



# TOWER DISTRICT SPECIFIC PLAN UPDATE

## LAND USE CONCEPTS

FEBRUARY 20, 2024



# AGENDA

1. Background
2. Community Feedback
3. Health and Equity
4. Land Use Themes
  - Residential Theme
  - Main Street Theme
  - Park Opportunities Theme
  - Employment Theme
  - Next Steps
5. Group Discussion



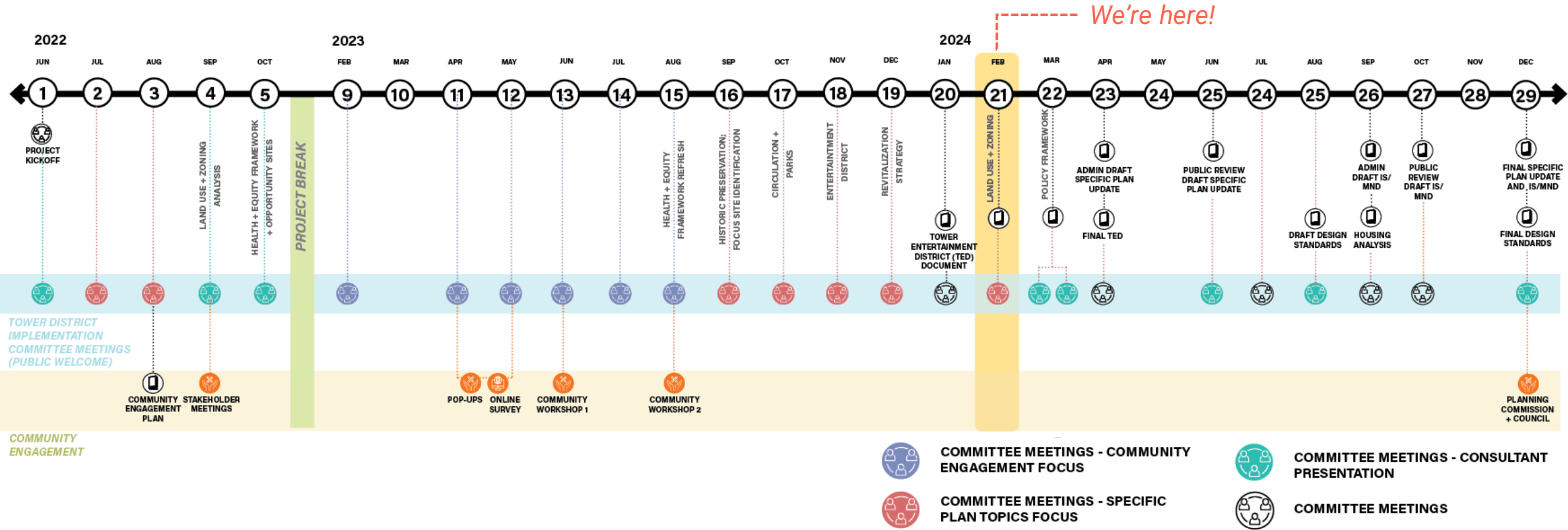


01

BACKGROUND

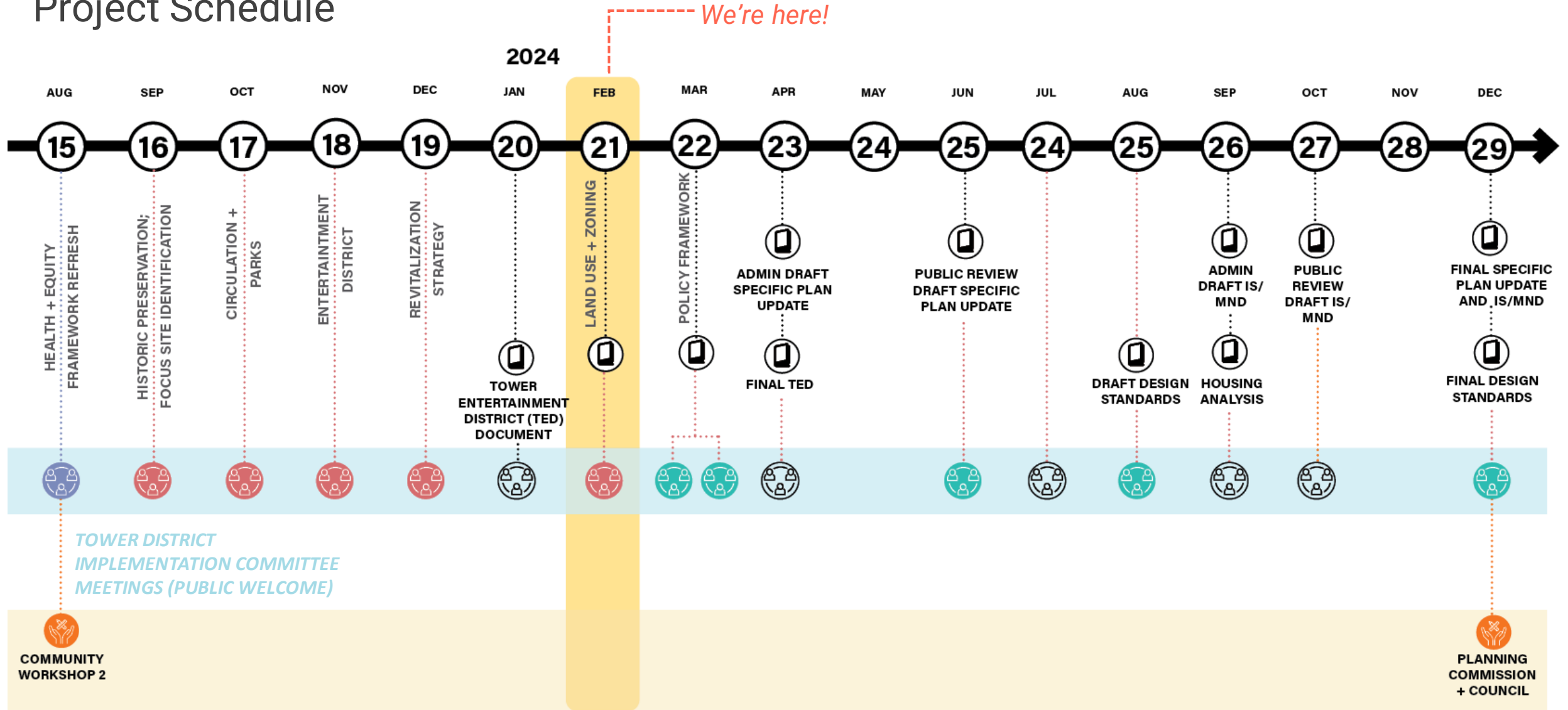
# BACKGROUND

## Project Schedule



BACKGROUND

# Project Schedule



COMMITTEE MEETINGS - COMMUNITY ENGAGEMENT FOCUS



COMMITTEE MEETINGS - SPECIFIC PLAN TOPICS FOCUS



COMMITTEE MEETINGS - CONSULTANT PRESENTATION

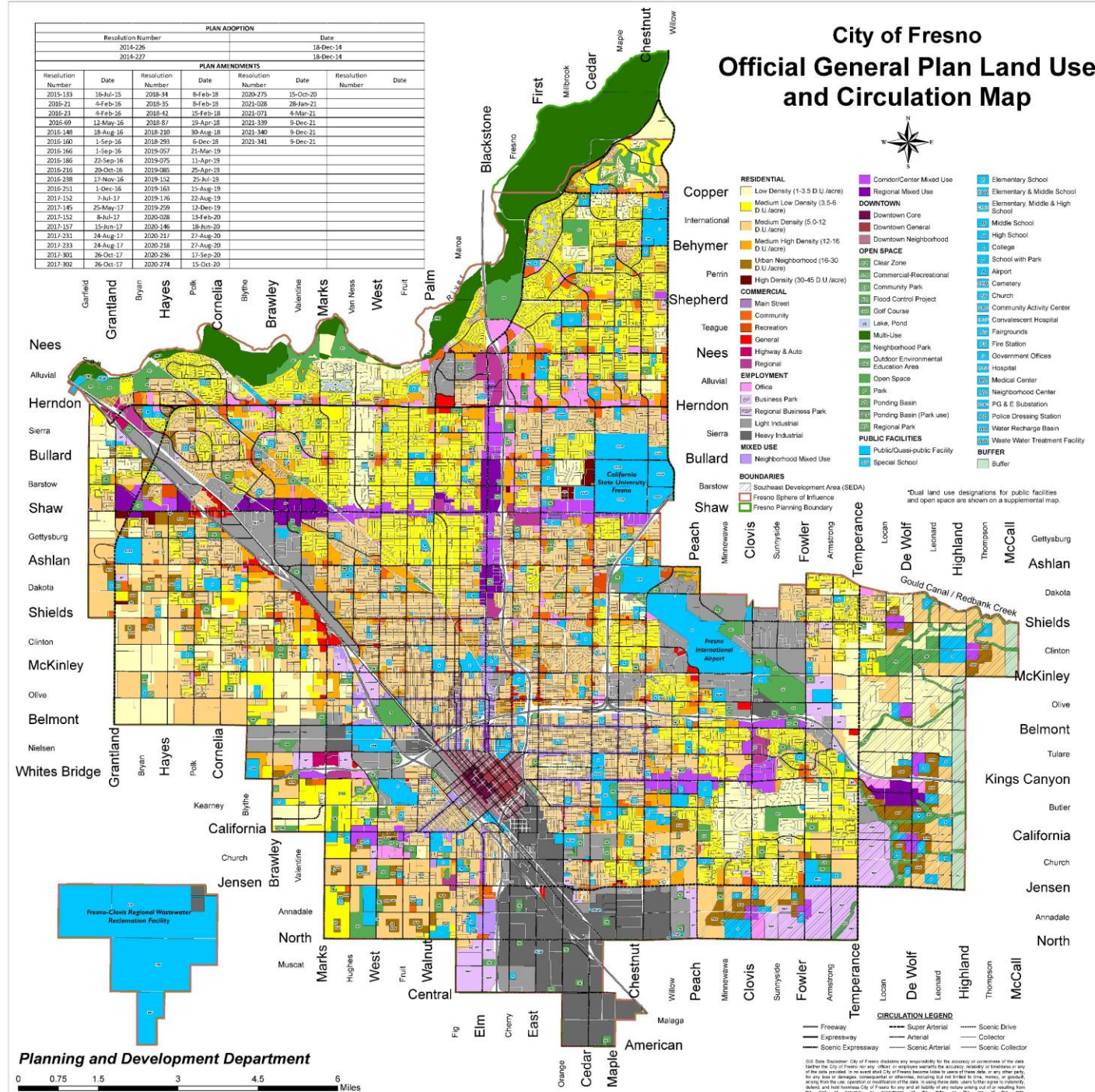


COMMITTEE MEETINGS

# BACKGROUND

## What is Land Use?

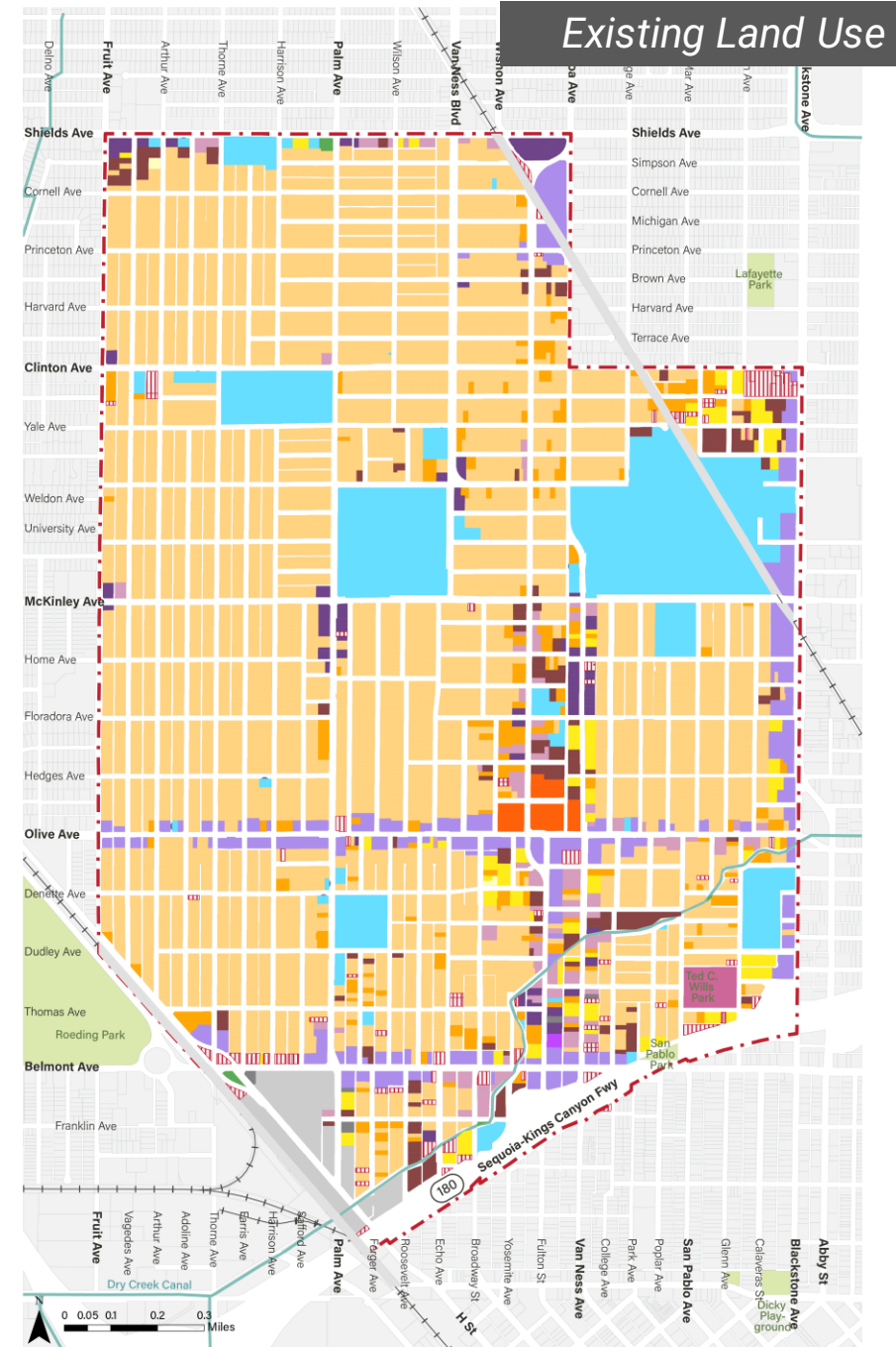
- Foundation of the General Plan and Specific Plans
- Reflects the desired future development pattern
- The distribution of land into use categories
  - Residential
  - Commercial
  - Employment
  - Mixed Use
  - Downtown
  - Open Space
  - Public Facilities



## BACKGROUND

# Existing Land Use

- Major existing land use is Medium Density Residential
- Commercial corridors have a mix of:
  - General Heavy Commercial
  - Neighborhood Commercial
  - Commercial/Mixed use
  - Office Commercial



# BACKGROUND

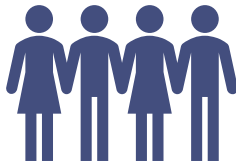
## Importance of Land Use



Answers the questions of what type of use can be built where

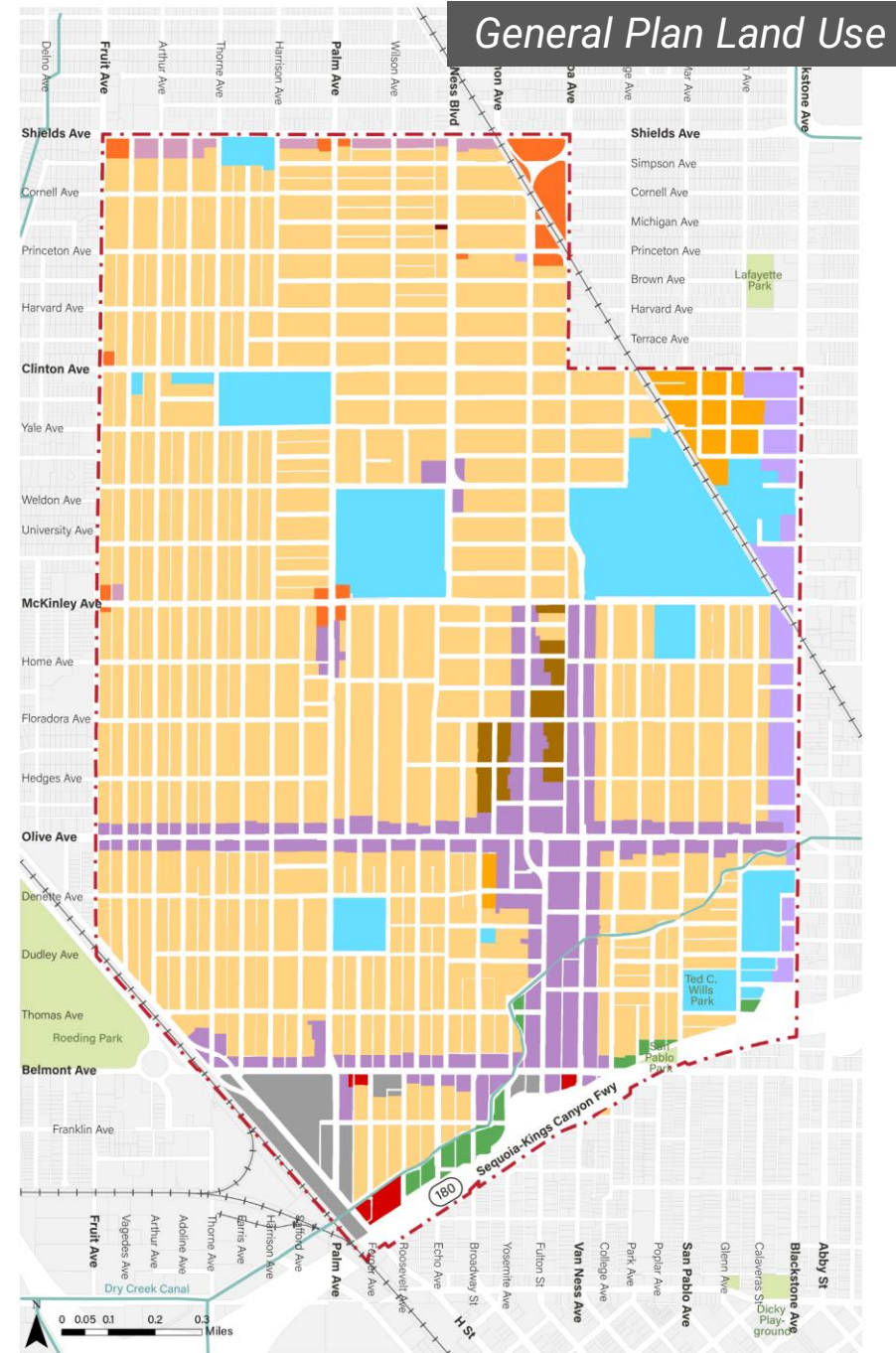


Helps plan how the City develops



Guides the development towards the community's vision of the future

-  Project Boundary
-  Public Facilities
-  Commercial - Community
-  Commercial - General
-  Commercial - Main Street
-  Employment - Light Industrial
-  Employment - Office
-  Neighborhood Mixed-Use
-  Open Space
-  Residential - Medium Density
-  Residential - Medium High Dens
-  Residential - Urban Neighborho
-  Residential - High Density

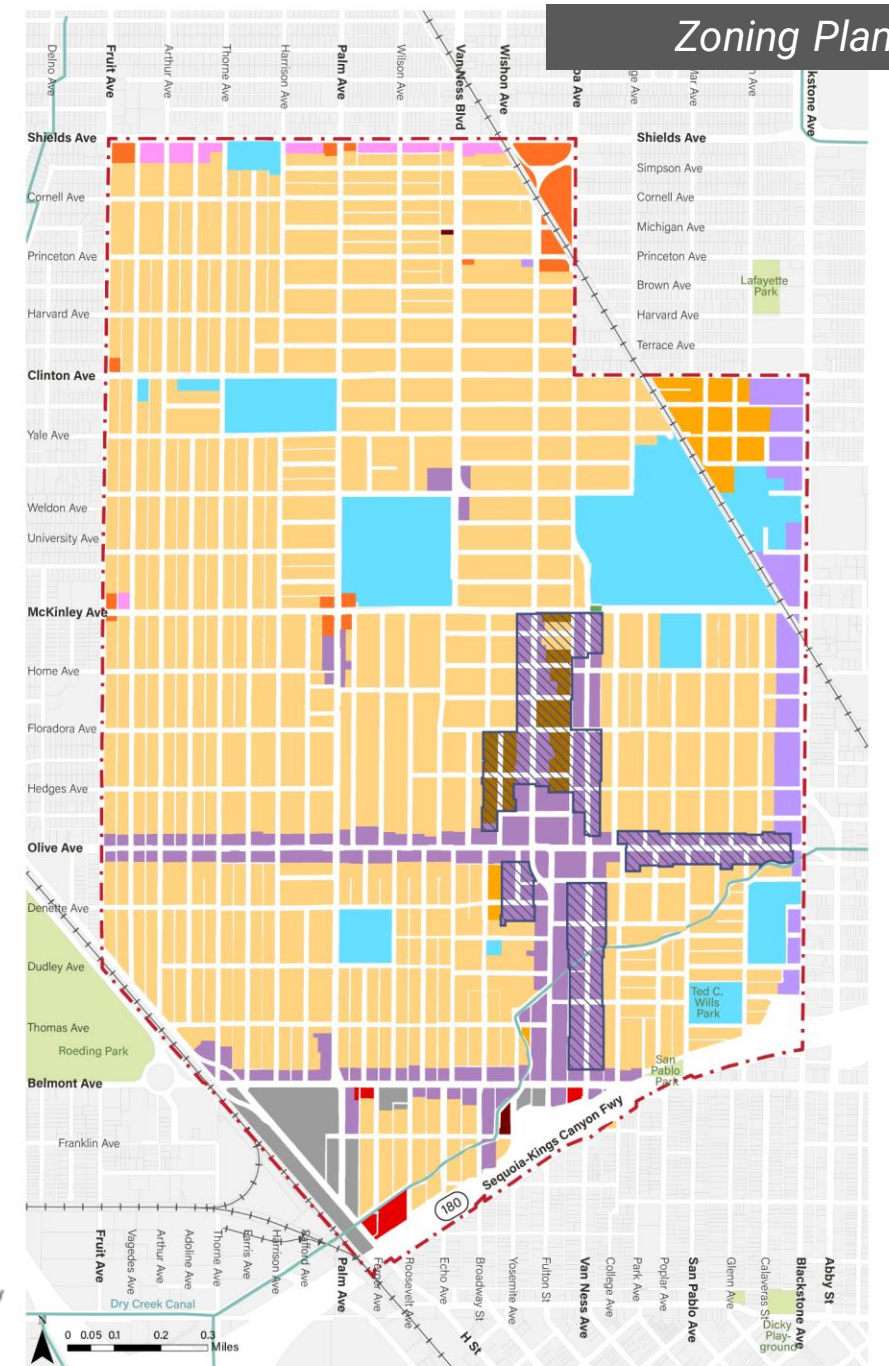




## BACKGROUND

# What is Zoning?

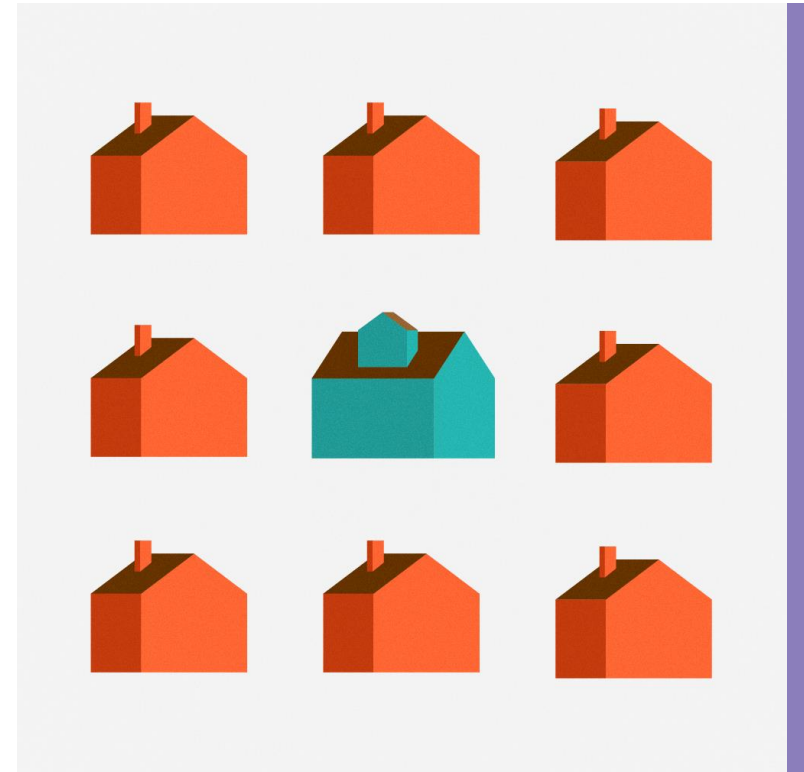
- The primary way we implement the land use component of the General Plan
- It impacts the way land is developed in the City
- Helps us determine things like:
  - Number of units
  - Type of business
  - If alcohol sales are allowed





## What are Non-Conforming Uses?

- Non-conforming uses are properties that don't comply with current zoning laws.
- These properties were usually legal before new zoning rules were put in place.
- They might include buildings or activities that are now prohibited or restricted.
- **Non-conforming uses are allowed to continue** even though they don't meet current zoning requirements.
- However, they typically can't be expanded or changed without approval.





# COMMUNITY FEEDBACK



# Pop-Ups

1. **Porchfest Apr 29, 2023**
2. **TDPA Hearts of Fire Apr 29, 2023**
3. **Tower Farmers Market**  
*May 18, May 25, June 8, June 22, 2023*
4. **Susan B Anthony Elementary School**  
*Apr 12, 2023*



# Online Engagement

**Online Survey from Apr 27 to Jun 26, 2023**  
**682 Responses**

**Interactive Map**  
**32 comments**

Take the community survey

Join the email list

[www.fresno.gov/tdsp](http://www.fresno.gov/tdsp)

City of FRESNO

apartment location

Name	apartment location
Location	palm olive
Category	Ideas and Suggestions
Rating	Positive
Comment	high density living spaces would create more affordable housing and increase foot traffic through the commercial corridor - could help support

Zoom to 1 of 3

# Canvassing + Social Media

8 days (5 staff-led; 3 community-led)  
9 City posts / 2700+ interactions  
2 Press Releases June 22, Aug 26, 2023  
12,000 Mailers



**COMMUNITY WORKSHOP**

 **SATURDAY**  
August 26<sup>th</sup>, 2023

 11 am - 1 pm

 Fresno City College Cafeteria  
1094 E Weldon Ave  
Fresno, CA 93704

\* Register with the link or scan the QR Code!  
<https://tinyurl.com/TDSP-0826>

Translation services provided.

 [www.fresno.gov/tdsp](http://www.fresno.gov/tdsp)



Stay up to date on all Tower District Specific Plan news by joining our mailing list!

Food and fun activities for children will be provided!

Scan the QR Code to join or visit the link:  
<https://mailchi.mp/fresno/tdsp>

**For more information:**

-  Casey Lauderdale, Planner
-  (559) 621-8515
-  [casey.lauderdale@fresno.gov](mailto:casey.lauderdale@fresno.gov)

# Community Meetings & Workshops

**Implementation Committee Meetings**  
19 meetings

**Let's Roll** *June 24, 2023*  
108 participants

**Fresno City College** *Aug 26, 2023*  
223 participants





# Other Meetings

**18 meetings**

Date	Meeting	Description
Dec-23	Tower Neighborhood Association	Overview presentation
Apr-23	Tower Neighborhood Association	Walk-through website
Apr-23	Presented at District 1 Town Hall	Overview presentation
May-23	Tower Neighborhood Association	Shared update
Jun-23	Presented at District 1 Town Hall	Shared materials
Jun-23	Tower Neighborhood Association	Shared update
Jul-23	Active Transportation Advisory Committee	Shared update
Jul-23	Historic Preservation Commission	Shared update
Sep-23	Disability Advisory Commission - Housing Subcommittee	Shared update
Jul-23	District 3 Project Review Committee	Shared update
Aug-23	Tower Design Review Committee	Shared update
Oct-23	Tower Neighborhood Association	Tower Rocks
Oct-23	Fresno High Holiday Home Tours	Shared update
Dec-23	Fresno High Holiday Home Tours	Tower Rocks
Dec-23	Santa's Village @ Ted C. Wills	Tower Rocks
Nov-23	District 3 Project Review Committee	TED update
Dec-23	Tower Design Review Committee	TED update
Dec-23	District 1 Project Review Committee	Shared update
<b>Total</b>	<b>18</b>	

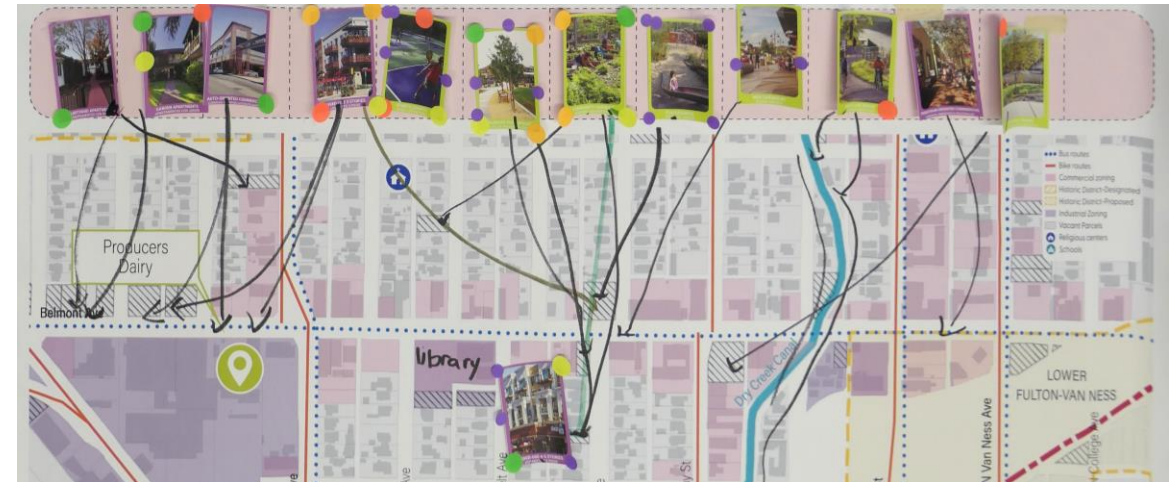
# What We Have Heard

## *Desired Public Facilities*

- Public library
- Parks and plazas
- Shade trees for streets, parks and plazas
- Wider sidewalks along commercial corridors
- Art and history focus
- Community center/senior center, safe places from high heat
- Public restrooms
- Resilience centers for unhoused community

## *Desired New Development*

- Grocery store with fresh food access
- Affordable housing/restrict Airbnb/require buyers to live in their homes
- More high density and mid density housing along major corridors to foster equitable community and vitality



## What We Have Heard

### *Desired Character of Development*

- Rehabilitate old vacant buildings
- Diverse mixed use 2-3 story buildings, 5 story buildings may be okay along Blackstone Ave
- Preserve the look and feel of Tower/maintain architectural integrity of Tower
- Compatible style diversity but not modern
- Better compatibility with light industrial uses

### *Desired Business Development*

- “Business is one component of a thriving Tower.”
- Focus on local businesses
- Assistance in handling the impacts of homelessness and mental health/positive police presence
- Broader emphasis beyond entertainment
- Streamline permitting to encourage small business





03

HEALTH +  
EQUITY

**Health** is a state of complete **physical, mental and social well-being** and not merely the absence of disease or infirmity.

**Equity** is about **ensuring that every individual has an equal opportunity to make the most of their lives and talents** by striving to identify and **eliminate barriers**.

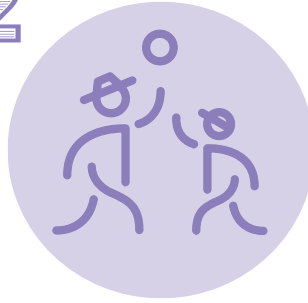
# Health and Equity Factors

01



HOUSING BURDEN

02



ACTIVE LIFESTYLE

03



AIR QUALITY

04



ACCESS TO JOBS

05



ACCESS TO  
HEALTHY FOOD

06



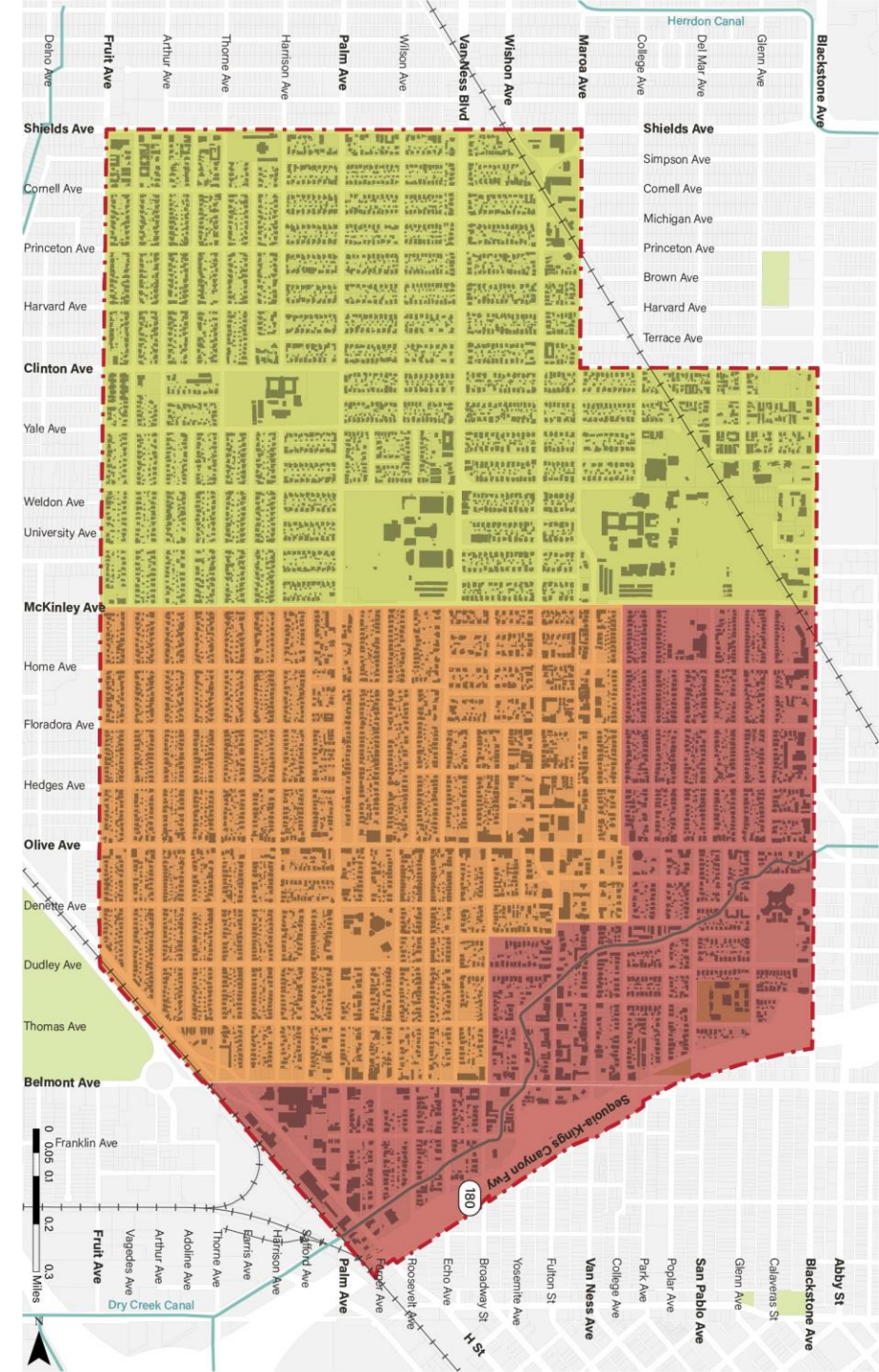
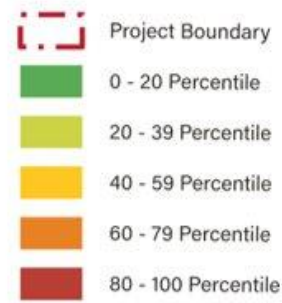
ENVIRONMENTAL  
COMFORT

# Housing Burden

Indicator: *Low Income Housing Burden*

Percent of households in a census tract that are both **low income** (<80% of their county's median family income) and **severely burdened by housing costs** (paying >50% of their income for housing costs).

Years 2013-2017



Source: CalEnviroScreen 4.0

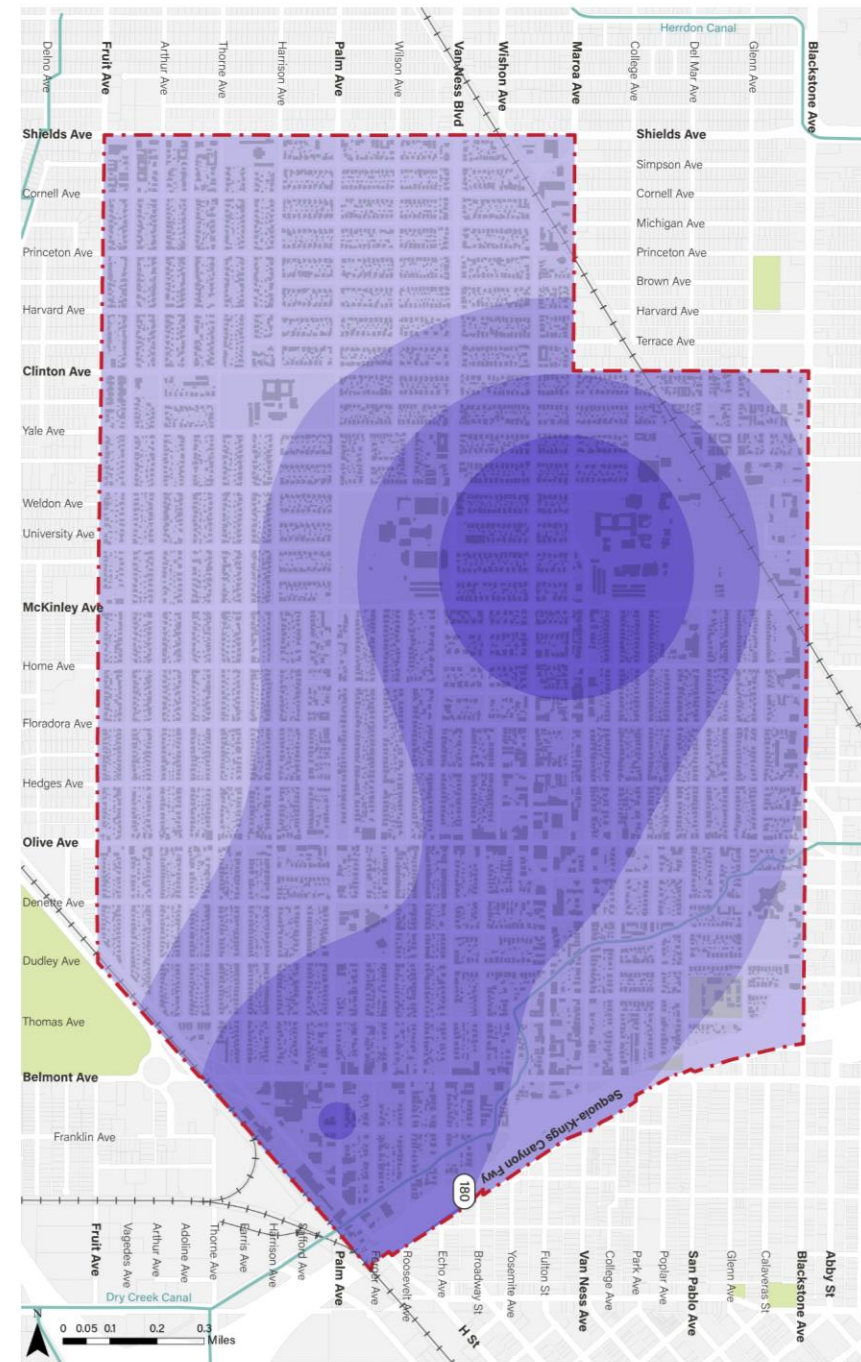
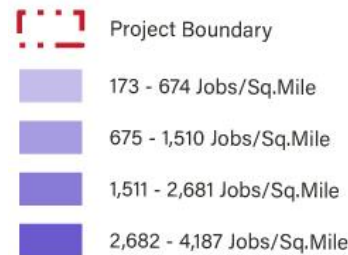


HEALTH + EQUITY

# Access to Jobs

Indicator: *Density of All Jobs in Area*

The presence of jobs in an area provides opportunities for residents to **work near where they live**. This has equity benefits as well as benefits for air quality and health.



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2nd Quarter of 2002-2021).

HEALTH + EQUITY

# Access to Healthy Food

*Indicator: Access to Supermarkets in Low-Income Areas*

**Low-income census tract** where more than 100 housing units do **not have a vehicle** and are more than **½ mile from the nearest supermarket**, or a significant number or share of residents are more than **20 miles from the nearest supermarket.**

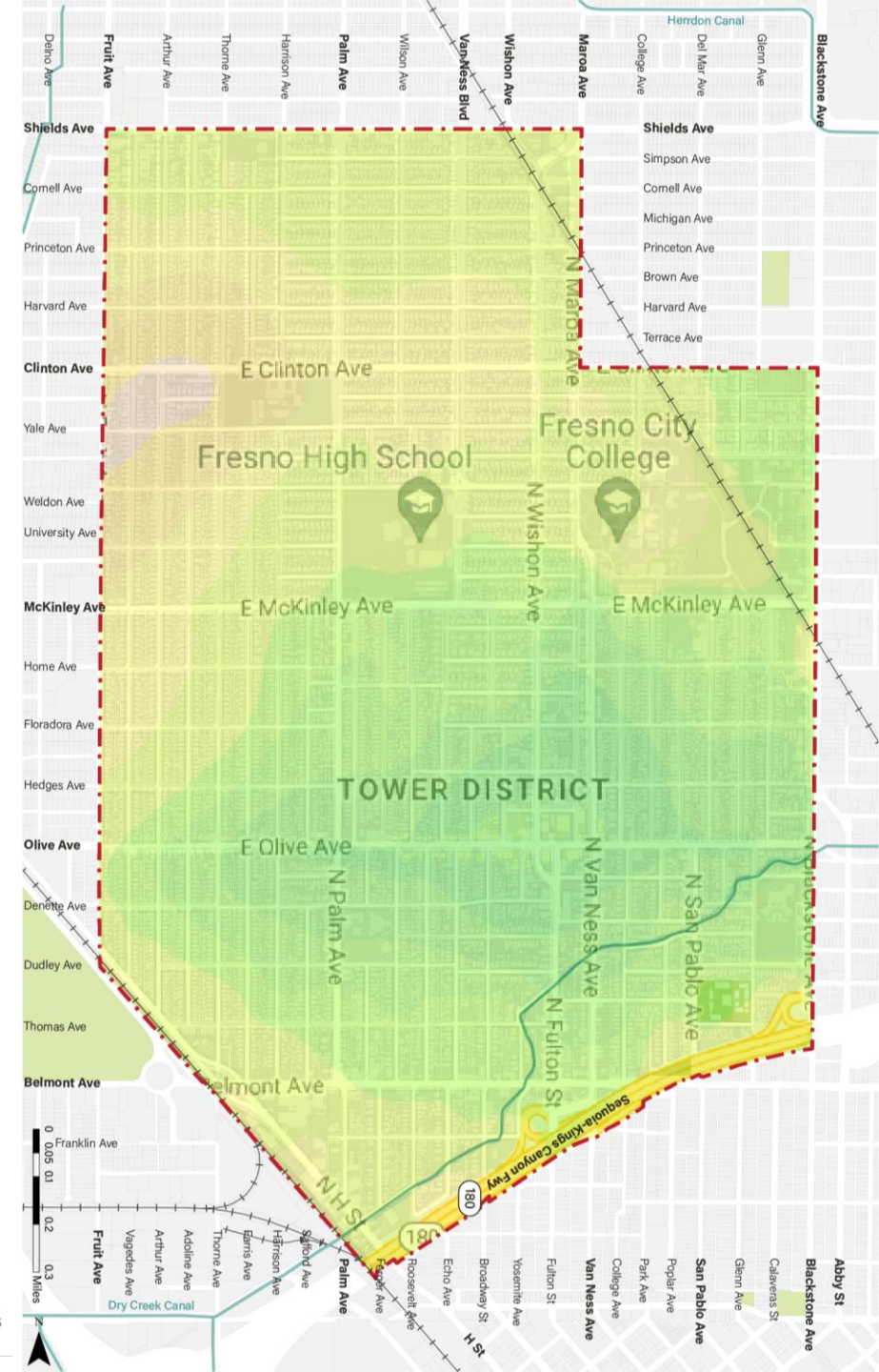
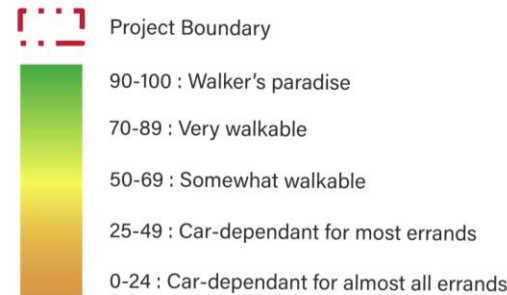


Source: U.S. Department of Agriculture

# Active Lifestyle

Indicator: Walkability

“Walkscore” has come to be used as a handy measure of walkability. It takes into account both the number of destinations in an area, and the number of available travel routes.



# Framing Questions

1. How does the Specific Plan help minimize the impact of poor **air quality** on people? How does the plan address equity in this context?
2. How does the Specific Plan minimize the impact of **urban heat**? How does it address equity?
3. How does the Specific Plan improve public health by providing avenues for leading an **active lifestyle**? How does it address equity?
4. How does the Specific Plan help increase **public safety**? How does it address equity?
5. How does the Specific Plan improve **access to healthy food**? How does it address equity?
6. How does the Specific Plan reduce **housing burden**? How does it address equity?
7. How does the Specific Plan increase **access to jobs and services**? How does it address equity?



04

LAND USE  
THEMES

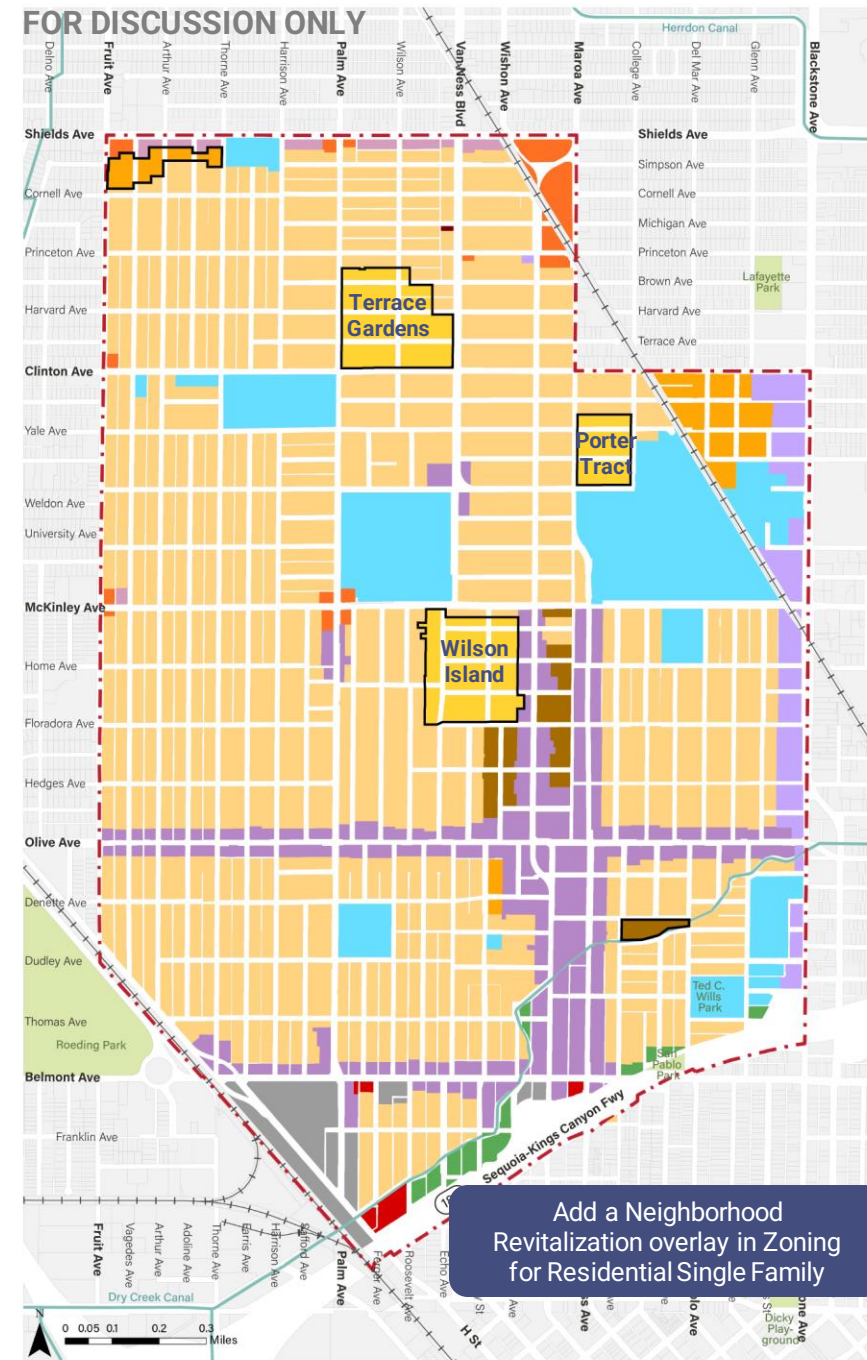
## LAND USE THEMES

# Ideas for Discussion | Residential Theme

Require new housing to respect the character of existing housing stock

Add the **Neighborhood Revitalization (NR) Overlay** to all properties that are zoned RS-5 and RS-4. (In addition to a Zoning Map change, this may also require minor text amendments to the NR overlay).

- Project Boundary
- Public Facilities
- Commercial - Community
- Commercial - General
- Commercial - Main Street
- Employment - Light Industrial
- Employment - Office
- Neighborhood Mixed-Use
- Corridor/Center Mixed Use
- Open Space
- Residential - Medium Low Density
- Residential - Medium Density
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- Residential - High Density



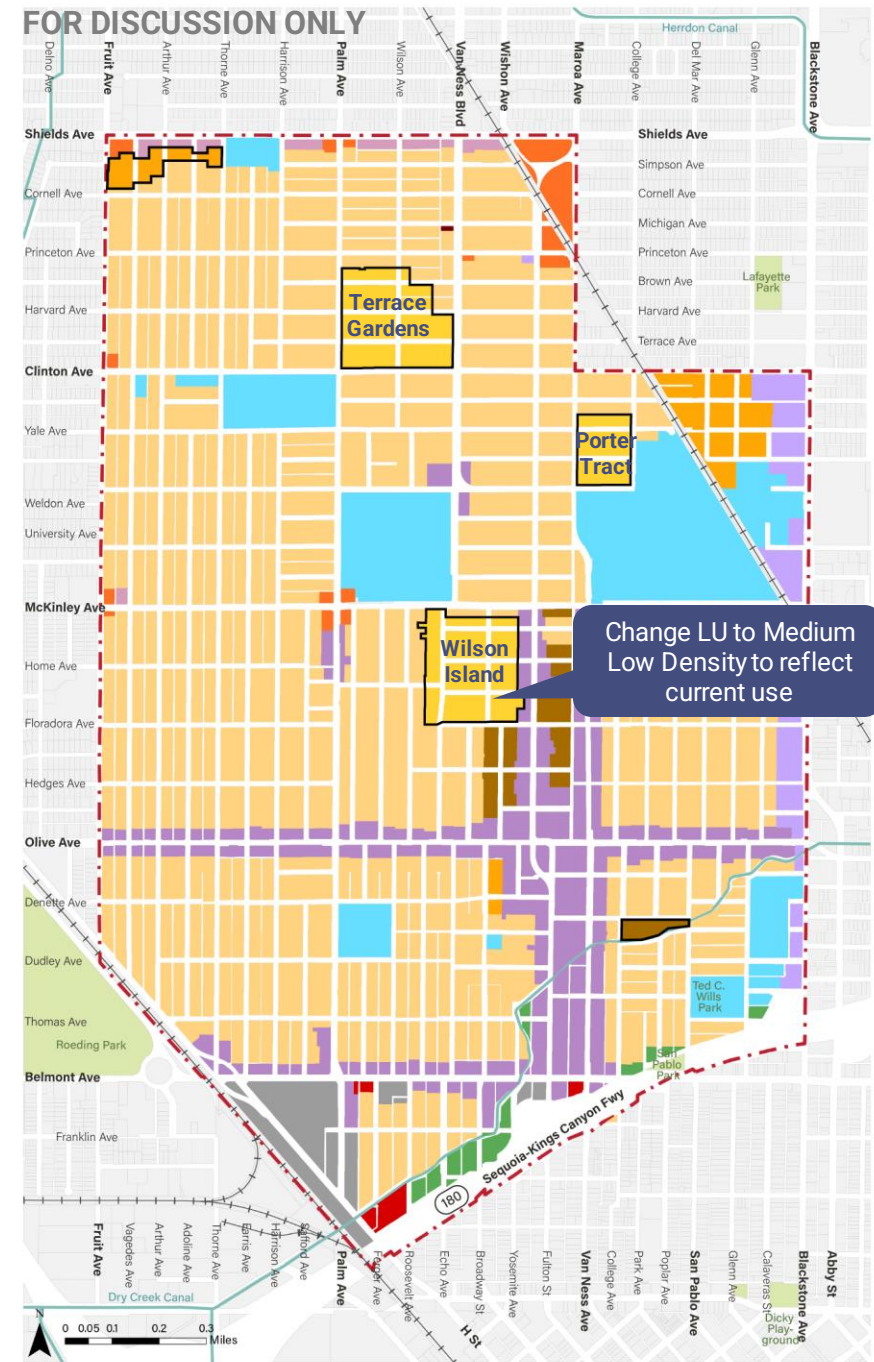
## LAND USE THEMES

# Ideas for Discussion | Residential Theme

Remove lot size inconsistencies between designated/potential historic districts and PLU/zoning designation

Rezone **Wilson Island**, **Porter Tract** and **Terrace Gardens** from RS-5 to RS-4 and LU to Medium Low Density

- Must be conscious of SB 330 impacts



## LAND USE THEMES

# Ideas for Discussion | Residential Theme

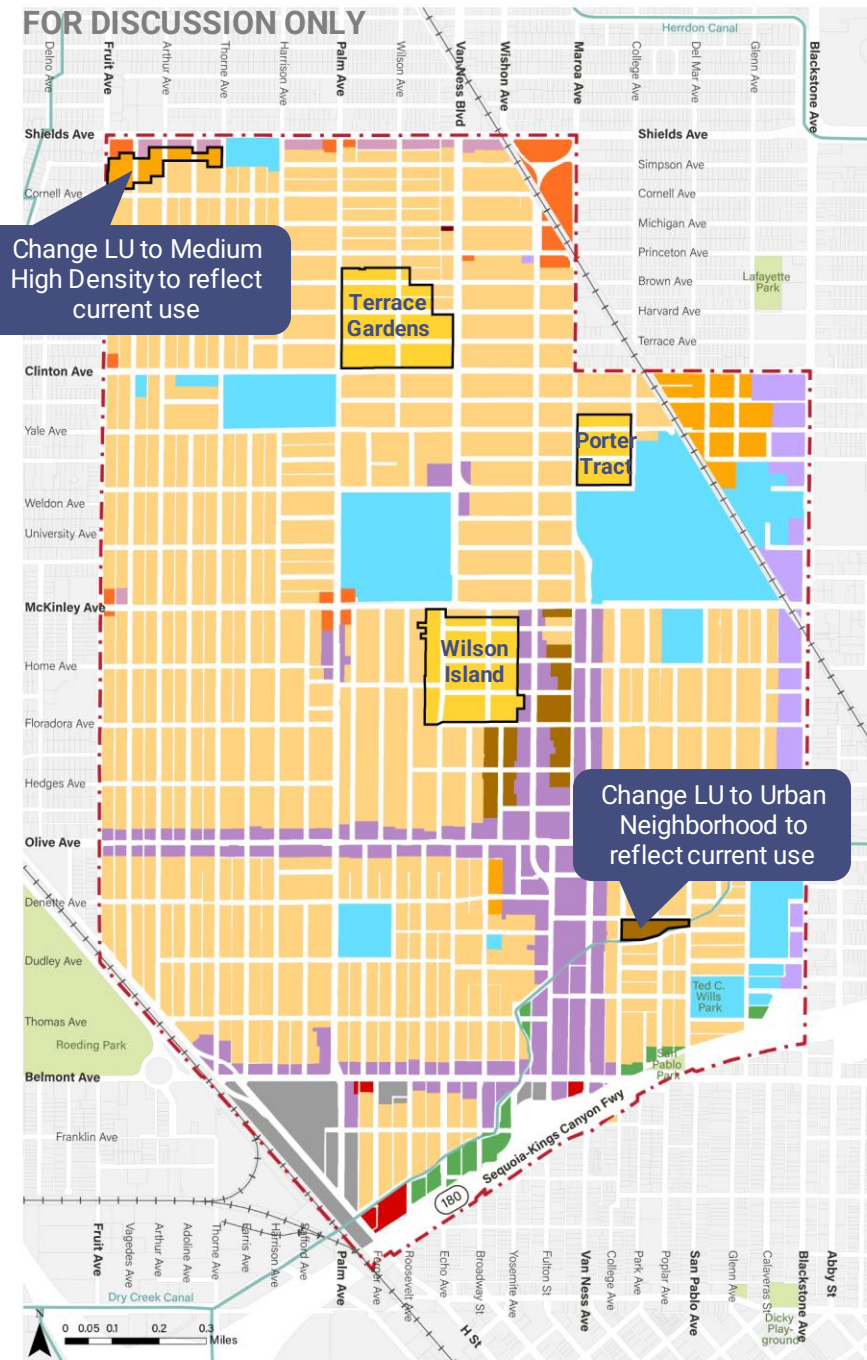
**Remove inconsistencies between existing multifamily housing PLU/zoning designation**

Change Planned Land Use and Zoning to reflect current densities of multifamily housing.



*Tower Court Apartments at Elizabeth and College*

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LAND USE THEMES

## Ideas for Discussion | Residential Theme

**Enable the development of well-designed “Missing Middle” housing within single-family areas**

Simplify cottage housing regulations in Article 27

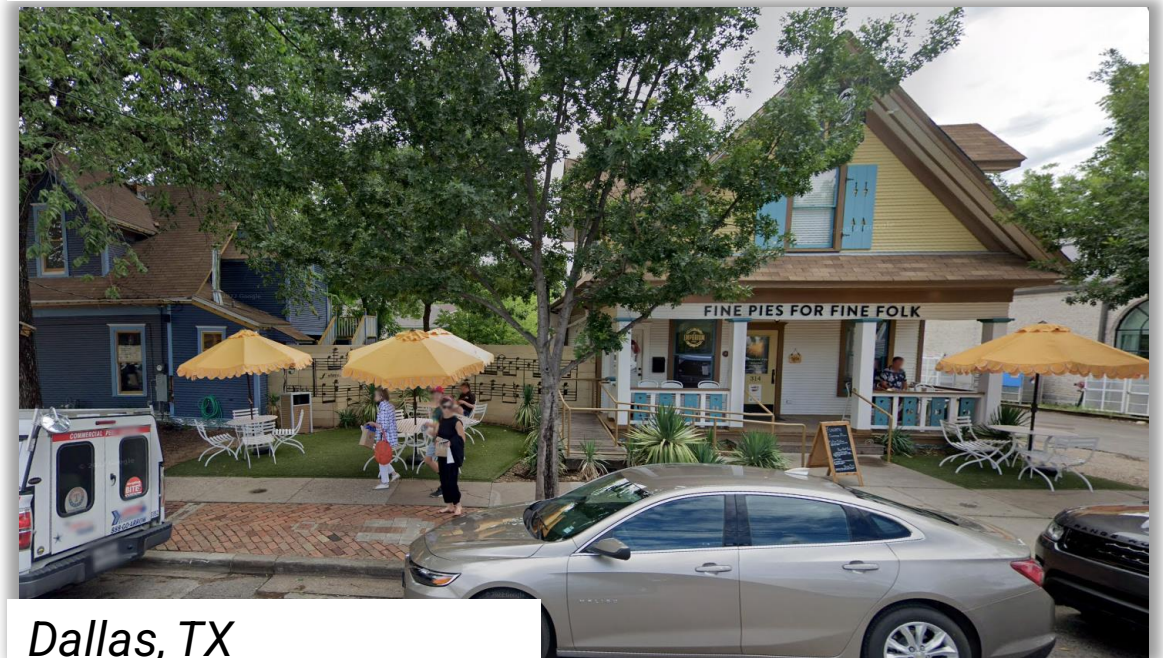
Take a proactive and context-sensitive approach to SB 9

**Enable Accessory Commercial Units in order to place small and non-disruptive services within easy walking distance of homes**

Allow lots in the RS-5 district to have an accessory commercial unit within certain constraints



*Thorne and Cornell*



*Dallas, TX*

## LAND USE THEMES

# Ideas for Discussion | Main Streets Theme

**Encourage development on Olive and other central corridors by facilitating quick approval of projects that comply with the plan.**

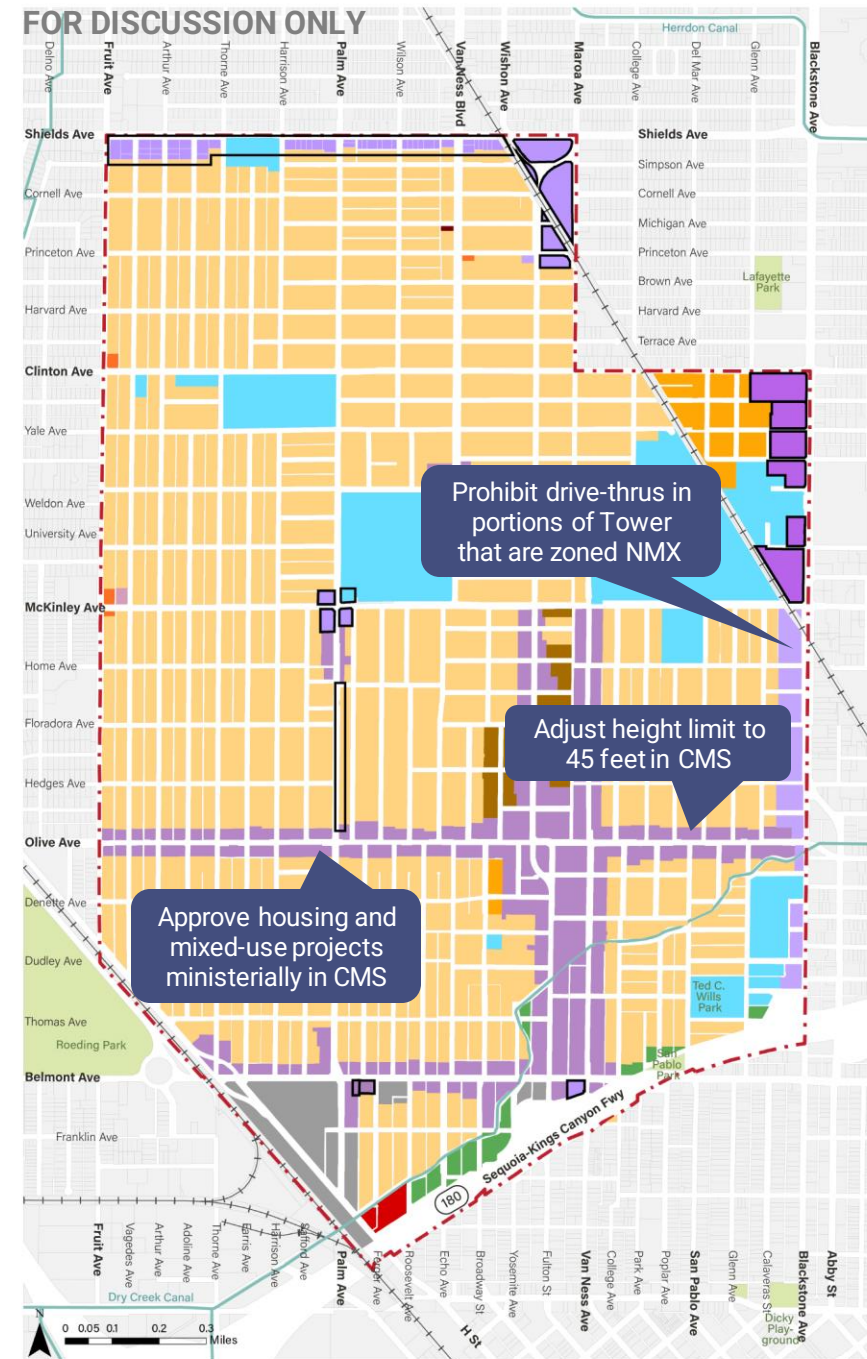
Approve housing and mixed-use projects with a ministerial Zone Clearance in the CMS district

**Make 3-story mixed-use buildings more feasible on Olive and other central corridors.**

Increase Maximum Height in CMS and NMX to 45 feet.

**Prohibit drive-thrus in the Tower District.**

Currently prohibited in CMS, but they are allowed in NMX, so a text amendment to that zone would be required.



## LAND USE THEMES

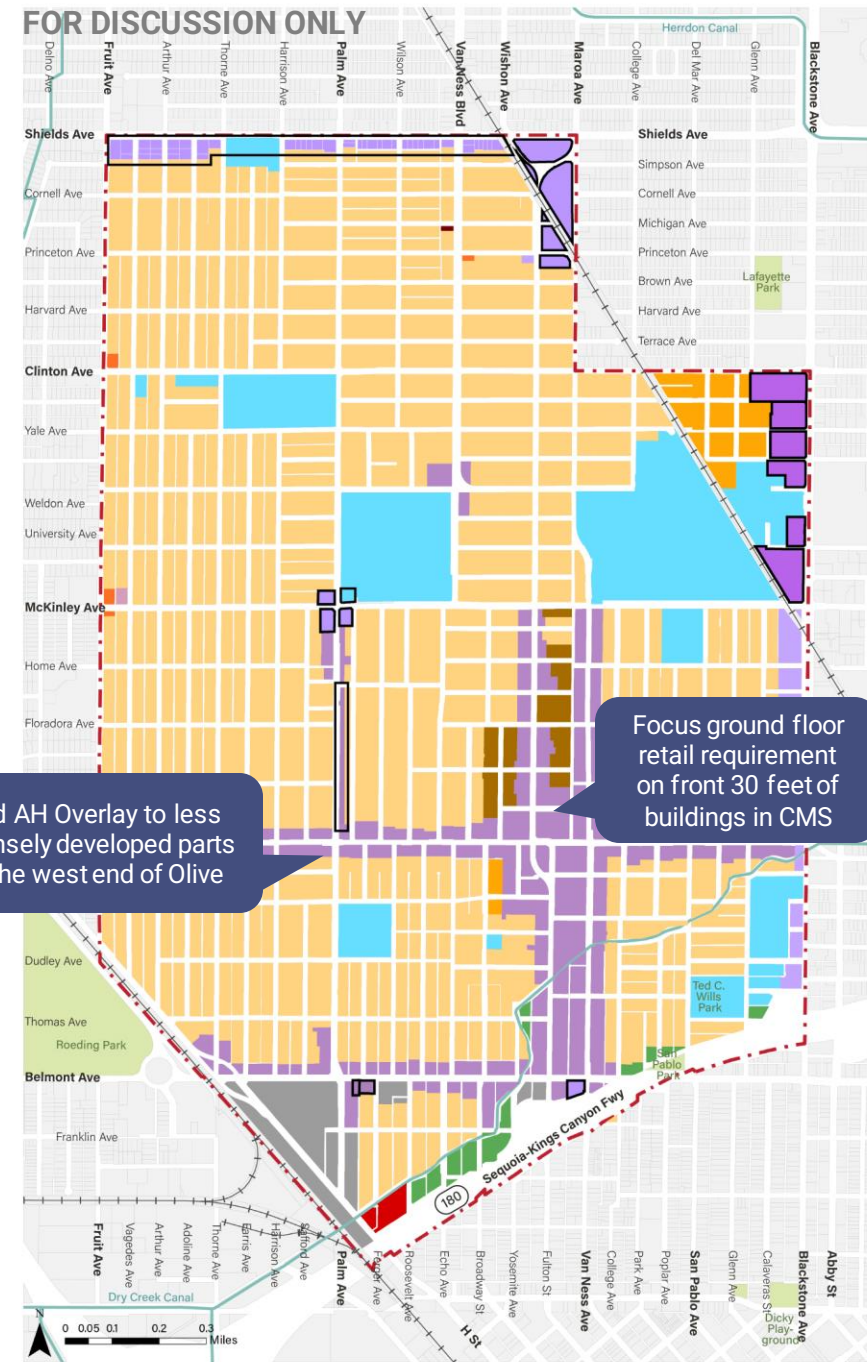
# Ideas for Discussion | Main Streets Theme

**Make ground floor spaces more flexible on Olive and other central corridors.**

Focus the ground floor retail requirements for CMS to the front 30 feet of the building. The remainder of the ground floor may be used for office or residential uses.

**Acknowledge less intense development pattern on western end of Olive Avenue and allow new development to respond in a compatible way to that context.**

1. Add AH overlay to Olive between Echo and Ferger.
2. Add AH overlay to Olive between Stafford/Harrison and Fruit/Vagedes Alley.



## LAND USE THEMES

# Ideas for Discussion | Main Streets Theme

**Enable the creation of a large mixed-use node at the Shields/Maroa gateway**

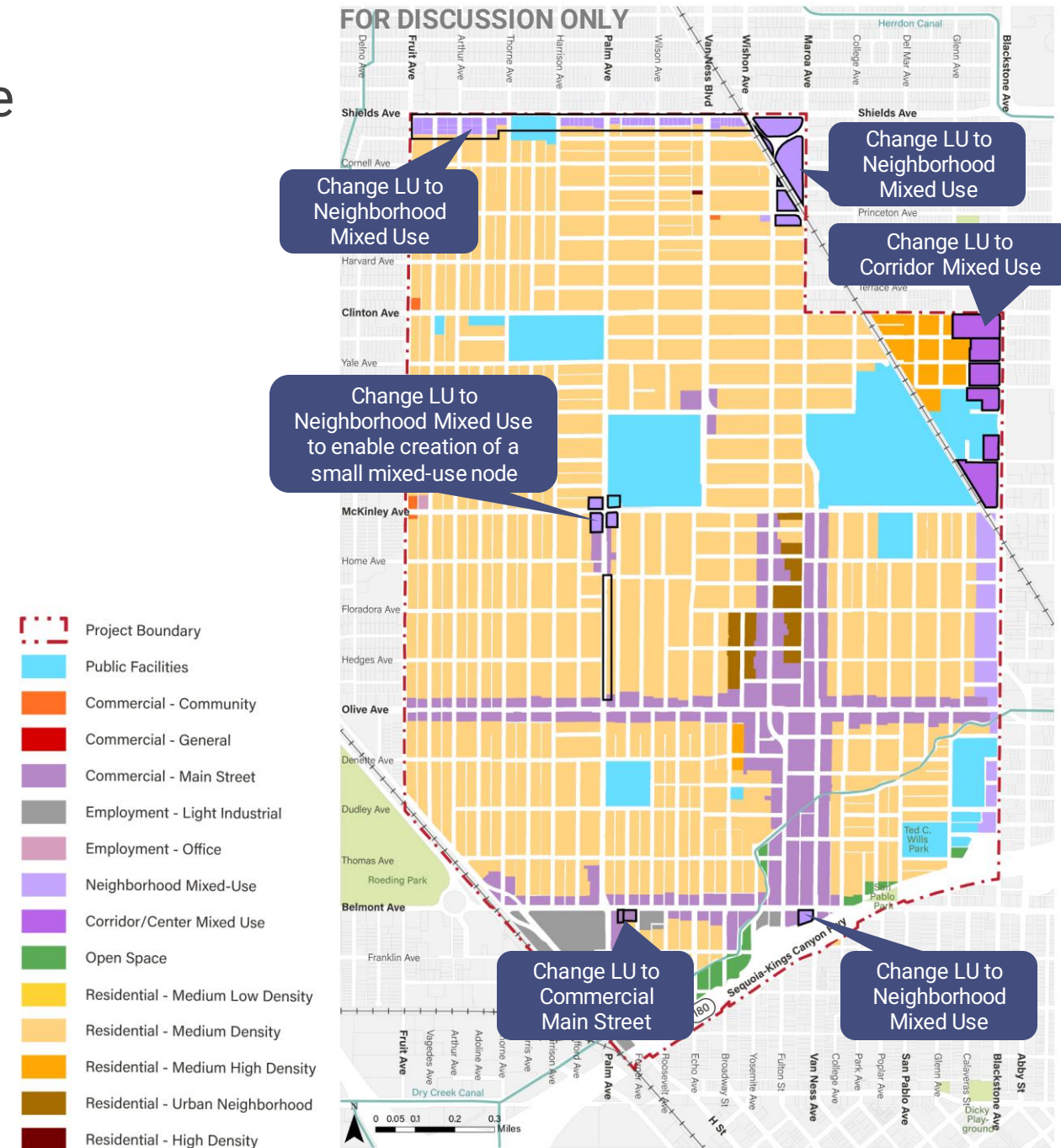
Change the Planned LU and Zoning to Neighborhood Mixed Use

**Enable the creation of a small mixed-use node at the intersection of Palm and McKinley**

Change the Planned LU and Zoning to Neighborhood Mixed Use

**Enable higher-intensity development along Blackstone Avenue between Clinton and McKinley**

Change the Planned LU and Zoning to Corridor Mixed Use

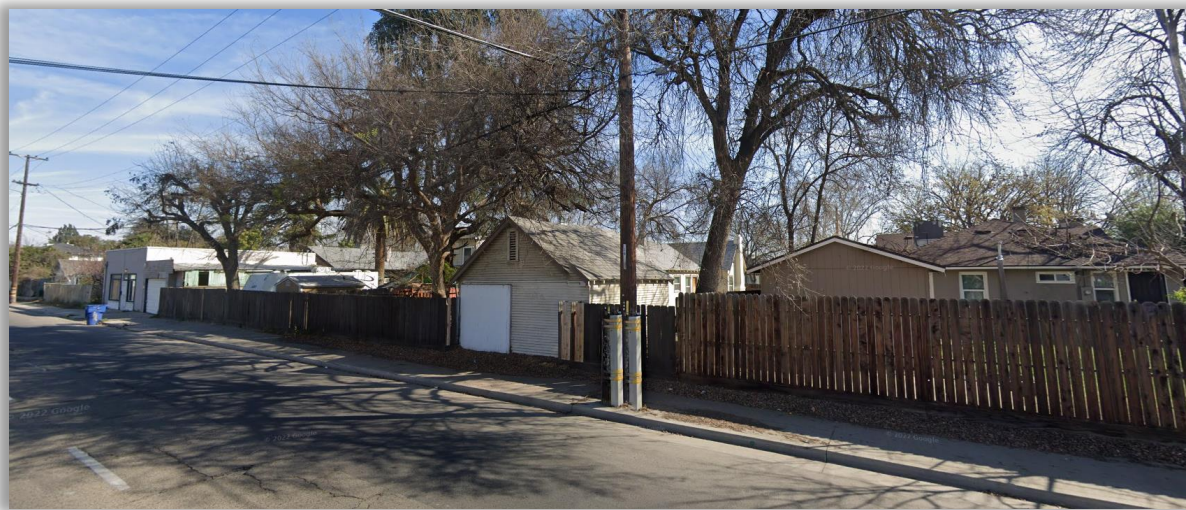


## LAND USE THEMES

# Ideas for Discussion | Main Streets Theme

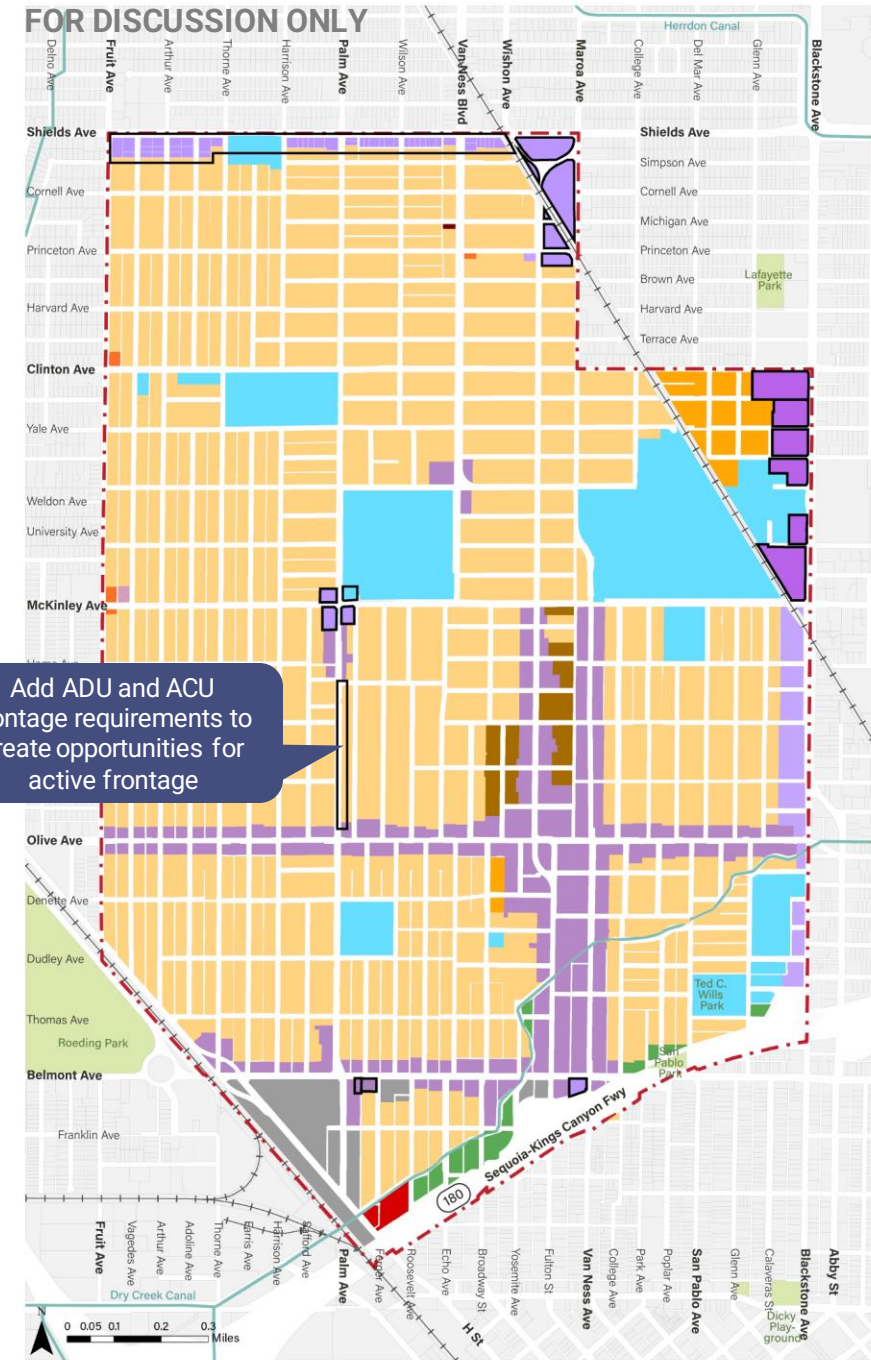
## Create opportunities for active frontage on Palm Ave

Add ACU and ADU frontage requirements in order to create a more engaging street frontage.



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- Residential - High Density

Add ADU and ACU frontage requirements to create opportunities for active frontage

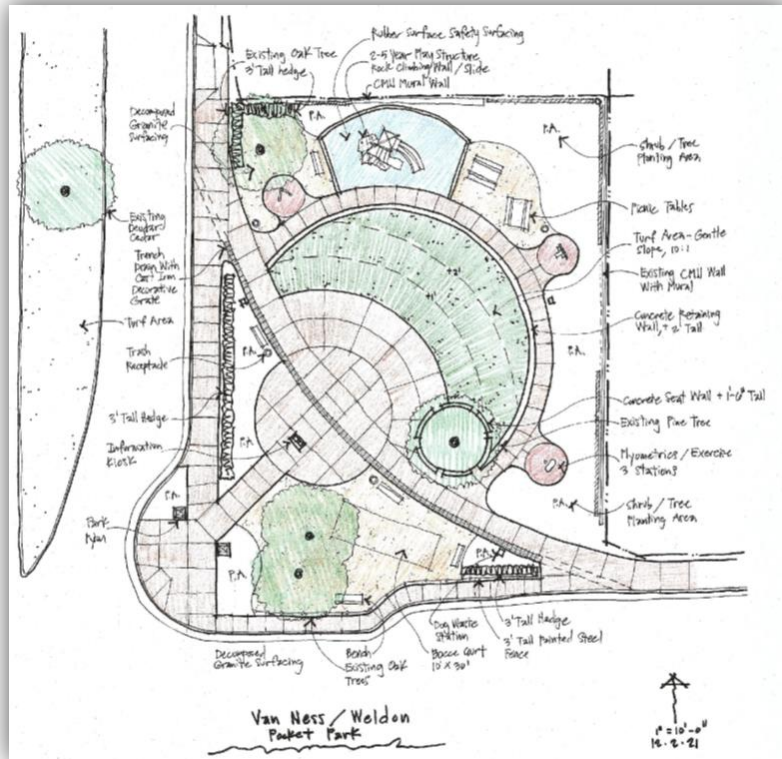


## LAND USE THEMES

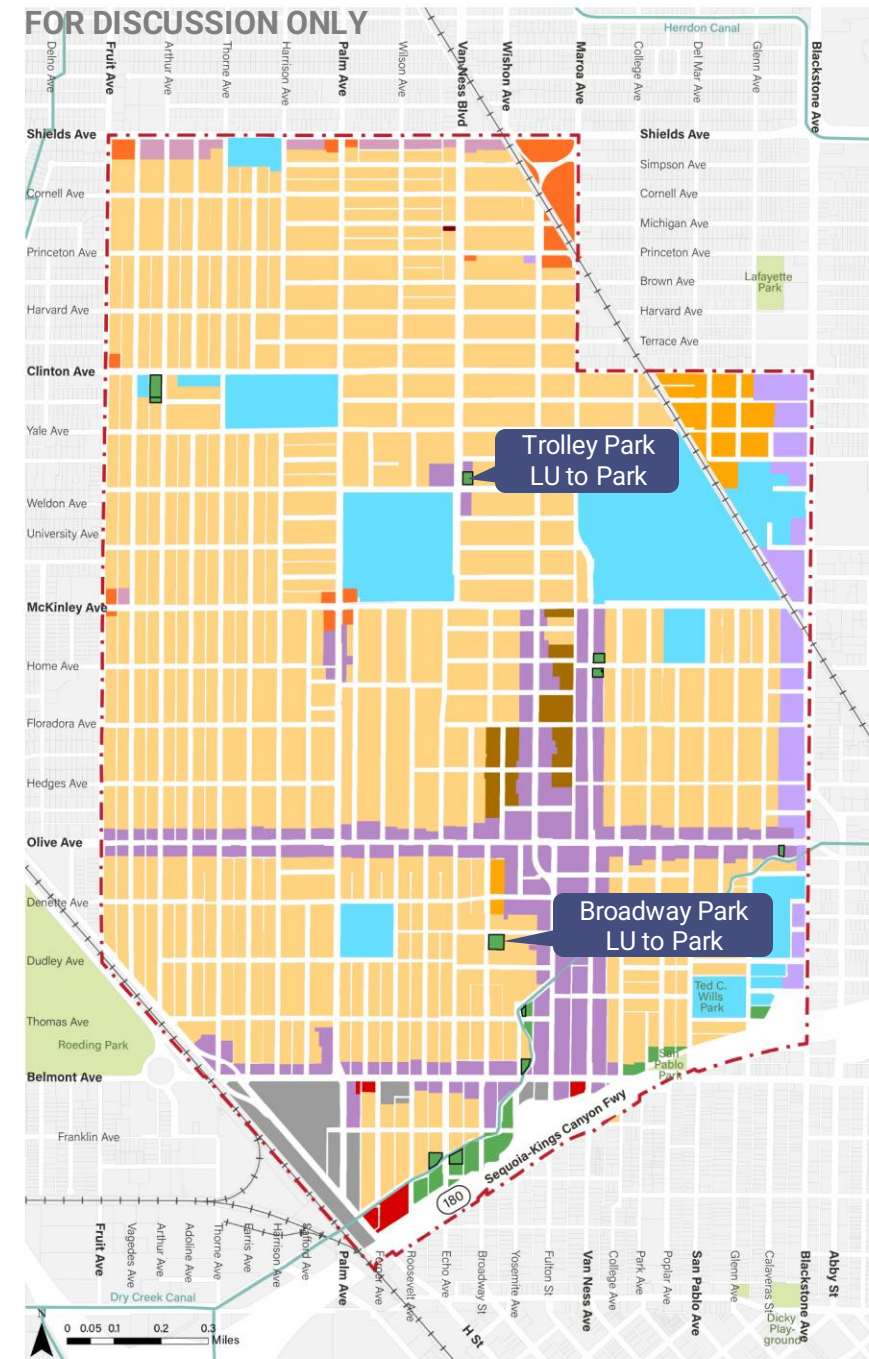
# Ideas for Discussion | Park Opportunities Theme

## Reflect new and upcoming parks on the PLU and Zoning maps

1. Change sites of Trolley Park and the future Broadway Park to PLU of Park.
2. Rezone both sites to PR—Parks and Recreation



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LAND USE THEMES

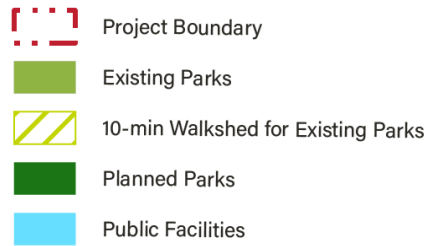
# Ideas for Discussion | Park Opportunities Theme

## Explore potential future park sites

1. Examine opportunity for park designation on vacant parcels.
2. Identify these sites as "Park" on GPLU Dual Designation Diagram.

## Preserve Dry Creek for a potential future trail

1. No change to Planned Land Use or Zoning.
2. Identify these sites as "Park" on GPLU Dual Designation Diagram.







## Ideas for Discussion | Employment Theme

### Enhance compatibility between existing light industrial and non-industrial uses

Recognize the locally attributed value of the Central Valley Cheese building and work with permission from the property owner to identify resources for its maintenance and community serving adaptive re-use.



## LAND USE THEMES

# Ideas for Discussion | Employment Theme

## Enhance compatibility between existing light industrial and non-industrial uses

Support existing industrial users in lowering impacts to neighborhoods, which may include green buffers, improved technology and air quality monitoring. Pursuit of any one improvement shall not exclude the pursuit of others.

Take steps to remove truck traffic from interior of residential area.

Consider a strategy for the light industrial parcels should these parcels ever become vacated.



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## Committee Recommendation Options

1

**Recommend No Change**

2

**Recommend Changes to Standards**

(design, landscape, development, operational)

3

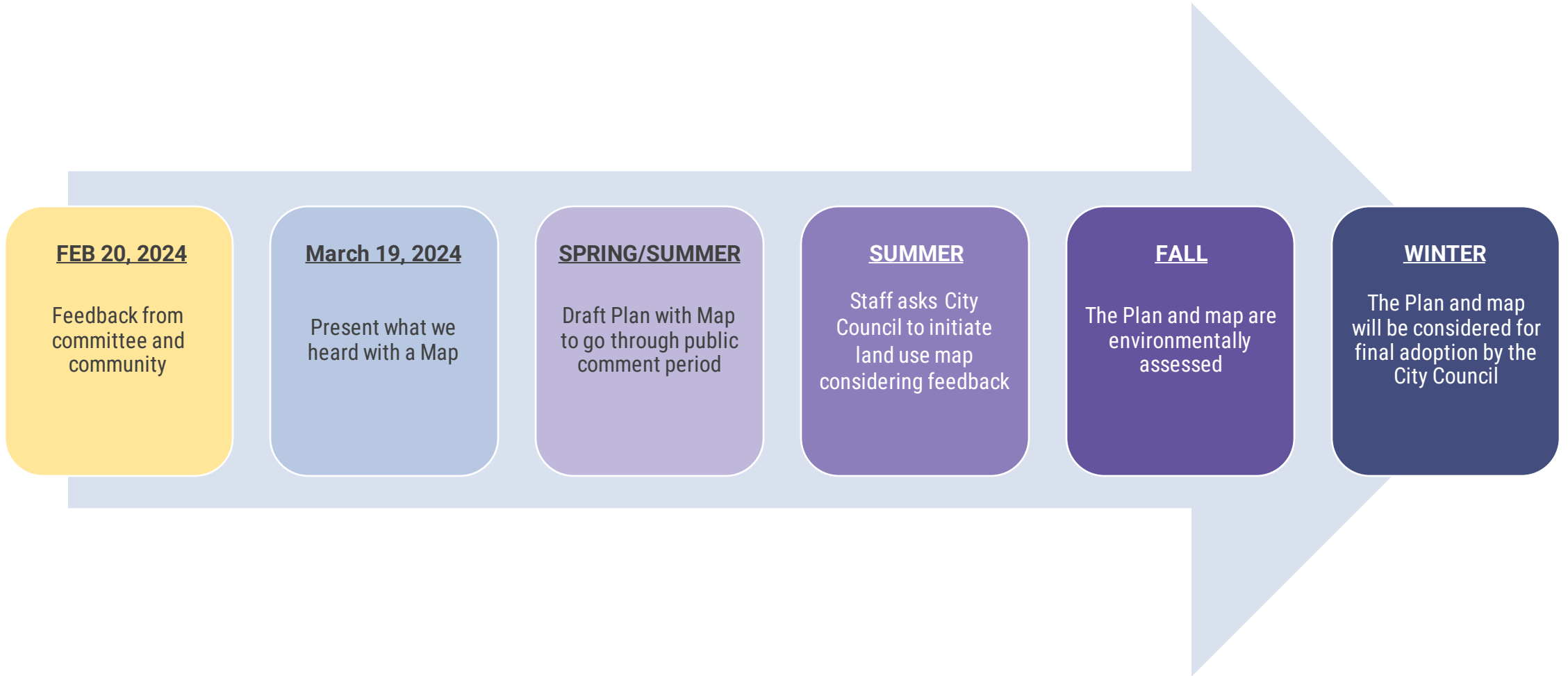
**Recommend Rezoning**

4

**Combination of 2 & 3**



# Next Steps





05

DISCUSSION

**THANK YOU!**