

Exhibit B  
DNCP Redline

**Downtown Neighborhoods Community Plan**  
**Summary of Changes made for the October, 2016 Version**

Page #	Other Location Description	Change
2	Goals, gray box.	Replaced definition of goals from " <del>General direction setters that present a long term vision</del> " to "Broad, direction-setting statements that present a long-term vision."
3	Significant Resources Definitions	Added following all HERO references: " <u>(if/when it is adopted by the City Council)</u> "
9		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 DNCP."</u>
9	2nd to last paragraph in right hand column: EIR	The release date of the public draft EIR was corrected
9	Last paragraph in right hand column	Added the following text describing the public outreach that was conducted over summer 2016:  <u>"Continued Ongoing Outreach. In advance of the release of the DNCP 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 DNCP 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 DNCP 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."</u>
9	Photos	Reintroduced two photos at top of page, which had dropped out of July 27 Draft, but had appeared in earlier drafts.
2:15	Policy 2.9.9	Added following after last bullet item in list of recommended activities to create and promote a variety of incentives to stimulate rehabilitation of existing structures and construction of new dwellings:  <u>"Such activities should include protections for extremely-low and very-low income tenants of such buildings, including protections to prevent displacement and to support relocation of such residents within the same neighborhood. "</u>
2:23	First Column	Adjusted Land Use Designations and Overlay list to reflect latest zoning
2:24	Figure 2.9 - Planned Land Use Map	Updated map and legend to reflect land use changes

2:25 - 2:29	Table 2-2	Adjusted Land Use Designation labels at top of table to match Land Use Designation list on page 2:23
2:27	Table 2-2	Added Business Park land use designation discription
2:30 - 2:39	Figure 2.10 - 2.15 Planned Land Use Map	Updated maps and legends to reflect land use changes
3:6	Policy 3:1:4	Adjusted policy to read: "Support incentives for potential Downtown transit riders, such as employees of major Downtown employers, students, <u>residents of Downtown neighborhoods</u> , and others."
3:7	Map	Corrected typo In the map title from "pRIORITY" to "PRIORITY"
3:9	Policy 3.4.6	Updated Policy 3.4.6 so identifies the need to install curb, gutter and sidewalk improvements along McKinley between Marks and Golden State Boulevard
3:21	Map	<ul style="list-style-type: none"> <li>▪ Updated map to show BRT route.</li> <li>▪ Added black line designating road removal (Road Vacation) to legend.</li> <li>▪ In legend, corrected misspelled word in "Road Diet + Bike L<u>a</u>nes" label (blue line)</li> <li>▪ In legend, added "<u>bike lanes</u>" to list of "Major Streetscape Projects" (red line)</li> <li>▪ Updated BRT route line as passes through Downtown</li> </ul>
6:1	First column	Added following to all HERO references: " <u>(if/when it is adopted by the City Council)</u> "
6:2	Second column, item "a"	Updated text to states that Chandler Field is one of four officially designated historic districts (not three)
6:4	First Column, fourth paragraph	Since Huntington Boulevard Historic District is no longer a potential district, removed the word potential from "One <u>potential</u> historic district has been identified to date"
6:4	Key Deficits	<p>Since database has been updated to include all properties that have been designated but additionally, any property which has been included in any historic survey or entitlement, whether the property is designated, eligible or not, deleted third bullet:</p> <p><u>"Need to update historic resources inventories. While the City's current Historic Resources database contains over 4,885 entries, many potential historic resources that have not been formally designated by the City are absent from the database."</u></p>
6:5	Map	Removed the note stating "This figure is current as of March, 2011..."
6:5	Figure 6.1	Adjusted map so matches legend and vice versa to bring up to date with latest list of historic districts and potential historic districts.
6:6	Policy 6.1.2	<p>Deleted\ Policy 6.1.2 since the historic Preservation Database is already on-line:</p> <p><u>"6.1.2 As resources become available, enhance the City's database of all designated, evaluated, and potential historic resources and make it easily accessible to the community and affected property owners."</u></p>
6:7	Policy 6.5.1	<p>Deleted bullet point regarding New Deal Walking Tour since is available on the City's Historic Preservation Page:</p> <p><u>"Make available the New Deal walking tour brochure of Fresno prepared by the National Trust in 2008."</u></p>

7:7	Policies 7.12.1 - 4	<p>A new goal and related policies were created that would create a task force to monitor displacement and develop ways to reduce it if it emerges:</p> <p><u>"7.12 As Downtown and the downtown neighborhoods grow in population, ensure that existing residents and small businesses have opportunities to remain.</u></p> <p><u>"Intent: To avoid the displacement of long-time residents and merchants that sometimes occurs as formerly distressed areas are improved.</u></p> <p><u>"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.</u></p> <p><u>"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.</u></p> <p><u>"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.</u></p> <p><u>"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."</u></p>
8:8	Map	<ul style="list-style-type: none"> <li>▪ Updated BRT route line as passes through Downtown</li> <li>▪ Added black line designating road removal (Road Vacation) to legend</li> </ul>
8:11	Project T-A.9.1	Updated Action T-A.9.1 to identify the need to install curb, gutter and sidewalk improvements along McKinley between Marks and Golden State Boulevard
8:19	Project H/W-A.6	Added Action H/W-A.6 to convene a task force to monitor potential displacement and to identify potential solutions if it arises.

# Downtown Neighborhoods Community Plan

Fresno, California



**CHANGES ONLY**  
PUBLIC HEARING DRAFT  
OCTOBER, 2016

## B. COMMUNITY PLAN SUMMARY

The Downtown Neighborhoods Community Plan is the community’s tool for guiding the successful regeneration of Downtown Fresno and its surrounding neighborhoods. It is a visionary document that lays out the community’s long-term goals for the Community Plan Area and provides detailed policies concerning a wide range of topics, including land use and development, transportation, the public realm of streets and parks, infrastructure, historic resources, and health and wellness.

The Downtown Neighborhoods Community Plan (DNCP) is structured to enable the reader easy access to a large variety of topics presented for the 7,290 acre Plan Area. The following summarizes the organization of the document:

**Introduction.** The Plan begins with a description of the overall Community Plan Area, including an explanation of the Plan’s purpose and its relationship to other plans and documents; its location and boundaries; and a summary of the process the City and the community went through to prepare this Community Plan. The chapter then continues with a discussion of the Community Plan Area context, including its history and existing social conditions, physical conditions, public realm conditions (parks, open space, and streetscape), utilities, infrastructure conditions, market and economic conditions, and conditions of historic and cultural resources. The chapter ends with an overview of the unique character of each of the Plan’s individual planning areas, as well as descriptions of the existing challenges and opportunities that each area faces. They are described in further detail in Section G of this Chapter. The seven areas that comprise the DNCP’s geography are:

- Jane Addams Neighborhoods
- Edison Neighborhoods
- Lowell Neighborhood
- Jefferson Neighborhood
- Southeast Neighborhoods
- South Van Ness
- Downtown

**Chapter 1 – Vision.** The community’s participation and input into the planning process resulted in a coordinated vision for the 7,290 acre Community Plan Area. This Chapter begins with community-generated strategies for revitalizing the overall Community Plan Area. Each of the Community Plan Areas’ seven individual areas is then described in terms of the improvements desired by their residents over the next 25 years. The vision is critical to this Plan since the Plan components that are described in the chapters that follow exist solely to carry out this vision as described in Chapter 1.

**Chapter 2 - Urban Form and Land Use.** This chapter addresses the overall form, use, and character of development within the Downtown Neighborhoods. Topics include enhancing the unique sense of character and identity of the different areas within the Downtown and the Downtown Neighborhoods; revitalizing the Downtown, through jobs and economic development, the introduction of the High-Speed Rail station, and new and refurbished housing; revitalizing the Downtown Neighborhoods corridors through code enforcement, public facilities and services, land use

and building quality, and design of streetscape and public spaces. Most of these topics are further implemented through the Citywide Development Code, which guides land uses and development standards for all projects within the Community Plan Area.

**Chapter 3 – Transportation.** This chapter includes information on the desired future multi-modal transportation network within the Downtown Neighborhoods, with the overall objective of reducing reliance on the private automobile and promoting transit use, walking, and biking.

**Chapter 4 - Parks, Open Space and Streetscapes.** This chapter provides an overall vision for increasing the public space and streetscapes network in the Downtown Neighborhoods. Topics include improving the urban forest, expanding and improving parks, and increasing comfort to pedestrians throughout the street network.

**Chapter 5 - Infrastructure and Natural 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 development within the Downtown Neighborhoods, a forward-looking approach to these topics can help make Fresno a state-wide leader in sustainability.

**Chapter 6 - Historic and Cultural Resources.** This chapter includes strategies for preserving and reviving the unique history and culture of Downtown Fresno, as well as the historic neighborhoods around it. This includes both preserving existing buildings and ensuring that new development is compatible with the area’s historic character. Terms used in this document to describe historic, potential historic, or simply older buildings are shown on the opposite page.

**Chapter 7 - Health, Wellness and Community Development.** This chapter includes goals, policies, and actions to address the health and quality of life for residents in the Downtown Neighborhoods. Key topics covered include improving access to healthy foods, reducing the negative impacts of pollution, increasing opportunities for physical activity, and providing community members and the City with an opportunity to collaborate on future plans.

**Chapter 8 – Implementation.** A detailed implementation plan for the DNCP will be developed during the 30 day public review period. This Chapter will present the implementation measures necessary to execute the public dimension of the DNCP. The agents responsible for the successful revitalization of Fresno’s Downtown Neighborhoods will be the City’s various departments, who will implement this Plan’s various goals, policies, and actions and realize its particular projects.

Chapters 2-7 begin with a brief introduction that presents the topic of each chapter. This is followed by a description of strategies that will be used to transform the Downtown Neighborhoods. Each chapter ends with a section that lists the goals and policies that provide direction and guidance for transformation. Goals and policies are described below:



Lack of storefront windows and sidewalks without street furniture and street trees result in an uninviting streetscape.

<b>Goal</b>	GeneralBroad direction-setterssetting statements that present a long-term vision.
<b>Policy</b>	Policies support the stated goals by mandating, encouraging, or permitting desired actions.

## SIGNIFICANT RESOURCES DEFINITIONS

The following terms are used in this Community Plan to describe properties that may warrant consideration for their historic significance. The definitions are intended to be specific for this Community 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 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.



The garage of this Downtown Neighborhood house is placed in front of the building, taking the place of street-facing windows. The entire front yard is paved with concrete.



Automobile-oriented site planning results in buildings set back far from the street, large parking lots, and an uninviting pedestrian environment.

**Follow-up Outreach (May – October 2010)**

This phase began with a Community Advisory Committee meeting, the Planning Commission, and the City Council where preliminary goals, policies, and actions were released to the Community Advisory Committee on October 19, 2010. With this input in hand, the preparation of the Draft Community Plan began.

On October 14, 2011, the City released the Public Draft of the Downtown Neighborhoods Community 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 DNCP.

**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 Downtown Development Code. A Notice of Preparation (NOP) was initially issued in April 2012. After the DNCP and the FCSP were 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/Summer of 2016 on July 27, 2016.

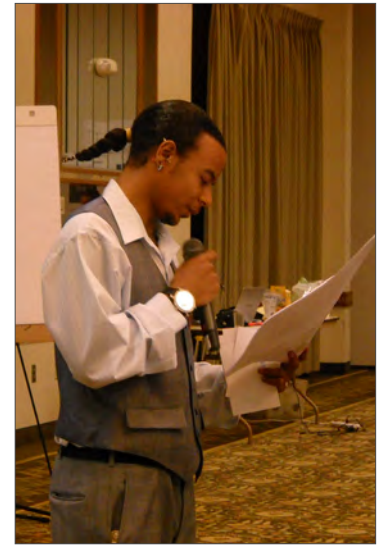
**Summer/Fall 2016**

**Continued Ongoing Outreach.** In advance of the release of the DNCP 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 DNCP 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 DNCP 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 Downtown Neighborhoods Community Plan and EIR through the public hearing and adoption process and includes consideration by the Historic Preservation Commission, the Airport Land Use Commission, the Planning Commission, and the City Council.



Residents discuss the evening's findings.



A resident describes his priorities for the Plan Area.



Residents give input at an evening session during the May 2010 Design Workshop.



Residents and consultants work together to prioritize the key goals for the Community Plan.



City staff lead an evening presentation and discussion as the 2010 Design Workshop progresses.



- Subsidized or deferred development fees (RCP 3-2.3).
- Improvement districts (RCP 3-2.3).
- Reducing the cost of obtaining financing for purchase, construction, and rehabilitation (CAP Res. 3-2).
- Rent-purchase options (CAP Res. 3-2).
- Working with local financial institutions to develop financing tools targeted to moderate-income home buyers in Fresno, and educating residents about the availability of those products.
- Creating a coordinated program to acquire, demolish, and rebuild blighted, non-traditional, multi-family residential buildings.
- Working with non-profit community development corporations to redevelop blighted multi-family properties.

Such activities should include protections for extremely-low and very-low income tenants of such buildings, including protections to prevent displacement and to support relocation of such residents within the same neighborhood.

## 2.10 Improve the quality of housing and encourage home ownership in the Downtown Neighborhoods

**Intent:** To improve the quality of all housing and increase home ownership rates within the Downtown Neighborhoods. Together, this will increase neighborhood stability and address significant concerns about the health impacts related to poor quality housing.

- 2.10.1** Establish minimum standards for all rental housing in the Downtown Neighborhoods and require that all rental properties be rated for their quality and comply with the minimum standards within five years of adoption of the Plan.
- 2.10.2** Work with local banks to create and promote rent-to-buy policies or programs for housing in the Downtown Neighborhoods.
- 2.10.3** Work with non-profit community development corporations to redevelop blighted multi-family properties in the Downtown Neighborhoods.
- 2.10.4** Use low-income and housing funds to purchase, rehabilitate, and then sell homes to qualifying families.



An affordable housing project is built of quality materials and is designed according to the Craftsman-built traditions of the region.

- 2.10.5** Target public funding for housing rehabilitation to the most blighted properties and areas.
- 2.10.6** Continue and expand efforts to create outreach and education materials on existing home ownership and home rehabilitation programs and/or use City communication venues (such as the website, newsletters, and other existing and potential future avenues) to educate the public about these programs.
- 2.10.7** Strengthen individual, family, and household assets through home-ownership in order to improve the conditions of the Downtown Neighborhoods.

## 2.11 Revitalize the corridors to strengthen neighborhood identity and appeal.

**Intent:** To transform the Downtown Neighborhood's corridors into unique, tree-lined, multi-modal, pedestrian-friendly thoroughfares.

- 2.11.1** Allow the character, intensity, and use mix along corridors to change in relation to the character of the neighborhoods and districts in which they pass through.
- 2.11.2** Ensure that new corridor development is compatible with that of adjacent neighborhoods or other sensitive uses, particularly in regards to noise, parking, and business hours.
- 2.11.3** Plan the Downtown Neighborhoods' corridors as amenities for the adjacent neighborhoods as well as for the community at large.
- 2.11.4** Convert major thoroughfares from single-use commercial corridors into mixed-use areas with a diversity of retail, office, and residential uses, including mixed-use, multi-family housing in a variety of densities.
- 2.11.5** As resources allow, prioritize improving the visual appearance of corridors through streetscape improvements, renovation of existing buildings, and new development.
- 2.11.6** Conduct regular street maintenance and cleaning, with a focus on residential and pedestrian-oriented retail and commercial areas to create a welcoming environment within the Downtown Neighborhoods.



Olive Avenue in the Tower District is an example of a corridor that through revitalization has strengthened neighborhood identity and appeal.

## F. LAND USE DESIGNATIONS, OVERLAYS, AND PLANNED LAND USE MAP

### 1. Purpose and Establishment of Land Use Designations and Overlays.

This section establishes the land use designations and overlays to implement the DNCP for property and right-of-ways within the FCSP boundaries. Property and right-of-ways subject to the DNCP shall be divided into the land use designations and overlays identified in Section F.2.

### 2. Land Use Designations and Overlays.

All parcels within the boundaries of the DNCP as identified in **Figure 2-9** and **Figures 2-10 through 2-15** are subject to the following land use designations and overlays. See **Table 2-2** for more detailed descriptions of each land use designation and overlay.

#### a. Downtown Land Use Designations.

- i. Downtown Core.
- ii. Downtown General.
- iii. Downtown Neighborhood.

#### b. ~~Mixed-Use Land Use Designations.~~

- ~~i. Corridor/Center.~~
- ~~ii. Neighborhood.~~

#### bc. Residential **Single-Family** Land Use Designations.

- i. Medium Low Density.
- i. Medium Density.

#### c. Residential **Multi-Family** Land Use Designations.

- i. **Mobile Home Park**

#### d. ~~Mixed-Use Land Use Designations.~~

- ~~i. Corridor/Center.~~
- ~~ii. Neighborhood~~

#### ed. Employment Land Use Designations.

- i. **Business Park**
- ii. Light Industrial.
- iii. Heavy Industrial.

#### fe. Public **and Semi-Public**Facilities Land Use Designations.

- i. Public **Facilities and Institutional**.

#### f. ~~Open Space Land Use Designations.~~

- ~~ii. Parks and Recreation.~~

#### g. Overlays.

- i. Apartment House Overlay.
- ii. Neighborhood Revitalization Overlay.
- iii. Urban Campus Overlay.

### 3. Relationship to Citywide Development Code (CDC).

The DNCP and the applicable sections of the Citywide Development Code will guide the transformation of Downtown Fresno by directing new buildings, whether public or private, to contribute positively to the streets, open spaces, and existing buildings within each particular neighborhood and district and the community as a whole. The applicable sections of the Citywide Development Code have been drafted to be fully consistent and harmonious with the goals, intent, and policies of this Plan and shall serve as the primary mechanism for ensuring the physical development within the Plan's boundaries occurs in accordance with the Plan's vision. In circumstances where City staff conclude that a particular project or certain components of a particular project are not been fully addressed in the Citywide Development Code, this Plan shall be controlling in the determination of the overall intent of the plan as it relates to the particular project or project components. The DNCP includes the Land Use Designations while the Citywide Development Code includes the associated zoning districts. In order to ensure consistency between the two documents, the regulatory geography of the land use designations found in the DNCP is and should remain identical to the regulatory geography of the zoning districts in the Citywide Development Code. The difference between the two is the level of detail. The land use designations are broad descriptions of the intended future character and use and the Citywide Development Code provides detail on development standards including the following:

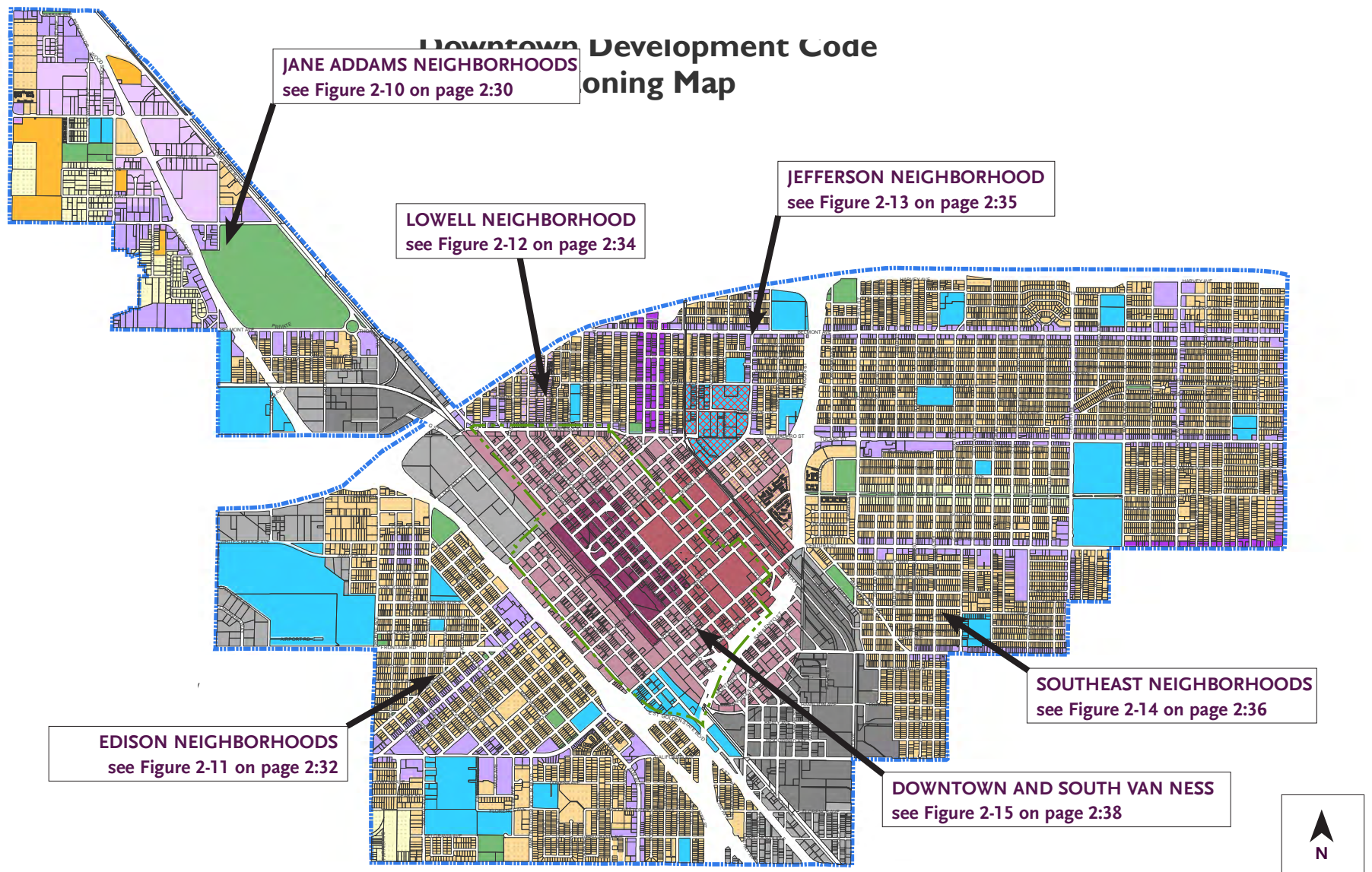
- a. Use Regulations
- b. Density and Massing Development Standards
- c. Site Design Development Standards
- d. Facade Design Development Standards

### 4. Relationship to Fresno-Chandler Downtown Airport Master and Environs Specific Plan (FCDASP).

Upon adoption, the provisions of the DNCP shall take precedence over all of the regulations of the FCDASP, except those regulations related to aircraft noise and safety contours and aviation easements, as outlined in the FCDASP.

## E. GOALS AND POLICIES (Continued)

FIGURE 2-9 - PLANNED LAND USE MAP



**KEY TO FIGURE 2-9**

	Downtown – Downtown Core
	Downtown – Downtown General
	Downtown – Downtown Neighborhood
	Residential <b>Single-Family</b> – Medium Low Density
	Residential <b>Single-Family</b> – Medium Density
	<b>Residential Multi-Family – Mobile Home Park</b>
	Mixed-Use – Neighborhood Mixed-Use
	Mixed-Use – Corridor/Center Mixed-Use
	<b>Employment – Business Park</b>
	Employment – Light Industrial
	Employment – Heavy Industrial
	<b>Public and Semi-Public Open Space</b> – Parks and Recreation
	<b>Public and Semi-Public – Public Facilities and Institutional</b>
	Apartment House Overlay
	Neighborhood Revitalization Overlay
	Urban Campus Overlay
	Downtown Neighborhood Community Plan (DNCP) Boundary.
	Fulton Corridor Specific Plan (FCSP) Boundary.

SEE TABLE 2-2

TABLE 2-2 SUMMARY OF LAND USE DESIGNATIONS

		a. Downtown Designations		
		i. Downtown Core	ii. Downtown General	iii. Downtown Neighborhood
<p><b>EXAMPLES OF INTENDED PHYSICAL CHARACTER</b></p> <p>The examples are not intended to be interpreted literally as they represent the general range of scale, intensity, site organization and streetscape typical of the identified zoning district.</p>				
				
<p><b>INTENT AND PURPOSE</b></p>	<p>The DTC designation encompasses Fresno’s cultural, civic, shopping, business, and transit center and is applied to the areas of the Downtown core generally bounded by Stanislaus Street, the Union Pacific tracks, Inyo Street and the alley between Van Ness Avenue and “L” Street. New buildings, which may accommodate up to 60 dwellings per acre with a maximum floor area ratio (FAR) of 7.5, face and are entered from the street and accommodate a varied mix of uses, including ground floor uses that help activate Downtown’s street life. Older buildings are renovated and adaptively reused.</p>	<p>The DTG designation applies to the areas to the east and northwest of the Downtown Core: the Civic Center, Armenian Town and the Fresno Convention Center area, and the portions of Chinatown north of Fresno Street. New buildings, which may accommodate up to 60 dwellings per acre with a maximum floor area ratio (FAR) of 7.5, face and are entered from the street and accommodate a variety of uses that are supportive of Downtown’s government employees, Convention Center visitors, and riders of the proposed High-Speed Rail system.</p>	<p>The DTN designation applies to the urban neighborhoods immediately to the north, west, and south of the Downtown Core: the Mural District, Chinatown, and the South Stadium District. New development, which may accommodate up to 60 dwellings per acre with a maximum floor area ratio (FAR) of 5.0, consists primarily of smaller-scale retail, office, workshop, and multi-family housing that serves the Mural District’s thriving artist community, revitalizes Chinatown in conjunction with the proposed High-Speed Rail Station, and introduces diverse new uses into the South Stadium District.</p>	
<p><b>INTENDED PHYSICAL CHARACTER</b></p>	<p>New buildings are up to 15 stories/190 feet tall, are built to the side property lines, and are located at or near the sidewalk to promote active ground floor commercial activity. Upper stories are expressed as a single volume, generating a consistent streetwall and emulating Downtown’s mixed-use and office buildings from years past. Above the fifth floor, upper volumes are massed as towers that contribute to Downtown Fresno’s already interesting skyline.</p>	<p>New buildings are up to 10 stories/140 feet tall, are built to the side property lines, and with the exception of along the Mariposa Mall (Mariposa Street between M Street and P Street), are located at or near the sidewalk to promote ground floor commercial activity. Buildings along the Mariposa Mall are setback from the sidewalk along a continuous build-to line to maintain the formal alignment of buildings that define the axial connection between the County Courthouse and City Hall. Upper stories are expressed as a single volume to generate a consistent streetwall.</p>	<p>New buildings are up to 6 stories/90 feet tall and are accessed directly from the sidewalk to encourage pedestrian activity. Mixed-use and commercial buildings are located at or near the sidewalk and are expressed as single volumes. Residential buildings are set back from the sidewalk behind small front yards; living rooms, dining rooms, and other formal rooms face the street to provide “eyes on the street.”</p>	
<p><b>INTENDED FRONTAGE AND STREETScape</b></p>	<p>Commercial frontages such as galleries, arcades, and shopfronts shape a network of walkable and interconnected streets with wide sidewalks that accommodate high pedestrian activity, street furniture in key locations, and outdoor dining. Street trees, planted in tree wells, reinforce human scale, provide shade, and add distinct character to each street.</p>	<p>Commercial frontages such as galleries, arcades, and shopfronts shape a network of walkable and interconnected streets with wide sidewalks. Street trees, planted in tree wells, reinforce human scale, provide shade, and add distinct character to each street. The streetscape along the Mariposa Mall emphasizes the axial connection between the County Courthouse and City Hall.</p>	<p>Streets and sidewalks are urban and shaped by a variety of frontages, including galleries, arcades, shopfronts, and stoops. Inviting sidewalks support pedestrian and commercial activity. Street trees, planted in tree wells, provide shade and reinforce the human scale of the DTN’s urban neighborhoods and its mixed-use streets.</p>	
<p><b>INTENDED PARKING</b></p>	<p>Most parking is accommodated with on-street spaces and strategically dispersed public garages. On-site parking is located either behind buildings or subterranean. Parking requirements are low to encourage utilization of transit and shared parking.</p>	<p>Most parking is accommodated with on-street spaces and strategically dispersed public garages. On-site parking is located either behind buildings or subterranean. Parking requirements are low to encourage utilization of transit and shared parking.</p>	<p>Most parking is accommodated with on-street spaces and strategically dispersed public garages. On-site parking is located either behind buildings or subterranean. Parking requirements are low to encourage utilization of transit and shared parking.</p>	
<p><b>INTENDED LAND USE RANGE</b></p>	<p>Ground floors are occupied with retail, restaurant, and other active uses befitting a walkable, metropolitan downtown setting. Upper floors and the floor area behind street-facing active uses accommodate office, civic, lodging, and residential uses.</p>	<p>Ground floors are occupied with commercial, retail, and office uses that support active sidewalks and walking. Upper floors and the floor area behind street-facing active uses accommodate a wide variety of office, civic, lodging, and residential uses.</p>	<p>Buildings are occupied by small scale retail, office, workshop, live-work, and residential uses. In addition, galleries, workshops, and studios cater to the Mural District’s artisan community, while limited light industrial and auto-related uses are allowed in the south Stadium District.</p>	

TABLE 2-2 SUMMARY OF LAND USE DESIGNATIONS

	b. Residential <b>Single-Family</b> Designations		cd. Mixed-Use Designations
	i. Medium Low Density	ii. Medium Density	i. Corridor/Center Mixed-Use
<p><b>EXAMPLES OF INTENDED PHYSICAL CHARACTER</b></p> <p>The examples are not intended to be interpreted literally as they represent the general range of scale, intensity, site organization and streetscape typical of the identified zoning district.</p>			
<p><b>INTENT AND PURPOSE</b></p>	<p>The Medium Low Density designation provides for single family detached housing with densities of between 3.5 to 6 dwellings per acre. Within the Community Plan area it applies to the generally undeveloped parcels along the western edges of the Jane Addams and Edison neighborhoods. New development consists of single-family houses that face and are accessed from the street and reinforce the informal, rural character of the area.</p>	<p>The Medium Density designation applies to areas with predominately single-family residential development, but can also accommodate a mix of housing types, including small-lot starter homes and zero-lot-line developments such as duplexes and townhouses. Within the Community Plan area the Medium Density designation also applies to the Huntington Boulevard, St. John’s Cathedral District, and the L Street historic districts. New buildings, with densities of between 5 and 12 dwellings per acre, are mindful of the massing, scale, and character of existing single-family houses, especially within the area’s historic districts.</p>	<p>The Corridor/Center Mixed-Use designation allows for either horizontal or vertical mixed-use development along key circulation corridors where height and density can be easily accommodated. New development, ranging in density between 16 and 30 du/acre will facilitate the transformation of existing transportation corridors into vibrant, highly walkable areas with broad, pedestrian-friendly sidewalks, trees, landscaping, and local-serving uses.</p>
<p><b>INTENDED PHYSICAL CHARACTER</b></p>	<p>New buildings are house-scale and up to 2 stories/35 feet tall. Attics of buildings with pitched roofs may be inhabited and lit with dormer and gable windows. All buildings are set back substantially from the sidewalk to accommodate large, planted front yards. Living rooms, dining rooms, and other formal rooms face and provide “eyes on the street.”</p>	<p>New buildings are house-scale, up to 2 stories/35 feet in height, and are designed with massing that is respectful of neighboring houses. Attics of buildings with pitched roofs may be inhabited and lit with dormer and gable windows. All buildings are set back from the sidewalk to provide a front yard that is consistent with the existing houses along the street. Living rooms, dining rooms, and other formal rooms face and provide “eyes on the street.” Multi-family buildings are compatible in scale and massing and virtually indistinguishable from single-family houses.</p>	<p>New buildings are up to 60 feet tall and step down in relationship to the scale and character of adjacent neighborhoods. Buildings are located at or near the sidewalk and accessed directly from the sidewalk to encourage pedestrian activity.</p>
<p><b>INTENDED FRONTAGE AND STREETScape</b></p>	<p>Buildings face the street with ground floor residential frontages such as porches and stoops. Streets are lined with large canopy street trees that reinforce the human scale and low intensity nature of the rural setting. Wide shoulders accommodate bicycles and pedestrians.</p>	<p>Buildings face traditional, tree-lined streets. Streetscapes consist of sidewalks separated from the street by parkway strips planted with canopy street trees of varying species that shape the unique landscape character of each individual street and provide shade for pedestrians.</p>	<p>Buildings face tree-lined streets with ground floor shopfronts and ample upper floor windows. Street trees, planted in tree wells, reinforce human scale, provide shade for pedestrians and transit users, and add distinct character to the street.</p>
<p><b>INTENDED PARKING</b></p>	<p>On-site parking is located on the rear half of the lot and shielded from view from the public right-of-way. Visitor parking is accommodated with on-street spaces.</p>	<p>On-site parking is located on the rear half of the lot and shielded from view from the public right-of-way. Visitor parking is accommodated with on-street spaces.</p>	<p>Parking consists of both on-street spaces and off-street spaces located behind or under the building.</p>
<p><b>INTENDED LAND USE RANGE</b></p>	<p>Buildings are occupied with residential uses with limited home occupation activity.</p>	<p>Buildings are occupied with residential uses and limited home occupation activity.</p>	<p>Ground-floor retail and upper-floor residential or offices are the primary uses, with residential uses, personal and business services, and public and institutional space as supportive uses.</p>

TABLE 2-2 SUMMARY OF LAND USE DESIGNATIONS

	cd. Mixed-Use Designations	ce. Employment Designations	
	ii. Neighborhood Mixed-Use	i. Business Park	ii. Light Industrial
<p><b>EXAMPLES OF INTENDED PHYSICAL CHARACTER</b></p> <p>The examples are not intended to be interpreted literally as they represent the general range of scale, intensity, site organization and streetscape typical of the identified zoning district.</p>			
<p><b>INTENT AND PURPOSE</b></p>	<p>The Neighborhood Mixed-Use designation allows a minimum of 50 percent residential uses and provides for mixed-use districts of local-serving, pedestrian-oriented commercial development, such as convenience shopping and professional offices. New development consists primarily of moderate intensity residential buildings and commercial buildings that accommodate neighborhood services. At key corridor intersections, mixed-use buildings accommodate small-scale retail, office, civic, entertainment uses; housing may be accommodated on upper floors.</p>	<p>The Business Park designation provides for office/business parks in campus-like settings that are well suited for large offices or multi-tenant buildings. This designation is intended to accommodate and allow for the expansion of small businesses. New buildings may be designed with a floor area ratio (FAR) of up to 1.0. Given its proximity to residential uses, only limited outdoor storage is permitted, while adequate landscaping is imperative to minimize the visual impacts.</p>	<p>The Light Industrial designation accommodates a diverse range of light industrial uses. Light Industrial areas may serve as buffers between Heavy Industrial and other land uses and are generally located in areas with good transportation access, such as along railroads and State routes, and may accordingly generate substantial activity from large cargo or delivery vehicles. New buildings may be designed with a floor area ratio (FAR) of up to 1.5 and within the Community Plan area are designed according to the needs of the particular light industrial activity, and to the extent possible, provide street-friendly facades, especially when adjacent to commercial or residential buildings.</p>
<p><b>INTENDED PHYSICAL CHARACTER</b></p>	<p>New buildings are up to 3 stories/40 feet tall and are accessed directly from the sidewalk to encourage pedestrian activity. Buildings vary in size and form, but are compatible in massing and scale with adjacent buildings. Mixed-use and commercial buildings are located at or near the sidewalk and are expressed as single volumes. Residential buildings, set back from the sidewalk behind small front yards, are composed of house-scale masses with facades divided into house-scale increments. Living rooms, dining rooms, and other formal rooms face the street.</p>	<p>New buildings are up to 60 feet tall and are set back from the sidewalk behind landscaped front yards. Street-facing facades and accessed directly from the sidewalk to encourage pedestrian activity.</p>	<p>New buildings are up to 60 feet in height and may be located anywhere on the lot. Buildings are expressed in single or multiple volumes as determined by the particular function of the industrial activity and, to the extent possible, office and administrative uses are located towards the front of the lot, facing the street.</p>
<p><b>INTENDED FRONTAGE AND STREETScape</b></p>	<p>Residential buildings face the street with residential frontages such as front yards, porches, and stoops; commercial and mixed-use buildings face the street with shopfronts. Streets are lined with inviting sidewalks and continuous parkway strips that may, depending on the adjacent use, be either landscaped or hardscaped with pavers. Street trees green these corridors, provide shade, and convey a unique character to each street.</p>	<p>Street-facing building facades provide windows and to the extent possible the primary entry into the building. Streets are lined with inviting sidewalks and continuous parkway strips that are planted with drought-tolerant landscaping and street trees.</p>	<p>To the extent possible, street-facing building facades provide windows and the primary entry into the building in order to ensure that industrial buildings contribute to a safe pedestrian environment through “eyes on the street.” Street trees are present to provide shade while accommodating the needs of large service and delivery vehicles.</p>
<p><b>INTENDED PARKING</b></p>	<p>Parking consists of both on-street spaces and off-street spaces located behind, under or, except along BRT transit corridors, on the side of buildings. Parking requirements are moderate to encourage walking from nearby neighborhoods while accommodating visitors and patrons from the broader community.</p>	<p>On-site parking is located behind or beside the building, but not within front and street side setbacks.</p>	<p>On-site parking should be located behind or beside the building, but not within front and street side setbacks.</p>
<p><b>INTENDED LAND USE RANGE</b></p>	<p>Buildings are occupied with ground floor housing as well as ground floor commercial, retail and office uses. Upper floors are occupied with housing, office, or additional commercial uses.</p>	<p>Typical land uses include research and development, laboratories, administrative and general offices, medical offices and clinics, professional offices, prototype manufacturing, testing, repairing, packaging, and printing. Small-scale retail and service uses serving local employees and visitors are permitted as secondary uses.</p>	<p>Buildings accommodate a diverse range of light industrial uses, including limited manufacturing and processing, research and development, fabrication, utility equipment and service yards, wholesaling, warehousing, and distribution activities. Small-scale retail and ancillary office uses are also permitted.</p>

TABLE 2-2 SUMMARY OF LAND USE DESIGNATIONS

	ce. Employment Designations	df. Public and Semil-Public Facilities Designations	e. Open Space Designations
	iii. Heavy Industrial	i. Parks and Recreation	i. Public Facilities and Institutional
<p><b>EXAMPLES OF INTENDED PHYSICAL CHARACTER</b></p> <p>The examples are not intended to be interpreted literally as they represent the general range of scale, intensity, site organization and streetscape typical of the identified zoning district.</p>	 	 	 
<p><b>INTENT AND PURPOSE</b></p>	<p>The Heavy Industrial designation accommodates the broadest range of industrial uses and may generate substantial activity from large cargo or delivery vehicles. New buildings may be designed with a floor area ratio (FAR) of up to 1.5, and within the Community Plan area are designed according to the needs of the particular industrial activity, and to the extent possible, provide street-friendly facades, especially when adjacent to commercial or residential buildings.</p>	<p>The Parks and Recreational Facilities designation applies to open space facilities that accommodate both active and passive recreational uses such as public parks, outdoor and indoor playing fields, trails, playgrounds, and community centers. The Parks and Recreational Facilities designation may also include ponding basins or airport approach/clear zones that are developed for, programmed, and actively used for recreational purposes.</p>	<p>The Public Facilities designation applies to public or institutional facilities, including city facilities, utilities, schools, health services, corporation yards, utility stations, and similar uses. New buildings may be built with a Floor Area Ratio (FAR) of up to 2.5 and 5.0 for hospitals and related uses. Within the Community Plan area, the Public facilities designation applies to Fresno Chandler Executive Airport, the Fresno Community Regional Medical Center, the various cemeteries in the Jane Addams Neighborhood, as well as the Downtown Neighborhood's various schools. New buildings are designed to accommodate the needs of the particular use while fronting adjacent public streets with street-friendly facades.</p>
<p><b>INTENDED PHYSICAL CHARACTER</b></p>	<p>New buildings are up to 60 feet in height and may be located anywhere on the lot. Buildings are expressed in single or multiple volumes as determined by the function of the industrial activity and, to the extent possible, office and administrative uses are located towards the front of the lot, facing the street.</p>	<p>Parks and recreational facilities front public streets to the maximum extent possible and provide easy access from surrounding sidewalks.</p>	<p>New buildings are designed according to the needs of the particular public or institutional facility. Buildings are generally up to 35 feet in height, excepting buildings within the Fresno Community Regional Medical Center, where buildings may be up to 150 feet in height. Buildings located along public streets face the street with parking located behind the building or subterranean. Buildings adjacent to residential neighborhoods are house-scale to relate to adjacent house-scale buildings.</p>
<p><b>INTENDED FRONTAGE AND STREETScape</b></p>	<p>To the extent possible, street-facing building facades provide windows and the primary entry into the building in order to ensure that industrial buildings contribute to a safe pedestrian environment through "eyes on the street." Street trees are present to provide shade while accommodating the needs of large service and delivery vehicles.</p>	<p>To the extent possible, adjacent and surrounding buildings front parks and other recreational facilities to provide "eyes on the park." Landscape, walls, and other features are low in order to enable visibility into and across parks and other facilities from surrounding sidewalks and streets. Tall fences are transparent.</p>	<p>Buildings face the street with a variety of frontages, including front yards, porches, stoops, shopfronts, and lobbies with canopies. Streets are lined with inviting sidewalks and street trees planted in, depending on the use or context, tree wells or continuous parkway strips.</p>
<p><b>INTENDED PARKING</b></p>	<p>On-site parking may be located anywhere on the lot except within front and street side setbacks.</p>	<p>Parking is accommodated with on-street parking spaces and parking lots. To the extent possible, parking lots are located along side streets and are screened from adjacent sidewalks with low hedges, walls, or landscaping.</p>	<p>On-site parking is located behind street-facing buildings, subterranean, or at the center of the lot or campus. Parking is also provided in on-street parking spaces.</p>
<p><b>INTENDED LAND USE RANGE</b></p>	<p>Buildings accommodate a broad range of industrial uses, including manufacturing, assembly, wholesaling, distribution, and storage activities that are essential to the development of a balanced economic base. Small-scale commercial services and ancillary office uses are also permitted.</p>	<p>Uses within the Parks and Recreational Facilities designation include public parks, outdoor and indoor playing fields, trails, playgrounds, and community centers.</p>	<p>Buildings accommodate a broad range of uses depending on the facility.</p>

TABLE 2-2 SUMMARY OF LAND USE DESIGNATIONS




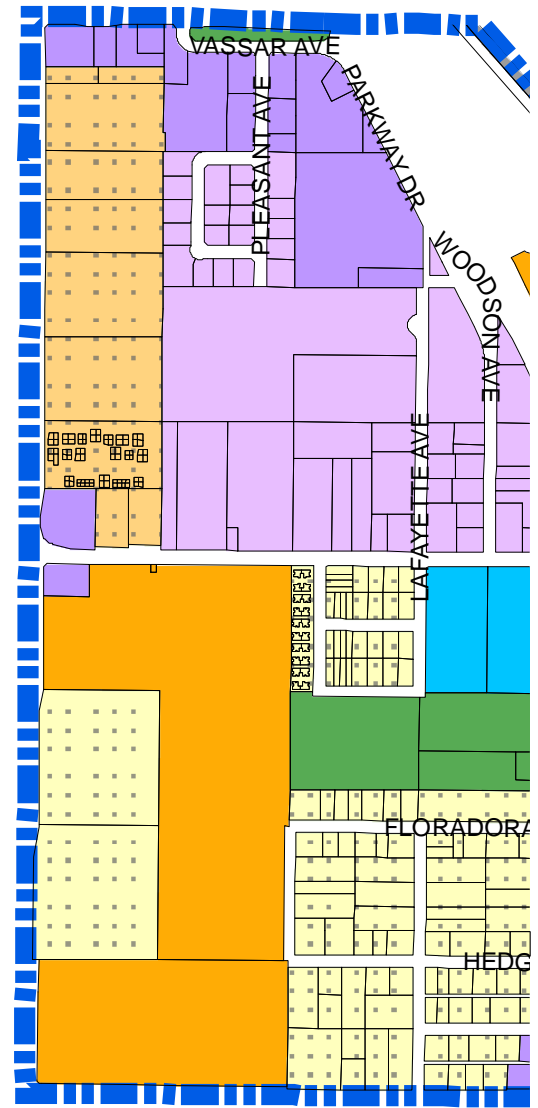











fg. Overlays			
	iv. Apartment House Overlay	ii. Neighborhood Revitalization Overlay	iii. Urban Campus Overlay
<p><b>EXAMPLES OF INTENDED PHYSICAL CHARACTER</b></p> <p>The examples are not intended to be interpreted literally as they represent the general range of scale, intensity, site organization and streetscape typical of the identified zoning district.</p>			
<p><b>INTENT AND PURPOSE</b></p>	<p>The Apartment House designation is intended to preserve and enhance the pattern of pedestrian-oriented small-footprint apartment houses, grand homes, and small commercial buildings that exist in some surviving pre-World War II residential areas within Downtown. New buildings are mindful of the massing, scale, and character of buildings within this area that are listed on the Local Historic Register.</p>	<p>The Neighborhood Revitalization overlay designation is intended to preserve the unique character of neighborhoods near Downtown, enhance their walkability, and promote a diverse population.</p>	<p>The Urban Campus overlay designation is intended to provide for large, centrally planned and operated campuses which integrate well into a dense, mixed-use, walkable urban environment. When Urban Campus areas are adjacent to residential neighborhoods transitions will be graceful.</p>
<p><b>INTENDED PHYSICAL CHARACTER</b></p>	<p>New buildings are house-scale, up 35 feet in height, and are designed with massing that is respectful of neighboring houses. Attics of buildings with pitched roofs may be inhabited and lit with dormer and gable windows. All buildings are set back from the sidewalk to provide a front yard that is consistent with the existing houses along the street. Buildings are designed to provide “eyes on the street.” Multi-family and commercial buildings are compatible in scale and massing and virtually indistinguishable from single-family houses.</p>	<p>Buildings shall be composed of simple, well-proportioned volumes with street-facing façades that employ architectural articulation that is compatible with nearby homes. Building finishes are high-quality in nature and renovations of existing buildings are complimentary to the original structure</p>	<p>New buildings are block-scale and may reach up to 210 feet tall. With exemplary architecture, buildings may rise up to 235 feet in height.</p>
<p><b>INTENDED FRONTAGE AND STREETScape</b></p>	<p>Ground floor residential frontages such as front yards, porches, and stoops face traditional, tree-lined streets. Streetscapes consist of sidewalks separated from the street by parkway strips planted with canopy street trees of varying species that shape the unique landscape character of each individual street and provide shade for pedestrians.</p>	<p>Ground floor residential frontages such as front yards, porches, and stoops face traditional, tree-lined streets. Streetscapes consist of sidewalks separated from the street by parkway strips planted with canopy street trees of varying species that shape the unique landscape character of each individual street and provide shade for pedestrians. See underlying land use designation.</p>	<p>Within the site the physical layout may be campus-like, but at the perimeter the buildings are located at or near the sidewalk and have active frontages on the ground floor. Canopy street trees reinforce the human scale of the area while providing shade and accommodating the needs of emergency vehicles.</p>
<p><b>INTENDED PARKING</b></p>	<p>On-site parking is located on the rear half of the lot and shielded from view from the public right-of-way. Visitor parking is accommodated with on-street spaces.</p>	<p>See underlying land use designation.</p>	<p>Parking consists of on-street spaces and on site spaces located anywhere on the lot within the campus, and behind buildings on the perimeter of the campus.</p>
<p><b>INTENDED LAND USE RANGE</b></p>	<p>Buildings are occupied with residential uses, home occupation activity, and commercial services such as business, professional, medical, and dental offices uses.</p>	<p>See underlying land use designation.</p>	<p>See underlying land use designation.</p>



FIGURE 2-10 - PLANNED LAND USE MAP - JANE ADDAMS NEIGHBORHOODS



KEY TO FIGURE 2-10	
	Residential <b>Single-Family</b> – Medium Low Density
	Residential <b>Single-Family</b> – Medium Density
	<b>Residential Multi-Family – Mobile Home Park</b>
	Mixed-Use – Neighborhood Mixed-Use
	<b>Employment – Business Park</b>
	Employment – Light Industrial
	Employment – Heavy Industrial
	<b>Public and Semi-Public Open Space</b> – Parks and Recreation
	<b>Public and Semi-Public – Public Facilities and Institutional</b>
	Downtown Revitalization Overlay
	Downtown Neighborhood Community Plan (DNCP) Boundary.

SEE TABLE 2-2

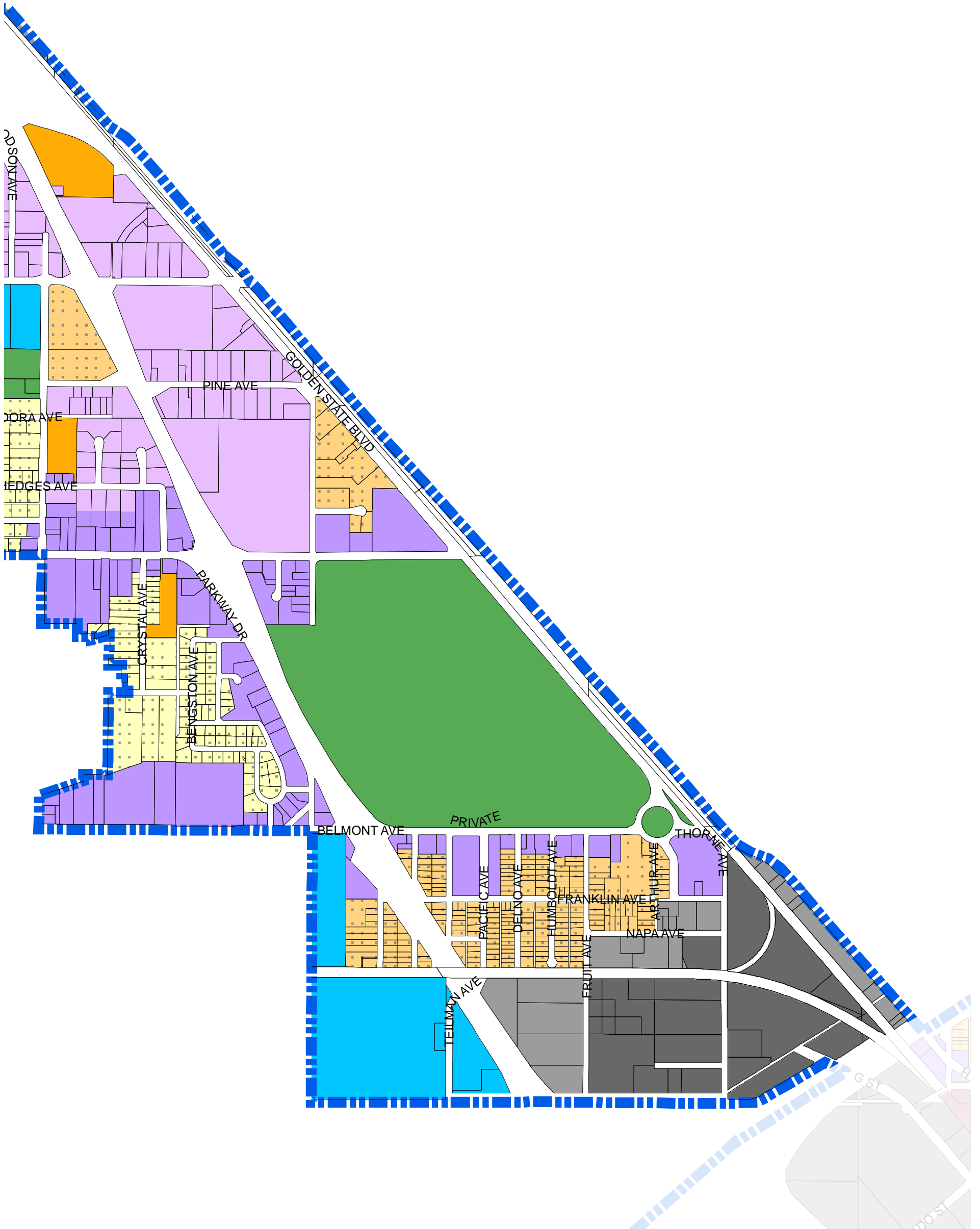
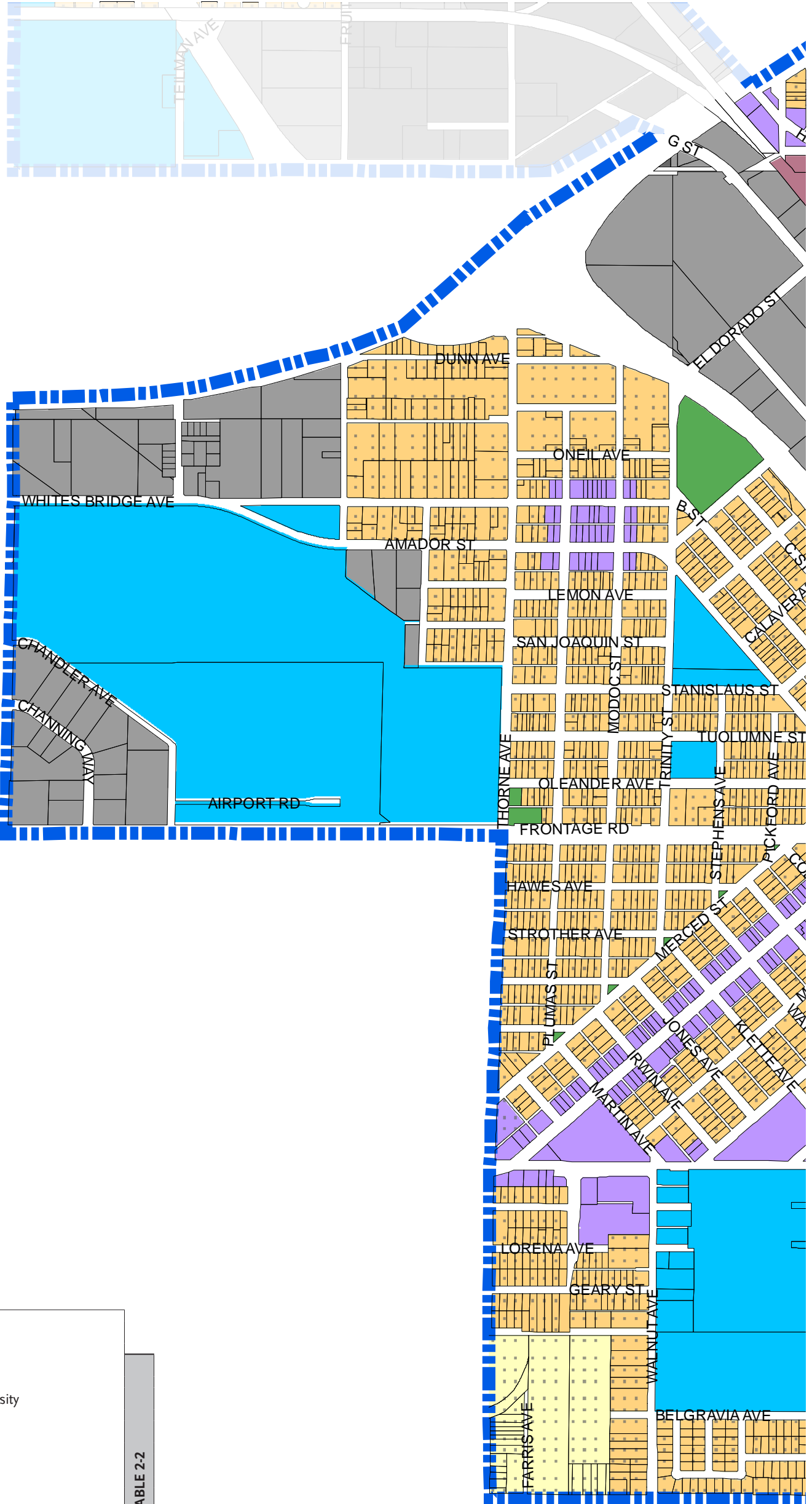
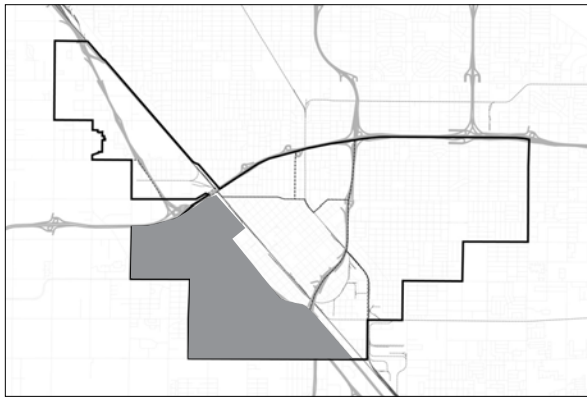


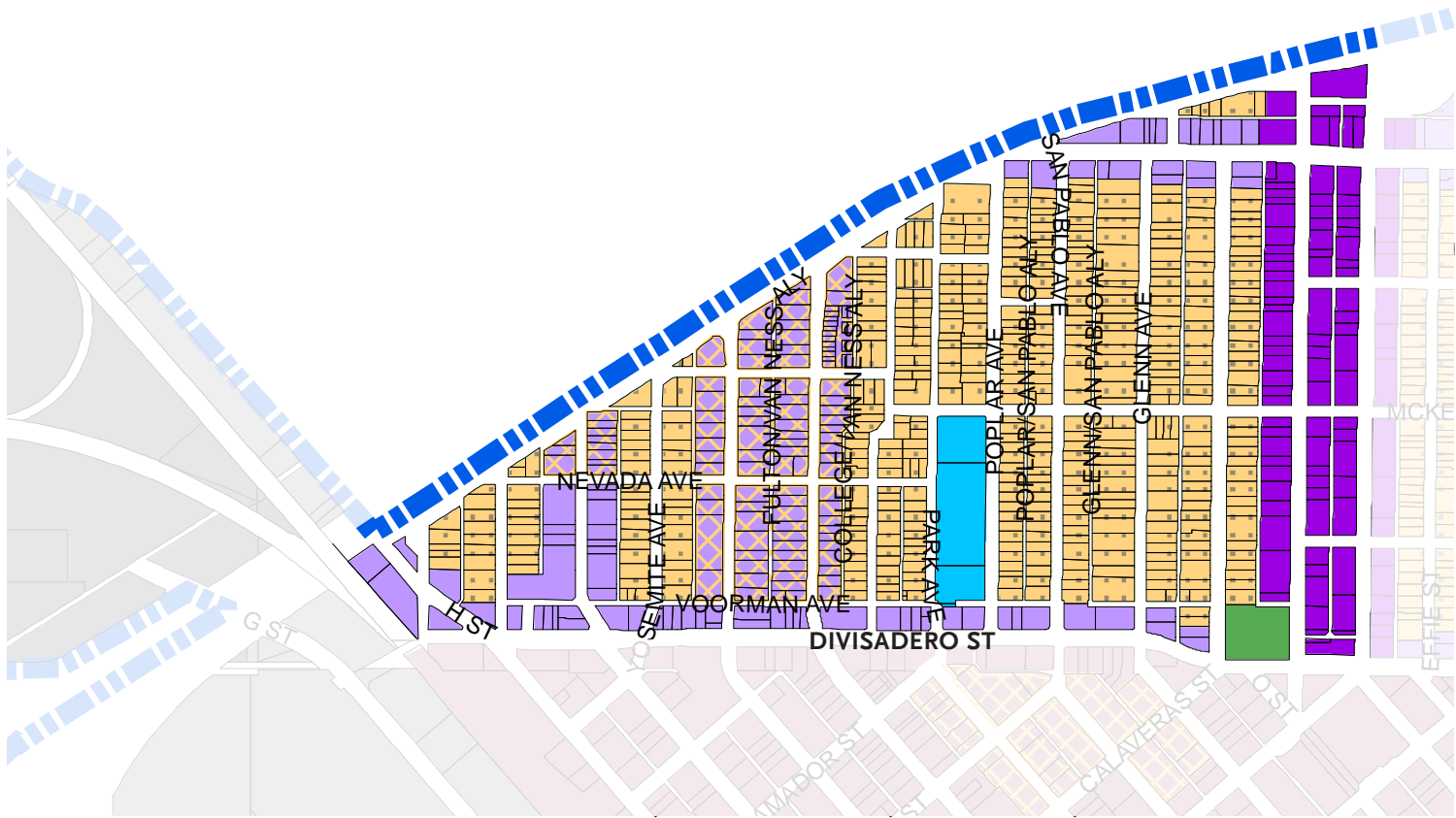
FIGURE 2-11 - PLANNED LAND USE MAP - EDISON NEIGHBORHOODS



sity  
Density

KEY TO FIGURE 2-11	
	Downtown – Downtown Neighborhood
	Residential <b>Single-Family</b> – Medium Low Density
	Residential <b>Single-Family</b> – Medium Density
	Mixed-Use – Neighborhood Mixed-Use
	Employment – Light Industrial
	Employment – Heavy Industrial
	<b>Public and Semi-Public</b> Open Space – Parks and Recreation
	<b>Public and Semi-Public</b> – Public <b>Facilities and Institutional</b>
	<b>Downtown Neighborhood</b> Revitalization Overlay
	Downtown Neighborhood Community Plan (DNCP) Boundary.

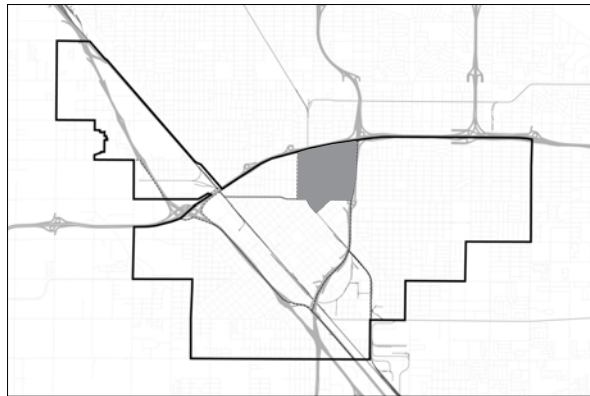
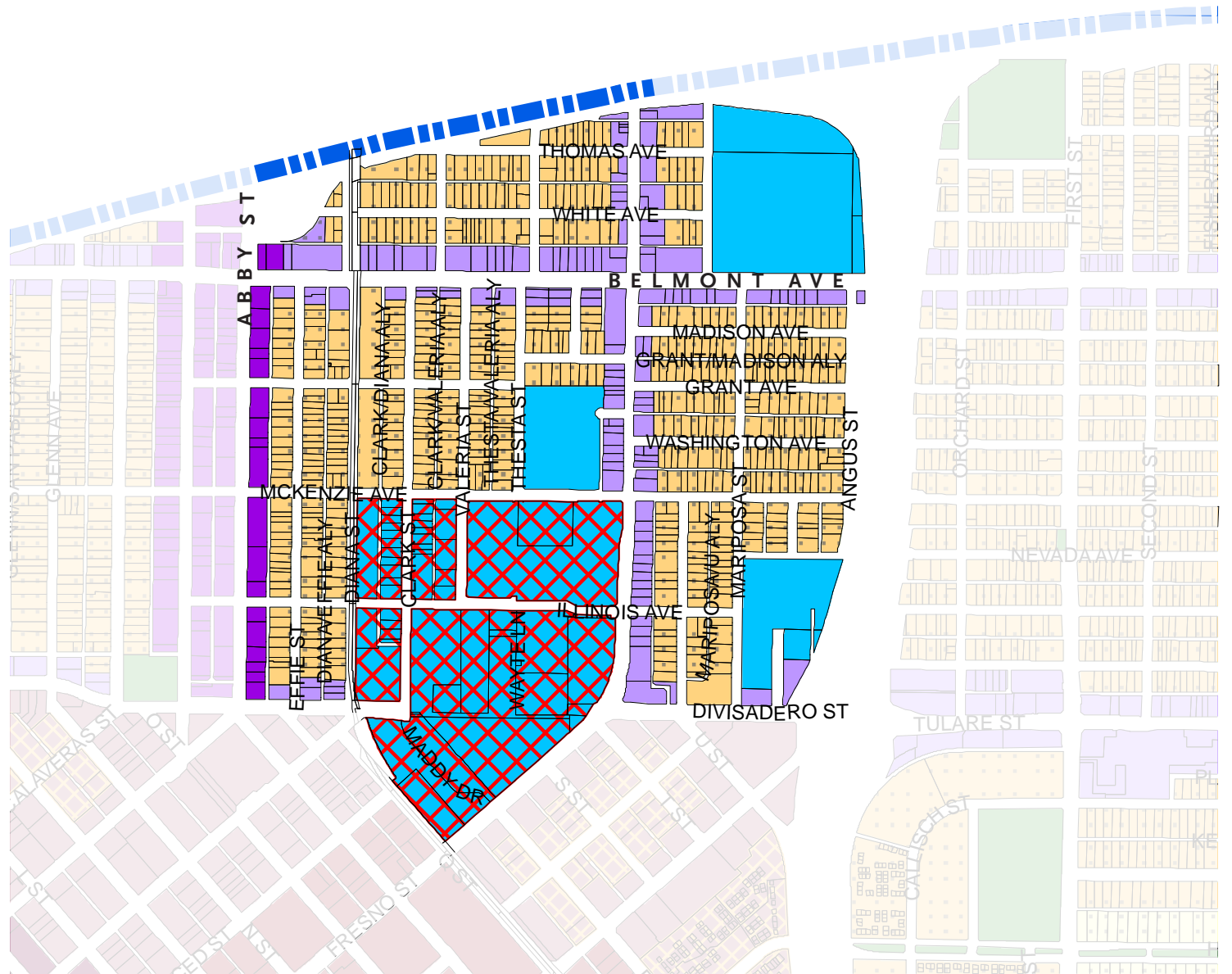
FIGURE 2-12 - PLANNED LAND USE MAP - LOWELL NEIGHBORHOOD



KEY TO FIGURE 2-12	
	Downtown – Downtown Neighborhood
	Residential <b>Single-Family</b> – Medium Density
	Mixed-Use – Neighborhood Mixed-Use
	<b>Mixed-Use – Corridor/Center Mixed-Use</b>
	<b>Public and Semi-Public Open Space</b> – Parks and Recreation
	<b>Public and Semi-Public – Public Facilities and Institutional</b>
	Apartment House Overlay
	Neighborhood Revitalization Overlay
	Downtown Neighborhood Community Plan (DNCP) Boundary.

SEE TABLE 2-2

FIGURE 2-13 - PLANNED LAND USE MAP - JEFFERSON NEIGHBORHOOD

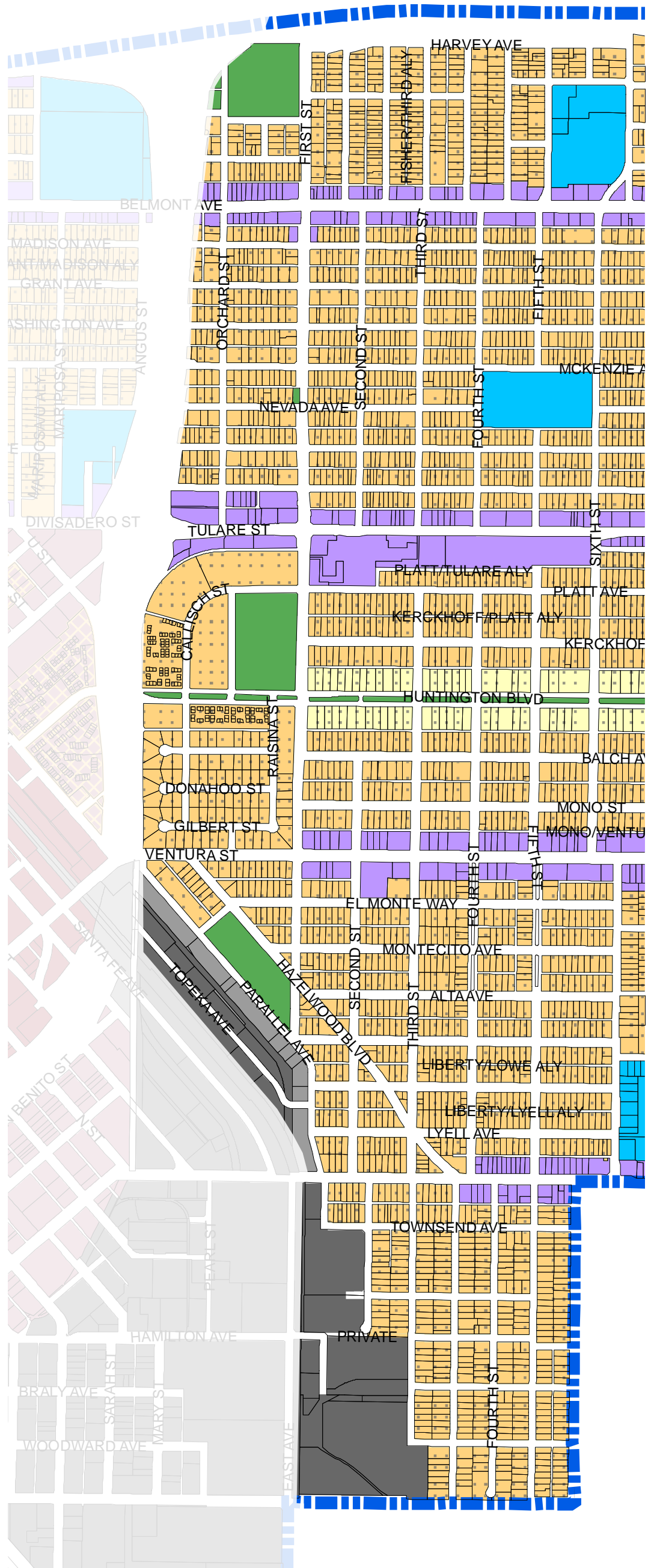


**KEY TO FIGURE 2-13**

	Downtown – Downtown Neighborhood
	Residential <b>Single-Family</b> – Medium Density
	Mixed-Use – Neighborhood Mixed-Use
	<b>Mixed-Use – Corridor/Center Mixed-Use</b>
	<b>Public and Semi-Public – Public Facilities and Institutional</b>
	Neighborhood Revitalization Overlay
	Urban Campus Overlay
	Downtown Neighborhood Community Plan (DNCP) Boundary.

SEE TABLE 2-2

FIGURE 2-14 - PLANNED LAND USE MAP - SOUTHEAST NEIGHBORHOODS

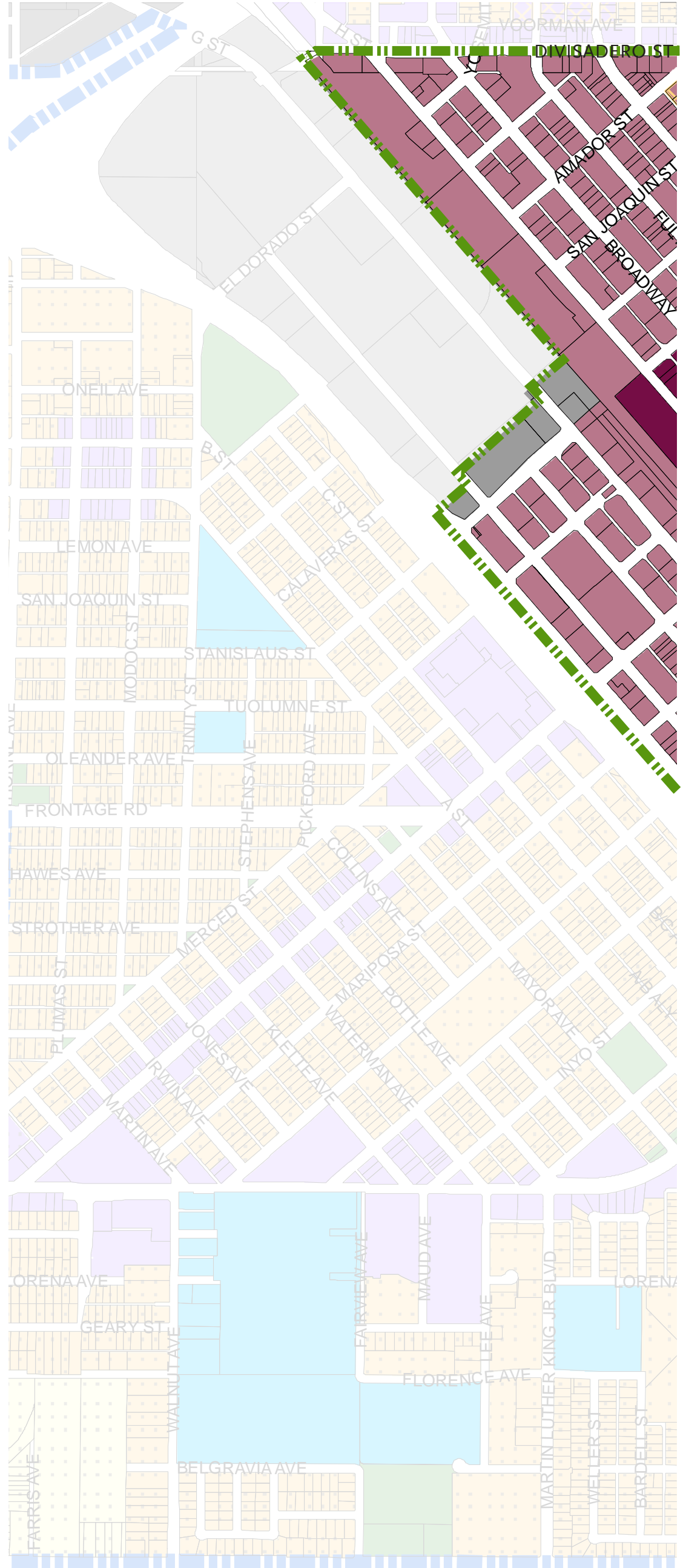
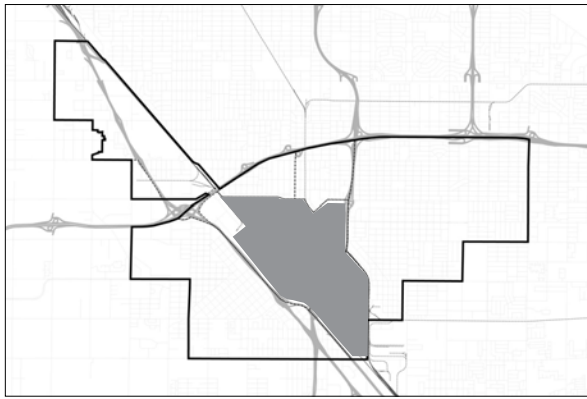


**KEY TO FIGURE 2-14**

- Downtown – Downtown Neighborhood
- Residential Single-Family – Medium Low Density
- Residential Single-Family – Medium Low Density
- Mixed-Use – Neighborhood Mixed-Use
- Mixed-Use – Corridor/Center Mixed-Use
- Public and Semi-Public Open Space – Parks and Recreation
- Public and Semi-Public – Public Facilities and Institutional
- Neighborhood Revitalization Overlay
- Downtown Neighborhood Community Plan (DNCP) Boundary.

SEE TABE 2-2

FIGURE 2-15 - PLANNED LAND USE MAP - DOWNTOWN

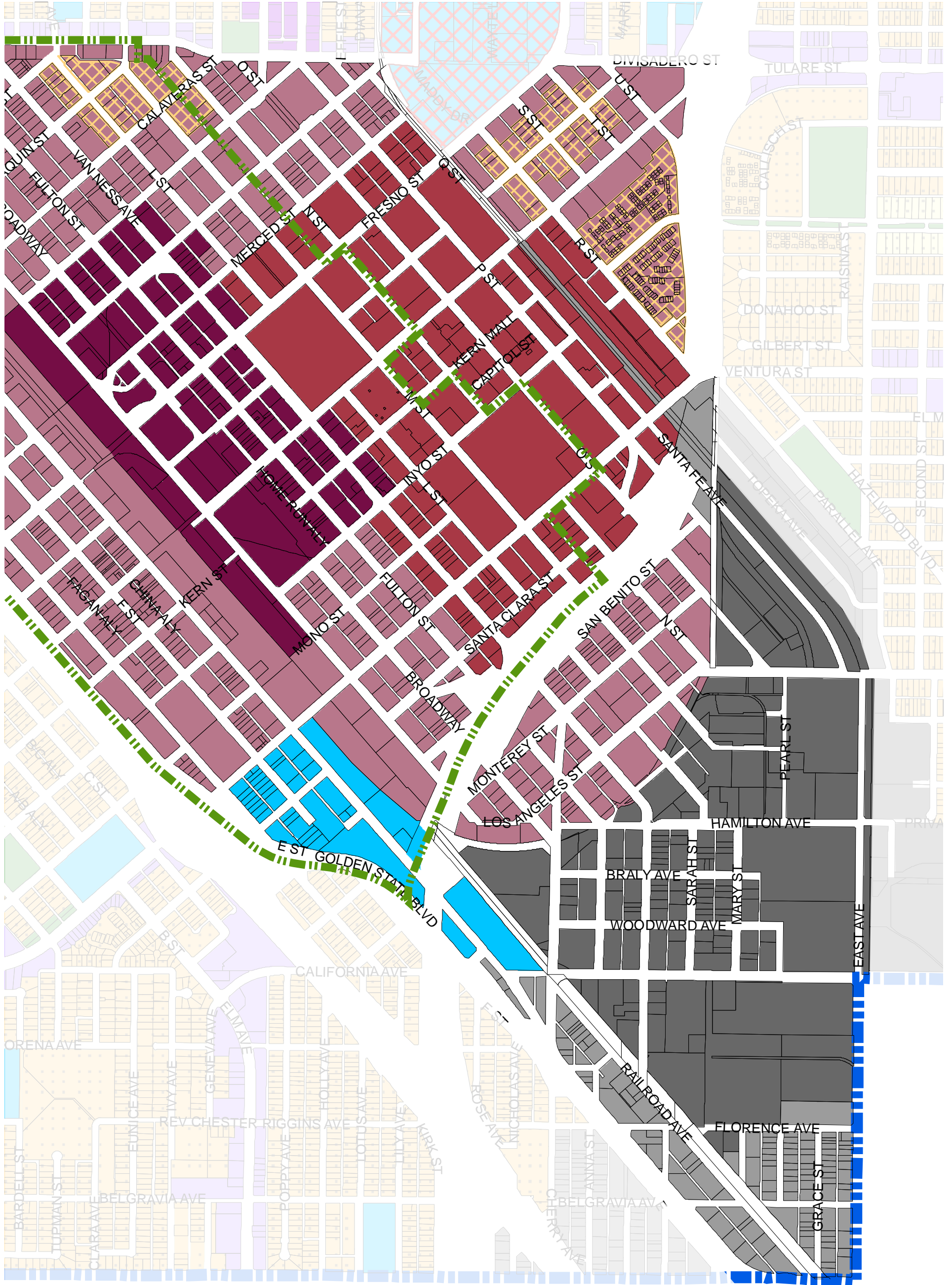


**KEY TO FIGURE 2-15**

- Downtown – Downtown Core
- Downtown – Downtown General
- Downtown – Downtown Neighborhood
- Residential Single-Family – Medium Density
- Employment – Light Industrial
- Employment – Heavy Industrial
- Public and Semi-Public – Public Facilities and Institutional
- Neighborhood Revitalization Overlay
- Apartment House Overlay
- Downtown Neighborhood Community Plan (DNCP) Boundary.
- Fulton Corridor Specific Plan (FCSP) Boundary.

SEE TABLE 2-2

FIGURE 2-15 - PLANNED LAND USE MAP - DOWNTOWN





## E. GOALS AND POLICIES

### 3.1 Develop the transit network into a viable alternative to single-occupancy vehicles.

**Intent:** To provide high quality transit that is accessible, attractive, supported by land use policies, and perceived as an amenity for the Downtown Neighborhoods and the Downtown.

**3.1.1** Continually seek opportunities to improve the quality, safety, and efficiency of transit service within the Downtown Neighborhoods and to regional destinations.

**3.1.2** Work with transit providers serving the Downtown Neighborhoods to increase transit service to a level that allows residents to access goods, services, public facilities, parks, and employment via transit. Focus on improving headways and efficiency and strive to improve transit service for the following populations:

- Transit dependent;
- Persons with low and moderate incomes;
- Seniors;
- Persons with disabilities; and
- Students.

**3.1.3** Focus transit service and investments on high-priority transit corridors identified in **Figure 3-2** (Transit Corridors). Restructure citywide transit service to concentrate these routes in order to make transit on these corridors fast, frequent, and reliable (FCSP 7-5-1). The primary transit corridors that are shown in the diagram should be managed to minimize transit delay. In addition, investments in high quality bus shelters and pedestrian amenities should be prioritized on these corridors.

**3.1.4** Support incentives for potential Downtown transit riders, such as employees of major Downtown employers, students, **residents of Downtown neighborhoods**, and others.

**3.1.5** Engage in outreach and education efforts to publicize transit options to residents and employees in the Downtown Neighborhoods.

**3.1.6** As resources become available, establish employer-based incentive programs for use of public transit and increase awareness of such programs.

**3.1.7** Support the development of the proposed HSR station in Downtown Fresno.

**3.1.8** As resources become available, reconfigure the Downtown Transit center to improve pedestrian access between it, the Fulton District, and the proposed HSR station.

**3.1.9** Continue to implement Bus Rapid Transit improvements along Blackstone Avenue and Abby Street, and Ventura Avenue/Kings Canyon Road.

**3.1.10** As resources become available, prioritize the minimization of transit delay along key transit corridors through the use of signal prioritization for transit, queue jumping, optimal stop spacing, pre-paid fares, and other transit priority tools. (FCSP 7-5-2)

**3.1.11** As resources become available, provide amenities that increase rider safety and comfort (such as lighting, shelters, benches, route information and similar improvements) at all transit stops. Focus initial improvements on the areas with the highest existing or potential future transit ridership, including pedestrian-oriented commercial and retail areas in the Downtown Neighborhoods.

**3.1.12** Work with private bus providers to integrate their transit services into Downtown's overall transit network.

### 3.2 Make the completion of the proposed California High-Speed Rail project among the city's highest priorities, while minimizing its negative impact on the City.

**Intent:** HSR has the potential to significantly impact the economic future of Fresno by service connecting Downtown Fresno to all of the major urban centers of California. To expedite successful completion of HSR, capitalize upon the advantages the train brings, and minimize any negative impacts of the necessary rail and station infrastructure.

**3.2.1** All new underpasses or overpasses should be welcoming to bicyclists and pedestrians. Sidewalks should be provided on both sides. Bikeways should also be provided, in the form of on-roadway bicycle lanes or other facilities, connecting to the City's existing and planned bicycle network.

**3.2.2** For all new or modified underpasses and overpasses, typically maintain the same travel lane, sidewalk, and bikeway dimensions as those provided or planned on the same streets in the Downtown. Use similar landscape and lighting treatments as practicable. Use urban street rather than highway standards for intersection treatments.

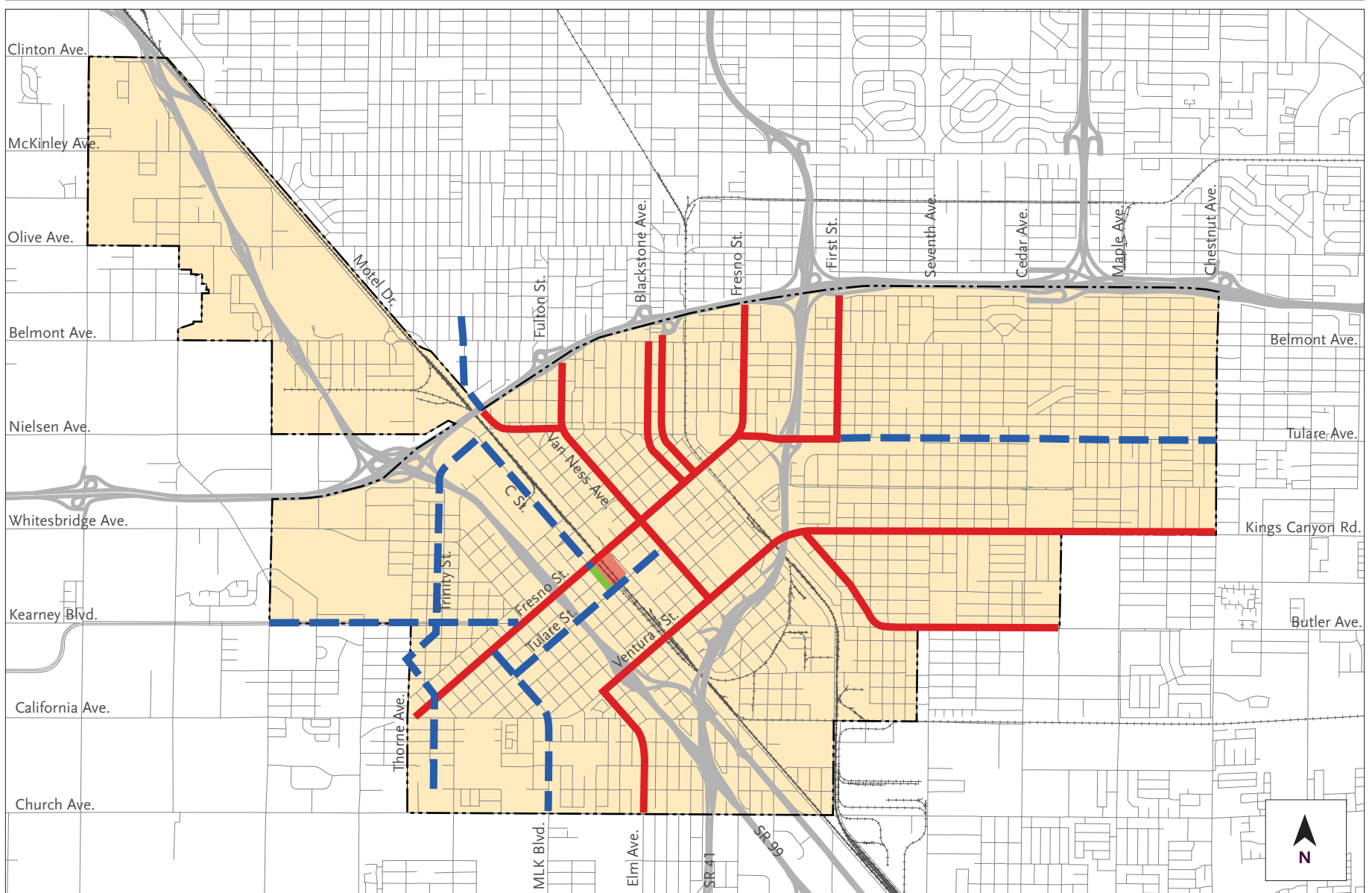


Bus Rapid Transit provides the service quality of rail transit, while still enjoying the cost savings and flexibility of bus transit.



A transit stop provides an inviting and sheltered place for riders to wait for a bus.

FIGURE 3-2 - HIGH PRIORITY TRANSIT CORRIDORS



Key

- Primary
- - - Secondary
- Proposed Intermodal Transit Center
- Proposed High-Speed Rail Station



An in-street bulb-out brings the street tree closer to the automobile traffic, narrowing the perceived width of the street while allowing an uninterrupted pedestrian path along the sidewalk.



Parking is placed in a garage that is lined with street-facing retail and/or office uses to create an active streetscape that would otherwise be dominated by automobile parking.

**3.4.2** As resources become available, reestablish an interconnected street grid comparable to Fresno’s original grid pattern in order to increase walkability and improve connections to parks, open space, schools, and neighborhood centers. (A complete list of locations to reconnect the street grid can be found in **Figure 3-5** and the Implementation Chapter.)

**3.4.3** Allow for the conversion of one-way streets into two-way streets in order to meet the City’s economic development and walkability goals as shown in **Figure 3-5**.

**3.4.4** As resources become available, improve the street network in the Downtown planning area by implementing a range of physical improvements including reconnecting and improving the street grid, improving pedestrian connectivity, and improving rail crossings among others.

**3.4.5** Do not install new pedestrian malls.

**3.4.6** As resources become available, implement curb, gutter, and sidewalk improvements in order to improve the image of the community, provide safe areas for pedestrians and improve storm water quality. Install improvements on:

- McKinley Avenue between Golden State Boulevard and Marks Avenue;
- Olive Avenue between Hughes and Marks Avenues;
- Hughes Avenue between Belmont and McKinley Avenues; and
- Belmont Avenue between Weber and Marks Avenues.

**3.4.7** Incorporate Low Impact Development (LID) storm water management techniques with curb and gutters.

**3.4.8** Coordinate curb and gutter improvements with the Fresno Metropolitan Flood Control District (FMFCD) master plan.

**3.4.9** Provide sidewalks on all streets in the Jane Addams Neighborhoods, but prioritize sidewalk improvements on high-volume streets where the need is the greatest.

**3.4.10** Encourage the transformation and maintenance of alleys into clean, safe places, that provide access to parking and services.

**3.4.11** As resources become available, fund alley maintenance through mechanisms such as assessment districts in order to spread costs of alley maintenance among multiple users.

**3.4.12** Allow the introduction of carriage houses or granny flats along alleys in order to place more “eyes on the alley” to help reduce crime, discourage illegal dumping and vagrancy, and introduce more residential density in residential neighborhoods.

### 3.5 Manage parking to serve residents, businesses and visitors.

**Intent:** To improve public space, promote walking and transit, and leverage the value of parking space as a community resource.

**3.5.1** Treat parking as a utility that is shared by many uses in the surrounding area.

**3.5.2** Approach parking as an integrated system of on-street and off-street spaces.

**3.5.3** Use parking restriction policies to manage traffic, improve air quality in the Downtown Neighborhoods, discourage illegal parking, and generate a revenue stream for parking infrastructure, public transit, bicycle and pedestrian facilities, and programs that attract businesses and customers Downtown.

**3.5.4** As legally permitted, price parking as necessary to achieve specific availability targets at all times of day and all days of the week. To achieve this policy, implement the following:

- Delegate to the City Manager and the Parking Services Division the authority to adjust parking prices to achieve availability targets.
- Empower the Parking Division to operate public on-street spaces, off-street lots, and off-street garages as an integrated system.
- Use parking payment technologies that allow motorists to pay easily with readily available payment media, including credit cards and cell phones.

**3.5.5** Strive for all new commercial parking to be shared, and work with private parking operators to share existing parking as part of a unified Park Once system.

**3.5.6** As resources become available, implement on-street diagonal parking to the greatest extent possible in the South Van Ness Area.

**3.5.7** If additional Downtown parking is necessary to maintain adequate availability, consider using a variety of funding sources, including user fees, development impact fees, a Community Benefit District, or other special taxation district that is supported by Downtown property owners.

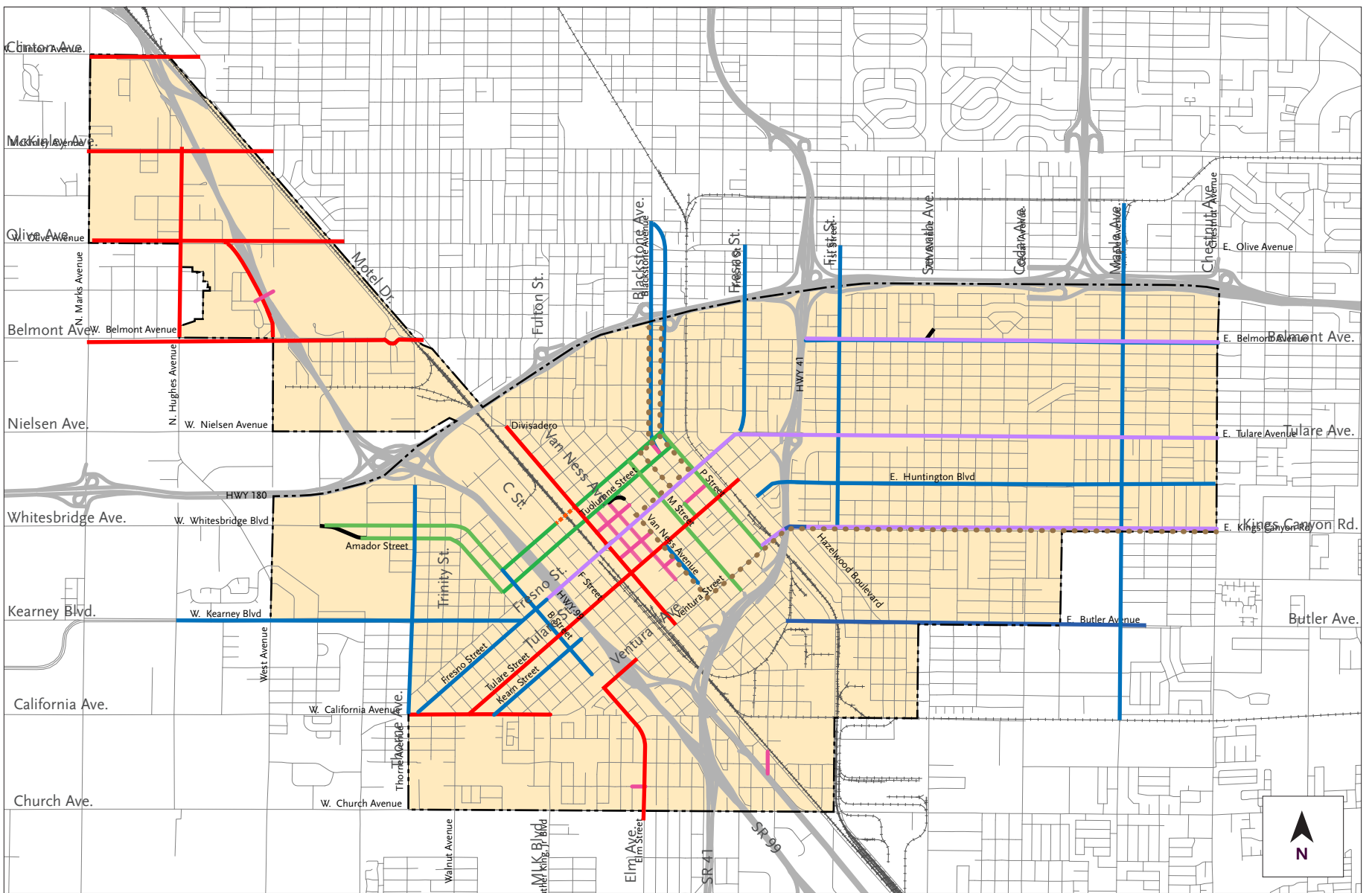


A dedicated bike lane provides a safe route through a busy neighborhood center.



Wide sidewalks that accommodate outdoor dining, street trees, and countdown signals contribute to the generation of a pedestrian-friendly environment.

FIGURE 3-5 - THOROUGHFARE INTERVENTIONS



Key

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"> <li><span style="color: red;">—</span> Major Streetscape Projects                     <ul style="list-style-type: none"> <li>- Widen Sidewalks</li> <li>- Corner Bulbouts</li> <li>- Lighting &amp; Landscape</li> <li>- Facade Improvements</li> <li>- <span style="background-color: yellow;">Bike Lanes</span></li> </ul> </li> <li><span style="color: pink;">—</span> Reconnect Street Grid</li> </ul> | <ul style="list-style-type: none"> <li><span style="color: purple;">—</span> Street Stabilization                     <ul style="list-style-type: none"> <li>- Trees</li> <li>- Sidewalk Repair</li> </ul> </li> <li><span style="color: blue;">—</span> Road Diet + Bike Lanes</li> <li><span style="color: green;">—</span> One-way to two-way street conversion.</li> </ul> | <ul style="list-style-type: none"> <li><span style="color: brown;">●●●●●</span> Bus Rapid Transit                     <ul style="list-style-type: none"> <li>- High Quality Shelters</li> <li>- Fix Sidewalk Gaps</li> <li>- Street Trees</li> </ul> </li> <li><span style="background-color: yellow; border: 1px solid black;">—</span> Street Vacation</li> </ul> |
|--|--|---|

# Chapter 6: HISTORIC AND CULTURAL RESOURCES

## A. INTRODUCTION

Fresno's heritage is evident in its many historic and cultural resources. Many neighborhoods within the Downtown Neighborhoods Community Plan are distinguished by their unique historic character. Revitalization efforts that recognize that character as a primary asset have proven to be effective in communities throughout the country. Well-maintained historic properties convey reliability and stability, making the community more attractive to new businesses, residents, and visitors.

This Community Plan emphasizes preservation and adaptive reuse. The late 19th and early 20th-century urban pattern can provide the foundation for a desirable urban form that integrates various land uses, the transportation network, parks, and open space in a coordinated manner. Using the existing built environment as a catalyst not only protects Fresno's heritage, but can also strengthen and support a wide range of the City's economic development and quality of life goals.

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 Community 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 HPO 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 on 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.

## B. CONTEXT

Downtown Fresno and its immediately surrounding neighborhoods include some of the City's oldest and earliest developed areas, and have previously been subject to extensive surveys and studies. These earlier survey efforts have identified numerous individual historic and potential historic resources and several potential historic districts, including resources found eligible for the National Register of Historic Places and the California Register of Historical Resources. Several properties are listed in the National Register and many others have been designated as local historic resources by the City. Establishing a designated historic district requires a majority vote of property owners, the Historic Preservation Commission, and City Council approval. **Figure 6-1** shows the existing Historic Resources and Historic Districts in the Downtown and surrounding areas.

**1. Jane Addams Neighborhoods.** The Jane Addams Neighborhoods are largely characterized by open space, empty lots and some mid-to-late 20th Century commercial development brought on by the construction of State Route 99. The area's centerpiece is Roeding Park, a public park which houses the Fresno Chaffee Zoo. Dating from the first decade of the 20th Century, Roeding Park was determined eligible for listing on the National Register as a historic district<sup>2</sup> and possesses many characteristics of a historic cultural landscape<sup>3</sup>. This area of Jane Addams was once served by a streetcar line that traversed Roeding Park.

With the exception of Roeding Park, the Jane Addams Neighborhoods contain few previously identified historic or potentially historic properties.

**2. Edison Neighborhoods.** The Edison Neighborhoods are a primarily residential, largely working-class area that have been home to several waves of immigrant and ethnic communities, including African-Americans, Armenians, Volga Germans from Russia, Hispanics, Italians, Japanese, Chinese, and Hmong. The majority of homes date from the early 20th century through the 1960s. Some homes remain from the late 19th century. Prominent architectural styles include Colonial Revival, Tudor Revival, Spanish Revival, Minimal Traditional and Ranch. Historic integrity throughout the Edison area is often poor due to alterations and more recent infill.

After World War II, the Edison Neighborhoods became increasingly associated with Fresno's African-American and Hispanic communities. Much of the built resources associated with these communities have been demolished to develop more recent affordable and low-income housing, schools, and recreational facilities. Remaining buildings, structures, objects, and sites from the early development of these communities may hold

potential historic significance in this context and warrant further study.

The Edison Neighborhoods area contains a handful of previously identified historic and potentially historic properties including one of Fresno's designated historic districts. Important historic properties include:

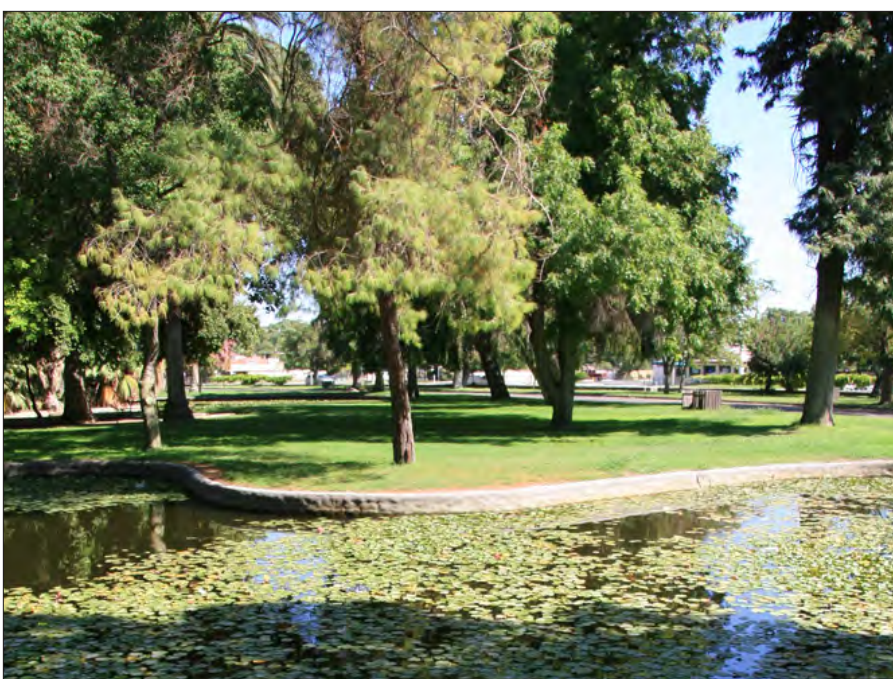
- a. **Chandler Field/Fresno Municipal Airport.** One of **threefour** officially designated historic districts in Fresno, the Chandler Field/Fresno Municipal Airport Historic District is located approximately two miles west of Downtown Fresno, along the north side of historic Kearney Boulevard. The WPA-era buildings are clustered in a campus setting that includes landscaping, several Beaux Arts-style lampposts and surface parking.
- b. **Kearney Boulevard.** This tree-lined boulevard with a Deco/Moderne gateway has been determined eligible for the National Register of Historic Places. It was originally developed as part of M. Theo Kearney's "Chateau Fresno" property, located outside the Community Plan Area, which was never completed.

**3. Lowell Neighborhood.** The Lowell Neighborhood is one of the oldest residential neighborhoods in Fresno, and is the most intact and cohesive early neighborhood within the Community Plan Area. It contains significant concentrations of late-19th and early 20th century homes, including Queen Anne, American Foursquare, Neo-classical, Craftsman, Colonial Revival, Mission Revival, and Spanish Revival architectural styles. Over forty of the City's designated historic properties are located here; many other neighborhood properties (both individual properties and historic districts) have been previously identified through survey or environmental review.

Geographically isolated from neighborhoods to the north by the construction of State Route 180, the historic character of Lowell has largely been retained through years of neglect. Despite incompatible infill, many properties in disrepair, and some vacant lots, the Lowell area continues to exhibit the mature tree canopies, uniform setbacks, and regular rhythm of single-family houses and cottages indicative of the area's prosperous working-, middle-, and upper-middle class origins. These qualities and the building stock distinguish Lowell as an important early neighborhood in Fresno which retains much of its original character. The protection and enhancement of Lowell's historic and potentially historic resources should be a primary concern in the City's current revitalization efforts.

<sup>2</sup> Analysis by Page & Turnbull 2008-2009. As of August 2011, Roeding Park has not been formally listed on the National Register.

<sup>3</sup> The Cultural Landscape Foundation website accessed August 26, 2011. <http://tclf.org>



Roeding Park is the centerpiece of the Jane Addams neighborhoods.



Kearney Boulevard has been determined eligible for the National Register of Historic Places.

## B. CONTEXT (Continued)

industrial areas and several major commercial thoroughfares, the majority of the Community Plan Area is residential. Most homes date from the early- and mid-20th century and are constructed on the City's late 19th century grid street pattern that aligns with the cardinal directions. A handful of areas break from the grid in the self-contained subdivision style associated with the post-war era. Prominent architectural styles include Colonial Revival, Prairie Craftsman, Tudor Revival, Storybook, Spanish Revival, Minimal Traditional, and Ranch.

In addition to residential neighborhoods, the Southeast Neighborhoods contain a considerable grouping of industrial properties in its southwestern portion near the railroad and State Route 41. Several of these properties represent Fresno's early industrial history and have been designated as historic properties by the City.

Historic integrity throughout the Southeast area is somewhat fragmented due to alterations and large areas of more recent development. Several neighborhoods have retained their original character from the early 20th century, including the trees and landscape features that remain from their initial periods of development. While these neighborhoods may not meet criteria for designated historic districts, they deserve special planning consideration to protect historic elements and guide infill.

The Southeast Neighborhoods contain over 30 previously identified potentially historic properties; 26 properties have been designated by the City as historic resources. These include a high school and a collection of industrial buildings in addition to outstanding residential properties. One **potential** historic district has been identified to date:

**a. Huntington Boulevard Historic District.** The Huntington Boulevard Historic District was formally designated by the City Council in 2015. It consists of early 20th Century residential properties located on Huntington Boulevard from First Street on the west to Cedar Avenue on the east.

**6. South Van Ness.** South Van Ness contains a considerable grouping of industrial properties. Several of these properties represent Fresno's early industrial history and have been designated as historic properties by the City. A historic survey was conducted in 2015 which identified 17 properties that are eligible for the state or local registers, two potential heritage properties, and three potential historic districts.

**7. Special Property Types.** Several property types have been identified as potentially historically significant to Fresno's development history and can be found in several areas of the City.

**a. Bungalow Courts/Courtyard Housing.** Bungalow courts and courtyard housing have been identified as an important residential property type in Fresno. One hundred and twenty-seven courts were identified through a city-wide reconnaissance level survey in 2004.

**b. Garden Offices Complexes.** Regional office park design of the post-World War period incorporated a series of low-rise, office buildings connected by open air gardens and atriums. Architects Robert Stevens and Gene Zellmer are notable pioneers of this building type, and often used Hans Sumpf stabilized adobe bricks in construction.

**c. Early Housing and Associated Structures.** Early folk/vernacular housing types such as Shotgun Houses and Hall & Parlor Houses are increasingly rare in Fresno. Ancillary buildings such as Carriage Houses and the summer kitchens of the Volga German community should also be treated with special attention.

**d. Sites, Structures, and Objects.** It is important to note that properties other than buildings may also be historically significant. In Fresno, these may include signs, lampposts, street furniture, fountains, statues, public art, and infrastructure such as bridges and canals.

## C. KEY DEFICITS

In 1979, the City of Fresno's City Council adopted a historic preservation ordinance, which was amended in 1999 (FMC 12-1600 et seq.). While numerous buildings, structures, objects, and sites located within the Community Plan areas have been preserved and protected through the City's Historic Preservation Ordinance, several issues continue to threaten the City's historic character and unique heritage.

- **Destruction of potential historic resources.** A large number of potential historic buildings are being renovated without regard for the building's potential significance. Many buildings have been irreparably altered.
- **Loss of potential historic districts.** The historic character of areas identified as potential historic districts is being compromised by the demolition or inappropriate renovation of individual buildings.
- **Need to update historic resources inventories.** While the City's current Historic Resources database contains over 4,885 entries, many potential historic resources that have not been formally designated by the City are absent from the database.



The Huntington Boulevard Historic District consists of large early 20th Century properties located on Huntington Boulevard between First Street and Cedar Avenue.



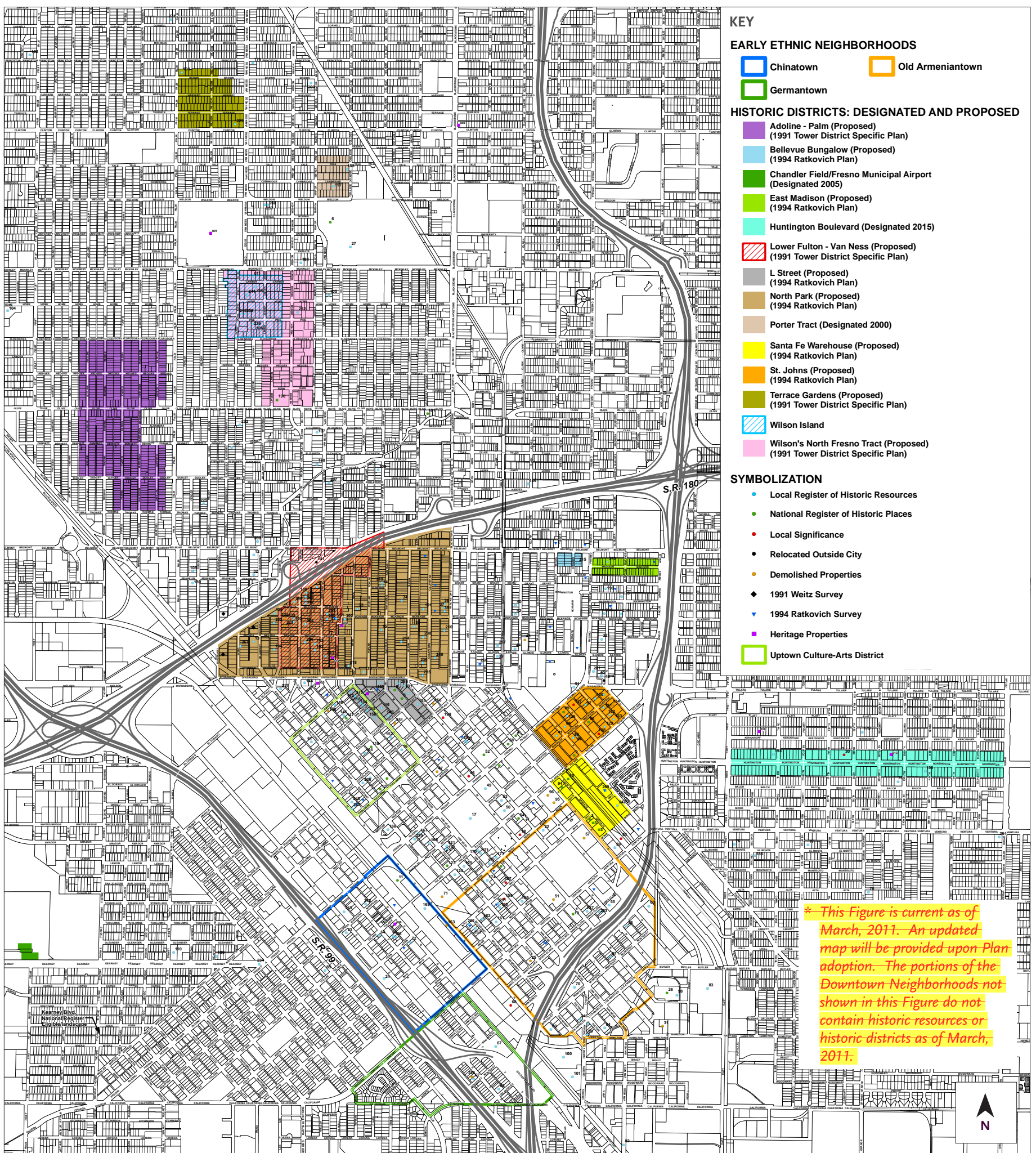
Bungalow Courts are an important residential property type in Fresno.

### D. VISION FOR CHANGE

- **Need for guidance on rehabilitation of potentially historic buildings.** Property owners appear to lack information and guidance for how to rehabilitate older and potentially historic buildings. As a result, potentially historic resources have been rehabilitated in ways that impact the integrity of the potential resources and the character and context of the surrounding area.
- **Incompatible Infill.** Incompatible infill has been a primary cause of damage to the area’s historic character, particularly in those areas where smaller parcels have been assembled into large sites that are out of scale with the original development pattern. The lack of design standards relative to nearby historic sites has compromised the historic fabric of the neighborhoods.

Downtown Fresno and its neighborhoods are connected to their heritage and culture through a diverse network of buildings, places and activities. The Downtown Neighborhoods area contains one of the largest concentrations of historic resources in the Central Valley and is a source of identity and community pride for Fresno’s residents. Visitors to the area are treated to a wide variety of buildings, structures, objects, sites, and districts that represent Fresno’s diverse history from the earliest years to the present. The City has strong standards for ensuring the preservation of historic resources for future generations, and new investment is compatible with and sensitive to the existing character of each neighborhood.

FIGURE 6-1 - HISTORIC RESOURCES AND HISTORIC DISTRICTS\*



Source: City of Fresno Planning and Development



## E. GOALS AND POLICIES

### 6.1 Identify potential historic resources through context development, survey, evaluation, and designation.

**Intent:** Federal, state and local regulations that protect historic and cultural resources are based on identification and designation. In order to maintain and protect a community’s built legacy, it is necessary to identify the properties that are meaningful to the community’s historical development and contribute to its character. Identification is the first step in establishing priorities for the restoration and protection of a community’s resources.

**6.1.1** As resources become available, identify, document and promote all historic and cultural resources, and potential resources within the Downtown Neighborhoods. (CAP Urb 7-3)

**6.1.2** As resources become available, enhance the City’s database of all designated, evaluated, and potential historic resources and make it easily accessible to the community and affected property owners.

**6.1.32** Understand the types and locations of historic resources and potential historic resources throughout the City.

**6.1.43** Promote awareness of resources important to the City’s history within the community.

**6.1.54** Incorporate knowledge of historic and potentially historic resources into planning and development.

### 6.2 Protect historic and cultural resources from demolition and inappropriate alterations.

**Intent:** To strengthen the procedures and mechanisms that will help protect historic resources. Inappropriate alterations and/or additions to historic resources raise important concerns. Historic resources, and/or the context in which they are meaningful, may be damaged due to alterations, additions or demolition.

**6.2.1** Preserve, rehabilitate, and reuse historic resources with materials and finishes consistent with their original design.

**6.2.2** As resources become available, protect the unique historic resources in each of Downtown Fresno’s planning areas as a means of enhancing the unique identity and character of each planning area.

**6.2.3** Provide educational forums for policy makers that stress the role of preservation as an economic tool in revitalization.

**6.2.4** Discourage the demolition or inappropriate alteration of potential historic resources and encourage their appropriate renovation by providing guidance and incentives for rehabilitation and compatible alterations.

**6.2.5** As funds become available, provide more Historic Preservation staff to manage a more robust Historic Preservation program.

**6.2.6** Encourage salvaging of architectural elements that would otherwise be transported to landfills as a result of alterations or demolition.

**6.2.7** Encourage sympathetic rehabilitation and assist owners with adapting their homes to current needs while retaining historic integrity.

**6.2.8** Protect historic and cultural resources in each of the Downtown Neighborhoods’ planning areas.

- Use Roeding Park and its historic features as a focal point for redevelopment of the Jane Addams area.
- Ensure that Roeding Park and the Fresno Chaffee Zoo are preserved and enhanced as regional destinations.
- Rehabilitate the historic portions of Roeding Park according to the Secretary of the Interior’s Standards to preserve this outstanding example of landscape design and historically-significant arboretum.
- Preserve, rehabilitate, and reuse the historic industrial buildings in the South Van Ness planning area.
- Designate Kearney Boulevard as a Scenic Route to further protect its scenic qualities and reestablish the Boulevard as an important address within Fresno.
- Begin the process to designate the three potential districts in Lowell that were determined to be eligible for listing on the local register as historic districts in the 2008 GPA survey. Designation of historic districts requires the consent of a majority of the property owners within the proposed district. (See FMC, section 12-1610(c).)

**6.2.9** Sponsor a regular “State of Historic Preservation” colloquium for policy makers, city staff, and community members to address and discuss preservation and cultural heritage issues.



*Incompatible infill is a primary cause of damage to the Plan Area’s historic character.*

*The preservation of historic buildings such as the Santa Fe Station, connects Fresno to its heritage and culture.*

### 6.3 Protect historic resources and their setting from incompatible new development within historically sensitive areas.

**Intent:** The value of a historic structure is greatly diminished if it is surrounded by incompatible more recent development. When new buildings are introduced adjacent to historic resources, it is important that they are designed in a manner that reinforces the historic character of the area.

- 6.3.1 As resources become available, preserve, rehabilitate, and reuse historic resources consistent with their original design.
- 6.3.2 As resources become available, restore and maintain the historic character of neighborhoods.
- 6.3.3 Require new development to be compatible with the massing, scale, setbacks, and pedestrian-oriented disposition of adjacent historic resources.
- 6.3.4 Pursue stricter code enforcement to eliminate inappropriate alterations (including “stucco wraps”).

### 6.4 Promote the preservation of historic and cultural resources through financial incentives and technical assistance.

**Intent:** Financial incentives, including federal tax credits, preservation easements, and property tax abatements can be used to help fund the rehabilitation of historic properties. These incentives can defray the costs of a potential rehabilitation. Technical assistance regarding character-defining features, construction techniques, treatment of historic materials, and compatible replacement materials will result in many more historic and cultural resources preserved for future generations.

- 6.4.1 As resources become available, provide technical assistance and financial incentives for property owners to rehabilitate their properties in a manner that doesn’t degrade historic integrity. Promote and make accessible the available resources – including the Community Development Block Grants program, the Mills Act, and technical assistance – to owners of historic buildings.
- 6.4.2 Identify and promote funding sources for the rehabilitation of historic properties. Promote, and where possible provide, low-cost funding for revitalization of residential properties.
- 6.4.3 Re-establish and fund as resources are available the City’s low interest loan program for historic property owners.



A house is rehabilitated with materials and finishes that are consistent with its original design.

- 6.4.4 Sponsor preservation workshops at the neighborhood level to provide technical assistance to property owners concerning the maintenance, rehabilitation and restoration of historic resources and potential historic resources.
- 6.4.5 Work with construction trade groups to support apprenticeship programs that teach restoration techniques such as lead paint remediation, historic woodworking and finishing.
- 6.4.6 Expand the existing facade improvement program to incorporate guidelines for the rehabilitation of historic storefronts.

### 6.5 Integrate historic preservation into the community and economic development strategies.

**Intent:** Historic preservation is a proven, effective community and economic development strategy. Unique historic structures are the signature of many communities and Fresno is no exception. Historic preservation projects result in investment in the local economy. Policies that help preserve neighborhoods involve both historic preservation and economic development.

- 6.5.1 Capitalize on Fresno’s historic landmarks and resources.
  - Work with local agencies to better incorporate preservation and historic sites into heritage tourism programs.
  - Install the “Preserve America” signs in Downtown Fresno.
  - Develop wayfinding signs from SR 99 that advertise Fresno’s “historic Downtown.”
  - Prepare an updated walking tour of Downtown Fresno which highlights historic sites and neighborhoods.
- **Make available the New Deal walking tour brochure of Fresno prepared by the National Trust in 2008.**
- 6.5.2 Use historic preservation as a basic tool for neighborhood improvements and community development.
- 6.5.3 Engage community members and groups to gather information regarding historic resources.
- 6.5.4 Encourage maintenance of both designated and potential historic resources to help restore the historic character of neighborhoods.
- 6.5.5 Support neighborhood revitalization programs designed to foster an appreciation of Fresno’s distinctive housing types.



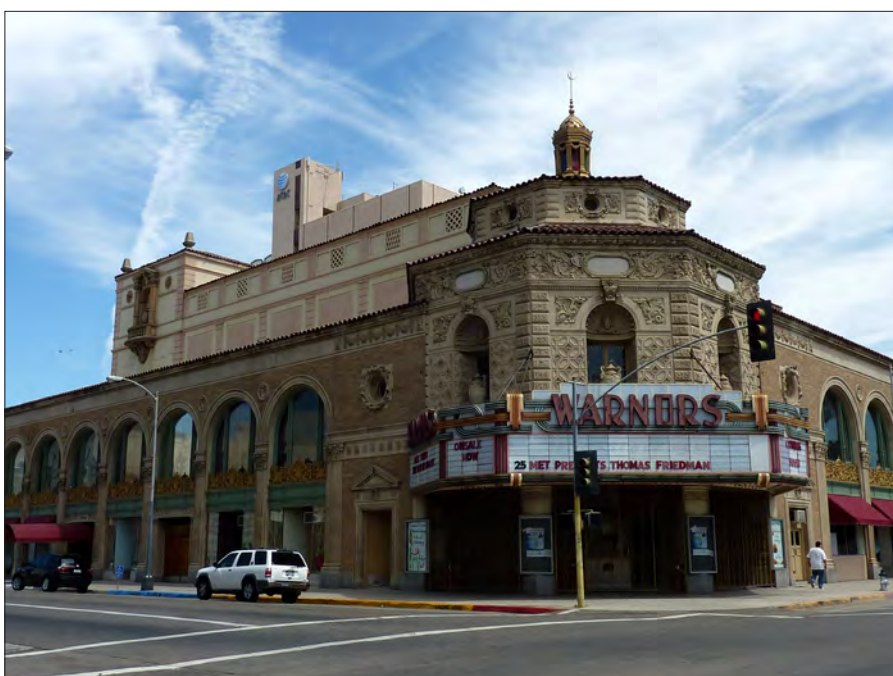
New development that is incompatible with the massing, scale, setbacks, and pedestrian-oriented disposition of buildings in historically sensitive areas.

## E. GOALS AND POLICIES (Continued)

### 6.6 Protect archeological resources from the impacts of new development.

**Intent:** To ensure that archeological resources discovered during the construction process are identified, evaluated, and treated as warranted.

**6.6.1** Require that all mitigation measures for archeological resources fully comply with the requirements of CEQA.



*Fresno Landmarks such as the Warners Theater can help spark investment in the local economy.*



*This building on the corner of F Street and Tulare Street is a source of identity and pride for Fresno residents.*

- 7.11.1** Avoid concentrations of social services (homeless shelters and subsidized housing) in any one of the Downtown Neighborhood's planning area.
- 7.11.2** Ensure homeless shelters and permanent supportive housing are built throughout the City and ensure that these facilities provide a safe environment.
- 7.11.3** Explore partnerships with local job training organizations and programs.

**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.



*Produce stores provide residents and workers with convenient access to safe, affordable, and nutritious foods.*



*Community gardens promote health and community benefits, including increased physical activity, access to affordable healthy food, positive social interaction, and local economic activity.*



## G. TRANSPORTATION (continued)

Project	Project Name	Project Description	Location (area)	Responsibility	Time Frame	Potential Funding Source*
T-A.7	Create Safe-Routes-to-Schools Program	Create a Safe-Routes-to-Schools program for each subarea that includes the identification of walking routes to schools and creates a list of targeted improvements necessary to improve pedestrian and vehicular safety in these areas. Require applicants with projects over 10 units and/or larger than 5 acres to provide a safe-route-to-school plan.	J, SE		near-term	Measure C or General Fund
		T-A.7.1 McKinley Avenue (Marks Avenue to Hughs Avenue).	JA	Public Works	near-term	Safe Routes to Schools
		T-A.7.2 Olive Avenue (Marks Avenue to Hughs Avenue).	JA	Public Works	near-term	Safe Routes to Schools
		T-A.7.3 Belmont Avenue (Hughs Avenue to Weber Avenue).	JA	Public Works	near-term	Safe Routes to Schools
		T-A.7.4 Hughs Avenue (McKinley Avenue to Belmont Avenue).	JA	Public Works	near-term	Safe Routes to Schools
T-A.8	Create Pedestrian Improvement Plan	Create a pedestrian improvement plan for the Southeast Neighborhoods that includes a detailed list of improvements to key community destinations (such as Mosqueda Park), prioritizing the improvements and identifying funding sources for the improvements.	SE		mid-term	Measure C or General Fund
T-A.9	Implement Curb, Gutter and Sidewalk Improvements	In order to ensure safe access to schools and parks, create a list of locations for new curb, gutter and sidewalk improvements and develop a funding plan to construct these facilities. At minimum, curbs, gutters and sidewalks should be introduced along the following streets and on residential streets adjacent to schools:				
		T-A.9.1 McKinley Avenue (Golden State BoulevardSR 99 to Marks Avenue).	JA		mid-term	Federal or State grants
		T-A.9.2 Olive Avenue (Hughs Avenue to Marks Avenue).	JA		mid-term	Federal or State grants
		T-A.9.3 Hughes Avenue (Belmont Avenue to McKinley Avenue).	JA		long-term	Federal or State grants
		T-A.9.4 Belmont Avenue (Weber Avenue to Marks Avenue).	JA		mid-term	Federal or State grants
		T-A.9.5 Motel Drive.	JA		long-term	Federal or State grants
		T-A.9.6 California Avenue.	E		long-term	Federal or State grants; Measure C Tier 1 for West to Ventura
T-A.10	Develop Streetscape Standards	Develop comprehensive streetscape standards for the Downtown Neighborhoods that emphasize pedestrian and bicycle access and safety.	All		near-term	Measure C, CDBG
T-A.11	Bus Rapid Transit	Construct a rapid bus transit on Ventura Street/Kings Canyon Road and Abby Street/Blackstone Avenue.	DT, SE		near-term	FTA grants
T-A.12	Universal Pass Program	Consider universal transit pass programs that gives employees in the Plan Area unlimited access to local transit.	All		mid-term	
T-A.13	Traffic Operations Center	In order to manage the transportation system from a centralized location, connect all existing and new traffic signals to the existing traffic operations center.	DT			
T-A.14	Truck Enforcement Program	Create an enforcement program to reduce conflicts and nuisances caused by trucks by addressing and preventing trucks from driving on non-designated truck routes.				
T-A.15	Implement pedestrian safety improvements	Throughout the Downtown Neighborhoods including the following:				
		T-A.15.1 At-grade pedestrian crosswalks to Roeding Park across Belmont Avenue and Olive Avenue in the Jane Addams subarea.	JA			
		T-A.15.2 A pedestrian bridge across Highway 99 at Harvey Avenue to improve pedestrian access in the Jane Addams subarea.	JA		long-term	Federal, State, Measure C grants
		T-A.15.3 Sidewalks along Tulare Street between Cedar Avenue and 6th Street and prioritize Cedar Avenue as a pedestrian corridor in the Southeast Fresno subarea.	SE		mid-term	Federal and State grants
JA Jane Addams Neighborhoods E Edison Fresno Neighborhoods L Lowell Neighborhood J Jefferson Neighborhood SE Southeast Neighborhoods DT Downtown SVN South Van Ness			* These Potential Funding Sources are preliminary for the Public Draft purposes. The project parameters and project costs will continue to be refined during the Public Review Process.			

## K. HEALTH, WELLNESS, AND COMMUNITY DEVELOPMENT

Community health and well-being are – and will continue to be – a principal quality-of-life issue for residents and businesses in Downtown Fresno. Both people and property are also greatly affected by how the City is built and designed. Rising obesity, poor air quality, and associated high levels of lung disease and asthma, and concerns over the homeless population and neighborhood crime are all reasons that Fresno’s decision makers have taken a renewed interest in promoting policies and programs that improve community health.

Specific projects and/or actions, timing, cost, and potential funding sources are as follows:

Project	Project Name	Project Description	Location (area)	Responsibility	Time Frame	Potential Funding Source*
H/W – A.1	Subarea Open Houses	On an annual basis (ideally during the same month of each year), the City should sponsor or support community open houses in each Downtown Neighborhood to discuss the progress of the Community Plan implementation and identify new programs and projects to improve quality of life. These open houses should be sponsored by the neighborhood organizations and/or other non-profit organizations working in each Downtown Neighborhood.				
H/W – A.2	Community Garden Construction	Construct or support the construction of a community garden in each subarea within five years of adoption of the Community Plan and one new community garden each five years thereafter.				
H/W – A.3	Social Service Concentration Ordinance	Create an ordinance regulating the maximum number and concentration of social services (homeless shelters and subsidized housing) in any individual subarea of the Downtown Neighborhoods, with the goal of ensuring an even distribution of services throughout the City to the extent permitted by law.				
H/W – A.4	CPTED Training	Train all planning staff in Crime Prevention Through Environmental Design (CPTED) principles and strategies.				
H/W – A.5	Separation of sensitive and noxious uses	As part of the permitting process, designate resources to ensure that new sensitive uses such as schools, healthcare facilities, residences, nursing homes, and parks are not located within 500 feet of building uses that generate toxic pollutants.				
H/W – A.6	Displacement of long-time residents and merchants	<p>Designate resources for City staff to:</p> <ul style="list-style-type: none"> <li>Convene a displacement task force to 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.</li> <li>Periodically gather data on lease rates, vacancy rates, and, if applicable, displacement for use by the task force.</li> <li>Continue to seek funding for mixed income and affordable housing within the plan area, and work with the owners of affordable housing properties to ensure that affordability is maintained over the long term.</li> </ul>				
JA Jane Addams Neighborhoods E Edison Fresno Neighborhoods L Lowell Neighborhood J Jefferson Neighborhood SE Southeast Neighborhoods DT Downtown SVN South Van Ness			* These Potential Funding Sources are preliminary for the Public Draft purposes. The project parameters and project costs will continue to be refined during the Public Review Process.			