

Exhibit C
FCSP Redline

Fulton Corridor Specific Plan
Summary of Changes made for the October, 2016 Version

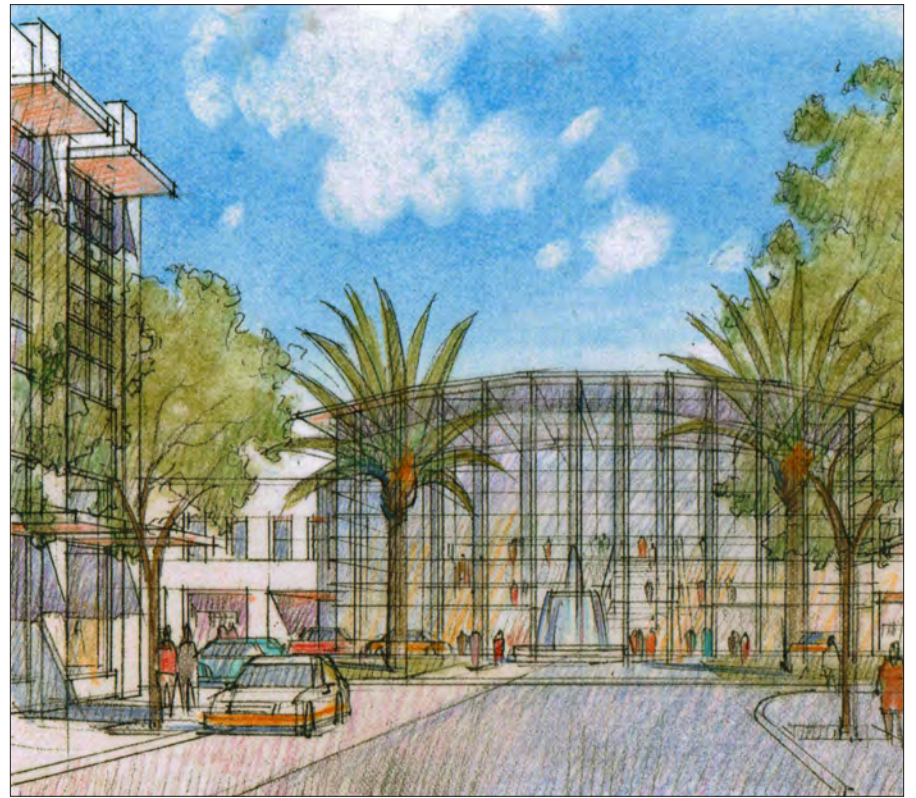
Page #	Other Location Description	Change
Letter from Mayor		Change first sentence of second to last paragraph from " Well over a century on " to " <u>Well over a century later.</u> "
Preface	Left photo	Change the caption for the bottom left photo on the Preface page from " 1936 " to " <u>1920s.</u> "
Preface	Second paragraph, last sentence	Changed to: "Businesses and important institutions, such as Fresno State University, <u>churches, and hospitals,</u> followed..."
Preface	Second column, first paragraph	Corrected grammar of second to last sentence as follows: "There many found they could live in new houses, move more freely, and exercise a greater range of <u>working,</u> retail, and entertainment choices."
1:2	Goals, gray box.	Replaced definition of goals from " General direction setters that present a long term vision " to " <u>Broad, direction-setting statements that present a long-term vision.</u> "
1:3	Bottom Image	Legend updated to show gray for existing buildings, tan for historic buildings, and white for potential development.
1:6	First paragraph under "A. Purpose" heading	Changed fifth and sixth sentences as follows: "Prior to the adoption of the new Citywide Development Code in 2015, Fresno's zoning standards focused mostly on land use, and included <u>d</u> relatively generic, suburban physical design standards that are common to many cities and towns. For managing routine changes in the use of existing buildings, The existing zoning regulations worked quite well, but could not successfully reshape and refurbish Downtown."
1:7	Map	Fixed "Fulton Lowell Specific Plan" and "Yosemite School Area Specific Plan" labels, which were illegible in the previous draft.
1:10	Second column	Corrected grammar under "Evening Presentations" heading as follows: "...alternative visions for its future, ranging from doing nothing different <u>ly,</u> to restoring the Mall..."
1:11	Second column, second paragraph	Since EIR was released for public review, updated second sentence as follows: " These alternatives, {will be} <u>have been</u> studied by the Environmental Impact Report, and are described in Chapter 4 of this Specific Plan."
1:11	Second column	Added the following immediately beneath the Fall 2015 - Spring 2016 heading: <u>"General Plan Outreach (2010 to 2014). The Fresno General Plan was adopted following a process which lasted more than four years. The creation of the Plan involved significant public outreach, including over 160 interviews with stakeholders, over 20 public workshops, over 100 presentations to community groups, and over 20 meetings of a Citizens Advisory Committee. During this outreach process, policies and goals affecting the entire city were discussed, including many of the concepts in the FCSP."</u>
1:11	Second column, second to last paragraph	The release date of the public draft EIR was corrected.

1:11	Last paragraph in right hand column between the "Summer 2016" heading and the next paragraph	Added the following text describing the public outreach that was conducted over summer 2016: "Continued Ongoing Outreach. In advance of the release of the FCSP to the public on July 27, City staff resumed public outreach on June 15, 2016 by providing a summary of the plan to the Board of the Downtown Fresno Partnership and taking input from the board members. On June 30 and July 6 the plan was presented to Downtown property owners, business owners, and developers. On July 13, the FCSP steering committee members participated in a community workshop, while on August 4 an open house on the plan was held during Art Hop, a monthly art exhibition in Downtown that attracts visitors from across the city. At the August Area Agency Executive luncheon the FCSP was presented to the heads of public agencies in the region to bring them up to date on what was being proposed and to provide input. Workshops were also held at the August 25 City Council meeting and the September 21 Planning Commission meeting. Finally, on September 29, City staff held a workshop for the Downtown Academy, a program run by the Fresno Downtown Partnership to educate the public on how Downtown works and how to participate in its revival."
2:1	Second Paragraph under "The Community's Vision" heading.	Updated second paragraph to be consistent with Table 1.3A as follows: "This plan sets out to do just that by adding approximately 6,300 residential units, which in turn raises the Plan Area's resident population from 3,877 people to approximately 46,000 <u>13,500</u> people."
2:2	Item 4 (Vibrancy and Vitality), last sentence	Updated last sentence as follows: "As in other great cities, our Downtown is a <u>vibrant and exciting</u> place of intensity , where even the ways to relax are exhilarating."
2:6	Second Paragraph under "2.3 Design Principles" heading	Updated fourth sentence as follows: "They are neighbors that form the public realm, provide "eyes on the street," shape the skyline, create shadows <u>shade</u> and generate foot, vehicular, and transit traffic." should be changed to create shade.
2:6	Item 1 (Infill Development) photo	Remove highlight from caption (the word "mural" was highlighted).
2:7	Item 6 (Walkability and Bikability)	Changed first sentence to: "Compact urban form, environments designed for people, not cars..." to "Compact urban form, environments designed <u>primarily</u> for people, not cars , and multiple pedestrians..."
3:5	Item "c" under "Armenian Town / Convention Center"	Changed "Radisson Hotel" to "DoubleTree."
3:5	Photo in far right column	Replaced Divisadero Triangle precedent photo of Helm Home with more current photo (after its recent restoration).
3:6	Second paragraph	Updated last sentence as follows: "Vacancies and blighted conditions persist throughout Downtown, and many of the area's largest buildings remain shuttered and in poor disrepair."
3:11	Bottom Map	Moved bubble #4 denoting the Existing First Presbyterian Church, to the correct location at the corner of M and Calaveras.
3:16	Last paragraph in first column.	Updated as follows: "Chinatown is also home to an extensive network of <u>underground</u> , interconnected basements."

3:19	First Paragraph	Changed "Radisson Hotel" to "DoubleTree."
3:22	Second paragraph under "A. Regional Economic Context" heading	Revised second sentence as follows: "Much of the economic growth in Fresno County has occurred in resident-serving sectors, while the agriculture related industries experienced a significant decline. "
3:22	Last paragraph in second column.	Added the following at the end of the last sentence: " <u>The success of Bitwise Industries has shown that Downtown has tremendous potential to develop a strong technology sector.</u> "
3:23	Last paragraph in second column.	Updated as follows: This projected demand for housing, office, and retail and entertainment space exists despite the current past state of disinvestment in Downtown and the development community's preference in recent past years for suburban sites. However, to achieve the desired results as quickly and efficiently as possible, efforts must be made <u>the City must continue</u> to focus all possible investment towards Downtown and to be consistent in implementing this Plan's development strategy for many years."
3:23	Photo	Replaced caption for left photo with following: " <u>Policies of the mid 20th century resulted in streetscapes that were lifeless, unfriendly to pedestrians, and which discouraged commerce.</u> "
6:3	Figure 6.2A	Updated diagram, reclassifying parts of Ventura and R Streets
6:8	Policy 6-9-11	Added following new policy: <u>6-9-11 When considering providing funding, letters of support for grant applications, other assistance to projects, give priority to projects with high quality workmanship, materials, articulation, and amenities.</u>
7:2	Significant Resources Definitions	Added following all HERO references: " <u>(if/when it is adopted by the City Council)</u> "
8:7	First paragraph	Changed "Radisson Hotel" to "DoubleTree."
8:28	Wayfinding signage image	The wayfinding signage image was updated to reflect the latest version of the program.
9:20	Figure 9.5A	Corrected BRT route so is up to date.

Fulton Corridor Specific Plan

Fresno, California



CHANGES ONLY
PUBLIC HEARING DRAFT
OCTOBER, 2016

tried to make downtown more like its suburban counterparts actually eroded the urban core, rather than revitalizing it.

Like the rapidly growing city, Downtown also became a less focused place. With the conception of the freeway triangle in 1957, the notion of downtown grew in size from a few blocks to hundreds of acres. Projects over a mile apart from each other were considered helpful to the revitalization effort, even though there was no synergy or connectivity between them. Meanwhile at ground zero on Fulton, the core of our main street was becoming a different kind of economic anchor, one that was pulling the rest of Downtown down with it.

Much of Downtown Fresno's story of decline is common to cities across America. Yet over the last two decades, many of those cities have been able to revitalize their urban centers — many, like Fresno, despite generations of urban decay.

Now, it is Fresno's turn to revitalize our downtown. Fortunately, we have many successful examples to draw upon. We know the most successful downtowns direct investment and resources to a focused area. Through good urban planning and design, projects in proximity begin to support each other and create foot traffic. Shoppers, diners, and concert-goers can park once and spend hours exploring the benefits that vibrant downtowns offer. As customers walk past storefronts, new businesses open to take advantage of the activity. Historic buildings add unique character, respecting the region's past while differentiating downtown from newer, less distinctive suburbs.

There is no reason these revitalization fundamentals will work differently in Fresno than they have so well, time and again, in other places.

A critical step in this journey: the Fulton Corridor Specific Plan. The Specific Plan and the accompanying new Form-Based Code for development are consistent with the General Plan and new Citywide Development Code and replace the outdated regulations of the City's 1960s-era zoning code with new rules that make it easier than ever to develop great projects based on the best of our past. The new Specific Plan and Code replace the frustration of the stalwart first investors with a new sense of momentum, built symbiotically from one project to another to another, as more and more people invest and develop with ease, as well as confidence.

Well over a century **on later**, Downtown Fresno is still the place to see what our city and region are all about. Except today, more than just the story of our past, Downtown is the story of our future. It is the story of our community coming together, remembering its identity, and choosing to do what it takes to ensure a vibrant future. It is the story of realizing we really can get the fundamentals right and make Downtown Fresno a vibrant asset to our city and region once again.

Under the Fulton Corridor Specific Plan, there has never been a better time to invest in our urban core than today. Welcome to Downtown Fresno.

Sincerely,

A handwritten signature in blue ink that reads "Ashley Swearegin". The signature is fluid and cursive, with the first name being the most prominent.

Ashley Swearegin
Mayor

PREFACE

Downtown Fresno is where the city began. From its incorporation in 1885 and through the 1960's, it was the commercial, business and cultural center of the Central Valley: A vibrant and compact place comprised of bustling sidewalks shaded by awnings, successful street level retail stores with offices above, convenient parking, and – until the 1930's – an accessible streetcar system. A great number of historic photographs describe Downtown in this extraordinary traditional urban form.

After the Second World War, Fresno's pattern of development, like that of most American cities, was radically altered. The passage of the G.I. Bill in 1944 enabled returning veterans to purchase homes and establish businesses. In addition, the Federal-Aid Highway Act of 1956, passed during the height of the Cold War, authorized and funded the construction of freeways across the entire United States. These freeways supported military and civil defense operations, facilitated interstate travel and commerce, and, perhaps unwittingly, encouraged the decentralization of America's City Centers. Indeed, the automobile provided easy access to inexpensive land and made it no longer necessary to locate residential, commercial, and business uses in close proximity to one another. The completion of the Mayfair subdivision in 1947, north of the Plan Area, included Fresno's first suburban shopping mall and ushered in an era of development at the suburban fringe. People began to move out of Fresno's pre-World War II residential neighborhoods and scatter into the new, northern subdivisions. Businesses and important institutions, such as Fresno State University, churches, and hospitals, followed, resulting in a slow decline of Downtown and its surrounding corridors.

The leaders of Fresno reacted swiftly to this emerging trend. In 1958, they invited the most famous urban planner of the period, Victor Gruen, to come to Fresno and to frame a vision and plan for modernizing the center of the city. The Gruen Plan was daring for its time. Yet, many of its prescriptions – supporting the building of freeways, pedestrianizing the commercial core of Downtown, encouraging street closures and one way conversions, promoting wholesale building demolition and super-block formation – proved ineffective and failed to revitalize Downtown. Indeed, as the below photo of Fulton Street in the late 1950's shows, Downtown was not completely dead. Many stores still existed and competed for business – primarily because they were visible to passing motorists. The elimination of automobiles from the Fulton Mall removed this flow of potential customers, arguably hastening the decline of the stores that lined its length and contributing to the chronic vacancy of its historic office buildings. In addition, the closure of Fulton Street, Merced Street, Mariposa Street, and Kern Street made Downtown more difficult to navigate.



View of Fulton Street at Tulare Street (1936) in the 1920s. Credit: Pop Laval Foundation

The Gruen Plan declared the form of the historic Downtown obsolete, but the Modern Downtown it so passionately promoted did not become desirable to the market. Similar planning and "urban renewal" efforts became the norm, yet frequently did more harm than good to established downtowns and surrounding neighborhoods. The failure of these efforts – along with the inexpensive land, wide streets, new schools, and newly relocated retailers found at the city's edge – lured Fresnoans to the suburbs in droves. There many found they could live in new houses, move more freely, and exercise a greater range of working, retail, and entertainment choices. For a couple of generations, the development field tipped decidedly in favor of massive suburban growth.

The municipal government also became focused on servicing this kind of suburban growth. Demolition of historic buildings and large scale development that was not designed to fit with its surroundings began to occur Downtown. As a result, Downtown's economy was deeply shaken and its traditional, walkable, human-scale, mixed-use urban form was put into question as it became characterized by high vacancy rates, low land values, a total absence of people once the work day ended, and concentrated poverty in the surrounding neighborhoods. By 1990, Downtown Fresno, including the Fulton Mall, was in a state of physical, economic, and social free fall. According to a study completed in 2008, the Fulton Mall generated about \$365,969 in annual property and sales tax revenues. If the Mall were developed and built to its potential, the preparers of the study estimated that it could generate over \$6 million annually in City revenues. Therefore, the Mall was contributing only 5.7 percent of its revenue generating potential in 2008.¹

The great recession of 2008 exposed Fresno's fiscal fragility. With no net source of revenue being generated by property and sales taxes in the center of the city, and Fresno's city-wide finances weakened, major layoffs and drastic reductions in services resulted.

At that critical point in the city's history, the revitalization of its Downtown became a matter of fiscal urgency. Many cities now draw a significant portion of their revenues from an economically vibrant downtown. Will Fresno follow this path?

¹ Market Profiles, "Economic Impact Study Listing of Fulton Mall on National Register of Historic Places," September 2008.



View of Fulton Street at Mariposa Street looking north (1959). Credit: Pop Laval Foundation

Chapter 9: Transportation.

This Chapter outlines Downtown’s future multi-modal transportation network that accommodates private automobiles, transit, walking, and biking. Key topics include street reconfiguration, transit and bicycle networks, “Park Once” and street parking, and the basic design of the proposed High-Speed Rail station area.

Chapter 10: Sustainability, Infrastructure, and Resources.

This Chapter addresses a range of topics, including water use, energy use, sewer capacity, and the provision of infrastructure. In addition to providing basic services to support future and existing development within Downtown, a forward-looking approach to these topics continues Fresno’s role as a statewide leader in conservation and resource management.

Chapter 11: Implementation.

The Plan proposes a development strategy driven by private investors. Plan-wide policies focus on historic preservation, retail and employment, shared parking, the public realm, livable neighborhoods, civic initiatives, and specific plan-implementation initiatives such as fast-tracking desirable development. Private sector development will be driven by residential, retail, and commercial market demand, and by the attraction provided by public improvements, predictable entitlement processes, and Downtown’s unique and desirable character.

Chapters 6-10 provide goals and policies that provide direction and guidance for transformation, while Chapter 11 lists specific implementation projects and actions for implementing the goals and policies set forth within the previous chapters. These are defined in the gray box at right:

Goals	GeneralBroad direction- setterssetting statements that present a long-term vision.
Policies	Support the stated goals by mandating, encouraging, or permitting desired actions.
Implementation Projects and Actions	Discrete tasks, categorized as either projects or actions that the City carries out in order to implement the vision of revitalizing Fresno’s core.
	Project One-time physical improvements to a part of the Plan Area (such as implementing traffic calming measures in a certain area).
	Action Specific activities that will be completed by a certain time or at regular intervals (such as creating an ordinance or updating a master plan).

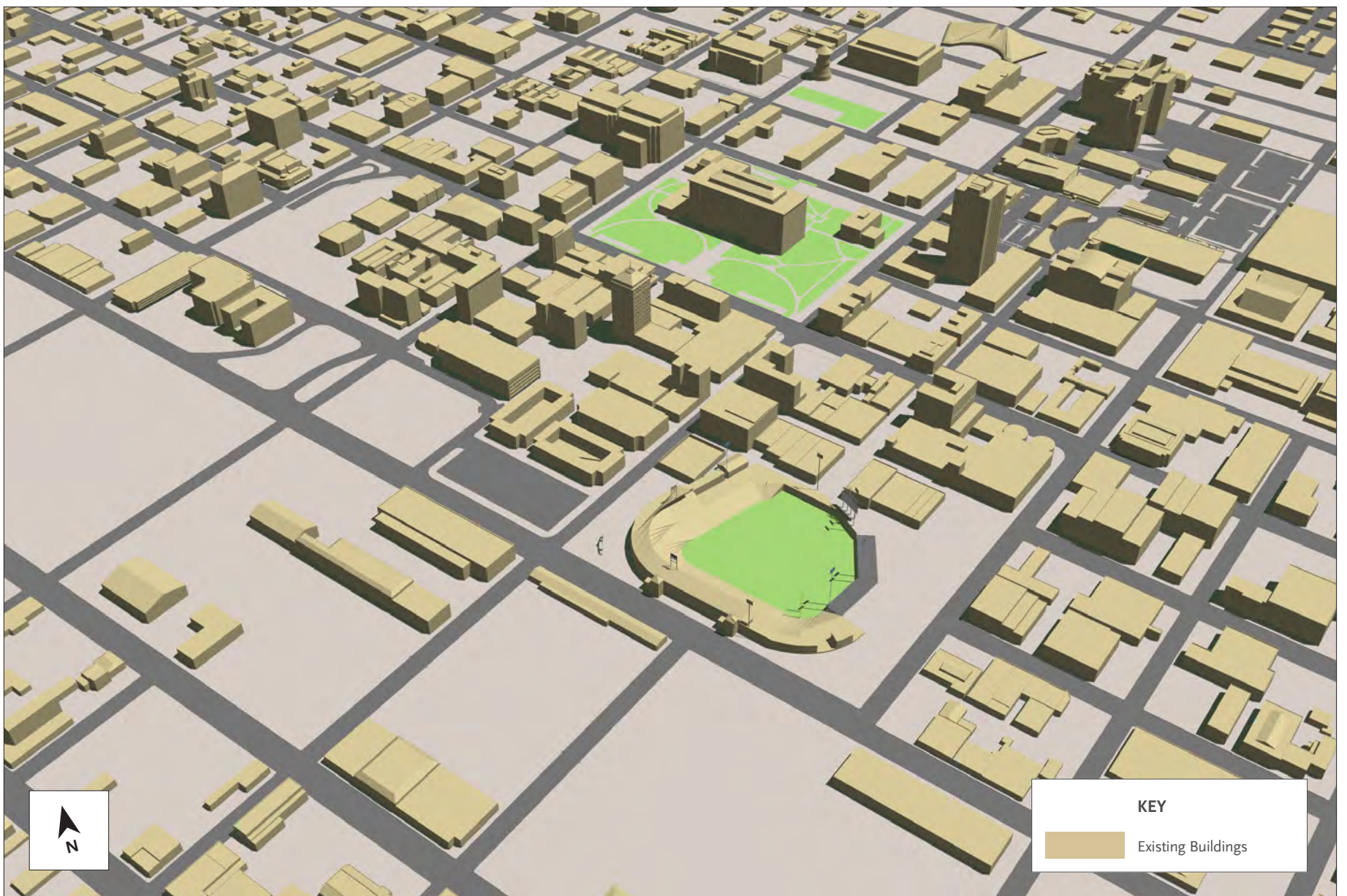
It should be noted that while the successful integration of the proposed High-Speed Rail (HSR) system into Downtown Fresno is of critical importance, there is not a chapter dedicated to this. Rather, the integration of HSR is disbursed throughout this document wherever is appropriate in order to ensure that all aspects of the document reflect this priority.



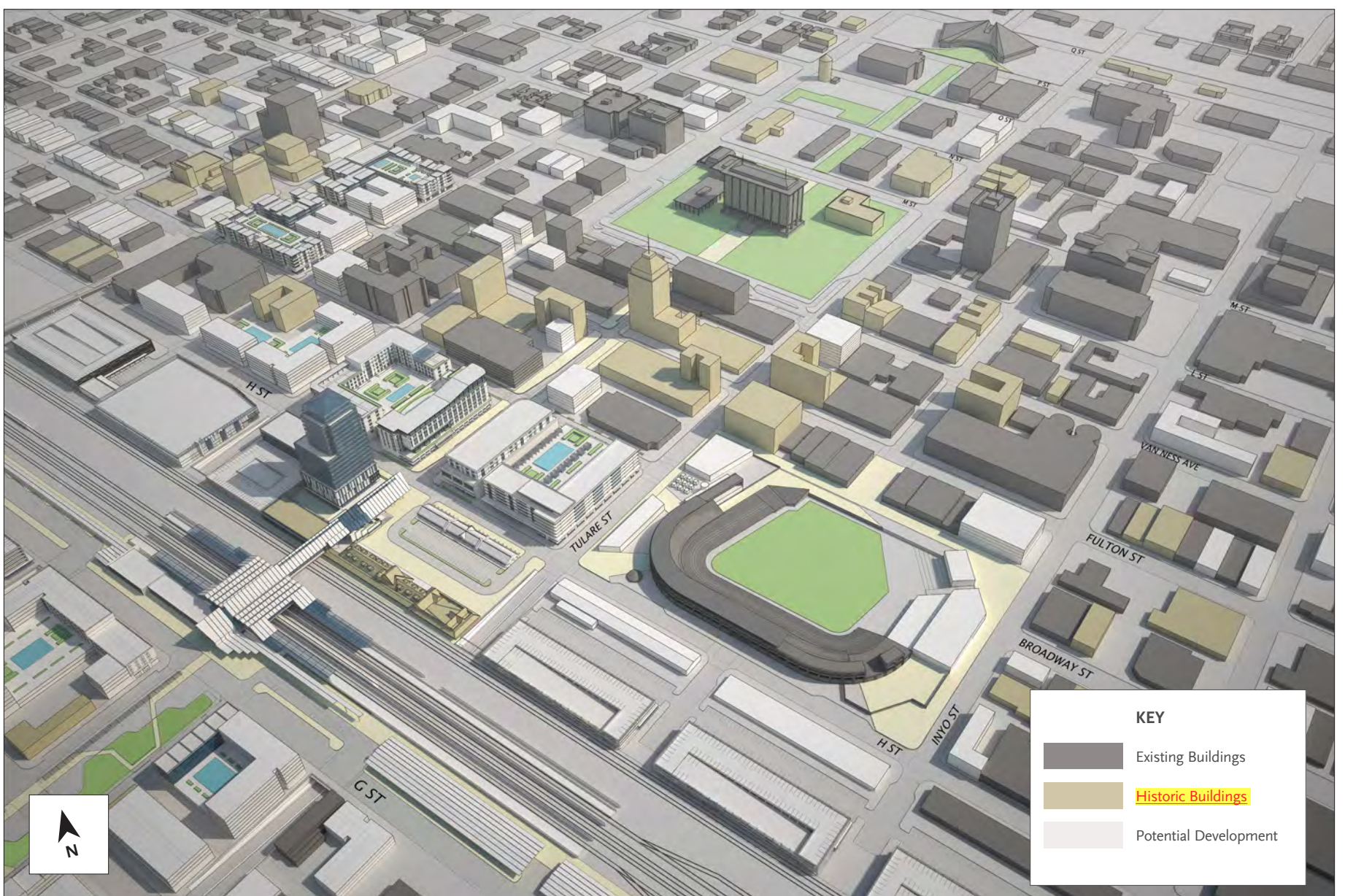
Downtown, with its pedestrian-oriented building fabric, serves as the retail, shopping, and entertainment center of Fresno.



Farmers’ markets, like this one in the Mural District, provide access to locally grown fruits, vegetables, and nutritious foods.



Birds-eye view of Downtown as it existed in 2010.



Birds-eye view of Downtown as it could exist in 2035 as proposed by this Specific Plan.

1.3 PLAN PURPOSE

A. PURPOSE

Cities are dynamic and ever-changing places that experience many cycles of physical and economic growth and change over time. The General Plan (updated every decade or so) and associated community plans (historically updated every 20-30 years), provide policy guidance for this on-going evolution, while the day-to-day, neighborhood-by-neighborhood, lot-by-lot “steering mechanism” for changing the built environment is guided by the Development Code (also known as the zoning ordinance) and other related municipal standards. Prior to the adoption of the new Citywide Development Code in 2015, Fresno’s zoning standards focused mostly on land use, and included relatively generic, suburban physical design standards that are common to many cities and towns. For managing routine changes in the use of existing buildings, the existing zoning regulations worked quite well, but could not successfully reshape and refurbish Downtown. Improved zoning standards from the new Development Code are temporarily being applied to Downtown, but a Specific Plan and form-based code will ultimately be necessary to achieve the desired revival of the area.

This Specific Plan is enacted on the authority vested in the City of Fresno by the State of California, including but not limited to the State Constitution; the Planning and Zoning Law (Government Code Section 65000 et seq.), and the City’s Charter, Municipal Code, and General Plan. The specific plan enables a community to define a clear and specific vision for the future evolution of a specified planning area. This Specific Plan provides a road map for growth and change for the plan area until the year 2035 and beyond. It is comprised of unique and customized standards that enable the City to shape or reshape its streets and public spaces and property owners to develop or redevelop their properties according to the vision of the Specific Plan. It guides public and private reinvestment and construction in a highly coordinated and integrated way in order to yield specific types of urban places that are the result of discussion, debate, and ultimately consensus by a majority of the community.

When development projects within the FCSP area are reviewed by the City, staff will use this Specific Plan as a means of evaluating them. Projects will be judged on their consistency with this Specific Plan’s policies and for conformance with its development standards as contained in the Citywide Development Code. For projects within the FCSP area, the policies and standards in this Specific Plan shall take precedence over more general policies and standards applied throughout the rest of the City, pursuant to Fresno Municipal Code (FMC) Section 12-604. In situations where policies or standards relating to a particular subject have not been provided in this Specific Plan, the applicable policies and standards of the currently adopted City of Fresno General Plan, the Downtown Neighborhoods Community Plan, and the Development Code (which implements the goals and policies of this Specific Plan) shall govern. In addition, the noise and safety contour and aviation easement requirements of the Fresno Chandler Downtown Airport Specific Plan take precedence over the FCSP.

The result of extensive community outreach, debate, and consensus building, this Specific Plan guides and focuses public investment over time on essential infrastructure and streetscape projects that, in turn, will incentivize private parties to improve their property with the certainty that they are supported by long-term public commitment.

The primary purposes of this Specific Plan are to define:

1. A vision for the future of Downtown that recognizes the importance of history and tradition while embracing opportunities for continued reinvestment, growth, and beneficial change.
2. Goals and policies that work in tandem with and refine those of the General Plan and the Downtown Neighborhoods Community Plan to achieve the revitalization of the Plan Area.
3. New land use policies for the Plan Area that will guide upcoming zoning regulations. These new policies are calibrated to deliver new development that is consistent with Fresno’s physical character,

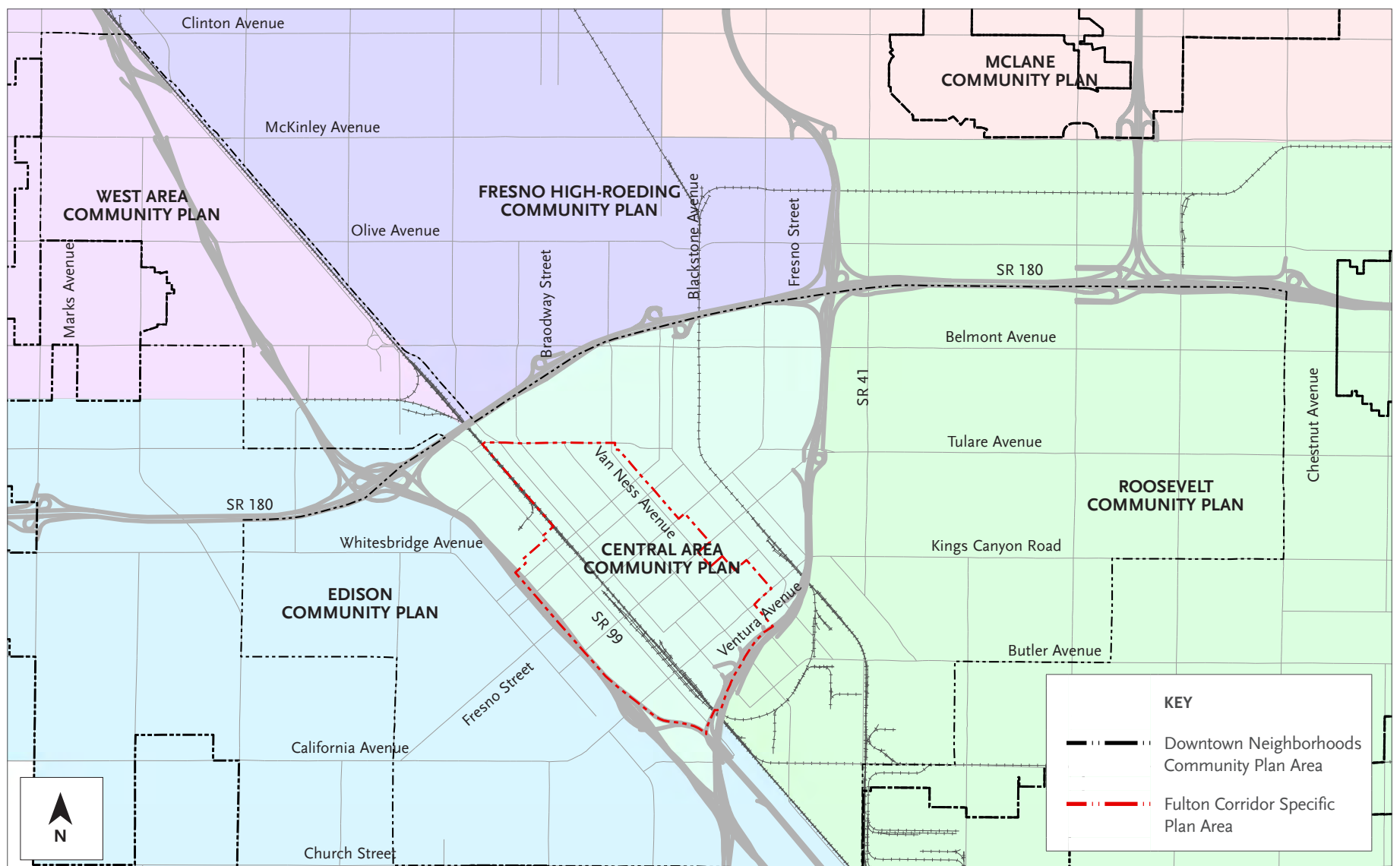


Figure 1.3A Relationship of FCSP to Existing Community Plans.

history, and culture, as well as the community's vision for its future growth.

4. The implementation strategy for transforming the Plan Area's streets, infrastructure, parks, and other public spaces.

The above purposes provide private property owners with a clear understanding of the future context within which they are investing and reinvesting in their properties.

B. RELATIONSHIP OF THIS SPECIFIC PLAN TO OTHER PLANS AND DOCUMENTS

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

The Fresno General Plan is the City's primary policy planning document. Through its twelve elements, the General Plan provides the framework for the management and utilization of the City's physical, economic, and human resources. Each element contains goals, policies, and implementation measures that guide development within the City. The FCSP is designed to meet the goals established in the General Plan by providing a framework for future development within the Planning Area. The Specific Plan provides direct linkage between the City's General Plan and detailed plans for development, and will direct the character and arrangement of future development and land uses within the Specific Plan Area, including:

- Location and sizing of infrastructure;
- Phasing of development and thresholds of development;

- Financing methods of public improvements; and
- In conjunction with the Citywide Development Code, establishing development standards.

The FCSP implements the goals and policies of the General Plan that are guided by the following Overarching Principles of Resilience:

- Quality-of-Life and Basic Services in All Neighborhoods;
- A Prosperous City - Centered on a Vibrant Downtown;
- Ample Industrial and Employment Land Ready for Job Creation;
- Care for the Built and Natural Environment; and
- Fiscally Responsible and Sustainable Land Use Policies and Practices.

These principles are made tangible and ready to implement through the FCSP's goals and policies that address five principal topics:

- Building and Development (including Urban Form and Land Use);
- Historic Preservation;
- Public Realm;
- Transportation; and
- Utilities Infrastructure.

By establishing policies and standards for the plan area, the FCSP is a valuable tool for implementing the General Plan at a site-specific level, as well as providing for orderly development within the planning area. The FCSP identifies such actions on the basis of being near-, mid-, or long-term priorities based on the community's vision.

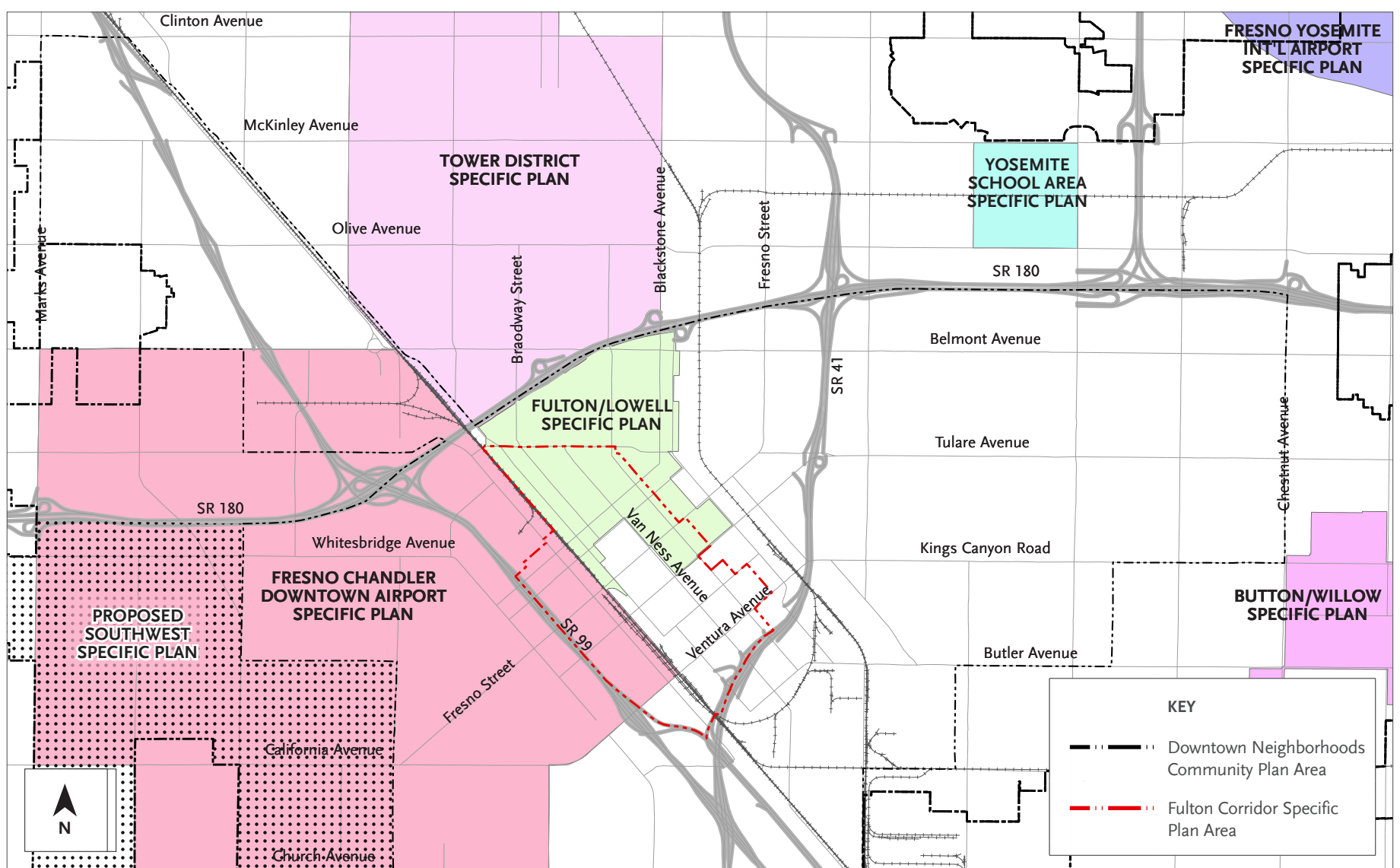


Figure 1.3B Relationship of FCSP to Existing and Proposed Specific Plans.

1.4 PLAN PREPARATION PROCESS

The FCSP is the result of an intense public process which involved residents, business owners, and property owners of the Fulton Corridor area in a series of public meetings and a six-day, open, participatory Design Workshop. The evolution of this plan was based on extensive community input throughout all phases of planning, including: Initial Outreach and Discovery, the Design Workshop, and Follow-up Outreach.

February - September 2010

Initial Outreach and Discovery. The Initial Outreach and Discovery phase consisted of an extensive existing conditions analysis, interviews with a broad range of interested stakeholders (municipal officials, developers, business owners, and community members), and input from the public during three Fulton Corridor Specific Plan Community Advisory Committee (Committee) meetings.

During the March 9, 2010 Committee meeting, the consultant team outlined the upcoming process and described the place-based approach to revitalization that drives this Plan, including the principles of a Form Based Code. The Committee and public also shared their thoughts regarding priorities, issues, and concerns for the Fulton Corridor Specific Plan area.

During the April 20, 2010 Committee meeting, the consultant team presented the findings of its analysis of the planning issues involved, including the preliminary results of the site analysis, a summary of the input received in the departmental and stakeholder interviews, and a description of emerging development opportunities, constraints, and design themes. In addition, various consultant team members presented their initial findings on a variety of topics including the Public Realm (streets and open spaces), Transportation, Historic Resources, Infrastructure (water, sewer, storm drainage), and Economic Development.

During the June 8, 2010 Committee meeting, the public and the consultant team commented on the work that was produced at the Downtown Neighborhoods Community Plan Design Workshop and provided suggestions and recommendations for what policies and standards they would like incorporated in the Draft Downtown Neighborhoods Community Plan and the Draft Fulton Corridor Specific Plan.

During the September 14, 2010 Committee meeting, the Committee, the City, and the project team began exploring alternative ways of revitalizing the Fulton Mall. The Initial Outreach and Discovery phase was brought to a close during two Pre-Design Workshop presentations, one each to the Planning Commission and City Council, in which the consultant team presented its discovery findings.



Mayor Swearingin kicks-off the Design workshop by summarizing the community's vision for Downtown. Credit: Ryan C. Jones.

September 25 - October 2, 2010

Design Workshop. Building upon the input and findings of the Initial Outreach and Discovery phase, the Design Workshop brought the project team to Fresno and allowed focused interaction with all interested parties, including community groups and individual citizens, for seven intensive days of urban policy generation and design. The Design Workshop was interactive with recommendations on each of the design components (Public Realm, Transportation, Infrastructure, Form-Based Zoning Code) being developed simultaneously. Intended to maximize public input, the Design Workshop began with a Visioning Workshop, continued with evening and lunchtime presentations throughout the week, and finished with a final review.

- **Visioning Workshop (Day 1).** On the morning of Saturday, September 25, 2010 the City and project team kicked-off the Design Workshop with a public meeting, facilitated by Travis Sheridan, in which the community developed a transformative vision for the future of Downtown: **A vibrant destination at the core of Fresno and the central San Joaquin Valley that is built on commerce and culture, connects our community, is authentic to our past, and provides opportunities for the future.** Approximately 150 people attended the meeting and agreed upon the vision for Downtown which is summarized and expanded upon in Chapter 2 of this Specific Plan.
- **Evening Presentations (Days 2-5).** On the evening of Monday, September 27, 2010 (Day 2) the consultant team presented the existing conditions of the Fulton Mall's (Mall) various elements (landscape, paving, fountains, artwork), the history of the Mall, the historic significance of the Mall, the economic conditions needed for retail to prosper there, and alternative visions for its future, ranging from doing nothing differently, to restoring the Mall, to introducing a traditional street, to keeping some portions pedestrian-only while allowing vehicular traffic on other portions. Workshop participants, comprised of approximately 400 community members, expressed their likes and dislikes about each option, and provided more than 1,300 written comments on the merits of the various Mall alternatives.

The remainder of the Design Workshop focused on Downtown and its various subareas. On Days 3 and 5 (September 28 and 30), the design team presented the development strategy for each of these subareas: the Fulton District, the Mural District, the Civic Center, South Stadium, Chinatown, Armenian Town/Convention Center, and Divisadero Triangle. See **Figure 3.2A** on page 3:3. During



Community members review and discuss the various Fulton Mall options during the Fulton Corridor Design Workshop. Credit: Ryan C. Jones.

breakout sessions, community members discussed a variety of topics, including what they believed should be points of initial public and private investment and change, and what type of development is appropriate in each subarea. On Day 4 (September 29), the project team presented open space, landscape, and transportation strategies for Downtown – including incorporating the proposed High-Speed Rail station.

- Lunchtime Presentations (Days 2-6).** During the noon lunchtime hour, experts on the project team described the theory and practice of each of their disciplines and how it applies to Downtown Fresno: On Day 2, Historic Resources Group provided a brief history of Fresno, the City's legislative framework for preserving historical assets, and a summary of the team's reconnaissance findings. On Day 3, Strategic Economics discussed the economics of jobs, housing, and business, presented the anticipated demand for each over the next 25 years, and proposed steps for revitalizing Downtown. On Day 4, Nelson\Nygaard and Fehr & Peers presented transportation-related city-building strategies, including creating a safe walking and biking environment, managing parking, making the right transit investments at the right time, and planning for the proposed High-Speed Rail service. On Day 5, Fong Hart Schneider described how the elements of the Public Realm (Streets and Open Spaces) can generate a more vital Downtown through the introduction of street trees, street furniture, and activated open spaces. On Day 6, Raimi + Associates described the basics of Form Based Codes, comparing them to conventional zoning codes, and describing the structure of a potential new development code for the DNCP and FCSP Plan areas.
- Final Review (Day 7).** On the last day of the Design Workshop (October 2), the project team presented development strategies and design interventions that had been identified, with community input, over the course of the previous week. Specific topics included economics, infrastructure, historic resources, transportation, landscaping and open space strategies, as well as the form of buildings appropriate to each of Downtown's subareas. The morning meeting concluded with a panel discussion led by City Manager Mark Scott in which attendees posed questions to members of the project team as well as to City staff.

October 2010 - April 2011

Follow-up Outreach. The Follow-up Outreach phase began with a Community Advisory Committee meeting on October 19, 2010, in which the City and project team presented the results of the Fulton Mall Design



During the Design Workshop, approximately 400 community members expressed their likes and dislikes about each Fulton Mall option. Credit: Ryan C. Jones

Workshop to the community. In addition, the City and project team presented the various Fulton Mall alternatives – including two new ones that were generated in response to comments that were presented at the Design Workshop – as well as the advantages, disadvantages, and probable construction and maintenance costs of each. City staff also provided an overview of the Mall's current physical conditions.

After substantial discourse and considerable input from the public, the Community Advisory Committee selected from among the ten initial Fulton Mall alternatives, recommending three for further study in the planning process. These alternatives, **will be have been** studied by the Environmental Impact Report, and are described in **Chapter 4** of this Specific Plan.

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

Fall 2015 - Spring 2016

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

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

Summer 2016

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

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

CHAPTER 2: A VISION FOR DOWNTOWN FRESNO

2.1 INTRODUCTION

A great downtown is more than the sum of its parts. This Specific Plan is written with the knowledge that if the City of Fresno, the private sector, and our community get the basics right, something phenomenal will happen: a great Downtown that makes everyone proud and is an economic engine for the San Joaquin Valley.

Through an extensive public process that included a week-long Design Workshop and numerous meetings with the Community Advisory Committee, the Planning Commission, and the City Council, a vision for the Fulton Corridor, and the values that should shape its revitalization were established. These statements form the basis for this document and the City of Fresno goals and policies it contains.

The Community's Vision

Fulton is the vibrant destination at the core of Fresno and the central San Joaquin Valley. The vitality of Fulton is built on commerce and culture; it connects our community; it is authentic to our past; and it provides opportunities for the future.

The key to making Downtown great is attracting many people to it: residents, workers, and visitors. This plan sets out to do just that by adding approximately 6,300 residential units, which in turn raises the Plan Area's resident population from 3,877 people to approximately **16,000** people. In addition, the introduction of up to 3.9 million square feet of office space, 1.5 million square feet of retail space, and 145,000 square feet of industrial space will bring in over 18,000 new jobs to Downtown. This translates into approximately 34,000 new non-visitor people in Downtown. The visitor population – restaurant and entertainment patrons, tourists on their way to Yosemite, Sequoia, and Kings Canyon, Fresno Convention Center attendees, proposed High-Speed Rail riders, to name a few – will raise the number of people in Downtown even more. More people translates into vibrancy, vitality, and increased income for the City.

But new residents, workers, and visitors will not come to Downtown unless it is an attractive, appealing, vibrant place with beautiful tree-lined, multi-modal streets; inviting parks and plazas; and handsome buildings – both old and new – that face and are entered from the street and accommodate a variety of uses. This plan is a blueprint for transforming Downtown into such a place.

2.2 COMMUNITY VALUES FOR REVITALIZATION

The community's vision for revitalizing Downtown and transforming it back into a truly great place is based upon ten fundamental values. These values, generated by the community, are:

1. Getting the Basics Right

A great downtown is more than the sum of its parts. But to be great, the basic parts must be in place. In many ways, our Downtown missed being great for decades because our community was missing the basics.

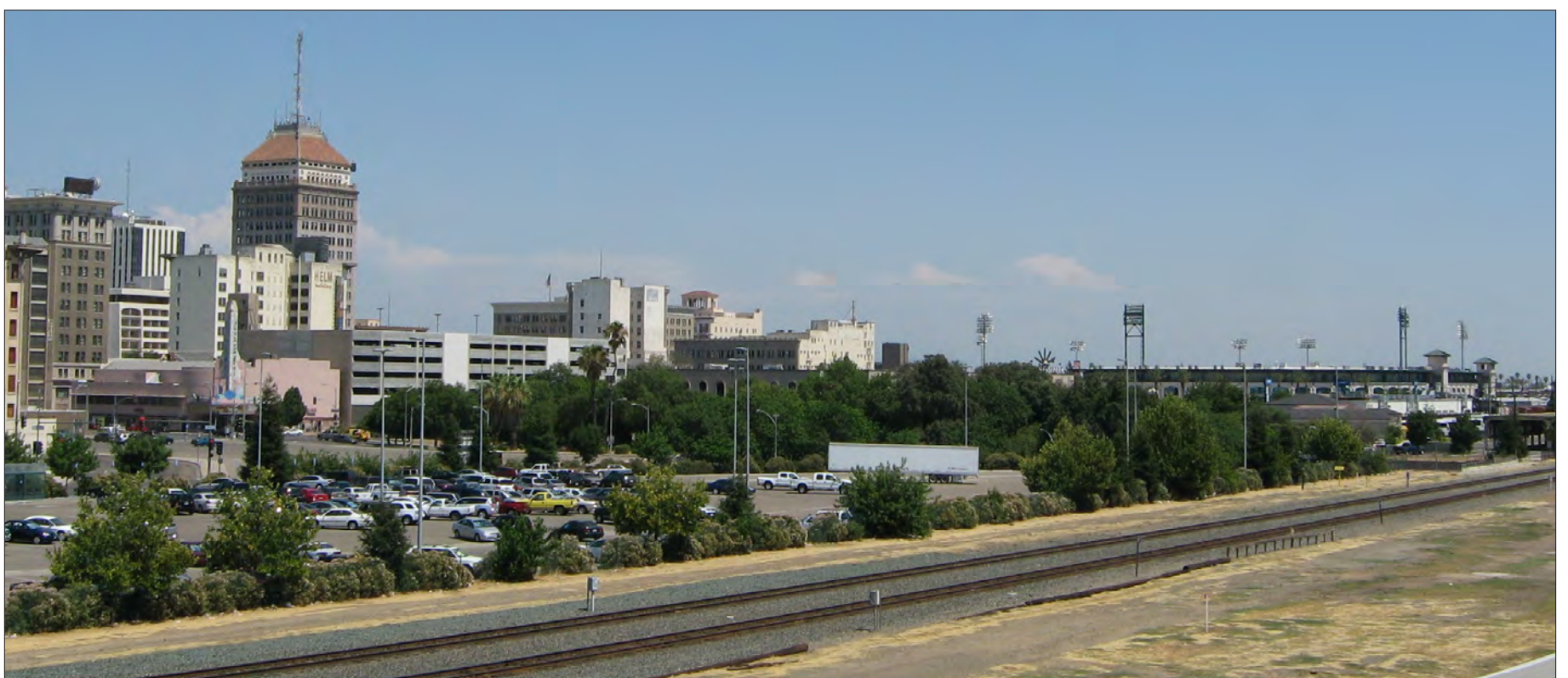
This Specific Plan, with the applicable sections of the Citywide Development Code, brings Fresno back to the basics by introducing a clear vision for revitalization, easy-to-understand rules for urban development, a simplified permitting process, public improvements aligned with private sector investments, and the infrastructure needed for economic growth.

This Specific Plan provides important incentives for investors and property owners to build new buildings, revitalize existing ones, start new businesses, and relocate businesses to Downtown. It guides the parts that make up the sum of what happens in our Downtown. Put it all together, and you have a downtown where investors feel confident about investing, where every taxpayer dollar produces the maximum benefit toward revitalization, and where the urban core becomes an asset rather than a drain on City finances.

2. A Regional Destination

Since its beginning, Downtown Fresno has served the entire central San Joaquin Valley. In its heyday, Downtown was the center of government, banking, commerce, and entertainment. Even today, despite Fresno's suburbanization, Downtown is still a place that offers services and activities that cannot be found elsewhere in the region.

The Fresno community envisions a Downtown whose relationship with the Valley's cities and towns runs two ways. In exchange for the amenity Downtown provides, all the people of the Valley – not just residents of Fresno – support Downtown with the dollars they choose to spend. To rekindle and nurture this economic relationship, Downtown must provide something of value to people throughout the surrounding area. Residents of the metropolitan area, nearby towns, and rural areas are all stakeholders in the revitalization effort.



The Downtown skyline with the Union Pacific right-of-way in the foreground. Chukchansi Park is to the right in the background.

2.2 COMMUNITY VALUES FOR REVITALIZATION (continued)

The public and private sectors must both recognize that the market for almost anything that happens in Downtown extends well beyond Fresno. An event, concert, or other attraction on a weekend evening can and should draw people from the surrounding region – in the 2010 Census, the Counties of Fresno, Madera, Tulare, and Kings, had a combined population of almost 1.7 million people. This Specific Plan provides a blueprint for creating a Downtown that attracts people from this large area by being a unique place, a fun place, and a place where many different kinds of experiences – business, dining, entertainment – can all happen within a short walk in the same visit.

In addition, the presence of Downtown’s various government offices, courts, and supporting businesses ensures that thousands of people come to Downtown to work or to conduct government business. This population is indispensable in transforming Downtown into an active, vibrant, popular place. Though currently the majority of this population leaves Downtown at the end of the work day, many are potential residents and after-work and weekend restaurant and entertainment patrons that, as Downtown transforms, will one day live, work, shop, and play in Downtown.

Since the construction of the original Fresno County Courthouse and the original City Hall, governmental offices have been vital to the identity of Downtown Fresno. There is no other location in the City of Fresno or the Central Valley that has the same concentration of government offices. The central location and easy routes of travel into Downtown Fresno continue to be important reasons for various government entities to locate Downtown.

3. An International Destination

Each year, thousands of visitors from all over the world pass through Fresno on their way to Yosemite, Sequoia, and Kings Canyon National Parks. Though they stay overnight in Downtown hotels, the primary reason they do so is that Fresno happens to be the closest big city to these parks. Similarly, thousands of Californians and some from farther afield attend various events and meetings at the Fresno Convention Center. When these visitors venture out of their hotels at night, the streets are virtually empty of people and cars and almost every store and restaurant is closed.

The Fresno community envisions Downtown’s transformation into a vibrant, mixed-use place that offers unique restaurants and retail opportunities during the day and the night, making Downtown Fresno a destination that people want to visit on their way to these parks or as a place where they want to hold or attend conventions.



An event at the Fulton Mall brings vitality to Mariposa Plaza.

4. Vibrancy and Vitality

The Fresno community envisions a Downtown full of life and energy. The goal of revitalization is to turn the Fulton Corridor back into a prosperous place where people live, work, shop, and have access to a variety of entertainment options. As in other great cities, our Downtown is a **vibrant and exciting** place **of intensity**, where even the ways to relax are exhilarating.

Much of Downtown’s explosive energy comes from mixing extremes together. Downtown is to be a home for lively artistic expression – and a clean, orderly, well-maintained place where people feel comfortable walking around. Downtown is to be a hotbed for small local retail stores – as well as a place for big business that draws in national brands. Downtown is to be a prosperous urban center and a place where Valley residents of any means can enjoy the services that it provides. Downtown is to be a place for every ethnic group, income class, and age bracket to mix together.

Under this Specific Plan, no activity is isolated, and every investment is turned into something larger than itself: a source of vitality for the Fulton Corridor, helping to create a Downtown that functions in a vibrant way.

5. Commerce

Business activity is integral to Downtown’s past as well as its future. For many years Downtown was home to a wide variety of professional services, administrative offices of prominent banks, broad retail opportunities from specialty shops to department stores, and entertainment venues that included several elaborately crafted commercial theaters.

The Fresno community envisions a Downtown that once again attracts businesses new and old, large and small. Rather than relying on large “silver bullet” projects, the revitalization of Downtown occurs on the scale of one business and one building at a time.

Through the applicable sections of the Citywide Development Code, this Specific Plan makes it easier than ever before to understand the rules for development in order to obtain an entitlement, rehabilitate a historic structure, or build a new building. The Plan lifts the burden of providing for parking for each business by allowing different buildings to share street parking and garage space. By making it less expensive and easier to invest, this Specific Plan makes Downtown an ideal place for entrepreneurship, while enabling the construction of high quality buildings.



Outdoor dining and pedestrian activity on Kern Street.

2.3 DESIGN PRINCIPLES

Based on the community’s vision for the Fulton Corridor, this Specific Plan and the accompanying Downtown Districts sections of the Citywide Development Code apply the following ten principles to the design of the Plan Area’s buildings, public spaces, landscape, and infrastructure: infill development, mix of land uses, distinct character, quality of the public realm, interconnected street system, walkability and bikability, housing variety, effective transportation and parking, efficient building and site design, and urban agriculture.

These principles mark a return to the kind of place-making design that has shaped Downtown Fresno for most of its history. The Plan emphasizes designing dwellings, shops, offices, entertainment venues, schools, parks, and civic facilities that are not only within close proximity, but that also relate to one another. Buildings are not isolated objects. They are neighbors that form the public realm, provide “eyes on the street,” shape the skyline, create **shadowsshade**, and generate foot, vehicular, and transit traffic. In addition, when development projects are related to their surroundings, each new project builds value for surrounding land and buildings, encouraging spin-off development and hastening the build-out of complete, revitalized areas.

These principles form the basis for the Downtown Districts sections of the Citywide Development Code as well as the goals, policies, and actions that are described in this Plan.

1. Infill Development. Effective use of existing private and public land and infrastructure investments.

Development fills in available urban sites to create a more vibrant public realm. More people within walking distance of multiple uses support a more efficient utilization of services and resources, and create more opportunities for entrepreneurship and for shopping, working, and entertainment close to home.

In addition, infill development takes advantage of existing infrastructure, including streets, parks, and water, sewer, and storm drain pipes.



The Iron Bird Lofts District introduces higher density housing in the Mural District.

2. Mix of Land Uses. Synergistic relationships between a variety of destinations and activities.

Downtowns and neighborhood centers that accommodate a variety of uses in close proximity to one another utilize land efficiently, provide neighborhood convenience, create a uniquely urban experience, and encourage people to come and go throughout the entire day. The accompanying Downtown Districts section of the Citywide Development Code remove current restrictions and allow and encourage a compatible mix of uses at the neighborhood, district, or corridor scale, and promote shared parking. This yields a rich mix of building types and uses that are accessible in the same visit through many transportation modes. Key to creating this environment is focusing investment and concentrating businesses, offices, visitors, residents – i.e., people – in one area. As the initial area becomes vibrant, activity will expand to the rest of Downtown.



A diverse mix of land uses within close proximity utilizes land efficiently, provides neighborhood convenience, and creates a unique urban experience.

3. **Distinct Character.** Places with their own distinct identity.

Preservation and renewal of Downtown's unique buildings, districts, and landscapes affirm the continuity and evolution of urban society. New development enriches the quality of existing urban places. New design is a complement to such settings, creating a unique sense of place that reflects history, as well as changing market trends.



Preservation of Downtown's unique buildings affirms the continuity and evolution of Fresno's urban and cultural traditions.

4. **Quality of the Public Realm.** Appealing and heavily used outdoor public spaces between buildings.

A primary task of all urban architecture and landscape design is the physical definition of streets, squares and parks that serve as places of movement, gathering, and celebration for people. Public open space is designed as a series of outdoor rooms and a landscape that enables public interaction, provides a place to enjoy fresh air and exercise, and improves the physical and aesthetic quality of urban neighborhoods.

Surrounding buildings naturally keep parks safe by providing eyes on what is happening. In return, parks boost the values of surrounding properties.



Buildings at Civic Center Square face an urban green that provides a place for office workers and convention visitors to gather.

5. **Interconnected Street System.** Access to daily destinations that are reached by multiple routes.

Interconnected streets reduce congestion by dispersing vehicular traffic rather than concentrating it only on major arteries. They encourage pedestrian activity, provide multiple routes for getting places, and increase the routes emergency personnel can use to reach distressed locations. When open to all – pedestrians, cyclists, and automobiles – they are more active, safer, and better for businesses that line them.

Alleys provide access to parking and services at the back of building lots, reducing the number of conflicts between pedestrians and vehicles along sidewalks.



Interconnected streets reduce congestion by dispersing vehicular traffic.

6. **Walkability and Bikability.** Compact urban form, environments designed primarily for people, not cars, and multiple pedestrian and bicycle destinations within close proximity.

In urban areas, most daily uses are within a 5 minute walk from home or work. The Downtown Districts sections of the Citywide Development Code direct new building designs to define street edges and corners, enliven street frontages to enhance the pedestrian experience, and create memorable urban places where people enjoy being. Pedestrian-scaled street lighting, street trees, and street furniture further enhance the pedestrian experience.

An extensive network of bike lanes and trails and their associated amenities, such as bike racks and lockers, extend the reach of daily uses.



Buildings define and enliven the street and sidewalk edge, enhance the pedestrian experience, and create memorable urban places.

4 South Stadium



South Stadium is bounded by SR 41 to the south, the Union Pacific railroad to the west, Inyo Street to the north, and the alley between Van Ness Avenue and L Street to the east.

- a. Transform South Stadium into a mixed-use district that introduces a diversity of new uses, including housing, creative businesses, and specialty retail businesses, while embracing its raw, industrial charm.
- b. Permit South Stadium businesses to advertise their presence by way of architectural design and signage that recalls the older automotive-related signs of Fresno's early motoring era.
- c. Improve the image of gateway streets such as Ventura Avenue and Van Ness Avenue.
- d. Revitalize and reuse the existing older buildings that currently line Fulton Street. Introduce commercial and retail on grounds floors, and residential, office, and hospitality uses on upper floors.

See **Section 3.2.4**

5 Chinatown



Chinatown, established in 1872, originally comprised the area bounded by what is now State Route 99 to the west, Ventura Avenue to the south, H Street to the east, and Fresno Street to the north. This Plan modifies the boundaries by extending the boundaries northward to include the properties just north of Stanislaus Street, southward to where Golden State Boulevard intersects State Route 41, and establishing the eastern boundary at the Union Pacific railroad tracks.

- a. Revitalize Chinatown in conjunction with the proposed High-Speed Rail station.
- b. Infill Chinatown's many vacant lots with sensitively scaled, mixed-use, pedestrian-friendly buildings that accommodate a variety of uses.
- c. Establish F Street as Chinatown's "Main Street," a street that accommodates local-serving shops and restaurants and provides a safe and pleasant environment for shoppers.
- d. Continue to capitalize on Chinatown's unique historic assets, including the former Fresno Buddhist Temple, the Bow On Tong Association Building, and its extensive underground basement network.
- e. Create a new park along Mariposa Street near the proposed HSR station.
- f. Create an intermodal transit center along G Street near the proposed HSR station.

See **Section 3.2.5**

6 Armenian Town / Convention Center



Armenian Town/Convention Center is roughly bounded by Inyo Street to the north, O Street to the east, SR 41 to the south, and the alley between L Street and Van Ness Avenue to the west. As its name suggests, it comprises the remaining half of what was Armenian Town and contains the Fresno Convention Center.

- a. Transform this area into a walkable and bikable mixed-use place by infilling vacant parcels with pedestrian-friendly, mixed-use buildings.
- b. Introduce larger office buildings with local serving retail concentrated along Ventura Avenue.
- c. Connect the Fresno Convention Center and **RadissonDoubleTree** Hotel to the Fulton Corridor with clear pedestrian linkages and wayfinding signage.

See **Section 3.2.6**

7 Divisadero Triangle



The Divisadero Triangle is roughly bounded by Merced Street to the south, the BNSF railroad tracks to the east, Divisadero Street to the north, and the alley between L Street and Van Ness Avenue to the west.

- a. Transform this area into a walkable mixed-use place by infilling vacant parcels with shopper-friendly buildings.
- b. Introduce office and local-serving retail uses along M, Divisadero, Tuolumne, and Stanislaus Streets.
- c. Consolidate and relocate isolated older buildings from throughout Downtown within the Divisadero Triangle.

See **Section 3.2.7**

3.2 DOWNTOWN SUBAREAS (Continued)

1. FULTON DISTRICT

The Fulton District is comprised of rectangular blocks oriented parallel to the Union Pacific Railroad tracks. The historic interconnected street network is disrupted by the railroad tracks, and has been closed down to traffic at several locations, most notably Mariposa Street east of the County Courthouse. All of the streets within the Fulton District are two-way, with the exception of Tuolumne Street, which is one-way. This street and block pattern, coupled with inadequate way-finding signage, confuses many Downtown drivers, especially those not familiar with the Fulton District.

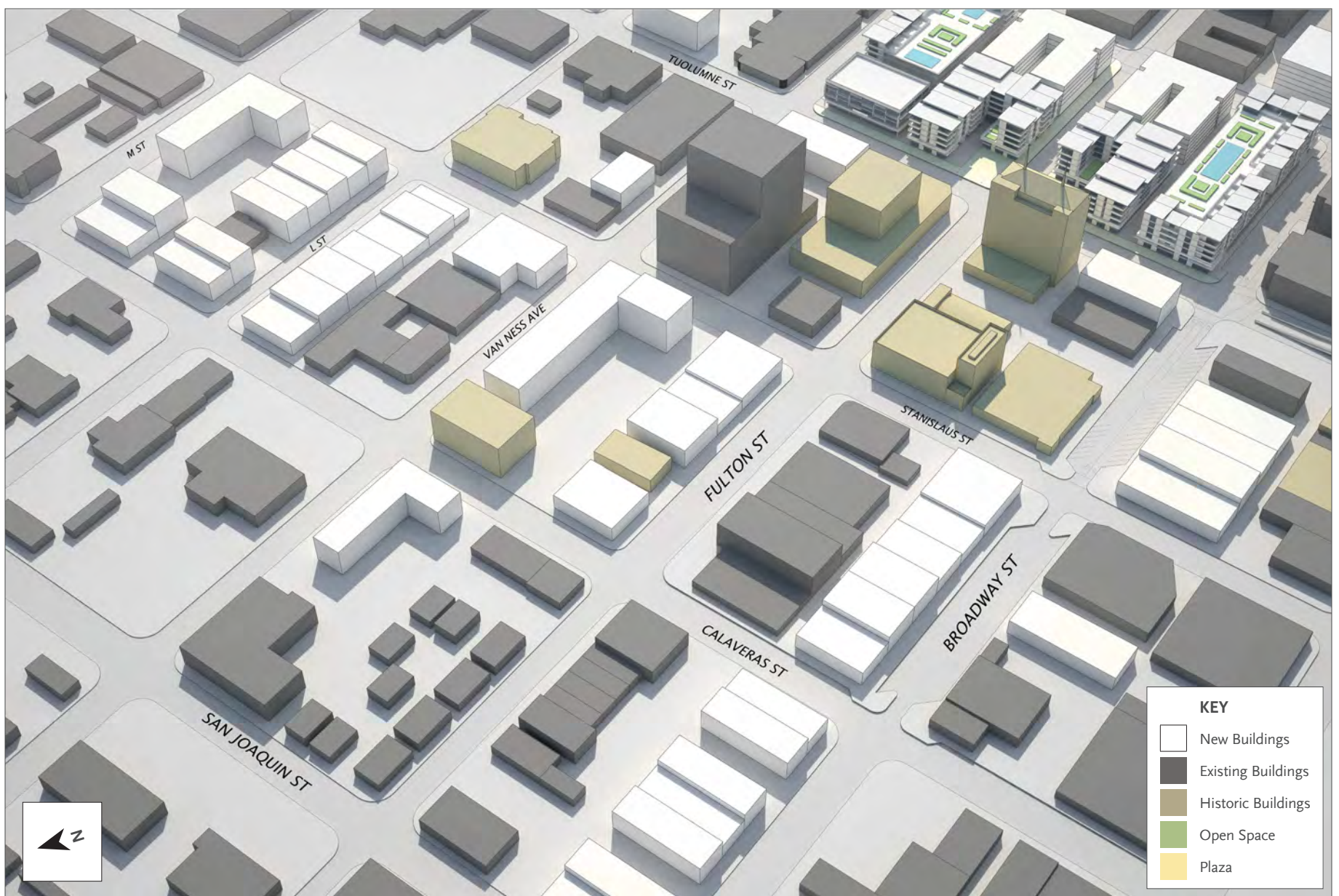
A considerable amount of the Fulton District's building fabric has been demolished and replaced by either vacant land or parking lots. An important exception to this is Fulton Street, where, with the exception of its northern end, the adjacent building fabric is well intact. Vacancies and blighted conditions persist throughout Downtown, and many of the area's largest buildings remain shuttered and in **poor** disrepair.



View of the former Fulton Mall looking south towards Tulare Street.



View of a reopened Fulton Street looking south towards Tulare Street with a new mixed-use infill building with rooftop uses.

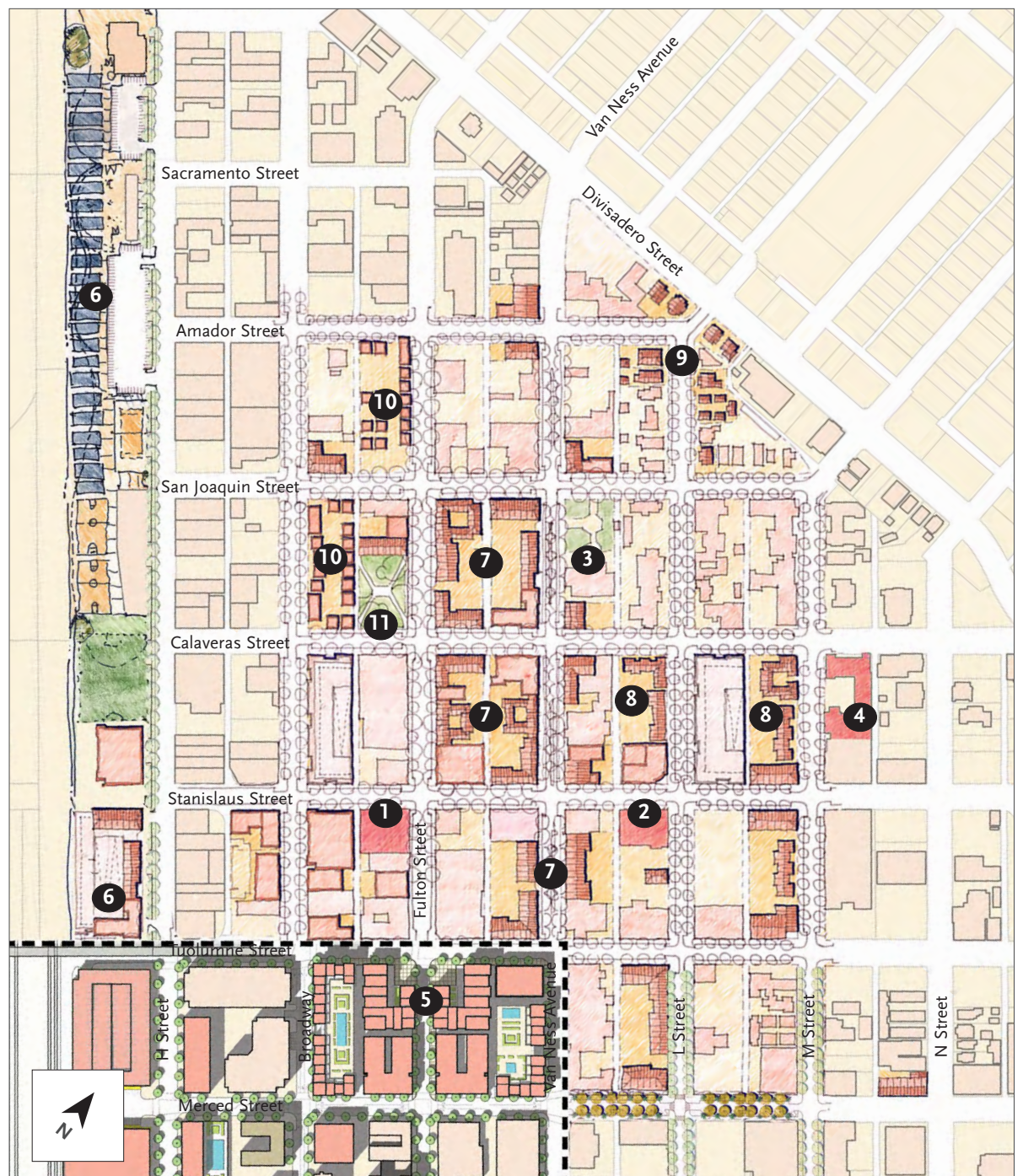


The Mural District is revitalized through infill of various sites, primarily along Van Ness Avenue. The Grand is seen at top right.

This illustrative site plan shows one of many ways the Mural District could develop over time, based on the provisions of the Development Code. Opportunity sites are shown to infill in the general locations where development is likely to occur. A linear park that accommodates a number of open space uses is introduced adjacent to the Union Pacific railroad tracks (see Chapter 6 for more information).

KEY

- 1 Existing Wilson Theater (Cornerstone Church)
- 2 Existing Fresno Scottish Rite Temple
- 3 Existing Arte Américas
- 4 Existing First Presbyterian Church
- 5 New mixed-use Development at North End of the former Fulton Mall
- 6 New linear park adjacent to Union Pacific Railroad tracks
- 7 New mixed-use buildings with retail, office, and residential
- 8 New multi-family housing
- 9 New housing
- 10 Recently constructed housing
- 11 New Mural District Park



3.2 DOWNTOWN SUBAREAS (Continued)

5. CHINATOWN

Over the years Chinatown harbored many of Fresno’s cultural and ethnic communities, including Japanese, Italian, German, Chinese, African-American, Armenian, Basque, and Mexican immigrants. Chinese immigrants, drawn to the area to work on the construction of the Central Pacific railroad, made up one-third of Fresno’s earliest population.

It accommodated all the needs of neighboring residents, including a hospital, churches, schools, and more diverse retail. One of the oldest areas of Fresno, Chinatown truly represents the great ethnic, cultural and architectural diversity of Fresno. Although it is one of the most historically significant areas of Fresno, Chinatown has also experienced the greatest abandonment and dilapidation. Less than 20 percent of Chinatown’s original buildings remain, many in a very poor state of repair – although several are listed on the Local Register of Historic Resources. In addition, it is isolated from the Fulton District by the Union Pacific railroad tracks and from the Edison Neighborhoods by State Route 99.

Chinatown is built upon a well-connected network of pedestrian-scaled blocks with alleys servicing most blocks. However, due to the freeway and railroad tracks, Chinatown is isolated from both Downtown and Edison’s residential neighborhoods.

The original, historic portion of Chinatown between Fresno Street and Ventura Avenue consists of a patchwork of vacant lots, parking lots, and isolated buildings, although F Street, Chinatown’s main street, is relatively intact, particularly between Tulare Street and Inyo Street. From 1960 onwards, many of Chinatown’s older buildings were demolished, although nine structures are now listed on the Local Register of Historic Resources. In addition, many buildings are in disrepair and the upper floors of many buildings have been removed to conform to building safety requirements. Chinatown is also home to an **extensive** network of **underground**, interconnected basements.

North of Fresno Street, Chinatown consists of relatively large-scale commercial and industrial buildings surrounded by parking lots. South of Ventura Avenue, it consists of a mix of single-family homes and industrial buildings.

Chinatown does not have any public parks, although the abundance of vacant land and parking lots provides good opportunities to be transformed into parks as the need arises. In recent years, Chinatown has hosted a number of annual events, including the Chinese New Year Parade and the Chinatown Music and Arts Festival.

Recent revitalization efforts have resulted in improved street lighting, new street banners, facade and street improvements, new landscaping, and the preservation of several buildings.



View of the intersection of Mariposa Street and F Street in its present condition.



View of intersection of Mariposa Street and F Street. A park is proposed for Chinatown along Mariposa Street between E Street and **G** Street. Chinatown is revitalized through adaptively reusing notable older buildings and introducing new ones on an infill pattern. The Basque Hotel is seen at right in the foreground.

6. ARMENIAN TOWN/CONVENTION CENTER DISTRICT

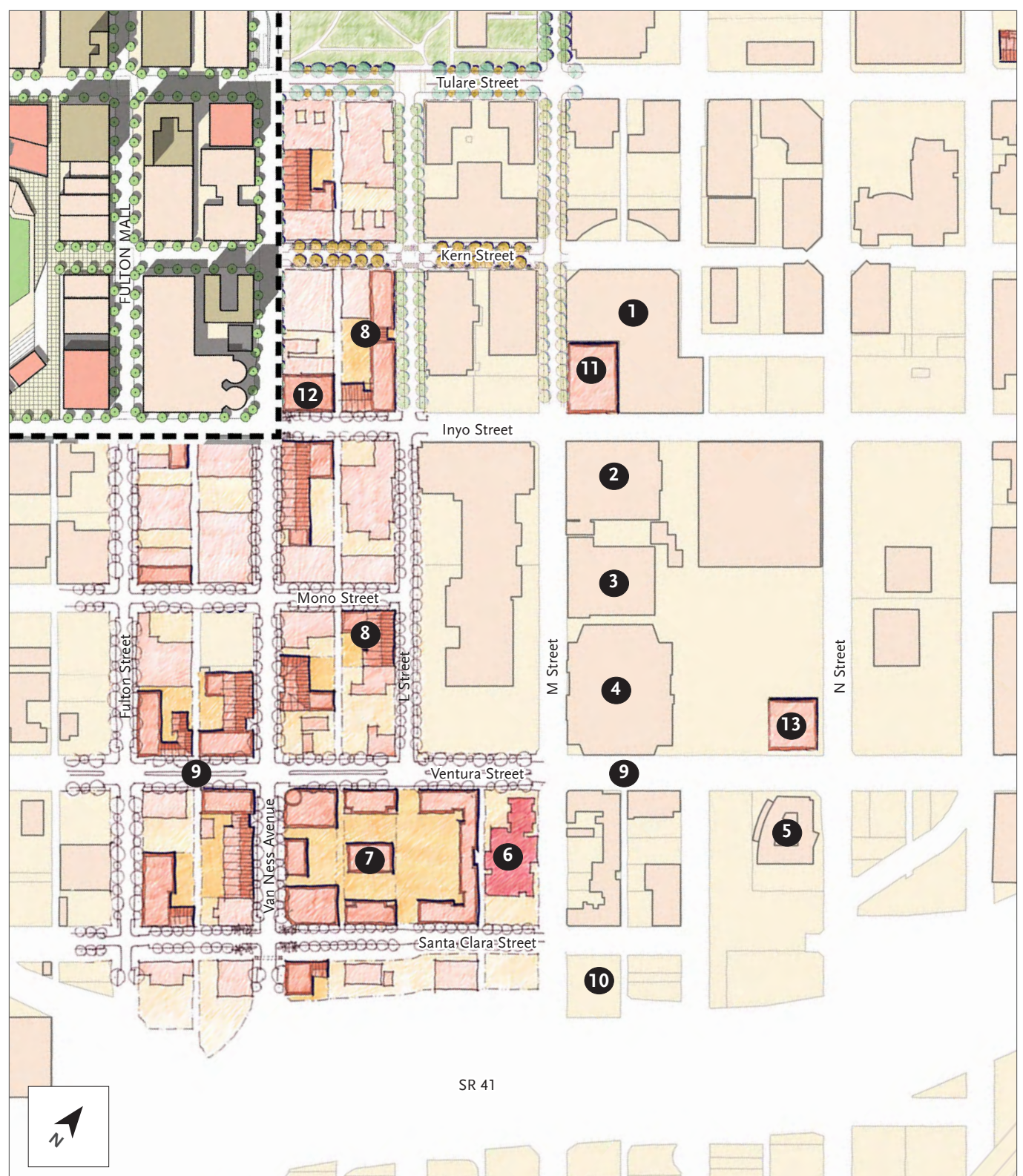
The Armenian Town/Convention Center's street and block network is oriented to the railroad tracks and consists for the most part of rectangular blocks, although the pedestrian-scale of its blocks has been compromised by the creation of several megablocks. Mono Street between L and P Streets and N Street between Capitol Street and Ventura Street have been closed in order to accommodate the Fresno Entertainment and Convention Center and the **RadissonDoubleTree** Hotel.

As a consequence of applying suburban zoning standards on traditional urban fabric, much of it has been developed with buildings located at the center of the block, surrounded by large surface parking lots. In addition, several streets have been removed, creating megablocks that inhibit both vehicular and pedestrian access. Meanwhile, the portion south of Ventura Avenue has been harmed by the construction of State Route 41, which cuts through what was once the heart of Armenian Town, and more recently by the delay of the Old Armenian Town redevelopment project. Portions south of Ventura Street consist primarily of 1- and 2-story commercial and light industrial buildings. Portions north of Ventura Street are primarily occupied by large-scale multi-story buildings that, together with their parking, occupy the entire block.

- A. Vision.** The Armenian Town/Convention Center is transformed into a walkable and bikable, mixed-use place by infilling vacant parcels and parking lots with pedestrian-friendly buildings, introducing pedestrian and bicycle amenities, and adaptively reusing older buildings throughout. It is infilled with larger scale buildings that house office, residential, and retail uses.
- B. Plan.** Armenian Town/Convention Center is infilled with buildings that accommodate housing, office, and retail. Buildings are built close to the sidewalk, are entered from the sidewalk, and have street-facing windows. Its streets, particularly Ventura Avenue, are improved through the introduction of new sidewalks, new street trees, and new pedestrian-scaled street lights. In addition, bike lanes are introduced along Inyo Street, transforming it into a key east-west bicycle corridor.

This illustrative site plan shows one of many ways Armenian Town/Convention Center could develop over time, based on the provisions of the Development Code. Opportunity sites are shown to infill in the general locations where development is likely to occur, particularly along Van Ness Avenue.

- KEY**
- 1 Existing Convention Center
 - 2 Existing Saroyan Theater
 - 3 Existing Valdez Hall
 - 4 Existing Seland Arena
 - 5 Existing Court of Appeals Building
 - 6 Existing Holy Trinity Armenian Church
 - 7 New Automobile-Oriented Retail
 - 8 New Mixed-Use Buildings w/ Office or Residential above Retail
 - 9 Revitalized Ventura Street
 - 10 Relocated Historic Armenian Homes
 - 11 New Hotel
 - 12 Existing Mixed-use with Affordable Housing and Retail
 - 13 New Cosmopolitan Restaurant



3.3 DEVELOPMENT CAPACITY

As part of the preparation of this Specific Plan, a series of market and economic analyses were prepared to provide a solid foundation upon which to build a development program and public investment strategy for the FCSP Area. These included a regional demographic and economic analysis; a market analysis for housing, office, and retail/entertainment uses; case studies of retail/entertainment districts; and a financial feasibility analysis. The principal findings of these work are summarized below.

A. REGIONAL ECONOMIC CONTEXT

Fresno County and the central San Joaquin Valley region – that is, Fresno, Madera, Tulare, and Kings Counties – are growing economies. The region added approximately 120,000 jobs from 1990 to 2009, and Fresno County received approximately half of that job growth.

The regional economy continues to shift from a resource-based to a service-based economy. Much of the economic growth in Fresno County has occurred in resident-serving sectors, **while the agriculture-related industries experienced a significant decline**. In addition to larger national and structural trends, these changes have been fueled in large part by the region's expanding population, the conversion of agricultural land to housing development, and more efficient, less labor-intensive farming techniques.

Downtown Fresno is the largest job center in the region, holding over 30,000 jobs, or approximately 14 percent of the total jobs in the Fresno/Clovis metropolitan area.

B. HOUSING MARKET ANALYSIS

Most development in Fresno in recent decades has consisted of detached single-family homes, predominantly in Fresno's northern areas. During the housing boom, the market's delivery of higher density units was limited to a small number of rental projects.

As the Market Analysis shows, there is market demand for approximately 4,000 to 7,000 units in the Specific Plan Area from 2016 to 2035, although this number could potentially increase if Downtown's revitalization is successful. This is equivalent to an average annual absorption of 150 to 250 units.

Though there has been recent development of multi-family units Downtown, nearly every residential project in Downtown has received some form of subsidy from local government sources. The bulk of recent development activity in the Plan Area has been concentrated in the Mural District.

The market for higher density buildings will take time. There are significant financial feasibility challenges to building housing in the Plan Area, due to the continued popularity and affordability of suburban detached single-family housing compared to higher cost multi-family units.

C. OFFICE MARKET ANALYSIS

The Plan Area continues to be an attractive location for government offices, legal firms, advertising agencies, other professional firms, and medical offices. Downtown Fresno features a stable base of employment due to its concentration of Municipal, State and Federal government office buildings. However, the Plan Area must increasingly compete with North Fresno and office parks for new office tenants and development.

The Plan Area's office market faces challenges including persistent high vacancy rates in its older and historic structures, perceptions of Downtown being unsafe, difficult access by car, a lack of amenities, a location distant from residential areas, and a perceived lack of parking. The vacancy rate for the designated historic office buildings along Fulton Street is estimated at over 70 percent. The reuse of these buildings is challenging due to limited auto access, the cost of renovation, and lack of maintenance.

The Plan Area can potentially capture demand for between 2.5 million and 3.9 million square feet of new office space between 2016 and 2035, net absorption of new and vacant spaces. The ability of the Plan Area to be able to attract private development will depend on a host of factors such as the availability of amenities to support office workers, the successful rehabilitation and reuse of existing vacant office buildings, and the improvement of circulation and access throughout the Plan Area. With the reopening of Fulton Street to vehicular traffic, some of the aforementioned barriers have already started to be removed.

There is strong potential in attracting "creative" businesses. These firms are often small and entrepreneurial, seek inexpensive space, and prefer the kinds of unique or raw interiors that can be provided within rehabilitated older buildings. **The success of Bitwise**



The proposed High-Speed Rail station will be a significant amenity for Downtown Fresno and the greater region.



The historic Hotel Fresno currently sits across from a recently built office building that is leased to the Federal government.

Industries has shown that Downtown has tremendous potential to develop a strong technology sector.

D. REGIONAL RETAIL/ENTERTAINMENT USES

The Plan Area has the potential to become a regional retail and entertainment destination. Given the addition of new housing and office space in the Plan Area, as well as the considerable growth in population projected in the greater 45-minute drive time market area, there is an opportunity for the Plan Area to leverage its existing assets to draw more retail and entertainment uses.

The Plan Area has the potential for the development of between 1.3 million and 1.6 million square feet of new retail and entertainment space in the next 25 years. The types of supportable retail that will help Downtown include food stores, eating and drinking places, general merchandise, and other retail. Regional retail entertainment development should be focused near existing anchors and attractors such as Chukchansi Park, Club One Casino, the proposed HSR station, the former Fulton Mall, and the Plan Area's historic theaters.

While Downtown must compete with other town centers, such as River Park, The Marketplace at El Paseo, Campus Pointe, and Fancher Creek, it is replete with historic, entertainment, and urban attributes that these other places do not have.

E. ROLE OF HIGH-SPEED RAIL ON DEVELOPMENT

The proposed HSR station offers an opportunity for higher-density, pedestrian-oriented development projects to be focused in the Plan Area. In addition to the train station, there have also been discussions about locating a maintenance facility for the rail cars within Fresno south of the Plan Area. The facility would create new jobs in Fresno, and create some ripple effects to suppliers of materials in the City and the central San Joaquin Valley region. The ability of the Plan Area to capitalize on the economic activity will largely depend on the proximity of the facility's location to existing employment nodes, and the economic benefits to suppliers of locating near the facility.

F. SUMMARY OF DEVELOPMENT PROGRAM

Table 3.3A summarizes the demand-based development program for the Specific Plan Area based on the market analysis.

TABLE 3.3A - Market Demand in Specific Plan Area Through 2035¹

Land Use	Development Potential	
	Low	High
New Housing Units (units)	4,060	6,960
New Housing Units (s.f.)	4.9 million	8.4 million
Office (gross s.f.)	2.5 million	3.9 million
Regional Retail and Entertainment (s.f.)	1.3 million	1.6 million
Total Residential and Commercial (s.f.)	8.7 million	13.9 million

¹ Strategic Economics, "Market Analysis Report: Fulton Corridor Specific Plan," April 25, 2011.

The documented presence of a market for new housing, office, and retail and entertainment space is a point of departure for the revitalization of Downtown Fresno. The numbers suggest that Downtown can grow substantially by taking advantage of its location, its urban character, and its many commercial, civic, and institutional assets.

This projected demand for housing, office, and retail and entertainment space exists despite the **currentpast** state of disinvestment in Downtown and the development community's preference in **recentpast** years for suburban sites. However, to achieve the desired results as quickly and efficiently as possible, **efforts must be made the City must continue** to focus all possible investment towards Downtown and to be consistent in implementing this Plan's development strategy for many years.



A vacant, lifeless Downtown streetscape is pedestrian unfriendly and discourages commerce. Policies of the mid 20th century resulted in streetscapes that were lifeless, unfriendly to pedestrians, and which discouraged commerce.



This view looking south on Fulton Street towards the former Fulton Mall.

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

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

7. Coordinate public and private interests to stimulate revitalization.

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

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

8. Coordinate public support of private sector efforts.

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

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

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

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

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

- Targeting and recruiting types of retailers that have been identified for growth such as food stores, eating and drinking places, general merchandise, and other retail; and
- In order to ensure a critical mass of activity, which is essential to retail success, focusing major retail, dining, and entertainment uses in the Fulton District and in other limited areas with established retail or strong potential for such uses, as shown in **Figure 6.2A** (Retail Priority Streets).

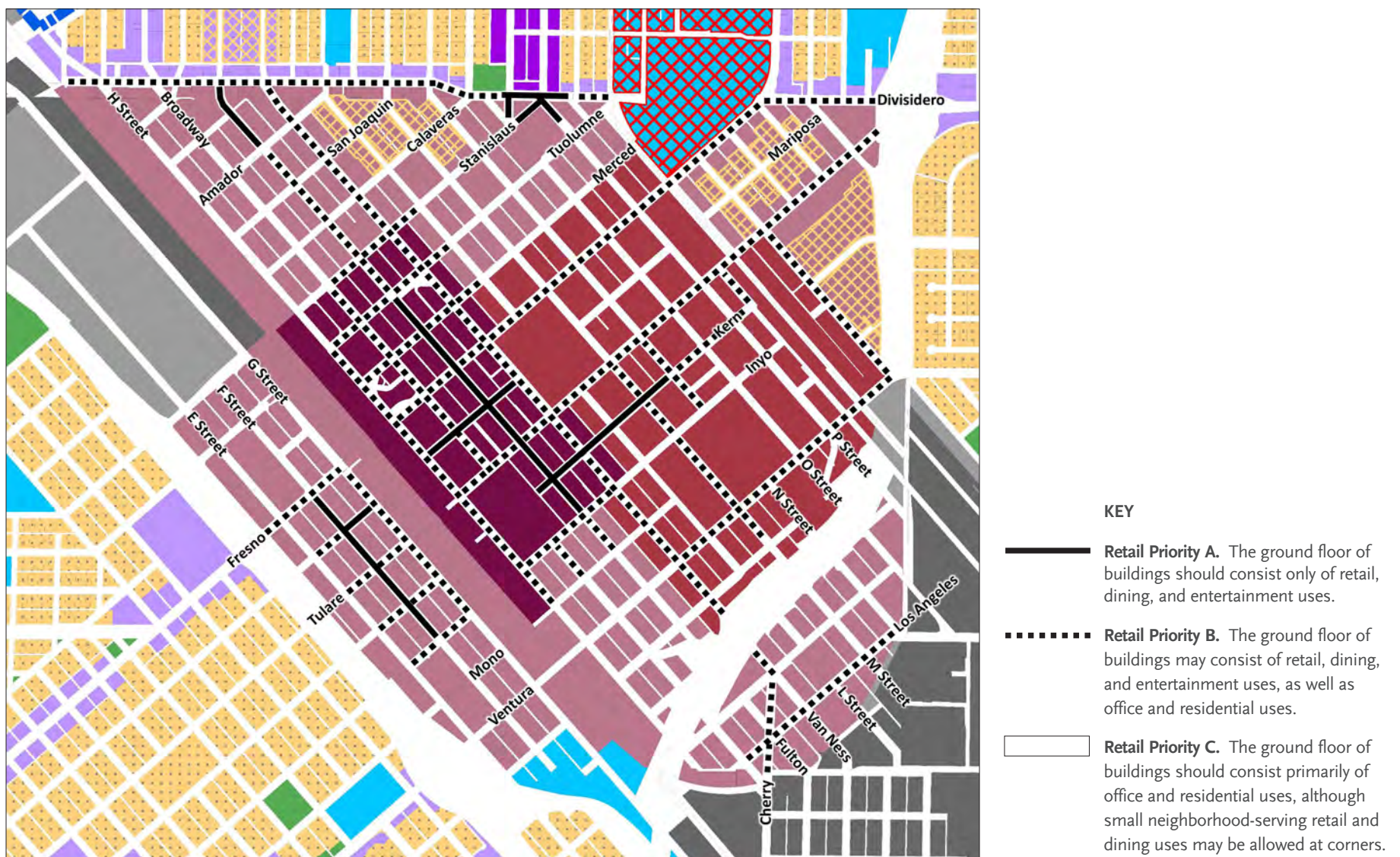


Figure 6.2A - Retail Priority Streets.

6.3 DEVELOPMENT FRAMEWORK (Continued)

private development projects in order to stimulate revitalization.

Goal 6-9 Require high-quality building design.

Policies

- 6-9-1** Permit new buildings with contemporary and innovative architectural designs, provided they utilize high-quality materials and contribute to a walkable attractive, urban environment.
- 6-9-2** Require new buildings or modifications to existing buildings to utilize a combination of materials and finishes which articulate a high quality appearance. Acceptable finishes and materials include stucco, brick, stone, corrugated metal, finished metal, concrete, and glass. Unacceptable materials include siding made of any unsustainable materials such as plywood or particle board (i.e., T-111). In addition, materials that unintentionally discolor due to weathering or corrosion are discouraged. Materials that discolor naturally, such as copper, are encouraged.
- 6-9-3** Require building renovations or alterations to use exterior building materials that are consistent with the building’s original design and construction. Prohibit “stucco wraps” of buildings originally designed with wood siding or shingles.
- 6-9-4** Require that all new buildings, additions, and renovations be compatible with surrounding buildings, maintain a similar scale, relate to Fresno’s historical and cultural context, and respond to Fresno’s climate through their massing, orientation, and use of building frontages (porches, arcades, etc.) and architectural elements (canopies, awnings, trellises, overhangs, etc.).
- 6-9-5** Promote infill development that is compatible with and complementary to existing older buildings, particularly those listed on the Local, State, and National registers. (FLSP Implementation Action 1-1-4)

- 6-9-6** Require building massing comprised of simple, well-proportioned volumes.
- 6-9-7** Avoid placeless, franchise or ‘formula’ architecture and signs that are not rooted in Fresno’s culture and traditions.
- 6-9-8** Screen service areas, storage areas, mechanical equipment, or garbage areas from public view from the street or pedestrian ways.
- 6-9-9** Require fence and wall design to be consistent with the architecture of the building. Avoid fencing that, through design or use of materials, promotes a “fortress” environment (barbed wire, wrought iron pickets with sharpened spears at top, electric fencing, blank concrete masonry unit walls, etc.).
- 6-9-10** Introduce new buildings that employ passive cooling and heating strategies, including frontage types (porches and arcades), architectural elements (overhangs, awnings, shutters, louvers, canopies, and trellises), and strategically-placed shade trees to minimize or increase solar heat gain according to the season.
- 6-9-11** When considering providing funding, letters of support for grant applications, other assistance to projects, give priority to projects with high quality workmanship, materials, articulation, and amenities.

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

Policies

- 6-10-1** Require buildings to face and be accessed from the street and be pedestrian-scaled.
- 6-10-2** Encourage sidewalk cafes, small shops, and other pedestrian-oriented uses through a standardized permitting process. (FLSP Implementation Action 2-1-3, modified 2011)



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



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

7.1 INTRODUCTION (Continued)

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

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

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

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

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

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

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

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

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

“Historic-era Building, “Historic-era Resource” is used as a generic term to refer to a building or resource which was constructed in an earlier period in the City of Fresno (as described in sub-sections A through I) but which is not necessarily a “Significant Resource.”

Local Historic Resource means, unless otherwise specifically indicated, a resource on Fresno's Local Register of Historic Resources pursuant to Fresno Municipal Code 12-1603(o).

Nothing in this Specific Plan is intended to identify or designate any significant resources, potential significant resources, significant districts or potential significant districts. Identification and designation of resources and districts shall be done consistent with the City's Historic Preservation Ordinance and State and Federal law.

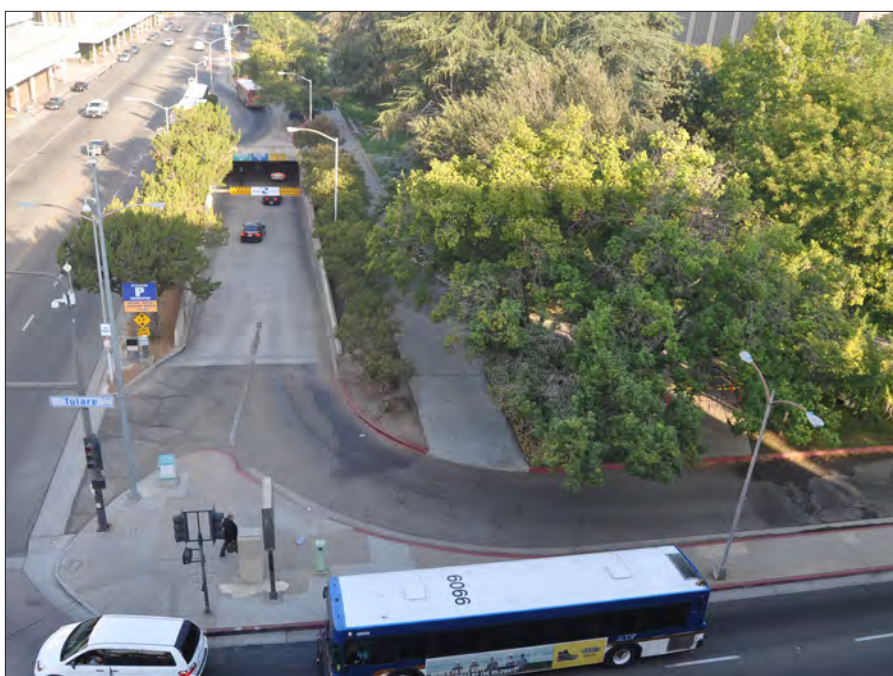
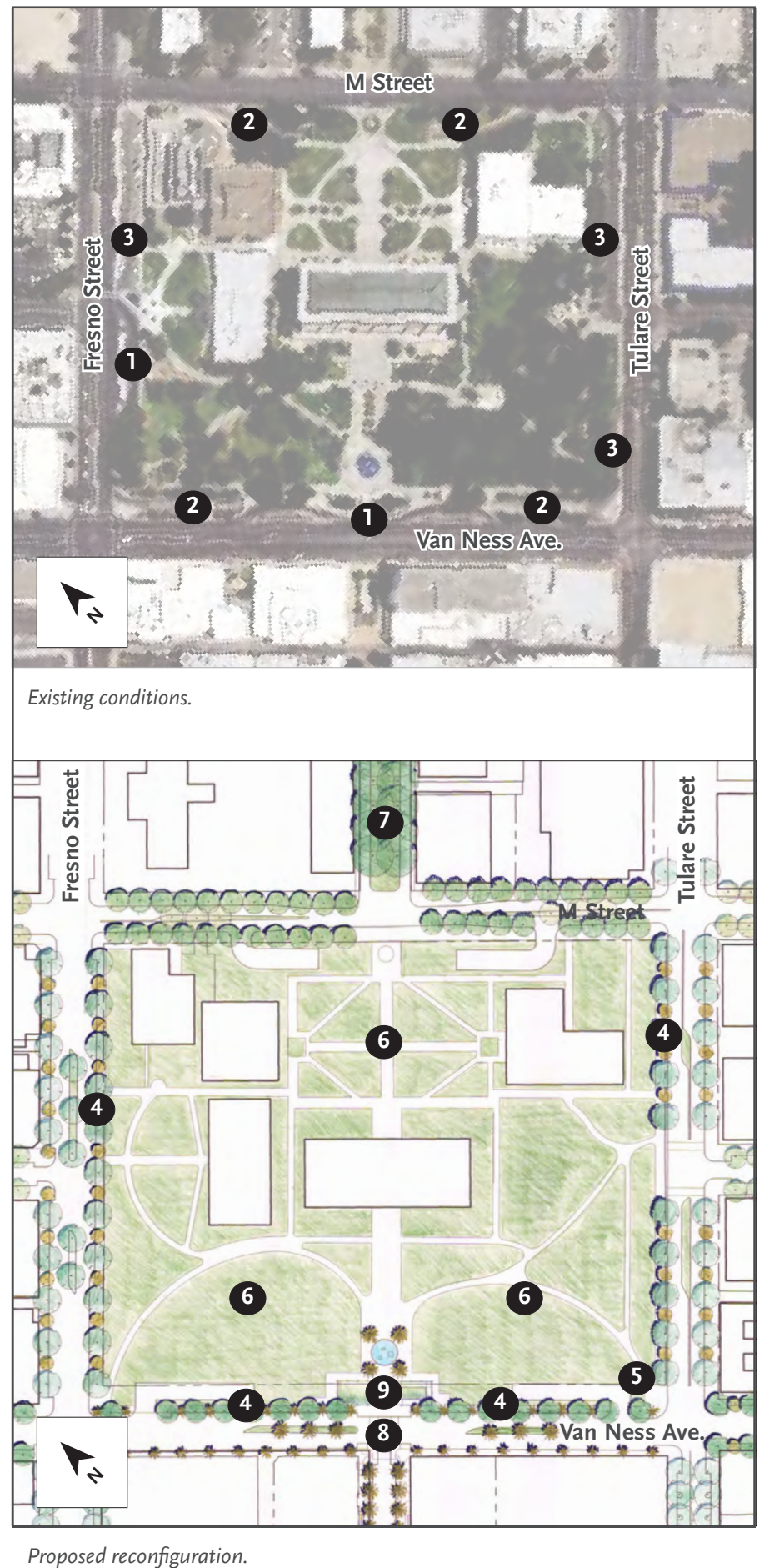


Hobbs-Parson Building (1903).

4. **Courthouse Park**, owned by the County of Fresno, is the largest green space within Downtown. Dedicated as open space during the late 1800's, Courthouse Park is the location of the County Courthouse and other County facilities. However, there are barriers along its edges that inhibit accessibility and views into the park. For example, access to Courthouse Park is hindered by the bus stop lanes along Van Ness Avenue and Fresno Street, as well as by the parking ramps that lead to and from the underground parking structure beneath the **RadissonDoubleTree** Hotel. These barriers could be removed in order to open up the park to surrounding streets, sidewalks, and buildings and create a more inviting environment for Downtown residents, workers, and visitors as shown in **Figure 8.3D** (Courthouse Park). Potential transformations, all of which must be pursued in coordination with the County of Fresno, include:

- Reconfiguring the Downtown Transit Center in order to improve visibility into Courthouse Park and enhance pedestrian connectivity;
- In conjunction, with the opening of HSR service, relocate the transit center to G Street near the proposed HSR station.
- Introducing a street level crossing at Van Ness Avenue and Mariposa Street that includes dual, high-visibility crosswalks, instead of requiring the use of the existing pedestrian underpass;
- Adjust the garage ramp entry at the corner of Van Ness Avenue and Tulare Street so it is accessible only from Van Ness Avenue, removing the drive lane that provide access from Tulare Street;
- Replacing the parking lots along Fresno and Tulare Streets with on-street parking;
- Introducing continuous sidewalks and street trees around Courthouse Park's entire perimeter including along the entire length of Van Ness Avenue;
- Updating Courthouse Park's landscape and hardscape by introducing enhanced paving, native landscapes, and providing filtered shade via landscape or architectural trellises/canopies; and
- Providing pedestrian lighting that continues along the Mariposa Street axis from M Street to Van Ness Avenue.

Figure 8.3D - Courthouse Park.



The vehicular lanes that provide access to the parking garage beneath the Holiday Inn hotel along Van Ness Avenue hamper pedestrian access to Courthouse Park.

- Key**
- 1 Transit Center
 - 2 Existing Subterranean Garage Entry/Exit
 - 3 Existing Parking Lot
 - 4 New Sidewalk and Street Trees
 - 5 Reconfigured Corner
 - 6 New Landscape and Hardscape
 - 7 Mariposa Street
 - 8 New Van Ness Avenue Pedestrian Surface Crossing
 - 9 Removed pedestrian underpass (long-term)

8.4 STREETScape ENHANCEMENTS (continued)

8-11-7 Introduce over-street banner poles mid-block on:

- Fresno Street between Van Ness Avenue and H Street;
- Tulare Street between Van Ness Avenue and H Street;
- Fulton Street between Ventura Avenue and Stanislaus Street; and
- Van Ness Avenue between Ventura Avenue and Stanislaus Street.

8-11-8 Introduce signage or public art on the railroad trestle that crosses over Fresno Street in order to signal to motorists, cyclists, and pedestrians that they are entering Downtown.

8-11-9 Design all wayfinding signage to comply with ADA requirements.

Goal 8-12 Weave art and culture into the fabric of Downtown everyday life by nurturing creative and artistic expression in the public realm.

Policies

8-12-1 Support cultural facilities and programs, including the placement of public art.

8-12-2 Allow the installation of murals on Downtown’s buildings, particularly within the Mural District. Mural installations should take into account the following:



This signage employs a simple design that is free of sign clutter, is easy to read, contributes to Downtown’s overall identity, and is designed for the first-time user.



Fresno’s many landmark buildings can help orient people as well as serve as gateways between Downtown’s various subareas.








Public art, like this sculpture along the Fulton Corridor, is an integral part of Fresno’s tradition. Credit: Joe Moore

9.5 TRANSIT IMPROVEMENTS (Continued)

Figure 9.5A - Proposed Transit Plan



Key

- | | | | |
|---|---------------------------|---|--|
|  | Amtrak Station |  | Proposed High-Speed Rail Station and Bus Station |
|  | Amtrak Route |  | Proposed High-Speed Rail Route |
|  | Intermodal Transit Center |  | Bus Rapid Transit Route |