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**MEMORANDUM**

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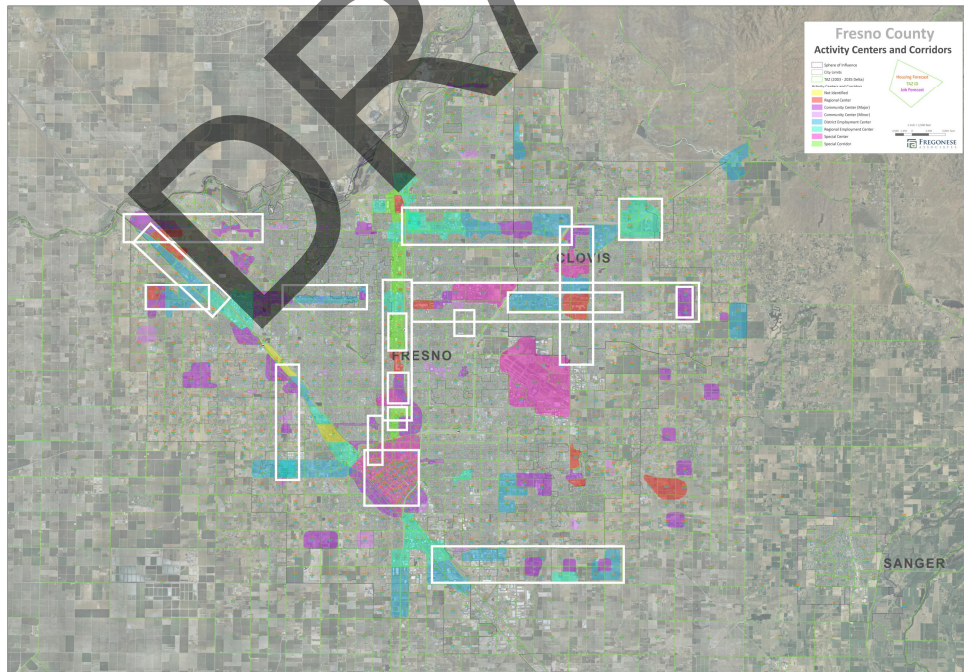
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**TO:** TECHNICAL ADVISORY COMMITTEE FRESNO PTIS PHASE II  
**FROM:** GLEN BOLEN, FREGONESE ASSOCIATES  
**SUBJECT:** WORKSHOP CORRIDOR SELECTION  
**DATE:** 12/9/2009  
**CC:**

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This memorandum has been prepared to assist the Committee with the task of selecting four corridor areas for detailed study, including public planning workshops.

During the special meeting of the Committee on Land Use in late August, members in attendance used the closing minutes of the meeting to suggest potential corridors for consideration for further study. The following map shows the range of suggestions received.



The suggested locations are good candidates with merit. However, the number of suggestions far exceeds the number of workshops anticipated by the project. Accordingly, the team has developed a series of criteria to assist in site selection.

1. Location  
Most of the corridors with significant transit potential are located within the cities of Fresno and Clovis. Within this area the workshop sites should be well distributed.
2. Function  
A range of street/corridor types should be tested. Corridors should range from one-lane each direction main streets, to three and four lane roadways with turning lanes. Speed of traffic should also be considered. This will allow testing a range of technologies/techniques.
3. Building Scale  
As traffic levels will range, so should the scale and intensity of the built or planned environment. The process will be testing the feasibility of a range of future development types. Corridors should be chosen to provide a range from inexpensive two-story development to mid-rise mixed use buildings.
4. Economic Conditions  
To the extent feasible we should test a range of economic conditions. Some areas within the County will provide more challenge than others when it comes to market driven development. It is important that we can test building prototypes in a range of different economic micro-climates.

Using these criteria, we have prepared the following matrix to evaluate the suggested corridors.

**See Accompanying pages for matrix**

| Corridor                    | Size/Length (miles) | Location            | Function   | Building Scale   | Economic Condition   |
|-----------------------------|---------------------|---------------------|--|--|--|
| NW Herndon                  | 3.6                 | Most NW corner      | Large Scale. 6 lanes, plus left turn lanes, 50 mile and hour speed limit, no sidewalks | New subdivision development, strip commercial, frontage consists of some vacant, land. Good example of new growth area with transferable lessons | Looks to be much new construction  |
| W Shaw                      | 1.6                 | NW corner of region | Small scale, for now. 2 lane, small shoulder   | largely undeveloped segment of Shaw. Great greenfield example with lessons for other newly developing parts of Fresno                            | Vacant, near new growth and investment.  |
| Golden State Blvd           | 3.5                 | NW corner of region | Small Scale. 2 lane, small shoulder, few intersections                                 | Industrial sites, rural, agriculture,  | Average  |
| Shaw between Marks and Palm | 2.3                 | NE of Downtown      | Large Scale. 6 lanes, plus left turn lanes, sidewalks                                  | Low density commercial and business, some residential  | business park and industry activity - healthy. Built out condition not conducive to design |

|  |      |                                  |  |   |  |
|--|------|----------------------------------|--|---|--|
|  |      |                                  |  |   | options.   |
| N Marks between weber and south of neilson | 3    | Fresno                           | Wide boulevard with center planted median, 1 lane each direction, sidewalks, runs N/S to the west of downtown                        | Very low density mix  | Older auto commercial and residential.             |
| Blackstone long corridor                   | 3.8  | Long portion of overall corridor | Large Scale , multi-use  | Mostly low-rise   | Auto oriented commercial with some multi-family    |
| Blackstone and Ashland                     | 1    | Fresno, N of downtown            | Large Scale , multi-use  | Mostly low-rise   | Auto oriented commercial with some multi-family    |
| Blackstone at Clinton                      | 0.95 | Fresno, N of downtown            | Large Scale, School area, multi-modal  | Low rise plus stadium   | Auto oriented commercial with significant activity |
| Abby Blackstone between 180 and McKinley   | 0.66 | Just NE of Downtown              | Abby: 3 lanes travelling north, on street parking, sidewalks. Included Couplet<br>Blackstone: 3 southbound lanes, travels under 180, | Abby: sparse commercial, lots of car lots, low density<br>Blackstone: low density, commercial, empty lots, parking lots | Auto oriented active with high traffic             |

|                                     |              |                                 |   |  |   |
|-------------------------------------|--------------|---------------------------------|---|--|---|
|                                     |              |                                 | sidewalks,  |  |   |
| Wishon and Fulton north of dividero | 1.25         | Fresno                          | medium scale. 2 lane, one way, heads south into downtown, on-street parking, sidewalks  | Historic single family residential close to downtown, north of 180 older commercial, | Traditional mainstreet style walking and auto businesses. Stable. |
| downtown                            | 2.8 sq miles | Fresno                          | Multi-modal   | low to high rise   | auto and walking environments. Much infill opportunity            |
| East Jensen Ave                     | 5.4          | SE of Downtown                  | Large Scale. Runs E/W, 4 lane divided by planted strip, sidewalks on some segments - not continuous, shoulder that is width of a bike lane but not marked as such | Industrial, strip commercial, vacant, subdivisions                                   | Auto oriented, low rise. High traffic and commercial activity.    |
| Herndon - abby to clovis            | 4.7          | NE of Downtown, close to Clovis | 6 lanes, turning lanes, divided with planted strip, no sidewalks,   | New strip commercial, subdivisions separated by wall, vacant land                    | Auto oriented, low rise. High traffic and commercial activity.    |
| The Shaw corridor east              | 7.9          | NE of Downtown                  | Large Scale, similar to other parts of Shaw.  | Low density commercial and business, some residential                                | Range of uses. Some areas of recent investment, others older.     |

|   |              |                |  |   |  |
|---|--------------|----------------|--|---|--|
| Cedar and Gettysburg intersection(extend south to Shields Intersection) | 0.7          | NE of Downtown | Medium Scale.Cedar: 4 lane, bike lane, sidewalks, left turning lanes. Seems like a major north/south arterial<br>Shields: 4 lane, mostly residential, with residential frontage road, little traffic | Strip commercial on Cedar around Shields and some single family south on Cedar, surrounded by single family res | Older auto commercial. Stable residential. Includes vacant land opportunities. Potential for infill on large retail sites. |
| Shaw east from Willow to Temperance                                     | 3.7          | Clovis         | Large Scale. 6 lanes, planted median, sidewalks  | Shopping centers, strip commercial,   | Auto oriented, low rise. High traffic and commercial activity.   |
| Clovis Ave between 5th and 1st  | 4            | Clovis         | 4 lane, on-street parking, sidewalks   | retail and commercial, potential for real main-street feel  | Appears to be new investments in buildings, maybe even mixed-use buildings   |
| Tollhouse (near Herndon)  | 3.5 sq miles | NE Clovis      | portions of 2 and 4 lanes, left turn lanes, wide shoulder, some sidewalks,   | New subdivisions  | Area of new growth   |
| Far east Shaw   | 1.09         | Clovis         | Medium Scale   | Low rise  | Mostly auto commercial with much vacant land.  |

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The next step is to choose four locations for workshops and further study. Based on the matrix, the consultant team has some suggestions for consideration.

First, the **Blackstone corridor** is of significant interest, and is coupled with much potential for large scale transit. The auto-oriented nature of the street of the street/or couplet does pose some challenges. Indeed some segments more easily lend themselves to multi-modalism than others. The one-mile section of **Blackstone North of 180** where the roadway is coupled with Abby is a prime candidate for a workshop.

### **Downtown Fresno**

There is no question that Downtown plays a vital role in any transit planning effort. The concentration of jobs alone means that much of the region's transit sees it as the ultimate destination. It is also the ultimate location of the majority of the region's auto commute trips. As such a pedestrian interface exists here that can make or break a plan, roadway or transit. Additionally, a downtown that is attracts people for non-commute purposes also encourages transit use by choice, as people use it for dining, trips to the stadium, or everyday errands. The potential for a streetcar in fact dictates that this area be host to a workshop and subsequent concept planning.

### **Clovis Avenue**

The Northern portion of downtown Clovis, along Clovis Avenue from 5<sup>th</sup> to 1<sup>st</sup> Street is also highly desirable as a workshop site. It takes advantage of the more recent development activity seen in Clovis. It is also located in major community center on the Activity map. Additionally, this route has been discussed as a potential Bus Rapid Transit route. This is area has many of the underpinnings that enable potential as a quality main-street environment.

### **Fields, Cedar**

The intersection of these two roadways provides some excellent opportunities for infill and redevelopment. This is not an activity center as identified by the City of Fresno. However, it is in close proximity to the Shaw corridor. Often adjacent corridors of smaller scale take on unique characteristics. Aging commercial and nearby residential both help to provide opportunity. The commercial area could be an example of large-scale redevelopment that is transit supportive.

### **Marks, South of HWY 99**

Marks Street is a smaller roadway in terms of the suggestions on this list. It appears to be nearly 40% comprised of undeveloped land. There is also a critical mass of existing single and multi-family housing of recent lineage, both adjacent and proximate to the roadway. With close proximity to the urban core, this corridor could be envisioned as a two to four story main street that is both transit supportive and helps build community.

### **West Shaw**

This is a great example of prototypical newly growing area. Lessons learned will be transferable to other new growth activity centers in both Fresno and Clovis. The scale is such that a range of intensities can be investigated. Proximity from the core of downtown adds some challenges, but again, challenges that are faced by many places. Smart, transit supportive growth in this portion of

the larger Shaw corridor will break new ground in testing new development styles without having the additional challenges of infill, including aged infrastructure and conflicting nearby uses.

With so many great options it is difficult to narrow the list down to four sites. This memorandum has attempted to put the facts on the table, and share some of the consultant team's insight. It is now the committee's job to help us select from this list, the top candidates.

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