

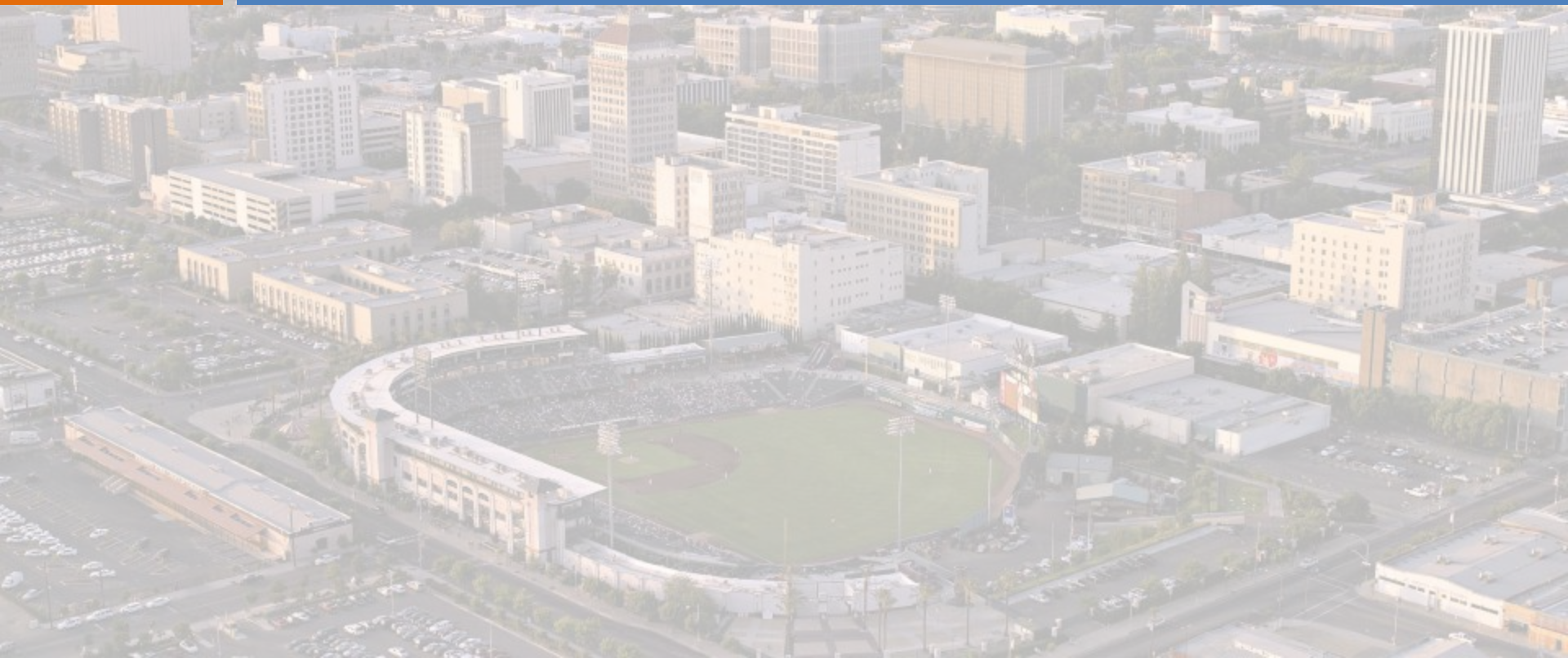
WORKSHOP

The Downtown Plans and Code



Dan Zack, Assistant Director
Development and Resource Management Department

WHERE HAVE WE BEEN?!



FAX "Q" - Blackstone/Kings Canyon BRT Project

Fresno, CA



- BRT Alignment
- BRT Stations (51 Total)
- ⇄ BRT One-Way Direction
- ⇄⇄ BRT Two-Way Direction



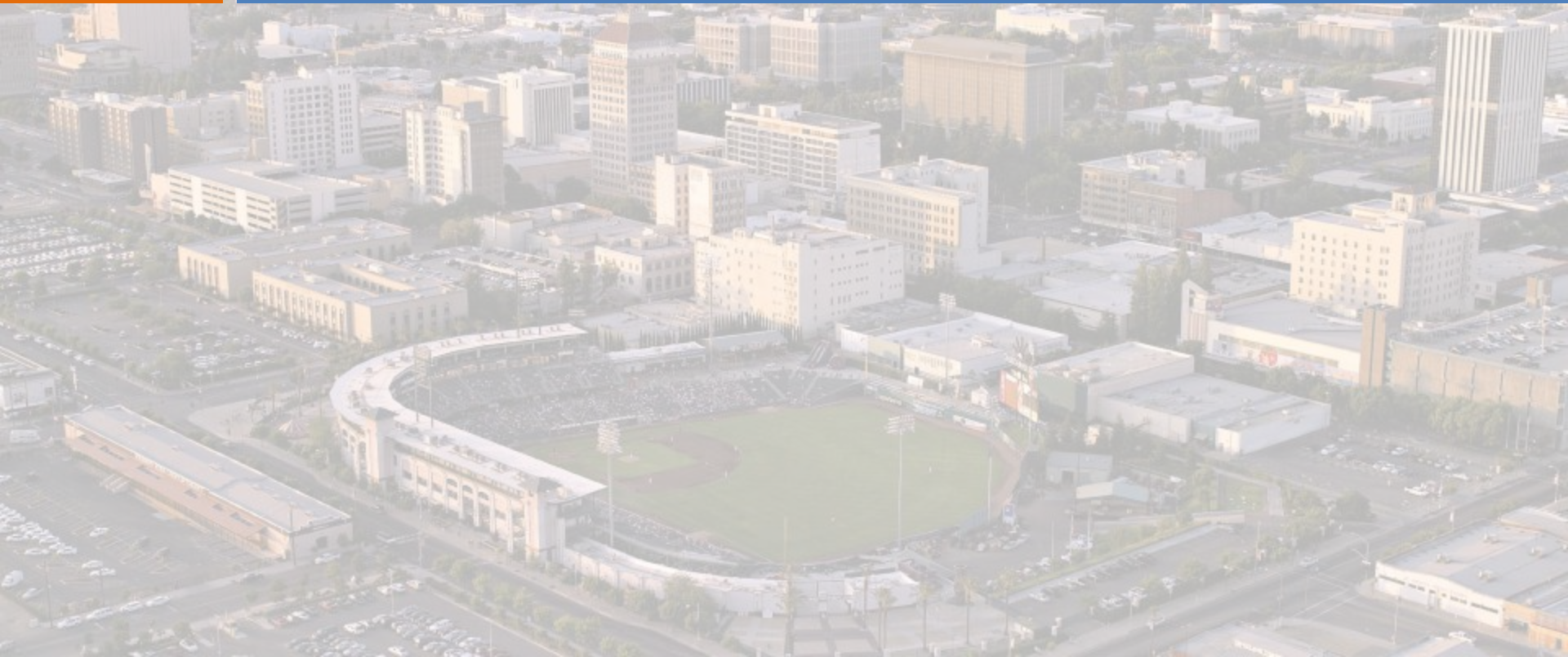
DOWNTOWN FRESNO BRT ROUTING

Sources: Esri, DeLorme, NAVTEQ, TomTom, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, and the GIS User Community





WHAT HAS CHANGED, AND WHAT IS THE SAME?



Downtown Neighborhoods Community Plan

Fresno, California



Fulton Corridor Specific Plan

Fresno, California



Amendments to Chapter 15 of the Fresno Municipal Code

Downtown Development Code

ADMINISTRATIVE DRAFT MAY, 2016

Downtown and Mixed Use Districts



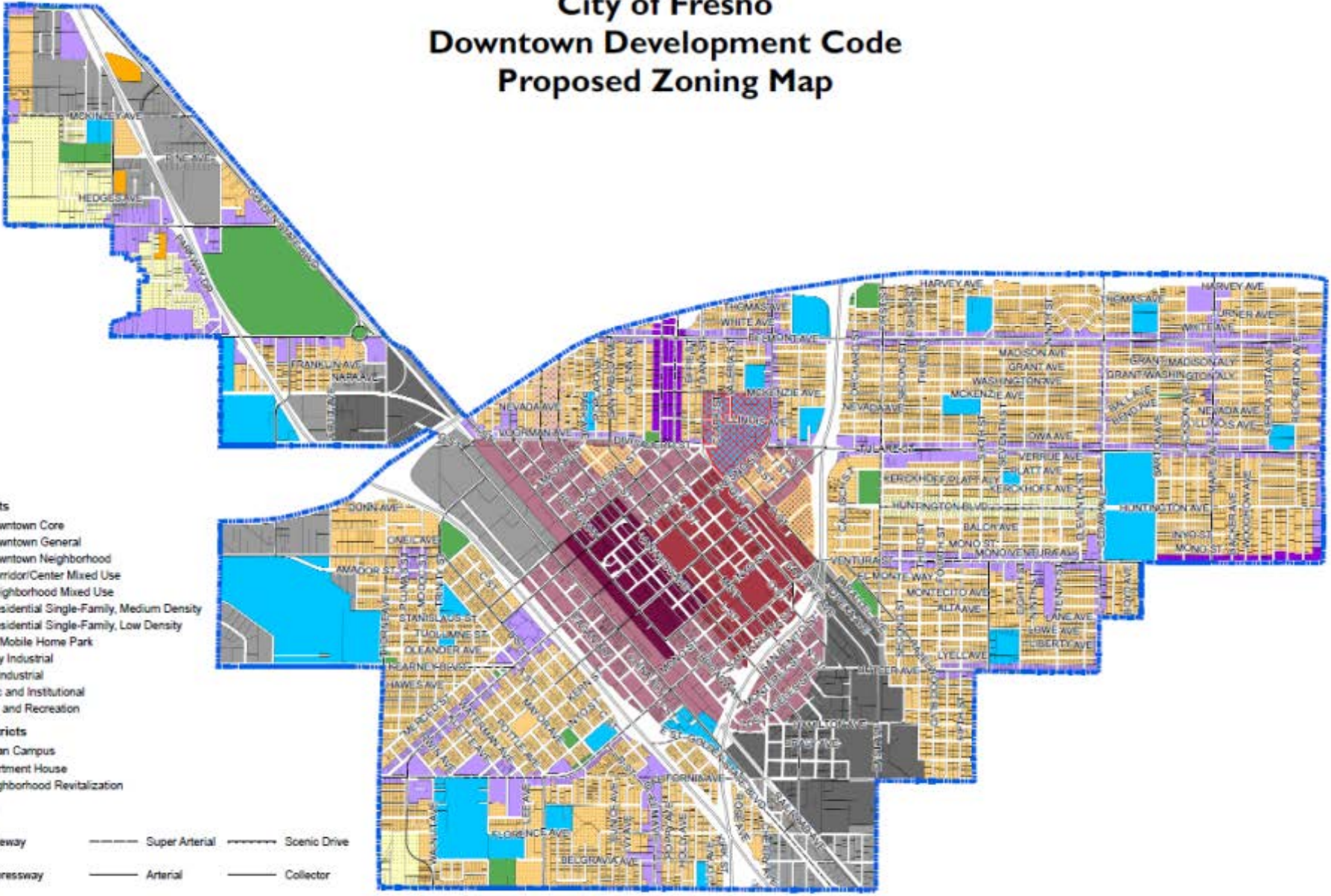
Residential Districts



Employment and Public Districts



City of Fresno Downtown Development Code Proposed Zoning Map

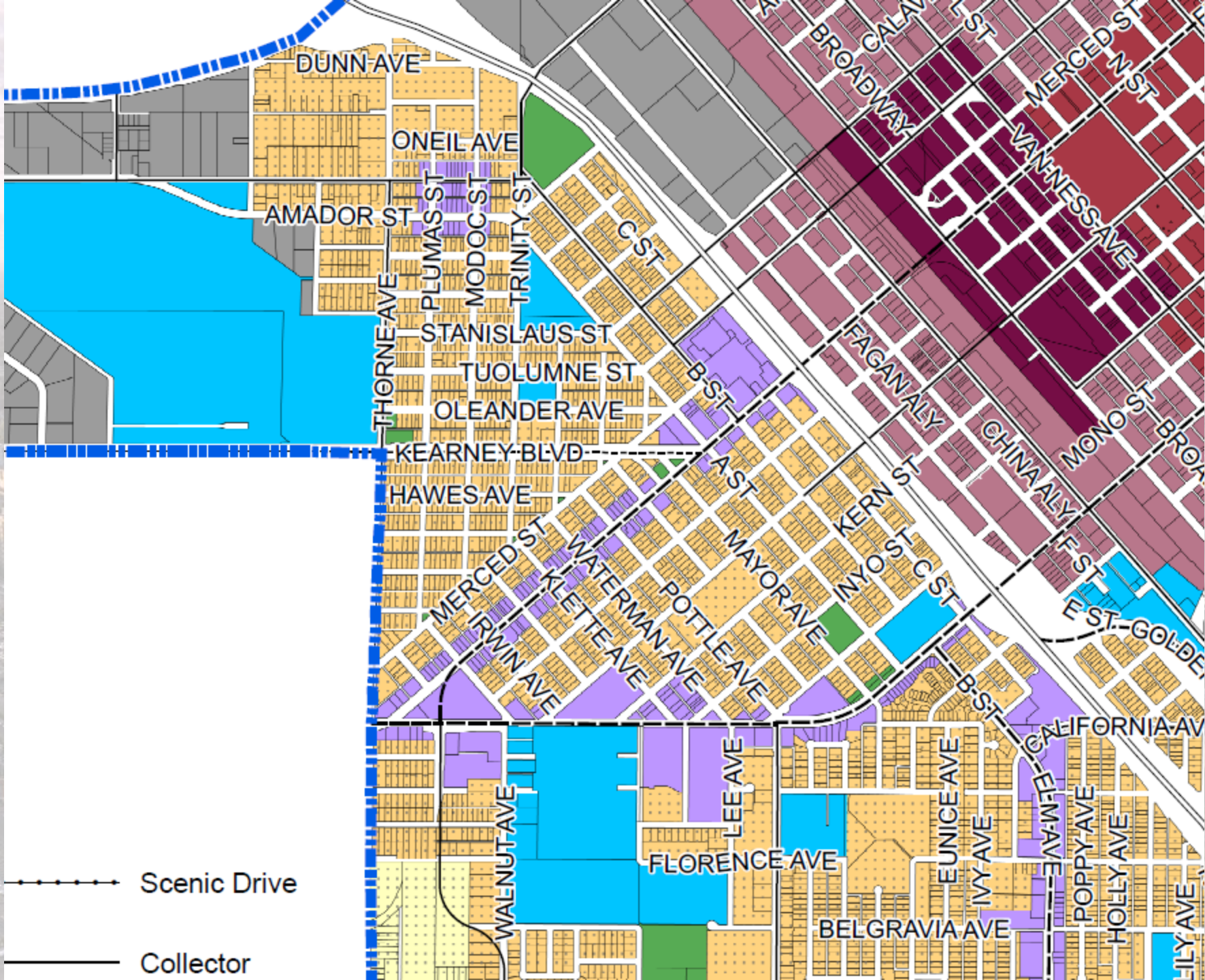


- Base Districts**
- DTC - Downtown Core
 - DTG - Downtown General
 - DTN - Downtown Neighborhood
 - CMX - Corridor/Center Mixed Use
 - NMX - Neighborhood Mixed Use
 - RS-5 - Residential Single-Family, Medium Density
 - RS-3 - Residential Single-Family, Low Density
 - RM-MH - Mobile Home Park
 - IH - Heavy Industrial
 - IL - Light Industrial
 - PI - Public and Institutional
 - PR - Park and Recreation

- Overlay Districts**
- UC - Urban Campus
 - AH - Apartment House
 - NR - Neighborhood Revitalization

- Circulation**
- | | | |
|--|--|---|
| Freeway | Super Arterial | Scenic Drive |
| Expressway | Arterial | Collector |
| Scenic Expressway | Scenic Arterial | Scenic Collector |





DUNN AVE

ONEIL AVE

AMADOR ST

PLUMAS ST
MODOC ST
TRINITY ST

C ST

STANISLAUS ST

TUOLUMNE ST

OLEANDER AVE

KEARNEY BLVD

HAWES AVE

MERCED ST
IRWIN AVE

WATERMAN AVE
KLETTE AVE

POTTLE AVE

MAYOR AVE

KERN ST
INYO ST
C ST

MERCED ST

WATERMAN AVE

POTTLE AVE

MAYOR AVE

KERN ST

WALNUT AVE

LEE AVE

FLORENCE AVE

EUNICE AVE
INY AVE

CALIFORNIA AV
ELM AVE

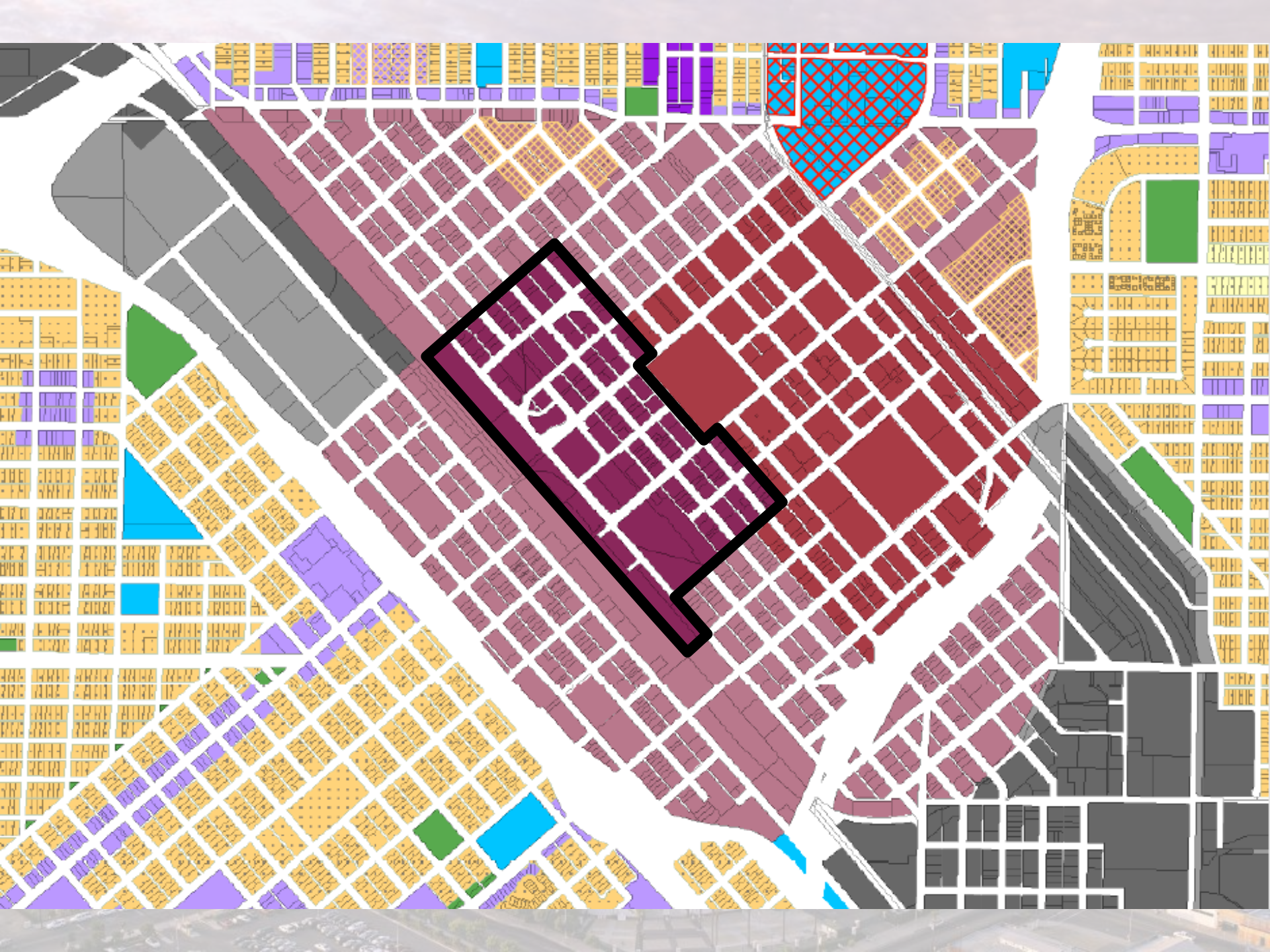
BELGRAVIA AVE

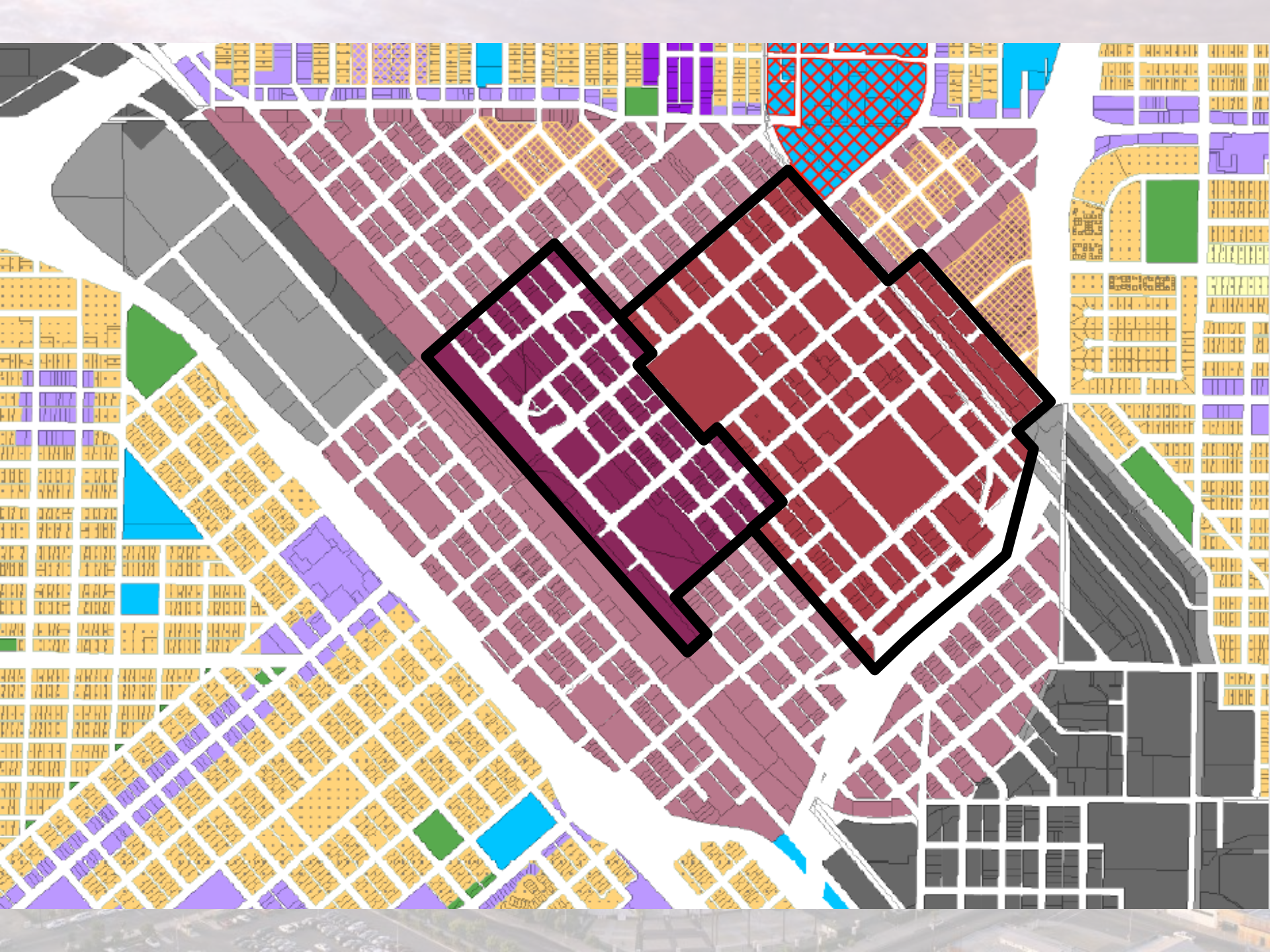
POPPY AVE
HOLLY AVE

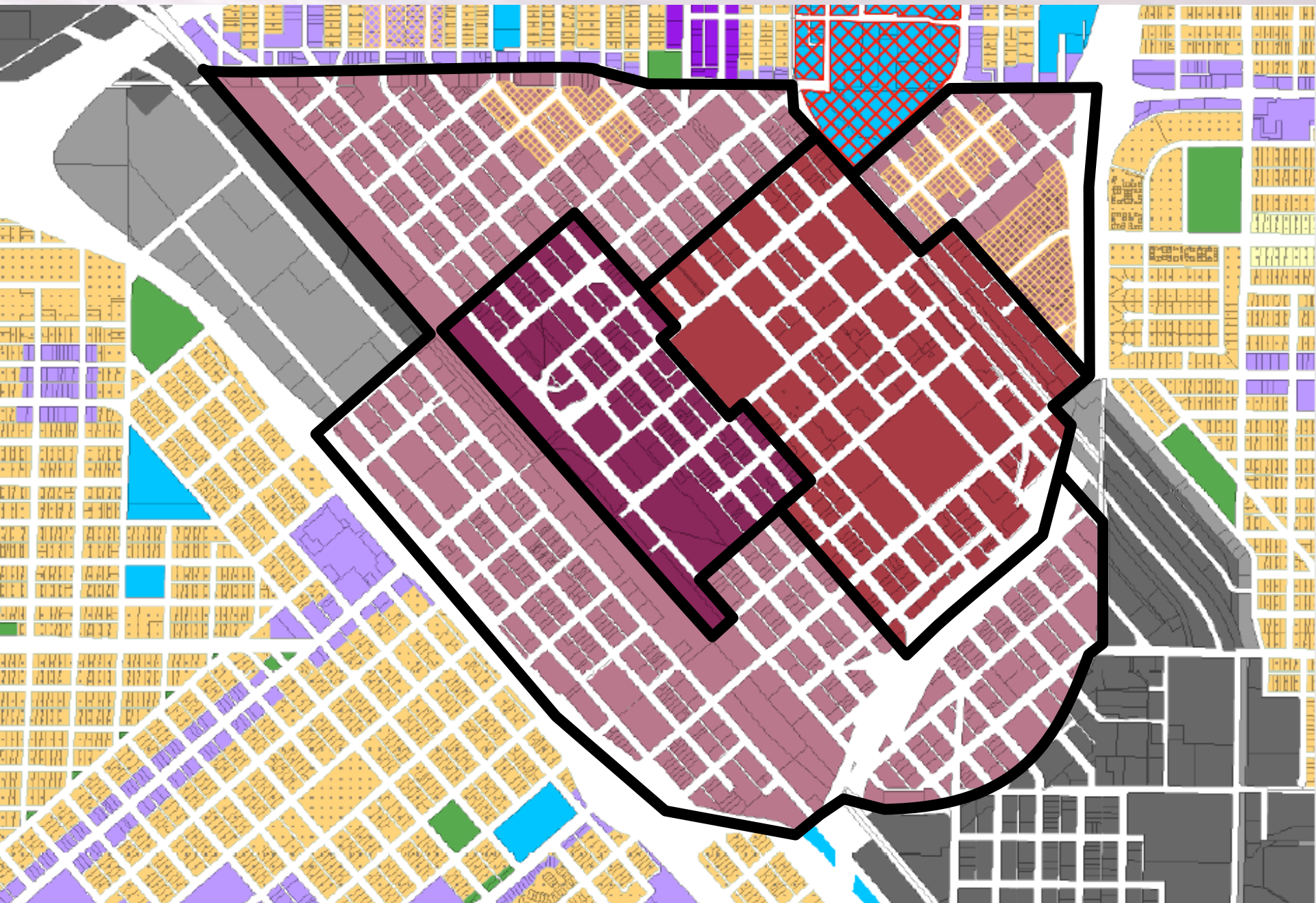
LILY AVE

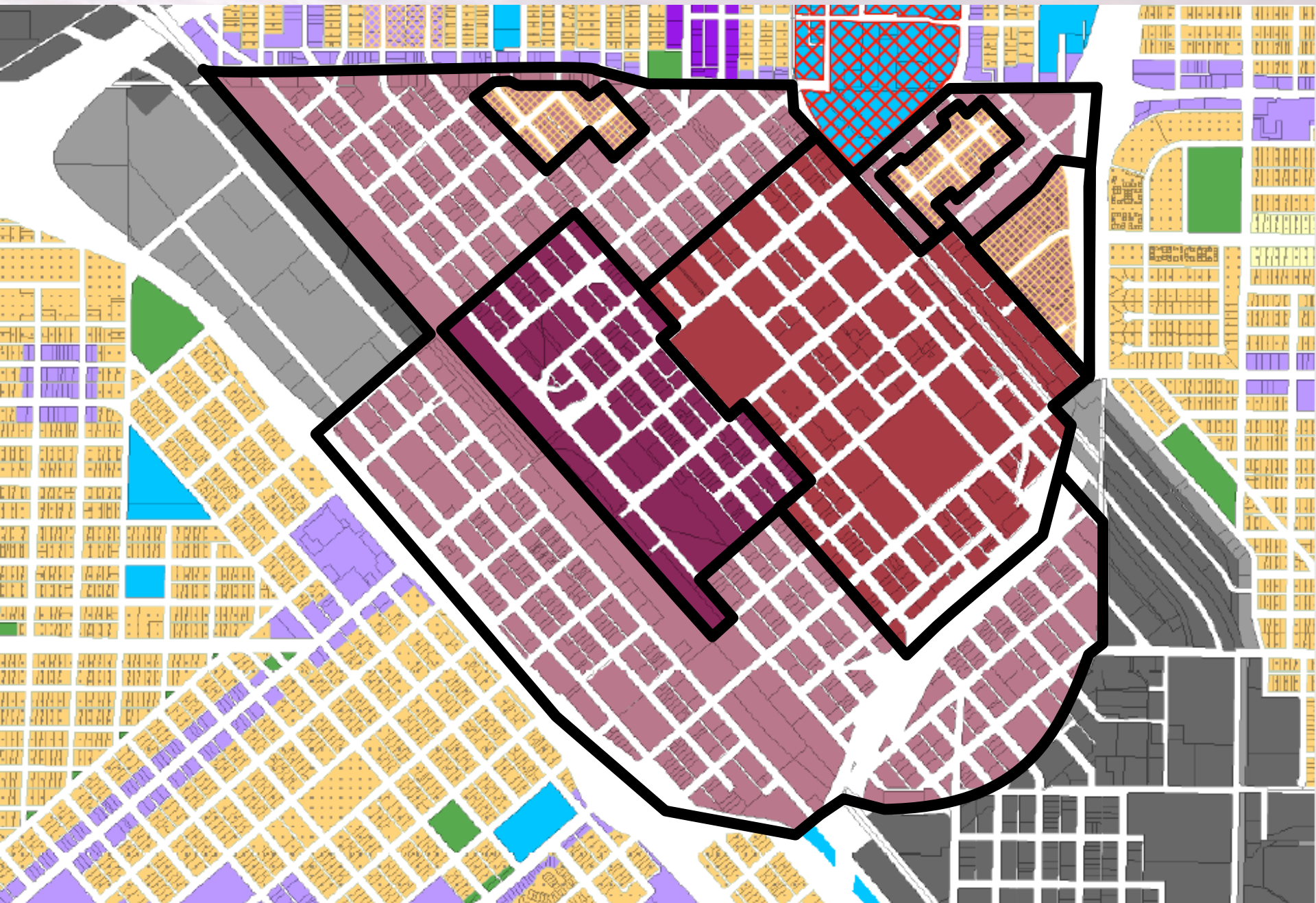
Scenic Drive

Collector









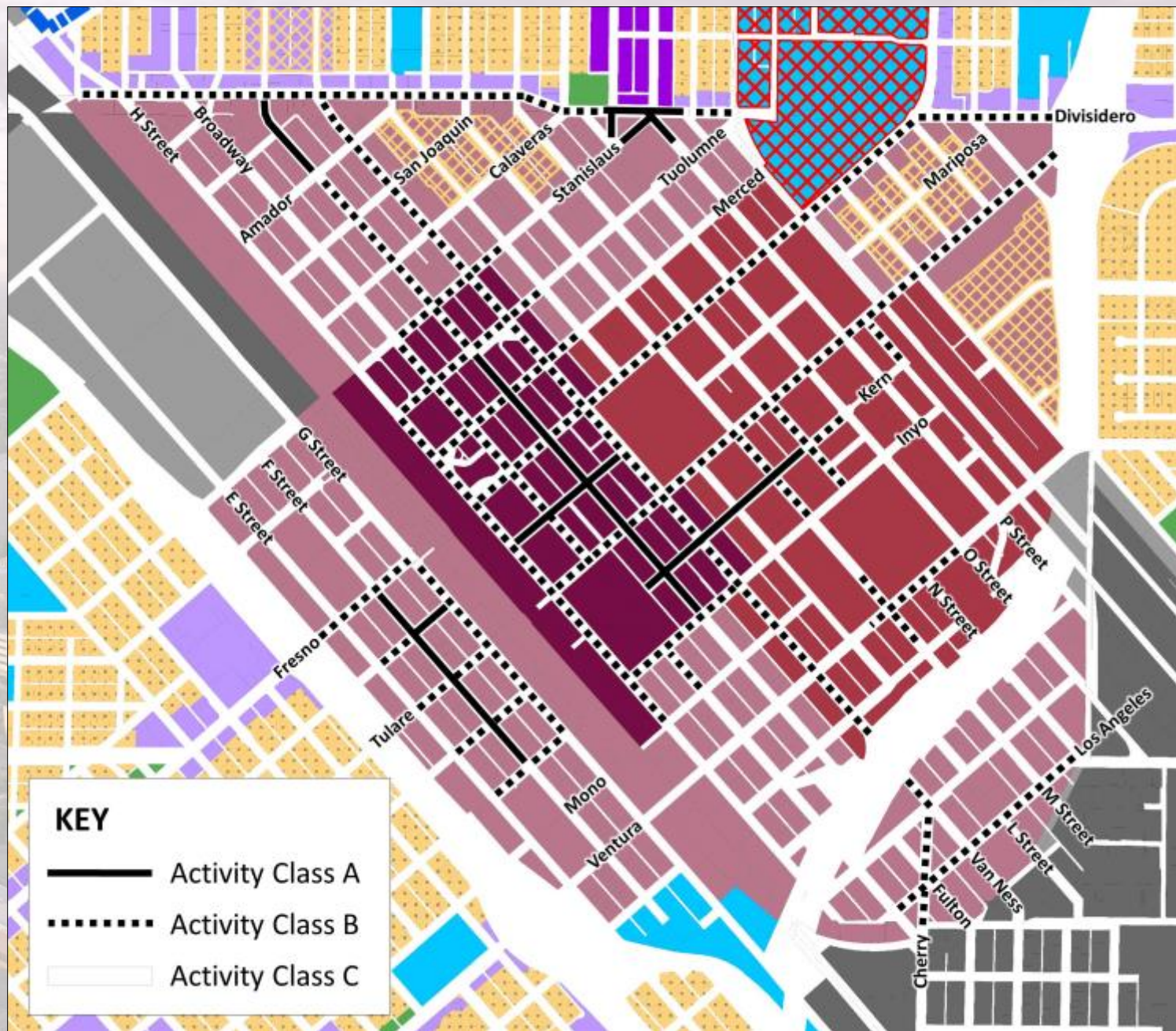


TABLE 15-1502: USE REGULATIONS—DOWNTOWN DISTRICTS

Activity Class Use Classification	DTN			DTG			DTC			Additional Regulations
	A	B	C	A	B	C	A	B	C	
Residential Use Classifications										
Residential Housing Types										
Single-Unit Dwelling, Attached	-	P	P	-	P	P	-	-	-	
Second Dwelling Unit	-	P	P	-	P	P	-	-	-	§15-2754, Second Dwelling Units, Backyard Cottages, and Accessory Living Quarters
Duplex	-	P	P	-	P	P	-	P	P	
Multi-Unit Residential	P(1)	P	P	P(1)	P	P	P(1)	P	P	
Adult Family Day Care										
Small (6 clients or less)	P(1)	P	P	P(1)	P	P	P(1)	P	P	
Large (7 to 12 clients)	P(1)	P	P	P(1)	P	P	P(1)	P	P	
Caretaker Residence	P(1)	P	P	P(1)	P	P	P(1)	P	P	
Domestic Violence Residence	P(1)	P	P	P(1)	P	P	P(1)	P	P	
Elderly and Long-Term Care	P(1)	P	P	P(1)	P	P	P(1)	P	P	
Family Day Care										
Small (8 children or less)	P(1)	P	P	P(1)	P	P	P(1)	P	P	§15-2725, Day Care Centers and Family Child Care Homes
Large (9 to 14 children)	P(1)	P	P	P(1)	P	P	P(1)	P	P	
Group Residential	P(1)	P	P	P(1)	P	P	P(1)	P	P	
Re-Entry Facility	P(1)	P	P	P(1)	P	P	P(1)	P	P	
Residential Care Facilities										
Residential Care, General	P(1)	P	P	P(1)	P	P	P(1)	P	P	
Residential Care, Limited	P(1)	P	P	P(1)	P	P	P(1)	P	P	
Residential Care, Senior	P(1)	P	P	P(1)	P	P	P(1)	P	P	
Single Room Occupancy	P(1)	P	P	P(1)	P	P	P(1)	P	P	§15-2756, Single Room Occupancy Hotels and Boarding Homes
Public and Semi-Public Use Classifications										
Colleges and Trade Schools, Public or Private	-	C	C	-	C	C	-	C	C	
Community and Religious Assembly (less than 2,000 square feet)	P	P	P	P	P	P	P	P	P	§15-2719, Community and Religious Assembly Facilities
Community and Religious Assembly (2,000 square feet or more)									p	
Community Garden										§15-2720, Community Gardens / Urban Farms
Conference / Convention	P(1)	P	P	P(1)	P	P	P(1)	P	P	

P=Permitted By Right



93 NORTH
LEFT LANE

Hardee's

Chevron

PUB
LIQUOR
STORE

NEW'S LAW
Coca-Cola

Holiday
Village

FAIRWA

COCA-COLA LIGHT

WESTERN
FEDERAL

An aerial photograph of a busy downtown street. A white banner with red text is stretched across the middle of the road. The street is filled with cars, trucks, and a bus. On the right side, there are several signs, including a red Hardee's sign, a Chevron sign, and a green sign for Highway 93 North. The background shows various buildings and more traffic.

Welcome to
DOWNTOWN

93 NORTH
LEFT LANE

Hardee's

Chevron

Holiday Village

WESTERN FEDERAL





Guinness & Fire

TRUCK ROUTE

DO NOT BLOCK INTERSECTION

Fair Oaks Av

Fair Oaks

AKES









1612
FULTON

1612 FULTON

Euphoria
NOW OPEN

Euphoria

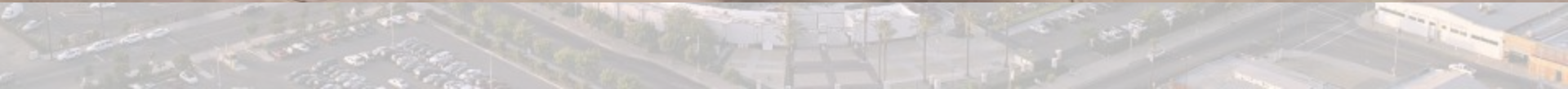
Euphoria

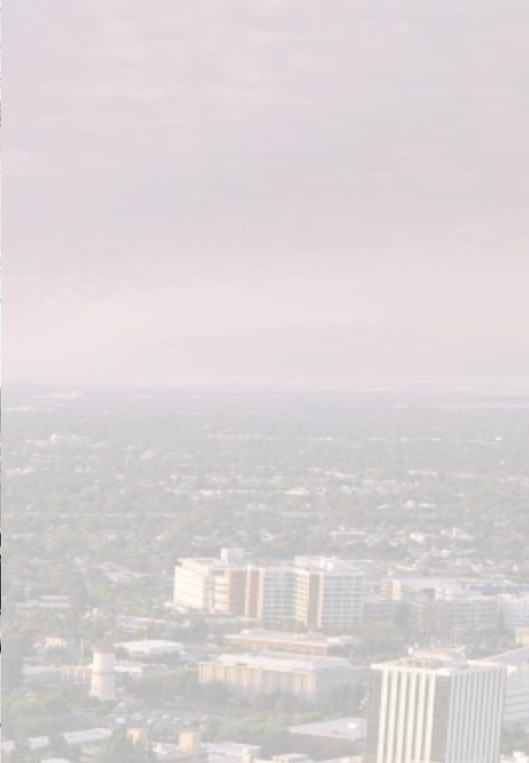
Euphoria

Euphoria

1612 FULTON



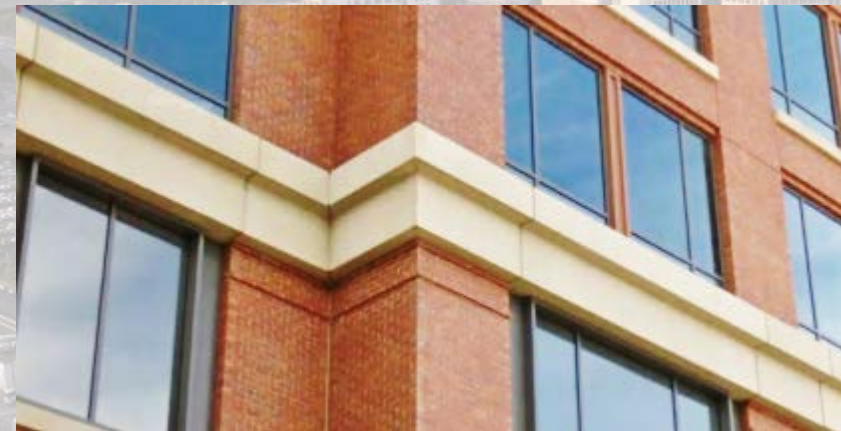




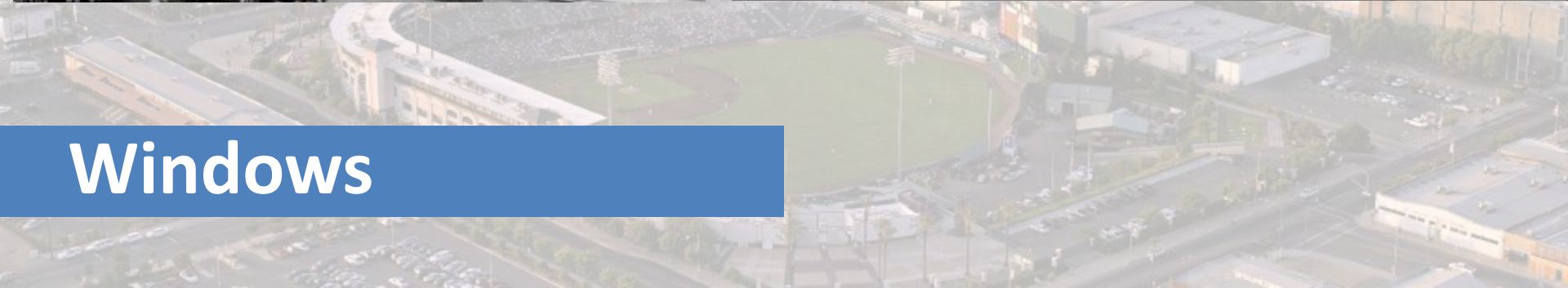
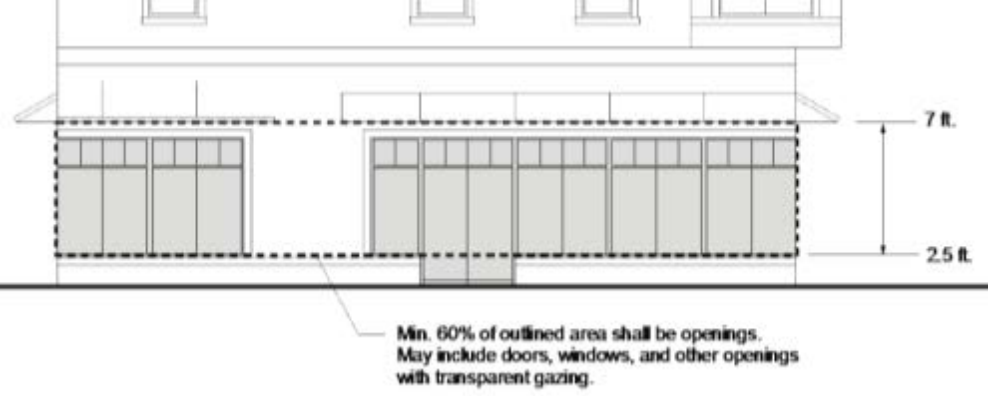
Frontage Coverage



Pedestrian Access

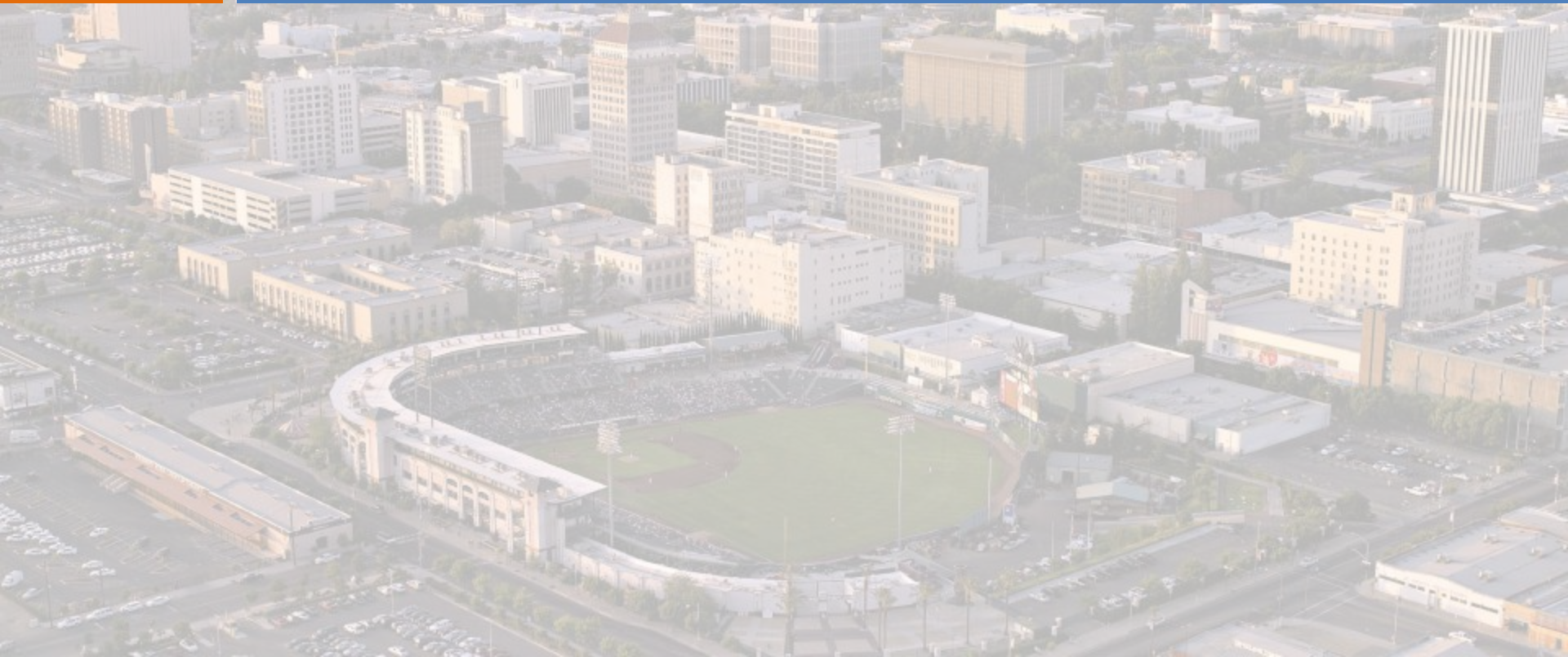


Materials



Windows

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

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.



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

An aerial photograph of a city, likely Los Angeles, showing a large baseball stadium in the foreground. The stadium has a green field and a large seating area. Surrounding the stadium are various city buildings, parking lots, and streets. The sky is overcast.

PBID Board

June 15

Downtown Stakeholders

June 30

Downtown Stakeholders

July 6

Steering Committees

July 13

Art Hop Open House

August 4

WHAT HAPPENS NEXT?



I WANT TO... REQUEST

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

Development Code Update

GENERAL PLAN & DEVELOPMENT CODE UPDATE

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

Citywide Development Code Update

The new Citywide Development Code was adopted on December 3, 2015.

The complete Code may be downloaded here.

Each Part of the Code may also be downloaded individually:

- Part I: General Provisions
- Part II: Base and Overlay Districts
- Part III: Regulations Applying to Some or All Districts
- Part IV: Land Divisions



July 27

An aerial photograph of a city, likely Los Angeles, showing a large baseball stadium in the foreground. The stadium is surrounded by various city buildings and parking lots. The sky is overcast. The image is overlaid with a grid of colored bars containing text.

Public Comment Drafts

July 27

Public Comment Closes

September 12

Planning Commission

October 12

City Council

October 20





Thank You!

Dan Zack, Assistant Director
Development and Resource Management Department

daniel.zack@fresno.gov