

Capital Improvement Project Application

Project Title:

Fulton Mall Reconstruction Engineering and Environmental Documentation

Sponsoring Jurisdiction:

City of Fresno

Application Checklist:

- Twelve hard copies and 1 CD of the complete application
- Completed application form
- Board/Council resolution authorizing project application
- Vicinity maps showing project locations, entitled land developments related to the project, and local/regional streets, bicycle, transit and highway facilities within and near the project area
- Documentation of support for the project from community groups or individuals (highly encouraged)
- Aerial photo and/or other planning conditions in the project area

Person Authorized to Submit Application:

I certify that I have reviewed the TOD Capital Improvement Projects Program Guidelines and the information submitted in this application is accurate and in accordance with the guidelines.

Name:
Mark Scott

Title:
City Manager

Signature:



Date:
Draft: February 29, 2012
Final: March 9, 2012

Project Summary

1. Project Title: **Fulton Mall Reconstruction Engineering and Environmental Documentation**
2. Project description: **This grant will fund the costs of engineering analysis, drawings, and environmental study necessary to carry out the reconstruction of Fulton Mall.**
3. Total project cost: **\$2,150,000**
4. Total TOD fund request: **\$2,000,000**
5. Sponsoring jurisdiction: **City of Fresno**
6. Primary contact person: **Elliott Balch**
7. Title: **Downtown Revitalization Manager**
8. Address: **2600 Fresno St., Room 2156, Fresno, CA 93728**
9. Phone: **(559) 621-8366**
10. E-mail: **Elliott.Balch@fresno.gov**
11. Other project partners: **None**

Project Description

1. *Introduction.* Please provide a description of project objectives, setting, and relationship of the proposed project to existing and planned infrastructures in the project area.

This grant will fund the engineering analysis and drawings, as well as a portion of the environmental review work, necessary to carry out the reconstruction of Fulton Mall in the heart of downtown Fresno. The affected area includes six blocks of Fulton Street, between Tuolumne and Inyo Streets, and the cross streets of Merced, Mariposa, and Kern between H Street and Van Ness Avenue, as applicable. The draft Fulton Corridor Specific Plan, which will establish the City's program for downtown development in law upon adoption, identifies the reconstruction of Fulton Mall as the top priority for generating new investment in the area.

The engineering analysis will encompass the two extremes from among the options currently under study for Fulton Mall's future, i.e. complete reconstruction as a pedestrian mall and completion of the original landscape design, or complete transformation into a traditional downtown "Main Street" design. The environmental analysis considers a range of alternatives including these extremes.

2. *Nexus to Transit Oriented Development.* Describe the nexus of the proposed project to transit oriented development. Through an existing policy or an adopted plan, explain how the project will boost transit ridership, encourage biking & walking and support a livable and viable transit oriented community.

Current and potential future investors in buildings on Fulton Mall consistently point to the need to reintroduce vehicle traffic and on-street parking along Fulton in order to make development projects viable. By virtue of the existing built density, as well as the highly urbanized character of the area, development in this area is intrinsically transit-oriented and pedestrian- and bicycle-friendly. The nonreliance on a private automobile for everyday trips has already led some downtown residents to not own cars. The resulting benefit to transit ridership is automatic.

Consider one sample project along Fulton Mall to demonstrate the transit-oriented features of development in this area. In 2007 building permits were issued for the conversion of the upper floors of the JC Penney Building (at Tulare and Fulton) to 66 residential units with ground-floor commercial use. This equates to a residential density of 115 units per acre. These units would be located two blocks away from the proposed BRT stop at Van Ness and Mariposa, two blocks from the existing central FAX bus stop at Courthouse Park, and eventually, three blocks from the proposed High-Speed Train Station at H and Mariposa. Even today, most of the 32,000 jobs found in downtown lie within a half-mile radius, and within a quarter mile are lifestyle amenities such as 15 or more existing restaurants, a world-class baseball stadium, a casino, and an urban park.

More narrowly, in terms of the Fulton Mall engineering and environmental work funded under this project, all conceptual designs to date maintain an extraordinarily

generous half (or more) of the right-of-way for pedestrians, with improved lighting, signage, and other infrastructure elements geared toward pedestrians and bicyclists.

3. *Land Use Characteristics of the Project Area.* Please provide demographic and business profile of the project area. Identify existing and planned residential density, employment intensity and industrial mixes if any in the project area. Please also identify, if applicable, any affordable housing that the project supports.

Housing units developed downtown are close to jobs and lifestyle amenities. A market analysis performed for the Fulton Corridor Specific Plan (available in full at http://fresnodowntownplans.com/media/files/FCSP_Final_Market_Analysis_Report.pdf) identifies the following in the downtown area that surrounds and includes Fulton Mall:

Existing employment	31,597 jobs
Housing market demand, 2010–2030	4–7,000 units
New office space market potential, 2010–2035.....	1.2–1.8 million s.f.
New regional retail/entertainment market potential, 2010–2035	1.3–1.6 million s.f.

Selected recent and proposed housing projects have had the following densities:

Hotel Fresno*	72 units.....	0.52 acres	138.5 units/acre
Bastian Court*	61.....	0.48.....	127.1
JC Penney Building.....	66.....	0.57.....	115.8
Droge Building*.....	40.....	0.38.....	105.3
Vagabond + H St Lofts	64.....	0.72.....	88.5
Mayflower Lofts*	18.....	0.23.....	78.3
Pearl Building (existing + proposed)	12.....	0.17.....	70.6
Pacific Southwest Building (floors 6–14).....	27.....	0.40.....	67.5
Fulton Village*	45.....	1.19.....	37.8
Iron Bird Lofts*	80.....	2.32.....	34.5
Broadway Lofts.....	23.....	0.69.....	33.3

Total of the above	508 units.....	7.67 acres	66.2 units/acre
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In addition, those projects marked with an * contain a portion of units that are affordable to income-restricted residents.

4. *Transportation Characteristics of the Project Area.* Please identify the distance of the proposed project to the nearest BRT station. Describe the transit, bike and walk environment in the project area, and explain, if applicable, how the proposed project will contribute to providing multi-modal transportation choice to people who live or work in the area.

A BRT station is planned to be located at the corner of Van Ness Avenue and Mariposa Mall. This is also the current site of the central FAX bus depot. From points along Fulton Mall, this location ranges from a distance of 400 to 1,800 feet (or 0.08–0.34 mile).

Transportation in downtown is thoroughly mixed among pedestrians, bicycles, and automobiles. The project this grant supports will help to encourage this mix of uses in the project area. Ultimately the achievement of multimodal access on Fulton Mall will depend on the selection of an alternative for the Mall’s future, which is beyond the scope of this grant. A retail study included as an appendix to the Fulton Corridor Specific Plan

(available at http://fresnodowntownplans.com/media/files/FCSP_Appendix.pdf) estimates that the restoration of the street grid in the area of Fulton Mall, including on-street parking, would support a 143% increase in ground-floor retail activity on Fulton Mall. This would signify a marked increase in traffic both by car and on foot, showing that the urban environment, as on any Main Street, invites visitors to make multiple stops in the area without moving their car, and feels safer and more vibrant to visitors due to the layered benefit of making the area visible to travelers using multiple transportation modes.

5. *Urban Design & Parking Policy.* Describe the existing or planned design characteristics or policies in the project area. Explain, if applicable, how the project will contribute to creating a positive image of the surrounding areas. Describe, if any, existing or planned parking policies that are transit friendly.

The six blocks of Fulton Mall play an important role in the revitalization of downtown Fresno. This area contains the greatest and most concentrated collection of historic buildings anywhere in the San Joaquin Valley — both a cause and a result of Fulton’s historic identity as the “Main Street” of Fresno and the surrounding region. Fulton Mall is also lined by a far greater existing built density than is found elsewhere in the downtown. For these reasons the physical and economic conditions on Fulton Mall hold a great sway — either positive or negative, now and always — over the future development of the entire downtown. The alarmingly high vacancy rate of Fulton Mall’s historic buildings, even in comparison with similar historic buildings elsewhere in the downtown, represents an unparalleled opportunity to recreate a vibrant urban center through the adaptive reuse of existing space for residences, nightlife, and other uses, and new construction on underutilized parcels. However, for this to happen, the public sector must put the right infrastructure in place to allow such investments to earn a return. This is why the Fulton Corridor Specific Plan, out now in public draft form at www.fresnodowntownplans.com, identifies investment in Fulton Mall as the top priority for downtown revitalization.

6. *Green Building.* Please describe, if applicable, any green building element in the project.

For all downtown projects, the greatest lifecycle environmental benefit *by far* compared to the prevailing mode of housing development in the region results from a downtown project’s central, walkable location and the emissions that are avoided by not requiring separate automobile trips for work, shopping, and entertainment from a distant suburban home.

In addition, many existing downtown buildings are underutilized, providing the opportunity to introduce new uses with only a fraction of the environmental impact of even the best new “green building.” This is particularly true on Fulton Mall, where registered historic buildings have a vacancy rate of approximately 71%, the overall office vacancy rate is 46%, and the vacancy rate of major retail spaces is 35%.

7. *Quality of Project and Additional Information.* Describe the level of community support for this project. Describe how the proposed project will address the issues in the community, how the project will help create a sense of place, and potential economic impact such as attracting

private investment in the project area, etc. Please also identify any potential obstacles to the successful completion of the entire project.

Fulton Mall is the historic site of Fresno’s “Main Street” and the primary focus of the City of Fresno’s downtown revitalization effort today. The area affected has been closed to vehicle traffic since 1964 and is today in a state of physical and economic decay.

Current and potential future investors in buildings on Fulton Mall consistently point to the need to reintroduce vehicle traffic and on-street parking along Fulton in order to make development projects viable. Advocates of preserving the existing pedestrian mall landscape in its present form and function have argued against such changes. The Mayor of Fresno has announced that an option for the Mall that provides much of the functional improvements of a traditional Main Street, while keeping most of the fountains and many of the existing design features in selected areas, is the City Administration’s preferred alternative for the Mall. Meanwhile a range of possible designs are being considered through the Specific Plan’s environmental review process.

A robust environmental process, as well as a high level of engineering analysis, will both further inform the political decision about the Mall’s future and make it possible to physically implement that decision on a timely basis once it is reached.

8. *Project Schedule and Scope of Work.* Please outline the scope of work for this project. Please briefly describe deliverables and anticipated completion dates for each deliverables. Please also provide estimates of project expenses funded by the TOD program, and project revenue for the entire project.

Project expenses (TOD fund)

Item	Amount
Engineering	\$1,900,000
Environmental Documentation	\$100,000
Right of Way	0
Construction	0

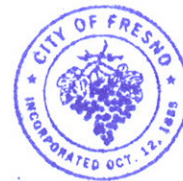
Project Revenue (all sources)

Source	Year			
	Year 1 (\$)	Year 2 (\$)	Year 3 (\$)	Year 4 (\$)
TOD	\$2,000,000			
Local				
State				
Federal	\$150,000			
Private				
Total	\$2,150,000			

PHOTOS OF SITE







RESOLUTION NO. 2012-33

A RESOLUTION AUTHORIZING THE SUBMISSION OF TWO APPLICATIONS FOR GRANT FUNDS FOR \$2,700,000 FOR TRANSIT ORIENTED DEVELOPMENT PROJECTS FROM THE FRESNO COUNCIL OF GOVERNMENTS UNDER THE FRESNO COUNTY MEASURE C TRANSIT ORIENTED DEVELOPMENT (TOD) PROGRAM AND AUTHORIZING THE EXECUTION OF APPLICATION RELATED DOCUMENTS BY THE CITY MANAGER OR DESIGNEE

WHEREAS, the Transit Oriented Development (TOD) Program was created in the 2006 Measure C Extension Plan; and

WHEREAS, the goals of the Measure C Transit Oriented Infrastructure for In-Fill are to support community-based transit projects that are developed through an inclusive planning process with broad private-public partnerships and outreach; improve the range of transportation choices by supporting transit facilities and improving links between facilities and activity nodes; and support well-designed, high-density housing and mixed uses near transit; and

WHEREAS, the applicant's governing body certifies by resolution approval of the applications and program participation; and

WHEREAS, the applicant's governing body agrees that the engineering funds are for design activities only, and not for construction; and

WHEREAS, the applicant's governing body certifies that the adoption of the resolution, in and of itself, does not commit the City Council to moving forward to construction of any of the design options; and

Adopted _____
Approved _____
Effective 3-28-12



WHEREAS, the City of Fresno, if selected, will enter into an agreement with the Fresno Council of Governments to proceed with the Fulton Mall engineering and development impact fee offset programs;

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF FRESNO HEREBY:

SECTION 1. Approves the filing of applications for the Downtown Revitalization Projects and participation therein, consistent with constitutional and local law requirements and this resolution.

SECTION 2. Certifies that the City has reviewed, understands and, to the extent consistent with all constitutional and local law requirements and this resolution, agrees to the provisions contained in the applications and program guidelines, manual and related documents; and

SECTION 3. Certifies that the City will have sufficient funds to operate and maintain the projects consistent with the grant requirements; or will secure the resources to do so; and

SECTION 4. Certifies that the City will comply with any laws and regulations including, but not limited to, the California Environmental Quality Act (CEQA), legal requirements for building codes, health and safety codes, disabled access laws, and, that prior to commencement of construction, all applicable permits will have been obtained; and,

SECTION 5. Certifies that the City will work towards the Measure C TOD Priorities intended to support livable, viable and sustainable transit oriented healthy communities that promote walking, biking, and the use of public transit and reduce private vehicle dependence; and



SECTION 6. Appoints and authorizes the City Manager or his designee as the agent for the City of Fresno to execute and submit all application documents, materials and certifications and so on which may be necessary in pursuit hereof, subject to prior approval as to form by the City Attorney's Office.

CLERK'S CERTIFICATION

STATE OF CALIFORNIA)
COUNTY OF FRESNO)ss.
CITY OF FRESNO)

I, YVONNE SPENCE, City Clerk of the City of Fresno, certify that the foregoing resolution was adopted by the Council of the City of Fresno, California, at a regular meeting thereof, held on the 8th day of March, 2012.

AYES: Baines, Borgeas, Brand, Quintero, Westerlund, Xiong, Olivier
NOES: None
ABSENT: None
ABSTAIN: None

YVONNE SPENCE, CMC
City Clerk

By: Yvonne Spence
Deputy

APPROVED AS TO FORM:
JAMES C. SANCHEZ
City Attorney

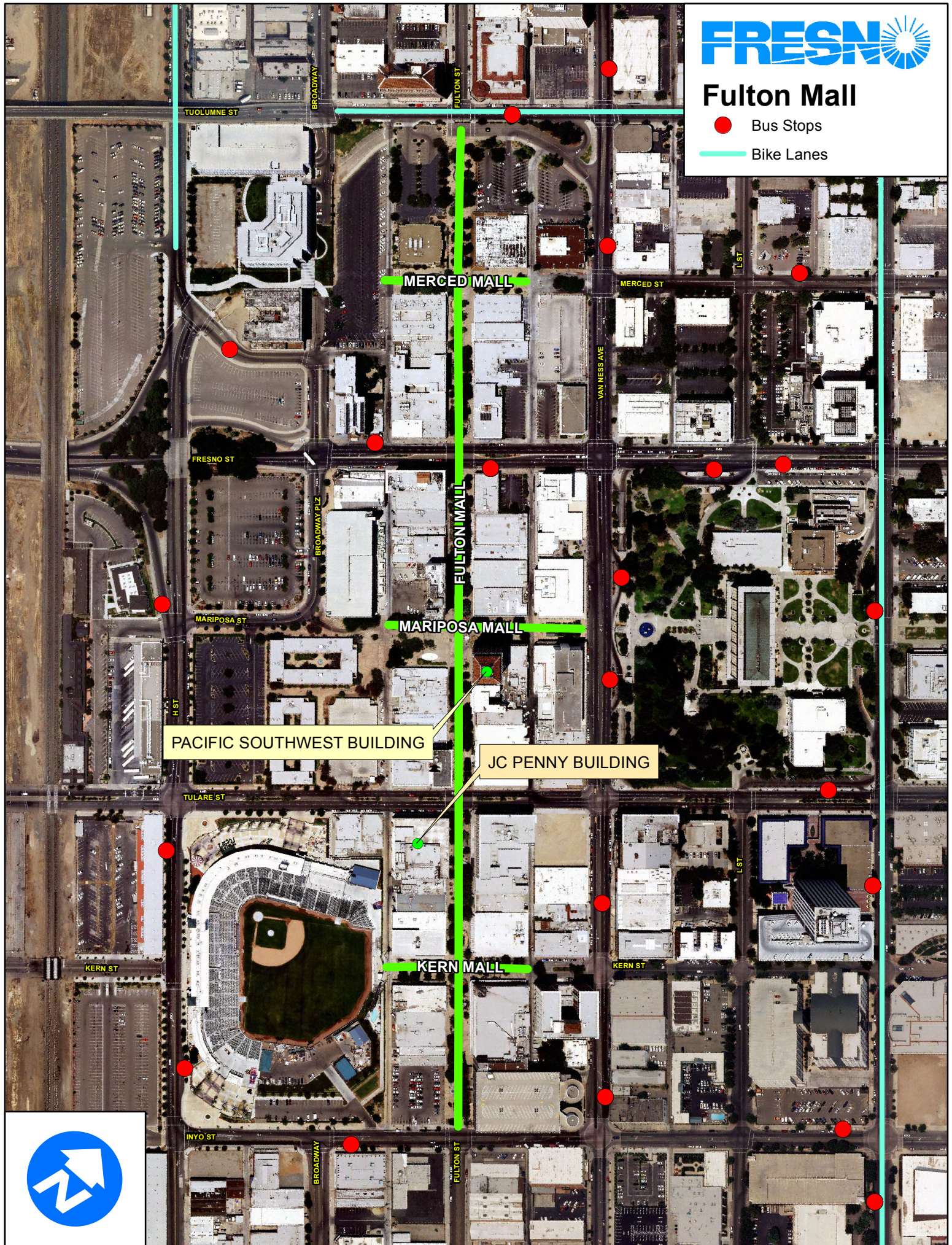
By: Sanchez 3/6/12

Date: 3/9/12



Fulton Mall

- Bus Stops
- Bike Lanes



MERCED MALL

MARIPOSA MALL

KERN MALL

PACIFIC SOUTHWEST BUILDING

JC PENNY BUILDING





ALL, INC. | 210 North Canon Drive
Beverly Hills, California
90210

T (310) 300 0461
F (310) 300 0462
realsevak@aol.com

February 29, 2012

Kristine Cai
Fresno Council of Governments
2035 Tulare Street, Suite 201
Fresno, CA 93721

Dear Ms. Cai:

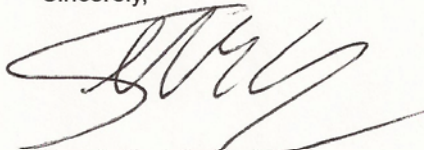
This letter is to express my support for the City of Fresno's Measure C TOD application for \$2 million to fund engineering and environmental work related to the reconstruction of Fulton Mall.

As the proud owner of the landmark Pacific Southwest Building, I am as eager as anyone to see this historic community asset restored to full occupancy after years of decline. My ownership partners and I are ready to invest significant capital in our building to make this happen, and our plans include high-density, high-quality, transit-oriented residential units. However, from my perspective, such an investment cannot occur with Fulton in its present configuration and condition. This perspective is based on discussions I have had with potential tenants and lenders, my own experience navigating downtown as a visitor, and the overwhelming evidence of economic revitalization that has occurred as other cities across America have once again opened their Main Street pedestrian malls to a mix of vehicle and pedestrian traffic. Quite simply, without the ability to generate sufficient returns, investment will continue to *not occur* in beautiful buildings like mine that we should all wish to see restored and full of life.

In investing Measure C dollars for maximum benefit to our region, we could hardly do better than to unlock the potential of a revitalized downtown core, the place we find on Fulton Mall. While I understand that the City's proposed grant-funded work does not *guarantee* the outcome I hope occurs, this work does make it possible to determine Fulton's future through the Fulton Corridor Specific Plan and its environmental review process, and to make that vision a reality once the Specific Plan is adopted. In other words, the work funded by this grant is essential for the downtown development that my partners and I wish to do.

Therefore I urge approval of the City's application to the Measure C TOD program for funding of engineering and environmental work on Fulton Mall.

Sincerely,



Sevak Khatchadourian

P B I D PARTNERS OF
DOWNTOWN FRESNO

February 29, 2012

Kristine Cai
Fresno Council of Governments
2035 Tulare Street, Suite 201
Fresno, CA 93721

Dear Ms. Cai:

This letter is to express our support for the City of Fresno's Measure C TOD application for \$2 million to fund engineering and environmental work related to the reconstruction of Fulton Mall.

Our organization represents the property owners in Downtown Fresno which includes those located on the Fulton Mall. These individuals are personally invested in the belief that Downtown Fresno will soon be a vibrant economic hub for the City of Fresno. We further believe that Downtown Fresno will become the downtown for the Central Valley, if the development from this point forward is thoughtfully executed. A major component to this progress depends on the transition of the Fulton Mall into a corridor that can support traffic. Across the country, cities that have replaced their pedestrian malls have seen remarkable results in a short period of time. This corridor will be an ideal location for unique development and business opportunities and we hear that from developers on a regular basis. However this influx of business investment depends up the flow of traffic. While we are not so naïve to believe that this is all that is required to create a vibrant downtown, we are convinced that without this transformation, the potential is not likely to be reached. This central corridor has an impact on future retail viability, residential developments, increased revenue from property taxes, as well as many other areas that will stimulate an overall vibrant central business district.

In investing Measure C dollars for maximum benefit to our region, there is nothing better than unlocking the potential of a revitalized downtown core, where we find the Fulton Mall. While we understand that the City's proposed grant-funded work does not *guarantee* the outcome we hope occurs, this work does make it possible to determine Fulton's future through the Fulton Corridor Specific Plan and its environmental review process, and to make that vision a reality once the Specific Plan is adopted.

Therefore we urge approval of the City's application to the Measure C TOD program for funding of engineering and environmental work on Fulton Mall. Should you have any questions regarding the PBID's position or work, please feel free to contact me at 559-978-2673 or kborders@downtownfresno.org.

Sincerely,



E. Kate Borders,
President & CEO



February 22, 2012

Kristine Cai
Fresno Council of Governments
2035 Tulare Street, Suite 201
Fresno, CA 93721

Dear Ms. Cai:

This letter is to express my support for the City of Fresno's Measure C TOD application for \$2 million to fund engineering and environmental work related to the reconstruction of Fulton Mall.

As one of the owners of the historic JC Penney Building, I am as eager as anyone to see this important community asset restored to full occupancy after years of decline. The plans my ownership partners and I have to help make this happen include high-density, high-quality, transit-oriented residential units. However, from my perspective, such an investment cannot occur with Fulton in its present configuration and condition. This perspective is based on discussions I have had with potential tenants and lenders, my own experience observing downtown for the past 50 years, and the overwhelming evidence of economic revitalization that has occurred as other cities across America have once again opened their Main Street pedestrian malls to a mix of vehicle and pedestrian traffic. Quite simply, without the ability to generate sufficient returns, investment will continue to *not occur* in beautiful buildings like mine that we should all wish to see restored and full of life.

In investing Measure C dollars for maximum benefit to our region, we could hardly do better than to unlock the potential of a revitalized downtown core, the place we find on Fulton Mall. While I understand that the City's proposed grant-funded work does not *guarantee* the outcome I hope occurs, this work does make it possible to determine Fulton's future through the Fulton Corridor Specific Plan and its environmental review process, and to make that vision a reality once the Specific Plan is adopted. In other words, the work funded by this grant is essential for the downtown development that my partners and I wish to do.

Therefore I urge approval of the City's application to the Measure C TOD program for funding of engineering and environmental work on Fulton Mall.

Sincerely,

A handwritten signature in blue ink, appearing to read "Shay Maghame", is written over a horizontal line.

Shay Maghame,
President