

**COUNCIL RESOLUTION NO. 2002-379**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF FRESNO, CALIFORNIA, ADOPTING THE 2025 FRESNO GENERAL PLAN, ADOPTING TWO REQUESTED PLAN MODIFICATIONS AND CORRESPONDING AMENDMENTS TO THE POLICIES, LAND USE AND CIRCULATION MAPS OF EDISON, ROOSEVELT, CENTRAL AREA, FRESNO HIGH-ROEDING, McLANE, BULLARD, HOOVER, AND WOODWARD PARK COMMUNITY PLANS; THE MASTER PARKS PLAN; THE MASTER TRAILS MANUAL; AND ADOPTING THE WEST AREA COMMUNITY PLAN

WHEREAS, the California Planning and Zoning Law, specifically, California Government Code Section 65300, requires the city to adopt a comprehensive, long-term general plan for the city's physical development and for any land outside of city boundaries which bear relation to the city's planning; and,

WHEREAS, on November 20, 1984, the City Council of the City of Fresno (Council) adopted a General Plan for the City of Fresno; and,

WHEREAS, Chapter 12, Article 6, of the Fresno Municipal Code, known as the Local Planning and Procedures Ordinance (LPPO), at Section 12-601, *et seq.*, governs procedures for the adoption and amendment of general, community, and specific plans; and,

WHEREAS, since the adoption of the 1984 General Plan, the Council adopted the Bullard Community Plan in 1988, Central Area Community Plan in 1989, Woodward Park Community Plan in 1989, Roosevelt Community Plan in 1992, the Fresno Air Terminal/Yosemite International Airport and Environs Specific Plan in 1987 (amended 1992 and 1997), the Master Parks Plan in 1989, Yosemite School Area Specific Plan in 1988; Tower District Specific Plan in 1990; Highway City Specific Plan in 1998; Fulton-Lowell Specific Plan in 1996; Fresno Chandler Downtown Airport Master and Environs Specific Plan in 1999; and the Master Trails Manual in 1990; and,

Adopted 11-19-02  
Approved 11-21-02  
Effective 11-21-02

WHEREAS, Section 12-605-G of the LPPO calls for the periodic review (and revision, as necessary) of the city's general plan; and,

WHEREAS, on April 3, 2001, pursuant to LPPO Section 12-606, the Council adopted Resolution 2001-118, initiating the 2025 Fresno General Plan, including all plan elements as a comprehensive update of the 1984 Fresno General Plan (with the exception of the Housing Element, which has been processed, heard, and enacted separately as required by State law and with the exception of the Mineral Resources Element which pursuant to State law and State Mining and Geology Board mandates was processed separately and adopted in a timely manner prior to the adoption of the 2025 Fresno General Plan) also including two plan modifications identified in Exhibit B; and,

WHEREAS, the 2025 Fresno General Plan was selected as the plan growth scenario from among three alternative plan scenarios presented to the Council; and,

WHEREAS, pursuant to the provisions of LPPO, one additional general plan modification request was received by the Planning and Development Department during the filing period of May 14, through May 25, 2001, (also identified in Exhibit B) and together with the two modification requests that were previously initiated, was also initiated by Council for consideration (hereinafter, the 2025 Fresno General Plan and three modifications are collectively referred to as 2025 Fresno General Plan); and,

WHEREAS, Resolution 2001-118 initiated amendments to any community and specific plans that are directly affected by the 2025 Fresno General Plan; and,

WHEREAS, pursuant to Council's direction, staff as appropriate, initiated amendments to the text, policies, circulation and land use diagrams of community and specific plans that are directly affected by the 2025 Fresno General Plan, and have included necessary amendments to the policies and texts of those affected community and specific plans, which amendments were noticed, considered and reviewed with the proposed general plan; and,

WHEREAS, pursuant to Resolution 2001-118, the Planning and Development Director initiated the West Area Community Plan, which is contained within the 2025 Fresno General Plan; and,

WHEREAS, pursuant to this authority, the Planning and Development Director initiated the amendment to the affected text, policies, land use and circulation maps of the Edison, Roosevelt, Central Area, Fresno High-Roeding, McLane, Bullard, Hoover, and Woodward Park Community Plans, Fresno Yosemite International Airport and Environs Specific Plan, Master Parks Plan and the Master Trails Manual; and,

WHEREAS, the city procured the assistance of a professional environmental consultant to assist in the drafting and circulation of Master Environmental Impact Report (MEIR) No. 10130, with the 2025 Fresno General Plan as the preferred project and to include assessment of the initiated text, policies, land use and circulation map amendments to the Edison, Roosevelt, Central Area, Fresno High-Roeding, McLane, Bullard, Hoover, Woodward Park, and West Area Community Plans, Fresno Yosemite International Airport and Environs Specific Plan, Master Parks Plan and the Master Trails Manual; and,

WHEREAS, staff conducted a series of duly noticed public informational meetings on June 24 and 26, 2002, on Draft MEIR No. 10130 and the 2025 Fresno General Plan and text, policies, land use and circulation map amendments to the West Area, Edison, Roosevelt, Central Area, Fresno High-Roeding, McLane, Bullard, Hoover, and Woodward Park Community Plans, Fresno Yosemite International Airport and Environs Specific Plan, Master Parks Plan and the Master Trails Manual, at which meetings substantial public input was received on the merits of the 2025 Fresno General Plan and Draft MEIR No. 10130; and,

WHEREAS, the proposed 2025 Fresno General Plan, West Area Community Plan, and the Edison, Roosevelt, Central Area, Fresno High-Roeding, McLane, Bullard, Hoover, and Woodward Park Community Plans, Fresno Yosemite International Airport and Environs Specific Plan, Master Parks Plan and the Master Trails Manual text, policy, land use and circulation map amendments were prepared and circulated for comment to each of the planning advisory committees within each of the community plan areas of the city as follows: Bullard Implementation, Edison/Southwest Fresno, Fulton/Lowell Design Review, Fulton/Lowell Implementation, Highway City Specific Plan Implementation, Roosevelt Implementation, Tower District Design Review, Tower District Specific Plan Implementation, Northeast Area Plan Implementation and West Area Implementation; and,

WHEREAS, each of the previously mentioned planning advisory committees recommended approval of the 2025 Fresno General Plan, the West Area Community Plan Policy, and the text, policies, land use and circulation map amendments to the Edison, Roosevelt, Central Area, Fresno High-Roeding, McLane, Bullard, Hoover, and Woodward Park Community Plans, Fresno Yosemite International Airport and Environs Specific Plan, Master Parks Plan and the Master Trails Manual; and,



WHEREAS, on September 23, 2002, the Airport Land Use Commission (ALUC) determined that the 2025 Fresno General Plan is consistent with the ALUC's Sierra Sky Park Land Use Policy Plan, ALUC's Fresno - Chandler Downtown Airport Land Use Policy Plan and the ALUC's Fresno Air Terminal Land Use Policy Plan; and,

WHEREAS, the 2025 Fresno General Plan Update, the Edison, Roosevelt, Central Area, Fresno High-Roeding, McLane, Bullard, Hoover, Woodward Park Community Plans, Fresno Yosemite International Airport and Environs Specific Plan, Master Parks Plan and the Master Trails Manual text, policies, land use and circulation map amendments, and the West Area Community Plan, and related Draft MEIR No. 10130 were referred to the County of Fresno, resulting in a public hearing before the Board of Supervisors on June 25, 2002; and,

WHEREAS, the Fresno City Planning Commission, pursuant to duly noticed and scheduled hearings on August 17 and 21, 2002, and September 4, 10, 18 and 26, 2002, and October 2 and 16, 2002, received public testimony and other information, and deliberated and considered the provisions of the 2025 Fresno General Plan, the West Area Community Plan, the text, policies, land use and circulation map amendments to the Edison, Roosevelt, Central Area, Fresno High-Roeding, McLane, Bullard, Hoover, and Woodward Park Community Plans, Fresno Yosemite International Airport and Environs Specific Plan, Master Parks Plan and the Master Trails Manual, and Draft Master Environmental Impact Report No. 10130; and,

WHEREAS, on October 16, 2002, the Planning Commission adopted a resolution making the following recommendations to the City Council regarding the 2025 Fresno General Plan:

(1) as recommended by staff, that the Council adopt the 2025 Fresno General Plan as an update of the 1984 General Plan, including all text, policies, maps, tables and exhibits as contained in the 2025 Fresno General Plan document dated February 1, 2002;

(2) that the Council adopt the text, policies, land use and circulation maps for the Edison, Roosevelt, Central Area, Fresno High-Roeding, McLane, Bullard, Hoover and Woodward Park Community Plans and the Fresno Yosemite International Airport and Environs Specific Plan, Master Parks Plan and Master Trails Manual as contained in the 2025 Fresno General Plan dated February 1, 2002, and as specified in attached Exhibit "A", to the Planning Commission resolution; and,

(3) that the Council adopt the two plan modifications (Plan Modification Numbers 1 and 2 of Appendix "C") submitted pursuant to the provisions of the LPPO as noted on attached Exhibit "B" to the Planning Commission resolution.

(4) that the Council deny Plan Modification Number 3 of Appendix "C" of the 2025 Fresno General Plan, submitted pursuant to the provisions of the LPPO as noted in attached Exhibit "B" to the Planning Commission resolution.

(5) that the Council make the findings and take the action recommended in the attached exhibits and in the accompanying resolution relating to Draft MEIR No. 10130;

(6) that the Council consider the Planning Commission's additional comments and recommendations regarding the 2025 Fresno General Plan as specified in attached Exhibit "C" to the Planning Commission resolution.

(7) that the Council consider revision to Policy A-1-b of the Implementation Element of the 2025 Fresno General Plan to require that the Planning Commission participate, review and provide input into the annual "Status of the General Plan Report" to be presented by the mayor to the Council; and,

WHEREAS, on September 24, 2002, the City Council held a duly noticed public workshop at which the Council reviewed the proposed 2025 Fresno General Plan and related Draft MEIR in order that the Council may be better informed on the complexity of and the inter-relationship between the proposed 2025 Fresno General Plan and the Draft MEIR; and,

WHEREAS, following the workshop overview of the 2025 Fresno General Plan and Draft MEIR the Council continued the public hearing in order to allow for public participation and testimony regarding the 2025 Fresno General Plan and the Draft MEIR; and,

WHEREAS, on October 22, 2002, the City Council conducted a public hearing and received public testimony and reviewed and considered the information in the 2025 Fresno General Plan and related Draft MEIR including, but not limited to, the "Responses to Written Comments" for Draft Master Environmental Impact Report No. 10130 (State Clearinghouse No. 20001071097) and 2025 Fresno General Plan dated October 22, 2002 (and related "Responses to Late Written Comments" dated October 16, 2002); and all recommendations as presented by staff at the public hearings of September 24, 2002 and October 22, 2002 and after considerable discussion continued the public hearing to November 19, 2002; and,

WHEREAS, on November 19, 2002, the City Council considered and discussed the adequacy of the proposed Final MEIR No. 10130 as an informational document, reviewed the potential significant impacts of the 2025 Fresno General Plan as presented in the Final MEIR and takes the following action to certify the Final MEIR No. 10130, as having been completed in compliance with the California Environmental Quality Act (CEQA).

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Fresno,

California, as follows:

1. All staff reports and analysis submitted in connection with this matter are hereby incorporated by this reference.
2. The Council completed and closed its hearings on the 2025 Fresno General Plan, the West Area Community Plan, the text, policies, land use and circulation map amendments to the Edison, Roosevelt, Central Area, Fresno High-Roeding, McLane, Bullard, Hoover, and Woodward Park Community Plans, the Fresno Yosemite International Airport and Environs Specific Plan, Master Parks Plan, and Master Trails Manual on November 19, 2002, in accordance with all relevant provisions of the LPPO.
3. The Council finds that the 2025 Fresno General Plan has been prepared in accordance with the LPPO and the provisions of Government Code Section 65302.
4. The Council finds that the West Area Community Plan has been prepared in accordance with the LPPO.
5. The Council finds that the proposed 2025 Fresno General Plan, text, policies and land use map for the Edison, Roosevelt, Central Area, Fresno High-Roeding, McLane, Bullard, Hoover, and Woodward Park Community Plans, Fresno Yosemite International Airport and Environs Specific Plan, Master Parks Plan and the Master Trails Manual have been prepared in accordance with the LPPO.
6. The Council finds that the proposed 2025 Fresno General Plan, policies and circulation map for the Edison, Roosevelt, Central Area, Fresno High-Roeding, McLane, Bullard, Hoover, and Woodward Park Community Plans, Fresno Yosemite International Airport and Environs Specific Plan, Master Parks Plan and the Master Trails Manual have been prepared in accordance with the LPPO.
7. The Council adopts the 2025 Fresno General Plan as an update of the 1984

General Plan, including all text, policies, maps, tables and exhibits as contained in the 2025 Fresno General Plan document dated February 1, 2002.

8. The Council adopts the West Area Community Plan, land use and circulation maps and related text and policies as set forth in Appendix W of the 2025 Fresno General Plan, dated February 1, 2002.

9. The Council adopts the text, policies and land use map for the Edison, Roosevelt, Central Area, Fresno High-Roeding, McLane, Bullard, Hoover, and Woodward Park Community Plans, the Master Parks Plan and the Fresno Yosemite International Airport and Environs Specific Plan as contained in the 2025 Fresno General Plan dated February 1, 2002, and as specified in attached Exhibit "A", to this resolution.

10. The Council adopts the text, policies and circulation map for the Edison, Roosevelt, Central Area, Fresno High-Roeding, McLane, Bullard, Hoover, and Woodward Park Community Plans, the Fresno Yosemite International Airport and Environs Specific Plan, Master Parks Plan, and the Master Trails Manual, as contained in the 2025 Fresno General Plan dated February 1, 2002, and as specified in attached Exhibit "A" to this resolution.

11. The Council adopts the two plan modifications (Plan Modification Numbers 1 and 2 of Appendix "C") submitted pursuant to the provisions of the LPPO as noted on attached Exhibit "B" to this resolution; and, the Council denies Plan Modification Number 3 of Appendix "C" of the 2025 Fresno General Plan, submitted pursuant to the provisions of the LPPO as noted in attached Exhibit "B" to this resolution.

12. The Council makes the findings and takes the action recommended in the attached exhibits and in the accompanying resolution relating to Final MEIR No. 10130 (including the revisions, clarifications, additions and deletions to the 2025 Fresno General

Plan as noted in Exhibit "C" of the resolution certifying Final MEIR No. 10130).

13. The Council considers and concurs with the Planning Commission's additional comments and recommendations regarding the 2025 Fresno General Plan as specified in attached Exhibit "C" to this resolution.

14. The Council, pursuant to recommendation of the Planning Commission, hereby takes action to revise Policy A-1-b of the Implementation Element of the 2025 Fresno General Plan to require that the Planning Commission participate, review and provide input into the annual "Status of the General Plan Report" to be presented by the mayor to the Council.

BE IT FURTHER RESOLVED by the Council of the City of Fresno, California, as follows:

1. Policy C-2-l of the 2025 Fresno General Plan is revised to read as follows:

Manage urban development to enhance the vitality, appeal and value of the entire metropolitan area. The Council will evaluate and implement appropriate funding mechanisms and programs that will contribute to the construction of appropriate urban infrastructure improvements within the established urban core communities.

2. Policy G-1-e (third bullet point) of the 2025 Fresno General Plan is amended to read as follows:

- infill and appropriately intensified development within the center city and other appropriate locations near transportation routes to reduce peripheral urban development. This is encouraged through plans and policies that endorse more intensive land uses and use of incentives such as those available in redevelopment areas and the Fresno Enterprise Zone, Community

Development Block Grant (CDBG) funding for public improvements, and development fee or public improvement cost reductions ~~through linkage fees paid by development located on the urban boundary~~ funded by appropriate council approved programs and mechanisms.

3. Policy C-5-a of the 2025 Fresno General Plan is revised to read as follows:

Support and implement the "Vision 2010 Downtown Fresno" Action Strategy of March 2002 as supported by the mayor's Downtown Implementation Team (DIT) and the recommendations of the associated Research, Review and Recommendation Committee (3RC) delineated in the 3RC advisory report of September 21, 2001, to the extent it is consistent with the 1989 Central Area Community Plan including the Council direction that the Fulton Mall be retained as a pedestrian mall.

4. The proposed land use for the approximately 10 acre site located on the southeast corner of North Brawley and West Herndon Avenues as shown on Exhibit 4 (Land Use and Circulation Map) of the 2025 Fresno General Plan is hereby designated for office-commercial land use.

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STATE OF CALIFORNIA )  
COUNTY OF FRESNO ) ss.  
CITY OF FRESNO )

I, REBECCA E. KLISCH, City Clerk of the City of Fresno, certify that the foregoing resolution was adopted by the Council of the City of Fresno, at a regular meeting held on the 19th day of November, 2002.

AYES : Calhoun, Castillo, Duncan, Quintero, Ronquillo, Perea  
NOES : Boyajian  
ABSENT : None  
ABSTAIN : None

Mayor Approval: November 21 , 2002  
Mayor Approval/No Return: N/A , 2002  
Mayor Veto: N/A , 2002  
Council Override Vote: N/A , 2002

REBECCA E. KLISCH  
City Clerk

BY: Rebecca E. Klisch

APPROVED AS TO FORM:  
HILDA CANTÚ MONTOY, CITY ATTORNEY  
CITY ATTORNEY'S OFFICE

BY: [Signature]  
Deputy



AGENDA ITEM NO. 9:00 a.m.  
COUNCIL MEETING 10/22/02

APPROVED BY

DEPARTMENT DIRECTOR

CITY MANAGER

# EXHIBIT A

**Community Plan Changes  
Consistent with the 2025 Fresno General Plan**

**FRESNO CITY COUNCIL**

**RESOLUTION NO. 2002-379**

**PUBLIC HEARING DATE: November 19, 2002**

[ " OLD " ]

# BULLARD

# COMMUNITY PLAN

IN REPEALED  
ENTIRETY

Adopted by City Council on October 2, 1975  
Amended: 12/14/77, City Council Resolution No. 77-552  
: 4/11/78, City Council Resolution No. 78-150

Ted C. Wills

Ted C. Wills, Mayor

R. W. Hanley

Ralph W. Hanley,  
Chief Administrative Officer

George A. Kerber

George A. Kerber  
Director of Planning &  
Inspection

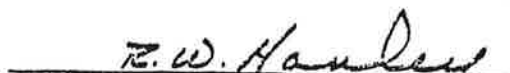


# Edison Community Plan

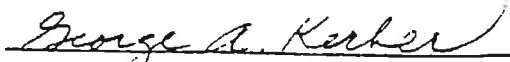
*Adopted by the Fresno City Council on May 10, 1977*



*Daniel K. Whitehurst*  
Mayor



*Ralph W. Hanley*  
Chief Administrative Officer



*George A. Kerber*  
Director of Planning & Inspection

## SUMMARY OF PLAN PROPOSALS

### OBJECTIVES

The purpose of Edison Community plan is to provide a framework for public and private actions which will stimulate the long-term balanced growth of the community. In order to achieve this overall purpose there are three primary objectives which should be stressed.

To stimulate growth in the Edison Community by improving the quality of the environment and the strategic provision of public facilities improvements.

To provide housing in the Edison Community to accommodate the housing needs of a broad range of socio-economic groups through both new development and rehabilitation.

To stimulate an increase of income levels throughout the Edison Community through programs of economic and employment development.

### MAJOR PLAN PROPOSALS

#### A. Community Center

The Edison Community Center will provide a focus and identity to community life as proposed by the multiple centers concept of the City's adopted General Plan.

The focal point of the Edison Community Plan (see Figure 5) is the community center area located around the intersection of California Avenue and Fresno-Walnut Avenue. This "focal point of the community", should be the central place of local activities and contain a variety of public and private uses. Proposed physical development and land uses within the community center area are as follows:

Public Service Facilities. In addition to the Edison Community High School, public service facilities should be provided including a branch library, meeting rooms, the police service center, and civic information services. ~~It would be appropriate to expand the Hinton Neighborhood Center to house as many of these services as possible.~~

~~Health Care Facilities. Within a unified complex, private medical offices and a community health clinic for emergency and outpatient care should be provided.~~

Park and Recreational Facilities. The Edison High School playground and the adjoining park should be designed to work as an integral unit, serving after school and weekend leisure time needs.

Greenways. Pedestrian greenways should link the community center with surrounding residential neighborhoods.

Commercial Development. A community shopping center should be developed as an integral component of the community center.

Residential Development. Medium-high residential development should be encouraged within the "community center" with medium- to medium-low density development radiating outward ~~to the agricultural greenbelt.~~

Circulation. ~~The existing alignments of Fresno and Walnut Avenues should be redesigned to provide a continuous street intersecting with California Avenue, which will focus traffic movement on the proposed center.~~

#### Urban Growth Management Process

The City of Fresno has established a new process to evaluate development proposals on the fringe of the urban area which would effect the direction and timing of urban growth. This "Urban Growth Management Process" will be utilized on the fringe of the Edison Community, a more detailed discussion of the process is offered in the Appendix, page 69.

It is recommended that this new management process be applied to the Edison Community with due consideration for the significant social and economic needs of the community and this plan's proposals for a cohesive pattern of urban expansion.

#### Development of Housing

The Edison Community Plan includes some major shifts in residential land use and housing policies from those in effect within the community in recent years; such redirection is in response to the expressed desires of the citizens who have participated in the Community Planning program.

~~The plan illustrates generally lower densities than existing plans in effect.~~ The overall density of the community would be medium; medium-high residential densities are illustrated only where the city has made strong commitments for multiple-family development and to provide support for the "community center" concept. The lowest urban densities in the planning area are illustrated proximate to Kearney Boulevard.



The intent is to preserve the character of existing residential neighborhoods, which are primarily single-family residential development. Redevelopment programs are surely necessary to improve physical conditions within the community, but the focus of such programs should be toward rehabilitation and the replacement of single-family housing within areas that are single-family residential in character. Redevelopment activity should not threaten home ownership by the displacement and relocation of existing residents.

Efforts should be made to stimulate more moderate-to middle-income housing within the community. Although additional low-income housing must be provided, concentrations of such housing within limited areas ought to be avoided.

As a means of luring more middle-class residents to the community and encouraging home ownership, more concerted efforts to stimulate the mortgage market within the community should be pursued. Such efforts might include expansion of the City's current mortgage insurance program, lobbying for state and federal programs to provide special mortgage insurance programs for the community, and persuasion of local lenders.

#### Improving Commercial Services

The Edison Community Plan encourages the development of local commercial services within modern shopping centers. To achieve this it is recommended that existing, deteriorated freestanding commercial uses be eliminated as redevelopment activity occurs. A major proposal is the development of a community shopping center to be located within the "community center." Desired locations for neighborhood shopping centers are also illustrated by the plan map (see Figure 5).

Also proposed is the elimination of blighted strip commercial uses along Elm Avenue. A Specific Plan is underway for Elm Avenue which would determine the desired pattern of land uses and proposed means to implement a regeneration of the area.

Finally, the plan recommends the development of office commercial uses along Fresno Street extending northeasterly from the proposed community center.

#### Open Space System

The Edison Community Plan contains recommendations related to the preservation of valuable agricultural land and the development of an urban open space system (see Figure 6).

~~The Community Plan map illustrates areas proposed for preservation of a permanent agricultural greenbelt (see Figure 5). The recommended techniques for preserving agricultural land uses are the application of zoning controls and tax incentives (California Land Conservation Act).~~

The planned streets and highways system within the Edison Community reinforces the ~~adopted~~ Circulation Element ~~(see Figure 7)~~; ~~no changes in the existing planned circulation system appear necessary within the foreseeable future.~~ Although the local segments of Freeways 41 and 180 ~~will probably not be constructed within the next twenty years, the designation of such links are illustrated on the plan to reflect the long-range transportation objectives for the entire metropolitan area.~~ In the interim period, it is necessary to stimulate the planned improvements of existing State Highway 41 (Elm Avenue) and 180 (Whites-Bridge Road) and the "B" Street couplet to meet regional transportation needs.

As a priority action, government agencies should seek to improve the major and local street system within the existing urbanized area. This should be done as redevelopment activity and the new development occurs.

#### The Commitment of Government

Implementation of the Edison Community Plan will require a long-term commitment to action by government. Government actions must be responsive to the needs of the community's citizens and there is need for a firm commitment to include people in the decisions which will affect their community.

A commitment to action within the community should include strategic programs for redevelopment, priority for the allocation of capital improvements to correct existing deficiencies, the provision of high levels of urban services, and continued programs toward socio-economic improvement.

#### Specific Plans

The County of Fresno has played an active role in the development of the Edison Community. In accordance with a desire to create and protect a healthy residential environment the County has adopted a Walnut Gardens Community Action Plan. ~~This plan is compatible with the Edison Community Plan and will remain in effect.~~

The Edison Community Plan refines General Plan goals and policies to fit them to the particular social and physical needs of the community. This, in turn, provides the framework for the development of specific plans and significant development proposals.

Within the urbanized areas of the Edison Community, the City of Fresno has developed and is in the process of developing specific plans to establish detailed policies regarding land use, circulation and development criteria to insure the provision of a livable human environment. There are three specific plans in effect at this time, the Fruit/Church Redevelopment Plan, the North Avenue Industrial Triangle and the Urban Renewal Plan. These plans are refinements of the West Fresno Community Plan (1966) and were designed to implement the Community Plan and to establish a set of detailed guidelines to aid the public and private development programs in the Edison Community. When the revised Community Plan is adopted it will be necessary to ammend the Urban Renewal Plan to bring it into conformance with the updated planning proposals for the Edison Community. The Fruit/Church Redevelopment Plan and the North Avenue Industrial Triangle are in conformance with the Edison plan and will remain in effect.

~~Specific planning in progress or to be scheduled for development following the adoption of the Edison Community Plan include:~~

- ~~1. The Elm Avenue Specific Plan (see Figure 8) will cover the area adjoining Elm Avenue from the North Central Canal north to California Avenue. All of the elements essential to revitalizing the areas along Elm Avenue and recognizing that street as a major gateway to the metropolitan area will be dealt with in the plan.~~
- ~~2. The Kearney Boulevard Specific Planning Program (see Figure 8) has already developed a proposed plan and it is appropriate that this document continue in the review and adoption process.~~
- ~~3. The Whites Bridge Avenue area (see Figure 8) should be a part of a metropolitan wide study which will make recommendations for special design criteria to be utilized on the significant gateways to the City of Fresno.~~
- ~~4. The Major Metropolitan Outdoor Recreation Area (see Figure 8) will require the development of a design proposal to facilitate the Community Plan's recommendation that the City's sanitary land fill site be converted from a long term problem to a significant community asset.~~

HOUSING

\*It is recommended that efforts be taken to stimulate a greater number of mortgage investments to encourage home ownership in the Edison Community. One available alternative would be for the City to issue municipal bonds to support home mortgages; such an approach could generate revenues to subsidize down payments, permit interest rates lower than current market rates, or to extend the period of mortgage payments. The City should also take measures to encourage the State and Federal governments to assume a greater responsibility in the housing market. A state bond program, similar to Cal-Vet, to stimulate housing rehabilitation or new housing within inner-city areas could have a similar effect. Finally, federal interest subsidy programs to stimulate home ownership should be reinitiated.

\*It is recommended that future residential development be designed to meet the housing needs of a wide range of family units including young singles, elderly, and families. Site plan review of residential development should insure the provision of adequate open space designed to meet the needs of the anticipated residents.

\*It is recommended that all available means be used to encourage the development of a senior citizens housing complex which would be located in proximity to transportation, health care facilities, shopping and public facilities such as libraries and neighborhood centers.

~~The intersection of "B" Street and Ventura Avenue is recommended as an ideal site for the immediate development of housing for the elderly. In addition to the "B" Street site, it is recommended that the planned Northwestern corner of California and Fresno Street be considered as an optimal long-range site for a Senior Citizens Housing Complex.~~

\*It is recommended that the land use plan be utilized to encourage a full range of residential environments in the Edison Community which will create housing opportunities for low, middle and upper income families and will add to the maintenance of community stability.

COMMERCIAL



an evolution of Elm Avenue into a mixed use area with progressively more marginal types of commercial development over the years. Since Elm Avenue is designated as State Highway 41 and serves as a major entrance to Fresno from the southwest, the negative image of the area affects not only the Edison Community but the entire city.

The width, surface, and design of Elm Avenue has been improved by the California Department of Transportation. Improvements to the abutting land uses may prove more difficult due to the lack of private market pressure to develop and to the difficulty involved in coordination of City and County policies. However, improvements are desirable both for the residents of the Edison Community and for those people who enter the metropolitan area by way of Elm Avenue. ~~The Edison Community Plan recommends that a specific planning effort be initiated for Elm Avenue in the near future to determine the feasibility of improvements to that area and to identify the means which could be used to bring about desired changes.~~ The close involvement of the Fresno County Department of Planning in this specific plan effort is crucial to the viability of any recommendations made by the plan, as much of the area is unincorporated. ~~Design criteria for that specific plan effort and one possible alternative are shown in the Appendix, pages 69 and 70.~~

#### Commercial Offices

Commercial office development in the Edison Community is seriously deficient. The existing ten acres of offices is only 40 percent of the average citywide service level. A conspicuously absent type of office development is banking service. Chinatown has the two nearest banks (Bank of Tokyo and Bank of America). A similar shortage of business and professional services such as doctors, dentists, and lawyers can be noted. Lacking these services, local residents are handicapped in many aspects of everyday life. An absence of financial services is an economic hardship on the community, and a shortage of doctors invariably affects local health care.

The need for a centralized location for professional offices has been expressed by the citizens included in the Edison Community planning area. It is hoped that the provision of a suitable location for the development of office and professional services will encourage the expansion of those services needed by the community. The plan proposes the designation of Fresno Street between Kearney Boulevard and California Avenue as an area which is central to the community and well suited to the requirements of office development. In addition to this, such development would be supportive of the proposed community center as a focus for local services.



### Assets

- \*There are business opportunities available in the community due to an underutilized market potential.
- \*The local stores provide important credit and check cashing services.
- \*Citizens involved in the planning program have indicated a high level of community support for their local commercial services.

### Liabilities

- \*There is a shortage of retail, professional, office, and financial services in the community.
- \*The residents have insufficient choice of commercial services.
- \*Goods and services are frequently overpriced and excessive credit buying is encouraged.
- \*Commercial services are inefficiently scattered.
- \*There are few modern shopping centers in the community.

### Recommendations

- \*It is recommended that existing, deteriorated "freestanding" commercial uses be phased out as the process of public and private redevelopment occurs ~~and replaced by conveniently located modern shopping centers.~~
- \*It is recommended that neighborhood shopping centers be distributed throughout the planned urban area to serve neighborhood residents in accordance with the proposals of the Edison Community Plan.
- \*It is recommended that a major community shopping center be developed as a component of the proposed "community center".
- \*It is recommended that office commercial uses be encouraged to develop along Fresno Street to provide a focus for local services.
- \*It is recommended that clusters of General Commercial activities be provided around the northeastern end of Fresno Street to provide services along the major circulation corridors in the area.
- \*It is recommended that the proposals of the Central Area Plan be applied to the "Chinatown" area.
- ~~\*It is recommended that the attached Policies/Design Criteria be utilized in the formulation of a Specific Plan for Elm Avenue. See Appendix, pages 69, 70).~~

~~\*It is recommended that the City initiate rezoning of unplanned, scattered commercial sites to a zone classification which would be in conformance with the plan when; a) the existing uses on the sites are relocated or go out of business; or b) in the case of vacant land, or nonconforming development, as soon as possible.~~

INDUSTRIAL

The land use pattern in the former area is a mixture of agricultural, residential, and industrial activities. The 1974 General Plan sought to eliminate the historical commitment to industrial development in the area by calling for the creation of low density residential development. However, the industrial uses already in this area together with a pattern of industrial zoning indicates that the most appropriate recommendation for this area would be to continue the previously accepted plans for industrial development. Elm Avenue is the second area which requires a restudy of the General Plan's recommendations for industrial development. This street is a major gateway to the Metropolitan Area. However, the area is currently developed with a complex mixture of blighted industrial and commercial activities, and the task of designing a feasible strategy for renovating the area will require detailed study. ~~Therefore, it is appropriate to recommend a specific planning project to investigate ways to improve the aesthetic appearance and economic viability of Elm Avenue, (see Figure 8). Prior to the completion of the specific plan for the area the community plan will reflect the existing land use situation along Elm Avenue. A generalized land use proposal and a set of policies/design criteria for an Elm Avenue Specific Plan are included in the Appendix, pages, 75 and 77.~~

#### Assets

- \*There are a variety, as well as a large number of sites available for new industrial expansion.
- \*The City is willing to provide the necessary improvements for planned industrial development.
- \*The planned industrial areas are provided with good access to transportation via State Highways 41, 180,99 and the Southern Pacific Railway.

#### Liabilities

- \*Many of the adverse impacts of the City's industrial development are disproportionately imposed on the Edison residents.
- \*Scattered industrial activities are in conflict with existing and proposed residential areas.
- \*The community is overzoned for industrial development.
- \*The continued development of intense industrial activities, without the establishment of necessary controls to reduce their environmental impact, will seriously affect the desirability of adjacent residential neighborhoods.

## Recommendations

\*It is recommended that special property development standards be applied to minimize the adverse effects of industries on adjacent residential areas. Such property development standards should include a twenty to thirty foot setback requirement for industrial properties along streets separating industrial and residential districts; requirements for landscape buffers within such setbacks, and requirements for solid masonry walls and landscaping to screen industrial parking, loading, and open storage areas from adjacent residents.

\*It is recommended that access to industrial properties along major streets which separate residential and industrial districts be limited, or if possible, prohibited.

\*It is recommended that only light industrial uses, which are compatible with the character of residential areas, be permitted where industrial and residential districts interface.

\*It is recommended that established industries which cannot be relocated but which pose nuisances of noise, odor, and glare be required to eliminate such adverse conditions if they are to continue operation.

~~\*It is recommended that all possible efforts be taken to phase out scattered and/or deteriorated industrial uses which are outside areas designated as industrial districts by the Edison Community Plan.~~

\*It is recommended that all possible efforts be taken to minimize the adverse effects of selected industrial land uses and facilities. Particular recommendations include the following:

- ~~- Develop a Specific Plan to eliminate blighting conditions along Elm Avenue, recognizing it as a major gateway to the Fresno Metropolitan Area, and the priority for its renovation should be treated accordingly. The generalized land use alternative for Elm Avenue and the Policies/Design Criteria for an Elm Avenue specific plan included in the appendix should be considered as a starting point for the planning project.~~
- Relocate salvage yards which have a blighting influence on the community through a program of incentives or redevelopment.

\*It is recommended that all future industrial development proposals develop in conformance with the Edison Community Plan map and policies.

\*It is recommended that the Planning Division include further study in the salvage yard concept ~~in the 1977-78 work program.~~

~~\*It is recommended that the City facilitate the relocation of the Hormel Meat Packing Plant to an appropriate planned industrial area.~~

~~\*It is recommended that the City initiate rezoning of unplanned, scattered industrial sites to a zone classification which would be in conformance with the plan when: a) the existing uses on the sites are relocated or go out of business; or b) in the case of vacant land, or nonconforming development, as soon as possible.~~

ENVIRONMENTAL RESOURCES AND OPEN SPACE



## Recommendations

~~\*It is recommended that the maximum amount of agricultural land within the Edison planning area be preserved. The Plan illustrates areas to be maintained in permanent agricultural uses. Fresno County should zone all such areas for exclusive agricultural purposes and encourage property owners to seek tax benefits under the provisions of the California Land Conservation Act. Areas illustrated as appropriate for ultimate urban development, but currently in agricultural use, should be preserved through use of the joint city-county policies on urban growth, subject to the EIR and Urban Growth Management process and developed in accordance with the plan map.~~

\*It is recommended that all possible measures be taken to minimize the adverse effects of selected land uses and facilities. Particular recommendations include the following:

- Relocate salvage yards which have a blighting influence on the community to more suitable location.
- ~~- Develop a Specific Plan to eliminate blighting conditions along Elm Avenue.~~
- ~~- Develop studies to determine economically feasible alternatives for guiding and upgrading development along Whites Bridge Avenue.~~
- Buffer and control industrial districts that are adjacent to planned residential areas.
- Buffer major transportation facilities (proposed freeways and Chandler Airport) from adjacent residential areas.

\*It is recommended that the City continue to monitor and improve the operation of the waste water treatment plant to minimize or eliminate any negative impact on Edison's air or water quality.

\*It is recommended that the present sanitary landfill site at Jensen and West Avenue be converted to a major outdoor metropolitan sports and recreation complex. A plan for its ultimate design should be prepared to allow a staged development of the landfill's ultimate form.

\*It is recommended that the facilities and concepts illustrated in the proposed Open Space Map be implemented as soon as possible. It is especially important to encourage the conversion of existing ponding basins into usable recreation facilities, and the development of the sanitary landfill site into an outdoor recreation area. ~~Although not shown by the community plan maps, pocket parks should also be developed throughout the community.~~

PUBLIC FACILITIES AND SERVICES

\*The method of financing flood control and other public improvements by the formation of special assessment districts has not been successful and poses additional financial burdens for the residents of Edison.

### Recommendations

\*It is recommended that the City continue its commitment to provide quality emergency services in the Edison Community. A metropolitan-wide study is underway to determine the optimal fire station locations, and this study may effect the location of Fire Station No. 7. Proposals contained within the Specific Plan for the North Avenue Industrial Triangle provide for more efficient standards of service. Programs of code enforcement and redevelopment are encouraged to improve structural conditions and thus reduce fire service demand.

\*The major focus of improving police services should be crime prevention and mechanisms to improve police-community relations; establishment of the Neighborhood Police Service Center is an excellent start. The concept of paramedic units to improve emergency health care services to the community should be endorsed and become an operating service of city government in the Edison Community.

~~\*It is recommended that existing school facilities be upgraded and new school facilities be provided as redevelopment and new development occurs. As a high priority item the relocation of a portion of Lincoln Elementary School should occur to permit the necessary improvement of "B" Street. As long-term plan proposals, the Irwin Junior High School site adjacent to Edison High School should be phased out and the existing Lincoln Elementary and Sunset Elementary Schools should be developed as junior high schools as the need develops to accommodate the population growth provided for the plan. Two additional elementary schools are also proposed by the community plan, to be provided as new development occurs, one in the vicinity of Hyde Park and Church Avenue and one near the intersection of Madison and Hughes Avenues.~~

\*It is recommended that the Edison High School-Hinton Center area be recognized as the Community Center. Substantial expansion of community level services and the facilities of the Hinton Center should be sought. The functions included within the community center area could eventually include: day care, health clinic, recreation, social and cultural activities, a library branch, and city information or community liaison services.

\*It is recommended that capital improvements which will benefit the Edison Community be pursued in a timely manner. Improvements to the waste water treatment facility and continuation of the City's ground-water management program, should be defined as priority items for the metropolitan area. Of more local significance are necessary improvements or replacement of obsolete sewer and water lines, deteriorated concrete improvements, and drain lines.

In cases where the burden of an assessment district would be excessive, and where redevelopment action is not possible, alternatives should be considered for a portion of the necessary project costs to be assumed by the City.

~~\*It is recommended that the City notify the Area 1 Neighborhood Council Chairperson of their intent to develop City-owned property so that the residents of Area 1 can be fully aware of proposed developments within the West Fresno Community, and that other governmental bodies be encouraged to do likewise.~~

~~\*It is recommended that the abandoned site of Fire Station No. 7, at Church and Holly, be considered for eventual use as a neighborhood facility and furthermore, that the City consult with Area 1 Neighborhood Council before a final decision on such a use.~~

\*It is recommended that all public facilities in the Edison Community be maintained on an equal quality basis with facilities in the metropolitan area.

~~\*It is recommended that the City clarify the fact that ponding basins illustrated in the agricultural portions of the community are suggested to service urban development up-stream and do not imply urbanization in the areas recommended for long-term agricultural activity.~~

\*It is recommended that the FCMA Bikeways Plan be implemented in the Edison Community following adoption of the community plan and that upon completion of the bikeways, they be maintained on an equal quality basis of other bikeways throughout the FCMA.

APPENDIX





## POLICIES/DESIGN CRITERIA FOR AN ELM AVENUE SPECIFIC PLAN

### Goal

Elm Avenue should be recognized as a major gateway to the Fresno Metropolitan Area and the priority for its renovation should be treated accordingly.

### Design Policies

A gateway "design treatment" should be established utilizing techniques such as:

- Boulevard area overlay zone/with special tree planting
- Back-on treatment for planned industrial areas
- A sign ordinance
- Special street lighting

Special effort should be made to create a compatible transition between the urban area and the agricultural lands to the south.

### Land Use Policies

The "generalized land use alternative for Elm Avenue" attached to this report should be considered as a starting point for further study.

Viable commercial activities which are physically sound should be preserved to form the base of new commercial service centers in the area.

### Implementation

Studies should be conducted to determine economically feasible alternatives to the underutilized commercial and industrial zoning in the area.

Various combinations of public and private action programs should be investigated to rehabilitate or phase out the deteriorated development in the area.

As an interim measure there should be a vigorous program of code enforcement to alleviate the worst of the unsafe and blighted conditions.

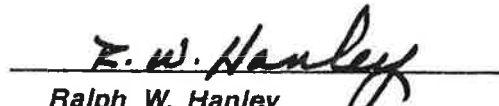


# Fresno High-Roeding Community Plan

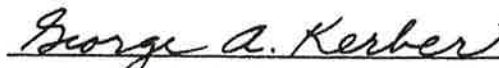
*Adopted by the Fresno City Council on December 1, 1977*



**Daniel K. Whitehurst**  
Mayor



**Ralph W. Hanley**  
Chief Administrative Officer



**George A. Kerber**  
Director of Planning & Inspection



THE FRESNO HIGH/ROEDING COMMUNITY PLAN: A SUMMARY

PLAN PROPOSALS



Much of the policy related to commercial land use in the Fresno High/Roeding Community is directed toward the adjustment of neighborhood level services to achieve a healthy balance between need and services. The plan offers a detailed listing of recommendations for expansion or maintenance of services and attempts to promote clustering of neighborhood commercial uses.

The limited market potential and poor accessibility of zoned heavy commercial land along the western side of Freeway 99 are recognized and the plan recommends more appropriate zoning for approximately 130 acres of C-6 zoned land.

The formulation of a specific plan is recommended on the topic of strip commercial development. Such a plan should deal with problems such as the proliferation of signs, outdoor storage, parking, access, and congestion. While it would be very useful in dealing with conditions in the Fresno High/Roeding Community, its applicability would not be limited to any single community.

#### Minimizing the Environmental Impact of Industry

Established industrial land use sites and policies are perpetuated by the Fresno High/Roeding Community Plan. ~~A study is recommended to establish performance standards for industry with specific application to sites in the Fresno High/Roeding Community.~~ Of particular reference are the open storage and parking problems in the Blackstone/McKinley industrial area.

~~The plan also recommends the limiting of future expansion of industrial uses along the West Belmont corridor to the Brawley Avenue alignment in recognition of the abundance of planned industrial zoning in other areas and the diminished prospects for freeway development to serve that area.~~

~~The plan seeks to confine future industrial development to areas with adjacent compatible land uses.~~ Additionally, industrial performance standards, including improved noise attenuation measures, are recommended to mitigate the impact of industrial development in areas where land use conflict is unavoidable.

#### Open Space and Environmental Resources

The Fresno High/Roeding Community Plan recommends the utilization of the General Plan Open Space Element to give policy direction for the location of future parks, playgrounds, and neighborhood recreation centers. The Open Space Plan, now being developed, will also detail potentials for the development of varied open space resources such as trails along canal easements ~~or pocket parks.~~

The community plan recommends that policies for the preservation of existing mature trees be integrated into public sector activities such as assessment districts, subdivision review and, at the discretion of the Planning Director, site plan review.

~~Use of the cleared freeway rights-of-way as a transitional open space area with specific neighborhood uses such as community gardens is recommended by the plan.~~

The development of two new recreational resources, a neighborhood park at the former Lafayette Elementary School site and a community activity center at the former site of Washington Junior High, are recognized as short-term improvements which are strongly needed in the community.

~~The importance of retaining valuable agricultural land is recognized by the Fresno High/Roeding Community Plan and policy is directed at the use of the AE-20 zoning designation to preserve agricultural uses.~~

The adverse environmental impacts of major streets on surrounding residences are recognized by the Plan and mitigating measures are recommended for any future urban development.

#### Circulation/Transportation

The circulation system for the Fresno High/Roeding Community Plan has been developed for many years and is based upon a grid system of major streets at half-mile intervals, and Freeway 99 diagonally bisecting the planning area.

~~The Fresno High/Roeding Community Plan recommends the retention of the rights-of-way for proposed Freeways 41 and 180 as public property for open space or transportation in order that future options for a transportation corridor may be preserved.~~

In recognition of delays in freeway construction, the plan recommends that Belmont Avenue between Fulton and Blackstone Avenues be upgraded to an arterial classification.

A study of means to reduce traffic on Olive Avenue and redirect trips which are more appropriate to arterial streets is recommended.

Weldon Avenue west from Fresno City College to Van Ness Avenue, and Van Ness Avenue north to Dakota Avenue are designated as a scenic drive to reinforce the maintenance of public landscaping and environmental quality in that area.

The intrusive effects of through traffic in older areas under the grid street system are recognized, and design measures to assist in solving neighborhood problems are offered. The implementation of such measures as traffic diverters and forming cul-de-sacs should be initiated by neighborhood residents.

A continuing program of development of bicycle facilities as recommended in the FCMA Bikeways Plan is anticipated by the plan as an expansion of transportation alternatives.

Public transportation will be expanded throughout the metropolitan area and in the Fresno High/Roeding Community. Transit improvements are recommended in hours and frequency of service, as well as in expansion of routes.

### The Commitment of Government

Implementation of the Fresno High/Roeding Community Plan requires continual commitment by local government to revitalization of the older portions of the City, sensitivity to the needs and desires of the community's citizens, and to planned, economically sound management of growth in the City's fringe areas.

A commitment to action in the Fresno High/Roeding Community will require adaptation and sensitive administration of City ordinances, code enforcement, and all programs related to housing which can be used to stabilize the area. The expanding awareness and commitment of citizens to the need for historic preservation must also play an active role in maintenance and improvement of the resources existing throughout the older urbanized portion of the community. The range of necessary policy and implementation activities will require a consistent level of inter-agency cooperation and creative management of available funding.

~~The area to the west of Freeway 99 will require cooperation between the City and County of Fresno in order to preserve the established character of the area designated for continued rural usage, and to planfully manage the appropriate development of that portion of the area assigned for urban residential use.~~

### Future Planning Requirements

Planning activity in the Fresno High/Roeding Community dates back to a report prepared in 1918 by "architect and city planner", Charles Henry Cheney, titled "Progress of a City Plan for Fresno". More recent efforts have included the Roeding Community Plan, adopted in 1960 by Fresno County, and the North Fresno Community Study, part of the 1964 Fresno-Clovis Metropolitan Area Project of the 1964 General Plan, adopted by the City and County of Fresno. The Fresno High/Roeding Community Plan will function as the much-needed update of plans for these areas.

The Fresno High/Roeding Community Plan refines policies and goals stated in the 1974 General Plan, adopted by the City of Fresno, in a manner which adapts them to fit the particular environment and physical needs of the community. This, in turn, provides the framework for the development of specific plans and significant development proposals.

Within the incorporated areas of the Fresno High/Roeding Community, the City of Fresno has developed and is in the process of developing specific plan policies to establish detailed land use and circulation



plans to ensure the provision of a livable human environment. One such specific plan, currently in effect, is a development policy for properties adjacent to North First Street between East McKinley and East Lamona Avenues. This plan details potential professional office and single-story multiple density housing alternatives to the single-family residential character of adjoining residential neighborhoods, and was adopted by the City Council in June, 1971.

Additionally, the Fresno Civic Center Master Development Plan was adopted in October, 1966, to provide detailed guidance for development in the area generally bounded by Van Ness, "R", Merced and Ventura Streets. Furthering a concept initially envisioned by Cheney's land use proposal, the Civic Center Plan is intended to create a centralized location for governmental, administrative and medical offices and facilities, cultural and convention related activities, and other supportive public uses and facilities. The plan promotes a pedestrian-oriented environment, consisting of malls, plazas, and special landscape and property development standards.

The City has also adopted several urban renewal plans which impact portions of the Fresno High/Roeding Community. These are as follows:

- South Angus Street Urban Renewal Plan, a residential redevelopment project for the area between Tulare, First, Ventura Streets and Freeway 41;
- Central Business District Urban Renewal Plan, a project intended to facilitate the rehabilitation and commercial revitalization within the area bounded by Tuolumne, Broadway, Ventura and Van Ness Streets; and
- Mariposa Urban Renewal Plan, applying to the area generally located between Divisadero, Ventura, "O" Streets and Freeway 41, and intended to facilitate redevelopment and reuse of such area for multi-family housing; professional, administrative and governmental offices; regional and specialty commercial uses; and light manufacturing.

Specific plan studies in progress or to be scheduled for development following adoption of the Fresno High/Roeding Community Plan include:

#### Specific Plans

~~1. The Fig Garden Specific Plan is being completed by neighborhood residents incorporated as the Fig Garden Specific Plan District working with a planning consultant firm. The primary focus of this plan is preservation of the character of the existing residential environment. Land use, circulation, and proposed uses of undeveloped land in Old Fig Garden will be detailed to ensure compatibility with the existing environment and the surrounding metropolitan area. The plan is further~~

~~expected to include an ordinance which will provide a consistent guide for actions of either the County or the City in the years ahead. (See Exhibit 7).~~

2. A specific plan for the Van Ness/Fulton Couplet will be formulated following the completion of the Central Area Plan and the Historic Preservation Element of the General Plan. This plan will be directed toward the development of a commercially-oriented landmark exhibiting the historic qualities of the area and will resolve issues of circulation, parking, and assembly of land.

~~3. A specific plan will be developed to apply to metropolitan-wide problems of strip commercial development. Alternate solutions to issues such as signs, outdoor storage, parking, access, and congestion will be addressed by the plan.~~

#### Studies and Recommended Programs

1. Continuing housing conservation and rehabilitation programs will utilize the information provided by the recently completed study by the Research Section of the Planning Division, titled, "A System of Conservation and Rehabilitation Project Sites Selection".

~~2. A study will be conducted to establish industrial performance standards which can be applied throughout the metropolitan area. Standards relating to open storage will be applied to the Blackstone/McKinley industrial area.~~

~~3. A study is planned to address off-street parking deficiencies and traffic problems in the Blackstone/McKinley industrial area.~~

4. It is recommended that a study be initiated to find means of reducing the flow of traffic on Olive Avenue and redirecting that long-trip traffic to arterial streets.

5. Several measures are recommended which will help in increasing and preserving the numbers and variety of trees which provide a needed environmental resource in an arid region such as the San Joaquin Valley. These measures include a tree preservation program, and changes in property development standards to allow for large street trees in new subdivisions.

6. Recommendations are included which would add features such as canal banks, railroad easements, and other available easements as linkages in a metropolitan open space system to the adopted Fresno County Recreation Trails System.

In addition, there are several major planning projects either in progress or anticipated to begin in the near future which will significantly impact activities in the Fresno High/Roeding Community. Three of these are elements of the General Plan: the Central Area Plan; the Historic Preservation Element; and the Open Space, Conservation and Recreation Element.

~~The fourth major project which is contemplated is an update of the 1974 General Plan which will investigate issues of conservation of agricultural land, energy conservation programs and policies, and issues related to proposed freeway system development and interim use of the purchased freeway rights-of-way. The framework provided by the Fresno High Community Plan will facilitate implementation of supportive policies in these plans.~~

RESIDENTIAL LAND USE



Recommendations

\*It is recommended that the implementation of the Plan should be directed by the guidelines in the following table, in conjunction with the "Land Use Conformance Matrix." (This is a table of administrative guidelines which has been submitted separately to the Planning Commission to clarify the relationship of zoning and residential densities).

RESIDENTIAL PLAN DENSITIES/RESIDENTIAL ZONING CORRELATION

Designation	Range of Dwelling Units Per Gross Acre	Population Per Dwelling Unit	Population Per Acre	Most Characteristic Zoning
High	11 and over	1.6	35 or more	<u>R-3, R-4</u>
Medium-High	6-11	2.2	13-24	R-2-A R-2
Medium	3.5-6	3	11-18	R-1 UPD
Medium-Low	2-3.5	3	6-11	R-1-B R-1-C
Low	.7-2.0	3	2-6	R-A R-1-A
Rural	Under .7	3	2 or less	AE-5

\*It is recommended that there be a continuous monitoring of housing quality through utilization of code enforcement and rehabilitation programs, to upgrade the quality of existing substandard units in older portions of the planning area and to prevent the overcrowding of single family neighborhoods which are planned for eventual conversion to higher densities.

\*It is recommended that a City-wide study be conducted to determine the need and priority for housing rehabilitation and conservation activity and that the findings of such a study be utilized to guide the activities of all local agencies concerned with housing.

\*It is recommended that where high density or non-residential land uses abut single family neighborhoods, the property development

standards of the zoning ordinance should be expanded to insure the maintenance of environmental quality in the area. Appropriate measures should include, but not be limited to greater setback requirements, landscaping, height limitations, and various architectural barriers appropriate to the particular situation.

\*It is recommended that further refinement of the Unit Planned Development (UPD) Ordinance be undertaken so that UPD concepts may play a more important role in the development of innovative design proposals.

\*It is recommended that the Site Plan Review process be utilized to coordinate the design of multi-family housing projects with the anticipated family size and age of the anticipated residents.

\*It is recommended that both public and private rehabilitation efforts be encouraged to preserve the historically significant residential structures and neighborhoods in the community and that the older portions of the community be promoted as a major source of moderate income housing for the metropolitan area.

\*It is recommended that local agencies develop a coordinated strategy for the provision of subsidized and public housing within the planning area. Participants in the development of such a strategy should include the City of Fresno and the Housing Authorities of the City and County of Fresno.

\*It is recommended that any low-income or public housing constructed within the community should not be concentrated but should be dispersed throughout the community.

\*It is recommended that higher density residential development within the community be focused on those areas in need of incentives for private renewal.

\*It is recommended that land west of Freeway 99 which is planned for urban development be protected from further parcelization so as to maintain the opportunities for eventual urban development.

~~\*It is recommended that specific plans be prepared concurrently with all new subdivision occurring west of the Freeway 99 to insure that conflicts between rural residential and urban residential uses are minimized. Those areas recommended for a continuation of rural density residential development are expected to remain under the jurisdiction of the County of Fresno unless an urban level of services is found necessary or desirable.~~

COMMERCIAL LAND USE



Community Plan to deal with commercial and residential issues concerning this area, but to do so in relation to other efforts currently directed to the same problems. The Central Area Plan is proposed to include a treatment of residential-commercial conversion which, in conjunction with the Historic Preservation Element, will approach many critical aspects of this area's future. When these are completed and the status of the Freeway 180 is known, it is recommended that a specific plan be formulated which will resolve further planning issues such as circulation, parking, and assembling of land into economic units. (See Exhibit 7).

- \* To achieve a healthy neighborhood commercial structure in the Fresno High/Roeding Community, it is necessary to expand some commercial areas where the needed services are deficient, and maintain the extent of present development in other areas where further commercial development would tend to detract from the services now being offered. Commercial recommendations must also reflect a better pattern of land use minimizing conflicts with the residential environment, ~~provide for the clustering of neighborhood commercial uses,~~ and promote more efficient location of new development. Excessive, undeveloped commercial zoning should be rezoned to uses more compatible with existing development and planned land uses.

The following recommendations are made to further the above process and supplement existing neighborhood commercial development:

~~Ashlan and Marks - The northeast and southeast corners of this intersection are currently undeveloped, and should not be developed with retail commercial facilities.~~

Dakota and Hughes - Designate a ~~five-acre~~ neighborhood commercial center on the northwest corner ~~and a ten-acre site for office commercial uses on the southeast corner~~ of this intersection. ~~Commercial uses should be restricted on the remaining undeveloped corners.~~

Dakota and West - Designate neighborhood commercial sites on both the northeast and northwest corners of this intersection. ~~The vacant structure on the northwest corner should be remodeled or replaced, and serve to supplement commercial establishments on the northeast corner. Commercial uses should be prohibited on the southwest corner.~~

Dakota and Fruit - Maintain existing neighborhood commercial on the southwest and northeast corners, ~~and prohibit commercial development on other corners.~~

Fruit and Shields - Maintain neighborhood commercial sites on the southeast, northeast and northwest corners. ~~Zoning on the remaining undeveloped corner and lots should be changed to R-P (residential/professional office) to encourage a more consistent pattern of offices and multiple-family development along Shields Avenue.~~

Shields and Maroa - Designate the southwest corner of this intersection as ~~neighborhood~~ commercial in an effort to stimulate the reintroduction of neighborhood commercial services. Access to this corner has been improved in recent years, and would provide a good site for needed services.

Clinton and Weber - Designate ~~the neighborhood~~ commercial ~~site~~ on the northeast corner to Crystal on the east, and north to include the parcel formed by the vertex of Hughes and Weber Avenues.

Weldon and Echo/Van Ness - Designate neighborhood commercial sites on the three corners with existing commercial structures. It is recommended that these structures be rehabilitated ~~and that a consistent architectural theme be sought by the various owners.~~

~~Brawley and Shields, Olive and Valentine and Marks and McKinley - To serve an estimated holding capacity of 23,600 persons west of Freeway 99, it is recommended that three neighborhood commercial centers be designated at the following locations: 7.5 acres on the northwest corner of Brawley and Shields; 7.5 acres on the southwest corner of Olive and Valentine; and 5.0 acres on the northeast corner of Marks and McKinley. It is also recommended that existing local commercial facilities west of Freeway 99 be maintained in the foreseeable future, but that new development take place at designated locations.~~

~~\* Due to the abundance of heavy commercial zoning along the west-side of Freeway 99, and the poor accessibility and market potential of some of this land, it is recommended that approximately 130 acres of C-6 zoning be rezoned for more appropriate and marketable residential use. The locations of these changes and the recommended residential densities are reflected on the Fresno High/Roeding Community Plan Map.~~

~~\* It is recommended that a specific plan be formulated concerning the topic of strip commercial development. A plan of this scope should develop alternate solutions to typical issues such as signs, outdoor storage, parking, access, and congestion, while not limiting its applicability to a single geographic area.~~

**INDUSTRIAL LAND USE**

- \*The proximity of the Freeway 99/Southern Pacific Railroad corridor to residential development requires the careful containment and buffering of industrial uses.
- \*The Blackstone-McKinley Avenue Area is too small to provide for expansion of industrial activity of any type other than those with a service orientation.
- \*In the area south of Belmont Avenue between Brawley and Hughes Avenues residential and industrial uses are in conflict.

#### Recommendations

- ~~\*It is recommended that a study be conducted to establish performance standards and they be applied to the industrial areas within the Fresno High/Reeding Community. Special attention should be directed toward the application of the standards relating to open storage in the Blackstone-McKinley Avenue Area.~~
- ~~\*It is recommended that a study be implemented to address the off-street parking and traffic problems of the Blackstone-McKinley Avenue Area.~~
- ~~\*It is recommended that the expansion of industrial development along West Belmont Avenue be held at Brawley Avenue.~~
- \*It is recommended that redevelopment and renewal activities be continued in the Central Area (removal of substandard buildings and assembly of smaller parcels) so as to continue the regeneration of the area.
- ~~\*It is recommended that new industrial development along the Freeway 99/Southern Pacific Railroad corridor, which is located adjacent to non-industrial uses, provide for mitigation of potentially adverse effects of noise, vibration, dust, and odors.~~
- ~~\*It is recommended that the location of future industrial development in the Fresno High/Reeding Community be in accordance with planned industrial concentrations rather than in the scattered locations.~~
- ~~\*It is recommended that planned industrial areas be protected from the intrusion of incompatible land use and that existing non-conforming uses be eliminated as soon as possible.~~

**TRANSPORTATION**



~~\*It is recommended that Belmont Avenue between Blackstone Avenue and First Street be upgraded to an arterial classification.~~

\*It is recommended that a study be initiated to find means of reducing the flow of traffic on Olive Avenue and redirecting that long-trip traffic to arterial streets.

~~\*It is recommended that such design tools as cul-de-sacs and diverters be combined with park and landscaping methods to provide some of the amenities and freedom from through-traffic common to newer neighborhoods.~~

~~Such plans should be detailed in the Open Space Element developed through the joint efforts of Parks and Recreation and Planning staff, and should be available when initiated by the neighborhood.~~

\*It is recommended that future transit improvements be directed toward expansion of hours and frequency of service, as well as expanded routes.

\*It is recommended that Van Ness Avenue, between Weldon and Lansing Avenues, be designated as Scenic Drive.

\*It is recommended that bicycle facilities be developed within the Fresno High/Roeding Community as detailed in the Metropolitan Area Bikeways Plan.

\*It is recommended that the City of Fresno continue to encourage consolidation of the parallel trackage of the Santa Fe and Southern Pacific Railroads into a single corridor in order to increase safety and reduce adverse environmental impacts on the residential neighborhoods surrounding the existing Santa Fe track.

~~\*It is recommended that a study be made of the Brawley/Ashlan/Freeway 99 intersection area in an attempt to find solutions to existing problems of traffic flow and freeway access.~~

**ENVIRONMENTAL RESOURCES AND OPEN SPACE**

\*Areas of visual contrast and historical value, such as Van Ness Avenue, between Ashlan and Weldon, Van Ness, between Olive and Divisadero, Fulton Street, between Belmont and Divisadero, and portions of Wishon Avenue, represent assets for this community and the Metropolitan Area alike.

\*An allocation of \$900,000 from Community Development funds has been made for a community center in the planning area. The center will be located at the abandoned Washington Junior High School site at Glenn and Englewood.

#### Liabilities

\*In the urbanized area of the Fresno High/Roeding Community, vacant land is only available in small lots and parcels. As a result of these conditions, the cost of assembling land for major recreation facilities is near the prohibitive level.

\*The planning area is deficient in neighborhood and community recreation facilities. This is especially true of the urbanized area south of Shields Avenue.

\*Of the six flood control basin sites in this community acquired by the Fresno Metropolitan Flood Control District, none has been turfed or opened for public recreation use.

\*There is excessive noise in residential areas generated by road traffic which is compounded by the grid street pattern, the scattered locations of commercial and industrial facilities, and the lack of adequate noise buffers.

\*Flood-prone areas in this community constitute major problems, not only because of the hazard of flooding, but because of the potential for lowered property values and decreased development interest.

#### Recommendations

\*It is recommended that a process be established for the preservation of trees in this community, and that it conform to the proposals listed in Appendix B.

~~\*It is recommended that those changes in development standards noted in Proposals Three and Six of Appendix B be studied and implemented, and that residents in new subdivisions be allowed to choose a formal or informal street tree pattern and the types of trees they desire, as described in Proposal Seven of the Appendix.~~

\*It is recommended that a revision of the property development standards relating to landscaped setbacks be made. This revision would require that the mandatory wall and landscaped setback of commercial uses be equal to the setback of the adjacent residential districts, and that special architectural and landscaping provisions

be established which would insure a level of environmental quality in commercial development equivalent to adjacent residential uses.

- ~~\*It is recommended that mid street open spaces and pocket parks on street rows and vacant lots be considered for the provision of recreational and environmental open space opportunities in built-up neighborhoods. The implementation of these concepts can be initiated by neighborhood groups calling for a specific plan and the formation of a maintenance/assessment district.~~
- \*It is recommended that canals, railroad easements, and other available easements be utilized to create linkages in a metropolitan open space system, and that these easements be included in Fresno County's Recreation Trails Element.
- \*It is recommended that future urban development in the Fresno High/Roeding Community be designed to mitigate the adverse effects of major streets. Mitigating measures should include open space buffers, frontage roads with planted street dividers, and noise attenuating building design.
- \*It is recommended that the General Plan Open Space Element, when it is completed, serve as the primary guide for location of future parks, playgrounds, and recreation centers in the Fresno High/Roeding Community, and that its findings be incorporated into the Community Plan.
- \*It is recommended that two recreation sites be designated by the Fresno High/Roeding Community Plan prior to the completion of the General Plan Open Space Element. One is located on the Washington Junior High School site and reflects the proposed location of the Community Center. The second is located on the Lafayette Elementary School site, and reflects a neighborhood park proposed by the Parks and Recreation Department.
- \*It is recommended that a process be established for the preservation of trees in this community. Subdivision review and assessment district activities should both take into consideration the location and maintenance of existing mature trees, and all possible options should be explored before trees are removed for any public or private development.
- ~~\*It is recommended that a provision be made for furthering the establishment of community gardens on vacant freeway rights-of-way in the Fresno High/Roeding Community.~~
- ~~\*It is recommended that the designation of agricultural land use by the Fresno High/Roeding Community Plan map be implemented by AE 20 Zoning, which is an exclusive twenty acre agricultural district.~~
- \*It is recommended that the policies of the FCMA Noise Element be implemented. Specific policies in the Element are prefaced by the general policy that a noise ordinance be utilized to: Provide acceptable noise standards for the various land uses defined in the zoning ordinance, and establish standards that set forth absolute maximum permissible noise levels and acceptable periods of duration.

PUBLIC FACILITIES AND SERVICES



Recommendation

~~\*The special water, police and fire districts providing services to the Fresno High/Reeding Community should be consolidated so as to insure more efficient provision of quality services to all residents of the community. The City of Fresno has broader sources of revenue and the ability to provide the full range of services. The interrelationship of services such as water and fire protection provides the opportunity for improvement to all systems with the consolidation of services.~~

APPENDICES

## APPENDIX B

### STREET TREE PRESERVATION

There is a high degree of citizen interest in tree preservation in the Fresno urban area. The expression of this interest has not only come from residents of older neighborhoods with large mature trees, but from residents of newer neighborhoods who recognize the importance of trees to their environment.

Large mature trees benefit the Fresno area in many ways. First, they insure a level of environmental quality that would otherwise be unavailable. Large trees help to purify the air, reduce noise, provide shade and a canopy effect for streets, and trap dust. Second, large trees cool the air, the ground, and even housing, resulting in high energy savings because of a reduction in the use of home air conditioning. Third, trees are an amenity. They add beauty and value to a neighborhood which helps to maintain the quality and enduring attractiveness of a residential area. Fourth, trees are an element of the natural environment, the sense of which is so often missing from modern urban development.

Fresno has experienced many problems with tree preservation under existing development standards, tree planting practices, and up to now, an inadequate level of technology. Many mature trees have been removed because of damage done to sidewalks, curbs, gutters, and streets by the root systems of large trees planted in narrow parkways. Other mature trees have been removed because their root systems interfere with underground utilities.

Although these problems relate to the location and size of the tree and the placement of expensive improvements, they also relate to watering practices and soil characteristics. The major reason that root systems are near the ground surface is the practice of shallow watering instead of deep watering. In some areas of town, an impenetrable hardpan layer close to the soil surface also causes root systems to be very shallow.

The historical solution to these problems has been to replace large street trees with a limited variety of small ornamental trees. This action has many times destroyed the visual consistency of rows of large trees by breaking the pattern with the small ornamental trees. Although these problems exist, using small trees is not a solution because they do not provide the same benefits as large trees. Other solutions are needed in order to maintain large mature trees in older areas of town and insure the growth of large trees in newer areas.

The following proposals are taken from the Parks and Recreation Department's recommendations to revise the existing Street Tree and Parkway Ordinance, and Planning and Inspection Department review of the subject:

1. That mature street trees only be removed when all possible options to save the trees have been ex-



plored by the Parks and Recreation Department.

- ~~2. That an extensive root pruning program be established to reduce root damage to sidewalks, curbs, gutters and streets.~~
- ~~3. That an amendment to the zoning ordinance be considered to provide that no sewer, water or utility lines be placed within the center one-third (minimum thirty feet) of the total frontage of a residential lot.~~
4. That a formalized program be established with all utility companies and contractors in order to insure the protection of trees when work by these agencies is being done in City parkways.
5. That a formalized program be established to educate both residents and property maintenance personnel of private businesses, on proper watering practices for desirable tree growth.
- ~~6. That new property development standards for residential subdivisions be studied, which will allow for monolithic sidewalks and large tree planting in front yard setback areas rather than parkways.~~
- ~~7. That residents of new subdivisions be given the option of choosing a formal street tree pattern (trees of the same size, variety, and planting pattern), or an informal pattern (trees of different sizes and varieties planted in a designed random pattern), and that the City's conservation and maintenance program relate to the chosen pattern.~~

The benefits derived from these proposals, if they are implemented, will include all those benefits associated with large mature trees and their preservation as valuable environmental resources. Additional benefits would be a change in development standards for new residential subdivisions allowing the planting of large street trees, and the opportunity for residents in new subdivisions to decide what type of street tree pattern they desire. By changing the development standard to monolithic sidewalks, the variety of trees allowable would also be increased.

## APPENDIX C

### FCMA COMMERCIAL LAND USE STANDARDS

Commercial land use standards used in the analysis of the community's neighborhood commercial facilities were established by the Commercial Land Use Report/Background Study to the 1974 FCMA General Plan, prepared by the Planning and Inspection Department. The standards themselves appear simple and uncomplicated, yet their formulation was a product of research in published studies and books on commercial land use planning, and analysis of commercial land use in the metropolitan area.

Perhaps the most important standard is the minimum standard service ratio. During the analysis of Greater Fresno shopping centers, work was completed on the computation of current acres per 1,000 population ratios for the three levels of FCMA centers. This was followed by the development of standard service ratios which are recommended as a guidance for future shopping center development. For neighborhood shopping centers, the analysis found that .30 acres of neighborhood shopping centers serve 1,000 residents. This ratio was calculated by dividing the total 1971 FCMA population of 297,000 into the total neighborhood center acreage of 84.7. Similarly, ratios of .40 per 1,000 and .50 per 1,000 were revealed for community shopping centers and regional shopping facilities, respectively.

The first step in the establishment of the minimum ratio of commercial acreage to population was the determination of minimum population support required for each level of shopping center. Commonly accepted standards are a minimum support population of 5,000 for neighborhood centers, 25,000 for community centers and 100,000 for regional centers.

An analysis was conducted on the minimum site area for FCMA centers. Identified minimums were 5 acres for the neighborhood level center, 20 acres for the community center and 60 acres for the regional center. Based on those established criteria, it was feasible to develop the minimum acreage per 1,000 population service area ratios for Greater Fresno centers. These were formulated by dividing the minimum trade area population support into the minimum site area. This division process creates minimum ratios of 1.00 acre/1,000 population for community shopping centers, and .60 acres/1,000 population for regional shopping centers.

The variation between the existing ratios and the recommended minimum standard ratios is easily explained by the existence of extensive strip and freestanding commercial development. For example, in relation to local commercial land use (of which neighborhood and community centers form a part), analysis has indicated that a local commercial ratio of 2.13 acres/1,000 population is found to exist. If the current neighborhood center and community center ratios of .30 and .40 respectively, are combined to form a .70 acres/1,000 ratio, and this sum is subtracted from 2.13, a local freestanding commercial ratio

of 1.43 is obtained. The point is that two-thirds of the total local commercial acreage is devoted to the less efficient free-standing form of commercial land use. This level is unacceptable because, as previously explained, not only is the clustered shopping center a more economically efficient physical pattern but the streets which are congested with freestanding or strip commercial development facilities are unable to efficiently perform their primary function as traffic arterials. The recommended minimum acreage/1,000 population ratios are included in its analysis because they confirm the need for a firm City policy which will encourage the clustering of commercial uses into shopping centers.

The following table summarizes recommended shopping center criteria contained within the 1974 FCMA Commercial Land Use Report.

EXHIBIT 22

SHOPPING CENTER TYPE

Criteria	Regional	Community	Neighborhood
Street Type Location	Intersection of freeways expressways, arterials, or any combination thereof	Intersection of arterials and/or expressways	Intersection of arterials and/or collectors
Acreage of Site (single corner preferred)	60-70	20-30	5-10
Distance from nearest Center (miles)	Between 3 and 5	Not less than 2	Not less than 1
Minimum People in Trade Area	100,000-117,000	25,000-37,500	5,000-10,000
Parking Ratio	3:1	3:1	2:1

Source: 1974 FCMA Commercial Land Use Report

The shopping center criteria cumulatively will have a significant impact on future commercial land uses. Their intent is to provide necessary flexibility as development standards and at the same time protect the integrity of all shopping center types, both existing, and to be developed.

## APPENDIX D

### SINGLE-CORNER SHOPPING CENTER DEVELOPMENT POLICY

In 1974, the Fresno City Council adopted a policy of one-corner shopping center development as part of the FCMA General Plan. This paper is included within the Community Plan document to provide further definition of the Council's policy, and give direction to its implementation. Two alternatives are presented in the paper. Each alternative represents a specific policy on a process to determine the appropriate corner for shopping center development, while allowing for the insurance of due process and equal treatment, and increasing overall acceptability.

Implementing a policy of locating neighborhood or community shopping centers on one corner of an intersection is a difficult problem. In some cases the parcel sizes, access characteristics, and adjacent land uses are different. This type of situation makes a determination of the most appropriate corner much easier through the use of commercial land use standards and planning design criteria. Where the multiple corners appear to be equivalent in terms of size, access, and potential relationships with adjacent land uses, however, the decision becomes much more problematic. Further complicating this situation is the historical practice of leaving a corner parcel vacant in hope of future commercial development. Such land speculation, and the inflated land values attached to it, contribute to the difficulty of maintaining only one corner of commercial development, and despite the Council's adopted policy on this issue, there is a lack of clarity in the community as to how the Council will deal with this problem.

The Commercial Element of each Community Plan has confronted these issues by selecting the most appropriate site in terms of parcel size, market area, access and land use relationships, where these characteristics were unequal. The result has been a number of rezoning proposals which are designed to implement the City's adopted policy of one-corner commercial.

PLAN MODIFICATIONS MADE DURING THE ADOPTION PROCESS





to mitigation measures incorporated in the Final Environmental Impact Report No. 10058; and

WHEREAS, the Council, at its second hearing on December 1, 1977, after having heard further evidence and having fully considered the same, concluded that in light of metropolitan growth demands and the environmental constraints to growth in other parts of the metropolitan area, and that careful design of the interface between new and existing land uses through a specific planning process, as stated in the Preliminary Fresno High/Roeding Community Plan, can minimize actual conflicts:

NOW THEREFORE, the Council of the City of Fresno resolves that the "Preliminary Fresno High/Roeding Community Plan, August 1976," including the following revisions:

1. The 16 asterisked items on pages two to four, inclusive, of the Memorandum submitted to and considered by the Council, a true copy of which is attached to and made a part of this Resolution, and
2. ALTERNATIVE II, consisting of five pages plus map attached to the immediately above-referenced Memorandum, a true copy of which is attached to and made a part of this Resolution,

is hereby approved and adopted as the Fresno High/Roeding Community Plan and as a refinement of the Fresno-Clovis Metropolitan Area General Plan; and

BE IT FURTHER RESOLVED that the Mayor and Clerk hereof be and they hereby are, authorized and directed to make appropriate certification upon the original and file the same as a permanent record in the office of the City Clerk.

CLERK'S CERTIFICATION

STATE OF CALIFORNIA     )  
COUNTY OF FRESNO       ) ss  
CITY OF FRESNO           )

I, JACQUELINE L. RYLE, City Clerk of the City of Fresno, certify that the foregoing resolution was adopted by the Council of the City of Fresno, California, at a regular meeting held on the 1st day of December, 1977.

JACQUELINE L. RYLE  
City Clerk

By [Signature]  
Deputy

- A. The Preliminary Fresno High/Roeding Community Plan - shows low density residential uses for the major undeveloped portion of the Roeding area and uses a concept which assumes that subdivision development could occur on parcels larger than 10 acres. Those parcels which are already rural residential in character will remain as they are.

~~\*B. Alternative I, developed by the Roeding area citizens, working with City and County planning staff, shows nearly all undeveloped land between Freeway 99 on the east and the County's adopted rural residential policy to the west for a further expansion of rural residential development.~~

- C. Alternative II has been developed in response to a perceived need by the home building industry for additional land for moderate income housing. The currently undeveloped land west of Freeway 99, north of Shields Avenue, and east of Cornelia Avenue is shown as appropriate for medium density residential uses. South of Shields Avenue, undeveloped land is shown for the expansion of rural residential uses.

The Planning Commission recommends the adoption of Alternative I, recognizing the overwhelming support for continued rural residential development among property owners in the area. The active participation of these citizens (including meetings with up to 450 persons in attendance, and a survey of 1400 households) has been at a scale not seen in any other metropolitan area plan in recent history. Nevertheless, staff recognizes that there may be a need in the future to expand the boundaries of urban development. The existence of the Cornelia Avenue sewer line is a substantial public facility which would make such development feasible and one which the City Council will have to consider in making a determination as to a preferred alternative for the Roeding area.

#### PROPOSED MODIFICATIONS

The following list includes modifications to the Plan which are requested by property owners, caused by changes in conditions during the lengthy review process, or due to simple graphic errors. Asterisked items are recommended for Council.

#### Residential Land Use

- ~~\*1. Change the designation of approximately 23 acres at the north west corner, 14 acres at the northeast corner, and 9 acres at the southeast corner of Blythe and Ashlan Avenues, currently zoned C-6, to medium high density residential land use.~~

#### Commercial Land Use

- ~~\*2. Alternatives I and II recommend the expansion of general heavy freeway related commercial uses on approximately 40 acres north of McKinley Avenue and east of Marks Avenue in recognition of existing parcelization and investment. (This item is included in a recommendation on page 47 of the original document. Staff has changed its position on this particular area.)~~
- \*3. Change the designation of approximately .6 acres at the northeast corner of Dakota and Fruit Avenues from medium high residential land use to neighborhood commercial land use.



- ~~\*4. Add approximately 30 acres of general heavy strip commercial land use along the frontage of Belmont Avenue between Marks and Valentine Avenues in recognition of County commitments and existing development.~~
- 5. Change the designation of approximately 12 acres at the southwest corner of Blythe and Ashlan Avenues from residential uses to general heavy strip commercial.
- 6. Change the designation of approximately 20 acres at the southeast corner of Dudley and Hughes Avenues from medium density residential and public facilities to general heavy strip commercial land use.
- 7. Change the designation of approximately 2 acres at the southeast corner of Fruit and Clinton Avenues from medium density residential to neighborhood commercial and medium high density residential.
- ~~\*8. Modify the neighborhood commercial recommendations on page 46, paragraph 2 to add the following: "Excessive, undeveloped, commercial zoning should be rezoned to uses more compatible with existing development and planned land uses."~~
- ~~\*9. Change the designation of approximately 10 acres at the southeast corner of Dakota and Hughes Avenues to commercial office uses.~~

#### Industrial Land Use

- \*10. Remove the fifth recommendation under Industrial Land Use, page 51, and substitute the following:  
  
It is recommended that new industrial development along the ~~Freeway 99~~/S.P.R.R. corridor which is located adjacent to non-industrial uses provide for mitigation of potentially adverse effects of noise, vibration, dust, and odors.
- ~~\*11. Add approximately 50 acres of light industrial land use at the northeast corner of Marks and Belmont Avenues.~~

#### Environmental Resources and Open Space

- \*12. It is recommended that the policies of the FCMA Noise Element be implemented. Specific policies in the Element are prefaced by the general policy that a noise ordinance be utilized to: Provide acceptable noise standards for the various land uses defined in the zoning ordinance, and establish standards that set forth absolute maximum permissible noise levels and acceptable periods of duration.

#### Public Facilities

- ~~\*13. Change the designation of approximately 2.6 acres at the southwest corner of Dakota and Hughes Avenues from medium high density residential land use to public facilities post office.~~

#### Transportation

- ~~\*14. Delete the Shields Avenue crossing shown at Freeway 99. It~~

- ~~appears that the benefits gained from such a proposal would not justify the necessary costs.~~
- ~~\*15. It is recommended that a study be made of the Ashlan/Brawley/Freeway 99 intersection area in an attempt to find solutions to existing problems of traffic flow and freeway access.~~
- ~~\*16. Change "U" Street between Divisadero and Tulare Avenues to a collector.~~
- ~~\*17. Realign Thorne Avenue between Belmont and Divisadero Avenues consistent with the adopted Official Plan Line.~~
- ~~\*18. Remove Dakota Avenue between Palm and Maroa Avenues.~~
- ~~\*\*19. Change the last sentence on page 40 to read, "Those areas recommended for a continuation of rural density residential development are expected to remain under the jurisdiction of the County of Fresno unless an urban level of services is found necessary or desirable."~~

#### RECOMMENDATION

It is recommended that the City Council adopt the Fresno High/Roeding Community Plan Alternative I, with modifications numbered one through four and eight through eighteen, as approved by the Planning Commission in public hearings on September 28, and October 4. It is further recommended that the City Council direct staff to add modification 19 as listed above.

APS:JR:mc  
10/27/77

#### Attachments:

Proposed Council Resolution  
Fresno High/Roeding Community Plan - Alternative I  
Fresno High/Roeding Community Plan - Alternative II  
Preliminary Fresno High/Roeding Community Plan  
Fresno High/Roeding Community Plan - Compendium

# McLane Community Plan

*Adopted by the Fresno City Council on May 15, 1979*



**Daniel K. Whitehurst**  
Mayor



**Gerald E. Newfarmer**  
City Manager



**George A. Kerber**  
Director of Planning & Inspection

SUMMARY OF PLAN PROPOSALS



The development of this land could easily upset the balance which currently exists between market demand and supply. Recommendations to resolve these situations are included in the plan. The McLane Community Plan also recognizes the problems associated with strip commercial development along Blackstone Avenue and proposes a study which will develop alternate solutions to typical issues such as signs, storage, access, parking, and landscaping.

#### Minimizing the Environmental Impact of Industry

Industrial uses are found in three areas within the McLane Community: near the intersection of Blackstone and McKinley Avenues, in the vicinity of the Fresno Air Terminal, and along Clovis Avenue. The plan proposes measures which will resolve the problems currently experienced with both parking and open storage in the Blackstone-McKinley area.

The area surrounding the Fresno Air Terminal is a prime location for light industrial development and the plan proposes the development of monitoring systems and performance standards which will insure the continuing quality of industrial sites. The development of industrial performance standards will also minimize potential conflict along Clovis Avenue and in the eastern portion of the community where industry, housing, and agriculture exist in close proximity.

#### Environmental Resources and Open Space

Several significant environmental issues for the metropolitan area come into focus in the McLane Community. These include airport noise and use considerations, agricultural resources, groundwater resource management, and flood prone areas.

~~A major feature of the McLane Community Plan is the recommendation that land to the east of the Clovis Avenue industrial uses remain in agricultural uses, implemented by a minimum lot size of 20 acres.~~

The plan strongly supports cooperation with the County of Fresno and the Fresno Metropolitan Flood Control District efforts to manage groundwater recharge and flood control measures and to limit future divisions of the land that create rural residential lots.

The problems of airport and street noise are recognized by the plan, and active pursuit of measures adopted in the Noise Element of the General Plan is recommended. General Plan land use recommendations, which minimize the development of sensitive uses near the airport, are endorsed by the McLane Community Plan. More detailed planning for the area will be accomplished by the Fresno Air Terminal Environs Specific Plan, which is being developed jointly by local agencies and a private consultant, with funding from the Federal Aviation Administration.

Although there is a deficiency of park space in some areas of the community, existing programs provide a high level of recreation service. The General Plan Recreation, Open Space, and Conservation Element, which was jointly developed by the Department of Planning and Inspection and the Department of Parks and Recreation, will provide guidance for the location of future parks, playgrounds, and recreation centers in the McLane Community. The community plan identifies canals and other

critical environmental issues, continuing cooperative efforts with other governmental jurisdictions, and sensitivity to the needs and desires of the community's citizens.

A commitment to action in the community will require adaption and sensitive administration of City ordinances, code enforcement, and all housing programs which can be used to stabilize the area. The expanding awareness and commitment of citizens to the need for management of natural resources, such as land and water, must also play an active role in decisions which may have an impact on the entire metropolitan area. Implementation of the policies proposed in this plan will require a consistent level of inter-agency cooperation and creative management of available funding.

### Future Planning Requirements

The McLane Community Plan refines the General Plan goals and policies to fit particular social and physical needs of the community. This, in turn, provides the framework for the development of specific plans and significant development proposals. Specific plans and studies recommended by the plan have been discussed in the Summary as they relate to plan elements.

Those plans and studies recommended by the McLane Community Plan include the following (see Figure 6):

- The Fresno <sup>Yosemite International Airport</sup> ~~Air Terminal~~ <sup>Update</sup> Environs Specific Plan ~~(scheduled for adoption in early 1980)~~ will detail the role and impact of the Fresno Air Terminal on the surrounding area and updated land use and circulation recommendations as they relate to the airport.
- The unit planned development ordinance is being revised so that it can be utilized in the creative development of housing throughout the community.
- Several measures are recommended which will help to increase and preserve the numbers and variety of trees, thus providing a needed environmental resource in an arid region such as the San Joaquin Valley. These measures include a tree preservation program and changes in property development standards to allow for large street trees in new subdivisions.
- ~~A study will be conducted to establish industrial performance standards which can be applied throughout the metropolitan area.~~
- ~~Alternative treatments will be developed for application to metropolitan-wide problems of strip commercial development. Solutions to issues such as signs, outdoor storage, parking, access, and congestion will be addressed by the plan.~~
- A study of parking and open storage problems in the McKinley-Blackstone industrial area will result in recommendations to remedy current conditions.

RESIDENTIAL LAND USE



time, and overall medium densities were recommended, although significant multi-family development had already occurred west of Millbrook Avenue.

As previously noted, the area north of Shields Avenue and west of the Airport reflected the 1958 General Plan and the 1961 College Community Plan, which sought to develop the community as a "prime residential area with a college in its midst". The area was to develop in a low density, single family pattern, serving as university-related housing for the metropolitan area. Development occurred under the guidance of these plans, but at slightly higher densities in many instances than planned. The 1958 General Plan proposed only a very small portion of the area east of Clovis Avenue to be residential, limiting a low density residential pattern to the portion south of the proposed Freeway 180.

In response to the rapid metropolitan growth of the preceding years, the 1964 General Plan of the City called for an urban pattern that included development of higher density residential uses as far north as Shields Avenue and medium densities as far east as DeWolf Avenue. Since that time, the growth rate of the metropolitan area has dropped substantially. By 1985, the metropolitan area is currently anticipated to gain 52,700 new residents. This is a 76 percent reduction of the projected population increase of 224,000 for 1985, prepared during the 1964 general planning program.

As a result of the lower projected population growth, the City's 1974 General Plan recommended some significant shifts in land uses, cutting back on urban densities in the area east of Clovis Avenue. In a pattern reminiscent of the 1958 General Plan, agricultural and industrial uses were emphasized instead. The design scheme west of the Airport largely reflected previous plans and existing conditions, except for the Shields Avenue corridor, where recognition was given to the commercial and professional pattern that had evolved there.

It is the role of the community plan to review the recommendations of the General Plan in light of changing situations and a more detailed study of the planning area. An analysis of statistical information and numerous discussions with community residents involved in the planning program clarified the following points:

#### 1) Multi-Family Development

The anticipated 1,150 units of multi-family construction within the planning period will have a significant impact on the community's neighborhoods, as much vacant land remains along the edges of established neighborhoods. Unless the development of multi-family units is handled carefully, with concern for the interrelationship with lower density areas, neighborhoods will be disrupted. The future multi-family developments should be focused as much as possible on those areas where it is necessary to provide economic incentives to complete development of neighborhoods and in those areas where the McLane Community design requires higher density development. Development should occur ~~with a careful application of the General Plan policy on Locational Criteria for Multiple-Family Residential Development~~, so as not to overburden the community's public facilities, nor disrupt its established neighborhoods. ~~The policy indicates that~~ areas outside those designated for multi-family housing may also be considered when certain locational criteria can be met. ~~These~~ locational criteria may include such areas as the intersections of major

streets, adjacent to freeway interchanges, parks, hospitals or other intensively used civic areas.

## 2) Residential Infill

The 1974 General Plan adopted a policy of encouraging development on bypassed parcels of land in the existing urbanized area as its means to accommodate growth and manage the expansion of the urban area. The "infill" policy stressed that such developments should be compatible with the existing residential neighborhood in which they are located. The need for infill does not negate the City's responsibility to promote carefully designed development which will complement rather than disrupt existing neighborhoods. Extensive use of apartment construction to infill vacant land has created growing opposition to multi-family residential developments, and especially to unit planned developments. The apartment-like design and densities of many unit planned developments (resulting in the repeal of the R-1 UPD Zone) has likewise, created growing opposition to their use in completing the development of existing neighborhoods. Potential remedies for this situation should include, but not limited to densities, setback requirements, landscaping height limitations, and various architectural barriers appropriate to the particular situation.

## 3) Area East of Clovis Avenue

Another major community issue is the City's concern for the implications of development east of Clovis Avenue. A variety of land uses, densities, and designs have been indicated with the 1958, 1964 and 1974 General Plans. ~~As noted earlier in this section, urban residential development has failed to spread east of Clovis Avenue and there are some factors inhibiting rapid growth in this area. There are also some substantial advantages to inhibiting further residential development here, such as: Protecting valuable agricultural lands which are extremely important to the local economy protecting the metropolitan area's groundwater; minimizing conflict with the noise and safety problems related to the Airport; minimizing potential conflict with proposed industrial development in the area; and minimizing the need for premature extension of urban services.~~

The City, as a whole, has an interest in guiding development east of Clovis Avenue in order to assure a more efficient urban design and to make better use of available land resources. ~~Therefore, the plan attempts to strengthen the 1974 General Plan policy of encouraging no further residential development east of Clovis Avenue.~~

## Summary of Residential Land Use Assets and Liabilities

### Assets

\* Virtually all of the community's housing stock is of standard quality or capable of being preserved with a modest rehabilitation effort.

- \* The existence of a City-wide demand for moderate income housing and public policy targeting the McLane Community as a priority area to provide a valuable opportunity for infilling bypassed lands and meeting metropolitan goals for a socio-economic mix in the residential neighborhoods.
- \* The young and mature neighborhoods throughout the community provide a broad range of environmental qualities.

#### Liabilities

- \* Development of community facilities has occurred, based upon land use plans of lower densities, and may limit the densities of future residential development.
- \* Significant parcels of vacant land represent potential liabilities for existing neighborhoods without careful adherence to existing and proposed policies for the development of multi-family developments on bypassed properties.
- \* Development of the areas adjacent to the Freeway 41 has been hampered by the past uncertainties of freeway development.
- \* Development of the areas adjacent to the proposed Freeway 168 has been hampered by the uncertainties of freeway development, the adverse effects of airport noise, and related land use restrictions.
- \* Further residential development east of Clovis Avenue would unnecessarily heighten problems associated with physical segregation from the remainder of the community, compatibility with agricultural lands, and orderly extension of urban services.

#### Recommendations

~~\* It is recommended that the implementation of the plan should be directed by the guidelines in the following table, in conjunction with the Land Use Conformance Matrix (see Figure 8). \*\*~~

~~\*\*The process of implementing a land use plan requires more flexibility and a greater understanding of the various zoning categories and the circumstances where they might be appropriate for application. In order to clarify the relationship of zoning and residential densities and to provide a set of administrative guidelines, the Land Use Conformance Matrix provides four categories of varying degrees of consistency with the proposed residential densities.~~

~~In light of areas within the McLane Community Planning Area that have been developed at densities greater than those designated in previous plans, the Land Use Conformance Matrix should be applied judiciously to avoid further impacting those neighborhoods (see Appendix, page 130). The only zoning districts that can be determined to be consistent with the McLane Community Plan in those areas are the zoning districts that are "highly consistent" with the planned density as indicated in the Land Use Conformance Matrix.~~

~~FIGURE 8~~

~~RESIDENTIAL PLAN DENSITIES/RESIDENTIAL ZONING CORRELATION~~

Density Designation	Range Dwelling Units Per Gross Acre	Population Per Dwelling Units	Population Per Acre	Most Characteristic Zoning
High	11 and over	1.6	35 or more	R-3 R-4
Medium-High	6-11	2.2	13-24	R-2-A R-2
Medium	3.5-6	3	11-18	R-1 R-1/UPD
Medium-Low	2-3.5	3	6-11	R-1-B R-1-C
Low	.7-2.0	3	2-6	R-A R-1-A
Rural	Under .7	3	2 or less	AE-5

- \* It is recommended that there be a continuous monitoring of housing quality and the utilization of code enforcement and rehabilitation programs, to upgrade the quality of existing substandard units in older portions of the planning area. This recommendation should be integrated with a program of subsidized rehabilitation loans and a City-wide prioritization study designed to coordinate the various techniques of neighborhood improvement to maximum effectiveness.
- \* It is recommended that local agencies develop a coordinated strategy for the provision of subsidized and public housing within the planning area. Participants in the development of such a strategy should include the City of Fresno and the Housing Authorities of the City and County of Fresno. The Housing Assistance Plan should be utilized as the basis for developing this coordinated strategy.
- \* It is recommended that any low-income or public housing constructed within the community not be concentrated, but should be dispersed throughout the community.
- \* It is recommended that further refinement of the Unit Planned Development Ordinance be undertaken so that UPD concepts may play a more important role in innovative design proposals, and in ensuring proposals compatible with existing neighborhoods.
- ~~\* It is recommended that when processing Site Plan Review applications, special care be taken in reviewing multi-family housing proposals. The design of.~~



~~multi-family housing projects should be coordinated with the socio-economic character of the intended residents.~~

\* ~~It is recommended that where higher density residential or nonresidential land uses abut single family neighborhoods, the property development standards of the zoning ordinance be expanded to insure the maintenance of environmental quality in the area. Appropriate measures should include, but not be limited to, setback requirements, landscaping, height limitations, and various architectural barriers appropriate to the particular situation.~~

\* ~~It is recommended that the 50-acre site at the northeast corner of Dakota and Cedar Avenues be developed as a unit planned development with residential, office, commercial recreational, and mini-storage uses. The project should provide noise mitigation and safety measures, with the office uses limited to the Cedar Avenue frontage. The maximum number of dwelling units would be 410 units, the amount of office development would be 11.75 acres, the maximum amount of commercial recreational would be 5.0 acres, and the maximum amount of mini-storage would be 2.5 acres. (Amendment of October 11, 1979 by the City Council).~~

\* ~~It is recommended that no further residential development take place east of Clovis Avenue except as indicated on the Community Plan Map.~~

COMMERCIAL LAND USE

## Liabilities

- \* There are a number of problems associated with strip commercial development along Blackstone Avenue, such as a lack of adequate landscaping, a proliferation of sign advertisement, traffic congestion, intense noise and air pollution, and glare generated from signs and site lighting.
- \* There is a surplus of C-1 and C-2 vacant zoned properties in numerous locations around the community that, if developed, would create excessive local commercial development, and be in conflict with General Plan policy and commercial land use locational standards.

## Recommendations

- ~~\* It is recommended that a specific plan be formulated concerning the topic of strip commercial development. A plan of this scope should develop alternate solutions to typical issues such as signs, storage, parking, landscaping, access and congestion, while not limiting its applicability to a single geographic area.~~
- ~~\* It is recommended that the southeast corner of Thesta Street and Ashlan Avenue be rezoned from C-1 to residential zoning districts compatible with medium and medium-high density development.~~
- \* All four corners at the intersection of Willow and Ashlan Avenues are zoned for commercial use. The corners on the north side of Ashlan are in the City of Clovis, and the corners on the south are in the City of Fresno. ~~It is recommended that 11.98 acres on the southwest corner fronting Ashlan be rezoned from C-2 to an industrial zoning district while the remaining 20 acres be designated recreational open space and that the southeast corner be designated as a neighborhood commercial center, subject to the provision which follows: Should either the northeast or northwest corners be developed with retail commercial facilities, the southeast corner will be rezoned, if still vacant, to a zoning district compatible with medium-high density residential development.~~
- ~~\* It is recommended that the Fresno City Council further the 1974 General Plan policy of one-corner shopping center development by choosing one of the two alternative policies listed in the Appendix, page 126).~~



INDUSTRIAL LAND USE

An agricultural-chemical firm located on McKinley Avenue, just east of Temperance Avenue represents five acres of industrially zoned development. The chemical operations produce an odor that would be annoying to uses in proximity to the operations. The area is affected by the odors from the chemical operations as a result of the direction and velocity of the wind. The firm is working on the containment of these odors and anticipates a resolution in the near future.

East of Clovis Avenue, between Olive and Belmont Avenues are 68 acres of industrial uses on industrially zoned land (of 103 acres zoned) and 49 acres of industrial uses located on land zoned for nonindustrial uses. The predominant industrial use in this area is wine production. Although complaints were received in the past with regard to the odors and contamination of underground water supply by winery effluents, these problems have been controlled through improved winery operations.

### Summary of Industrial Land Use Assets and Liabilities

#### Assets

- \* The industrial areas surrounding the Fresno Air Terminal are prime planned industrial park developments for light industry.
- \* Both the Southern Pacific and Santa Fe Railroads serve most portions of the McLane area. Highway access is good, particularly in the sections south and east of the airport where Clovis Avenue provides access to Freeway 99.
- \* Sufficient industrial zoning exists to handle future industrial growth.
- \* All of the industrial areas in the McLane Community are adequately served by water and sewer.

#### Liabilities

- \* The Blackstone-McKinley area lacks off-street parking and the open storage techniques cause visual conflict with residential areas.
- \* The proximity of the industrial uses along Clovis Avenue to existing or future residential development requires careful containment and buffering of these industrial uses.
- \* The quality of the industrial development surrounding the Airport must be carefully monitored to insure its continuance as a prime area of planned industrial park development for light industry.
- \* The chemical operations located on McKinley Avenue, east of Temperance Avenue, produce an odor that would be annoying to uses in proximity to the operations.

#### Recommendations

- ~~\* It is recommended that a study be conducted to determine the adequacy of industrial off-street parking requirements to meet the needs of both the employees and customers.~~

- ~~\* It is recommended that a study be conducted to address the traffic problems of the Blackstone-McKinley Avenue area.~~
- \* It is recommended that industrial development located adjacent to nonindustrial uses provide on-site buffering treatment to minimize the potentially adverse affects of noise, vibration, smoke, dust, etc. The degree of restriction placed upon industrial uses should be determined by the surrounding uses which would be affected. Performance standards would be utilized to determined acceptable levels of noise, vibration, smoke, dust, etc., and mitigating measures would be decided on a case-by-case basis.
- ~~\* It is recommended that careful application of performance standards be made to industrial areas surrounding the Fresno Air Terminal. The area represents a prime area of planned industrial park development for light industry. The quality of this development should be carefully maintained.~~
- ~~\* It is recommended that the results of the study being conducted by Fresno County Environmental Health on the operations of the agricultural-chemical operations located near McKinley and Temperance Avenues be used to develop regulatory measures.~~
- ~~\* It is recommended that an architectural landscaped transition be provided in the Winery-Dakota industrial area between the industrial development and residential districts in accordance with detailed plans and specifications approved or prepared by the Department of Planning and Inspection.~~
- ~~\* It is recommended that the area bounded by Shields, Fowler, and Clinton Avenues and the Sunnyside alignment be shown as agricultural land but be considered as appropriate for industrial uses at such time as sewer capacity problems can be resolved.~~

ENVIRONMENTAL RESOURCES AND OPEN SPACE



agricultural soils and are a geologic resource in terms of groundwater recharge capability.

- \* Vacant properties around the Fresno Air Terminal are valuable resources for future recreation and open space sites in the McLane Community.
- \* Although there is a deficiency of park space in some areas of the community, existing facilities and programs do provide a high level of recreation service.

#### Liabilities

- \* The quantity and quality of urban groundwater will be adversely affected by further parcelization and the reduction of irrigated farmland east of Clovis Avenue.
- \* Only a small portion of the McLane Community is served by urban drainage facilities.
- \* Further rural residential development east of Clovis Avenue may create a potential flooding hazard for this area.
- \* Noise generated by road traffic, and air traffic from the Fresno Air Terminal adversely affects many sensitive land uses in the McLane Community.
- \* The urban area east of Millbrook Avenue is deficient in park and recreational space required to meet the increasing demand for this type of service.

#### Recommendations

- ~~\* It is recommended that the designation of agricultural land use by the McLane Community Plan Map be implemented with AE-20 Zoning, which is an exclusive twenty-acre agricultural district.~~
- \* It is recommended that the General Plan Recreation Open Space and Conservation Element serve as the primary guide for the location of future parks, playgrounds, and recreation centers in the McLane Community, and that its findings be incorporated into the community plan, upon its adoption by the Fresno City Council.
- \* It is recommended that the policies of the FCMA Noise Element be implemented. These include utilizing a noise ordinance to provide acceptable noise standards for the various land uses defined in the zoning ordinance, and establishing standards that set forth absolute maximum permissible noise levels and acceptable duration periods.
- \* It is recommended that future urban development in the McLane Community be designed to mitigate the adverse effects of major streets. Mitigating measures should include open space buffers and frontage roads with planted street dividers.
- ~~\* It is recommended that a revision of the property development standards relating to landscaped setbacks be made. This revision would require that the mandatory wall and landscaped setback of commercial uses be equal to the building setback~~

~~of the adjacent residential districts, and that special architectural and landscaping provisions be established which would insure a level of environmental quality in commercial development equivalent to that of the adjacent residential uses.~~

- \* It is recommended that canals, landscaped easements along freeways, and other available easements be utilized to create linkages in a metropolitan open space system, and that these easements be included in Fresno County's Recreation Trails Element (see Figure 14).
- ~~\* It is recommended that a detailed study of agricultural and rural residential flood control measures be done in cooperation by the City of Fresno, the City of Clovis, Fresno County, and the Fresno Metropolitan Flood Control District.~~
- \* It is recommended that a process be established for the preservation of trees in this community. Subdivision review and assessment district activities should both take into consideration the location and maintenance of existing mature trees, and all possible options should be considered before trees are removed for public or private development purposes.
- \* It is also recommended that all parcelization allowed in the agricultural area east of Clovis Avenue maintain ~~the continued acceptance of surface irrigation water to insure~~ groundwater recharge.

PUBLIC FACILITIES AND SERVICES





- \* The fire station location model being developed by the City of Fresno will facilitate the optimum location and usage of fire stations within the City.
- \* The computerized manpower program instituted by the Fresno Police Department will allow more accuracy and efficiency in the deployment of patrol manpower.
- \* Three of the six acute care hospitals in the metropolitan area are located in the McLane Community.
- \* The large underground water basin and system of deep wells located in a grid pattern throughout the City have provided quality water to the metropolitan area. The "Leaky Acres" underground recharge program appears to have stabilized the previously falling water table.

#### Liabilities

- \* The highly irregular boundaries of the fire protection jurisdictions are inefficient. The shrinking tax base of special districts places a financial burden upon the districts to cover the increasing costs of providing these services.
- \* Only ten to twenty percent of the community is now receiving permanent drainage services. There are flooding problems in the central portion of the community, particularly along McKinley Avenue.
- \* The multiplicity of water districts serving the McLane Community is inefficient.
- \* The present PG&E substations will probably not be adequate to meet the needs of the McLane Community in 1995.

#### Recommendations

- ~~\* It is recommended that the special water districts be merged to insure the more efficient provision of quality services to all residents of the community. The eventual creation of a metropolitan fire district is recommended in order to derive more efficiencies in the provision of these services.~~
- \* It is recommended that the City of Fresno cooperate closely with the Fresno Metropolitan Flood Control District to alleviate flooding problems in the McLane Community.
- \* It is recommended that any additional power substations be located on the edge of a defined neighborhood, on or adjacent to an arterial street, with design-criteria applied to it to minimize the negative impact of their location.
- \* It is recommended that the school districts implement measures which alleviate noise problems in schools surrounding the Airport through air conditioning or other necessary methods. The existence or absence of a noise problem in these schools will be determined by noise monitoring tests conducted by the Environmental Health Department of the County of Fresno.
- \* It is recommended that the implementation of the Fresno County Mandatory Sewer Ordinance be pursued to eliminate septic tank use throughout the urban portions of the community as soon as possible.

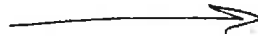
TRANSPORTATION



## Recommendations

- \* It is recommended that McKinley Avenue, between Clovis and Temperance Avenue, and Belmont Avenue between Clovis and Locan Avenues be upgraded to an Arterial classification.
- \* It is recommended that Maple Avenue between Ashlan and Dakota Avenues be upgraded to a Collector classification as shown on the McLane Community Plan map.
- ~~\* It is recommended that the "Potential Road Alignment" depicted in the Fresno Air Terminal Master Plan be the appropriate alignment for the Peach Shields Collector.~~
- \* It is recommended that the Fresno Air Terminal Environs Specific Plan develop measures to accommodate projected vehicular traffic volumes and protect existing residential areas from external traffic, in the area north of the Fresno Air Terminal. ~~Measures to be considered should include, but not limited to, the potential interruption of the Dakota Collector at an appropriate point between Maple and Peach Avenues, or alternative alignments of the Peach Shields Collector.~~
- ~~\* It is recommended that the section of Shields Avenue east of Temperance Avenue be removed from the Major Street and Highway Plan.~~
- ~~\* It is recommended that such design tools as cul-de-sacs and diverters be utilized to limit through-traffic in those neighborhoods originally laid out in a grid pattern, in response to neighborhood requests.~~
- \* It is recommended that future transit system development be directed at improving peak-hour service (trip-to-work) as well as improving access of residents to community facilities and services, and metropolitan level service areas.
- ~~\* It is recommended that bicycle facilities be developed within the McLane Community as detailed in the Metropolitan Area Bikeways Plan.~~
- \* It is recommended that the City of Fresno continue to enforce the existing Airport Land Use Controls and implement the recommendations of the Noise Element and the Fresno Air Terminal Master Plan, utilizing existing noise contours as the basis for its decisions on compatible development in the Airport Environs.

APPENDIX



type of street tree pattern they desire. By changing the development standard to monolithic sidewalks, the variety of trees allowable would also be increased.

~~SINGLE-CORNER SHOPPING CENTER DEVELOPMENT POLICY~~

In 1974, the Fresno City Council adopted a policy of one-corner shopping center development as part of the FCMA General Plan. This paper is included within the community plan document to provide further definition of the Council's policy, and give direction to its implementation. Two alternatives are presented in the paper. Each alternative represents a specific policy on a process to determine the appropriate corner for shopping center development, while allowing for the insurance of due process and equal treatment, and increasing overall acceptability.

Implementing a policy of locating neighborhood or community shopping centers on one corner of an intersection is a difficult problem. In some cases the parcel sizes, access characteristics, and adjacent land uses are different. This type of situation makes a determination of the most appropriate corner much easier through the use of commercial land use standards and planning design criteria. Where the multiple corners appear to be equivalent in terms of size, access, and potential relationships with adjacent land uses, however, the decision becomes much more problematic. Further complicating this situation is the historic practice of leaving a corner parcel vacant in hope of future commercial development. Such land speculation, and the inflated land values attached to it, contribute to the difficulty of maintaining only one corner of commercial development, and despite the Council's adopted policy on this issue, there is a lack of clarity in the community as to how the Council will deal with this problem.

The Commercial Element of each community plan has confronted these issues by selecting the most appropriate site in terms of parcel size, market area, access and land use relationships, where these characteristics were unequal. The result has been a number of rezoning proposals which are designed to implement the City's adopted policy of one-corner commercial. However, in the case where competing sites are basically equal, there is a need to establish a policy guideline which will make it possible to deal fairly and consistently with this very significant economic issue.

Because of this situation, it seems an appropriate time to follow up the policy of one-corner shopping centers with a more specific approach to deal with the situations where it is not feasible to make an objective decision on the differing characteristics of the competing sites. Outlined below are two alternative ways of resolving site selection which would offer a logical manner of treating decisions with some consistency.

1. First Come - First Serve: This alternative involves a policy to rezone unused commercial parcels after one corner has developed with a shopping center.
2. Most Recent Commitment: With this alternative, the most recently zoned corner would be designated in the community plan as the single-corner for shopping center development.

The most important issue here is that a consistent policy be adopted. Whichever

alternative is chosen, there will be a need to indicate the City's intent to place an alternative classification on any vacant commercial zoning which remains after the ultimate site is selected. The alternative zone classification should be established on a case-by-case basis after considering the potential impact on the surrounding neighborhood.

~~(FCMA COMMERCIAL LAND USE STANDARDS)~~

Commercial land use standards used in the analysis of the community's neighborhood commercial facilities were established by the Commercial Land Use Report/Background Study to the 1974 FCMA General Plan, prepared by the Planning and Inspection Department. The standards themselves appear simple and uncomplicated, yet their formulation was a product of research in published studies and books on commercial land use planning, and analysis of commercial land use in the metropolitan area.

Perhaps the most important standard is the minimum standard service ratio. During the analysis of Greater Fresno shopping centers, work was completed on the computation of current acres per 1,000 population ratios for the three levels of FCMA centers. This was followed by the development of standard service ratios which are recommended as a guidance for future shopping center development. For neighborhood shopping centers, the analysis found that .30 acre of neighborhood shopping centers serve 1,000 residents. This ratio was calculated by dividing the total 1971 FCMA population of 297,000 into the total neighborhood center acreage of 84.7. Similarly, ratios of .40 per 1,000 and .50 per 1,000 were revealed for community shopping centers and regional shopping facilities, respectively.

The first step in the establishment of the minimum ratio of commercial acreage to population was the determination of minimum population support required for each level of shopping center. Commonly accepted standards are a minimum support population of 5,000 for neighborhood centers, 25,000 for community centers and 100,000 for regional centers.

An analysis was conducted on the minimum site area for FCMA centers. Identified minimums were five acres for the neighborhood level center, 20 acres for the community center and 60 acres for the regional center. Based on those established criteria, it was feasible to develop the minimum acreage per 1,000 population service area ratios for Greater Fresno centers. These were formulated by dividing the minimum trade area population support into the minimum site area. This division process creates minimum ratios of 1.00 acre/1,000 population for community shopping centers, and .60 acre/1,000 population for regional shopping centers.

The variation between the existing ratios and the recommended minimum standard ratios is easily explained by the existence of extensive strip and freestanding commercial development. For example, in relation to local commercial land use (of which neighborhood and community centers form a part), analysis has indicated that a local commercial ratio of 2.13 acres/1,000 population is found to exist. If the current neighborhood center and community center ratios of .30 and .40 respectively, are combined to form a .70 acre/1,000 ratio, and this sum is subtracted from 2.13, a local freestanding commercial ratio of 1.43 is obtained. The point is that two-thirds of the total local commercial acreage is devoted to the less efficient freestanding form of commercial land use. This level is unacceptable because, as previously explained, not only is the clustered shopping center a more economically efficient physical pattern but the streets which are congested with freestanding



~~or strip commercial development facilities are unable to efficiently perform their primary function as traffic arterials. The recommended minimum acreage/1,000 population ratios are included in this analysis because they confirm the need for a firm City policy which will encourage the clustering of commercial uses into shopping centers.~~

~~The following table, on page 129, summarizes recommended shopping center criteria contained within the 1974 FCMA Commercial Land Use Report.~~



## SHOPPING CENTER TYPE

Criteria	Regional	Community	Neighborhood
Street Type Location	Intersection of freeways express- ways, arterials, or any combina- tion thereof	Intersection of arterials and/or expressways	Intersection of arterials and/or collectors
Acreage of Site (single corner preferred)	60-70	20-30	5-10
Distance from nearest Center (miles)	Between 3 and 5	Not less than 2	Not less than 1
Minimum People in Trade Area	100,000-117,000	25,000-37,500	5,000-10,000
Parking Ratio	3:1	3:1	2:1

Source: 1974 FCMA Commercial Land Use Report

The shopping center criteria cumulatively will have a significant impact on future commercial land uses. Their intent is to provide necessary flexibility as development standards and at the same time protect the integrity of all shopping center types, both existing, and to be developed.

~~LAND USE CATEGORY/ZONING DISTRICT CONSISTENCY MATRIX~~

	AE-5	A-2	R-A	R-1-A	R-1-AH	R-1-B	R-1-C	R-1	R-1/UPD	R-2-A	R-2	R-3-A	R-3	R-4	T-P
Rural Density	●	●	*												
Low Density			●	●	*	■	*	**	**						
Medium-Low Density						●	●	■	*	**					*
Medium Density							■	●	●	■	*	*			■
Medium-High Density									■	●	●	■	■		●
High Density									*	*	■	●	●	●	

**LEGEND:**

- Zoning districts that are highly consistent with the planned density.
- Zoning districts that are generally consistent with the planned density. In each circumstance, the zone suitability must be analyzed with respect to the impact of permitted uses upon the character of existing development commitments and/or conformance to more specific plans or established policy within the proximate area.
- \* Zoning districts that may be found consistent with the planned density under unusual or abnormal circumstances, but are generally not appropriate unless exceptional efforts are directed toward ensuring a compatible relationship with the surrounding areas.
- \*\* Zoning districts that are inconsistent with the planned densities of an area to a degree that their approval should be based on findings of overriding social and economic needs in the community in addition to exceptional design treatment to ensure a compatible relationship with the surrounding areas.
- Zones that are not consistent with the intent of the land use category.

The R-P zoning category has a population density requirement which is relatively equal to R-2 zoning. However, the development standards in the C-B zoning category are subject only to the conditional use permit process. Due to the fact that the typical application of these zones is for commercial development they have not been included in the residential consistency matrix. Consideration of these zoning categories for use in a predominately residential area would be inappropriate since the allowable population densities are available in other residential zones and commercial development would usually be incompatible.

PLAN MODIFICATIONS MADE DURING THE ADOPTION PROCESS



## MC LANE COMMUNITY PLAN MODIFICATIONS

### RESIDENTIAL LAND USE ELEMENT

3. Change the designated land use for property located on the southeast corner of E. Clinton Avenue and N. Angus Street from office commercial to medium-high density residential.
4. Change the designated land use of 10.7 acres located on the southeast corner of E. Ashlan and N. Willow Avenues (the Chestnut Diagonal) from neighborhood commercial to medium-high density residential.
- ~~26a. Change the designated land use of two areas within the Palm Lakes Golf Course from recreational open space to medium low density residential. The subject property is generally described as approximately five acres immediately north of E. Dakota in the southeasterly quadrant of the golf course, and approximately 10 acres located near the northerly and westerly boundaries of the golf course.~~
- ~~30. Change the designation of approximately 55 acres at the northeast corner of N. Cedar and E. Dakota Avenues from low density and medium density residential land use to medium high density (37.5 acres), office (10 acres) and commercial recreation (5 acres). Amend the text at Page 35 to read:~~

~~"It is recommended that 55 acres located at the northeast corner of N. Cedar and E. Dakota Avenues be developed as a multiple use planned unit development. The development should include the following elements:~~

- ~~1. No more than 10 acres of office land use, located along N. Cedar between E. Hampton and Farrin Avenues.~~
- ~~2. No more than 5 acres of recreational open space which may be open to the public on a membership basis.~~
- ~~3. The area within the 70-75 CNEL noise contour line at the northeast corner of the PUD will be used for private storage and parking by the tenants of the PUD.~~
- ~~4. The remainder of the land will be developed in residential land use such that the total number of dwellings shall not exceed 600 units and that there shall be a transition of densities southward from the 70-75 CNEL noise contour from lower to higher. Residential buildings shall occupy the east side of Cedar Avenue between Farrin and E. Dakota Avenues."~~

### COMMERCIAL LAND USE ELEMENT

11. Change the designated land use of four acres located on the northeast corner of E. Shields and N. Chestnut Avenues from recreational open space to office commercial.
12. Change the designated land use of .57 acres located on the southeast corner of E. Shields and N. Chestnut Avenues from medium-low density residential to office commercial.

### INDUSTRIAL LAND USE ELEMENT

- ~~24. Add a recommendation on Page 46 relating to industrial land uses for the area bounded by Shields, Fowler, Clinton and Sunnyside Avenues to be designated an industrial reserve pending the availability of sewer service.~~
- ~~37. Change the designated land use of 11.98 acres located on the southeast corner of N. Winery and E. Ashlan Avenues from recreational open space back to the original designation of light industrial.~~

### ENVIRONMENTAL RESOURCES AND OPEN SPACE ELEMENT

- ~~8. Change the designated land use of 1.09 acres located on the north side of McKinley between Mariposa Street and the proposed Freeway 41 from office commercial to open space.~~

ENVIRONMENTAL RESOURCES AND OPEN SPACE ELEMENT (Cont'd)

- ~~13b. Remove the designated pending basin BS at the southeast corner of Fowler and McKinley Avenues and designate site as agricultural use.~~
- ~~13c. Remove the designated pending basin BQ near the intersection of Armstrong and Olive Avenues and designate site as agricultural use.~~
14. Change the narration on Page 47 of the plan document to reflect the definition of "prime farmland" as contained in the December 7, 1977 letter from Morris Martin, District Conservationist, USDA Soil Conservation Service. Add the technical definition of "prime farmland" to the Appendix along with the mapping of "prime farmland" changes to Figure 9.
15. Change the designated land use of approximately 20 acres located in the southwest quadrant of Willow and Ashlan Avenues from light industrial to recreational open space.
16. Change the designated land use of approximately 97 acres located southeast of the Fresno Air Terminal from light industrial to agricultural open space.

PUBLIC FACILITIES AND SERVICES ELEMENT

- ~~17. Move the fire station site from the Fresno Air Terminal near the Clinton diagonal approach to a site to the east near Clovis Avenue at approximately the Clinton Avenue alignment.~~
18. Change the designation of the Scandanavian Elementary School located on Shields near Chestnut Avenue to "middle school" ~~and Sierra Junior High School at Garland and Cedar Avenues to "freshman school".~~
- ~~19. Designate the site of the Addicott School on the west side of Chestnut Avenue north of Shields Avenue and Manchester School at Fresno and Dakota Avenues as Special Schools (SS).~~
- ~~20. Change the designated land use of approximately five acres located on the south side of Dakota Avenue midway between Chestnut and Peach Avenues from recreational open space to public facilities.~~

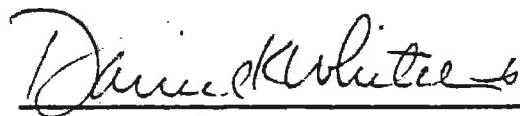
TRANSPORTATION ELEMENT

- ~~Reclassify the Shields Avenue diagonal from a collector to an arterial.~~
21. ~~Reclassify Belmont Avenue from an arterial to a collector street between Temperance and Locan Avenues.~~

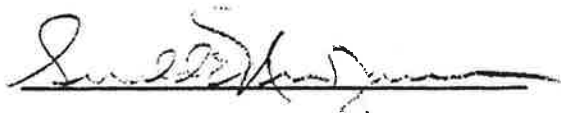


# HOOVER COMMUNITY PLAN

**Adopted by the Fresno City Council on July 1, 1980**



**Daniel K. Whitehurst  
Mayor**



**Gerald E. Newfarmer  
City Manager**



**George A. Kerber  
Director of Planning & Inspection**



SUMMARY OF PLAN PROPOSALS



Furthermore, the college has evolved to University status. However, the University is currently only one of many significant features in the Community.

The University's major physical impacts on the Community have included: The original impetus to urbanization in this portion of the metropolitan area; the large clusters of high density housing which have developed to accommodate the student population; the continuation of intensive agricultural activities in the middle of the urban area; and a physical block to the completion of the Community's street network.

#### State Highways 41 and 168

Although these highways are better known to local residents as Blackstone and Shaw Avenues, they are State Highways and the amount of local and through traffic which they carry, together with their adjacent commercial development, constitutes the most intensive areas of activity in the Community. The two highways are similar in that they are both carrying more traffic than they were designed for. However, the type and quality of commercial development which they have attracted are dramatically different.

Blackstone Avenue forms the western boundary for the planning area and presents a chaotic image of strip commercial development. Furthermore, the freeway, which has been planned for years to relieve the congestion on Blackstone Avenue, runs parallel between Blackstone and Fresno Avenue; and the delay in its construction has been a major deterrent to development in the vicinity.

Shaw Avenue has presented a palatable alternative to the style of commercial development on Blackstone Avenue. Although intensively developed with retail stores, professional offices, and high density residential development; the area is aesthetically pleasing due to landscaping, sign controls, and the architectural quality of many of the structures.

#### Residential Development

The Community's major land use is its residential development. Single-family subdivisions and clusters of multi-family developments are the Community's major resource and are of excellent quality, due to their recent construction. However, it should be noted that much of the residential development north of Shaw Avenue has been built at higher densities than were originally intended. This fact has strained both public facilities and the circulation

system in the area and must be considered in the future plans for the Community. In the area south of Shaw Avenue and east of Cedar Avenue, there is a portion of the Community which has developed at lower densities in response to the noise problems generated by the Fresno Air Terminal. Airport operations will continue to affect the design of development in the area.

~~There are still significant numbers of vacant parcels of land in the Community (See Figure 2). The congestion problems on Blackstone and Shaw Avenues and the continued uncertainties over the freeway system are major issues. The potential impacts of ending Freeway 41 at Bullard Avenue could be particularly severe. The University will continue to expand and diversify its activities and will have impacts on the Community. These factors, together with many other smaller issues, provide the background which this document must consider in the design of a twenty-year plan for the Community.~~

## MAJOR PLAN PROPOSALS

### Urban Growth Management Process

The City of Fresno has established a ~~new~~ process to evaluate development proposals at the fringe of the urban area which would effect the direction and time of urban growth. ~~Although~~ there are no portions of the Hoover Community which will be in the Urban Growth Management Area, the implementation of this process will have an indirect effect on the community. A more detailed discussion of the process is offered in the Appendix, ~~page~~

### Residential Land Use

The Hoover Community Plan (See Figure 5) recognizes the importance of its residential neighborhoods as the most important resource in the Community. The Community's neighborhoods are very stable and the overall quality of housing is excellent. A major proposal of the plan recommends the monitoring of housing quality and a program of preventative rehabilitation.

Special concern is directed toward the density of continued development in the northern portions of the planning area to avoid exceeding the capacity of the Community's streets and sewer system. Furthermore, in the southeastern portions of the planning area, the plan recommends low densities to minimize exposure to the Fresno Air Terminal.

Implementation of the plan in accordance with the policies developed in the Housing Element of the General Plan will achieve a more compatible mix of housing types, while utilizing the many parcels of vacant land and dispersing subsidized housing throughout the metropolitan area.

## Improving Commercial Services

The Hoover Community Plan encourages the development of local commercial services. Much of the policy related to commercial land use is directed toward the adjustment of local commercial facilities to achieve a healthy balance between supply and demand. The plan offers a detailed listing of recommendations for expansion or maintenance of services and attempts to promote clustering of neighborhood commercial uses.

In accordance with the goals and policies of the General Plan, planned shopping center facilities may be developed on only one corner of the intersection of major streets. New shopping center sites designated by the Community Plan (See Figure 5) will meet this criteria in addition to trade area and siting criteria established by the Commercial Element of the General Plan.

~~Vacant commercial zoning presently dispersed on all four corners of an intersection will be encouraged to cluster on one corner; however, developed commercial districts will be preserved and maintained.~~

~~Existing strip commercial designations and development is retained by the Community Plan. However, the formulation of a specific plan is recommended on the topic of strip commercial development. Such a plan should deal with problems such as the proliferation of signs, outdoor storage, parking, access, and congestion. While the findings and recommendation of this proposed study would be very useful in dealing with the conditions in the Hoover Community, they would also be applicable to other communities.~~

Ample opportunity for commercial office development is provided for by the plan along major streets.

## Industrial Land Use

The plan assumes that there will be no further industrial development in the Hoover Community beyond the minor cluster of mixed light industrial activities southeast of the intersection of Blackstone and Gettysburg Avenues. Therefore, this document will not contain an Industrial Element. ~~The recommendation for the development and application of industrial performance standards has already been made in other community plans. These standards should be applied to the industrial development in the Hoover Community, and the unutilized industrial zoning should be converted to a zone district compatible with the land use plan (See Figure 5.)~~

## Open Space and Environmental Resources

The Hoover Community Plan recommends the use of the General Plan Open Space Element to give policy direction for the location of future parks, playgrounds, and neighborhood recreation centers. The Recreation, Open Space and Conservation Element now being developed will also detail potentials for the development of varied open space resources such as trails along canal easements ~~and pocket parks.~~

The development of one new park site is proposed by the Hoover Community Plan prior to the completion of the General Plan's Open Space Element. The park site, four acres in size, is located on the northeast corner of Sierra and Cedar Avenues, and reflects subdivision activity in this area. It is also recommended that the ponding basin site directly north of Hoover High School be designated as an Outdoor Environmental Education Area.

The adverse environmental impacts of major streets on surrounding residences are recognized by the plan and mitigating measures are recommended for any future urban development. This recommendation is reflected on the plan map of the area along Herndon Avenue; where an open space buffer is proposed to shield the adjacent residential development from the effects of high traffic volume.

Expansion of the "Boulevard Area" treatment along Shaw Avenue as originally proposed in the Preliminary Specific Plan for East Shaw Avenue, is recommended in the Hoover Community Plan.

Improved development standards for commercial development are recommended, and the list of acceptable street trees is proposed for expansion.

It is also recommended that the State be encouraged to fence and to landscape the perimeter of the California State University-Fresno's farm area.

## ~~Public Facilities~~

~~The Hoover Community Plan recommends the consolidation of special water districts to insure the efficient provision of services. A study of the Community's sewer service is recommended to insure that future growth in the area can be adequately accommodated.~~

## Circulation/Transportation

The circulation system for the Hoover Community is nearly complete and is based on a grid system of major streets at half-mile intervals. ~~The Hoover Community Plan recommends the retention of the proposed Freeway 41 right-of-way north of Bullard Avenue and the connection of that freeway with Herndon Avenue and the current alignment of Highway 41 (Blackstone Avenue).~~



~~In recognition of the uncertainties of construction of Freeway 168, the plan recommends that Maple Avenue between Ashlan and Cettysburg Avenues be upgraded to a Collector classification, and that other streets providing alternative service be completed.~~

~~Addition of Chestnut Avenue to the major street system is proposed to accommodate development in the northern portions of the metropolitan area.~~

A continuing program of development of bicycle facilities, as recommended in the ~~FCMA~~ Bikeways Plan, is anticipated by the plan as an expansion of transportation alternatives.

Public transportation will be provided throughout the metropolitan area and in the Community. Transit improvements are recommended in hours and frequency of service, as well as in expansion of routes, as financing is available.

### The Commitment of Government

Implementation of the Hoover Community Plan requires continual commitment by local government to the needs and desires of the Community's citizens and to sound management of growth in the City's fringe areas. A commitment to the Hoover Community will require sensitive administration of the long term plans of the area, considering the elements of the Community's design and the desires of the local residents. Housing quality must be monitored and the integration of varied housing types must be done with concern for the existing residents and the limitations of the local public facilities and circulation system. The range of necessary policy and implementation activities will require a consistently high level of inter-agency cooperation and creative management of available funding.

### Specific Planning in the Hoover Community

The Hoover Community Plan refines General Plan goals and policies to fit them to the particular social and physical needs of the Community. This, in turn, provides the framework for the development of specific plans and significant development proposals.

### Specific Plans

The City of Fresno has developed, and is in the process of developing, specific plans to establish detailed policies regarding land use, circulation, and development criteria to insure the provision of a livable human environment in the Community (See Figure ). There are four specific plans in effect at this time.

These plans have been adopted by the City Council and are in conformance with the Hoover Community Plan and should continue in effect.

1. East Shaw Avenue Policy (Adopted as an amendment to the College Community Plan)
2. Specific Plan for Sun Garden Acres

- ~~3. The Alluvial-First Specific Plan~~
- ~~4. Specific Plan for Ashlan-Millbrook Northwest~~
- ~~5. East Shaw Avenue-North Mariposa-First~~
- 6. The Fresno <sup>Yosemite International Airport</sup> ~~Air Terminal~~ Environs Specific Plan

The East Shaw Avenue Policy related to the extension of Boulevard Area treatment has never been formally adopted, but is highly consistent with the intent of the Hoover Community Plan. The Commercial Element of the Hoover Community Plan recommends that the provisions of the East Shaw Avenue Specific Plan relating to the extension of Boulevard Area treatment should be carried forward by the Hoover Community Plan.

There are three specific plans which have never been formally adopted and which are no longer consistent with the intent of current plans and policies, or have been superceded by the Hoover Community Plan.

- 1. Herndon-Millbrook Area Specific Plan
- 2. Bullard-Fresno Specific Plan
- 3. Cedar-Holland Specific Plan

#### Studies and Recommended Programs

- 1. Continuing housing conservation and rehabilitation programs should be guided by a City-wide prioritization study designed to coordinate the various techniques of neighborhood improvement for maximum effectiveness.
- ~~2. A study will be conducted to establish industrial performance standards which can be applied throughout the metropolitan area.~~
- 3. Several measures are recommended which will help in increasing and preserving the number and variety of trees which provide a needed environmental resource in an arid region such as the San Joaquin Valley. These measures include a tree preservation program and changes in property development standards to allow for large street trees in new subdivisions.

~~In addition, there are two major planning projects either in progress or anticipated to begin in the near future which will significantly impact activities in the Hoover Community. The first (which is underway) is the Open Space, Conservation and Recreation Element of the General Plan.~~



~~The second major project which is contemplated is an update of the 1974 General Plan, which will investigate issues of conservation of agricultural land, energy conservation programs and policies, and use of the purchased freeway rights-of-way. The framework provided by the Hoover Community Plan will facilitate implementation of supportive policies in these plans.~~

RESIDENTIAL LAND USE



## Liabilities

- \* Development of community facilities based upon land use plans of lower densities may limit the densities of future residential development.
- \* Significant parcels of vacant land are perceived by many Hoover residents as potential liabilities for existing neighborhoods, without careful adherence to existing and proposed policies for the development of multi-family developments on bypassed properties.
- \* Development of the areas adjacent to proposed Freeway 41 has been hampered by the uncertainties of freeway development and the influence of adjacent intensive commercial development along Blackstone Avenue.
- \* Development of the areas adjacent to proposed Freeway 168 has been hampered by the uncertainties of freeway development and adverse effects of airport noise.

## Recommendations

- ~~\* It is recommended that the implementation of the Plan should be directed by the guidelines in the following table, in conjunction with the "Land Use Conformance Matrix." (A table of administrative guidelines which has been submitted separately to the Planning Commission to clarify the relationship of zoning and residential densities.\*\*)~~
- \* It is recommended that there be a continuous monitoring of housing quality and the utilization of code enforcement and rehabilitation programs, to upgrade the quality of existing substandard units in older portions of the planning area. This recommendation should be integrated with a program of subsidized rehabilitation loans and a City-wide prioritization study designed to coordinate the various techniques of neighborhood improvement to maximum effectiveness.
- \* It is recommended that local agencies develop a coordinated strategy for the provision of subsidized and public housing within the planning area. Participants in the development of such a strategy should include the City of Fresno and the Housing Authorities of the City and County of Fresno. The Housing Assistance Plan should be utilized as the basis for developing this coordinated strategy.
- \* It is recommended that any low-income or public housing constructed within the Community should not be concentrated, but should be dispersed throughout the Community.
- ~~\* It is recommended that further refinement of the Unit Planned Development Ordinance should be undertaken so that UPD concepts may play a more important role in innovative design proposals, and in ensuring proposals compatible with existing neighborhoods.~~

~~RESIDENTIAL PLAN DENSITIES/RESIDENTIAL ZONING  
CORRELATION~~

Density Designation	Range of Dwelling Units Per Gross Acre	Population Per Dwelling Units	Population Per Acre	Most Characteristic Zoning
High	11 and over	1.6	35 or more	R-3 R-4
Medium-High	6-11	2.2	13-24	R-2-A R-2
Medium	3.5-6	3	11-18	R-1 R-1/UPD
Medium-Low	2-3.5	3	6-11	R-1-B R-1-C
Low	.7-2.0	3	2-6	R-A R-1-A
Rural	Under .7	3	2 or less	AE-5

~~\*\* The process of implementing a land use plan requires more flexibility and a greater understanding of the various zoning categories and the circumstances where they might be appropriate for application. In order to clarify the relationship of zoning and residential densities and to provide a set of administrative guidelines, the Land Use Conformance Matrix provides four categories of varying degrees of consistency with the proposed residential densities.~~

~~In light of areas within the Hoover Community Planning Area that have been developed at densities greater than the low densities designated in previous plans, the Land Use Conformance Matrix should be applied judiciously in order to avoid further impacting those neighborhoods (See Appendix, page 124). The only zoning districts that can be determined to be consistent with the Hoover Community Plan in those areas are the zoning districts that are "highly consistent" with the planned density as indicated in the Land Use Conformance Matrix.~~

- ~~\* It is recommended that in processing Site Plan Review applications, special care be taken in reviewing multi-family housing proposals. The design of multi-family housing projects should be coordinated with the socio-economic character of the intended residents.~~
- ~~\* It is recommended that where higher density residential or non-residential land uses abut single-family neighborhoods, the property development standards of the zoning ordinance should be expanded to insure the maintenance of environmental quality in the area. Appropriate measures should include, but not be limited to, setback requirements, landscaping, height limitations, and various architectural barriers appropriate to the particular situation.~~
- ~~\* It is recommended that condominium conversions be approved only on the basis of conformity with the City's plans, policies and ordinances for residential development. Review of future conversion applications should include consideration of any impacts upon existing tenants and upon the supply of alternate rental housing in the plan area.~~
- ~~\* New multiple family residential development in the Corridor Area shall be limited to one-story in height and two off-street parking spaces per dwelling unit shall be provided.~~

COMMERCIAL LAND USE





4,100. Planned commercial development in this area, however, is contingent upon residential development north of Herndon Avenue, and the actions of the City of Clovis east of Willow Avenue. Any future development along Herndon Avenue should be designed with careful attention to the impacts of additional traffic on both Herndon and north/south streets.

Property owners are interested in developing a university-related small commercial center at the northwest corner of Cedar and Barstow Avenues. Such a center should be implemented with a C-L zone district, with permitted uses limited to such enterprises as book stores, clothing and gift stores, restaurants, ice cream stores, etc., which serve the needs of the student population without drawing additional outside traffic.

### Assets

- \* There is a broad range of competitive retail and service commercial facilities available to residents of the Hoover Community.
- \* Shaw Avenue commercial development exhibits an aesthetic quality unlike other major commercial strip development in the metropolitan area.

### Liabilities

- \* The extreme depth of vacant commercial lots along Blackstone Avenue, north of Shaw Avenue, may affect the potential for residential development in the area between the commercial strip and the proposed Freeway 41 right-of-way.
- \* There are a number of problems associated with strip commercial development along Blackstone Avenue, such as lack of adequate landscaping, a proliferation of advertising signs, traffic congestion, intense noise and air pollution, and glare generated from signs and site lighting.
- \* There is a surplus of vacant C-1 and C-2 zoned properties in numerous locations around the Community, that if developed, would create excessive local commercial development where it is not needed, and be in conflict with a General Plan policy of limiting shopping center development to one corner of an intersection. (See Appendix, page 120.)

### Recommendations

- ~~\* It is recommended that a specific plan be formulated concerning the topic of strip commercial development. A plan of this scope should develop alternate solutions to typical issues such as signs, landscaping, storage, parking, access and congestion, while not limiting its applicability to a single geographic area.~~



\* It is recommended that the depth of future commercial development along Blackstone Avenue conform to the rear lot lines defined by the Hoover Community Plan Map, and that access from Shaw and Bullard Avenues be provided to the residential land designated by the plan map between Blackstone Avenue and the Freeway 41 right-of-way.

~~\* It is recommended that the Fresno City Council further the 1974 General Plan policy of one-corner shopping center development by choosing one of the two alternative policies listed in Appendix, page 120.~~

The following recommendations are made in an effort to balance and strengthen the distribution of local commercial services in the Hoover Community.

\* First Street and Bullard Avenue: It is recommended that the undeveloped portion of the southeast corner be rezoned from C-2 to an appropriate residential zoning district.

~~\* Cedar Avenue and Gettysburg Avenue: It is recommended that the vacant 3.8 acres of C-2 zoning, just below the existing shopping center on the southwest corner, be rezoned to an appropriate residential zoning district.~~

\* Chestnut Avenue and Ashlan Avenue: It is recommended that the northeast corner be rezoned from C-1 to an appropriate residential zoning district.

~~\* Barstow Avenue and Cedar Avenue: It is recommended that the 'Special Commercial Shops' designation on the northwest corner of East Barstow and North Cedar Avenues include those uses permitted in the Limited Neighborhood Shopping Center District (C-L). Permitted uses include but are not limited to book stores, clothing stores, gift shops, and libraries. Uses permitted subject to conditional use permit would include delicatessens, ice cream sales, restaurants and soft drink fountains. It is understood for the purposes of this plan that upon the submittal of a rezoning application, a site plan and details of uses will accompany the request to enable the Council to monitor the proposed development.~~

~~The following policies relate specifically to the Freeway 41 Corridor Study and can be understood in context through a reading of that study in the Appendix, p. 125.)~~

~~\* A 25 percent increase in the off-street parking ratio shall be applied within all zone districts except residential between Fresno Street and Freeway 41 within the Corridor Area.~~

~~\* Outdoor advertising property development standards for general heavy strip commercial properties in the Corridor Area shall be governed by the outdoor advertising development standards for the C-2 zone district, as contained in FMC 12-218.5K of the City of Fresno Zoning Ordinance.~~

~~\* Office commercial uses north of Shaw Avenue in the Corridor Area shall be limited to those with low sewer use generation as determined by the Director of the City of Fresno Department of Public Works.~~

~~\* General heavy strip commercial uses north of Shaw Avenue in the Corridor Area shall be limited to those with low sewer use generation as to be determined by the Director of the City of Fresno Department of Public Works.~~

ENVIRONMENTAL RESOURCES AND OPEN SPACE



- \* It is recommended that the General Plan Recreation Open Space and Conservation Element serve as the primary guide for the location of future parks, playgrounds, and recreation centers in the Hoover Community, and that its findings be incorporated into the Community Plan upon its adoption by the Fresno City Council.
- ~~\* It is recommended that the Hoover Community Plan designate one proposed park site prior to the adoption of the Recreation, Open Space and Conservation Element. The park site is located on the northeast corner of Sierra and Cedar Avenues, is approximately four acres in size, and reflects recent subdivision activity in this area.~~
- \* It is recommended that canals, landscaped easements along major streets, and other available public easements be utilized to create linkages in a metropolitan open space system, and that these easements be included in ~~Fresno County's Recreation Trails Element.~~ the Policies.
- ~~\* It is recommended that a revision of the property development standards relating to landscaped setbacks be made. This revision would require that the mandatory wall and landscaped setback area of commercial uses backing onto a residential street be equal to the building setback of the adjacent residential districts, and that special architectural and landscaping provisions be established which would insure a level of environmental quality in commercial development equivalent to that of the adjacent residential uses.~~
- ~~\* It is recommended that the Boulevard Area Treatment proposed in the Preliminary Specific Plan for East Shaw Avenue, May 1974, be implemented in the Hoover Community.~~
- \* It is recommended that a process be established for the preservation of trees in this community, and that it conform to the proposals listed in the Appendix, page 119 and 120.
- ~~\* It is recommended that those changes in development standards noted in Proposals Three and Six of the Appendix, pages 119 and 120 be studied and implemented, and that residents in new subdivisions be allowed to choose a formal or informal street tree pattern and the types of trees they desire, as described by Proposal Seven on page 120 of the Appendix.~~

PUBLIC FACILITIES AND SERVICES



- \* The large underground water basin and system of deep wells located in a grid pattern throughout the City have provided quality water to the metropolitan area. The "Leaky Acres" underground recharge program appears to have stabilized the previously falling water table.

### Liabilities

- \* The highly irregular boundaries of the fire protection jurisdictions are inefficient. The shrinking tax base of special districts places a financial burden upon the districts to cover the increasing costs of providing these services.
- \* The fire station located at Wrenwood and Fresno Street is not large enough to adequately accommodate the equipment presently being operated out of this station.
- \* The existing sewer facilities in the Hoover Community are presently operating at design capacity.
- \* Inefficiencies in administration and operations may result from the number of water districts serving the Hoover Community.

### Recommendations

- ~~\* It is recommended that the special water districts be consolidated so as to insure the more efficient provision of quality services to all residents of the community. The eventual creation of a metropolitan fire district is also recommended in order to derive more efficiencies in the provision of these services.~~
- ~~\* It is recommended that the fire station located at Wrenwood Avenue and Fresno Street be expanded to accommodate the equipment presently being operated out of this station.~~
- ~~\* The City Department of Public Works should conduct an in-depth study of sewer facility capacities if the population of the community increases as projected.~~

TRANSPORTATION





- \* There are significant areas in portions of the community where rehabilitation measures may become necessary prematurely, due to the adverse effects of airport noise and the uncertain status of the freeways.
- \* The buildup of traffic volumes along certain segments of Sierra Avenue and Millbrook Avenue may create dangerous and unpleasant conditions for adjacent residents.
- \* A land use pattern that is generally incompatible with aircraft operations has gradually taken form under the northwest air corridor.

### Recommendations

- \* ~~It is recommended that options be pursued for extending Freeway 41 to Herndon Avenue.~~
- \* ~~It is recommended that Chestnut Avenue be upgraded to collector status between Herndon and Shaw Avenues.~~
- \* ~~It is recommended that Maple Avenue be upgraded to collector status between Shaw and Ashlan Avenues as shown on the Hoover Community Plan map.~~
- \* ~~It is recommended that proposals contained in the 1974 East Shaw Avenue Study be the basis for necessary changes in the local street system in the vicinity of Chestnut, Bonnadelle, Alamos, and Woodrow Avenues.~~
- \* ~~It is recommended that such design tools as cul-de-sacs and diverters be utilized to limit through-traffic on Sierra Avenue between First Street and Cedar Avenue, and on Millbrook Avenue between Herndon Avenue and Barstow Avenue.~~
- \* It is recommended that the City of Fresno continue to encourage improvement of the major streets adjacent to CSUF in order to increase safety and accommodate peak-hour traffic loads.
- \* It is recommended that future transit system development be directed at improving peak-hour service (work-related traffic) as well as improving access of residents to community facilities and services, and metropolitan level service areas.
- \* It is recommended that bicycle facilities be developed within the Hoover Community as detailed in the ~~Metropolitan Area~~ Bikeways Plan.
- \* It is recommended that attenuation measures be established along highways and expressways to protect residential and other sensitive uses from noise, air, and visual pollution.

- \* It is recommended that the City of Fresno continue to enforce the existing Airport Land Use Controls and implement the recommendations of the Noise Element and the Fresno Air Terminal Master Plan, utilizing existing noise contours, as the basis for its decisions on compatible development in the Airport Environs.

The following policies relate to the Freeway 41 Corridor and can be understood more fully in relationship to that study which is found in the Appendix.

- ~~\* Direct or indirect access (not including Fresno Street) in the Corridor Area shall be provided to and from east/west major streets such as Sierra, Bullard, and Barstow Avenues.~~
- \* It is recommended that Fresno Transit establish an express transit lane on Fresno Street and/or Freeway 41 if conditions warrant.
- ~~\* It is recommended that the Traffic Engineer prepare a local street circulation plan for the Corridor Area.~~
- ~~\* The City of Fresno shall continue efforts to cause the completion of the Fresno Freeway System as committed to by the State of California Department of Transportation, with high priority given to the extension of Freeway 41 from Bullard Avenue to the San Joaquin River.~~

APPENDIX

## APPENDIX

### URBAN GROWTH MANAGEMENT

The City of Fresno has developed an Urban Growth Management Program to manage the location and timing of growth in the City's fringe areas and it is the intent of this plan that the new process be utilized in the evaluation of development proposals on the fringes of the metropolitan area. The objective of the process is:

To encourage urban development to occur in such a way that the expansion of urban service delivery systems can be accomplished in a fiscally sound manner, while still providing required City services on an equitable basis to all community residents.

The Urban Growth Management Process builds upon existing City and County policies relating to the development of vacant land. Key elements of the process are:

(1) a procedure for determining how City services will be delivered to new development, and (2) an analytical method of assessing the costs and revenues associated with new development.

#### Urban Growth Management Area

The Urban Growth Management process is applied to land in and around the City's fringe which is either undeveloped or predominantly agricultural in use and lacks most, if not all, municipal facilities, improvements, or services. This area, known as the Urban Growth Management Area, is delineated on the City Zone Map.

The Urban Growth Management Area includes both City fringe areas and County land within the City's sphere of influence. Inclusion of County land areas is consistent with the expressed policy of both City and the County that new urban development should occur under City jurisdiction. Of crucial importance is the County referral policy. If property for which development is proposed can be feasibly annexed (i.e., within one-half mile of the City limits), annexation proceedings may be instituted, and development requests will be processed in the City. If property may not be feasibly annexed, action would be taken by Fresno County. In unincorporated, urban areas, the County will entertain requests for development that represent "infilling" of the existing area; areas which are undeveloped or underdeveloped will be placed in a "holding zone," representing an urban reserve for future city expansion.

#### Urban Growth Management Process

The Urban Growth Management Process augments existing development

review procedures with a formal Service Delivery Review and Cost/Revenue Analysis, and provides for final action by the City Council.

Each proposed development is reviewed by the Service Delivery Review Committee, which is composed primarily of the head of the City service delivery departments. The Service Delivery Review Committee will determine the approach to the delivery of services and the conditions required for development. This determination is guided by a set of specific urban service delivery policies that establish rules by which City services will be delivered to new development.

Following Service Delivery Review, a Cost/Revenue Analysis is performed. This measures the fiscal impact (costs and revenues) of the proposed development upon the City General Fund.

The Urban Growth Management Process is applied to development requests in one of two ways, depending upon the nature of the proposed development. For residential subdivisions, the Service Delivery Review and Cost/Revenue Analysis are performed prior to the filing of a tentative tract map. A maximum of 45 days is provided for the staff analysis. The results of the Service Delivery Review and Cost/Revenue Analysis are forwarded with the subdivision application to the Planning Commission for their recommendation, and then to the City Council for final action.

For most other types of development, an Urban Growth Management (UGM) Permit is required prior to development. A set of specific exclusions is contained in the process, representing those developments of minor consequence to the method of service delivery extension. When a UGM Permit is required, an application must first be filed with the Director of Planning and Inspection. A 40-day period is provided for the Service Delivery Review and Cost/Revenue Analysis. The resulting staff report is then forwarded to the Planning Commission for their recommendation, and to the City Council for final action.

#### STREET TREE PRESERVATION

There is a high degree of citizen interest in tree preservation in the Fresno urban area. The expression of this interest has not only come from residents of older neighborhoods with large mature trees, but from residents of newer neighborhoods who recognize the importance of trees to their environment.

Large mature trees benefit the Fresno area in many ways. First, they insure a level of environmental quality that would otherwise be unavailable. Large trees help to purify the air, reduce noise, provide shade and a canopy effect for streets, and trap dust. Second, large trees cool the air, the ground, and even housing, resulting in high energy savings because of a reduction in the use of home air conditioning. Third, trees are an amenity. They add beauty and value to a neighborhood which helps to maintain the quality and enduring attractiveness of a residential area. Fourth, trees are an element of the natural environment, the sense of which is so often missing from modern urban development.



Fresno has experienced many problems with tree preservation under existing development standards, tree planting practices, and up to now, an inadequate level of technology. Many mature trees have been removed because of damage done to sidewalks, curbs, gutters and streets by the root systems of large trees planted in narrow parkways. Other mature trees have been removed because their root systems interfere with underground utilities.

Although these problems relate to the location and size of the tree and the placement of expensive improvements, they also relate to watering practices and soil characteristics. The major reason that root systems are near the ground surface is the practice of shallow watering instead of deep watering. In some areas of town, an impene-trable hardpan layer close to the soil surface also causes root systems to be very shallow.

The historical solution to these problems has been to replace large street trees with a limited variety of small ornamental trees. This action has many times destroyed the visual consistency of rows of large trees by breaking the pattern with the small ornamental trees. Although these problems exist, using small trees is not a solution because they do not provide the same benefits as large trees. Other solutions are needed in order to maintain large mature trees in older areas of town and insure the growth of large trees in newer areas.

The following proposals are taken from the Parks and Recreation Department's recommendations to revise the existing Street Tree and Parkway Ordinance, and Planning and Inspection Department review of the subject.

1. That mature street trees only be removed when all possible options to save the trees have been explored by the Parks and Recreation Department.
2. That an extensive root-pruning program be established to reduce root damage to sidewalks, curbs, gutters and streets.
- ~~3. That an amendment to the zoning ordinance be consid-  
ered, to provide that no sewer, water or utility lines  
be placed within the center one-third (minimum thirty-  
feet) of the total frontage of a residential lot.~~
4. That a formalized program be established with all util-  
ity companies and contractors in order to insure the  
protection of trees when work by these agencies is be-  
ing done in City parkways.
5. That a formalized program be established to educate  
both residents and property maintenance personnel of  
private businesses, on proper watering practices for  
desirable tree growth.

- ~~6. That new property development standards for residential subdivisions be studied, which will allow for monolithic sidewalks and large tree planting in front yard setback areas rather than parkways.~~
- ~~7. That residents of new subdivisions be given the option of choosing a formal street tree pattern (trees of the same size, variety, and planting pattern), or an informal pattern (trees of different sizes and varieties planted in a designed random pattern), and that the City's conservation and maintenance program relate to the chosen pattern.~~

The benefits derived from these proposals, if they are implemented, will include all those benefits associated with large mature trees and their preservation as valuable environmental resources. Additional benefits would be a change in development standards for new residential subdivisions allowing the planting of large street trees, and the opportunity for residents in new subdivisions to decide what type of street tree pattern they desire. By changing the development standard to monolithic sidewalks, the variety of trees allowable would also be increased.

#### ~~SINGLE-CORNER SHOPPING CENTER DEVELOPMENT POLICY~~

~~In 1974, the Fresno City Council adopted a policy of one-corner shopping center development as part of the FCMA General Plan. This paper is included within the Community Plan document to provide further definition of the Council's policy, and give direction to its implementation. Two alternatives are presented in the paper. Each alternative represents a specific policy on a process to determine the appropriate corner for shopping center development, while allowing for the insurance of due process and equal treatment, and increasing overall acceptability.~~

~~Implementing a policy of locating neighborhood or community shopping centers on one corner of an intersection is a difficult problem. In some cases the parcel sizes, access characteristics, and adjacent land uses are different. This type of situation makes a determination of the most appropriate corner much easier through the use of commercial land use standards and planning design criteria. Where the multiple corners appear to be equivalent in terms of size, access, and potential relationships with adjacent land uses, however, the decision becomes much more problematic. Further complicating this situation is the historical practice of leaving a corner parcel vacant in hope of future commercial development. Such land speculation, and the inflated land values attached to it, contribute to the difficulty of maintaining only one corner of commercial development, and despite the Council's adopted policy on this issue, there is a lack of clarity in the community as to how the Council will deal with this problem.~~



The Commercial Element of each Community Plan has confronted these issues by selecting the most appropriate site in terms of parcel size, market area, access and land use relationships, where these characteristics were unequal. The result has been a number of rezoning proposals which are designed to implement the City's adopted policy of one-corner commercial. However, in the case where competing sites are basically equal, there is a need to establish a policy guideline which will make it possible to deal fairly and consistently with this very significant economic issue.

Because of this situation, it seems an appropriate time to follow up the policy of one-corner shopping centers with a more specific approach to deal with the situations where it is not feasible to make an objective decision on the differing characteristics of the competing sites. Outlined below are two alternative ways of resolving site selection which would offer a logical manner of treating decisions with some consistency.

1. First Come - First Serve: This alternative involves a policy to rezone unused commercial parcels after one corner has developed with a shopping center.
2. Most Recent Commitment: With this alternative, the most recently zoned corner would be designated in the Community Plan as the single-corner for shopping center development.

The most important issue here is that a consistent policy be adopted. Whichever alternative is chosen, there will be a need to indicate the City's intent to place an alternative classification on any vacant commercial zoning which remains after the ultimate site is selected. The alternative zone classification should be established on a case-by-case basis after considering the potential impact on the surrounding neighborhood.

#### ~~FCMA COMMERCIAL LAND USE STANDARDS~~

Commercial land use standards used in the analysis of the community's neighborhood commercial facilities were established by the Commercial Land Use Report/Background Study to the 1974 FCMA General Plan, prepared by the Planning and Inspection Department. The standards themselves appear simple and uncomplicated, yet their formulation was a product of research in published studies and books on commercial land use planning, and analysis of commercial land use in the metropolitan area.

Perhaps the most important standard is the minimum standard service ratio. During the analysis of Greater Fresno shopping centers, work was completed on the computation of current acres per 1,000 population ratios for the three levels of FCMA centers. This was followed by the development of standard service ratios which are recommended as a guidance for future shopping center development. For neighborhood shopping centers, the analysis found that .30 acres of neighborhood

shopping centers serve 1,000 residents. This ratio was calculated by dividing the total 1971 FCMA population of 297,000 into the total neighborhood center acreage of 84.7. Similarly, ratios of .40 per 1,000 and .50 per 1,000 were revealed for community shopping centers and regional shopping facilities, respectively.

The first step in the establishment of the minimum ratio of commercial acreage to population was the determination of minimum population support required for each level of shopping center. Commonly accepted standards are a minimum support population of 5,000 for neighborhood centers, 25,000 for community centers and 100,000 for regional centers.

An analysis was conducted on the minimum site area for FCMA centers. Identified minimums were 5 acres for the neighborhood level center, 20 acres for the community center and 60 acres for the regional center. Based on those established criteria, it was feasible to develop the minimum acreage per 1,000 population service area ratios for Greater Fresno centers. These were formulated by dividing the minimum trade area population support into the minimum site area. This division process creates minimum ratios of 1.00 acre/1,000 population for community shopping centers, and .60 acres/1,000 population for regional shopping centers.

The variation between the existing ratios and the recommended minimum standard ratios is easily explained by the existence of extensive strip and freestanding commercial development. For example, in relation to local commercial land use (of which neighborhood and community centers form a part), analysis has indicated that a local commercial ratio of 2.13 acres/1,000 population is found to exist. If the current neighborhood center and community center ratios of .30 and .40 respectively, are combined to form a .70 acres/1,000 ratio, and this sum is subtracted from 2.13, a local freestanding commercial ratio of 1.43 is obtained. The point is that two-thirds of the total local commercial acreage is devoted to the less efficient freestanding form of commercial land use. This level is unacceptable because, as previously explained, not only is the clustered shopping center a more economically efficient physical pattern but the streets which are congested with freestanding or strip commercial development facilities are unable to efficiently perform their primary function as traffic arterials. The recommended minimum acreage/1,000 population ratios are included in this analysis because they confirm the need for a firm City policy which will encourage the clustering of commercial uses into shopping centers.

The following table, on page 123, summarizes recommended shopping center criteria contained within the 1974 FCMA Commercial Land Use Report.

~~SHOPPING CENTER TYPE~~

Criteria	Regional	Community	Neighborhood
Street Type Location	Intersection of freeways express- ways, arterials, or any combina- tion thereof	Intersection of arterials and/or expressways	Intersection of arterials and/or collectors
Acreage of Site (single corner preferred)	60-70	20-30	5-10
Distance from nearest Center (miles)	Between 3 and 5	Not less than 2	Not less than 1
Minimum People in Trade Area	100,000-117,000	25,000-37,500	5,000-10,000
Parking Ratio	3:1	3:1	2:1

Source: 1974 FCMA Commercial Land Use Report

The shopping center criteria cumulatively will have a significant impact on future commercial land uses. Their intent is to provide necessary flexibility as development standards and at the same time protect the integrity of all shopping center types, both existing, and to be developed.



~~LAND USE CATEGORY/ZONING DISTRICT CONSISTENCY MATRIX~~

	AE-5	A-2	R-A	R-1-A	R-1-AH	R-1-B	R-1-C	R-1	R-1 UPD	R-2-A	R-2	R-3-A	R-3	R-4	T-P
Rural Density	●	●	▲												
Low Density			●	●	▲	■	▲	*	*						
Medium-Low Density						●	●	■	▲	*					▲
Medium Density							■	●	●	■	▲	▲			■
Medium-High Density								■	●	●	■	■			●
High Density								▲	▲	■	●	●	●		

**LEGEND:**

- Zoning districts that are highly consistent with the planned density.
- Zoning districts that are generally consistent with the planned density. In each circumstance, the zone suitability must be analyzed with respect to the impact of permitted uses upon the character of existing development commitments and/or conformance to more specific plans or established policy within the proximate area.
- ▲ Zoning districts that may be found consistent with the planned density under unusual or abnormal circumstances, but are generally not appropriate unless exceptional efforts are directed toward ensuring a compatible relationship with the surrounding areas.
- \* Zoning districts that are inconsistent with the planned densities of an area to a degree that their approval should be based on findings of overriding social and economic needs in the community in addition to exceptional design treatment to ensure a compatible relationship with the surrounding areas.
- Zones that are not consistent with the intent of the land use category.

The R-P zoning category has a population density requirement which is relatively equal to R-2 zoning. However, the development standards in the C-P zoning category are subject only to the conditional use permit process. Due to the fact that the typical application of these zones is for commercial development they have not been included in the residential consistency matrix. Consideration of these zoning categories for use in a predominately residential area would be inappropriate since the allowable population densities are available in other residential zones and commercial development would usually be incompatible.

~~HOOVER COMMUNITY PLAN  
 FREEWAY 41 CORRIDOR STUDY  
 (MODIFICATION #35)~~

INTRODUCTION

As part of the Preliminary Hoover Community Plan adoption process, numerous land use modifications of the Preliminary Plan have been proposed. These modification proposals were provided to reflect development and granted entitlements since the formulation of the Preliminary Plan (September, 1976) and to allow neighborhood groups, developers, and property owners the opportunity to recommend different land use proposals than those designated by the Preliminary Plan. Because of the number and magnitude of modifications proposed in the Hoover Community Freeway 41 Corridor Area, a separate land use alternative plan for the Corridor Area has been prepared (Modification 35). This alternative plan, called the Corridor Alternative, is intended to provide effective land use planning for the Corridor Area while considering those modifications proposed thus far in the Preliminary Hoover Community Plan adoption process.

CORRIDOR ALTERNATIVE ANALYSIS

The Freeway 41 Corridor Study Area includes 960 acres (1.5 square miles) bounded by East Ashlan, North Blackstone and East Herndon Avenues and North Fresno Street. The Corridor Area is approximately 73.3 percent developed (excluding street and freeway right-of-way). Approximately 70 percent of the area is within the boundaries of the City of Fresno. While residential and commercial uses occupy approximately 26 and 23 percent, respectively, of the total Corridor Area acreage, approximately 17 percent of the total acreage is vacant. The area contains approximately 1,900 dwelling units housing approximately 4,600 people. Table I compares land use acreages between existing conditions, the Preliminary Plan, and the Corridor Alternative.

The Corridor Area is bisected by Freeway 41, now under construction from East Ashlan to East Bullard Avenues. Funding for the extension of Freeway 41, between East Bullard and Herndon Avenues is uncertain at this time.

TABLE 1  
 EXISTING/PROPOSED LAND USE TABLE

<u>Land Use</u>	<u>Existing</u>		<u>Preliminary</u>			<u>Corridor Alternative</u>		
	<u>Acreage</u>	<u>% of Total</u>	<u>Acreage</u>	<u>% of Total</u>	<u>% of Change</u>	<u>Acreage</u>	<u>% of Total</u>	<u>% of Change</u>
Residential	250	36.6	415	60.8	66.0	335	49.1	31.2
Commercial	220	32.3	250	36.7	13.6	330	48.4	53.2
Public Facilities	7	1.0	---	---	-100.0	---	---	-100
Agricultural	15	2.2	---	---	-100.0	---	---	-100
Open Space	17	2.5	17	2.5	0	17	2.5	0
Industrial	6	0.9	---	---	-100.0	---	---	-100
Vacant	167	24.5	---	---	-100.0	---	---	-100
	<u>682</u>	<u>100.0</u>	<u>682</u>	<u>100.0</u>		<u>682</u>	<u>100.0</u>	

Note: Above acreages do not include streets or freeway right-of-way.

Source: City of Fresno, Department of Planning and Inspection, September, 1979.

Compared to the Preliminary Hoover Community Plan, the Corridor Alternative proposes an increase in residential and commercial land use densities and intensities for the Corridor Area. Land use, circulation and sewer service issues are discussed below.

Residential

The Corridor Alternative proposes a 134-acre increase in medium-high density residential uses and a reduction of 214 acres in medium density residential uses, resulting in an 80-acre decrease in land planned for residential development. Overall, the Corridor Alternative will accommodate a dwelling unit holding capacity of 4,347 units, with 3,230 units (or 74%) being developed at medium high residential densities. The Corridor Area dwelling unit holding capacity reflected in the Preliminary Plan is 3,726 units, with 962 units (or 26%) developed at medium high residential densities. While the Preliminary Plan ultimately would allow 2,764 medium density dwelling units, the Corridor Alternative would allow 1,117 medium density dwelling units.

Table 2 indicates the changes to the Preliminary Plan land use designations proposed by the Corridor Alternative. As seen on Table 2 the Corridor Alternative proposes major redesignations from medium density residential uses to medium high density residential uses north of Barstow Avenue. However, the population holding capacity of Modification #35 (8,515) represents an increase of less than 100 people over the population holding capacity allowed by the Preliminary Plan (8,416). This minor difference, even though the Corridor Alternative proposes an increase of 621 dwelling units, is due to the lower average persons per dwelling unit density (1.8) associated with medium high density residential development. The average persons per dwelling unit density for medium density residential development is 2.4.

A comparison of projected dwelling unit and population holding capacities between the Preliminary Plan and the Corridor Alternative is presented on Table 2.

TABLE 2  
PROJECTED DWELLING UNIT AND POPULATION HOLDING CAPACITIES  
(PRELIMINARY PLAN)

<u>Density</u>	<u>Acreage</u>	<u>DU/Acre</u>	<u>DU Holding Capacity</u>	<u>Persons/DU</u>	<u>Population Holding Capacity</u>
Medium High	56	17	962	1.8	1732
	Single	3.4	1221	3.2	3907
Medium	359	Family			
	Multi-Family	4.3	1543	1.8	2777
Total	415		3726		8416



PROJECTED DWELLING UNIT AND POPULATION HOLDING CAPACITIES  
(CORRIDOR ALTERNATIVE)

<u>Density</u>	<u>Acreage</u>		<u>DU/Acre</u>	<u>DU Holding Capacity</u>	<u>Persons/DU</u>	<u>Population Holding Capacity</u>
Medium High	190		17	3230	1.8	5814
		Single				
Medium	145	Family	3.4	493	3.2	1578
		Multi-Family	4.3	624	1.8	1123
<b>Total</b>	<b>335</b>			<b>4347</b>		<b>8515</b>

Note: DU = Dwelling Units

Source: City of Fresno, Department of Planning and Inspection, September 1979.

Residential land use recommendations in the Corridor Alternative recognize the maintenance of established single-family neighborhoods south of Shaw Avenue and the continued development of multi-family housing north of Shaw Avenue. By providing for increased multi-family development north of Shaw Avenue, the Corridor Alternative will allow vacant, bypassed Corridor Area parcels to absorb development that may otherwise occur in fringe areas. The Corridor Area provides a centralized metropolitan area location for multi-family development with immediate freeway access. Although Freeway 41 and commercial land uses will impact the adjacent medium high density development, it is important to note that multi-family residents tend to spend less time outdoors where noise, light and glare problems are more noticeable. Additionally, stringent noise insulation building standards for multi-family development and the depression of Freeway 41 between Ashlan and Sierra Avenues will reduce adverse impacts. Proper design of multi-family development, including the placement of parking and storage adjacent to commercial uses and traffic, will provide additional buffering.

Commercial

The Corridor Alternative proposes an 80-acre increase in commercial land uses above the land uses shown in the Preliminary plan. Although the proposed increase in neighborhood commercial land uses is not significant (+ 2 acres), the increases in general heavy strip commercial uses (+ 41 acres) and office commercial uses (+ 30 acres) may have measurable effects. The following table provides a comparison of proposed commercial acreage between the Preliminary Plan and the Corridor Alternative.

TABLE 3  
COMPARISON OF COMMERCIAL LAND USE

	<u>Existing</u>		<u>Preliminary Plan</u>		<u>Corridor Alternative</u>	
	<u>Acreage</u>	<u>% of Total</u>	<u>Acreage</u>	<u>% of Total</u>	<u>Acreage</u>	<u>% of Total</u>
<b>Neighborhood Commercial</b>	2.3	1.1	7	2.8	9	2.7
<b>General Heavy Strip Commercial</b>	207.5	94.3	243	97.2	284	86.1
<b>Office Commercial</b>	10.2	4.6	---	---	37	11.2
	<b>220</b>	<b>100.0</b>	<b>250</b>	<b>100.0</b>	<b>330</b>	<b>100.0</b>

Source: City of Fresno Department of Planning and Inspection, September, 1979.



Modification #35 recognizes granted zoning entitlements for approximately 7 acres at the northwest corner of Bullard Avenue and Fresno Street, and redesignates the area as appropriate for neighborhood commercial uses. The Corridor Alternative also proposes that the Preliminary Plan designated neighborhood commercial uses along the south side of East Sierra Avenue immediately west of Freeway 41 to be redesignated for general, heavy strip commercial uses. This change would reflect development since the formulation of the Preliminary Plan. The remaining redesignations to general heavy strip commercial uses are also located between Blackstone Avenue and Freeway 41. These redesignations primarily reflect development or granted entitlements since the formulation of the Preliminary Plan.

The proposed redesignations to office commercial uses are located both east and west of Freeway 41; they all reflect development or granted entitlements since the formulation of the Preliminary Plan except for changes proposed at the northeast corner of Freeway 41 and Bullard Avenue, along the south side of Shaw Avenue immediately west of Freeway 41, and along the north side of East Ashlan Avenue immediately east and west of Freeway 41. These latter three changes are redesignations from medium density residential uses supported by the Preliminary Plan. Because of Freeway 41 access on East Bullard, Shaw, and Ashlan Avenues, increased traffic volumes along those streets will occur. While taking advantage of ready Freeway 41 access, the proposed office uses will be less sensitive than medium density residential uses to the increased traffic volume.

Commercial land use recommendations in the Corridor Alternative recognize the continuance of general heavy strip and office commercial uses in the Corridor Area. New commercial development should be properly designed and situated to assure proper access, parking, and interface with adjacent residential uses. The addition of new general heavy strip commercial uses can create critical interface problems with residential uses. Current zoning ordinance development standards for general heavy strip commercial uses are primarily intended to assist such uses in meeting special physical and locational needs, and the degree to which these development standards can be modified to address interface problems is limited. Nevertheless, certain more stringent development standards for new general heavy strip commercial uses in the Corridor Area should be applied. In particular, adjacent residential areas will be more sensitive to outdoor advertising on new commercial frontages along Freeway 41. The C-2 zone district outdoor advertising development standards should be applied to all general heavy strip commercial development in the Corridor Area and permit only one freestanding sign per frontage. These measures will allow for adequate commercial advertising while reducing light, glare, and aesthetic impacts upon neighboring residents.

### Circulation

When completed, Freeway 41 will accommodate a significant amount of traffic which is currently generated from and passes through the Corridor Area. Because Freeway 41 is currently scheduled for completion only as far as Bullard Avenue, congestion problems on Bullard Avenue can be expected. Therefore, the extension of Freeway 41 at least to Herndon Avenue, should be strongly pursued.

Even though Freeway 41 will reduce traffic congestion and circulation problems for certain types of trips, it is essential that existing streets in the Corridor Area be optimally utilized. Increased parking standards for future residential and commercial uses in the Corridor Area should be provided to insure this optimum use.

Because Modification #35 proposes increased commercial development, increased traffic volume in the Corridor Area can be expected. Proper access, especially for future general, heavy strip and commercial uses should be provided to major east-west streets, such as Sierra, Bullard and Barstow Avenues. Both the local and major street components of the Corridor Area circulation system should be comprehensively examined and planned to assure proper implementation of the Corridor Alternative.

The amount of residential traffic resulting from the implementation of the Corridor Alternative would not appreciably differ from the amount resulting from the implementation of the Preliminary Plan. The effective use of public transit, including the establishment of an express transit land on Fresno Street and/or Freeway 41 would provide for a more efficient Corridor Area circulation system.

### Sewage

Community sewer facilities in the Corridor Area are essentially "fixed" and have been in place for 10 to 13 years. The sewer system for the Hoover Community, on the whole, is operating at or near capacity. While the increased land use densities and intensities proposed by the Corridor Alternative are not expected to cause sewage problems within the Corridor Area itself, downstream sewer capacity problems may occur. The primary impact would be on the Marks Avenue line.

In the future, the whole metropolitan area sewer system may be more effectively utilized by better balancing and inter-tying of sewer mains. The City's Public Works Department is initiating a study to evaluate an inter-tyed system that better balances sewer flow. Until such a study is completed and a system implemented, interim measures should be taken to allow the restricting of new commercial uses in the Corridor Area to those with low sewage use generation. These measures should focus on office and general, heavy strip commercial uses which may have a high potential for water usage and sewage generation. Because the area south of Shaw Avenue in the Corridor Area is almost completely developed, the measures should also be concentrated on future development that is north of Shaw Avenue within the Corridor Area.

### RECOMMENDATIONS

In addition to the land use recommendations (Figure 18) the following policies should be adopted to assure proper implementation of the Corridor Alternative:

- ~~i. A 25 percent increase in the off-street parking ratio shall be applied within all zone districts except residential between Fresno Street and Freeway 41 within the Corridor Area.~~

- ~~2. Direct or indirect access (not including Fresno Street) in the Corridor Area shall be provided to and from east/west major streets, such as Sierra, Bullard, and Barstow Avenues.~~
  - ~~3. New multiple family residential development in the Corridor Area shall be limited to one-story in height and two off-street parking spaces per dwelling unit shall be provided.~~
  - ~~4. Outdoor advertising property development standards for general heavy strip commercial properties in the Corridor Area shall be governed by the outdoor advertising development standards for the C-2 zone district, as contained in FMC 12-218.5K of the City of Fresno Zoning Ordinance.~~
  - ~~5. Establish an express transit lane on Fresno Street and/or Freeway 41 if conditions warrant.~~
  - ~~6. Prepare a local street circulation plan for the Corridor Area.~~
  - ~~7. The City of Fresno should continue efforts to cause the completion of the Fresno Freeway System as committed to by the State of California Department of Transportation, with high priority given to the extension of Freeway 41 from Bullard Avenue to the San Joaquin River.~~
  - ~~8. Office commercial uses north of Shaw Avenue in the Corridor Area shall be limited to those with low sewer use generation as determined by the Director of the City of Fresno Department of Public Works.~~
  - ~~9. General heavy strip commercial uses north of Shaw Avenue in the Corridor Area shall be limited to those with low sewer use generation as to be determined by the Director of the City of Fresno Department of Public Works.~~
  - ~~10. Implementation of the above policies, where applicable, shall be effected through the granting of appropriate covenants by the property owner or the imposition of conditions for approval of discretionary development entitlements\* through the provisions of FMC 12-405-B.~~
- ~~\* Discretionary development entitlements include zone changes, tentative tract maps, conditional use permits, variances, site plans, and Urban Growth Management permits.~~

PLAN MODIFICATIONS MADE DURING THE ADOPTION PROCESS





HOOVER COMMUNITY PLAN MODIFICATIONS

RESIDENTIAL LAND USE ELEMENT

- ~~1. Change the designated land use of 154 acres at the southeast corner of E. Herndon and N. Chestnut Avenues from medium-low density residential and open space to medium density residential with a ten-foot landscaped buffer along E. Herndon Avenue.~~
- ~~2. Change the designated land use of 9.6 acres located near the northeast corner of E. Gettysburg and N. Maple Avenue from medium density to medium-high density residential.~~
- ~~3. Change the designated land use of 8.99 acres at the northwest and northeast corners of E. Ashlan and N. Chestnut Avenues from low density to medium-high density residential.~~
- ~~4. Change the designated land use of 4.6 acres on the east side of N. First Street between E. Ashlan and E. Gettysburg Avenues at Ashcroft from medium to medium-high density residential.~~
- ~~5. Change the designated land use of 3.79 acres on the northwest corner of E. Gettysburg and N. Chestnut Avenues from neighborhood commercial to medium-high density residential.~~
7. Change the designated land use of the north 6.77 acres northwest of E. Bullard Avenue and Fresno Street from medium density to medium-high density residential. (See #7 in Commercial Land Use Element)
9. Amend the text at Page 34, bottom, to add:

~~"Increases in the costs of new single family housing have given rise to a growing demand for owner-occupied multiple family housing in the form of condominium dwelling units. As the condominium market expands beyond the rate of new construction, many existing apartment complexes come under market pressure to convert for the resale of individual units as condos. Since 1976 the rate of conversion has been substantial in the Hoover area. Applications for conversions have amounted to about 24 percent of the medium density and higher multiple family housing stock.~~

~~"The current high rate of condominium conversion should be carefully monitored to ensure that converted projects are suitable as owner-occupied units. The conversion process should not result in a shortage of rental housing stock. Furthermore, conversions should be studied to determine whether the displacement of existing rental tenants is causing hardships for families with children, for the elderly, or for others who are unable or unwilling to purchase housing."~~

In addition, amend the text at Page 38, bottom, to add:

~~"It is recommended that condominium conversions be approved only on the basis of conformity with the City's plans, policies and ordinances for residential development. Review of future conversion applications should include consideration of any impacts upon existing tenants and upon the supply of alternate rental housing in the plan area."~~

- ~~33. Change the designated land use of 17.18 acres on the southeast corner of N. Fresno Street and E. Herndon Avenue from medium density and open space to medium-high density residential.~~
36. Change the designated land use of 1.25 acres on the east side of N. Chestnut between Holland and Gettysburg from medium density to medium-high density residential.
40. Change the designated land use of 9.4 acres on the southwest corner of Sierra and Millbrook Avenues from medium-low density to medium density residential.
41. Change the designated land use of .9 acres northwest of Ashlan and Chestnut Avenues from low density to medium-high density residential.

COMMERCIAL LAND USE ELEMENT

6. Change the designated land use of 7.42 acres on the northwest corner of E. Bullard Avenue and N. Fresno Street from medium density residential to neighborhood commercial.
  7. Change the designated land use of 6.46 acres northwest of E. Bullard Avenue and N. Fresno Street from medium density residential to office commercial.
  9. Change the designated land use of 7.4 acres at the southwest corner of N. First Street and E. Herndon Avenue from medium-high density residential and open space to neighborhood commercial.
  11. Change the designated land use of 18½ acres on the southeast corner of Cedar and Herndon Avenues from medium density residential to neighborhood commercial.
  16. Change the designated land use of 12.3 acres at the northwest corner of N. First Street and E. Bullard Avenue from medium-high density residential to office commercial.
  17. Change the designated land use of 14.7 on the east side of N. Fresno Street between E. Shaw and E. Gettysburg Avenues from office commercial to regional commercial.
  20. Change the designated land use of 5.07 acres on the southeast corner of N. First Street and E. Herndon Avenue from office commercial to neighborhood commercial.
  21. Change the designated land use of 1.3 acres on the north side of E. Gettysburg between N. Effie and N. Clark Streets from medium density residential to office commercial.
  32. Change the designated land use of 5.19 acres on the northwest corner of Bullard and Cedar Avenues from medium-low density residential to office commercial.
  - ~~34. Change the designated land use of 1.78 acres on the northwest corner of E. Barstow and N. Cedar Avenues from high density residential to a designation of Special Commercial Shops.~~
- ~~It is recommended that the 'Special Commercial Shops' designation on the northwest corner of East Barstow and North Cedar Avenues include those uses permitted in the Limited Neighborhood Shopping Center District (LNSCD). Permitted uses include but are not limited to book stores, clothing stores, gift shops, and libraries. Uses permitted subject to conditional use permit would include delicatessens, ice cream sales, restaurants and soft drink fountains. It is understood for the purposes of this plan that upon the submittal of a rezoning application, a site plan and details of uses will accompany the request to enable the Council to monitor the proposed development. This will be forwarded to the Neighborhood Council for coordination between the Neighborhood Council and the developer.~~
- ~~35. Change the designated land use of 682 acres bounded by N. Blackstone, Herndon Avenue, Fresno St, and Ashlan Avenue as depicted in the attached Corridor Alternative Map (Exhibit "14").~~
  37. Change the designated land use of 3.3 acres on the west side of N. Cedar between Shaw and San Jose Avenues from high density to neighborhood commercial.
  38. Change the designated land use of 9.66 acres on the southwest corner of Gettysburg Avenue and Clark Street from medium-high density residential to general heavy strip commercial.

Commercial Rezone Items

- A. Change the zone district of 3.86 acres located northwest of Fresno Street and Bullard Avenue from a neighborhood commercial zoning district to a district compatible with medium-high density residential.
- ~~B. Change the zone district of 9.25 acres located southeast of First Street and Bullard Avenue. Direct the rezoning from a neighborhood commercial district to a medium-high density residential zone district.~~



HOOVER COMMUNITY PLAN MODIFICATIONS (Cont.)

- ~~I. Change the zone district of 3.8 acres southwest of Gettysburg and Cedar Avenues. Direct the rezoning from a neighborhood commercial zone district to a medium density residential district.~~
- ~~II. Change the zone district of .63 acres on the southeast corner of Bullard Avenue and Fresno Street from a commercial zone district to a medium density residential district.~~

418-020-01

~~PUBLIC FACILITIES AND SERVICES ELEMENT~~

- ~~27. Change the designation of two school sites: (1) the Ahwanee Junior High School near Bullard Avenue and First Street will be redesignated a Middle School; (2) The Tioga Junior High School near Shaw Avenue and First Street will be redesignated a Middle School.~~

~~TRANSPORTATION ELEMENT~~

- ~~25. Extend N. Maple as a collector from E. Shaw north to the E. Barstow alignment. Extend E. Barstow east to N. Maple extension.~~



**1988**  
**BULLARD COMMUNITY PLAN**  
**and related**

**FINAL ENVIRONMENTAL IMPACT REPORT**  
**No. 10096**

**December 20, 1988**

**CITY OF FRESNO**  
**DEVELOPMENT DEPARTMENT**  
**PLANNING DIVISION**

~~3.0 LAND USE CONSISTENCY TABLE~~

The following table will be used to determine the consistency of rezoning proposals with this plan. The table was derived from the 1984 General Plan and was placed in the Fresno Municipal Code current with the adoption of the Local Planning and Procedures Ordinance (LPPO) in May, 1987. The LPPO specifies procedures for the formulation, amendment, and repeal of City plans; it also requires that development entitlements, including rezonings, subdivisions, conditional use permits, and variances, be consistent with adopted City plans.

<u>Plan Designation</u>	<u>Consistent Zone District</u>	<u>Consistent Density</u>
<u>Residential Uses</u>		
Rural	AE-5, AE-20, R-A,	0-1.21 Units Per Acre
Low	R-1-A, R-1-AH, R-1-E, R-1-EH	0-2.18 Units Per Acre
Medium Low	R-1-B, R-1-C R-1-B/PD	2.19-4.98 Units Per Acre
Medium	R-1, MH, R-1-C/PD R-1/PD	4.99-10.37 Units Per Acre
Medium High	R-2-A, R-2, T-P, R-P*	10.38-18.15 Units Per Acre
High	R-3-A, R-3, R-4+, C-P*	18.16-43.56 Units Per Acre
<u>Commercial Uses</u>		
Neighborhood	C-1, C-L	
Community	C-2	
Regional	C-3, C-4	
General, Heavy, Strip	C-5, C-6, C-R	
Office	RP-L, R-P**, C-P** R-P, Planned Office Development C-P, Planned Office Development	

Industrial Uses

Light C-M, M-1, M-1-P

Heavy M-2, M-3

Other Uses

Open Space O, AE-20

Agricultural O, AE-20

- \* In the R-P or C-P zone district, pursuant to a conditional use permit for a planned development, a maximum of 35 percent of the property may be developed with the non-residential uses permitted in those zone districts.
- \*\* In the R-P or C-P zone district, pursuant to a conditional use permit for a planned development, a maximum of 35 percent of the property may be developed with the residential uses permitted in those districts.
- + Thirty or more dwelling units per acre in the R-4 district only, subject to a conditional use permit.

NOTE: The method and procedure for determining zoning consistency in relation to this Plan shall conform to Section 12-403 and Article 6 of the Fresno Municipal Code and any subsequent amendments thereto.

#### 4.4.7 Goals

1. Continue to provide effective and efficient public services and facilities to the Bullard Community as the community grows.
2. Provide for sufficient capacity in planned sewer, water and stormwater drainage facilities to meet the future needs of the community and ensure that existing facilities are not overloaded by unplanned uses.

#### 4.4.8 Policies/Implementation Measures

1. Work towards the consolidation of fire and police protection services in the Bullard Community, under one jurisdiction.
2. Maintain the City's excellence in fire protection services through the provision of new fire stations and first class water supply systems in the developing portions of the Bullard Community, to be funded primarily by the UGM process.
- ~~3. Designate four new elementary school sites and one junior high school site within the portion of the plan area within Central Unified School District, in order to meet the District's projected need for new schools.~~
4. Provide for stormwater drainage facilities of sufficient capacity to accommodate the anticipated runoff from planned land uses, through coordination with the Fresno Metropolitan Flood Control District. For those drainage areas in which facilities are existing or substantially designed, new development that would in itself result in a condition wherein the capacity of the existing facilities would be exceeded, or would contribute to a projected overloading of the existing or substantially designed facilities at buildout of the drainage zone, shall not be approved unless conditioned upon adequate relief measures, as determined by the Fresno Metropolitan Flood Control District.
5. Encourage the consolidation of the private water companies and County waterworks districts serving portions of the Bullard Community into the City's system, to improve service and provide for more efficient water management.
6. Promote and support existing water conservation and water recharge efforts and explore the feasibility of using more of the City's surface water entitlement to San Joaquin River water for water recharge purposes.
7. Sewer: At the current rate of development and assuming development occurs in accordance with planned land uses,



5. Develop a method of financing park and recreation facilities throughout the City, using a variety of revenue and human resources.
6. Provide adequate on-site useable open space for individual residential projects.

#### 4.6.3 Policies/Implementation Measures

- ~~1. Establish a regional park on approximately 400 acres in the San Joaquin Riverbottom north of Sierra Sky Park, such park to be substantially funded by state grants and bond measures.~~
2. Support the concept of a river parkway system within the riverbottom, in coordination with Fresno County, Madera County, public interest groups, property owners and the State of California.
3. Establish a neighborhood/community recreation facility on 13.5 acres located west of Fig Garden School, north of the ponding basin and southeast of Figarden Drive. This area shall be integrated as a joint recreation facility, in conjunction with the open space areas of the school and the ponding basin, in cooperation with the Fresno Unified School District. Acquisition of the land and necessary improvements may be funded through the Urban Growth Management process and/or bond issues or grants for park and recreation facilities or by other means of funding. If the entire 13.5 acres cannot be acquired within a reasonable period of time due to lack of funds, the size of the site shall be reduced to no less than 6.5 acres.
4. Neighborhood parks shall be established at the locations designated on the community plan map and shall be funded by U.G.M. fees.
5. The City shall strongly encourage the Fresno Metropolitan Flood Control District to landscape and fully improve existing and future permanent ponding facilities, for the aesthetic and safety benefit of adjacent neighborhoods and the community at large.
6. The City shall work with affected agencies, i.e. school districts and the Fresno Metropolitan Flood Control District (FMFCD), to establish an integrated design and/or joint use of schools, ponding basins, and park sites wherever feasible.
7. At least 25 percent of the net area of a multiple family residential or cluster planned development site that is greater than one acre in size shall be developed as useable open space. Useable open space is defined as being easily accessible to the units served, clustered so as to be provided adequate space for passive usage, i.e.

6. Preserve the remaining riparian lands in the riverbottom as a unique environmental feature in California.

### 5.1.3 Policies/Implementation Measures

It shall be the policy of the City of Fresno to:

1. Maintain the multi-use/recreational open space plan designations in the riverbottom.
2. Urge the State Lands Commission to determine the extent of public ownership and public trust interest in the riverbottom.
3. Support the concept of a river parkway system for the riverbottom, in coordination with Fresno County, Madera County, public interest groups, property owners and the State of California.
- ~~4. Establish a regional parksite in the riverbottom on approximately 400 acres adjacent to the extension of Cornelia Avenue.~~
5. Work towards the establishment of a precise alignment for the San Joaquin Bluffs/River Trail as part of the river parkway concept.
6. Ensure that the bluff vista points designated in this plan, excluding the two vista points already committed through the subdivision process, are developed in accordance with the specific standards set forth in this plan.
7. Maintain and enforce the requirements of the "BP" Bluffs Preservation Overlay District.
8. Allow for the extraction of the sand and gravel resources in the riverbottom, in conformance with the Surface Mining and Reclamation Act and existing conditional use permits.
9. The minimum building setback from the bluff edge for all future residential development located adjacent to the San Joaquin River Bluffs and within the BP-Bluff Preservation Overlay Zone District, shall be thirty (30) feet; provided that a building setback of less than thirty (30) feet may be permitted, if it can be demonstrated to the satisfaction of the Development Department Director that the proposed appearance and placement of the residential unit will meet the objectives of the BP-Bluff Preservation Overlay Zone District, as stated in Section 12-243 of the Fresno Municipal Code. In no case, however, shall the minimum building setback from the bluff edge be less than twenty (20) feet.

**1989**  
**WOODWARD PARK COMMUNITY PLAN**  
**and related**

**FINAL ENVIRONMENTAL IMPACT REPORT**  
**No. 10100**

**December 1989**

**CITY OF FRESNO**  
**DEVELOPMENT DEPARTMENT**  
**PLANNING AND DEVELOPMENT SERVICES DIVISION**

LAND USE ELEMENT



guaranteed and/or groundwater supplies remain questionable, an urban reserve designation will be applied. The urban reserve designation constitutes an interim land use designation designed to protect those areas where public services are questionable and groundwater problems can be demonstrated. Plan amendments to more intensive land use designations will be permitted only upon the demonstration of serviceability of a given parcel.

### Urban Form and Extent

#### Goal:

- 1-1. Designate the amount and extent of urban development necessary to accommodate planned urban growth consistent with available resources and the efficient provision of public facilities and services.

#### Policies and Implementation Measures

1-1.1 Within the plan boundaries, accommodate development of urban uses subject to compliance with applicable plans, policies, procedures, and standards.

~~1-1.2 Plan amendments within areas designated for urban reserve may occur only when it can be demonstrated that public services are adequate.~~

~~1-1.3 Within the designated urban reserve area, permit only that development which is consistent with the AE 5 and AE 20 zone classification.~~

#### Goal:

- 1-2. Provide for the location, diversification, and functional relationship of land uses necessary to implement the activity center, intensity corridor, balanced growth, and gradation of density concepts of the Fresno General Plan and Woodward Park Community Plan.

#### Policies and Implementation Measures

1-2.1 Planned uses shall be implemented in accordance with the plan designations and corresponding zone districts as set forth in Article 4, Chapter 12, of the Fresno Municipal Code (Procedures Applicable to Zoning). Amendments of the community plan to change goals, policies or planned uses shall be processed as set forth in Article 6, Chapter 12, of the Fresno Municipal Code (Local Planning and Procedures Ordinance).

~~The following table describes the land use designations, definitions, and corresponding consistent zoning.~~

~~TABLE 1-2.1  
 PLAN DESIGNATION/ZONE DISTRICT CONSISTENCY~~

<u>PLAN DESIGNATION</u>	<u>CONSISTENT ZONE DISTRICT</u>	<u>CONSISTENT DENSITY</u>
<u>Residential Uses</u>		
Rural	AE-5, AE-20, R-A	0-1.21 Units Per Acre
Low	R-1-A, R-1-AH, R-1-E, R-1-EH	0-2.18 Units Per Acre
Medium-Low	R-1-B, R-1-C R-1-B/PD	2.19-4.98 Units Per Acre
Medium	R-1, MH, R-1-C/PD R-1/PD	4.99-10.37 Units Per Acre
Medium-High	R-2-A, R-2, T-P, R-P*	10.38-18.15 Units Per Acre
High	R-3-A, R-3, R-4+, C-P*	18.16-43.56 Units Per Acre
<u>Commercial Uses</u>		
Neighborhood	C-1, C-L, C-R	
Community	C-2	
Regional	C-3, C-4	
General Heavy Strip	C-5, C-6, C-R	
Office	RP-L, R-P**, C-P** R-P, Planned Office Development C-P, Planned Office Development	
<u>Industrial Uses</u>		
Light	C-M, M-1, M-1-P	
Heavy	M-2, M-3	
<u>Other Uses</u>		
Open Space	0, AE-20	
Agricultural	0, AE-20	

\* In the R-P or C-P zone district, pursuant to a Conditional Use Permit for a planned development, a maximum of 35 percent of the property may be developed with the nonresidential uses permitted in those zone districts.



~~\*\* In the R-P or C-P zone district, pursuant to a Conditional Use Permit for a planned development, a maximum of 35 percent of the property may be developed with the residential uses permitted in those districts.~~

~~+ Thirty or more dwelling units per acre, in the R-4 district only, subject to a Conditional Use Permit.~~

~~NOTE: The method and procedure for determining zoning consistency in relation to this plan shall conform to Section 12-403 and Article 6 of the Fresno Municipal Code and any subsequent amendments thereto.~~

~~1-2.2 The Woodward Park community activity center, generally bounded by Audubon Drive, Friant Road, Fresno Street, Nees Avenue, First Street, Herndon Avenue, and Blackstone Avenue (Figure 1-2.2), shall serve as the focal point of community activity and travel, accommodating highly intensive residential, office, and commercial development including mid-rise structures west of Fresno Street and Friant Road.~~

~~1-2.3 The Herndon Avenue corridor, generally bounded by the Spruce Avenue (quarter mile street) alignment, Willow Avenue, Herndon Avenue, and First Street (Figure 1-2.3) serves as an extension of intensive residential, office, and commercial uses that link several community planning areas.~~

~~1-2.4 Moderately intensive urban development including low, medium-low, medium, and medium-high density residential, small single-story office, neighborhood commercial, school, park, and quasi-public planned uses are to be distributed primarily outside of the identified high-intensity areas.~~

~~1-2.5 Agricultural uses are designated for the urban reserve area in order to discourage the premature urbanization of agricultural land until such time as urban development is determined appropriate in accordance with adopted plans, policies, and procedures.~~

## Residential Uses

The Woodward Park community is located on the northeast fringe of the metropolitan area and was originally planned to function as a moderately intensive residential community, compatible with nearby agricultural and open space resources. Over the past decade, single-family residences have been developed as the prevailing land use, although development pressures for intensive residential uses have been strong. However, there has also been an increasing awareness of the public facility and resource constraints to urbanization. In response to past commitments and current information, medium-low density residential uses are planned to continue as the prevailing land use with more intensive development accommodated where appropriate.

### Goal:

- 1-3. Plan for a diversity of residential types, densities, and locations in order to achieve plan goals with respect to providing housing opportunities, balanced urban growth, efficient use of resources and public facilities, and maintenance of a safe, attractive, and stable community.

### Policies and Implementation Measures

- 1-3.1 Focus medium-high density residential uses within the activity center and Herndon Avenue corridor in order to meet housing needs for convenient access to employment, services, and transportation facilities.
- 1-3.2 In order to provide a desirable range and distribution of housing opportunities, medium-high density residential uses may be considered appropriate for sites outside the activity center and Herndon Avenue corridor, subject to compliance with the following criteria:
  - a. The site shall either have direct access to a major street or to a local street of sufficient capacity that does not pass through single-family neighborhoods prior to intersecting a major street and will not prevent the completion of a previously committed or needed local street circulation system.
  - b. The total number of potential multiple-family residential dwelling units utilizing the medium-high density residential designation within the Woodward Park Community Plan shall not exceed 35 percent of the total number of dwelling units planned for the Woodward Park Community Plan area.
  - ~~c. The site is less than three acres in size, exclusive of rights of way.~~

~~d. The shape of the site is too narrow or shallow to accommodate local street access to single-family residential lots or the proximity to other uses (the site is bounded on two or more sides by major streets, office or commercial uses) is not conducive to single-family residential uses.~~

e. Assurance that public facilities and services will be provided to accommodate demand increases or characteristics (peak factors, disruptive traffic movements, fire suppression water demands, et al.) in a manner that will maintain an acceptable level of service to the proposed use and surrounding community in accordance with adopted plans, policies, and development standards.

1-3.3 Density Transfer. Through the Conditional Use Permit process and as part of a unified project on one parcel or contiguous parcels, the residential density of part of the site may exceed the maximum density allowed by the plan designation -- provided that a portion of the site is developed at less than the maximum density permitted such that the entire project site density does not exceed the maximum density permitted under the applicable plan designation and that the density transfer will not reduce the desirability of surrounding areas for development of planned uses.

1-3.4 Mixed use development of a medium-high density residential designated site may be developed using the R-P or C-P zone districts in accordance with the zoning consistency and development standards of the Zoning Ordinance.

1-3.5 Medium density residential planned developments are appropriate for those sites that meet some, but not all, of the criteria for medium-high density residential use. An increased density, together with design flexibility, will facilitate the desirable and compatible development of a difficult parcel without reducing the level of service provided by planned public facilities.

~~1-3.6 The medium low density residential designation shall be the predominant residential land use outside of the activity center and Herndon Avenue corridor.~~

~~1-3.7 The following dwelling units per acre (gross area excluding major street right-of-way) and persons per household averages shall be used to project population holding capacity and demands upon public services.~~

~~TABLE 1-3.7~~

<del>DWELLING UNITS PER ACRE/PERSONS PER HOUSEHOLD</del>	<del>PER ACRE/PERSONS PER HOUSEHOLD</del>	<del>PER HOUSEHOLD</del>
<u>DESIGNATION</u>	<u>UNITS/ACRE</u>	<u>PERSONS/HOUSEHOLD</u>
Rural	0.5	2.79
Low	1.5	2.79
Medium-Low	4.5	2.79
Medium	8.0	2.79
Medium-High	15.0	2.01
High	N/A	N/A

1-3.8 The following design guidelines shall be considered for application to all multiple-family residential development entitlements adjacent to land that is designated for single-family residential use. These measures are not prescriptive and may be modified where determined appropriate by the City of Fresno in order to best serve the health, safety, and welfare of the community. These measures may be waived where the adjacent single-family residential designated land is developed with or approved for a nonresidential use.

- a. Outdoor recreational areas, game courts, swimming pools, and solid waste collection areas on properties zoned for multiple-family residential uses shall be oriented away from properties zoned or planned for single-family residential uses.
- b. Parking areas, carports, garages, accessory structures, and access drives shall be separated from abutting properties zoned or planned for single-family residential use with a landscaped setback 15-feet wide in conjunction with a solid masonry wall six-feet high on the property line.
- c. Multiple-family buildings greater than one-story (20 feet) in height shall be prohibited within 75 feet of property zoned or planned for single-family residential use.

#### Commercial Uses

The plan concept focuses office and commercial development within the activity center and Herndon Avenue corridor in order to take advantage of significant land use, public facility, and transportation attributes. These two areas provide a wide range of commercial and office development opportunities ranging from mid-rise buildings and a regional shopping center to small office complexes and convenience or commuter commercial centers. Outside of these high



intensity areas, office and commercial uses will be located to support the residential character and avoid unanticipated demands upon public facilities.

In order to provide a reliable and consistent basis upon which to make land use decisions, the plan establishes criteria for the amount and location of office and commercial uses according to neighborhood and community needs. These criteria will provide adequate development opportunities to facilitate the economic benefits of a competitive market while promoting neighborhood stability and the efficient distribution of resources.

Goal:

- 1-4. Plan for the appropriate location, size, and intensity of office and commercial developments necessary to meet metropolitan, community, and neighborhood needs in a manner consistent with the plan's concept of urban form and function with the objective of efficiently managing public facilities and resources.

Policies and Implementation Measures

- 1-4.1 Concentrate high intensive office and commercial developments, including mid-rise buildings where permitted by Section 12-321 of the Zoning Ordinance, serving metropolitan or community needs within the identified Woodward Park activity center consistent with that area's office, community, general heavy strip, and regional commercial designations.
- 1-4.2 Accommodate intensive office developments (one- to four-story buildings) serving metropolitan-wide community needs and commercial developments serving community and commuter needs within the Herndon Avenue corridor consistent with the office, community commercial, and neighborhood commercial designations.
- 1-4.3 Distribute a limited amount of moderately intensive commercial and office developments to serve community and neighborhood needs outside of the community's major activity center and Herndon Avenue corridor consistent with the demand factors and location criteria identified as follows:
  - ~~a. Limit the maximum aggregate area of land designated for neighborhood and community commercial uses within the Woodward Park Community Plan to ratios of one acre per 1,000 people and .8 acres per 1,000 people, respectively.~~
  - ~~b. Limit the maximum aggregate area of land designated for office use by the Woodward Park Community Plan~~

~~to a ratio of .5 acres per 1,000 people, excluding the office uses designated within the activity center and Herndon Avenue corridor.~~

- c. Assure that public facilities and services will be provided to accommodate demand increases or characteristics (peak factors, disruptive traffic movements, fire suppression water demands, et al.) in a manner that will maintain an acceptable level of service to the proposed use and the surrounding community in accordance with adopted plans, policies, and development standards.
- d. Allow commercial uses to be developed only within unified shopping centers with a minimum site area of 2.5 acres located at the intersection of two arterial streets.
- e. Limit commercial uses to a maximum area of 10 acres at an intersection except at the two identified community centers where up to 25 acres may be developed. The total acreage may be distributed between two corners of the intersection.
- f. Limit office uses to structures of one-story (20 feet) in building height with a maximum floor area ratio of 25 percent of the lot area (Fresno Municipal Code Section 12-321-A.5), and to building sites that do not exceed four acres in area located adjacent to existing or planned commercial uses with direct access to a major street.
- g. Allow the location of day care centers outside of office designated areas on sites that have direct access to a major street and are specifically limited to child day care center use.
- h. Locate new commercial development away from planned schools.

1-4.4 The following design measures shall be considered appropriate for application to office, commercial, and other nonresidential development entitlements adjacent to land that is designated for single-family residential use. These standards are not prescriptive, and may be modified through the development entitlement process in order to best serve the community's health, safety, and welfare or waived where the adjacent land is developed with a nonresidential use or approved for nonresidential development entitlements (zoning, special permit).



## Policies and Implementation Measures

- 1-5.1 Industrial activities shall be permitted only accessory to agricultural uses in accordance with the "AE-20" and "AE-5," Exclusive Agricultural Zone Districts, and the "0," Open Space Zone District.

## Public and Quasi-Public Uses

This plan has established a new land use designation designed to encompass those public and quasi-public uses such as government-owned facilities, large churches, and schools. This designation has been created to provide for the more efficient use of public services, to enhance land use compatibility, and to allow for the identification of potentially major traffic generators. More specifically, by removing the traditional underlying residential land use designation normally used for these uses, substantial savings in the areas of sewer capacity and water services may be realized.

### Goal:

- 1-6. Guide the location and intensity of public and quasi-public uses to support the planned urban form, relationship of land uses, and community identity.

## Policies and Implementation Measures

- 1-6.1 Governmental and public utility and other quasi-public service offices should be ~~limited to local~~ facilities serving the immediate surrounding community and located within the community's activity center area<sub>S</sub> or Herndon Avenue corridor.
- 1-6.2 ~~Public~~ schools should be encouraged -- ~~and private schools required~~ -- to locate with vehicular access directly onto a major street, and pedestrian access oriented to a controlled major street intersection or the quarter-mile point along a major street.
- 1-6.3 Places of worship shall be located in accordance with the criteria applicable to ~~multiple-family residential uses~~ (Policy 1-3.2.a, ~~c~~, d and e). ~~For sites in excess of three acres, a plan amendment designating the property for quasi-public facility use shall be required; but in any event, it must still conform to the requirements of Policy 1-3.2 a, d and e.~~

## OPEN SPACE AND CONSERVATION

### Public Parks, Recreation and Conservation Areas

It is the intent of this section to guarantee the preservation of the Woodward Park community's open space resources, to manage its

mineral resources, and to facilitate the area's current and future recreation needs. Open space planning is important in that not only does it provide protection for valuable mineral deposits and sensitive environments threatened by urbanization as well as protection from potential hazards such as flooding, but because it also provides for the psychological well-being of the community by offering an opportunity for relaxation and a change of pace from daily tasks. Through planning, open space resources can be organized to meet the community's needs for hiking, jogging, fishing, relaxation, and other recreational pursuits.

The open space element of this plan seeks to specifically provide for the continued expansion of the Woodward Regional Park as a passive park and bird sanctuary, the preservation of the San Joaquin Riverbottom, the development of neighborhood parks, and the implementation of a system of hiking and jogging trails, bike paths, and equestrian trails. It further seeks to ensure positive coordination with the Clovis Unified School District to maximize the availability of open space resources.

Goal:

- 2-1. Provide for the continuing development of a public park system that promotes the community's park and recreation needs at varying levels.

#### Policies and Implementation Measures

- 2-1.1 The public park system shall be ~~classified as follows, to be~~ developed in accordance with the standards specified in the City's Master Plan of Parks, Facilities, Recreation, and Community Services:

Mini Parks (Pocket Parks) - Small (less than one acre) parks located near higher density development when adequate open space and recreational opportunities within the project area are not available.

School Grounds/Play Fields - School sites comprise a large inventory of recreational open space areas providing recreational space for organized activities such as soccer, youth baseball, tennis, exercise, and gym areas.

Neighborhood Parks - A passive park, five to ten acres in area, designed to serve residents living within a one-mile radius of the site or between 10,000 and 15,000 residents.

Community Parks - This park services an area within a two to four-mile radius of the site, and serves a population of between 50,000 and 80,000 residents.

It has lighted sport fields and specialized equipment not found in a neighborhood park.

The community park is the nucleus of the park system where members of the community congregate for area-wide functions or programs. At the heart of the park is the community center of 25,000 to 30,000 square feet, which provides at least the following facilities and services:

- a. Gymnasium (with men's and women's showers and lockers).
- b. Multipurpose room.
- c. Meeting rooms.
- d. Senior's activity center.
- e. Administrative offices.
- f. Snack bar and kitchen facilities.

Regional Parks - Regional parks are developed to serve residents living within each quadrant of the City. The park serves a population of approximately 100,000 residents, with a size of generally 100 or more acres. The regional park offers nonprogrammed nature-oriented recreational opportunities. Improvements include picnic shelters, hiking trails, lakes, streams, public gardens, and facilities not normally located in an urban setting.

Ponding Basins - The Fresno Metropolitan Flood Control District (FMFCD) provides many open space opportunities through the public use of recharge facilities that the FMFCD maintains as open play fields. There are currently three neighborhood parks in the City located within basin areas, with several more large basins turfed by FMFCD. Because the FMFCD has a continual funding source for attaining new basins and a good working relationship with the City, it is likely that basins will continue to provide important open space areas.

~~2-1.2 The City of Fresno's public park program for the Woodward Park community should adhere to the following standards:~~

~~TABLE 2-1.2  
CITY OF FRESNO  
RECOMMENDED PARK STANDARDS~~

PARK TYPE	ACRES/ 1.000	SIZE RANGE	POPULATION SERVED	SERVICE AREA
Playfield/ Schoolground	-----	1-2.5 ac.	3-5,000	1/4-1/2 mi.
Neighborhood	0.75	5-10 ac.	10-15,000	1/2-1 mi.
Community	0.25	15-20 ac.	50-80,000	2-4 mi.
Regional	2.00	100+ ac.	100,000	1/2 hr. drive
<b>TOTAL</b>	<b>3.00</b>			

2-1.3 Neighborhood parks shall be established at the locations designated on the community plan map and shall be funded by UGM fees. When there is 95 percent funding of the UGM district, the park shall be built within two years.

2-1.4 Encourage the Fresno Metropolitan Flood Control District to landscape and fully improve existing and future designated ponding and any designated recharge facilities for the aesthetic benefit of the community at large. In any event, the City shall encourage that portion of each facility which is visible from an adjacent street frontage to be landscaped.

2-1.5 In urban areas where space is unavailable for a park site, the City shall pursue the development of public jogging trails/bike paths, to be developed adjacent to public streets and to be a minimum width of 15 feet (measured from the adjacent curb face), of which eight feet must be paved with asphaltic concrete, said development to be the responsibility of the underlying property owner (see illustration in Appendix).

Goal:

2-2. Provide for the preservation of the San Joaquin Riverbottom's natural, scenic, and recreational resources through the preservation of open space areas located therein.

Policies and Implementation Measures

2-2.1 Preserve and enhance the remaining riparian areas in the San Joaquin Riverbottom ~~by rezoning the entire area to an "O," Open Space, designation.~~

- 2-2.2 Urge the State Lands Commission to determine the extent of public ownership and public trust interest in the riverbottom.
- 2-2.3 Support the concept of a river parkway system for the riverbottom in coordination with Fresno County, Madera County, public interest groups, property owners and the State of California.
- 2-2.4 Support the expansion of the Woodward Regional Park into the riverbottom.
- 2-2.5 Establish the San Joaquin bluffs/river trail as part of a river parkway concept.
- 2-2.6 Require that the bluff vista points designated in this plan are developed in accordance with the specific standards set forth in the Appendix of this plan.
- 2-2.7 Maintain and enforce the requirements of the "BP," Bluffs Preservation Overlay District.
- 2-2.8 Allow for the extraction of the sand and gravel resources in the riverbottom in conformance with the Surface Mining and Reclamation Act and ~~existing~~ Conditional Use Permits.
- 2-2.9 Limit recreation uses within the San Joaquin Riverbottom and bluffs to activities such as hiking, fishing, horseback riding, picnicking, and camping that infringe minimally on natural vegetation and wildlife.
- 2-2.10 Complete studies addressing the limitations of the area's biotic community and hydrological status prior to the approval of any project in the San Joaquin Riverbottom.
- 2-2.11 Encourage the Fresno Metropolitan Flood Control District to actively monitor the impacts of storm water discharge into the San Joaquin River. Discharge of runoff from commercial or industrial land uses shall be prohibited.
- 2-2.12 Prohibit the location of any solid waste facilities of any type and/or transfer stations in the riverbottom.

Goal:

- 2-3. The City of Fresno shall provide for the conservation of



significant mineral resources located within the boundaries of the Woodward Park community while protecting the natural environment and surrounding uses from the adverse effects of mineral extraction operations.

Policies and Implementation Measures

- 2-3.1 Provide for the conservation of significant mineral resources by cooperating with the County of Fresno and the State of California in identifying and mapping areas containing these deposits.
- 2-3.2 Prohibit the development of land uses that preclude mineral extraction within existing or potential surface mining areas, as identified in the Conservation Element of the City's General Plan.
- 2-3.3 Develop and maintain maps and descriptions of potential mineral and energy resources as a basis for policy and program implementation.
- 2-3.4 Document current sand and gravel quarries, including the status and duration of existing permits and approvals, to avoid near-term land use conflicts and provide a basis for compliance monitoring.
- 2-3.5 Support local mapping and research programs of the California Division of Mines and Geology and federal agencies that locate and describe mineral and energy resource deposits.
- 2-3.6 Cooperate with governmental agencies and educational institutions to arrange for the development and exchange of information on mineral resources.
- 2-3.7 Establish buffer zones of compatible uses ~~(such as industry and agriculture)~~ adjacent to mineral resource zones.
- 2-3.8 Require discretionary approval for specific development proposals for mineral extraction.
- 2-3.9 Pursue the procedures and requirements of the California Environmental Quality Act to minimize land use conflicts and reduce environmental impacts of all proposed resource extraction operations.
- 2-3.10 Design resource extraction operations to maintain the integrity of areas of "high environmental quality" and of scenic areas designated by the City.



- 2-3.11 Require all mineral extraction permits to be predicated on appropriate reclamation plans that meet the standards of the City, the State Mineral and Reclamation Act, and the ~~implementing~~ guidelines of the State Mines and Geology Board. Reclamation/ restoration of the sites shall be done as each phase of development or extraction is completed.

Goal:

- 2-4. Provide adequate on-site usable open space for individual residential projects.

Policy and Implementation Measure

- 2-4.1 Require a minimum of 25 percent of the net area of a multiple-family residential or cluster planned development site to be developed as usable open space. Usable open space is defined as being easily accessible to the units served, clustered to provide adequate space for passive usage (i.e., by children for unstructured play, adult conversations, walking, sitting, etc.), and landscaped in a manner that is conducive to its use. The 25 percent calculation of usable open space may include private yard/patio space and community water features, but shall not include required building setbacks, driveways, and parking area.

Goal:

- 2-5. Preserve prime agricultural lands and protect existing farming operations from encroaching urbanization.

Policies and Implementation Measures

- ~~2-5.1 Preserve prime farmland for continued agricultural use to the fullest extent feasible consistent with the protection of the environment, public safety and well-being, and the planned, orderly, efficient development of the urban area.~~
- ~~2-5.2 Encourage project development proposals that result in the in-filling of existing urban areas, including small parcels of farmland that have become surrounded by urban or industrial uses.~~
- ~~2-5.3 The boundaries for planned urban uses shall be drawn~~

~~as straight as circumstances permit in order to eliminate "peninsular effects" (i.e., intrusions of farmland into urban areas or vice versa).~~

~~2-5.4 Continue to recognize the agricultural preserve contracts (i.e., Williamson Act) and promote the enrollment of all prime farmland within its domain that remains outside of its anticipated urban growth area. The City should assist eligible landowners in becoming aware of the Act, preparing contracts, and securing tax benefits. Scenic or resource conservation easements should be explored as a suitable means for protecting prime farmland that is located adjacent to residential areas and where the property does not qualify for inclusion in the agricultural preserve program.~~

### Scenic Vistas

The Woodward Park Community Plan area's location along the San Joaquin River, near the Sierra Nevada Mountain Range, provides opportunities for scenic vistas and visual quality which is unique to the Fresno Metropolitan Area. Although scenic vista points have not been previously identified within the Woodward Park Community Plan, public ownership of the bluff top area and existing vehicular access points facilitate its establishment. These vista points would accommodate limited public access in order to allow passive recreational enjoyment of the panoramic views.

#### Goal:

2-6. Provide opportunities for the public's visual enjoyment of the unique scenic qualities of the San Joaquin River's riparian environment and the alpine vistas of the Sierra Nevada Mountain Range.

#### Policies and Implementation Measures

- 2-6.1 Develop a minimum of two vista points along the San Joaquin River Bluff.
- 2-6.2 Encourage the preservation and enhancement of eastward-oriented vistas in the designing of residential streets and open space features (such as east-west street alignments which are also compatible with State Subdivision Map Act design requirements to facilitate passive heating and cooling opportunities).
- 2-6.3 Implement designated recreation trails and bikeways linking open space features of the community plan to facilitate access to, and enjoyment of, these passive recreational opportunities.

## Equestrian Trails

An equestrian trail system is proposed for the planning area that would provide for the location of a combination horse/pedestrian trail system in the San Joaquin Riverbottom, ~~another along a substantial portion of the Southern Pacific Railroad line running from Fresno Street and Nees Avenue to Shepherd and Willow Avenues, and a continuous trail along the planning area's northern and eastern fringes to be developed in a manner that would allow for future connections to the City of Clovis's planned equestrian trail system.~~ These multipurpose trails, approximately 25 feet in width, must allow for a nine-foot clearance aboveground and for the development of a suitable composite surface that can accommodate both equestrian and pedestrian traffic. In addition, provisions for staging (horse trailer parking) and watering areas should also be encouraged.

### Goal:

- 2-7. Provide for the development of a comprehensive equestrian trail system within the Woodward Park community that is free from conflict with vehicular traffic.

### Policies and Implementation Measures

- 2-7.1 Implement an equestrian multipurpose trail in the riverbottom area.
- ~~2-7.2 Provide for an equestrian trail along Copper and Willow Avenues that would link the planned City of Clovis equestrian trail system to the proposed San Joaquin River trail system.~~
- 2-7.3 Ensure that equestrian trails are compatible with pedestrian right-of-ways.
- 2-7.4 Evaluate the feasibility of using utility easements for the development of future equestrian trails.
- ~~2-7.5 Plan for the utilization of the Southern Pacific Railroad line as a possible equestrian trail should that railroad be abandoned.~~
- 2-7.6 Provide for the development of staging (horse trailer parking) and watering areas periodically along each trail.
- ~~2-7.7 Explore use of the Enterprise Canal as an equestrian trail.~~

## CIRCULATION

### Streets and Highways

In the City of Fresno, major streets are normally planned on an alternating grid basis, with collector and arterial streets spaced at half-mile intervals and relieved on an irregular basis by existing expressways and Freeways 99 and 41. In the Woodward Park area, the normal grid system is incomplete primarily due to the proximity of the San Joaquin River and previous land use decisions.

Because of this, much of the traffic generated in the community will be forced to utilize either the Freeway 41 corridor or Cedar Avenue to access the rest of the metropolitan area. In order to minimize the resulting potential for increased congestion, the area's circulation system has been redesigned to direct traffic away from North Cedar Avenue toward three points: (1) the future Freeway 168; (2) Herndon Avenue and Freeway 41; (3) Friant Road and Freeway 41; and to interface with a designated future transit corridor located adjacent to and parallel with Freeway 41.

Existing transit facilities would be centered near the proposed regional center, where possible, providing the basis for an expanded transit system in the area. Finally, conflicting land use patterns along Herndon Avenue and Friant Road, where property remains undeveloped, would be redesignated to avoid unnecessary congestion and potential vehicular gridlock.

#### Goal:

- 3-1. Provide for a safe and efficient street system that promotes the efficient movement of people and goods throughout the Woodward Park area.

### Policies and Implementation Measures

- 3-1.1 The public street system shall be classified, as follows, with development to occur in accordance with adopted Public Works standards.

Freeway - Provide service to through-traffic exclusively, with no access to abutting property and no at-grade intersections.

Expressways - Provide service to through-traffic via four or six-lane divided roadways with no access to abutting property. Utilizes at-grade intersections.

Super Arterial - Six-lane divided roadway with no full-median breaks permitted between the half-mile points,



being characterized by limited access from abutting properties, whose primary purpose is to move traffic in and out of the plan area.

Arterials - Four to six-lane divided roadway, with limited access to abutting properties, whose primary purpose is to move traffic in and out of the plan area.

Collectors - Four-lane undivided roadway, whose primary function is to connect local streets with arterials and to provide access to abutting properties.

Locals - Utilized exclusively for property access with through-traffic actively being discouraged.

~~3-1.2 Design local residential streets to discourage through and/or nonresidential traffic.~~

3-1.3 Where two classified streets (e.g., arterial and collector) form a "T" intersection, a local street shall not be the fourth leg of the intersection.

~~3-1.4 Promote a level of Service "D" as the maximum acceptable level of congestion on all public streets within the Woodward Park area.~~

~~3-1.5 Prior to the approval of any development north of International Avenue, between North Millbrook and Maple Avenues, a comprehensive local street system shall be plan lined with direct links to Millbrook, Copper, Maple, and International Avenues.~~

Goal:

3-2. Protect and enhance the carrying capacity of all major streets within the planning area.

#### Policies and Implementation Measures

3-2.1 Space and coordinate traffic signals to minimize vehicular delay.

3-2.2 Provide additional right-of-way and pavement width to accommodate turn lanes at intersections in accordance with Department of Public Works standards.

3-2.3 New single-family residential lots shall not be allowed to front on a major street unless it can be satisfactorily demonstrated that no feasible alterna-

- 3-3.6 Limit designated truck routes to arterials and expressways specifically signed for that purpose.
- 3-3.7 Prohibit truck traffic from non-truck routes except as necessary for direct property access.
- 3-3.8 Locate truck access to commercial property at the maximum practical distance from adjacent or nearby residential properties.

Goal:

- 3-4. Provide for a street system that creates a positive image of the Woodward Park area and contributes to the area's residential quality of life.

Policies and Implementation Measures

- 3-4.1 Provide and maintain landscaping on both sides and in the median of arterial streets.
- 3-4.2 Provide and maintain landscaping on both sides of collector and local streets, inclusive of the mouth of local streets.
- ~~3-4.3 Prohibit parking on all major streets where these streets are planned for bike lanes.~~
- 3-4.4 Design transportation improvements to minimize noise impacts on adjacent uses.
- 3-4.5 Design local street systems to minimize through-traffic movements and include short block lengths to discourage excessive speeds.
- 3-4.6 Planned expressways and arterials shall be developed with a mandatory 20-foot landscaped setback, except where a multipurpose trail is proposed.
- 3-4.7 Develop Audubon Drive as a scenic boulevard with a 50-foot landscaped setback to be measured from the property line
- 3-4.8 Designate Shepherd Avenue as a scenic boulevard to be developed with a 30-foot landscaped setback to be measured from the property line.
- 3-4.9 Designate Millbrook Avenue, between Copper Avenue and Fort Washington Road, a scenic boulevard wherein the



existing eucalyptus grove and landscape patterns will be preserved.

- 3-4.10 Apply the Expressway Area (EA) Overlay District to Herndon Avenue, ~~Willow Avenue~~, and Friant Road.
- 3-4.11 Recognize the scenic highway designations of Friant Road, North First Street, and Audubon Drive, as specified in the 1984 Fresno General Plan.

Goal:

- 3-5. Provide for a street system that is supportive of public transportation.

Policies and Implementation Measures

- 3-5.1 Identify the need for the location and implementation of bus turn lanes, bus bays, and bus stops. The Public Works Department shall work in conjunction with the Fresno Area Express (FAX).
- 3-5.2 Develop a transit terminal to focus transit services in the area in the immediate vicinity of Freeway 41 and Nees Avenue.
- 3-5.3 Encourage the Fresno County of Governments to initiate a study of the feasibility of constructing a mass transit system in the Freeway 41 corridor paralleling the freeway.
- 3-5.4 Minimize the impacts of development on the circulation system. Review all site plans, development entitlements, and plan amendments with respect to its impact on the transportation system, and require revisions as necessary.
- 3-5.5 Prevent streets and intersections from degrading below level of Service "D" (as defined in a level of service ordinance) due to new development or expansion of existing development ~~with a three-part mitigation program: adjacent right of way dedication; access improvements; and, an area-wide impact fee.~~

Bikeways

In order to provide a continuous and well-integrated bikeway system

HOUSING



It is the intent of this plan to continue to promote this diversity in housing stock by providing for a range of densities, thereby ensuring the future accessibility to housing for the widest range of economic lifestyles. It is also the intent of this plan to continue to protect the single-family character of the area and to ensure that future residential uses develop in a manner consistent with adopted plans.

Goal:

- 5-1. Provide an adequate supply of sound, affordable housing to meet the housing needs of the area.

Policies and Implementation Measures

- 5-1.1 Foster the production of housing to serve the entry level housing market for the first-time home buyer through mortgage revenue bonds and other low and moderate-income housing programs.
- 5-1.2 Facilitate the development of new elderly housing projects that are accessible to public transportation and services. Elderly housing projects shall not be converted to nonelderly housing.
- 5-1.3 Encourage the development of child care facilities coincident with new housing development and a noncommercial, nonresidential zone district to accommodate them.
- 5-1.4 Monitor and control the conversion of rental housing projects to condominium projects to prevent an imbalance in the rental-ownership supply from becoming acute (less than five percent rental vacancy).
- 5-1.5 Encourage the development of a balanced housing stock in the planning area, including a variety of housing types, ownership configurations, and prices based on the following guidelines:
  - a. Location of medium-high density housing shall be encouraged ~~primarily near the major activity center~~, as designated on the land use map and near the intersections of arterial/arterial and arterial/expressway designated streets.
  - b. Encourage the development of mixed use housing ~~through the use of the density transfer provisions of the land use section of this plan.~~

PHYSICAL GROWTH AND CHANGE



unit contains 2.79 persons. Specific densities for residential use are cited in Policy 1-3.7 of this plan. Commercial flows will be calculated at 1,750 gallons per acre per day, with a peaking factor of 1.5 to be factored into each service area to achieve maximum allowable flows.

A copy of the sewer study is contained in the Appendix. Figure 6-1 shows the boundaries of each service area.

In order to guide and provide public input into the 1994 General Plan process, the Woodward Park Advisory Committee has developed a land use plan that projects and establishes the future character of urbanization out to the planning area's northern and eastern limits (see Appendix).

It is the Committee's intent, provided public resources are available and environmental factors permit, that this advisory plan be utilized to convey and perpetuate an overall character for the area should additional growth into areas designated for urban reserve be deemed appropriate.

Goal:

- 6-1. Manage fringe urban development and the provision of public facilities with increasing precision in order to implement the planned urban growth and form, assure that the needs of the community are met in a timely manner, and maximize service delivery efficiency.

Policies and Implementation Measures

- ~~6-1.1 Urban development shall be prohibited within all areas designated for urban reserve, pending the completion of the 1994 General Plan update.~~

- 6-1.2 Development within the Herndon sewer service area shall not exceed the maximum limit equivalent established for that area by the Public ~~Works~~ Department.
- 6-1.3 Implement a computerized development and public facility monitoring system in order to coordinate urban development with infrastructure capacity.
- 6-1.4 The Director of the Public ~~Works~~ Department must certify, prior to the filing of any plan amendment, that potable water exists to serve development at the intensity proposed.

Goal:

- 6-2. Conduct cooperative research, planning, and policy formulation efforts with affected local governments and other public agencies which may be used to establish mutually acceptable population growth and development policies for the northeastern portion of the Fresno metropolitan area as well as the surrounding rural areas.

Policies and Implementation Measures

- 6-2.1 Establish a cooperative research and planning program with the County of Fresno, City of Clovis, and other public agencies to provide a more thorough understanding of the following resources and public facilities that will be significantly affected by continued northeastward population growth and development.
- a. Ground and surface water quantity, quality, and availability.
  - b. Wastewater collection and treatment methods and capacity.
  - c. Major street circulation system distribution and capacity.
  - d. Conservation of agricultural, open space, natural habitat, and scenic resources.
- 6-2.2 Oppose lot splits within the plan boundaries and lot splits and urbanization outside of the plan boundaries that: (1) make it difficult or unfeasible to implement the plan; (2) contribute to the premature conversion of agricultural, grazing, and open space lands; or (3) are detrimental to the management of resources and facilities important to the metropolitan area such as air quality, water quantity and quality, traffic circulation, and riverbottom preservation.



**PUBLIC FACILITIES**

## Sewage Treatment

### Goal:

- 7-1. Provide sewage treatment for all new development within the Woodward Park area by the City's existing wastewater treatment plant.

### Policies and Implementation Measures

- 7-1.1 Provide sewer facilities for all new development within the Woodward Park community ~~in the Herndon Trunk Sewer line.~~
- ~~7-1.2 Oppose the development of new sewer treatment facilities either within the planning area or in groundwater recharge areas located to the north and east of the Woodward Park community.~~
- ~~7-1.3 Advocate any new sewer treatment facilities to be compatible with adjacent land use patterns and free from noxious odors.~~

## Sanitary Sewers

Wastewater collection in the planning area is provided via the Herndon/Cornelia Trunk Sewer. This line also provides some sewer capacity to the Bullard community and to the City of Clovis. No new trunk sewer is proposed as part of this interim plan update. Instead, every effort will be made to maximize the sewage capacity of the existing line through such techniques as water conservation, peak flow reducing measures, and better management and exploitation of existing downstream facilities.

### Goal:

- 7-2. Provide adequate sewer capacity for all urbanized and planned neighborhoods.

### Policies and Implementation Measures

- 7-2.1 Undertake periodic review of overall wastewater collection systems and disposal needs of the Herndon Cornelia Trunk Sewer system ~~with the results to be summarized and reported on semiannually by City staff to the City Council.~~
- 7-2.2 Monitor sewage flows on a semiannual basis and manage growth so that the cumulative sewage flows in the Herndon/Cornelia Trunk Sewer do not exceed that line's capacity.
- 7-2.3 Require that a finding be made by the Public <sup>Utilities</sup> ~~Works~~ Department that adequate sewer services can be pro-

vided to serve each proposed development prior to the approval of any development entitlement.

7-2.4 Require that approval of any entitlement located within the planning area be consistent with Policy 6-1.2 of the Physical Growth and Change section.

7-2.5 Prohibit the extension of any sewer main through areas not planned for urbanization.

~~7-2.6 Oppose the development of new septic tanks within the planning area's boundary.~~

7-2.7 Encourage water conservation programs, which result in reduced wastewater flows.

7-2.8 Explore all feasible alternatives, including flow monitoring, computerization, in-line storage, holding tanks, etc., necessary to increase or enhance the capacity of the Herndon/Cornelia Trunk Sewer.

## Public Water Supply

- 7-3.8 Utilize surface and groundwater resources in a manner that ensures the long-term supply of potable water. Efforts to conserve water supplies, both local and imported, shall be encouraged.
- 7-3.9 Initiate a City of Clovis/County of Fresno/City of Fresno joint water study aimed at developing a regional water management program that would maximize water resources and minimize the potential for groundwater contamination.
- 7-3.10 Implement regular monitoring of all wells in accordance with state regulations.

## Storm Drainage

Storm drainage facilities within the Woodward Park area will continue to be provided by the Fresno Metropolitan Flood Control District (FMFCD). The FMFCD has developed or proposes to develop a total of six ponding basins in the area. Storm water flows to each basin will be accommodated by a system of surface drainage and storm drains, as planned by FMFCD. Fees and project requirements will be set by FMFCD.

### Goal:

- 7-4. Ensure the provision of adequate storm drainage facilities to protect area residents from flooding caused by storm water runoff.

## Policies and Mitigation Measures

- 7-4.1 Coordinate with the Fresno Metropolitan Flood Control District to determine the optimum location for siting ponding basins.
- 7-4.2 Prohibit runoff from commercial or industrial uses from draining directly into the San Joaquin River.
- 7-4.3 Utilize, where possible, all Fresno Metropolitan Flood Control facilities for groundwater recharge.
- ~~7-4.4 Develop each permanent ponding facility to maximize its potential for recreational use.~~

## Schools

<u>Grade</u>	<u>Attendance Radius</u>	<u>Minimum Site Size</u>
K - 6	1 mile	15 acres
7 - 8	2 miles	40 acres
9 -12	3 miles	60 acres

The City also requires schools to be located in areas that are safely and conveniently accessible, and free from heavy traffic, excessive noise, and incompatible land uses.

### Goal:

- 7-7. To provide a consistently high level of education opportunities to the community.

### Policies and Implementation Measures

- 7-7.1 Involve the Clovis Unified School District in the early stages of the land use planning process.
- 7-7.2 Continue to assist in reserving school sites ~~based on the locational criteria as follows:~~
- ~~a. Locate elementary schools on sites that are safely and conveniently accessible, and free from heavy traffic, excessive noise, and incompatible land uses.~~
  - ~~b. Locate schools, beyond the elementary level, adjacent to major streets.~~
  - ~~c. Locate all school sites centrally with respect to their planned attendance areas.~~
  - ~~d. Locate school sites, where possible, away from multiple-family or commercial developments.~~
- 7-7.3 Designate school sites on the land use element of this plan to accommodate school district needs.
- 7-7.4 Pursuant to the Clovis Unified School District (CUSD) report, North of Shepherd Avenue Elementary School Site Study (June 27, 1989), upon determination of an exact location for each site, the CUSD shall process a plan amendment. (A copy of the study is located in the Final EIR.)
- 7-7.5 Explore ways to utilize existing school facilities for nonschool-related and child care activities.

## Solid Waste Disposal

The solid waste goals and policies address both the land use implications of present day technologies and practices with respect to disposal in sanitary landfill sites as well as the recognition that alternative methods and technologies should be pursued.

Goal:

- 7-8. Provide adequate solid waste disposal facilities and services for the collection, storage, and reuse of refuse.

### Policies and Implementation Measures

- 7-8.1 Continue the City's neighborhood cleanup program and develop and implement additional programs when necessary.
- 7-8.2 Explore programs and new techniques of solid waste disposal to reduce the need for additional landfill sites.
- 7-8.3 Encourage recycling and composting efforts to the maximum extent feasible in order to reduce the volume and toxicity of solid wastes that must be sent to landfill facilities.
- ~~7-8.4 Prohibit private and public waste disposal facilities and transfer stations.~~

## ENVIRONMENTAL CONCERNS

The urbanization proposed by the Woodward Park Community Plan may result in the generation of significant impacts on the local environment. Because of the area's location on the City's urban fringe, and given its basic geological setting, development may adversely impact the planning area's groundwater system and overall air quality, result in increased noise levels, and contribute to encroachment onto designated flood plains.

The Woodward Park community is located near the Sierra foothills on a broad alluvial plain, characterized by shallow aquifers with lower than normal water-carrying capacities that are susceptible to groundwater contamination. The planning area is bordered along its northern boundary by the San Joaquin River flood plain, and is located approximately seven miles downstream from Friant Dam and Millerton Lake. Because of its location on the urban fringe, vehicle trips tend to be longer resulting in higher than normal fuel consumption and air pollution.



## Water Quantity and Quality

Furthermore, due to cementation in the San Joaquin River channel and groundwater contamination by dibromochloropropane (DBCP) and nitrates, some local aquifers may be contaminated and irreplaceable wells lost.

The City is, therefore, moving to initiate a program of metropolitan-wide groundwater management, monitoring, and cooperation.

### Goal:

- 8-1. Conserve and augment the water resources of the planning area to ensure that adequate groundwater resources remain available to accommodate planned development.

### Policies and Implementation Measures

- 8-1.1 Develop and maintain facilities for groundwater recharge in the planning area.
- 8-1.2 Utilize all available surface water entitlements ~~for recharge purposes.~~
- 8-1.3 Work toward resolving the problem of groundwater resource deficiencies in the eastern portions of the planning area.
- 8-1.4 Protect planning area groundwater resources from further quality degradation.
- 8-1.5 Provide substitute or supplemental water resources to areas already impacted by groundwater quality degradation.
- 8-1.6 Achieve a continuing balance between competing demands for water resource usage.
- 8-1.7 Consider each proposal for water resource usage within the context of total planning area needs and priorities (i.e., the need to transport water, groundwater recharge, flood control, recreational needs, and riparian habitat preservation).
- 8-1.8 Maintain effective cooperative planning programs for water resource conservation and utilization in the planning area.
- ~~8-1.9 Prohibit urban development in areas not served by a sanitary sewer system.~~

ENVIRONMENTAL CONCERNS

Noise



8-3.4 Include noise attenuation techniques in the design of all new arterial streets.

8-3.5 Discourage the use of outdoor appliances, air conditioners, and other consumer products that generate noise levels in excess of the City's exterior noise level standards.

~~8-3.6 Allow commercial drive-through uses only when consistency with the City's exterior noise level standards and compatibility with adjacent land uses can be demonstrated.~~

### Flooding

Flooding represents a potential hazard to the population and buildings of a community and, as such, is a concern that must be incorporated into land use planning. The potential for flooding within the planning area originates from the San Joaquin River, which is located along the planning area's northern boundary.

The San Joaquin River basin is the second largest river in California, with a total length of about 350 miles.

The natural watershed of the San Joaquin River study area encompasses 1,638 square miles, varies in elevation from 350 feet to 13,000 feet, and experiences a diverse pattern of rainfall. The average annual rainfall for the Woodward Park area is slightly greater than ten inches. Rainfall is 20.52 inches immediately above Millerton Lake, and over 60 inches at the crest of the watershed. Annual runoff volumes range from 37,600 acre feet to 4,367,800 acre feet, averaging 1,790,300 acre feet. Heavy flow periods are normally divided into two seasons: (1) flows from rainstorms predominate from November through March; and (2) snow melt flows dominate from April through July.

Flooding on a river system like the San Joaquin can be caused by, or aggravated by, five factors. Those factors are climatic events (a major rainstorm or snow melt), dam failure, lack of river channel maintenance, reservoirs sedimentation, and local/urban runoff.

In 1939, the natural drainage pattern dramatically changed with the initiation of construction of the Friant Dam. This facility was designed for irrigation purposes, and was partially completed in 1942 and made fully operational in 1949.

It is operated in coordination with approximately 21 upstream reservoirs, forebays and pumping facilities, and can control an estimated 50-year rain flood or a 25-year snow melt flood. Flows of these magnitudes require daily average releases at Friant Dam of 8,000 cubic feet per second (c.f.s.), with recent peak release

two miles west of Highway 145, places the river water level during these recent 14,000+ c.f.s. (peak flow) flows within two and one-half to three feet of the level of the maximum recorded river flow of approximately 77,200 c.f.s. in December, 1937 prior to the construction of Friant Dam.

Given this information, and the lack of any ongoing channel maintenance program, it is apparent that development in the river-bottom will be exposed to an existing flood risk.

This potential is real. Climatic events, though unpredictable, remain a constant threat in the riverbottom. The possibility of dam failure, while unlikely, cannot be ignored. The lack of a channel maintenance program will be a significant source of potential flooding until a comprehensive maintenance program is established for the area.

Goal:

- 8-4. Protect future residents of the Woodward Park community from flood-related hazards.

Policies and Implementation Measures

- 8-4.1 Prohibit the development of new residential ~~uses~~ in the San Joaquin Riverbottom. <sup>subdivisions</sup>
- 8-4.2 Design new development to provide protection from potential impacts of flooding during the "one percent" or "100-year" flood.

Energy

Although Woodward Park area residents are affected by all energy usage, they have little direct control over decisions affecting its distribution. However, the City can influence the amount and type of energy sources its residents consume. The City's General Plan includes policies to impact energy consumption through the mix of land uses and the design of a transportation system which provides the most efficient movement of people and goods.

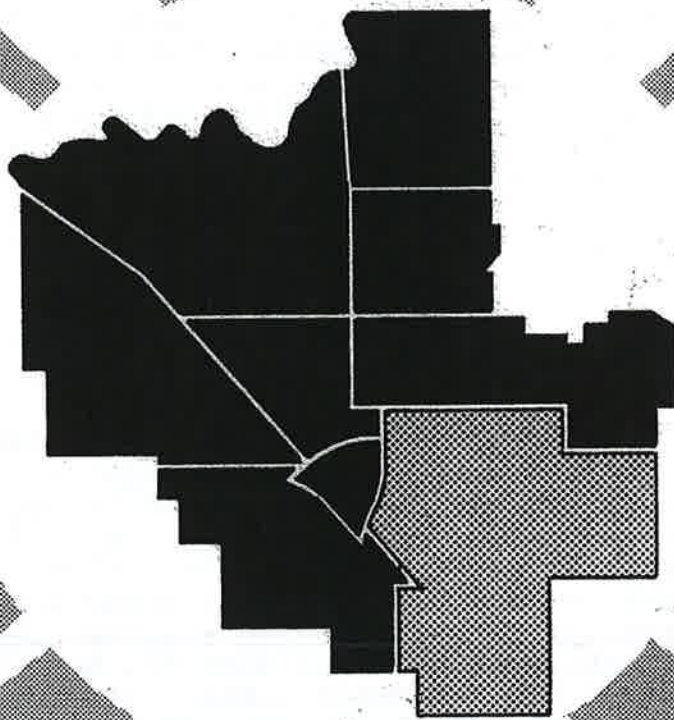
Fresno can also affect energy supplies and consumption by reducing the energy consumed for City operations, by using renewable energy sources where feasible, and by supporting the development of appropriate renewable energy sources.

Goal:

- 8-5. Foster development that, by its location and design, reduces the need for nonrenewable energy resources.



# **ROOSEVELT COMMUNITY PLAN**



**CITY OF FRESNO  
DEVELOPMENT DEPARTMENT  
PLANNING DIVISION  
APRIL 1992**



## PLAN CONCEPT

The Roosevelt Community Plan Area will soon be impacted by a number of factors. The completion of Freeway 180 eastward from the City's Central Area, the construction of the Fowler trunk sewer, the addition of new school facilities, and the advent of well-head treatment will combine to dramatically increase growth pressures throughout the community. This growth, if not planned

adequately, will overburden public facilities, increase environmental degradation and adversely impact residents of the area.

In order to limit the potential for traffic congestion, land use conflicts, significant declines in air quality, and a chaotic social situation, the Roosevelt Community Plan seeks to provide for the development of a "balanced community" by: 1) limiting major intensive development to Kings Canyon Avenue between Chestnut and Sunnyside Avenues, 2) promoting the development of new office and multiple family centers adjacent to planned Freeway 180 interchanges, 3) stabilizing and reviving existing neighborhoods, and 4) balancing the need for new development with the availability of public facilities. The Plan also continues to promote the development of planned industrial areas, but in a manner compatible with nearby residential and commercial activities.

The Plan Concept is broken down into several key elements summarized as follows:

1. Kings Canyon Corridor - ~~Major community-wide commercial services are limited to a three mile length of East Kings Canyon Road to be anchored at either end by rejuvenated community oriented commercial centers. These "bookends," located along Kings Canyon Road at Chestnut and Clovis Avenues, establish the limits of this community oriented commercial development. Due to its central location and accessibility this corridor will give the Roosevelt Community much of its character. This corridor (which already contains considerable multi-family development between Butler Avenue and Huntington Boulevard) will be bolstered by landscape and design standards, accommodate the development of new office uses where possible, and facilitate new commercial development where planned street capacity is adequate to accommodate it.~~
2. Freeway 180 Corridor - Along the Freeway 180 corridor, an area bounded on the north by Olive Avenue and on the south by Belmont Avenue, new plan guidelines will lower densities for new multi-family development except when sufficient land is aggregated. At each interchange, office development and/ or multi-family development of increasing intensity would be permitted subject to strict design review standards, density controls, and noise compatibility requirements. Future interchange



additional over-concentrations of larger apartment complexes within limited areas while improving the quality and livability through design and maintenance programs.

7. Medium, Medium-Low and Low Density Residential - New medium-low and low density development will occur primarily in areas where the City's normal grid street circulation system cannot be adequately extended or completed, such as between Fowler Avenue and Temperance Avenue, south of Kings Canyon Avenue, and in existing areas already developed at lower densities. Medium density residential development will occur in those portions of the growth area adequately served by major street extensions. Utilization of integrated master planned developments is encouraged to provide a range of housing types and design amenities.
8. New Growth Areas - The Community Plan continues to provide for new growth areas as identified by the 1984 General Plan. This Plan recommends that a substantial area outside the City's Sphere of Influence (south of Jensen Avenue to North Avenue between Temperance and Minnewawa Avenues) be reserved in agricultural use. The appropriateness of expanded urbanization will be considered by the City's next General Plan update which is scheduled for 1994.
9. New Parks -- ~~Development of a 160-acre combined active and passive regional park in the southeastern portion of the plan area,~~ expansion of the Mosqueda Community Park, and establishment of new several community and neighborhood parks is provided for subject to the implementation of a comprehensive funding mechanism.
10. Public/Quasi-Public Uses - It is also the intent of this Plan to support the long-term reduction of some existing uses at both the Valley Medical Center site and County Fairgrounds by supporting their relocation. It is desirable to facilitate the relocation of the Valley Medical Center to the City's Central Area. ~~In addition, those more intensive activities currently conducted at the Fairgrounds are suggested for relocation to a new site, possibly in the southern portion of the planning area. This new site would serve auto racing, tractor pulls, concerts with amplified music, and other high noise and high attendance activities that are detrimental to surrounding residential uses.~~

General Heavy Strip Commercial: Existing strip commercial areas along major streets will remain to meet the sales, service and repair needs of the Community. However, the expansion of strip commercial development is planned to occur only where vehicular traffic can be reasonably accommodated and design measures can be applied to reduce land use conflicts and provide a positive aesthetic contribution to the Community.

Neighborhood and Community Commercial: Retail shopping and household service needs of the various neighborhoods and the larger community will be met by planned commercial sites of five to 20 acres in size. These sites are generally located at the intersection of two arterial streets with several exceptions near the Freeway Corridor and in existing developed areas. Larger commercial centers are designated along Kings Canyon Road to accommodate retail and service activities with a community-wide market area. The amount and distribution of commercial development has been planned to adequately serve population demands while avoiding excessive traffic congestion, reducing land use conflicts and discouraging continued strip commercial development.

Regional Commercial: Regional centers provide retail commercial and service activities that attract customers from well beyond the community plan area, with many willing to travel as far 30 or 40 miles to patronize these businesses. Because the plan does not provide for a true regional center, semi-regional uses, such as theaters, will be accommodated with the Kings Canyon Corridor.

Light and Heavy Industrial: The Roosevelt Community contains approximately one third of the City of Fresno's total industrial lands inventory. Industrial land is that property designated to accommodate a full range of manufacturing, warehousing, office and wholesale activities. The community will continue to provide for a wide range of industrial activities but in a manner cognizant of the need for land use compatibility and more sensitive design.

~~Agricultural and Open Space: The agricultural designation permits the continued production of crops and related activities where the commitment to urban development is not yet appropriate. Open space uses are planned for those areas to be utilized for public recreation or resource management. Public parks are master planned to provide a range of recreational opportunities to serve the neighborhood community and region. Open space uses may also be applied to storm-water drainage and groundwater recharge basins, canals, and flood channels.~~

The traditionally defined community center is more accurately described as a linear corridor of intensive commercial sites with associated office, medium-high density residential and public uses. This intensity corridor extends for over three miles along East Kings Canyon Road from Chestnut Avenue on the west to east of Clovis Avenue. Less intensive commercial and residential uses will extend out from this high intensity corridor. Freeway 180 will provide a parallel moderately intensive corridor to the north. This latter corridor will provide a wide range of residential living opportunities with supporting activity nodes at the freeway access points. Existing industrial areas will remain with more explicit efforts identified to improve land use compatibility and accommodate appropriate expansion.

Higher density residential areas will be distributed within the community to enhance the functions of urban activity areas, employment centers, and public facilities. Existing lower density residential neighborhoods will be maintained and buffered by compatible densities. Decreases from previously planned densities are appropriate where circulation limitations, public facility constraints, and land use conflicts prevent the development and maintenance of an acceptable neighborhood environment. Neighborhood strategies are identified to restore, stabilize, and maintain their residential integrity and desirability of existing neighborhood.

The following four goals, with supporting policies and implementation measures, establish the fundamental concepts upon which the other components of the Plan are based. These concepts include principal features of development capacity and function, implementation guidelines and desired characteristics of community life. This subsection is followed by the residential, commercial, open space, and public land use components.

## Goal

- 1-1 Provide for the location, diversification, and functional relationship of land uses necessary to accommodate a projected population within the planning boundaries.

### Policies and Implementation Measures

- 1-1.1 Planned uses shall be implemented in accordance with the plan designations shown in the Roosevelt Community Plan land use map and corresponding zone districts as set forth in Article 4, Chapter 12, "Procedures Applicable to Zoning" of the Fresno Municipal Code ~~(including the Zoning District Consistency Table which is depicted on Table 1-1.1 of the Roosevelt Community Plan), and as modified and presented in Chapter 2 of this plan.~~

TABLE 1-1.1: ZONE DISTRICT CONSISTENCY

<u>PLAN DESIGNATION</u>	<u>CONSISTENT ZONE DISTRICT</u>	<u>CONSISTENT DENSITY</u>
<b>RESIDENTIAL</b>		
Rural	AE-5, AE-20, R-A	0-1.21 Units per acre
Low	R-1-A, R-1-AH, R-1-E, R-1-EH	0-2.18 Units per acre
Medium-Low	R-1-B, R-1-C, R-1-B/PD	2.19-4.98 Units per acre
Medium	R-1, MH, R-1-C/PD, R-1/PD	4.99-10.37 Units per acre
Medium-High	R-2-A, R-2, T-P, R-P*	10.38-18.15 Units per acre, subject to Plan policy 1-6.11
High	R-3-A, R-3, R-4 <sup>+</sup> , C-P*	18.16-43.56 Units per acre, subject to Plan policy 1-6.11
<b>COMMERCIAL</b>		
Neighborhood	C-1, C-L	
Community	C-2	
Regional	C-3, C-4	
General and Heavy Strip	C-5, C-6, C-R	
Office	RP-L, R-P**, C-P**, R-P - Planned Office Development, C-P - Planned Office Development	
Commercial Recreation	C-R	
<b>INDUSTRIAL</b>		
Light	C-M, M-1, M-1-P	
Heavy	M-2, M-3	
<b>OTHER USES</b>		
Open Space	O, AE-20	
Agricultural	O, AE-20	
Public or Quasi-Public	All zone districts (except for AE-5, AE-20, R-A)	Approval subject to the review of a specific development plan

\* In the R-P or C-P zone district, pursuant to a conditional use permit for a planned development, a maximum of 35 percent of the property may be developed with the nonresidential uses permitted in those zone districts.

\*\* In the R-P or C-P zone district, pursuant to a conditional use permit for a planned development, a maximum of 35 percent of the property may be developed with the residential uses permitted in those districts.

+ Thirty or more dwelling units per acre in the R-4 district only, subject to a conditional use permit.

Note: The method and procedure for determining zoning consistency in relation to this plan shall conform to Section 12-403 of the Municipal Code and amendments thereto.



1-1.4 Development entitlements and special permits must be found to be in compliance with applicable plans, policies, procedures and service standards in accordance with the Local Planning and Procedures Ordinance (Chapter 12, Article 6 of the Fresno Municipal Code). Development entitlements and special permits for the development of zoning inconsistent with the plan shall require approval by the Planning Commission, or City Council (when appealed) with public notice provided pursuant to Fresno Municipal Code Section 12-401. ✓

~~1-1.5 Continue to oppose new urban and rural residential development east of the City's sphere of influence line, as depicted in the Roosevelt Community Plan land use plan map.~~

1-1.6 Examine the appropriateness of expanded urban development in the area south of Jensen Avenue between North Minnewawa and Temperance Avenues in conjunction with the City of Fresno and other affected agencies during the City's 1994 General Plan Update.

#### Goal

1-2 Provide for the efficient use of land and the public service delivery system while protecting established neighborhoods.

#### Policies and Implementation Measures

1-2.1 In undeveloped and unannexed areas, Fresno County will be urged to permit only that development which is consistent with ~~the AE and AL zone classifications.~~ *farming activities.*

1-2.2 Along Kings Canyon Road in the area generally bounded by Chestnut, Lane, Argyle and Balch Avenues, an intensive office and commercial corridor shall be established as a focal point of community activities (Figure 1-2.2).

1-2.3 Along the Freeway 180 right-of-way at the location of planned interchanges, the more intensive development of office and multiple-family residential uses may be accommodated ~~as noted in the policies established in the commercial and residential sections of this plan.~~

1-2.4 Moderately intensive urban development including low, medium-low, and medium density residential, limited office, and neighborhood commercial uses shall be distributed primarily outside of the above identified high intensity areas.

**RESIDENTIAL USES**



- c. Assurance that public facilities and services will be provided to accommodate demand increases or characteristics (peak factors, disruptive traffic movements, fire suppression water demands, et al.) in a manner that will maintain an acceptable level of service to the proposed use and surrounding community, in accordance with adopted plans, policies, and development standards.
- d. Compliance with other policies and development standards of the Plan which promote the compatible interface with other planned uses.

1-6.9 Residential planned developments may be appropriate for those sites that do not sufficiently meet the criteria for medium-high density residential use, but can utilize design flexibility to facilitate the desirable and compatible development of a difficult parcel without reducing the level of service provided by planned public facilities.

1-6.10 The following dwelling units per acre (gross area excluding major street right-of-way) ~~and persons per household averages~~ shall be used to project population holding capacity and demands upon public services:

TABLE 1-6.10: DWELLING UNITS PER ACRE AND PERSONS PER UNIT

<u>Designation</u>	<u>Units/Acre</u>	<u>Persons/Unit</u>
Rural	0.5	<del>3.18</del>
Low	1.5	<del>3.18</del>
Medium-Low	<del>4.5</del> <u>6.0</u>	<del>3.18</del>
Medium	7.5	<del>3.18</del>
Medium-High	15.0	<del>3.07</del>
High	N/A	<del>3.07</del>

1-6.11 Apply the following density criteria (dwelling unit per square foot of net site area, exclusive of public rights-of-way) to special permits for multiple-family residential developments (more than one dwelling unit per lot), including those parcels already zoned R-2 or R-3 prior to adoption of the Plan.

- a. The minimum parcel size necessary to develop more than one dwelling unit on a site is 7,500 square feet.
- b. For sites not more than one acre in size, the minimum site area per dwelling unit shall not be less than 3,500 square feet.

- c. For sites greater than one acre but not more than two acres in size, the minimum site area per dwelling unit shall not be less than 3,200 square feet.
- d. For sites greater than two acres, but not more than four acres in size, the minimum site area per dwelling unit shall not be less than 3,000 square feet.
- e. For sites greater than four acres, the minimum site area per dwelling unit shall not be less than 2,700 square feet.

1-6.12 For properties zoned R-2 or R-3 but planned for medium, medium-low, or low density residential use, rezoning to a single-family residential zone district shall be pursued when the properties are vacant or are developed consistent with the planned use.

~~1-6.13 A building height of up to four stories may be considered for skilled nursing, residential care, and congregate care uses within the area bound by Freeway 180 and E. Belmont, N. Helm, and N. Peach Avenues.~~

## Goal

- 1-7 Establish and maintain safe, attractive and stable residential neighborhoods with compatible relationships between housing types and densities.

## Policies and Implementation Measures

1-7.1 Apply the following design standards and guidelines to all development proposed within areas designated for low, medium-low or medium density residential use.

- a. Arrange lot patterns and sizes to maintain compatibility with surrounding uses and improvements (either existing or planned), and to facilitate the development of adjacent parcels with similar lotting patterns.

~~b. Utilize guidelines (1) and (2), below, as advisory criteria in evaluating the compatibility of new residential development in areas designated for medium low and medium density residential uses. Apply guideline (3), below, as a fixed standard for development within medium density residential designated areas:~~

- ~~(1) That a minimum of 12,500 square foot lot sizes (R-1-B zoning) or larger be required in the medium-low density residential planned areas adjacent to low density residential planned areas.~~
- ~~(2) That minimum lot sizes of 6,000 square feet (R-1 zoned conventional lots) or larger be developed elsewhere in medium-low density residential planned areas, except when approved as a clustered planned development.~~
- ~~(3) Reduced size nonclustered lots within the medium density residential designation shall be subject to a master planned development, in which not more than 20% of the area is designed with reduced size non-clustered lots.~~

- c. Utilize landscape and design measures to make a positive contribution to the community's identity, provide variety, and avoid unsightly conditions (such as repetitive roof forms and roof mounted mechanical equipment). These measures should include enhanced landscaping along boundary and entry streets, architecturally designed perimeter walls, and variety of building placement and design.

1-7.2 The cluster planned development criteria and standards of Section 12-306-N-21 of the Fresno Municipal Code and the following design considerations shall be applied to new (and, where feasible, to expanded) multiple-family and cluster single-family residential developments through the special permits issuance and appeals process specified in Sections 12-405 and 12-406 of the Fresno Municipal Code.

- a. Apply the Fresno Municipal Code requirements for usable open space.
- b. The size of the proposed dwelling units, number of bedrooms, anticipated number of occupants and the site's proximity to public recreational facilities should be considered and active recreational facilities provided (such as garden areas, turfed play fields, hard surfaced game courts, recreation rooms, and swimming pools), as determined appropriate through the special permit process.

- (3) Vehicular access gates may be required for sites larger than one acre in size unless fully enclosed garage parking spaces are provided. Fully enclosed garages shall be provided for the required covered parking spaces on sites of one acre or less in size unless alternative design measures are approved to restrict access to parking areas by unauthorized nonresidents.

1-7.3 The following design guidelines shall be considered for application to all multiple-family residential development entitlements adjacent to land that is planned for single-family residential use. These measures are to be applied as appropriate through the special permits issuance and appeals process (Section 12-405 and 12-406 of the Fresno Municipal Code) in order to best serve the health, safety, and welfare of the community. These measures may be waived where the adjacent planned single-family residential land is developed with or approved for a nonresidential use:

- a. Locate outdoor recreational areas, game courts, swimming pools, and solid waste collection areas on properties zoned for multiple-family residential uses away from single-family residential uses.
- b. Separate parking areas, carports, garages, accessory structures, and access drives from abutting properties zoned or planned for single-family residential use with a landscaped setback 15 feet wide, and with a solid masonry wall six and one-half feet high along the property line.
- c. Provide a 75-foot separation between multiple-family buildings greater than one story (20 feet) in height and property zoned or planned for single-family residential use.
- d. Direct the orientation of second-story multiple-family windows away from adjacent single-family uses.

1-7.4 Implement a City-wide proactive program ~~with funding source (such as a quarterly business tax charge per multi-family unit)~~ to maintain an acceptable quality of life within residential rental property neighborhoods.



This program shall be defined and implemented in consultation with business and community interest groups ~~(Chamber of Commerce, Rental Housing Association, Fresno Neighborhood Alliance and other neighborhood associations)~~, and shall address: 1) proactive code enforcement; 2) crime prevention design review and consultation for existing development; and 3) participation in management training programs through industry or professional organizations such as the Rental Housing Association of Central California. ~~Increases in such fees shall only be implemented after a public hearing has been held, with direct mail-  
noticing to interested parties on file with the City of Fresno.~~

1-7.5 Pursue the implementation of City-wide fee for excessive calls for police service, ~~to be charged to the owners of residential properties. This effort shall include advocating changes in State Legislation, if necessary, through state-wide municipal and law-enforcement associations.~~

*P.M.*

~~When implemented, these fees should be generally applied in accordance with guidelines as follows: 1) when the number of confirmed contact police calls exceeds three times the total number of dwelling units within the property during a calendar year. (for example: a five plex times three chargeable calls equals fifteen calls per calendar year); 2) when the police calls are caused by persons creating a disturbance at their place of residence (except when an unlawful detainer action has been filed on those persons); and 3) the property owner shall be notified after the second police call to a residential dwelling unit during a calendar year. After it has been determined that the three events above have occurred, the owner shall be responsible for the full cost of all police calls as identified above. However, if an unlawful detainer action has been filed and diligently pursued against the tenant causing the disturbance, these calls will not be considered chargeable and will not be applied to the formula established above.~~

## COMMERCIAL USES

This Community Plan is challenged by the need to define and give form to commercial development within its boundaries. Due to the community's complexity and its haphazard commercial development pattern this task will be difficult. The community contains a preponderance of service commercial and neighborhood retail uses located in either strip developments or older inefficiently designed shopping centers.

Finally, this Plan provides for the development of smaller neighborhood centers at appropriate major street intersections and within integrated planned developments to meet anticipated neighborhood demand. It also strives to preserve and enhance where possible, older thematic commercial areas such as Tulare Street, across from Roosevelt High School, Jensen Avenue in Calwa and the Butler/Orange commercial area.

## Goal

- 1-8 Create an intensive community activity corridor by concentrating those commercial uses serving the entire Roosevelt Community Plan area along Kings Canyon Road between Chestnut and Sunnyside Avenues.

### Policies and Implementation Measures

- ~~1-8.1 Concentrate community commercial uses within the Community's activity corridor area (Kings Canyon Road between Chestnut and Sunnyside Avenues).~~
- ~~1-8.2 Limit the designation of additional community commercial uses to sites that contribute to the function of the Kings Canyon Road activity corridor or to appropriate sites near Freeway 180, where determined to be consistent with public facility and service policies, and where appropriate to meet community-level commercial demand.~~
- 1-8.3 Establish a Boulevard Area (BA) Overlay District with a minimum 20-foot landscaped setback along Kings Canyon Road east of Chestnut Avenue to be implemented at the time of property development or major modification as defined by the Fresno Municipal Code.
- 1-8.4 Signs shall be architecturally compatible with, and complimentary to, the character of the development and land uses for which the signs advertise.
- ~~1-8.5 Allow C-3 zoned commercial uses (except auto dealers and meat jobbers), to primarily serve the Roosevelt Community within the community commercial designation of the activity corridor, subject to C-3 conditional zoning. A review and approval of a detailed development plan shall be required, as well as a determination that each use is consistent with the Plan's goals and policies.~~
- 1-8.6 Encourage the undergrounding of all above-ground utility lines along Kings Canyon Road, wherever possible.



- 1-8.7 Identify a site, which is appropriate and consistent with overall plan goals and policies for a planned unified regional shopping center of 60 acres or more in size, through the 1994 General Plan Update process or through the redevelopment planning process.

#### Goal

- 1-9 Provide for a substantial increase in office uses to serve the Community's business and professional needs and reduce vehicular travel to areas outside of the Community.

#### Policies and Implementation Measures

- ~~1-9.1 Concentrate new office development along the proposed Freeway 180 corridor (an area bound by Freeway 41 on the west, Olive Avenue on the north, Clovis Avenue on the East and Belmont Avenue on the south) and South Clovis Avenue between McKinley and Jensen Avenues.~~
- ~~1-9.2 Limit the development of four-story office structures to within the Freeway 180 corridor and at the major street intersections adjacent to planned freeway interchanges, and to major intersections along the Kings Canyon Road corridor subject to the resolution of any localized land use compatibility issues.~~
- ~~1-9.3 Limit office development, to a maximum of two stories in height along South Clovis Avenue between McKinley and Jensen Avenues.~~
- ~~1-9.4 Apply a minimum 20-foot landscaped street setback to office development of over one story in height.~~
- ~~1-9.5 Development of the office designated parcel, located on the south side of East Kings Canyon Road between Willow and Peach Avenues (Elks Lodge), shall occur in a manner that preserves the existing on-site trees to the maximum extent possible.~~

#### Goal

- 1-10 Plan for the sizes, locations and characteristics of commercial developments that will meet community needs, that can be accommodated by the planned infrastructure, that promote land use compatibility, and that enhance the visual appearance of the plan area.

## Policies and Implementation Measures

- ~~1-10.1~~ ~~Require new commercial uses to be developed within planned, unified centers of not less than 2.5 acres in area, except for highway oriented service uses located at freeway on or off ramps or along designated areas of strip commercial development (Figure 1-10.1).~~
- 1-10.2 Distribute a limited amount of office, retail and service commercial development outside of the Kings Canyon Road commercial corridor, consistent with the demand factors and locational criteria identified as follows:
- ~~a. Limit neighborhood and community commercial unified shopping center uses to the intersection of two arterial streets or an arterial/expressway intersection. EXCEPTIONS: neighborhood commercial uses may be considered at arterial/collector street intersections; or when not more than five acres in size and included within a 50-acre or larger unified residential planned development.~~
  - b. Assure that public facilities and services will be provided to accommodate demand increases or characteristics (peak factors, disruptive traffic movements, fire suppression water demands, et al.) in a manner that will maintain an acceptable level of service to the proposed use and the surrounding community in accordance with adopted plans, policies, and development standards.
  - c. Allow the location of day care centers outside of office designated areas on sites that have direct access to a major street and are specifically limited to child day care center use.
  - ~~d. Locate new neighborhood commercial development away from planned schools.~~
- 1-10.3 Require the completion of a comprehensive traffic study for all proposed commercial plan amendments of five acres or more in size or in accordance with traffic study guidelines (including minimum project size) as may be established by the City of Fresno.

1-11.7 Pursue the restoration and maintenance of the commercial small town main street characteristics of ~~the following~~ specific areas by establishing thematic design guidelines and improvement strategies to:

- 1) insure architectural and design compatibility;
- 2) preserve and enhance their unique character and commercial viability; and,
- 3) promote area-wide improvements with enhanced landscaping and new public facilities.

- ~~a. Roosevelt High School commercial area along East Tulare Street between South Eleventh Street and South Barton Avenue.~~
- ~~b. Calwa commercial area along East Jensen Avenue between South Ninth Street and South Roosevelt Avenue.~~
- ~~c. Butler/Orange commercial area along East Butler and South Orange Avenues bound by South Hazelwood Avenues, East Lyell Avenue, South Eighth Street and East Hamilton Avenue.~~

1-11.8 Implement the following standards and strategies to improve the appearance and compatibility of general/heavy commercial uses.

- ~~a. Establish private parking districts in areas of existing general commercial development to facilitate the provision of adequate off-street parking.~~
- ~~b. Support the formation of redevelopment plans encompassing Belmont Avenue between Chestnut and First Street, and Cedar Avenue between Belmont and McKinley Avenues.~~
- ~~c. Require the designation by the City's Parks and Recreation Department of a unified landscape theme for all areas designated for general/heavy commercial development.~~
- d. Apply the conditional use permit findings and noticing procedures of the Fresno Municipal Code (Section 12-405-A) to all uses proposed within a C-6 "Heavy Commercial" Zone District and located within 300 feet of a property that is planned or zoned for residential use; and apply all appropriate design and development measures necessary to assure that the use will not be detrimental to the public welfare or injurious to surrounding uses and improvements.

1-11.9 Identify and implement appropriate (economically feasible) incentives such as fee reduction or deferrals, permit assistance and economic development loans to rehabilitate and improve existing commercial development.

1-11.10 Pursue ~~the establishment of an ordinance authorizing~~ an annual review program and abatement procedure addressing commercial establishments which sell alcoholic beverages, where repeated incidents of a serious nature (such as, but not limited, to drug sales and/or use, prostitution, violent crimes) occur and are a threat to the public health, safety and welfare and are injurious to surrounding properties and their occupants. This review shall also consider chronic problems of public disturbances, drunkenness or other behavior of patrons or employees which may be harmful to nearby residents.

## INDUSTRIAL USES

The Roosevelt Community Plan contains approximately one-third of the City of Fresno's total industrial land inventory dispersed in three dissimilar areas: 1) the larger, older, heavy industrial area located in the south and west portions of the Plan area 2) the smaller industrial area located in the area of Maple and Olive Avenues, 3) and a newer light industrial/business park located in the northeast, near the Fresno Air Terminal. This Plan recognizes the important role of these industrial areas in providing employment and the economic benefits to be realized from its further development. With approximately 2,800 acres of industrially planned and zoned land, the Plan area contains one of the largest concentrations of vacant industrial properties in the Metropolitan Area and potentially the best available transportation network in the entire San Joaquin Valley to support it.

The City has designated a substantial portion of the Plan area's industrial inventory for inclusion within its Enterprise Zone Program, in which businesses are offered state income tax reductions and other incentives designed to stimulate private investments and encourage the development of employment opportunities. The City has also developed and implemented near the Fresno Air Terminal, new "business park" standards applicable to light industrial uses and has facilitated the implementation of a number of assessment districts designed to extend public facilities at low costs to developing industrial areas.

However, industrial development is restrained by a lack of readily available land with the necessary services to support new industries. Vacant land, prime for industrial development and adjacent to either Freeway 99 or existing railroads, is not readily marketable either because of a lack of public facilities,



- (3) Earth berms shall be planted with grass or ground cover and maintained by the property owner;
- d. The provisions of the City Zoning Ordinance (applicable to an approved industrial manufacturing district) shall apply to outdoor advertising for industrial manufacturing uses.
- e. Place loading docks and areas on the sides of industrial manufacturing buildings that face away from, or are not less than 150 feet from, adjacent residential property
- f. Roof-mounted and detached mechanical equipment shall be screened from view and acoustically baffled to prevent the noise level of the equipment from exceeding 55 Ldn, measured at the nearest property line;
- g. Within the area 75 feet wide and abutting property zoned or planned for residential use, exterior area lighting for industrial manufacturing buildings, parking areas, carports, garages, access drives, loading areas, and loading docks shall be shielded, to prevent line of sight visibility of the light source from abutting property zoned or planned for residential use.

**Goal**

- 1-14 Facilitate the timely provision of public facilities and services to all industrial areas in an equitable manner.

Policies and Implementation Measures

- ~~1-14.1 Support and encourage the establishment of a redevelopment district for the South Van Ness industrial area and Maple/Olive Avenue industrial area.~~
- 1-14.2 Establish a public improvements program (complete with specific timelines) for necessary improvements for the City's Enterprise Zone, ~~encompassing the phased extension of water, sewer, and street improvements.~~
- ~~1-14.3 Promote the establishment of private assessment districts to cover the costs necessary for service extensions and maintenance costs for all industrial areas.~~

~~1 14.4 Pursue the establishment of a business license fee for all industrial areas City-wide to fund zoning enforcement costs, rubbish removal, and security training and enforcement programs.~~

~~1 14.5 Establish a landscape maintenance district for industrial areas in the Roosevelt Community.~~

## OPEN SPACE, RECREATION, AND CONSERVATION

It is the purpose of this section to provide strategies to preserve and enhance the Plan area's open space resources, and to provide facilities to meet the Community's current and future recreation needs. This area is currently deficient in usable park space and recreation facilities. It falls below City averages for park area to population ratios and adopted City standards. This deficiency occurs throughout all categories; including City parks, support recreational facilities, multi-purpose trails, and private open space.

Open space planning is important not only because it can provide for the protection of sensitive environments such as flood zones and areas impacted by airport noise, but also because it provides for the residents psychological well-being by offering an opportunity for relaxation and a change of pace from daily tasks. Through good planning, both public and private open space resources can be organized to meet the Community's needs for hiking, jogging, organized sports, relaxation and recreational pursuits.

Specifically, this section establishes goals and policies designed to achieve a full range of park facilities, to promote the development of private and semi-public open spaces where appropriate, and to support the completion of a comprehensive network of hiking and equestrian trails. Plan policies advocate the creation of a 160-acre regional park along the plan area's southeastern fringe (west side of the Minnewawa alignment and south of Jensen Avenues), the establishment of several new community and neighborhood parks and the expansion of a number of existing recreational facilities. Expansion of the regional park to 320 acres, by adding 160 acres east of the Minnewawa alignment, may be considered as a part of the 1994 General Plan Update.

The Plan calls for the creation of both private and public open space areas, such as combined storm water run-off/recharge lakes, to be available for common use and linked together by a possible combination of trails and running water in the areas located south of the California Avenue alignment between Peach and Fowler Avenues. Multi-purpose trails and equestrian areas will also be established where feasible, along abandoned rail right-of-ways, canal banks and along major traffic corridors. Finally, the Plan recommends the development of a landscape master plan for public



- 1-15.5 ~~Pursue the development of a 160-acre regional park (combining both passive and active recreation uses and centered around water features), to be located at the southwest corner of the Jensen Avenue and Minnewawa Avenue alignments. Consider designating an additional 160-acres of regional park use east of the Minnewawa Avenue alignment with the 1994 General Plan Update. No acquisition shall be pursued until a further evaluation of alternative sites is conducted by the 1994 General Plan Update and at least 75% of the site can be acquired from willing sellers.~~
- 1-15.6 Pursue the expansion of the Mosqueda Community Center westerly towards Maple Avenue.
- 1-15.7 Encourage the Fresno Metropolitan Flood Control District to landscape existing and future ponding basins and any designated recharge facilities for the aesthetic benefit of the community. At a minimum, the City shall advocate that the street frontage portion of all facilities be landscaped.
- 1-15.8 Establish joint use programs for park facilities and school playgrounds and playfields, in order to provide a wider range of recreation programs and maximize the efficient use, maintenance, and supervision of public facilities.
- 1-15.9 Promote safety, accessibility and compatibility between parks and adjacent residential areas through creative design, adequate maintenance, and enforcement of regulations regarding littering and drinking in public parks.
- 1-15.10 Require the installation of security lighting for parking, points of access, and building areas at all public recreation and park sites.
- ~~1-15.11 Pursue the development of a pocket park to the north of East Kings Canyon Road between Chestnut and Peach Avenues.~~

#### Goal

- 1-16 Establish a network of multi-use trails utilizing creeks, canal banks, utility power line easements, railroad rights-of-way, and highway and street corridors to maximize the community's recreational and open space resources.

#### Policies and Implementation Measures

- 1-16.1 Implement the goals, policies and standards of the ~~City's Master Trails Plan and Multi-Purpose Trails Manual.~~

1-16.2 Establish an integrated effort among affected agencies to implement multi-purpose trails as identified in the Master Multi-Purpose Trails Manual and Plan, and supplemented by the following (Figure 1-16.2):

- a. East McKenzie Avenue alignment between North Barton and North Clovis Avenues (bike trail).
- b. Mill Ditch, located along McKinley Avenue, between Freeway 41 and Temperance Avenue (multi-purpose trail/canal bank).
- c. Fancher Creek (Washington Colony and Central Canals) from Tulare and Temperance Avenues to Jensen and Chestnut Avenues (multi-purpose trail/canal bank).
- del*  
~~d. East Ventura Avenue/East Kings Canyon Road from Cedar Avenue to Temperance Avenue (bike trail).~~
- e. East Huntington Boulevard from Freeway 41 to Barton Avenue (bike trail).
- f. Golden State Boulevard between California and North Avenues (bike trail).
- g. East North Avenue from Golden State Boulevard to South Chestnut Avenue, then north on Chestnut Avenue to Jensen Avenue connecting with Fancher Creek (bike trail).
- h. South Fowler Avenue from East Kings Canyon Road to East Belmont Avenue (bike trail).
- ~~i. East California Avenue from Railroad Avenue to South Willow Avenue (bike trail/railroad right-of-way), and from South Willow Avenue to South Temperance Avenue (multi-purpose/railroad right-of-way).~~
- j. South Minnewawa Avenue between East Butler Avenue and Fancher Creek (equestrian).
- k. Clovis Avenue from McKinley Avenue to Jensen Avenue (bike trail).
- ~~l. Adjacent to the south side of the Freeway 180 alignment between Freeway 41 and Temperance Avenues (bike trail/potential multi-use trail, excluding equestrian use).~~
- ~~m. Adjacent to the west side of the Freeway 168 alignment between Freeway 180 and McKinley Avenue (bike trail/potential multi-use trail, excluding equestrian use).~~

1-16.3 Pursue the implementation of the master planned trails system as a requirement of property development, and pursue establishment of a trails development fee and cost reimbursement program.

1-16.4 Limit driveway crossings of multi-purpose trails to not more than two (2) per block (660-foot length) except where it is determined that there is no other feasible alternative.

~~1-16.5 For multi purpose trails located adjacent to planned freeway routes, the City of Fresno's Parks and Recreation Department shall aggressively pursue state and federal funding for trail improvements.~~

1-16.6 Initiate efforts (in cooperation with the Fresno Irrigation District, railroads and other owners of utility easements and rights-of-way) to identify and implement measures to prevent inappropriate vehicular access to these rights-of-way.

#### Goal

1-17 Promote the private development of semi-public, multi-purpose, open space areas to serve neighborhood needs and to enhance the community's aesthetic character.

#### Policies and Implementation Measures

1-17.1 Within the area bounded by Jensen Avenue on the south, Peach Avenue on the west, California Avenue on the north, and Temperance Avenue on the east, all single-family residential developments shall designate and develop at least five (5) percent of their total project area (excluding major street right-of-way) for public or private common open space (such as, lakes combining storm water management and groundwater recharge functions, community recreation, and passive open space). Alternatively, an equivalent amount of area may be provided in conjunction with approved public or quasi-public open space within 1/4-mile of the development.

1-17.2 Development within the above area shall contribute to the construction of landscaped median islands at least 370-feet in length on collector streets at identified intersections with either Jensen or Clovis Avenues in accordance with Policy 1-5.2.

- 1-17.3 Single-family residential developments located outside of the above-noted boundaries, and exceeding eight (8) acres in total project area, shall designate and develop at least five (5) percent of the total project area for open space use, or contribute an equivalent amount in accordance with policy 1-17.1 of this Plan.
- 1-17.4 Require that all proposed water features within the Roosevelt Community either be connected with other planned water features or the nearest major street by a public trail (or landscaped pedestrian route along a local street).
- 1-17.5 Apply the 25 percent open space requirement of the Fresno Municipal Code to multiple-family residential development and single-family residential planned unit developments.

#### Goal

- 1-18 Provide for the development of a comprehensive equestrian trail system within the Roosevelt Community Planning Area that is free from conflict with vehicular traffic.

#### Policies and Implementation Measures

- 1-18.1 Designated equestrian trails shall be developed to minimum widths of 25 feet with a nine (9) foot clearance above ground, and shall be constructed of a suitable composite surface that can accommodate both equestrian and pedestrian traffic.
- 1-18.2 Provide for the development of staging (horse trailer parking) and watering areas periodically along each trail.
- ~~1-18.3 Provide for the development of equestrian trails along the California Avenue alignment between Willow and Temperance Avenues.~~
- 1-18.4 Provide for the development of an equestrian trail along South Minnewawa Avenue between Butler Avenue and the Central Canal.
- 1-18.5 Prior to the development of any equestrian trail, equestrian interests should secure and make available for public use no less than 20 percent of the total costs of the project.

#### Goal

- 1-19 Provide for the development of master landscape plans along all major streets within the Roosevelt Community Planning Area.

### Policies and Implementation Measure

- 1-19.1 *plan* The City of Fresno Parks and Recreation Department shall establish landscape master plans that set forth the type of trees, shrubs and ground covers to be utilized along each major street.
- 1-19.2 Streetscapes within the Roosevelt Planning Area shall match those adopted for those major streets originating in the City's Central Area.
- 1-19.3 *plan* New development shall be responsible for the implementation and maintenance of that portion of the master landscaped area contiguous to the new project's boundaries.
- 1-19.4 Where new streets (either major or local) are developed adjacent to any canal, railroad right-of-way, or public easement, the development project shall be responsible for landscaping (with irrigation system) adjacent to the canal, railroad, or easement.
- 1-19.5 Master landscape plans shall be compatible with landscape programs established for parks and other public facilities located along each major street within the plan area.

### Goal

- 1-20 Provide for the protection of sensitive or valuable open space areas

### Policies and Implementation Measures

- 1-20.1 *plan* Implement the policies and programs established by the Fresno Air Terminal Environs Area Specific plan.
- ~~1-20.2 Prohibit the development of new structures within designated 100 year flood plains.~~
- 1-20.3 *plan* Support efforts to conserve prime agricultural land outside of the planned urban area and preserve those areas which contain valued natural resources and wildlife habitat or are necessary to protect the public's health, safety and welfare.
- ~~1-20.4 The area planned for agricultural use along the west side of South Temperance Avenue, south of East Butler Avenue, may be considered for a residential use through a plan amendment that establishes mitigation measures that will assure compatibility with adjacent agricultural processing uses.~~

PUBLIC AND QUASI-PUBLIC USES



~~1-21.3 Support the formation of a joint City/County/Fair Board Committee to study the following issues:~~

*Prop*  
~~a. Establish a 20-year relocation plan (including selection of a new facility south of Jensen Avenue) for those more intensive activities such as concerts, auto racing, tractor pulls, and other similar noise generating events.~~

b. Consider joint use of the existing Fairgrounds facility with City Parks and Recreation to meet the Community's active recreation needs.

*del*  
1-21.4 Encourage public schools and require private schools to locate and develop with vehicular access directly onto a major street; orient pedestrian access to a controlled major street intersection or the quarter-mile point along a major street; provide on-site passenger loading areas and left-turn lanes at vehicular access points; participate in the signalization of intersections and crossings when determined to be necessary by the Public Works Department and the School District collectively through the Community School Safety Program.

1-21.5 Designate public and private school sites in excess of three acres in area for public use, to allow land use compatibility considerations and provision of adequate public services.

1-21.6 Provide for the potential expansion of the Fresno Pacific College Campus subject to implementation of an approved master plan that will provide adequate vehicular access and on-site parking compatible with the surrounding residential neighborhood. Interim conversion of residential structures to educational or school related use shall comply with applicable policies of this plan, including policy 1-11.5.

~~1-21.7 Locate places of worship in accordance with the criteria applicable to new multiple family residential uses (Roosevelt Plan policies 1-6.8 a, c, and d). Sites in excess of three acres are to be designated for quasi-public use or office-commercial. Landscaped buffers and building setbacks shall be designed adjacent to residential property and along street frontages to promote compatibility with surrounding residential uses.~~

*Prop*  
1-21.8 The Internal Revenue Service Regional Processing Center is important to the Roosevelt Community Plan Area and Metropolitan Area; therefore, a high priority shall be given to promoting its retention and expansion while maintaining compatibility with the surrounding neighborhood.

CIRCULATION  
STREET CIRCULAION

- 2-1.2 Allow a level of service "D" (moderate congestion at peak traffic periods) as the acceptable level of traffic congestion on public streets within the Roosevelt Community Plan area.
- 2-1.3 Prevent streets and intersections from degrading below level of service "D" (as defined in a Level of Service Ordinance) due to new development or expansion of existing development through implementation of a three-part mitigation program: adjacent right-of-way dedication, access improvements, and an area-wide impact fee..
- 2-1.4 Consider the construction of grade separations for all expressway intersections unable to meet an "E" level of service.
- ~~2-1.5 Identify and pursue strategies (including reprioritization of the Measure "C" Local Transportation Fund Expenditure Plan) to develop Freeway 180, on the alignment identified by the Community Plan Circulation Map, from Freeway 41 to Clovis Avenue or Fowler Avenue in a single phase by 1996.~~
- 2-1.6 Enforce all regulations in the City's power, and pursue all other opportunities, to reduce conflicts between railroad operations and vehicular circulation.
- 2-1.7 Space and synchronize traffic signals to minimize vehicular delay, particularly on East Kings Canyon Road.
- 2-1.8 Full median breaks on arterials may be provided only at quarter-, half-, and mile intersections, to be developed with left turn lanes at each break.
- 2-1.9 Provide additional right-of-way and pavement width to accommodate turn lanes at intersections in accordance with Department of Public Works standards.

## Goal

- 2-2 Preserve major street system capacity by minimizing the impacts of high traffic generating uses, and accommodate regional traffic movement through the community while minimizing impacts upon sensitive land uses.

## Policies and Implementation Measures

- 2-2.1 Design access to collectors and arterials from commercial and office uses to minimize traffic disruption.

- 2-2.2 Retail commercial development at the intersection of an expressway and a major street shall gain left-turn access from the major street at about one-eighth (1/8) of a mile, and right-turn entrance and exit not less than one-sixteenth (1/16) of a mile, from the intersection. Signalized access shall be located no closer than a quarter of a mile from an expressway, except as modified by a specific traffic study or Environmental Impact Report.
- ~~2-2.3 Prohibit the approval of additional commercial development on expressways beyond that already planned, in order to protect that classification of streets (important for a metropolitan wide traffic carrying role).~~
- 2-2.4 The City shall continue to examine the need to install left-turn signal phases at major street intersections (such as First and Tulare Streets), and shall prioritize their installation when warranted and when funds are available for such installations.
- 2-2.5 Limit designated truck routes to arterials and expressways specifically signed for that purpose, or to collector and local industrial streets which directly service planned industrial areas.
- 2-2.6 Locate truck access to commercial property at the maximum practical distance from adjacent or nearby residential properties.
- 2-2.7 Apply mitigation measures to lessen the effect of major street traffic noise on adjacent residential property for all new residential uses (pursuant to the Noise Element of the City of Fresno General Plan; Title 24 of the California Administrative Code; and Section 12-224 of the Fresno Municipal Code, the Expressway Overlay District); and pursue the application of such measures for existing residential property to the extent feasible.
- 2-2.8 New single-family residential lots shall not be allowed to front on a major street unless it can be satisfactorily demonstrated that no feasible alternative means of access can be provided to the property. Evaluation of alternative means of access shall include the consideration of frontage roads, backup treatment, and substantial redesign of the subdivision proposal.
- 2-2.9 Require the completion of a comprehensive traffic study for each new shopping center in accordance with policy 1-10.3.

## Goal

- 2-3 Establish and maintain a street system that is compatible with planned uses, creates a positive community image, and contributes to the Community's enhanced quality of life.

### Policies and Implementation Measures

2-3.1 Design major street alignments and transportation improvements to adequately distribute traffic while minimizing excessive noise impacts upon adjacent uses.

2-3.2 Locate and design multiple-family residential, commercial, office and industrial development to avoid increasing traffic levels on local residential streets.

2-3.3 Where two classified streets (e.g., arterial and collector) form a "T" intersection, a local street shall not form the fourth leg of the intersection unless required to provide access to large developments.

2-3.4 Design local street systems to minimize through traffic movements and avoid excessive street lengths to discourage speeding.

2-3.5 Establish integrated local street systems within larger areas (40 acres or greater size) planned for medium or medium-low density residential uses consistent with the following design objectives:

- a. Strive to provide access to as many boundary major streets as possible in a manner that maintains land use and traffic compatibility, discourages through traffic, and avoids excessive traffic volumes (more than 600 vehicle trips per day) and speeds (greater than 25 miles per hour).
- b. Design local street alignments to facilitate pedestrian access to schools and parks; and promote safe, aesthetically-pleasing neighborhoods by utilizing sidewalks with park strips (of sufficient width to accommodate street trees) along both sides of local streets (except cul-de-sacs) serving densities of four dwelling units per acre or greater.  
~~Alternative sidewalk patterns without park strips may be considered subject to the design and implementation of an acceptable street landscape plan.~~

- 2-3.6 Assure the provision and maintenance of landscaping on both sides of, and in the median of, arterial streets and on both sides of collector and local streets (including the mouths of local streets where they intersect with major streets).
- 2-3.7 Enhance the scenic boulevard nature of Butler Avenue and address the safety hazard to Ayer School by discouraging high-speed through traffic. To accomplish this: 1) ~~immediately~~ synchronize traffic lights to maximize flow on Kings Canyon Road; 2) construct Freeway 180 through to Clovis Avenue ~~by 1996~~; and 3) ~~immediately install stop signs on Butler at Villa Avenue and Minnewawa Avenue intersections.~~
- 2-3.8 Apply the Expressway Area (EA) Overlay District to Jensen and Temperance Avenues.
- 2-3.9 Require the provision of a minimum 20-foot landscaped area from the curb line along all expressways at the time of development or major modification (as defined by the Fresno Municipal Code). An open, architecturally designed fence or solid wall shall be provided, as required through the special permit process, to restrict unsafe pedestrian access to the expressway. Apply a 15-foot (or larger) boulevard area setback to all other major streets as identified by Roosevelt Plan policy 1-5.8.
- 2-3.10 Pursue implementation of a landscape improvement program to install landscaping along those portions of the expressways where the street frontage has already been developed without landscaping.
- 2-3.11 Designate Minnewawa Avenue (which shall not cross Fancher Creek) as a scenic street to be developed with a 50-foot (measured from the right-of-way line) landscaped setback between Fancher Creek and Kings Canyon Road; and with a 20-foot landscaped setback between Church and Jensen Avenues and also between Kings Canyon Road and Belmont Avenue.
- 2-3.12 Designate Huntington Boulevard (between First Street and Cedar Avenue), Butler Avenue (between Peach and Fowler Avenues), Peach Avenue (between the California Avenue alignment and Belmont Avenue) and Minnewawa Avenue (between Central Canal and Belmont Avenue) as scenic routes, and preserve existing trees along these rights-of-way where possible.



CIRCULATION

BIKEWAYS

- Bike lanes are an on-street bikeway in which separate automobile and bicycle travel lanes are designated visually by signs and street markings.
- Bike routes are a system of streets with signs denoting them as a Bike Route, warning motorists to anticipate bicycles on these streets and to indicate to bicyclists a desirable routing because of low traffic volumes or continuity to activity centers.

## Goal

- 2-5 Provide a continuous and easily accessible bikeway system within the Roosevelt Community Plan area.

### Policies and Implementation Measures

*del* 2-5.1 Develop a continuous bikeway system, ~~as identified by Figure 2-5.1,~~ that provides linkages between bikeway components and access to major traffic generators such as commercial centers, schools, recreational areas, and major public facilities.

*del* 2-5.2 Provide geographical coverage of the Roosevelt Community Plan area with a bikeway system developed generally at half-mile intervals.

*del* ~~2-5.3 Support the designation and implementation of bikeways along Freeways 41, 180, and 168.~~

2-5.4 Require that bikeway construction be secured as a condition of approval of new development adjacent to designated bikeways.

*del* ~~2-5.5 Provide not less than ten (10) feet of street width to implement bike lanes for designated bikeways, unless impractical due to previous street improvements; and provide adequate easement and improvements to implement separate bikepaths where designated by the bikeways plan.~~

*prog* 2-5.6 Prohibit parking on all major streets where these streets are planned for bike lanes and adequate street width is not available to accommodate both a parking lane and a bicycle lane.

NEIGHBORHOOD RESTORATION AND HOUSING

- (5) The Roosevelt High School area is bounded by Kings Canyon Road and Cedar, Belmont, and Willow Avenues. It is similar to the Fairground Area, in that its residential environment has been adversely impacted by its proximity to the Valley Medical Center, the Fairgrounds, and Roosevelt High School. Its grid street system allows non-residential traffic through residential areas, the overflow of parking from nearby government facilities onto adjacent residential streets and the encroachment of commercial activities into established single-family areas. Land use compatibility, the presence of large areas of poor quality high density residential uses, rising crime rates and encroaching strip commercial development have combined to seriously threaten the stability of this neighborhood.
- (6) The Arlington Heights area (named after the original subdivision east of First Street), is bounded by First Street, Tulare Street, Belmont Avenue, and extends east to Willow Avenue. It is characterized by well maintained single-family homes on quiet tree-lined streets, but is threatened by incompatible multiple-family residential zoning and heavy strip commercial development. Application of a zoning implementation program is critically important to establish R-1 single-family residential zoning consistent with the predominant uses in this neighborhood.

This sub-section provides policies to enhance the stability of these neighborhoods and to preserve their unique character through participation in programs to construct public improvements, reduce crime, and improve neighborhood appearances.

#### Goal

- 3-1 Enhance and stabilize established portions of the Roosevelt Community Plan Area by implementing restoration and maintenance programs that focus upon the attributes and problems of specific neighborhoods.

#### Policies and Implementation Measures

- 3-1.1 Identify the Freeway 180 Corridor, Huntington Boulevard/Alta Vista, Fairgrounds, Calwa, Roosevelt High and Arlington Heights areas (Figure 3-1.1) for conservation; ~~and establish specific plans for neighborhood areas, including (but not limited to) Calwa, Belmont Avenue, and the Freeway 180 Corridor, as prioritized in consultation with the Citizens Plan Implementation Committee, to implement detailed strategies addressing unique issues and problems.~~

- 3-1.2 Prohibit the development of new multiple family residential uses inconsistent with the Plan, except when approved by the Planning Commission/City Council as authorized by the Local Planning Ordinance (Article 6, Chapter 12 of the Fresno Municipal Code), and when findings are made that the use can adequately be accommodated by public facilities, that it will not be detrimental to the public welfare, and that it will not be injurious to surrounding uses and improvements; and execute a rezoning implementation program (as prioritized by the Citizens Plan Implementation Committee) to assure that all vacant or single-family residential developed parcels (that are planned for low, medium-low, or medium density residential use) are also rezoned consistent with the planned use.
- 3-1.3 Establish viable redevelopment areas through the City's Redevelopment Agency, consistent with Article 6 of the City-County Memorandum of Understanding, to eradicate physical, social, and economic blight; and utilize fast-track methods, to the extent feasible, to identify redevelopment study areas ~~including (but not limited to) the Calwa, Freeway 180 Corridor, Fairgrounds, and Roosevelt High Areas; as prioritized in consultation with the Plan Implementation Committee.~~
- 3-1.4 Pursue the establishment of a historic district encompassing the entire Huntington Boulevard/Alta Vista area.
- ~~3-1.5 Implement measures to restrict access to public alleys, including vacation of alleys as public rights-of-ways where possible, and to interrupt excessively long local streets, implementing traffic diversion measures where possible.~~
- 3-1.6 Support the termination of Millbrook Avenue at the new Freeway 180, ~~with the provision of a pedestrian overcrossing.~~
- 3-1.7 Establish, as noted in Policy 1-11.7, small town main street programs for the existing commercial areas ~~located along Tulare Avenue and Cedar Avenue, East Jensen Avenue at Cedar Avenue, and East Butler Avenue at Orange Avenue.~~
- 3-1.8 Support cooperative City/County efforts to relocate all, or portions of, the Valley Medical Center, County government operations, ~~and the County Fairgrounds to appropriate sites with the City's Central Area or within planned industrial areas south of Jensen Avenue.~~
- 3-1.9 Focus particular effort to establish and maintain neighborhood watch programs and implement a proactive zoning code enforcement program.

*prog*  
~~3-1.10 Require periodic inspections or certificates of compliance to assure conformance with applicable building and zoning codes and development requirements for all multi-family residences in accordance with Policy 1-7.4.~~

*prog*  
3-1.11 Advocate for coordinated use of City and County Community Development Block Grant (CDBG) and general fund public works money to be used in a comprehensive local infrastructure repair and rebuilding program. This program should include a comprehensive needs assessment and prioritization of projects. Support the formation of City and County amortized improvement districts for streets, curbs, and gutters; and support the formation of FMFCD drainage assessment district(s) in the City and County areas to provide for the development of modern drainage facilities and new neighborhood parks within the Roosevelt Community.

*prog*  
3-1.12 Pursue the application of the Exterior Building Maintenance Ordinance (including removal of graffiti) to both occupied and vacant multiple-family residential and non-residential buildings to reduce the blighting effect upon neighborhoods caused by poorly maintained buildings.

*prog*  
3-1.13 Actively solicit the participation of community groups and organizations (such as Tree Fresno, service clubs, and philanthropic institutions) to contribute resources and expertise in a concerted effort to improve and maintain established neighborhoods.

## HOUSING

The Plan area contains the most complete range of housing choices and opportunities within the Fresno-Clovis Metropolitan Area. While new construction during the 1980's emphasized infill development of lower-cost, higher-density multiple-family residences, many tranquil single-family residential neighborhoods remain. These neighborhoods provide an invaluable resource of well-maintained, lower-cost housing. This Community Plan Update supports the conservation of this asset while endorsing metropolitan wide strategies to meet present and future housing needs.

### Goal

3-2 Establish a community with a complete range of residential types, styles and values to meet the housing needs of a diverse population in a manner that will support the long-term stability and desirability of its neighborhoods.



## Policies and Implementation Measures

- 3-2.1 Provide and monitor a proportionate amount of the metropolitan area need for both rental and owner-occupied housing at affordable prices for low, moderate and median income households through the distribution of residential density designations within the Plan Area, the utilization of planned development designs and density averaging, and diligent efforts to implement programs and policies of the General Plan Housing Element.
- 3-2.2 Provide for the development of a diversity of housing styles throughout the Plan Area to accommodate different socioeconomic levels, family types, and sizes while maintaining compatibility with established neighborhoods through the following measures:
- a. Evaluate each residential development proposal with respect to the attainment of housing goals and policies.
  - b. Review residential lot sizes and dwelling unit densities to provide a diversity of housing types appropriately distributed within the plan area.
- 3-2.3 Utilize incentives (such as express permit processing/ fast tracking, subsidized or deferred development fees and improvement districts) to stimulate rehabilitation of existing structures and construction of new dwellings in established areas, to be compatible with existing and planned neighborhood characteristics.
- 3-2.4 Implement development design standards and maintenance programs to provide increased resident security and safety.
- ~~3-2.5 Support efforts by the rental housing industry to allow property owners to enforce reasonable persons per household limits within a rental dwelling units (particularly in existing multi-family developments which have inadequate on-site open space).~~
- 3-2.6 Provide public facility improvements (consistent with City standards and policies and the needs and desires of area residents), with priority given supporting the restoration and maintenance of older neighborhoods.
- 3-2.7 Pursue the utilization of "linkage" fees to facilitate the development of low and moderate income housing in conjunction with the peripheral development of residential, commercial and industrial uses which are outside of the City's Enterprise Zones or are not immediately accessible (more than ½ mile) from the City's designated Enterprise Program Eligible Areas (economically distressed areas).

- 4-8.2 Pursue expansion of the neighborhood cleanup program to serve single- and multiple-family residences three times per year; and develop and implement additional programs as necessary.
- 4-8.3 Support programs and new techniques of solid waste disposal (such as recycling, composting, and waste separation), to reduce the volume and toxicity of solid wastes that must be sent to landfill facilities.
- 4-8.4 Establish a ~~public~~ solid waste transfer station (which may be privately operated) utilizing locational, development and operational measures to protect the public health, safety, welfare and aesthetic interests.
- 4-8.5 Prohibit additional private or public waste disposal facilities and transfer stations which would generate an excessive amount of waste transportation and processing detrimental to the area's health, safety, welfare and aesthetic well-being.
- 4-8.6 Pursue the implementation of measures to eliminate illegal tire dumping (which is an obvious and significant problem within the Roosevelt Plan area), ~~such as: 1) requiring tire disposal plans for all tire sales and installation businesses; 2) requiring licensing of all tire disposal haulers; 3) requiring tires sold within the City or County (with cooperation of Fresno County) be permanently marked to identify point of sale and to implement a refundable deposit to be repaid upon return of the tire to a tire business or redemption center; and 4) pursuit of grants and other programs for neighborhood tire clean-up and disposal.~~

ENVIRONMENTAL CONCERNS

AIR QUALITY

- 5-2.7 Support and encourage the priority construction and improvement of Freeway 180 to Clovis Avenue as set forth in the Fresno County Transportation Improvement Act and policy 2-1.5 of this Plan.
- 5-2.8 Support and encourage employer implementation of staggered work hours and employee incentives to use carpools, public transit and other measures to reduce vehicular use and congestion.
- 5-2.9 Continue to implement measures approved by the City in its 1990 Air Quality Policy Program, ~~including requirements for transportation management plans for new development with more than 50 potential employees.~~
- 5-2.10 Support efforts to enforce vehicle registration requirements and compliance with vehicle emission standards, and the removal of older vehicles by industrial uses as an air pollution off-set or reduction strategy.

## NOISE

Noise generated within urban communities can be a significant form of environmental pollution that disrupts biotic communities and impairs many human activities. Excessive noise exposure can even pose a human health risk.

Noise can be defined as unwanted sound and is a subjective reaction to a physical phenomenon. However, sound levels can be measured by scientific instruments and are defined in units of measurement called decibels (db). Two composite (average) noise descriptors commonly used today are the Ldn (Day-Night Noise Level) and CNEL (Community Noise Equivalent Level). The Ldn is average sound level based upon an average hourly sound level taken over a 24-hour day with a +10dB weighting added to nighttime (2200 hours-0700 hours) sound level. CNEL is also based on an average hourly sound level over a 24-hour day with an additional +5dB penalty applied to evening (1900 hours-2200 hours) hourly sound levels. For planning purposes the CNEL and Ldn descriptions are similar enough to be interchangeable.

Different land uses have varying degrees of sensitivity to noise, and the time and type of noise can alter the impact of noise on land uses. The most sensitive land uses include residential dwellings, schools, hospitals, and churches. Moderately sensitive land uses include motels, commercial, and office uses. Agriculture, parking facilities, warehouses, and industrial uses are considered to be land uses that are largely insensitive to noise.

The major noise sources within the Roosevelt Community Plan Area are transportation routes, (freeways, expressways, major streets,

**ENVIRONMENTAL CONCERNS**

**NOISE**



- f. Use of vegetation Although vegetation is not a practical method of noise control unless large tracts of dense foliage are part of the existing landscape, it can be used to acoustically "soften" the intervening ground between a noise source and receiver, increasing ground absorption of sound and thus increase the attenuation of sound with distance.
- g. Sound-absorbing materials Absorptive materials, such as fiberglass, foam, cloth, and acoustical tiles or panels are used to reduce reflection or reverberation in closed spaces. Because such materials are easily damaged by sunlight and moisture, their application as an outdoor noise control tool is limited to special cases where the control of reflected noise is critical.
- h. Inclusion of noise attenuation techniques in the design of all new arterial streets.
- i. Preventing the use of outdoor mechanical equipment (and other consumer products) that generate noise levels in excess of the City's exterior noise level standards.
- ~~j. Allowing commercial drive-through uses only when consistency with the City's exterior noise level standards and compatibility with adjacent land uses can be demonstrated.~~

5-3.5 High priority shall be given to reducing noise and aesthetic impacts of freeways upon neighborhoods through efforts to work with Caltrans, to assure the implementation of freeway design measures (including the most appropriate grade design, noise barriers, and landscaping buffers) that will protect neighborhoods to the extent feasible, balancing physical and economic resource constraints while minimizing noise and aesthetic impacts upon neighborhoods.

## FLOODING

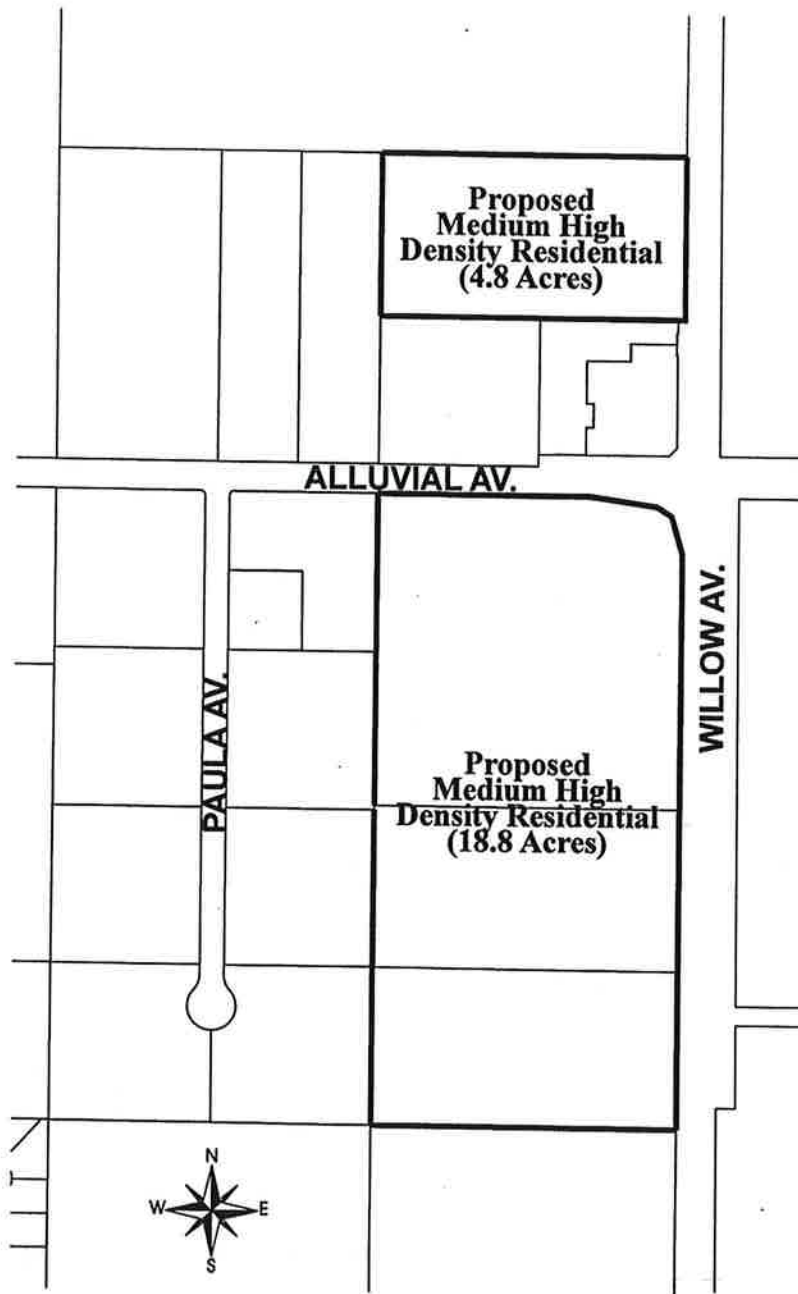
Flooding from storm water runoff or snow melt runoff could potentially pose a threat to human life and property within the Fresno Metropolitan Area if appropriate precautions and considerations were not incorporated into urban development decisions. The potential for flooding within the Roosevelt Community Plan area originates from channel overflows of the Fresno Stream Group which drains the lower foothills of the Sierra Nevada Mountains between the San Joaquin and Kings Rivers. The



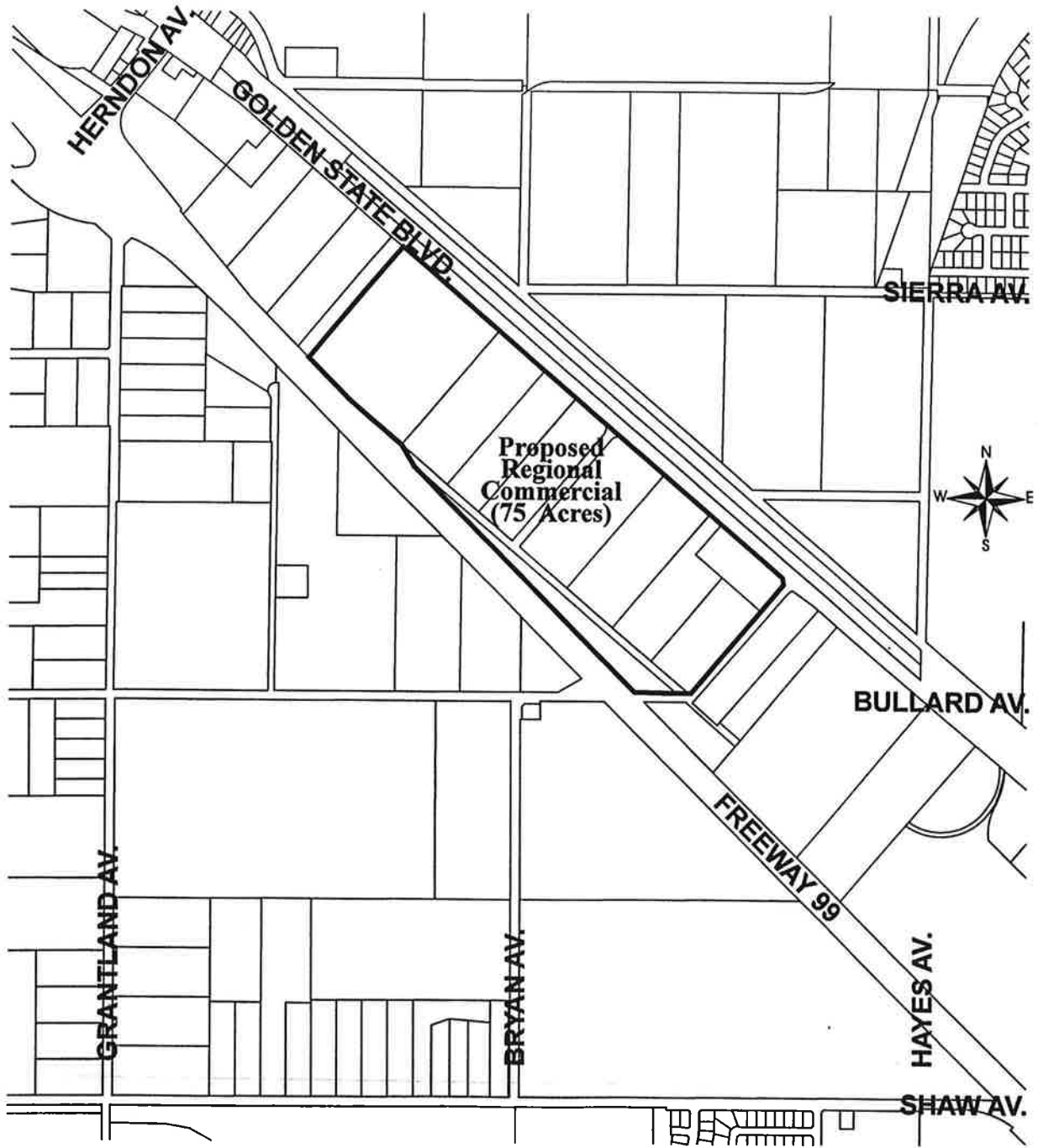
**Fresno City Council Resolution No. 2002-379 ♦ November 19, 2002**  
**2025 FRESNO GENERAL PLAN / EXHIBIT B**  
**PLAN MODIFICATION REQUESTS**

MODIFICATION DESCRIPTION	APPLICANT	STAFF RECOMMENDATION	PLANNING COMMISSION RECOMMENDATION
1. Change 23.6± acres from medium density residential to medium-high density residential planned use.	Scott C. Ellis, et al.	Approve 18.8± acre portion of proposal located at southwest corner of East Alluvial and North Willow Avenues; approve 4.8± acre portion located northwest of North Willow and East Alluvial Avenues.	Same as staff
2. Change 75± acres from light industrial use to regional commercial use. Now requesting revision to modify General Plan Policy C-13-j: Rezoning applications proposing commercial manufacturing (C-M) zoning should be applied to property which is either transitional between industrial and office / commercial developed areas and primarily developed with light industrial uses <u>or which is located at an existing or planned freeway interchange.</u>	J. Carl Motschiedler on behalf of Siskin Ranchos	Approve revised request to modify General Plan Policy C-13-j.	Same as staff
3. Change 52± acres of a 102± acre area from medium low density residential and office commercial uses to neighborhood (38.5± acres), community (6.8± acres) and general commercial (2.5± acres) planned uses; and change 20± acres to medium density (12.3± acres) and medium high density (7.5± acres) residential planned uses.	Dick & Betty Rose Ailanjian Trust	Deny the proposed additional commercial uses and deny the medium high density residential use. Approve an alternative of medium density residential planned uses for a 20± acre portion of the site.	Same as staff

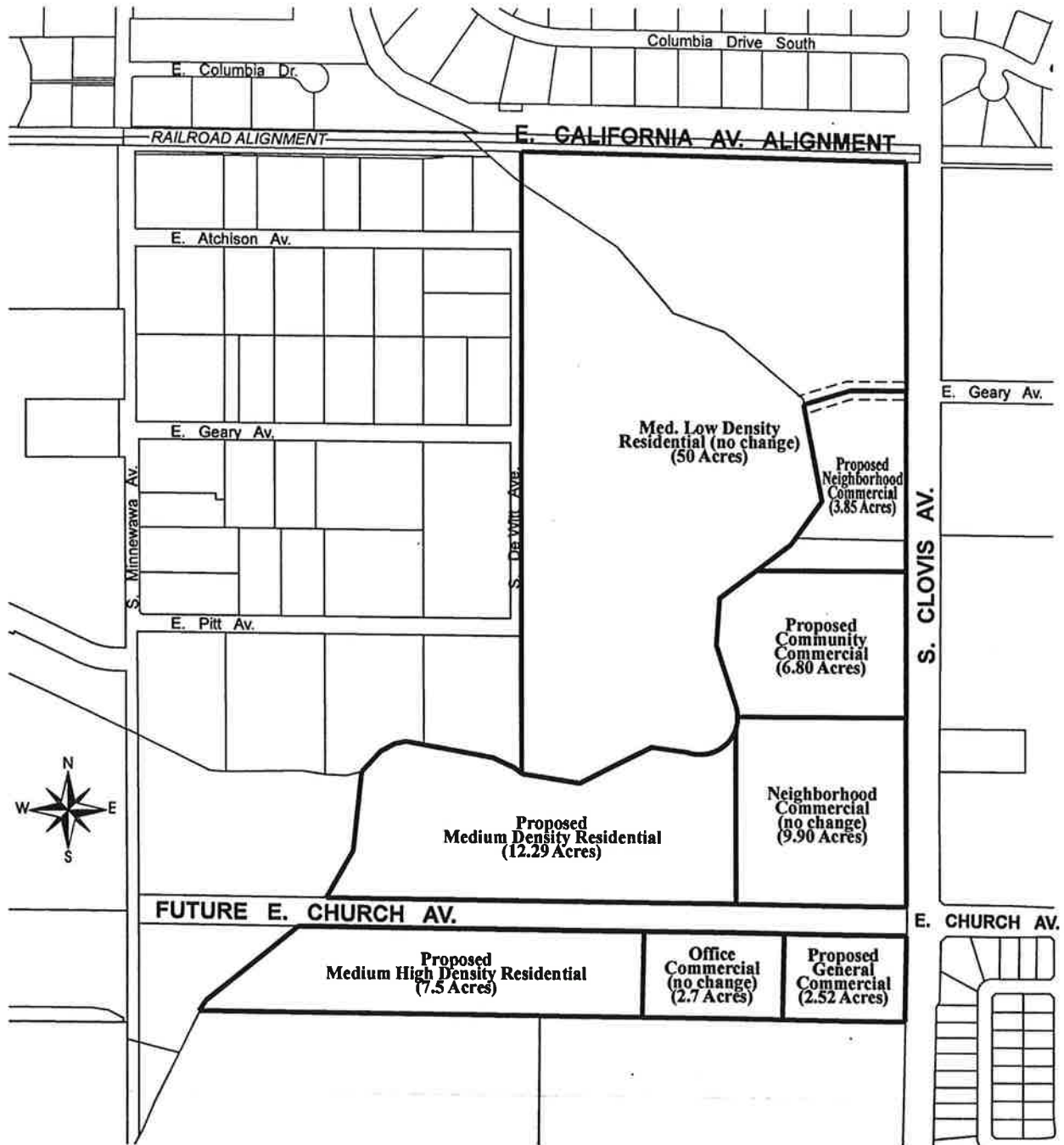
# 2025 Fresno General Plan Modification No. 1



# 2025 Fresno General Plan Modification No. 2



# 2025 Fresno General Plan Modification No. 3





**Fresno City Council Resolution No. 2002-379 ♦ November 19, 2002**  
**2025 FRESNO GENERAL PLAN / EXHIBIT C**  
**LAND USE/CIRCULATION/POLICY ISSUES**

ISSUE DESCRIPTION	APPLICANT	STAFF RECOMMENDATION	PLANNING COMMISSION RECOMMENDATION
1. Design Guidelines forwarded by cover memorandum dated July 17, 2002, from Councilmember Calhoun and presented to the City Council July 23, 2002.	Councilmember Calhoun (Key, Patnaude, Vincent, Dyson, Boro)	Support the implementation the design guidelines and approve modification of Plan Policy C-20-b. as follows: "... as contained in the Design Guidelines <del>Manual of January 2002</del> <u>submitted to the Planning and Development Department presented to the City Council on July 23, 2002.</u> "	Same as staff
2. Retain present commercial office planned land use for the one-acre parcel located at the S.W. corner of E. Magill Ave. and N. Fresno St.	Chong Chee Lee and Aldrin T. Lee	Approve request to retain present commercial office planned land use.	Same as staff
3. Retain the present medium density residential planned uses.	Sharon K. Dale	Approve request to retain present medium density residential planned use.	Same as staff
4. Revise the graphic depiction of the N. Brawley Ave. and W. Barstow Ave. connections within the area located north of W. Shaw Ave. and east of the traditional N. Grantland Ave.	Steve Weil	This comment also addressed as Response to Public Comment C-1 to the General Plan and MEIR. An alternative street alignment configuration should be considered and pursued through an official plan line, director's determination, or other suitable review process.	Same as staff
5. Request to modify General Plan Policy E-1-k to include superarterial major streets as appropriate for the implementation of bicycle lanes.	Nick Paladino, Advocacy / Legislative Officer, Fresno Cycling Club	This comment also addressed as Response to Public Comment FF-1 to the General Plan and MEIR. Approve modification of General Plan Policy E-1-k "...bicycle lanes on all collector, <del>and arterial</del> <u>and superarterial</u> streets..."	Same as staff

ISSUE DESCRIPTION	APPLICANT	STAFF RECOMMENDATION	PLANNING COMMISSION RECOMMENDATION
6. Request to modify General Plan Policy C-5-a as follows "Support and implement the 'Vision 2010 Downtown Fresno Action'.... <u>to the extent they are consistent with the 1989 Central Area Community Plan.</u> "	Ray McKnight, Chair Downtown Fresno Coalition	Approve requested modification of General Plan Policy C-5-a.	Same as staff
7. Request to retain present medium density residential planned land use for the property at the N.W. corner of W. Shields Ave. and N. Polk Ave.	Dave Mendrin	Approve request to retain the present medium density residential planned use.	Same as staff
8. Request to consider the realignment of a multi-purpose trail extending through an existing multiple-family residential development.	Dirk Poeschel	Allow for the potential to design and implement an alternative multi-purpose trial alignment. Approve modification of General Plan Policy E-15-a "Develop <u>a network of multi-purpose...., and as may be further identified through an applicable planning and development entitlement process that further defines the Fresno-Clovis Metropolitan Area Trail System (plan adoption or amendment as provided by the LPPO, OPL process, or other suitably applicable procedure).</u> ..."	Same as staff
9. Change the proposed planned land use from medium high density residential to medium density residential (R-1 single-family residential zoning) for two areas (nominally of triangular shape with a total area of 28±acres) located east of S. Fowler Ave. and north of Fancher Creek (Tulare St. alignment).	Cynthia Palacio / Thomas G. Richards / Edward M. Kashian	Approve modification as requested.	Same as staff



ISSUE DESCRIPTION	APPLICANT	STAFF RECOMMENDATION	PLANNING COMMISSION RECOMMENDATION
10. Request to consider changing the light industrial planned land use within the Chinatown Redevelopment Plan Area to mixed use.	Kathy Omachi	Take no action, this request can not be accommodated at this time with the 2025 Fresno General Plan.	Same as staff
11. Request to change medium density residential planned land use to low density residential within the area bound by the alignments of Armstrong, Clinton, Temperance and McKinley Avenues.	Michael Timken	Approve requested change of planned land use.	Same as staff
12. Request to change the planned land use from medium low density residential to commercial office to allow implementation of Storage Limited (S-L) zoning.	Jim Logan for Derrel's Mini-Storage	Take no action, this request cannot be accommodated at this time with the 2025 Fresno General Plan.	Same as staff

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November 20, 2002

Council Adoption: 11-19-02

TO: MAYOR ALAN AUTRY

Mayor Approval: \_\_\_\_\_

FROM: REBECCA E. KLISCH, City Clerk

Mayor Veto: \_\_\_\_\_

SUBJECT: TRANSMITTAL OF COUNCIL ACTION FOR APPROVAL OR VETO

Override Request: \_\_\_\_\_

By: \_\_\_\_\_  
Deputy

At the Council meeting of 11/19/02, Council adopted the attached Resolution No. 2002-379, entitled Adopting 2025 Fresno General Plan (as amended) (2:30 p.m. B), by the following vote:

Ayes	:	Calhoun, Castillo, Duncan, Quintero, Ronquillo, Perea
Noes	:	Boyajian
Absent	:	None
Abstain	:	None

Please indicate either your formal approval or veto by completing the following sections and executing and dating your action. Please file the completed memo with the Clerk's office on or before 11/30/02. Failure to file this memo with the Clerk's office within the required time limit shall constitute approval of the ordinance, resolution or action, and it shall take effect without the Mayor's signed approval.

Thank you.

APPROVED: X (see attached)

VETOED for the following reasons: (Written objections are required by Charter attach additional sheets if necessary.)

RECEIVED  
02 NOV 21 PM 5:00  
CITY CLERK, FRESNO CA

  
Alan Autry, Mayor

Date: 11.21.02

COUNCIL OVERRIDE ACTION:

Date: \_\_\_\_\_

Ayes	:
Noes	:
Absent	:
Abstain	:




RECEIVED  
02 NOV 21 PM 5:00  
CITY CLERK, FRESNO CA

MAYOR ALAN AUTRY

MEMORANDUM

**TO:** Henry Perea, Council President  
Tom Boyajian, Councilmember  
Brian Calhoun, Councilmember  
Dan Ronquillo, Councilmember  
Brad Castillo, Acting Council President  
Sal Quintero, Councilmember  
Jerry Duncan, Councilmember

**FROM:** Mayor Alan Autry 

**DATE:** November 21, 2002

**SUBJECT:** Adoption of 2025 Fresno General Plan

Today, I have approved your November 19, 2002 Adoption of our 2025 General Plan. In doing so, I am signing off on your revision of Policy G-1-e which as originally proposed, provided for the development of a linkage fee paid by development on the urban boundary for the benefit of the inner city. I am disappointed by your removal of this policy, when so many of you have been so vocal in your requests for additional neighborhood infrastructure funding. Your removal of the linkage fee policy goes against your stated desire to provide additional funding for inner city infrastructure.

With regard to your revision of Policy C-2-1, I can assure you that the staff is already identifying all funding options for urban core revitalization.

Even before I took office, I have been consistent in my desire to connect the deterioration of our inner core to northern development, and the ability to rectify this injustice. While the establishment of a linkage fee would not have been the panacea to inner city infrastructure problems, it certainly would have showed the City's commitment to righting the wrongs of the past, without unduly burdening the development community or increasing consumer costs.

With the exception of Councilmembers Duncan and Calhoun, who have been vocal opponents of linkage fees, I thought the rest of the Council shared this commitment. It has now been made clear to me that with the exception of Councilmember Boyajian, the Council does not share my interest in providing an additional revenue source for urban core revitalization.

I am only approving this action because vetoing your action as a matter of principle, after a 6-1 council vote, would only unnecessarily delay the implementation of the Plan, after City staff has worked so hard for so long.