

KCCTOD STUDY

CITY OF FRESNO

PRESENTATION OVERVIEW



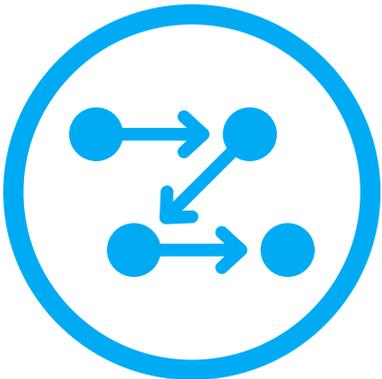
RECENT PLANS



STUDY AREA



STUDY OBJECTIVE



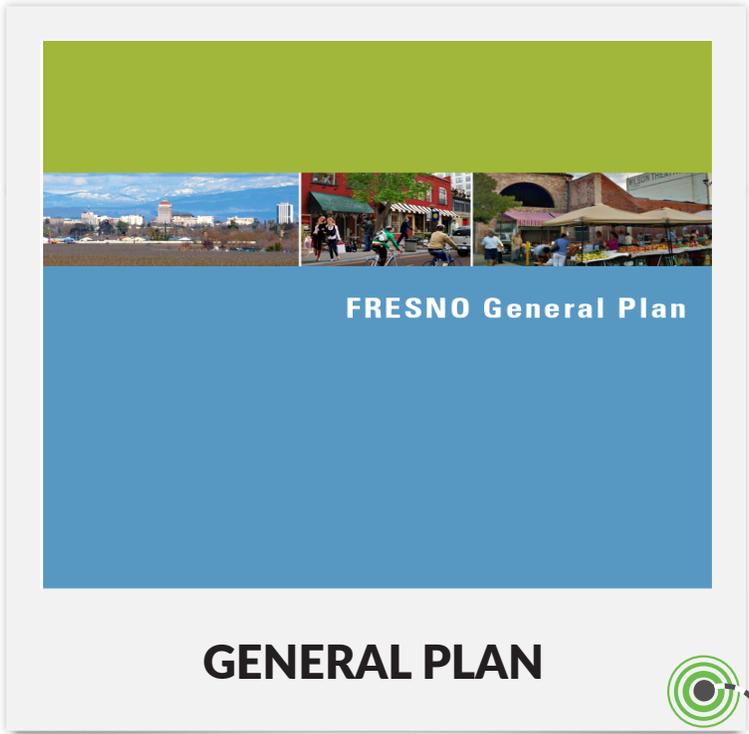
PLANNING PROCESS



COMMUNITY ENGAGEMENT



DOCUMENT OVERVIEW



GENERAL PLAN

2014



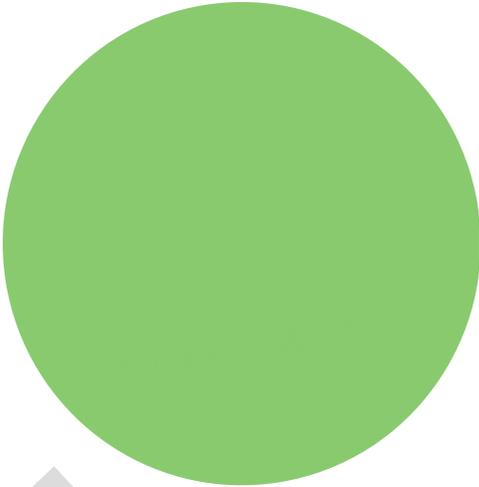
ROUTE 1 [Q LINE]

2018



COMPLETE STREETS PLAN

2015





OBJECTIVES

1

Identify which “Q” line stops along the Corridor have the greatest near-term market potential for compact, higher density mixed-use development.

2

Develop Station Area Plans for the top two stations with the greatest near-term market potential.

3

Develop a standardized TOD implementation framework that can be applied to CMX & NMX zoned properties along High-Quality Transit Corridors.



MILESTONES





2,500
Reached on
Social Media



830
Outreach
Event Attendees



4
Workshops

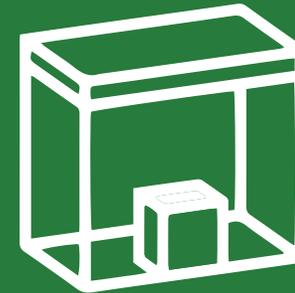


2
Developers
Forums

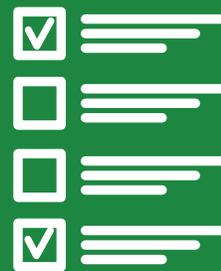
2
Mobile
Workshops



7
Presentations



20
Pop-up Events



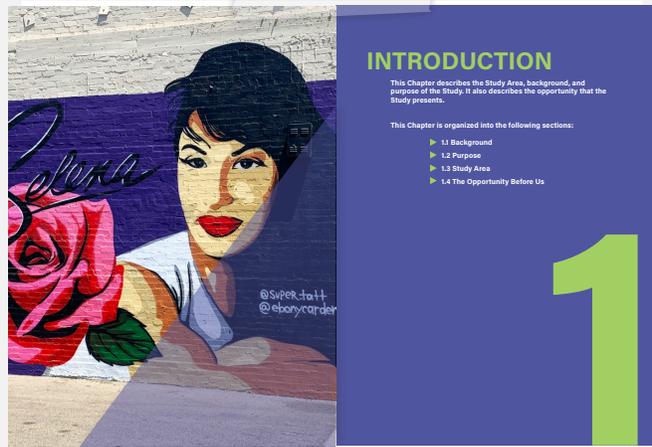
3
Surveys



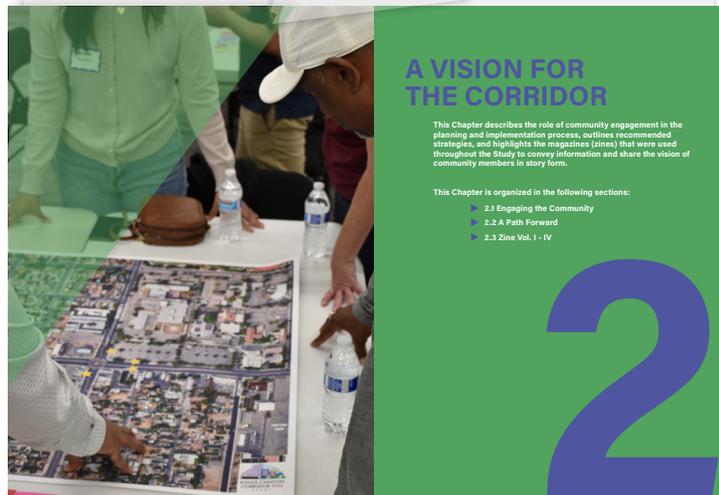
253
Survey
Respondents



DOCUMENT OVERVIEW



INTRODUCTION



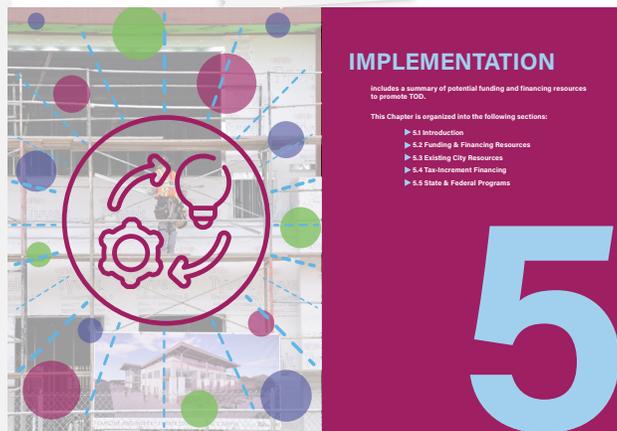
A VISION FOR THE CORRIDOR



STORYMAP



TOD PROSPECTUS

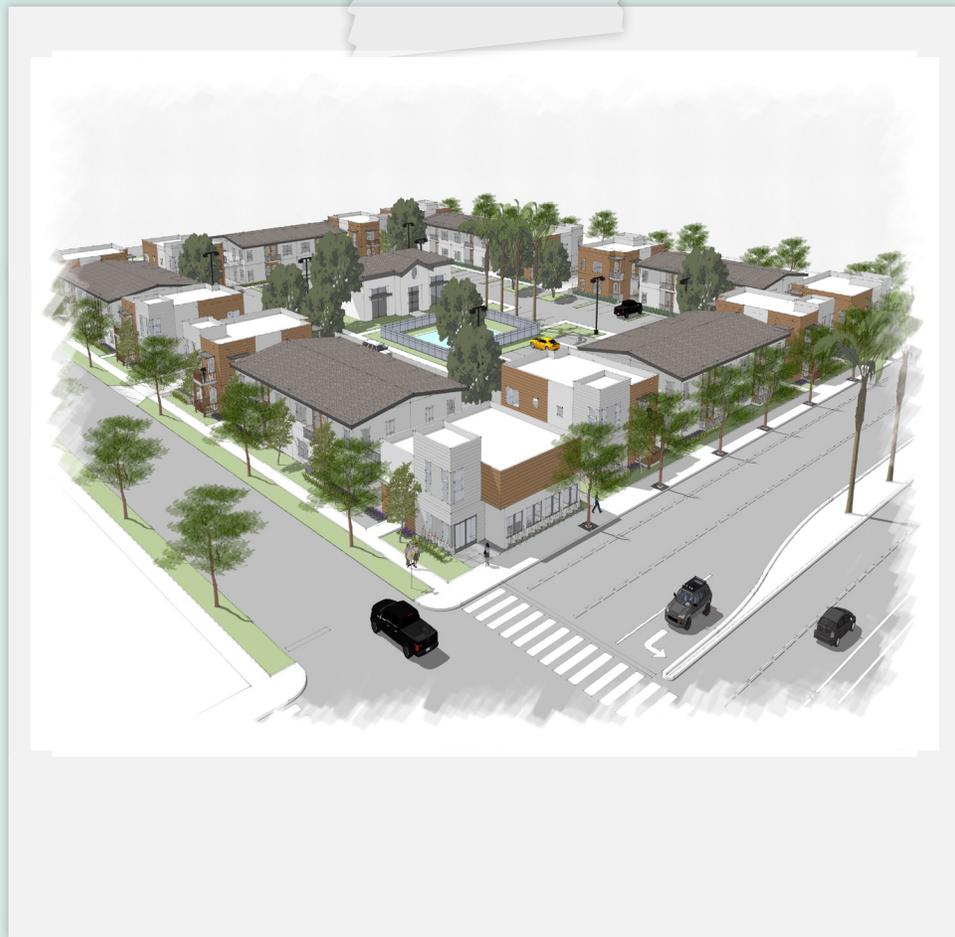


IMPLEMENTATION



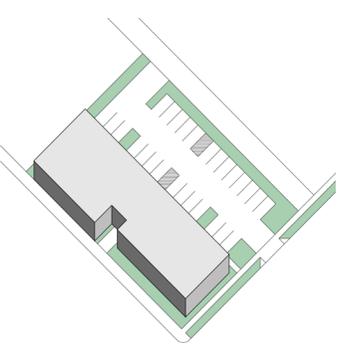
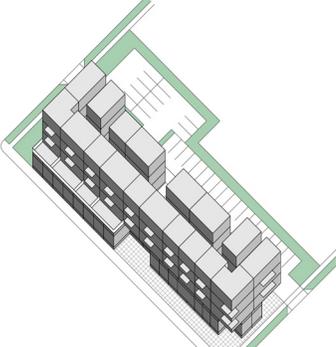
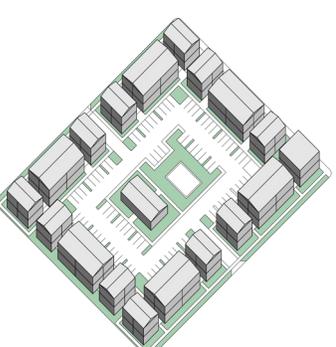
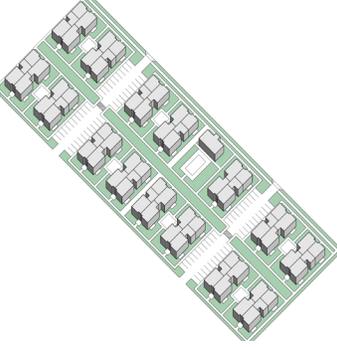
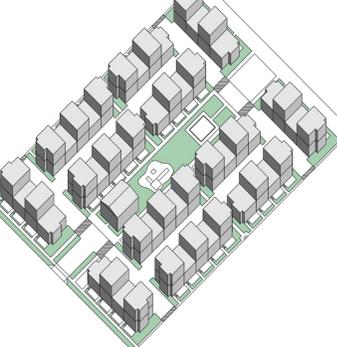
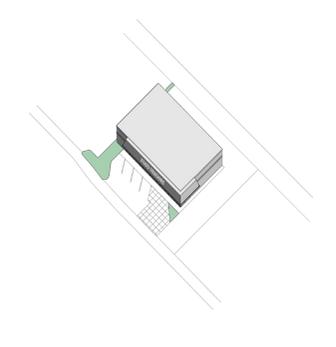
APPENDICES

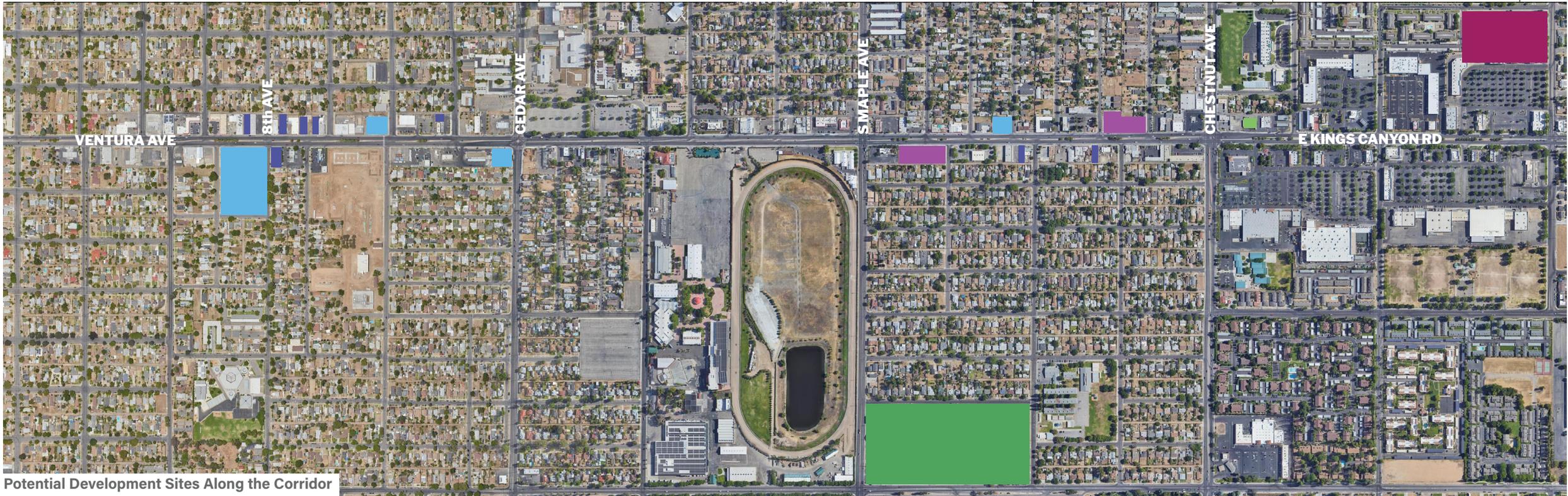
STATION PLANS & PROTOTYPES



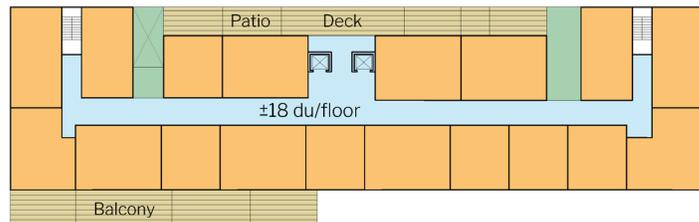
DEVELOPMENT PROTOTYPES

The following represent common building prototypes that either exist in the Cedar or Chestnut/Willow Station areas or may be developed within the range of housing densities currently allowed by the zoning for the Study Area.

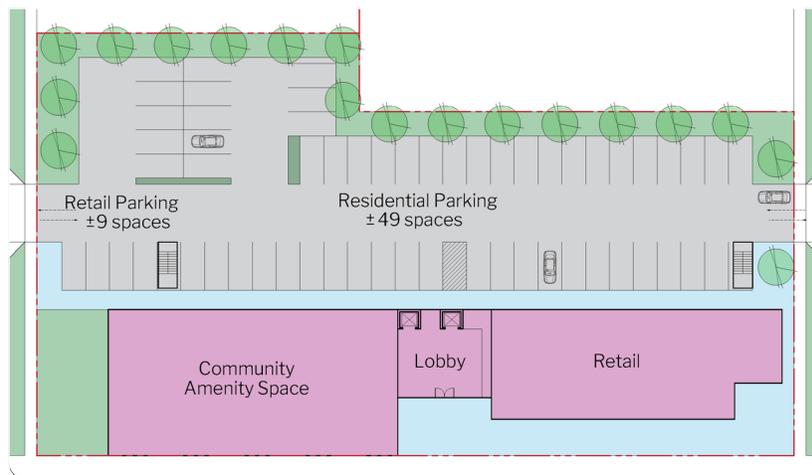
					
(1) INFILL	(2) INFILL - MIXED USE	(3) WALK-UP APARTMENTS	(4) SENIOR COTTAGES	(5) TOWNHOMES	(6) ADAPTIVE REUSE



Conceptual Rendering of Prototype



Conceptual Plan - Second-Fourth Floors

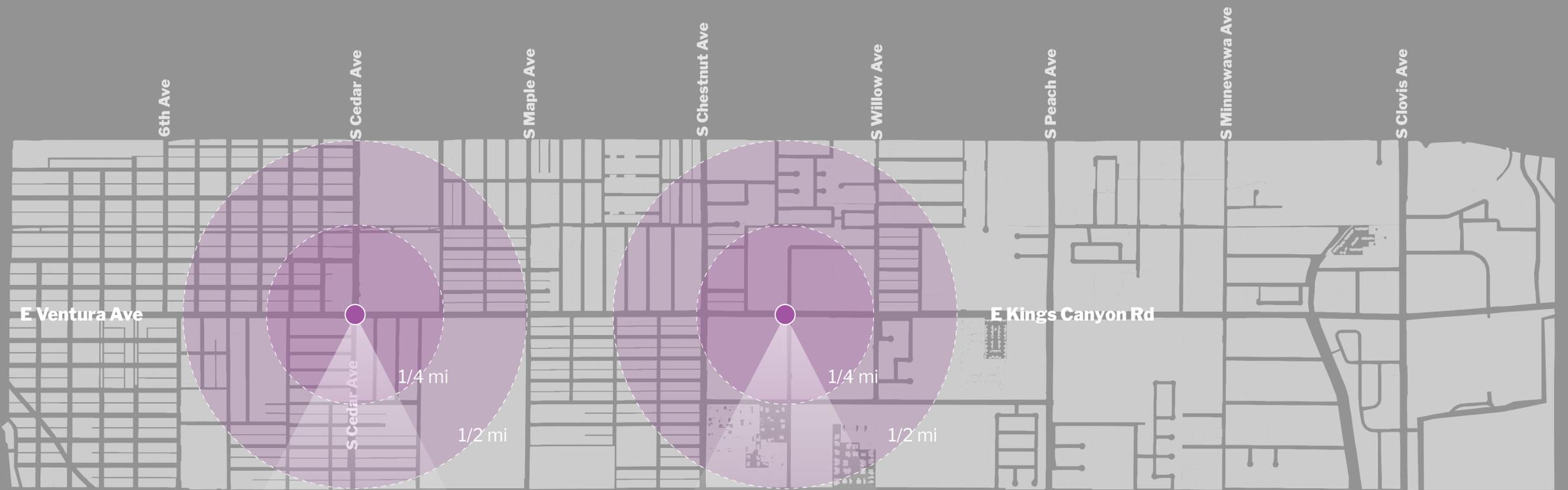


Conceptual Plan - First Floor



Development Program - Market Rate (2A)	Prototype 2 - Mixed-use Residential - Market Rate (2A)		
Lot Size	49,707 sf		
Number of Units	54 units		
Gross Residential Area	55,085 sf		
Net Residential Area	38,880 sf		
Average Unit Size	720 sf		
Gross Commercial Area	5,250 sf		
Common Area/Amenity	7,350 sf		
Gross Building Area (ex. Pkg.)	67,685 sf		
Net Residential & Commercial	44,130 sf		
Parking	22,600 sf		
Parking Spaces	58 spaces		
Landscaped Areas	13,070 sf		
Revenue	Per SF	Per Unit	Total
Residential Rent (Sales Rev.)	\$35.50	\$25,560	\$1,380,240
Laundry, etc.	\$0.25	\$180	\$9,720
Commercial Inc. (per net com)	\$18.00	\$1,750	\$94,500
Less Vacancy (5%)	(\$1.68)	(\$1,375)	(\$74,223)
Gross Effective Income	\$31.96	\$26,116	\$1,410,237
Less Operating (Sales) Exp.	(\$9.49)	(\$7,756)	(\$418,797)
Net Annual Operating Income	\$22.47	\$18,360	\$991,440
Development Costs	Per SF	Per Unit	Total
Shell Costs	\$261	\$213,357	\$11,521,279
Land (\$10 per sf of land area)	\$11	\$9,205	\$497,070
Site Improvements	\$11	\$9,205	\$497,070
TI Allowance, commercial	\$1	\$972	\$52,500
Permits & Fees	\$7	\$5,484	\$296,150
Contingency (5% of direct costs)	\$14	\$11,128	\$600,917
Other Soft Costs	\$30	\$24,536	\$1,324,947
Financing	\$11	\$8,700	\$469,800
Return on Cost	Per SF	Per Unit	6.5%
Target Return on Cost	N/A	N/A	6.5%
Supported Investment	\$346	N/A	\$15,252,923
Estimated Development Cost	\$346	N/A	\$15,259,733
Gap to Achieve Target Return	\$0	\$0	\$6,810

STATION AREA PLANS



TOP TWO SCORING STATION AREAS:

1. CEDAR
2. CHESTNUT/WILLOW



CEDAR STATION



-   Pedestrian Connection
-  Park & Community Green
-  Active Ground Floor
-  Streetscape Improvements - Pedestrian and Bike, Lighting
-  Landscaped Parkway/ Median
-  Potential Community Park / Pocket Park
-  Opportunity for Outdoor Gathering Space / Dining



KEY POINTS



Positive Street Frontage - Infill development that is built out to face the street, engage with the street, and provide an active pedestrian environment.



Transparent Storefronts - Infill development that provides storefronts with transparent glazing so passersby can interact with businesses at a walking speed and businesses can maintain “eyes on the street” for natural surveillance.



Inviting Public Spaces - Infill development that invites pedestrians into shared open spaces that promote events, sidewalk seating, spillover retail, and gathering.



Cultural Expression - Infill development that is colorful, festive, artistic, and expresses a culture of place along the Corridor, its businesses, and the people who live in the area.



Streetscape Improvements - Infill development that supports widened sidewalks, landscape and trees to make the street environment pleasant and safe for everyone.



CONCEPTUAL RENDERINGS

Potential mixed-use infill development on Ventura



Streetscape improvements along Ventura



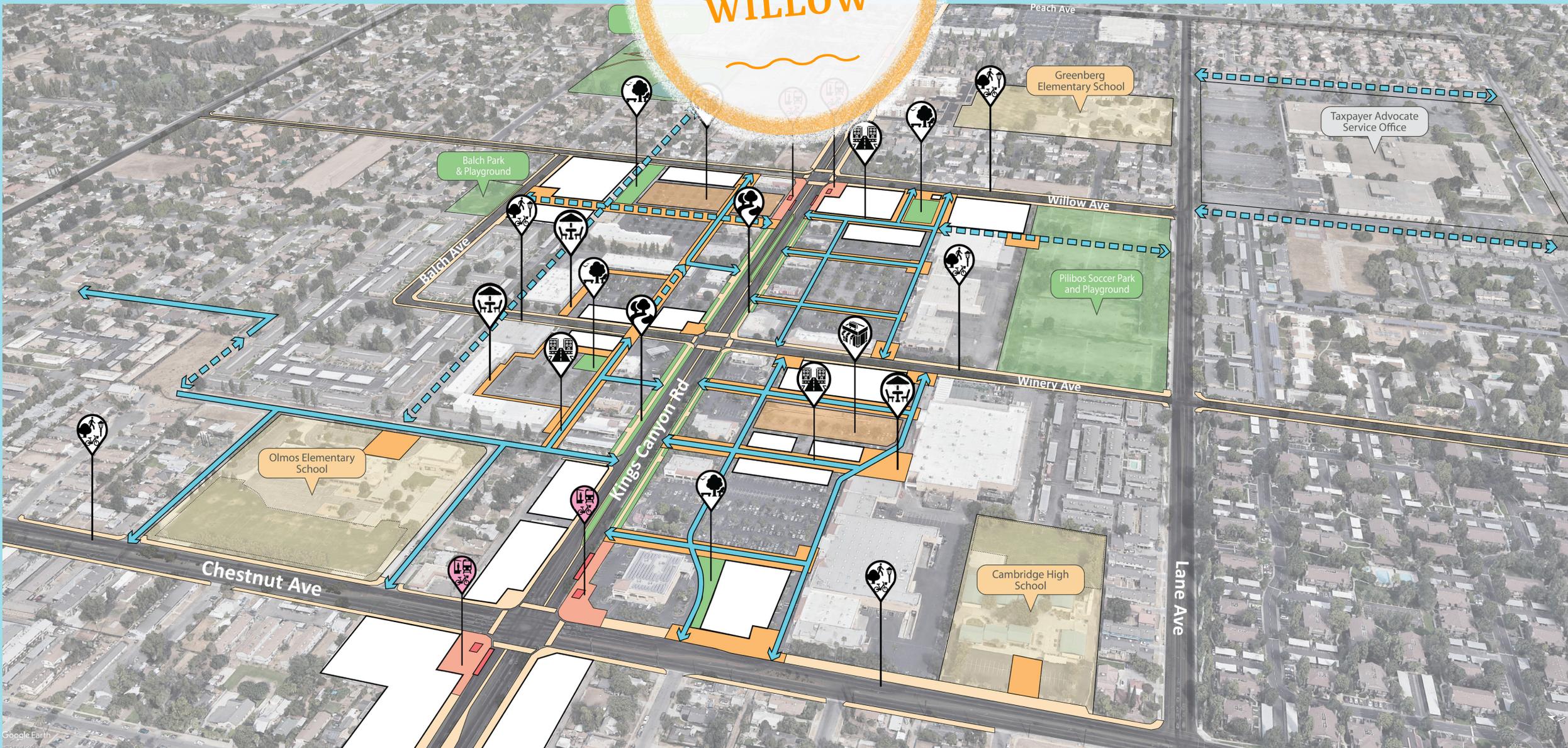
Streetscape improvements along Ventura



Potential mixed-use infill development on Ventura



CHESTNUT / WILLOW



- | | | | | | |
|------------------------|--------------------------------------|---|--|--|---------------------------|
| School | Opportunity for Place-Making | Mini-Mobility Hub - Q Stop / Bike Share / Transit Plaza | Streetscape Improvements - Pedestrian and Bike, Lighting | Street Experience Opportunity | Potential Farmer's Market |
| Pedestrian Connection | Opportunity Site for New Development | Landscaped Parkway | Potential Community Park / Pocket Park | Opportunity for Outdoor Gathering Space / Dining | |
| Park & Community Green | Primary Circulation | | | | |
| Transit Plaza | Potential New Connection | | | | |

Google Earth



FRAMEWORK



**Make New
Connections**

2

1

**Enhance the
Streetscape**



FRAMEWORK

**Integrate
Selective New
Development**

4

3

**Embrace
Opportunities
for Placemaking**



CONCEPTUAL RENDERINGS

Residential integrated with existing commercial "big box"



Mobility hub at the Chestnut Station



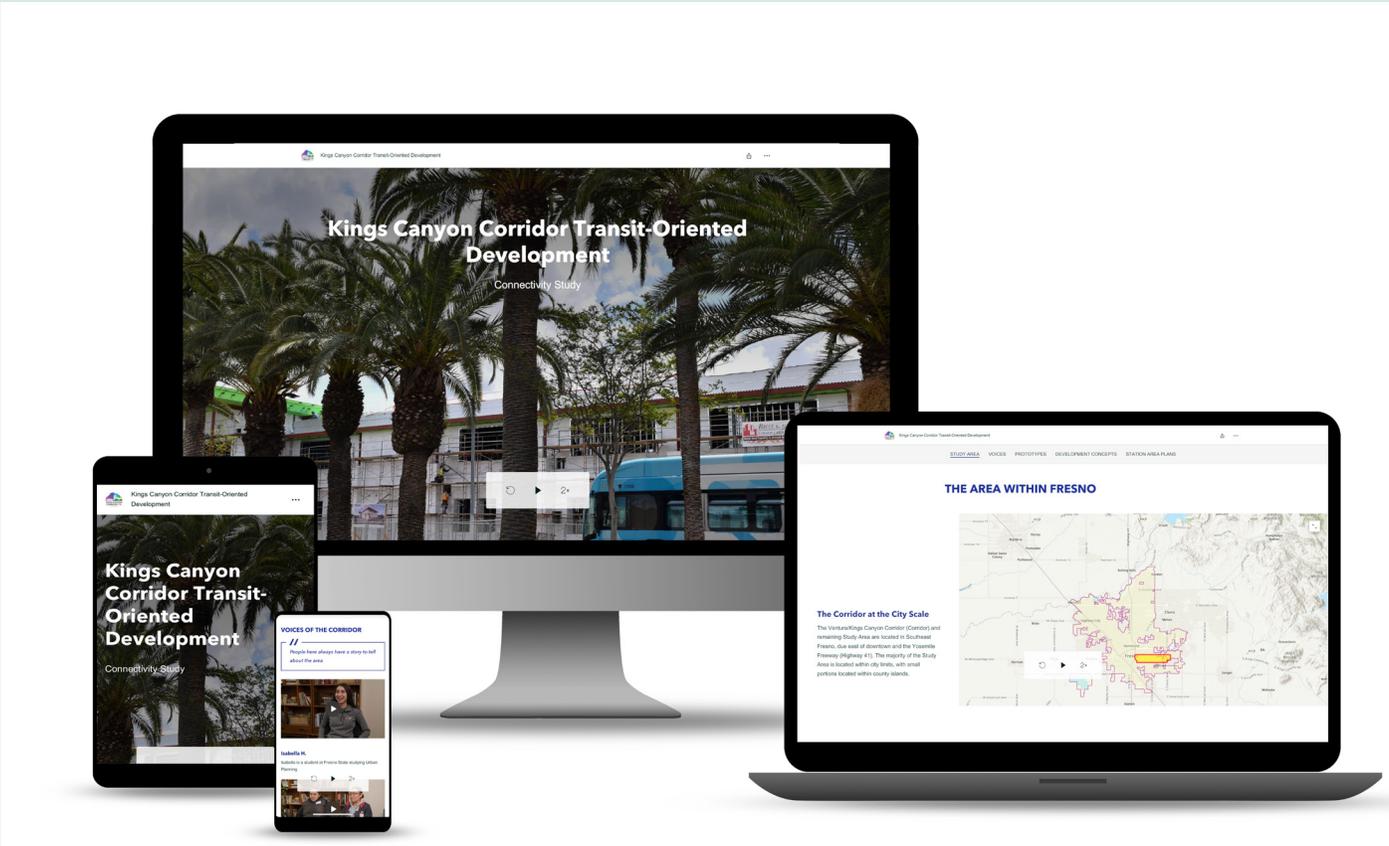
Placemaking in a commercial center parking lot



Placemaking in a commercial center parking lot



STORYMAP



Imagining a dense, transit-oriented corridor.....



DEVELOPMENT CONCEPTS FOR THE PROTOTYPES

CORRIDOR INFILL

The Corridor Infill Prototype represents the potential for a standalone, single-story, commercial office or retail building with an active frontage on the corridor and surface parking in the rear of the site and off the alley. This prototype may accommodate health services, retail, or office uses in a cost-effective, wood-frame construction and would likely require lot assembly. A portion of the front facade may set back and include a widened sidewalk and entry plaza along Ventura and Kings Canyon. Financial analysis of this prototype indicates a total estimated development cost of approximately \$2.6m and return on investment of 6.9% for retail and a cost of \$4.2m and return of 6.5% for medical office, with target rents of \$18 per net square foot for retail and \$32.5 per net square foot for medical office.



