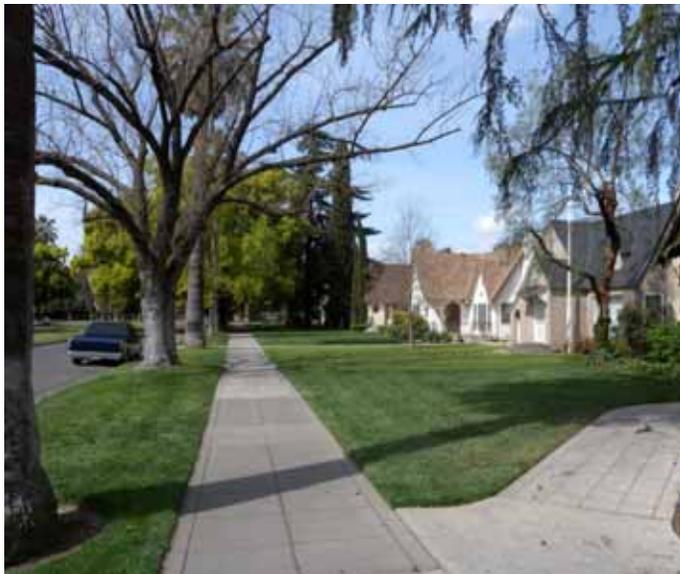




**DOWNTOWN
NEIGHBORHOODS
COMMUNITY PLAN**

Fresno, CA

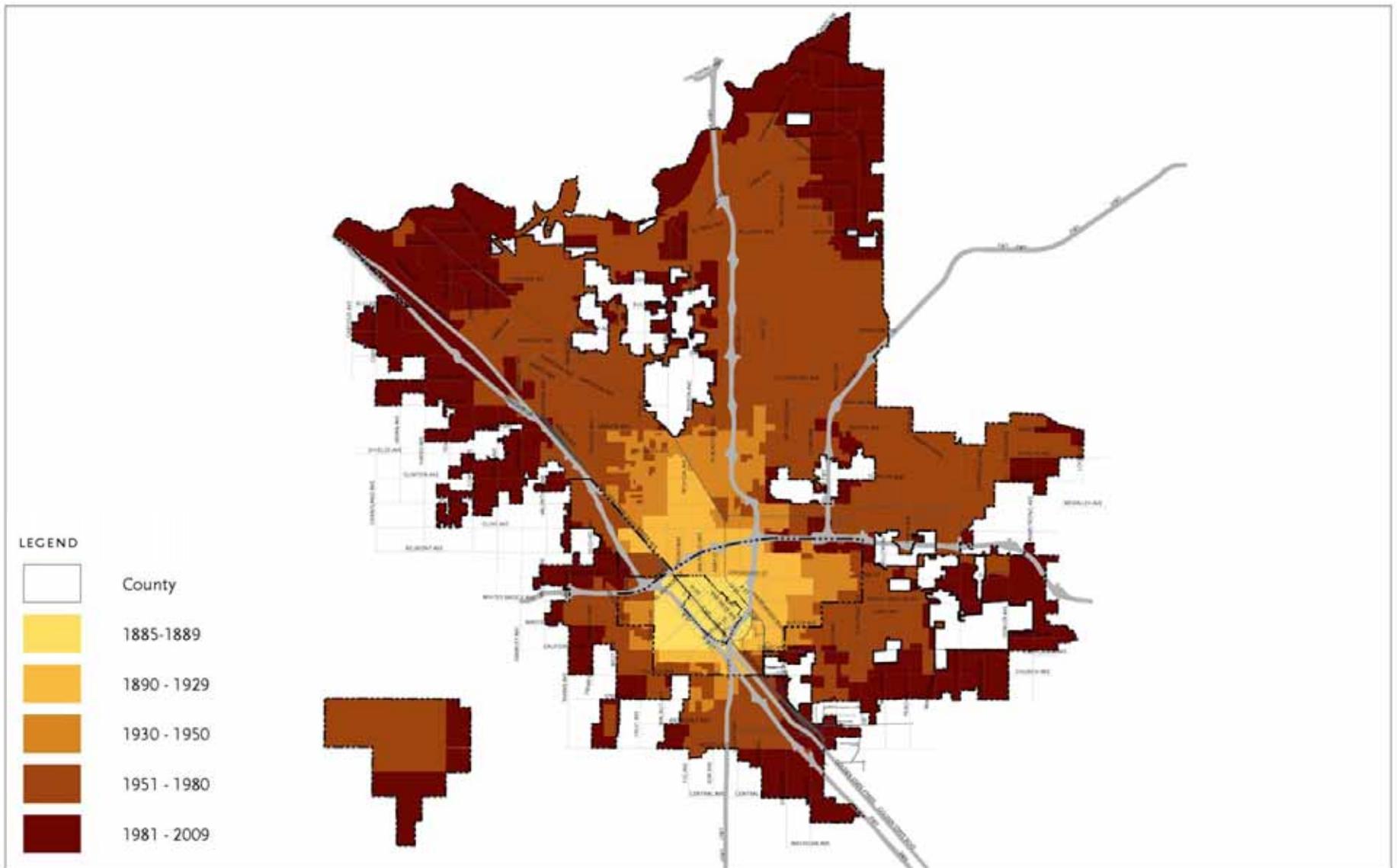
20 April 2010



Prepared by:
Moule & Polyzoides
Architects and Urbanists

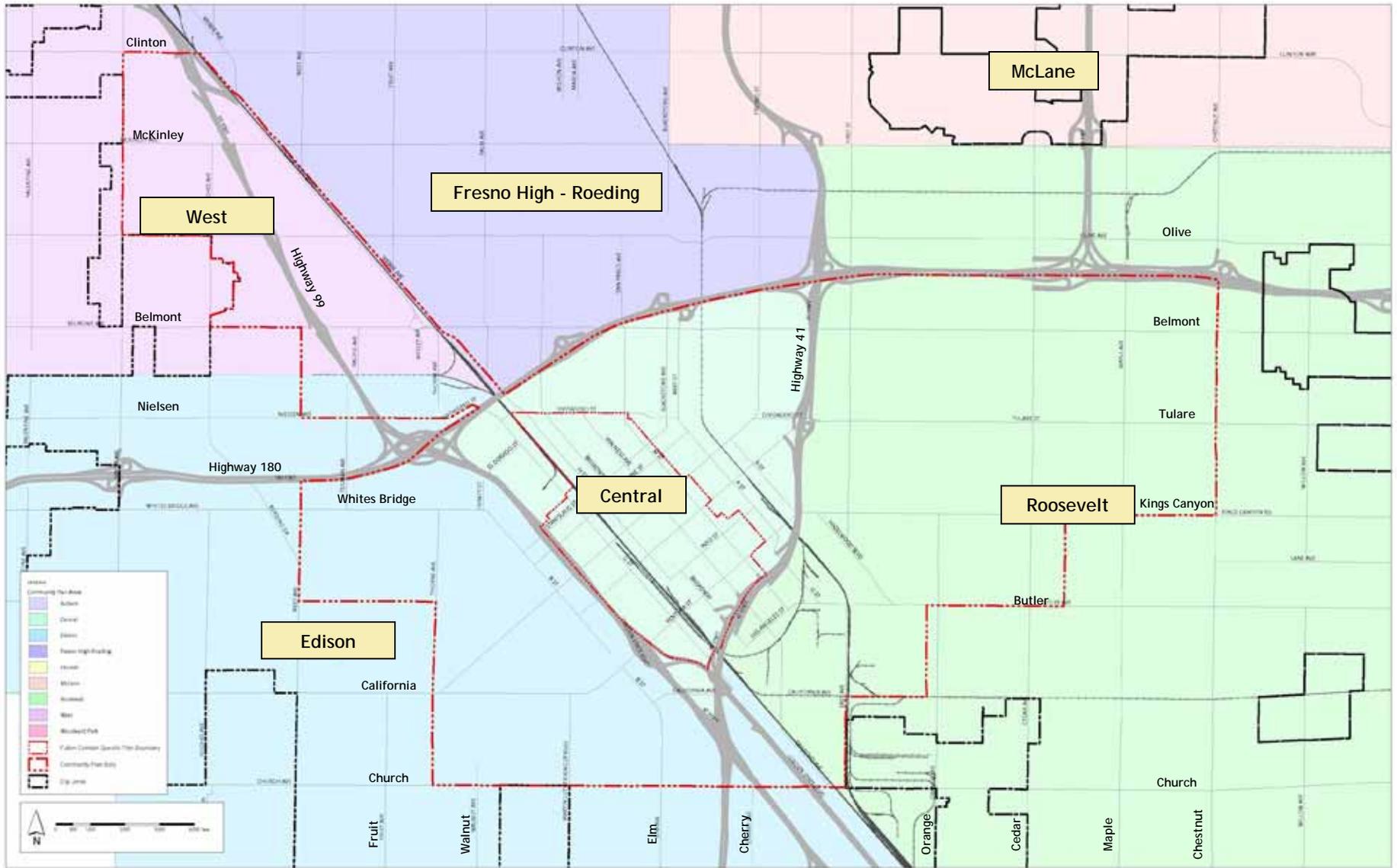
for
City of Fresno

EXISTING CONDITIONS ANALYSIS



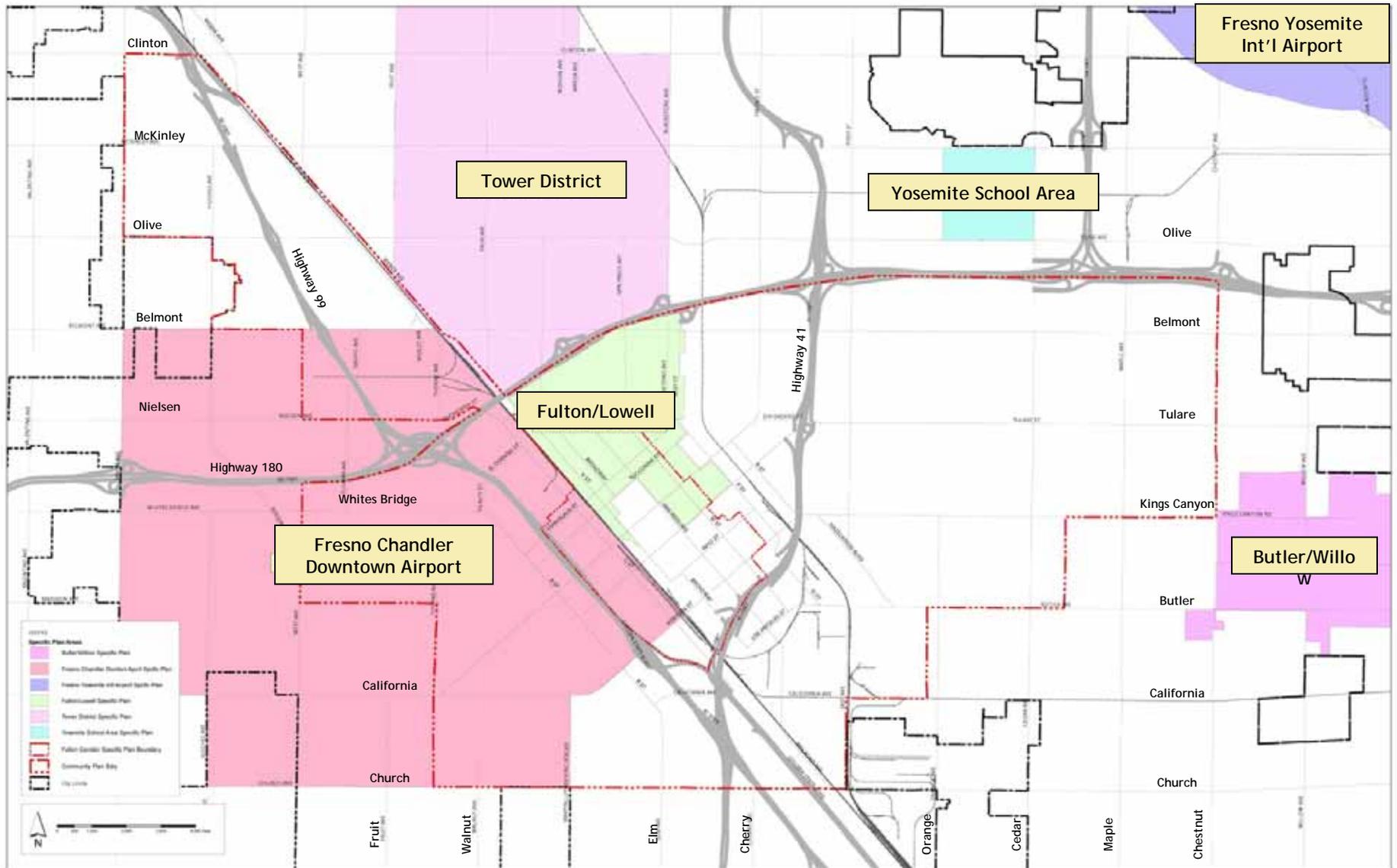
Fresno Annexation History

The vast majority of the plan area was built roughly between 1885 and 1929. In addition, the plan area comprises more than 50 percent of the portions of the city built between 1885 and 1950. Since 1950, the area of the City has quadrupled in size.



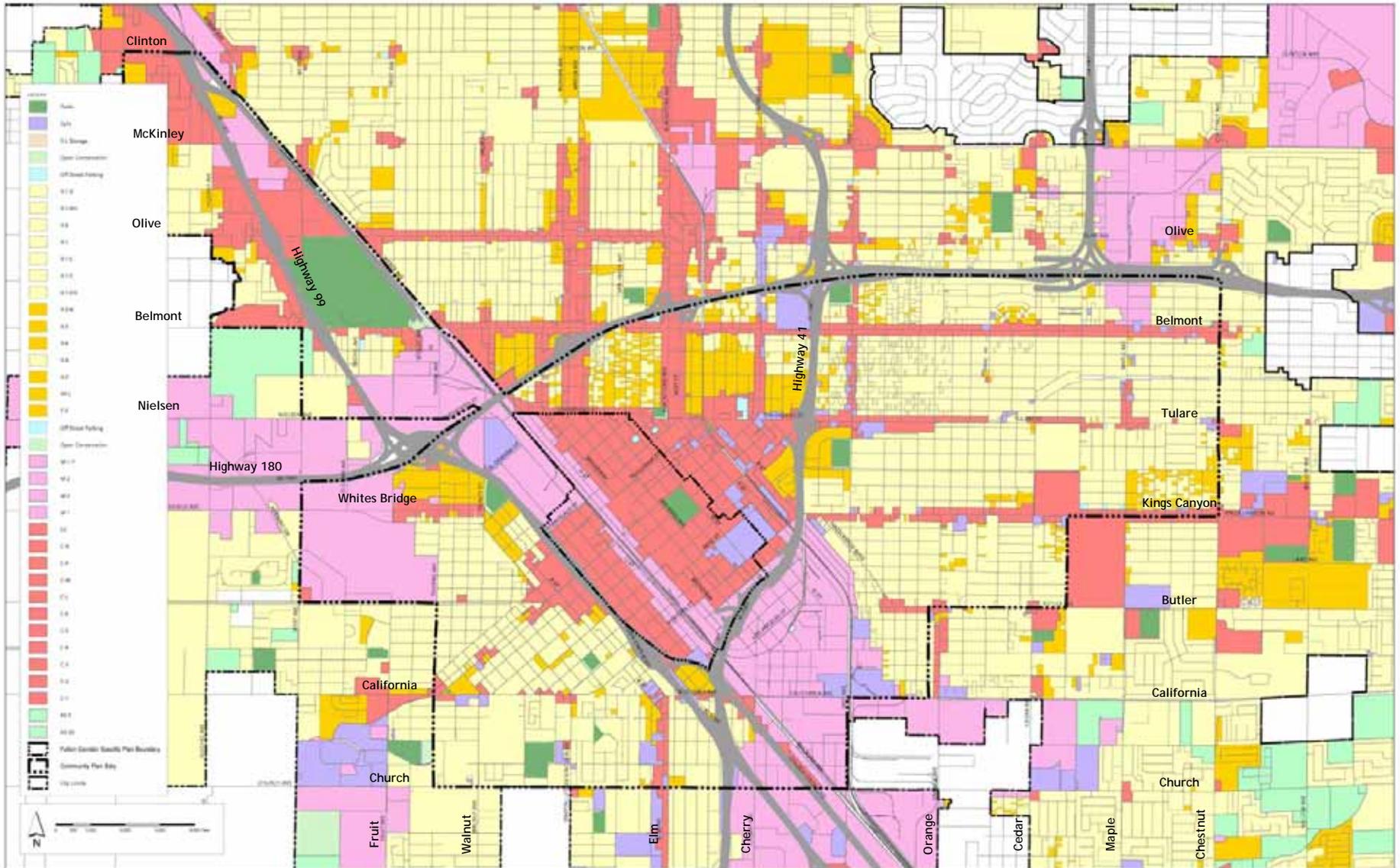
Community Plan Areas

The Plan area is comprised of portions of the existing Roosevelt, Fresno High - Roeding, Central Area, Edison, and West Area Community Plans. The new Community Plan will supplant these portions of the existing community plans.



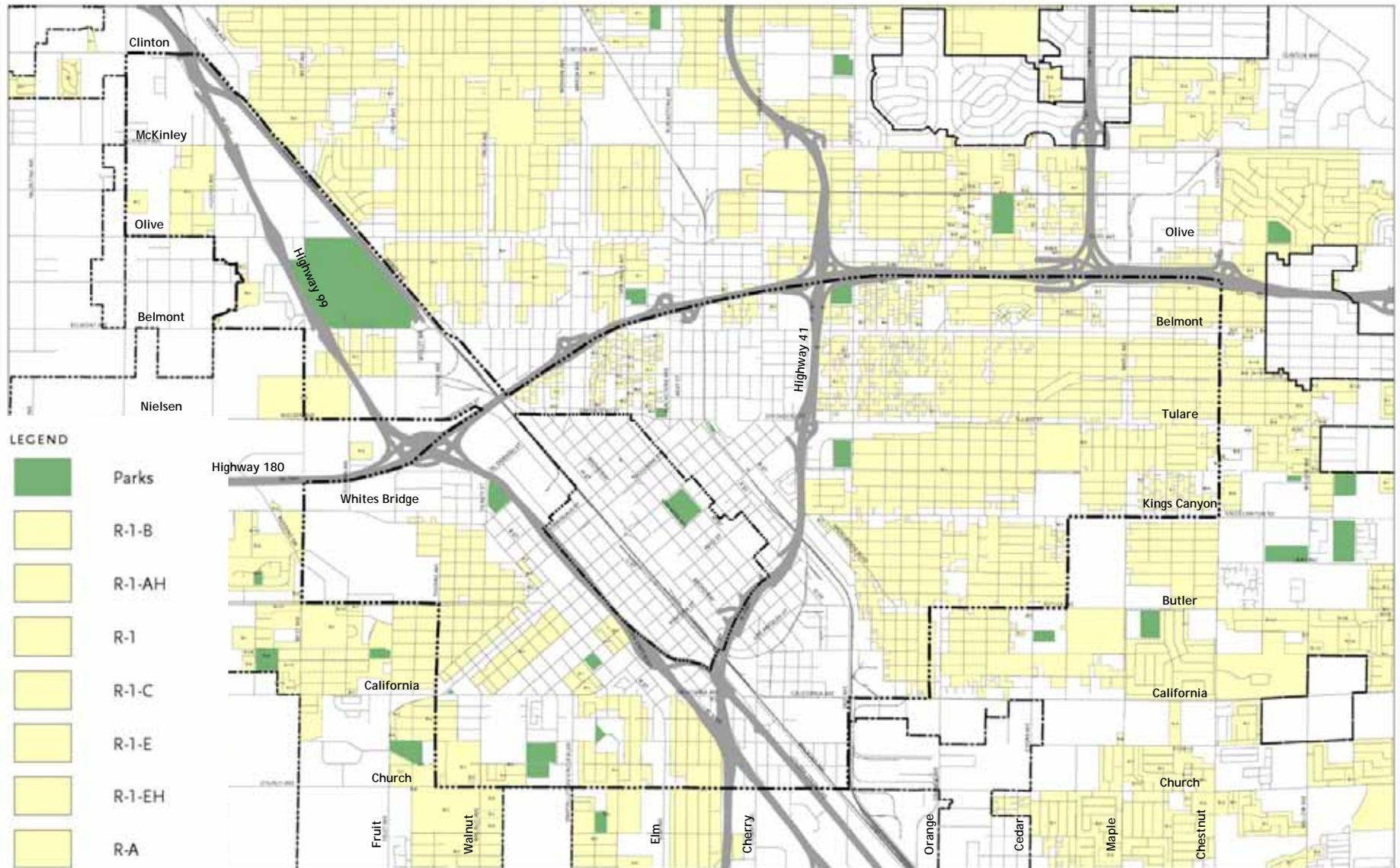
The Plan area contains the entire Fulton/Lowell Specific Plan and almost half of the Fresno Chandler Downtown Specific Plan. The new Plans will supplant the first plan as well as the portions within the plan area of the second. The highly successful Tower District Specific Plan is just to the north of the plan area.

Specific Plan Areas



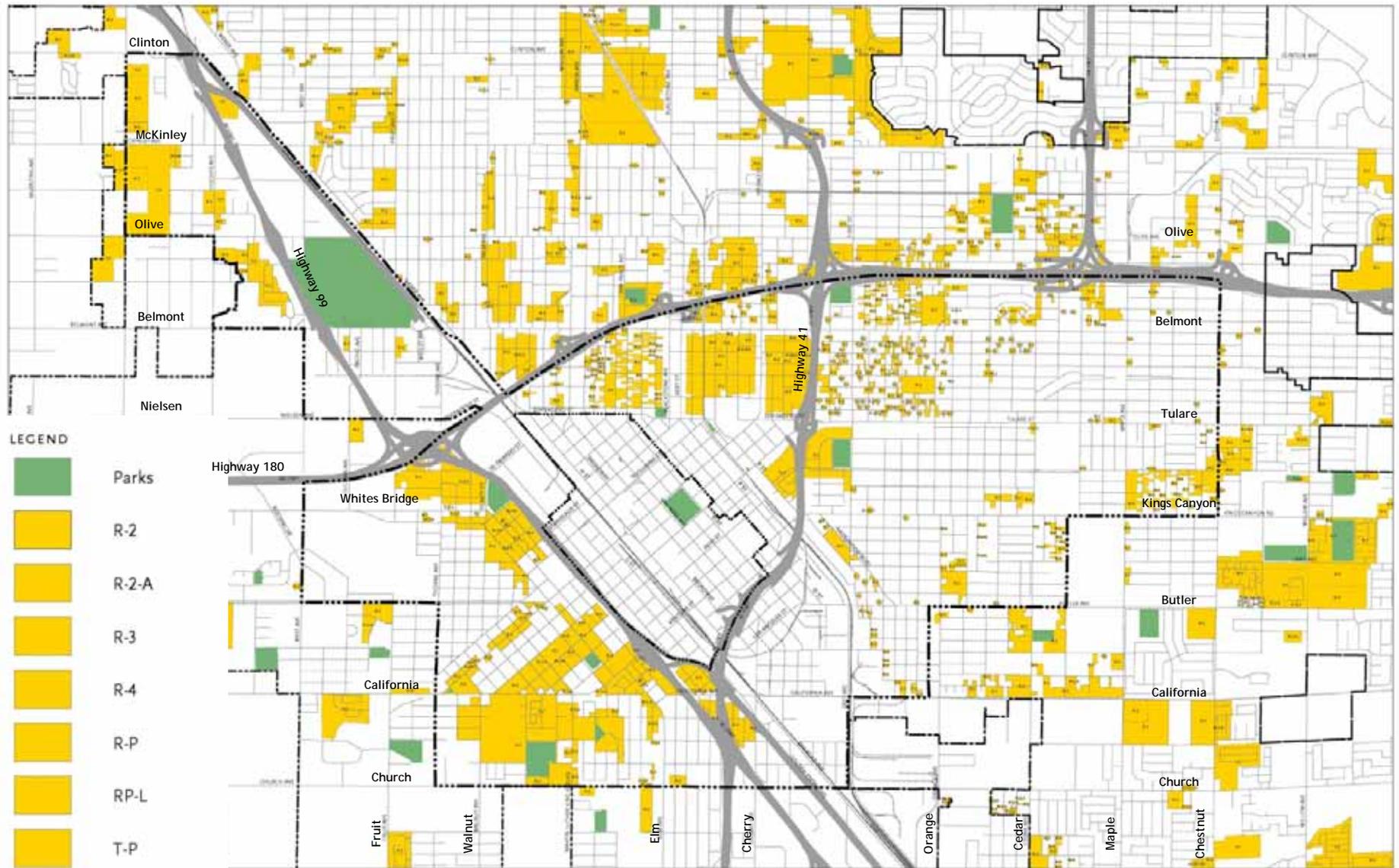
The plan area is comprised of a wide array of existing land use zones, including single family, multi-family, commercial, industrial, and agricultural zones.

Existing Zoning



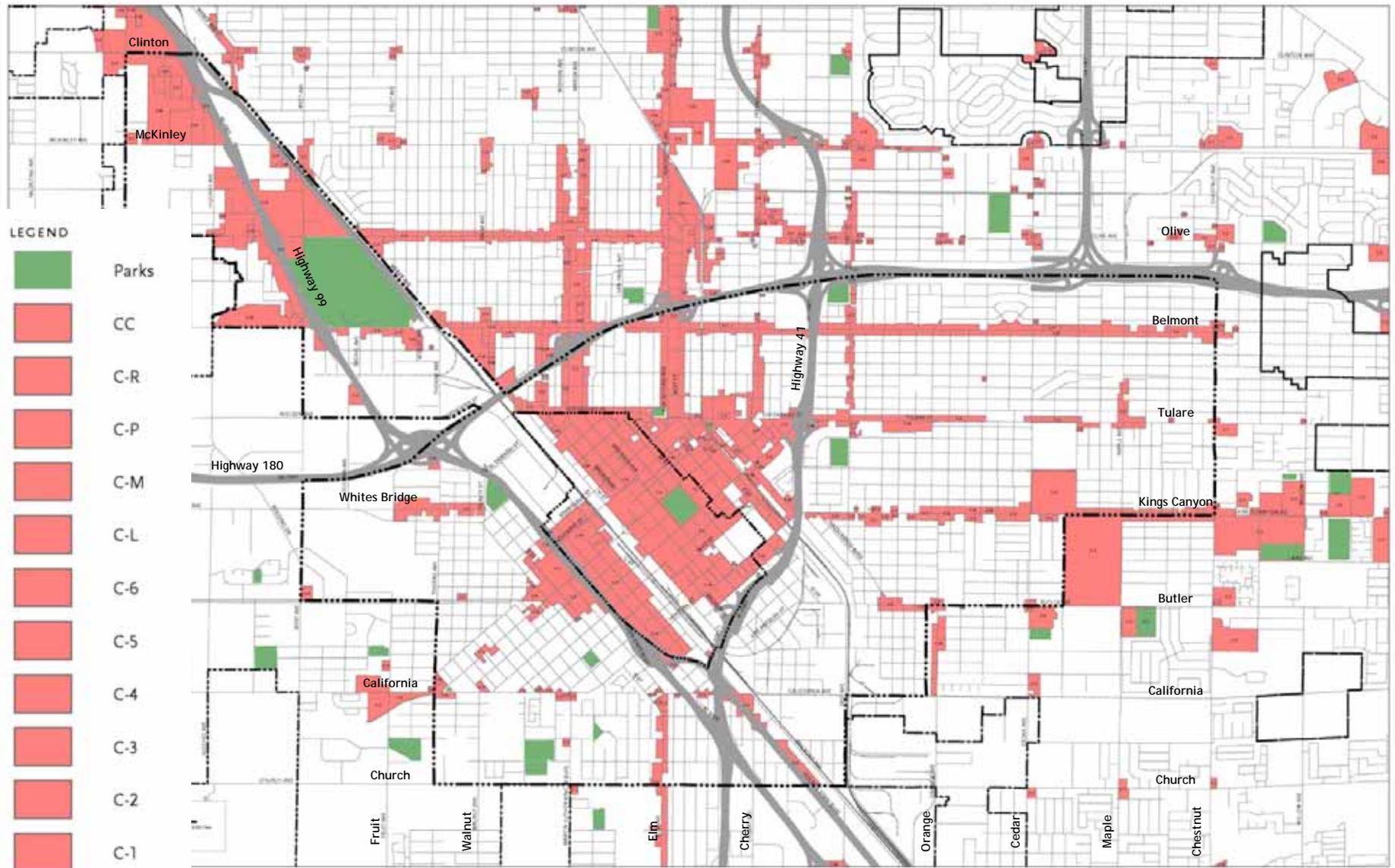
Other than along the primary thoroughfares (corridors), the neighborhoods to the east of Highway 41 are zoned single family residential. In addition, almost half of the southwest portion of the plan area is zoned single family.

Existing Zoning – Single Family Residential



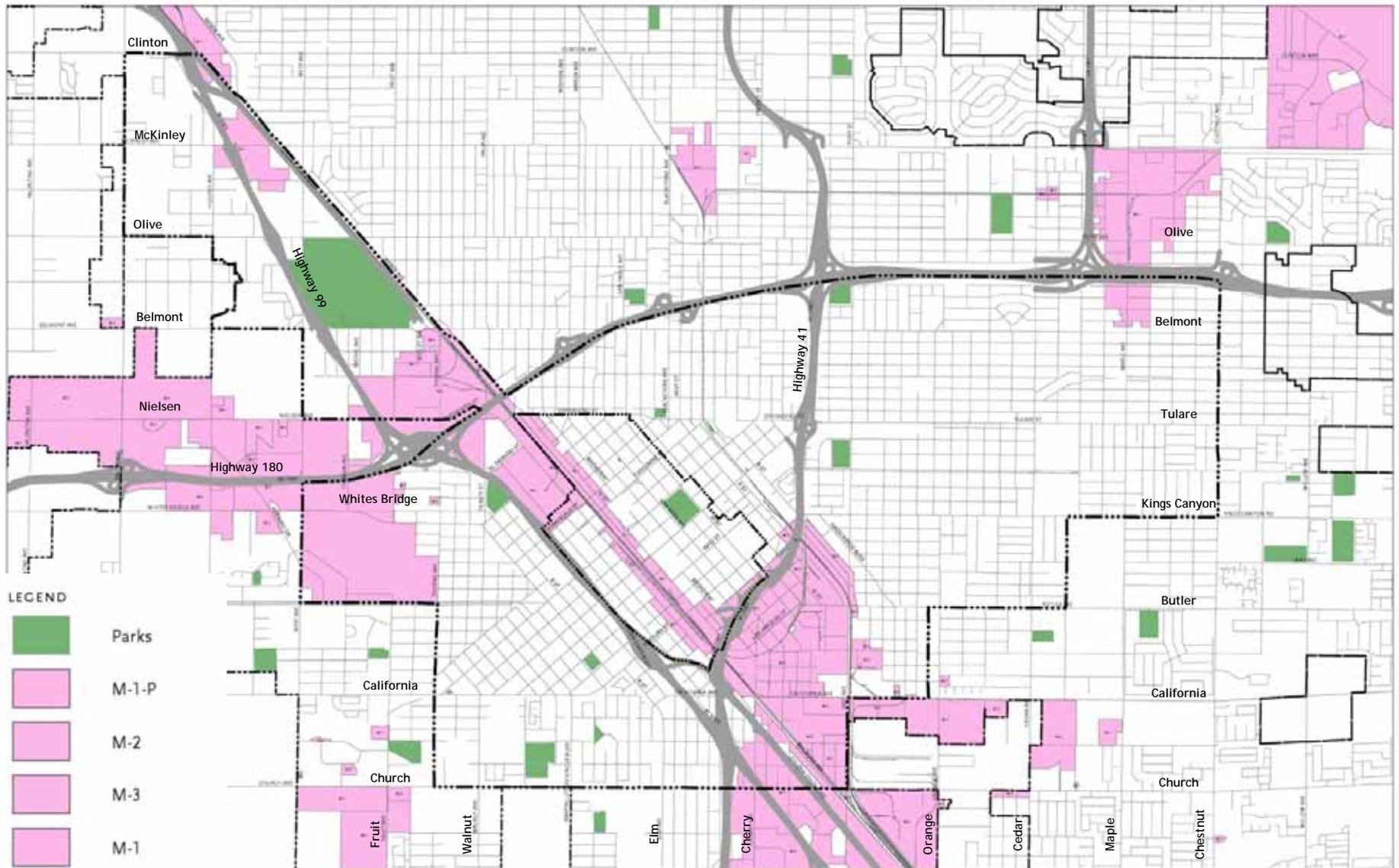
The majority of the Lowell and Jefferson neighborhoods, and approximately half of the southwest portion of the plan area is zoned for multi-family uses. Much of this development has occurred since 1960.

Existing Zoning – Multi Family Residential



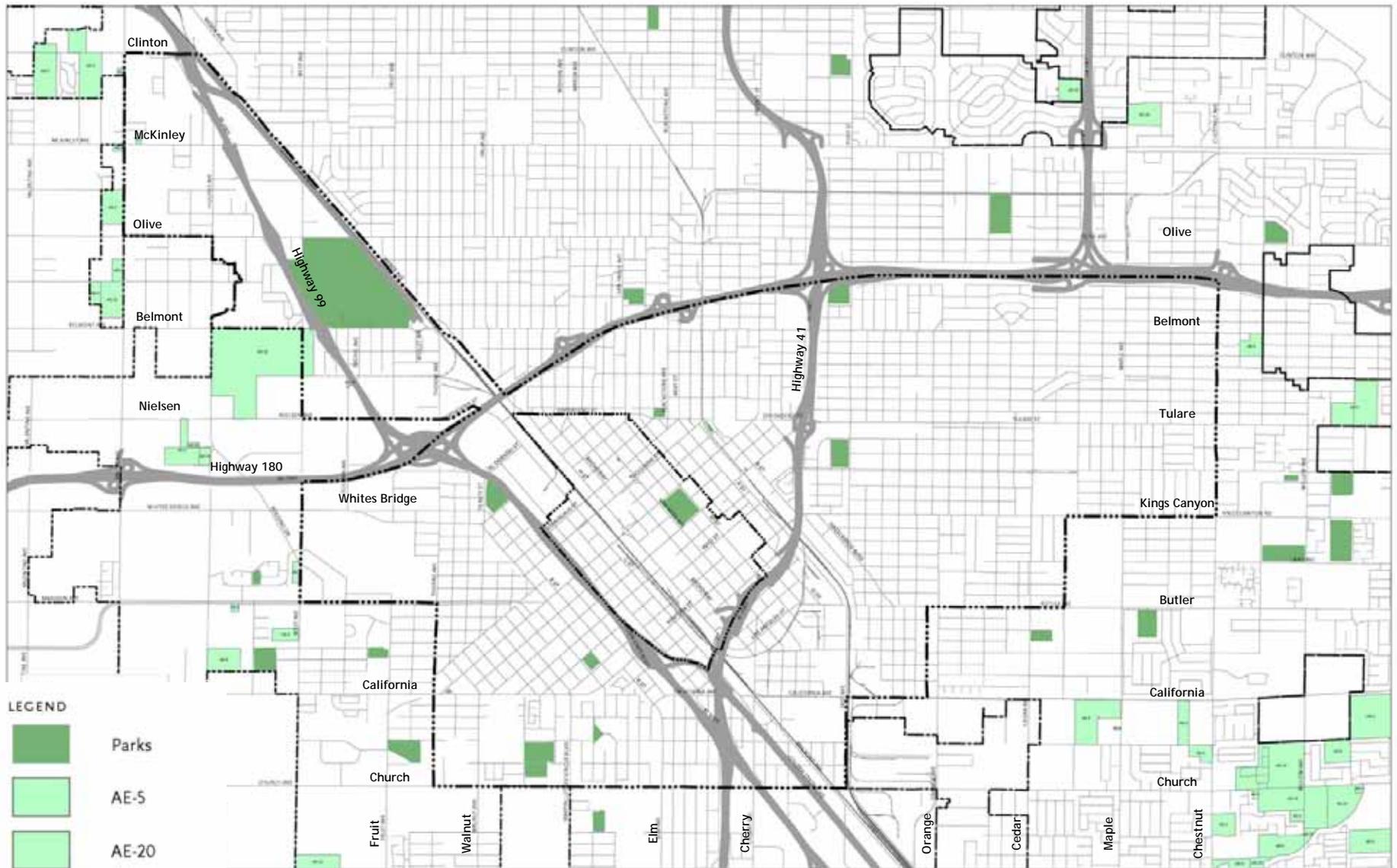
A majority of the Fulton Corridor Specific Plan area, most of the principal thoroughfares (corridors), and half of the northwest portion of the plan area (Jane Addams) are zoned commercial. Currently, this zoning does not permit residential uses.

Existing Zoning – Commercial



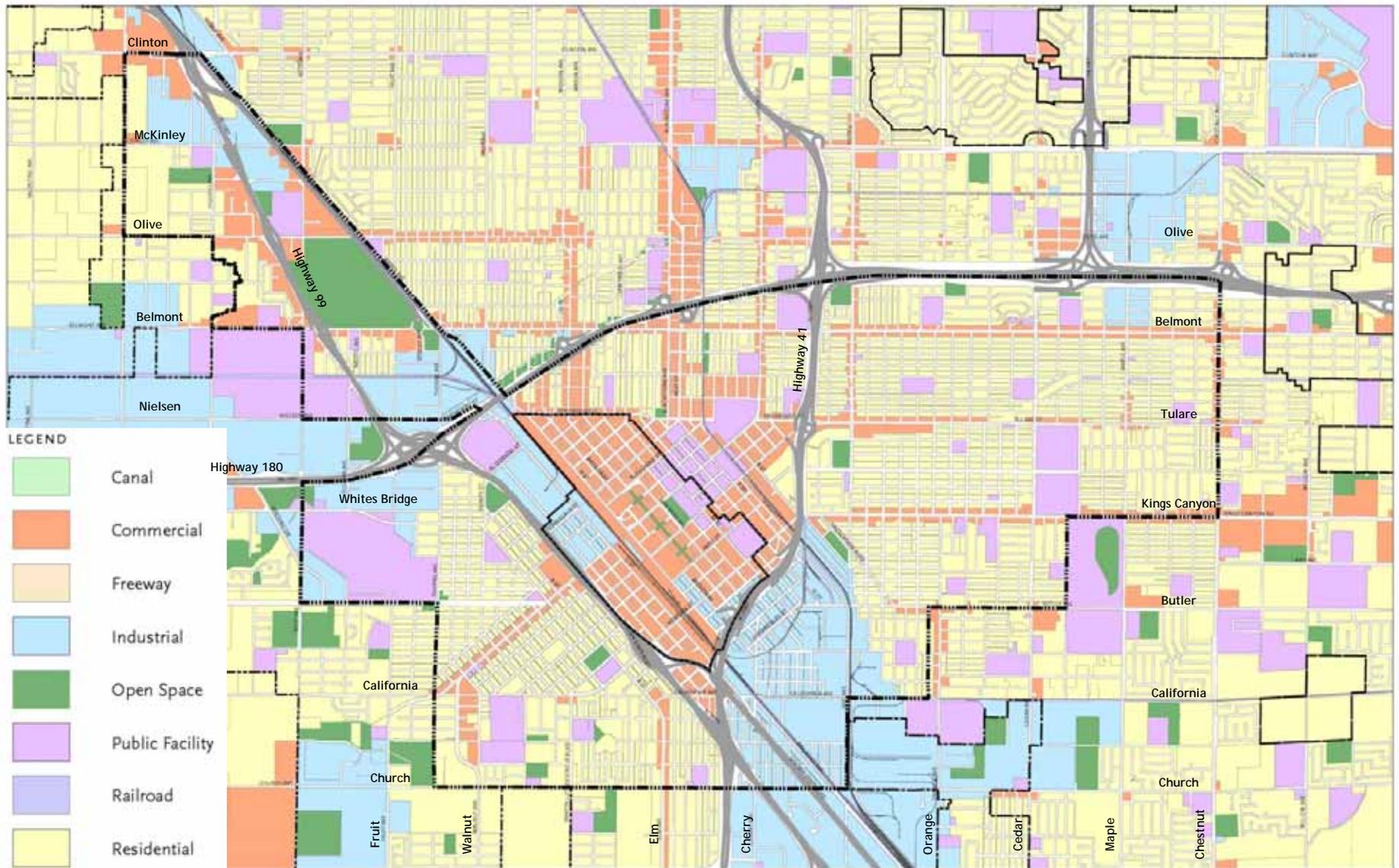
The west central and south central portions of the plan area, as well as the areas adjacent to the Union Pacific railroad tracks are zoned for manufacturing uses.

Existing Zoning – Manufacturing



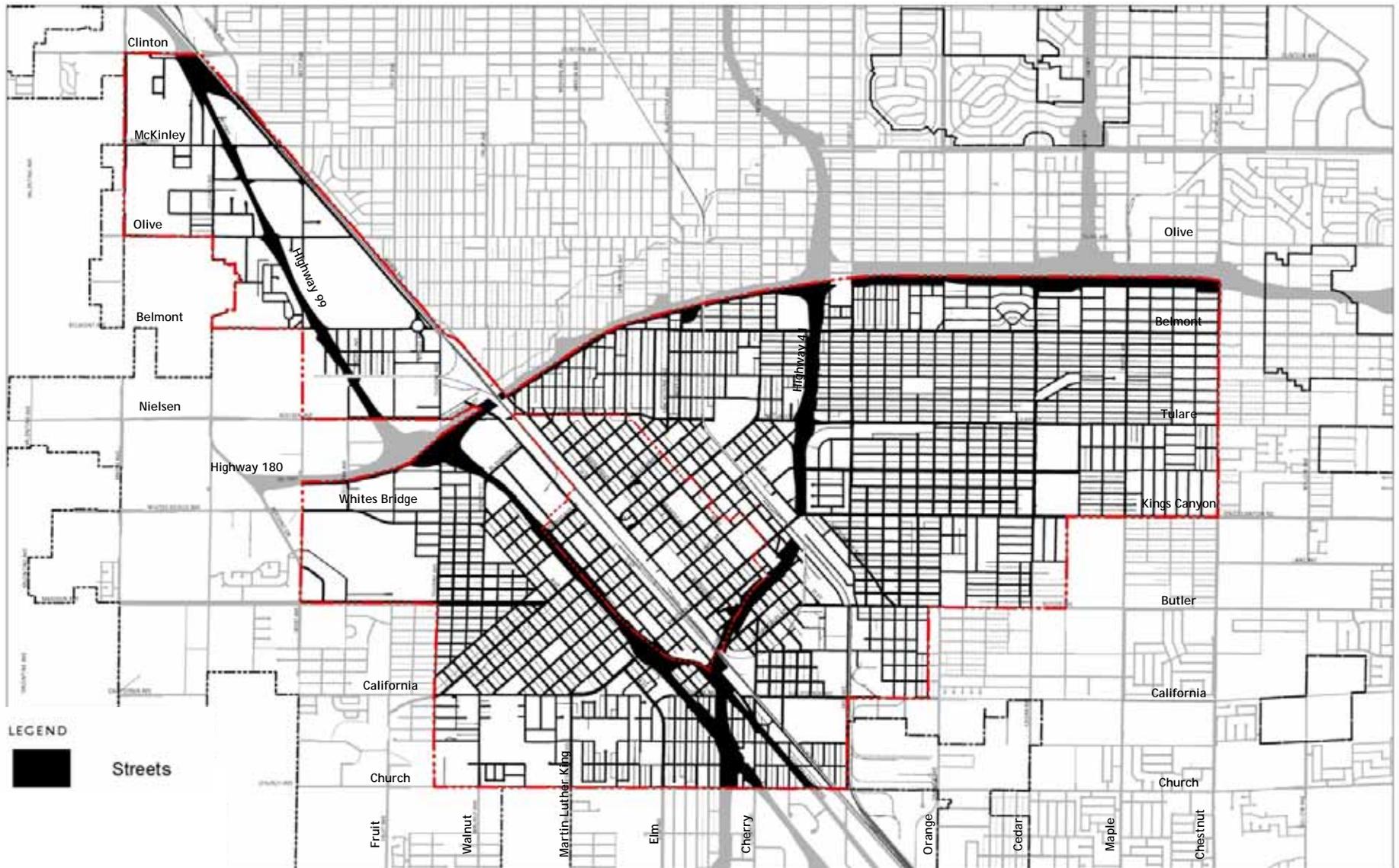
Except for a few parcels adjacent to the southeast corner of Roeding Park, the rest of the plan area is zoned for non-agricultural uses.

Existing Zoning – Agriculture



Existing General Plan Land Use

The General Plan land uses are similar to the existing zoning land uses. Much of the Fulton Corridor and the majority of the principal corridors are designated commercial. The Lowell, Jefferson, and Southwest neighborhoods, as well as the neighborhoods to the east of Highway 41, remain residential, while the south central and west central portions of the plan area are reserved for industrial and public facility uses.

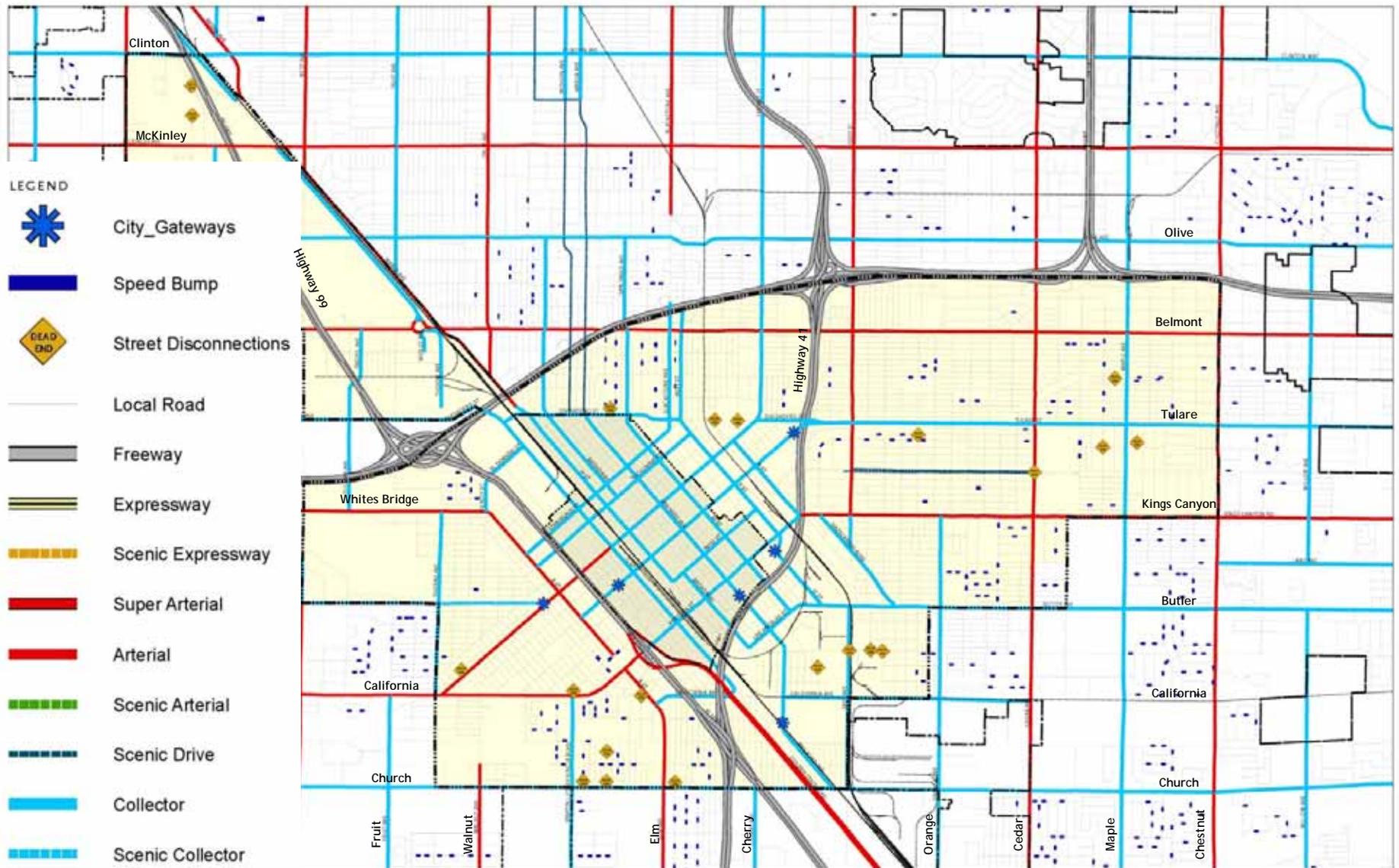


Existing Street Network

Fresno's original Downtown street network, incorporated in 1885, consists of a grid network of one-way and two-way streets. This original grid is oriented parallel to the Union Pacific railroad tracks (and also now State Route 99). The areas of the City incorporated between 1886 and 1915, North of Divisadero Street and east of State Route 41, are oriented on a traditional north/south and east/west grid pattern.



Existing Street Network



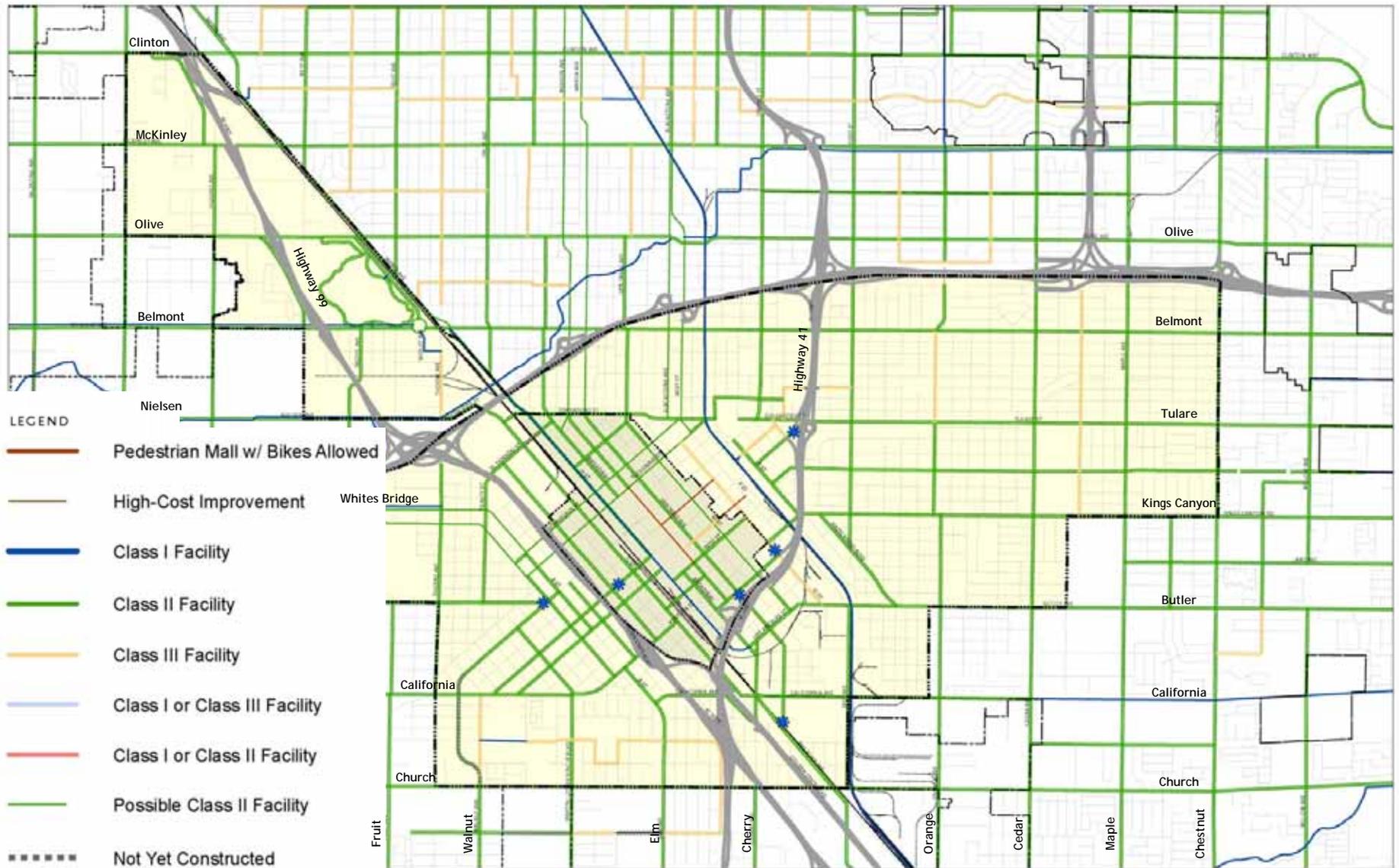
In addition, to the freeways, the plan area is traversed by two principal thoroughfare types, arterials and collectors. Huntington Drive is designated a scenic drive.

Existing Thoroughfares



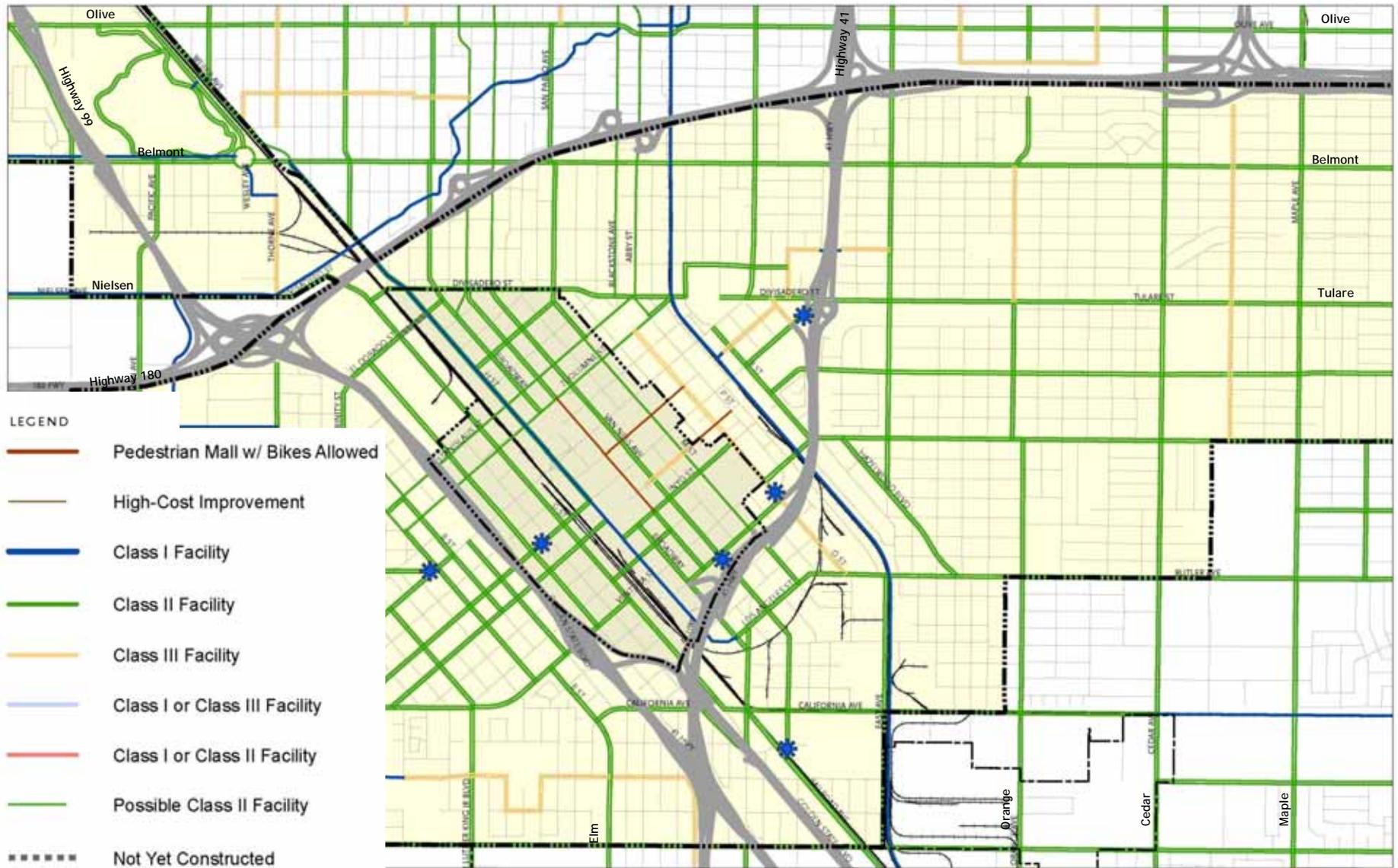
Existing Thoroughfares

The historic interconnected street network has been interrupted by the freeways, the plan area's various pedestrian malls (Broadway, Kern Street, Mariposa Street, Merced Street), Community Memorial Hospital (Divisadero Street), Fresno Adult School (O Street), and a number of dead-end streets in the neighborhoods.



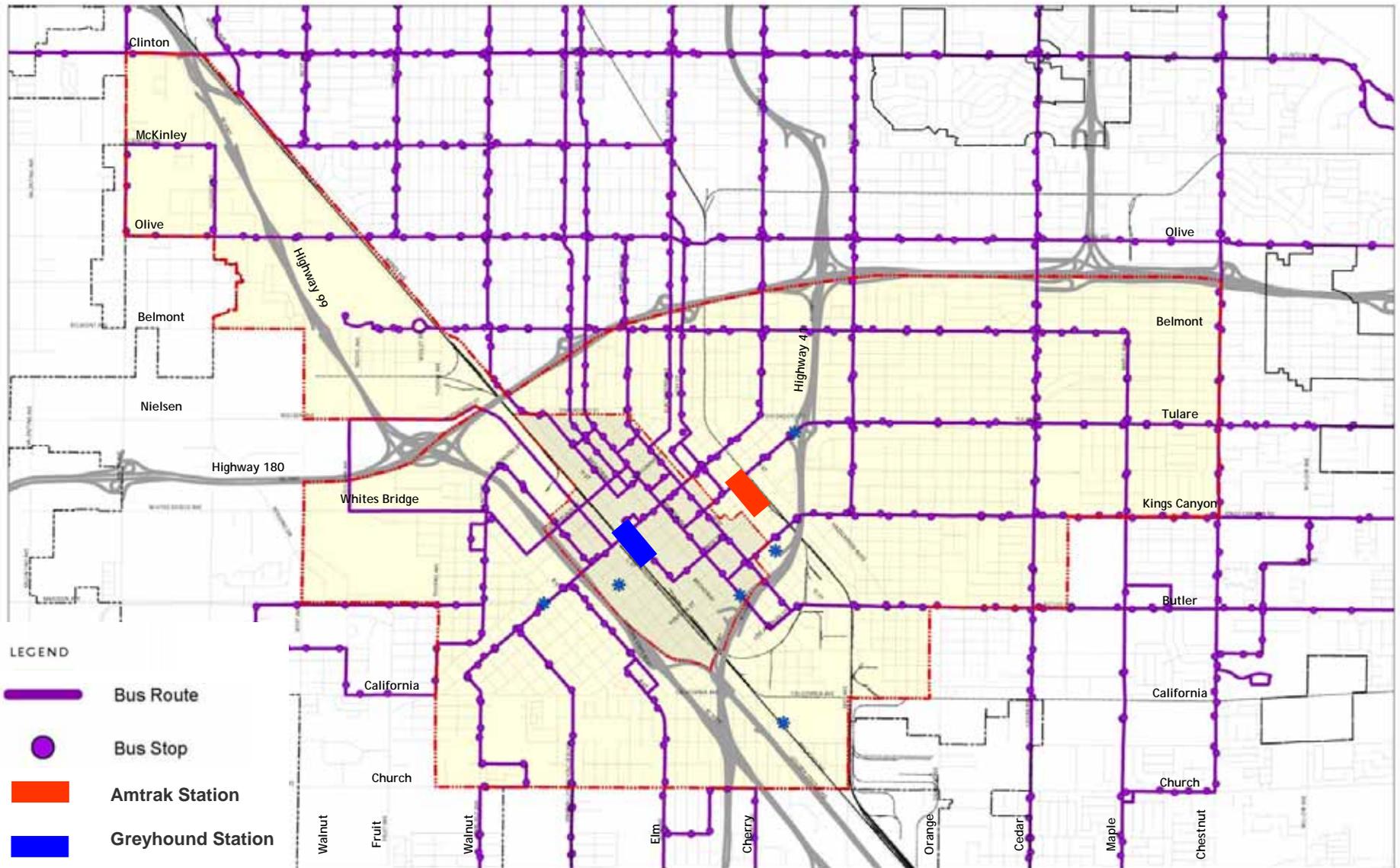
Downtown Fresno has few existing bicycle facilities, all of which are Class II on-street bike lanes. The City of Fresno is currently updating its Bicycle, Pedestrian, and Trails Master Plan.

Existing Bicycle Network



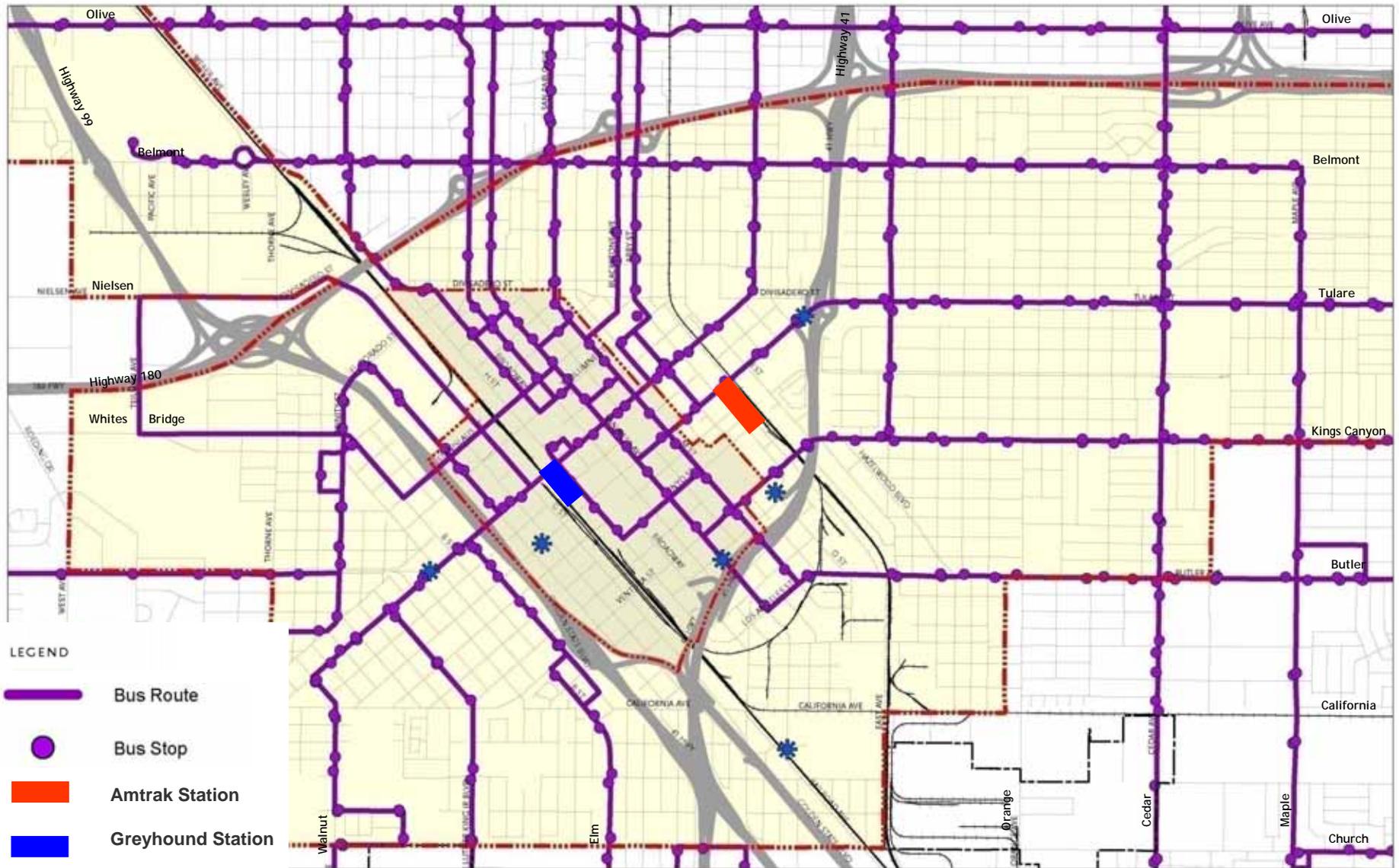
Bike lanes are provided on H Street between Divisadero Street and Broadway Street and on Huntington Boulevard between First Street and R Street. Additionally, as of recently, bicycles are allowed to use both the Fulton and Mariposa pedestrian malls.

Existing Bicycle Network



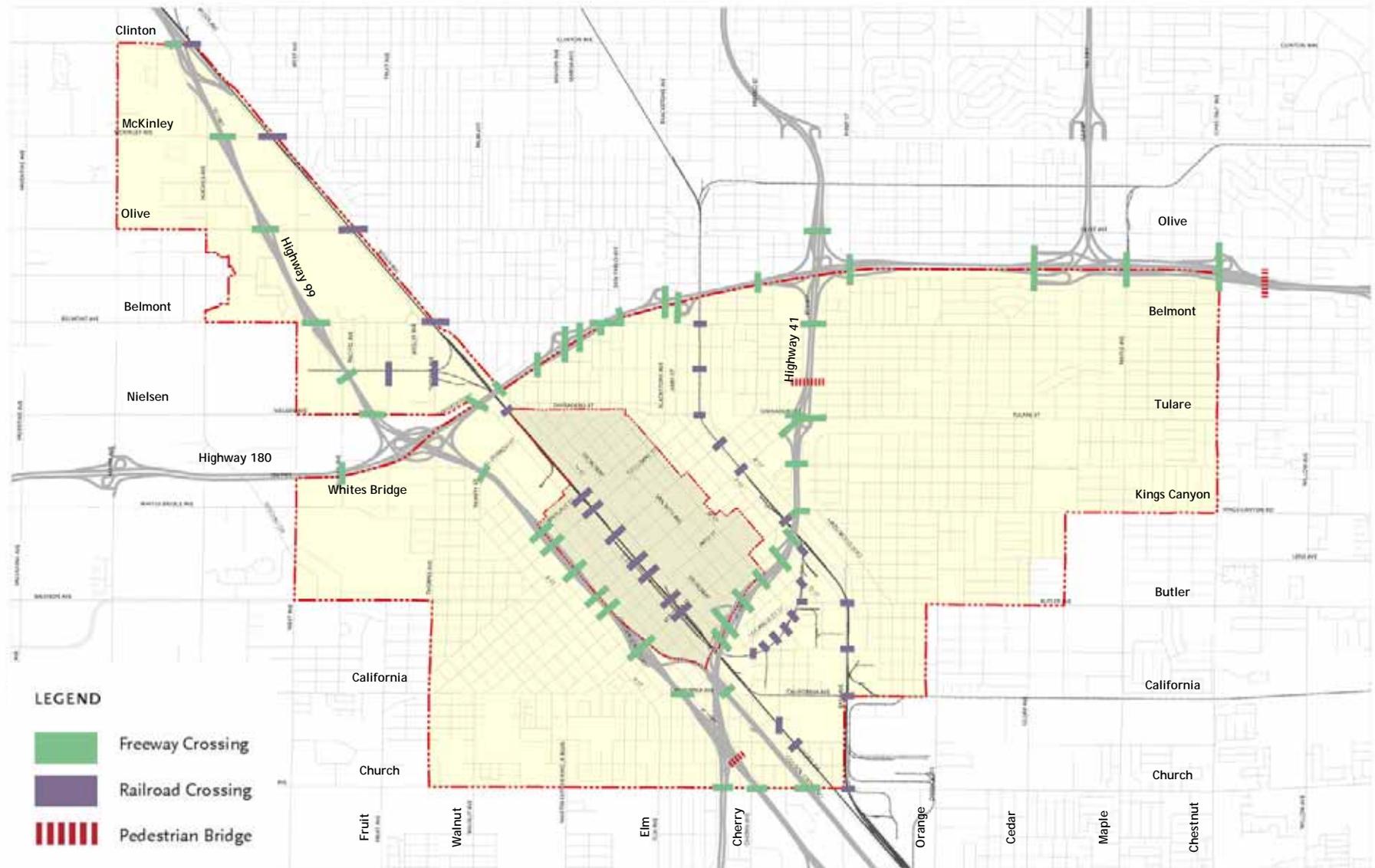
Existing Transit

The primary transit providers serving Downtown Fresno are Fresno Area Express (FAX), Amtrak, and Greyhound. FAX services Downtown Fresno with nine bus routes. The Downtown bus transfer stations are located at the Downtown Transit Mall on Van Ness Avenue, Fresno Street, and Tulare Street.



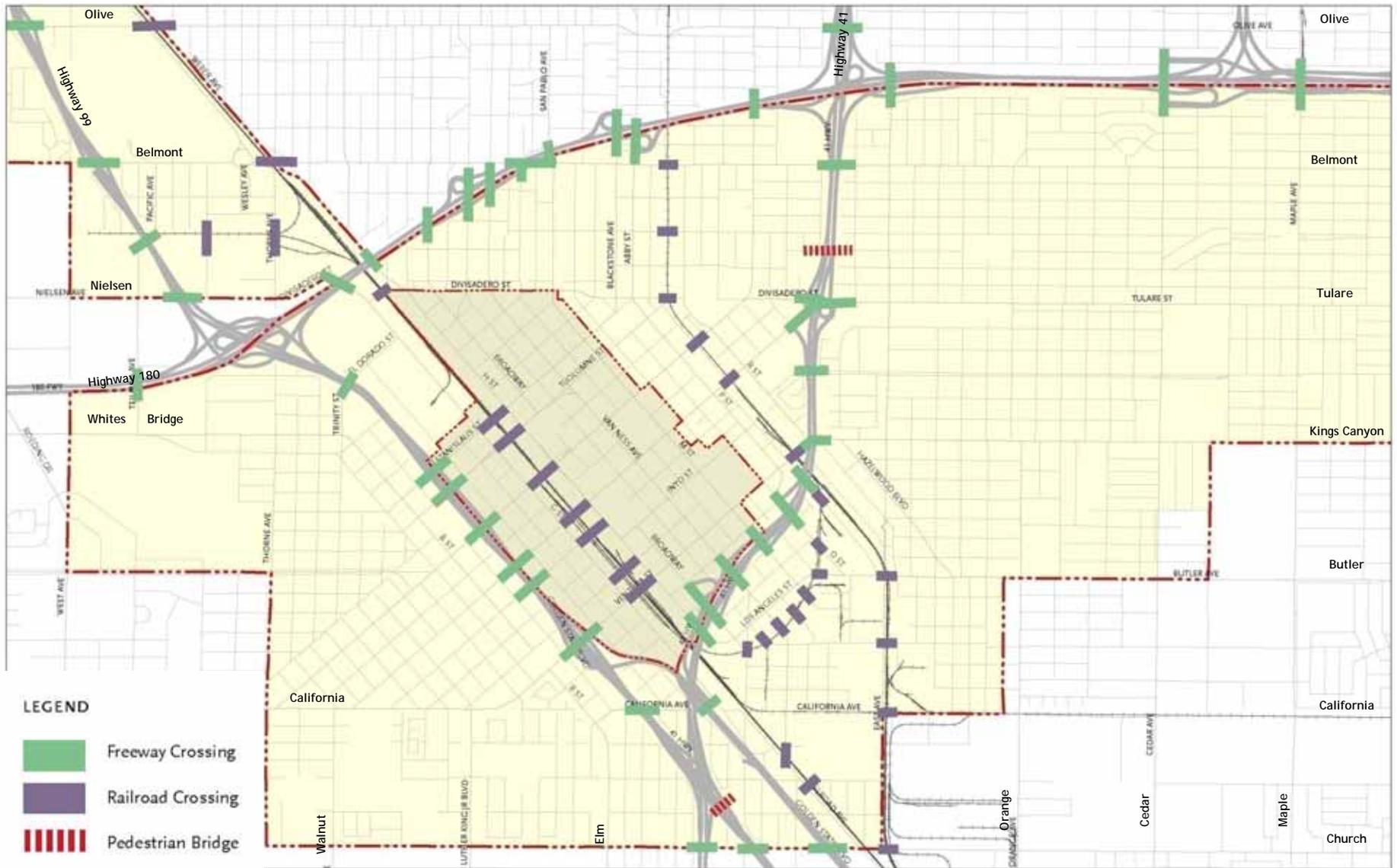
Existing Transit

Fresno is a major destination on Amtrak's San Joaquin route, which provides intercity passenger rail throughout California's Central Valley. Amtrak trains use the Santa Fe Station, which is located on Santa Fe Avenue just south of Tulare Street. The Fresno Greyhound Station is located at the corner of H Street and Tulare Street.



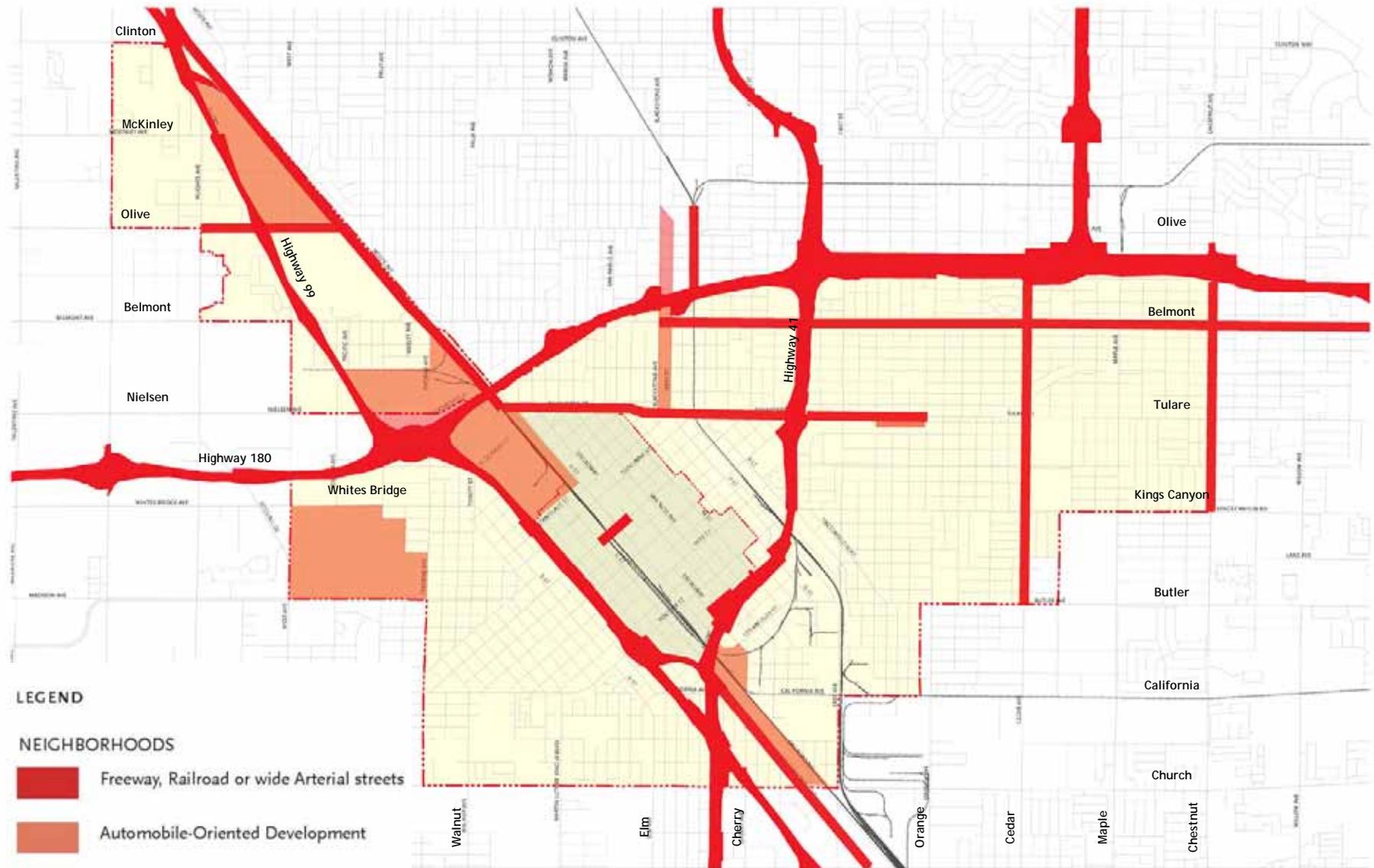
Freeway and Railroad Crossings

The three freeways and two sets of railroad tracks that traverse the plan area disrupt the interconnected street grid. East of Highway 41, and in the northeast portion of the plan area (Jane Addams), crossings are far and few between, seriously hampering vehicular, bicycle, and pedestrian connections to other parts of town.



While there are more connections between the central triangle (bounded by State Routes 41, 99, and 180) and the surrounding neighborhoods than other portions of the plan area, the freeways are nevertheless debilitating barriers.

Freeway and Railroad Crossings



Pedestrian Barriers

A number of barriers within and surrounding the plan area hamper the ability of pedestrians and bicyclists to get from one part of town to the other, from one neighborhood to another, or even across the street. Principal among these are the three freeways, the two railroad rights-of-way, and the width and design speed of many of the plan area's principal thoroughfares.

STREET WIDTH & SPEED



Wide streets with fast moving traffic present a dangerous environment for pedestrians, discouraging them from crossing the right-of-way. These fast, wide streets form barriers that limit connectivity between one side of the street and the other, create uncrossable boundaries between neighborhoods, and discourage pedestrian-oriented retail.

INTERRUPTED STREET NETWORK



Blockages in the street network create megablocks that impede pedestrian and vehicular connectivity, increase the travel times between destinations, and discourage walking and cycling.

Pedestrian Barriers

INTERSECTION DESIGN



Unconventional intersection designs increase the pedestrian travel times between one side of the street and the other, confuse both pedestrians and motorists, and compromise pedestrian safety.

INADEQUATE LIGHTING



Inadequately lit streets threaten pedestrian health and safety. At night, dark streets intimidate many potential pedestrians thereby discouraging them from walking or limiting their mobility to the car.

Pedestrian Barriers

STREET FRONTAGES



The location of building entries and shopfronts in a building influence the pattern of pedestrian activity adjacent to the building. Frontages that lack ground floor transparency or are blank walls discouraging pedestrian traffic.

LACK OF STREET PARKING



On-street parking encourages pedestrian traffic by reducing the vehicular design-speed of the street and consequently generating safer streets and sidewalks for pedestrians. Street parking also encourages pedestrians to park once, and access multiple destinations.

Pedestrian Barriers

EXCESSIVE BLOCK LENGTH



Streets with infrequent intersections and excessively long blocks discourage pedestrian activity. Frequent intersections, on the other hand, increase the potential travel paths a pedestrian (and car) can take, while slowing vehicular traffic.

LACK of SIDEWALKS



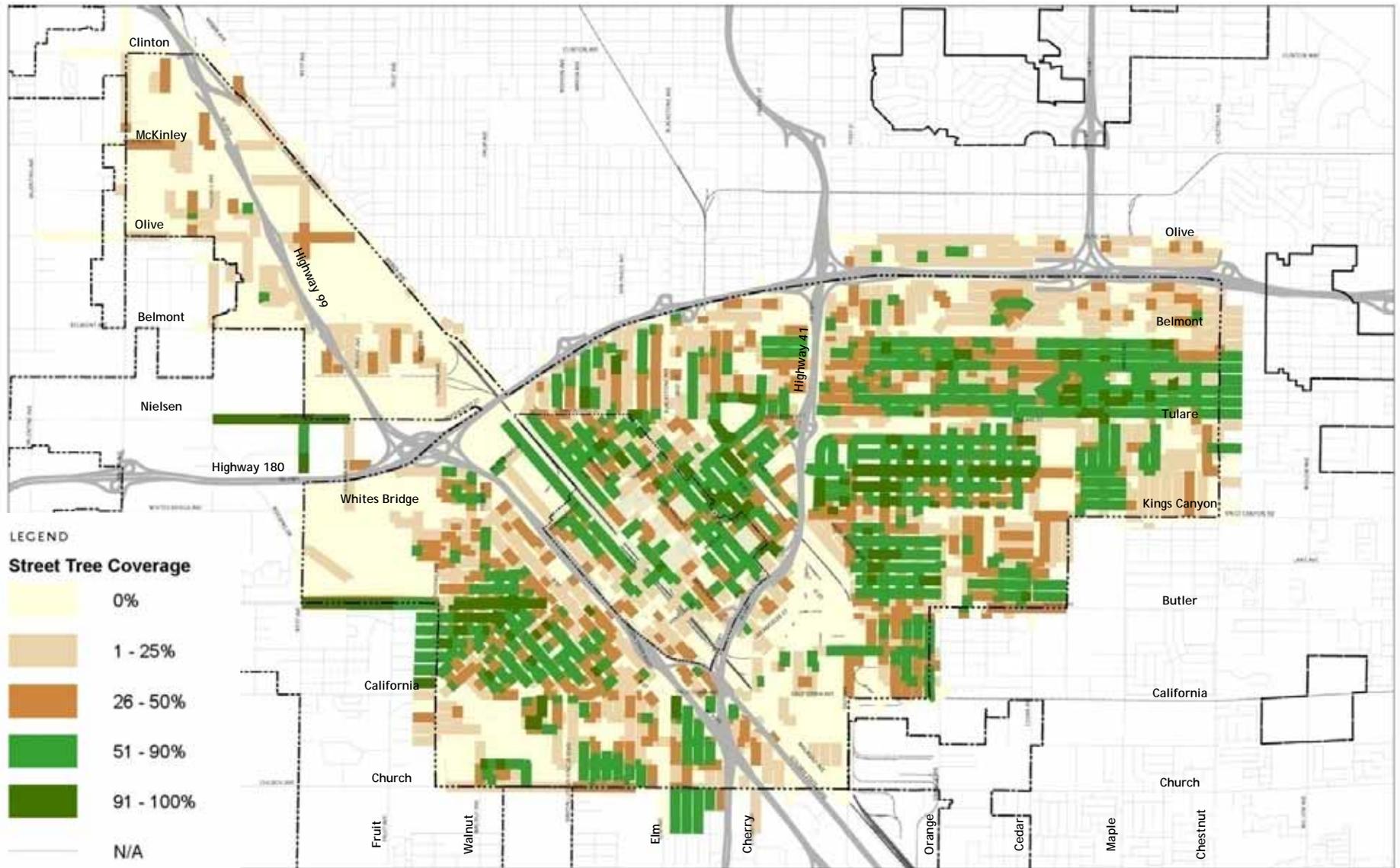
The absence of sidewalks clearly gives precedence to vehicular traffic, creating an unsafe environment for pedestrian activity. In certain places, pedestrian access is actually banned due to the potential safety concerns.

Pedestrian Barriers



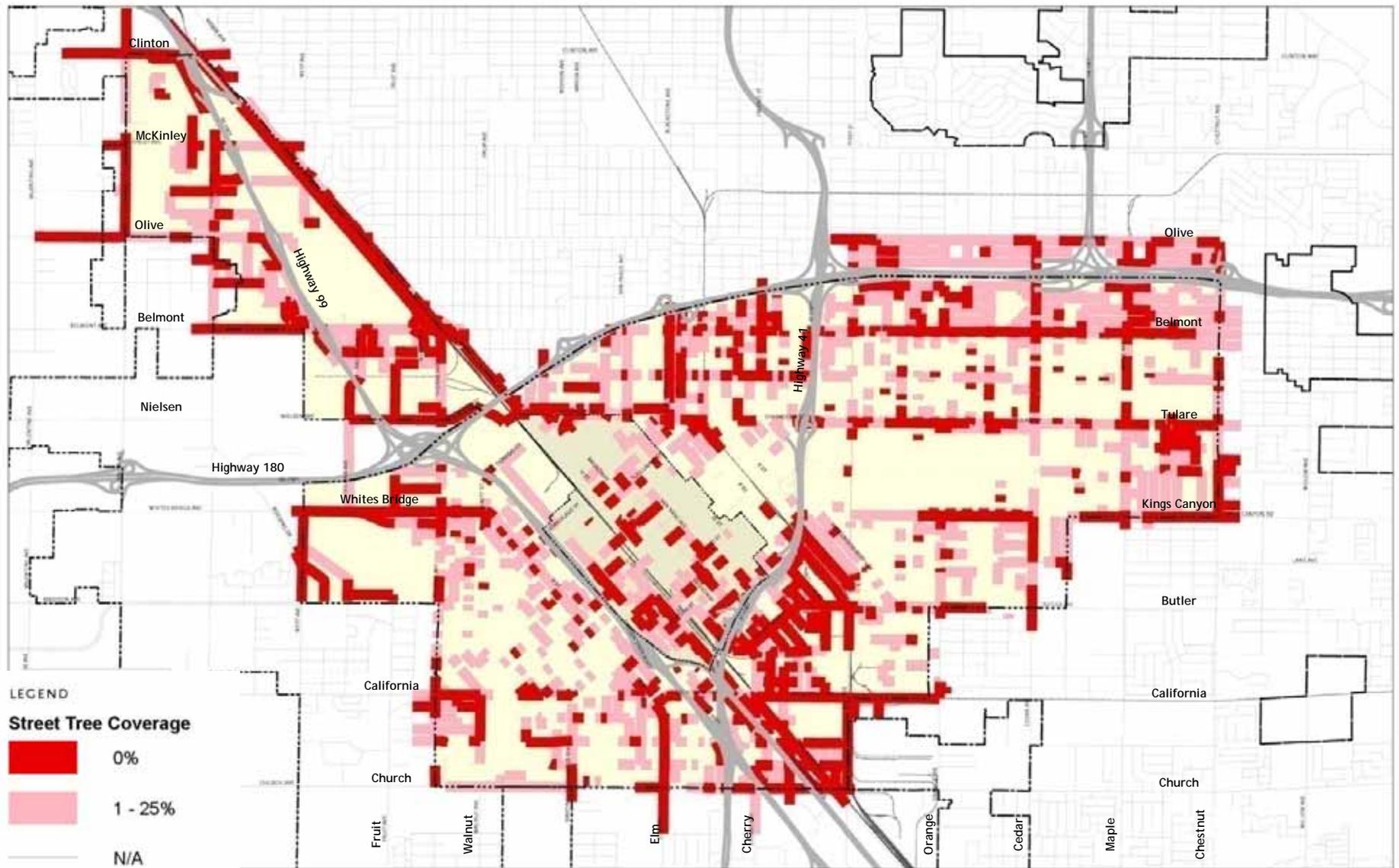
Blocks Longer than 600'

There are a significant number of blocks within the plan area that are longer than 600 feet in length. As mentioned previously, streets with infrequent intersections and excessively long blocks discourage pedestrian activity. This is particular problem in the northwest portion of the plan area (Jane Addams), since many of these large block are zoned residential, whereas many of the other large blocks within the plan area are zoned for manufacturing uses.



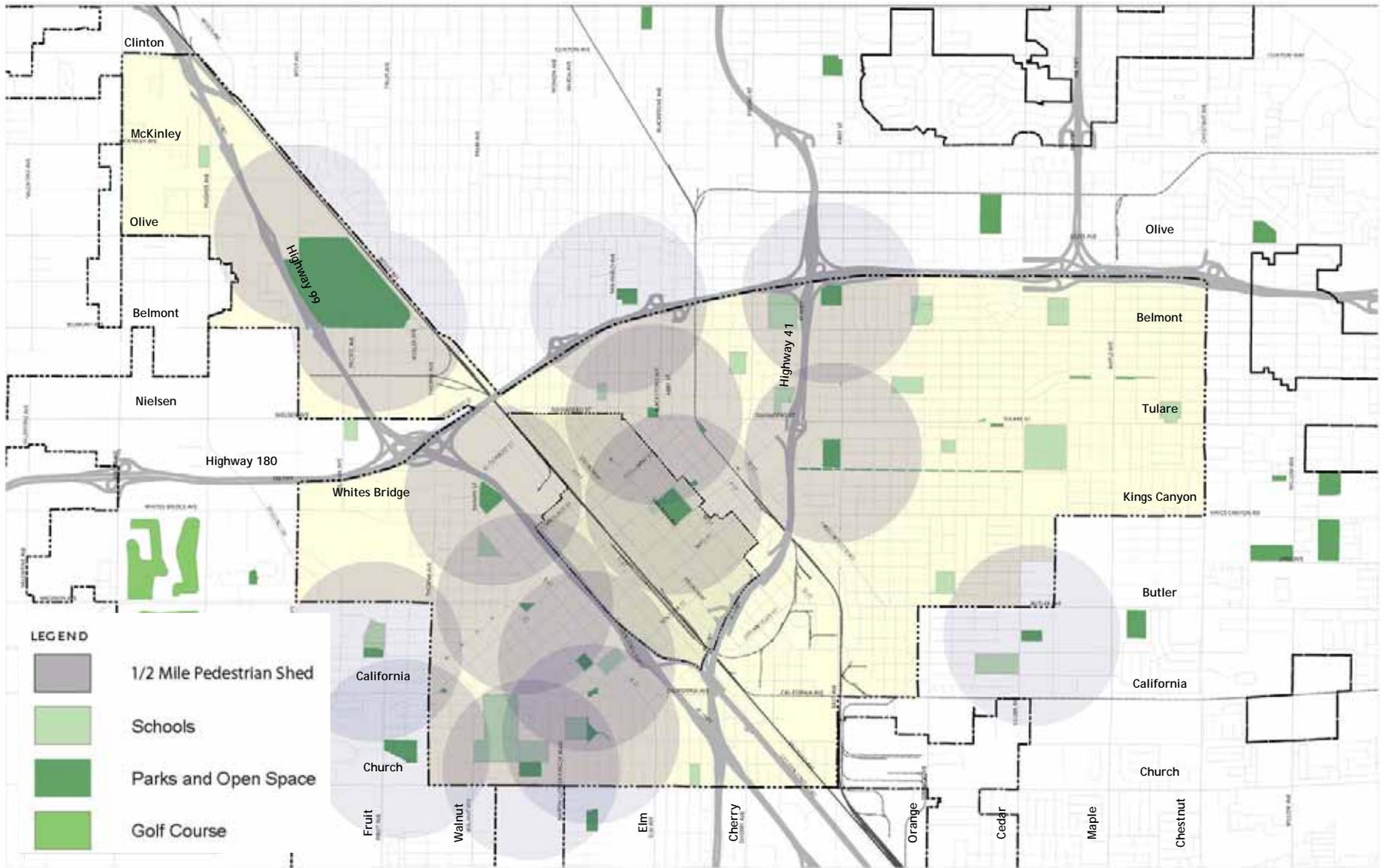
The neighborhoods and districts south of State Route 180 have relatively good street tree presence, with many of these areas having more than 50% of the street length lined by street trees.

Street Tree Coverage



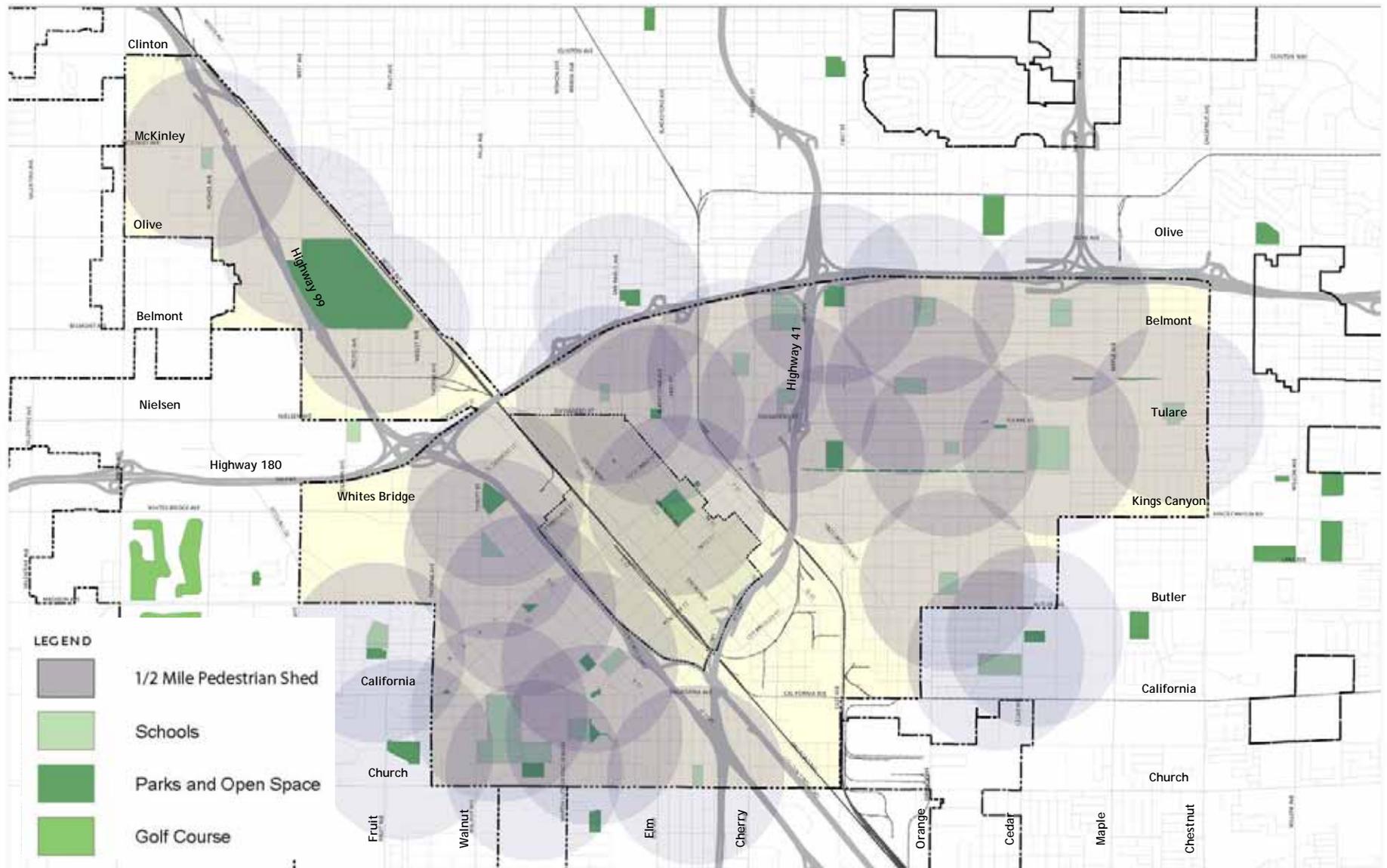
Street trees are noticeably absent from the northwest portion of the plan area (Jane Addams), along the majority of the plan area's primary thoroughfares, and within the areas zoned for manufacturing and industrial uses.

Street Tree Coverage – 0 to 25%



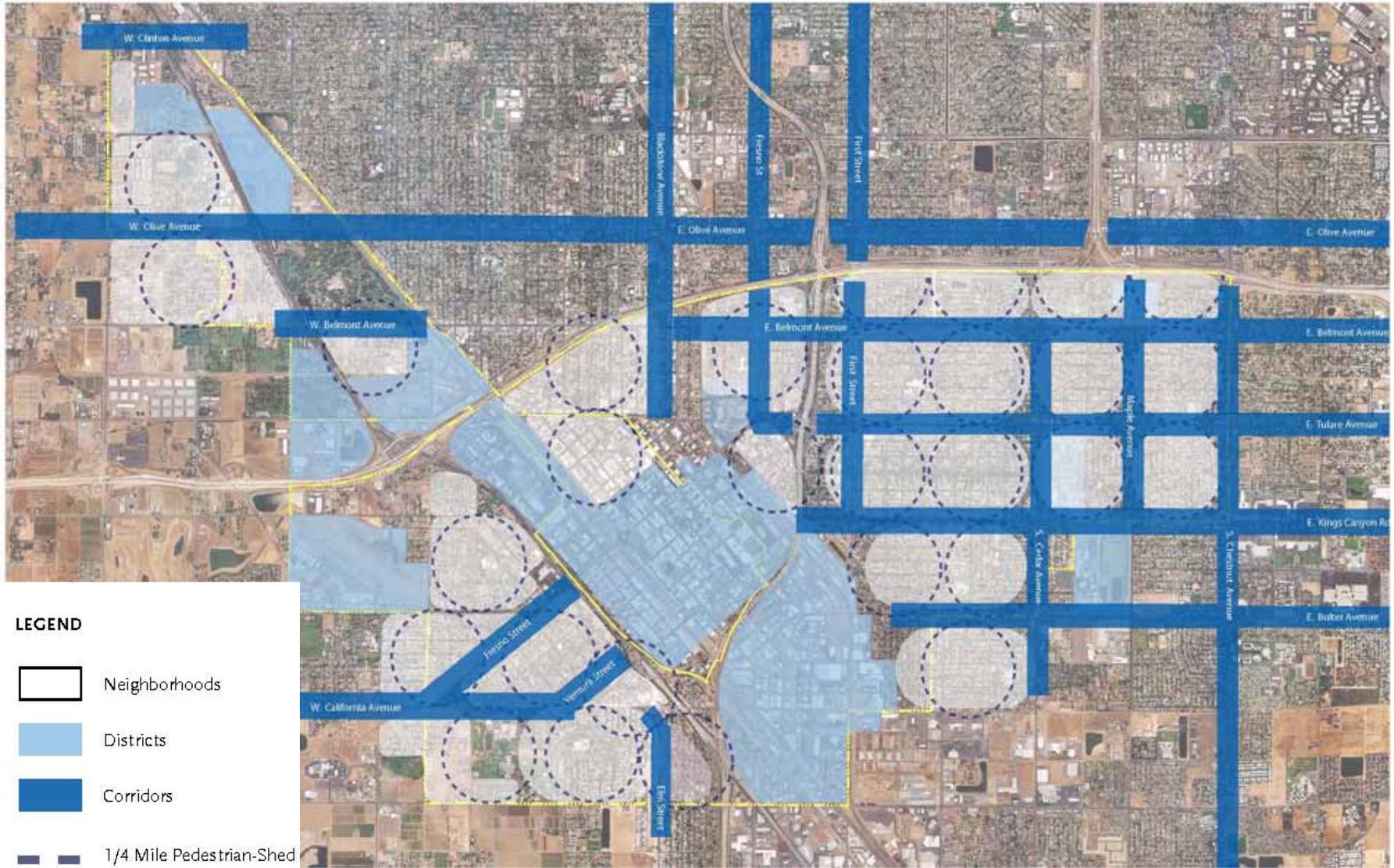
Existing Access to Open Space

Within the western half of the plan area, there are many public parks within a half mile of most residences and businesses. Noticeably absent are public parks within the eastern half of the plan area and within the Jane Addams portion of the plan area. Note that there are many schools within the plan area, but access to their playing fields is limited to children attending the schools and only during school hours.



Opening up access to the plan area's schools would greatly expand the open space area available to surrounding residents.

Potential Access to Open Space



- LEGEND**
-  Neighborhoods
 -  Districts
 -  Corridors
 -  1/4 Mile Pedestrian-Shed

Neighborhoods, Districts, and Corridors

Neighborhoods are urbanized areas that are at least 40 acres in area and are primarily residential in character and use. A neighborhood is approximately a half mile across with a physical center located at an important traffic intersection, typically associated with a Civic or Commercial institution.

Districts are development areas that are dominated by one particular type of activity. Typically, this activity is not compatible with a neighborhood environment. For example, an airport has particular functional characteristics that make it difficult or impossible to integrate the components of a neighborhood, particularly residential uses.

Corridors are lineal transportation routes (whether for cars, public transit, or both) with buildings on both sides. Corridors usually occur along a major thoroughfare at the edges of neighborhoods and provide larger scale local or regional connections. Despite their relatively shallow depth, well-design corridors can effectively both buffer and connect the adjacent neighborhoods as they pass through a variety of contexts, such as auto-oriented segments, pedestrian-oriented segments, residential segments, mixed-use segments, etc. The corridor may take on attributes of the places through which it passes, so that in addition to acting as a connector, it also is a good neighbor to the places through which it passes.

Neighborhoods, Districts, and Corridors



Neighborhoods within the plan area are predominantly comprised of three residential density configurations: single family, multi-family, or a combination of the two. This pattern conforms to the underlying zoning requirements.

Neighborhoods Density Types

Uniform Single-Family



Neighborhoods are characterized by a consistent housing stock of single-family homes with front-loaded vehicular access, and a 15' to 20' setback from the street.

Neighborhoods Density Types

Mixed Density



Although predominately comprised of single-family residences, these neighborhoods exhibit a mix of adjacent single-family and multi-family housing types, including duplexes, triplexes quadplexes, and bungalow courts. Parking is accommodated in a combination of side and rear parking as well as parallel parking on the street.

Neighborhoods Density Types

Multi-Family



These neighborhoods are comprised almost entirely of multi-family residential units, such as garden-style apartment complexes, with shared parking lots.

Neighborhoods Density Types



Neighborhood Preliminary Intentions

The public realm (streets, sidewalks, and street trees) and private realm (buildings and yards) of the neighborhoods within the plan area are characterized by three levels of pedestrian accommodation and physical appearance: pedestrian-friendly and well-maintained; pedestrian-friendly, but in need of maintenance; and pedestrian unfriendly and/or in need of significant maintenance.

Preservation



These neighborhoods exhibit well-maintained public and private-realms. Street tree coverage is complete, street lighting fixtures are in scale and character with the neighborhood, sidewalks are present and well-maintained. In the private realm, the properties and frontages are well-maintained.

Neighborhood Preliminary Intentions

Maintenance



These neighborhoods are in need of a medium level of investment. Upgrades and/or maintenance to public realm elements such as street lighting fixtures, street tree coverage, and sidewalks could dramatically improve the quality of these neighborhoods. Additionally, many of the properties in these neighborhoods need improvements to their frontage conditions, parking access, and fencing.

Neighborhood Preliminary Intentions

Transformation



These neighborhoods are in need of a significant amount of investment and/or redevelopment. Elements of the public realm, such as street lighting fixtures, street trees, and sidewalks may be entirely missing and/or need to be replaced. Numerous blighted or vacant parcels provide an opportunity for infill development.

Neighborhood Preliminary Intentions



There are three primary types of districts within the plan area: civic institutional, industrial, and the central business district.

District Use Types

Civic / Institutional



This district type is dominated by public buildings, such as offices for municipal governance, courthouses, libraries, jails, civic auditoriums, convention centers, and schools and fair grounds.

District Use Types

Central Business Core



This district is characterized by the concentration of commercial office and retail space at the heart of Fresno.



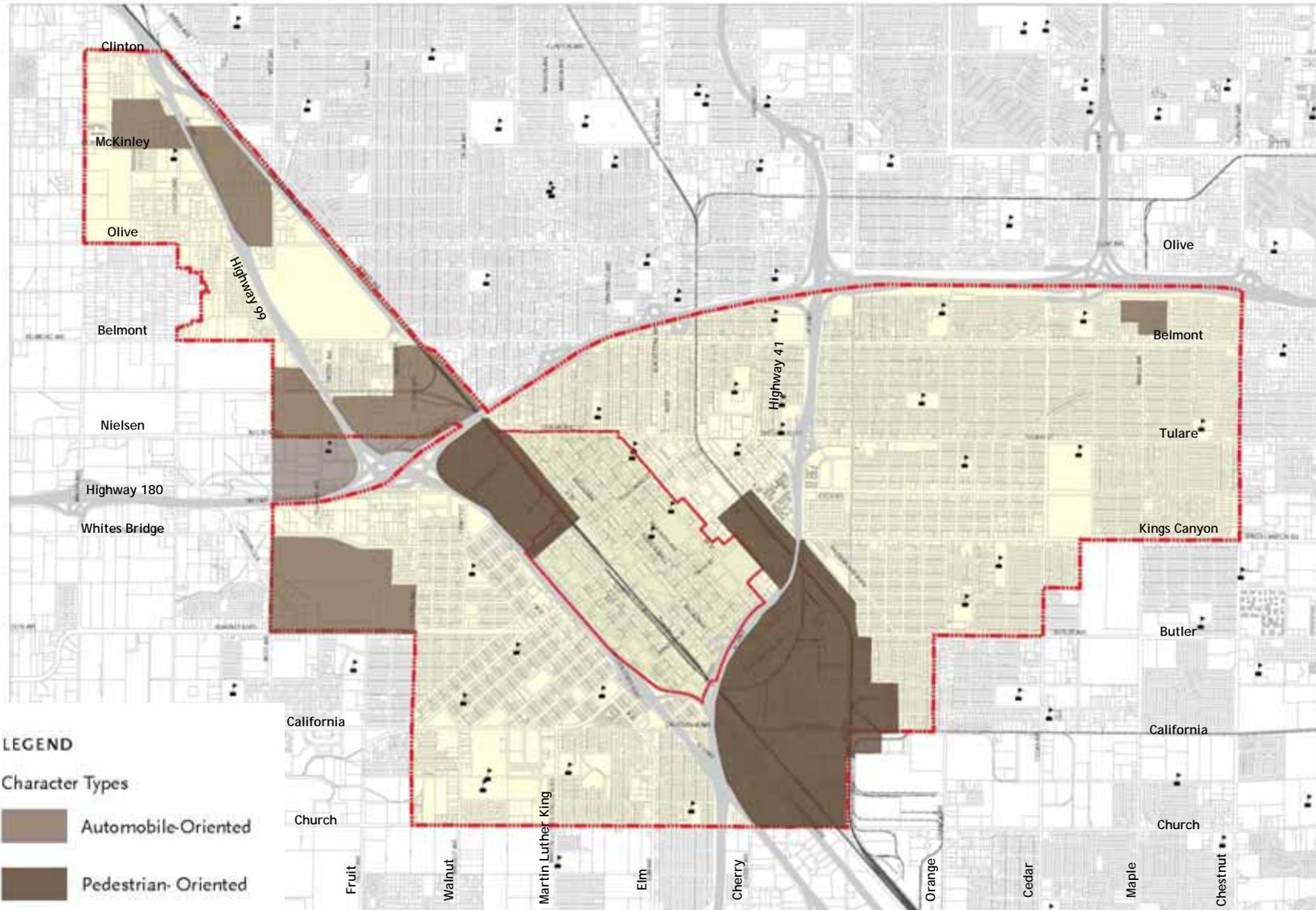
District Use Types

Industrial



This district type is characterized by a concentration of manufacturing, agricultural processing, warehousing, and industrial distribution services. The building stock is predominantly brick industrial lofts, tilt-up 'butler building' warehouses, and industrial sheds.

District Use Types



District Character Types

Existing buildings within the plan area's districts have been developed over time to relate principally to either pedestrians or automobiles. Typically, buildings constructed before 1960 are oriented towards the pedestrian, while buildings developed after 1960 are oriented towards the automobile.

Automobile-Oriented



These districts within the Plan area tend to be in the northwest and southwest areas, adjacent to the primary automobile and railroad corridors. The buildings are set back from the street, and parking takes precedence over pedestrian access from the street. Signage is sized and located so as to be easily seen from swiftly moving automobiles.

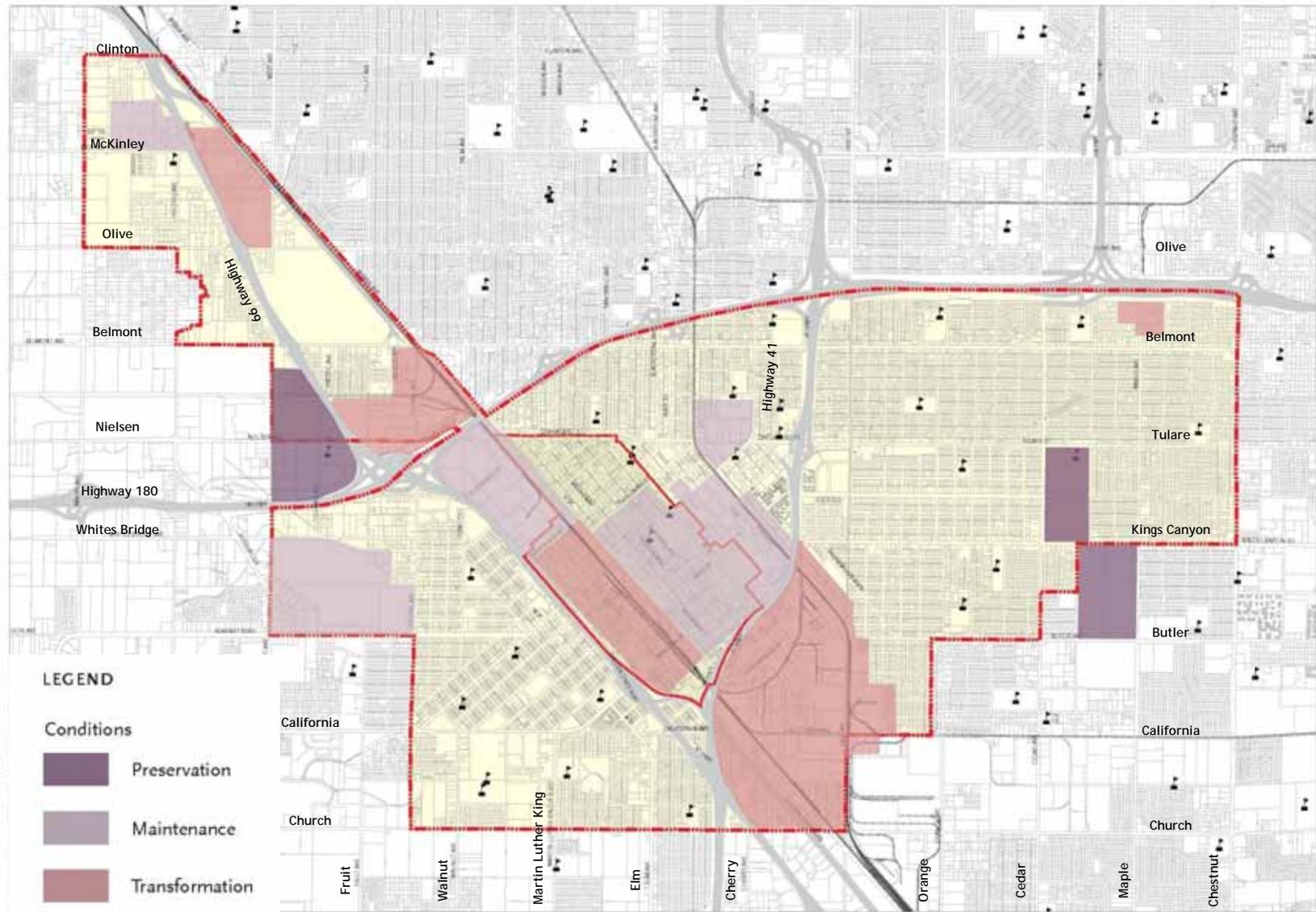
District Character Types

Pedestrian-Oriented



Buildings and their entrances face towards the street. A continuous human-scaled street frontage consisting primarily of shopfronts promotes pedestrian activity.

District Character Types



District Preliminary Intentions

The public realm and private realm of the plan area's districts are characterized by three levels of pedestrian accommodation and physical appearance: pedestrian-friendly and well-maintained; pedestrian-friendly, but in need of maintenance; and pedestrian unfriendly and/or in need of significant maintenance.

Preservation



These districts exhibit well-maintained public and private-realms. Street tree coverage is complete, street lighting fixtures are in scale and character with the district, sidewalks are provided and well-maintained. In the private realm, the properties and frontages are well-maintained.

District Preliminary Intentions

Maintenance



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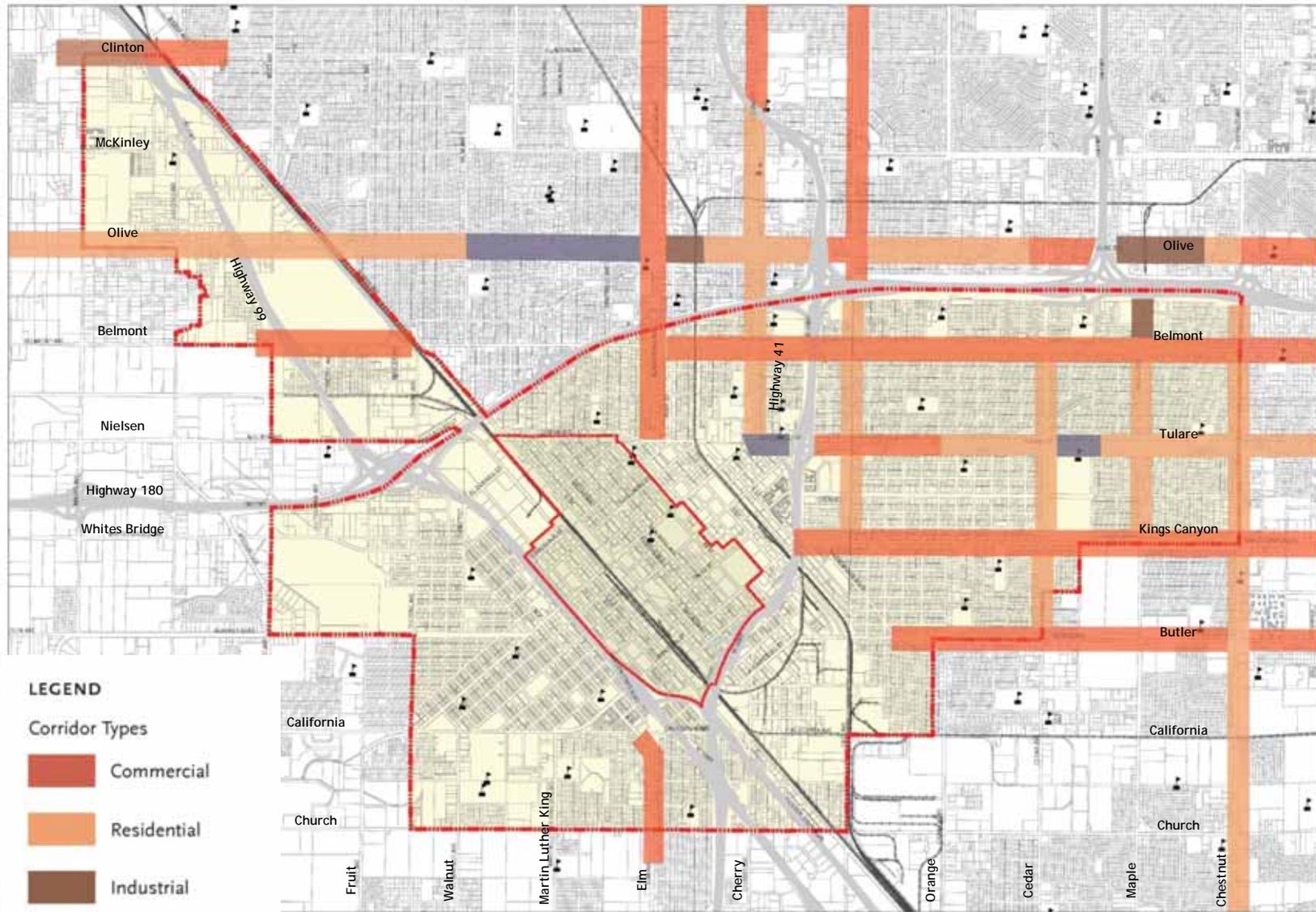
District Preliminary Intentions

Transformation



These districts are in need of a significant amount of investment and/or redevelopment. Elements of the public realm, such as street lighting fixtures, street trees, and sidewalks may be entirely missing and/or need to be replaced. Numerous blighted or vacant parcels provide an opportunity for infill and new development.

District Preliminary Intentions



Corridors within the plan area are lined by three primary types of uses: commercial, residential, and industrial.

Corridor Use Types

Commercial



These corridors currently serve to define neighborhood boundaries and are a primary source of retail for the community.

Corridor Use Types

Residential



These corridors are lined by either residential frontages or the sides of properties that front streets perpendicular to the corridor. As a principle vehicular route, these corridors often represent pedestrian barriers and accordingly serve as a defining boundary between adjacent residential neighborhoods.

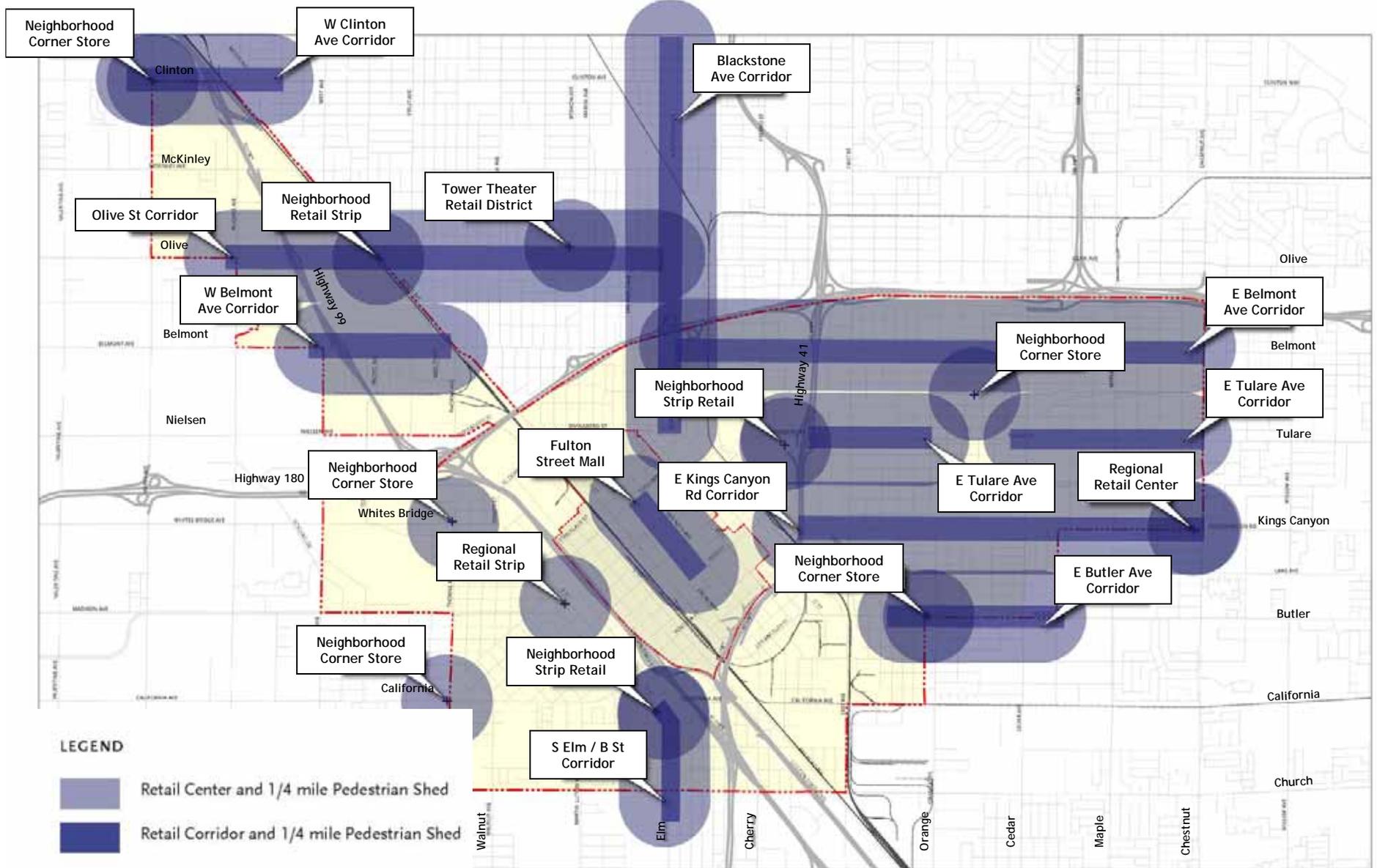
Corridor Use Types

Industrial



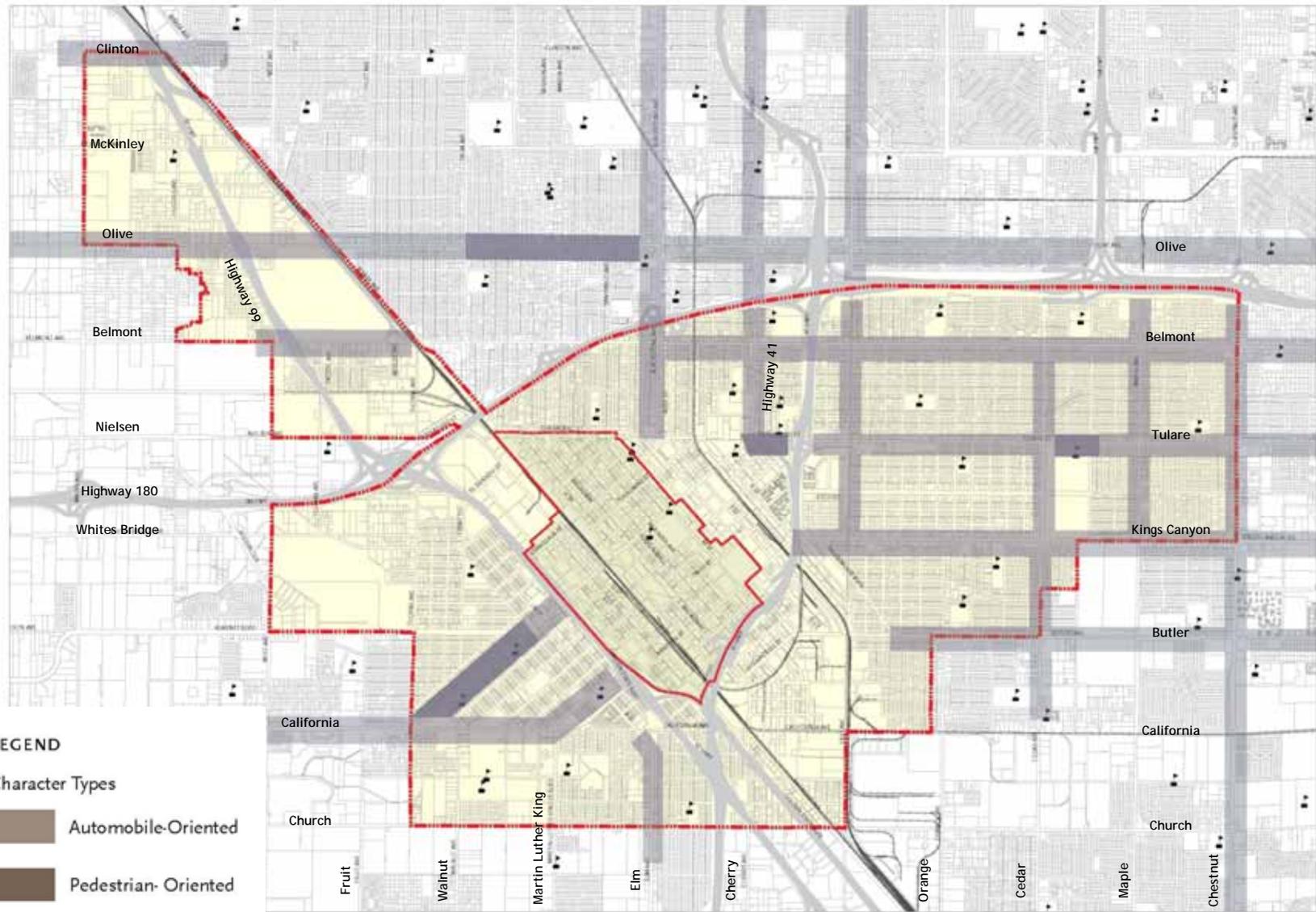
These corridors share a similar frontage condition with commercial corridors, but with industrial rather than commercial uses.

Corridor Use Types



Access to Retail

All the residences within the eastern half of the plan area are within walking distance of corridors lined by retail and commercial areas, although many of the residents must still rely on their automobiles for their daily shopping needs. The western portion of the plan area, particularly west of State Route 99 is noticeably lacking in access to retail and commercial, meaning many of these residents must rely on their automobiles or transit for their daily shopping needs.



Corridor Character Types

Existing buildings along the plan area’s corridors have been developed to relate principally to either pedestrians or automobiles. Typically, buildings constructed before 1960 are oriented towards the pedestrian, while buildings developed after 1960 are oriented towards the automobile.

Automobile-Oriented



Wide right-of-ways and traffic lanes create an environment suitable for quick automobile travel, but that is unfriendly to pedestrians. Parking is placed off-street in the front of the building, leaving much of the on-street parking empty, and resulting in increased vehicular speeds and reduced protection for pedestrians.

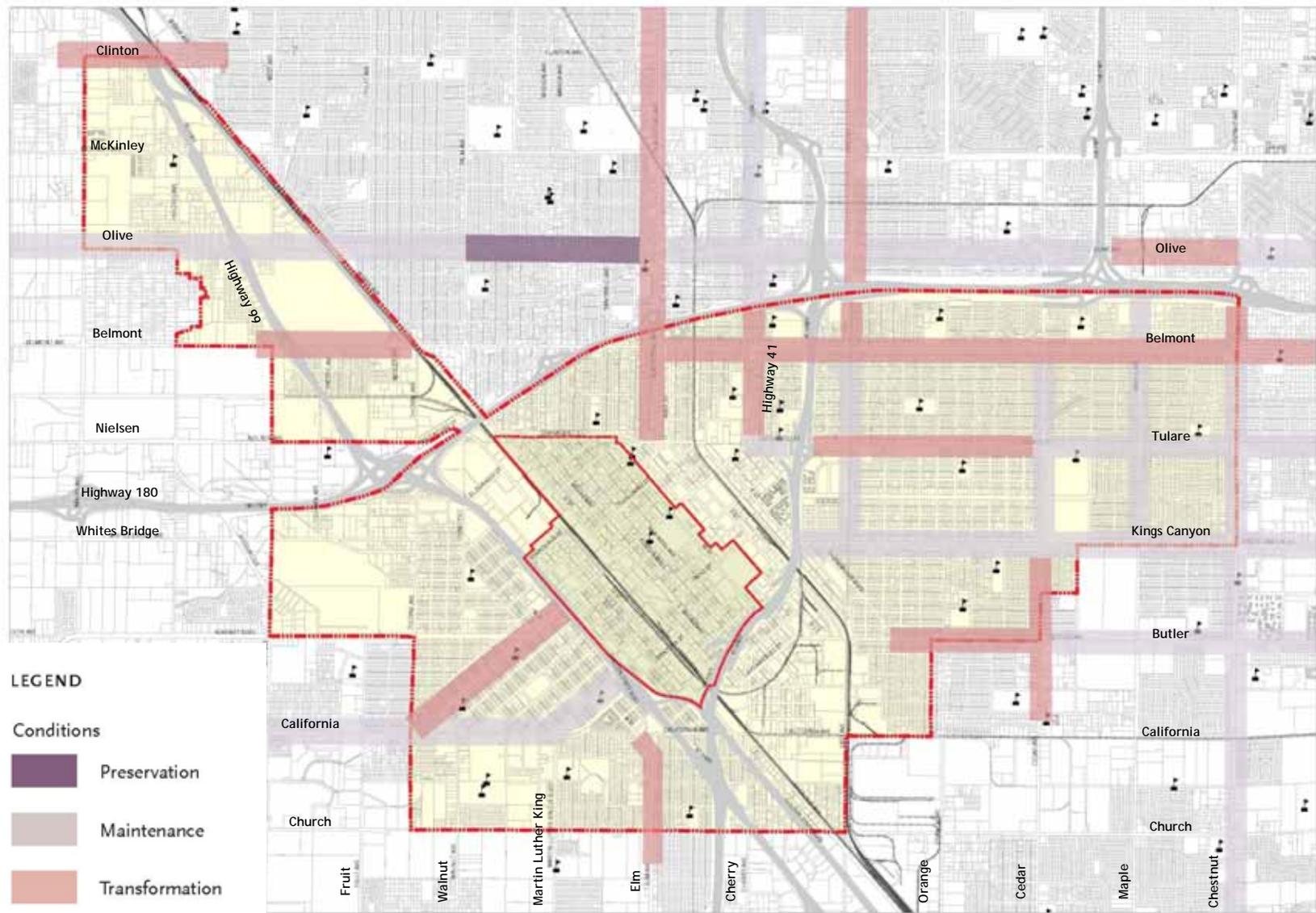
Corridor Character Types

Pedestrian-Oriented



Buildings are sited at the front of the lot. Signage is placed in a manner that serves both pedestrian and automobile traffic. Parking is limited and/or placed at the rear of the buildings and, along with the subsequent reduced number of curb cuts, encourages automobiles to park on the street.

Corridor Character Types



Corridor Preliminary Intentions

The public realm and private realm of the corridors within the plan area are characterized by three levels of pedestrian accommodation and physical appearance: pedestrian-friendly and well-maintained; pedestrian-friendly, but in need of maintenance; and pedestrian unfriendly and/or in need of significant maintenance.

Preservation



These corridors exhibit well-maintained public and private-realms. Street tree coverage is complete, street lighting fixtures are in scale and character with the district, and sidewalks are provided and well-maintained. In the private realm, the properties and frontages are well-maintained.

Corridor Preliminary Intentions

Maintenance



These corridors are in need of a medium level of investment. Upgrades and/or maintenance to public realm elements such as street lighting fixtures, street tree coverage and sidewalks could dramatically improve the quality of the corridor. Additionally, many of the properties in these corridors need improvements to their frontage conditions.

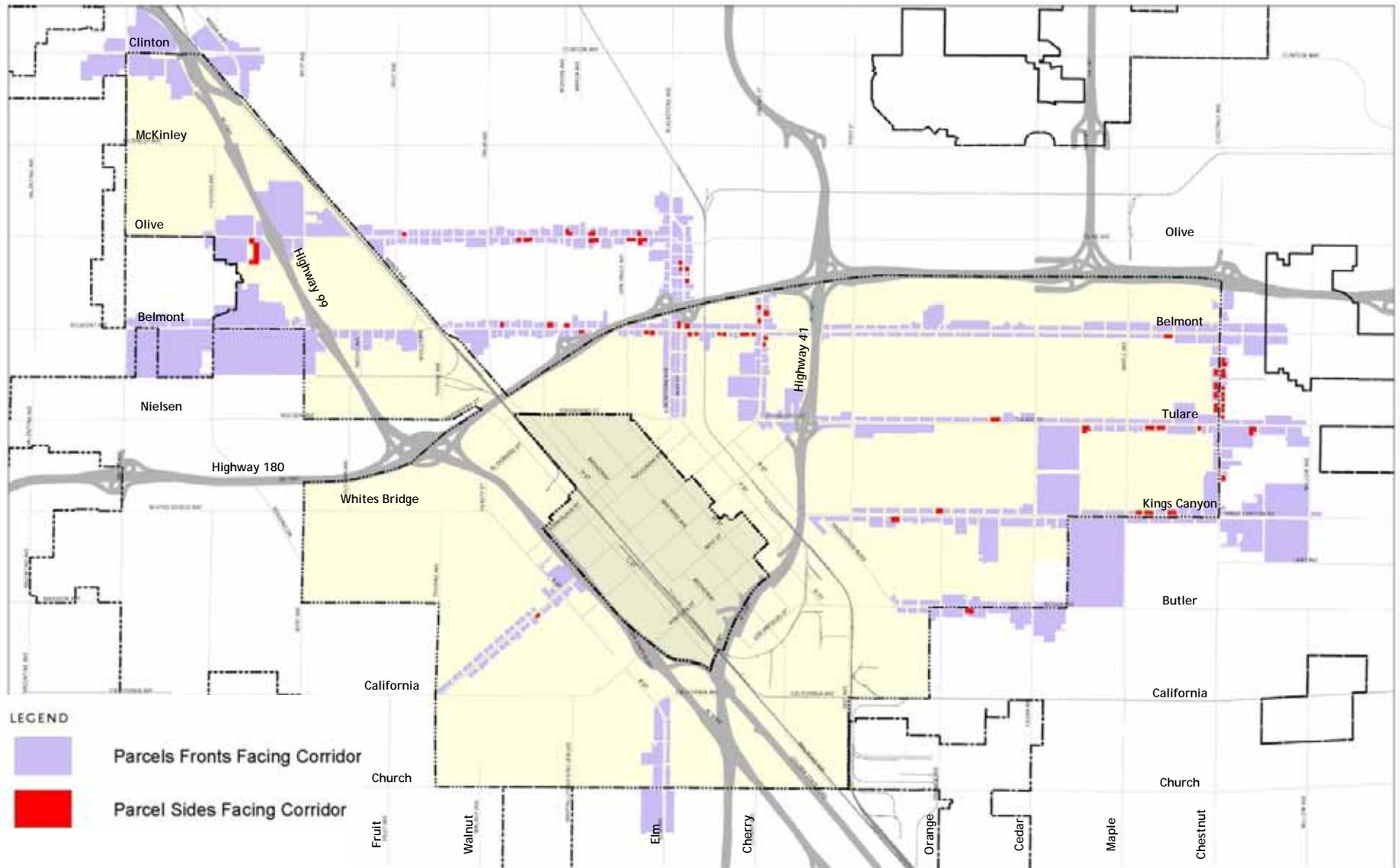
Corridor Preliminary Intentions

Transformation



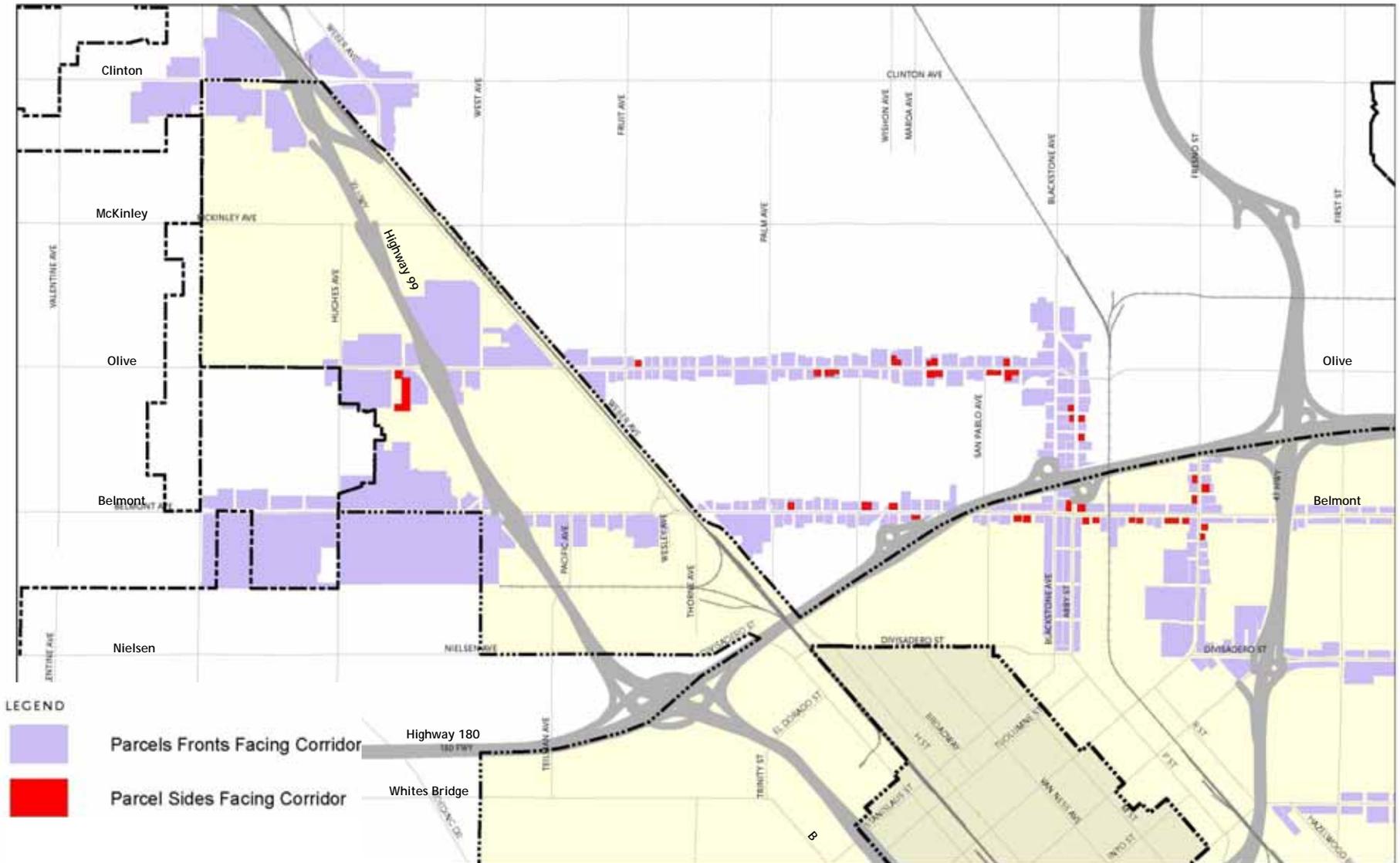
These corridors are in need of a significant amount of investment and/or redevelopment. Elements of the public realm, such as street lighting fixtures, street trees, and sidewalks may be entirely missing and/or need to be replaced. Numerous blighted or vacant parcels provide an opportunity for infill development.

Corridor Preliminary Intentions

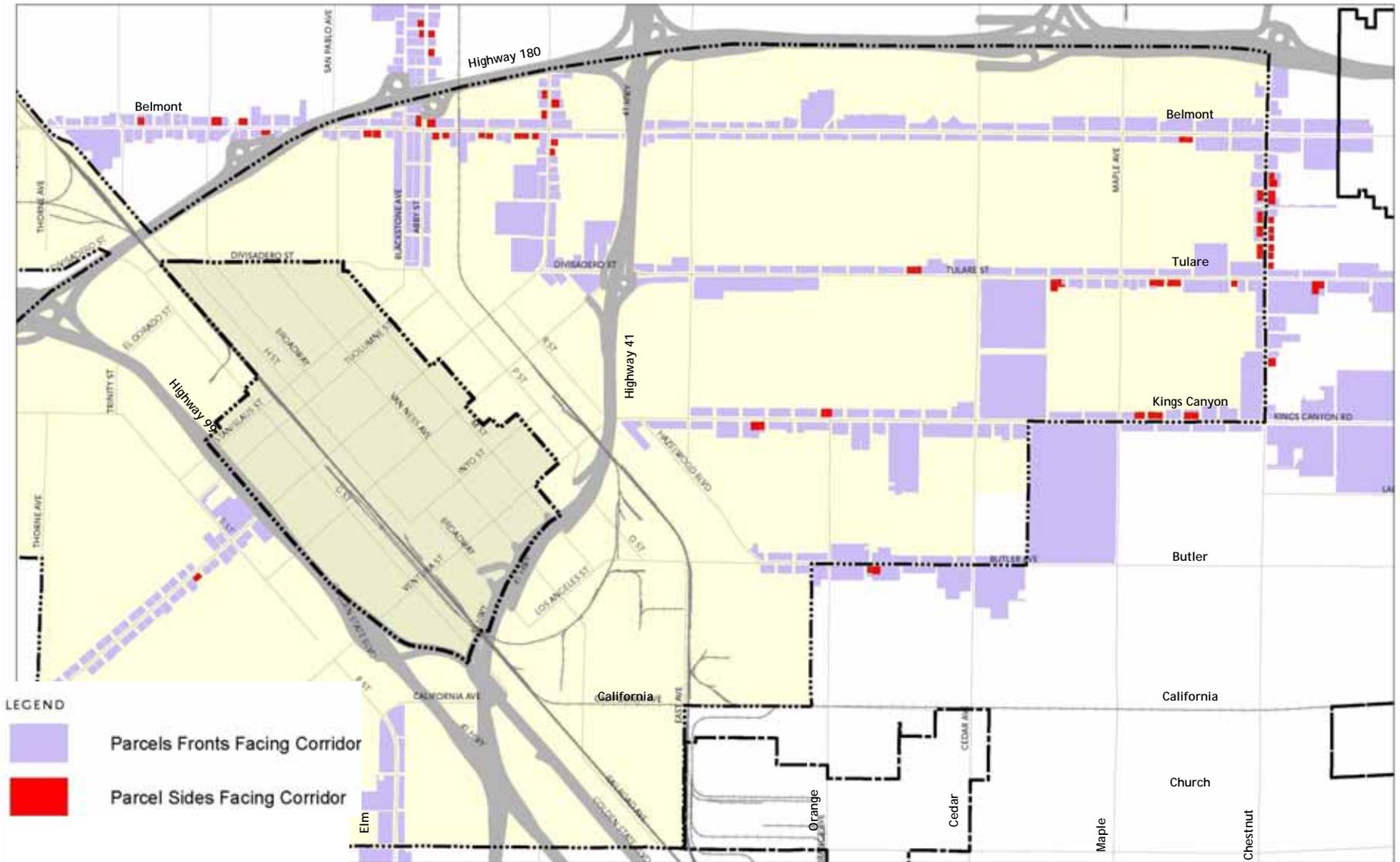


Corridor Frontage Conditions

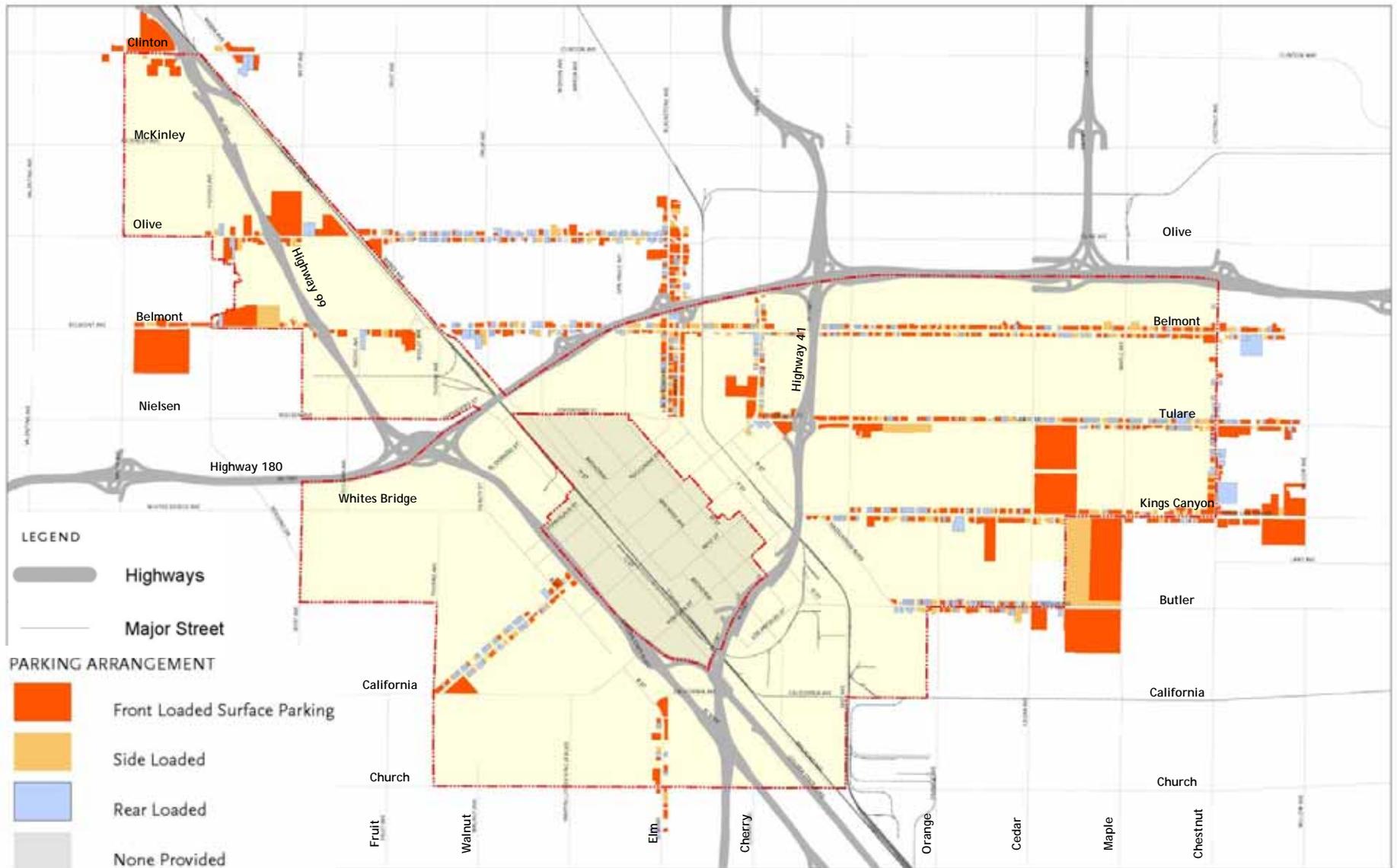
Buildings that are oriented with their fronts towards the street and are entered directly from the sidewalk are critical to the formation of a pedestrian-friendly public realm. The majority of the plan area's corridor-fronting parcels are oriented with their front property lines facing the corridor, enabling new development to face and provide pedestrian entries towards the corridors.



Corridor Frontage Conditions



Corridor Frontage Conditions

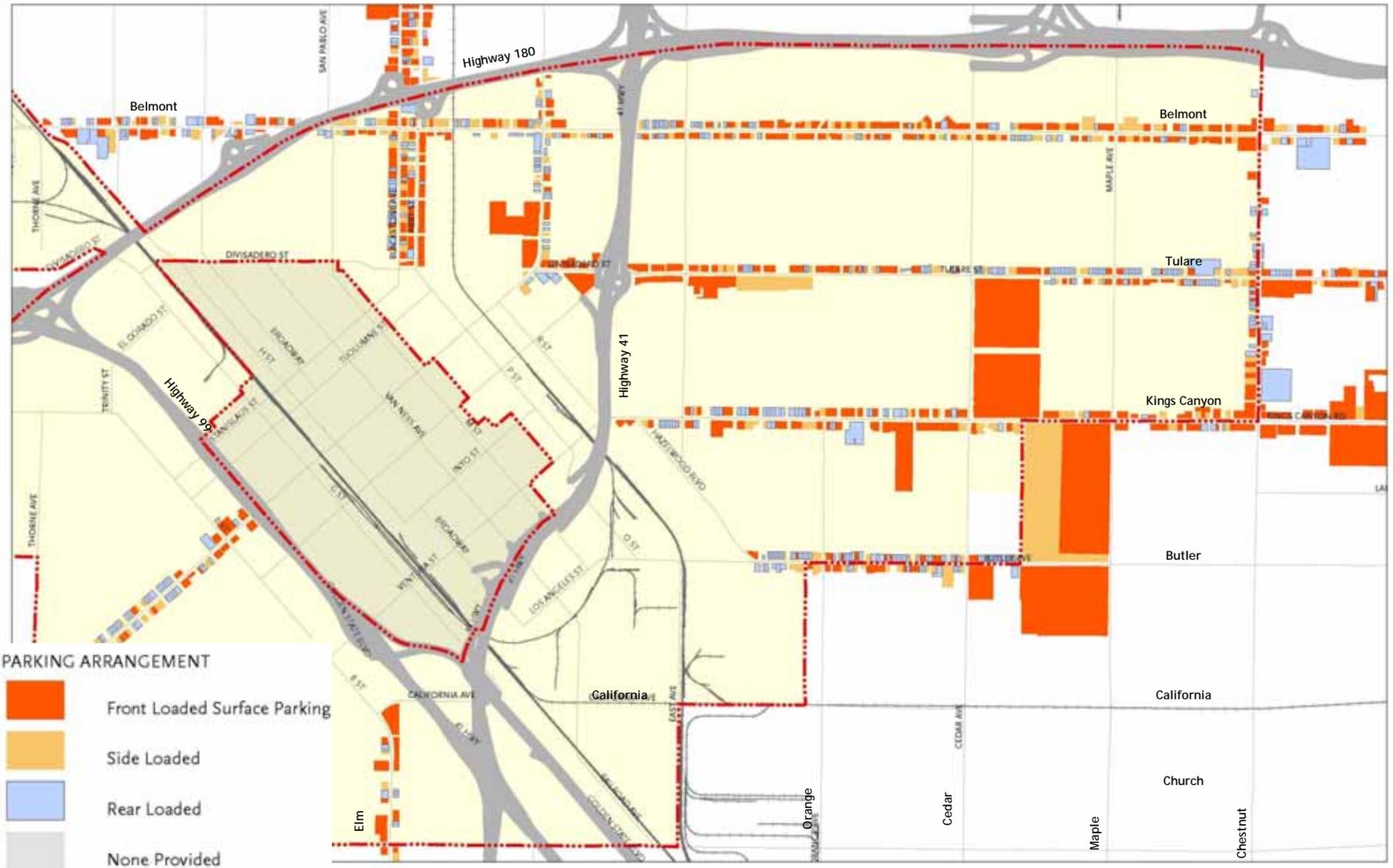


Corridor Parking Arrangements

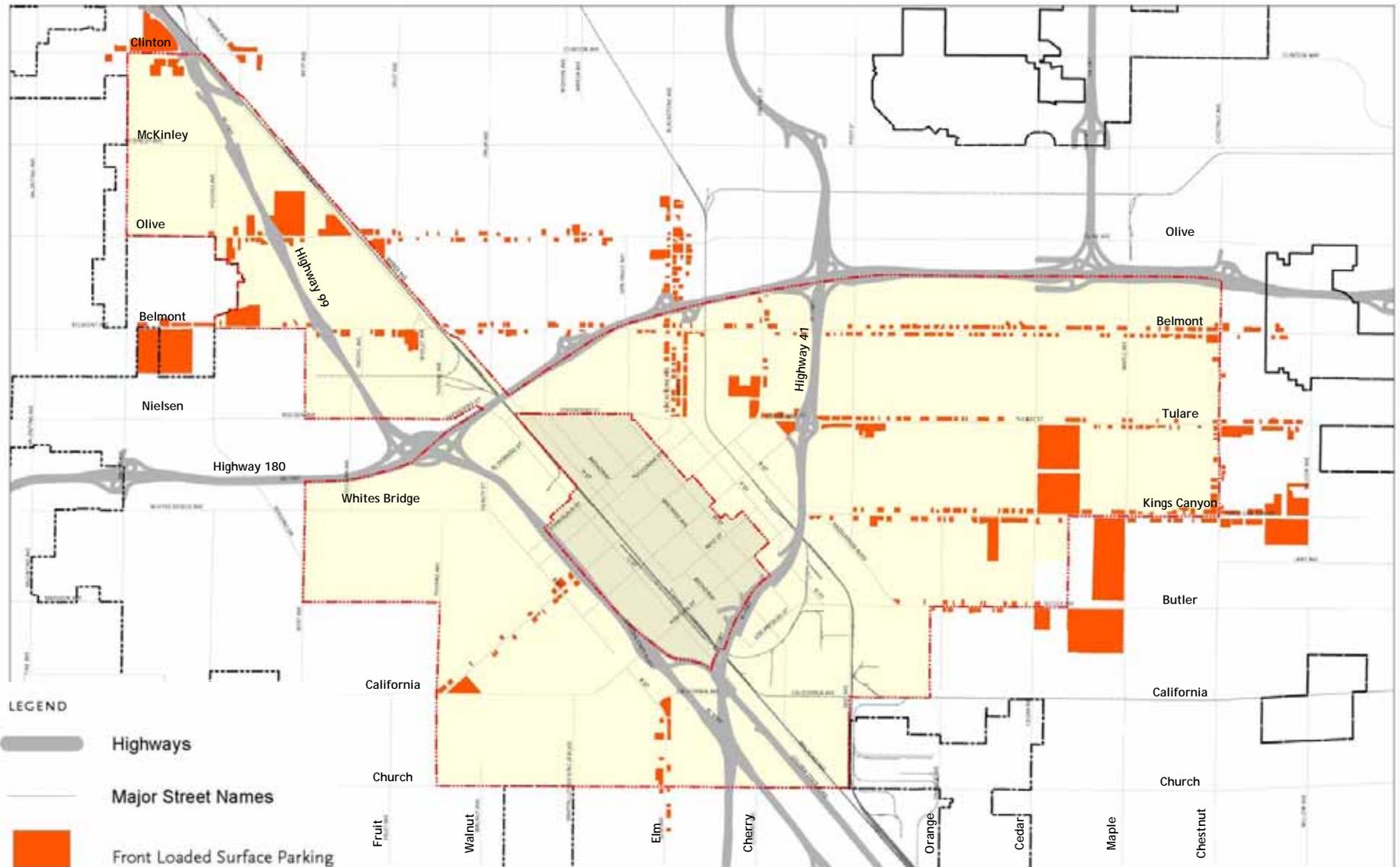
Parking for buildings facing the plan area's corridors is accommodated in one of three locations: behind the building, next to the building, or in front of the building. The first two locations are the most pedestrian-friendly, since they permit buildings to be placed adjacent to the sidewalk, providing easy pedestrian entry into the building.



Corridor Parking Arrangements

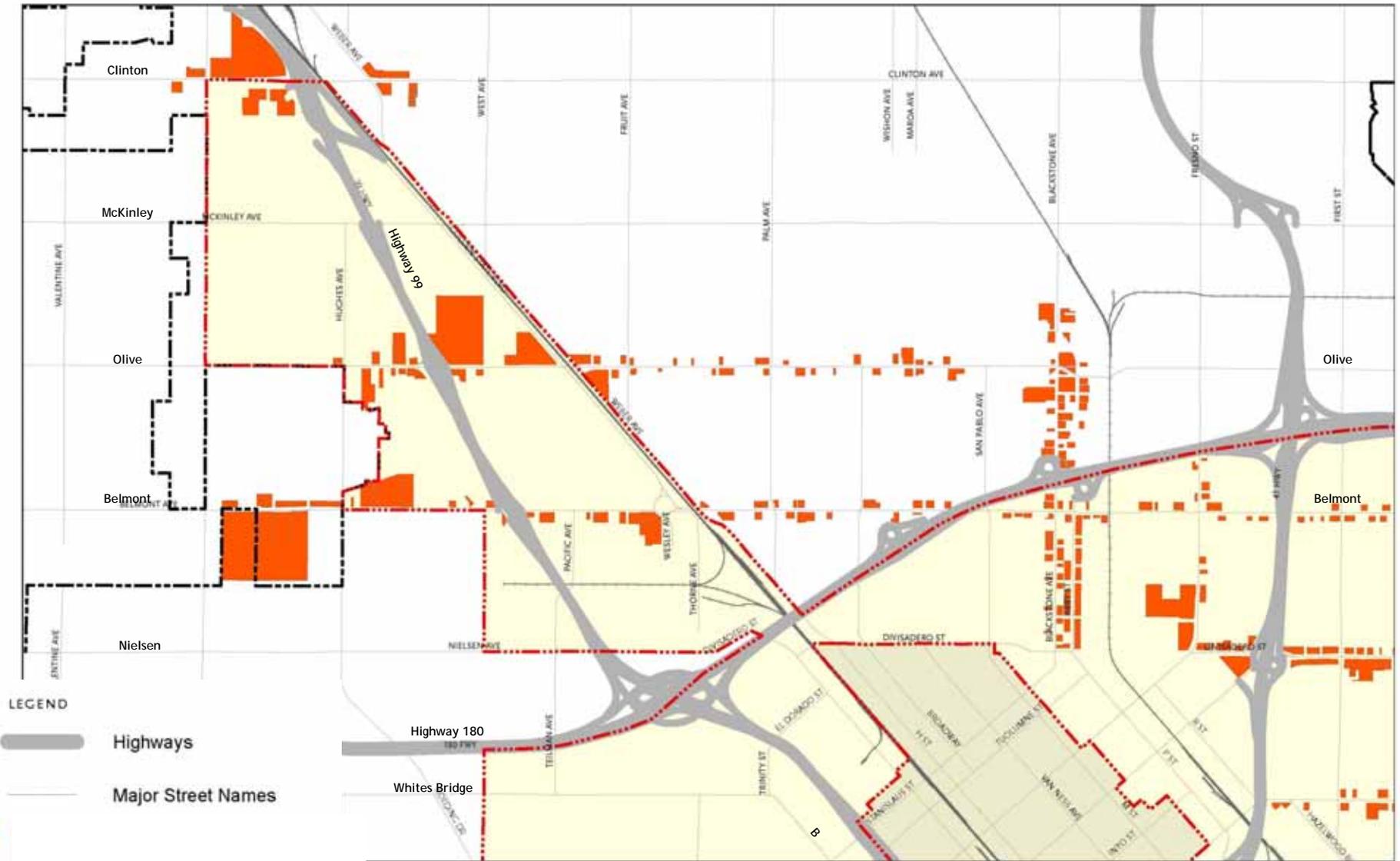


Corridor Parking Arrangements

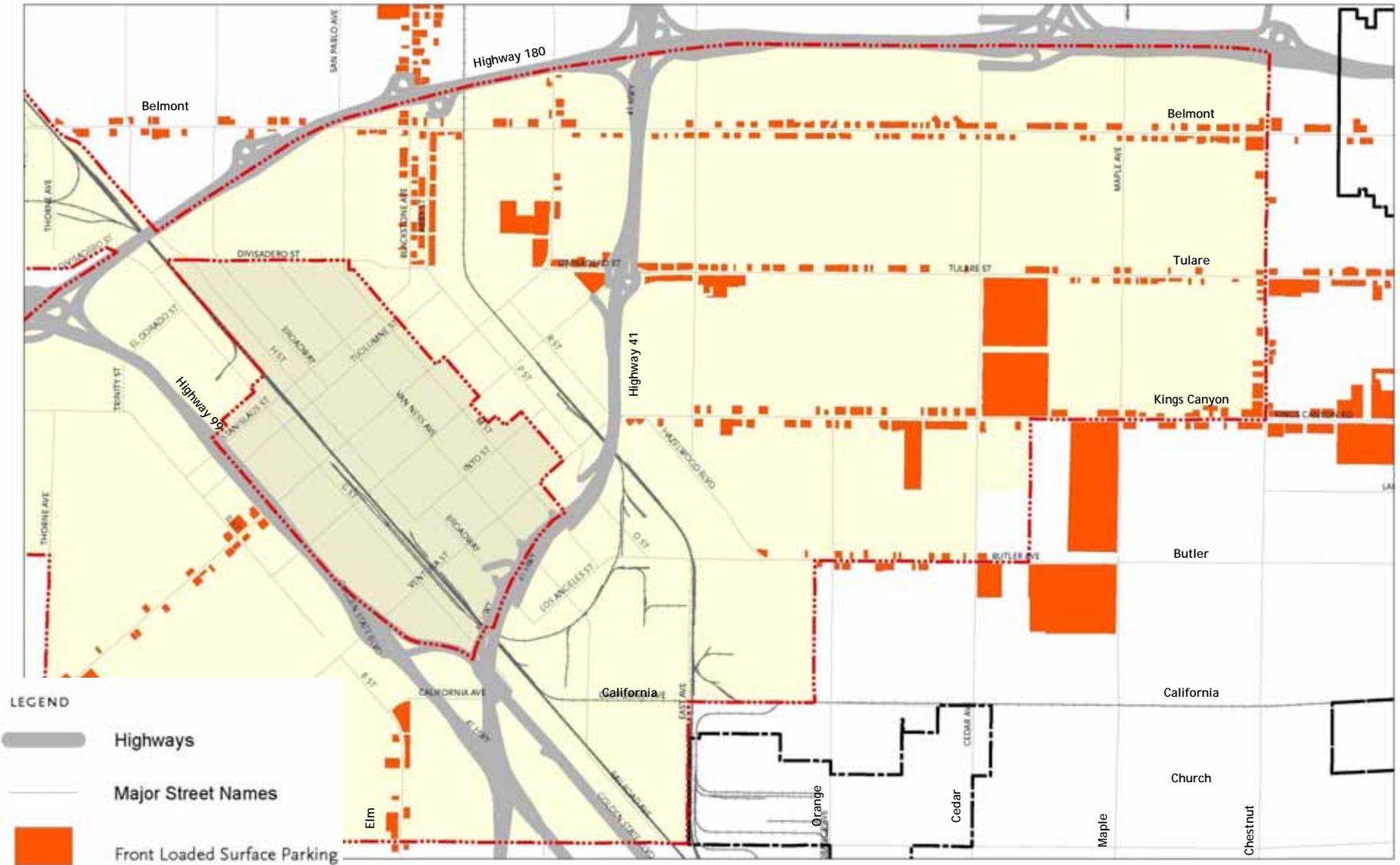


Corridor Parking Arrangements – Street facing

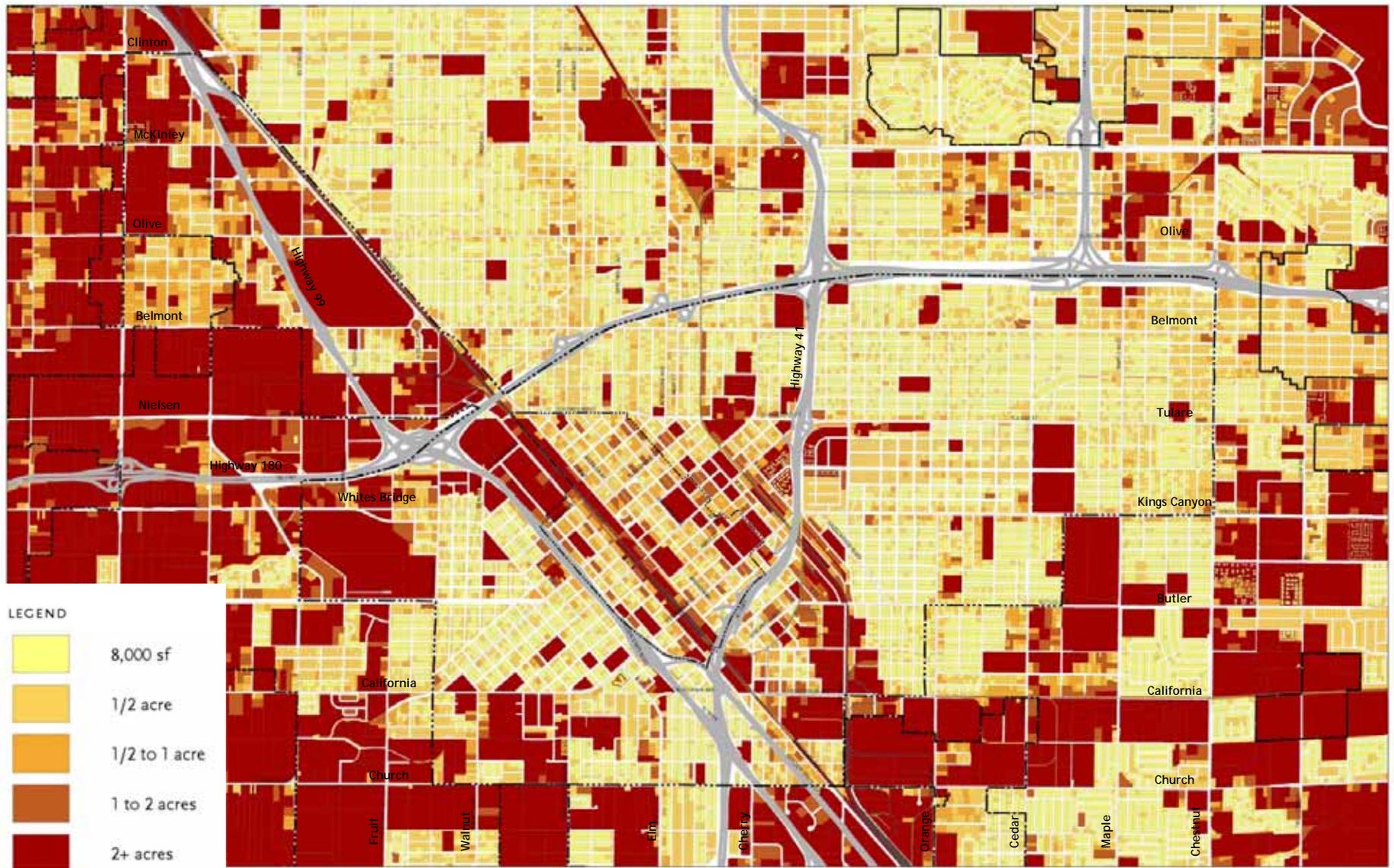
The majority of the buildings that line the plan area’s corridors have parking located in front of them. This, coupled with a street design that is intended to move automobile traffic quickly and efficiently, translates into streets that are uninviting and unaccommodating to pedestrians, cyclists, and transit users.



Corridor Parking Arrangements – Street facing

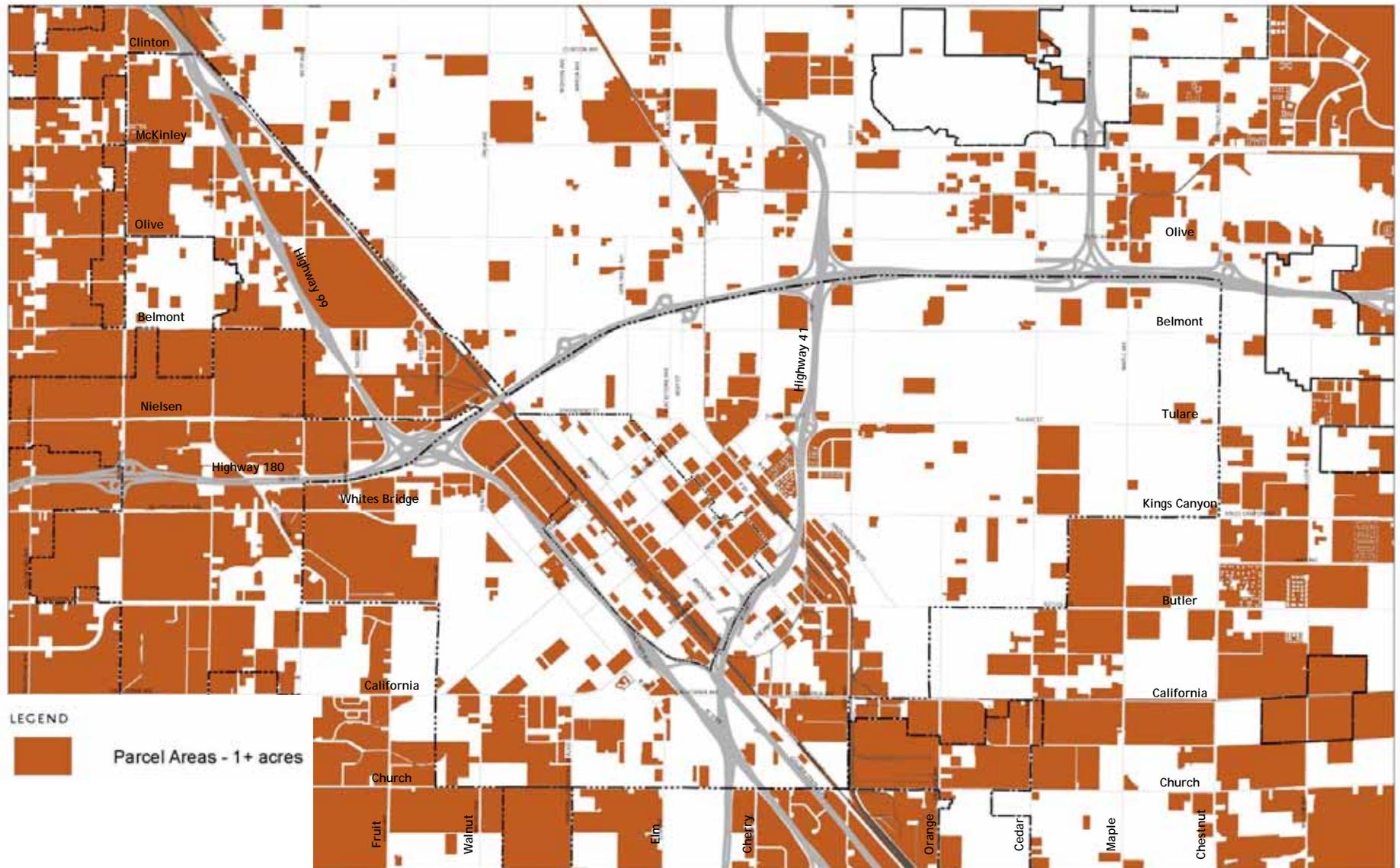


Corridor Parking Arrangements – Street facing



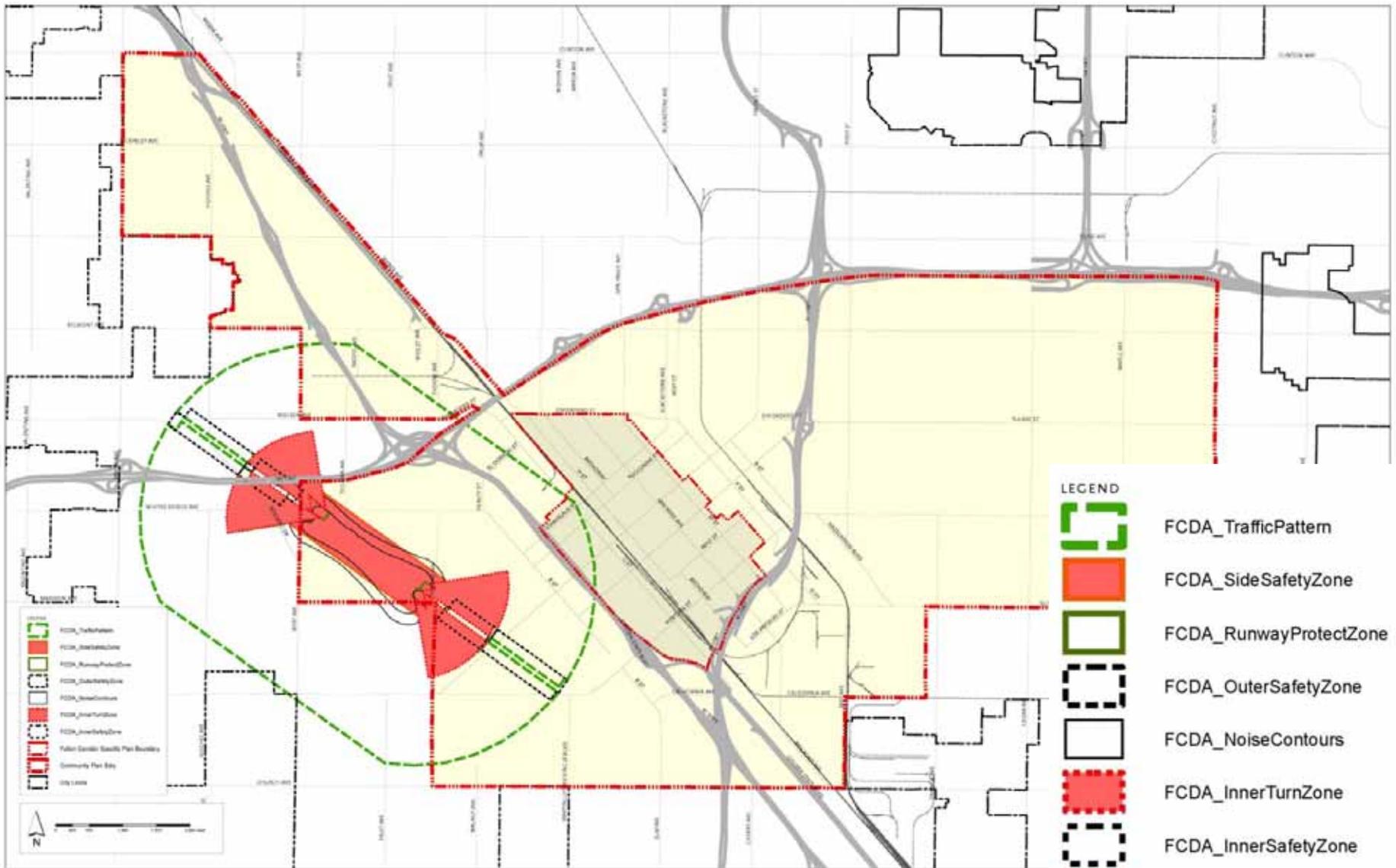
The plan area accommodates a variety of lot sizes, their size typically dictated by their use. Single family lots tend to be smaller, while industrial lots tend to be larger.

Lot Size Distribution



Lots Larger than 1 acre

As with excessively long blocks, large parcels can compromise connectivity, discourage pedestrian activity, and when located in areas occupied primarily by smaller parcels, can disrupt the fine-grained character of a residential neighborhood.



The Chandler Airport Sphere of Influence governs the uses and heights of buildings located within its boundaries.

Chandler Airport Sphere of Influence

SINGLE-FAMILY RESIDENTIAL

A detached single-family house with a clear distinction between the public, street frontage and the private side, which is oriented to the yard behind the building.



Good Example - The house is orientated toward the street with a direct visual and pedestrian connection between the front door and the public realm. The large porch provides lighting for the street and creates a safer public realm by providing more 'eyes on the street'.



⚠️ The house is ambiguously sited with the parking access dominating the front, rather than the rear of the site. The blank facade, lack of porch or stoop detracts from the quality of the public realm.

DUPLEX

A building containing 2 dwelling units on a single lot. Each dwelling unit has a separate entrance either from the street or side yard.



Good Example - This duplex is massed, scaled and sited as a single-family house so as to seamlessly blend into a street otherwise dominated by single family homes. Parking in the rear provides a pedestrian-friendly frontage and clear separation of services from the entrance.



⚠️ The frontage of this duplex is compromised by its prioritization of automobile over pedestrian access. Further without a door, porch, stoop, or window facing the street, the building does little to enhance the public realm.

QUADPLEX

A building containing 4 dwelling units on a single lot. Each dwelling unit has a separate entrance either from the street or side yard.



Good Example - The generous porch and frontal orientation provide light and 'eyes on the street' to contribute to the perception of a pedestrian-friendly public realm. The massing and scale of the quad-plex is such that it blends with the single family homes that share its street.



⚠️ The quadplex is ambiguously sited with the parking access dominating the front, rather than the rear of the site. The blank facade, lack of porch or stoop detracts from the quality of the public realm.

MULTI-FAMILY / RESIDENTIAL

An arrangement of stacked and/or attached dwelling units around one or more common courtyards, which provides direct access to all dwelling units that do not front on a street.



Good Example - This bungalow court features a landscape semi-public court that offers a good transition from the public to the private realm. The apartments are parked in the rear while pedestrian access is along the principal street frontage.



⚠️ This building lacks a frontage on the street. The absence of windows, porch or stoop leave a blank front to the public realm. Further, there is no clear pedestrian path to the apartment entries.

FLEX-BLOCK

A building designed for occupancy by retail, service, office and/or live-work uses on the ground floor, with upper floors also configured for those uses or for residences.



Good Example - This loft-style building has space that can serve both commercial and residential uses. Its scale is appropriate for a variety of neighborhood locations. The zero-setback condition is good for commercial usage at the ground floor.



⚠️ The setback of this building and its front-loaded parking are inappropriate for the urban setting of the site. The setback creates a gap in the street wall that disrupts the spatial quality of the public realm.

TOWER

A multi-level building organized around a central core with the first five floors expressed as a podium ranging from two to five floors.



Good Example - This tower has well organized vertically with a clear base, middle and capital, each appropriately scaled and detailed for their position in the building. The ground floor frontage provides a solid street-wall articulated with windows, awnings and doors for an inviting pedestrian experience.



⚠️ This lack of differentiation in base, middle and top create a facade that does not relate well to the public realm. The absence of windows or a clear entry, and the dominance of the surface parking, create a foreboding environment to the pedestrian.

Building Types

FRONTYARD/PORCH

A structure attached to a residential building, forming a covered entrance to its interior vestibule or doorway. It is external to walls of the building proper.



Good Example - The house is orientated toward the street with a direct visual and pedestrian connection between the front door and the public realm. The large porch provides lighting for the street and creates a safer public realm by providing more 'eyes on the street'.



⚠️ Frontage is dominated by the garage and driveway which emphasizes vehicular access over pedestrians.

STOOP

A stair that provides access to the entrance of an urban residential building, typically with short front or side-street setbacks.



Good Example - The house is orientated toward the street with a direct visual and pedestrian connection between the front door and the public realm.



⚠️ Frontage is dominated by the driveway which emphasizes vehicular access over pedestrians.

SHOPFRONT

Large glazed openings in a facade that provide visual and physical access to retail and commercial ground floor uses. The traditional retail frontage type is often enriched with canopies or awnings, which may be fixed or retractable to shelter pedestrians and to shade the shopfront glass from glare.



Good Example - The frontage, orientated toward the street, features awnings, large windows and frequent openings which contribute to the public realm as well as attract patrons to the businesses occupying the ground floor.



⚠️ While it is orientated toward the public realm, the minimal sidewalks, lack of windows and awnings provides a less inviting frontage.

LOADING DOCK/ COMMERCIAL TERRACE

An elevated terrace, intended for an urban industrial setting, that sets back the facade from the sidewalk and the street.



Good Example - The frontage, orientated toward the street, features a covered porch, large windows and frequent openings which contribute to the public realm as well as attract patrons to the businesses occupying the ground floor.



⚠️ While it is orientated toward the public realm, the minimal sidewalks, lack of windows and awnings provides a less inviting frontage.

FORECOURT

A semi-public space formed by a setback in a portion of the facade of a building. Forecourts are generally appropriate for commercial or civic use, and in some cases for vehicular drop-off.



Good Example -



⚠️ While it is orientated toward the public realm, the automobile parking lot, lack of windows and awnings provides a less inviting frontage.

GALLERY

A roof or deck projecting from the facade of a building supported by a colonnade that may be located just behind the curb of the street. Galleries shelter the sidewalk, but unlike arcades, the space above them is unenclosed.



Good Example - The frontage, orientated toward the street, features a covered gallery, large windows and frequent openings which contribute to the public realm as well as attract patrons to the businesses occupying the ground floor.



⚠️ While it is orientated toward the public realm, the minimal sidewalks, lack of windows and awnings provides a less inviting frontage.

Frontage Types

STREET CLOSURES



Street closures interrupt the interconnected street network, channeling more traffic onto certain streets while reducing access to others. This interrupts emergency vehicle access, decreases the efficiency of the street network to distribute traffic through the neighborhood, and disrupts pedestrian circulation.

STREET PLANTING



Incomplete and/or imbalanced street planting compromises the sense of place, the spatial experience, and the shade qualities on the street.

Community Plan Issues

STREET WIDTHS



Wide streets are a barrier to pedestrian circulation and divide neighborhoods. Furthermore, wide streets increase the 'design speed' -- the speed at which drivers are comfortable traveling on the route. Wide streets, especially in residential neighborhoods invite speeding and reckless driving, threatening pedestrian safety.

LACK of SIDEWALKS



Streets are for both vehicular and pedestrian circulation. Sidewalks provide a clear path for separate pedestrian travel. Streets without sidewalks are uninviting and potentially dangerous to pedestrians.

Community Plan Issues

STREET LIGHTING



Use of highway-scaled lighting systems is inappropriate in residential neighborhoods. Streets lights should be of a pedestrian, not a vehicular scale. In addition, lighting from adjacent front-porches and stoops on residential streets can supplement pedestrian-scaled street lighting.

PRIVATE FENCING



Residential fencing forms the border between the private and public realm and as such plays a significant role in determining the character of the street. An otherwise successful public realm can be compromised by sub-standard or ill-maintained fencing.

Community Plan Issues

STREET FRONTAGES



Blank walls without openings create an uninviting and potentially dangerous setting for passing pedestrians, while compromising the security for residents in the homes behind the walls.

ALLEY CONDITIONS



Alleys preserve the quality of the street by relegating garages to the rear of the property, allowing for better building frontage (instead of garage) on the street, and by separating the service activities from general circulation. Many alleys are abandoned - some closed off at either end by gates - with trash collection and garage access moved to the front of the property.

Community Plan Issues

STREET FRONTAGES



The quality of the public realm is compromised with excessive set-backs from the right-of-way, a lack of active uses on the ground floor, and landscape barriers between the sidewalk and the building entrance.

VACANT PARCELS



Vacant parcels generate a discontinuous urban fabric, compromising the character and interrupting the continuity of the public realm. On the other hand, these gaps provide numerous opportunities for infill throughout the Corridor.

Fulton Corridor Plan Issues

SURFACE PARKING LOTS



Vast expanses of pavement are detrimental to the pedestrian experience and have negative environmental consequences such as the 'heat island effect' and excessive storm water run-off. Surrounded by parking, the buildings are isolated in a sub-urban condition that inhibits the critical mass of activity of a viable urban center.

STREET NETWORK



The interruption of the street grid generates 'megablocks' with distances scaled to the car rather than the pedestrian, decreases the efficiency of the interconnected network, confuses way-finding, and ultimately creates an unwelcoming environment for those unaccustomed to the neighborhood.

Fulton Corridor Condition Issues

ONE-WAY STREETS



One way streets within the Fulton Corridor increase the design speed of the streets, reduce exposure of passing motorists to ground floor businesses, and interrupt the street network by effectively creating megablocks.

PEDESTRIAN-CROSSING TIMES



Excessively wide-streets encourage vehicular speeding, discourage pedestrian crossings, and isolate uses and activities on facing sides of the street from each other.

Fulton Corridor Condition Issues

LACK OF HOUSING



The distribution of land-uses in the Fulton Corridor is decidedly imbalanced, most notably the lack of housing. As a result, most employees commute into and out of the area, reducing spending - and thus investment - in the Downtown while increasing traffic and the demand for parking.

LACK of 24-HOUR ACTIVITY



A result of the absence of housing in the Fulton Corridor is the minimal activity that takes place outside of normal business hours. Pedestrian activity in the evenings and on weekends is necessary to support the full range of shops, restaurants, and services that are characteristic of a viable downtown.

Fulton Corridor Condition Issues

WHAT WE HEARD

WHAT WE HEARD – Lowell Neighborhood

- Attract people to live here, not because it's the only place they can afford, but because they want to, while avoiding gentrification that pushes people out of the neighborhood.
- Introduce market rate housing to balance high quantity of low-income housing.
- Introduce large grocery store (perhaps at Divisadero Street, near Iron Bird lofts).
- Preserve existing housing stock. Preservation, reuse, and revitalization of historic structures are what make a place unique.
- Provide guidelines regarding how to properly remodel houses.
- Design buildings with windows facing the street.
- Many garages have been converted to residences, increasing density and number of cars that are parking on the street.
- There is a large concentration of boarding houses with many single family houses being divided up into boarding houses.

WHAT WE HEARD – Jefferson Neighborhood

- Encourage follow-through organizations - such as neighborhood associations - to ensure the plan is implemented.
- Insure future development does not push out low-income residents.
- Develop new and enhance old buildings without changing the existing character of the neighborhood.
- Introduce stores and services within walking distance of residents.
- Build higher density buildings along corridors.
- Ensure new multi-family housing accommodates families with a range of income levels.
- Infill vacant lots.
- Revive Belmont Avenue's and Blackstone Avenue's glorious past.
- Introduce more green and open space.
- Utilize code enforcement to ensure landlords are held accountable for improper maintenance.
- Downzone some neighborhoods from R-4 to R-1.

WHAT WE HEARD – Southwest Fresno

- Currently Southwest Fresno is disconnected and broken.
- Infrastructure investment is needed, since the cost to introduce new infrastructure makes new development unaffordable.
- Southwest Fresno is a hodgepodge of city and county land which complicates development opportunities.
- Infill and rehabilitation work has been occurring without a neighborhood plan or vision.
- Traffic circulation is confusing due to missing signage and shift in street grid.
- Introduce traffic-calming measures - most major streets that come from west are designed for speed.
- Introduce sidewalks and crosswalks.
- Introduce middle-income retail and housing, including retail villages and affordable and market-rate housing.
- Infill vacant land and transform parcels adjacent to railroad tracks.
- Create inviting places for children to go, such as community centers, that provide activities and classes.
- Create walkable, traditional neighborhoods - not apartment building projects.
- Provide front porches on new residential buildings in order to foster a sense of community.
- Ensure people can see the street from their houses (“eyes on the street”).
- Introduce public open space, both passive and active.
- Introduce a middle school and a high school - there are enough kids in neighborhood to populate a new school.
- Encourage dollars to be spent within the neighborhood, not across town.
- Change existing zoning to remove incompatible development such as meat rendering plants.
- Establish consistency between zoning, population growth, and schools.
- Plant street trees on all the streets.
- Introduce educational institutions, such as a Fresno State satellite campus.
- Introduce museums.
- Improve/celebrate gateways into Downtown.
- Change existing zoning code in order to promote urban, not suburban, development.

WHAT WE HEARD – Jane Addams

- Jane Addams has lost its sense of community.
- Many streets lack curb and gutters and have not been paved in a long time.
- Almost half of Jane Addams is missing sidewalks.
- Currently there is a lack of planning. Structures are built without any real regard for the future.
- There is a lot of vacant land within Jane Addams Neighborhood.
- There is nothing to keep resources in the community. No grocery store.
- Current zoning allows a mix of industrial, light industrial, and residential uses and this is how the neighborhood has been developed. Currently there is no real conflict between industrial and residential owners.
- There is a lot of high-speed, pass-through traffic, especially from the west to get to the freeway.
- The Freeway is a huge barrier, since there are only a few east-west crossings. Perhaps introduce pedestrian bridge over freeway?
- Introduce neighborhood associations/councils to manage the process of positive change. Physical transformation of neighborhoods cannot occur over long term without a proper management model.
- Introduce industrial and distribution center, especially since the Highway 99 to Highway 5 connection is in the planning phase.
- Transform motels adjacent to freeway and along Olive Avenue or rezone to encourage more productive uses.

WHAT WE HEARD – Southeast Fresno

- Belmont Avenue is an auto-oriented street that presents many opportunity sites for residential and mixed-use infill.
- All buildings along Belmont Avenue are old and require facade work.
- Belmont Avenue does not need to be a “highway” anymore - that is what Highway 180 is for.
- Most alleys are abandoned.
- Slow traffic down on Belmont Avenue by narrowing lanes and introducing a center median.
- Design buildings with windows facing the street (“eyes on the street”).
- Improve aesthetics of neighborhoods and corridors, by introducing planted medians, undergrounding utilities, cleaning up light ballasts, proactive enforcing the code, and introducing police substations.
- Introduce bike racks and other amenities, especially since many people cannot afford automobiles.
- Introduce parks and open space and use water retention basins as parks.

WHAT WE HEARD – Downtown

- People avoid Downtown because they are not familiar with it.
- Downtown is perceived as dangerous.
- Closing the historic street grid to make it walkable has made it unwalkable. Blocks that are short, not long, promote walkability.
- Street circulation is confusing.
- Turn one-way streets back to two-way.
- Transform Downtown into a mixed-use district (retail, office, housing, entertainment).
- Promote adaptive reuse of Fresno's unique, historic buildings.
- Build great lofts in great old buildings.
- Introduce high density housing.
- Infill vacant land rather than tearing down historic buildings or relocating businesses.
- Introduce awnings since they are well-suited to Fresno's hot summers.

WHAT WE HEARD – Fulton Mall Preservation Group

- Preserve and maintain Fulton Mall in its current pedestrian condition, especially since there is only one pedestrian mall by Garret Eckbo - the Fulton Mall.
- Introduce vehicular traffic between Kern Street and Tulare Street.
- Introduce vehicular traffic along the entire length of Fulton Mall and introduce on-street parking, including short term and handicapped spaces.
- Introduce transit, but not automobiles, on the Fulton Mall
- Promote the Fulton Mall as an asset.
- Protect and reuse buildings along Fulton Mall.
- Preserve and remove modern facades from historic buildings.
- Introduce wayfinding signage in order to guide people to parking and the Mall. There is a lot of parking, but nobody knows where it is.
- Introduce a pavilion at Clock Tower that can accommodate events.
- Keep the little businesses going.
- Introduce Market Hall in Gottschalk's building.

WHO WE HAVE TALKED TO SO FAR*

LOWELL NEIGHBORHOOD

Bob Dittmar
Becky Foore-Hayden
Dr. Marty Martin
Ivan Paz

JEFFERSON NEIGHBORHOOD

Socorro Gaeta
Blanche Milhahn
Henry Oputa
Sarah Sharpe

SOUTHWEST FRESNO

Pastor Binion
Debbie Darden
Greg Garner
Darlene Holland
Keith Kelley
Dick Keyes
Brian King
Julia Lerma
Ralph & Marisa Lopez
Esko Siipola

SOUTHEAST FRESNO

Roger Hanke
Sal Quintero
Michael Sigala

JANE ADDAMS NEIGHBORHOOD

Tony Dias
Elaine Robles

DOWNTOWN AND FULTON MALL

Joyce Aiken
Ali Alavi
Reza Assemi
Richard Baskin
Suzanne Bertz-Rosa
Raul De Alba
Morgan Doizaki
Robert Ellis
Steve Geil
Brian Glover
Jaime Gonzalez
Jaime Holt
Steve Hosey

DOWNTOWN AND FULTON MALL (Cont'd)

Tyrone Jouroyan
Jeanette Jurkovich
Saundra King
Zarkis Martirosian
Ray McKnight
Joe Moore
Mehmet Noyan
Mike Osegueda
John Ostlund
Bruce Owdom
Tom Richards
Kiel Famellos-Schmidt
Travis Sheridan
Hal Tokmakian
Cliff Tutelian
Linda Zachritz

* This is a partial list that represents stakeholders that have been interviewed to date.