



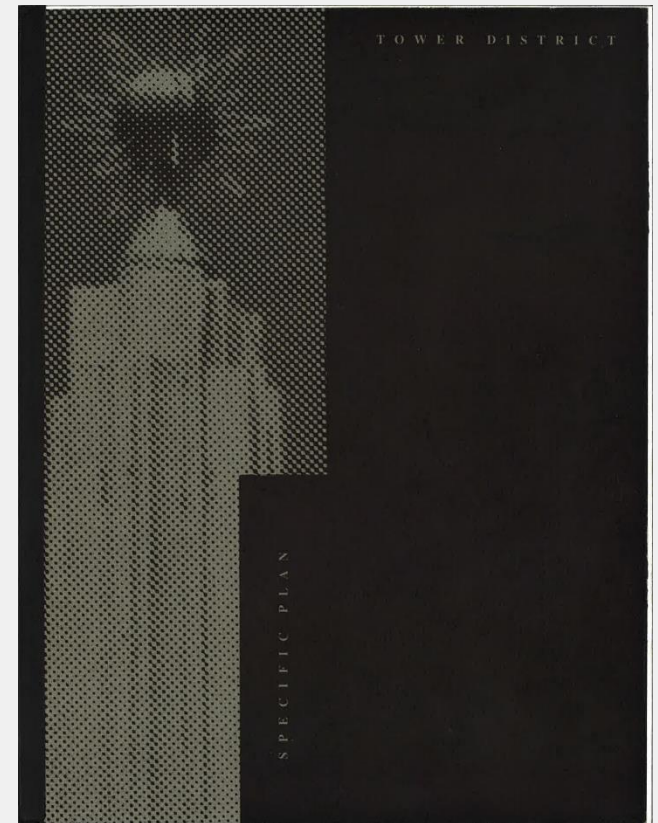
# WORKSHOP ON THE TOWER DISTRICT SPECIFIC PLAN UPDATE

ID 24-1305

City Council – September 26<sup>th</sup>, 2024

# 1991 Tower District Specific Plan

- Plan adopted on March 26, 1991 (Bill No. B-26)
- Plan Concepts:
  - Historic Preservation
  - Land Use
  - Open Space
  - Circulation
  - Infrastructure
- Key purpose:
  - Provide the City and the residents of the district with a comprehensive structure for managing historic resources and neighborhoods in the face of future change and development



# Tower District Specific Plan Boundary



# Specific Plan Update

- Community feedback
  - Update 1991 Plan objectives and policies to encourage consistent and compatible development
- Resolution No. 2021-147
  - Approved by City Council on May 27, 2021
  - Established Tower District Specific Plan Implementation Committee
- Budget: \$570,590
- Consultant team
  - Wallace, Roberts & Todd (WRT)
  - LSA Associates (LSA)
  - Zack Urban Solutions

# Plan Update Process

- Implementation Committee meetings: commenced January 2022
- Evaluation of policies in 1991 Plan and associated analysis of current conditions:
  - Existing and planned land uses
  - Street and block patterns
  - Urban fabric in existing neighborhoods
  - Locations of residential, commercial and industrial uses
  - Existing, planned and future park sites
  - Historic resources and districts
  - Circulation patterns
- Subcommittee formation: Land Use, Circulation, Historic Preservation, Parks and Open Space
  - Keep, remove revise strategy
- Follow up review at subsequent Implementation Committee meetings

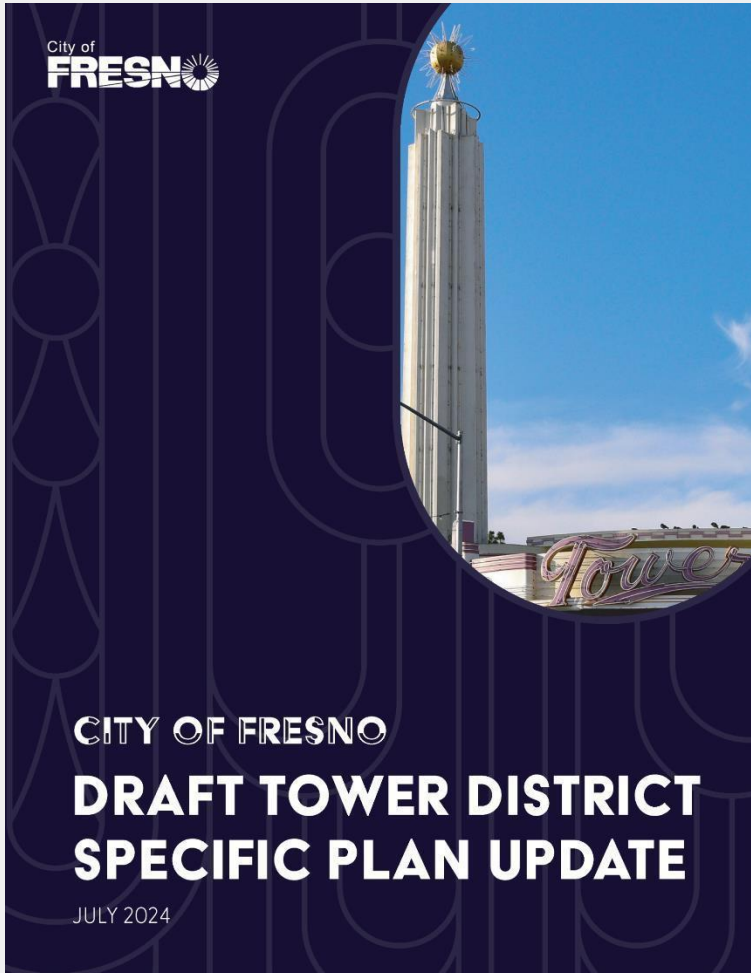


# Public Engagement and Outreach

- Implementation Committee meetings
- Subcommittee meetings
- Public outreach video
- First-in-kind standalone City website for Plan update
- Public survey
- Two public workshops
- Canvassing
- Mailers/letters
- Pop-up events
- Tower Rocks



# Guiding Principles



- I Enhance the **livability and social diversity** of the Tower District's residential neighborhoods, and create housing opportunities that make the District inclusive and welcoming.
- II Nurture the mutually supportive relationship between the Tower District's residential neighborhoods and **vibrant commercial areas**.
- III Conserve and revitalize the Tower District's **historic resources**.
- IV Shape the **character of new development** to complement the Tower District's character as a walkable place not dominated by the automobile.
- V Provide **effective transportation access** for pedestrians, bicyclists, motorists, and transit users, and emphasize the importance of pedestrian-friendly environments.
- VI Increase **opportunities for recreation** within walking distance of Tower District residents.
- VII Promote **environmental sustainability and climate resilience**.

# Health and Equity Framework

01



HOUSING BURDEN

Economic equity directly affects an individual's or a family's financial stability and overall well-being

02



ACCESS TO JOBS

Employment provides the financial resources needed for individuals and families to maintain their health and well-being

03



ACTIVE LIFESTYLE

Obesity rates are lower in more walkable locations as daily routines provide physical activity

04



ACCESS TO  
HEALTHY  
FOOD

Land use controls can influence the availability of grocery stores with healthful foods, impacting dietary health and equity

05



ENVIRONMENTAL  
COMFORT

Excessive heat from direct sunshine on asphalt and concrete surfaces can be mitigated with tree canopy and greenery

06



SAFETY

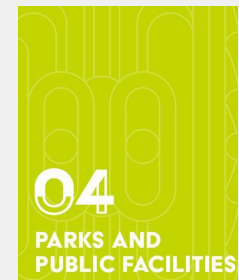
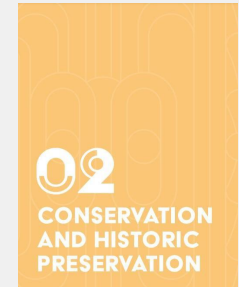
Street design plays a critical role in providing protected pedestrian and bicycle routes and discouraging motor vehicles at unsafe speeds

*Each policy in draft plan screened against these metrics*



# Draft Specific Plan Structure

- Chapter 1 – Introduction
- Chapter 2 – Conservation and Historic Preservation
- Chapter 3 – Land Use
- Chapter 4 – Parks and Public Facilities
- Chapter 5 – Circulation
- Chapter 6 – Utilities



# Chapter 2 – Conservation and Historic Preservation

## 02

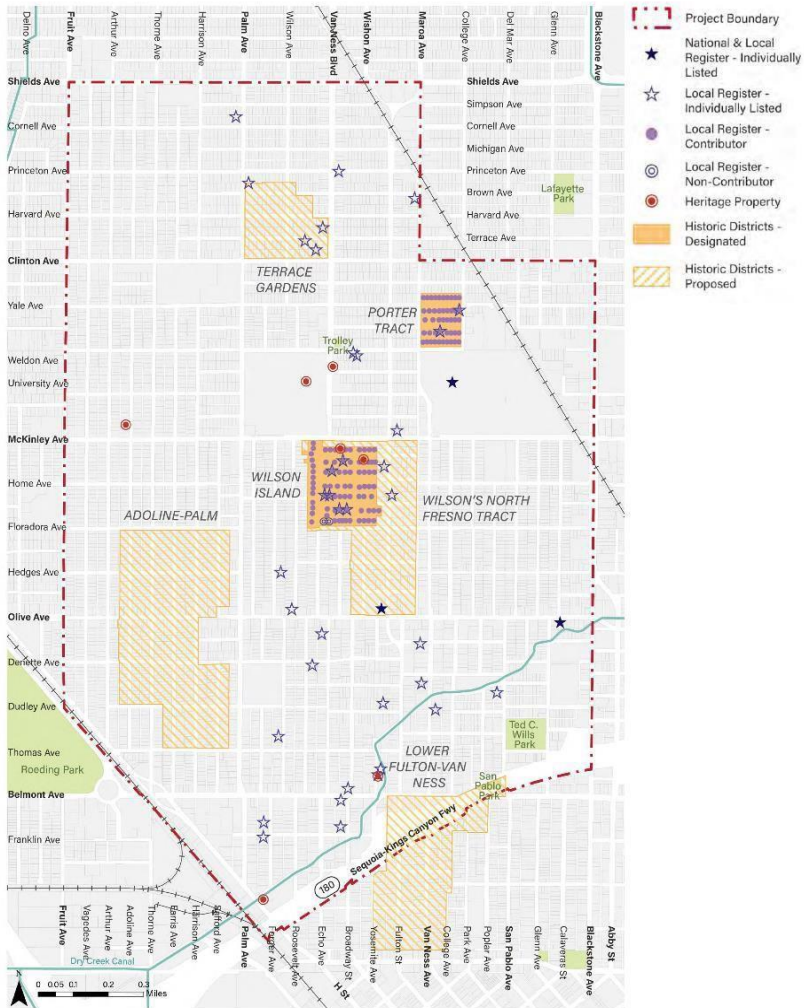
### CONSERVATION AND HISTORIC PRESERVATION

- Guiding pillar of 1991 Plan
- Focus on retaining community character, sense of place and ties to cultural roots



# Historic Resources and Districts

FIGURE 2.2 | Historic Resources and Districts



## Designated Historic Districts

- Wilson Island
- Porter Tract

## Proposed Historic Districts

- Terrace Gardens
- Wilson's North Fresno Tract
- Adoline-Palm
- Lower Fulton-Van Ness

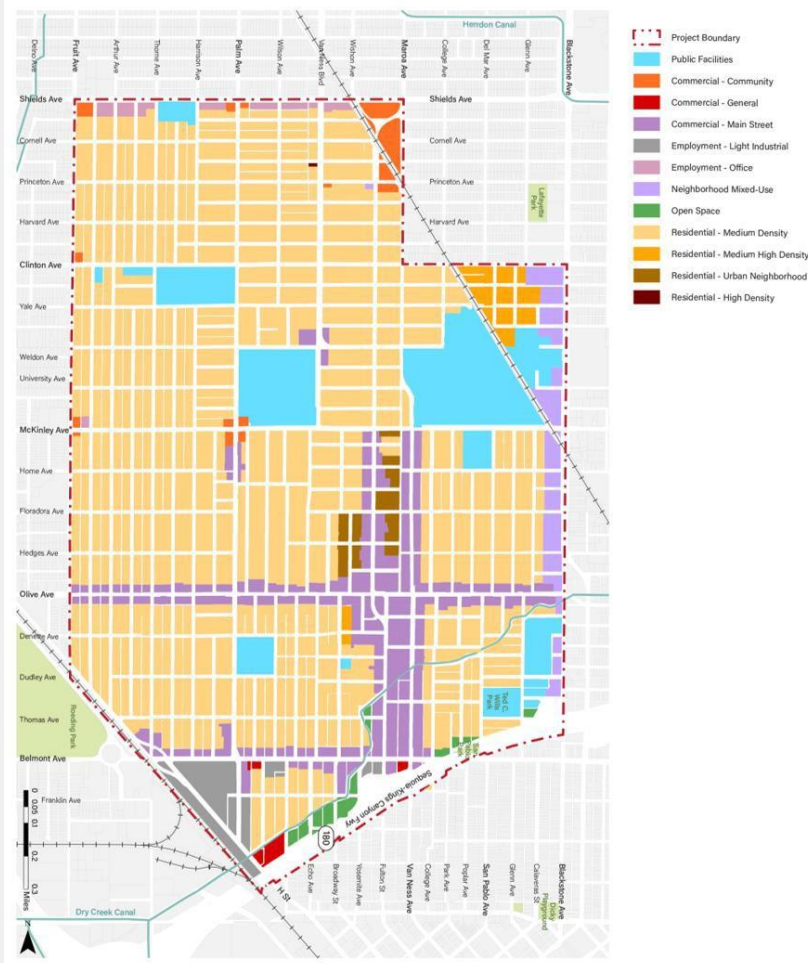
# Chapter 3 – Land Use



- Considers how land should be used in the Tower District
- Establishes parameters for allowable activities and the character of new development

# Planned and Proposed Land Use Maps

## General Plan Land Use Map



## TDSP Proposed Land Use Map





# Housing Crisis Act of 2019 (SB 330)

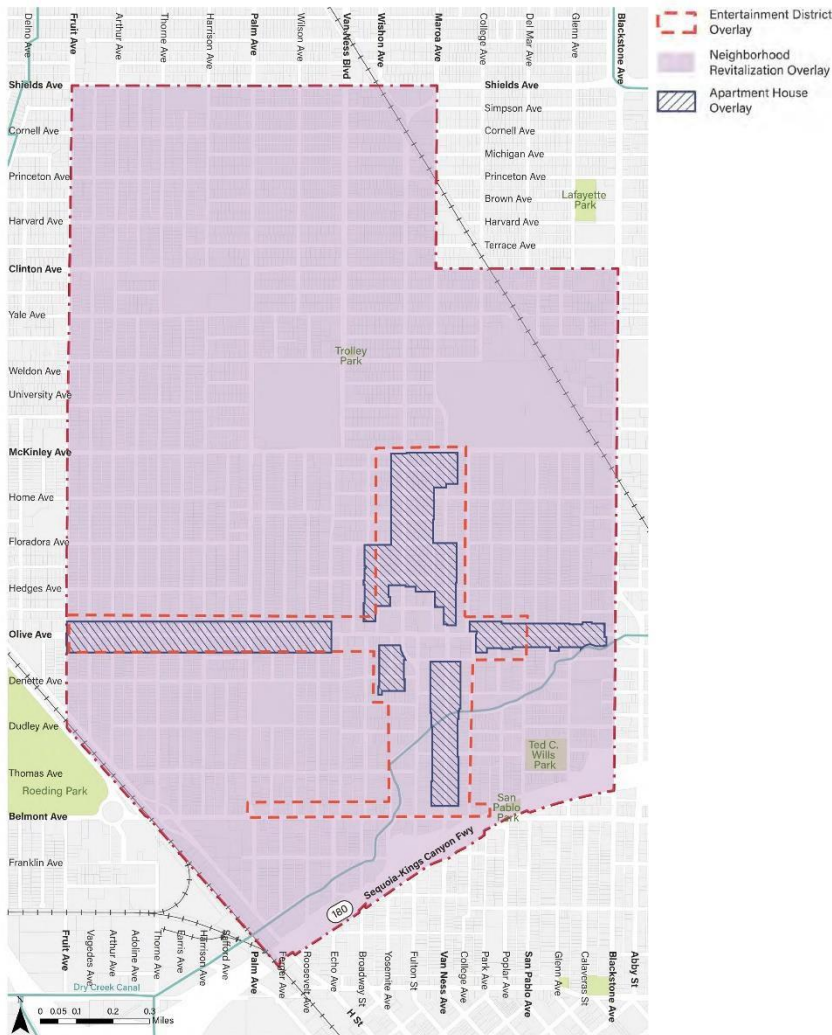
- Prohibits jurisdictions from changing land use or zoning designations nor altering the intensity of existing land use designations or zone districts in a manner that reduces housing capacity below capacity that was available on January 1, 2018 UNLESS:
  - Concurrent increase of capacity elsewhere that ensures there is no net loss of housing capacity
- Total current housing capacity in the Tower District: 19,671 dwelling units
- Housing capacity net increase in proposed areas of change: 2,318 dwelling units
- Total new housing capacity: 21,989 dwelling units

	Total Acres	Housing Capacity
<b>TDSP Area</b>	1,307*	19,671 dwelling units
<b>Acres Proposed for Change</b>	99.5	<b>General Plan:</b> 718 dwelling units <b>TDSP Proposed:</b> 3,036 dwelling units
<b>Net Increase</b>		<b>2,318 dwelling units</b>
<b>Total Proposed Housing Capacity</b>		<b>21,989 dwelling units</b>

*\*Total acreage of Plan Area*

# Existing and Proposed Overlays

FIGURE 3.3 | Planned Overlay Districts



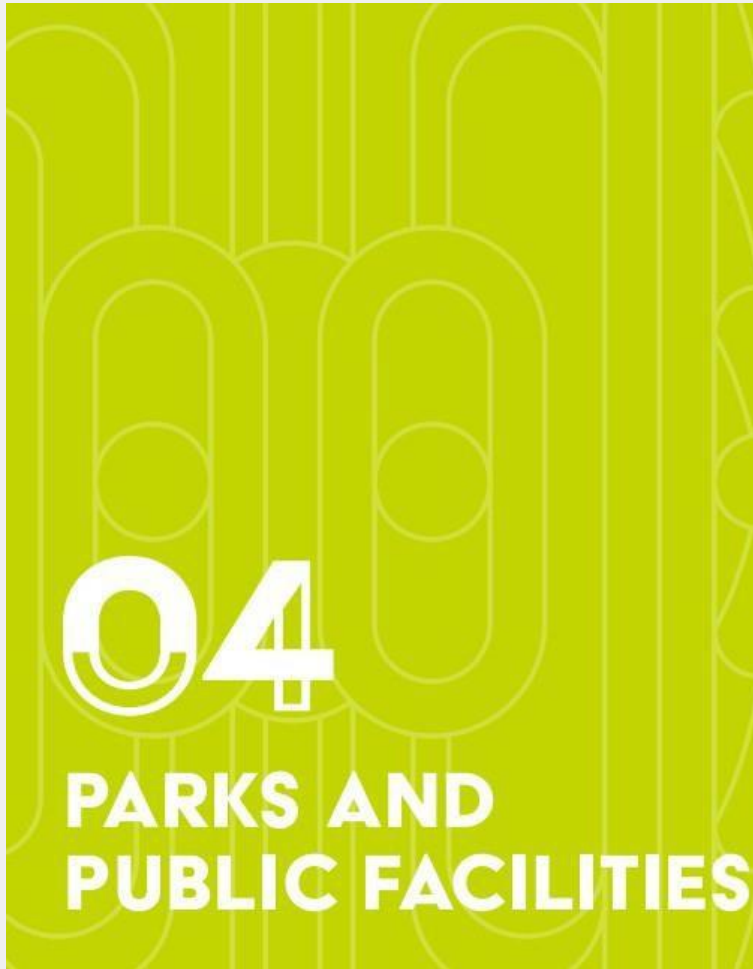
## Existing

- Neighborhood Revitalization Overlay
  - Preserves unique character of neighborhoods near downtown, enhance their walkability and promote a diverse population
- Apartment House Overlay
  - Preserves and enhances the pattern of pedestrian-oriented small-footprint apartment houses, grand homes and small commercial buildings that exist in some pre-World War II neighborhoods.

## Proposed

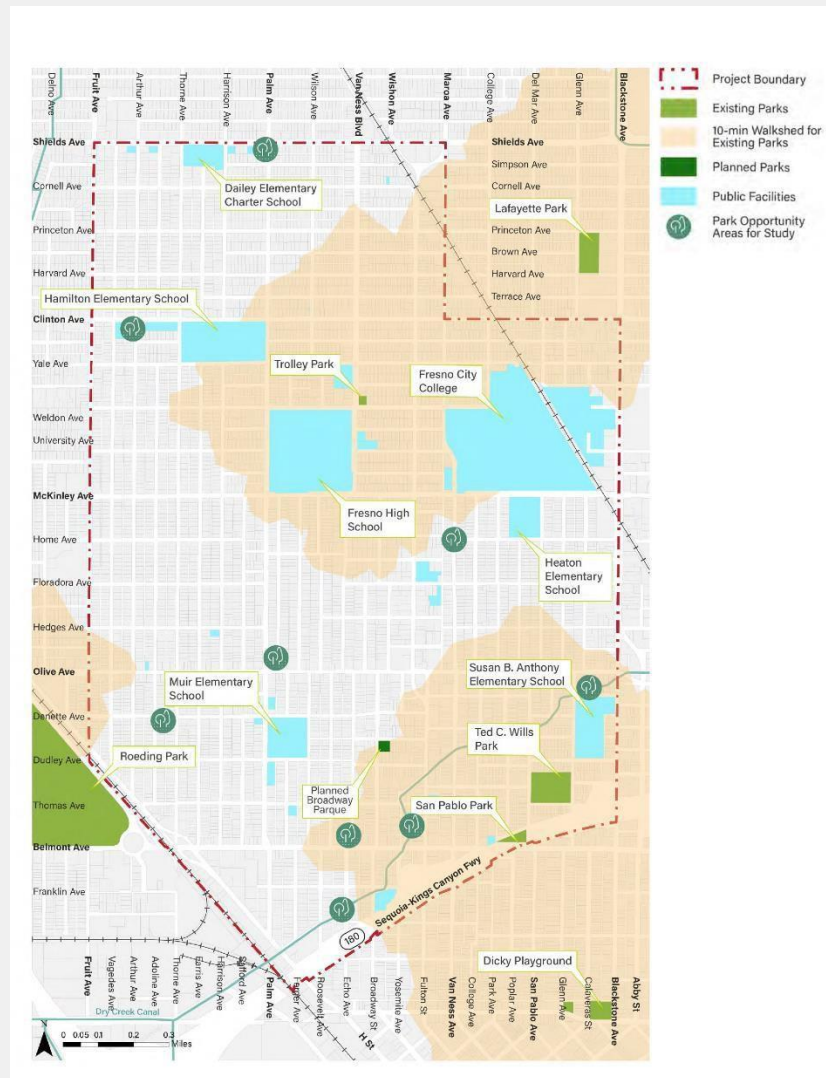
- Entertainment District Overlay
  - Establishes regulations for late-night entertainment uses

# Chapter 4 – Parks and Public Facilities

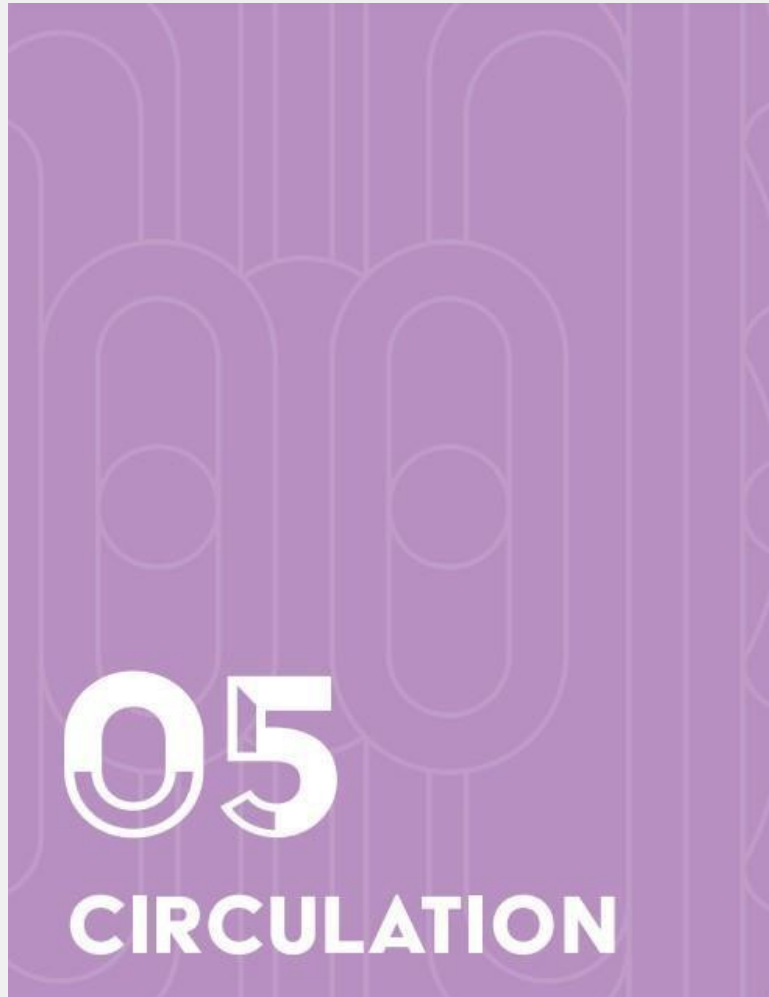


- Provides a framework for making decisions on how parks and public facilities can better address community needs today and in the future
- Focuses on location and extent of public spaces, matching spaces to community needs, improving pedestrian and bicycle access, and leveraging co-benefits like ecological health and economic revitalization

# Parks and Open Spaces Map



# Chapter 5 – Circulation



- Identifies circulation across the overall street network in the Tower District
- Provides a safe street pattern to move people and goods and support community life as vital public spaces



# Chapter 6 – Utilities



- Existing utility infrastructure currently established in the Tower District
- As individual projects are proposed, capacity will be evaluated and improvements will be required per the Department of Public Utilities

# Tower Entertainment District Overlay

- Establishes regulations for late-night entertainment uses adjacent to residential zoning
- Applies to establishments with restaurant, bar and night-club related uses that include rear or side outdoor patios with a Conditional Use Permit

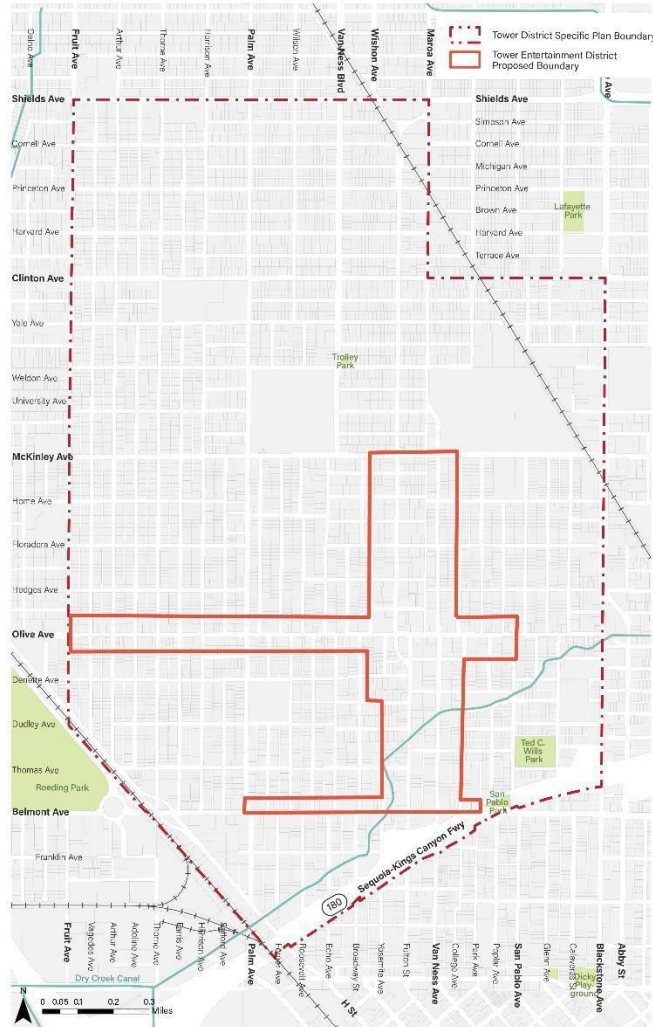
Use	100 ft. or closer to Residential	100 ft. to 250 ft. from Residential	250 ft. or further from Residential
Smoke/ Hookah/ Cigar Lounges	No outdoor patio permitted	No limitations	No limitations

Use	100 ft. or closer to Residential	100 ft. to 250 ft. from Residential	250 ft. or further from Residential
Outdoor patios <b>without</b> noise attenuation measures	7:00am – 10:00pm	7:00am – 2:00am	No limitations

Use	100 ft. or closer to Residential*	100 ft. to 250 ft. from Residential	250 ft. or further from Residential
Outdoor patios <b>with</b> noise attenuation measures	7:00am – 2:00am	7:00am – 2:00am	No limitations

\*No amplified sound permitted after 10:00pm on outdoor patios that are 100 ft. or closer to Residential.

# Tower Entertainment District Overlay Boundary

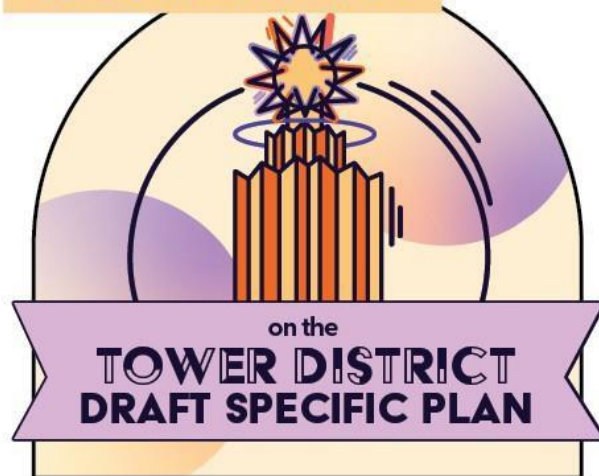


# Objective Design Standards

- Tower District Design Guidelines: established June 2005
- California Government Code Section 65913.4: establishes requirements for objective design standards
  - Standards that involve no personal or subjective judgement
- Requires update of existing Design Guidelines to comply with State law
- Objective Design standards to accompany Tower District Specific Plan update

# Public Comment Period

**REVIEW  
AND  
COMMENT**



The Draft Tower District Specific Plan is **NOW** available for public comment from



**July 12<sup>th</sup>, 2024  
through  
August 12<sup>th</sup>, 2024**

To view the  
Draft Specific  
Plan scan the  
QR Code OR  
visit the link  
below:  
[www.fresno.gov/  
tdsp](http://www.fresno.gov/tdsp)



To submit your  
comments,  
please visit :

<https://tinyurl.com/TDSPComments>

or contact

**Adrienne Asadoorian-Gilbert:**

[Adrienne.Asadoorian@fresno.gov](mailto:Adrienne.Asadoorian@fresno.gov)

or (559) 621-8339

City of  
**FRESNO**



# Public Comments

Comments received include the following themes:

- Provide additional opportunities for green spaces
- Increase amenities to enhance pedestrian safety
- Reduce impacts of surrounding noise from late-night uses
- Address crime and homelessness impacts
- Provide for additional retail opportunities, including a grocery store
- Broaden Health and Equity analysis
- Include history of racial inequity, racial covenants and redlining in the Tower District

# Implementation Committee

## Recommendations

Committee independent review:

- Individual review of 96 policies

Committee Recommendations:

- May 14<sup>th</sup>, 2024 Meeting
- August 20<sup>th</sup>, 2024 Meeting
- September 3<sup>rd</sup>, 2024 Meeting
- September 9<sup>th</sup>, 2024 Meeting
- September 17<sup>th</sup>, 2024 Meeting

# Draft Plan Update – Anticipated Revisions

- Broaden Health and Equity analysis throughout entire plan
- Add history of racial covenants and redlining that occurred in the Tower District
- Identify specific locations for future parks
- Mapping revisions
- Expand Utilities Chapter
- Include Implementation Chapter
- Policy and narrative revisions per Committee recommendations
- Policy and narrative revisions per public comments received

# Timeline and Next Steps



- Environmental analysis: Summer 2024 – Early 2025 (assuming an Environmental Impact Report)
- Preparation of Objective Design Standards: Summer 2024 – Early 2025
- Preparation of Tower Entertainment District Overlay: Summer 2024 – Early 2025
- Planning Commission / City Council for final recommendation: Spring 2025