

Exhibit S  
PowerPoint Presentation

# THE DOWNTOWN PLANS AND CODE

## Building the Next Great American Downtown



**Dan Zack, Assistant Director**  
Development and Resource Management Department







**GREAT CITIES HAVE  
GREAT DOWNTOWNS.**





**THIS IS OUR MOMENT...**





# In some towns, the strip malls can't die fast enough



A strip mall in Melrose Park, Ill. (Terrence Antonio James / Chicago Tribune)

By **Jonathan O'Connell**  
The Washington Post

MAY 17, 2016, 1:36 PM

**I**n the mid-1990s the owners of the Fairfax Circle Plaza shopping center in suburban Washington, D.C., decided to redevelop the property. Mixed-use development is in vogue, the local economy was booming and executives at the company

SPONSORED CONTENT



**US Ends Decadeslong Ban On Selling Weapons To Vietnam**  
Powered By

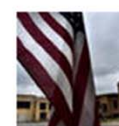
ADVERTISEMENT

## In case you missed it



**Macy's woes could doom a third of America's malls, analyst says**

MAY 13, 2016



**From belief to resentment in Indiana**

MAY 17, 2016

EXPLORE CHICAGO

More than 180 ways to do a Chicago summer







DOWNTOWN DAN GILBERT

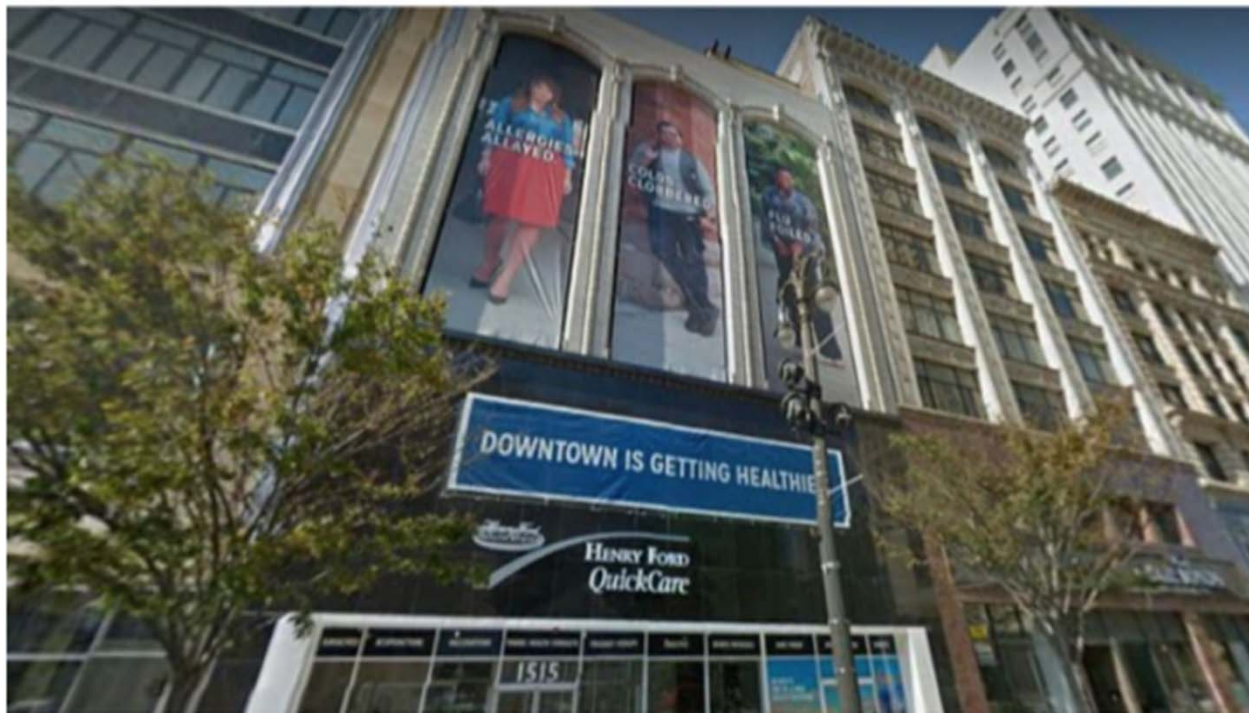
# Dan Gilbert Buys Grinnell and Sanders Buildings

2

*Another day, another building*

BY ROBIN RUNYAN · MAY 11, 2016, 9:29A

TWEET SHARE PIN REC



Google Street View

**HANDBOOK**

**The Joy of Living 101**  
A how-to guide for everything about your home

EXPLORE

Redrock bought two more buildings this week - the Grinnell Building and the Sanders Building next door



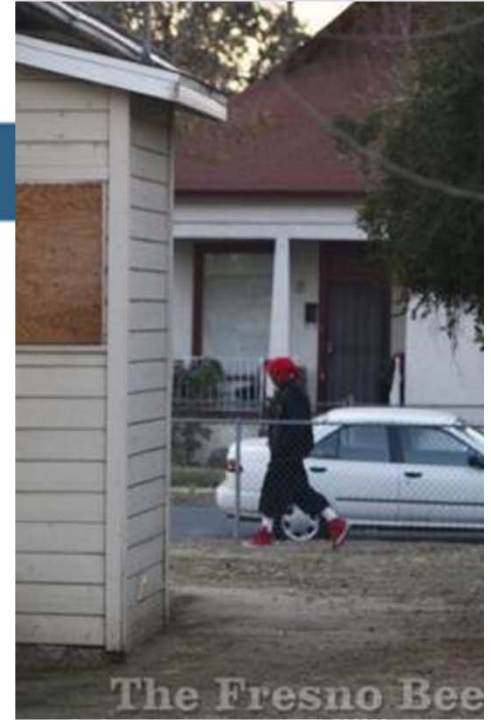
**NEWS**

# Sprawl, Clutter Define Fresno / Civic corruption has splotted the city's image

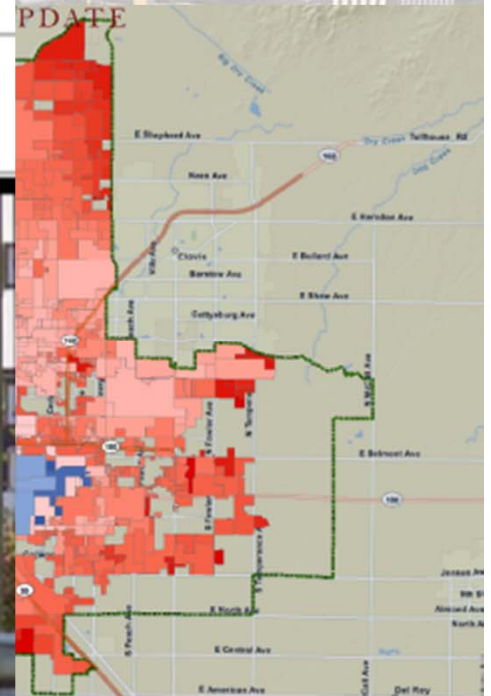
Carl Nolte |  
on  
September 1, 1999



0



The Fresno Bee







# Stages of a Downtown Comeback: Fresno Begins the Long Climb

Urban revivals require a shared narrative, private-sector partners, and a public official championing a far-sighted plan.



An at-its-best view of Fresno's current Fulton Street Mall. It's one of the oldest pedestrian malls in the U.S. (City of Fresno)



JAMES FALLOWS | MAR 20, 2015 | U.S.

I've been warming up to do a big report on what is interesting, and uncertain, about the big push underway in Fresno to rebuild and revitalize what is now its very troubled downtown. Then I realized that instead of trying to swaddle the whole thing in narrative, it would make most sense just to deliver the main points. That's what you'll find below.

But you'll find it *after* this little interruption about a different narrative: I don't know that we would have done so if we hadn't recently spent a lot of time in California's Central Valley, but last night, instead of working on this post, I went





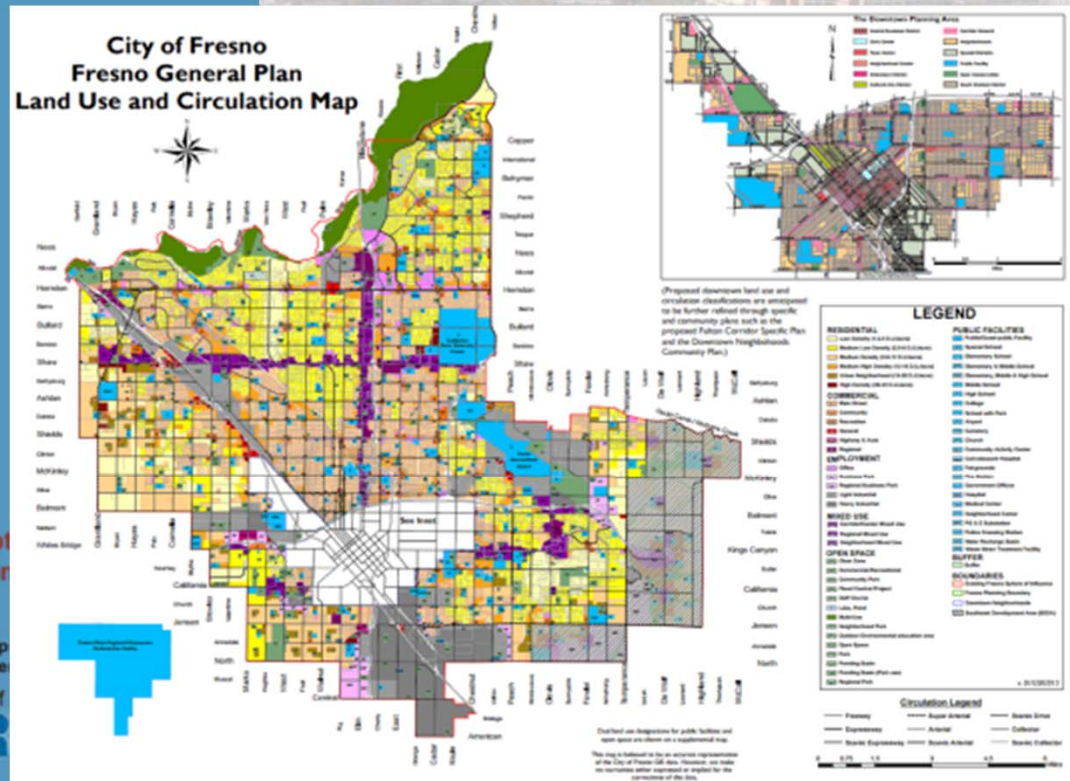
An aerial, high-angle photograph of a city, likely Los Angeles, showing a dense urban landscape with numerous skyscrapers and buildings. In the foreground, a large, curved stadium is visible, surrounded by parking lots and other structures. The image has a halftone or dithered texture. A blue horizontal bar is overlaid on the right side of the image, containing the text 'ABOUT THE PLANS AND CODE'. To the left of this bar is a solid orange square.

# ABOUT THE PLANS AND CODE





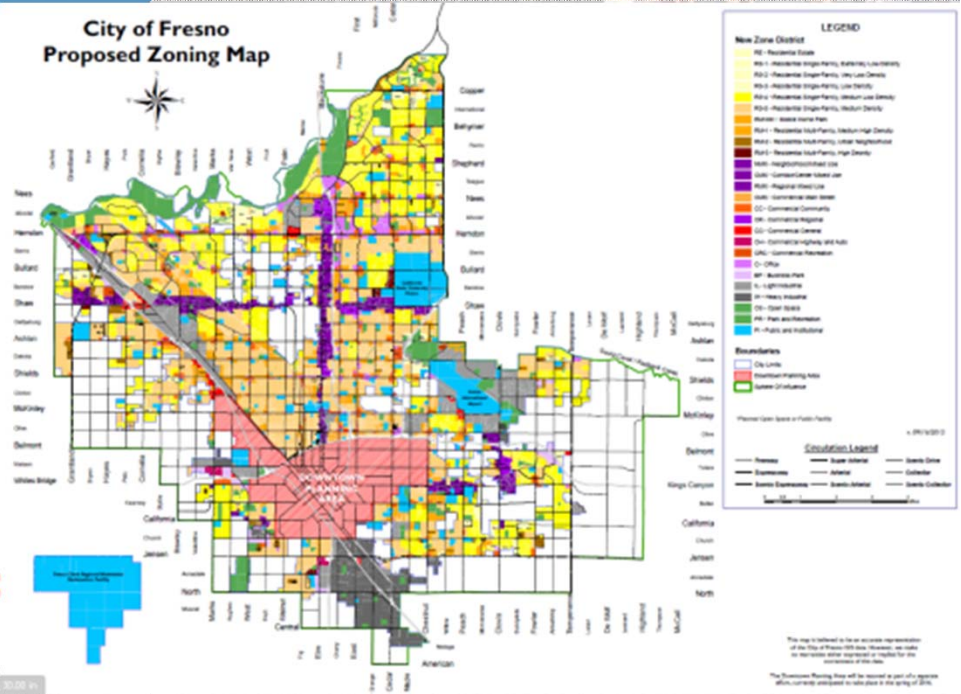
# FRESNO General Plan



Adopt  
Dec  
Develop  
Manage  
City of  
FR



# Fresno Municipal Code Chapter 15: CITYWIDE DEVELOPMENT CODE









# Downtown Neighborhoods Community Plan

Fresno, California



PUBLIC DRAFT  
JULY 2016

# Fulton Corridor Specific Plan

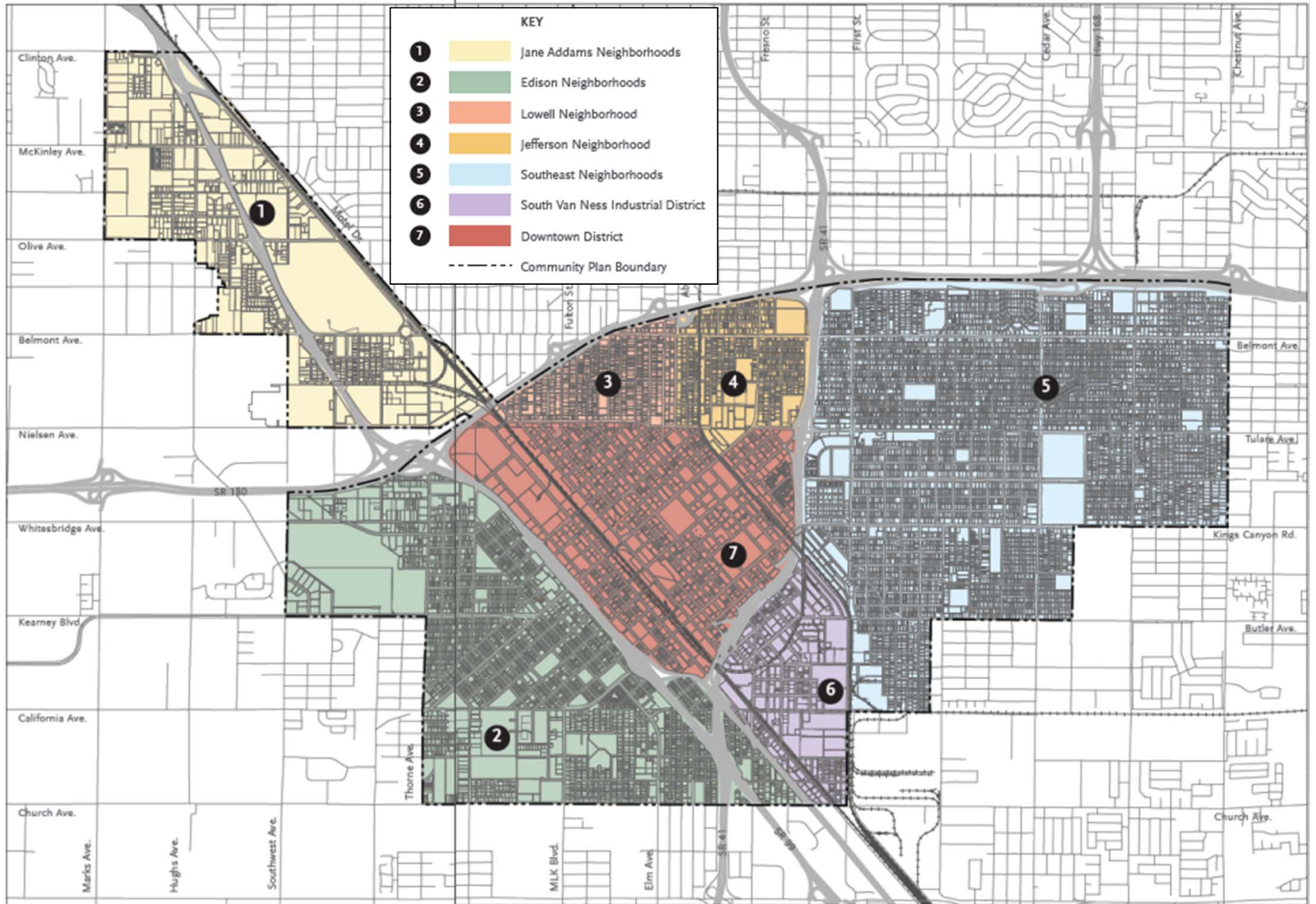
Fresno, California



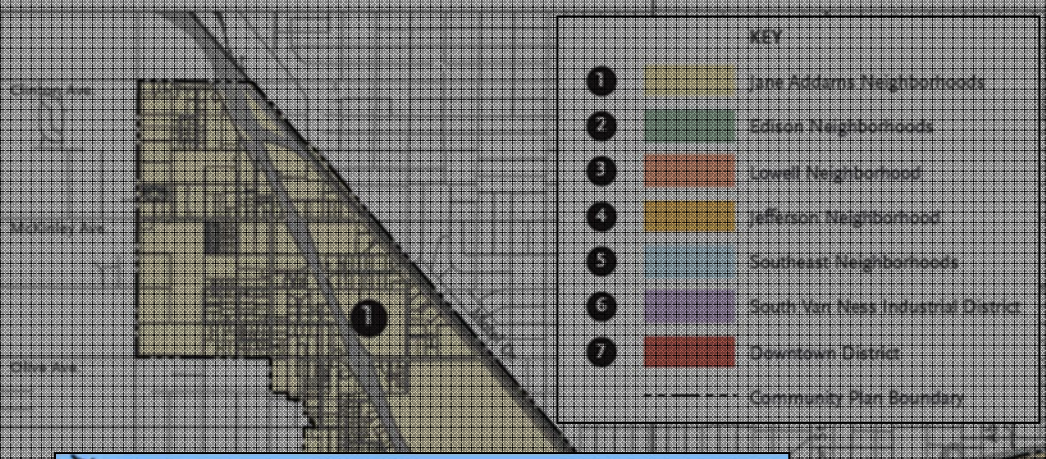
SCREEN CHECK DRAFT  
JULY 2016



FIGURE 6 - COMMUNITY PLAN PLANNING AREAS









# Southwest Specific Plan

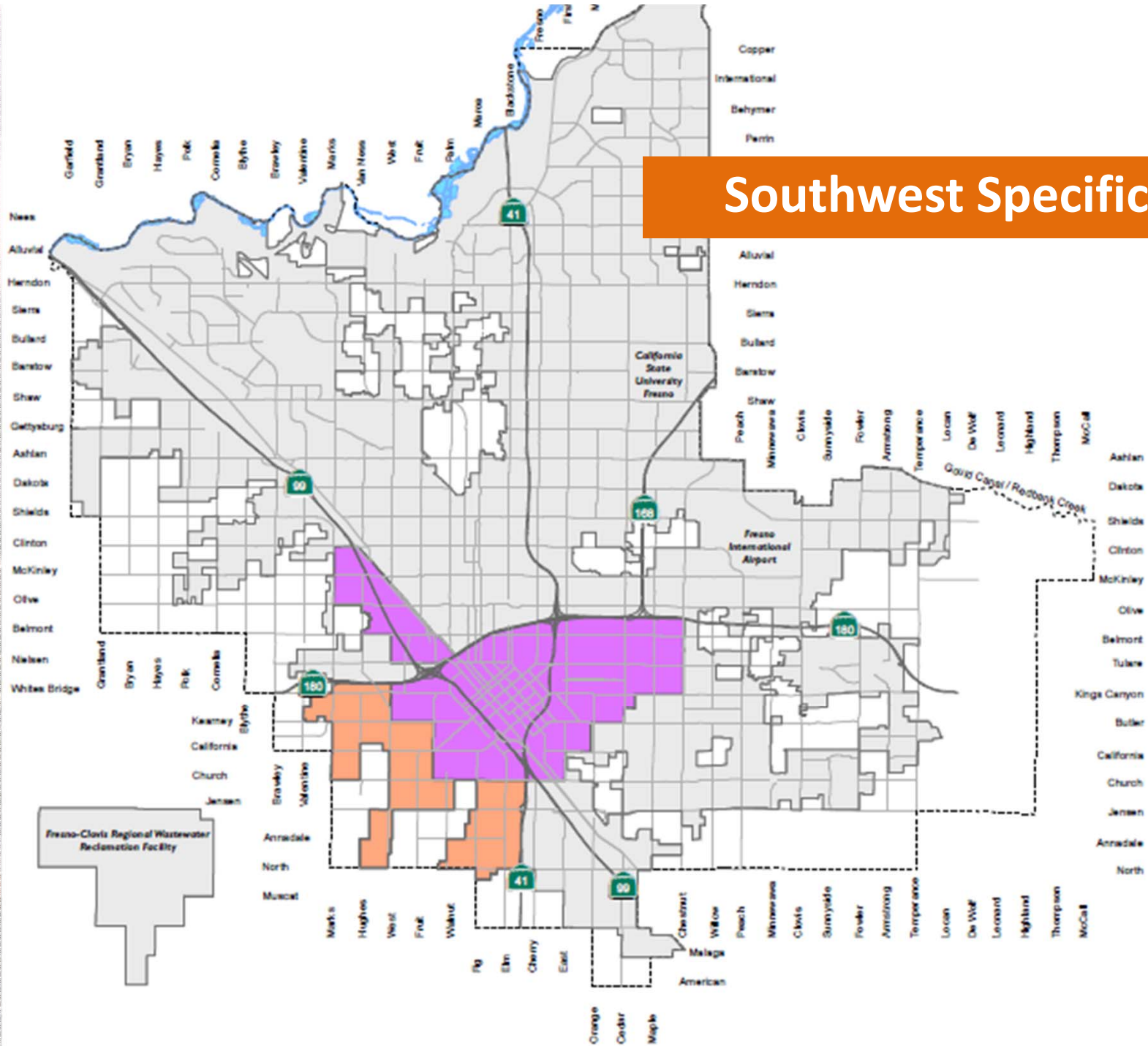
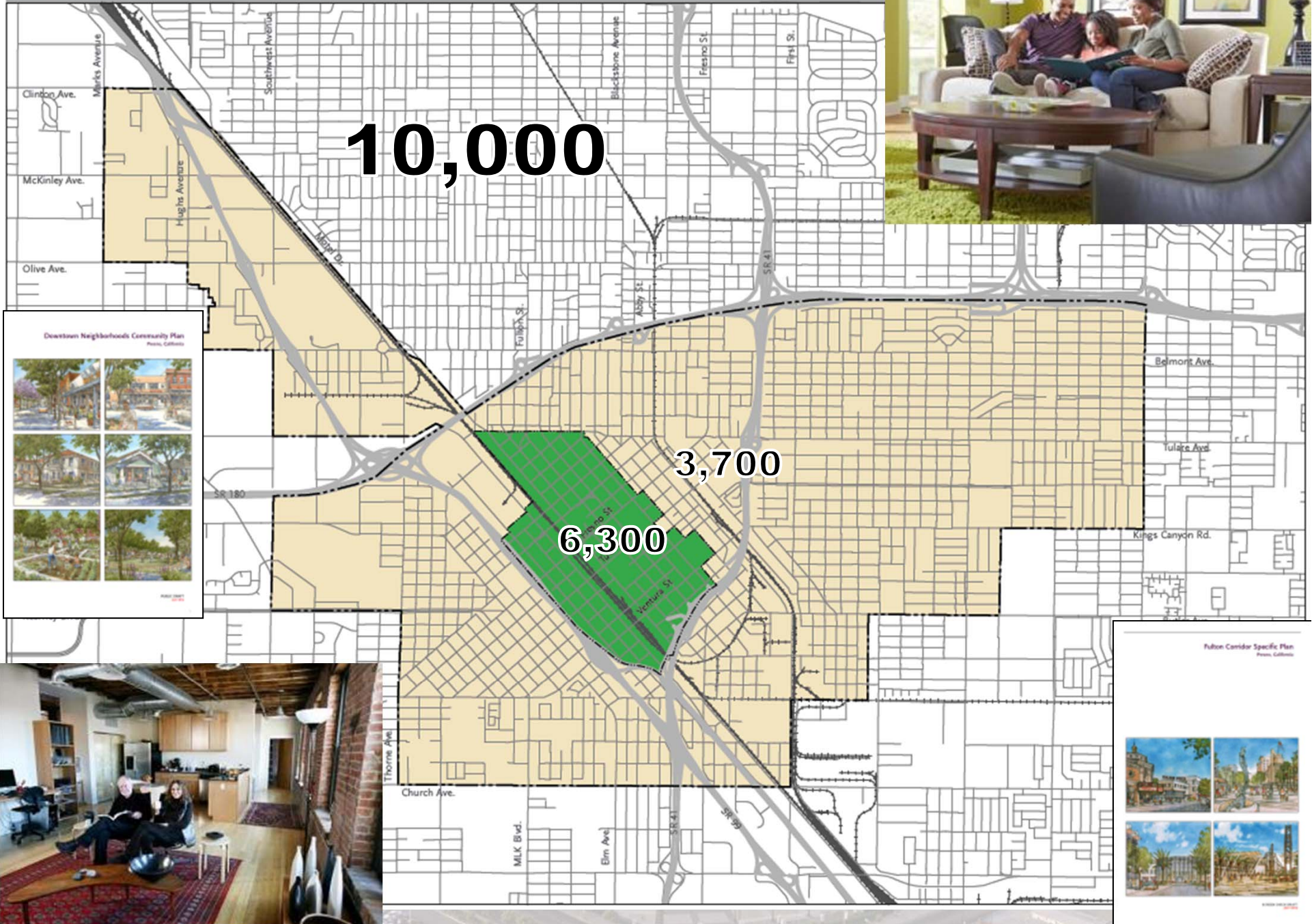




FIGURE 2- COMMUNITY PLAN BOUNDARIES





## C. PLANNING AREA BY PLANNING AREA TRANSFORMATION (Continued)

### C.3 THE VISION for the Lowell Neighborhood

#### **Vision Statement:**

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

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

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



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





FIGURE 5-1 - EXISTING WATER DISTRIBUTION AND PLANNED IMPROVEMENTS

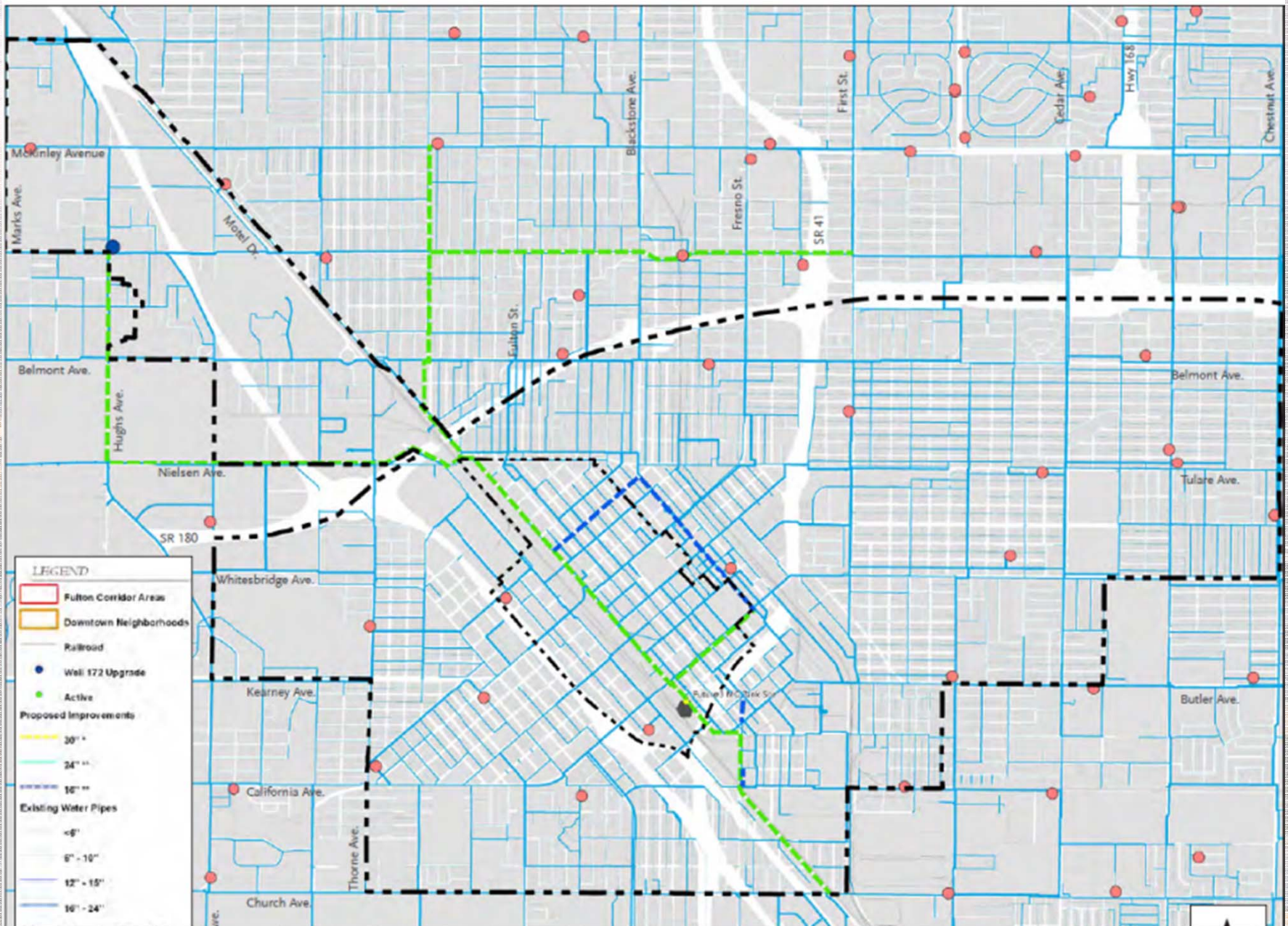
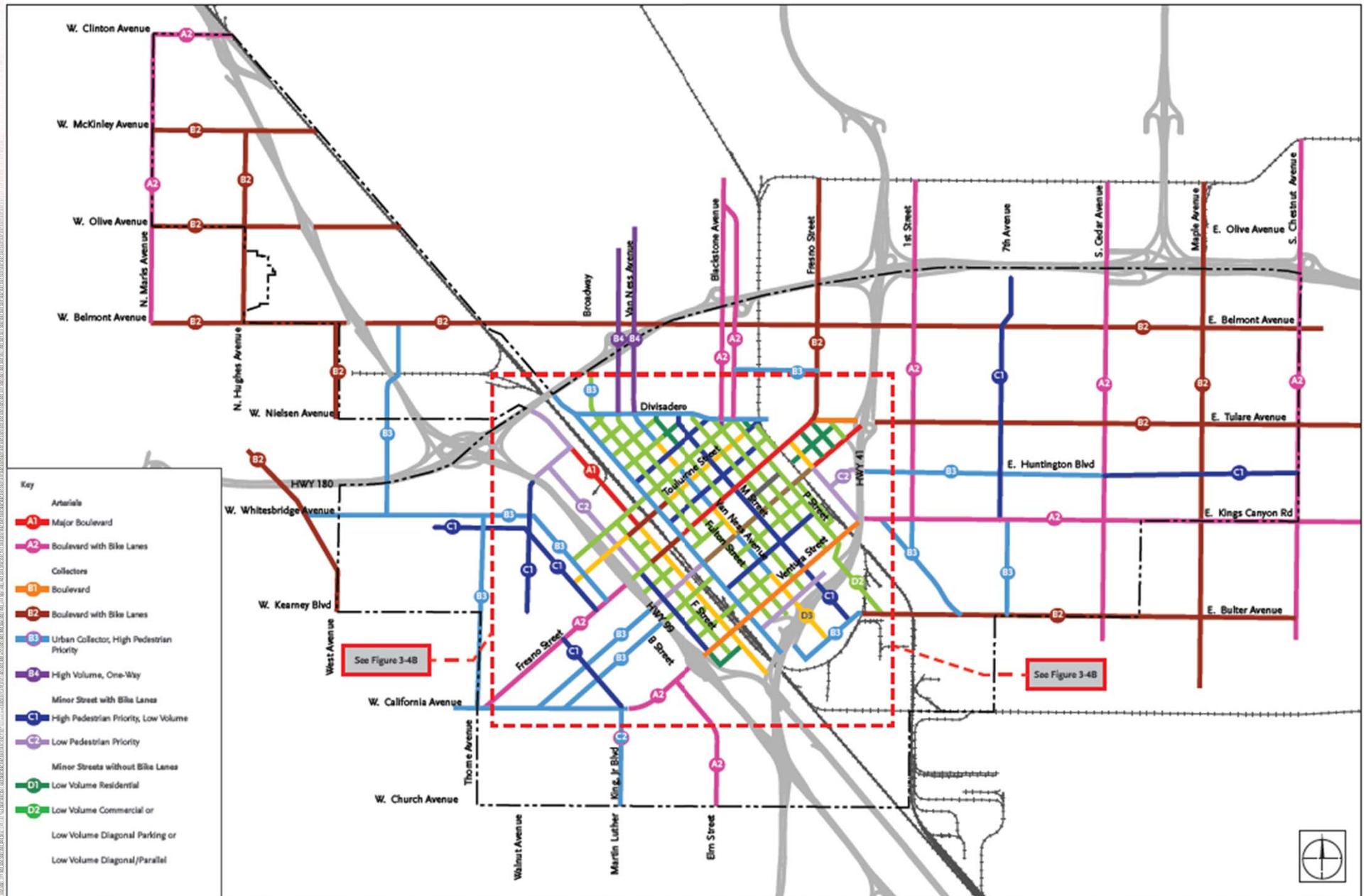




FIGURE 3-4A - DOWNTOWN NEIGHBORHOODS STREET NETWORK

FIGURE 3-4A - DOWNTOWN NEIGHBORHOODS STREET NETWORK





**7.12 As Downtown and the downtown neighborhoods grow in population, ensure that existing residents and small businesses have opportunities to remain.**

**Intent:** To avoid the displacement of long-time residents and merchants that sometimes occurs as formerly distressed areas are improved.

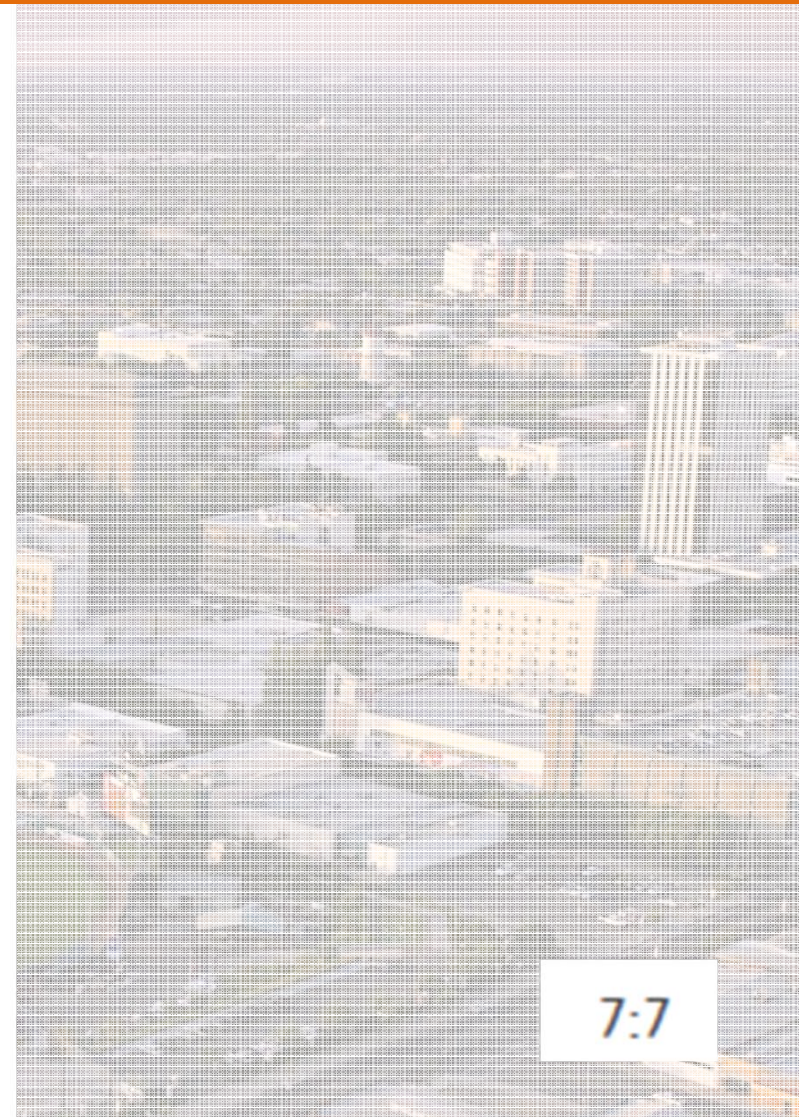
**7.12.1** The Mayor and City Council should convene a displacement task force explore ways to provide opportunities for low income residents and merchants to remain in their neighborhoods if significant displacement is observed due to substantial and sustained increases in rent. The task force should work in conjunction with low income residents, low income business owners, and property owners in the plan area.

**7.12.2** City staff should periodically gather data on lease rates, vacancy rates, and, if applicable, displacement for use by the task force. Staff should also study neighborhoods in other cities which have experienced displacement to assist the task for in identifying similar patterns within the plan area.

**7.12.3** The task force should identify a set of actions that can give displaced persons or businesses the opportunity to remain in the area if they wish to do so.

**7.12.4** Continue to seek funding for mixed income and affordable housing within plan area, and work with the owners of affordable housing properties to ensure that affordability is maintained over the long term.

# Displacement





Amendments to Chapter 15 of the Fresno Municipal Code

# Downtown Development Code

ADMINISTRATIVE DRAFT      MAY, 2016

## Downtown and Mixed Use Districts



## Residential Districts

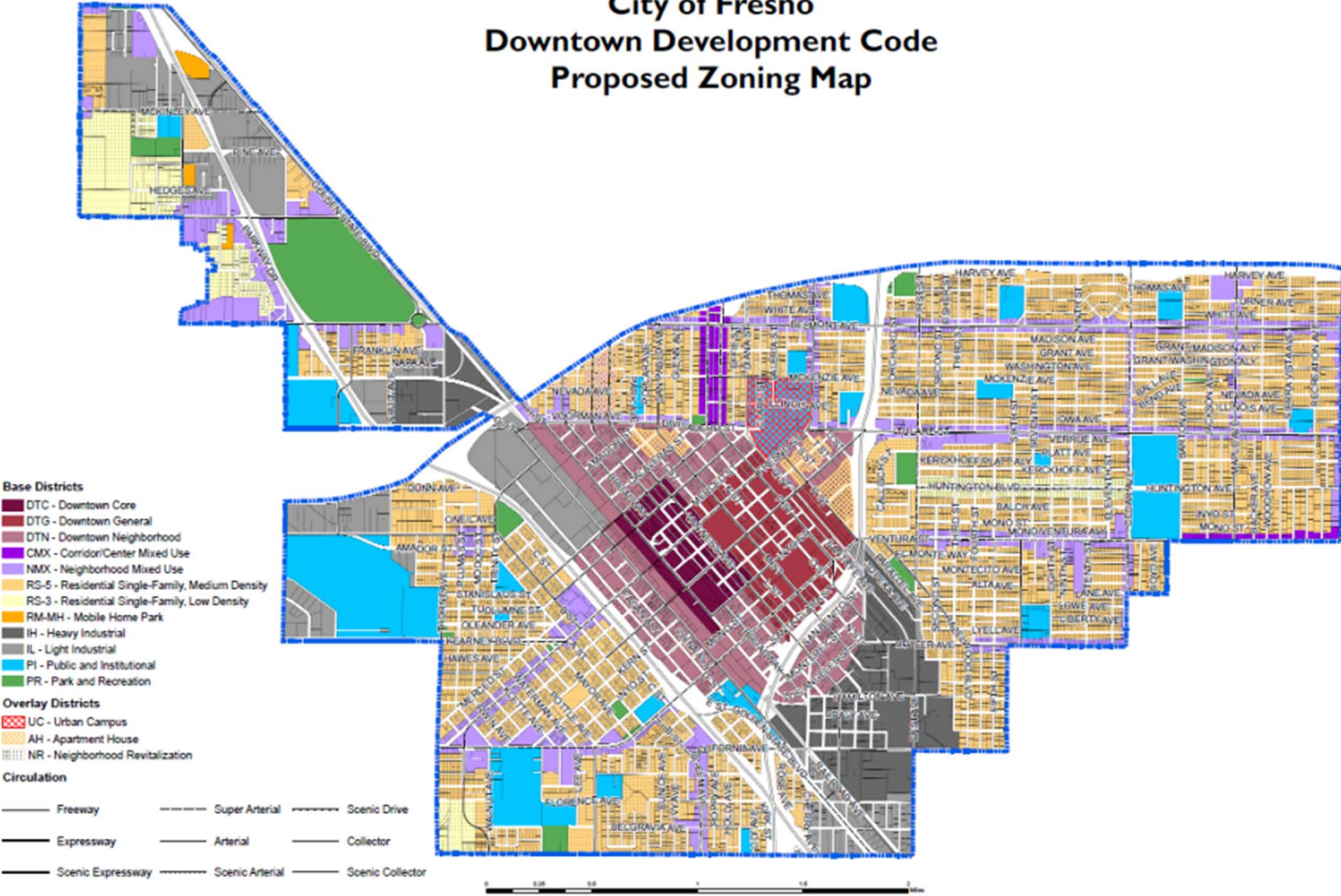


## Employment and Public Districts

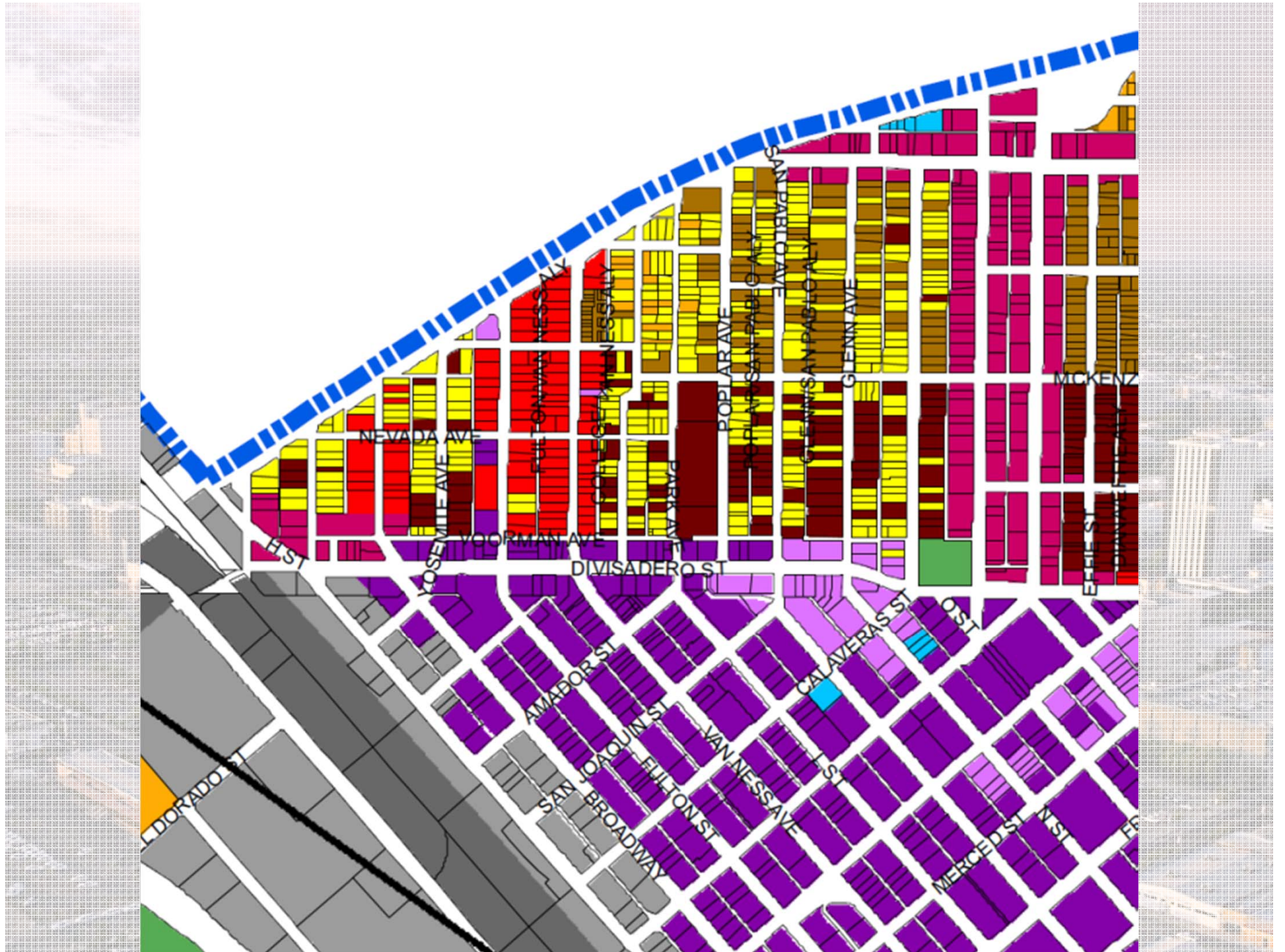




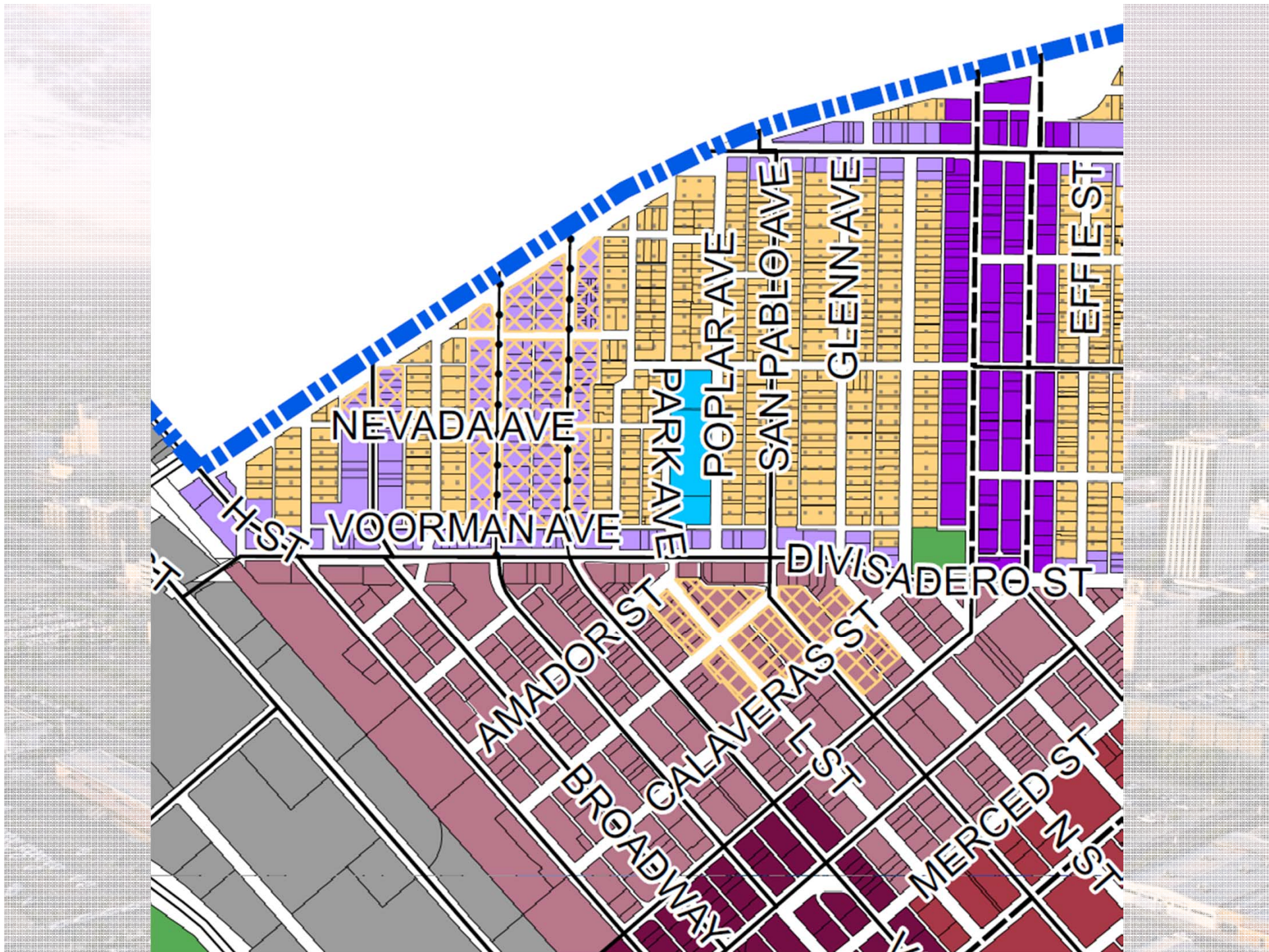
# City of Fresno Downtown Development Code Proposed Zoning Map

























### Do's and Don'ts: Materials Finishes.

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

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



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



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



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



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

### Do's and Don'ts: Window and Door Openings:

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

#### 1. Materials.

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

#### 2. Details.

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

#### 3. Configurations.

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

#### 4. Accessories.

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

#### 5. Garage Openings.

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



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



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



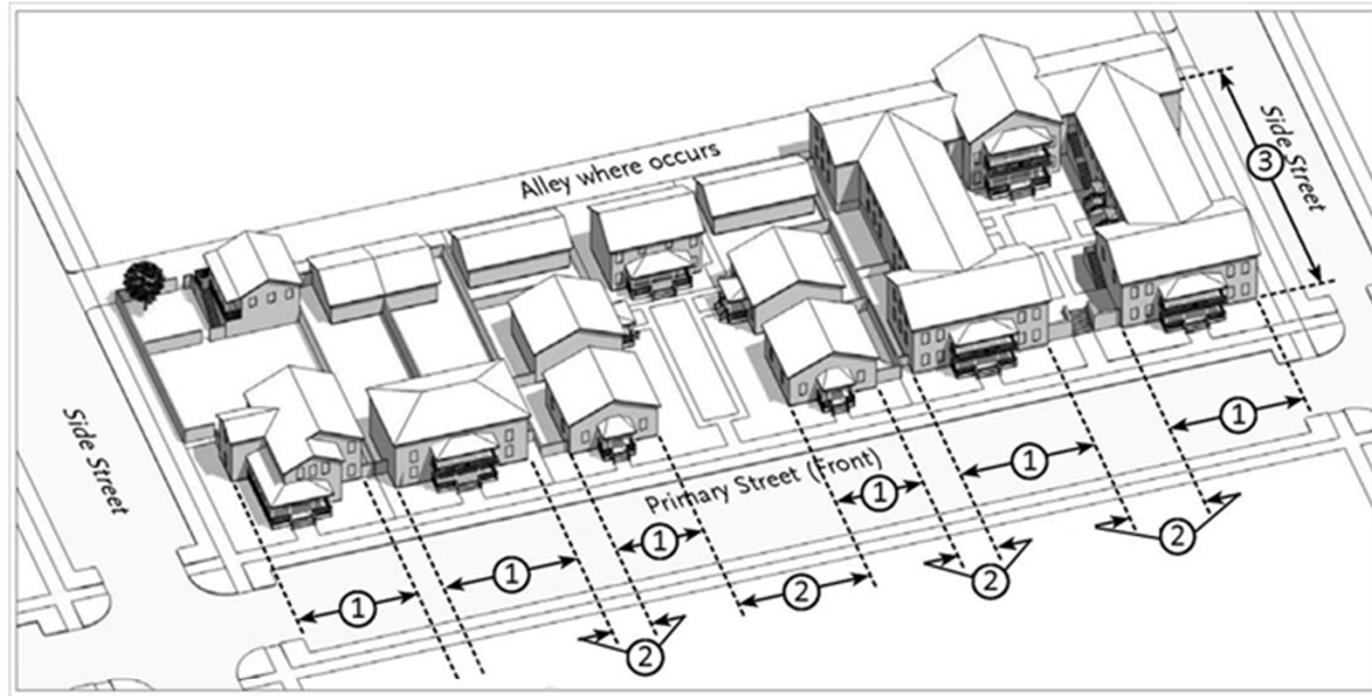
AVOID. Random window placement with windows not relating by shape and proportion to one another.



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

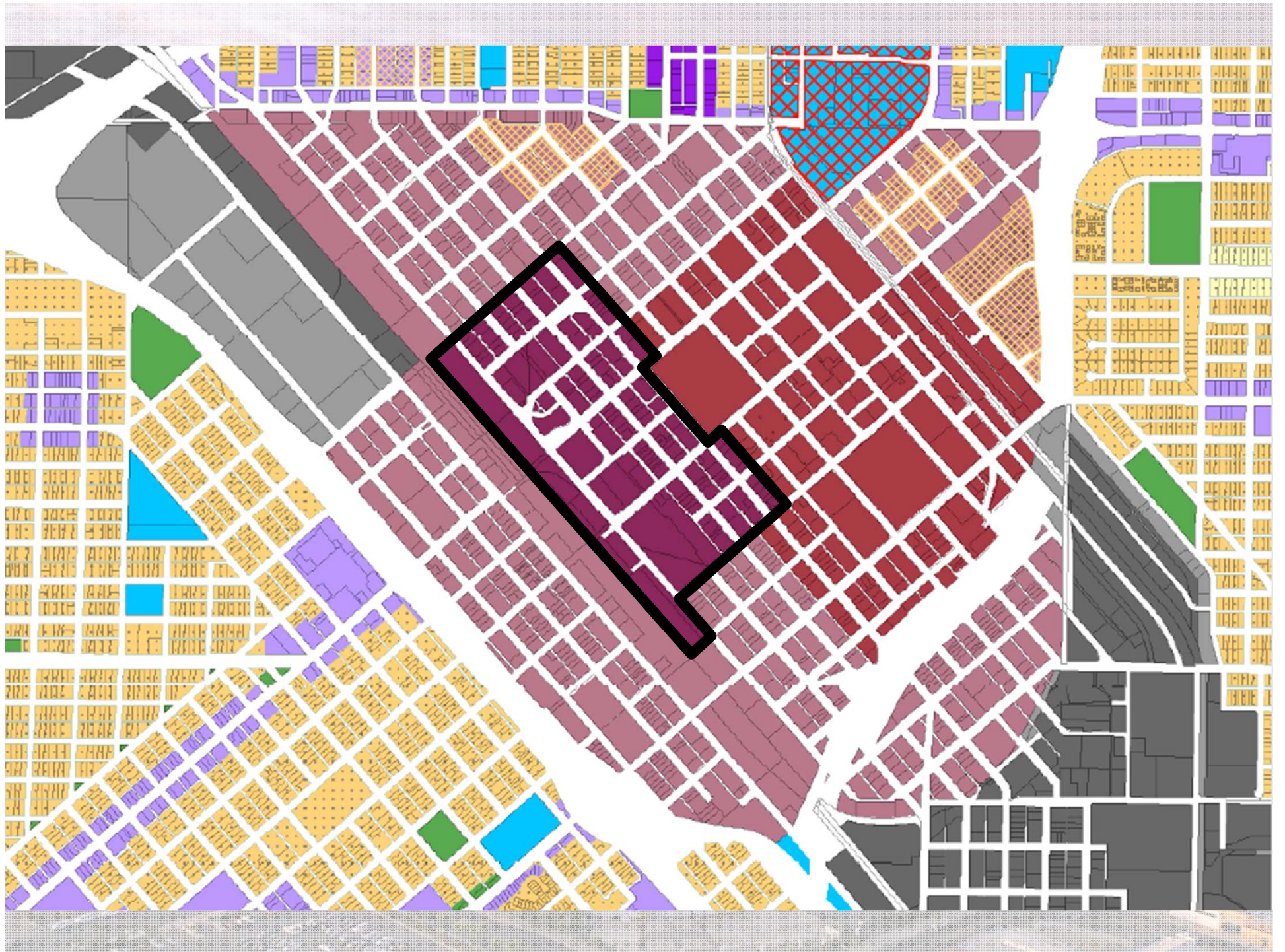


**TABLE 15-1611-C.1: BUILDING SIZE AND MASSING STANDARDS**

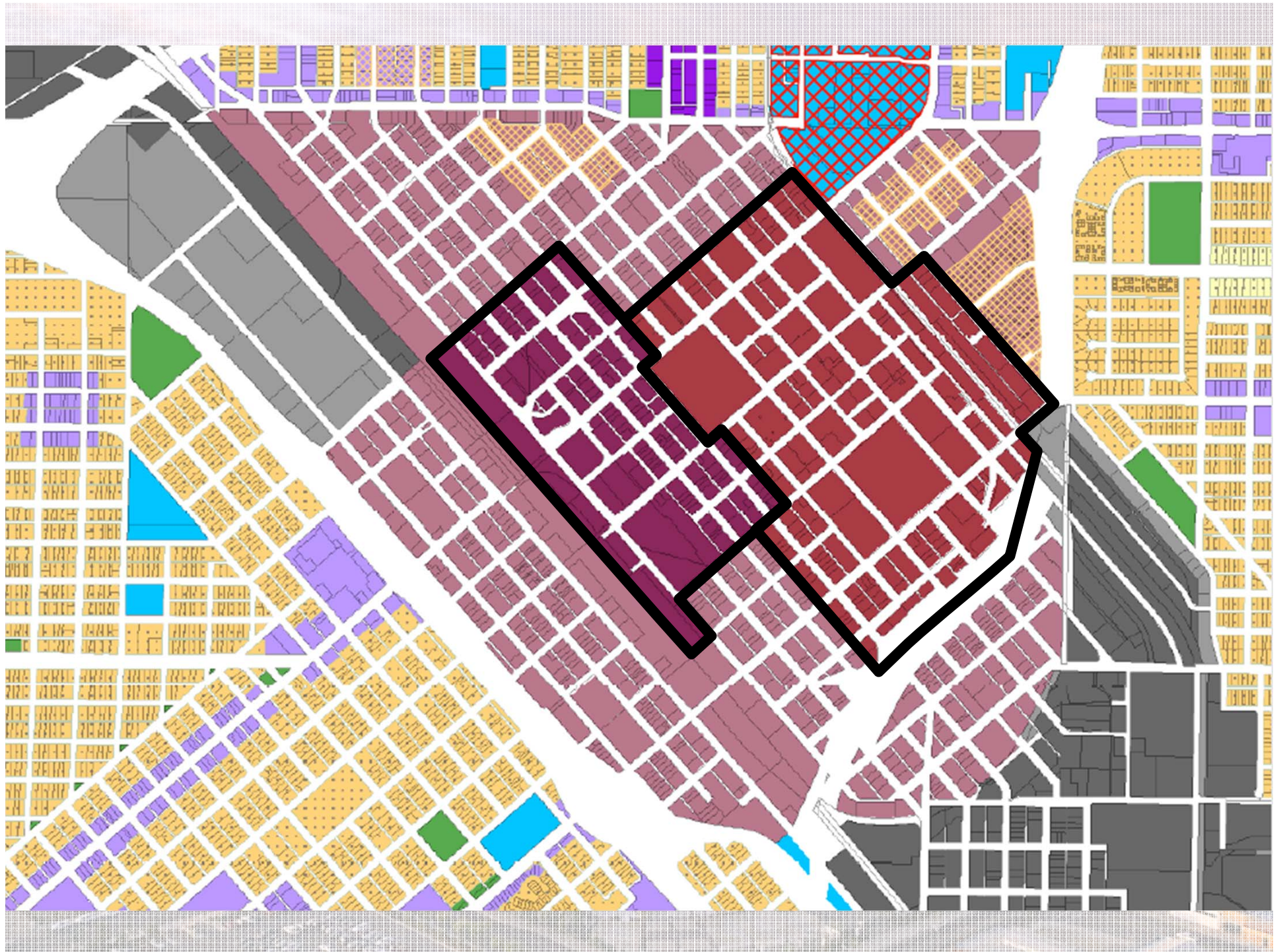


| <i>District</i>  | <i>RS-3</i> | <i>RS-5</i> | <i>#</i> |
|--|-------------|-------------|----------|
| Maximum Building Length along Primary Street (ft.)         | 60          | 60          | ①        |
| Maximum Space between buildings along Primary Street (ft.) | 15          | 10          | ②        |
| Maximum Building Depth along Street Side (ft.)             | 60          | 120         | ③        |

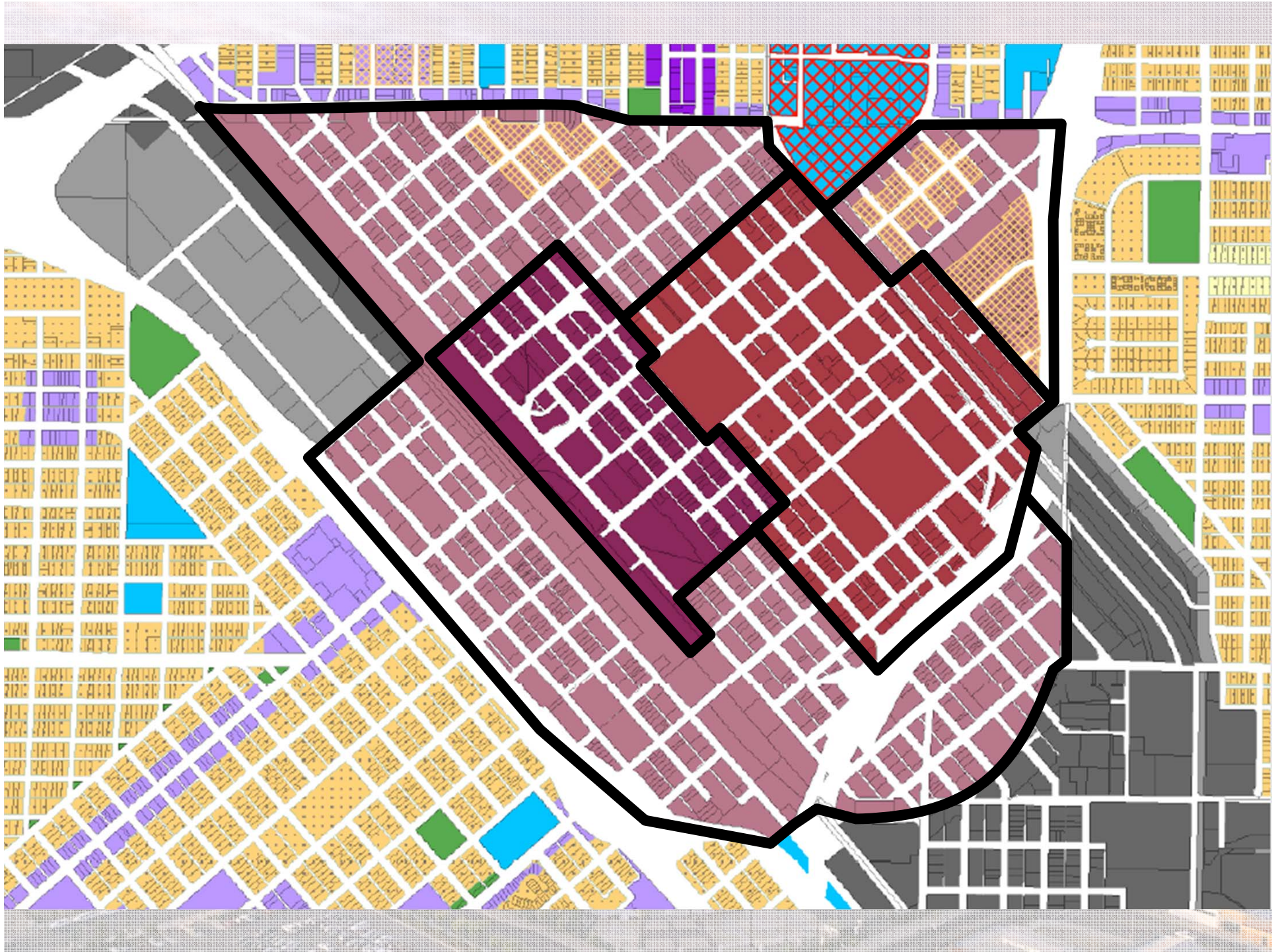




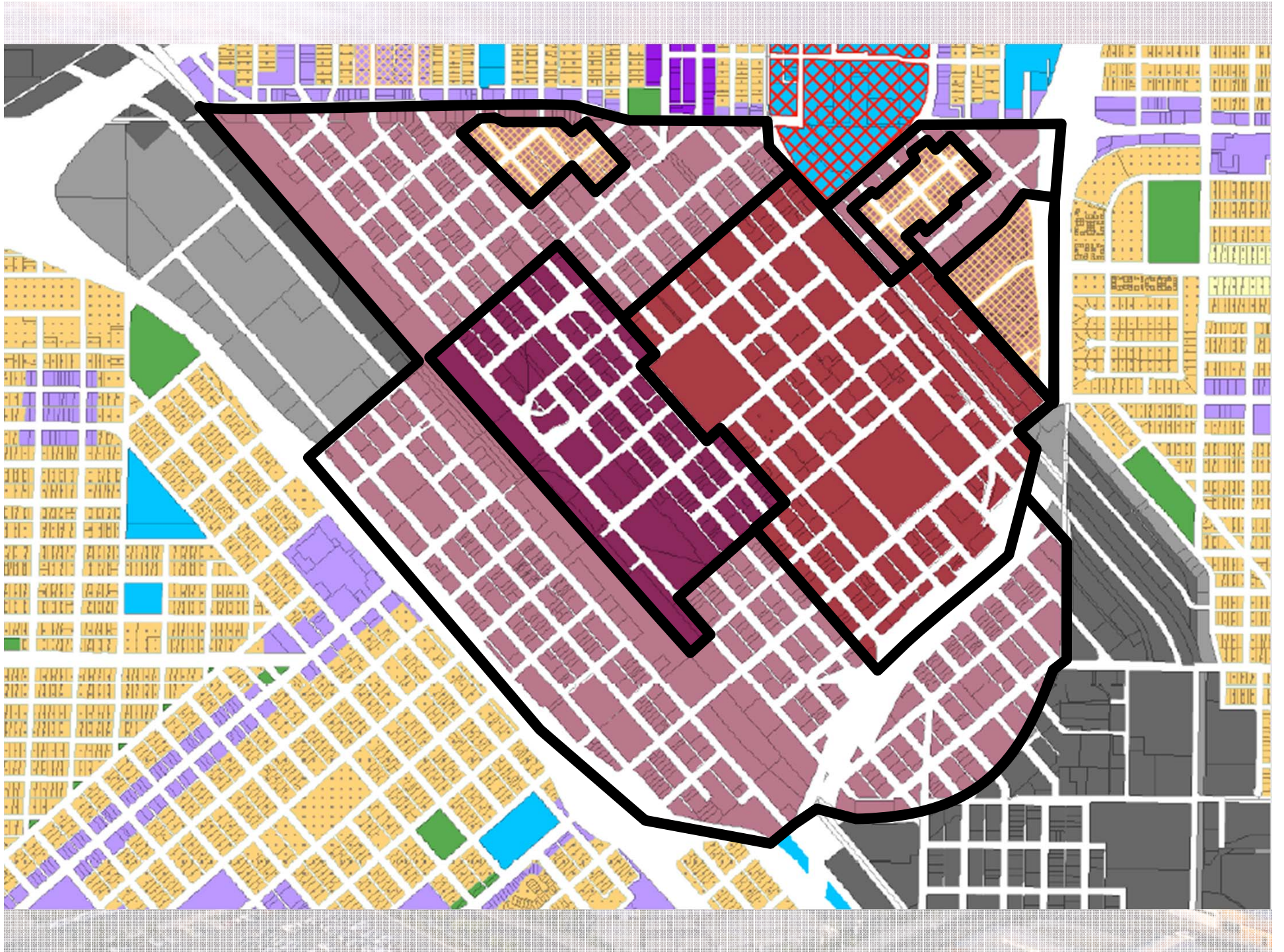




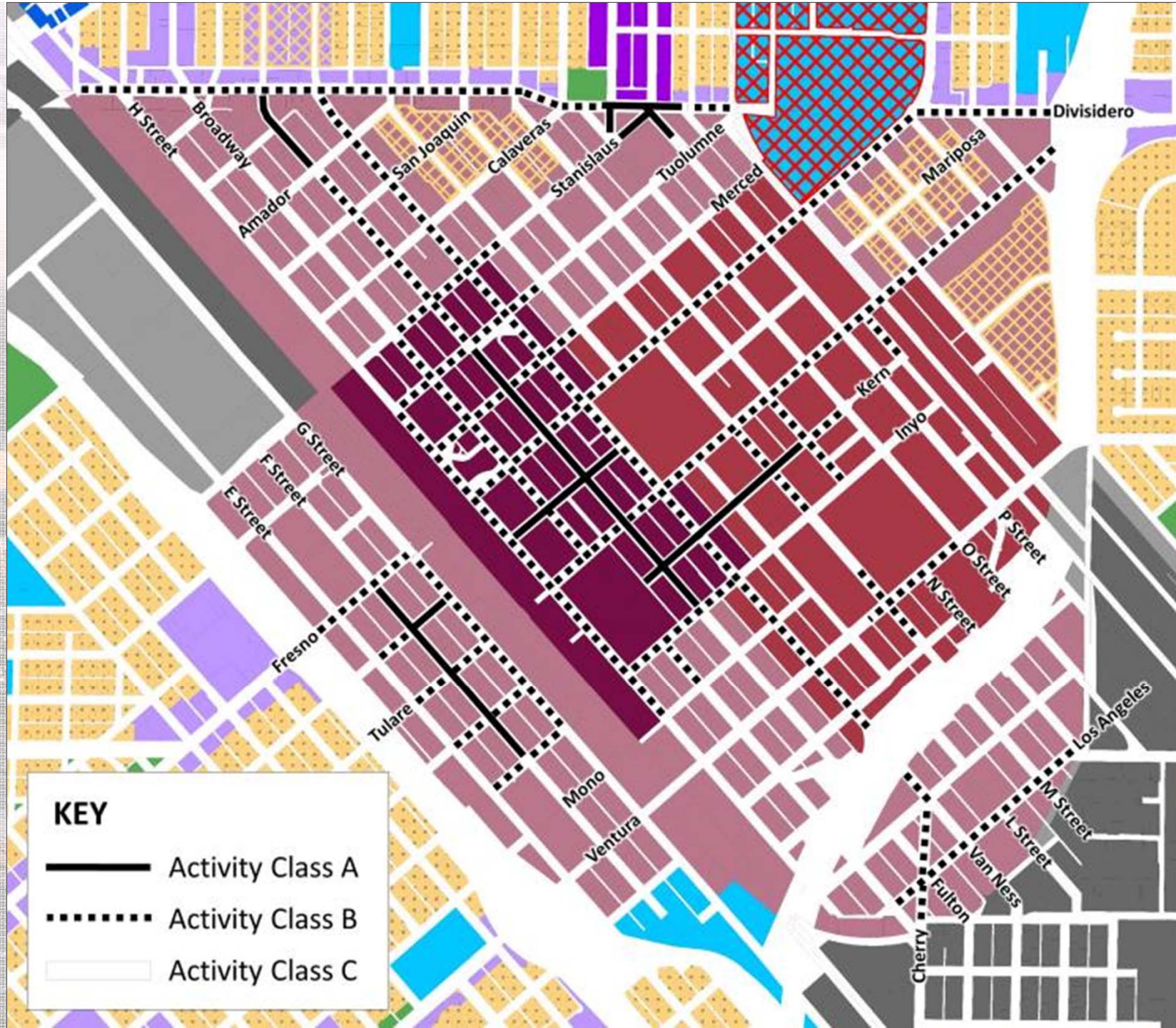












**KEY**

- Activity Class A
- ⋯ Activity Class B
- Activity Class C

















*Welcome to*  
**DOWNTOWN**

















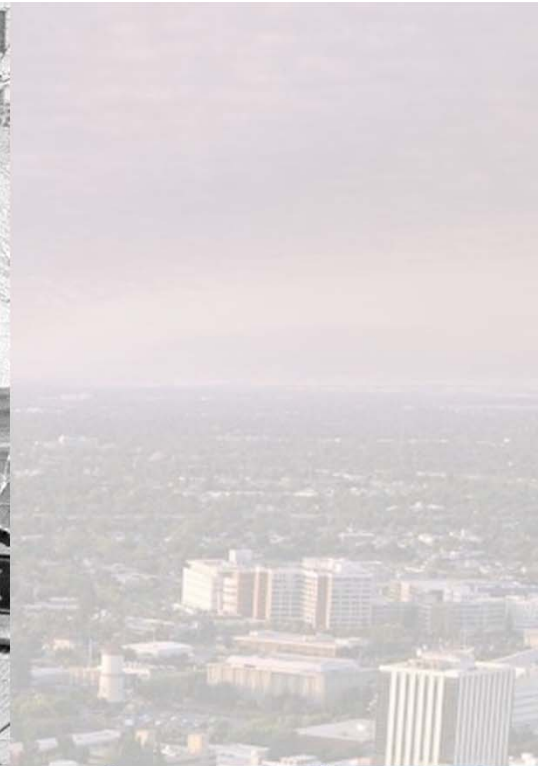






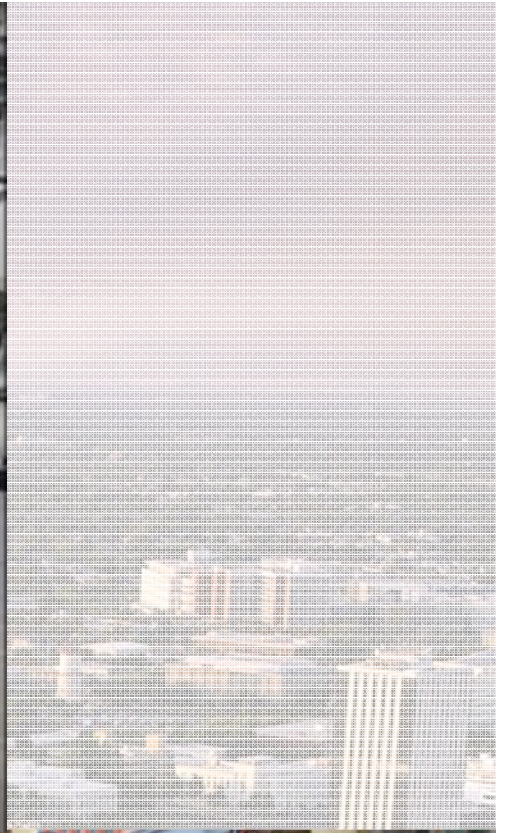






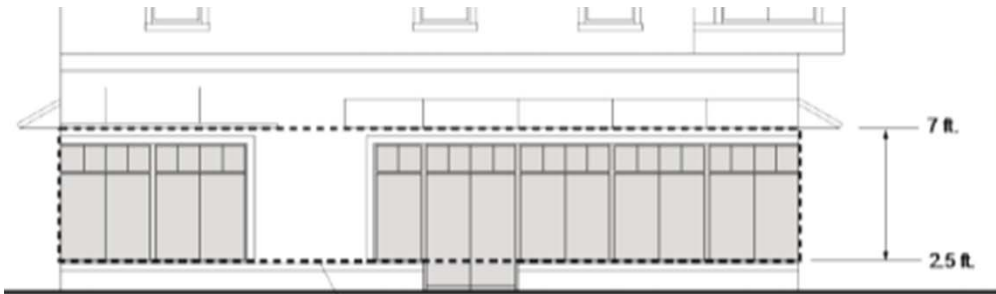
# Frontage Coverage





# Pedestrian Access





Min. 60% of outlined area shall be openings.  
May include doors, windows, and other openings  
with transparent glazing.



# Windows





# Massing





# OUTREACH





## 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 Saraengin 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 different, 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] 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

**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.

### Summer 2016

**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.



[www.fresno.gov/downtownplan](http://www.fresno.gov/downtownplan)

Home | Contact Us | FAQ | (559) 621-CITY (2489) | Search Site



## I WANT TO... CAPPLYT

### Downtown Plan

# GENERAL PLAN & DEVELOPMENT CODE UPDATE

**Contact Us**  
Development and Resource Management Administration  
2600 Fresno St  
Room 3065  
Fresno, CA 93721  
559-621-8003  
E-Mail Us  
Department Home

**GOVERNMENT**

- Mayor's Office
- City Council
- City Manager
- City Clerk
- City Attorney
- Department Directory**

- Finance
- Fire Department
- Information Services
- Parks, After School, Recreation & Community Services
- Personnel Services
- Police Department
- Public Utilities
- DARM
  - DARM Calendar
  - Parking
  - Building & Safety Services
  - Community Revitalization/Code
  - Contact DARM
  - Development Services

**Contact Us**  
Home  
General Plan  
Development Plans  
Current Plans

**Contact Us**  
Development Code Update  
Downtown Plan  
Development Services

**Gen. Plan & Dev. Code Cleanup**  
Get Involved/Public Meetings  
Infil Committee  
Subscribe to Email List

### The Downtown Plans and Code



Public Comment Opened

July 27

Public Comment Closed

September 12

- Long Range Planning
- Contact Us
- Current Plans

elected officials and residents to draft plans for the renaissance of downtown Fresno and the surrounding neighborhoods. Fresno's historic development patterns and current market conditions, as well as best practices from across the nation, were explored in depth in order to find the best way forward. The result is four comprehensive documents that will guide us to a revival of the heart of our city.

- Environmental Impact Report
- General Plan

and explores ways that they can be revitalized.

The Downtown Development Code will implement the vision of the two plans by creating new regulations for private



**PBID Board**

**June 15**

**Downtown Stakeholders**

**June 30**

**Downtown Stakeholders**

**July 6**

**Steering Committees**

**July 13**

**Art Hop Open House**

**August 4**

**Area Agency Executive Luncheon**

**August 24**

**City Council Workshop**

**August 25**



**Fulton Walking Tour**

**August 27**

**Planning Commission Workshop**

**September 21**

**Downtown Academy**

**September 29**

**PC Housing Workshop**

**October 5**

**DNCP Steering Committee**

**October 5**

**Planning Commission Hearing**

**October 12**

**CC Housing Workshop**

**October 13**



An aerial photograph of a city, likely Los Angeles, showing a large stadium in the foreground and a dense urban landscape in the background. The stadium is a large, oval-shaped structure with a curved roof. The city is filled with numerous buildings of varying heights and colors, including a prominent tall, thin skyscraper on the right side. The sky is overcast and grey. The image has a halftone or dithered texture.

# ENVIRONMENTAL REVIEW



# Environmental Impact Report

- Tiers from the MEIR – allows use of relevant analysis in the MEIR; avoids repetitive analysis
- “Program” EIR because it covers a series of plans or actions that are geographically related
- Can be used for project-specific environmental analysis as long as project is within plan policies and EIR scope



# Impact Areas Analyzed

- Aesthetics
- Agriculture Resources
- Air Quality
- Biological Resources
- Cultural Resources
- Geology and Soils
- Greenhouse Gasses
- Hazards/Hazardous Materials
- Hydrology/Water Quality
- Land Use and Planning
- Noise
- Population and Housing
- Public Services/ Recreation
- Transportation/Traffic
- Utilities and Service Systems



# Impact Areas

- Aesthetics
- Air Quality
- Biological Resources
- Cultural Resources
- Greenhouse Gasses
- Hazards/Hazardous Materials
- Hydrology/Water Quality
- Noise
- Transportation/Traffic



# Impacts Reduced to Less Than Significant with Mitigation

- Aesthetics
- Biological Resources
- Cultural Resources
- Hazards/Hazardous Materials
- Hydrology/Water Quality





# Significant and Unavoidable Impacts

- Air Quality
- Greenhouse Gasses
- Noise
- Transportation/Traffic





# Mitigation Measures

- Most tier from the MEIR
- New Mitigation Measures for this PEIR include:
  - **Cultural Resources:** Include additional protections for both above-ground and subsurface resources
  - **Hazards/Hazardous Materials:**
    - Requires Phase I and II site assessments (if warranted) and remediation prior to development
    - Requires asbestos and lead-based paint surveys
  - **Noise:** Requires a vibration impact analysis within 80 feet of rail lines
  - **Transportation:** Includes collaborative monitoring of key intersections and future creation of a Transportation Management Association to implement transportation demand management measures



An aerial, high-angle photograph of a city, likely Dubai, showing a large stadium in the foreground and a dense urban landscape of skyscrapers and buildings in the background. The image has a halftone or dithered texture. A blue horizontal bar is overlaid on the right side of the image, and an orange square is on the left side of the bar.

# IMPLEMENTATION



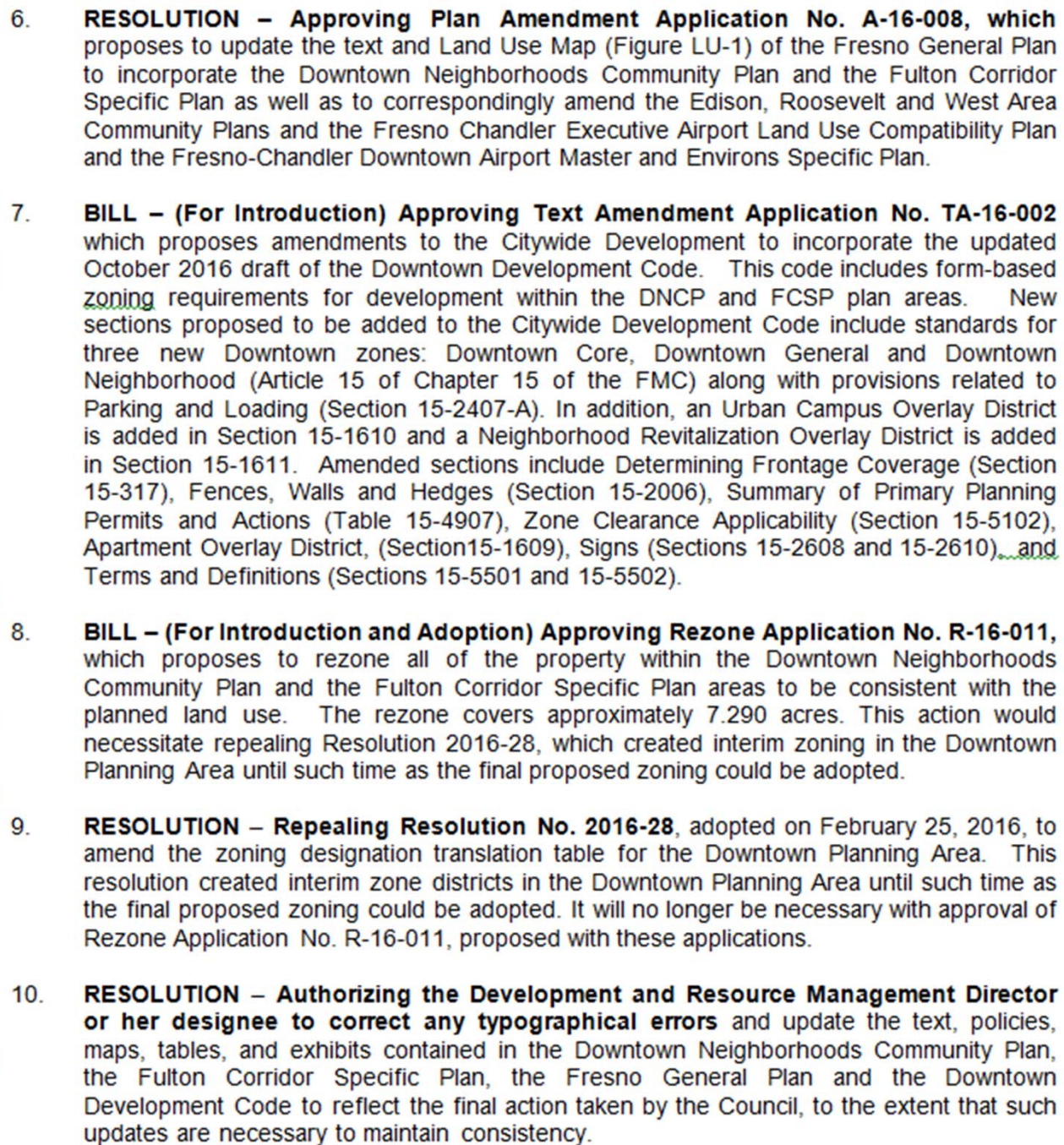
# RECOMMENDATIONS





1. **RESOLUTION CERTIFYING Final Program EIR** (SCH No. 2012041009), for the Downtown Neighborhoods Community Plan, the Fulton Corridor Specific Plan, and the Downtown Development Code.
  - a. ADOPT Findings of Fact as required by Public Resources Code Section 21081(a) and CEQA Guidelines, Section 15091; and,
  - b. APPROVE a Mitigation Monitoring and Reporting Program as required by Public Resources Code Section 21081.6 and CEQA Guidelines Section 15097; and,
  - c. ADOPT the Statement of Overriding Considerations as required by Public Resources Code, Section 21081(b) and CEQA Guidelines, Section 15093.
2. **RESOLUTION – Approving Plan Amendment Application No A-16-009** which proposes to repeal the Central Area Community Plan, pertaining to approximately 1,701 acres located in the Downtown Planning Area.
3. **BILL (For Introduction and Adoption) – Approving Plan Amendment Application No. A-16-010** which proposes to repeal the Fulton-Lowell Specific Plan, pertaining to approximately 495 acres located in the Downtown Planning Area.
4. **RESOLUTION – Approving Plan Amendment Application No. A-16-011** which proposes to adopt the July 27, 2016 draft as amended by the October 2016 changes of the Downtown Neighborhoods Community Plan, pertaining to approximately 7,290 acres located in the Downtown Planning Area.
5. **RESOLUTION – Approving Plan Amendment Application No. A-16-012**, which proposes to adopt the July 27, 2016 draft as amended by the October 2016 changes of the Fulton Corridor Specific Plan, pertaining to approximately 655 acres and located within the boundaries of the Downtown Planning Area.



- 
6. **RESOLUTION – Approving Plan Amendment Application No. A-16-008**, which proposes to update the text and Land Use Map (Figure LU-1) of the Fresno General Plan to incorporate the Downtown Neighborhoods Community Plan and the Fulton Corridor Specific Plan as well as to correspondingly amend the Edison, Roosevelt and West Area Community Plans and the Fresno Chandler Executive Airport Land Use Compatibility Plan and the Fresno-Chandler Downtown Airport Master and Environs Specific Plan.
  7. **BILL – (For Introduction) Approving Text Amendment Application No. TA-16-002** which proposes amendments to the Citywide Development to incorporate the updated October 2016 draft of the Downtown Development Code. This code includes form-based zoning requirements for development within the DNCP and FCSP plan areas. New sections proposed to be added to the Citywide Development Code include standards for three new Downtown zones: Downtown Core, Downtown General and Downtown Neighborhood (Article 15 of Chapter 15 of the FMC) along with provisions related to Parking and Loading (Section 15-2407-A). In addition, an Urban Campus Overlay District is added in Section 15-1610 and a Neighborhood Revitalization Overlay District is added in Section 15-1611. Amended sections include Determining Frontage Coverage (Section 15-317), Fences, Walls and Hedges (Section 15-2006), Summary of Primary Planning Permits and Actions (Table 15-4907), Zone Clearance Applicability (Section 15-5102), Apartment Overlay District, (Section 15-1609), Signs (Sections 15-2608 and 15-2610) and Terms and Definitions (Sections 15-5501 and 15-5502).
  8. **BILL – (For Introduction and Adoption) Approving Rezone Application No. R-16-011**, which proposes to rezone all of the property within the Downtown Neighborhoods Community Plan and the Fulton Corridor Specific Plan areas to be consistent with the planned land use. The rezone covers approximately 7.290 acres. This action would necessitate repealing Resolution 2016-28, which created interim zoning in the Downtown Planning Area until such time as the final proposed zoning could be adopted.
  9. **RESOLUTION – Repealing Resolution No. 2016-28**, adopted on February 25, 2016, to amend the zoning designation translation table for the Downtown Planning Area. This resolution created interim zone districts in the Downtown Planning Area until such time as the final proposed zoning could be adopted. It will no longer be necessary with approval of Rezone Application No. R-16-011, proposed with these applications.
  10. **RESOLUTION – Authorizing the Development and Resource Management Director or her designee to correct any typographical errors** and update the text, policies, maps, tables, and exhibits contained in the Downtown Neighborhoods Community Plan, the Fulton Corridor Specific Plan, the Fresno General Plan and the Downtown Development Code to reflect the final action taken by the Council, to the extent that such updates are necessary to maintain consistency.



An aerial, high-angle photograph of a city, likely Fresno, California. The foreground features a large, curved stadium with a dark field. The city extends into the distance, with numerous buildings and streets visible. The sky is bright and slightly hazy. The entire image has a fine, grid-like texture overlay.

# Thank You!

**Dan Zack, Assistant Director**  
Development and Resource Management Department

**[daniel.zack@fresno.gov](mailto:daniel.zack@fresno.gov)**