

## CHAPTER 8: PUBLIC REALM

### 8.1 INTRODUCTION

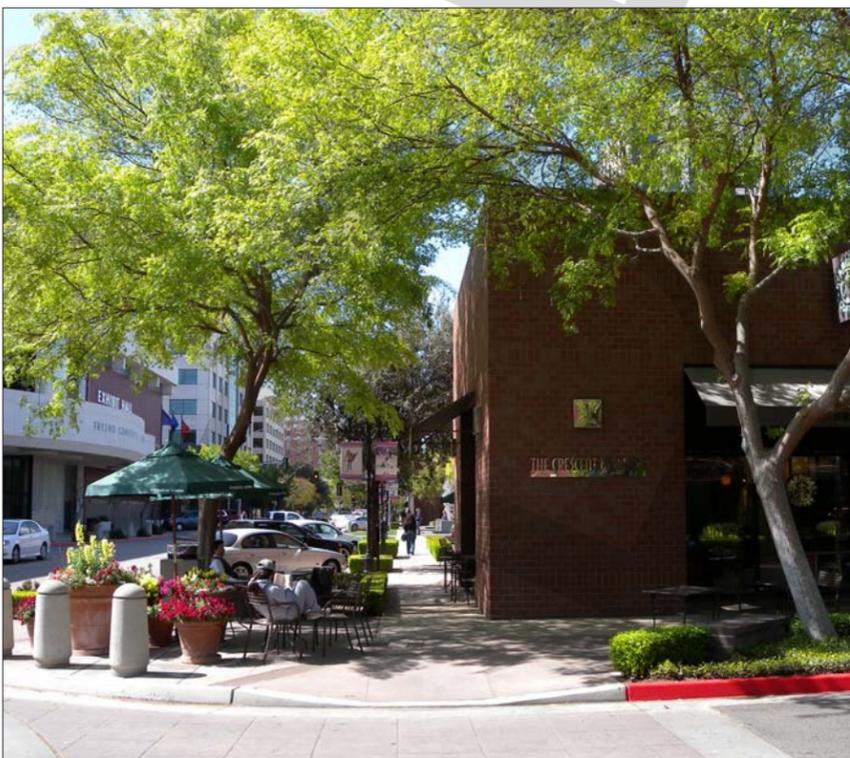
Downtown Fresno can continue to become an attractive destination; the kind of place residents, businesses, employees, and visitors can identify as the commercial, cultural, and entertainment core of their region. A well-formed and well-maintained public realm of streets and parks is the prime ingredient for establishing and sustaining the regional attraction of Fresno's Downtown. Shaded, inviting public streets and parks generate a walkable and bikable environment, establish a unique identity for each street, promote healthy lifestyles, and increase property values. Moreover, inviting streets and accessible city parks create important cultural circles where people connect with neighbors during playground sessions, lunchtime picnics, afternoon pick-up games, after-dinner strolls, or weekend festivals. In addition, trees and other greenspace may lower air temperatures 5-10° F and are instrumental in helping lower energy costs. Indeed, because of the San Joaquin Valley's hot, dry summer weather, potential cooling savings from trees are among the highest in the nation.



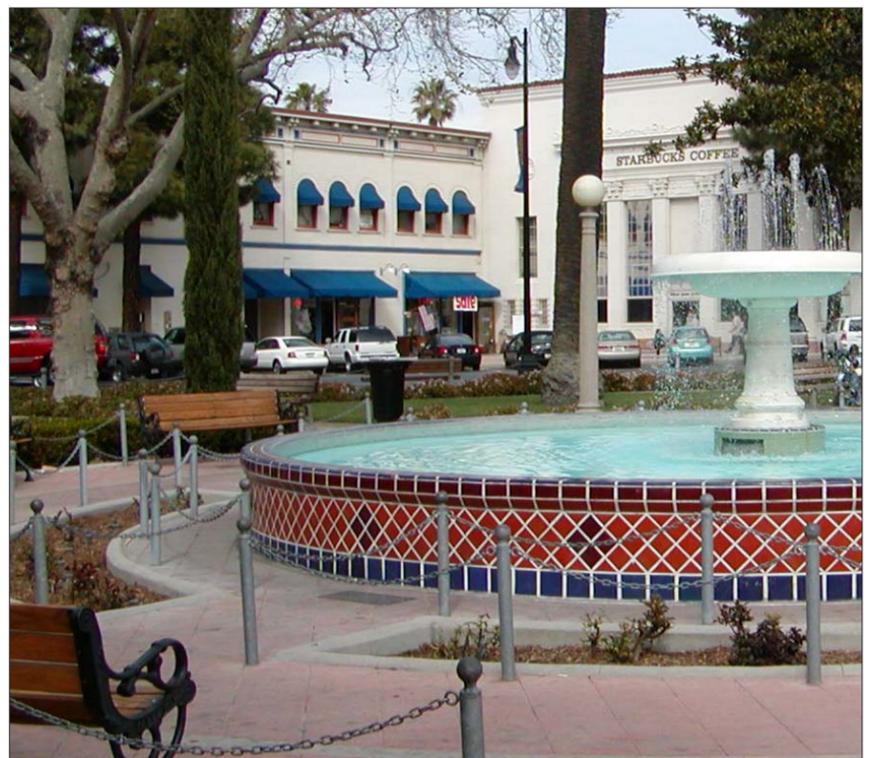
A street is closed down to accommodate a seasonal celebration in addition to farmers' markets.



Playground equipment provides a place for neighborhood children to play.



Street trees provide shade for pedestrians and outdoor dining during the hot summer months.



Great open spaces are surrounded by active building frontages and are easily accessible from surrounding sidewalks.

## 8.2 PUBLIC REALM STRATEGIES

The following strategies apply to all future improvements in Downtown’s public realm, including both open spaces and streetscapes. Their intention is to provide a long-term vision for a high-quality public realm in Downtown, with enhanced vitality, character, and community space.

- 1. Renovate and activate existing open spaces and provide new, high quality open spaces, whether publicly or privately owned, that are active, well managed, safe, clean, attractive, and support nearby or adjacent businesses.**

Open space provides a focal point for community activities and fosters social interaction. Downtown has three open spaces that are centrally located and integral to Downtown’s image: the Fulton Mall, Mariposa Plaza, and Courthouse Park. Currently they are disconnected from their surroundings, and therefore underutilized and uninviting. Initial efforts focus on the reconnection and revitalization of these existing open spaces.

As Downtown intensifies and the demand for open space increases – particularly in districts outside of the Central Business District – additional open space will be critical to supporting the health and well-being of residents and workers by providing opportunities for sports, recreation, and play facilities for children. Open spaces also provide opportunities for cleansing storm-water runoff, facilitating groundwater recharge, and capturing rainwater for reuse as landscape irrigation.

- 2. Conceive of open spaces as large outdoor rooms that are enjoyed, not just traversed.**

Public open spaces are the visual punctuations along the greater public realm of streets that give identity to Downtown. Surrounding buildings face the open spaces with ample windows, storefronts, and building entrances. They are inviting places that are easy to traverse and accommodate activities ranging from active play to restful relaxation. They are activated by surrounding uses and through special events such as farmers’ markets, festivals, and other celebrations.

- 3. Design “complete” streets that promote walking, cycling, and public and private transport, while ensuring accessibility for those with disabilities.**

In conformance with the Complete Streets Act (AB 1358), streets are designed for the automobile, the pedestrian, and the cyclist. Of varying widths and configurations, these tree-lined streets are designed to provide comfortable environments for pedestrians, while slowing automobile traffic down. Conceived as places and not just conduits, they are memorable, easily distinguishable

from one another, and great places to walk, bicycle, shop, and drive. On-street parking accommodates convenient parking for shoppers, residents, and visitors, while providing a buffer between moving traffic and pedestrians.

- 4. Introduce street trees in order to expand the urban forest, create a unique identity for Downtown’s streets, create an environment that is more amenable to pedestrians and bicyclists, provide energy savings to surrounding property owners, extend the life of street paving, and improve local air, soil, and water quality.**

Street trees beautify Downtown’s streets and provide an inviting and comfortable environment for pedestrians and cyclists by providing shade during the summer and, in the case of deciduous trees, allowing sun to pass through in the winter. In addition, they provide a whole host of benefits, including: lowering air temperature during the summer months; reducing energy bills of adjacent properties that are shaded by trees; improving local air, soil, and water quality; absorbing pollutants and reducing atmospheric carbon dioxide; reducing the evaporation of smog producing emissions from leaky gas tanks, upholstery, etc., from vehicles that are parked in the shade; extending the life of asphalt paving that is shaded by street trees; and providing wildlife habitat.

- 5. Support healthy, affordable production of food, including local gardening and agriculture.**

While the majority of the Plan Area is anticipated to develop with more dense building types such as multi-floor mixed-use buildings or towers, this does not preclude the introduction of food production within these building types. Indeed, it can be incorporated on roofs, on balconies, and in window boxes. For buildings that are surrounded by front and back yards, vegetable gardens can be introduced in front yards, including in raised planting beds, in back yards, and within common areas of courtyard buildings. In addition, owners of vacant lots could convert their land to community gardens and orchards, where various residents within the neighborhood can grow fruits and vegetables. Finally, the commercial side of agriculture can be brought to Downtown in the form of farmers’ markets, public market halls, and specialty food stores that sell locally grown food and other agricultural products.



*Kern Street is a tree-lined street that is designed to provide a comfortable environment for pedestrians.*



*A view of a front yard vegetable garden.*

### 8.3 OPEN SPACE IMPROVEMENTS

There are a variety of open spaces within the Plan Area, including the Fulton Mall, the Mariposa Mall, and Courthouse Park (see **Figure 8.3A**). In addition, Dickey Park and Eaton Plaza are within walking distance of the Plan Area. However, the South Stadium District, Chinatown, and much of the Cultural Arts District lack open space. Moreover, all of the open space within the Plan Area is urban or civic in nature and not suited for recreational activities such as basketball, baseball, and other active uses. As Downtown begins to intensify with more dense housing types, the need for active open space within walking distance of residences will become more important, especially for those who live in dense, multi-family buildings with minimal outdoor space. In addition, passive open space – plazas, gardens, and even wide sidewalks – that provide residents, workers, shoppers, and tourists with a place to walk, meet, relax, and get outdoors will also need to be improved and expanded. Welcoming, diverse, usable open space is a key component of a livable City, providing people with access to nature, opportunities for physical activity, and respite from the activity and motion of the City.

There are two ways of increasing access to open space;

- Improve the quality of existing open spaces; and
- Introduce new open spaces.

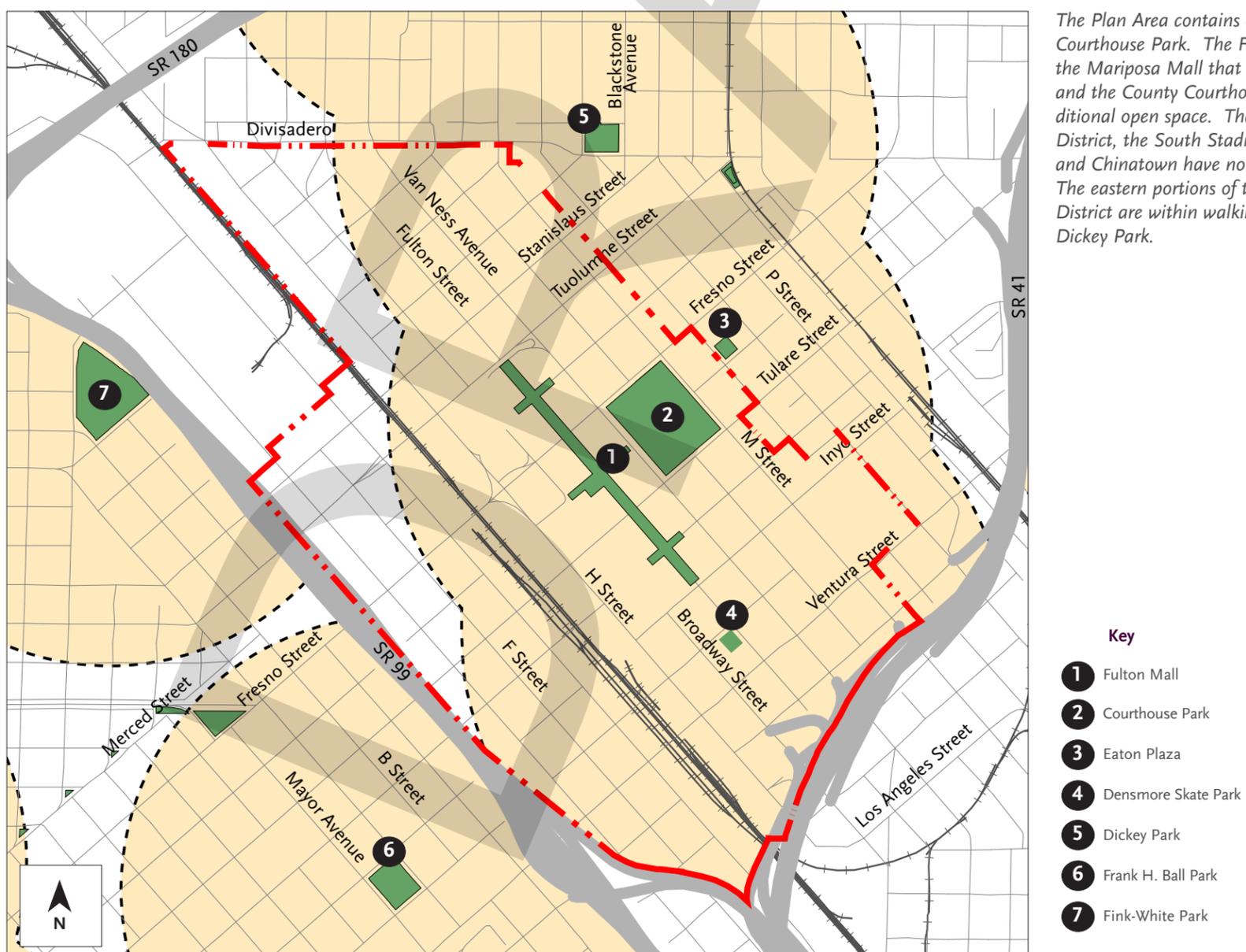
However, if parks are not safe – or at least perceived as safe places – they will not be used no matter how near they are. Physical design plays an important role in making parks, plazas and other open spaces comfortable places to be. Strategies include:

- Surrounding parks with buildings that face these open spaces with ample windows;
- Introducing pedestrian-scaled street lighting; and
- Removing landscape features that block views and access into parks from surrounding streets and sidewalks.

#### A. IMPROVEMENT OF EXISTING OPEN SPACES

Some of the biggest barriers to parks, plazas, and other open spaces from becoming vibrant and usable, is lack of shade in summer, lack of direct sunlight in winter, planting or other landscape features that block views and access into the open spaces, and, most importantly, lack of occupied buildings that face the open space and provide “eyes on the park.”

Downtown has a variety of open spaces (see **Figure 8.3A**) and they are all affected to some degree by these barriers. The pages that follow show various strategies for transforming them into vibrant, appealing, and safe places for residents, workers, and visitors alike.



**Figure 8.3A - Existing Open Space**

### 8.3 OPEN SPACE IMPROVEMENTS (continued)

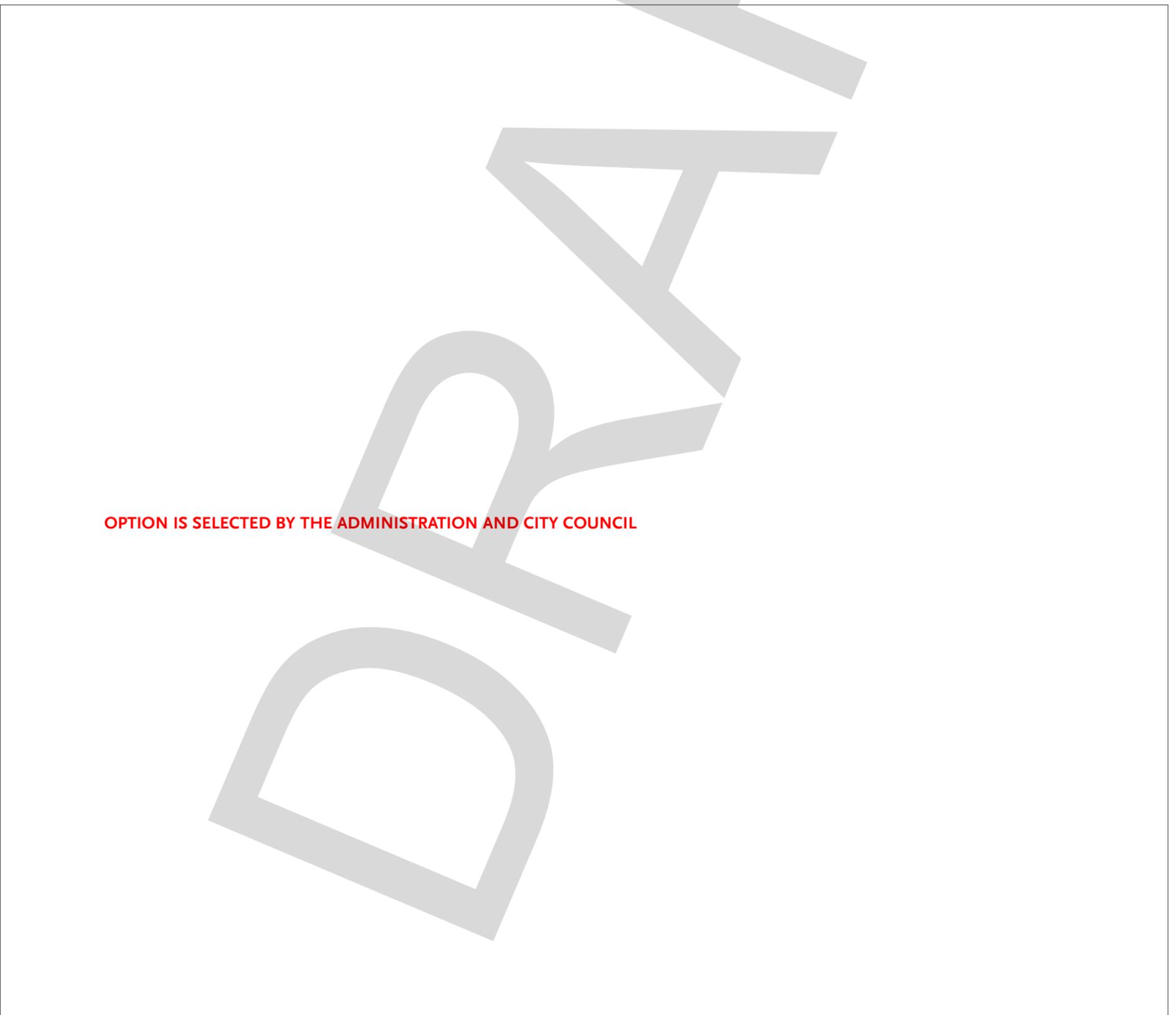
1. **Fulton Mall.** The most important existing open space transformation is the revitalization of the Fulton Mall. Without its successful transformation, its current merchants will continue to languish, buildings will continue to remain vacant and fall into further disrepair, and Downtown beyond the Fulton Mall will not revitalize into a vibrant, successful place. **[This Section to be completed once a Fulton Mall option is selected by the Administration and City Council.]**



Plan view of



*View.*



### 8.3 OPEN SPACE IMPROVEMENTS (continued)

**2. Mariposa Plaza.** Centrally located at the intersection of Fulton Street and the north/south axis that connects City Hall and the proposed High-Speed Train station, Mariposa Plaza is re-designed as an open space that, by its location and character, invites the presence of all the citizens of Fresno. It becomes a place that can accommodate a variety of festivals, civic events, and celebrations. Surrounded by ground floor and second level retail, restaurant, and entertainment uses, it is envisioned as Downtown’s most vital place, as well as the entertainment heart of Downtown and the region. The plaza is also designed to be usable at all times of the year by responding to the climate of Fresno. During the hot summer months a canopy system filters the light and provides shade.

Other important existing open space transformations include the refinement of the Mariposa Mall and reconnecting Courthouse Park to its surroundings.

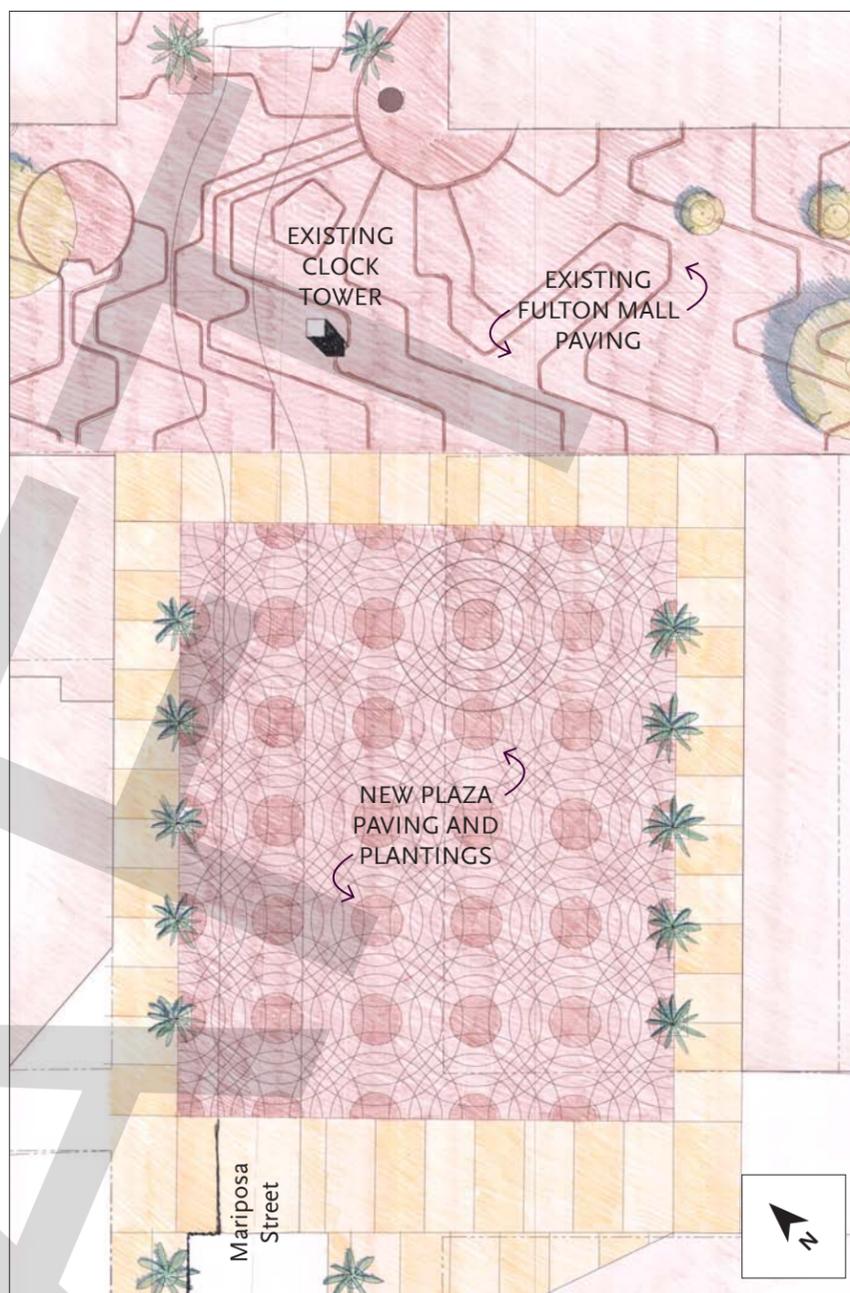


Figure 8.3B - Mariposa Plaza - Landscape plan showing paving, plantings, and one illustrative example for the vision of the plaza



Illustrative view of Mariposa Plaza with new paving, plantings, and canvas covering. Retail and entertainment uses front the plaza.

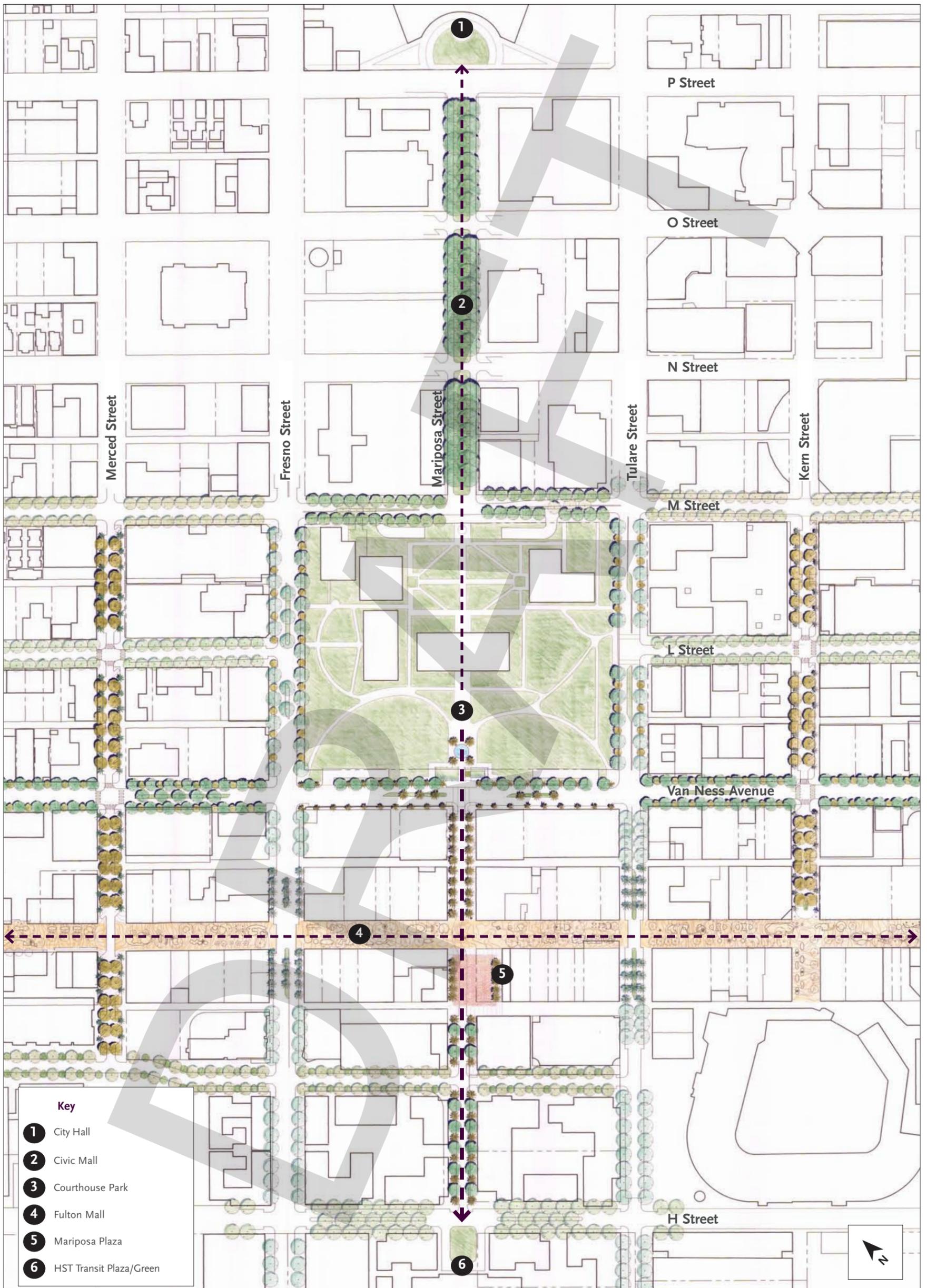


Figure 8.3C - Public Realm Plan - Proposed streetscape plan for the Civic Mall, Courthouse Park, the HST Transit Plaza/Green and surrounding streets.

### 8.3 OPEN SPACE IMPROVEMENTS (continued)

3. **The Civic Mall** is a collection of City-, County-, and State-related office buildings that line both sides of Mariposa Street. Working with the County and State, the civic presence and importance of the mall is strengthened by introducing a grand boulevard with a wide tree-lined median that includes:

- A single lane of traffic in either direction to improve safety and provide eyes on the sidewalk during off-peak hours when government offices are closed;
- Pedestrian-scaled light standards and enhanced paving that improves pedestrian connectivity and reinforces the axis between City Hall and the County Courthouse; and
- A simplified ground plane landscape that provides an open, visible and well-lit environment that increases the perception of safety and enables an unobstructed view of City Hall to the east and the County Courthouse to the west.

The transformed Civic Mall will strengthen the connection between City Hall and the County Courthouse and create a space that is inviting and perceived to be safe by pedestrians.

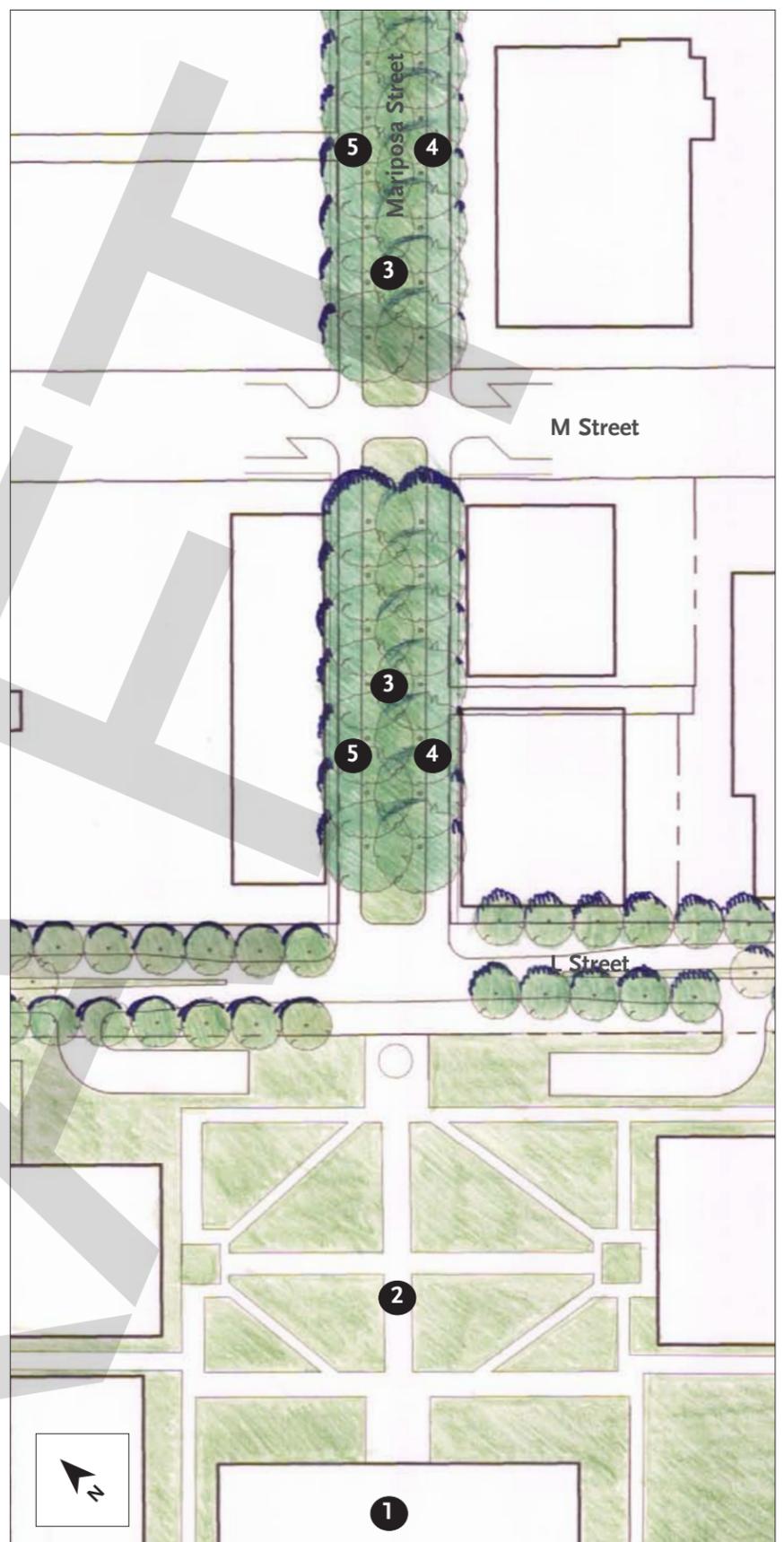
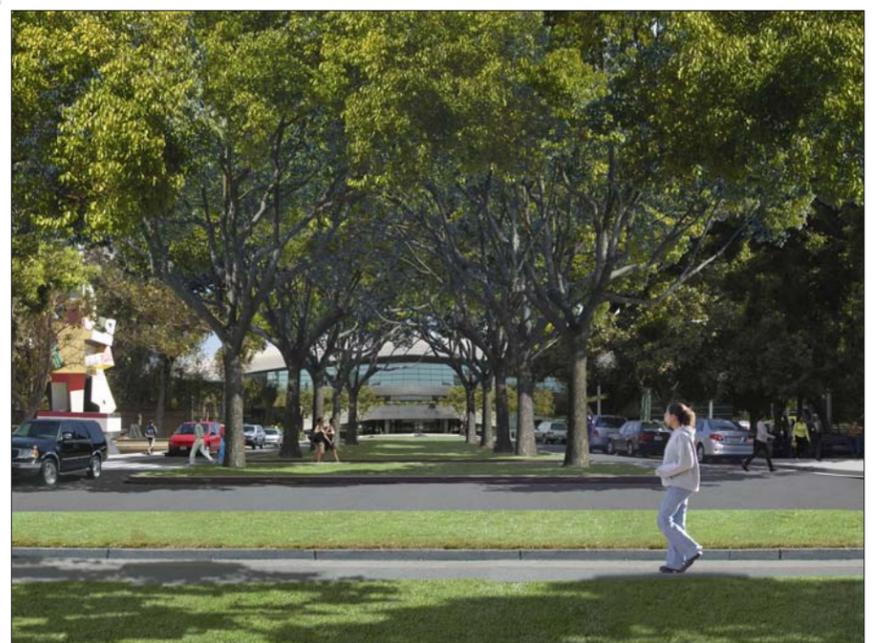


Figure 8.3D - Civic Mall

- Key**
- 1 County Courthouse
  - 2 Courthouse Park
  - 3 Median with trees
  - 4 Eastbound traffic lane
  - 5 Westbound traffic lane



Existing view looking west on Mariposa Street towards Fresno City Hall.

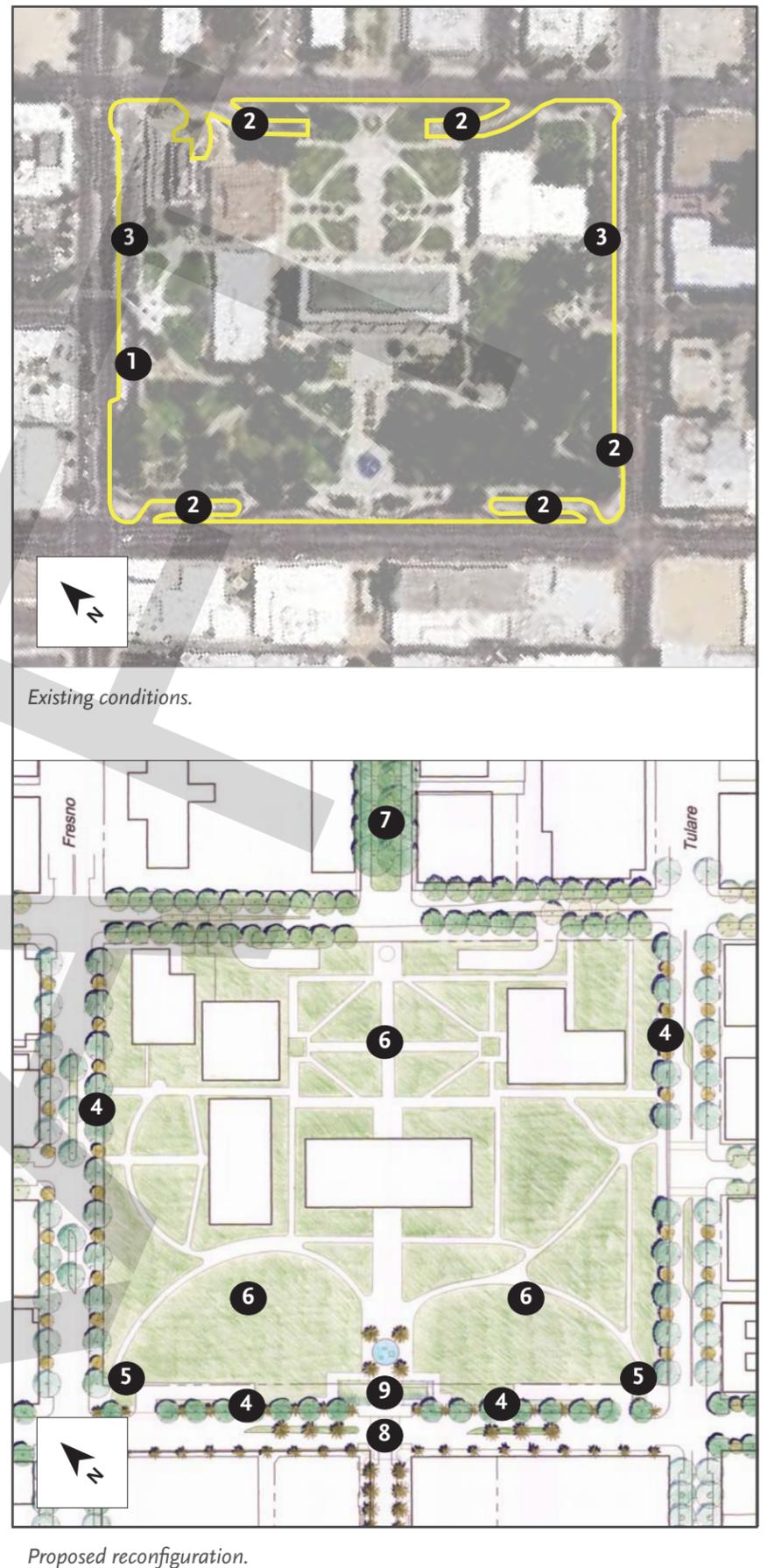


Transformation of Mariposa Street through the introduction of vehicular travel lanes and a wide median. Trees are pruned so that City Hall can be seen beneath their canopies.

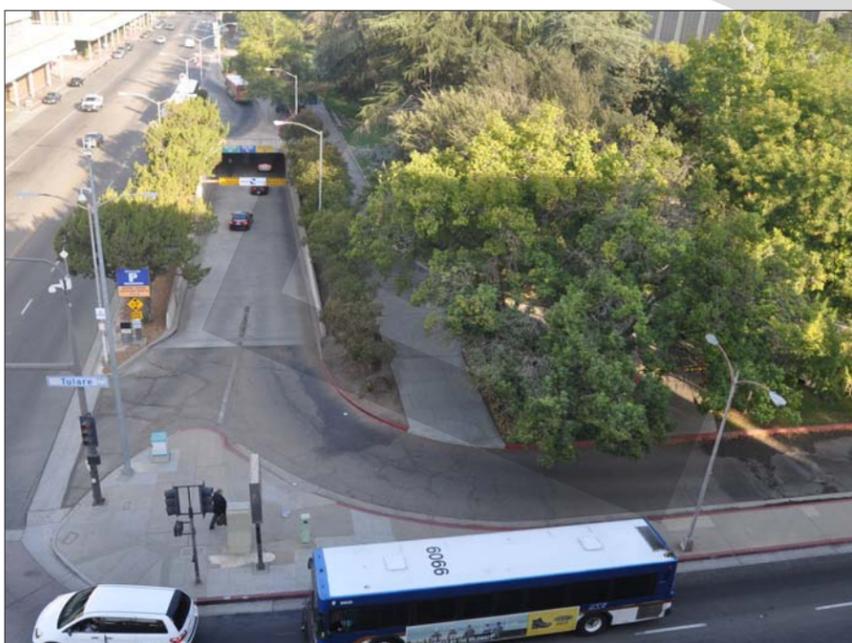
4. **Courthouse Park**, owned by the County of Fresno, is the largest green space within Downtown. Dedicated as open space during the late 1800's, Courthouse Park is the location of the County Courthouse, an iconic Fresno building that orients people from wherever they are in Downtown. However, there are barriers along its edges that inhibit accessibility and views into the park. For example, access to Courthouse Park is hindered by the bus stop lanes along Van Ness Avenue and Fresno Street, as well as by the parking ramps that lead to and from the underground parking structure beneath the Holiday Inn Hotel. These barriers should be removed in order to open up the park to surrounding streets, sidewalks, and buildings and create a more inviting environment for Downtown residents, workers, and visitors as shown in **Figure 8.3E** (Courthouse Park). Key transformations include:

- Relocating the Downtown Transit Mall in order to improve visibility into Courthouse Park and enhance pedestrian connectivity. For more information, see **Section 9.5** (Transit Improvements);
- Introducing a street level crossing at Van Ness Avenue and Mariposa Street that includes a pedestrian refuge median and dual, high-visibility crosswalks, instead of requiring the use of the existing pedestrian underpass;
- Adjust garage ramp entries/exits at the corners of Van Ness Avenue and Fresno Street and Van Ness Avenue and Tulare Street, so they are accessible from only one street (for example, the Van Ness Avenue ramps are modified to only be accessible from Van Ness Avenue; the drive lanes that provide access to Fresno Street and from Tulare Street are removed);
- Removing the bus bays along Van Ness Avenue and Fresno Street;
- Replacing the parking lots along Fresno and Tulare Streets with on-street parking;
- Introducing continuous sidewalks and street trees around Courthouse Park's entire perimeter including along the entire length of Van Ness Avenue;
- Updating Courthouse Park's landscape and hardscape by introducing enhanced paving, native landscapes, and providing filtered shade via landscape or architectural trellises/canopies; and
- Providing pedestrian lighting that continues the Civic Mall axis from M Street to Van Ness Avenue.

Figure 8.3E - Courthouse Park.



- Key**
- 1 Existing Bus Bay
  - 2 Existing Subterranean Garage Entry/Exit
  - 3 Existing Parking Lot
  - 4 New Sidewalk and Street Trees
  - 5 Reconfigured Corners
  - 6 Updated Landscape and Hardscape
  - 7 Civic Mall
  - 8 New Van Ness Avenue Pedestrian Surface Crossing
  - 9 Filled-in pedestrian underpass access (long-term)
  - New Curb Line

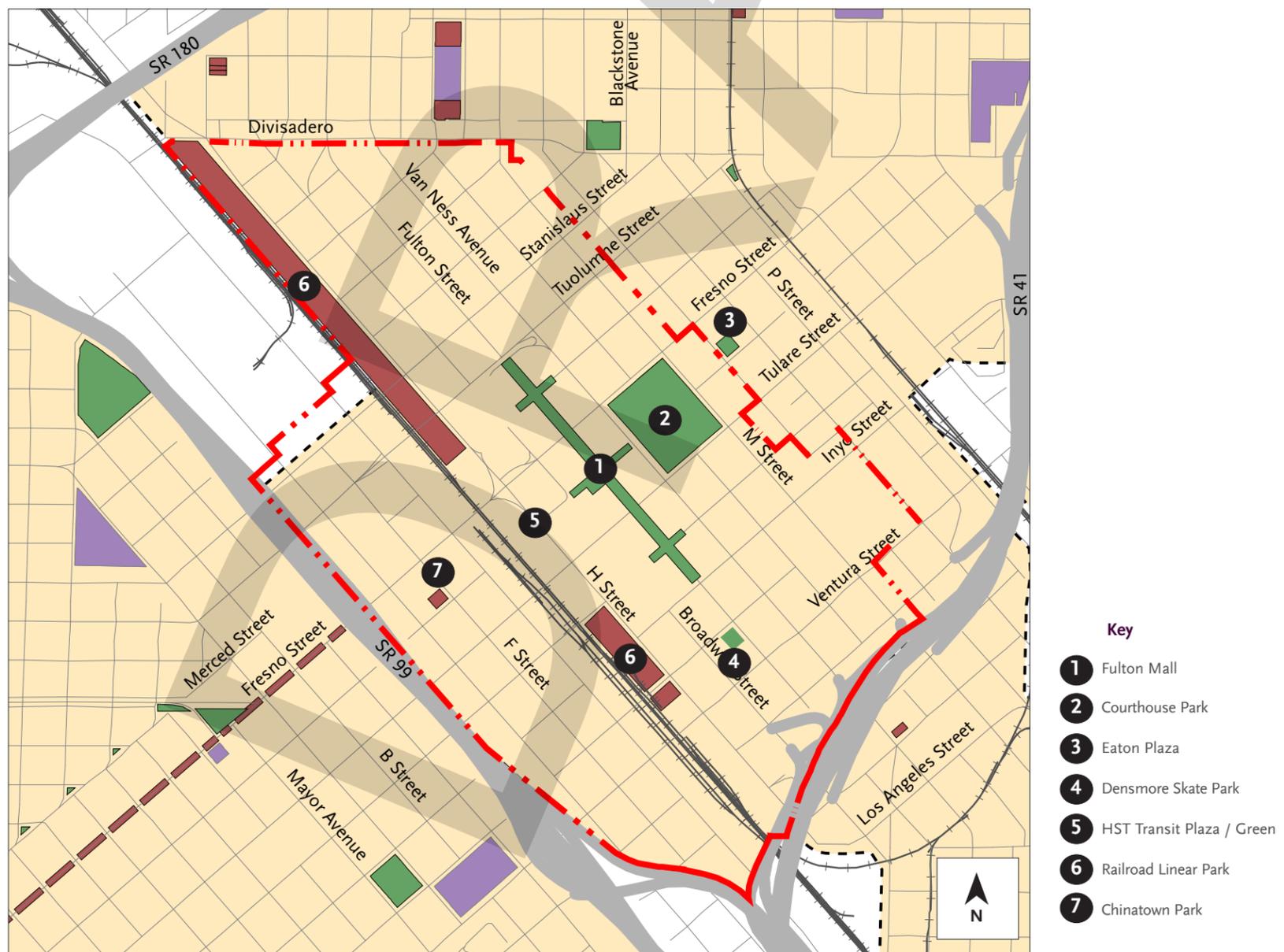


The vehicular lanes that provide access to the parking garage beneath the Holiday Inn hotel along Van Ness Avenue hamper pedestrian access to Courthouse Park.

### 8.3 OPEN SPACE IMPROVEMENTS (continued)

#### B. INTRODUCTION OF NEW OPEN SPACES

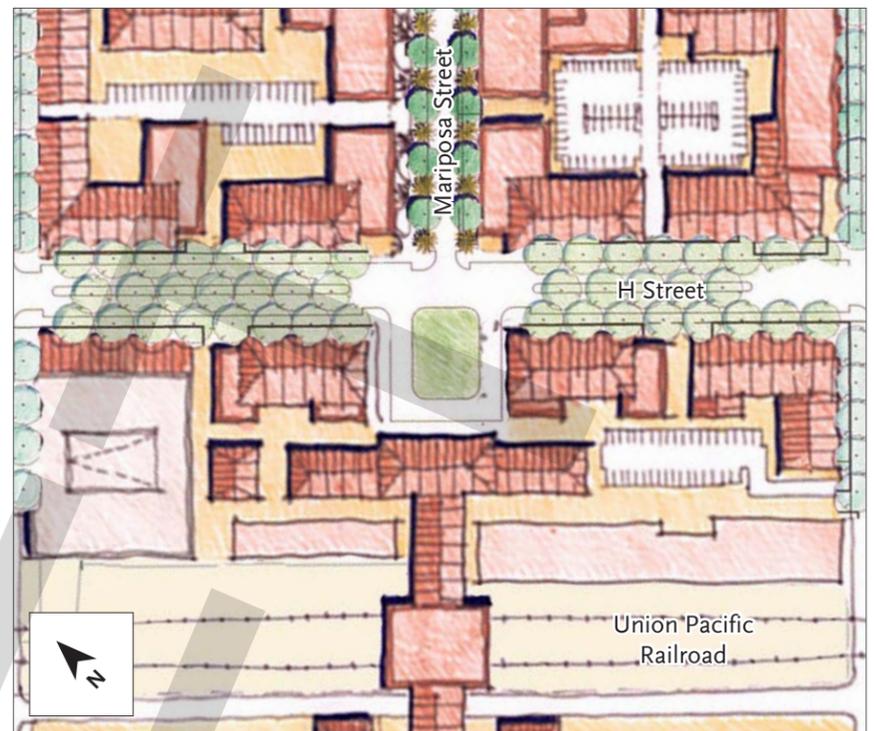
The vacant parcels along the east side of the railroad tracks adjacent to the Cultural Arts District and the South Stadium District, the many vacant parcels within Chinatown, and the introduction of the proposed High-Speed Train station as an important civic building, provide excellent opportunities for introducing much needed open space within Downtown (see **Figure 8.3F**).



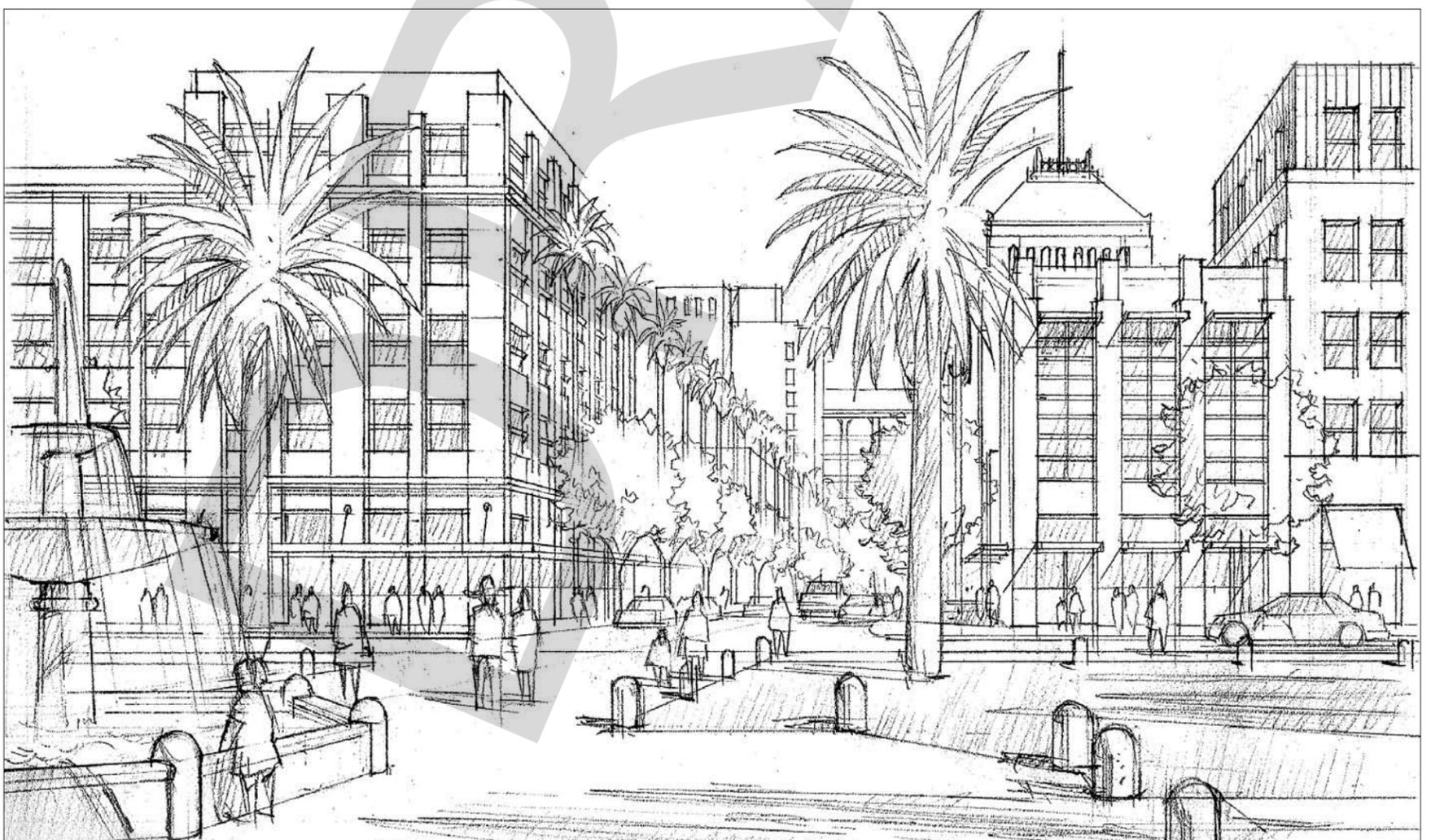
**Figure 8.3F - Existing and Proposed Open Spaces**

**1. High-Speed Train Plaza/Green.** The proposed High-Speed Train Station will provide an important civic presence at the western terminus of the Mariposa Street axis. Designed as an urban station, it and the surrounding development will provide an important link between Chinatown and the Central Business District. To emphasize its civic presence, to provide a gateway to northern and southern California destinations, and possibly to accommodate additional curb space for passenger pick-up and drop-off, a plaza or green is proposed immediately in front of the station's eastern entrance. Key features of the plaza or green include:

- Framed views out of the plaza/green towards the County Courthouse;
- Pedestrian-scaled light fixtures which create a warm light and reinforce the connectivity to the city and define the plaza/green edges;
- Focal art or water features that reinforce the centric nature of the plaza/green; and
- Lack of barriers between sidewalks and streets.



**Figure 8.3C - Transit Plaza/Green** - Illustrative plan showing the transit plaza in front of the proposed High-Speed Train station

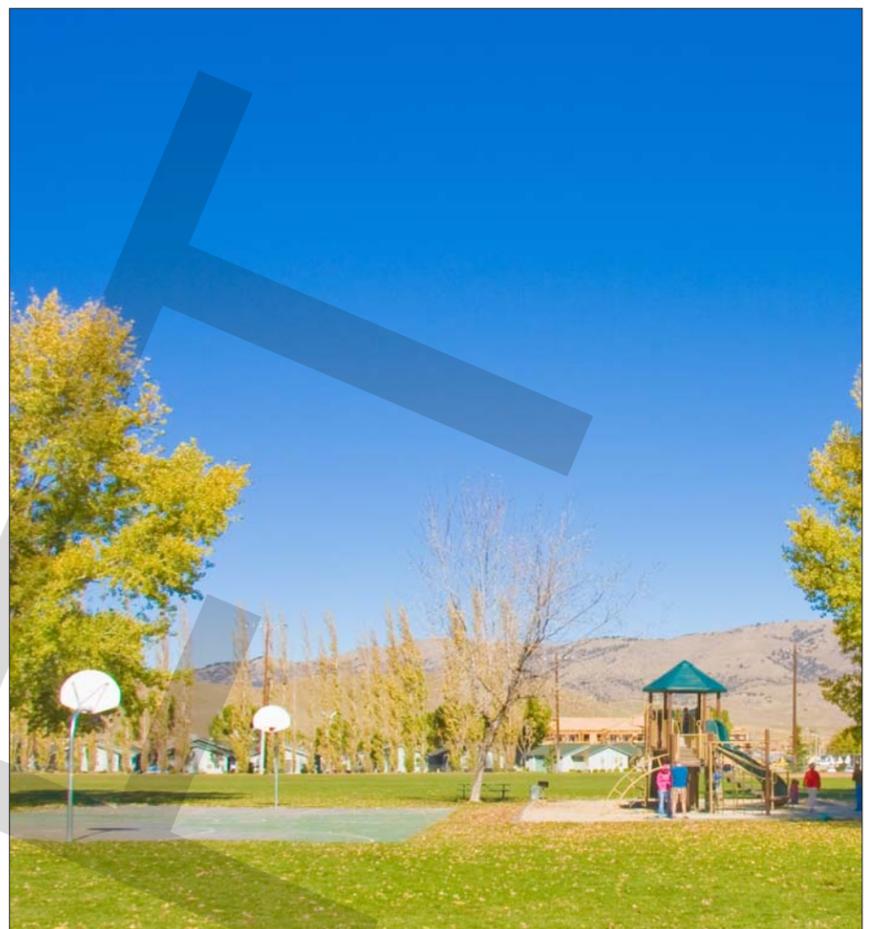


View looking west on Mariposa Street from the proposed High-Speed Train station transit plaza/green.

### 8.3 OPEN SPACE IMPROVEMENTS (continued)

**2. Railroad Linear Park.** The Railroad Linear Park builds upon a design concept initially proposed by local Fresno landscape architect Jennifer Feaster. The concept proposes that the mostly vacant parcels lining the length of the Plan Area between H Street and the Union Pacific railroad tracks be used to provide outdoor green space to support Downtown’s proposed residential development. Key features of the linear park include:

- A variety of open space uses, such as community gardens, basketball courts, tennis courts, playing fields, skateboard parks, and dog parks. The linear park could also accommodate parking and, depending on the configuration and location of the proposed High-Speed Train tracks, a solar farm;
- A walking and running trail that links the various open spaces;
- Appropriate plazas at the entry ways of existing buildings;
- Adaptive reuse of existing buildings as park facilities;
- Potential association with nearby neighborhood community centers, schools, or other organizations to provide open space opportunities; and
- A separation fence, or wall between the park and the Union Pacific railroad tracks and the HST tracks (if the alignment is built at-grade) to reduce pedestrian trespassing across tracks and to absorb sound. The fence or wall is screened with dense trees.



Basketball courts and playgrounds are two of the many amenities possible for the Railroad Linear Park.

Adjacent buildings to the east (within the Cultural Arts District and the South Stadium District), regardless of their use, will face the linear park in order to provide “eyes on the park.”

As with any new facility, construction of this park is contingent upon the ability of the City to pay for its maintenance.



This linear park provides shaded landscape and benches within close proximity to dense multi-family housing.



**Figure 8.3H - Railroad Linear Park** - Illustrative drawing for the linear park system adjacent to Union Pacific railroad and H Street that includes recreational facilities, greens, gardens, and more. Special thanks to Jennifer Feaster for input on the Linear Park design.



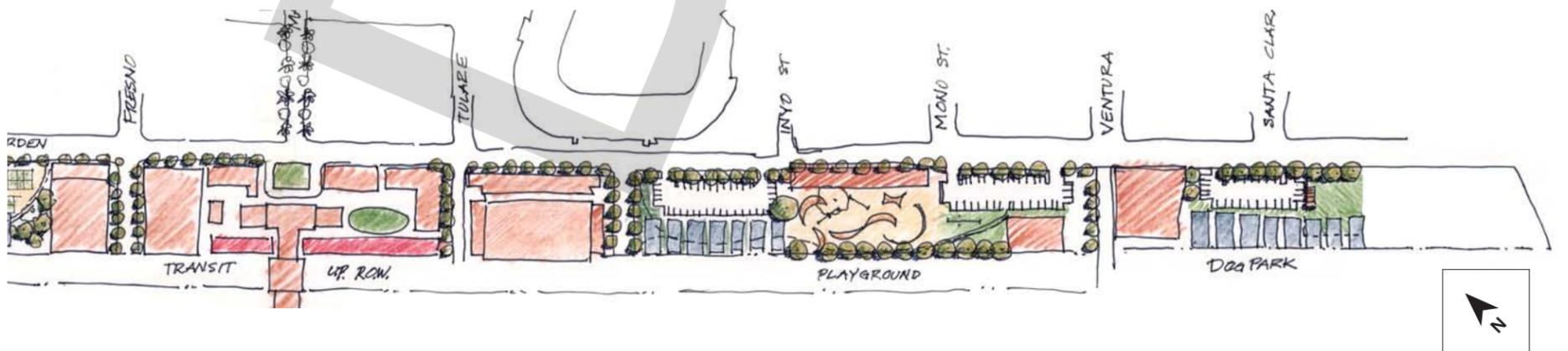
Perspective view along H Street adjacent to the Union Pacific railroad showing parks, community gardens, and a solar farm.



A tall, dense row of trees, such as this one, could screen the Union Pacific/HST railroad tracks.



Recreational fields for activities such as ultimate frisbee can be provided for residents and visitors of Downtown.



### 8.3 OPEN SPACE IMPROVEMENTS (continued)

The following framework includes goals and policies for the continued maintenance and expansion of the open space network within the Fulton Corridor Specific Plan Area. Mandatory policies are required by all users of this Plan and are denoted by a '▶'.

**Goal 8-1 Increase access to and improve the quality of Downtown’s existing parks, plazas, and open spaces.**

**Policies**

- ▶ **8-1-1** In coordination with the County of Fresno, work to improve safety and visibility to and from all parks by removing planting and other landscape features that block views and access into parks from surrounding streets and sidewalks.
- 8-1-2** Add trees or other shading devices that are able to regulate the amount of shade and sunlight.
- 8-1-3** Locate park furniture such as benches, picnic tables, trash cans beneath deciduous canopy trees, trellis structures, and/or other covered enclosures.
- ▶ **8-1-4** In conformance with the Downtown Development Code, require new buildings to face parks and other open spaces – whether across the street or immediately adjacent to the park or open space – and to provide ground floor frontages, windows, and entries that face the park or open space.
- ▶ **8-1-5** Improve the landscape character of the Fulton Mall as an important thoroughfare, gathering place, and center of economic activity.
- ▶ **8-1-6** Transform Mariposa Plaza into Downtown’s most vital place and the entertainment center for the region.
- ▶ **8-1-7** Work with other adjacent property owners, including the County and State, to strengthen the axis between City Hall and the County Courthouse by introducing a grand boulevard with a wide, tree-lined median that accommodates vehicular traffic between M and P Streets.
- ▶ **8-1-8** Work with the County of Fresno to modify the subterranean parking entry/exit ramps by removing the lanes that enter and exit from Tulare and Fresno Streets, and remove the bus lanes and parking lots

that surround Courthouse Park in order to make it more visible and accessible from surrounding streets, sidewalks, and buildings.

**8-1-9** Work with the Fresno Unified School District and other public agencies to provide open space and recreation facilities through mechanisms such as joint use agreements with existing schools. (FLSP Implementation Action 6-1-3, modified 2011)

**8-1-10** On an on-going basis, develop a variety of funding sources to pay for the maintenance of existing parks, tot lots, and playing fields.

**Goal 8-2 Introduce a variety of new public parks and open spaces throughout Downtown as valuable amenities for Downtown residents, workers, and visitors. (FLSP Goal 6, modified 2011)**

**Policies**

- 8-2-1** Work with the City’s Parks and Recreation Department to develop a program to increase the number of parks and open spaces for public use while maintaining existing facilities. (FLSP Policy 6-1) Potential locations include:
  - A linear park between H Street and the Union Pacific railroad tracks on the blocks south of Kern Street and north of Fresno Street;
  - A civic park that is centered on Mariposa Street and, assuming the proposed High-Speed Train station is built, occupies the southern terminus of a continuous Mariposa axis; and
  - Various vacant parcels and/or City-owned parcels.
- ▶ **8-2-2** Work with the High-Speed Rail Authority to introduce a transit plaza or green in front of the High-Speed Train’s Mariposa Street entrance.
- ▶ **8-2-3** Where feasible, surround new parks with development that includes front doors and windows that face the park.



*Pedestrian-scaled lights, benches, and access to ample shade make for an inviting park.*



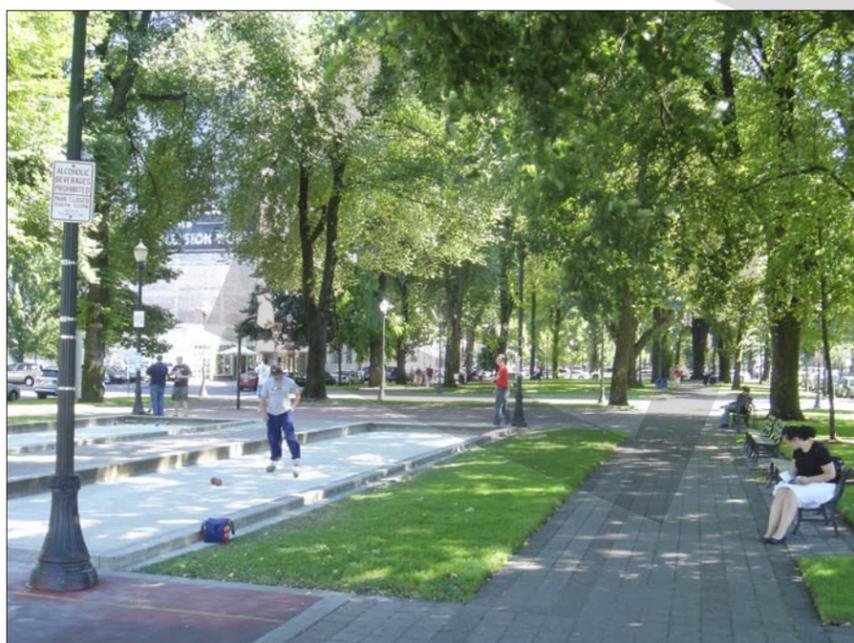
*A children’s play area is surrounded by deciduous trees that provide shade in the summer and allow the sun’s warming rays to filter through during the winter.*

- ▶ **8-2-4** In conformance with the Downtown Development Code activate parks and open spaces by allowing a variety of uses, including dog parks, recreational activities such as basketball and pétanque, and compatible commercial activities such as vendors, cafes, and bike/skate rentals.
- ▶ **8-2-5** On an on-going basis, develop a variety of funding and financing sources to pay for the construction and maintenance of new parks, tot lots, and playing fields. Whenever possible, use a Landscaping Maintenance Benefit Assessment District or a Community Facilities District for acquisition and maintenance of park lands. (FLSP Implementation Action 6-1-2, modified 2011)
- ▶ **8-2-6** Partner with private citizens and organizations to contribute funds, labor, or materials towards public parks and open space. (FLSP Implementation Action 6-2-1)

### Goal 8-3 Support healthy, affordable production of food.

#### Policies

- ▶ **8-3-1** Support the creation of new community gardens in the Plan Area. Require community gardens to be well maintained by keeping garden paths free of objects, prohibiting the storage of non-gardening items and unsightly materials in garden plots, keeping weeds to a minimum, and at the end of the season, removing collapsible structures.
- ▶ **8-3-2** Allow raised vegetable garden beds in front yards gardens. Require gardens to be well maintaining by keeping garden paths free of objects, prohibiting the storage of non-gardening items and unsightly materials in garden plots, keeping weeds to a minimum, and at the end of the season, removing collapsible structures.
- ▶ **8-3-3** Actively pursue the creation of new farmers' markets in the Plan Area. Explore opportunities for collaboration with local farms, local hospitals, or health clinics to sponsor farmers' markets in Downtown.



Local residents relax in the shade and participate in recreational activities such as playing pétanque.



Farmers' markets allow local farmers to sell fresh foods conveniently and directly to consumers resulting in lower costs and the preservation of natural resources.

## 8.4 STREETScape ENHANCEMENTS

Pedestrian circulation from one part of Downtown to the other can be daunting. Some of the reasons for this include street design that caters to vehicular over pedestrian needs, lack of sufficient street cover, sparse street lighting, and missing or uninviting pedestrian amenities such as street furniture.

Pedestrian priorities can be improved by:

- Establishing a continuous building frontage with appropriate storefronts and doors and a continuous streetscape;
- Expanding the width of the sidewalks to allow for three distinct zones in all sidewalk areas (curb side zone, pedestrian zone, and frontage zone) as shown in **Figure 8.4C**;
- Emphasizing connections to retail, transit centers, and other downtown amenities;
- Enhancing pedestrian comfort through continuous street trees or arcades, awnings, pedestrian-scaled lighting, street furniture including benches and trash enclosures, and enhanced paving;
- Encouraging sidewalk cafes and similar active uses of the public realm;
- Minimizing curb cuts and driveways;
- Providing an accessible path of travel for all;
- Utilizing a standard approach to crosswalk design;
- Minimizing utility conflicts with pedestrian movement;
- Providing way-finding signage or other visual cues; and
- Enhancing key transit stops with lighting, benches, and shelters.



Wide sidewalks with large shading canopy trees in landscaped planters provide an ideal environment for pedestrians.

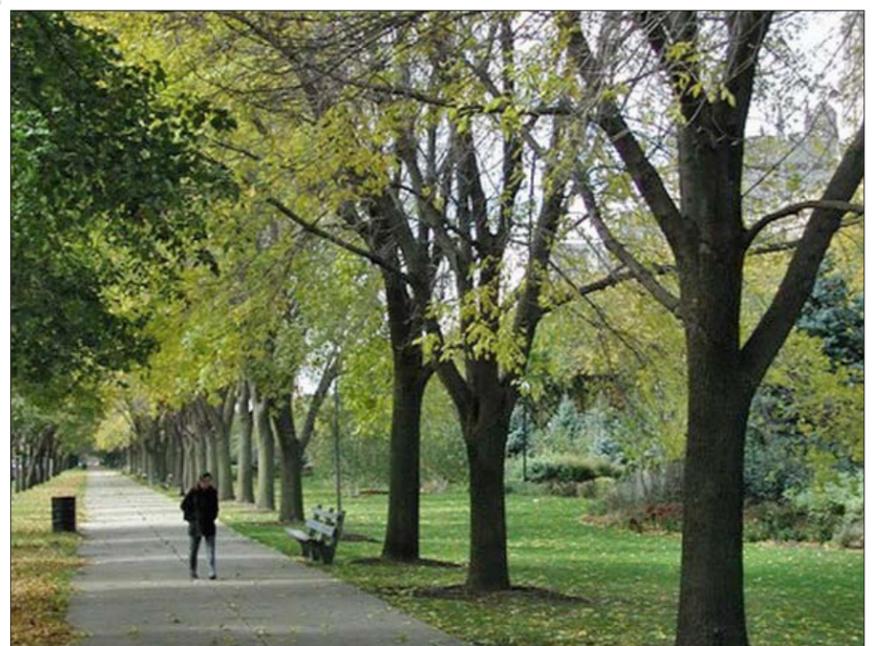
### A. STREET TREES

Trees improve air quality, reduce storm water runoff, provide cooling effects, increase property values, generate the urban forest, and create urban wildlife habitat. They reinforce how people orient themselves and navigate from place to place (as unique street trees are assigned to each street, these streets become identified with their trees, helping people locate where they are or where they are going), contribute to Downtown's unique character, and improve the quality of life of residents, workers, and visitors alike.

But street trees cannot survive without proper planting, irrigation, and maintenance. There are tremendous differences in soil types within Downtown Fresno – even from tree to tree on a given block. This affects drainage, levels of soil compaction, and the ability of different kinds of street trees to thrive. General soil maps for the FCSP Area suggest that soils range from a well-draining sandy texture to a moderately draining loamy texture. Based on these soil maps, drainage appears to be generally acceptable. Nevertheless, proper drainage for new tree plantings is an important priority, since poor drainage is a common cause of street tree death. This is accomplished by:

- Ripping and amending the existing soil (to provide oxygen to the root zone and improve soil quality). An alternative method is to install structural soil in tree wells and beneath adjacent sidewalks. The City's current typical urban tree planting standards guide this process.
- Drilling a 24" x 10' hole for each street tree (to provide drainage through the compact/hardpan layer where present);
- Refraining from putting lights in and around trees (since lights compete with the street tree's rooting space); and
- Avoiding planting annual flowers underneath trees (since the annuals' roots disturb the street tree's valuable feeder roots).

At the same time, there are also locations in Downtown where soils are compacted or saturated, particularly where soil does not have a well-draining sandy texture. Roots cannot grow in compacted or saturated soil layers, leading to crown die-back, smaller leaves, or chlorotic leaves, all of which are early indicators of soil problems. Street tree professionals often speak of "putting the right tree in the right place." However, it is possible for soil to become so poor due to compaction, depletion, or poor drainage that almost no tree is "right." Therefore, fostering healthy soil is an important component of maintaining a diverse urban forest with healthy trees.



Large trees line both sides of the sidewalk, creating an edge to the adjacent open space.

Deep watering of nursery grown tree stock through hard-piped drip irrigation, bubbler emitters, or deep watering devices has proven to be the standard for irrigating street trees. These irrigation technologies use less water, encourage deeper root growth, and activate pre-emergent weed control. In addition, if understory plantings are to occur under street trees, the system should separately irrigate trees from understory plantings. These systems may seem redundant but are necessary in times of drought. Due to rooting sizes and depths, understory plants generally require more water than trees. Water reductions can be had in the understory plants without sacrificing street trees.

Where available, reclaimed water should be used over potable water. The use of reclaimed water extends drinking water supplies, reduces the need for additional potable water facilities, reduces the amount of treated wastewater discharged, reduces reliance on costly imported water supplies, and increases the water supply reliability.

Though expensive, maintenance is necessary to protect the investment in trees and keep the public realm beautiful. While public funds are made available from the City for tree maintenance, one entity alone should not be expected to bear the full costs of such a program. Instead, a number of funding sources should be used. Examples of potential funding sources include:

- Special improvement districts comprised of a group of property owners who vote to assess themselves for tree, lighting, or park improvements. While some effort is required to establish these districts, they are typically successful because the group has agreed to pay the assessments and is therefore committed to making improvements;
- Permit fees and surcharges that are imposed on construction activity for planting and care of community trees and green-space purchases;
- A customer-directed one-year maintenance cycle paid by adjacent property owners. The trees are managed by the City and maintained either by the City or an approved vendor. Since the owners will be augmenting the payment of the maintenance contracts, this alternative allows a property owner or a group of owners on a block or street to suggest particular street trees on a given street or block that needs more maintenance, once the streetscape priorities of this Plan have been fulfilled. The covenant agreement requires that owners pay for maintenance for a specific number of years;
- Collaborating with Tree Fresno, a non-profit organization, to enable individuals, businesses, and community clubs to plant or care for trees within the Plan Area; and

- Through a community tree and street tree endowment, donations from businesses, utility companies, service clubs, and individuals can be used to offset costs for tree plantings and care.

## B. STREET LIGHTING

The height of light poles, fixture scale, and light quality and color all impact the character of the streetscape. Light fixtures scaled to the movement of automobiles can suggest to the pedestrian they are in an unsafe or unwelcoming environment. Both the scale of the fixture and warm lighting sources reinforce the sense that the sidewalks in the downtown are in the domain of the pedestrian. In addition, encouraging business and property owners to keep storefront and office window display lighting illuminated through the night further contributes to the perception of a safe and welcoming environment.

## C. STREET FURNITURE

The character of the Plan Area is defined by its buildings, its streets, its parks, and its civic institutions, not its street furniture. Rather, street furniture complements the outdoor “rooms” that it is furnishing. Accordingly, it is not necessary or desirable that a “Fresno Bench” or “Fresno Trash Receptacle” be selected, nor is it necessary or desirable that all such furnishings be either “old fashioned” or make a design statement.



*The street trees provide orientation and wayfinding, shade for pedestrians, and a beautiful landscape to complement the urbanity of streets, sidewalks, and buildings.*



*This streetscape includes sidewalk dining, wide sidewalks, benches, landscaping, and large canopy trees for shade.*

## 8.4 STREETScape ENHANCEMENTS (continued)

### D. ORIENTATION AND NAVIGATION (WAYFINDING)

Currently Downtown is the government center of the City and County of Fresno and accordingly attracts numerous visitors, especially during the weekday. In addition, many Fresnoans come to Downtown to attend events at venues such as Chukchansi Park, the Fresno Convention Center, the Saroyan Theater, Warnors Theater, and the Rainbow Ballroom, or to attend festivals such as the Chinese New Year's parade, Art Hop, or Suds in the City. Other people stay in Fresno en route to Yosemite, Kings Canyon, or Sequoia National Parks. Many, if not most, are unfamiliar with the entry and exit routes into Downtown, the direction of one-way traffic flows, the locations of off-street parking facilities, and easy routes to Downtown's various amenities and attractions.

The shifting street grid, circulation discontinuities due to street closures, and the irregular freeway ramp system complicates traveling to, from, and within Downtown, frustrating motorists, bicyclists, transit riders and pedestrians alike. Accordingly, an important component of simplifying how people orient themselves and find their way is to convert some of Downtown's one-way streets to two-way and to reopen some of Downtown's pedestrian-only streets. This simplification minimizes the need for complex orientation and navigation (wayfinding) programs while increasing the effectiveness of basic wayfinding measures.

In addition, Downtown's physical form provides a number of opportunities for orienting people and forming gateways into Downtown. The existing shift of the street grid at Divisadero Street provides opportunities to celebrate views and create gateways through the introduction of prominent buildings and facades on the sites that occupy the junction between the two grids (Iron Bird Lofts on Fulton Street is a great example of a building that marks entry into Downtown). Freeway and railroad underpasses, such as the Fresno Street railroad underpass, present additional opportunities for gateways into Downtown. In addition, a number of existing buildings such as City Hall and the County Courthouse are placed at the terminations of streets, offering a way for people to orient themselves.

However converting one-way streets to two-way, opening up pedestrian-only streets, and utilizing Downtown's physical form to help orient visitors will need to be enhanced with a comprehensive wayfinding system that enhances orientation and mobility, promotes awareness of Downtown's cultural, shopping, and entertainment offerings, helps project a consistent image for the Downtown, and in the case of parking directional signage, will manage the parking supply more efficiently and reduce driver confusion. Such signage must be oriented towards motorists, including those looking for parking, transit riders, bicyclists, and pedestrians.



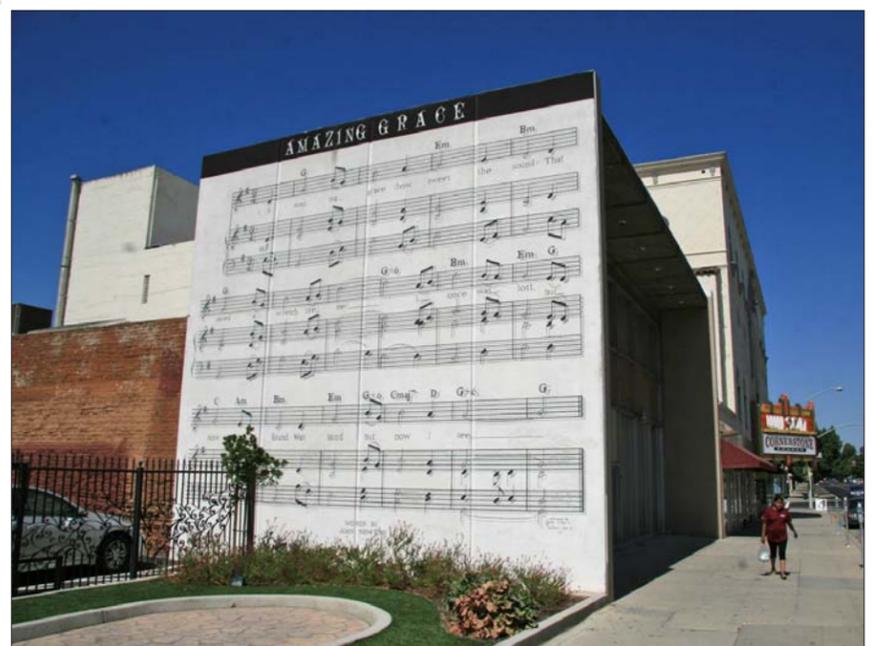
A prominent building and its architectural elements signify the vista termination of this street.

### E. THE ARTS

Downtown is the heart and soul of Fresno and is home to several important cultural venues including the Warnors Theater, the Rainbow Ballroom, Arte Americas, and the Saroyan Theater. Concerts, festivals, outdoor performances, and public art, including murals and world-class art in the Fulton Mall, are among the many cultural experiences offered in Downtown, attracting visitors and supporting a burgeoning art industry.

The arts will continue to play an essential role in Downtown's future as quality of life decisions shape people's choices about where to live, work, shop, vacation, and invest time and money. Key to preserving these assets are:

- Prioritizing the preservation and reuse of the Plan Area's historic theaters, turning them back into destinations that attract people to Downtown;
- Allowing and encouraging murals throughout Downtown, but particularly in the Cultural Arts District;
- Refurbishing and, as necessary, relocating the artwork along the Fulton Mall; and
- Continuing to promote festivals, farmers' markets, and other events in Downtown.



Murals are prevalent within the Plan Area, particularly within the Cultural Arts District.

The following goals and policies foster pedestrian activity within the downtown core and promote the continued maintenance and expansion of streetscape within the Plan Area in order to advance its appeal to tourists, workers, and residents, and to establish its identity as the dominant urban center in the region.

**Goal 8-4 Enhance the Downtown streetscape through the introduction of appropriate street trees.**

**Policies**

- ▶ **8-4-1** Add new and replace missing street trees according to the Street Tree Master Plan as shown in **Figure 8.4A**.
- 8-4-2** Use street trees to emphasize connections to retail, transit centers, and other downtown amenities.
- 8-4-3** Evaluate the palette of compatible streets on a regular basis.
- ▶ **8-4-4** Limit the installation of lights directly on tree trunks or that share the same tree well since these lights compete for rooting space, and/or can harm the tree, and tree limbs can obscure the lighting.

**Goal 8-5 Ensure a long life for the urban forest through proper street tree drainage.**

**Policies**

- ▶ **8-5-1** Properly prepare soil in order to ensure effective soil drainage by:
  - a. Augering holes for each street tree where hardpan exists.
  - b. Uncompacting soils within tree wells by ripping and amending the existing soil.
  - c. As funds are available, removing the parent soil beneath sidewalks and within street tree wells and replacing it with structural soil.

▶ **8-5-2** Improve root volume for urban street trees through the following methods:

- a. Where sidewalk widths allow, use large tree well openings of 7' x 7', 6' x 8', or 4' x 12'.
- b. Where sidewalks are too narrow to accommodate large tree wells, provide a continuous five foot wide trench filled with uncompacted soil beneath adjacent paving. Methods of accommodating uncompacted soil volumes include:
  - Structural soils; and
  - Bridging across the trench with grating that supports pavers.

Allowance for light standards and other street items requiring footing into the soil trenches is acceptable.

- c. Where sidewalk widths and/or conditions do not allow for continuous trenching along street edge due to underground obstructions, consider perpendicular trenches using means described in 8-5-2.b.
- d. Where sidewalk widths are very narrow, consider placement of trees within parking lanes of the roadway. Provide a 6' x 8' tree well that is located outside of the street drainage gutter. On traffic and parking sides of tree well, protect tree by curb or other means.



Planting street trees within bulb-outs are ideal when sidewalks are too narrow to accommodate them, in addition to being a great tool for reducing automobile traffic speed.



Street lighting is placed away from street trees to give the their roots room to grow and to prevent tree limbs from obstructing the lighting.

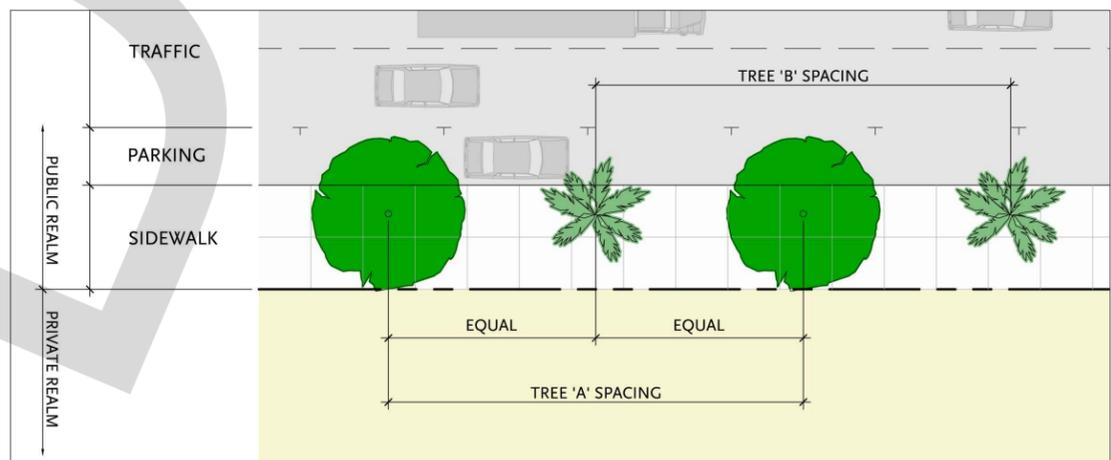
### 8.4 STREETScape ENHANCEMENTS (continued)

Figure 8.4A shows the tree species matrix and street tree plan for the Plan Area's streets. The species matrix lists the botanical name and common name for each street tree. It also defines the form, or shape, of each street tree whether it be pyramidal, rounded, oval, etc., as well as the spacing. The form, established for each street, defines the spatial character of each street and is coordinated with the width of the street, as well as the setbacks, heights, and uses of the buildings that line that particular street. Over time tree species can vary, but the tree form shall remain consistent.

Spacing for trees along streets where two tree species are specified is shown in the diagram below the matrix.

Figure 8.4A - Street Tree Master Plan

KEY	BOTANICAL NAME	COMMON NAME	URBAN FORM	SPACING
CD	CEDRUS DEODARA	DEODAR CEDAR	PYRAMIDAL	45 FT
CS	CELTIS SINENSIS	CHINESE HACKBERRY	ROUNDED-SPREADING	35 FT
CS WR	CELTIS SINENSIS WASHINGTONIA ROBUSTA	CHINESE HACKBERRY MEXICAN FAN PALM	ROUNDED-SPREADING PALM	40 FT ALTERNATE SPACING 40 FT at 20FT ON CENTER
CER	CERCIS CANADENSIS	EASTERN REDBUD	ROUNDED-VASE	35 FT
CER WR	CERCIS CANADENSIS QUERCUS ROBUR 'CRIMSON SPIRE'; 'FASTIGIATA'	EASTERN REDBUD ENGLISH OAK	ROUNDED-VASE COLUMNAR	40 FT ALTERNATE SPACING 40 FT at 20FT ON CENTER
CER NS	CERCIS CANADENSIS NYSSA SYLVATICA	EASTERN REDBUD SOUR GUM	ROUNDED-VASE OVAL-PYRAMIDAL	60 FT ALTERNATE SPACING 60 FT at 30FT ON CENTER
CR KP	CHIONANTHUS RETUSUS KOELREUTERIA PANICULATA	CHINESE FRINGE TREE GOLDEN RAIN TREE	ROUNDED-VASE ROUNDED-VASE	60 FT ALTERNATE SPACING 60 FT at 30FT ON CENTER
CT	LAGERSTROEMIA INDICA 'INDIAN VARIETALS'	CRAPE MYRTLE	ROUNDED-SPREADING	35 FT
MG	MAGNOLIA GRANDIFLORA	SOUTHERN MAGNOLIA	OVAL - SPREADING	35 FT
FAA	FRAXINUS AMERICANA 'AUTUMN APPLAUSE'	AMERICAN ASH	OVAL-ROUNDED	35 FT
GB	GINKGO BILOBA 'AUTUMN GOLD'	AUTUMN GOLD GINKGO	PYRAMIDAL-ROUNDED	35 FT
KB	KOELREUTERIA PANICULATA	GOLDEN RAIN TREE	ROUNDED	35 FT
KP PC	KOELREUTERIA PANICULATA PINUS CANARIENSIS	GOLDEN RAIN TREE CANARY ISLAND PINE	ROUNDED-VASE CONICAL	60 FT ALTERNATE SPACING 60 FT at 30FT ON CENTER
LT QA	PLATANUS ACERFOLIA 'BLOODGOOD' PINUS CANARIENSIS	PLANE TREE CANARY ISLAND PINE	OVAL-PYRAMIDAL CONICAL	60 FT ALTERNATE SPACING 60 FT at 30FT ON CENTER
NS	NYSSA SYLVATICA	SOUR GUM	OVAL-PYRAMIDAL	35 FT
NS QI	NYSSA SYLVATICA QUERCUS ILEX	SOUR GUM HOLLY OAK	OVAL-PYRAMIDAL ROUNDED	60 FT ALTERNATE SPACING 60 FT at 30FT ON CENTER
PD	QUERCUS ROBUR 'CRIMSON SPIRE'; 'FASTIGIATA'	ENGLISH OAK	COLUMNAR	30 FT
PC	PISTACIA CHINENSIS	CHINESE PISTACHE	UMBRELLA	35 FT
PAY	ZELKOVA SERRATA 'GREEN VASE'	JAPANESE ZELKOVA	OVAL	35 FT
PAC	PLATANUS ACERFORIA 'COLUMBIA'	LONDON PLANE TREE	VASE	35 FT
PCA	CHIONANTHUS RETUSAS	FRINGE TREE	ROUNDED	35 FT
SS	SAPIUM SERBIFERUM	CHINESE TALLOW TREE	OVAL	35 FT
SJ	SOPHORA JAPONICA	JAPANESE PAGODA TREE	ROUNDED	35 FT
TC	TILIA CORDATA	LITTLE LEAF LINDEN	OVAL-PYRAMIDAL	35 FT
UP	ULMUS PARVIFOLIA	CHINESE ELM	UMBRELLA	35 FT
ZS	ZELKOVA SERRATA 'VILLAGE GREEN'	JAPANESE ZELKOVA	VASE	35 FT
[Dashed Box]	FULTON MALL [TO BE UPDATED ONCE ADMINISTRATION AND CITY COUNCIL CHOOSES FULTON MALL OPTION]			
[Red Box]	GATEWAY ENTRY TREATMENTS SEE GATEWAY ENTRIES			
[Red Box]	QUERCUS ROBUR 'CRIMSON SPIRE'; 'FASTIGIATA'	ENGLISH OAK	COLUMNAR	N/A
[Red Box]	RETAIL GATEWAYS TREES PLANTED IN PARKING ZONE OF ROADWAY AND MEDIANS TO AVOID BASEMENT CONSTRAINTS			
[Green Dotted Line]	QUERCUS ROBUR 'CRIMSON SPIRE'; 'FASTIGIATA'	ENGLISH OAK	COLUMNAR	30 FT



The above diagram shows the spacing arrangement for the streets that specify two alternating tree species. All trees are spaced equally apart from one another and per the requirements in the matrix above.



## 8.4 STREETScape ENHANCEMENTS (continued)

**Figure 8.4B** shows an overlay plan for enhanced streetscape along important Downtown streets and key gateways. These enhanced streetscapes are intended to improve Downtown’s branding by creating “entry gateways” at important intersections, highlighting important iconic areas, and improving way-finding to Downtown’s retail core.

These enhanced streetscapes will be implemented once a public/private partnership is established to generate the necessary funds to pay for the maintenance of the enhanced landscape. By investing in the partnership, property owners can improve the appearance and branding of their respective properties as well as raise their property values. Numerous studies dating back to the late 1980s conclusively show that landscaping can increase property values. Accordingly, a tremendous opportunity exists in leveraging a public/private partnership to bring a cost effective, high return value to adjacent property owners through the use of quality landscaping in the public realm. In return, the City provides professional landscape maintenance staff to maintain the trees, safeguarding the streetscape investments made by the adjacent property owners.

**Figure 8.4B - Enhanced Street Tree Overlay Plan**

### Streets

The following streets form the backbone of the enhanced overlay zone. Over time as Downtown evolves, more streets can be added to the overlay zone.

#### H Street

Due to its adjacency to the High-Speed Train station, H Street has the potential to be seen by more people than any other street in Fresno. Since it runs parallel to the tracks, it provides a continuous impression of Fresno for passing rail system passengers.

#### Van Ness Avenue at Courthouse Park

This segment of Van Ness Avenue passes through the civic heart of Fresno.

#### Major Retail Streets: Fulton, Merced, Mariposa, and Kern Streets

The streetscape along these streets identifies Downtown’s retail core and facilitates wayfinding by creating long distance views and providing improved sightlines towards adjacent stores.

#### Mariposa Street from SR 99 to the HST Station

Mariposa Street runs from the western terminus of the HST station through the heart of Chinatown.

### Gateways

The following Downtown intersections are planted as landscaped gateways into Downtown’s civic, retail, and office venues:

#### Southern Gateways

SR 99 and Fresno Street  
SR 99 and Tulare Street  
SR 99 and Ventura Avenue

#### Eastern Gateways

Ventura Avenue and Fulton Street  
Ventura Avenue and Van Ness Avenue

#### Transit Gateways

H Street and Fresno Street  
H Street and Tulare Street

#### Northern Gateways

Fresno Street and R Street  
Tulare Street and R Street

#### Western Gateways

Stanislaus Street and Van Ness Avenue  
Stanislaus Street and Fulton Street



KEY	BOTANICAL NAME	COMMON NAME	URBAN FORM	SPACING
	CELTIS SINENSIS WASHINGTONIA ROBUSTA	CHINESE HACKBERRY MEXICAN FAN PALM	ROUNDED-SPREADING PALM	40 FT ALTERNATE SPACING 40 FT at 20FT ON CENTER
	CERCIS CANADENSIS	EASTERN REDBUD	ROUNDED-VASE	40 FT
	KOELREUTERIA PANICULATA PHOENIX DACTYLIFERA 'MEDJOO'	GOLDEN RAIN TREE MEDJOO DATE PALM	ROUNDED-VASE PALM	60 FT ALTERNATE SPACING 60 FT at 30FT ON CENTER
	KOELREUTERIA PANICULATA WASHINGTONIA ROBUSTA	GOLDEN RAIN TREE MEXICAN FAN PALM	ROUNDED-VASE PALM	60 FT ALTERNATE SPACING 60 FT at 30FT ON CENTER
	PHOENIX DACTYLIFERA 'MEDJOO'	MEDJOO DATE PALM	PALM	30 FT
	FULTON MALL [TO BE UPDATED ONCE ADMINISTRATION AND CITY COUNCIL CHOOSES FULTON MALL OPTION]			
GATEWAY ENTRY TREATMENTS SEE GATEWAY ENTRIES				
RETAIL GATEWAYS TREES PLANTED IN PARKING ZONE OF ROADWAY AND MEDIANS TO AVOID BASEMENT CONSTRAINTS				
	PHOENIX DACTYLIFERA 'MEDJOO'	MEDJOO DATE PALM	PALM	30 FT
	PHOENIX CANARIENSIS	CANARY ISLAND DATE PALM	PALM	N/A

## 8.4 STREETScape ENHANCEMENTS (continued)

Figure 8.4B - Street Tree Descriptions

Figure 8.4B provides descriptions and tree form for each of the trees in the species matrix. Below is a brief explanation of the tree form design uses based on street character.

### Tree Form - Application

- a. Spreading, Ball, Canopy, and Umbrella trees are best suited to residential or office building applications.
- b. Oval, Vase, and Palm trees are best suited in retail or office building applications where visibility to store-fronts and shade for pedestrian comfort are equally important.
- c. Palm, Columnar, and Pyramid trees are best suited in accent applications or may be patterned with Oval, Vase, Flowering, or Canopy trees to define important streets or used singularly to define entry gateways.



**Botanical name**  
*Cedrus deodara*

**Common name**  
Deodar Cedar

**Description**  
This fast-growing, coniferous evergreen is capable of reaching a size of 80' high by 40' wide. Its plural needles will show a light, silvery green color.

**Urban form**  
Pyramidal



**Botanical name**  
*Celtis sinensis*

**Common name**  
Chinese Hackberry

**Description**  
This deciduous tree grows 50' or taller and nearly as wide. The branches and leaves create a canopy which offers moderate shade in spring and summer. The leaves are bright green, oval, and 2"-5" long with finely toothed edges.

**Urban form**  
Rounded, spreading



**Botanical name**  
*Cercis canadensis*

**Common name**  
Eastern Redbud

**Description**  
This deciduous tree with a rounded head is covered with small flowers of a rose pink color in the spring before the appearance of heart-shaped leaves. It can grow to 25' tall with an equal spread and a low-branching habit with a rounded form. Leaves turn yellow-green in the fall. Prefers neutral to acidic soils.

**Urban form**  
Rounded, vase



**Botanical name**  
*Chionanthus retusus*

**Common name**  
Chinese Fringe

**Description**  
This deciduous tree will grow 25' high and 25' wide with yellow green leaves, and produces significant white flowers which bloom in summer.

**Urban form**  
Rounded, vase



**Botanical name**  
*Chionanthus retusus*

**Common name**  
Chinese Fringe Tree

**Description**  
This tree will grow 12'-25' high and 12'-25' wide. It has deciduous, yellow green leaves. Significant white flowers bloom in summer.

**Urban form**  
Rounded



**Botanical name**  
*Eucalyptus torquata*

**Common name**  
Coral Gum

**Description**  
This variety of Eucalyptus is smaller than other species, grows to 20' tall, and is sun, drought and shade tolerant. Leaves can vary a great deal. Lantern shaped buds precede the coral red or yellow flowers. Flowers appear winter through spring and make good cut flowers. Branches, which are cinnamon-colored, make wonderful arrangements.

**Urban form**  
Oval, upright erect





**Botanical name**  
*Fraxinus americana* 'Autumn Applause'

**Common name**  
American Ash

**Description**  
This tree is a dense, oval, male selection with good branch structure which exhibits beautiful reddish maroon fall color on narrow leaflets. It reaches 40' high x 25' wide with dark green color and fine texture.

**Urban form**  
Oval, rounded



**Botanical name**  
*Ginkgo biloba* 'Autumn Gold'

**Common name**  
Ginkgo

**Description**  
This deciduous tree can grow to 30' in height. It is symmetrical in shape, with a broadly conical habit; it has fan-shaped leaves that maintain a good fall color. This tree is tolerant of urban conditions.

**Urban form**  
Pyramidal, rounded



**Botanical name**  
*Koelreuteria paniculata*

**Common name**  
Goldenrain

**Description**  
This is a medium-sized tree which grows 30'-40' tall with a 35-40' spread. It produces lacy foliage and upright yellow flower clusters in the summer. It is tolerant of urban conditions and various soil types. This is an excellent street tree for retail areas due to its open lacy nature.

**Urban form**  
Rounded, vase



**Botanical name**  
*Lagerstroemia indica*

**Common name**  
Crape Myrtle

**Description**  
This is one of the longest blooming tree varieties, with a season of 2-4 months long. Flowers usually appear in the summer and could be red, rose, pink, purple, or white. The Crape Myrtle variety to select is an upright tree. Some varieties are fast growing and are mildew resistant. Some species have exfoliating bark that exposes a lovely cinnamon or gray colored bark.

**Urban form**  
Rounded, spreading

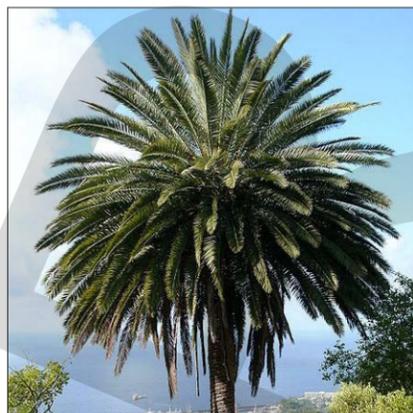


**Botanical name**  
*Nyssa sylvatica*

**Common name**  
Sour Gum

**Description**  
This deciduous, fast-growing, moderate to large tree produces foliage about 4" long and 1.5" wide. This Sour Gum is one of the most consistent to color in the fall, turning a deep red.

**Urban form**  
Oval, pyramidal



**Botanical name**  
*Phoenix canariensis*

**Common name**  
Canary Island Palm

**Description**  
This large heavy trunk, wide-spreading palm has a crown of many long arching fronds with a 40' spread and eventual height of 60'. It needs ample room for proper growth and is a slow-growing, low-water-use accent palm.

**Urban form**  
Palm

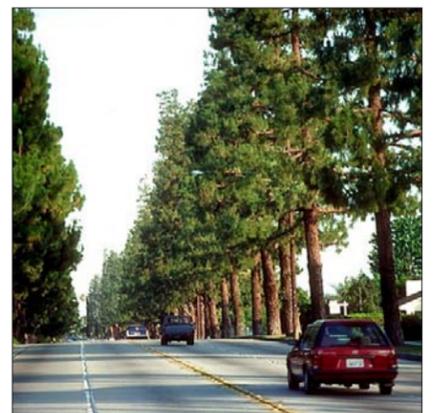


**Botanical name**  
*Phoenix dactylifera*

**Common name**  
Date Palm

**Description**  
This palm is often used in formal groupings around large buildings and on important boulevards. A source of edible dates, this Palm will grow up to 80' tall with a 30' canopy. It has grayish/green leaves on a slender trunk and does well in many climates, including desert and ocean gardens.

**Urban form**  
Palm



**Botanical name**  
*Pinus canariensis*

**Common name**  
Canary Island Pine

**Description**  
This graceful, slender-growing pine has a pyramidal form to about 70' in height. Its needles are long and drooping in bundles of 3. The foliage is a blue-green color, maturing to a dark green shade.

**Urban form**  
Narrow, pyramidal



## 8.4 STREETScape ENHANCEMENTS (continued)

Figure 8.4B - Street Tree Descriptions



**Botanical name**  
*Pistacia chinensis*  
**Common name**  
Chinese Pistache

**Description**  
This deciduous tree has broad, spreading growth to 50' in height. Its leaves have 10-16 leaflets, and the fall coloring arrives in beautiful shades of red, orange and yellow. The young trees are often gawky, but become shapely with age.

**Urban form**  
Umbrella



**Botanical name**  
*Platanus acerfolia* 'Columbia'  
**Common name**  
Columbia Plane Tree

**Description**  
This deciduous tree is a fast growing and reaches a size 40'-80' high by 30'-40' wide. Its leaves are 3-5 lobed, with a width of 4"-10". This plant is tolerant of most soils, smog, dust and reflected heat. Bloodgood is resistant to anthracnose.

**Urban form**  
Oval, pyramidal



**Botanical name**  
*Quercus ilex*  
**Common name**  
Holly Oak

**Description**  
This evergreen oak has a moderate growth rate up to 30'-60' tall and as wide. The leaves are 1.5"-3" long, .5"-1" wide, and either toothed or smooth-edged. It has a rich, dark green leaf color.

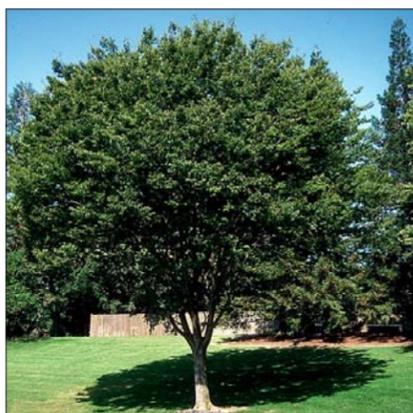
**Urban form**  
Rounded



**Botanical name**  
*Quercus robur* 'Crimson Spire'; 'Fastigiata'  
**Common name**  
English Oak

**Description**  
This slow growing deciduous tree with simple deep green almost bluish leaves and little fall color, has a narrow columnar form reaching a height 50'-60' with a width 10'-15'. The elongated columnar form with a short trunk makes a striking landscape specimen. Leaves can persist into winter.

**Urban form**  
Columnar



**Botanical name**  
*Sapium sebiferum*  
**Common name**  
Chinese Tallow

**Description**  
This deciduous tree with a roundish head grows up to 35', exhibits light green leaves that are 2" in length, and are similar to those of the poplar. Beautiful colors such as red, plum, purple, oranges, and yellow are seen during the fall season.

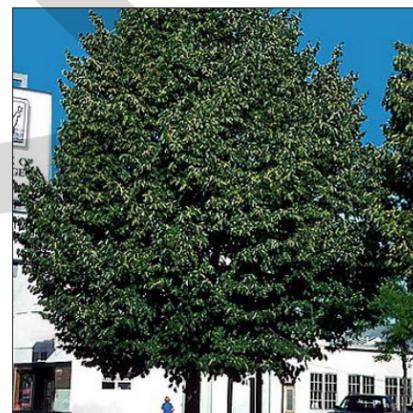
**Urban form**  
Oval



**Botanical name**  
*Sophora japonica*  
**Common name**  
Japanese Pagoda

**Description**  
This deciduous tree grows to 50-60' tall with a round head and green bark. In the late summer, lovely panicles of white flowers will be seen. This plant is a dependable shade tree, should be grown under sunny conditions, and it is very drought- and heat-tolerant.

**Urban form**  
Rounded



**Botanical name**  
*Tilia cordata* 'Greenspire'  
**Common name**  
Little-leaf Linden

**Description**  
This large deciduous tree can reach 30'-50' tall, and creates a dense pyramid that can be used as a screen. It blooms with white fragrant flowers and does well in urban settings. Should the native soil be of a clay-like nature, plant the tree high to allow for drainage.

**Urban form**  
Oval, pyramidal



**Botanical name**  
*Ulmus parvifolia* 'True Green'  
**Common name**  
'True green' Chinese Elm

**Description**  
This semi-deciduous elm reaches 60' tall and 50-70' wide. When mature it has a round crown with long, arching branches and small, dark green leaves. It is a good shade tree.

**Urban form**  
Umbrella





**Botanical name**  
*Washingtonia robusta*

**Common name**  
Mexican Fan Palm

**Description**  
This palm is large with very large, fan-shaped leaves. It has a tropical look and grows rapidly. This variety is excellent for larger gardens and lining streets and avenues.

**Urban form**  
Palm

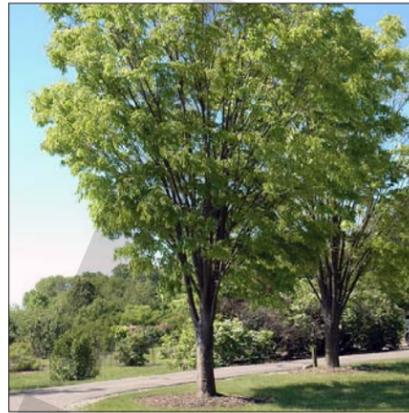


**Botanical name**  
*Zelkova serrata*

**Common name**  
Japanese Zelkova

**Description**  
This moderately growing, deciduous tree usually reaches a size 50'-60' high and as wide. Its 2"-3" leaves are elm-like, with a size that is 1/2" long and 1.5" wide. The fall foliage color ranges from yellow to red shades.

**Urban form**  
Vase



**Botanical name**  
*Zelkova serrata* 'Green Vase'

**Common name**  
Saw Leaf

**Description**  
This moderately growing deciduous tree mimics the American Elm. It has a narrower vase shape and usually reaches a size 50'-60' high and as wide. Its 2"-3" leaves are elm-like, with a size that is 1/2" long and 1.5" wide, the fall foliage colors range from yellow to red shades and it is very drought, heat, and pollution tolerant.

**Urban form**  
Vase



## 8.4 STREETScape ENHANCEMENTS (continued)

### Goal 8-6 Expand and preserve the urban forest with less water.

#### Policies

- ▶ **8-6-1** Use reclaimed water from the City’s recycled water distribution network, as it becomes available, over potable water in order to extend drinking water supplies, reduce the need for additional potable water facilities, reduce the amount of treated wastewater discharged, reduce reliance on costly imported water supplies, and increase the reliability of the water supply.
- ▶ **8-6-2** When understory plants are planted under street trees, specify understory plants with the same water needs as the trees. Improve irrigation efficiency by using drip irrigation or bubblers for understory landscape and deep watering devices for trees. Irrigation system details and landscape selections shall follow the latest California Model Water Ordinance or City of Fresno adopted requirements.

### Goal 8-7 Fund street tree planting and maintenance through a range of funding sources and entities.

#### Policies

- 8-7-1** Spread the cost of tree planting and maintenance among a variety of entities and funding sources including, but not limited to, the following:
  - a. Special improvement districts comprised of a group of property owners who vote to assess themselves for tree, lighting, or park improvements.



*Drip irrigation allows water to drip slowly to roots and reduces the amount of water otherwise lost to evaporation in a typical sprinkler system.*

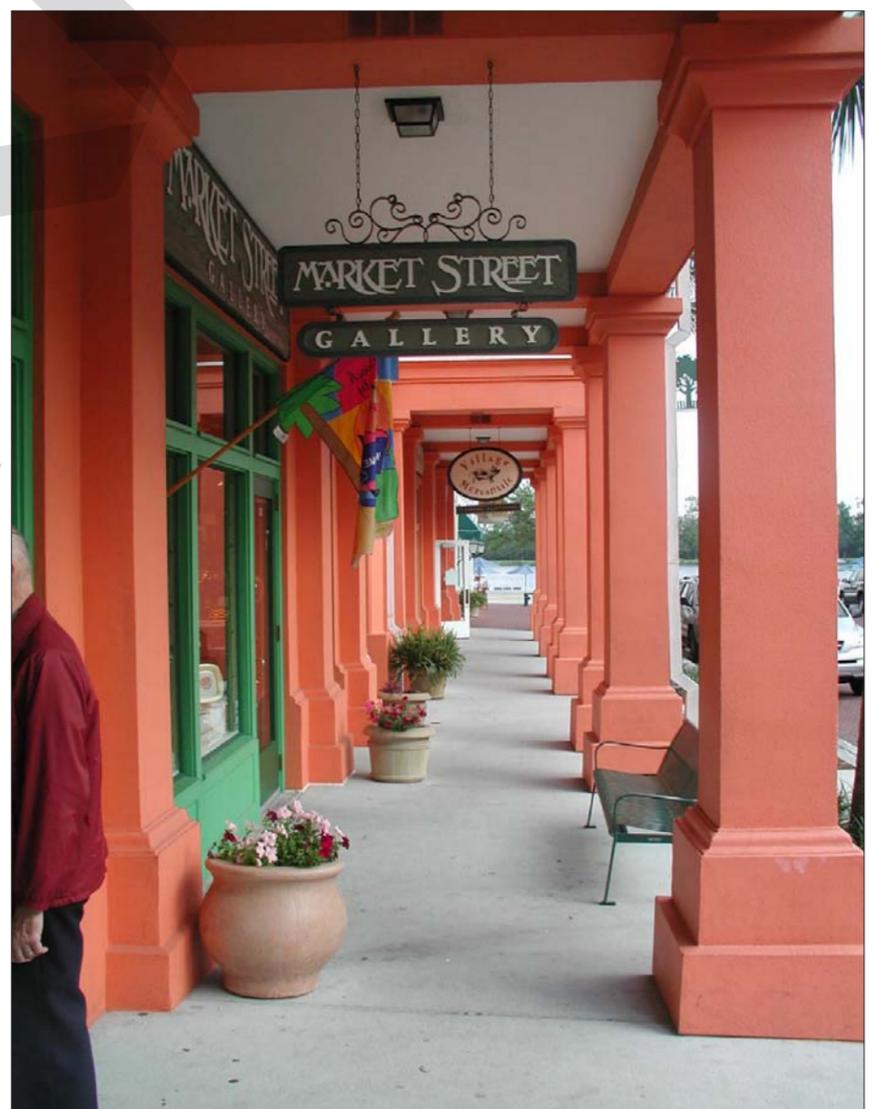
- b. Permit fees and surcharges that are imposed on construction activity for planting and care of community trees and green-space purchases.
- c. An optional customer-directed one-year or multi-year maintenance cycle paid by adjacent property owners in which trees are managed by the City and maintained either by the City or an approved vendor.
- d. Adopt-a-Tree or Adopt-a-Street programs that enable individuals, businesses, and community clubs to plant or care for trees in selected areas of the Plan Area.
- e. Through a community tree and street tree endowment whereby donations from businesses, utility companies, service clubs, and individuals can be used to offset costs for tree planting and care.

- ▶ **8-7-2** **Continue to partner** with as many private or public groups, such as Tree Fresno, as possible to support tree planting and maintenance.

### Goal 8-8 Generate a safe, inviting, interconnected walkable environment.

#### Policies

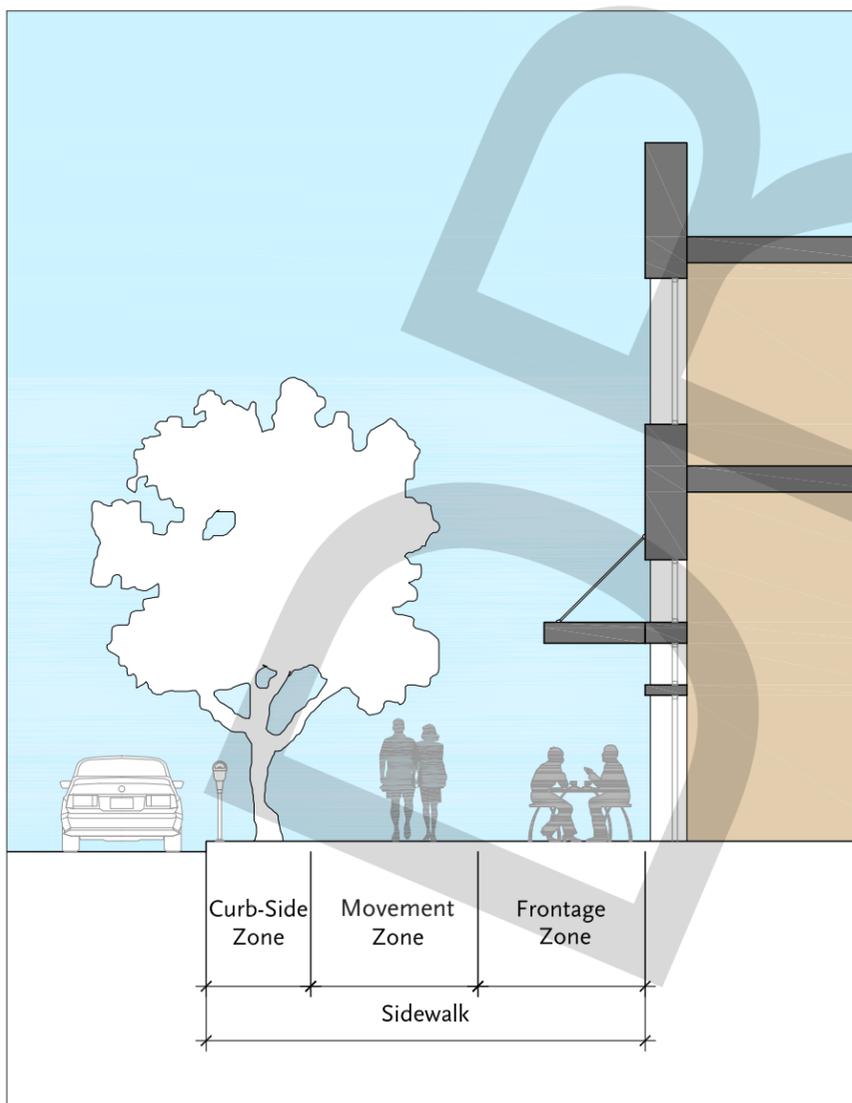
- ▶ **8-8-1** In conformance with the Downtown Development Code, establish a continuous building frontage of appropriately scaled ground floors that face the sidewalk with appropriate storefronts and doors.



*A building with an arcade frontage shelters pedestrians from the elements.*

- **8-8-2** In order to accommodate pedestrians, divide existing sidewalks into three distinct zones (see **Figure 8-4C** (Sidewalk Zones) as follows:
- A curb-side zone that buffers pedestrians from vehicular movement and contains lighting poles, street trees, parking meters, street furniture, and utility equipment that cannot be placed underground.
  - A movement zone that accommodates a free and open pathway for the free flow of foot traffic. This zone shall be free of obstructions.
  - A frontage zone between the pedestrian zone and each building for window shopping, sidewalk cafes, and other private entry enhancements.
- See **Table 9.3A** (Required Street Dimensions) in **Chapter 9** (Transportation) for sidewalk zone dimensions.
- **8-8-3** Provide an accessible path of travel for all sidewalk users, including people with disabilities.
- 8-8-4** Strive to place all utility equipment underground. In cases where this is not possible, place utility equipment in utility boxes within the curb side zone.
- 8-8-5** In conformance with the Downtown Development Code, enhance pedestrian comfort by shading the sidewalk with continuous street trees, arcades, and awnings, and introducing pedestrian-scaled lighting, street furniture, and enhanced paving.

- 8-8-6** In conformance with the Downtown Development Code, activate sidewalks by encouraging sidewalk cafes and similar active uses within the public realm.
- **8-8-7** Reduce conflicts between automobiles and pedestrians by consolidating existing and minimizing new curb cuts and driveways that cross sidewalks.
- **8-8-8** Adopt a mobile vendor ordinance, that allows within the Specific Plan Area, vehicles, wagons, or pushcarts from which foodstuffs are sold. Allow the Downtown Fresno Property and Business Improvement District (PBID) to manage the vendors and carts.
- 8-8-9** Enhance pedestrian and bicycle safety and access through way-finding signage or other visual cues.
- 8-8-10** Enhance safety and visibility at high-frequency transit stops with lighting, benches, shelters, and public safety cameras.
- **8-8-11** Whenever possible, incorporate streetscape improvements into capital improvement projects.



**Figure 8.4C - Sidewalk Zones.** A sidewalk is divided into three pedestrian zones: a curb-side zone, a pedestrian zones, and a frontage zone.



Benches and pedestrian-scaled lighting complement the outdoor “rooms” they furnish.

## 8.4 STREETScape ENHANCEMENTS (continued)

### Goal 8-9 Enhance the streetscape through appropriate street lighting.

#### Policies

- ▶ **8-9-1** Install pedestrian-scaled street light poles and fixtures that emit warm light.
- ▶ **8-9-2** Ensure safe lighting levels of at least 1 foot-candle at the sidewalk level, while meeting the needs of the intended physical character for the particular area.
- 8-9-3** Encourage business and property owners to keep storefronts and offices window display lighting illuminated through the night.

### Goal 8-10 Enhance the public realm through the careful placement and design of street furnishings, bike racks, newsstands, trash receptacles, and signage.

#### Policies

- ▶ **8-10-1** In order to provide for pedestrian comfort and minimize litter, locate street furnishings according to the following criteria:
  - a. Install street furniture on busy shopping streets.
  - b. Avoid installing in areas with low volumes of pedestrian traffic.
  - c. Locate street furniture in a manner that does not block the pedestrian way. Curb extension bulb-out areas, whether at corners or mid-blocks, are good places for such furniture.
  - d. Place benches with careful consideration of their relationship to surrounding buildings and businesses. Benches placed perpendicular to the street provide for the sitter to neither stare at one storefront nor at passing traffic or sides of parked cars.

### ▶ 8-10-2 Select or design street furnishings that:

- a. Harmonize with the overall urban design of the street or the place; and
- b. Are simple in design, comfortable, durable, and allow two people to sit side by side with shopping bags. Wood or wood substitute is generally a good material for the seats, because it does not become too hot or too cold.

### ▶ 8-10-3 Design or specify trash receptacles to be covered to keep rain out and large enough to accommodate trash between service visits.

### Goal 8-11 Capitalize on Downtown’s landmark buildings and street grid shift to orient motorists, bicyclists, and pedestrians and mark the transition between each of Downtown’s subareas.

#### Policies

- 8-11-1** Design new buildings located on parcels at street terminations, including those along Divisadero Street, (where the street grid shifts) to acknowledge, through their form, the importance of the location of their site. Strategies include:
  - a. Placing important massing elements, such as towers or higher volumes, at the location on the lot where the street terminal vista occurs. When placed in this manner, care should be taken to ensure that the building and/or its important massing elements are located on the terminating street’s center line. Otherwise, such elements should be positioned in a manner that convincingly shows that they were not meant to be centered (see below images).
  - b. Placing architectural elements such as large windows, important frontages, or facades composed of different colors or materials than the rest of the building at the location on the lot where the street terminal vista occurs.
- 8-11-2** Introduce signage or public art on the railroad trestle that crosses over Fresno Street in order to signal to motorists, cyclists, and pedestrians that they are entering Downtown.



The tower of a mixed-use building occupies the street terminus, but appears to be mistakenly off center.



A tower that is placed on the center line of the street.

**Goal 8-12 Simplify Downtown way-finding and create high-quality signage.**

**Policies**

**8-12-1** Improve pedestrian wayfinding signage by:

- Installing “you are here” maps/kiosks at key points in Downtown. These can be triangular, two-sided boards, or tubular. The maps should show all important destinations, parking locations, transit routes and stops, bike-ways, and locations of bicycle parking.
- Indicating locations of bicycle paths, lanes, and routes on Downtown “you are here” maps/kiosks.
- Installing directional signage directing pedestrians to important destinations from parking areas, bus stops, and other key locations where people may begin their walking trip.
- Including range of block number addresses on cross street signage.
- Requiring prominent display of the building address numbers and, when applicable, the building name (e.g. Federal Courthouse, etc.).

**8-12-2** Improve bicycle wayfinding signage by:

- Providing advance warning signs at complex intersections. Signs should include destination and street directions.

**8-12-3** Improve transit wayfinding signage by:

- Increasing the visibility of Downtown bus and Bus Rapid Transit (BRT) stops by installing prominent bus stop pole signs, introducing more shelters, and increasing lighting.
- Providing transit coverage maps, schedules, and local area maps at all bus and BRT stops.
- Introducing real-time bus arrival time displays at Downtown bus and BRT stops.

**8-12-4** Improve traffic and parking wayfinding signage by:

- Introducing signs on westbound SR 180 directing motorists to access Downtown via SR 41 and SR 99.
- Introducing signage on southbound SR 41 indicating that Van Ness Avenue is the last southbound exit to Downtown.
- Adding street names to overhead lane designation signs to complement movement arrows.
- Introducing signs within Downtown directing motorists to important destinations such as Chukchansi Park, the train stations, including the proposed HST station, conference/arena facilities, City Hall, various government buildings, and the Fulton Mall.
- Introducing signage that directs motorists around street blockages and closures to important Downtown sites and parking garages. Key blockages and closures include:
  - Around the Fulton Mall **[if the City Council elects to keep the Fulton Mall pedestrian-only or partially pedestrian-only]**; and
  - Along Divisadero Street around the Medical Center.
- Introducing advance signage at confusing and complex intersections to direct motorists to important Downtown sites and parking garages. Key intersections include:
  - The westbound approach of Tulare Street to the SR 41 northbound ramp;



Bicycle wayfinding signage in Gresham, Oregon not only points the way to various destinations, but also provides the distance and time to these destinations.



Well-lit prominent parking signage is important for motorists arriving in Downtown for evening events.

## 8.4 STREETScape ENHANCEMENTS (continued)

- The eastbound approach of Fresno Street to G Street regarding the split between H Street and Fresno Street;
  - Implement signage to support H Street’s reconnection to the downtown network near Tuolumne and Stanislaus Streets;
  - Various intersections along Divisadero Street; and
  - Ventura Avenue and R Street.
- g. Introducing signage directing visitors who are leaving Downtown towards area freeways and principal thoroughfares that lead out of Downtown.
- h. Assigning a unique identity to each garage (branding) so that patrons can easily identify them.
- i. Introducing static and electronic parking way finding signs throughout the Downtown that directs users to each parking lot and garage, as well as to harder-to-find spaces. Static and electronic signs shall be limited to displaying parking rates, availability of parking stalls, and/or indicating event parking.
- j. Requiring parking lots and garages to clearly identify their rates to passing motorists in order to allow motorists to make informed parking decisions.
- k. Strategically locating signage to provide direction to the moving motorist in time for the motorist to utilize the information.

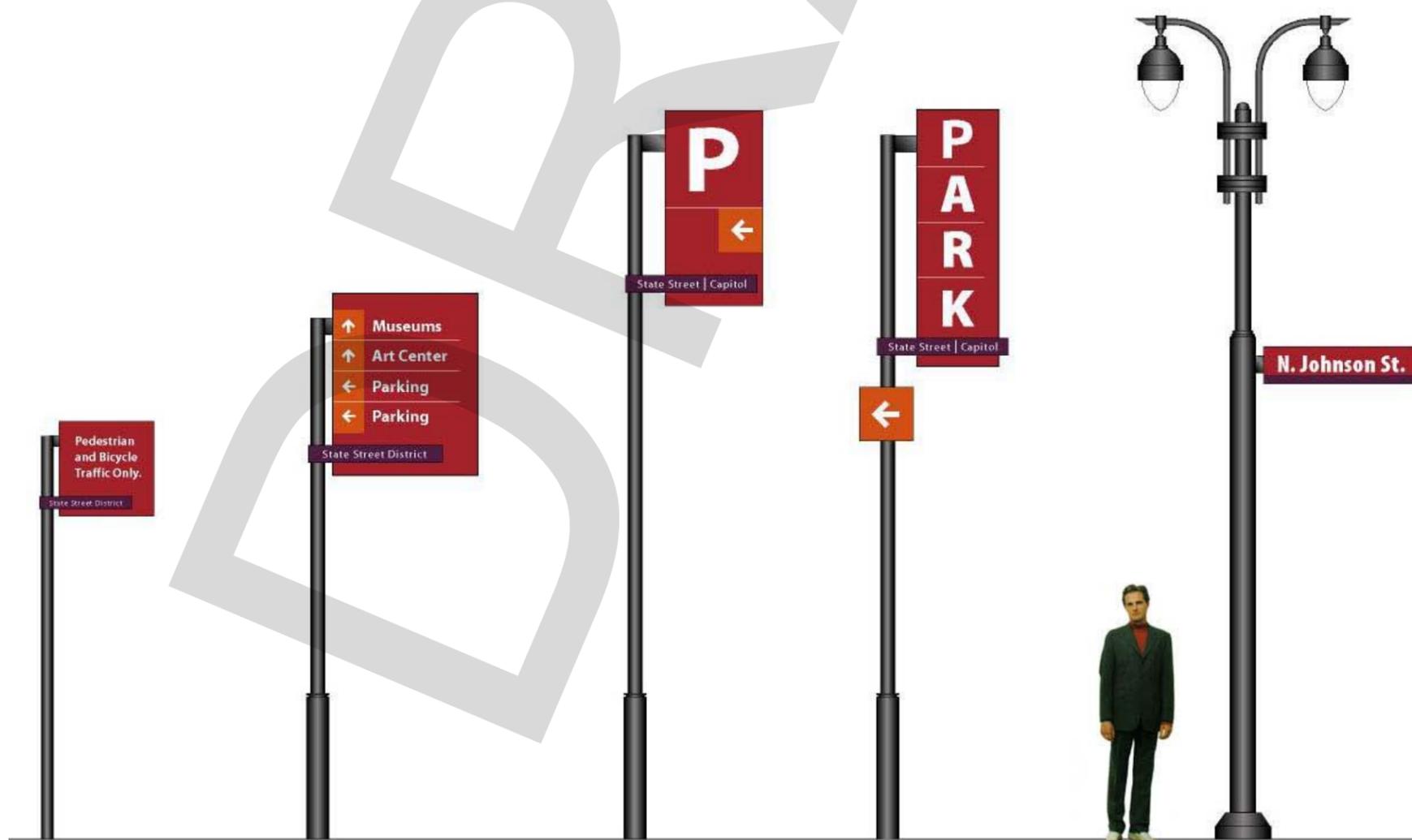
**8-12-5** Design signage to be simple, free of sign clutter, easy to read, and that contributes to Downtown’s overall identity and sense of place.

**8-12-6** Design signage to be flexible and capable of evolving over time as additional directional needs develop, while minimizing maintenance costs.

**8-12-7** Introduce over-street banner poles mid-block on:

- Fresno Street between Van Ness Avenue and H Street;
- Tulare Street between Van Ness Avenue and H Street;
- Fulton Street between Ventura Avenue and Stanislaus Street; and
- Van Ness Avenue between Ventura Avenue and Stanislaus Street.

**8-12-8** Design all wayfinding signage to comply with ADA requirements.

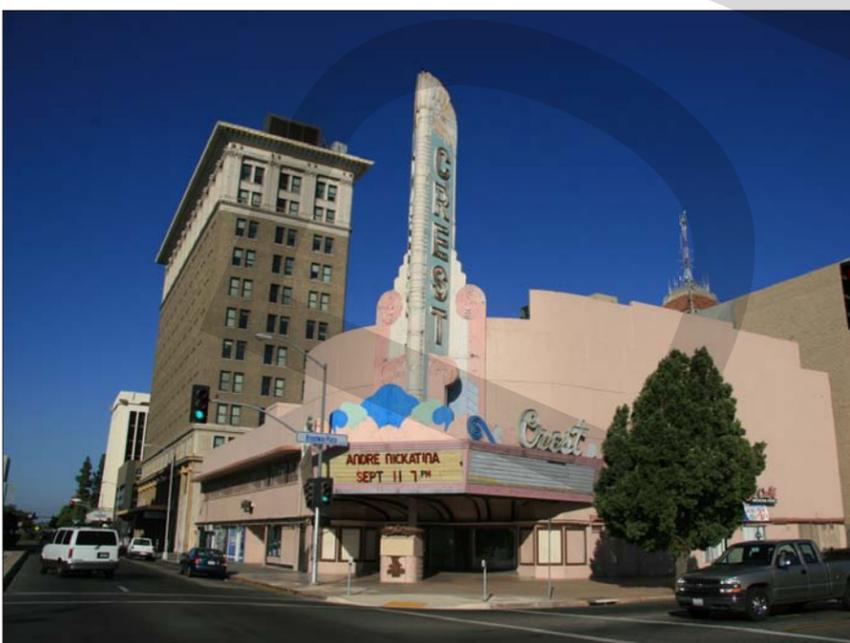


*This is signage that employs a simple design that is free of sign clutter, is easy to read, contributes to its downtown’s overall identity, and is designed for the first-time user.*

**Goal 8-13** Weave art and culture into the fabric of Downtown everyday life by nurturing creative and artistic expression in the public realm.

**Policies**

- **8-13-1** Allow the installation of murals on Downtown's buildings, particularly within the Cultural Arts District. Mural installations should take into account the following:
- a. Mural placement and content shall be at the discretion of the artists and the building owner.
  - b. Mural placement, design, and content should be mindful of surrounding businesses and residents. Murals are prohibited from including off-site advertising or product placement.
  - c. A written contract between all parties involved, i.e. artist, building owner or leaser, and the funder if appropriate is highly recommended. The contract should, at the very least:
    - Designate the lifetime of the mural that the mural will be left undisturbed, after which the mural can be painted over; and
    - State who will maintain the mural if the work is damaged.
  - d. In order to ensure a long life for the mural, it is recommended that the wall surface be properly prepared prior to mural application and that durable paints be used.
- 8-13-2** Support cultural facilities and programs, including the placement of public art.
- 8-13-3** Explore funding mechanisms to support cultural facilities and programs, including the placement of public art.



*Fresno's many landmark buildings can help orient people as well as serve as gateways between Downtown's various subareas.*



*Public art, like this sculpture along the Fulton Mall, is an integral part of Fresno's tradition. Credit: Joe Moore*

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