



FRESNO

STATION DISTRICT

STATION DISTRICT MASTER PLAN
FINAL 01 NOVEMBER 2018

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Conceptual rendering of the Fresno HSR Station District. For illustrative purposes only.



Dear Fresnans, visitors, and investors:

I am pleased to present the Fresno High-Speed Rail (HSR) Station Area Master Plan. The Fresno HSR Station, the first in North America, is certain to cement revitalization efforts that are already building excitement and momentum in our downtown. Perhaps more importantly, Fresno's High-Speed Rail station will finally deliver the connectivity necessary to mega-regions like the Bay Area to ensure significant economic diversification and prosperity in the central San Joaquin Valley.

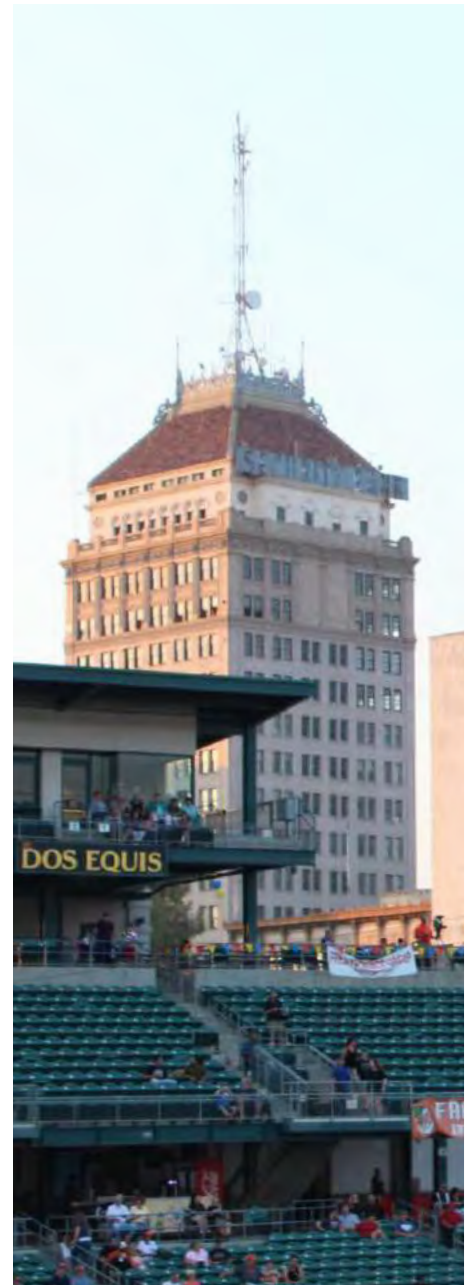
However, having a high-speed rail station in Fresno does not alone create economic transformation. The Fresno Station District is a blueprint to create a regional hub for economic and environmental innovation within the San Joaquin Valley. It calls for a distinct neighborhood within downtown Fresno, accommodating significant amounts of new mixed-income housing, retail, and office – all within a 5-minute walk of high-speed rail, where a train will one day take people up to the San Jose Diridon Station in less than an hour. It will become a vibrant new gateway to the San Joaquin Valley, and includes a new intermodal transit center adjacent to the station to provide several connectivity options – local bus transit, bus rapid transit, a shuttle to Amtrak, and connections to regional transit operators that will connect to rural communities surrounding Fresno as well as Yosemite National Park.

The Station Area Master Plan acknowledges Fresno's rich history and historic relationship with rail. It recognizes the significance of preserving the character of F Street, Chinatown's historic main street. It focuses the station on the Mariposa Street alignment, the axis upon which all prominent Fresno civic buildings are centered. It also includes two entrances to the station – one for the Fulton Corridor from the east, and one for Chinatown from the west – to ensure high-speed rail is not a physical barrier in the community but a common ground that links downtown Fresno and the surrounding neighborhoods to the region and the rest of the state.

The Fresno HSR Station Area Master Plan will establish a model of success for successful high-speed rail station area planning throughout the nation, and is poised to catalyze economic and environmental transformation in downtown Fresno and the surrounding neighborhoods for decades to come.

Sincerely,

Lee Brand
Mayor



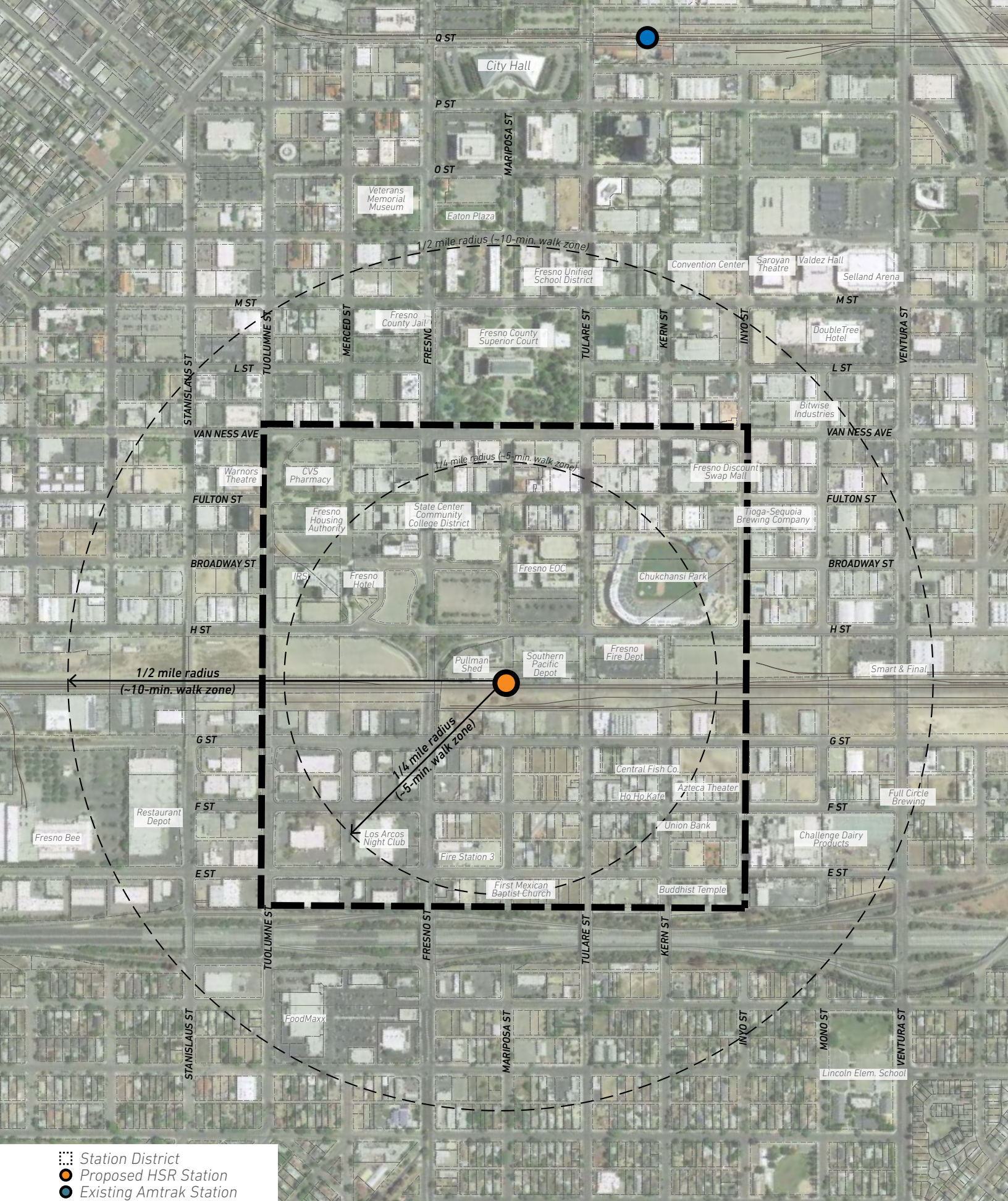
Existing photographs of various locations throughout the Station District.



1

INTRODUCTION

- 1.1 Station District Master Plan
- 1.2 Vision for the Station District
- 1.3 Design Principles



Existing conditions aerial map of the Fresno HSR Station District.



1.1 STATION DISTRICT MASTER PLAN

The City of Fresno and the California High-Speed Rail Authority (CHSRA) have worked together to prepare this Master Plan for the Downtown Fresno area surrounding the future High-Speed Rail (HSR) Station. This section presents an overview of the visions and goals of the City of Fresno and CHSRA in developing the Fresno Station District Master Plan.

The Fresno Station District Master Plan was developed for the 200-acre area representing an approximately five-minute walk from the future HSR station as shown on the map on the facing page. The future Station District is bisected by the existing Union Pacific (UP) Railroad and future HSR rail alignment, and bounded by Van Ness Street on the north, Inyo Street on the east, the SR-99 Freeway on the south, and Tuolumne Street on the west. The CHSRA and the City of Fresno are major property landowners, and together they will contribute to the successful implementation of the nation's first HSR Station and Station District.

CHSRA Goals

According to the 2018 CHSRA Business Plan, the CHSRA's key goals for the future HSR system include fostering local, regional, and state economic revitalization, improving access to affordable housing, and ensuring sustainable job development. Their system-related core values include spurring economic development and promoting infill development around future stations to reduce sprawl, create a cleaner environment, and preserve agricultural lands.

City of Fresno Goals

The City's goal for the Master Plan is to provide an implementable vision for downtown revitalization capitalizing on the HSR system investment. The City of Fresno's recently approved Downtown- and Station District-related plans, policies, and environmental documents include the 2035 General Plan and Master Environmental Impact Report, Downtown Development Code (DDC), Downtown Neighborhood Community Plan (DNCP), and Fulton Corridor Specific Plan (FCSP) and Environmental Impact Report. The Fresno Station District Master Plan is included as a key component of the Fulton Corridor Specific Plan. Fresno's revitalization goals reflected in the approved plans and policies include:

- Reestablish downtown as the heart of Fresno by attracting investment, businesses, and entrepreneurship, creating and retaining jobs, and revitalizing neighborhoods.
- Increase provision of housing and related amenities in downtown.
- Create a safe, walkable, pedestrian-friendly downtown.

1.2 VISION FOR THE STATION DISTRICT

Downtown Fresno and the future Station District are poised to make Fresno the next great city in California and the United States. Downtown Fresno is characterized by an astonishing array of historically significant urban buildings, including those in the immediate HSR Station Site – the Southern Pacific Railroad Depot and Pullman Shed – and throughout downtown along Fulton Street and in Chinatown. Home to a Triple A baseball stadium, the growing Mural District and a robust civic and health care jobs base as well as innovative tech start-ups and educational opportunities, the Fresno Station District has the ability to become the new growth engine for the City and the Region.

The Station District Master Plan carefully weaves the pieces together, reconnects streets reinforcing historic vistas, introduces new parks and open spaces, and integrates new transit and mobility options with the future HSR Station. The Master Plan recommends the addition of new residential development to create a dense urban neighborhood in the Fulton District and a more family-oriented community designed around a park and school in Chinatown. The Station District will provide new amenities for the urban dweller to live, work and play in an environment of great shopping streets, active urban plazas, and inviting parks.

This Master Plan will re-regionalize Downtown Fresno as the primary urban destination for the region, becoming the focus of a major infusion of new residential, retail, entertainment and cultural uses for young entrepreneurs, businesses, families and visitors. A synergy will be created with the Silicon Valley high-tech market with office space adjacent to the HSR station that, coupled with an affordable, family-oriented lifestyle, will make Fresno a highly-desirable high-tech/creative office destination. Bringing agricultural exhibition space downtown will celebrate Fresno's role as agricultural capital of the Central Valley easily accessible by HSR travel throughout California.

In doing so, Downtown Fresno will become a destination for visitors, by building on Fresno's recognized role as the Gateway to Yosemite, Kings Canyon and Sequoia, and making downtown Fresno a multi-day tourist and convention center destination. Additional conference activity will be attracted with a revitalized downtown offering retail, food, and entertainment activities and new hotel options.

Aspirational Goals

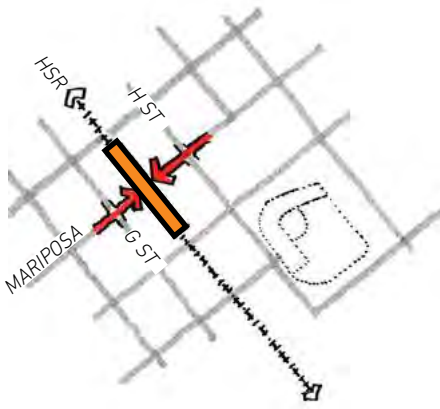
The goals below, developed and agreed to at the outset of the design process, have helped to guide the evaluation of design alternatives, and measure the success of the Master Plan described herein. Each of these aspirations provides a unique window or lens through which to view Downtown Fresno and the Station District.

- As ***Fresno's Front Door***, the new Station District shapes the arrival experience for visitors and residents as they arrive at the HSR Station. The arrival experience on the east side of Downtown is more urban, defined by an urban square and vistas of the city skyline. To the west, the experience is of a more expansive neighborhood park and surrounding residential neighborhood.
- The Station District as whole is to be ***Downtown's Common Ground***, bringing together the districts of Downtown and residents of the region to experience the street life of local streets, game days and special events in an immersive pedestrian-focused experience celebrating the diversity of Fresno.
- To be ***Downtown's Dynamo***, the Station District must elevate its image and fuel its resurgence by bringing visitors and vitality to its urban core.
- As a transfer point to Yosemite, Kings Canyon and Sequoia National Parks, the Central Valley and other visitor destinations, the Station District becomes the ***Gateway to the Region***.
- The Station District will have a ***Renewed Relationship with Rail*** rekindling Fresno's historic ties with rail that is at the heart of its identity.
- To ensure a ***24-Hour District***, the Station District will be active by day and in the evenings by bringing nightlife to Downtown.
- ***Fresno's New Postcard Image*** will incorporate the HSR Station in the background surrounded by an iconic and world-class public realm.
- The Station District will establish a benchmark or ***Model of Success*** for successful Station District Master Planning throughout the state and nation.
- The Station District will balance attention and investments on both sides of the tracks to provide an ***Equitable Flow of Benefits*** to all neighborhoods.
- To make the ***Most of Downtown's Resurgence***, the Station District will welcome back housing, celebrate the Central Valley agri-businesses, and expand technology, sports, and entertainment uses.

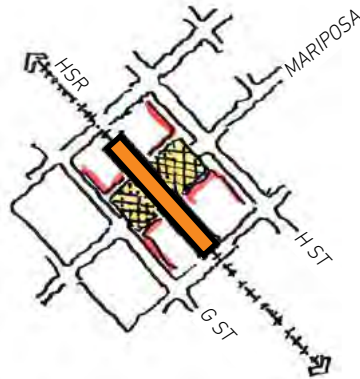
1.3 DESIGN PRINCIPLES

The following design principles establish a visionary, yet fundamental philosophy by which the Station District should be developed. They represent a set of values governed by good urban design and planning practice. Ongoing developments and improvements should endeavor to adhere to these design principles to ensure the success of the Station District.

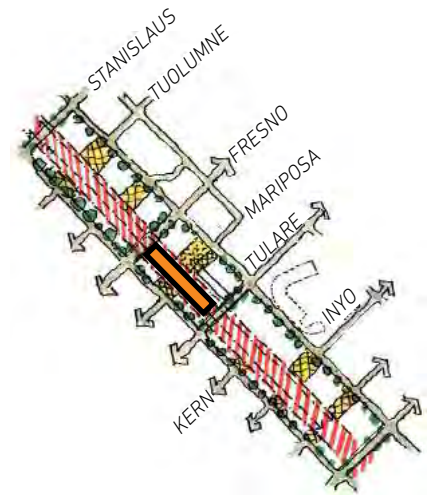
HSR Station Design



The HSR station should have two entrances - one serving Chinatown and neighborhoods west of the tracks, and another serving Fulton Street, Civic Center, and neighborhoods to the east.

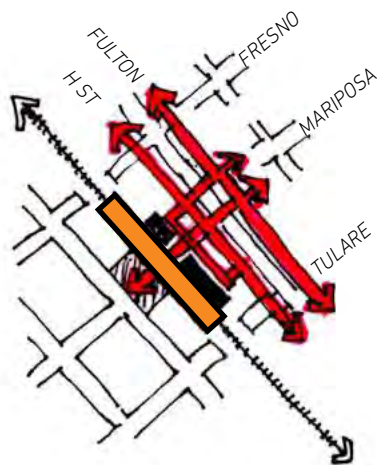


The station should have iconic, memorable plazas that serve as District focal points and shape the arrival of HSR rides on both sides of the station.

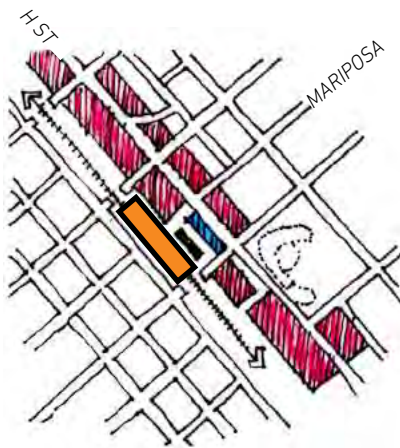


The HSR corridor cannot become a barrier. "Soften" edges, add HSR-related transit and retail uses and amenities, and connect across the HSR corridor where feasible.

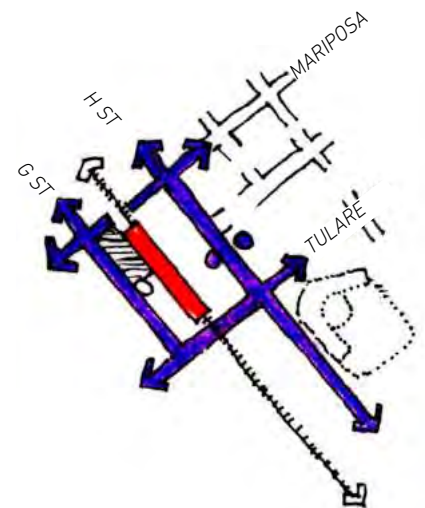
HSR Station Site



Reuse the Southern Pacific Depot and Pullman Shed to connect Fresno's historic past to its future. Integrate the historic structures into the District's vibrant pedestrian and retail network. Such an endeavor will require plans for funding and partnerships that currently do not exist. The reuse of these structures is not a part of the current HSR Station plan.

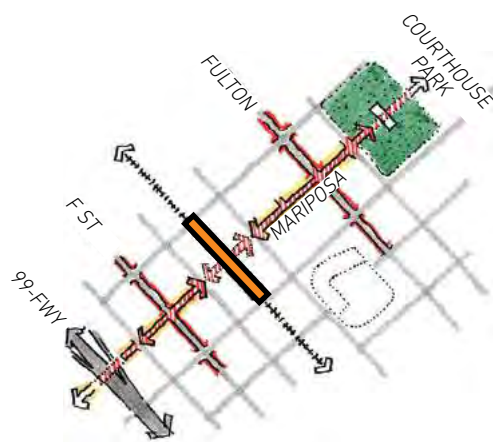


Create a walkable environment along H Street with a built street edge activated with ground floor retail. Provide continuous building frontage, including in front of the HSR Station, by placing a building on H Street north of Tulare Street while allowing for drop-off access.



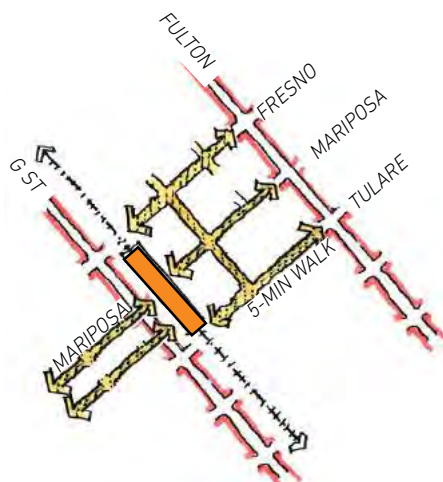
Balance transit access on both sides of the HSR Station so that the immediate Station Site is a welcoming pedestrian-friendly environment. Encourage transit access with local bus activity on H Street and an off-street Intermodal Transit Center on G Street providing seamless station access.

Station District Development Context



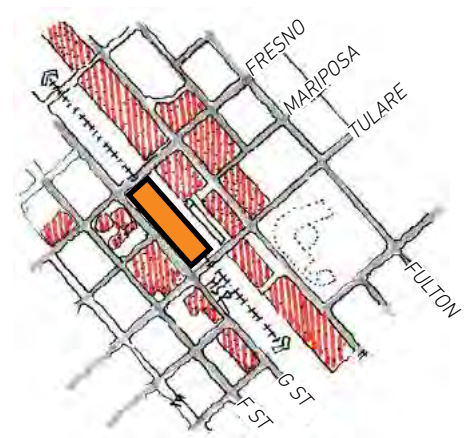
Mariposa street should (again) serve as the city's grand arrival corridor

for pedestrians and vehicular traffic alike and connect the east and west sides of the station. Though Mariposa Street is not intended to allow vehicular traffic across the tracks, a pedestrian concourse/bridge (Full Build Scenario) is planned to facilitate this connection.



Maximize connections and access to Fulton Street.

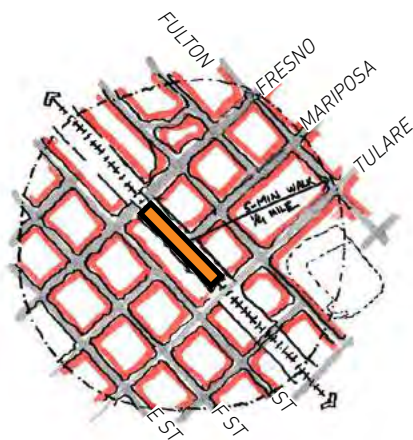
Its successful reconfiguration and revitalization is symbiotically tied to that of the Station District. Direct collaboration between retailers along Fulton and those in the immediate Station Site is necessary to avoid competition.



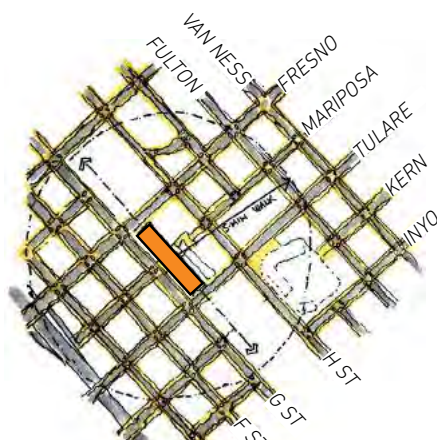
Prioritize use of developable parcels

(vacant and underutilized parcels, including surface parking lots) to facilitate long-term signature gateway development on both sides of the tracks. Note that some parcels (e.g. Merchants and Box Car Lot) may be used for temporary uses (e.g. parking) by Opening Day.

Station District Access



Parcels located within a 5-min walk must capture added value that proximity to HSR will provide to them – e.g., cluster retail, housing, and jobs with surface parking to be phased out over time.



Within a 5-min walk zone, the pedestrian experience has priority with controlled intersections, pedestrian way-finding signage, lighting, etc. Getting people to and from the HSR Station is critical in ensuring the District's success.



Provide shared-use arrangements between HSR and Station District to maximize cost and use efficiencies, including shared parking, shared transit/bus stops, shared curb space for drop-off/pick-up, shared bicycle facilities, etc. This will encourage future District development, pedestrian activity, and patronage of local businesses.

Station District Connectivity



Chukchansi Park should have clear and improved connections to the station.

It must also have active interfaces with the Station District, especially Broadway and Fulton Streets.



The Station District should make connections to Amtrak at the Southern Pacific Depot clear, intuitive, and easy.

Provide interfaces for all modes, including pedestrian, bicycle, local bus, and future shuttle service.



Convention and meeting facilities should have easy and quick access to and from the new HSR Station, including an enhanced pedestrian and transit experience.



2

STATION DISTRICT MASTER PLAN

- 2.1 Overview
- 2.2 Opening Day
- 2.3 Mid Build-Out
- 2.4 Full Build-Out

2.1 OVERVIEW

The Fresno Station District Master Plan is to be implemented in three phases. An overview of anticipated phases is presented below and detailed information on the phased roll-out of development and public infrastructure projects are illustrated on the following maps.

The Station District Master Plan is grounded by a reconnected street and block network that maximizes the connectivity within the District to surrounding neighborhoods. Downtown's original urban grid is "healed" as streets are reconnected and intersections are restored to promote a pedestrian-first experience, including Fulton and Mariposa Streets.

*Opening Day**

The year 2027 marks the Opening Day of the proposed HSR service between Madera to Bakersfield (with Amtrak connections to Oakland, Sacramento, and San Francisco) and the completion of the HSR Station in Downtown Fresno. On the east, market-driven private sector development is steps away from the HSR Station along an active Mariposa Street, as well an infill redevelopment along Fulton Street. On the west, riders arrive at a new urban park in Chinatown.

*Mid Build-Out**

At Mid Build-Out for the Silicon Valley to Central Valley line, HSR service is anticipated between Bakersfield to San Jose with the potential for a one-seat ride (no transfer needed) to San Francisco, or Caltrain transfer to San Francisco and peninsula destinations, including the future BART. By this time, new public sector improvements and development in the District should be substantially completed with the provision of shared parking structures for HSR riders, Downtown businesses, shoppers, and sports fans.

*Full Build-Out**

At Full Build-Out, HSR service should be complete between San Francisco to Los Angeles and Anaheim. Completion of all HSR Station facilities is envisioned for Full Build-Out with incremental station investments to be made over time (including for the Intermodal Transit Center). The Fulton Corridor Specific Plan, which includes the Station District, will accommodate 6,300 new residential units, 3.9 million square feet of new office or commercial space, 1.5 million square feet of new urban retail and 145,000 square feet of industrial space, establishing the Station District as Fresno's new great destination. In addition, it is anticipated that with the successful reestablishment of downtown Fresno will come the need for schools and other institutional uses creating a fully-rounded and dynamic experience for all.

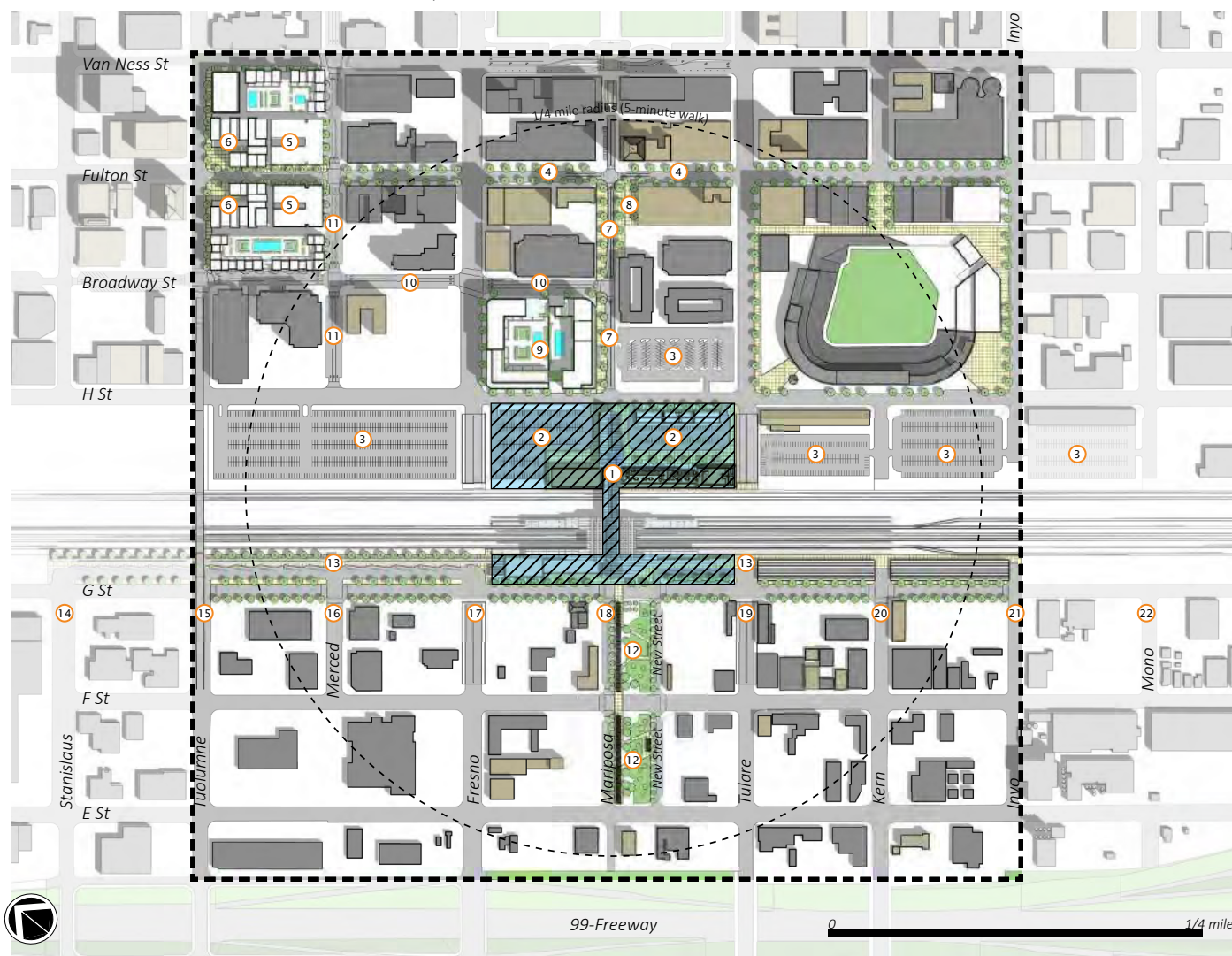
**Phased build-out scenarios correspond to HSR service milestones as identified in the CHSRA 2018 Business Plan.*

2.2 OPENING DAY

Improvements anticipated by Opening Day in 2027*.

*Phased build-out scenarios correspond to HSR service milestones as identified in the CHSRA 2018 Business Plan.

- Station District
- New Buildings
- Existing Buildings
- Historic Buildings
- Open Space
- HSR Station for conceptual/illustrative purposes only. To be designed.



Opening Day (2027)

Illustrative map of the Station District on Opening Day in 2027.

HSR STATION:

- ① New **HSR Station** for conceptual/illustrative purposes only. To be designed.
- ② Extent of **HSR Station Site** for conceptual/illustrative purposes only. To be designed.

EAST SIDE:

- ③ New temporary surface parking lots may transition into parking garage or mixed-use development, when financially viable.
- ④ **Fulton St** is reconstructed.
- ⑤ New **North Fulton Gateway** site is developed.
- ⑥ New **North Fulton Plaza**.
- ⑦ Reconnected **Mariposa St** between H St and Federal Alley.

⑧ New **Mariposa Plaza**.

- ⑨ Existing surface parking may transition into new mixed-use development at Mariposa St and H St (Merchants Lot).
- ⑩ Reconnected **Broadway St** between Tuolumne St and Mariposa St.
- ⑪ Reconnected **Merced St** between Van Ness St and H St.

WEST SIDE:

- ⑫ New neighborhood **Chinatown Park**, and new street flanking S-E side of park.
- ⑬ New potential **Intermodal Transit Center**, TBD.

OTHER STREET IMPROVEMENTS AS PART OF THE CONSTRUCTION OF HSR**:

- ⑭ **Stanislaus St** - bridge demolished.
- ⑮ **Tuolumne St** - bridge widened.
- ⑯ **Merced St** - no change.
- ⑰ **Fresno St** - rebuilt underpass with reconfigured intersections at H St and F St.
- ⑱ **Mariposa St** - no change.
- ⑲ **Tulare St** - new underpass with reconfigured intersections at H St and F St.
- ⑳ **Kern St** - terminates at G St.
- ㉑ **Inyo St** - no change.
- ㉒ **Mono St** - terminates at G St.
- ㉓ **Ventura St** - new underpass with reconfigured intersections at H St and F St.

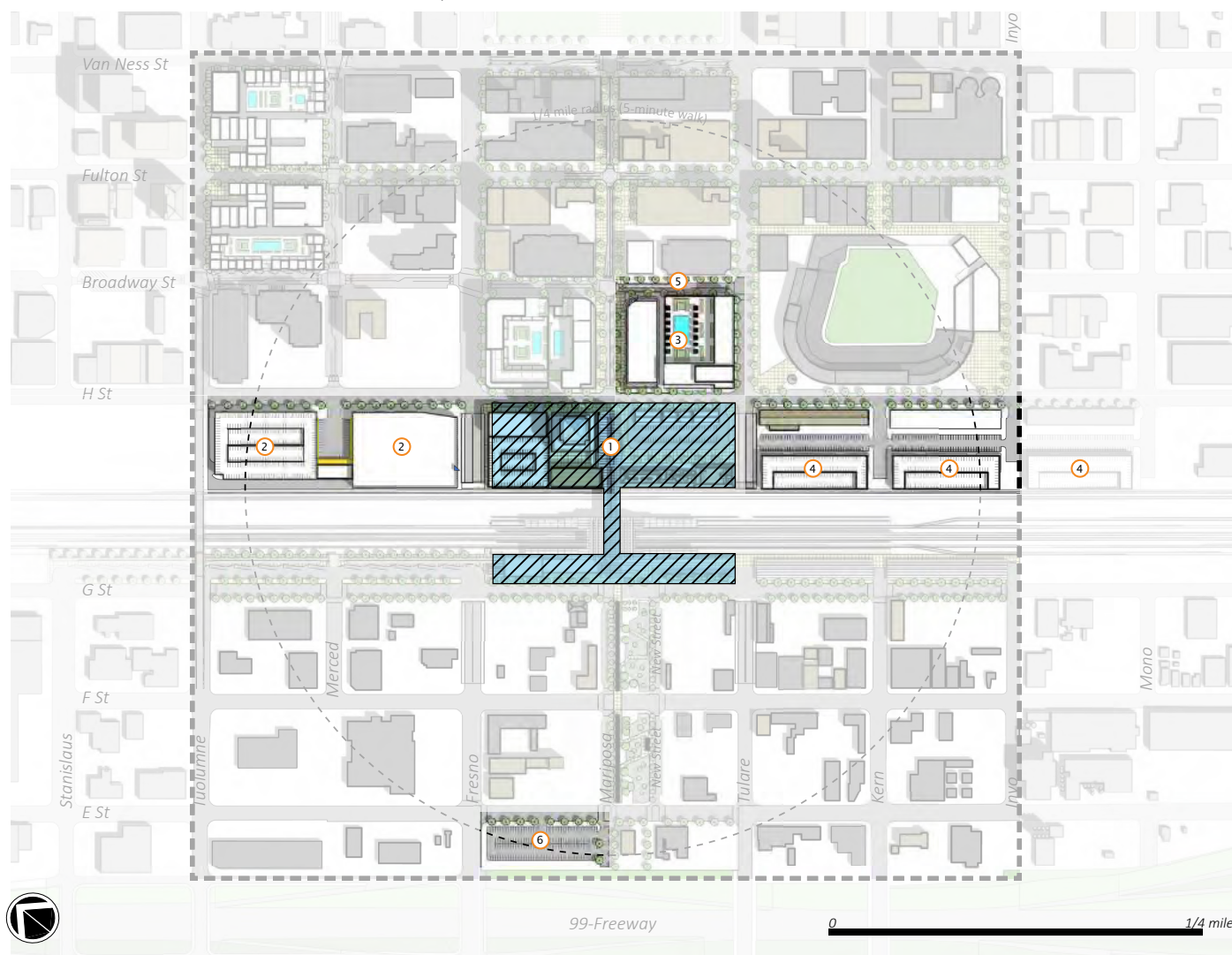
**As listed in the Final Merced to Fresno Section Project Environmental Impact Report (EIR)/ Environmental Impact Statement (EIS) dated May 2014.

2.3 MID BUILD-OUT

Improvements anticipated by Mid Build-Out*

*Phased build-out scenarios correspond to HSR service milestones as identified in the CHSRA 2018 Business Plan.

- Station District
- New Buildings
- Existing Buildings
- Historic Buildings
- Open Space
- HSR Station for conceptual/illustrative purposes only. To be designed.



Mid Build-Out

Illustrative map of the Station District at Mid Build-Out.

HSR STATION:

- ① Extent of **HSR Station and Station Site** for conceptual/illustrative purposes only. To be designed.

- ⑤ Complete reconnection of Broadway St as a vehicular through-street connection to Tulare St, terminating at Chukchansi Park.

WEST SIDE:

- ② Former surface parking lots may be developed into new **"urban-friendly" destination anchor retail** at H and Fresno St; dedicated parking available; directly accessible from Fwy-99.
- ③ New mixed-use development at Mariposa St and H St (EOC Lot).
- ④ Former surface parking lots may be developed into new stand-alone parking garages (with ground floor amenities), when financially viable.

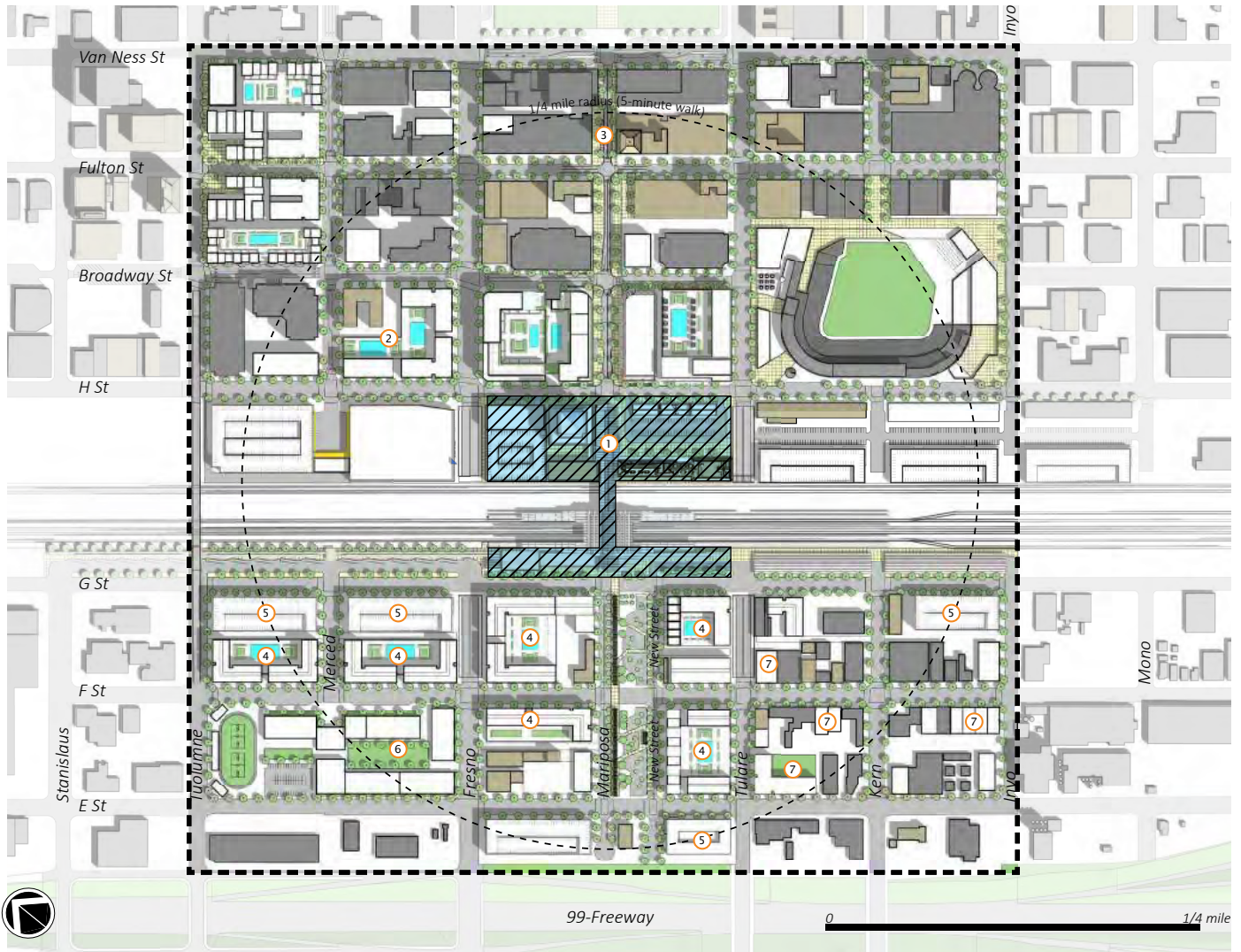
- ⑥ New parking garage, when financially viable, adjacent to 99-Freeway to capture regional travelers to the HSR Station.

2.4 FULL BUILD-OUT

Improvements anticipated by Full Build-Out*

*Phased build-out scenarios correspond to HSR service milestones as identified in the CHSRA 2018 Business Plan.

- Station District
- New Buildings
- Existing Buildings
- Historic Buildings
- Open Space
- HSR Station for conceptual/illustrative purposes only. To be designed.



Full Build-Out

Illustrative map of the Station District at Full Build-Out.

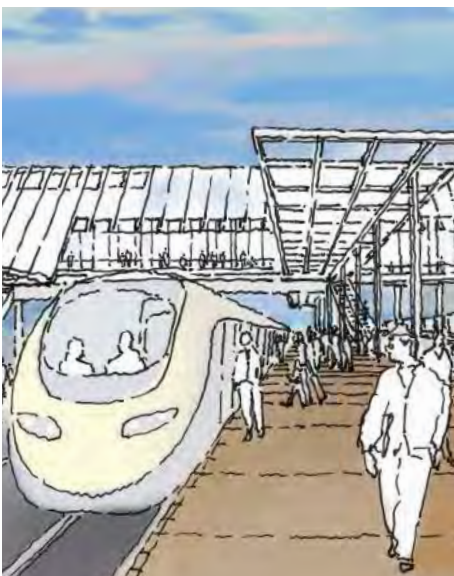
HSR Station:

- ① Extent of **HSR Station and Station Site** for conceptual/illustrative purposes only. To be designed.
- ② Hotel Fresno-adjacent parcel may be redeveloped into mixed-use development.
- ③ Complete reconnection of **Mariposa St** as a vehicular thru-street connection between Federal Alley and Van Ness St.

East side:

West side:

- ④ Former surface parking lots and underutilized lots/buildings may be developed into new mixed-use developments.
- ⑤ Former surface parking lots may be developed into new stand-alone parking garages (with ground floor amenities) on both sides of the station, when financially viable.
- ⑥ New neighborhood school or community facility.
- ⑦ New typical infill development.



Conceptual sketches of potential improvements throughout the Fresno HSR Station District.

3

MASTER PLAN SUB-AREAS

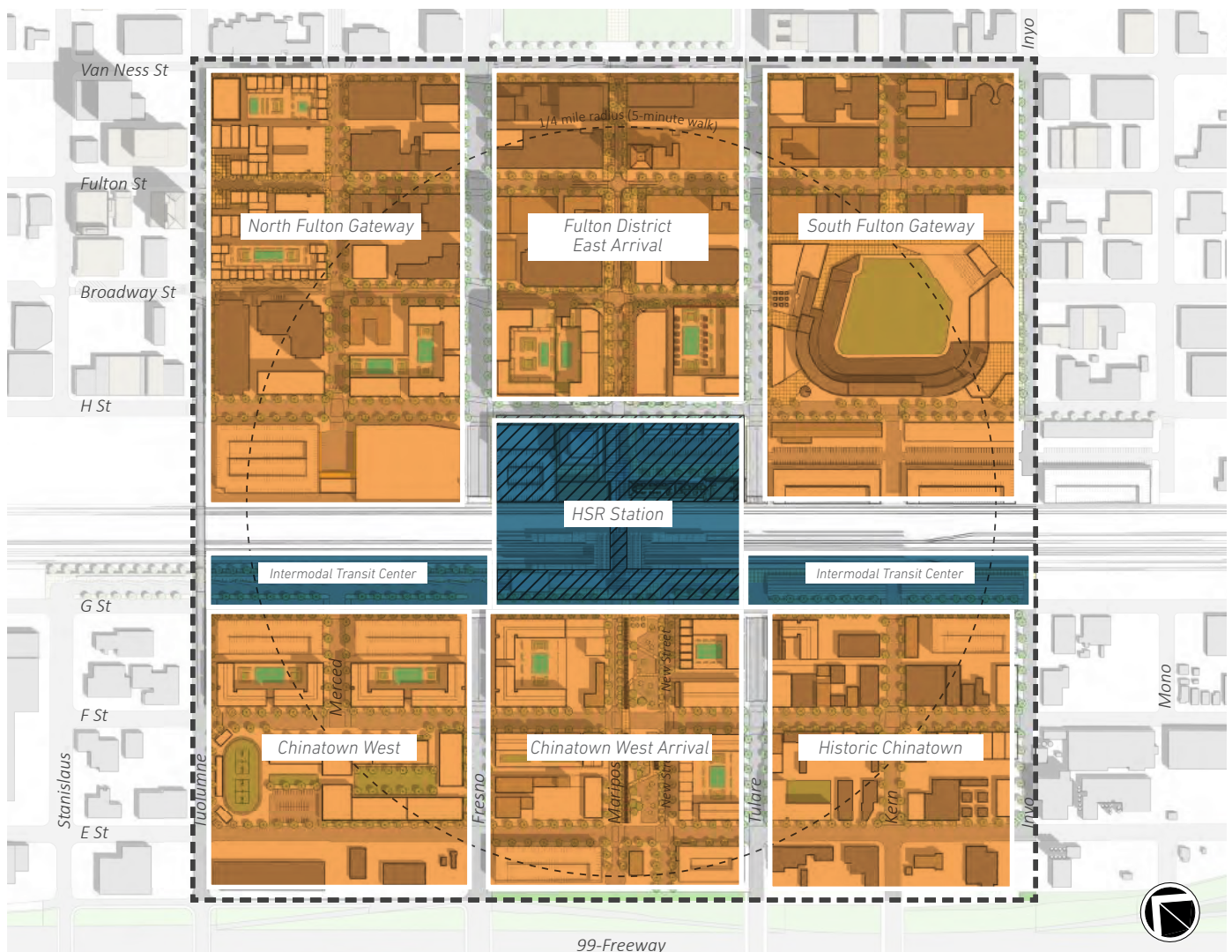
- [3.1](#) Sub-Area Overview
- [3.2](#) HSR Station
- [3.3](#) Fulton District East Arrival
- [3.4](#) North Fulton Gateway
- [3.5](#) South Fulton Gateway
- [3.6](#) Chinatown West Arrival
- [3.7](#) Historic Chinatown
- [3.8](#) Chinatown West Neighborhood
- [3.9](#) Typology Examples

3.1 SUB-AREA OVERVIEW

This section provides an overview of each of the Station District's Sub-Areas and images of relevant project types applicable to the future development of the Fresno HSR Station District.

The Station District Master Plan carefully weaves multiple, diverse, and distinct pieces together into one coherent Station District. To ensure that even attention and investments are allocated to neighborhoods throughout the Station District, it is divided into 8 Sub-Areas, each with their own unique function and character. As a collective whole, these Sub-Areas are ultimately reliant upon each other for the overall future success of the Station District.

The Station District's **Intermodal Transit Center** is described in Section 4.



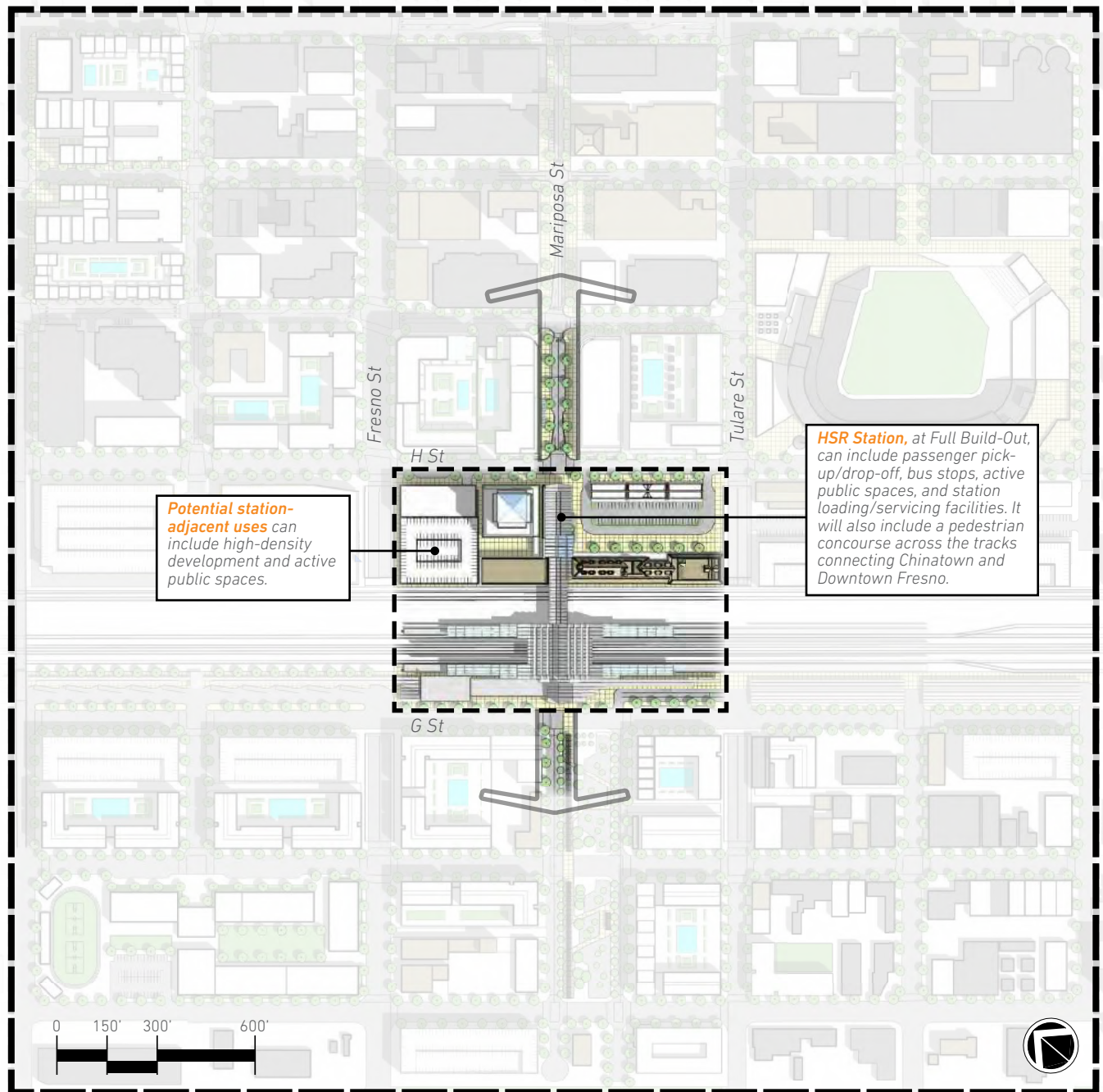
Illustrative map of the Station District and its 8 Sub-Areas.



Existing photographs of various locations throughout the Station District.

3.2 HSR STATION

The HSR Station will serve as the new gateway entry for Downtown Fresno.



Illustrative map of the **HSR Station** Sub-Area at Full Build-Out. This Sub-Area is generally bounded by H Street on the east, G Street on the west, Tulare Street on the south, and Fresno Street on the north.

Note: HSR Station and Station Site for conceptual/illustrative purposes only. To be designed.



*Conceptual rendering of the HSR Station.
For illustrative purposes only.*

Fresno's "Front Door"

The new HSR Station will serve as the backdrop for Downtown Fresno's 'postcard image.' The HSR Station should reflect the character of the local community while incorporating common elements of the statewide HSR system. With its main axis planned to be centered on Mariposa St, the station's pedestrian overhead crossing provides free public access between Downtown and Chinatown during operational hours without requiring a train ticket. This clear public path will function as an extension of the city's public realm. The existing historic structures on site, the Southern Pacific Depot and Pullman Shed are retained and may be renovated as commercial or HSR uses.



Existing conditions photograph of the Pullman Shed.



1889 postcard image of the historic Southern Pacific Depot.

HSR Station Development

As the locus for the Fresno HSR Station District, the HSR Station site is key to the development of the District as it supports the passenger experience and delivers people to the area. Adjacent commercial and residential transit-oriented-development (TOD) depends on the success of the station and the station's success, in turn, is driven by the popularity of HSR as a transportation opportunity. Decisions that limit access, convenience, or safety will impact ridership and the ultimate success of the Station District.

The HSR right-of-way, including the station site, surrounding parcels, and the track right of way, are State owned assets and exclusively subject to state regulation. The final configuration of the station and its supporting infrastructure will be refined as the HSR program continues to mature. The Fresno HSR Station District Master Plan serves as the template and provides guiding principles for the station and station site. These principles include:

Access:

- Circulation prioritizes pedestrians first, then bicycles, public transportation, pickup/drop off, and lastly, personal vehicle parking in this order
- Public access through the station site to connect Downtown and Chinatown
- Welcoming, intuitive, useful, and safe access between the station site and the District, particularly for active transportation modes
- Efficient passenger access to and adjacent to the station site
- HSR will provide long-term surface parking for passengers. Structured parking will be built after District parking and site surface parking reach a defined level of capacity and is financially viable.
- Parking can be managed through a district parking strategy

Development:

- Subsequent design teams will be engaged by CHSRA to develop the station facilities and to investigate uses for existing structures
- The station sites within the District may be developed over time to adapt to changes in ridership as operations evolve
- CHSRA encourages Public Private Partnerships (PPP) and other financial models as methods to develop its sites

Parking:

- The location, amount, and phasing of parking will be part of a district-scale strategy as part of a multi-modal access plan to be done in coordination with the City and other Station District stakeholders before HSR service begins.

Aesthetics:

- Train-side facilities provide the common visual vocabulary for the system across the state
- Land-side station facilities reflect the cultures, histories, and economies of the city and region

Sustainability:

- Resilience and Social Sustainability that is contextually appropriate and culturally sensitive to the community and support Downtown Fresno
- District Infrastructure and Powered by the Sun: HSR seeks all facilities to be Net Energy Positive with on-site renewables to the greatest extent possible
- Climate Responsive: Emphasis on passive design strategies to reduce energy consumption
- Drought Tolerant- HSR requires all sites to comply with Low Impact Development standards and to treat all on site storm water to the greatest extent possible and to reduce potable water consumption below current state standards.
- Healthy and low impact: HSR requires low carbon, low VOC, sustainable materials that minimize life-cycle impacts while ensuring high reliability, accessibility, maintainability and safety.



Conceptual rendering of the HSR Station. For illustrative purposes only.



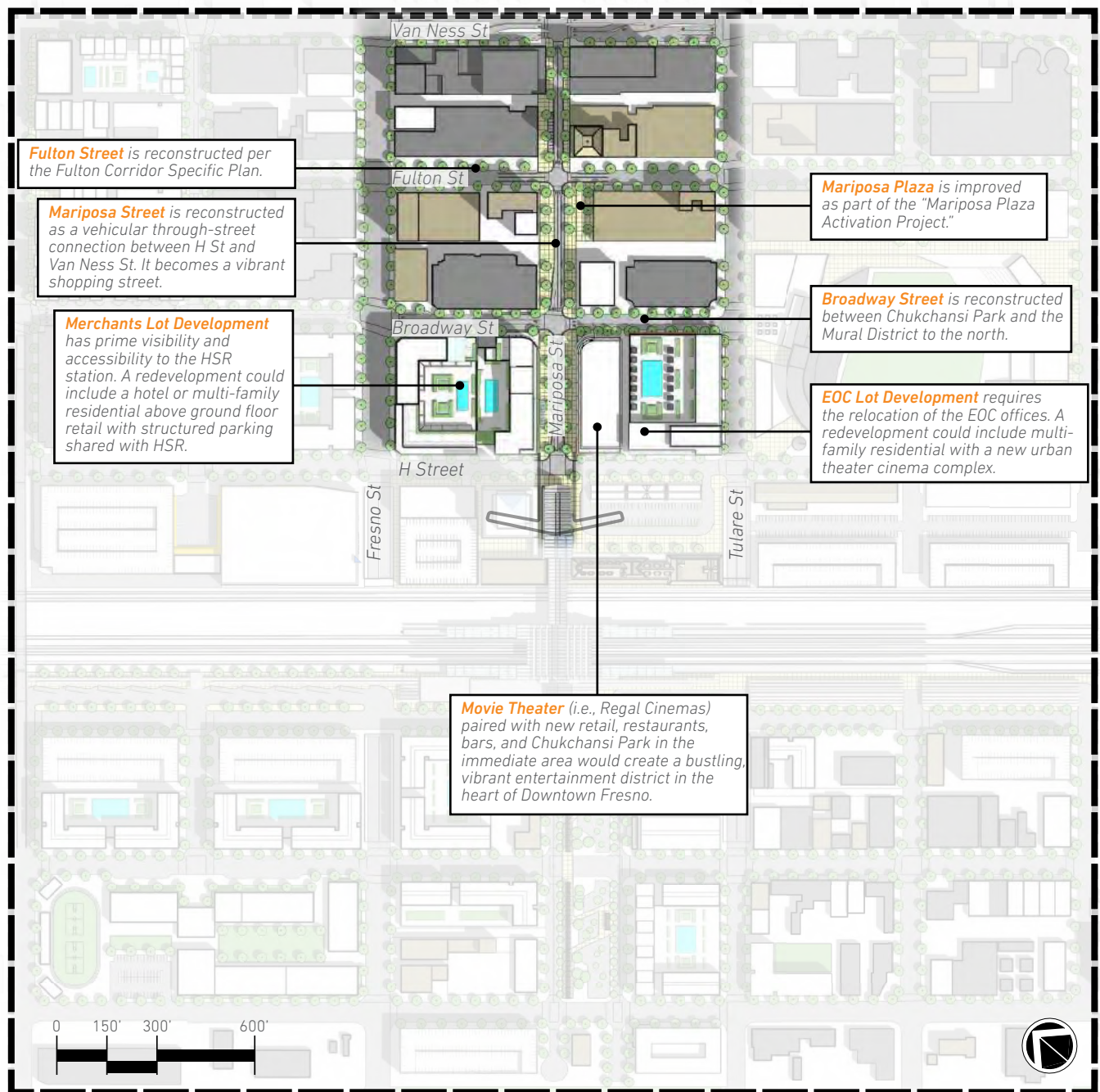
Conceptual rendering of the HSR Station. For illustrative purposes only.



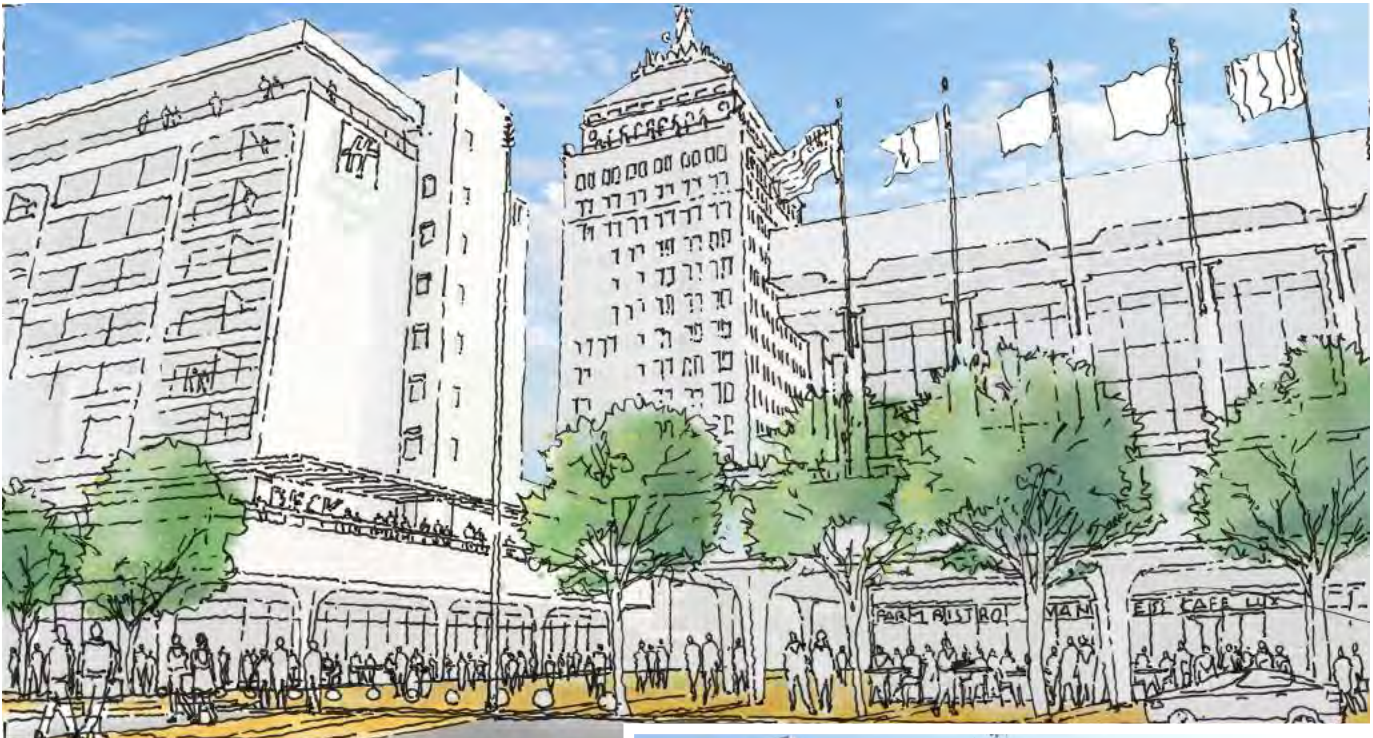
Conceptual rendering of the HSR Station. For illustrative purposes only.

3.3 FULTON DISTRICT EAST ARRIVAL

Mariposa St will once again serve as Fresno's grand arrival corridor.



Illustrative map of the **Fulton District East Arrival** Sub-Area at Full Build-Out. This Sub-Area is generally bounded by Van Ness Street on the east, H Street on the west, Tulare Street on the south, and Fresno Street on the north.



Conceptual sketch. Pedestrians will have a clear, safe, and direct on-grade street connection across Van Ness St at Mariposa St.

The new HSR Station will open up to a newly reconnected Mariposa Street on the east, the original ceremonial spine between the historic Southern Pacific Railroad Depot, adjacent to the new HSR Station, the County Courthouse, and City Hall beyond. The reconnection helps to heal the urban grid and bring order to the city plan. Mariposa Street, on central axis with the station, will function as a “pedestrian first” environment that does not preclude vehicles, but primarily promotes an active bustling first impression of Downtown Fresno on arrival from the station via an elegant and tree lined street with active storefronts, building lobbies, and sidewalk cafes. The sites directly across the street from the station may host a new boutique hotel, residential lofts, a movie theater, and other infill development leading up to a newly reconstructed Fulton Street.



Existing conditions photograph, looking west along Van Ness at Mariposa St, at same location as conceptual sketch. Pedestrians use an underground tunnel to cross Van Ness St.



Historic photo of Mariposa Street looking east in 1895.



Mariposa Street will once again serve as Fresno's grand arrival corridor.

A revitalized Mariposa Street is critical to the Station District's success. Develop an urban, vibrant, robust first impression on arrival at the new HSR station. All ground floor uses along Mariposa Street will be active with retail, cafes/restaurants, hotel lobbies, etc.



Conceptual rendering looking north-east along a reconstructed Mariposa St toward the County Courthouse.



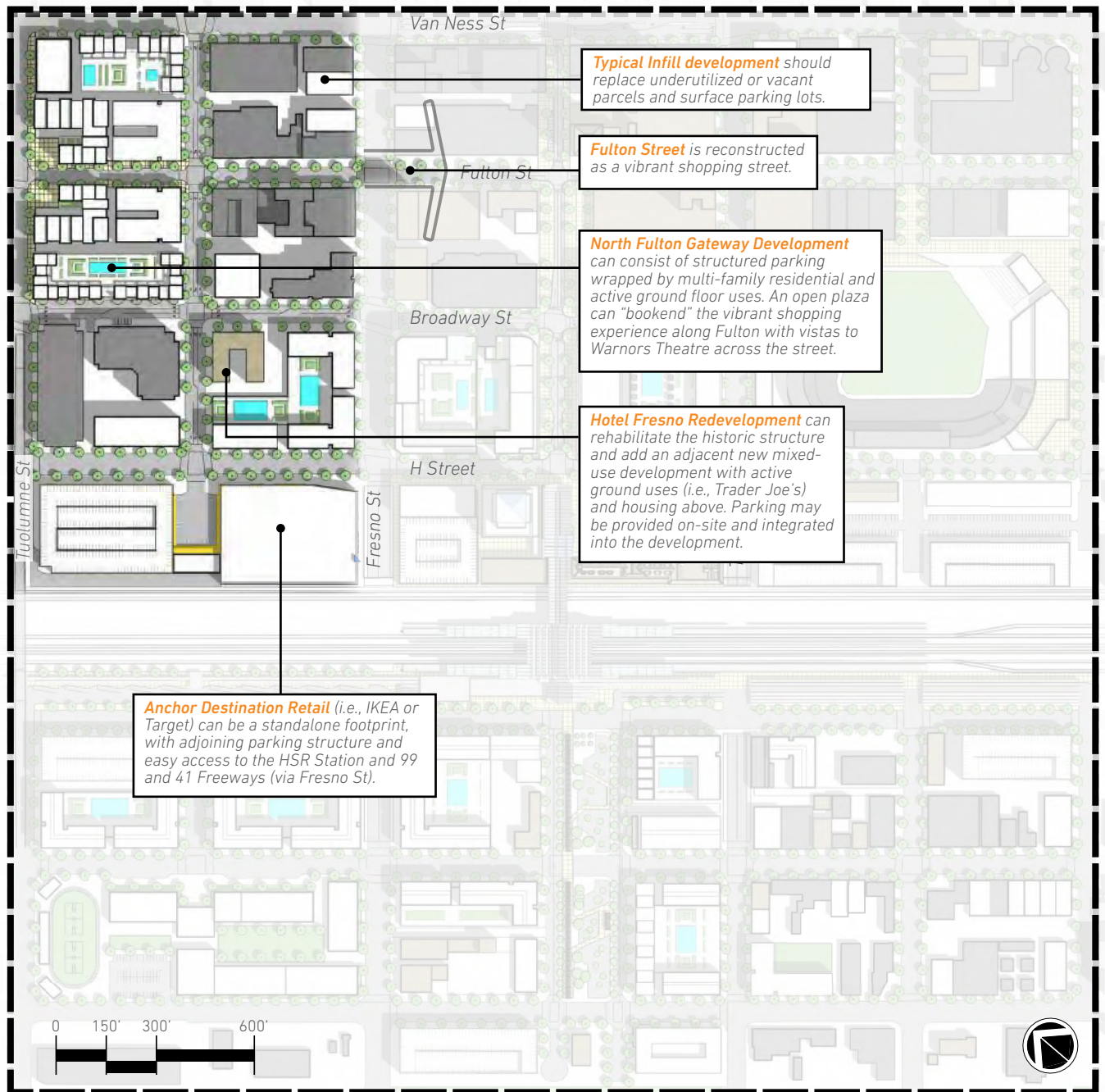
Example: Hotel Valencia in San Jose, CA.



Example: Santana Row in San Jose, CA.

3.4 NORTH FULTON GATEWAY

“Re-regionalize” Fresno as a significant Central Valley destination.



Illustrative map of the **North Fulton Gateway** Sub-Area at Full Build-Out. This Sub-Area is generally bounded by Van Ness Street on the east, Broadway Street on the west, Tuolumne Street on the north, and Fresno Street on the south.



Example: Walgreens with housing above in Hollywood, CA.

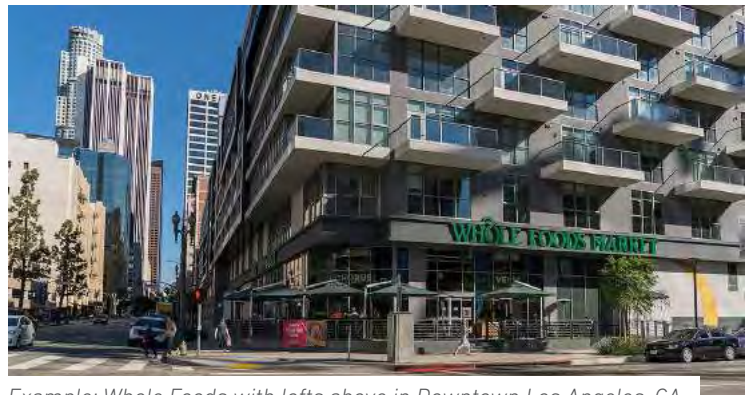


Example: Anchor retail destination as a stand-alone footprint.



Example: City Target with condos above in Seattle, WA.

To “re-regionalize” Downtown Fresno, it is imperative to attract key anchor retail tenants to the Station District. Complementing, not competing with Fulton Street, new-format regional-serving retail stores, such as Target, Ikea, and Trader Joe’s, will be located within easy access to Downtown residents and regional residents via the 99 and 41 Freeways. These retail tenants will easily be integrated into mixed-use developments by occupying their ground level floors. Elsewhere, value retail will occupy the ground levels along adjacent corridors, eventually tying into localized, infill retail along Fulton Street. Together, this creates a diverse urban shopping environment throughout the Station District. At the far northern end of this sub-area, the North Fulton Gateway Development will prioritize active ground floor uses and integrate structured parking on site, while screening it away from the street. Elsewhere, infill development will make use of underutilized sites and surface parking lots.



Example: Whole Foods with lofts above in Downtown Los Angeles, CA.



Example: Trader Joe's with condos above in Los Angeles, CA.



Conceptual rendering looking north-west along a reconstructed Fulton Street at Tuolumne Street, with Warnors Theatre across the street.

A gateway to Fulton Street.

The existing CVS Pharmacy site is a prime location for a new North Fulton Gateway development. At the entry of this development, a new North Fulton Plaza can be lined with active ground floor uses, like cafes, restaurants, and shops, allowing for outdoor seating and dining. The historic Warnors Theatre, which is located across the street, will benefit from the North Fulton Plaza as a public “spillover” space to accommodate visitors before and after shows and events. The plaza can offer a moment of “open relief” from the busy retail activity along Fulton Street and can act as a “bookend” before transitioning into the Mural District just north-west of Tuolumne Street.



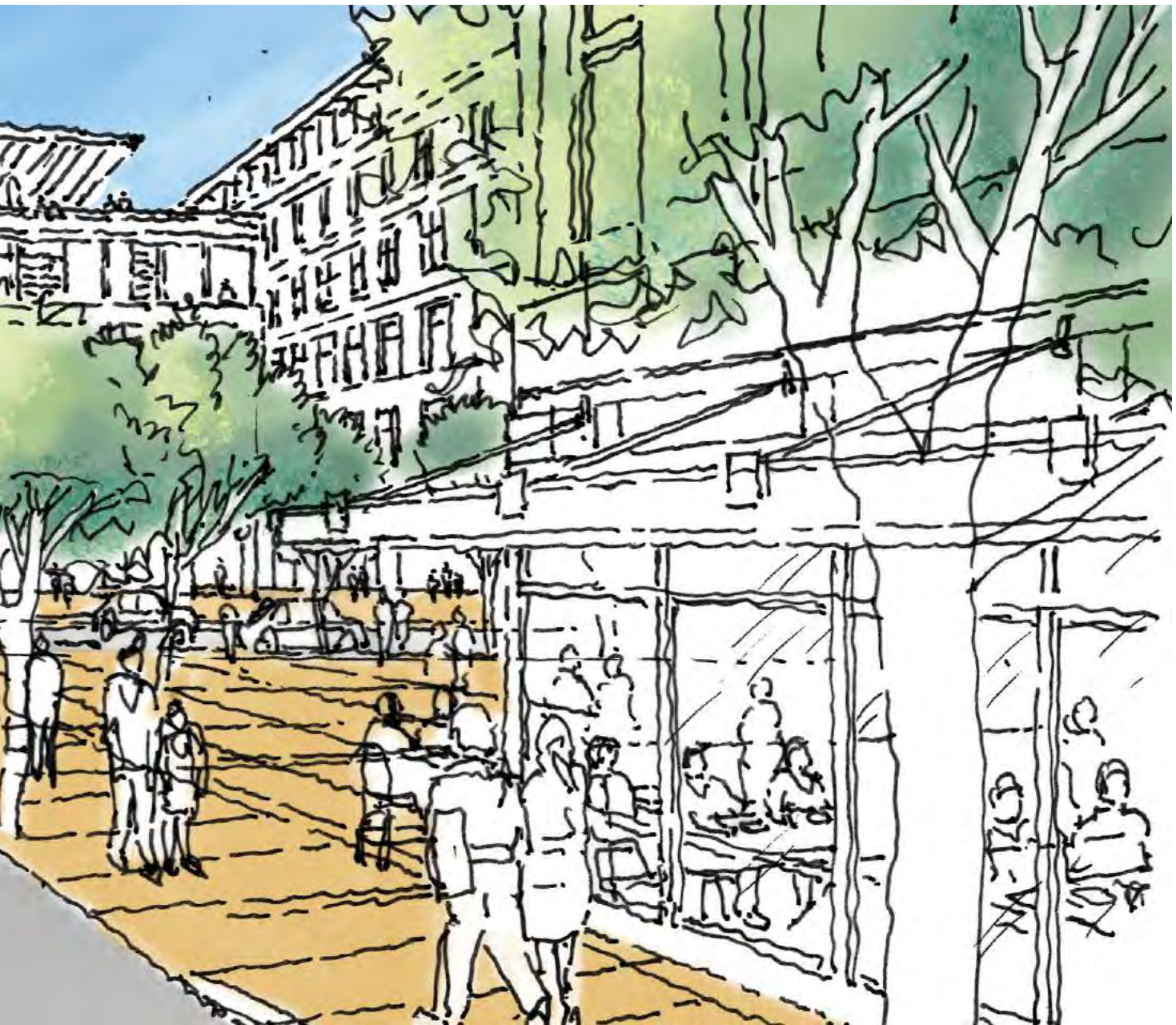
Example: Open plaza lined with retail at Santana Row in San Jose, CA.



Conceptual sketch of the North Fulton Gateway Sub-Area, looking east along Tuolumne St at Fulton St.

A vibrant street scene.

A mix of active street level uses, like lobbies, stores, restaurants, cafes, bars, and outdoor dining areas, are encouraged throughout the Station District. The success of these uses hinges on the accessibility and vibrancy of its public realm -- landscaping, lighting, sidewalks, plazas, paseos, and parks -- that are desirable and convenient for pedestrians to use. Together, these components encourage walkability, which, in turn, help promote a safe and healthy urban environment.



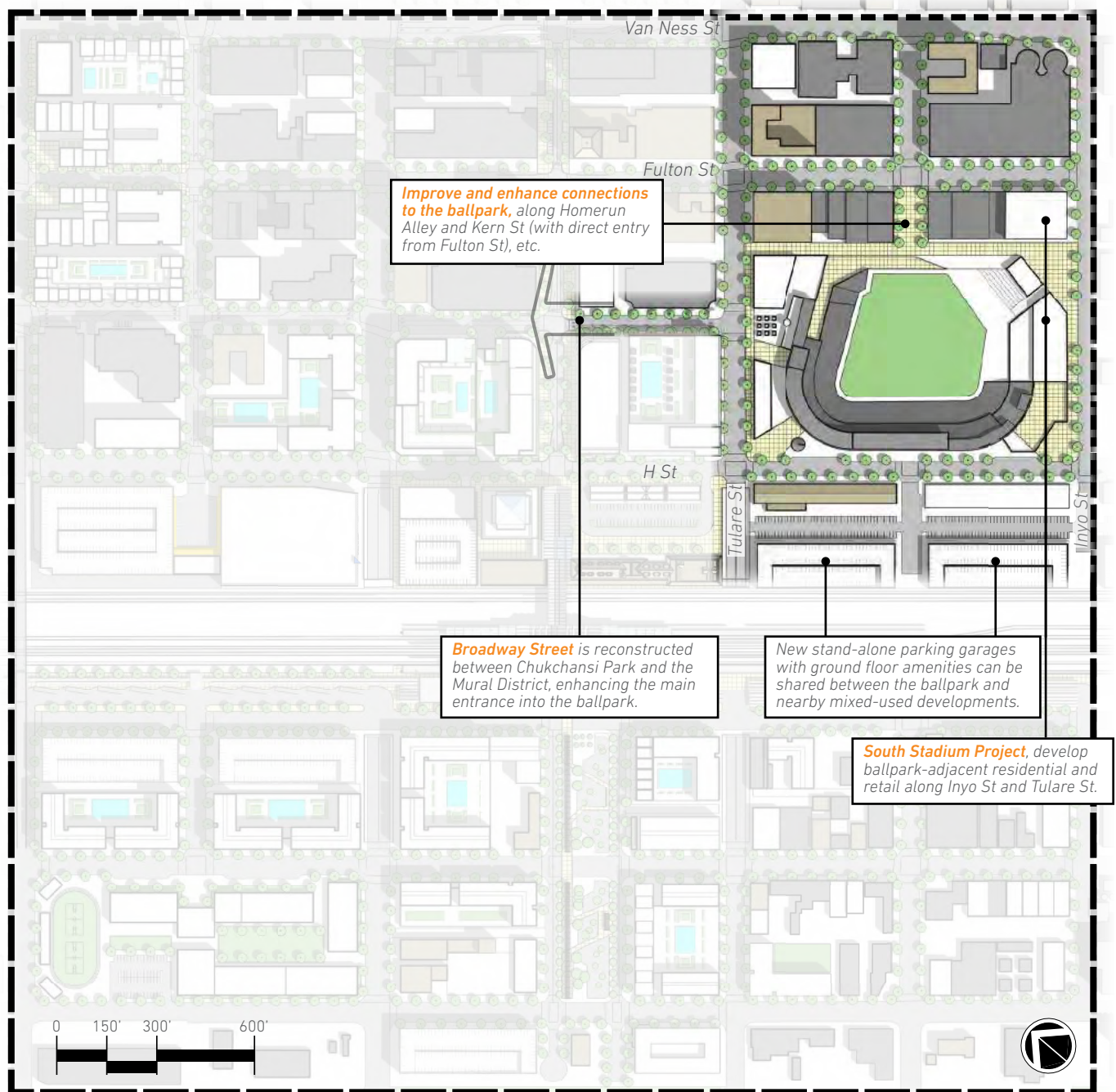
Example: Active ground floor retail in Pasadena, CA.



Existing conditions photo, looking east along Tuolumne at Fulton, at same location as conceptual sketch.

3.5 SOUTH FULTON GATEWAY

Improve and enhance connections in and around Chukchansi Park.



Illustrative map of the **South Fulton Gateway** Sub-Area at Full Build-Out. This Sub-Area is generally bounded by Van Ness Street on the east, the rail corridor on the west, Tulare Street on the north, and Inyo Street on the south.



Example: "Dark Nights" at LA Live, Downtown Los Angeles, CA.



Example: Cafe/restaurant/bar-lined streets at Fenway Park in Boston, MA.



Example: During games, a local street may be temporarily closed for pedestrians only to encourage visitors to linger and engage local businesses, as is done at Fenway Park in Boston, MA.



Example: Enhanced public realm at Camden Yards in Baltimore, MD.

Chukchansi Park is an asset for Downtown Fresno. Connections to and from the ballpark should be improved and enhanced, focusing on pedestrian-first environments that are safe, legible, and easily accessible. Along these connections, active entertainment uses, like restaurants, cafes, bars, breweries, nightclubs, and movie theaters will reinforce the area as a truly bustling and vibrant entertainment district. Once Broadway Street is reconstructed, Chukchansi Park will have a prominent "front door" with easy access to Downtown and the HSR Station. Elsewhere, connections along Kern Street (via Fulton Street) and Homerun Alley will not be forgotten, but also improved and enhanced.



Example: Enhanced public realm at Camden Yards in Baltimore, MD.



Conceptual rendering looking south-east along a reconstructed Broadway Street towards Chukchansi Park.

Reconnect Broadway Street to Chukchansi Park.

Reinstated as a connecting street between the ballpark and the Mural District, Broadway Street will become the “front door” to new-format regional-serving retail stores and entertainment uses. South of Mariposa Street, Broadway Street will be characterized as being more entertainment driven, with a new bars, clubs and a movie theater complementing the ballpark. North of Mariposa Street, the street will be branded for value- retail and fashion anchored by a destination retail tenant with a considerable regional draw.



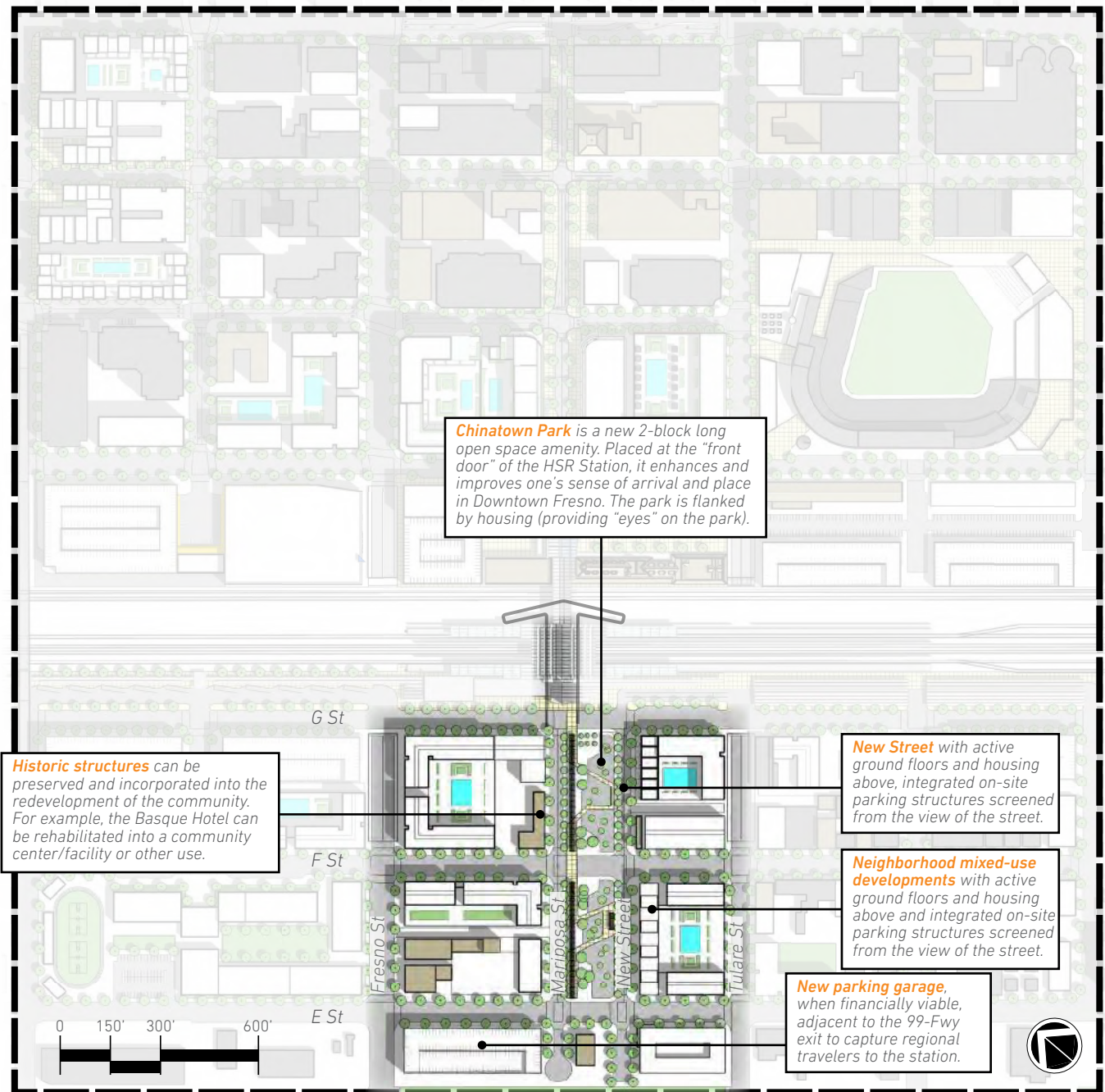
Example: Old Town Pasadena in Pasadena, CA



Example: Santana Row, San Jose, CA

3.6 CHINATOWN WEST ARRIVAL

Place a great urban park at the “front door” of the station’s western entry.



Illustrative map of the **South Fulton Gateway** Sub-Area at Full Build-Out. This Sub-Area is generally bounded by G Street on the east, the 99 Freeway on the west, Fresno Street on the north, and Tulare Street on the south.



Conceptual sketch of a new park for Chinatown on the west side of the tracks. For illustrative purposes only.



Existing conditions photo, looking east near Tulare at G St, at same location as conceptual sketch.

West of the tracks, a new urban park for Chinatown offers visitors a welcoming first impression of the city of Fresno. Chinatown Park, flanked by Mariposa Street and a New Street, can host a mix of active and passive recreational uses that can be serviced by an on-site cafe and outdoor terrace. Chinatown Park acts as a transition west of the tracks to a quieter, residential community with mid-rise housing supported by on-site parking, as well as infill redevelopment. Historic structures, like the Basque Hotel, can be rehabilitated and re-purposed into new community-serving facilities, or other use.



Example: Prominent pedestrian connections, Klyde Warren Park, Dallas, TX.



Conceptual sketch of a new park for Chinatown on the west side of the tracks. For illustrative purposes only.

Place a great urban park at the front door of the station's west entry.

Chinatown Park should be designed to front the new HSR station and serve as an inviting “first impression” for visitors to the city, as well as a transition to a quieter residential community within Chinatown. Incorporated into the park is the historic Basque hotel, which can house community serving functions and provide an on-site café serving an outdoor terrace and providing “eyes” on the park. The park should be strategically designed to act as “green infrastructure” to control stormwater runoff and improve air quality.



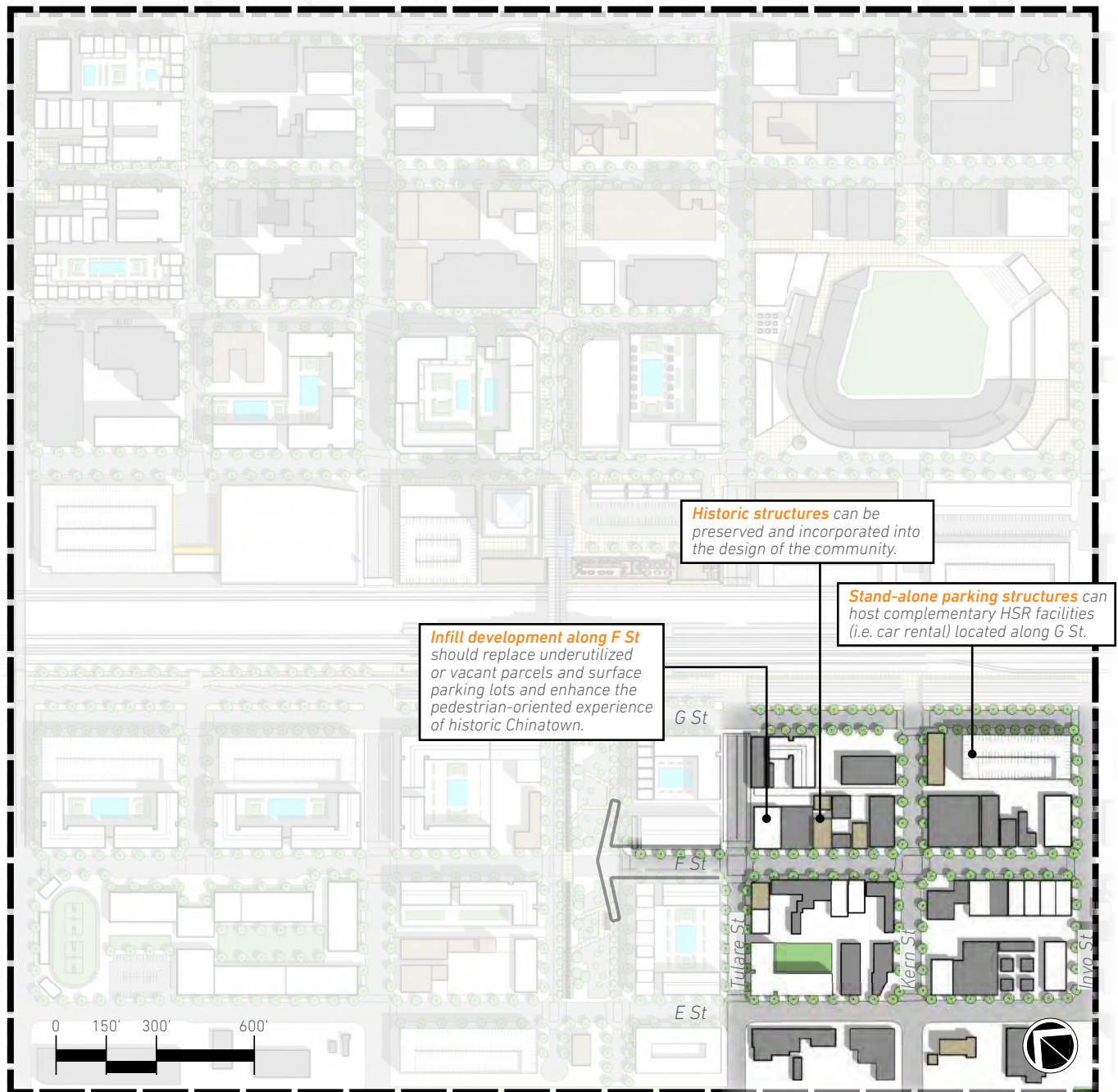
Example: Tanner Springs Park, Portland, OR



Example: Caruthers Park, Portland, OR

3.7 HISTORIC CHINATOWN

Preserve, protect, and enhance the cultural significance of Chinatown.



Illustrative map of the **Historic Chinatown** Sub-Area at Full Build-Out. This Sub-Area is generally bounded by G Street on the east, the 99 Freeway on the west, Tulare Street on the north, and Inyo Street on the south.



Conceptual sketch. New infill redevelopment should replace vacant or underutilized parcels along F Street, while still maintaining the charm of existing historic buildings, to transform it into a truly vibrant "main street" for Chinatown.



Existing conditions photo, looking north along F St at Kern St, at same location as conceptual sketch.

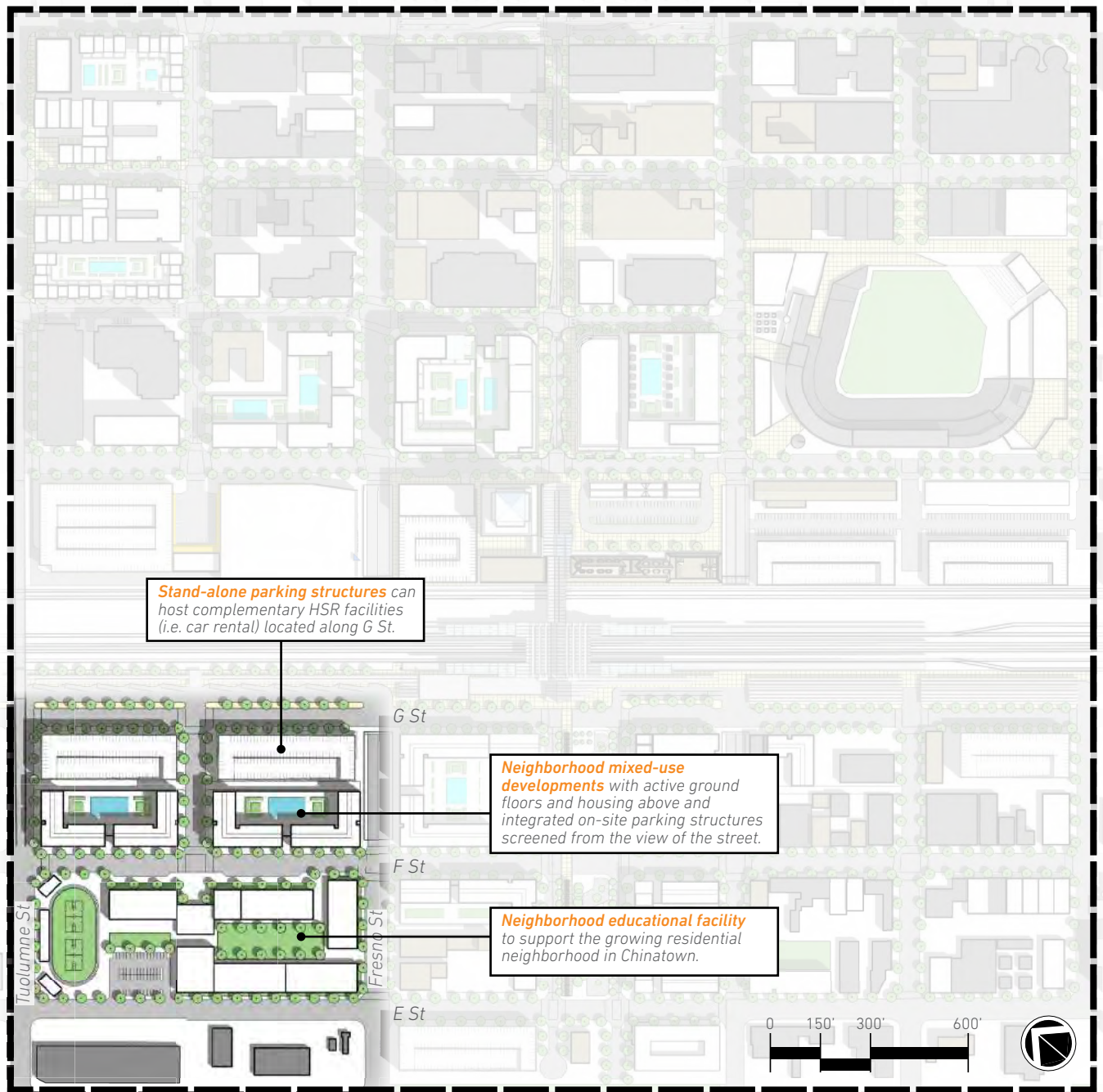
Historic Chinatown benefits from an abundant supply of existing building stock, rich culture, and history. The existing historic buildings that comprise the core of Chinatown, like the Azteca Theater and Komoto Dept Store, can be preserved and enhanced with infill opportunities to reinforce the local neighborhood serving retail and business uses. In particular, attention should be paid to improving and enhancing 'F' Street as Chinatown's "main street" with direct connections to Chinatown Park and the HSR Station.



Existing conditions photo of the Azteca Theater a Locally Registered Historic Property in Chinatown along F Street in Fresno, CA.

3.8 CHINATOWN WEST NEIGHBORHOOD

Support the growing residential base of Downtown Fresno.



Illustrative map of the **Chinatown West Neighborhood** Sub-Area at Full Build-Out. This Sub-Area is generally bounded by G Street on the east, the 99 Freeway on the west, Tuolumne Street on the north, and Fresno Street on the south.



Example: Walkable pedestrian promenade at “Blossom Apartments” in Chinatown in Downtown LA, CA.



Example: Street-level retail of a parking garage in Santa Monica, CA.



Example: Medium-density residential in Downtown LA, CA.

It is anticipated that the successful re-establishment of Downtown Fresno will come with the need for schools and other institutional uses to create a fully-rounded living experience for all. The Chinatown West Neighborhood offers the opportunity for a new community educational facility supported by the critical growing residential base of Downtown Fresno. A new multi-family residential development with on-site parking can be located directly across the school. Along G Street, two new stand-alone parking structures can work in conjunction with the Intermodal Transit Center. They can support HSR parking and commuter services (i.e. rental cars).



Example: Medium-density residential in Downtown LA, CA.



Example: Urban elementary school in Downtown Los Angeles, CA.

3.9 TYPOLOGY EXAMPLES

This section provides images of relevant projects that illustrate specific development types applicable to future Downtown Fresno and the Station District: urban retail, ballparks and entertainment, food markets in historic structures, civic parks urban hotels, and reuse of historic structures.

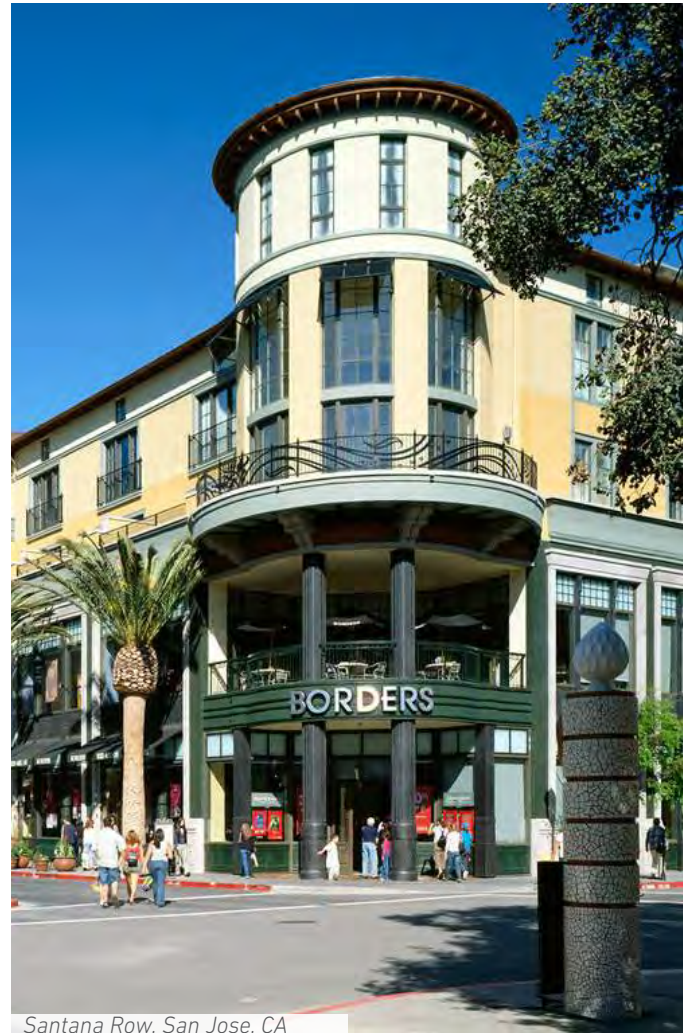
Examples of Urban Retail

Fulton and Mariposa Streets should be dedicated to retail uses, such as stores, restaurants, cafes, bars, and outdoor dining areas that occupy the ground floor spaces of buildings. Key retail anchor tenants, such as Target or Trader Joe's, are necessary for Downtown Fresno to once again become a regional destination in the Central Valley. These tenants should be integrated into mixed-used development where possible. Larger retail anchor tenants, like IKEA, may employ standalone footprints where appropriate.

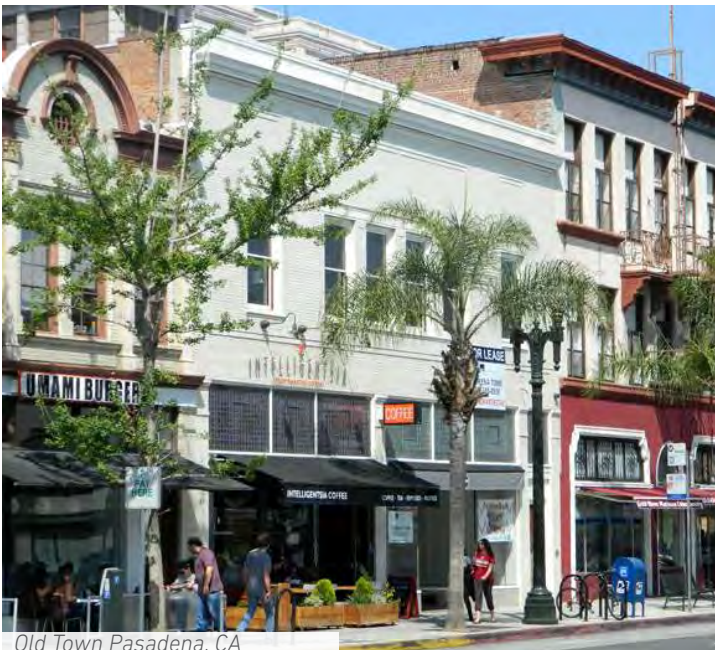
Retail uses should “address” the street with primary entrances directly accessible from the sidewalk. Retail tenants should employ use of canopies, awning, signage, lighting, landscaping, and other architectural features that add vibrancy and life to the streets and maintain the human scale of the pedestrian experience.



Downtown Santa Barbara, CA



Santana Row, San Jose, CA



Old Town Pasadena, CA



Gaslamp Quarter, San Diego, CA



Old Town Pasadena, CA

Examples of Ballparks and Entertainment

Chukchansi Park is an asset for Downtown Fresno. Active entertainment uses, like restaurants, cafes, bars, breweries, nightclubs, and movie theaters, will complement the ballpark and reinforce it as a truly bustling and vibrant entertainment destination. Similar to the Gaslamp Quarter in San Diego or Fenway Park in Boston, Chukchansi Park in Downtown Fresno can be host to baseball fans, Happy Hours, romantic dinners, 'nights on the town,' and other non-baseball entertainment-related events.



LA Live, Los Angeles, CA



Fenway Park, Boston, MA



Gaslamp Quarter, San Diego, CA



AT&T Park, San Francisco, CA



Fenway Park, Boston, MA



Gaslamp Quarter, San Diego, CA

Examples of Food Markets in Historic Structures

Creating opportunities for restaurants, cafes, brew pubs, and outdoor market places in active, vibrant settings throughout the Station District will attract urban residents, shoppers and visitors and celebrate Fresno as the agricultural capital of the Central Valley. Reuse of Downtown's historic buildings, like the Gottschalk's Building at Inyo and Fulton Streets, the historic Southern Pacific Railroad Depot, and the Pullman Shed, can provide opportunities to celebrate Fresno's agricultural bounty through adaptive reuse.



Conceptual rendering of an outdoor market square that reuses the historic Southern Pacific Depot. For illustrative purposes only.



Eastern Market, Detroit, MI



Anaheim Packing House, Anaheim, CA



Pike Place Market, Seattle, WA.



Ferry Building Marketplace, San Francisco, CA

Examples of Civic Parks

Every great downtown should have a great urban park. Chinatown Park provides an opportunity to establish dedicated public open green space at the foot of the new HSR Station. An amenity to Chinatown and the growing communities on the west side of the tracks, Chinatown Park should also double as “green infrastructure” to address stormwater runoff, urban heat island effect, and greenhouse gases. Considered a neighborhood amenity, Chinatown Park should be flanked by residential uses on both sides to provide it with “eyes” on the park for increased safety and security.



Post Office Square, Boston, MA



Liberty Park, New York City, NY



Klyde Warren Park, Dallas, TX



Klyde Warren Park, Dallas, TX



Maguire Gardens, Los Angeles, CA

Examples of Urban Hotels

Whether they are brand new or rehabilitated from historic structures (i.e. Hotel Fresno), new hotels in the Station District should complement adjacent active day and night uses, like restaurants, cafes, and bars. Located within less than a 5-minute walk from the station, new hotels should offer HSR train-riders and other visitors easy access to Downtown Fresno. Whether they are staying the night before heading up to Yosemite, Sequoia and Kings Canyon, or on business from Silicon Valley, hotel visitors should stay in the heart of Downtown Fresno and be immersed in the life and vibrancy that it has to offer.



aLoft Hotel, Asheville, NC



Ace Hotel, Downtown Los Angeles, CA



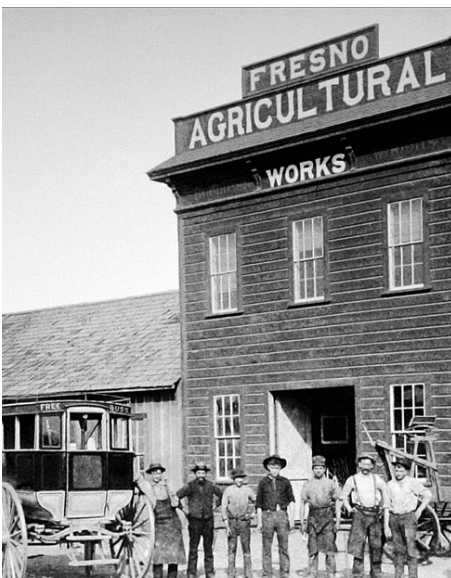
Padre Hotel, Bakersfield, CA



Hotel Figueroa, Los Angeles, CA



Hotel Figueroa, Los Angeles, CA



Historic photographs of various locations throughout the Station District.



4

INTERMODAL STRATEGY

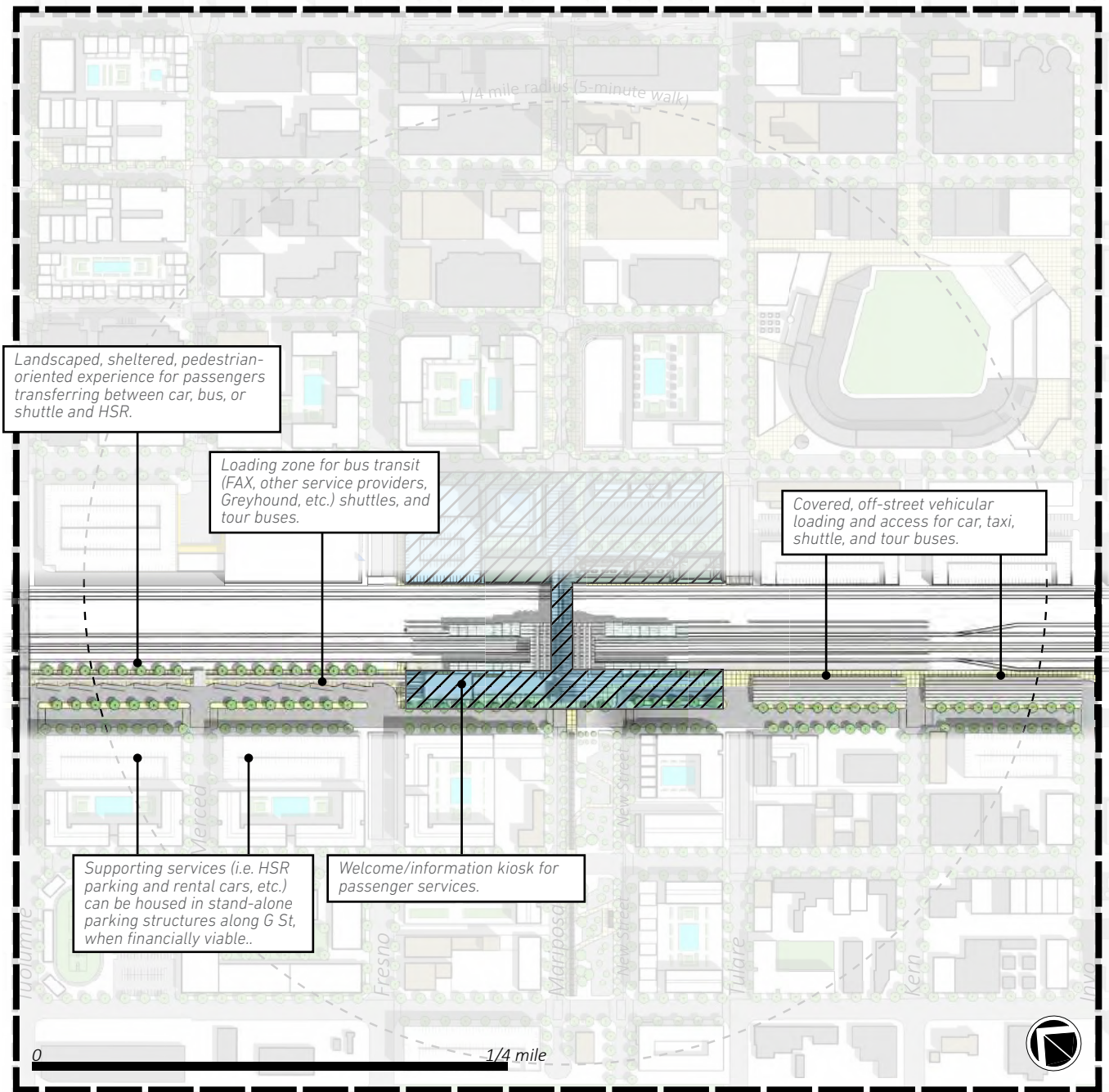
- 4.1 Overview
- 4.2 Intermodal Transit Center
- 4.3 Parking Strategy
- 4.4 Multi-Modal Network

4.1 OVERVIEW

The CHSRA has stressed the importance of a balanced, multi-modal access approach to the HSR Station to reduce reliance on car access and mitigate traffic and related air quality impacts. The Station District is planned to create a pedestrian- and bicycle-oriented, mixed-use district surrounding the HSR Station that will create an inviting walkable environment to attract strong HSR ridership and spur revitalization of Downtown Fresno. Intermodal access throughout the Station District is encouraged by:

- **Intermodal Transit Center** which could be located at the HSR Station G Street's "front door" serving passengers traveling by FAX, BRT, tour buses, Fresno County Rural Transit, Yosemite Area Regional Transit System (YARTS), circulator/shuttle services connecting HSR passengers to downtown destinations the Santa Fe Station serving Amtrak, college campuses, and Fresno's two airports. Greyhound will develop a facility near the Intermodal Transit Center to provide seamless connections for travelers from throughout the Central Valley and beyond. More information is provided in Section 4.2.
- **Parking Strategy** that anticipates a phased roll-out of parking facilities, from surface lots to structured garages, across the Station District and their shared management and use between HSR and private development. More information is provided in Section 4.3.
- **Multi-Modal Network** for pedestrians, bicyclists, transit, and automobiles to maximize connectivity throughout the Station District, reduce traffic congestion, and create a safe, walkable, pedestrian- and bicycle-friendly Downtown. More information is provided in Section 4.4.

4.2 INTERMODAL TRANSIT CENTER



Illustrative map of the **Intermodal Transit Center** at Full Build-Out. This Sub-Area is generally bounded by the rail corridor on the east, G St on the west, Tuolumne Street on the north, and Inyo Street on the south.

Note: HSR Station and Station Site for conceptual/illustrative purposes only. To be designed.



Conceptual rendering of the Intermodal Transit Center. For illustrative purposes only.

Facilitate intermodal transit along 'G' St.

'G' Street is to be designed as an intermodal transit interface between train, bus, car, bike, and pedestrian. This reinvention of G Street can be a new model for the integration of transit and sustainable green infrastructure to provide an enhanced public realm serving passengers transferring between the various modes of transit in and around the new HSR station.



Example: Tokyo Midtown Station, Tokyo, Japan



Example: Tokyo Midtown Station, Tokyo, Japan

Examples of Transit Plazas

The plazas in and around the HSR station should adequately serve passengers transferring between the various modes of transit (by foot, bike, car, bus, train). These areas, including the Intermodal Transit Center, should provide a safe, legible, and accessible pedestrian-oriented experience with sufficient shading, lighting, wayfinding, landscaping, and commuter services, including bike racks and storage, ticket kiosks, and information booths.



Example: Union Station in Los Angeles, CA



Example: Metro Orange Line, Los Angeles, CA



Example: Union Station in Los Angeles, CA



Example: Union Station in Los Angeles, CA



Example: Metro Orange Line, Los Angeles, CA

4.3 PARKING STRATEGY

Parking is essential to the success of the Station District and is an important aspect of multi-modal access to the HSR Station. The City of Fresno, CHSRA, and downtown stakeholders will look to establish an ongoing partnership for the design and management of parking supply to ensure that the needs of the Station District and the HSR Station are met in an efficient manner, while also supporting private development to revitalize Downtown Fresno.

Parking for all users (residents, workers, and tourists) should be considered at a district scale and managed as a partnership (among the City, CHSRA, and businesses, for example). An ongoing district-wide parking management program or association is one way in which parking management can be paired with the support for active modes of transportation (such as walking and biking) and improved transit connectivity. Such a strategy will make productive use of available parking capacity, establish benchmarks for increasing parking supply, maximize cost efficiencies, and anticipate and respond to changes in travel patterns, demand, and technologies.

In addition, the CHSRA will develop a multi-modal access plan in partnership with the City of Fresno to address the location, amount and phasing of HSR parking facilities prior to their design and construction. This multi-modal access plan will build on common ground by aligning the Station District vision with CHSRA policies and guidelines, specifically that:

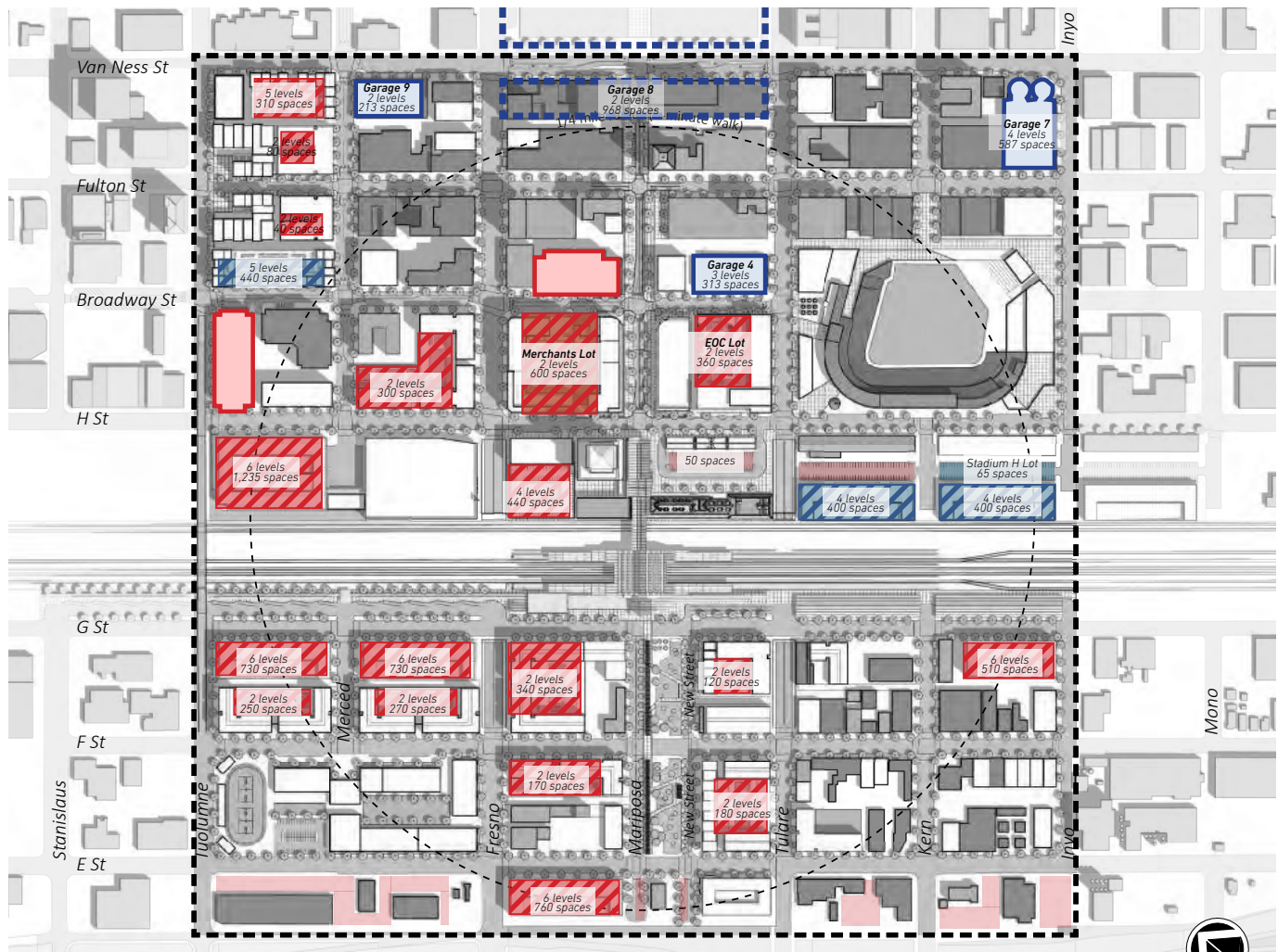
- Sufficient parking is essential to the viability of the HSR system.
- Parking be offered at market rates (not free) to encourage the highest and best use of land, transit, and other active modes of transportation.
- Parking for new development be limited within the District.
- Parking be preferentially placed in structures.
- Shared parking be planned when the mix of uses supports it when financially viable.

On Opening Day, any available parking will support initial HSR service operations and catalytic development projects in the Station District. Any surface parking lots developed in this first phase should be considered temporary. Thereafter, they should transition to mixed-use developments, stand-alone parking garages with street level amenities, or incorporated into mixed-use developments. By Full Build-Out, parking will be primarily provided in structures, when financially viable.

FULL BUILD-OUT

Maximum Potential Parking Capacity at Full Build-Out*

*Phased build-out scenarios correspond to HSR service milestones as identified in the CHSRA 2018 Business Plan.



Conceptual diagram of the Station District and its maximum potential parking capacity at Full Build-Out.

- Existing Subterranean Parking Garage on **City Owned Land**
- Existing Parking Garage on **City Owned Land**
- Existing Surface Parking Lot on **City Owned Land**
- New Parking Garage on **City Owned Land**
- Existing Surface Parking Lot on **Non-City Owned Land**
- Existing Parking Garage on **Non-City Owned Land**
- New Parking Garage on **Non-City Owned Land**

Note:

Surface Parking Lots: Considered temporary in first phases. Should transition to mixed-use developments, stand-alone parking garages, or garages integrated into mixed-use developments.

New Parking Garages: When financially viable, either stand-alone structures with street level amenities (e.g., bike share, car rental), or garages integrated into mixed-used developments.

Maximum Potential Parking Capacity at Full Build-Out**	
Parking on City-Owned Land	3,386 spaces
Parking on Non-City-Owned Land (Only for new parking garages; excludes existing parking garages and existing surface lots since information is unavailable.)	7,475 spaces
Total	10,861 spaces

**Assumes 350sf/car. The number of parking spaces provided herein are approximate and will depend on eventual utilization rates, amount and types of development, parking capacity and utilization, and availability of non-auto transportation options and revenues at the Station District's Full Build-Out.

Examples of Parking Garages

At Full Build-Out, no surface parking lots are anticipated within the Station District, with all parking to be provided in shared-use multi-story structures, wrapped with other uses (e.g., residential, hotel) and/or screened from view. Otherwise, parking garages can be stand-alone structures as long as they do not employ blank facades or unoccupied ground levels. Commuter services, like car rental offices or bike sharing centers are opportune uses to occupy at the ground levels of stand-alone parking garages.



Example: Santa Monica Parking Garage in Santa Monica, CA



Example: Santa Monica Parking Garage in Santa Monica, CA



Example: Santa Monica Parking Garage in Santa Monica, CA



Example: Hancock Lofts in West Hollywood, CA.



Example: Hancock Lofts in West Hollywood, CA.

4.4 MULTI-MODAL NETWORK

Aligning with the vision and goals set forth in the City of Fresno's December 2016 Active Transportation Plan (ATP), mobility across all modes can be improved in the Station District once its urban grid is reconnected and redevelopment takes new life. With an interconnected street network in place, all users - pedestrians, bicyclists, transit, and automobiles alike - can have greater access to destinations across Downtown Fresno.

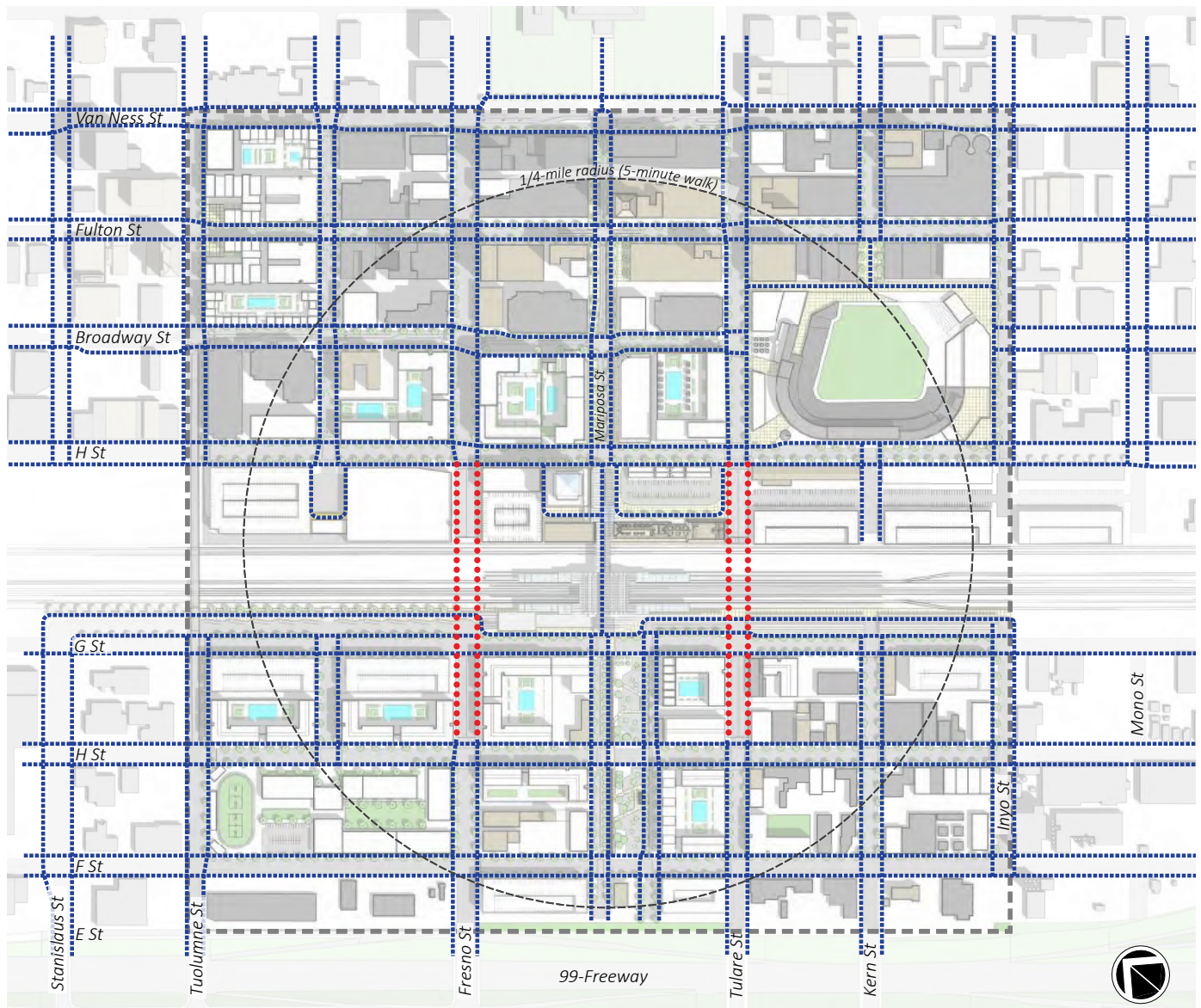
For pedestrians, the Station District is intended as a pedestrian-first environment. Streets, although accommodating to all modes, should provide human-scaled amenities that promote a safe, welcoming, and comfortable urban environment. Sidewalks, crosswalks, wayfinding, lighting, seating, and landscaping are all elements of the public realm that require enhancement for pedestrian ease and comfort. Connectivity across the HSR tracks is of significant importance. Similarly, the built environment must also do its part, where new developments should program their street-facing ground floors with active uses.

For bicyclists, both dedicated and shared paths of travel are planned across the Station District with the goal of incentivizing walking and biking over driving.

For transit, the Station District accommodates FAX bus and Fax Q bus-rapid transit (BRT) service, as well as the new high-speed-rail (HSR) line and existing Amtrak services. Connections to and from these modes to destinations across the Station District rely on a successful public realm to provide clear, intuitive, and easy means of transfer.

For automobiles, with a reconnected street grid, vehicular traffic can be better dispersed rather than concentrated along major corridors. Congestion is reduced, while at the same time allowing more access points and visibility to destinations.

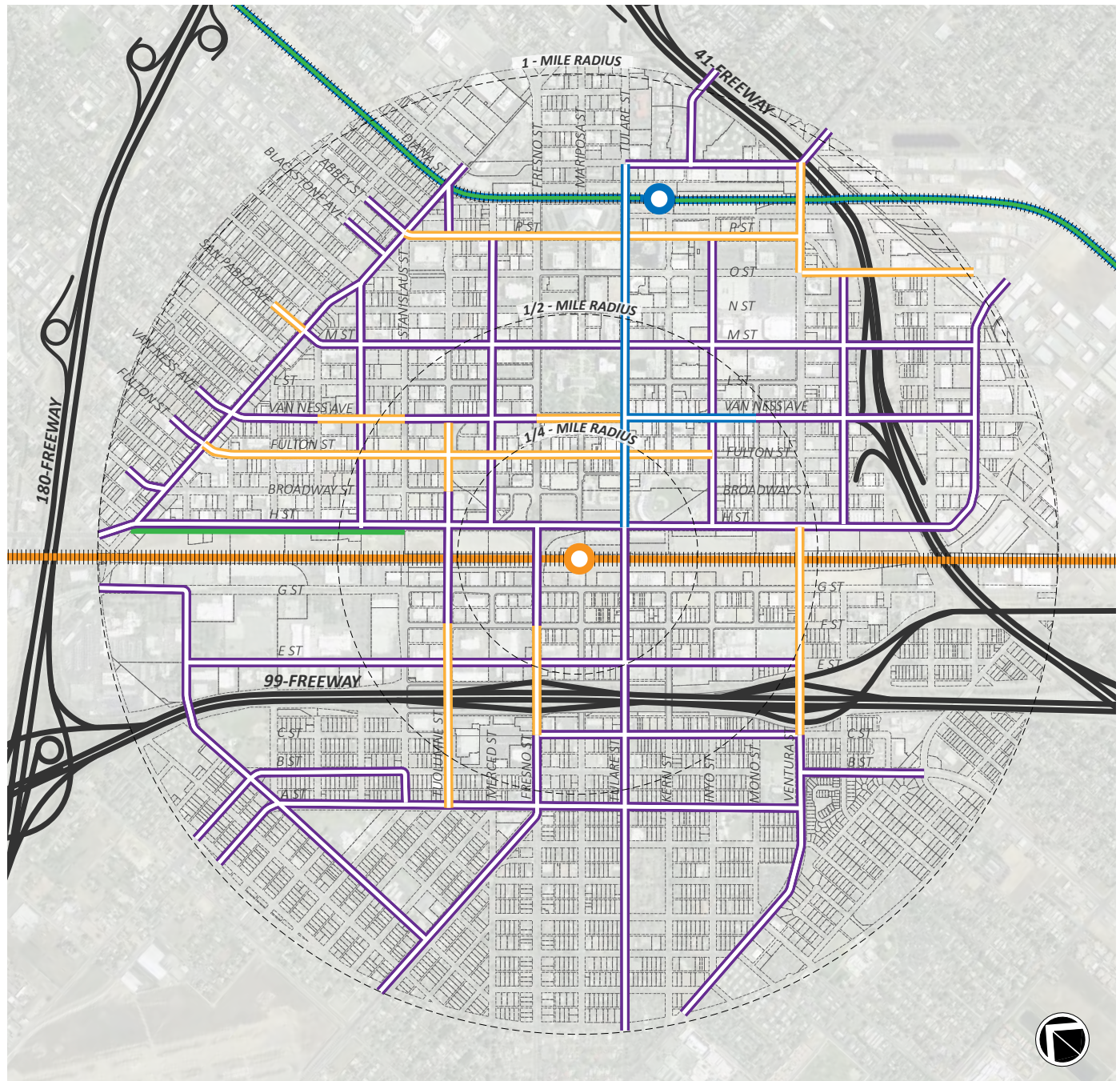
Proposed Pedestrian Circulation



Proposed Pedestrian Circulation throughout the Station District at Full Build-Out

- ■ ■ ■ ■ Pedestrian Circulation
- ● ● ● ● Pedestrian Circulation (Via Underpass)

Proposed Bicycle Circulation



Bicycle Circulation to/from the Station District at Full Build-Out

- High Speed Rail (Planned)
- Amtrak Rail (Existing)

Planned Class I Bicycle Path*
An off-street bike path located in a separate right-of-way for the exclusive use of bicycles and pedestrians.

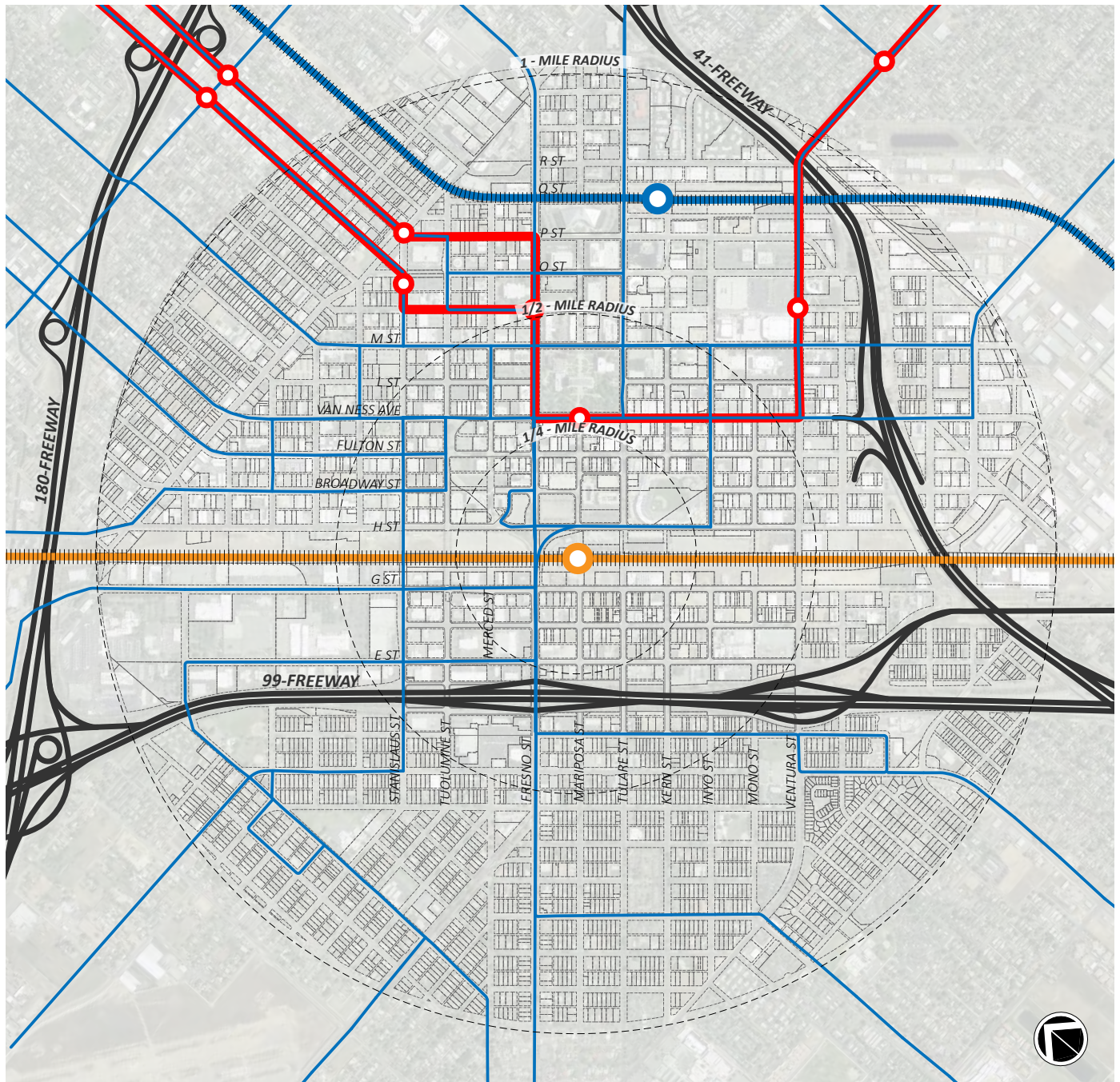
Planned Class II Bicycle Lane*
An on-street lane identified with striping, stencils, and signs.

Planned Class III Bicycle Route*
An on-street bike route shared by motorists without striped lanes and may include sharrows and bike boulevards.

Planned Class IV Cycle Track*
An exclusive bike lane that is physically separated from motor traffic and distinct from the sidewalk.

*Per Fulton Corridor Specific Plan Section 9.6 "Bicycle Improvements," Adopted October 20, 2016.

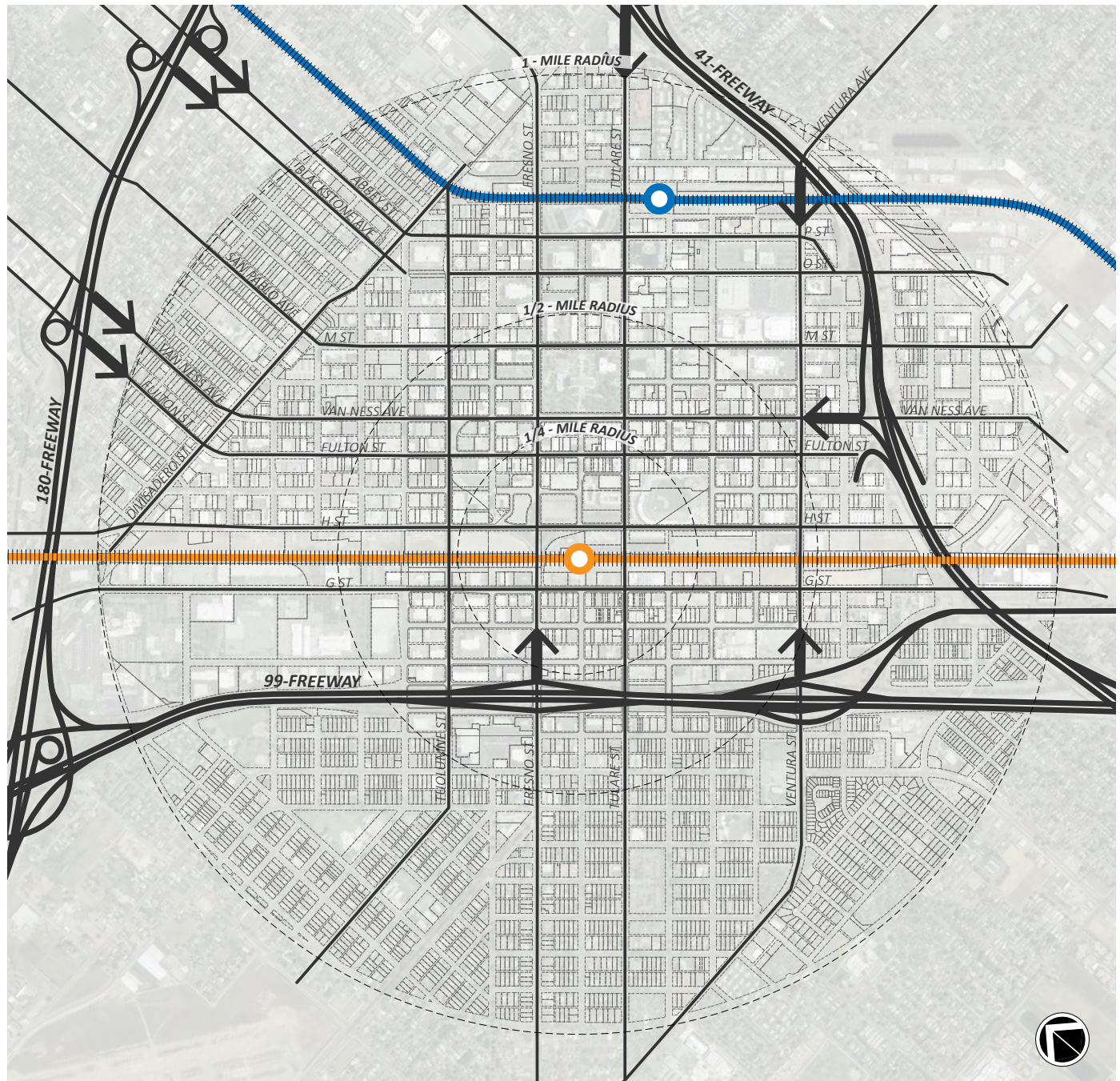
Existing Bus Circulation








Existing Bus Circulation to/from the Station District

-  High Speed Rail (Planned)
-  Amtrak Rail (Existing)
-  FAX Bus
-  FAX 'Q' Bus Rapid Transit (BRT)

Proposed Vehicular Circulation




Vehicular Circulation to/from the Station District at Full Build-Out

-  High Speed Rail (Planned)
-  Amtrak Rail (Existing)
-  Major Road
-  Freeway
-  Freeway Off-Ramp

The Station District is served by three California State Routes; the 180, the 99, and the 41. Each provide at least two entry points into the Station District, including:

- Tulare St off the 41
- Ventura St off the 41 and 99
- Van Ness Ave off the 41 and 180
- Fresno St off the 99
- Fulton St off the 180
- Blackstone Ave off the 180
- Abbey St off the 180



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5.0 ACKNOWLEDGMENTS



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City of Fresno

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Ashley Swearengin, Former Mayor

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Paul Caprioglio, Councilmember, Council District 4

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