# KINGS CANYON CORRIDOR **TOD** STUDY

## EXISTING CONDITIONS ATLAS







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# 01. Introduction

## OVERVIEW

This Existing Conditions Atlas provides a summary of baseline information on existing conditions, opportunities, and constraints in the Kings Canyon Corridor. This information provides a base of understanding about the corridor and helps frame subsequent analysis of transit-oriented development (TOD) opportunities along the corridor. This atlas includes information on the location, boundary, intent, and objectives of the study. It includes an overview of the demographic and economic characteristics of the corridor, the mobility conditions, existing and adopted land use and zoning for the corridor, and urban design patterns, and it highlights the influence these elements have on potential TOD development. To support the exiting conditions analysis, a full market analysis and transit benefits assessment have been performed under separate cover and are appended to this report.

This Existing Conditions Atlas may be used to:

- Engage with community partners, businesses, residents, and stakeholders in early conversations and through a first workshop dedicated to a discussion and exploration of the existing conditions of the corridor.
- Serve as a baseline of information and a valuable reference during the planning process and in formation of the planning study.
- Identify opportunities, constraints, regulatory and policy frameworks, and candidate station areas for further evaluation.
- Uncover and celebrate the unique and special characteristics of the corridor and its culture.

This atlas may be used as a reference document throughout the Kings Canyon Corridor TOD Study process.





# STUDY PURPOSE & PROCESS

The primary purpose of the Kings Canyon Corridor TOD Connectivity Study (KCCTOD) is to support transit-oriented development with a mix of uses and intensities along the Ventura/ Kings Canyon High Frequency Transit Corridor ('Q' Line) and to fulfill the Fresno General Plan goals of Smart Growth and Infill Development along the city's main mixed-use corridors. A primary goal of planning efforts for the Kings Canyon Corridor is to ensure the long-term prosperity and growth of the corridor as the city embraces a new direction for retail experiences, housing, mixed-use development, and active transportation. That future includes greater opportunities for multi-modal mobility, strategies for accommodation of automated and ride share vehicles, scooters and other types of private vehicles, and better pedestrian and bicycle infrastructure and environments. It also includes opportunities for affordable housing and mixed-use development as the corridor and surrounding areas transform in the next decade.

This study provides an opportunity to detail and demonstrate what mixed-use development in the corridor looks like and how it works. This effort is grounded in a sound understanding of the economic and market feasibility of different development types and scenarios. Ultimately, the KCCTOD study will help summarize the various plans and studies done for the area into one cohesive and consistent vision that business and landowners, residents, city leaders and other stakeholders can get behind as the city grows. This planning effort will evaluate and demonstrate the viability of such development along the corridor.

The three primary objectives of the Kings Canyon Corridor TOD Connectivity Study are to:

- 1. Identify which "Q Line" stops along the Ventura/Kings Canyon Corridor have the greatest near-term market potential for compact, higher-density mixed-use development.
- 2. Develop Station Area Plans for the top two stations with the greatest near-term market potential.
- 3. Develop a standardized TOD implementation framework, or station area "template", that can be applied to Corridor/Center Mixed-Used (CMX) and Neighborhood Mixed-Use (NMX) zoned properties along High Frequency Transit Corridors to maximize connections and catalyze future infill development around the City's existing stations.

The project milestones are shown in Figure 2 below.



Figure 2: Project Timeline

# LOCATION & PLANNING BOUNDARIES

The KCCTOD Study encompasses an area of approximately 2,835 acres across a 4.5-mile length of the Ventura/ Kings Canyon corridor. The boundary of the study area is shown in Figures 1 below and Figure 3 on the following page and stretches roughly from CA-41 highway to the west, S. Argyle Ave. to the east, E. Tulare Ave. to the north, and E. Butler Ave. to the south. While the planning efforts will focus on the Ventura/ Kings Canyon corridor, the planning area extends approximately one-half mile north and south to capture a half-mile walking distance from the Q line stations on the corridor (a conventional measurement of distance for transit-oriented development and transit-priority areas as defined by the State of California).

The study area is in Southeast Fresno, within Council District 5 and 7, and includes unincorporated Fresno County property and property owned by the State of California (Fresno Fairgrounds). The corridor traverses the Downtown Community Plan and Roosevelt Community Plan areas and the Butler/Willow Specific Plan area. It also includes the entirety of Huntington Blvd.

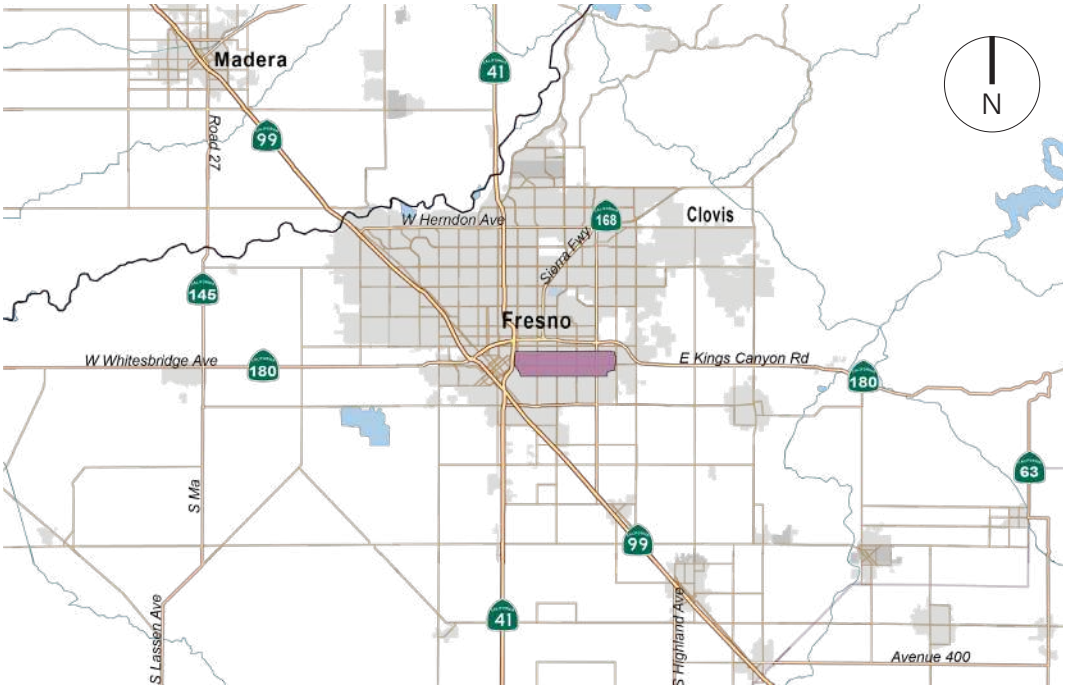


Figure 1: Project Location

URBAN AREA      STUDY AREA

TOD

**Transit-Oriented Development (TOD)** is a type of development that promotes healthy and active lifestyles by increasing housing options, safety, walkability, and accessibility near transit. These benefits lead to increased economic opportunity and help reduce environmental harm.





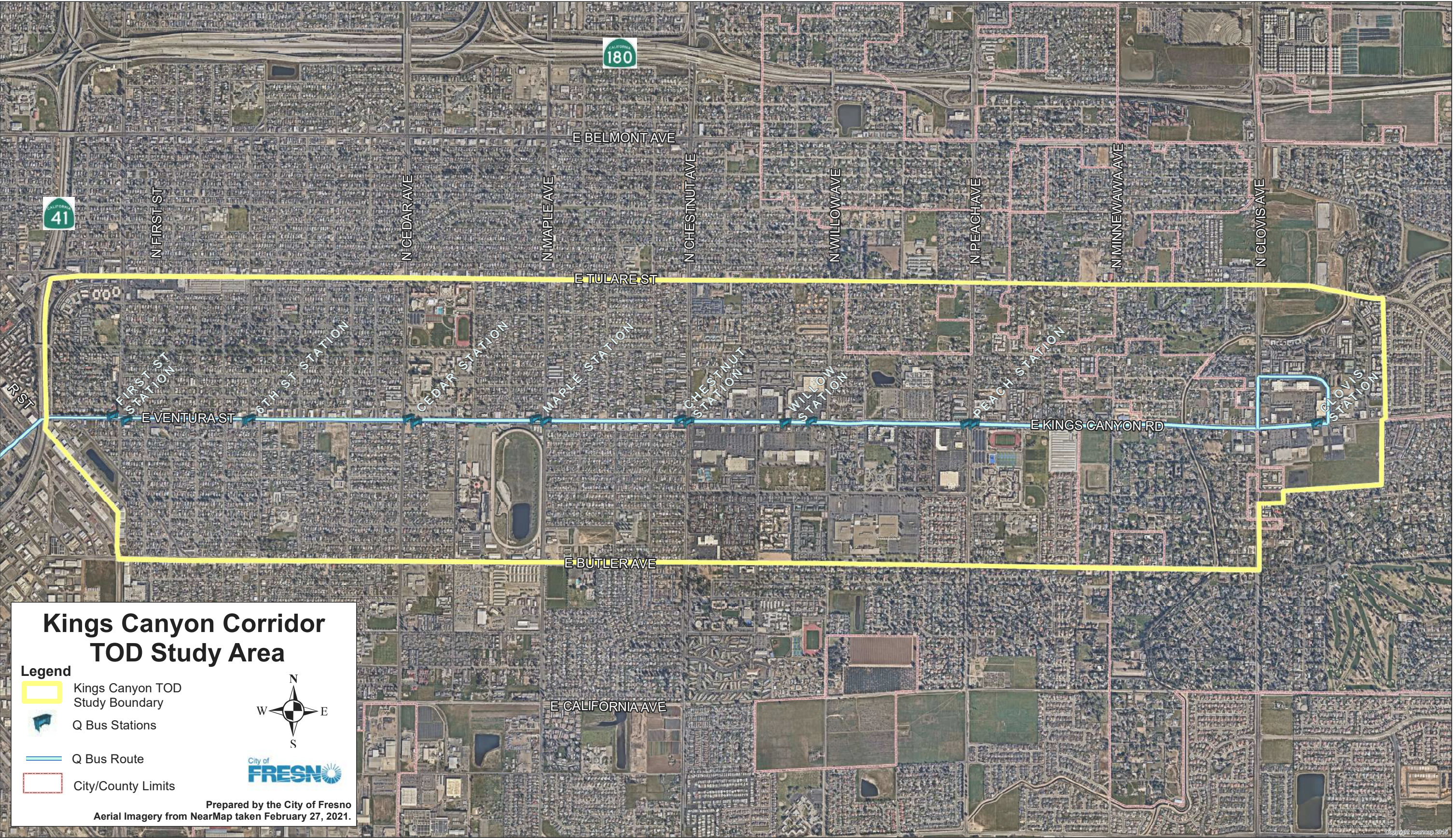


Figure 3: Project Study Area





## 02. Existing Plans, Policies & Projects

Various plans, studies, policies, and regulations exist for the area, and the KCCTOD Study will build on this past work, with a focus on implementation. The following represent a selection of major plans and projects related to the study area:

### GENERAL PLAN

The City of Fresno adopted a General Plan in 2014 that sets out to shift emphasis from a city dominated by suburban growth to one that also promotes increased urban development in the form of neighborhood infill and revitalization of primary transportation corridors in the city. In order to conserve valuable farmland at the fringe and maximize existing infrastructure and resources, the Plan calls for efficient infill development, revitalization of existing neighborhoods and Downtown, transit-oriented development along major corridors in the city, and the building of complete neighborhoods. The Plan identifies two key implementation measures that would stimulate the desired infill development: the installation of a Bus Rapid Transit (BRT) system and more flexible mixed-use development standards. BRT services and complimentary land uses on key corridors are vital to achieving the Plan's goals.

The Ventura/Kings Canyon Corridor (Corridor) offers many opportunities for mixed-use development on both under-utilized properties and vacant land. The corridor has long been a key east-west circulation spine and a critical piece of the City's reinvestment strategy. The corridor is envisioned in the General Plan as a mixed-use corridor with a "Main Street" character for the segment west of Chestnut, and with multi-family housing integrated into commercial centers at key one-mile and half-mile nodes along the corridor.

### DOWNTOWN NEIGHBORHOODS COMMUNITY PLAN

The Downtown Neighborhoods Community Plan was adopted in 2016 and establishes a bold vision for the revitalization and future growth of Fresno's Downtown Neighborhoods. The plan encompasses 7,290 acres of the city and delineates seven planning areas or neighborhoods. The Southeast planning area of the Downtown Plan extends into roughly half of the project study area, from CA-41 to Chestnut Ave. The Downtown Plan and Development Code envision a shift from suburban sprawl development to reinvestment in the center of the city. Primary goals of the plan include revitalizing urban neighborhoods through quality design, walkable and pedestrian-friendly streets that support a multi-modal transportation network and increased access to transit, and better access to parks, open space, health, education, and social services. The plan calls for attracting investment to the area, supporting businesses and entrepreneurship, and creating and retaining jobs. This is achieved through public investment that supports and attracts private investment, solid partnerships that create change, and civic participation. The plan also provides specific guidance on mixed-use design, streetscape design, transportation facilities and landscape standards for the Ventura/Kings Canyon corridor.

### ROOSEVELT COMMUNITY PLAN

In 1992, the City of Fresno adopted the Roosevelt Community Plan. The plan area is named after Roosevelt High School, which is located in the area at

S. Cedar Ave. and E. Tulare Ave. While it is almost three decades old, the plan's goals to support a balanced, revitalized, mixed-use community that celebrates its ethnic and racial diversity are consistent with the current General Plan and zoning direction for the area.

### VENTURA/ KINGS CANYON COMPLETE STREETS PLAN

Concurrent with the adoption of the General Plan, a streetscape revitalization strategy was developed with community stakeholders and summarized in the Ventura/ Kings Canyon Complete Streets Plan. This plan is rich with concepts and implementation tools for revitalization of the public realm along the corridor. Since adoption of the plan, the city launched its first High Frequency Transit line, known as "the Q." Together, these past efforts establish a solid groundwork for a multi-modal corridor primed for new development.

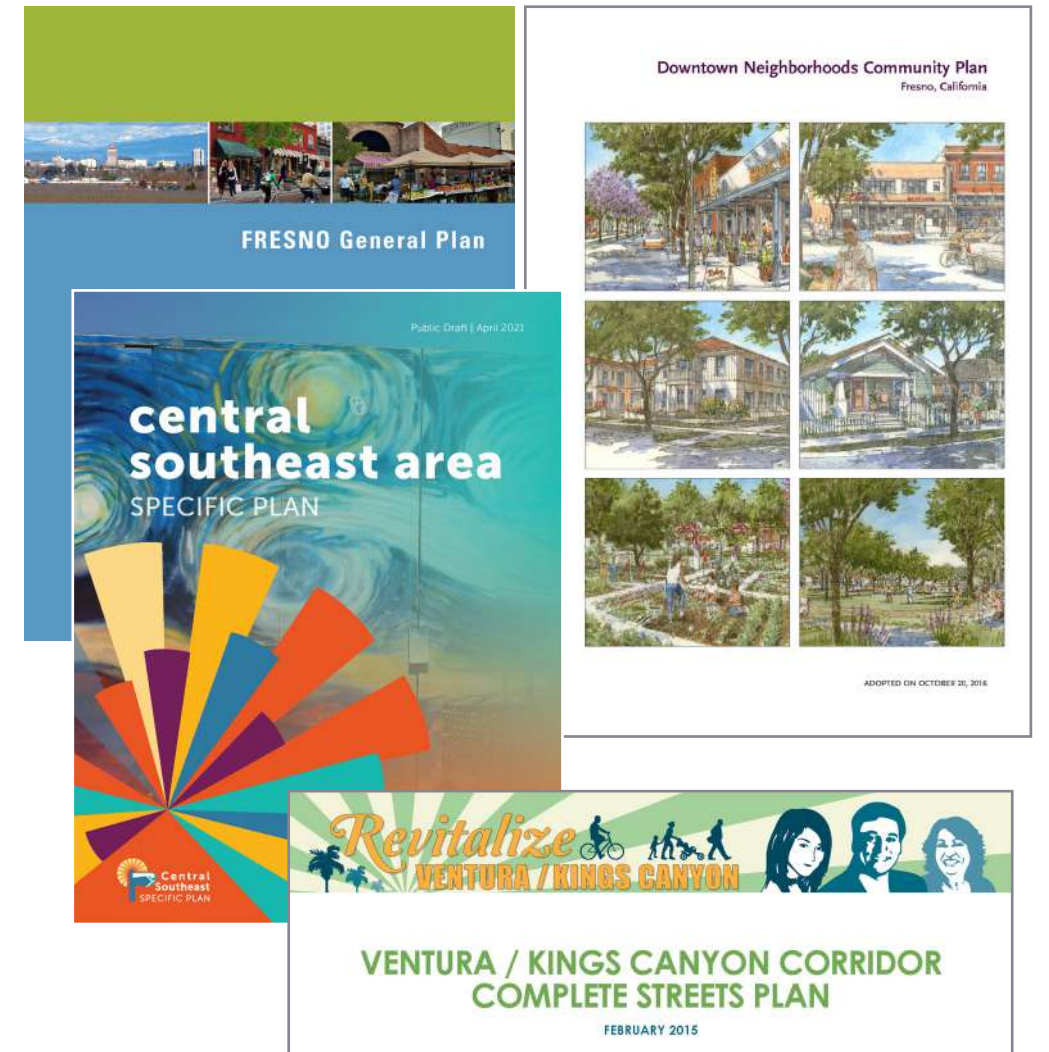
### CENTRAL SOUTHEAST AREA SPECIFIC PLAN

The Central Southeast Specific Plan will be a long-range planning document that provides a vision for growth and development in the community over the next 20- to 30-years. The Specific Plan will address a wide range of topics, including affordable housing, jobs and economic development, transportation, parks and open space, and a healthy environment. The plan traverses the study area from S. Orange Ave. to S. Peach Ave. It will include recommendations to revitalize key commercial corridors such as the Ventura/ Kings Canyon Corridor. A public review draft was released in April 2021 and includes development concepts for areas along the KCCTOD corridor, such as a senior housing, wellness, and activity center at the former UMC Hospital site and an international shopping and entertainment center at the Asian Village.

### THE 'Q' AND TRANSIT-ORIENTED DEVELOPMENT

Over the last 10 years, the City of Fresno has completed planning documents, grant applications and capital improvements to transform the city into one of the region's most attractive communities for private investment. In its first year of full service, the Q generated over 2 million passenger trips and increased ridership across the entire FAX bus system by almost 10 percent. The \$50 million state-of-the-art High Frequency Transit investment has begun to reinvigorate the Blackstone and Ventura/Kings Canyon travel corridors and has set the stage for future Transit-Oriented Development on the parcels along the route - many of which are underutilized and contain significant potential for a mixture of land uses and community amenities.

As ground-breaking as the new service is for the Fresno area, by itself, the Q does not achieve the City's broader TOD goals. While the transit infrastructure provides the "T" in Transit Oriented Development, the next step is to develop a set of systematic road maps, or station area plans, for two specific stations along the Corridor that can be replicated and generally applied to other stations along other the corridors within the city. The station area plans will provide specific guidance and standards for development in the ¼ to ½ mile geographic areas immediately surrounding the transit stations and would help catalyze near-term and longer-term investment in the Corridor. Achieving high-density, mixed-use, walkable development oriented toward the stations will maximize the federal, state, and local investments already



made in the transit system, creating additional demand for this high-quality transit service and helping the City reach its broader goals of building more livable, sustainable, and economically diverse communities.

### OTHER RELEVANT DOCUMENTS AND PROJECTS

Other documents and projects that inform the KCCTOD area include the Citywide Development Code, Parks Master Plan, Fresno Active Transportation Plan, Complete Streets Policy, Huntington Blvd. Historic District, Butler/ Willow Specific Plan, and recent and proposed development projects, such as:

- Fresno Unified School District Project on 10th and Ventura
- Fresno Pacific University construction projects
- Las Palmas de Sal Gonzales Apartments
- Fancher Creek Development





# 03. Demographic & Economic Overview

## POPULATION CHARACTERISTICS

The Kings Canyon Corridor has a population of approximately 36,000 residents. Figures 4 and 5 show a summary comparison of demographics in the area alongside citywide figures. The study area’s population represents 7% of the City of Fresno’s population. While the city’s population has been growing at a steady pace, population has declined along the King’s Canyon Corridor and is anticipated to have only a modest growth in the coming years (with an additional 249 residents expected by year 2026). People in the area are younger and more diverse than the city as a whole. 72% of residents are Hispanic and almost 12% Asian, with a strong Hmong community evident in businesses and organizations in the area. A strong African American community exists within the Central Southeast area of the city and directly south of the corridor. The population is made up of front-line workers who make significantly less income than the rest of Fresno, with an average household income of \$46,341 per year compared to an average of \$72,605 citywide. In contrast to the entire City of Fresno, over two-thirds of the households in the Corridor are renters.

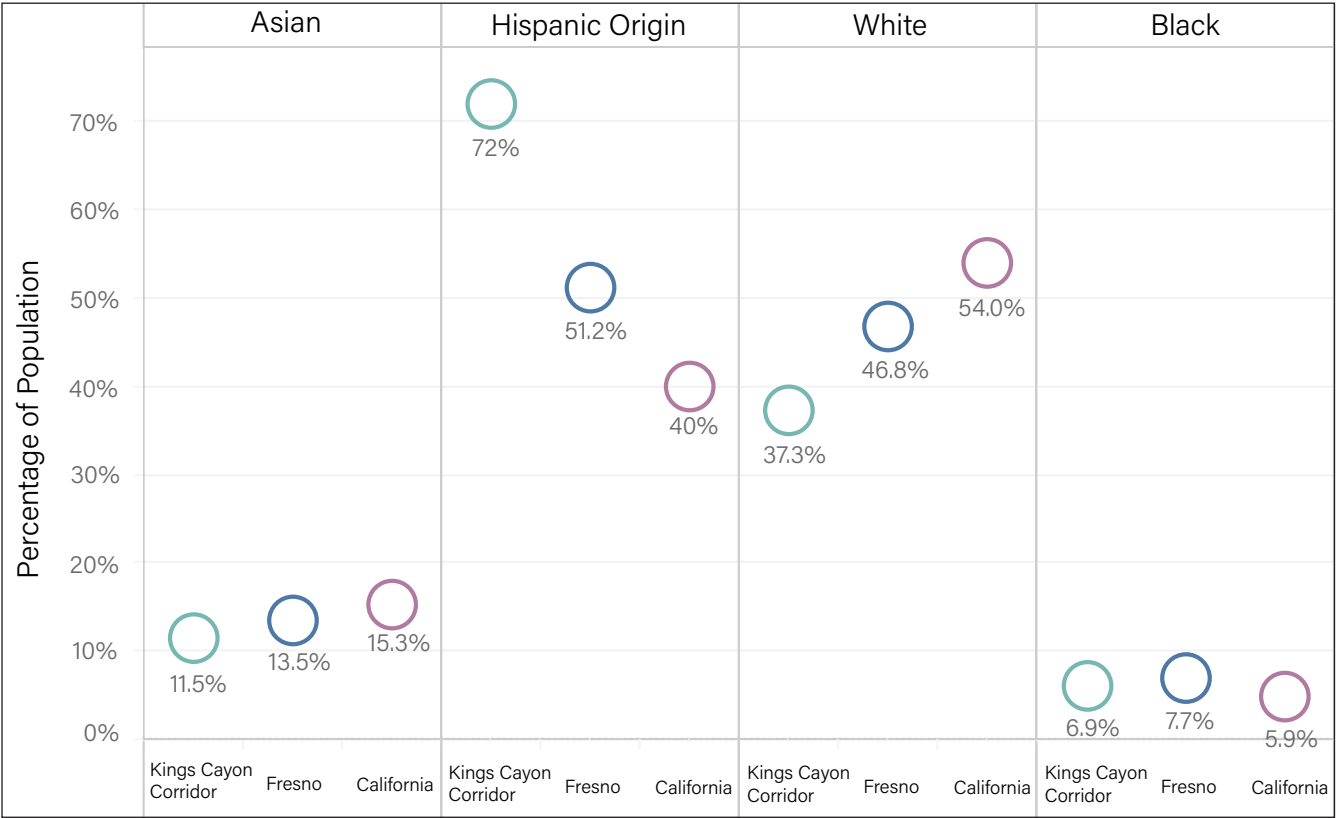


Figure 4: Ethnic & Racial Distribution

## EMPLOYMENT CHARACTERISTICS

The corridor is a jobs-center, accounting for 9% of the City's jobs compared with 7% of the City's population. Health Services is the dominant job sector within the corridor, accounting for over 60% of all jobs. It is followed by retail with 17% of the jobs. Figure 6 provides an employment profile of the corridor and Figure 7 shows the locations and types of businesses in the area. Businesses are largely concentrated along the corridor and at key commercial nodes and intersections in the area, such as Kings Canyon and Clovis.

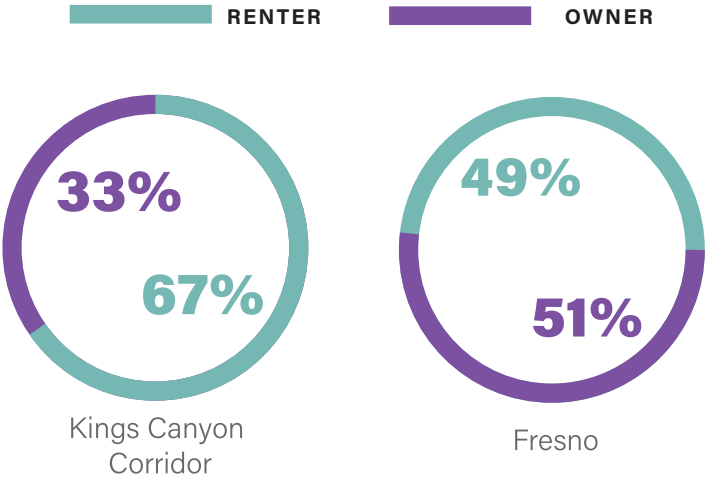
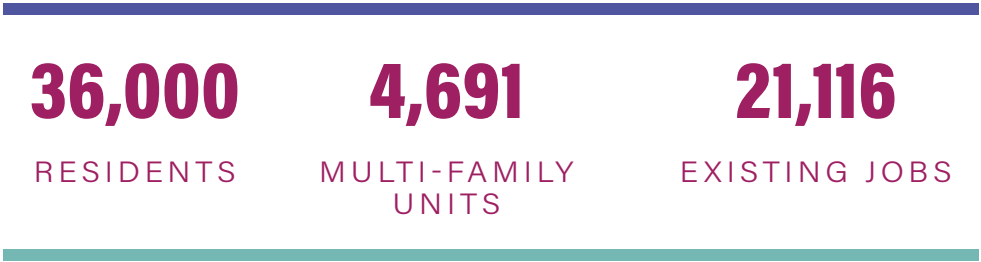


Figure 5: Tenancy  
Data Source: Esri

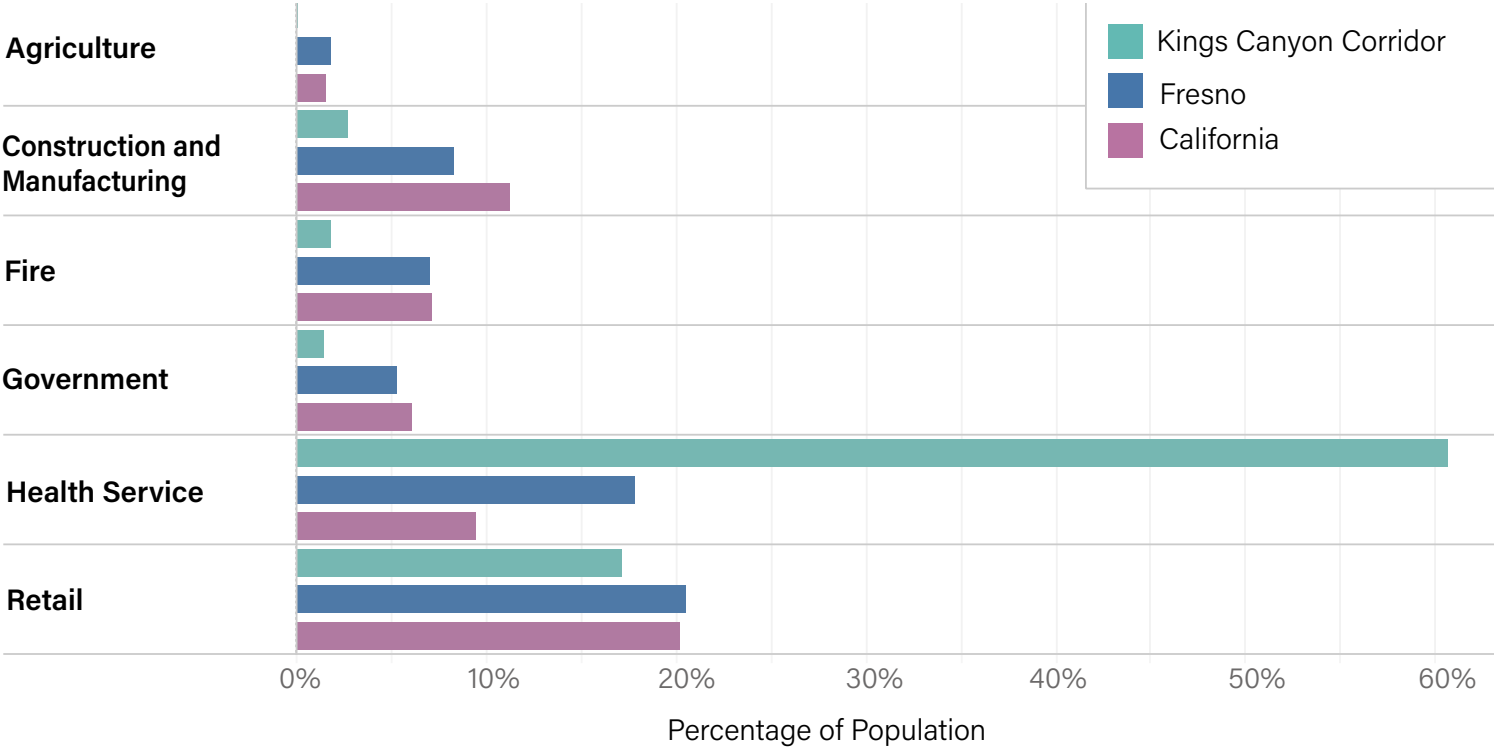
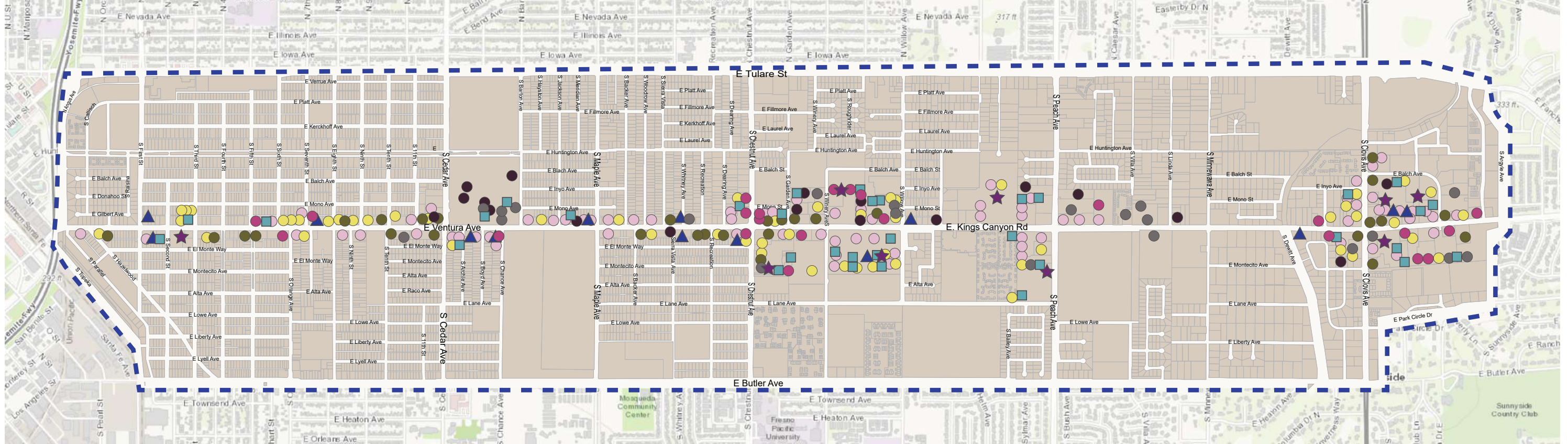


Figure 6: Employment





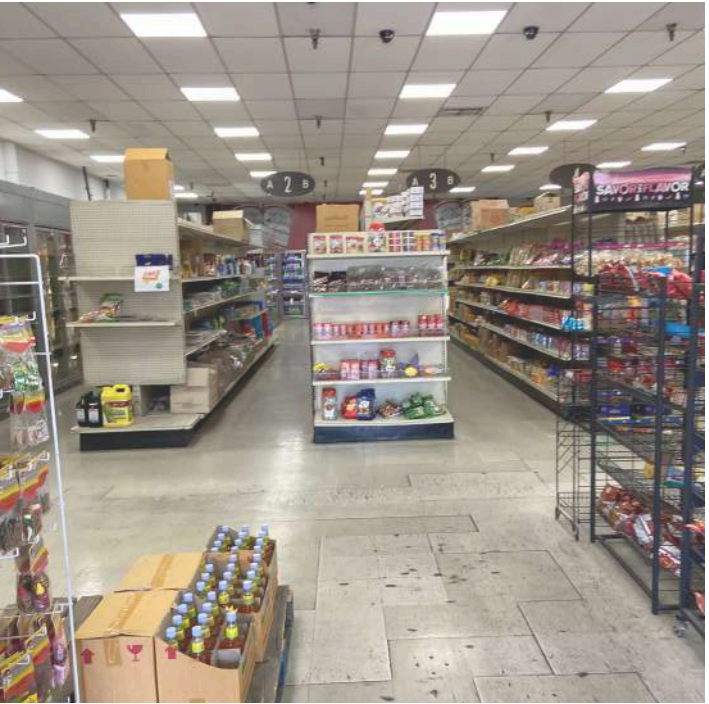
**Figure 7: Businesses**

Data Source: City of Fresno

0 660' 1/4 mile 1/2 mile

N

- Food Services
- Grocery Store
- Retail
- Vehicle Services
- Medical Care Services
- Personal Services
- Other
- Financial Services

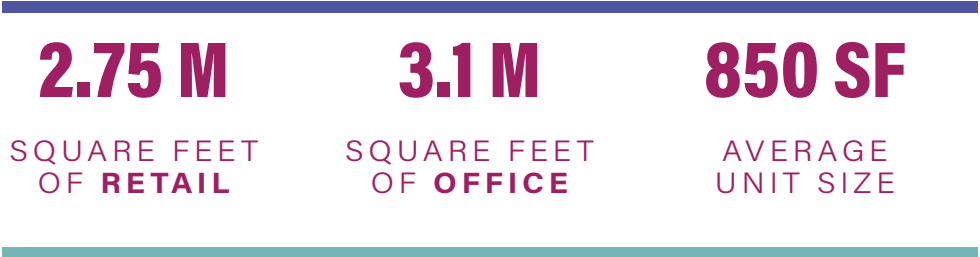


Businesses along the corridor provide a diversity of services and include restaurants, computer and electronics repair, and independent grocery stores.



MULTIFAMILY RESIDENTIAL CONDITIONS

There are approximately 4,691 multifamily residential units within the corridor, which represents 8% of multifamily units throughout Fresno. The highest density of units exists within ½ mile of the Chestnut Avenue “Q” station, followed closely by density surrounding the Willow Ave. station. Rental rates are lower than the citywide average and typically range from \$850 to \$900 per month, with an average unit size of approximately 850 square feet. While the properties are generally older, the vacancy rates generally range within 2% to 4% and do not exceed 4.8%. A majority of multifamily units are 20 years or older with limited residential development in recent years. The most recent project is the development of 135 affordable senior apartments between Willow and Peach Avenues. A significant new development is the 36 new market rate townhomes that are currently under construction on East Butler Avenue between Chester and Willow and scheduled for a 2022 opening.



RETAIL CONDITIONS

There is approximately 2,755,000 square feet of retail space within the corridor, which accounts for 8% of the City’s total retail space. The highest concentration of retail space is located around the Willow Avenue station, followed closely by the Chestnut Avenue Station. This is very similar to the pattern of concentration of multifamily development. Anchor businesses include Walmart , Home Depot, WinCo Foods, Big 5 Sporting Goods, and a 99 Cent store. On Average, spaces are 30 years old and rents typically range from \$15 to \$20 per square foot on an annual basis. While the retail space is older, most of the space is occupied with the vacancies typically in the 3% range. The two most noted recent events are: 1) the recent sale of Kings Canyon Pavilion and the new owner’s intent to bring in new tenants, including Dutch Bros. Coffee and a fast food chicken restaurant; and 2) the pending new development of a large commercial center north of the Clovis Station. The Kings Canyon Pavilion is located between the Chestnut and Willow Avenue Stations. Brokers noted that Clovis is the most active retail location and is anticipated to continue to dominate new development with the future completion of the large power center. Retail surrounding the western stations of R Street, First Street and 6th Street are largely free-standing stores.

Retail space within the corridor serves a much broader customer base than corridor residents. Sales exceed local demand by \$361 million per year. While there are some categories of leakage, the dominant leakage category is motor vehicles, which is not a likely opportunity for the corridor as the demand is met by dealers located elsewhere in Fresno. The leakage analysis indicates that there may be opportunities for clothing stores, home furnishing stores, and electronics/appliance stores.

OFFICE CONDITIONS

The corridor has approximately 3.1 million square feet of office space, representing 13% of the citywide inventory. Similar to the multifamily residential and retail markets, the corridor’s office space is relatively older than the city average, rents are lower, and vacancy rates are less. The largest concentration of office space on the corridor is located surrounding the R Street station, with over 1.8 million square feet of space, which is consistent with the station’s downtown Fresno location. Major businesses include: Fresno City Hall, the Community Regional Medical Center, the US Citizen and Immigration center, and Fresno County offices. Office rental rates surrounding the R Street station are in the \$18 to \$19 per square foot range and vacancy stands at 4%. New construction includes a 67,000 square foot building completed in 2020 between the R Street and First Street stations at 700 P Street.

While the Willow Street station with 592,000 square feet of space technically has the second highest concentration of office space, 532,000 square feet of its space consists of the Internal Revenue Service Building, which closed in September. Approximately 3,000 employees were located at the IRS building and the future of the building is not known at this time.

The third largest concentration of office space is located around the First Street station, totaling over 400,000 square feet. Office space is limited at the remaining seven stations, ranging from 3,500 square feet around the Cedar Avenue station to 100,000 square feet around the Clovis Avenue Station. Brokers who were interviewed by KMA did not express confidence in the corridor’s ability to capture significant new office space.



A clustering of office space exists on the westernmost end of the corridor.

MARKET CONDITIONS & DEVELOPMENT OPPORTUNITIES

Based on the employment projections prepared by Applied Development Economics for Fresno's sphere of influence, Keyser Marston Associates (KMA) prepared employment projections for the Kings Canyon Transit Corridor, which are provided in a Summary of Real Estate Conditions and Opportunities Report (See Appendix A for more detail). As shown in the KMA report, it is estimated that an additional 2,791 new jobs will be created within the Corridor by 2035. Health services is the leading sector with an additional 1,595 new jobs, followed by retail trade with 530 new jobs, and transportation/ logistics with 127 new jobs. Based on current industry employment densities, this job growth would translate into a need for approximately 550,000 square feet of new non-residential development, led by 168,000 square feet of new space for health services, 167,300 square feet of new retail space, and 80,300 new square feet of logistics space. This, coupled with a high demand for affordable housing and several vacant and underutilized properties in the area indicates that development potential does exist along the Kings Canyon Corridor.

Multifamily Residential

Based on the KMA Report, it is estimated that there is modest opportunity for new residential development, totaling approximately 226 units based on projected population growth. This demand estimate is likely to be understated because it does not account for the consideration that the housing stock is old and, in some cases, in need of replacement. Moreover, given the income levels of residents, there is a tremendous need for new affordable housing to serve existing residents. The highest rental rates on the corridor approximate \$940 per month, or \$1.11 per square foot. These rates are insufficient to support the cost of constructing new market rate units, but they do add value for new affordable developments. The market rate townhomes that are currently under construction are an encouraging sign for the potential to attract new market rate units to the corridor.

Health Services

The corridor has a concentration of health services and this sector is expected to continue to dominate employment within the corridor. There is an opportunity to continue to build this sector with a projected need for 168,000 square feet of new space by 2035. This sector is also well-suited to a robust public transit system.

Retail

Retail space in the corridor serves a much larger market than the local residents within the corridor. However, given the critical mass of retail that is within the corridor, there are opportunities for new development. The employment growth projections indicate a need for over 165,000 square feet of new retail space through 2035. The leakage analysis prepared by KMA indicates opportunities for apparel stores, home furnishings, and appliances. Given recent trends, it is also likely that there are opportunities for incubator restaurant space to support the development of new local, ethnic restaurants.

Logistics

Logistics is a growing market segment throughout California and it represents an opportunity within the Kings Canyon corridor to accommodate the need for distribution space that is close to city centers.



# 04. Land Use & Zoning

## EXISTING LAND USES

Existing land uses in the study area include predominantly commercial uses lining blocks that face the Ventura/Kings Canyon corridor, with General Heavy Commercial uses focused on parcels facing E. Ventura Ave. and Community Commercial (shopping centers) focused along E. Kings Canyon Rd. between Chestnut Ave. and Peach Ave., and east of Clovis Ave. (see Figure 8). A mix of residential uses, from low to high density, encompass the majority of land uses “off the corridor.” Several public facilities are spread throughout the corridor and include schools, parks, libraries, fire stations and the renown Fresno Fairgrounds, among others. See Figure 8 for a breakdown of planned land uses and Figure 9 for a map of existing land uses in the study area.

### RESIDENTIAL

Residential-only uses account for a majority of the acres within the study area, covering almost 60% of the total study area. The Fresno General Plan utilizes the following land use classifications to categorize residential development within the city: high density residential, medium high density residential, medium density residential, low density residential, and rural residential.

#### High Density

High density residential is intended to accommodate attached homes, duplex-to-fourplexes, and apartment buildings is located sporadically throughout the study area, with concentrated parcels located along the center of E. Butler Ave. and the center of E. Kings Canyon Rd.

#### Medium High Density

Medium high density residential, intended for neighborhoods with a mix of single-family residences, townhomes, garden apartments, and multi-family units, is focused almost exclusively between E. Tulare St and S. Clovis Ave.

#### Medium Density

Medium density residential, intended for predominantly single-family residential development but also accommodates a mix of housing types, is the majority land use within the study area. A higher concentration of medium density residential land use is found on the west side of the study area.

#### Medium Low Density

Medium low density residential, intended to provide for single family detached housing, is concentrated on the east side of the area, with dispersions found along E. Huntington Blvd on the west side of the study area due to historic preservation regulations.

#### Low Density and Rural

Low density and rural residential, intended to provide large lot residential development, is focused in the east area and in county lands.

### COMMERCIAL

Commercial land use accounts for approximately 322 acres or 14% of the total study area and contains general heavy commercial, neighborhood commercial, community commercial, and office commercial within the study boundary. E. Ventura Ave corridor consists of a variety of restaurants, auto-oriented stores, and shops while E. Kings Canyon Rd corridor holds community commercial buildings like the County of Fresno and other government buildings. The intersection of S. Clovis Ave and E. Kings Canyon Rd includes commercial businesses serving personal and automobile convenience uses, such as gas stations, banks, drugstores, and automobile repair shops.

### OPEN SPACE AND COMMUNITY PARKS

Open space and community park use accounts for approximately 109 acres or almost 5% of the total study area. The study area has four parks, with just one park (Holmes Park) located in the western side of the area. Pilibos Soccer Park, Trolley Creek Park, and Sunnyside Park are all located east of Chestnut Ave. and within close proximity to one another (less than one mile distance). Additional parks and recreational fields in the study area are associated with schools (see map of Public Facilities - Figure 10).

### PUBLIC FACILITIES

The study area and its immediate surroundings is well served with schools, including ten elementary schools, two middle schools, and three high schools. Fresno Pacific University establishes a strong presence in the area with \_ students commuting in and out of the area every day. In addition, the area has three fire stations. Fire station 4 and 8 are located in the western area of the corridor and are more than 60 years old. Station 4 handles a large volume of calls and station 8 serves the Fresno Fairgrounds and Fresno Pacific University, among other areas. Fire Station 15 is located in the eastern part of the corridor, is relatively new (2005), and serves the Sunnyside community by providing both fire protection to residents and hosting community meetings.

As noted under Existing Land Uses above, the study area has four parks and recreation facilities associated with the existing schools. Other parks just outside the study area include the skate park and recreation fields associated with the Mosqueda Branch Library. The area has a second library, the Sunnyside Branch Library located at Clovis Ave. There are no post offices within the study area, but a post office just north of Tulare Ave. at Clovis Ave. serves the east area of the corridor. The Fresno Fairgrounds (while not a city facility) attracts a wider public use and maintains a strong presence on the corridor.

### VACANT PROPERTIES

Several noticeable vacant parcels exist in the study area (see Figure 9). These include properties facing the Ventura/ Kings Canyon corridor and several large parcels in the eastern area, north of Kings Canyon. Vacant parcels range in size from less than 10,000 square feet to greater than 10 acres.

A few existing buildings that are vacant and no longer in use also dot the corridor, most noticeably the former UMC/ County Hospital and Department of Behavioral Health and Social Services campus, located at Cedar Ave. and Kings Canyon Rd. As the city expanded outward, this part of the city experienced disinvestment, resulting in a high vacancy rate and vacant lots along the corridor.

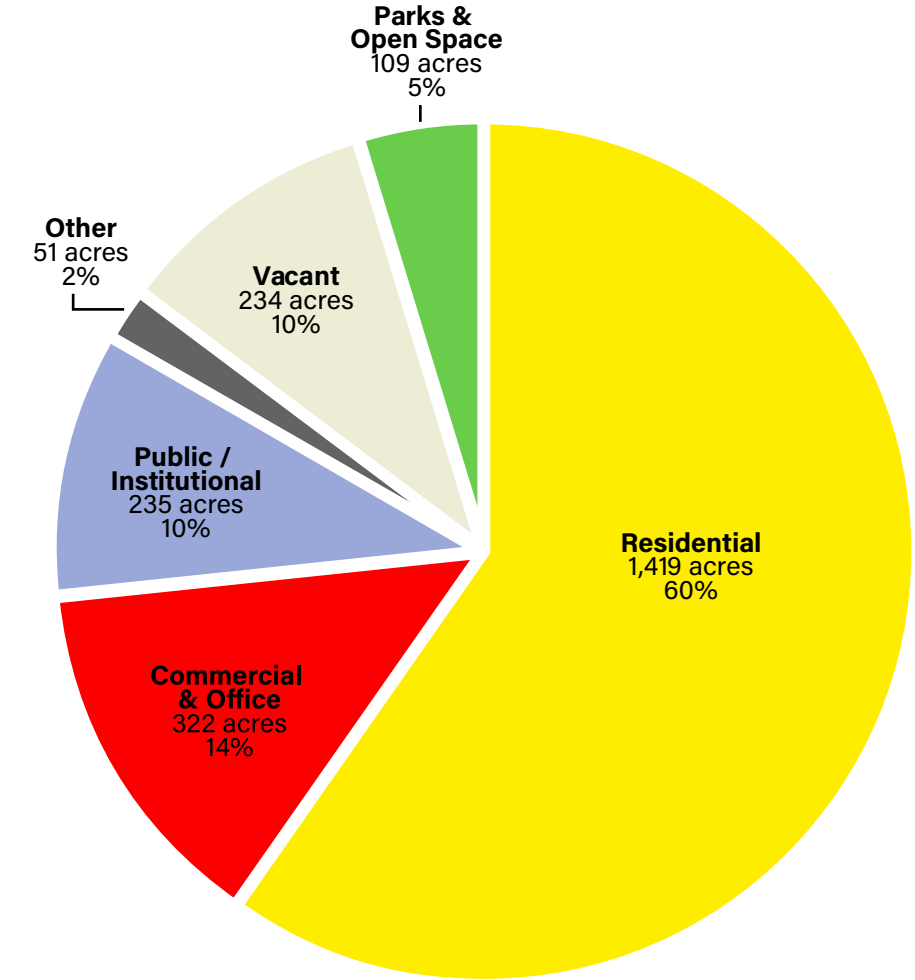
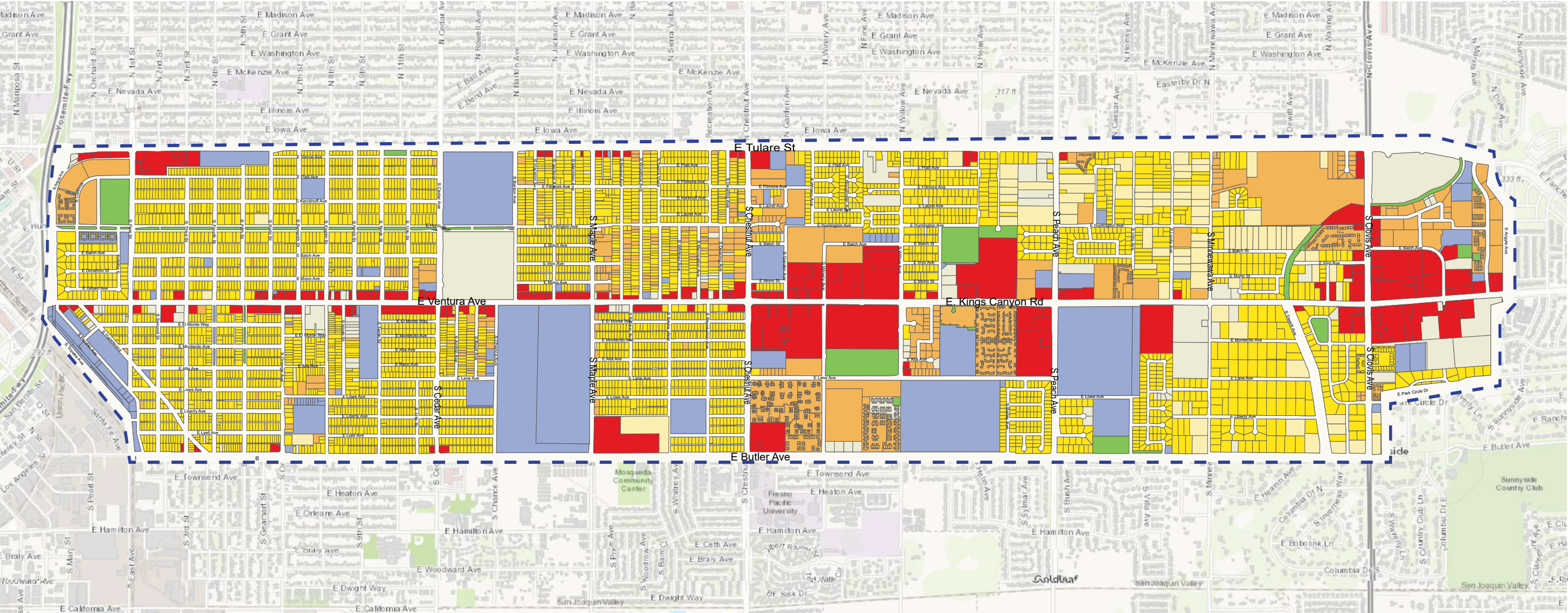


Figure 8: Planned Land Use Distribution

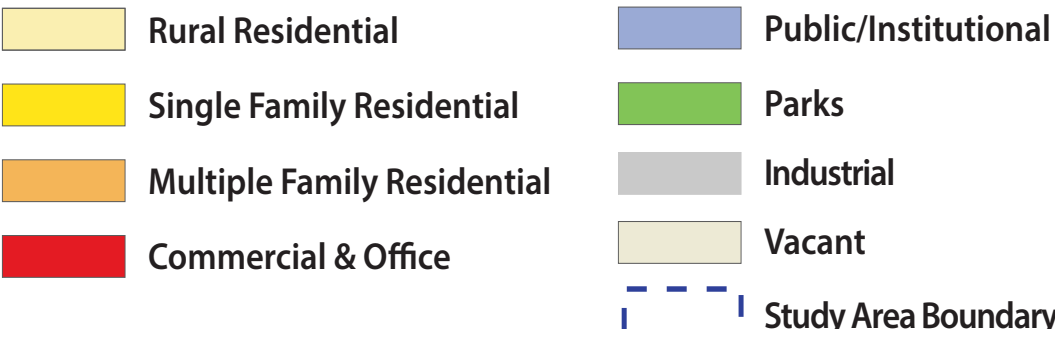
Data Source: City of Fresno







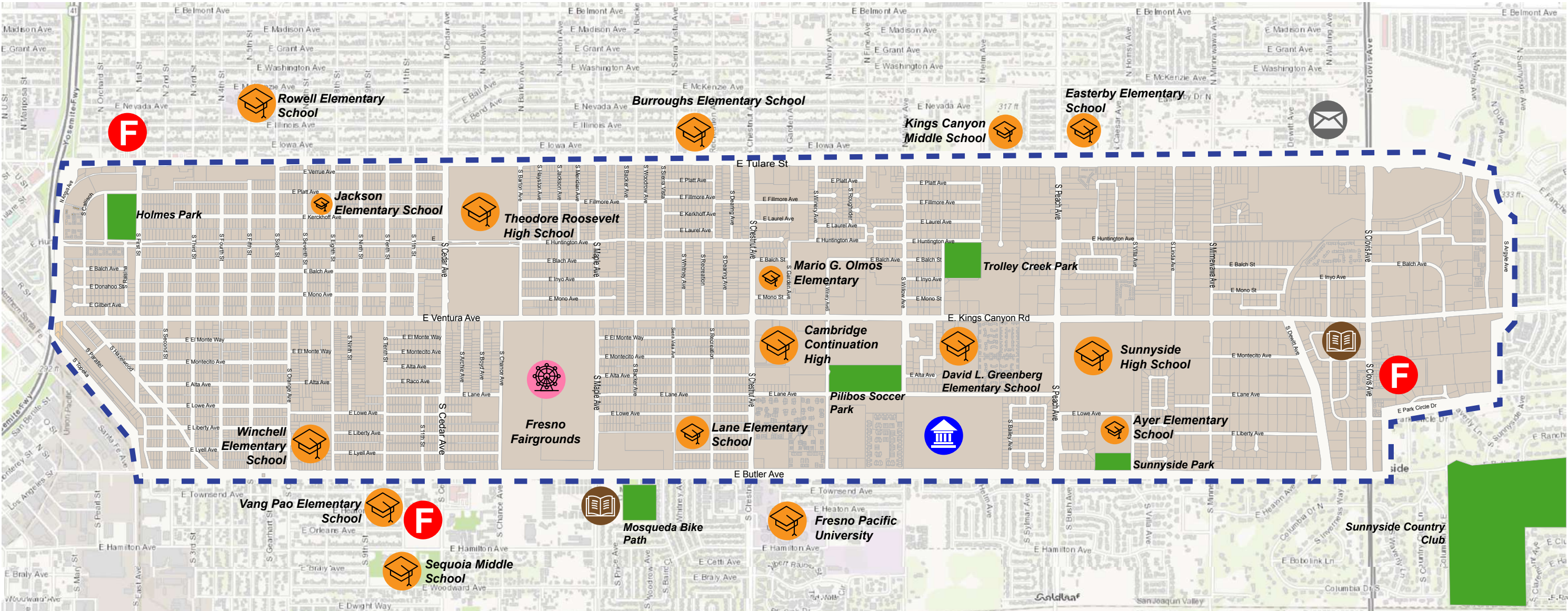
**Figure 9:** Existing Land Use



Data Source: City of Fresno

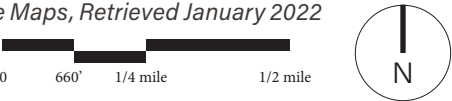






**Figure 10: Existing Public Facilities**

Data Source: Google Maps, Retrieved January 2022





# ADOPTED ZONING

## RESIDENTIAL

The study area contains two types of residential zones in accordance with the Fresno Zoning Ordinance Codes (see Figure 11). They are Residential Single-Family (RS) and Residential Multi-Family (RM). RS designations within the study area include RS-2, RS-3, RS-4, and RS-5. RS-2 designates single-family zoning with very low density, allowing for 1 family dwelling unit per lot. RS-3 designates single-family zoning with low density and allows for 1 to 3.5 housing units per acre. RS-4 permits single-family medium density zoning, with 3.5 to 6 units per acre allowed. RS-5 permits single-family medium density, with 5 to 12 units allowed per acre.

There are two RM designation zones within the study boundary: RM-1 and RM-2. RM-1 is residential multi-family zoning with medium high density allowing 12 to 16 units per acre. RM-2 is residential multi-family zoning, urban neighborhood density, which allows 16 to 30 units per acre, the most dense zone within the study boundary.

## COMMERCIAL

There are two specifically zoned commercial types in the study area: Office (O) and Commercial Community zones (CC). Office zones have a maximum FAR of 2.0 and are designated to be mainly intended for administrative, financial, business, professional, medical, and public offices. Commercial community zones permit commercial businesses that serve community needs and benefits, such as grocery stores, gas stations, and drugstores.

## MIXED-USE

Mixed-use designations are based on commercial uses and require a residential or upper-floor office component. There are two types of mixed-use zoning designations in the study area: Corridor/Center Mixed-Use (CMX) and Neighborhood Mixed-Use (NMX).

Currently zoned along the east side of the study area along E. Kings Canyon Rd, Corridor/Center Mixed-Use zoning is intended to allow for horizontal and vertical mixed-use development with ground-floor retail, upper-floor residential or office use, and personal or business or institutional spaces as supportive uses. Residential densities range between 16 and 30 units per acre with a minimum 40% residential uses and the maximum FAR is 1.5.

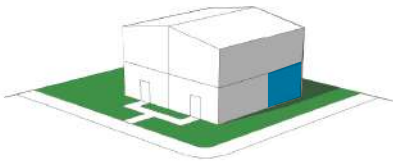
Neighborhood Mixed-Use is zoned along the east side of the study area, specifically along the east of E. Ventura Ave. This designation allows for a minimum of 50% residential uses and permits local-serving, pedestrian-oriented commercial development. Automobile-oriented uses are not permitted, with an emphasis on having a built form be sale and character that is consistent with pedestrian-oriented clientele. Residential densities range between 12 and 16 units per acre and the maximum FAR is 1.5.

# COMMON MULTI-FAMILY RESIDENTIAL BUILDINGS

The following represent common multi-family residential building types that either exist in the study area or may be developed within the range of housing densities currently allowed by the zoning for the study area.

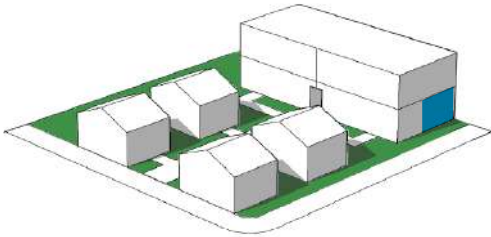
## MULTI-PLEX

Two to eight walk-up units within a single building of a scale and architecture that matches a large single-family home or grouping of homes. Parking is often provided off a shared driveway and garage.



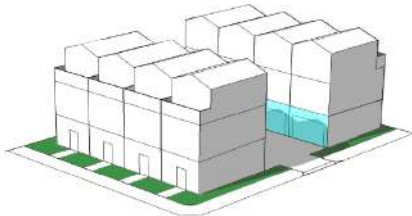
## BUNGALOW COURT

A grouping of four to twelve small, walk-up “bungalow-style” units clustered around a shared entry court. Parking is provided off an alley or side driveway and each unit typically has its own patio/entry porch.



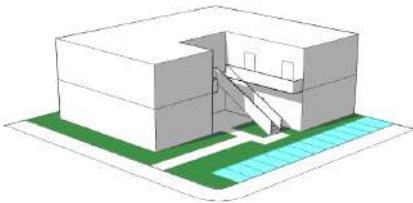
## ROWHOME/TOWNHOME

A row of homes grouped side by side with shared demising walls. Parking is provided off an alley or side driveway in individual garages. Typically three stories, with the entry and garage on the first floor, living space on the second floor and sleeping areas on the third floor.



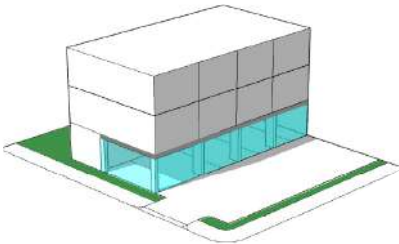
## WALK-UP

Two to three story apartment buildings served by shared corridors and stairs in clusters of four to eight units. Parking is provided primarily on surface lots and with some individual garage bays. Only possible on larger sites.



## TUCK-UNDER

Stacked flats/ apartments with open parking tucked under the residential units on the rear of the site, typically off a shared driveway.









# 05. Mobility

A Transit Benefits Assessment was prepared by CR Associates and is appended to this report (See Appendix B for more details). The assessment included analysis of the nine 'Q' Line stations in the study area against five transit orientation indicators / metrics to indicate the transit-supportiveness of the station areas. Each station area was ranked and the top scoring station areas identified. This analysis will be used in identification of two station areas for further development.

## WALKABILITY & TRANSIT ACCESS

The study area contains nine 'Q' Line transit stations located approximately 1/2 mile apart, with the westernmost station at R Street and the easternmost station at Clovis Ave. Figure 12 illustrates 1/2 mile network travelsheds for the corridor. A travelshed is a term used to represent the area an individual can easily walk or bike to reach a transit stop. Blue dots on the map identify each station and blue circles on the map show a 1/2 mile radius from each station. To approximate the comfort of the pedestrian and bicycling environment, all the roads within a half-mile of Route Q stations in the study area were assessed for safety and comfort of the roadway environment and a travelshed was mapped showing the true connectivity and transit access of the area. As evident in the map, most station areas provide for adequate connectivity with noticeable gaps in access around the Fresno Fairgrounds, between the Peach and Clovis Ave. stations, and in areas east of Clovis Ave.

## SAFETY

While physical access and connectivity exist along the corridor, the street environment for pedestrians and cyclists lacks the safety and quality associated with transit-oriented development. Figure 13 shows pedestrian and bicycle collisions within 1/4 mile of each 'Q' Line station for the period between 2014 and 2018. A significant number of collisions are evident in the area surrounding the Chestnut station. This area is also an area with a high concentration of population along the corridor. Posted speed limits along Ventura/ Kings Canyon range from 35 to 45 miles per hour, however actual speeds can approach 60 miles an hour as the corridor is frequently used for pass-through traffic.

More can be done to improve the walking environment. Driveways providing access to retail centers, automotive repair shops, strip commercial centers and single-family homes impede the flow of pedestrian movement on sidewalks and create multiple collision points between automobiles and pedestrians. A lack of north-south connections in the eastern areas of the corridor push pedestrian crossings to the 1/2-mile streets, where much of the highest-speed automobile traffic exists. And while the transit stations offer shelters and seating, the corridor generally lacks shaded areas to protect pedestrians from heat. Painted bicycle lanes exist in some but not all segments of the corridor, and they can be often difficult to see.

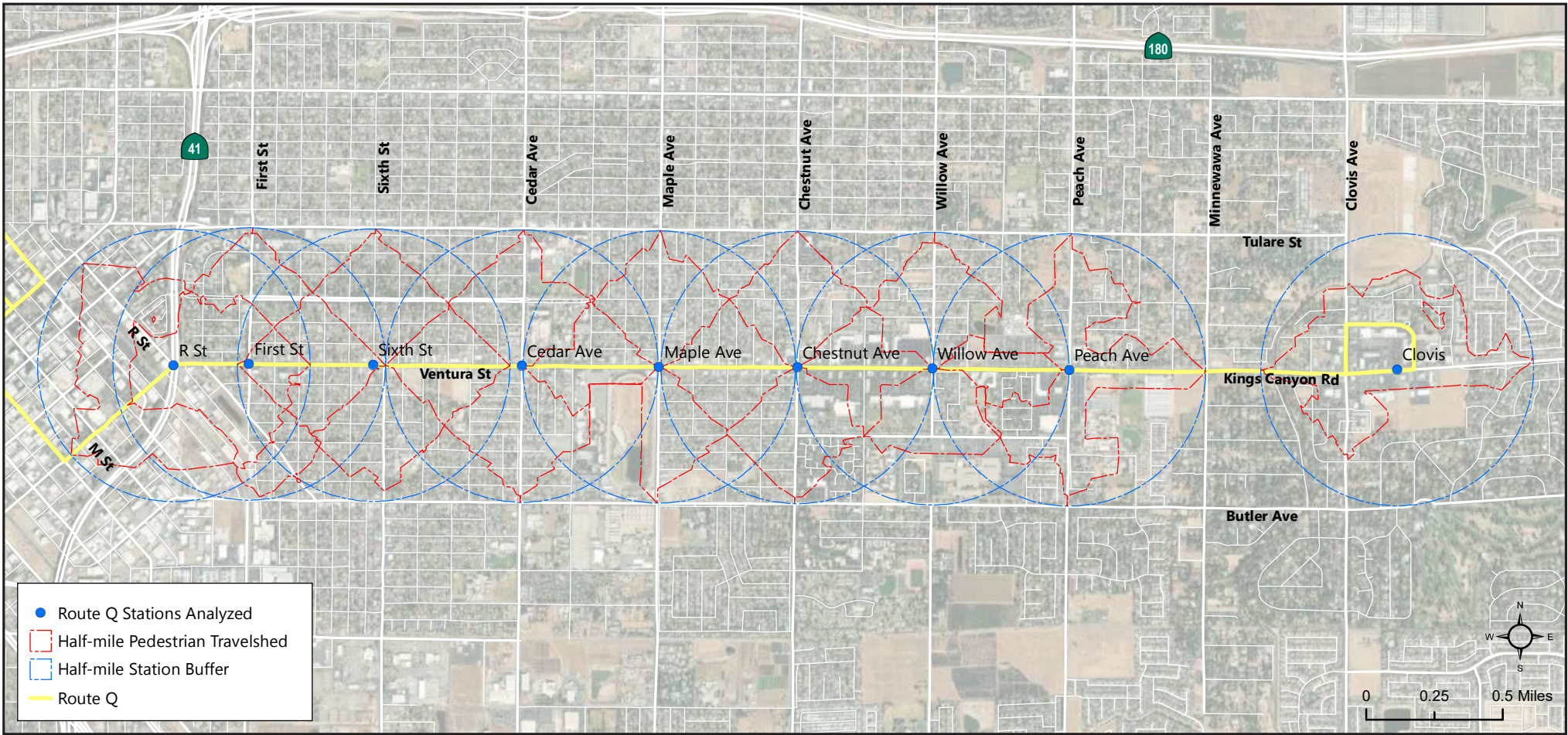
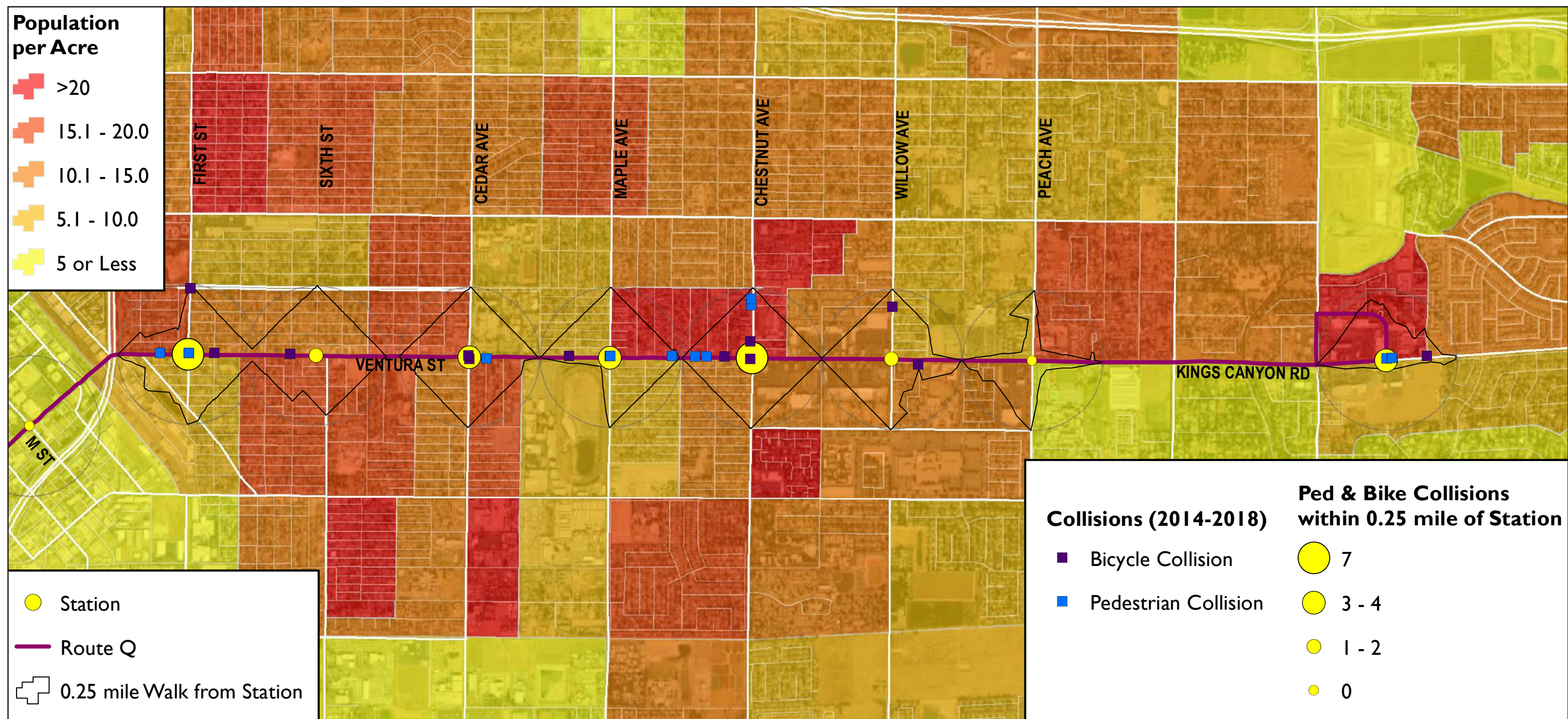


Figure 12: 1/2 Mile "Travelshed"

Data Source: US Census LEHD OnTheMap (2019 data)





Data Source: US Census LEHD OnTheMap (2019 data)

0 660' 1/4 mile 1/2 mile





# 06. Urban Form

## WEST / EAST

The portion of the corridor to the west of Chestnut Avenue is older and includes smaller lots with both residential and commercial buildings that are located adjacent to the sidewalk and address the street. This existing positive street frontage is an ideal condition for transit corridors. This portion of the Corridor is planned for Neighborhood Mixed-Use (NMX) land use and is expected to evolve over time as a traditional “Main Street” environment with active storefronts, outdoor seating, and pedestrian oriented design at a neighborhood scale (maximum 40 feet in height). Future development is expected to include ground-floor neighborhood retail uses and upper-level housing or offices, with a mix of small lot-single family houses, townhomes, and multi-family dwelling units on side streets, in a horizontal or vertical mixed use-orientation.

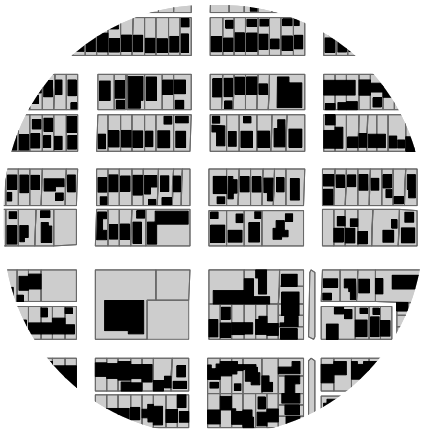
In contrast to the west area, the Corridor to the east of Chestnut Avenue is newer and has larger lots and strip mall type shopping centers designed for the auto, with large parking lots addressing the street and retail buildings located at the back of the lots. This portion of the Corridor is planned Corridor/Center Mixed-Use (CMX), which permits taller (up to 60 feet) and more intense development than the NMX designation and is expected to evolve over time into vibrant, highly walkable corridor with broad, pedestrian-friendly sidewalks, trees, landscaping, and local-serving uses with new buildings that step down in relationship to the scale and character of adjacent neighborhoods. The CMX designation allows horizontal or vertical mixed-use development along this newer portion of the corridor where additional height and density can be easily accommodated. 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. This development will help facilitate the transformation of transportation corridors into vibrant, highly walkable areas.

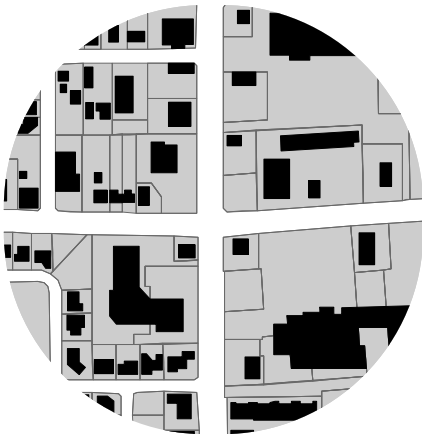
## BLOCK AND LOT PATTERNS

A noticeable distinction between the west and east sides of the corridor also exists when examining block and lot patterns in the study area (see Figure 14 below). Blocks in the western half of the study area follow a traditional neighborhood development pattern, with a continuous and connected street grid, that with few exceptions (such as with schools and the Fresno Fairgrounds) results in compact, walkable blocks ranging in size from approximately 300 feet by 400 to 600 feet or more in length. A majority of blocks orient in the east-west direction, providing good opportunities for positive frontage on the corridor. Many blocks in the western area have alleys. This allows for commercial and mixed-use development to be separated from properties immediately behind the corridor, making a smoother transition to residential neighborhoods located away from the corridor.

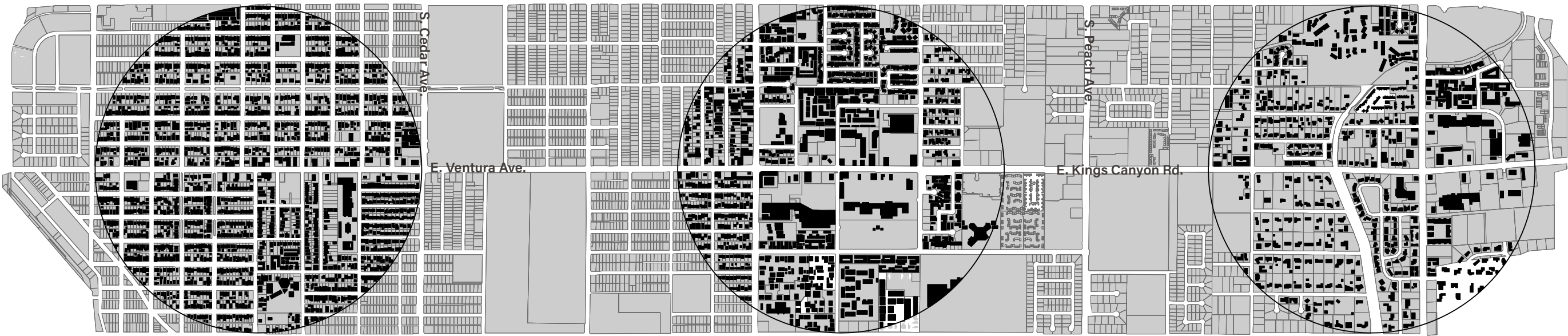
By contrast, blocks in the areas east of Chestnut are formed by a discontinuous street network with cul-de-sacs, dead ends, and fewer connecting streets. The east side of the study area exhibits a greater reliance on half-mile streets for primary circulation and access throughout the area. Blocks are irregular in size, larger, and orient both north-south and east-west. Only a handful of blocks have alleys. This area accommodates large-scale development on large parcels.



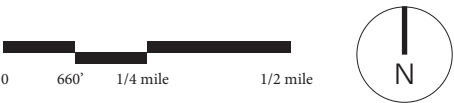
*Western Blocks display a more consistent street grid with a compact pattern of development.*



*Eastern Blocks display a more irregular street grid with a dispersed pattern of development.*



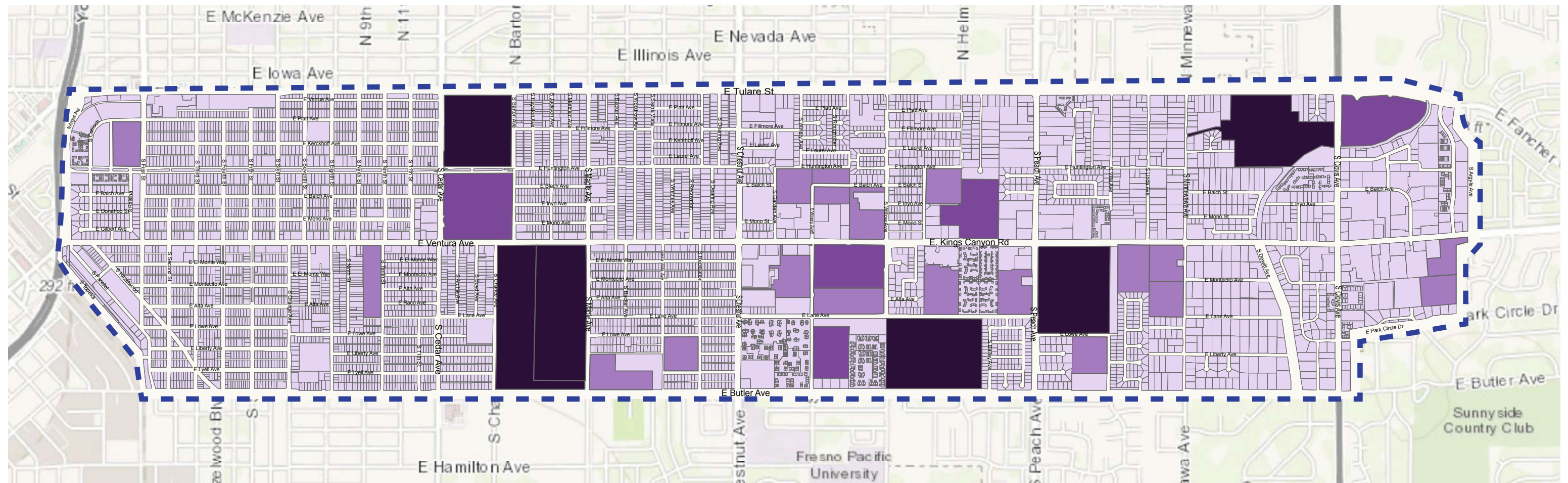
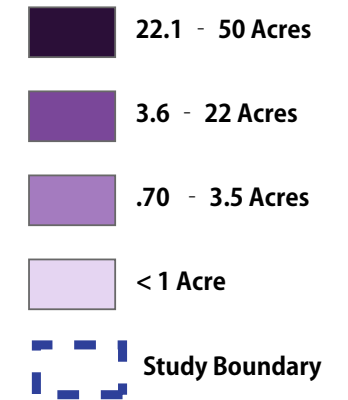
**Figure 14:** Figure Ground Map - Block and Lot Patterns





## LOT SIZE

Related to block patterns is the corresponding size of lots in the area. Most of the study area is composed of small lots, less than one acre in size. This is especially evident in the western side of the study area, which contains lots as small as 2000 square feet or less in size. However, the study area does contain some large lots (greater than 20 acres in size). Except for the Fresno Fairgrounds, Roosevelt High School, and the County Hospital complex, most large lots are located east of Chestnut Ave. (see Parcel Size Map - Figure 15 below). These observations indicate that a range of development opportunities exist across the corridor, but that a majority of development will be small-scale, infill development that fills gaps along the corridor.



**Figure 15: Lot Size**





STREETSCAPE

Mobility conditions across the corridor are elaborated upon in the Mobility Conditions Section of this report. Because streetscape design impacts placemaking and informs development opportunities across the study area, this section highlights some of the defining streetscape design elements that exist across the corridor today. As with block patterns, here too streetscape design varies from west to east, with distinct patterns and elements that result in varying conditions across the corridor. On the west side, Ventura Ave. maintains a 100-foot right-of-way until Cedar Ave., where it transitions to Kings Canyon Ave. and a slightly larger right-of-way (approx. 103’). The street provides for two lanes of two-way traffic with a center median and left turn lane, parallel parking and bicycle lane on each side of the street. Sidewalks measure seven feet in width and are provided contiguous to (next to) the curb with few (if any) street trees.

The westernmost five to six blocks of the corridor developed with single-family homes that face the street and are set back from the street approximately 15 feet (see Figure 16). A few stores dot this area and are set back from the corridor with parking lots that face the street (such as the Ventura Market). Starting at 5th St. and east to Chestnut Ave., the corridor turns predominantly to commercial uses and assumes a somewhat “Main Street” character, with a clustering of buildings that sit right at the property line and help define a hard street edge or “street wall” (see Figure 17). Here opportunities exist for TOD development to “fill in the gaps” in that street edge and provide a continuous, activated frontage.

East of Chestnut Ave., the increased number of street trees, wider sidewalks, more landscaped medians, and expansive landscaped setbacks associated with “big box” development at the commercial shopping centers marks a perceivable difference in the streetscape character of the corridor from the western segments (see Figures 18 and 19). Starting at Willow Ave., sidewalk areas widen, and we begin to see more non-contiguous sidewalks (sidewalks separated from the street curb by landscaped strips). This area also includes a three-block segment of the corridor with rows of densely spaced palm trees that provide a distinct sense of place along the corridor. At Peach Ave. the right-of-way grows to as much as 123 feet in width, with as much as three travel lanes, two left turn lanes and one dedicated right turn lane on the westbound leg of the street at the intersection with Peach Ave. (see Figure 18). The wider street right-of-way, combined with greater landscape setbacks facing the corridor and development that sets back tens to hundreds of feet back from the street reinforce the auto-dominated nature of the corridor on the east side of the study area. Here, new development will need to dramatically change its relationship with Kings Canyon Rd. to fulfill the General Plan’s goals for a walkable, mixed-use corridor that connects development with transit.

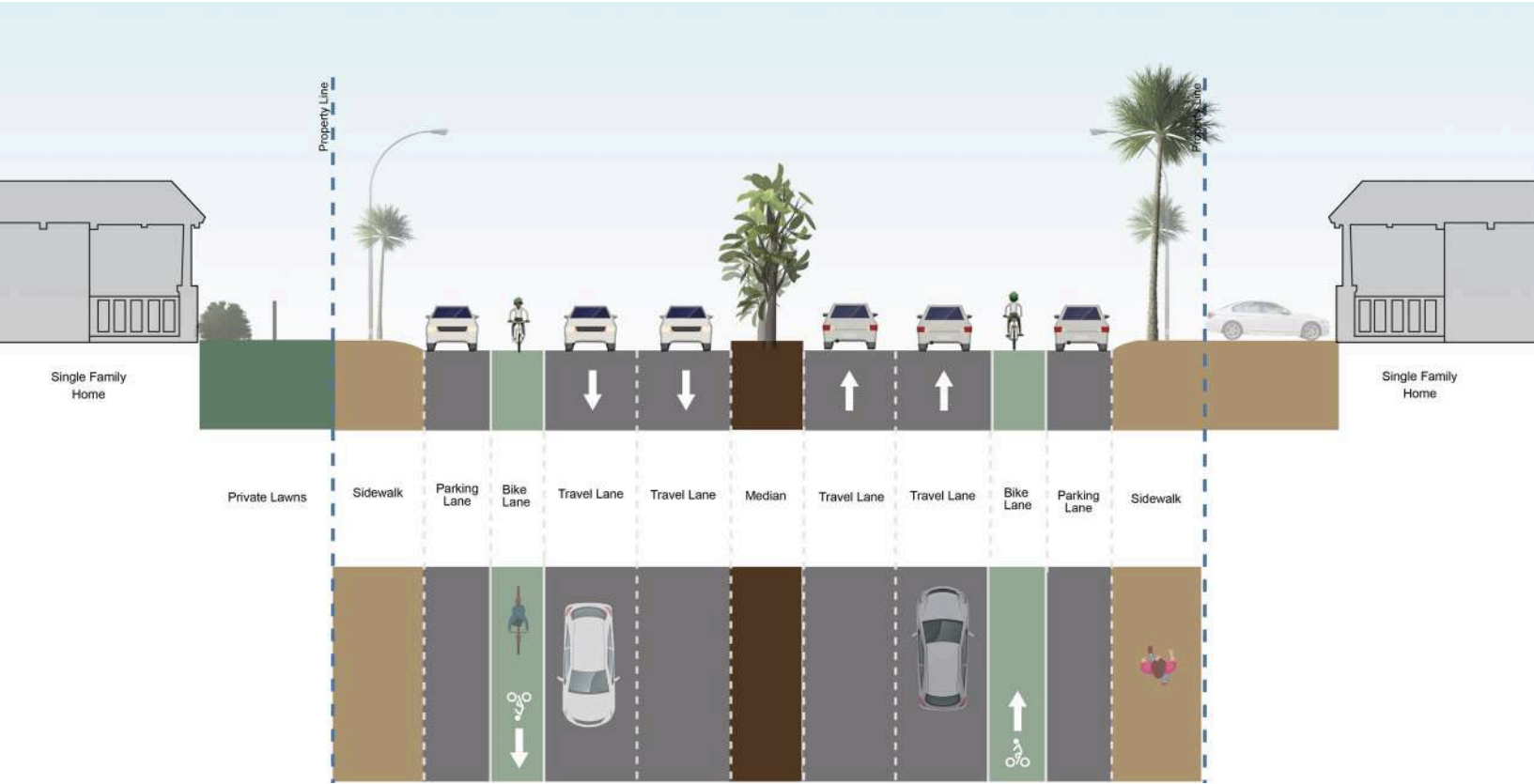


Figure 16: Existing Street Section - E. Ventura Ave. @ 1st St.

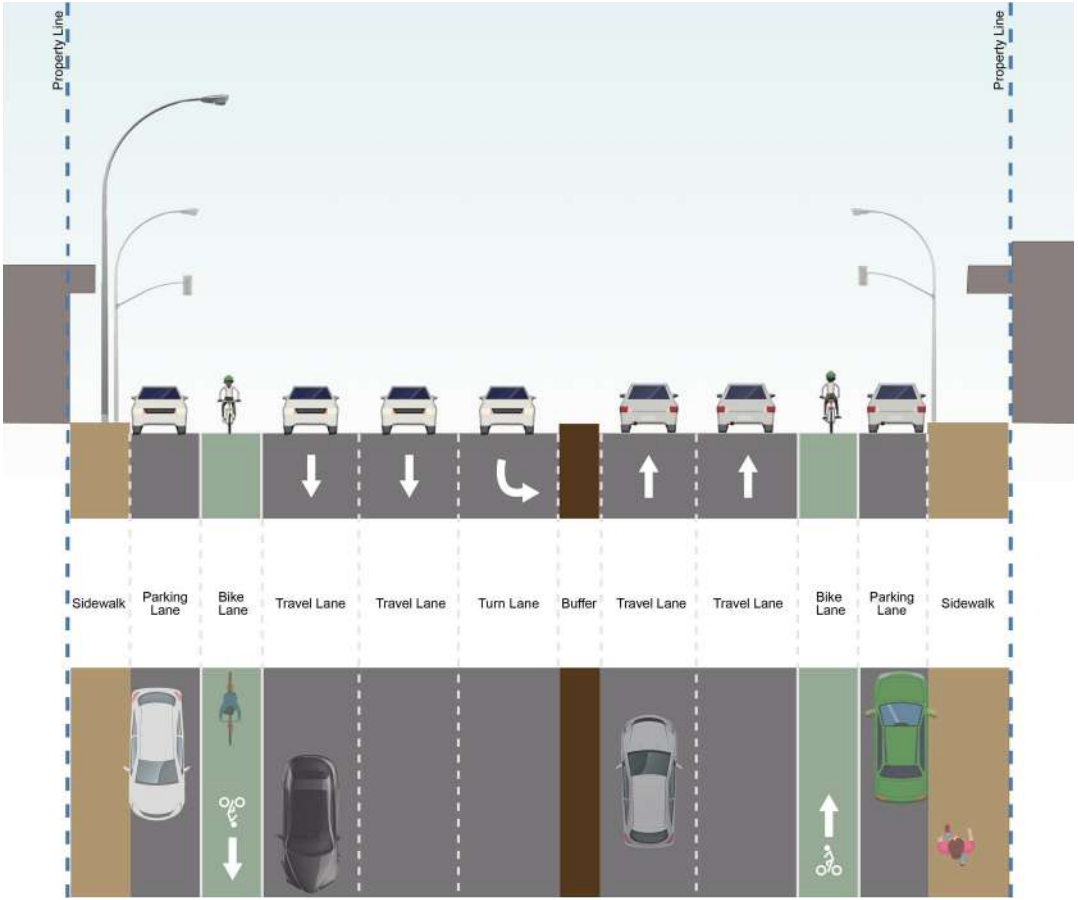
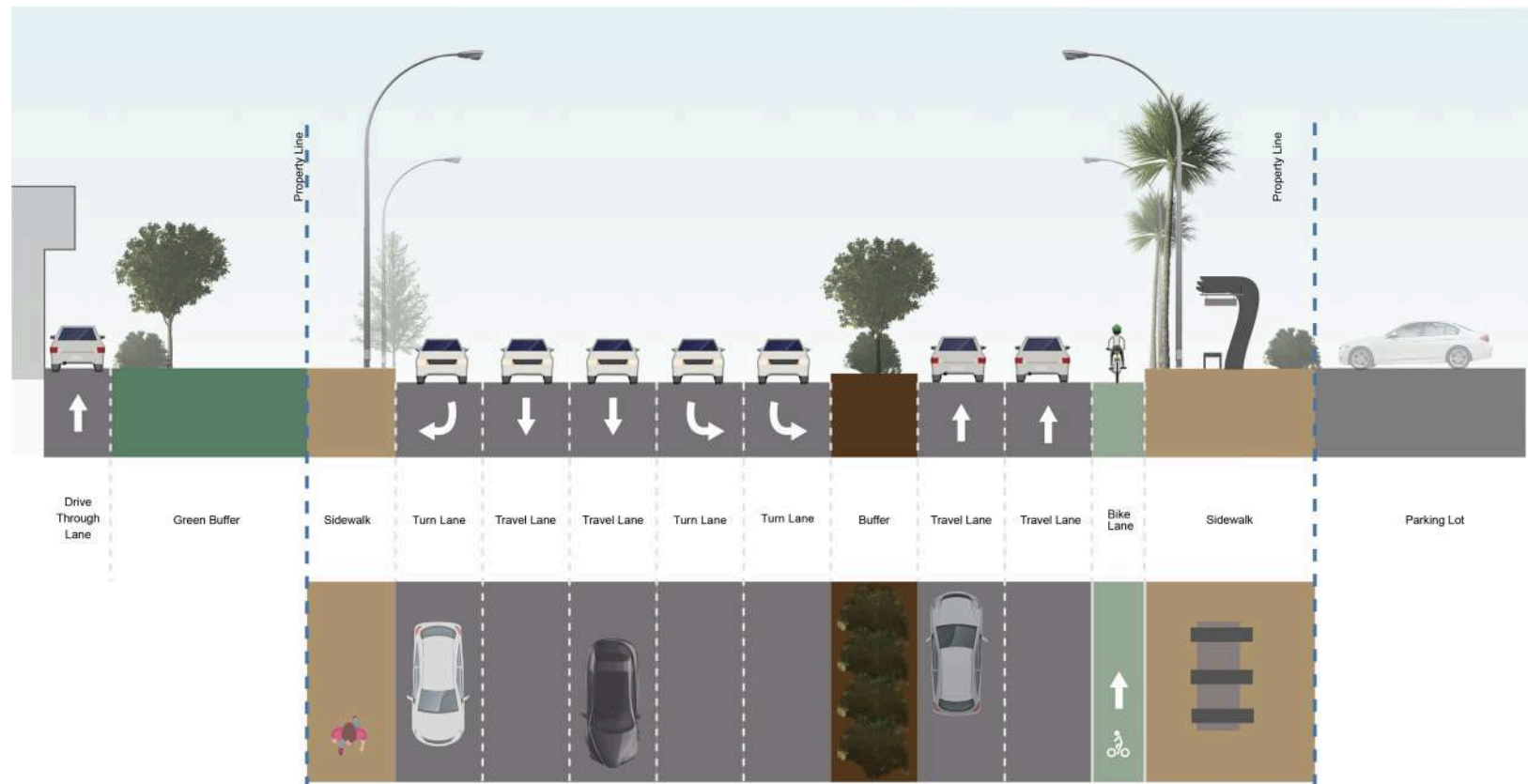
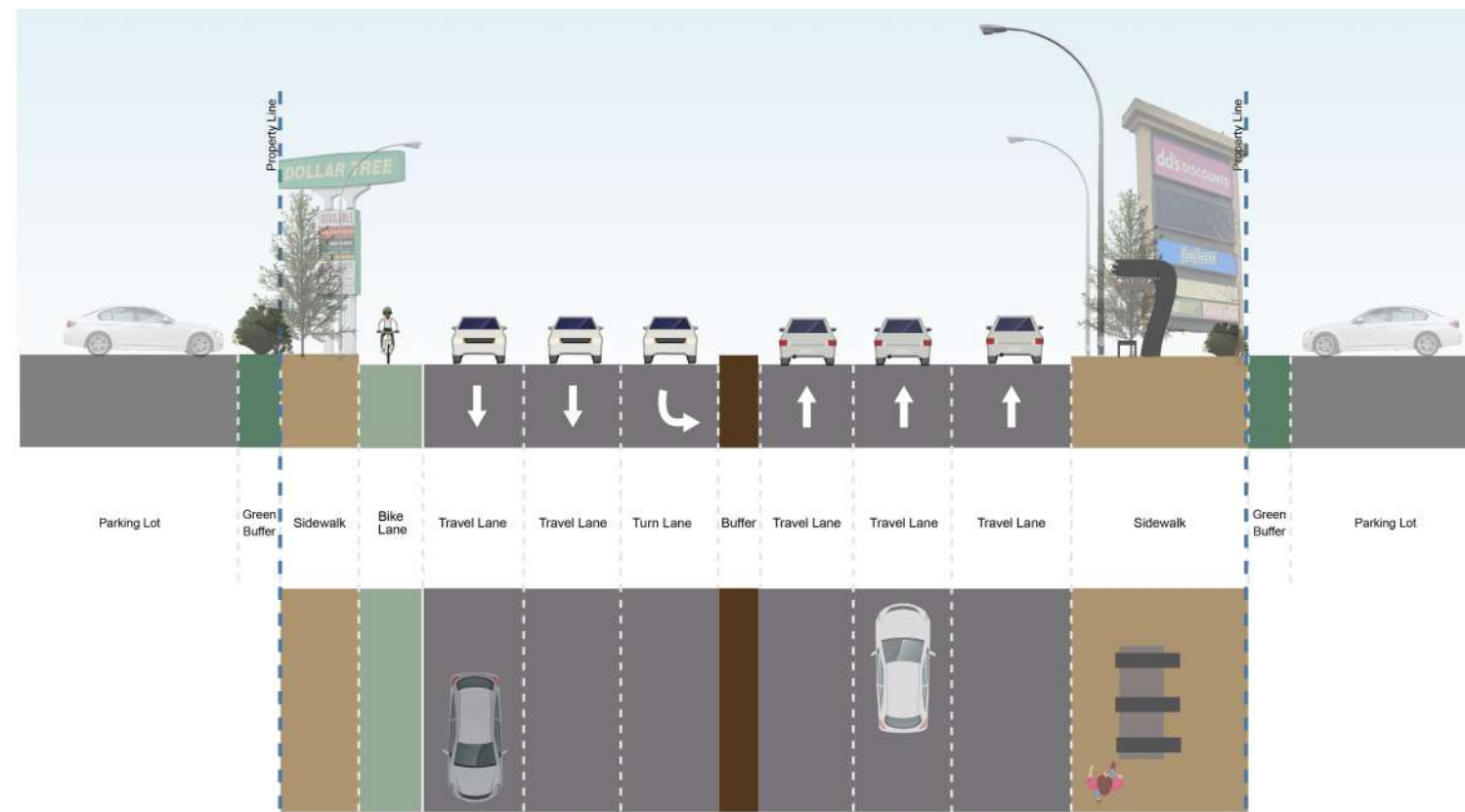
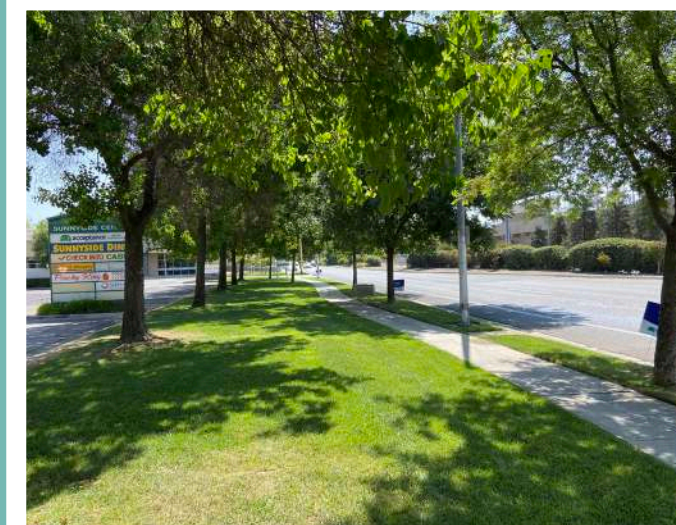


Figure 17: Existing Street Section - E. Ventura Ave. @ S. Orange Ave.





**Figure 18:** Existing Street Section - E. Kings Canyon Rd. @ S. Peach Ave.



**Figure 19:** Existing Street Section - E. Kings Canyon Rd. @ S.Clovis Ave.





**BUILDING TYPES**

The study area houses a diversity of buildings representing a range of uses, from residential single-family to apartments, libraries, churches, walk-up retail, commercial shopping centers, medical office, and light industrial uses (such as auto repair shops and electronic repair shops), among others. The following represent the most prevalent building types in the study area:

- ① SINGLE-FAMILY RESIDENTIAL
- ② MULTI-FAMILY RESIDENTIAL
- ③ STOREFRONT COMMERCIAL
- ④ STRIP COMMERCIAL
- ⑤ SHOPPING CENTERS
- ⑥ REPAIR SHOPS
- ⑦ MEDICAL OFFICES
- ⑧ SCHOOLS
- ⑨ CHURCHES, LIBRARIES, FIRE STATIONS & OTHER PUBLIC BUILDINGS





# 07. Site Feasibility

## SITE ANALYSIS

Site analysis helps us evaluate the prevalent site features that exist along the corridor today. Multiple sites exhibit a range of characteristics, underlying zoning and physical constraints and opportunities. Site analysis helps us uncover and evaluate these features when considering development potential. The following are some of the key defining elements of sites on the Ventura/Kings Canyon Corridor.

## LOT SIZE

Lot and block patterns vary across the corridor (see Section 6 above). Most of the plan area consists of single family lots that range from as small as 2,000 square feet to as large as over 20,000 square feet. Multifamily and commercial buildings typically have larger lot sizes and building footprints and are mostly clustered around the Chestnut and Clovis Ave. intersections. Multifamily and commercial lot sizes range significantly, from as smaller as 7,000 square feet or smaller on the low end to more than 20 acres on the high end, depending on land use and location. The Fresno Fair, UMC Medical Complex and Fresno Pacific University encompass larger campuses and have a major presence within the plan area.

Lot size matters when considering the feasibility of urban infill and mixed-use development because lot width may affect street frontage and access to the site, lot depth impacts parking formats, and lot size influences access to natural light, ventilation, and views from inhabited spaces. Several blocks along the corridor have commercial and industrial buildings on large corner lots. These lots tend to be larger than the single-family lots in the area and the location on the corner provides greater opportunity for development, giving these properties two frontages and therefore greater access and flexibility in building layout and design.

## ACCESS

In general, development sites on the corridor offer good pedestrian and vehicle access. A compact grid network of streets and blocks - combined with alleys - facilitate access to and through blocks and lots. As they redevelop, larger sites (greater than 1 acre) may require new roadways, private drives, and circulation paths to provide access to residential units, businesses, parking, and other internal areas of the site. This may be especially important on the eastern side of the corridor, where fewer connecting roads exist through blocks.

## PARKING

Parking often drives development capacity on a site. Lot dimensions may facilitate or impede an efficient accommodation of parking on a site. Where sites have alley access, this facilitates parking access and may reduce the need for drive aisles and driveways, making parking layouts more efficient. Deep lots also enable parking to be located above-ground, located toward the rear of the lot. With enough lot depth, parking may be wrapped in the front with active spaces, creating a more engaging street presence.

## ADJACENCIES

Development sites where proximity to adjacent uses and existing site elements result in potential impacts may require alleviating measures through site design, building design features, and construction to address the impacts. For example, sites near Highway 41 or existing automotive repair shops may require additional sound attenuation measures and enhanced mechanical ventilation to meet building code standards and control for contaminants. Sites adjacent to single-family buildings may require transitions from new development to single-family with upper story stepbacks and landscape screening, for example.

## STORMWATER DRAINAGE

Stormwater drainage can also influence the feasibility of development, where based on existing site conditions and drainage conditions, significant areas of a site may be required for storm drain basins and planters. These requirements must be factored in to development calculations for every site.

*Figure 20 to the right identifies prevalent site features and corresponding opportunities and constraints to consider for development in the community.*

SITE FEATURE	OPPORTUNITIES	CONSTRAINTS
Lot Size	Deep lots provide opportunity for parking to be tucked behind active uses of the development fronting the street. Corner lots maximize frontage and facilitate access. Wide lots facilitate housing with dwelling units facing interior common open space and natural light and ventilation.	Small lots (less than 10,000 square feet) constrain multi-family and mixed-use development and may impede efficient layouts for parking and dwelling units. Large lots (greater than 1 acre) may require additional access drives and roadways to facilitate circulation and access through the site. The prevalence of small lots in the study area may require lot assembly, which can make new development costly and requires time.
Access and Parking	A street grid and compact blocks, combined with alleys, make the area accessible and well-connected. Parking access from alleys reduces the need for access aisles and provides design efficiencies.	Small and narrow lots constrain parking and may restrict access to vehicles, pedestrians, light, air and open space opportunities. Blocks without alley access may require a consolidation of lots or easements between adjacent parcels.
Adjacencies	The mix of land uses in the area facilitate an active, 24/7 community that offers a range of neighborhood amenities within walking distance.	Sites near single-family, industrial and automotive uses may require design and construction measures to facilitate compatibility with adjacent uses.
Stormwater Drainage	Soils in Fresno provide good infiltration.	Some sites may require a significant portion of the site be set aside for stormwater management.
Infrastructure	As an existing urbanized community, basic infrastructure such as roads, utilities and neighborhood services already exist in the area.	Evaluation of impacts to water and sewer capacity in the area should be considered. Future needs related to parks, schools, libraries and other services should also be considered.

Figure 20: Site Features, Opportunities, and Constraints

