



TOWER DISTRICT SPECIFIC PLAN UPDATE

LAND USE

MARCH 2024





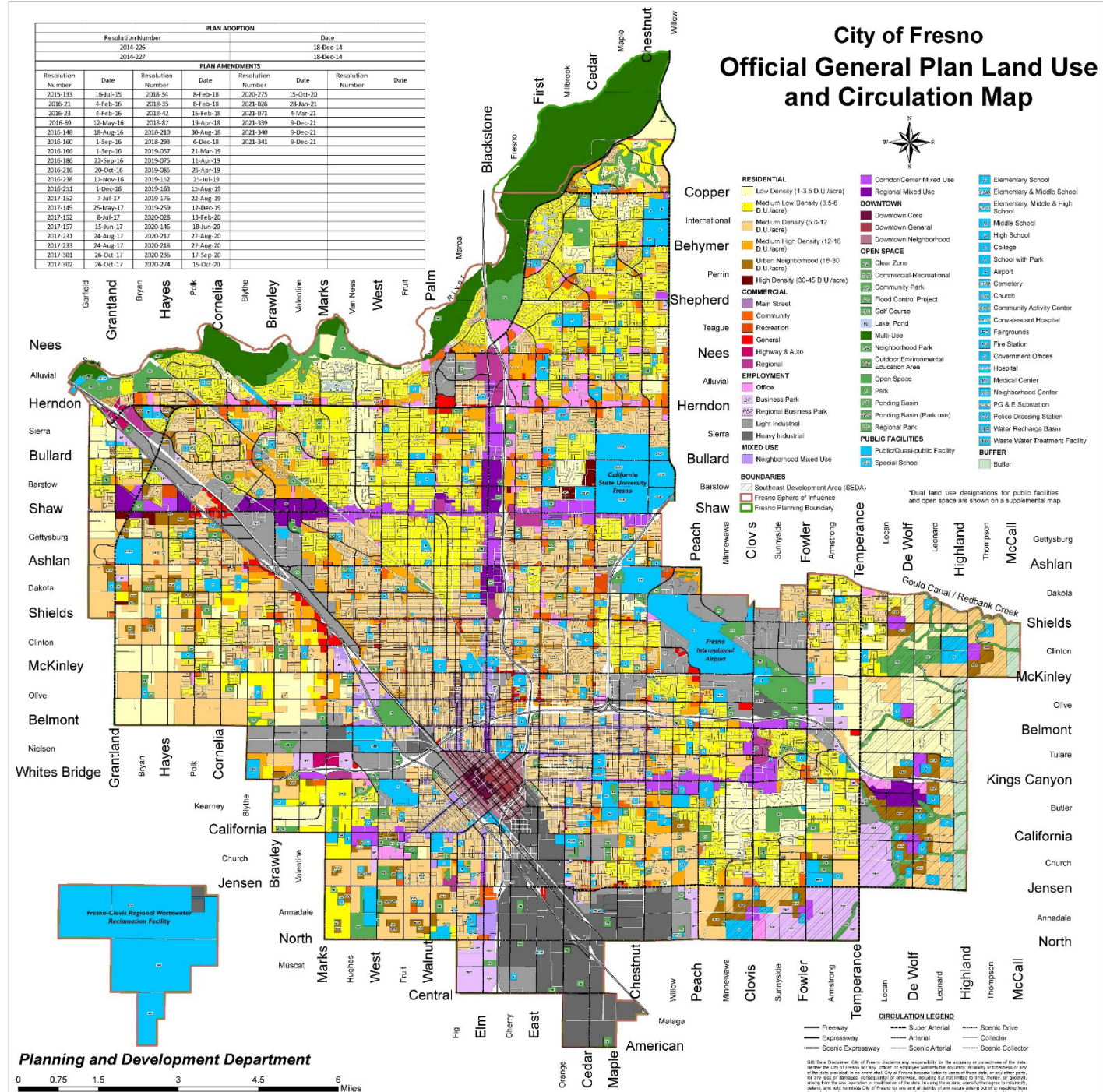
01

BACKGROUND

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

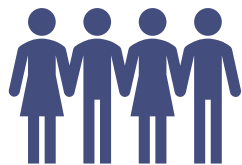
Importance of Land Use



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

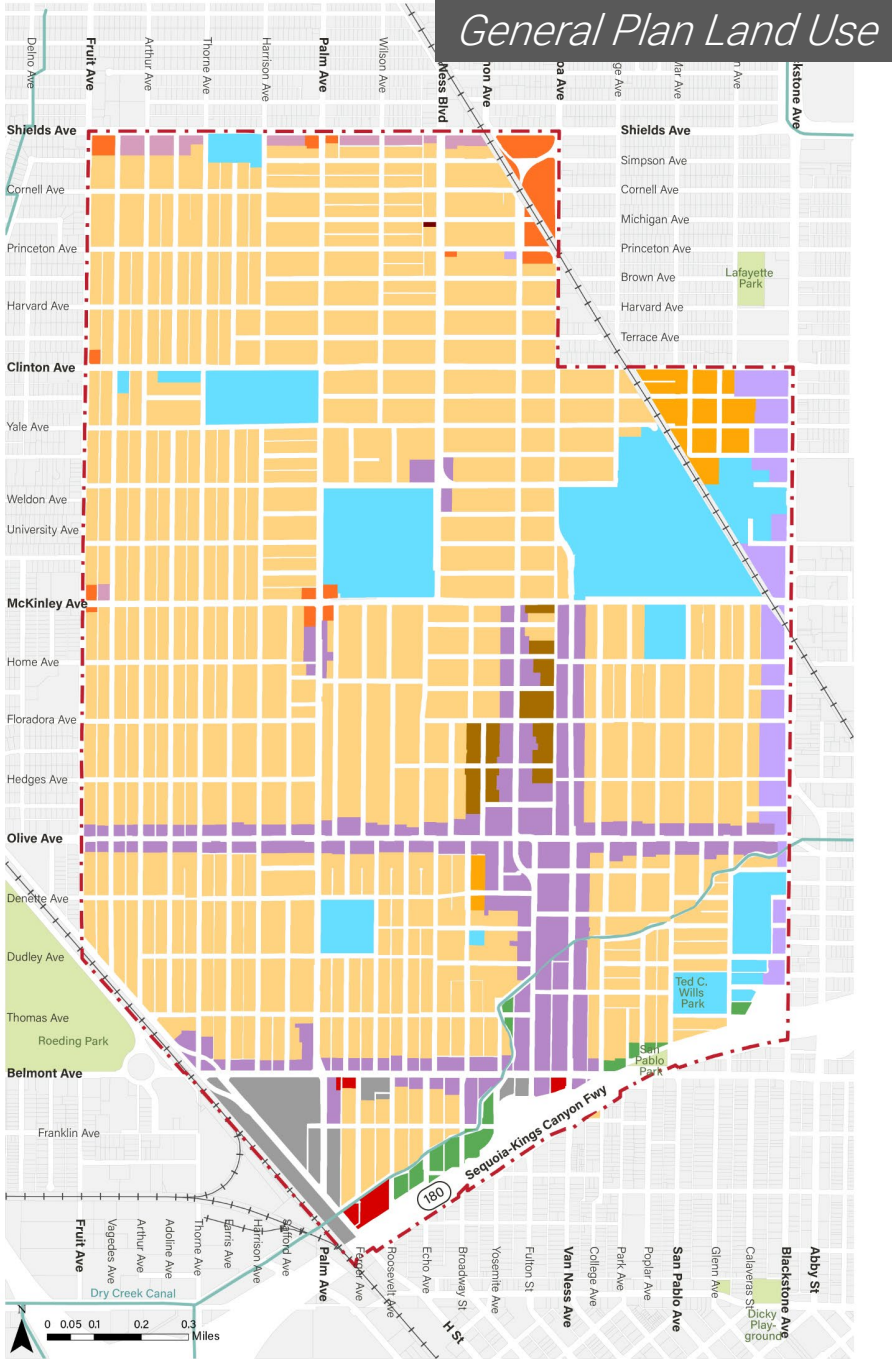


Helps plan how the City
develops



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

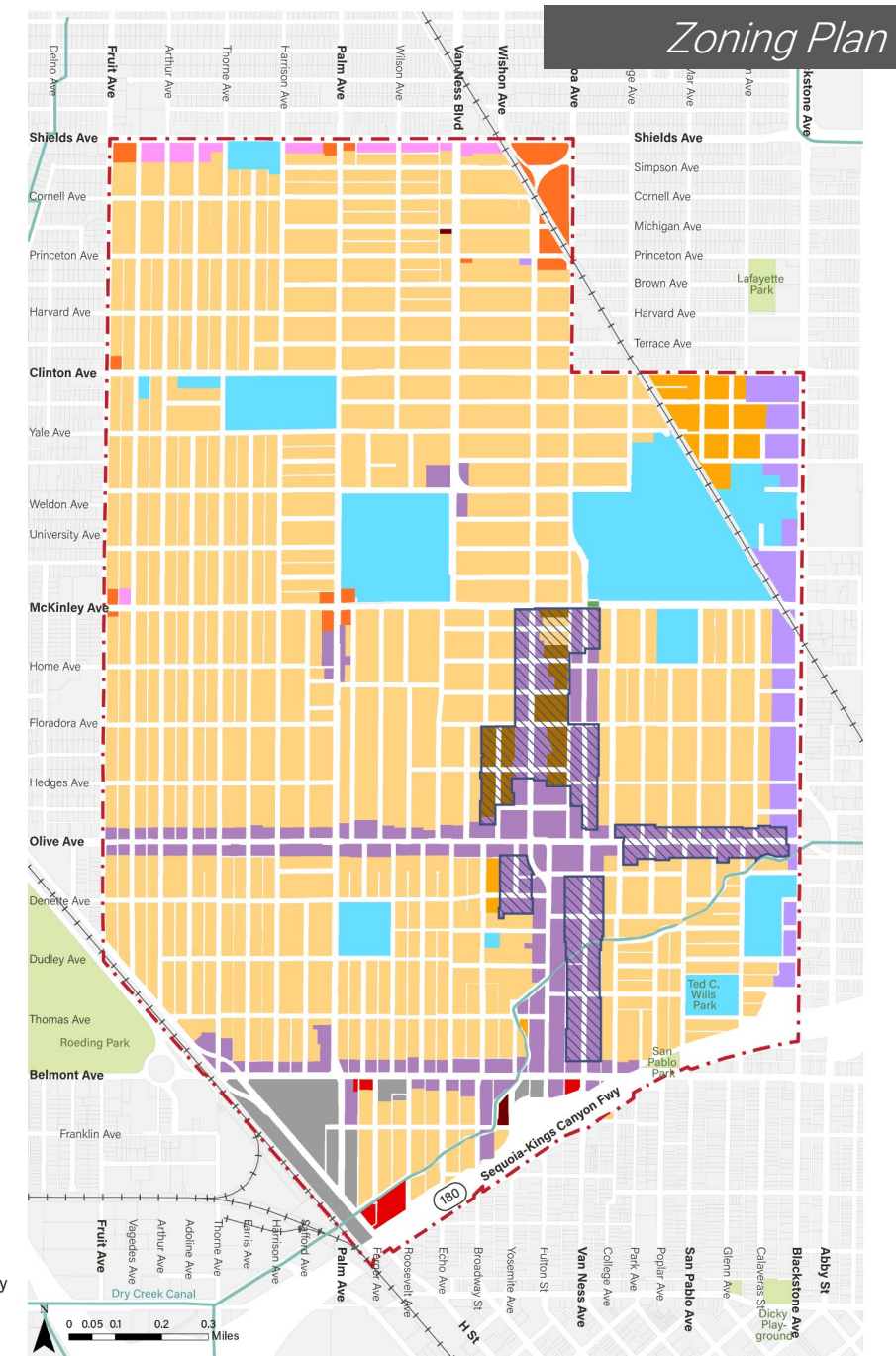
- Project Boundary
- Public Facilities
- Commercial - Community
- Commercial - General
- Commercial - Main Street
- Employment - Light Industrial
- Employment - Office
- Neighborhood Mixed-Use
- Open Space
- Residential - Medium Density
- Residential - Medium High Dens
- Residential - Urban Neighborho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



Land Use vs. Zoning

Type of Food =
LAND USE

Menu Item =
ZONING

MENU

Main Course.

Grilled Fingerlings6.99

Grilled potatoes with a Western flair served with sauce of choice.

Asian Pear Salad6.99

Crisp pears and pecans with tender frisée, and maple syrup with cheese.

Roasted Acorn Squash6.99

Spicy-sweet, soft wedges potatoes which makes a no-fuss holiday meal.

Smothered Chicken6.99

Grilled chicken breast topped with mushrooms, onions and Cheese.

Dessert.

Banana Split6.99

Cheese Cake6.99

Chocolate Ice Cream6.99

Fruit Cake6.99

YOUR LOGO

123 Anywhere St., Any City, ST 12345

reallygreatsite.com

Appetizer.

Garlic Bread6.99

Potato Wedges6.99

Meat Ball6.99

Onion Rings6.99

French Fries6.99

Ratatouille6.99

Chef's Specials.

Grilled Fingerlings6.99

Grilled potatoes with a Western flair served with sauce of choice.

Asian Pear Salad6.99

Crisp pears and pecans with tender frisée, and maple syrup with cheese.

Roasted Acorn Squash6.99

Spicy-sweet, soft wedges potatoes which makes a no-fuss holiday meal.

Smothered Chicken6.99

Grilled chicken breast topped with mushrooms, onions and Cheese.

Drinks.

Coffee6.99

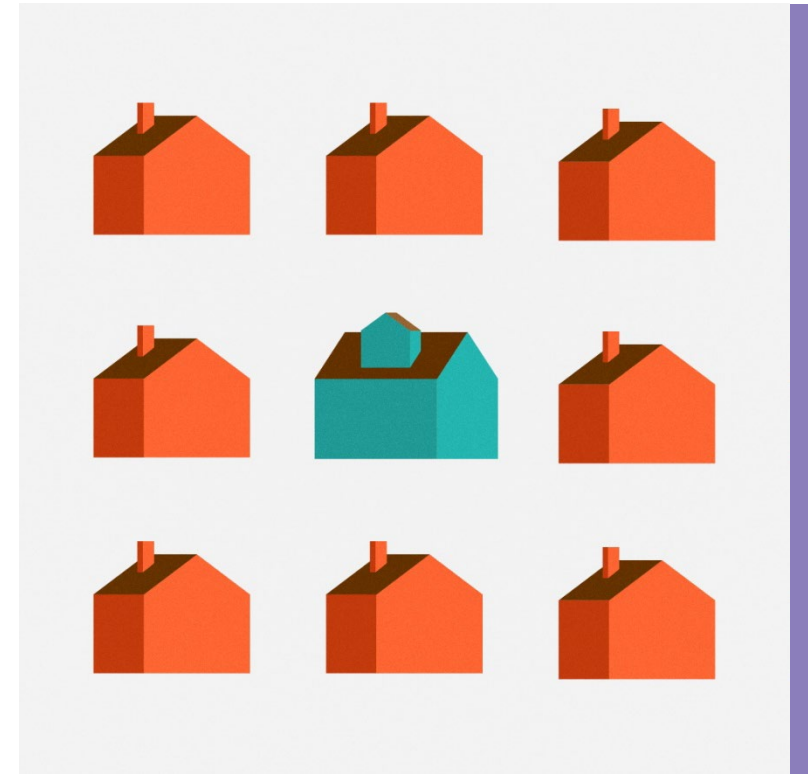
Ice / Hot Tea6.99

Thai Tea6.99

Soda6.99

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.





02

COMMUNITY
FEEDBACK

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



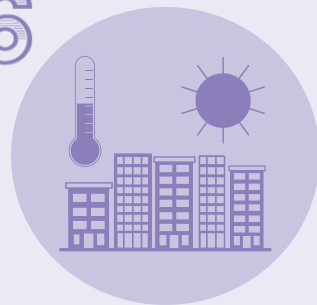
ACCESS TO JOBS

05



ACCESS TO
HEALTHY FOOD

06



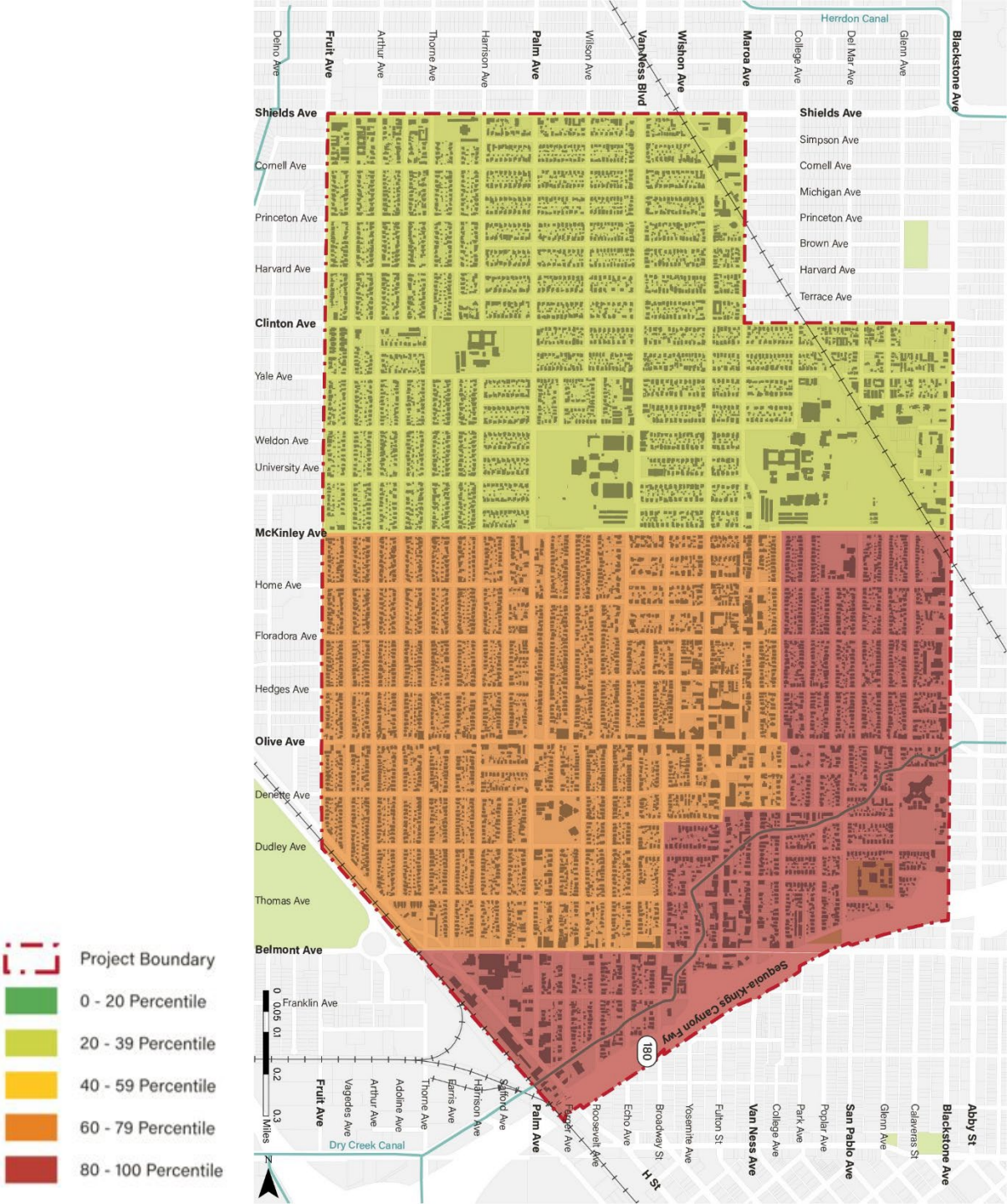
ENVIRONMENTAL
COMFORT

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

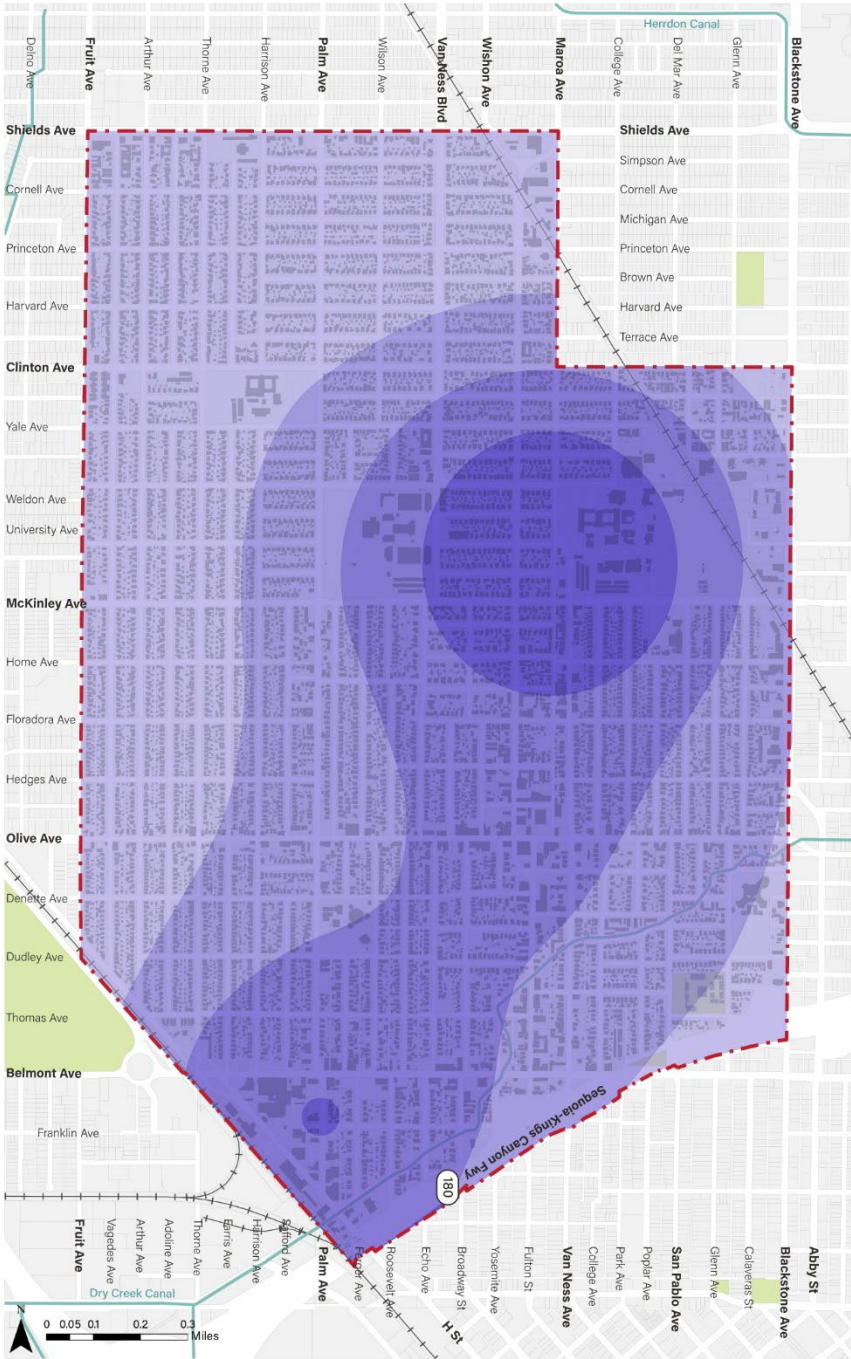
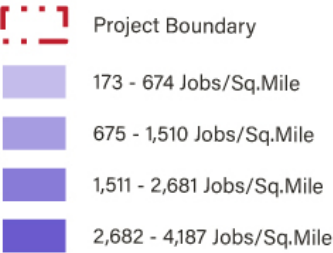


Access to Jobs

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).



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**.

Low Income and Low Access



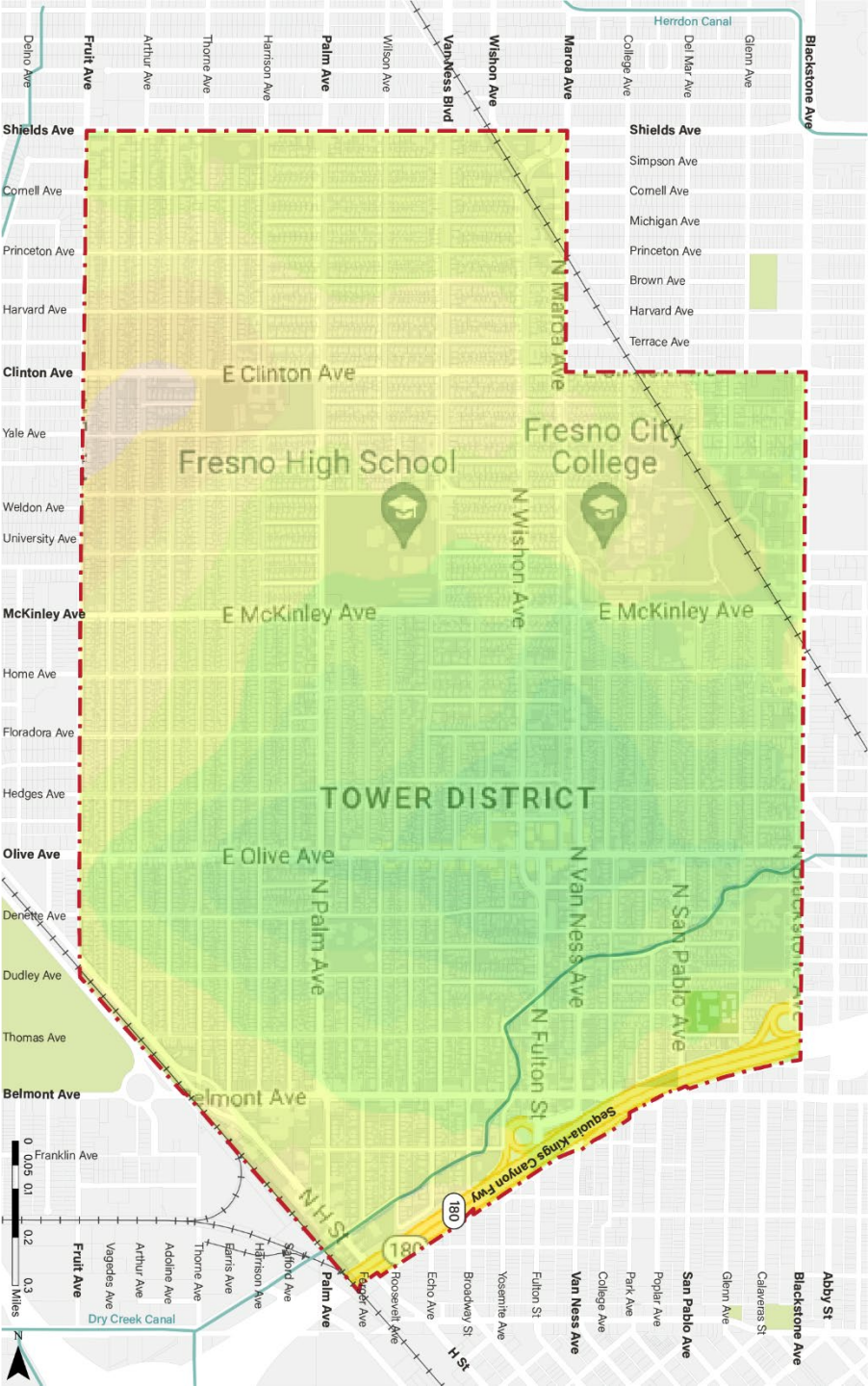
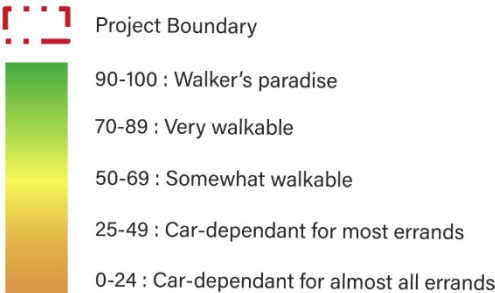
Active Lifestyle

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.



Source: U.S. Department of Agriculture



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

EXISTING
GOALS +
POLICIES

Goals and Policies

Goal I: Restore and reinforce the historical and mutually supportive relationships between the Tower District neighborhoods and the Central Area.

Objective I: Coordinate plans and programs of the Tower District, Central Area and other adjacent neighborhood areas.

Policy 1: Recognize that the land use character of Fulton Street and Van Ness Avenue is directly influenced by what happens in the Tower District north of the proposed Route 180 corridor, in the Central Area, and in adjacent neighborhoods.

Policy 2: Recognize that neighborhoods to the west and east of Fulton Street, and Van Ness Avenue between the proposed Route 180 corridor and Divisadero Street, are historically related to the Tower District as well as to the Central Area.

Goals and Policies

Goal II: Conserve and enhance existing residential neighborhoods.

Objective I: Stabilize neighborhoods to prevent any further loss or erosion of character-defining elements.

Policy 1: Revise or eliminate land use or zoning designations which inhibit new economic activity and investment opportunities for the benefit of the Tower District.

Policy 5: Establish a pro-active, effective code enforcement program for the Tower District to help maintain the character of its neighborhoods.

Policy 6: Reduce overconcentration of community care facilities (as defined in the California Health and Safety Code, Section 1502, except that facilities exempt under Health and Safety Code Section 1505, Subdivisions (d), (h), (i), and (j) are included in this area.

Policy 7: Reduce overconcentration of boarding houses (as defined in the Municipal Code, City of Fresno) in the area.

Goals and Policies

Goal II: Conserve and enhance existing residential neighborhoods. (cont.)

Objective I: Stabilize neighborhoods to prevent any further loss or erosion of character-defining elements.

Policy 8: Existing legal nonconforming multiple family residential uses planned for medium density residential uses by the Tower District Specific Plan may be rezoned to reflect existing residential development without an accompanying plan amendment; provided that the rezoning is conditioned on the maintenance of the current use and no more than the existing number of dwelling units, and provided that the current structures are compatible with the physical character of other existing dwellings in the neighborhood and in the Tower District Specific Plan Area. The decision of the Director of the Development Department on matters of Specific Plan consistency shall be final.

Rezoning subject to this provision shall be reviewed by the Tower district Specific Plan Implementation Committee and the Tower district Design Review Committee. The recommendations of these committees shall be included in staff analysis for consideration by the Planning Commission and the City Council.

Goals and Policies

Goal II: Conserve and enhance existing residential neighborhoods. (cont.)

Objective II: Retain and expand the existing inventory of affordable housing in the Tower District.

Policy 1: Maintain the existing number and character of multi-family units in the Tower District.

Policy 2: Allow up to six-plex units on appropriate “density tolerant” sites, using design review to ensure compatibility with neighborhood context. “Density tolerant” infill sites include corners, busy streets, larger properties with increased opportunities for creative site planning and building design, and lots adjacent to permanent open space.

Policy 3: Revise or eliminate land use, building or zoning designations that inhibit mixed-use residential and commercial development within appropriate areas of the Tower District.

Policy 4: Maintain and expand planned mixed-use commercial, office, and residential development in Tower District shopping area.

Policy 5: Ensure that the overall size and character of the Tower District housing inventory is maintained.

Goals and Policies

Goal III: Respect and further enhance the historic character of the Tower District as a place not dominated by the automobile.

Objective I: Support existing and promote new neighborhood-serving, pedestrian-oriented retail service businesses within the Tower District, following historic patterns of development.

Policy 1: Restrict opportunities for development of suburban-style, strip commercial uses.

Policy 2: Strongly encourage and support pedestrian-oriented storefronts through appropriate use, design guidelines and development.

Goals and Policies

Goal III: Respect and further enhance the historic character of the Tower District as a place not dominated by the automobile.

Objective II: Make commercial areas a convenient, safe focal point for neighborhood activities and public life.

Policy 2: Provide security measures to encourage both daytime and nighttime (after dark) activities.

Objective III: Develop and adopt a parking plan for the Tower District based on pedestrian-oriented standards for commercial and public uses.

Policy 3: Eliminate and prevent on-site surface parking which fronts on major streets, and develop urban, in contrast to suburban, standards for provision of on-site parking.

Goals and Policies

Goal IV: Conserve and revitalize the Tower District's Historic and Architectural Resources.

Objective I: Utilize urban conservation as the principal basis of land use, zoning and design review for the Tower District.

Policy 3: Recognize historical precedents for lot size and mixed patterns of density and development in planning for a greater utilization of land, buildings and other resources in the Tower District.