

Revitalize VENTURA / KINGS CANYON



VENTURA / KINGS CANYON CORRIDOR COMPLETE STREETS PLAN

FEBRUARY 2015



Funded by the Caltrans Transportation Planning Grant Program.

ACKNOWLEDGMENTS

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Funded by the Caltrans Transportation Planning Grant Program.

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1. Introduction

1.1 OVERVIEW

The Ventura/Kings Canyon Corridor Revitalization Project (referred to as Revitalize Ventura Kings Canyon) is a community-led project to improve how people live, work, and shop along Ventura Avenue and Kings Canyon Road in Southeast Fresno. The Project Area includes a 3-mile stretch of the east-west corridor from First Street and Ventura Avenue to Peach Street and Kings Canyon Road (see Figure 1.1 Context Map). The community planning effort resulted in a demonstration project, which implemented temporary streetscape improvements to revitalize a block along the corridor for a day, and culminated in the Ventura/Kings Canyon Complete Streets Plan (Complete Streets Plan). This Complete Streets Plan provides recommendations to revitalize the corridor for all modes of transportation permanently.

Funding for the project came to the Fresno Council of Governments (Fresno COG) from a California Department of Transportation (Caltrans) Environmental Justice Transportation Planning Grant, which the Ventura/Kings Canyon Merchant Association applied for in order to build upon recent planning efforts and coordinate with other ongoing plans along the corridor. The grant aims to promote the involvement of underserved communities in transportation planning and community development efforts that affect their neighborhood.

This Complete Streets Plan responds to planning efforts for this corridor that have already occurred or are underway, including the City of Fresno’s recently updated General Plan, Bus Rapid Transit (BRT) project, which was adopted in March 2014, and the Downtown Neighborhoods Community Plan (DNCP), expected to be adopted in 2015. This Plan uses the goals and policies from the General Plan, as well as streetscape elements and bus stop locations from the DNCP and BRT project, respectively, to redesign the Ventura/Kings Canyon Corridor.

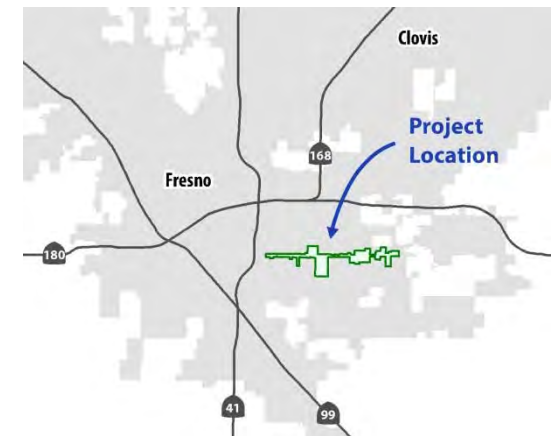


Figure 1.1 Context Map

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1.2 PROJECT OBJECTIVES

At the start of the project, the following project objectives were established:

- Maintain and celebrate diversity along the corridor through multi-cultural and multi-lingual events.
- Promote the economy along the Ventura/Kings Canyon corridor by supporting local business owners in capacity building and marketing.
- Hold community outreach events that educate and encourage public participation in the local planning process.
- Integrate community based planning concepts into the proposed bus rapid transit plan for the corridor.
- Develop a community vision for the corridor including a complete streets concept to improve mobility for business customers and encourage financial investment along the corridor.

These objectives stem from Caltrans' Environmental Justice Grant criteria, which include innovative community engagement in the planning and decision-making process to promote smart growth principles, expand transportation choices, increase safety, and reflect community values.¹ In keeping with the grant criteria, the project includes public participation strategies to engage the low-income, minority, and other under-represented communities in the decision-making process for the corridor's improvements.

1.3 PLANNING PROCESS

The Revitalize Ventura Kings Canyon planning process included an extensive outreach plan to provide numerous opportunities for the people that live, shop, and work along the corridor to provide input and share their vision for improving the street.

¹ California Department of Transportation, <http://www.dot.ca.gov/hq/tpp/offices/ocp/cbtp.html>, accessed on January 12, 2015.

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The one-year project began in February of 2014 and included stakeholder interviews with more than 70 community members, three community events (one of which was a demonstration project that made temporary physical improvements to the corridor), three Project Advisory Committee (PAC) meetings, and ongoing merchant and resident outreach.

Although the scope of this Complete Streets Plan focuses on improvements to the streetscape and vehicular, bicycle and pedestrian circulation, the feedback received throughout the process went beyond the streetscape improvements and provided input on how the properties in the area could be improved or reused, and in turn help revitalize businesses and encourage future private investment on the corridor.

Because gathering stakeholder input and involving the community in the development and implementation of the Plan is a key priority for the project, the planning team pursued as inclusive an approach to community engagement as possible, which is described in the following sections.

PROJECT TEAM

Fresno COG hired a team of planners and community organizations to lead the process and engage the diverse community in the visioning and revitalization of their corridor. The planning team was comprised of PlaceWorks Urban Designers and Planners, along with Fehr & Peers Transportation Consultants, Blair, Church & Flynn Consulting Engineers, Team Better Block, and five local community organizations: Southeast Fresno Community Economic Development Association (SEFCEDA), the Ventura Kings Canyon Merchants Association (VKCMA), Fresno Center for New Americans (FCNA), Centro La Familia Advocacy Services (CLFA) and Sigala Inc. Development and Consulting Services. In addition to the planning team's consultants, the Project Advisory Committee, comprised of representatives from Fresno COG, Fresno Department of Transportation (FAX), City of Fresno Development and Resource Management Department, City of Fresno Public Works Department, and Caltrans, met throughout the stages of the project to provide insight and guidance.

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STAKEHOLDER INTERVIEWS AND MERCHANT OUTREACH

For the initial outreach efforts, PlaceWorks prepared an outreach plan and conducted a working group meeting in early July 2014 with the community organizations to finalize the dates and logistics for a series of stakeholder meetings. Each community organization was responsible for conducting at least two individual meetings to gather input, as well as summarizing the results of their respective meetings. The summaries are attached as Appendix A.

While the outreach methods varied between the organizations due to their stakeholders' preferences, the same four open-ended questions were asked during all stakeholder meetings. These questions, which were intended to invite conversation, included:

1. What is your primary purpose for being on the Ventura/Kings Canyon corridor?
2. How do you typically get around on the Ventura/Kings Canyon corridor?
3. What is your biggest concern with Ventura/Kings Canyon corridor?
4. What improvements on Ventura/Kings Canyon corridor would you like to see and where?

For each question, the stakeholders' answers were prioritized based on the most prevalent responses and on what they deemed as the most important. For example, the priority for *How do you typically get around?* was "personal vehicle" and the priority for *What is your biggest concern?* was "crime, both perceived and actual." The prioritizations that came out of each group were then amalgamated, and the results are described and illustrated in the following sections.

In total, the planning team interviewed 71 stakeholders with vested interest in the revitalization of Ventura/Kings Canyon corridor, which included, but was not limited to the merchants (businesses), customers (patrons), residents, community-based organizations, and the public at large, as illustrated in Figure 1.2.

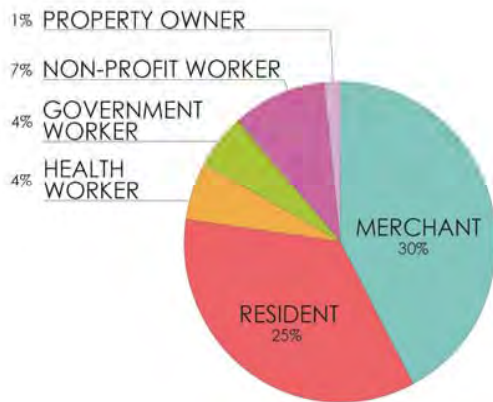


Figure 1.2 Stakeholder Types

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The ethnicity of the stakeholders that were interviewed is also summarized in Figure 1.3. Overall, the stakeholders provided valuable insight on what they perceive to be the significant opportunities and constraints of the corridor. They also offered specific recommendations for how to address the issues and improve the corridor. This feedback was used to inform the development of the Complete Streets Plan.

The following questions were asked and their corresponding figures illustrate the responses.

Primary Purpose for Being on Ventura/Kings Canyon Corridor

Many of the stakeholders interviewed stated that their primary purpose for coming to the corridor was either because they worked or lived along or adjacent to it (see Figure 1.4). Twelve percent of stakeholders said their primary reason was to shop on the corridor; however, some stated they avoided shopping here due to safety, lighting, and accessibility issues. Another draw to the corridor included entertainment activities, such as dining, visiting the fairgrounds, and going to the gym. A small percentage of stakeholders' primary purpose for being on the corridor included going to church, walking, and to get Downtown.

Typical Mode of Transportation on Ventura/Kings Canyon Corridor

Almost everyone interviewed identified the personal vehicle as their typical mode of transportation on the corridor (see Figure 1.5). A few people mentioned bicycle, public transit, and walking as a transportation mode “only if you have to.” The stakeholders stated that vehicles were more convenient and reduced stress, plus gang-related activities discouraged some from walking or biking along the corridor. Those who do walk do so during their lunch break for exercise, and they choose to walk on Huntington Boulevard because of the street trees and urban forest. Public transit is seen as especially difficult to use with children.

Biggest Concern with Ventura/Kings Canyon Corridor

The biggest concern regarding the corridor was identified as crime and the perception of crime. While it was reported that there is relatively very little crime in the area, many people perceive crime to be a huge

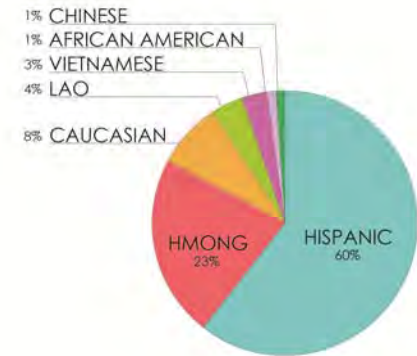


Figure 1.3 Stakeholder Ethnicities



Figure 1.4 Primary Purpose

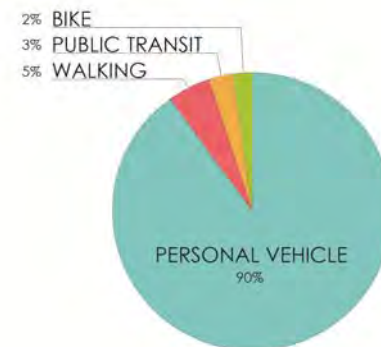


Figure 1.5 Typical Mode of Transportation

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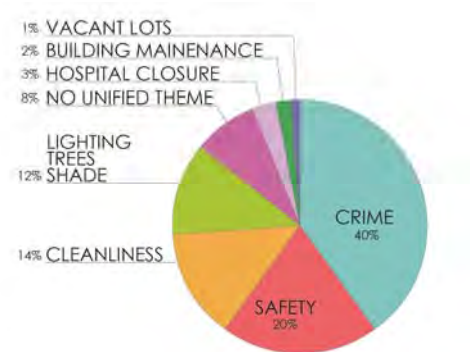


Figure 1.6 Biggest Concern

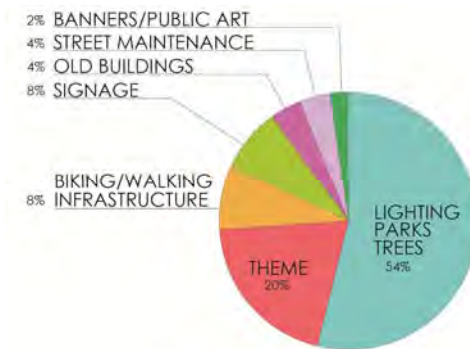


Figure 1.7 Recommended Improvements

issue because of the graffiti and vagrancy along the corridor (see Figure 1.6). The next most prevalent concern was safety and cleanliness, such as trash on the street, followed by the lack of lighting, trees, and shade, as well as the lack of a unified theme for the corridor. Building maintenance, the closure of the University Medical Center hospital, and too many vacant lots were also mentioned.

Recommended Improvements for Ventura/Kings Canyon Corridor

Stakeholders had a number of recommendations for how to improve the corridor. The majority of participants prioritized additional lighting, new parks, and more trees, especially west of Chestnut Avenue (see Figure 1.7). Another prevalent recommendation was to create a cultural theme for marketing purposes to draw people from around the City and region to the corridor, potentially using the Fairgrounds as a model. Other recommendations were to improve the bicycle and pedestrian infrastructure to promote alternative modes of transportation; increase and improve signage; upgrade, repurpose, or improve old buildings; address street maintenance; and add light pole banners and public art to the corridor.

COMMUNITY EVENTS

COMMUNITY EVENT #1

The first community townhall was held on Saturday, September 6, 2014. Approximately 40 residents and members of the Project Advisory Committee (PAC) gathered at the Grace United Methodist Church. It included a presentation of existing conditions, a summary of the public input received at the stakeholder interviews, and an overview of potential improvements that could be made along the corridor, and was followed by a question/answer session and a walking tour. The community was invited to express concerns relevant to the project and discuss design ideas for improving the corridor. The team described some potential improvements that could be made along the corridor, such as highly visible crosswalks, additional street trees, and the innovative community engagement event called a demonstration project, which would temporarily transform a block of the corridor with improvements built by the planning team, local residents



Community members at Community Meeting #1

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and merchants. After the presentation, members of the community divided into small, facilitated groups and went on a walking tour from the church (Fourth Street and Balch Avenue) to the intersection of Seventh Street and Ventura Avenue. Participants were encouraged to point out and discuss aspects of the corridor that they liked and did not like, as well as suggest improvements. Spanish and Hmong translation were offered, and two of the small groups were facilitated in Spanish. At the end, each group reported back and the following common desires were expressed:

- **Trees and Landscaping.** There is a lack of consistent street trees. There is a need to increase the tree canopy in the area and provide more shade, making the area more comfortable and attractive. Some trees have been cut down leaving empty tree wells in the sidewalk zone, which creates a safety hazard for pedestrians walking down the narrow sidewalks. There is a desire for consistent drought-tolerant planting along the sidewalks and in the medians, as well as more planting on private property. Trees and landscaping should be located and maintained to avoid conflicts with pedestrians and sign visibility.
- **Crosswalks.** There is a lack of crosswalks. Existing crosswalks are faded and need to be more visible so drivers know to stop in advance. Locate bulbouts at crosswalks to shorten the distance pedestrians have to walk. Crosswalks and all curbs should be made ADA accessible. Pedestrian islands should be provided where crosswalks bisect medians to provide more security for pedestrians.
- **Widen Sidewalks.** The corridor’s sidewalks are very narrow and travel for people with strollers or in wheelchairs is often impeded by utility boxes, light posts, and benches. Widen sidewalks by narrowing the traffic lanes if it is safe for drivers.
- **Lighting and Banners.** More lighting is necessary along the corridor to make it safer at night. The streetlights have banner poles, but they are not being used. New banners which focus on the area’s cultural resources, Fresno Fair, and Roosevelt and Sunnyside high schools’ events should be added.
- **Benches and Amenities.** There is a need for more shaded benches; they are spaced far apart, lack shade, and impede sidewalk travel. Bus stops in particular need benches, canopies, and trash receptacles to accommodate the number of people using them.



Walking tour participants



Walking tour group report backs

INTRODUCTION



- **Property Vacancy and Blight.** Many parcels and buildings are vacant and dilapidated and need to be redeveloped/improved to bring vibrancy back to the corridor. There is a desire for businesses to address the graffiti on their properties, add awnings and storefront improvements, and remove security bars so the area does not appear to be unsafe.
- **Safety and Traffic.** There is a concern about safety for all modes of transportation; the corridor is considered dangerous for all modes of transportation, including drivers. Make sidewalks and bicycle lanes safer. Introduce speed bumps or other traffic-calming features.

COMMUNITY EVENT #2

Unlike typical planning processes, this process included a demonstration project to physically change the street overnight, demonstrating how additional street trees, landscaping, seating areas, crosswalks, and pedestrian activity can transform the corridor. The demonstration project was the second community townhall event and held on Saturday, November 15, 2014. The purpose of the demonstration project was to gather the community to experience the proposed improvements in a temporary form, to receive public input from residents and businesses on the improvements, and to generally promote the project. Preparation and construction began in the evening of November 14, 2014 and continued the following morning. Community members, including students from Roosevelt High School and Fresno State, along with area residents, community organizers, and the project team worked together to create a temporary installation of streetscape improvements representing future improvements. A detailed summary of the event comprises Chapter 3, Demonstration Project.



Small groups review the draft Plan recommendations at Community Event #3

COMMUNITY EVENT #3

The third community townhall meeting was held on Wednesday, January 21, 2015 at the Fresno Fairgrounds. Located in the middle of the Project Area, the fairgrounds provided the community a convenient location to review the draft Complete Streets Plan and its recommendations. After presenting the plan and recommendations, the participants met in small, facilitated groups to give their feedback. In

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In addition to this meeting, the community organizations held several small focus groups to go over the same information and get feedback from business owners and/or residents who were unable to attend the townhall meeting. The improvements that most participants would like to see on the corridor are high visibility crosswalks (including flashing crosswalk lights) and consistent lighting. The other most desired improvements include additional street trees, private property beautification, traffic-calming measures, widened sidewalks, parklets, and food trucks. Participants expressed concern with ongoing crime, vandalism, traffic, and the lack of code enforcement and a business-friendly sign ordinance.

PLAN DEVELOPMENT

Based on the feedback at stakeholder interviews and the community meetings and using the best practices for Complete Streets in California, the planning team developed the Complete Streets Plan, including a list of recommendations referred to as “toolbox components” to make the corridor a safer, more enjoyable, and more sustainable place to shop, live and work.

The Draft Complete Streets Plan was revised with the input received from the community and the Project Advisory Committee to create this document. Implementation of this Plan will depend on funding and prioritization by the City, Fresno COG, and other responsible agencies, addressed in Chapter 6, Implementation.

1.4 PLAN STRUCTURE AND CONTENT

The Complete Streets Plan is organized into the following six chapters:

1. **Introduction:** This chapter provides an overview of the project objectives, the planning process, and community input.
2. **Existing Conditions:** This chapter describes the corridor’s context and demographics, reviews previous and ongoing planning efforts, and describes the character of the corridor, including existing



The groups report back on their top priorities at Community Event #3

INTRODUCTION

roadway conditions, transit service, bicycle and pedestrian facilities, major destinations, infrastructure conditions, and key opportunities and constraints.

3. **Demonstration Project:** This chapter describes the demonstration project that transformed a block of the corridor overnight with temporary improvements. The lessons learned from this project are described and lead to the recommendations in the following chapters.
4. **Conceptual Plan:** This chapter presents the recommended improvements and toolbox components for the corridor, along with focus area prototype designs and the cross-street sections.
5. **Design Guidelines:** This chapter identifies the guidelines for each of the components recommended throughout the Project Area.
6. **Implementation:** This final chapter describes how the Plan should be implemented, including action steps and funding sources.

2. Existing Conditions

This chapter defines the Project Area, the demographics, and streetscape character. It provides an overview of recent and on-going planning efforts within the area, and addresses the current roadway conditions, bicycle and pedestrian facilities, transit service, infrastructure conditions, and major destinations along the corridor. It concludes with a section on key opportunities and constraints.

2.1 VENTURA/KINGS CANYON CORRIDOR CONTEXT

PROJECT AREA

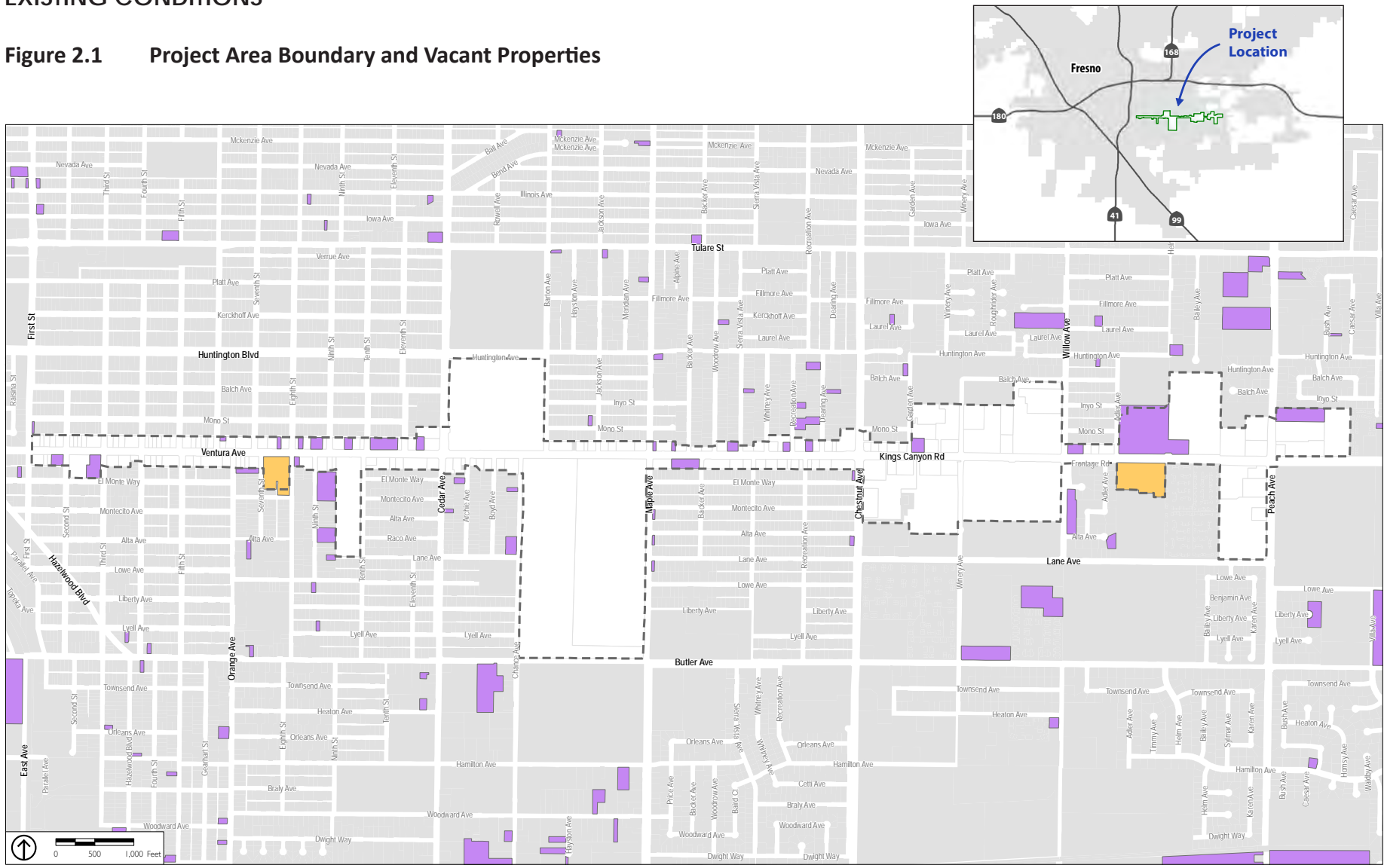
The Project Area is comprised of the right-of-way and parcels along a 3-mile stretch of the Ventura Avenue and Kings Canyon Road (referred to as the Ventura/Kings Canyon corridor, or the corridor). It is located east of Downtown with its western boundary at First Street and extends east into the southeast quadrant of the city just east of Peach Avenue (see Figure 2.1). West of Cedar Avenue, the roadway is Ventura Avenue; east of Cedar Avenue, it is Kings Canyon Road.

DEMOGRAPHICS

According to the 2008-2012 American Community Survey 5-Year Estimate, Fresno's total population was estimated at 495,777; 46 percent of the population is of Hispanic or Latino descent,

EXISTING CONDITIONS

Figure 2.1 Project Area Boundary and Vacant Properties



Source: PlaceWorks, 2014; FCOG, 2014; Fehr and Peers, 2014; City of Fresno, 2012.

-  Project Area Boundary
-  Vacant Parcels
-  Development Projects

EXISTING CONDITIONS

30 percent is white; 7 percent is Black or African American; 12 percent is Asian; and the remaining 3 percent are to be two or more races, American Indian, Alaska Native, Native Hawaiian, or Pacific Islander.¹

The area around the Ventura/Kings Canyon corridor has a high concentration of the city’s Latino and Asian population according to Fresno County Census Tract data. There are six census tracts that abut the corridor. The demographics of each are shown in Table 2-1.

TABLE 2-1 VENTURA/KINGS CANYON CORRIDOR DEMOGRAPHICS ACCORDING TO CENSUS TRACTS

Census Tracts	Total Population	Hispanic or Latino (Percent)	Asian (Percent)	Black or African American (Percent)	White (Percent)	American Indian and Alaska Native
4	5,413	79.4%	7.2%	4.7%	7.7%	0.0%
13.01	4,771	86.4%	0.7%	2.2%	10.1%	0.0%
14.05	6,747	53.8%	8.5%	11.6%	22.7%	1.2%
26.02	3,198	74.6%	7.3%	0.8%	21.9%	0.3%
27.02	5,388	83.6%	11.3%	0.6%	4.3%	0.2%
29.02	7,125	54.9%	15.4%	9.2%	18.3%	0.0%

Note: This table includes 2005-2009 Census Tracts obtained from Fresno COG website: http://www.fresnocog.org/sites/default/files/publications/Demographics/Race_Ethnicity_Fresno_County_by_Census_Tracts_2005-2009_5-Year_Estimates.pdf.
 Source: Race/Ethnicity Fresno County by Census Tract, 2005-2009 5-Year Estimates.

¹ Numbers do not equal 100 percent due to rounding and people of more than one race are counted twice.

EXISTING CONDITIONS

2.2 PREVIOUS PLANNING EFFORTS

The following sections outline the pertinent planning efforts that affect or will affect the corridor and this project.

FRESNO BUS RAPID TRANSIT MASTER PLAN AND VENTURA AVENUE/KINGS CANYON ROAD BRT IMPLEMENTATION PLAN

The Fresno Bus Rapid Transit (BRT) Master Plan was identified in 2008 in the San Joaquin Valley Blueprint and Measure C Public Transportation Infrastructure Study (PTIS). The PTIS made the following recommendations that affect the Project Area:

- Adopt a new General Plan and zoning changes to support high capacity transit.
- Reduce parking requirements for new development near BRT and other transit corridors.
- Limit the extent of fringe development and expansion of the sphere of influence of cities within Fresno County.
- Pursue funding to build BRT on Blackstone and Ventura/Kings Canyon.

In 2009, the Fresno City Council a Federal Transit Administration (FTA) authorized “Small Starts” grant to fund BRT implementation along Ventura/Kings Canyon corridor, and the City of Fresno planning staff began updating the 2025 General Plan. Through this work, the Ventura/Kings Canyon corridor is determined to become an activity center with a high-capacity transit corridor.

The BRT project will improve mobility choices and access for residents, reduce their car travel, and improve air quality. The BRT Master Plan could significantly change the way people access and experience the Project Area because BRT buses come more frequently, are easier to board, and travel times are faster due to fewer stops. Ridership typically increases significantly, the streets are

reconfigured to accommodate improved pedestrian safety and amenities, and private sector investment is likely to increase along the BRT corridors.

In March 2014, while the Ventura/Kings Canyon corridor project was underway, the BRT project was modified and adopted by the City Council. The revised project does not change the physical improvements planned along the corridor other than requiring shorter buses and at-grade bus stops. It identifies seven pairs of BRT bus stops. This Complete Streets Plan coordinates improvements along the corridor with these proposed stops and BRT plans underway.

GENERAL PLAN AND DEVELOPMENT CODE UPDATE

The City of Fresno updated its General Plan during this planning process. The previous 2025 General Plan had last been updated in 2002, and the current General Plan update was completed in December 2014. This update is intended to provide “a blueprint for development” that is aligned with the City and community’s vision for growth, reflective of recent changes in technology and economic drivers, as well as regulations. The City’s zoning ordinance, which has not been extensively updated since the 1960s, will be adapted to be consistent with the City’s current vision, land use policies, and regulations. In particular, the updated zoning code prioritizes sustainable infill and transit-oriented development and revitalization in the City’s established neighborhoods. In the updated General Plan, the corridor is designated as an “Arterial.” The Project Area’s land use is primarily classified as “Corridor General,” with some pockets of “Neighborhood Center” and “Neighborhood;” east of Chestnut Avenue, the corridor is classified as “Corridor/Center Mixed Use.”

The following table lists the General Plan goals and policies that pertain specifically to the Project Area.

EXISTING CONDITIONS

TABLE 2.3 GENERAL PLAN UPDATE CONCERNING VENTURA/KINGS CANYON

Urban Form Element	
Vision	Much of the Ventura Avenue/Kings Canyon Road west of Chestnut Avenue is expected to evolve over time as a “Main Street” environment. Main Street Commercial designation encourages a traditional “Main Street” character with active storefronts, outdoor seating, and pedestrian-oriented design. This land use and design type promotes primarily one to two story retail uses, with moderate office and minimal multi-family as supportive uses.
Transportation Element	
MT-1-g. Complete Streets Concept Implementation.	Provide transportation facilities based upon a Complete Streets concept that facilitates the balanced use of all viable travel modes (pedestrians, bicyclists, motorists, and transit users), meeting the transportation needs of all ages and abilities and providing mobility for a variety of trip purposes, while also supporting other City goals.
MT-1-h. Update Standards for Complete Streets.	Update the City’s Engineering and Street Design Standards to ensure that roadway and streetscape design specifications reflect the Complete Streets concept, while also addressing the needs of through traffic, transit stops, bus turnouts, passenger loading needs, bike lanes, and short- and long-term parking.
MT-2-k. Funding for Complete Streets Retrofits.	Continue to participate in a comprehensive analysis of transportation needs and the funding of transportation improvements, including State and federal grant funding to support Complete Street retrofit improvements, within the Fresno-Clovis Metropolitan Area. Commentary: This will be done cooperatively with the Fresno Council of Governments, other government agencies, and public interest groups.
MT-8-a. Street Design Coordinated with Transit.	Coordinate the planning, design, and construction of the major roadway network with transit operators to facilitate efficient direct transit routing throughout the Planning Area.
Healthy Communities Element	
HC-2-a Healthy Neighborhoods.	Promote the design of Complete Neighborhoods whose physical layout and land use mix allow for walking to local stores and services, biking, and transit use; foster community pride; enhance neighborhood identity; encourage public safety; are family-friendly; and address the needs of residents of all ages and abilities.
Public Utilities & Services Element	
PU-1-e Communication with Public.	Maximize communication and cooperative efforts with residents and businesses in order to identify crime problems and optimize the effectiveness of crime prevention measures and law enforcement programs.

EXISTING CONDITIONS

TABLE 2.3 GENERAL PLAN UPDATE CONCERNING VENTURA/KINGS CANYON

PU-1-f Law Enforcement Collaboration.	Collaborate with community-based public, non-profit and private agencies to: <ul style="list-style-type: none"> ▪ Develop comprehensive narcotics and violence prevention programs designed to discourage delinquent behavior and narcotics abuse and to encourage viable alternative behaviors. ▪ Develop a more concentrated understanding of how to assist and support citizens with a variety of disabilities, especially those with cognitive and developmental auditory disabilities. ▪ Maintain active involvement in youth development and delinquency prevention activities.
PU-1-i Crime and Nuisances.	Assist community and neighborhood groups seeking to reduce crime and nuisances they associate with high concentrations of establishments with off-sale or on-sale liquor licenses through Police Department consultations, other available services, and programs such as Neighborhood Watch.
PU-1-j Lighting and Safety.	Ensure adequate lighting at off-sale liquor stores to help deter crime and to promote a more inviting and safe atmosphere around them.

**VENTURA/KINGS CANYON MERCHANTS ASSOCIATION
 BUSINESS SURVEY**

In March 2011, Triangle Associates was hired by the Ventura/Kings Canyon Merchants Association to survey corridor businesses to inform the Merchant Association of the needs of the existing businesses and determine strategies to help strengthen the corridor.

According to the survey, some key findings about the businesses and their customers were:

- Approximately 37 percent of the businesses that are located on the Ventura/Kings Canyon commercial corridor are service- or restaurant-related.
- 85 percent of the businesses rent their location in the corridor.
- The businesses cited the majority of their customers live or work within 3 miles of their location.

EXISTING CONDITIONS

The three topics of most concern were:

- Crime and safety.
- The area's reputation.
- The area's low income demographics.

The three biggest advantages businesses felt about being located in the corridor were:

- The traffic on the street.
- Community demographics.
- Clients that are nearby residents.

VENTURA/KINGS CANYON MERCHANTS ASSOCIATION STRATEGIC PLAN

In May 2011, Precision Civil Engineering developed a series of maps for the Ventura/Kings Canyon corridor that are particularly helpful for this project. These maps highlight the following aspects of the Project Area: building conditions, land use, potentially historic buildings (buildings over 50 years old), crime in 2008-2011, and vacant lots and businesses.

DOWNTOWN NEIGHBORHOODS COMMUNITY PLAN

The Public Draft of the Downtown Neighborhoods Community Plan (DNCP) was released in September 2011. For this project, the most relevant sections of the DNCP are Chapter 2, Urban Form and Land Use and Chapter 4, Parks, Open Space, and Streetscape. The DNCP project area includes the neighborhoods on both sides of the corridor along Ventura Avenue. Along Kings Canyon Road, the neighborhoods north of the corridor are within the DNCP project area, along with the neighborhood south of the corridor and west of Chance Avenue.

EXISTING CONDITIONS

The DNCP indicates that Kings Canyon Road has commercial zoning, along with Tulare Avenue (½-mile to the north), and Butler Avenue (½ mile to the south). While Tulare Avenue is a mix of residential, suburban commercial, and urban commercial (at the pedestrian-oriented segments), the other two corridors are only designated as suburban commercial and automobile-oriented.

Along Ventura Avenue, between First Street and Cedar Avenue, the lots on either side are designated as “Corridor General (CG).” The two blocks to the east of First Street and the two blocks to the west of Cedar Avenue are “transition zones.” To the east of Cedar Avenue, the lots are “Neighborhood General (NG)” until Barton Avenue, where the lots to the north are “CG” (and the lots to the south are not in the Project Area). The northwest corner lot at the intersection of Kings Canyon Road and Chestnut Avenue is zoned as “Neighborhood General Preservation (NGP).”

In addition to outlining key deficits, the DNCP provides guidelines for each zoning district that pertains to its intended physical character, streetscape and public realm, parking, and land use range. An existing street tree coverage map shows poor coverage (0-50 percent) along the Ventura/Kings Canyon corridor, except for the south on Fourth Street, to the north on Fifth Street, and to the north on Barton Avenue. A street tree planting list is provided, which differs for the neighborhoods to the south of Ventura/Kings Canyon and the neighborhoods to the north, which is labeled the Huntington Boulevard District. The Ventura/Kings Canyon Complete Streets Plan adheres to the guidelines and planting list set forth in the DNCP.

BUTLER-WILLOW SPECIFIC PLAN

The Butler-Willow Specific Plan was based on the 1964 General Plan for the Fresno-Clovis Metropolitan Area. The plan presents information for developing the area and illustrates the existing zoning and proposed circulation. The plan also provides a tree retention plan for Peach Avenue, as well as an Environmental Conservation Element and Land Use Element.

EXISTING CONDITIONS

ROOSEVELT COMMUNITY PLAN

In 1992, the City of Fresno adopted the Roosevelt Community Plan, which was written in conjunction with the 1984 General Plan. The Planning Area encompasses the Ventura/Kings Canyon corridor. In cases where its recommendations conflict with this Complete Streets Plan or the most recent General Plan, the latter plans take precedence.

COMMERCIAL DEVELOPMENT DESIGN GUIDELINES FOR VENTURA BOULEVARD/KINGS CANYON ROAD CORRIDOR

The Redevelopment Agency in cooperation from the City of Fresno Planning Department established design guidelines for commercial development along the same 3-mile stretch of the corridor. In cases where its recommendations conflict with this Complete Streets Plan or the most recent General Plan, the latter plans take precedence.

BICYCLE, PEDESTRIAN, AND TRAILS MASTER PLAN

The City of Fresno's Bicycle, Pedestrian, and Trail Master Plan was developed by City of Fresno Staff, the Bicycle and Pedestrian Advisory Committee, and the consultant team led by Fehr & Peers in 2010.

The Proposed Fresno Bikeway System map shows the entire corridor throughout the Project Area is designated as a Class II bike route. The closest major streets that run parallel to the corridor are also Class II bike routes; these include Huntington Boulevard (¼-mile to the north), Tulare Avenue (½-mile to the north), and Butler Avenue (½-mile to the south). All major cross streets are Class II bike routes, including First Street, Orange Avenue, Cedar Avenue, Maple Avenue, Sierra Vista Avenue, Chestnut Avenue, Winery Avenue, Willow Avenue, and Peach Avenue. Class II bikeways are areas within paved streets that are identified with striping, stencils, and signs for preferential

(semi/exclusive) bike use. The only bikeways listed above that currently exist in the Project Area are Ventura Avenue/Kings Canyon Road, Chestnut Avenue, and a portion of Maple Avenue; the rest are still proposed. Section 2.7 describes Bike Facilities in more detail.

Class III bike routes provide a shared bike and vehicle lane where there is not enough room in the right-of-way for a bike lane. The Proposed Fresno Bikeway System map shows Barton Avenue north of Kings Canyon Road as a proposed Class III bicycle route.

2.3 CORRIDOR CONDITIONS

The Project Area is primarily a mix of commercial and single-family and high-density residential uses, with some institutional uses. Single-family residential uses are located to the north and south of the Project Area.

Numerous properties along the corridor are vacant (see Figure 2.1); some are owned by the Redevelopment Agency’s Successor Agency. These properties represent opportunity sites for infill mixed-use development, housing, and open space. Some development proposals are underway along the corridor, including sites on Kings Canyon Road near Willow Avenue. These projects will improve the streetscape in front of their properties.

The corridor has the following existing street trees within the public right of way: *Koelreuteria paniculata* (Golden rain tree), *Cupressus arizonica* (Arizona cypress), *Lagerstroemia indica* ‘Indian’ var. ‘Indian’ var. crape myrtle, and a combination of several Palm species, including *Phoenix dactylifera* (Date palm), *Phoenix canariensis*, and *Washingtonia filifera* (California fan palm).

The 3-mile corridor has three distinctive areas resulting from land use, parcel size, building façade, streetscape, and demographics. They are summarized in the following sections:

- First Street to Cedar Avenue
- Cedar Avenue to Chestnut Avenue
- Chestnut Avenue to Peach Avenue

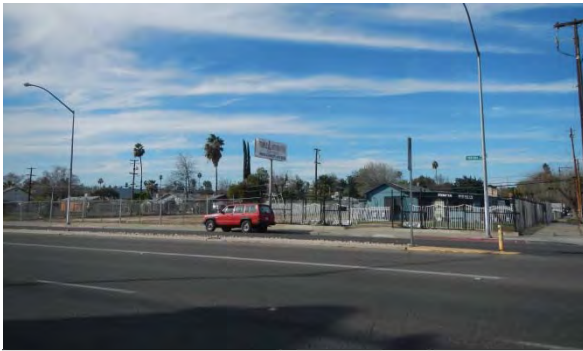
EXISTING CONDITIONS



Older grocery store setback from sidewalk



Narrow sidewalks and mature trees



Fenced-in and underutilized private properties

FIRST AVENUE TO CEDAR AVENUE CHARACTER

Land Use

The blocks between First Street and Cedar Avenue on Ventura Avenue have a mix of single-family homes and commercial uses, as well as homes converted into commercial uses that abut the sidewalks. A range of local-serving businesses, including furniture stores, auto repair services, and restaurants, cater to the Spanish-speaking community. An older grocery store (see image, top left) and a convenience store with large parking lots are located within a block from each other at the corners of Second and Third streets. The former, now vacant Juvenile Hall is located at Tenth Street.

This section of the corridor has the most single-family residences. The Ventura/Kings Canyon Merchants Association and Southeast Fresno Community Economic Development Association, Inc. represent and provide services to area businesses, as well as residents.

Streetscape

The sidewalks are narrow and are lined with a mix of mature trees (see image, middle left and middle right). There are nine bus stops in this 1-mile section of the corridor. Between Fifth and Sixth Streets, the medians lack landscaping, which could affect vehicle speeds. Alleys are located a "half-block" north and south (between Ventura and the parallel east-west streets to the north and south) for the majority of this corridor section. These alleys are not continuous throughout the segment's length and are considered unsafe by many users, although they offer businesses and residents additional access to their properties. There is a visible lack of investment (e.g. the entire block on the north side of Ventura Avenue between Tenth and Eleventh Streets, owned by the Redevelopment Agency's Successor Agency, sits vacant with a development proposal pending as shown in image, bottom left and Figure 2.1). The eastern section closer to Cedar Avenue has many properties bounded by tall, chain-link, and wrought iron fences, which have deteriorated. See Sections 2.6 and 2.7 of this chapter for detailed discussion of bicycle and pedestrian facilities.

EXISTING CONDITIONS

Building Facades

Compared to the rest of the corridor, this section has smaller scale buildings located close together and facing the street. Most of the buildings are set back from the sidewalk; homes are set back with a landscaped front yard, and commercial retail or office buildings have parking lots between their entries and the sidewalk (see image, top right).

CEDAR AVENUE TO CHESTNUT AVENUE CHARACTER

Land Use

The middle section of the corridor, between Cedar and Chestnut Avenues, houses a diverse mix of uses, including tax services, a car wash, auto repair and rental services, hotels, and restaurants. Many of the corridor’s restaurants are located within this section and have a regional draw. However, there are also many vacant sites. These sites offer opportunities for infill development. The former Valley Medical Center (also referred to as the University Medical Center) at the northeast corner of Cedar Avenue and Kings Canyon Road has a large footprint and is primarily vacant and in need of revitalization; a mental health facility is proposed to be sited there. This section is also home to the Fresno Fairgrounds (see Section 2.9). The Plan Area in this section of the corridor extends up to the residences along Huntington Boulevard, which are represented by or adjacent to the Huntington Boulevard Homeowner’s Association.

Streetscape

The sidewalks are narrow and there are few street trees; some medians are planted with mature palm trees. Business signs are taller than the buildings, and many are faded. The light posts have empty banner hangers. There are limited areas for crossings (see image, middle right). The area also has different parking standards than the area east of Chestnut Avenue (see Section 2.5). The segment



Wide, landscaped setbacks, left, and commercial buildings facing parking lots, right, are evident in this section of the corridor



Limited areas for pedestrian crossings

EXISTING CONDITIONS



Decorative facades at street edge of Fairgrounds



Colorful restaurants



Commercial retail with Asian influence

of the corridor between Maple and Chestnut Avenues has continuous alleys running parallel with the corridor to the south, and to the north between Barton and Maple Avenues. These alleys lack adequate lighting and are seen as unsafe by many residents and businesses, although they are used for additional access to properties. See Sections 2.7 and 2.8 of this chapter for detailed discussion of bicycle and pedestrian facilities and existing sidewalks and bicycle lanes in Figure 2.2.

Building Facades

The building stock in this section varies from large, institutional properties to small, locally owned restaurants and businesses. The most notable facades are the colorful restaurants and the decorative wall erected along the Fresno Fairgrounds (see images, top and middle left).

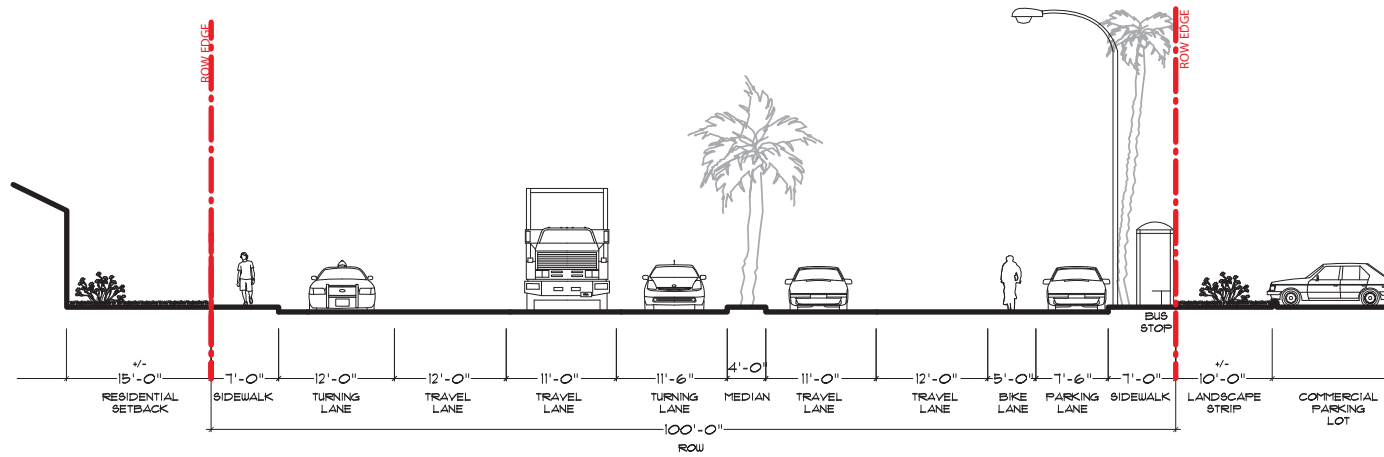
CHESTNUT AVENUE TO PEACH AVENUE CHARACTER

Land Use

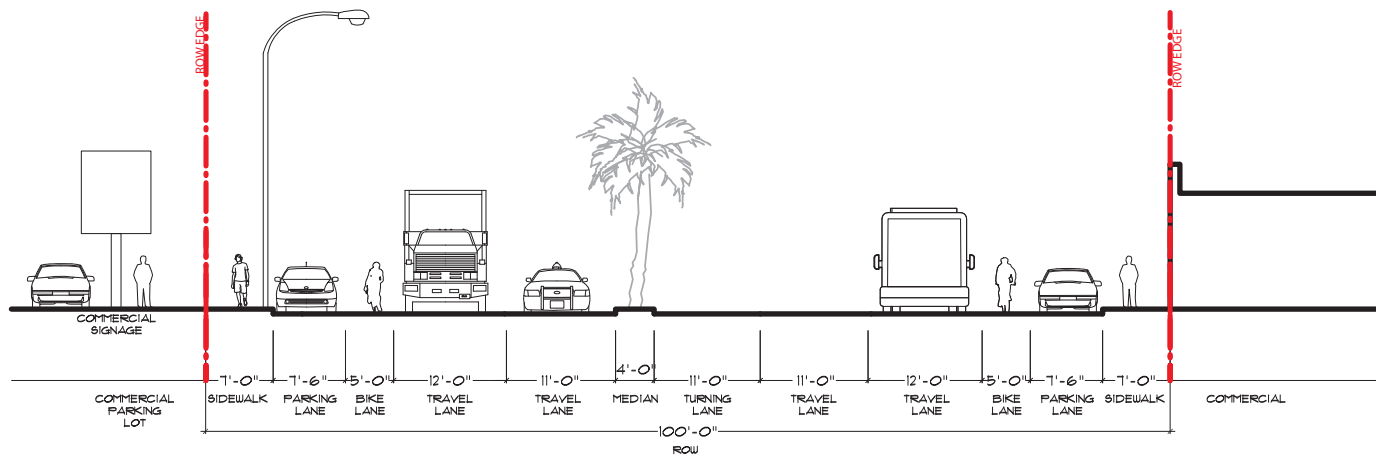
The western and eastern edges of this section of the corridor are home to franchises. The western edge has older, smaller franchises, and the most easterly end of the Project Area is populated with newer big box stores and chain restaurants, which are primarily owned by out-of-town landlords, and the spaces are rented out. Near the intersection of Winery Avenue and Kings Canyon Road there is a high concentration of locally owned, diverse businesses, including a health clinic, catering to the Southeast Asian population that resides in apartment buildings located on Winery Avenue and throughout the area. To the north and south of the commercial corridor there is low-income rental housing, which has had many Hmong residents since the 1970s. This section has a significant Asian influence and culture (see image, bottom left).

EXISTING CONDITIONS

Figure 2.2 Existing Street Sections



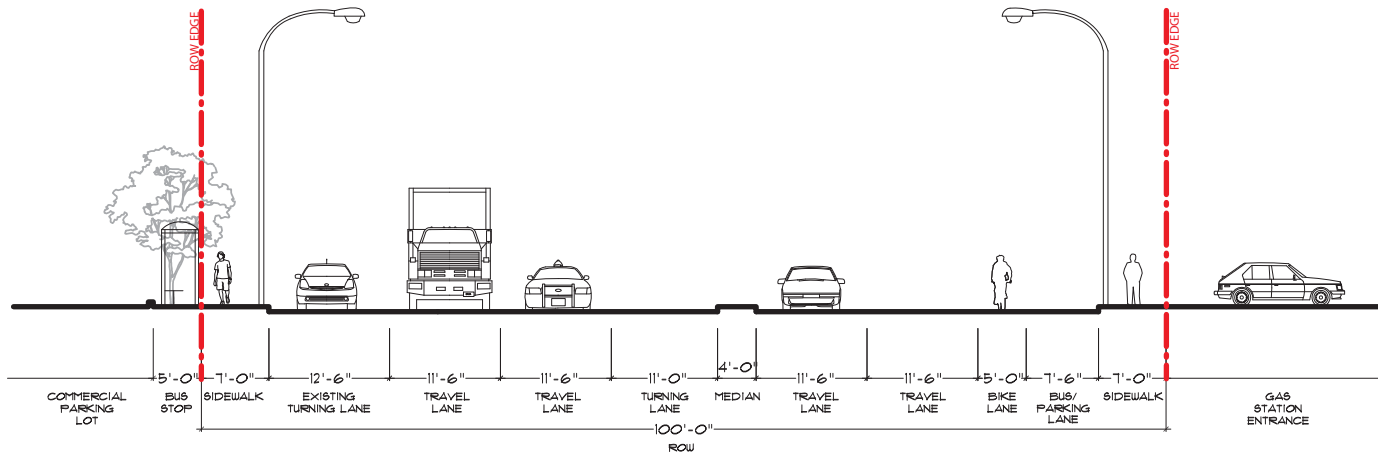
○ VENTURA AVE AT FIRST ST (EXISTING - EAST SIDE LOOKING EAST)
 SCALE: 1/8" = 1'-0"



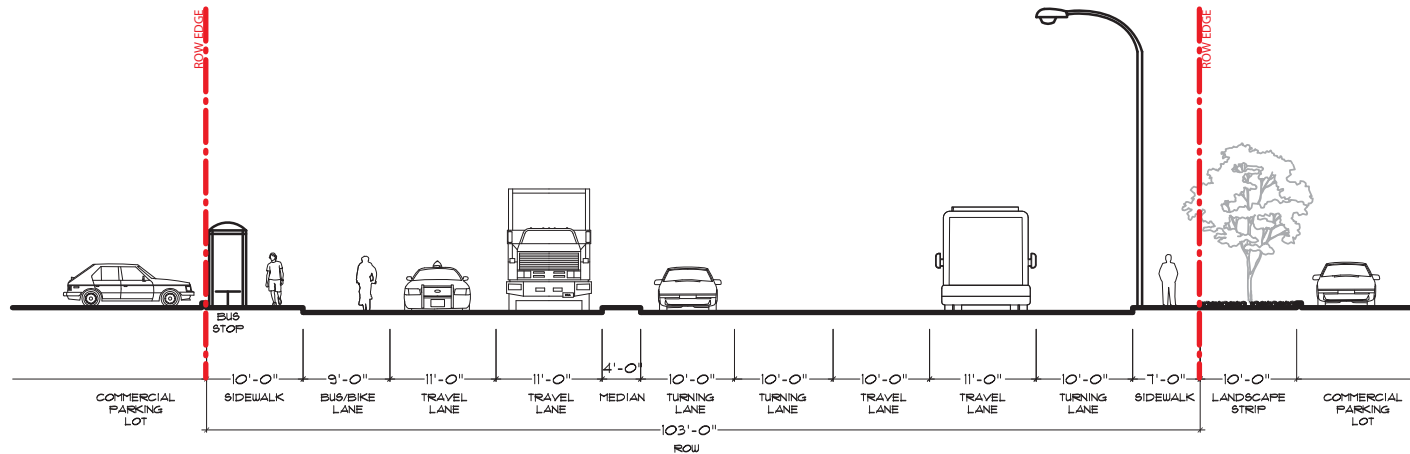
○ VENTURA AVE AT SEVENTH ST (EXISTING - WEST SIDE LOOKING EAST)
 SCALE: 1/8" = 1'-0"

EXISTING CONDITIONS

Figure 2.2 Existing Street Sections (continued)



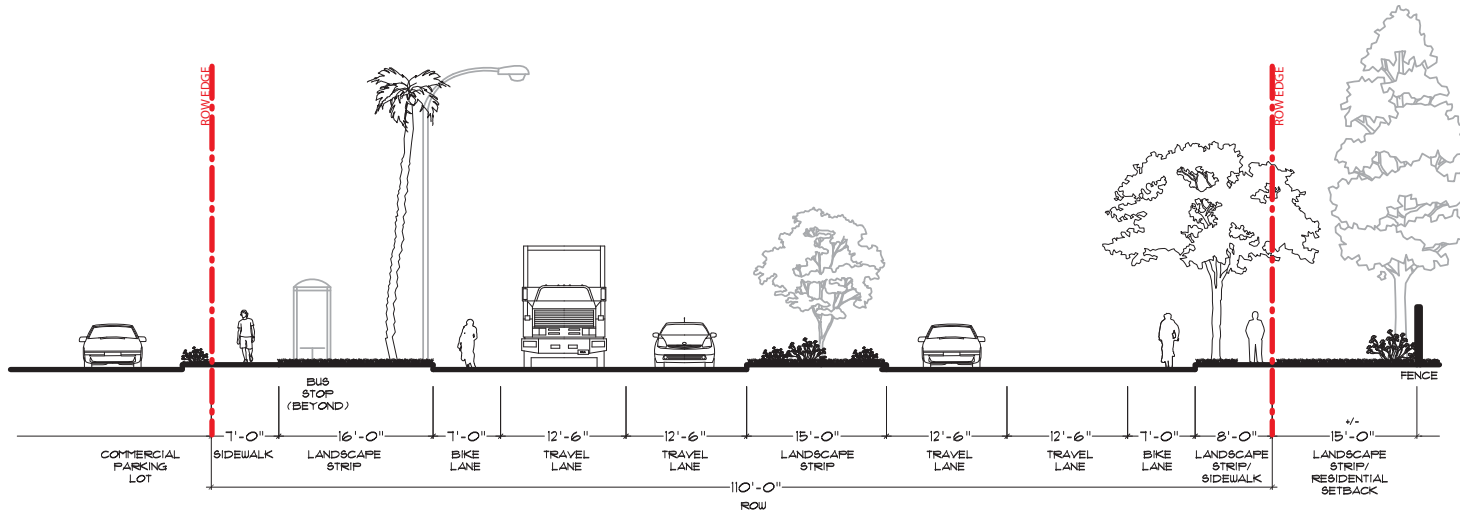
○ KINGS CANYON RD AT CEDAR AVE (EXISTING - EAST SIDE LOOKING EAST)
 SCALE: 1/8" = 1'-0"



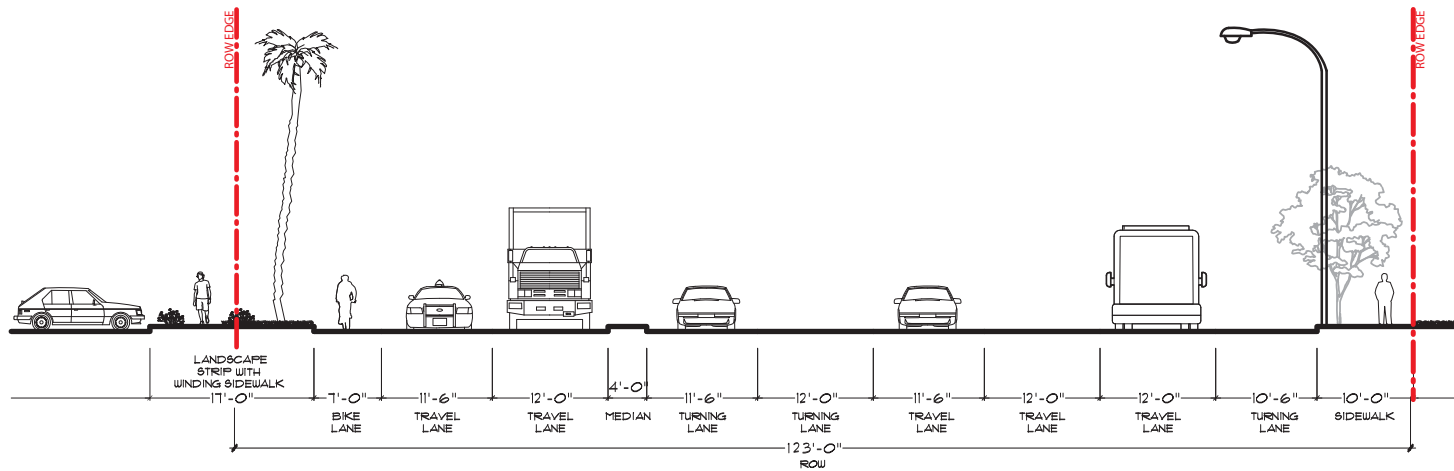
○ KINGS CANYON RD AT CHESTNUT AVE (EXISTING - WEST SIDE LOOKING EAST)
 SCALE: 1/8" = 1'-0"

EXISTING CONDITIONS

Figure 2.2 Existing Street Sections (continued)



○ KINGS CANYON RD AT WALMART (EXISTING - EAST SIDE LOOKING EAST)
 SCALE: 1/8" = 1'-0"



○ KINGS CANYON RD AT PEACH AVE (EXISTING - WEST SIDE LOOKING EAST)
 SCALE: 1/8" = 1'-0"

EXISTING CONDITIONS



Sidewalks and landscaping between street and private parking lots



Pedestrian access from street into Walmart parking lot



Missing sidewalk

The area's high school, Sunnyside High School and the Sunnyside Convalescent Hospital are both located just outside the Project Area near the intersection of Peach Avenue and Kings Canyon Road. The area's residents are represented by the Sunnyside Homeowner's Association.

Streetscape

Much of this section has wide sidewalks and landscaping between the sidewalk and private parking lots (see image, top left and Figure 2.2). Walmart has recently improved the pedestrian facilities in front of its store to serve the high population of customers arriving by foot or bus (see image, middle left). Across Kings Canyon Road from Walmart, there is a noticeable gap in the sidewalk east of Willow Avenue, resulting in unsafe, on-street pedestrian and wheelchair use (see image, bottom left). The medians have somewhat regular street trees and landscaping, with the exception of the narrow medians adjacent to the left turn lanes at each intersection, and the medians between Willow and Peach Avenues, where street trees planting is irregular.

This section of the corridor has a mixture of mature trees, many of which are on private property between the sidewalk and the parking lots. West of Winery Avenue, there is less landscaping and limited sidewalk trees. This section is facing more challenges that impact the streetscape experience and perceived safety, including vagrancy, graffiti, and vandalism. Peach Avenue is a major arterial corridor that connects north/south destinations, such as the Fresno Yosemite International Airport. See Sections 2.7 and 2.8 of this chapter for detailed discussion of bicycle and pedestrian facilities.

Building Facades

The buildings in this section are primarily big box set far back from the street. Those that are on the street edge face inwardly towards their parking lots. Color and signage are used to differentiate the buildings from one another; the architectural style is that found in standard big box retail design (see images, next page).

EXISTING CONDITIONS

2.4 ROADWAY CONDITIONS

Ventura Avenue/Kings Canyon Road is an east-west four-lane divided arterial roadway that travels through southeast Fresno. Eastbound and westbound traffic is separated by a raised landscaped median for the length of the Project Area (see Figure 2.2). West of Chestnut Avenue, the raised median has breaks at many of the local streets, which allows traffic from these local side streets to cross or turn onto Ventura Avenue/Kings Canyon Road. East of Chestnut Avenue, the raised median more strictly controls left-turn access both to and from Kings Canyon Road through signalized intersections spaced approximately ¼-mile apart.

The roadway has a posted speed limit of 35 miles per hour from First Street to Willow Avenue and 40 miles per hour from Willow Avenue to Peach Avenue. The roadway generally has wide travel lanes and a generous paved right-of-way that facilitates high-speed automobile travel through the corridor. The corridor previously operated as State Route (SR) 180 before Caltrans constructed the SR 180 freeway one-mile north of the corridor and relinquished the roadway to the City of Fresno.

Existing and Future Traffic Conditions

Existing traffic conditions along Ventura Avenue/Kings Canyon Road are generally uncongested. As shown in Table 2-2, traffic volumes are generally higher on the eastern part of the corridor and lower on the western part of the corridor, with the greatest amount of traffic occurring near Chestnut Avenue. Traffic volumes are also higher during the PM peak hour than during the AM peak hour.



Commercial retail stores located at street edge face inward towards their parking lots

EXISTING CONDITIONS

TABLE 2-2 PEAK HOUR TRAFFIC VOLUMES EXISTING AND 2035 CONDITIONS

Roadway Segment	Peak Hour	Two-Way Traffic Volumes	
		Existing Conditions	2035 Forecasts
Ventura Avenue: First Street to Cedar Avenue	AM	1,025 – 1,221	1,580 – 1,810
	PM	1,547 – 1,640	2,310 – 2,450
Kings Canyon Road: Cedar Avenue to Chestnut Avenue	AM	1,259 – 1,299	1,930 – 2,220
	PM	1,819 – 2,156	2,740 – 3,340
Kings Canyon Road: Chestnut Avenue to Peach Avenue	AM	1,273 – 1,455	2,170 – 2,290
	PM	1,510 – 2,162	2,670 – 3,130

Source: Existing Conditions: City of Fresno Traffic Counts collected between May 2007 & February 2012.
 2035 Forecasts: Developed by Fehr & Peers using the Fresno COG 2035 Travel Demand Forecasting Model, 2012.

Table 2-3 shows the existing AM and PM peak hour level of service (LOS) at the 11 signalized intersections in the Project Area. As shown in Table 2-3, all of these intersections currently operate at LOS D or better during the AM peak hour, with the following two intersections operating at LOS E or F during the PM peak hour:

- KINGS CANYON ROAD/MAPLE AVENUE
- KINGS CANYON ROAD/WINERY AVENUE

Traffic conditions are forecasted to become more congested in the future. Table 2-2 shows the AM and PM peak hour forecasts along the corridor for 2035, the horizon year of the currently adopted Fresno Council of Governments (Fresno COG) *Regional Transportation Plan*. As shown in Table 2-2, traffic volumes are forecasted to increase throughout the corridor, and remain higher during the PM peak hour than during the AM peak hour.

EXISTING CONDITIONS

TABLE 2-3 PEAK HOUR INTERSECTION OPERATIONS – EXISTING AND 2035 CONDITIONS

Intersection	Traffic Control	Peak Hour	Existing Conditions		2035 Conditions	
			Delay	LOS	Delay	LOS
1. Ventura Avenue/First Street	Signal	AM	15.7	B	20	B
		PM	20.3	C	29.8	C
2. Ventura Avenue/Sixth Street	Signal	AM	7.5	A	8.6	A
		PM	12.1	B	14.1	B
3. Ventura Avenue/Orange Avenue	Signal	AM	8.9	A	6.7	A
		PM	9.6	A	12.9	B
4. Ventura Avenue/Cedar Avenue	Signal	AM	31.9	C	43.6	D
		PM	36.5	D	69.7	E
5. Kings Canyon Road/Chance Avenue	Signal	AM	9.6	A	15.3	B
		PM	11.7	B	20.9	C
6. Kings Canyon Road/Maple Avenue	Signal	AM	34.1	C	37	D
		PM	89.2	F	128.6	F
7. Kings Canyon Road/Chestnut Avenue	Signal	AM	29.4	C	39	D
		PM	38.7	D	60.8	E
8. Kings Canyon Road/Winery Avenue	Signal	AM	24.8	C	24.3	C
		PM	64.2	E	55.8	E
9. Kings Canyon Road/Willow Avenue	Signal	AM	24.1	C	56.8	E
		PM	31.1	C	150.2	F
10. Kings Canyon Road/Walmart Driveway	Signal	AM	17.0	B	19.4	B
		PM	19.7	B	18.7	B
11. Kings Canyon Road/Peach Avenue	Signal	AM	34.4	C	61.0	E
		PM	32.7	C	59.5	E

Notes: **BOLD** text indicates traffic operations at LOS E or F. The current City of Fresno General Plan identifies LOS D as the City’s accepted LOS standard. Source: Fehr & Peers, 2012.

EXISTING CONDITIONS



Ample on-street parking along stretches of the corridor

Table 2-3 shows the projected AM and PM peak hour LOS for 2035. As shown in Table 2-3, the following six intersections are projected to operate at LOS E or F during the AM or PM peak hour in 2035:

- VENTURA AVENUE/CEDAR AVENUE
- KINGS CANYON ROAD/WINERY AVENUE
- KINGS CANYON ROAD/MAPLE AVENUE
- KINGS CANYON ROAD/WILLOW AVENUE
- KINGS CANYON ROAD/CHESTNUT AVENUE
- KINGS CANYON ROAD/PEACH AVENUE

These traffic conditions indicate that the existing four-lane divided arterial configuration of Ventura Avenue/Kings Canyon Road will be necessary to generally provide LOS E or better traffic conditions along the majority of the corridor. The City of Fresno's updated General Plan accepts LOS E along Bus Rapid Transit Corridors and in Activity Centers. Additionally, the General Plan allows LOS F conditions if provisions are made to improve the overall transportation system. The corridor is popular for cruising on the weekends, and therefore U-turns are prohibited from Friday evening through Monday morning.

2.5 PARKING

On-street parking is generally permitted on Ventura Avenue/Kings Canyon Road west of Chestnut Avenue, with the following exceptions:

- South side of Kings Canyon Road between Chance Avenue and Maple Avenue adjacent to the Fresno Fairgrounds
- North side of Kings Canyon Road between Dearing Avenue and Chestnut Avenue.

In general, on-street parking along the corridor is sparsely utilized (see image, left). The lack of on-street parking utilization is generally due to sufficient parking in off-street parking lots, as seen along the south side of Ventura Avenue between Eighth Street and Cedar Avenue, or lack of activity

EXISTING CONDITIONS

along a particular block to generate parking demand. In contrast, areas with consistent on-street parking utilization include the following segments:

- Both sides of Ventura Avenue: Fifth Street to Eighth Street
- North side of Kings Canyon Road: Boyd Avenue to Barton Avenue
- North side of Kings Canyon Road: Jackson Avenue to Woodrow Avenue
- South side of Kings Canyon Road: Backer Avenue to Recreation Avenue

These segments of Ventura Avenue/Kings Canyon Road experience higher utilization of on-street parking due to one of the following reasons:

- Commercial businesses front the street with little to no off-street parking; customers use on-street parking when visiting these businesses.
- The availability of on-street parking provides an attractive alternative for certain businesses and offices that front the street where their off-street parking lots may be further from the business' main point of access. This is particularly true between Boyd Avenue and Barton Avenue adjacent to the County of Fresno Human Services Department campus.

In addition to the on-street parking along Ventura Avenue/Kings Canyon Road west of Chestnut Avenue, most of the local cross streets have plentiful on-street parking available. The local cross streets west of Cedar Avenue, in particular, have wide paved right-of-ways with an opportunity for angled on-street parking as demonstrated along Seventh Street north of Ventura Avenue.

On-street parking is currently prohibited on Kings Canyon Road east of Chestnut Avenue. On this segment of the corridor, off-street parking lots generally provide plentiful parking to satisfy demand.

EXISTING CONDITIONS



Existing bus stop

2.6 TRANSIT SERVICE

Existing Transit Service

Fresno Area Express (FAX) provides fixed-route bus service within the City of Fresno and the Fresno Clovis Metropolitan Area. Figure 2.3 shows the location of existing bus stops and transit service in the Project Area.

The following FAX routes directly serve the Project Area:

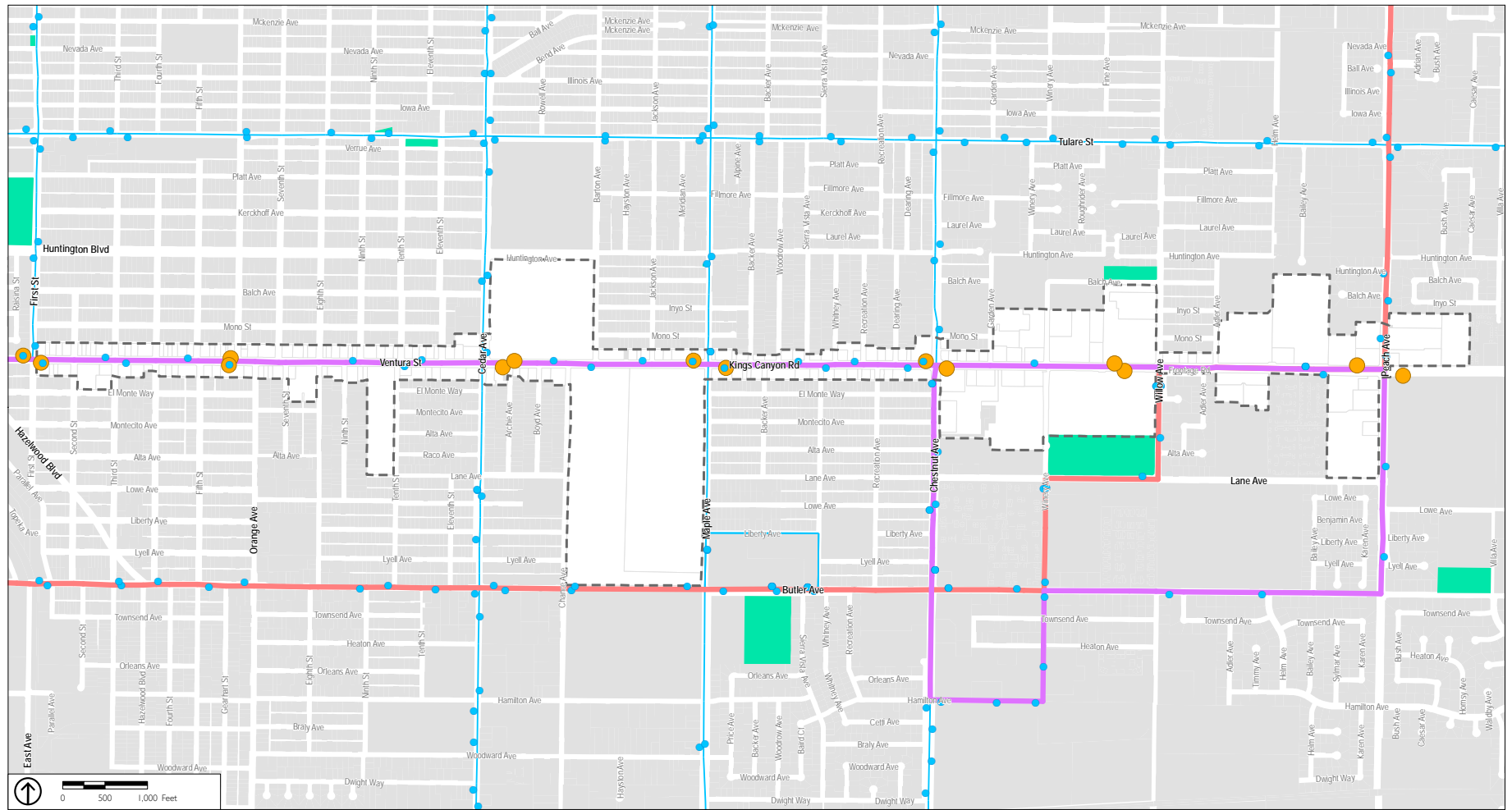
- FAX Route 28 is the primary fixed-route transit service in the Project Area, providing bus service on the Ventura Avenue/Kings Canyon Road corridor from Downtown Fresno to Peach Avenue. FAX Route 28 connects the Project Area with Downtown Fresno to the west, as well as Manchester Center, Fashion Fair Mall, and California State University, Fresno to the north. It generally operates with 20-minute headways from about 6:00 a.m. to 10:00 p.m.
- FAX Route 26 serves a short segment of Kings Canyon Road between Willow Avenue and Peach Avenue. It primarily runs along Butler Avenue in southeast Fresno, which is ½-mile south of the Ventura Avenue/Kings Canyon Road corridor. This route connects the Project Area to Fresno Yosemite International Airport to the northeast as well as the Palm Avenue corridor in northwest Fresno. It generally operates with 30-minute headways from about 6:00 a.m. to 10:00 p.m.

In addition to the two routes above, several FAX routes cross Ventura Avenue/Kings Canyon Road as they travel north-south along major cross streets. These include Route 34 on First Street, Route 38 on Cedar Avenue, Route 33 on Maple Avenue, and Route 41 on Chestnut Avenue. Passengers can transfer to these routes at numerous locations along the corridor.

Existing bus stops (see image, left) along Ventura Avenue/Kings Canyon Road are generally spaced between 1/8- and 1/4-mile apart between First Street and Chestnut Avenue on both sides of

EXISTING CONDITIONS

Figure 2.3 Existing Project Area Transit



Source: PlaceWorks, 2014; FCOG, 2014; Fehr and Peers, 2014.

- Project Boundary
- Parks
- Bus Routes
- Bus Stops
- Bus Route #28
- Bus Route #26
- Proposed BRT Stops

EXISTING CONDITIONS

the street. Between Chestnut Avenue and Peach Avenue, bus stops are spaced further apart approximately ¼- to ½-mile apart on both sides of the street. Figure 2.4 shows that almost the entire Project Area is within a 5-minute walk from an existing bus stop with the exception of the southern end of the Fresno Fairgrounds.

According to daily boarding data from March 2009, the most heavily utilized bus stops along the corridor include:

- VENTURA AVENUE/CEDAR AVENUE
- KINGS CANYON ROAD/WINERY AVENUE
- KINGS CANYON ROAD/CHANCE AVENUE
- KINGS CANYON ROAD/WALMART
- KINGS CANYON ROAD/CHESTNUT AVENUE

Future Bus Rapid Transit Service

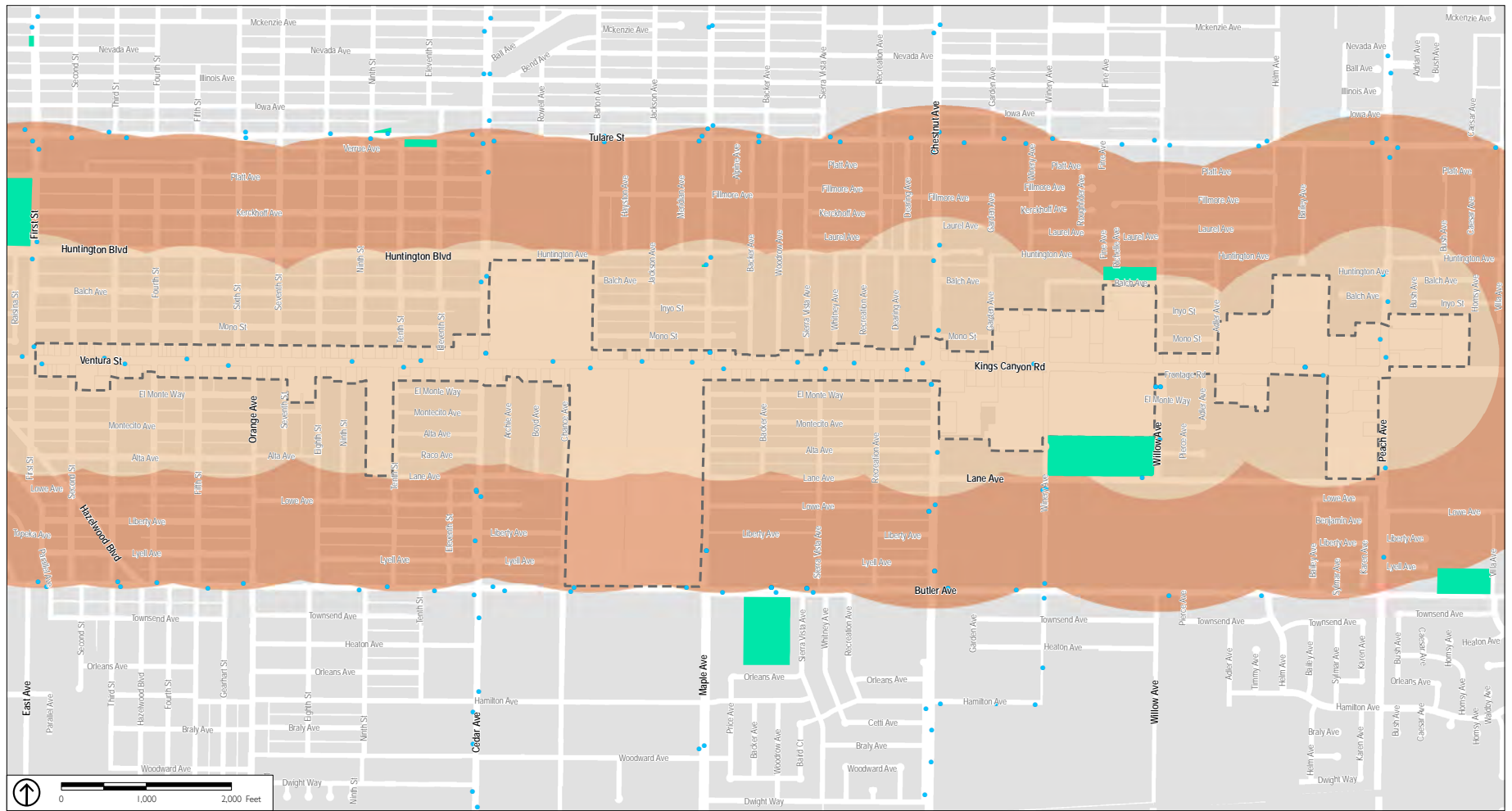
A proposed BRT line will operate along the Ventura Avenue/Kings Canyon Road corridor connecting the Project Area to Downtown Fresno and the Blackstone Avenue corridor. BRT service would generally provide more frequent, higher capacity transit service with fewer stops than the existing local bus service. Proposed BRT stations in the corridor include:

- VENTURA AVENUE/FIRST STREET
- KINGS CANYON ROAD/CHESTNUT AVENUE
- VENTURA AVENUE/SIXTH STREET
- KINGS CANYON ROAD/WILLOW AVENUE
- KINGS CANYON ROAD/CEDAR AVENUE
- KINGS CANYON ROAD/PEACH AVENUE
- KINGS CANYON ROAD/MAPLE AVENUE

Figure 2.5 shows these proposed stations spaced approximately ½-mile apart and the 5-minute to 10-minute walksheds from them. Some of the stations would also “bulb out” into the existing paved roadway to allow BRT vehicles to stop in the outside travel lane and eliminate the need to pull out of and into traffic. BRT service is currently proposed to replace local service provided by FAX Route 28 in the Project Area.

EXISTING CONDITIONS

Figure 2.4 Walkshed from Existing Bus Stops

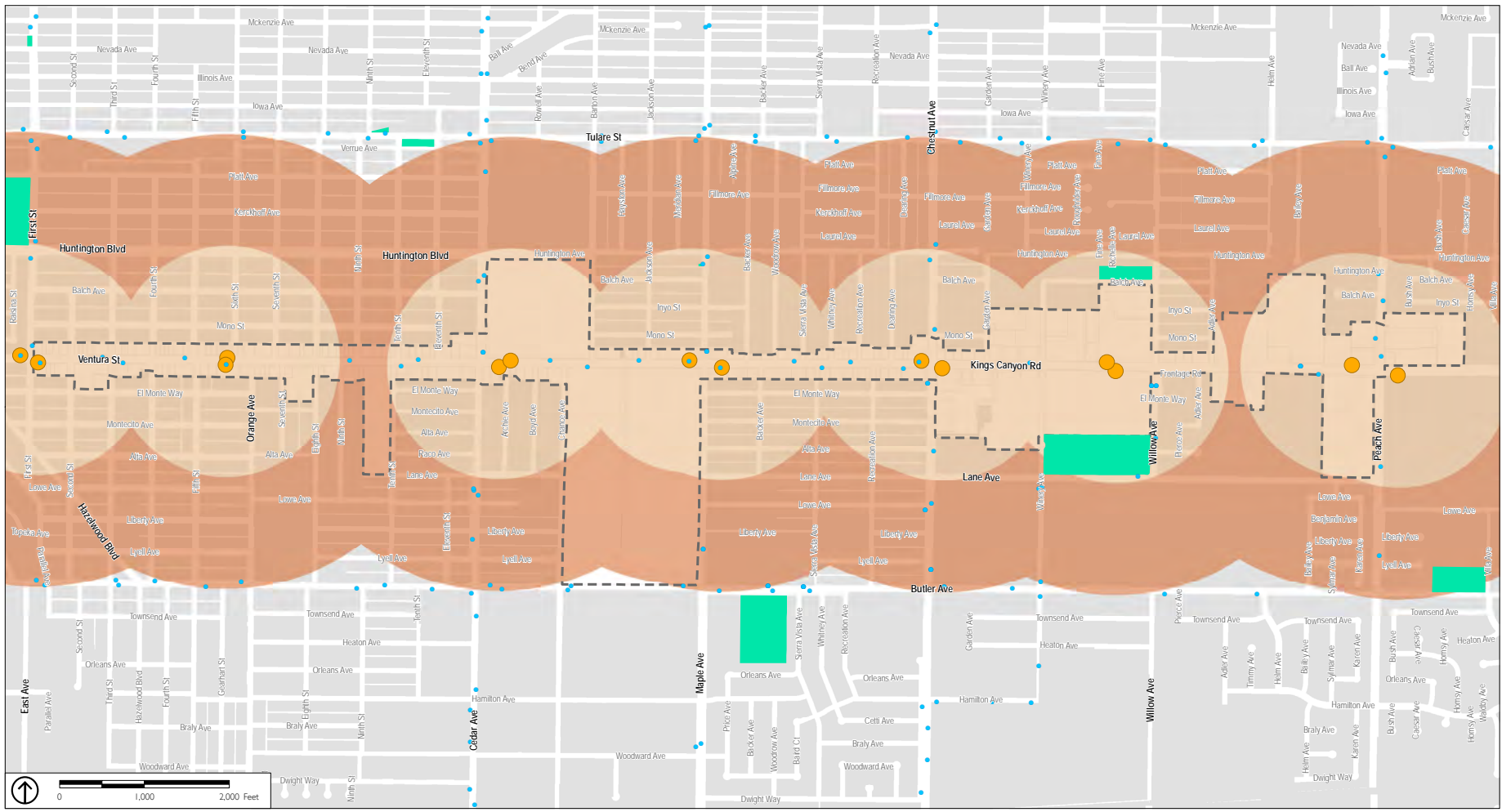


Source: PlaceWorks, 2014; FCOG, 2014; Fehr and Peers, 2014.






- Bus Stops
- 5 Minutes from Bus Stops
- 10 Minutes from Bus Stops
- Project Boundary
- Parks

EXISTING CONDITIONS

Figure 2.5 Walkshed from Proposed BRT Stops



Source: PlaceWorks, 2014; FCOG, 2014; Fehr and Peers, 2014.

-  Proposed BRT Stops
-  5 Minutes from Proposed BRT Stops
-  10 Minutes from Proposed BRT Stops
-  Project Boundary
-  Parks

EXISTING CONDITIONS

2.7 BICYCLE FACILITIES

Ventura Avenue/Kings Canyon Road has a Class II bicycle lane along the majority of the study corridor on both sides of the street. Figure 2.6 shows the existing bicycle facilities in the Project Area. At some intersections with striped right-turn lanes, the bicycle lane is dropped and shares the outside travel lane with traffic. These bicycle lane drops occur at intersections with First Street, Sixth Street, Orange Avenue, Cedar Avenue, Maple Avenue, Chestnut Avenue, Willow Avenue, and Peach Avenue.

In general, the high-speed nature of traffic and steady traffic flow along the Ventura Avenue/Kings Canyon Road corridor creates a less than ideal bicycling environment (see Figure 2.7 Bicycle Collisions). Bicyclists were seldom observed along the corridor, and several cyclists were observed using the sidewalk in addition to the on-street bike lane (see images, right). These bike lanes will remain on the corridor and will not be in conflict with the BRT project improvements.

Because bicycles are not allowed on the freeway segments of Route 180, Caltrans is proposing to designate Ventura Avenue/Kings Canyon Road as an Alternative Bicycle Route following the former State Route 180 alignment through Fresno between State Route 41 and Temperance Avenue. The entire segment of Ventura Avenue/Kings Canyon Road within the Project Area is part of this Alternative Bicycle Route.²



Bike users typically ride on the sidewalks

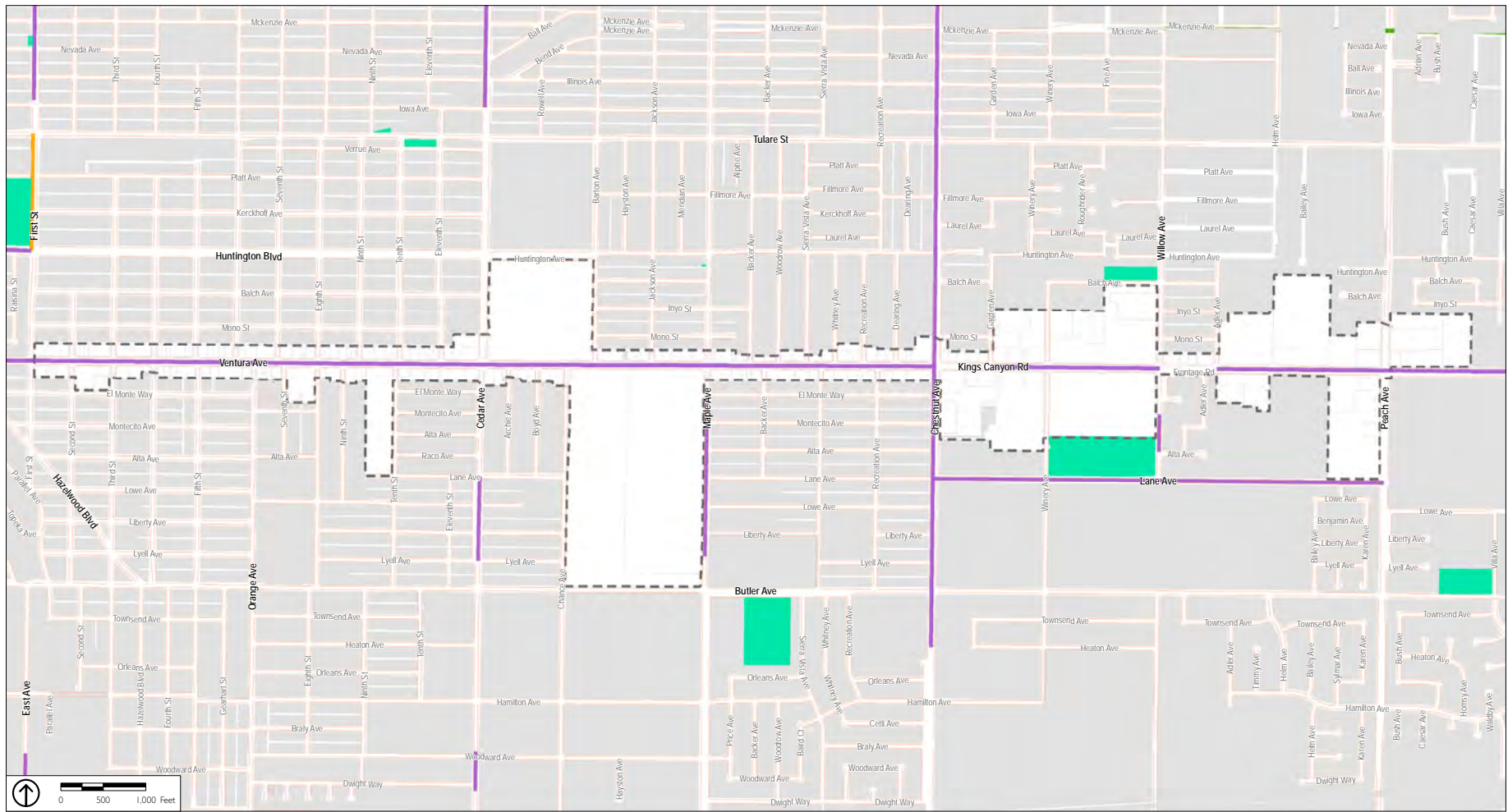


Bike lanes

² Per Caltrans Preliminary Draft Bicycle Guide for District 6 and the Complete Street Elements.

EXISTING CONDITIONS

Figure 2.6 Existing Bike Lanes and Sidewalks



Source: PlaceWorks, 2014; FCOG, 2014; Fehr and Peers, 2014.

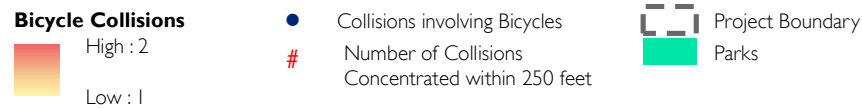
- Bike Lanes**
- Class II
- Class III
- Sidewalks
- Project Boundary
- Parks

EXISTING CONDITIONS

Figure 2.7 Bicycle Collisions



Source: PlaceWorks, 2014; FCOG, 2014; Fehr and Peers, 2014.



EXISTING CONDITIONS



Existing crosswalks

2.8 PEDESTRIAN FACILITIES

Sidewalks are generally present along the majority of the Ventura Avenue/Kings Canyon Road corridor in the Project Area. From First Street to Willow Avenue, the sidewalks are directly adjacent to the roadway. Between Willow Avenue and Peach Avenue, sidewalks are intermittent and generally separated from the roadway by a landscaped buffer. On the south side of Kings Canyon Road, the sidewalk is diverted to a frontage road from Willow Avenue to Adler Avenue (see Figure 2.8). From Adler Avenue to the Walmart signalized driveway, the sidewalk along the south side of Kings Canyon Road becomes an unpaved dirt path. On the north side of Kings Canyon Road, a concrete sidewalk is generally present except for a 400-foot segment immediately east of Willow Avenue.

Striped crosswalks are generally provided at every signalized intersection with the following exceptions:

- Ventura Avenue/Sixth Street & Ventura Avenue/Orange Avenue: No crosswalk is placed between these closely spaced intersections due to their proximity.
- Kings Canyon Road/Chance Avenue: No crosswalk on the west side of the intersection.

In addition to the crosswalks at signalized intersections, a school crosswalk is striped and signed on the west side of the Ventura Avenue/Tenth Street intersection between Orange Avenue and Cedar Avenue.

Pedestrians traveling east-west along Ventura Avenue/Kings Canyon Road generally can easily and safely travel along the corridor and cross local side streets between major intersections (see images, left). These unmarked crosswalks, defined as the prolongation or connection of sidewalks across roadways where roadways intersect, are generally short (40 to 50 feet), have decent visibility to drivers since sidewalks along Ventura Avenue/Kings Canyon Road are directly adjacent to the

EXISTING CONDITIONS

Figure 2.8 Existing Bike Lanes and Sidewalks from Chestnut Avenue to Peach Avenue



Source: PlaceWorks, 2014; FCOG, 2014; Fehr and Peers, 2014.

- Bike Lanes**
- Class II
- Sidewalks
- Project Boundary
- Parks

EXISTING CONDITIONS

roadway, and conflicting vehicles are either stop controlled on the side-street, or slowing or yielding to vehicles as they turn onto a local side-street from Ventura Avenue/Kings Canyon Road.

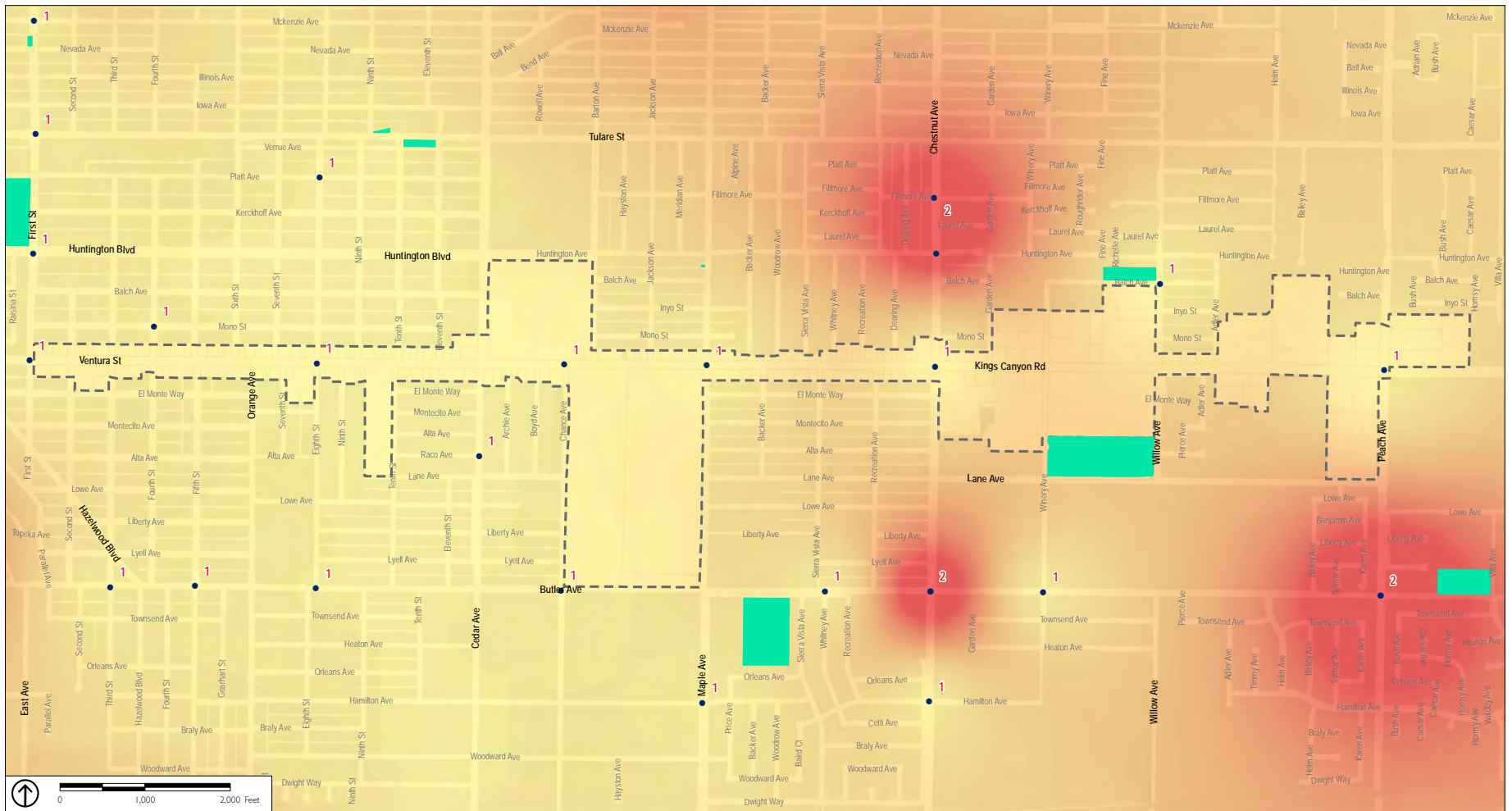
Pedestrians desiring to cross Ventura Avenue/Kings Canyon Road along the corridor face more constraints. Marked crosswalks at signalized intersections are generally spaced ¼- to ½-mile apart along the corridor. East of Chestnut Avenue, pedestrians may only legally cross Kings Canyon Road at these marked crosswalks. West of Chestnut Avenue, there are several intersections with local streets between signalized intersections where pedestrians may legally cross in unmarked crosswalks. However, the high-speed, uncontrolled vehicle traffic flows and approximately 90-foot distance to cross Ventura Avenue/Kings Canyon Road makes crossing at these locations less safe for pedestrians. These conditions result in either pedestrians going out of their way to use the marked crosswalks at signalized intersections or make a potentially unsafe crossing between signalized intersections (see Figure 2.9).

Between Chance Avenue and Maple Avenue, the raised median features fences and signs that prohibit pedestrians from crossing Kings Canyon Road and direct them to cross in marked crosswalks at the nearest signalized intersection.

There is a moderate level of pedestrian use along the corridor, particularly near transit stops and major activity centers, such as the County of Fresno Human Services Department campus, the Fresno Fairgrounds during events, shopping centers east of Chestnut Avenue, and Sunnyside High School.

EXISTING CONDITIONS

Figure 2.9 Existing Pedestrian Collisions



Source: PlaceWorks, 2014; FCOG, 2014; Fehr and Peers, 2014.

- Pedestrian Collisions**
- High : 2
 - Low : 1
 - Collisions involving Pedestrians
 - # Number of Collisions Concentrated within 250 feet
 - Project Boundary
 - Parks

EXISTING CONDITIONS



Parkway in the middle of Huntington Boulevard

2.9 MAJOR DESTINATIONS

Major destinations are located within the 3-mile Project Area; they are significant because of their size and prominence on the corridor and in some cases because of the number of visitors or users they bring to the corridor.

Open Space and Parks

The Project Area does not include any designated open spaces or parks, but there are three parks adjacent to the Project Area's boundaries, including Willow Balch Park, Pilibos Park, and Sunnyside Park. There is another park within three blocks of the corridor's eastern edge called Mosqueda Park. In addition, Huntington Boulevard between First Street and Cedar Avenue offers a wide parkway and runs parallel to the corridor three blocks north of Ventura Avenue (see image, left).

Community Facilities/Schools

The Project Area is adjacent to Sunnyside High School, Greenberg Elementary School, and Roosevelt High School. However, the only facilities within the Project Area are closed and now vacant, including Juvenile Hall School, the University Medical Facility, and Fresno Fairgrounds (the latter of which are major destinations along the corridor and are described below). The corridor could be improved with highly visible crosswalks and ADA compliant ramps to provide safe routes to these schools.

The University Medical Center

The Fresno County Social Services offices are located between Cedar and Maple avenues on Kings Canyon Road in the vacated University Medical Center campus and are referred to as the County of Fresno Human Services Department campus in this report. The University Medical Center is only

EXISTING CONDITIONS

partially utilized by these social services and primarily sits vacant. It may soon be home to a mental health facility; it is the area’s largest opportunity site.

Fresno Fairgrounds

The Fresno Fairgrounds is home to the Big Fresno Fair. The Fairgrounds comprise 165 acres located on Kings Canyon Road (see image, right). The Fair attracts 550,000 patrons each October. The Fair holds a 50-year lease with the County of Fresno, and is rented out year-round for more than 200 events that attract 1.3 million additional visitors annually. The majority of these visitors come during The Big Fresno Fair in October, but there also year-round events like International Hmong New Year, Fresno Remodeling and Decorating Show, a variety of car shows, and numerous animal shows.



Kings Canyon Road in front of Fresno Fairgrounds

2.10 INFRASTRUCTURE OVERVIEW

CORRIDOR DEVELOPMENT STANDARDS

The Ventura/Kings Canyon Ventura/Kings Canyon corridor is a divided four-lane arterial road. The development standard for the arterial road includes:

- A 16-foot-wide divided median
- Two 12-foot-wide traffic lanes in each direction
- Two 5-foot-wide bicycle lanes
- Two 8-foot-wide parking lanes (where parking is permitted)

EXISTING CONDITIONS

- Two 10-foot-wide sidewalk with concrete curb and gutter³
- Either a planter strip and sidewalk or adjacent sidewalk

As previously noted, there are two notable sections that lack of sidewalk within the corridor. One is an approximately 400-foot-long stretch located along the north side of Kings Canyon Road east of Willow Avenue. The second is an approximately 800-foot-long stretch along the south side of Kings Canyon Road from 600 feet east of Willow Avenue to 1400 feet east of Willow Avenue.

ACCESSIBILITY

The Americans with Disabilities Act (ADA) requires that public streets provide a minimum clearance of 4 feet with a maximum cross fall of 2 percent along paths of travel and that ramps be provided at street corners that do not exceed 8.33 percent. Compliance with ADA requirements is generally triggered by new construction.⁴

ADA accessible ramps are provided at all intersections along the corridor where there is existing sidewalk. The ramps are assumed to meet the maximum slope requirements of the ADA. However, it was observed that some ramps appear to exceed the maximum slope criteria at intersections where the curb height exceeds 6 inches. It should be noted that not all of the ramps are equipped with raised truncated domes with high visibility contrasting mats.

Street furniture consisting of street light poles, utility poles, fire hydrants, street signs, signal light standards, and traffic control signs are located all along the corridor. It appears that the minimum 4 feet of clearance is provided between street furniture and the back of sidewalk along the entire

³ The typical curb and gutter and sidewalk pattern is 10-feet wide (City of Fresno Public Works Department 2011). However, the sidewalk widths within the corridor tend to be 6 to 7 feet wide, with one stretch of 5 foot wide walk along the south side of Ventura Avenue between First and Third streets.

⁴ United States Access Board, 2011.

corridor except along the north and south sides of Ventura Avenue between First and Third streets. In this stretch, the sidewalk is 5 feet wide on the south side of Ventura Avenue, leaving between 2.5 feet and 3.5 feet of clearance between the street furniture and the back of sidewalk. The sidewalk is 6 feet wide on the north side, but tree wells reduce the sidewalk clearance to less than 4 feet.

In addition, driveways encroach into the sidewalk areas without sidewalk bypasses on both sides of the Ventura Avenue and Kings Canyon Road between First Street and Chestnut Avenue. These driveway encroachments create cross-falls within the sidewalk that exceed the 2 percent maximum cross fall for an ADA-compliant path of travel.

UTILITIES

Distribution Pipelines and Sanitary Sewer Collection

The domestic water distribution pipelines and sanitary sewer collection pipelines for the Ventura/Kings Canyon corridor consist of three major and interrelated facilities:

- Water mains, which are part of the water grid system for the City and provide fire suppression, as well as domestic water service to the properties adjacent to the street. The water mains tend to be located within the parking lane (outer 8 feet, near the gutter) of the street pavement because the corridor was formerly a Caltrans highway (State Route 180).
- Fire hydrants, which are located along the entire length of the corridor within the sidewalks.
- The sanitary sewer mains, which are discontinuous along the corridor, appearing in the street in some blocks and in the alleys north and south of the street in other blocks. The sanitary sewer mains also tend to be located in the outer 8 feet of the pavement, like the water mains.

EXISTING CONDITIONS

Dry Utilities

Underground dry utilities (natural gas, electrical, cable TV, and communications) exist within the right-of-way of the corridor. They are typically located between the curb and the back of sidewalk.⁵

Drainage for the Ventura/Kings Canyon Corridor

The drainage system for the Ventura/Kings Canyon corridor consists of three major and interrelated facilities:

- Surface drainage facilities, which include concrete curbs and gutters and concrete valley or cross street gutters.
- Storm drain collection facilities, which consist of storm drain inlets, lateral pipelines, main storm drain pipelines, and manholes.
- Storm drainage disposal facilities, which consist of excavated retention basins.

Surface drainage facilities along the entire length of the corridor, are maintained by the City of Fresno. Despite very flat gradients (0.001 feet per foot in some cases) and the occasional broken improvement, the surface improvements adequately direct surface runoff from the street and adjacent properties to existing storm drain collection facilities.

Storm drainage facilities are owned, operated, and maintained by the Fresno Metropolitan Flood Control District (FMFCD).⁶The drainage infrastructure for each drainage area, which is designed

⁵ Plat maps from the utility companies can be requested to confirm in which blocks of the corridor these underground utilities are located.

⁶ FMFCD is a special district created by the California State Legislature to administer the drainage and flood control program for the Fresno/Clovis metropolitan area. The FMFCD has divided the metropolitan area into self-contained drainage areas using alpha-numeric designations to distinguish them from each other. The boundaries of the drainage areas are determined by local topographic features that dictate surface drainage, the physical constraint of locating disposal basins in urbanized areas, and the

EXISTING CONDITIONS

to provide the FMFCD standard level of service based on the runoff produced by the land uses within each area, includes the surface drainage facilities, the storm drainage collection system, and a retention basin disposal system. The storm drain collection and disposal facilities within each of these drainage areas are complete and actively provide the design level of service for the corridor.

Storm drain inlets, located at major intersections and at low points in the existing curb and gutter, collect stormwater from the curbs and gutters and convey the runoff to separate underground storm drain pipelines. The pipelines convey stormwater runoff from the inlets to the disposal facilities, retention basins for the drainage areas. The FMFCD drainage system is unique in that a majority of the disposal of stormwater runoff occurs through infiltration and percolation of the stormwater into the ground. This disposal is managed by FMFCD to optimize recharge of the groundwater using stormwater runoff collected from each runoff event. The FMFCD uses maintenance pumps to discharge stormwater from these basins into adjacent canal or storm drainage facilities that discharge to downstream basins to maintain a safe operational storage volume in these basins. The discharge of runoff from the basins into the canal system or the storm drainage system is limited to that necessary to maintain safe storage levels.

The canal system, which is owned, operated, and maintained by the Fresno Irrigation District, consists primarily of unlined canals. Therefore, the stormwater discharged to and flowing through the canals has an opportunity to infiltrate and percolate into the ground.

The FMFCD storm drainage system is a permitted system under the Phase I Municipal Separate Storm Sewer Systems (MS4) National Pollution Discharge Elimination System (NPDES) stormwater discharge permit program. The stormwater quality management program meets the

economic constraint of the cost of installing the drainage infrastructure. The Ventura/Kings Canyon corridor crosses through seven FMFCD drainage areas from west to east: II-3, II-1, II-2, GG, ZZ, Y, and PP (Fresno Metropolitan Flood Control District 2013). The FMFCD is the lead agency for the permit with the City of Fresno, City of Clovis, County of Fresno, and California State University Fresno as co-permittees.

EXISTING CONDITIONS

requirements of the permit.⁷ Compliance with the permit presumes that the stormwater quality meets the requirements of the Clean Water Act and implementing regulations.

⁷ Fresno Metropolitan Flood Control District, 2013.

3. Demonstration Project

The second community townhall meeting for the project was a temporary installation that demonstrated how the streetscape improvements discussed at the first community meeting could transform Ventura/Kings Canyon corridor. Details on the project, including its purpose, the required permitting and other preparation for it, and an analysis of its success is presented in this chapter.

3.1 OVERVIEW

The purpose of the demonstration project was to gather the community to experience the proposed improvements in a temporary form, to receive public input from residents and businesses on the improvements, and to determine which of the temporary improvements should be implemented on a permanent basis throughout the corridor.

SITE SELECTION

While the Project Area is the 3-mile long corridor from First Street to Peach Avenue, the demonstration project was concentrated in one block for maximum effect with limited time and budget. The focus area was the block of Ventura Avenue between Orange Avenue and Seventh Street (see image, top right).



Ventura Avenue looking west from Seventh Street

DEMONSTRATION PROJECT



Castillo's Restaurant



Staging area

This site was selected for the following reasons:

- Castillo's Mexican Restaurant on Ventura Avenue at Seventh Street is an active destination on the corridor (see image, top left).
- A privately owned parking lot was made available for use as a staging area and location for the outdoor market (see image, middle left).

EVENT PLANNING

The demonstration project was planned to occur during November to avoid the heat of the summer. It took place on Friday, November 14th and Saturday, November 15th. Two months of preparation by the PlaceWorks team went into the event, which will be discussed in a later section of this chapter. Team Better Block and PlaceWorks arrived on Thursday, November 13th to begin preparations for the project, including gathering tools and materials.

In addition to the permitting process for the temporary event, a significant amount of other preparation went into the event, in both the months and days prior to it. Representatives from Team Better Block traveled to Fresno in October to meet in-person with business owners at the project site and potential sponsors.

On Friday night and Saturday morning, the planning team held community build workshops to prepare for the demonstration project. Members of the community were invited to sign up online or with the local community organizations for one or more of the following workshops: Pallet Furniture, Build a Parklet, and Street Repair. Students from Fresno State and Roosevelt High School, as well as community members and community organizers, gathered to learn to construct furniture using pallets and other salvaged materials, to build and install parklets placed in the parking lane on either side of the street to provide extra space for dining and visiting, and set up plants and trees, crosswalk striping, and other temporary measures in the street allowing for a safer more enjoyable environment for pedestrians and cyclists.

DEMONSTRATION PROJECT

EVENT FORMAT

The event itself was from 10 a.m. until 1 p.m. on Saturday, November 15, 2014. The community arrived to find the block transformed into a more walkable, inviting area. A temporary, colorful crosswalk; hundreds of plants and trees; outdoor cafe seating; entertainment, including a classic car show and the Roosevelt High School Mariachi Band; and an outdoor market attracted passerby and slowed traffic (see images, right). People stopped to visit the community organizations at the market and buy food from the local food vendors. The band drew large crowds during its performances in front of Castillo’s Restaurant and in the outdoor market. A short announcement was made to explain the purpose of the event and to encourage attendees to provide feedback on the improvements they wish to see become permanent along the corridor. Students, community organizers, and members of the planning team expressed delight and surprise at the transformation and wished the improvements and the activities could remain on a daily basis.

3.2 PROJECT PLAN AND COMPONENTS

A plan was developed for the demonstration project denoting where improvements would be made (see Figure 3.1). The various improvements that were installed for the demonstration project are described in the following pages. A description of how the elements were constructed and installed, as well as images, are provided.



Mariachi band in outdoor market





Car show

DEMONSTRATION PROJECT

Figure 3.1 Demonstration Plan



-  16 Trees
-  1000 SF of Landscaping

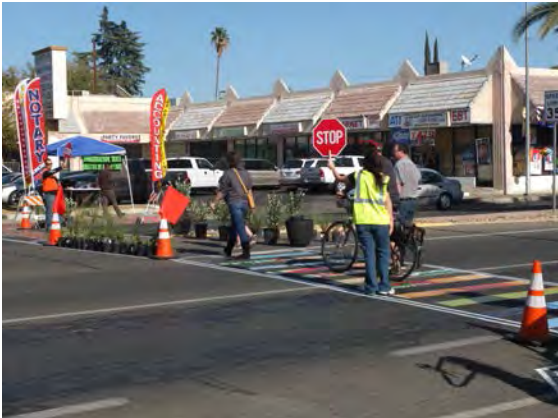
DEMONSTRATION PROJECT

HIGH VISIBILITY CROSSWALKS

Two new crosswalks were sited in the demonstration project. They were made from large, recycled decal stickers, like those that are adhered to large vehicles for advertising purposes. These large decals were cut into strips by participating volunteers (see image, top right). In the early morning hours before the event, the decal strips were applied across the roadway to form a crosswalk “ladder” (see image, middle right). Double strips of white duct tape were then used to define the boundary of the crosswalk (see image, bottom right).

PEDESTRIAN REFUGE ISLAND

A pedestrian refuge island was created where the crosswalk intersected the median. White duct tape and shrubs were used to define the space (see images below). Orange cones with flags were placed at either edge to mark the perimeter of the space and volunteer crossing guards were located on either side of the street to alert vehicles passing by. The island provided an area for pedestrians to pause before crossing the second half of the roadway.



Pedestrian refuge island in the new crosswalk

Preparation, installation and completion of temporary crosswalk

DEMONSTRATION PROJECT



Street trees and plants located in bulbout



A mid-block bulbout with trees and plants



Parklet with outdoor seating

STREET TREES AND PLANTING

Based on the Demonstration Plan, a local landscape architecture firm, Boussard Associates, prepared a landscape plan for the project, as shown in Figure 3.2. Tree Fresno donated 18 24-inch box trees and hundreds of plants for the day. The landscaping was used to delineate pedestrian space and circulation, as well as beautify the sidewalks and parklets (see image, top left).

SIDEWALK BULBOUTS

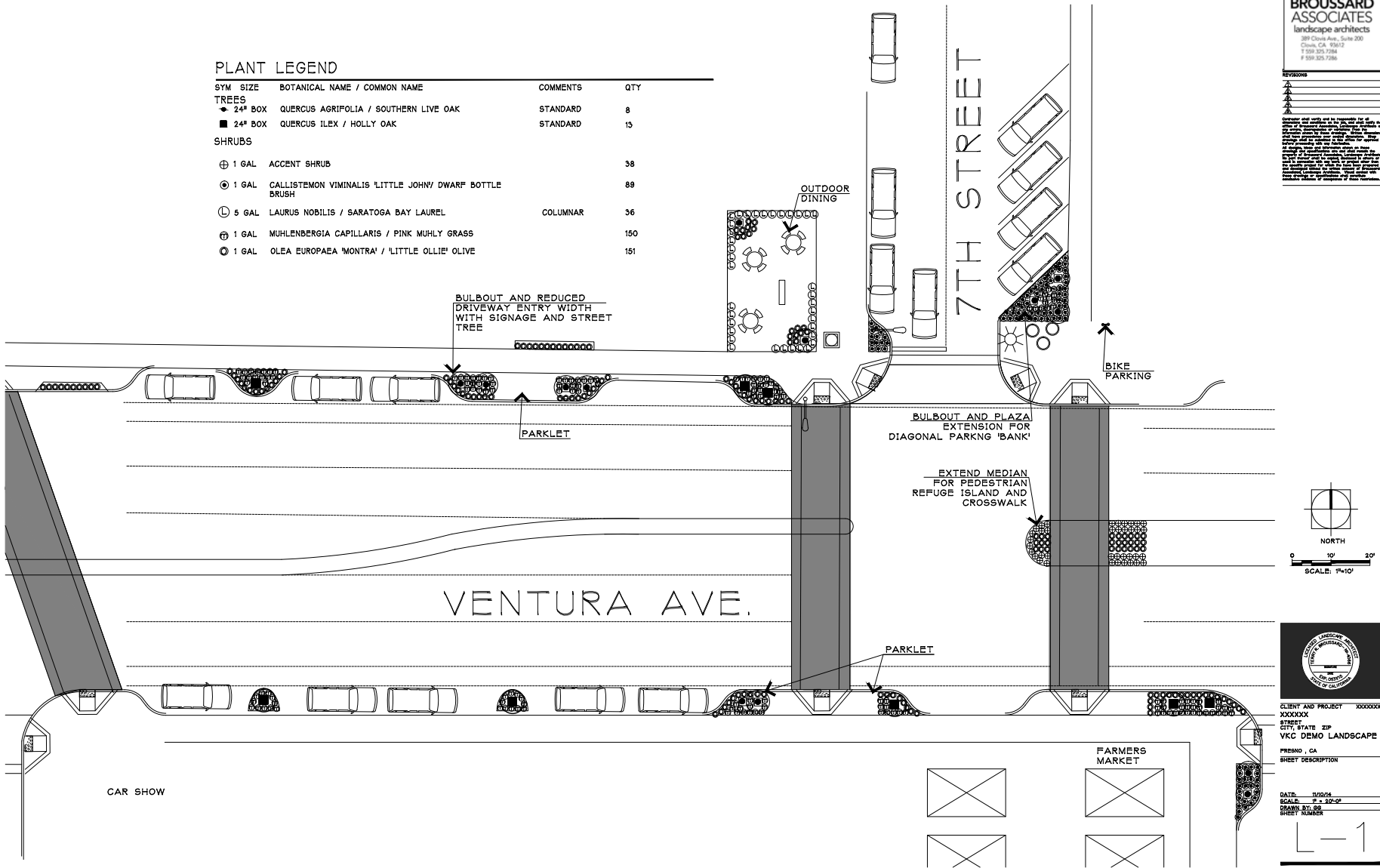
Sidewalk bulbouts were created at the intersection, as well as at mid-block locations in the form of parklets. As with the pedestrian refuge island, duct tape and plants were used to accentuate the bulbouts (see image, middle left). The bulbouts reclaimed streetscape for pedestrians while still maintaining enough space for adequate vehicle travel.

PARKLETS

Parklets, or mini parks in the parking lane, were constructed out of recycled pallets, sheets of plywood, and rope (see image, bottom left). Five parklets were located on both sides of the street; each took the space of one vehicle and built to the level of the sidewalk, providing extra wide sidewalks in key locations. They provided space for trees and landscaping, areas to sit and eat, as well as space for shopkeepers to sell their wares.

DEMONSTRATION PROJECT

Figure 3.2 Landscaping Plan



DEMONSTRATION PROJECT



Outdoor street furniture



Sidewalk sales



Diagonal parking on side streets

STREET FURNITURE

Volunteers made benches from recycled pallets that were cut, screwed together in the form of a bench, and painted bright colors (see image, top left). At the end of the event, volunteers were encouraged to take the pieces they made home for their own use.

BUSINESS ACTIVITY

Businesses were invited to sell items in the outdoor market located in the privately owned parking lot and along the sidewalk outside of their stores (see image, middle left). After the event, business owners reported being pleased to have the opportunity to sell their products outdoors and with the improvements that drew people to the area and into their establishments. If future demonstration projects occur, they would like to coordinate and advertise promotions in conjunction with the event.

DIAGONAL PARKING

Using white duct tape placed directly on the asphalt, in the same fashion as the sidewalk bulbouts and crosswalk borders, diagonal parking was designated along the east side of Seventh Street, north of Ventura Avenue (see image, bottom left). These side streets have ample right-of-way to accommodate diagonal parking.

DEMONSTRATION PROJECT

STREET LIGHT/BANNER POLES

Because the banner supports on the street light poles were not being used, they provided an opportunity to add eye-catching color to the block. Gloria’s Party Supply, the party store on the block, donated balloons and piñatas, which were hung on the banner supports for the event (see image, top right).

CORNER TREATMENT

A shipping container was placed at the northwest corner of the Ventura Avenue and Seventh Street intersection providing vertical definition to Castillo’s parking lot (see image, right). This container served as the demonstration project’s “information center” where the project team displayed boards about the project and encouraged feedback both verbally and through survey form, as described in the following section. This corner treatment provided the demonstration with a visual marker and brought the activity to the sidewalk’s edge, rather than set back behind the parking lot.

Figure 3.3 shows the before and after images of the event.

3.3 PERMITTING

Multiple months of planning and coordinating with City and Fresno COG staff to obtain a Traffic Plan Permit and Special Events Permit went into the preparation for the demonstration project (see Figure 3.4). The design of the temporary improvement types and their locations, as well as the logistics for constructing and breaking down the improvements, was revised numerous times to meet City requirements. Obtaining the permits also required hiring Alert-o-Lite to assist in safely implementing and removing the elements on the day of the event.



Piñatas on banner poles



Corner treatment and information center

DEMONSTRATION PROJECT

Figure 3.3 Before and After Images



Castillo's Restaurant (before)



Castillo's Restaurant (after)



Crosswalk Location (before)



Crosswalk Location (after)

DEMONSTRATION PROJECT



Parking Lot (before)



Parking Lot (after)



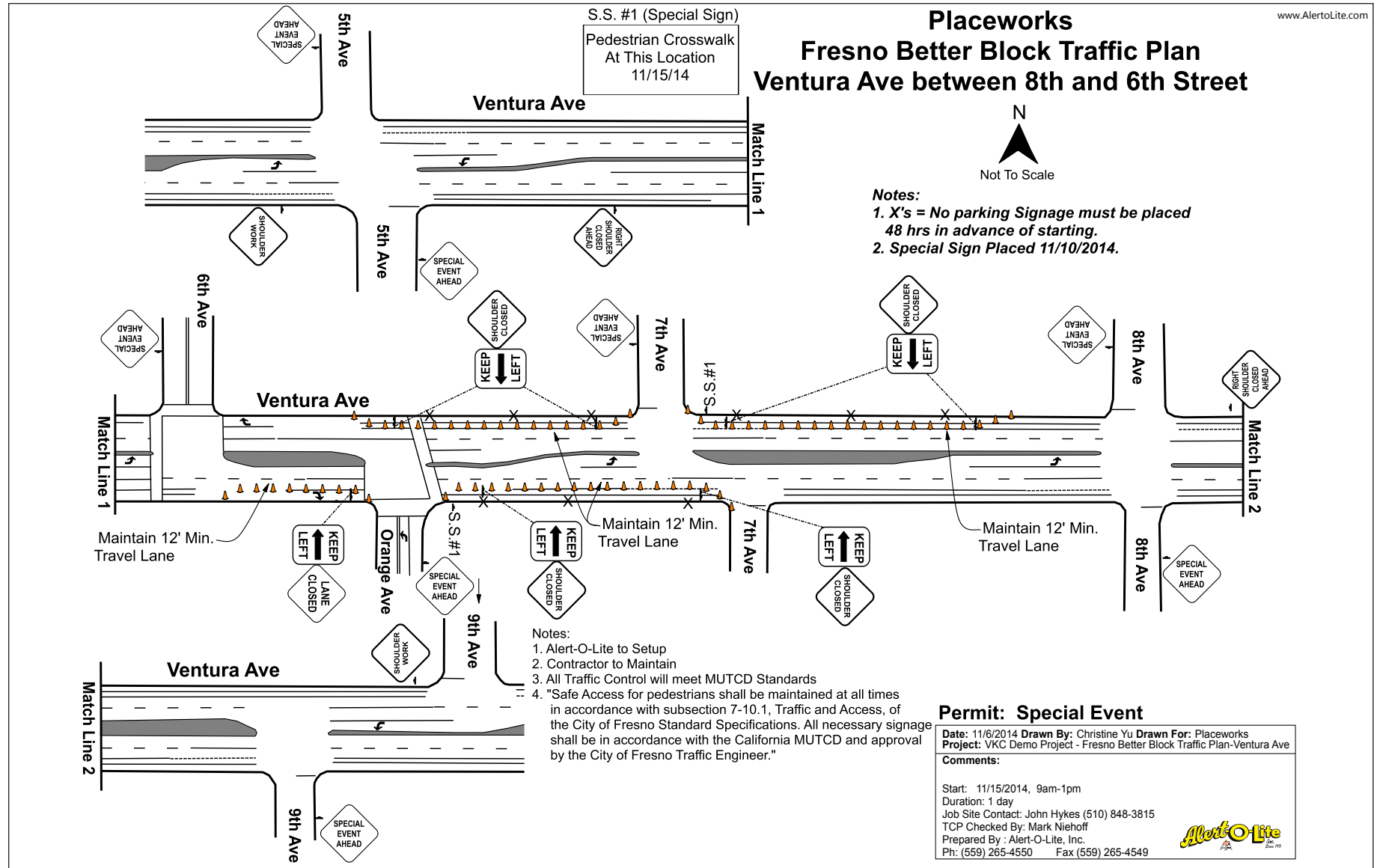
Ventura Avenue (before)



Ventura Avenue (after)

DEMONSTRATION PROJECT

Figure 3.4 Special Events Permit Traffic Plan



3.4 PUBLIC INPUT

The demonstration project’s information center included display boards with information about the project and asked passersby to answer the following questions:

- Do you like the high visibility crosswalks and their locations? Would you like these along Ventura/Kings Canyon? Where?
- Do you think the sidewalks are wide enough or should they be wider? Where?
- Do you like the additional street trees, seating, and bike racks and their locations? Would you like these along Ventura/Kings Canyon?
- Do you like the conversion of a parking space into a mini park (parklet)? Where do you think mini parks should be located?
- Do you like the separated bike lane? Or do you prefer a shared lane for bikes and automobiles (marked with a sharrow)?
- What events would you like to see in underutilized parking lots and vacant lots (for example, car shows, food trucks, outdoor dining, farmers markets, etc.)?
- What do you think would be the most important improvement to implement along Ventura/Kings Canyon?
- Do you have any suggestions for improvements that have not yet been identified? Please review the “Potential Corridor Improvements” board for ideas.

Attendees were encouraged to submit comment cards with their response to these questions and where they would like to see the improvements along the 3-mile corridor. Approximately 30 comment cards were filled out during the event.

DEMONSTRATION PROJECT

The filled-out comment cards, included as Appendix B, showed that respondents were pleased with the proposed street improvements, and a vast majority stated that they wanted all of the improvements implemented on the corridor. Bike lane improvements and high visibility crosswalks were noted the “most important improvement” by the highest number of people, seven and five, respectively. Widening the sidewalks, using the empty lots for events or community gardens, and improving street lighting were also noted as the most important improvements.

4. *Conceptual Plan*

4.1 OVERVIEW

This chapter describes the conceptual plan for the corridor, including recommendations and a “toolbox” of components that would revitalize the corridor by improving pedestrian and bicycle circulation and safety, beautifying and unifying the streetscape, and providing spaces for people to gather and spend time along the street. Many of the components were implemented temporarily during the demonstration project, as described in Chapter 3 of this Complete Streets Plan. This chapter presents how those temporary improvements, in addition to other improvements, can be implemented permanently. All proposals and plans are conceptual and will need to be reviewed and approved by the City of Fresno Public Works Department.

There are a number of areas along the corridor undergoing improvements or slated for improvements, which offer opportunities on which to build, including the BRT streetscape improvements, the streetscape improvements in front of Walmart, and the potential new development at the University Medical Center, as well as on the former Redevelopment Agency properties.

4.2 ONE CORRIDOR: MULTIPLE OPPORTUNITIES

As depicted in Chapter 2, Existing Conditions, the physical conditions differ along the 3-mile stretch of the Ventura-Kings Canyon corridor. The alignment, width, and nature of the road change, as do the size of the buildings and their distance from the sidewalk. For example, the width of the

CONCEPTUAL PLAN

street from curb to curb changes from 86 feet in the western part of the corridor to 104 feet in the eastern part.

These differences mean that there are different opportunities for positive improvement in different parts of the corridor. In the eastern half, the wider road and expansive surface lots in front of the stores means there is no need for on-street parking and more roadway is available for buffered bicycle lanes, which have additional separation from moving vehicles and are therefore safer. In the western half, the narrower road width means there is more opportunities for pedestrians to safely cross Ventura and for businesses to take advantage of foot traffic. It also means that vehicles are more aware of pedestrians and don't drive as fast. Even in this narrower street width, there are ways to improve the bicycle lanes by widening them as much as possible and using more visible markings. The on-street parking lane in this area provides a buffer between the travel lanes and the sidewalk and with new parklets and street tree planting, a more pleasant pedestrian experience can be achieved.

Despite these differences and the opportunities they present, the Ventura-Kings Canyon corridor is thought of as a single project in this Plan, and many of the proposed improvements are appropriate for the entire length of the corridor. Improved bicycle facilities are recommended all along the corridor, as well as street lighting and furnishings such as benches. Sidewalks are proposed to be widened as new development and/or development occurs. Parklets and highly visible crosswalks are recommended to be located at key locations to make walking and gathering along the corridor safer and easier, especially at high foot traffic areas, near schools, and other public facilities. Overall, the corridor can benefit from pedestrian refuge islands and median landscaping; as well as street trees to enhance the pedestrian experience and reduce the heat island effect. New signage, banners, and wayfinding will enhance the corridor's identity and sense of place.

In the future, the standards for travel lane widths and parking lanes may change and allow even more space to improve the pedestrian and bicycle experience along the corridor. These

opportunities should be reviewed periodically to ensure the corridor is being used in the safest, most comfortable way possible for its many users.

VENTURA AVENUE FROM FIRST STREET TO CEDAR AVENUE

In the short term, the Plan’s recommendations can enhance the streetscape by building on the “Main Street” character, commercial activity, and urban form in the western third of the corridor along Ventura Avenue between First Street and Cedar Avenue. This portion of the corridor has single-family homes facing the street and small businesses that generate significant foot traffic; they are close to the street and are locally owned so owners stand to benefit from immediate streetscape improvements and pedestrian amenities in front of their properties. Because it is mostly built up with active uses and the right-of-way in this segment is only 100 feet wide, it will be difficult to expand the sidewalks and add a buffer to the widened bike lanes without removing a travel lane or moving buildings and requiring easements on either side of the avenue. Although such measures are not ideal currently, narrowing or removing travel lanes may be possible in the long-term depending on changes in travel patterns and transportation technology. It is recommended that solutions for providing a greater bike buffer and wider sidewalks be studied in the long-term and should include close examination of tradeoffs. Despite the width constraints, the proposed streetscape enhancements and amenities will improve the pedestrian and bicycle experience.

KINGS CANYON ROAD FROM CEDAR AVENUE TO CHESTNUT AVENUE

At Cedar Avenue, the corridor transitions from Ventura Avenue to Kings Canyon Road. The roadway width remains 100 feet wide at Cedar Avenue and increases to 103 feet wide at Chestnut Avenue. This section would benefit from widened bike lanes, consistent street lighting and tree planting to beautify the area and reduce the heat island effect in the near term. New development along this

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section of the corridor and new uses within the University Medical Center pose major opportunities for widened sidewalks, increased foot traffic and will also trigger the need for increased amenities in the medium term. The notable constraint is the required investment. In the long term, this area has the greatest potential for change. New, mixed-use development could provide much-needed housing and services directly along the corridor, which, if designed in keeping with the City's goals will increase the eyes on the street and increase the number of pedestrians using the sidewalks and may reduce the perception of crime.

KINGS CANYON ROAD FROM CHESTNUT AVENUE TO PEACH AVENUE

Kings Canyon Road between Chestnut and Peach avenues experience 200-400 more peak hour trips than the corridor between First Street and Cedar Avenue on Ventura Avenue. The area is home to numerous big box regional retail establishments, including Home Depot and Walmart. The recent investment to the regional retail properties, the adjacent sidewalks, and landscaping on the eastern edge of the corridor has begun to generate more foot traffic in this auto-oriented area. However, the stores are set far back from the sidewalk and offer acres of parking between the sidewalk and the buildings; the area is the most auto-oriented of all the corridor's segments and will likely take the most work to make it more pedestrian-friendly. The community has identified the intersection at Winery Avenue and Kings Canyon Road as problematic. Traffic analysis shows that the northbound and southbound approaches on Winery Avenue experience substantial delays in the afternoon peak hour because of the permissive left-turns and no left-turn pockets. Future studies should assess whether the intersection should be added to the City's left-turn signal priority list to mitigate the problem by adding left turn pockets on both the northbound and southbound approaches on Winery Avenue.

In the near-term, fixing the few areas where the sidewalks and amenities abruptly stop will help improve the corridor's overall safety and is a priority. East of Helm Avenue near the Walmart

entrance, the roadway width increases to 110 feet and can accommodate a 3-foot buffer along the widened bike lane to provide protection from the fast-moving traffic. This should also occur in the near-term. In the medium-term, as development continues, additional streetscape improvements should be implemented, such as street tree planting and consistent street lights, as well as parking lot improvements that offer pedestrian walkways from the public sidewalks to the store entrances, and provide ample landscaping and tree planting to reduce the heat island effect. Parklets could be seen as a long-term improvement if more development is built along the edge of the sidewalk that would result in higher foot traffic.

Across all three segments discussed above, prioritized improvements include the proposed BRT stops, additional crosswalks at key intersections along Ventura/Kings Canyon, and filling in the gaps in the sidewalk network.

4.3 CORRIDOR IMPROVEMENTS

TOOLBOX COMPONENTS

Through the course of the project, the community and planning team identified a number of improvements that could benefit the corridor. These improvements are referred to “toolbox components” and are briefly defined below and will need Public Works’ design review and approval prior to implementation. See Figure 4.1 for examples of each toolbox component, and Chapter 5, Design Guidelines for more detailed descriptions.

- **Highly visible, striped crosswalks and flashing crosswalk lights.** Highly visible crosswalks are ideal at major intersections and in areas where pedestrian activity is high. At unsignalized intersections where there is high demand for pedestrian crossings and high vehicle speeds, flashing crosswalk lights are recommended. They are activated by pedestrians and begin to flash, signaling to the driver that pedestrians are crossing.

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Figure 4.1 Toolbox Components



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- **Wide and continuous sidewalks.** Wide sidewalks that allow people to pass each other without running into utility boxes or sidewalk furnishings (see image, top right). They must include ADA-compliant ramps for people traveling in wheelchairs or with strollers. In many areas along the corridor, additional sidewalk width should be gained from adjacent properties. When properties are redeveloped they should be setback from the existing sidewalk edge to provide for more space for plantings, foot traffic, and amenities.
- **Traffic-calming features.** These include bulbouts at intersections to reduce the length of roadway that pedestrians must cross (see image, middle right). Bulbouts also provide more space for sidewalk amenities, such as benches, street trees, and street lamps—all of which help reduce vehicle travel speeds.
- **Pedestrian median barriers.** Certain areas along the corridor are especially difficult for pedestrians to safely cross the street; in these areas the installation of median barriers that discourage pedestrian crossing and serve as public art for the corridor is recommended. The barriers can enhance safety and provide the area with more cultural and corridor-themed art.
- **Pedestrian refuge islands.** Because the corridor is as many as seven lanes wide at some intersections, it is important that people have a refuge in which to wait if they are unable to cross all lanes in one signal (see image, below far right).

- **Storefront and parking lot beautification.** Storefront improvements are desirable and applicable to the corridor, but are outside the public right-of-way and require coordination with property owners. Community organizations and property owners could seek grant money to initiate a façade improvement project partnership to rehab homes and buildings and increase landscaping (see images, right).



Storefront beautification



Wide and continuous sidewalk



Traffic-calming curb bulbout



Pedestrian refuge island and striped crosswalk

CONCEPTUAL PLAN



Street tree and furnishings

- **Landscaping and additional street trees.** Additional landscaping is desirable to reduce the heat island effect¹ along the corridor, provide more shade for pedestrians, and beautify the area. Landscaping should be drought-tolerant and be placed to avoid conflicts with vehicle sight lines.
- **Furnishings.** Street furnishings, such as benches, trash receptacles, and bike racks, make the corridor more usable by pedestrians and bicyclists. These furnishings should be strategically located out of the pedestrian walkway, and near BRT stops and high pedestrian activity areas (see image, left).
- **Themed banners and signage.** The corridor's character can be enhanced with themed banners and signage that announce the district to passersby and provide artistic representations of the diverse culture and attractions along the corridor. In addition to streetscape signage, individual business signage should be improved to better represent the offerings along the corridor. This may require examining the existing sign ordinance.
- **Consistent lighting.** One of the top priorities of residents and business owners along the corridor is increasing lighting and reducing crime. The placement and quality of street lights can help brighten the corridor and the alleys adjacent to the Project Area during the evening hours, help people feel safer, and reduce the perceptions of crime.
- **Improved bike lanes.** Although there are bike lanes throughout the Project Area, they are poorly marked and should be made safer. Buffered bike lanes have been recommended along the corridor where there is sufficient roadway width. In locations where buffers cannot fit, sharrows and bike lane striping are recommended to call drivers' attention to the presence of bicyclists.

¹ The heat island effect occurs in urban areas with significant amounts of asphalt and concrete that result in higher temperatures. Tree canopy can greatly reduce the effect of heat islands and reduce air temperatures by 10 degrees, and surface temperatures by 20-45 degrees. Trees and Vegetation, US Environmental Protection Agency, July 2014.

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- **Parklets.** The corridor does not have many areas for small gatherings, nor does it have wide sidewalks that allow for outdoor seating. Parklets, which take the place of one on-street parking space, should be considered at key locations where restaurants, cafes, or areas of high pedestrian activity are located. They can accommodate seating, planting, passive recreation, and provide interest on the street (see image, right).
- **Vacant lot uses.** Food trucks, farmers markets, and car shows are some of the ways to temporarily bring life back to the corridor in vacant or underutilized lots. Long-term uses should include parks or playgrounds, as well as opportunities for mixed-use development and housing.

The corridor is divided into the following six half-mile segments, presented from west to east, to best illustrate the proposed improvements. Each segment is located on Figure 4.2 for reference. The six segments include:

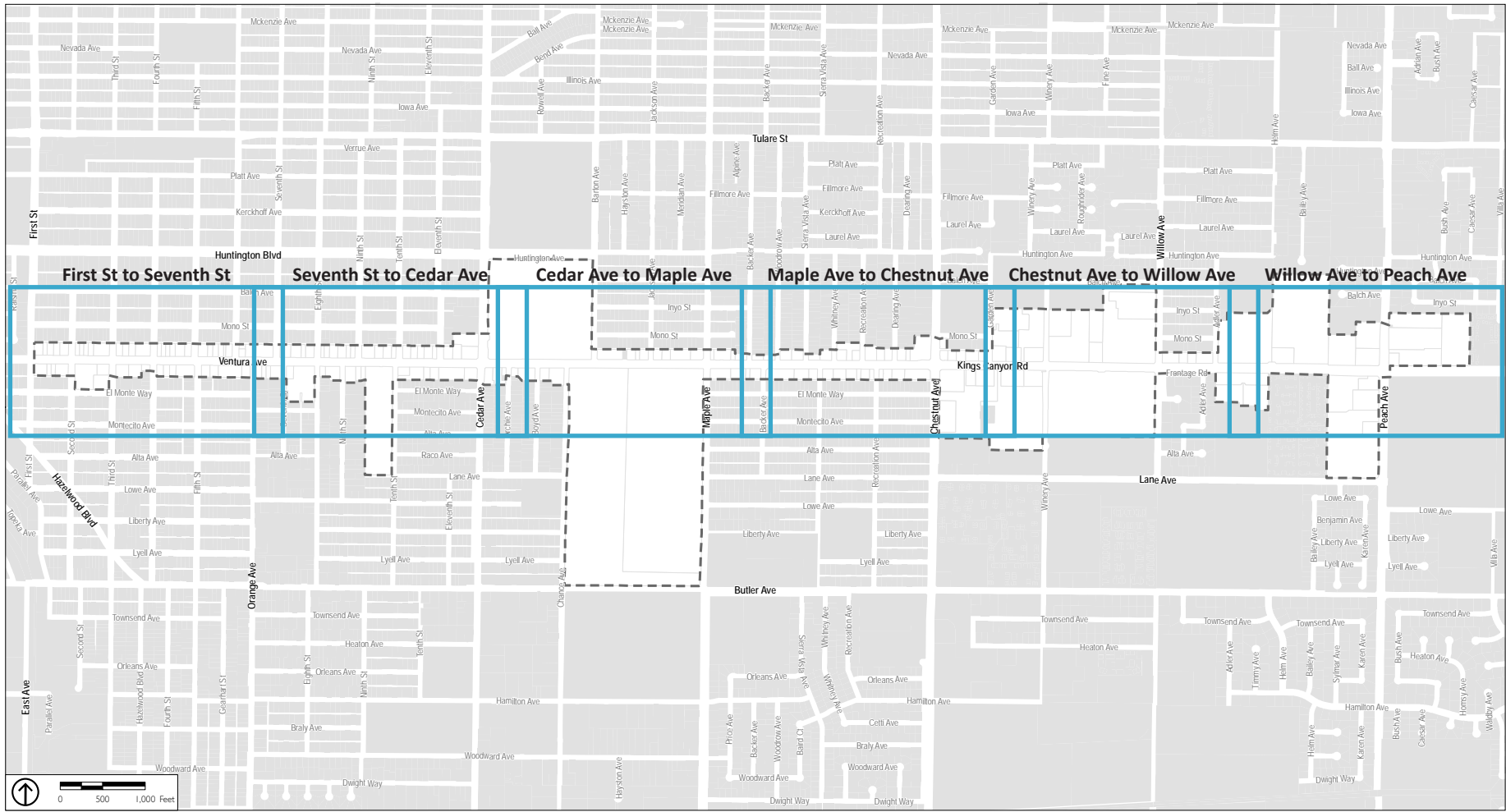
- Figure 4.3 First Street to Orange Avenue
- Figure 4.4 Orange Avenue to Cedar Avenue
- Figure 4.5 Cedar Avenue to Maple Avenue
- Figure 4.6 Maple Avenue to Chestnut Avenue
- Figure 4.7 Chestnut Avenue to Willow Avenue
- Figure 4.8 Willow Avenue to Peach Avenue



Parklet with seating and landscaping

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Figure 4.2 Corridor Segments Key Map



Source: PlaceWorks, 2014; FCOG, 2014; Fehr and Peers, 2014.



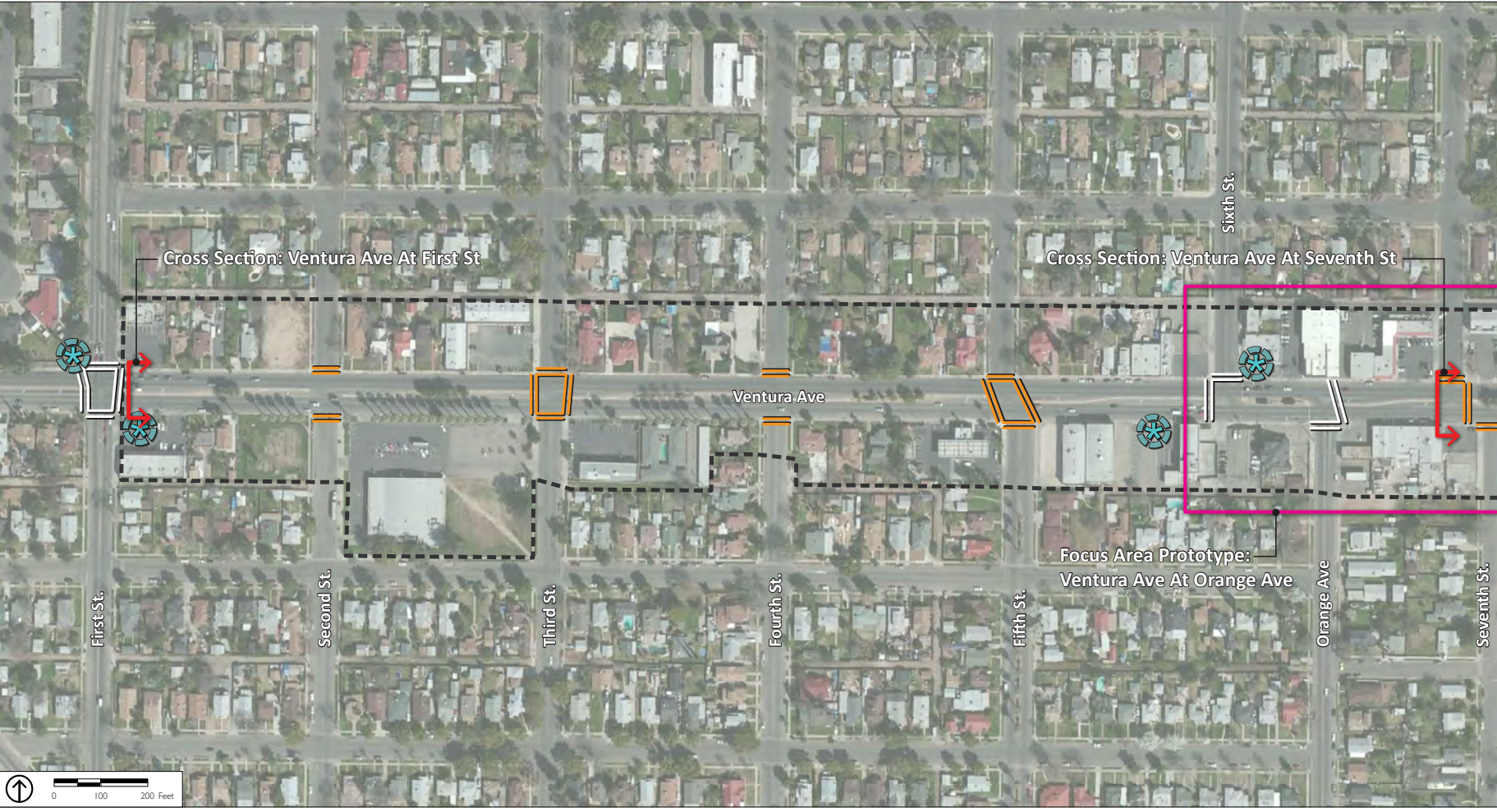
-  Project Area Boundary
-  Segment Locations

Figure 4.3 First Street to Orange Avenue Corridor-Wide Improvements

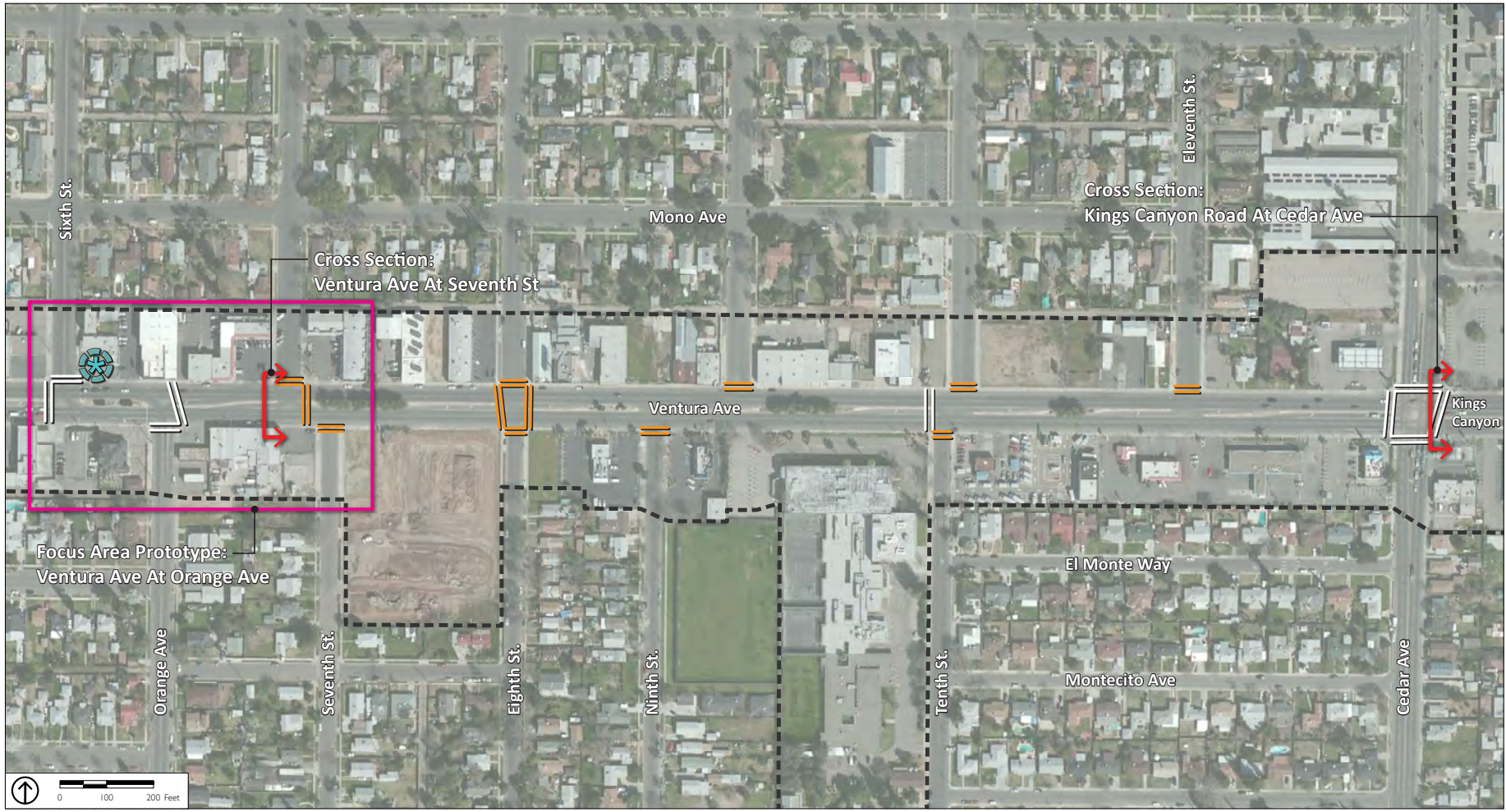


Source: PlaceWorks, 2014; FCOG, 2014; Fehr and Peers, 2014.

- Proposed BRT Stop
- Proposed Pedestrian Crosswalk (High Visibility)
- Focus Area Proto Type Location
- Project Boundary
- Existing Pedestrian Crosswalk
- Cross Section Location

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Figure 4.4 Orange Avenue to Cedar Avenue Corridor-Wide Improvements









- Proposed BRT Stop
- Proposed Pedestrian Crosswalk (High Visibility)
- Focus Area Proto Type Location
- Project Boundary
- Existing Pedestrian Crosswalk
- Cross Section Location

Figure 4.5 Cedar Avenue to Maple Avenue Corridor-Wide Improvements



Source: PlaceWorks, 2014; FCOG, 2014; Fehr and Peers, 2014.

-  Proposed BRT Stop
-  Proposed Pedestrian Crosswalk (High Visibility)
-  Focus Area Proto Type Location
-  Existing Pedestrian Crosswalk
-  Cross Section Location
-  Project Boundary

CONCEPTUAL PLAN

Figure 4.6 Maple Avenue to Chestnut Avenue Corridor-Wide Improvements



Source: PlaceWorks, 2014; FCOG, 2014; Fehr and Peers, 2014.







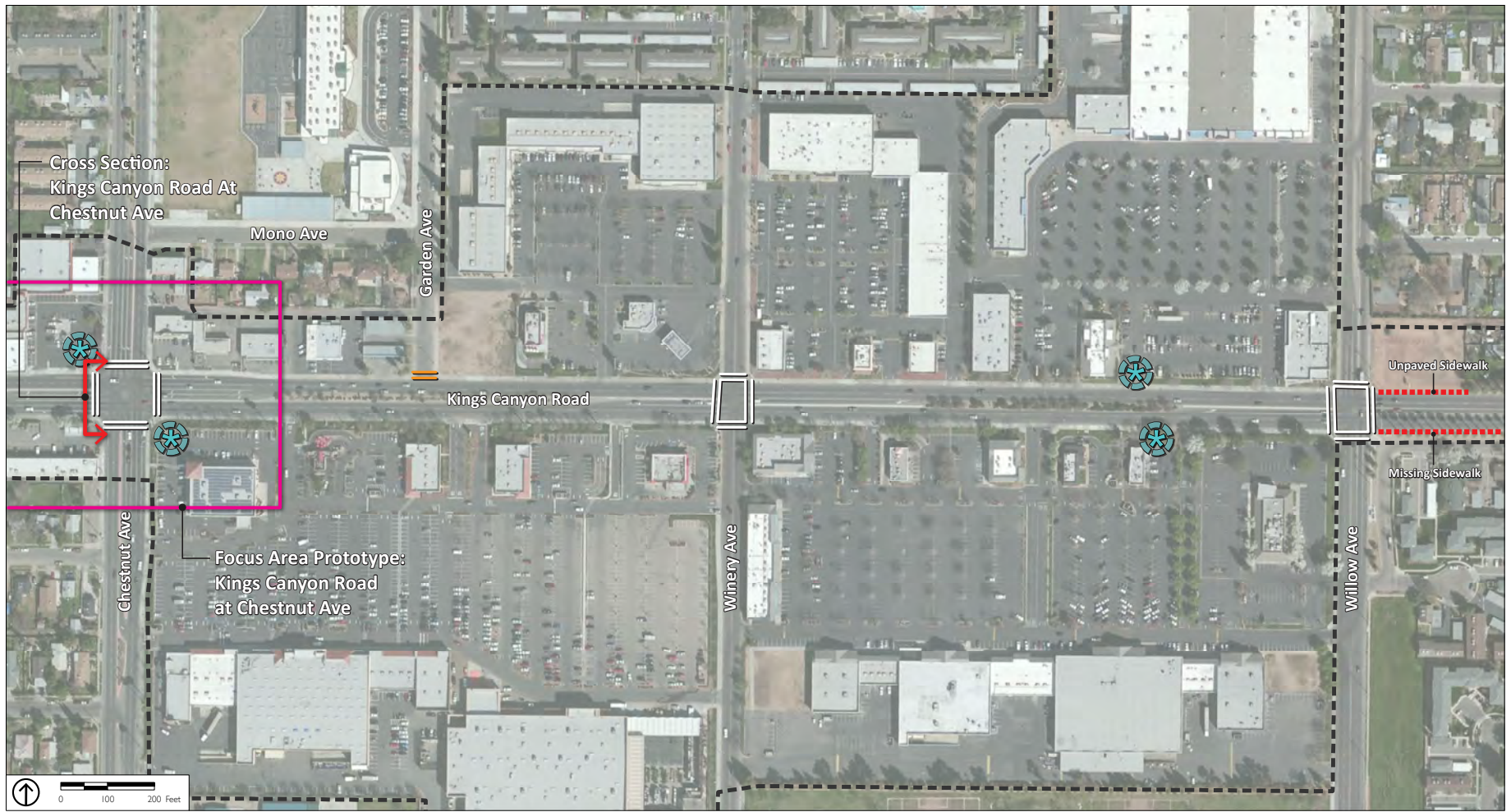
-  Proposed BRT Stop
-  Proposed Pedestrian Crosswalk (High Visibility)
-  Focus Area Proto Type Location
-  Project Boundary
-  Existing Pedestrian Crosswalk
-  Cross Section Location

Figure 4.7 Chestnut Avenue to Willow Avenue Corridor-Wide Improvements



Source: PlaceWorks, 2014; FCOG, 2014; Fehr and Peers, 2014.

-  Proposed BRT Stop
-  Fix Missing/Unpaved Sidewalk
-  Project Boundary
-  Proposed Pedestrian Crosswalk (High Visibility)
-  Focus Area Proto Type Location
-  Existing Pedestrian Crosswalk
-  Cross Section Location

CONCEPTUAL PLAN

Figure 4.8 Willow Avenue to Peach Avenue Corridor-Wide Improvements



Source: PlaceWorks, 2014; FCOG, 2014; Fehr and Peers, 2014.

-  Proposed BRT Stop
-  Proposed Pedestrian Crosswalk (High Visibility)
-  Focus Area Proto Type Location
-  Fix Missing/Unpaved Sidewalk
-  Project Boundary
-  Existing Pedestrian Crosswalk
-  Cross Section Location

CONCEPTUAL PLAN

PROPOSED BRT STOPS

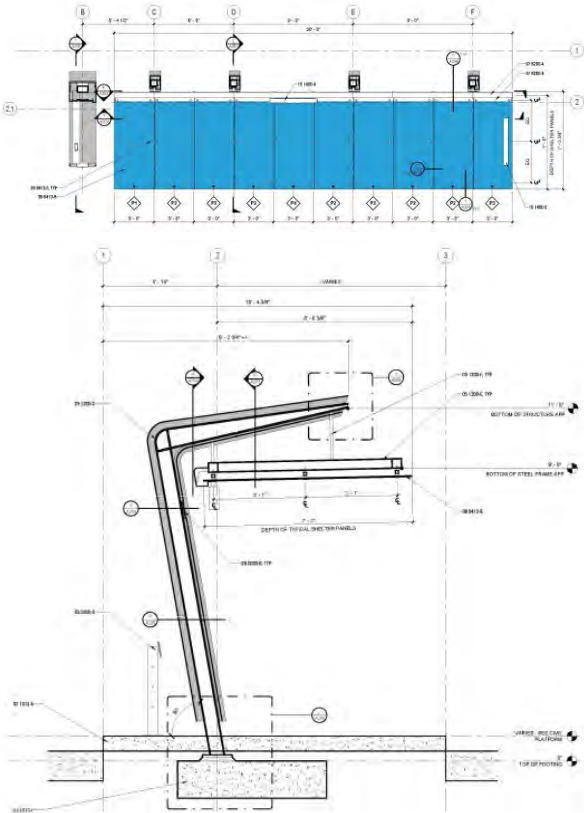
As described in Chapter 2, Existing Conditions, BRT is proposed along the corridor. There are seven proposed BRT stops in the Project Area, each with a stop in the westward direction on the north side of the street and stop in the eastward direction on the south side of the street. The seven proposed BRT stops are located around the following intersections (shown on Figures 4.3 to 4.8):

- Stop #20 First Street
- Stop #21 Sixth Street
- Stop #22 Cedar Avenue
- Stop #23 Maple Avenue
- Stop #24 Chestnut Avenue
- Stop #25 Winery Avenue
- Stop #26 Peach Avenue

The design development of the proposed BRT stops is still in progress, but the current design is to maximize the pedestrian realm, with bulbouts where existing right-of-way allows, typically on the western edge of the corridor. Each BRT stop will include a shelter, pay station, trash receptacle, bench, bike rack, and lighting (see images, right). The outer travel lanes will be a minimum of 14-feet in width, serving as the BRT stop, as well as a shared-lane for personal vehicles and bicycles. The bus stops may be painted red with sharrows to call attention to the multiple users at these locations.

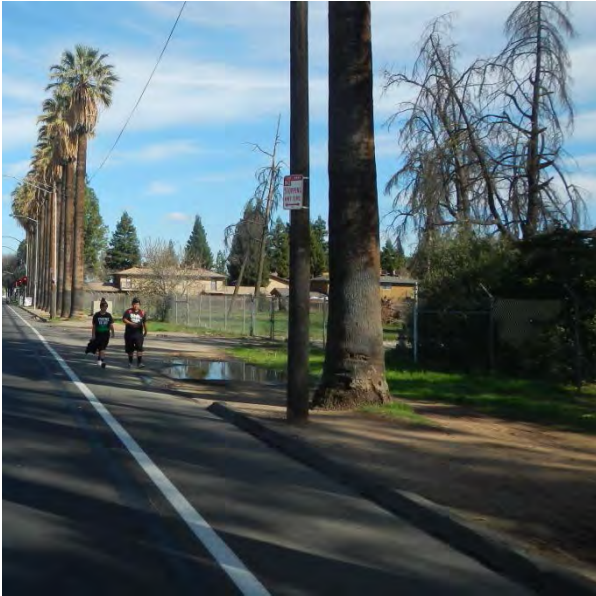
HIGHLY VISIBLE CROSSWALKS

There are only 19 marked crosswalks across the 3-mile corridor, and they are typically 1/4 to 1/5-mile apart on average. While marked crosswalks can slow down traffic, it is not ideal for this designated BRT route. Adding highly visible crosswalks would greatly improve pedestrian



Proposed BRT Stop in Plan, Elevation, and Perspective
 (Kimley Horn Associates – 60% Redesign Submittal)

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Missing sidewalk on south side of Kings Canyon Road

circulation and safety, and provide safe routes to schools. New highly visible crosswalks should be strategically located around the western end of the corridor to support the “Main Street character” with active storefronts, outdoor seating, and pedestrian oriented design as designated in the City of Fresno’s General Plan. Crosswalks should be located at the following intersections (see Figures 4.3 and 4.4):

- Third Street
- Fifth Street
- Eighth Street

High-visibility crosswalks should also be marked at the intersections with all side streets to emphasize continuous pedestrian connectivity along the north and south sides of the corridor.

SIDEWALK IMPROVEMENTS

The majority of the corridor has concrete sidewalks, located on either side of the roadway, that are a minimum of 7-feet in width, but there are areas where the sidewalk is not continuous. For example, directly east of Willow Avenue, the sidewalk on both sides of Kings Canyon Road is missing and/or unpaved, as shown in the image, left and in Figure 4.8. These sidewalks will be constructed as the adjacent parcels are developed, which will create a complete continuous sidewalk along the entire length of the corridor.

ALLEY IMPROVEMENTS

Much of the corridor has parallel alleys that could benefit with additional, consistent lighting, including pedestrian-scaled lighting. Basic physical improvements to clean, green and prevent blight along the alleys could be addressed by neighborhood cleanups to remove trash and other debris.

Grading and paving the alleys with permeable surfaces that allow for stormwater filtration can help improve the perception of the alleys as unkempt and unsafe.

PROGRAMMATIC IMPROVEMENTS

In addition to the physical improvements recommended in this Plan, the area will greatly benefit from on-going maintenance and enforcement. This should be coordinated between the City of Fresno and neighborhood organizations so that desired results are met in regard to cleanliness, vagrancy, vandalism, and enforcement of City ordinances on private property.

4.5 FOCUS AREA PROTOTYPES

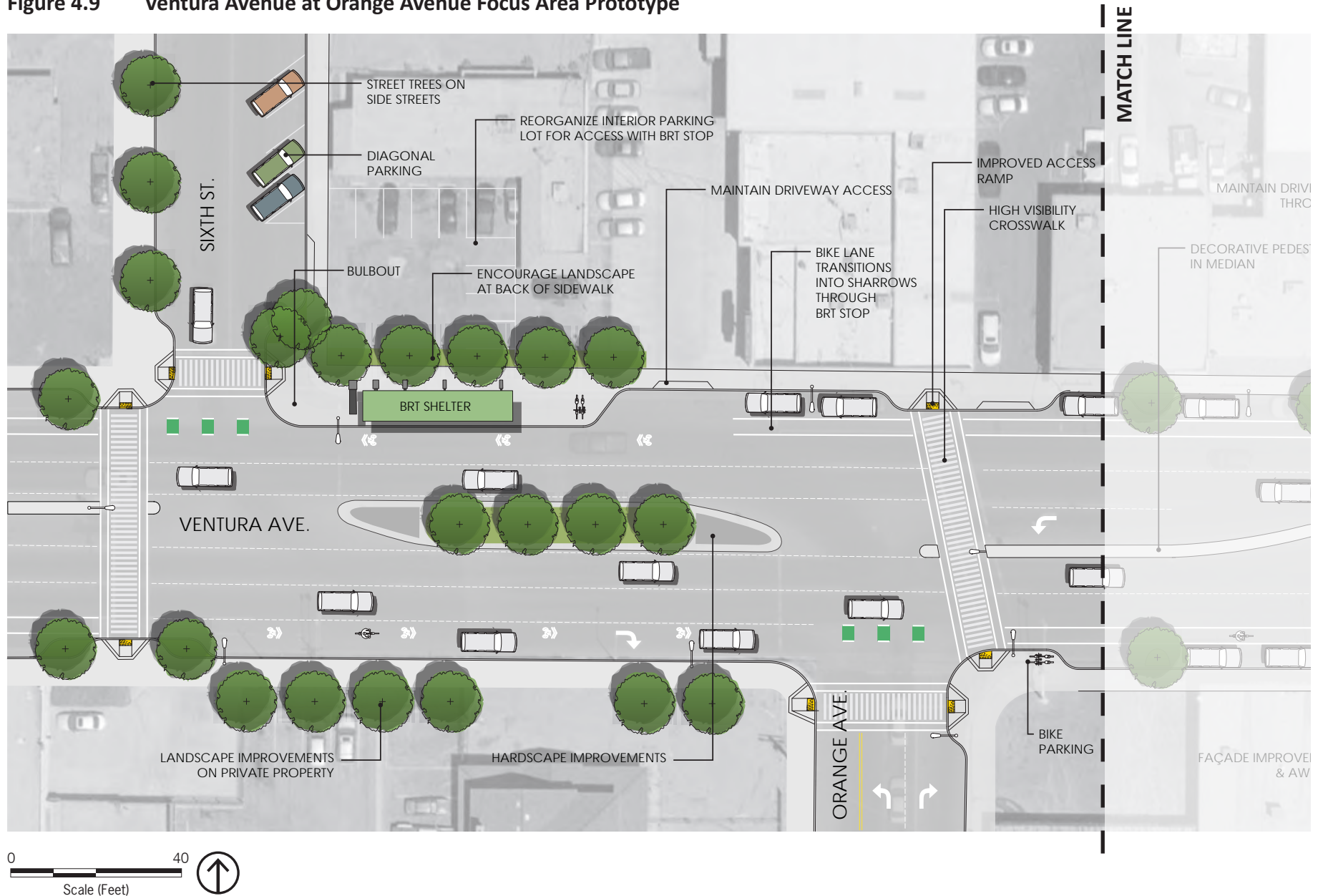
Two focus areas, one on the west side of the corridor and one on the eastside of the corridor, were selected and designed in more detail than the corridor-wide improvement plans to exemplify how the toolbox components could be implemented at the block scale. The two locations were selected because they represent the various configurations of the corridor and provide an opportunity to demonstrate how the toolbox components can be applied in different contexts. Both areas include BRT stops. The focus area prototype locations are identified on the corridor-wide improvement plans (Figures 4.3 to 4.8), and the designs are illustrated in Figure 4.9 and Figure 4.10. Each focus area is described in the following sections.

VENTURA AVENUE AT ORANGE AVENUE FOCUS AREA PROTOTYPE

The Ventura Avenue at Orange Avenue focus area prototype (Figure 4.9) was developed from the demonstration project and was expanded to show the entire north side block from Sixth Street to

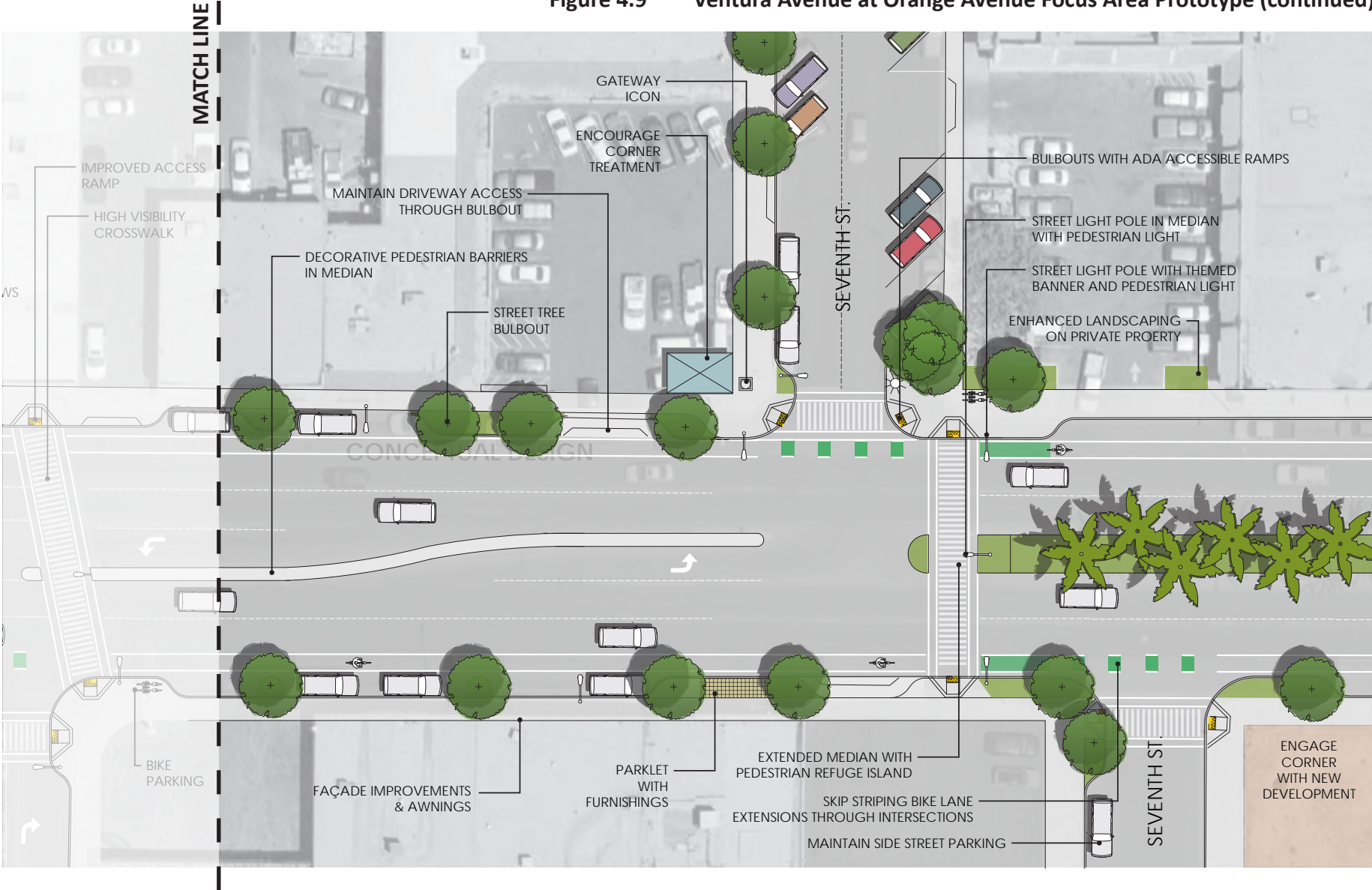
CONCEPTUAL DESIGN

Figure 4.9 Ventura Avenue at Orange Avenue Focus Area Prototype



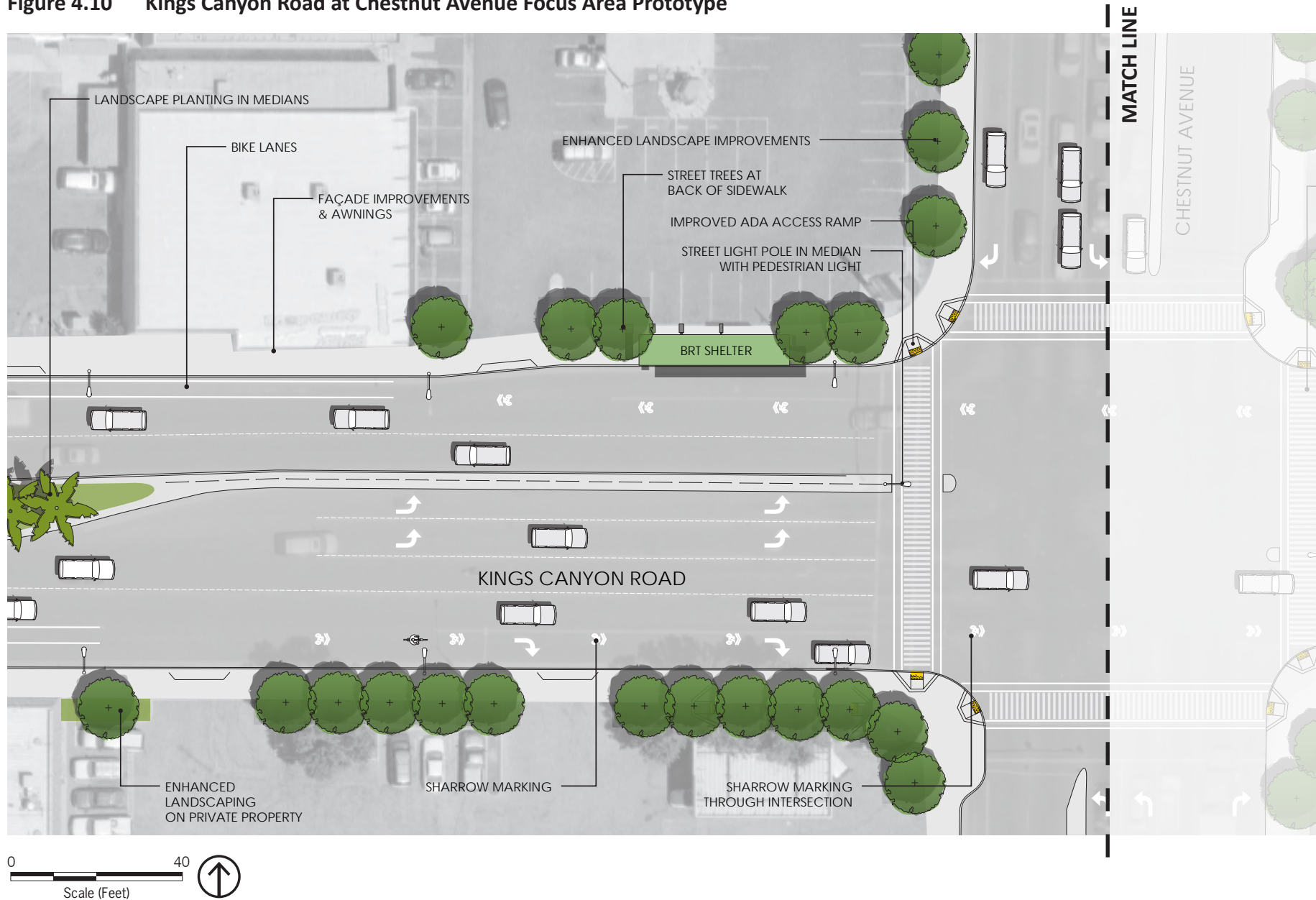
CONCEPTUAL PLAN

Figure 4.9 Ventura Avenue at Orange Avenue Focus Area Prototype (continued)



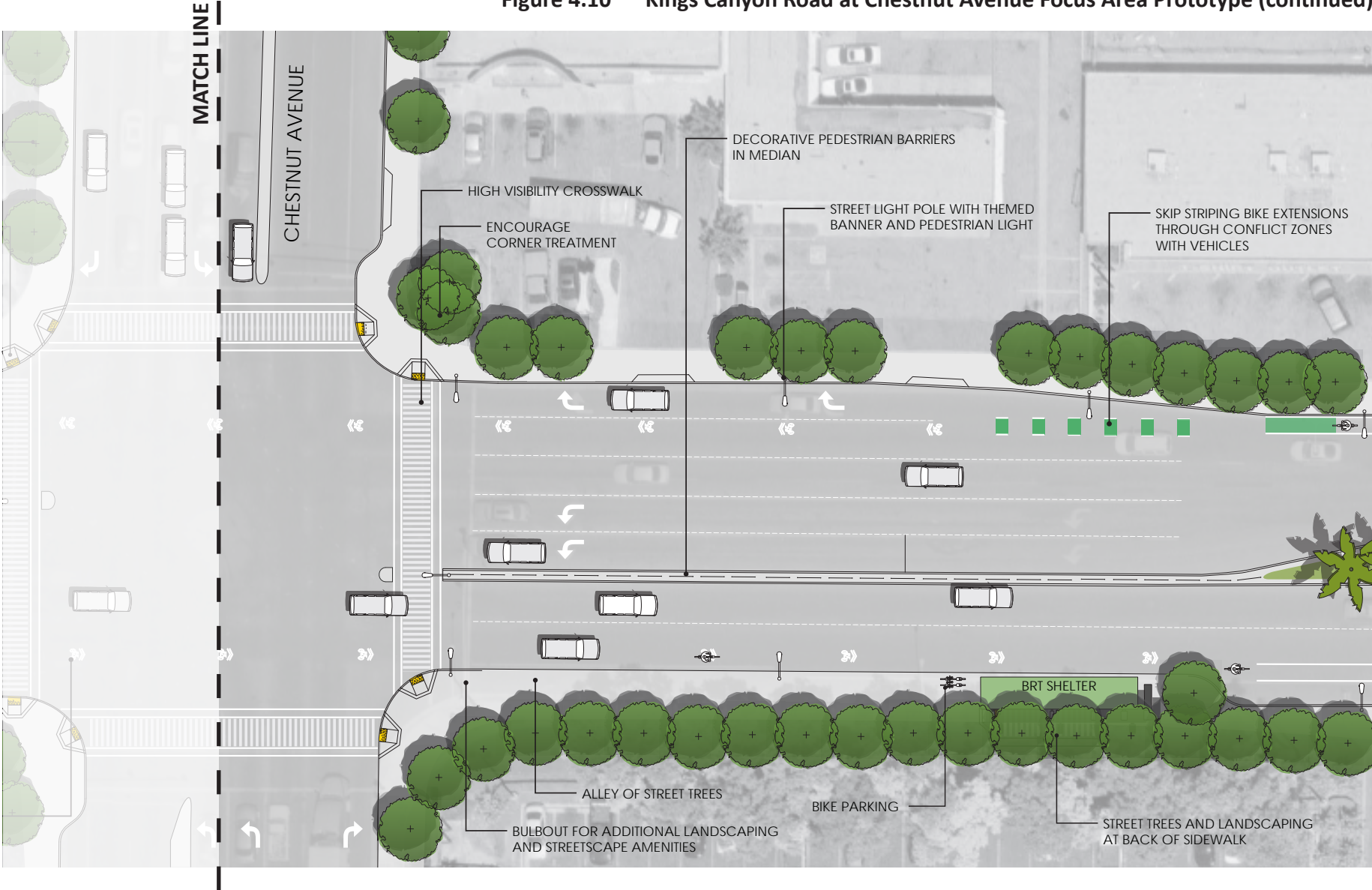
CONCEPTUAL DESIGN

Figure 4.10 Kings Canyon Road at Chestnut Avenue Focus Area Prototype



CONCEPTUAL PLAN

Figure 4.10 Kings Canyon Road at Chestnut Avenue Focus Area Prototype (continued)



CONCEPTUAL PLAN

Seventh Street. The prototype illustrates how and which toolbox components created temporarily during the demonstration project could be installed permanently. The following improvements are considered appropriate at this location:

- Improve the existing marked crosswalks across Ventura Avenue at Sixth Street and Orange Avenue to be highly visible.
- Install new high visibility crosswalks across Ventura Avenue at Seventh Street, and across all cross-streets.
- Maintain 6-foot minimum crosswalks along both sides of Ventura Avenue, and widen the pedestrian realm where feasible with mid-block and intersection bulbouts.
- Extend the median at crosswalk locations to create pedestrian refuge islands where feasible.
- Add decorative pedestrian barriers in the medians between crosswalk locations to discourage pedestrians from crossing unsafely.
- Emphasize continuous bicycle routes with designated Class II bike lanes (between Orange Avenue and Seventh Street) or Class III bikeways with sharrow markings (between Sixth Street and Orange Avenue).
- Use painted skip-striping to ensure the bicycle route is visible through high-conflict zones, such as intersections. Skip-striping is usually done with alternating rectangles of green paint so drivers are aware of bike lanes.
- Implement diagonal parking in the wide side streets to maximize parking spaces in the area.
- Add street furniture, such as benches, trash and recycling receptacles, and bike racks, where they will not impede the flow of pedestrian circulation, particularly at BRT stops and near high-activity pedestrian areas. The BRT shelter design includes trash receptacles, lighting and benches.
- Install additional street lights to improve lighting and perceptions of safety.

- Install street and pedestrian lights in the median at pedestrian refuge island locations.
- Add pedestrian lights and themed banners to all existing and new street light poles.
- Plant additional street trees and landscaping in the wider medians to beautify the street and minimize impervious surfaces.
- Plant additional street trees and landscaping along either side of the corridor in bulbouts or at the back of sidewalk where feasible.
- Encourage landscape improvements along the street edge on private property, including additional trees, potentially in partnership with Tree Fresno. Planting should not hamper sight lines.
- Encourage façade improvements, such as awnings, to the structures that front the corridor.
- Encourage corner treatment on private property with landscaping, public art, and/or architectural elements.

KINGS CANYON ROAD AT CHESTNUT AVENUE FOCUS AREA PROTOTYPE

The second focus area prototype features the intersection of Kings Canyon Road and Chestnut Avenue showing the recommended improvements approximately 250 feet to both the east and west (see Figure 4.10). Improvements, such as street trees, street/pedestrian lights, and street furniture, would continue in either direction for the length of the corridor. The prototype illustrates which toolbox components could be installed permanently at this location. The following improvements are considered appropriate at this location:

- Improve all four existing marked crosswalks at the intersection with Chestnut Avenue to be highly visible.

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- Maintain the 6- to 10-foot minimum crosswalks along both sides of Kings Canyon Road, and widen the pedestrian realm where feasible with intersection bulbouts.
- Widen the median at crosswalk locations to create pedestrian refuge islands where feasible.
- Add decorative pedestrian barriers in the medians between crosswalk locations to discourage pedestrians from crossing.
- Emphasize continuous bicycle routes by adding sharrow markings through the intersection and adjacent to the turning lane where the right-of-way is not wide enough for Class II bike lanes.
- Use painted skip-striping to ensure the bicycle route is visible through high-conflict zones, such as right turn lanes. Skip-striping is usually done with alternating rectangles of green paint so drivers are aware of bike lanes.
- Add street furniture, such as benches, trash and recycling receptacles, and bike racks, where they will not impede the flow of pedestrian circulation, particularly at BRT stops and near high-activity pedestrian areas.
- Install additional street lights to improve lighting and perceptions of safety.
- Install street and pedestrian lights in the median at pedestrian refuge island locations.
- Add pedestrian lights and themed banners to all existing and new street light poles.
- Plant additional street trees and landscaping in the wider medians to beautify the street, reduce the heat in the summer months, and minimize impervious surfaces.
- Plant additional street trees and landscaping along either side of the corridor in bulbouts or at the back of sidewalk where feasible (i.e. create an alley of trees).
- Encourage landscape improvements along the street edge on private property, including additional trees, potentially in partnership with Tree Fresno. Planting should not hamper site lines.

- Encourage façade improvements, such as awnings, attractive signage, and fresh paint, to the structures that front the corridor.
- Encourage corner treatment on private property, with landscaping, public art, and/or architectural elements.

4.7 STREET CROSS-SECTIONS

To provide additional information regarding the proposed improvements along the corridor, six cross-sections were cut at the following locations, from west to east:

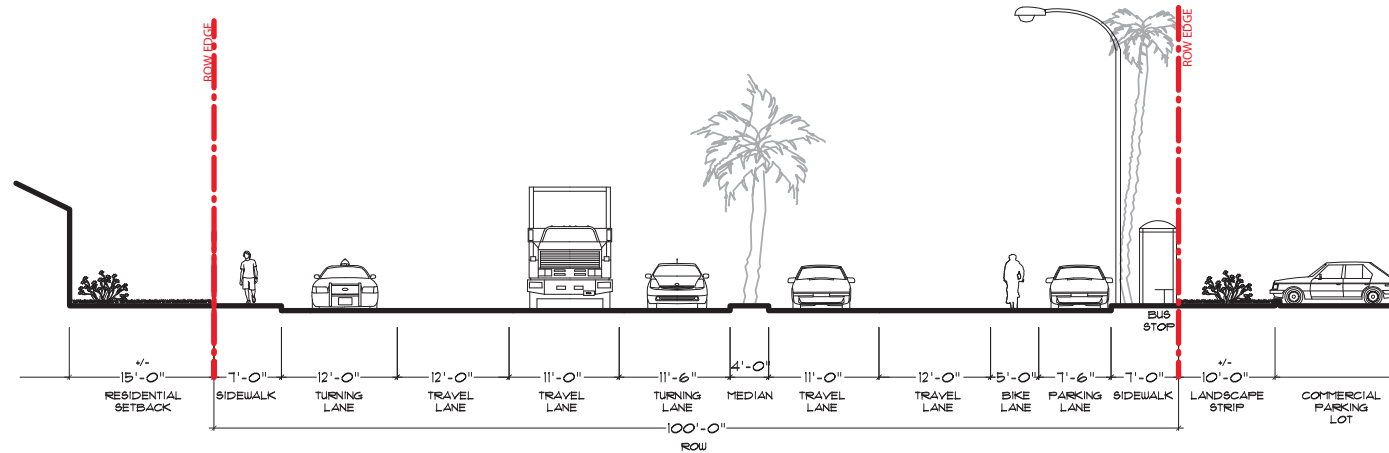
- Figure 4.11 First Street
- Figure 4.12 Seventh Street
- Figure 4.13 Cedar Avenue
- Figure 4.14 Chestnut Avenue
- Figure 4.15 Walmart Entrance
- Figure 4.16 Peach Avenue

Each figure shows the existing condition and the proposed design. The existing condition cross-sections are the same as those presented in Chapter 2. The specific dimensions and components in the proposed cross-sections are only relevant for that specific location, but the proposed improvements are intended to be corridor-wide where appropriate. Elements illustrated the proposed cross-sections include:

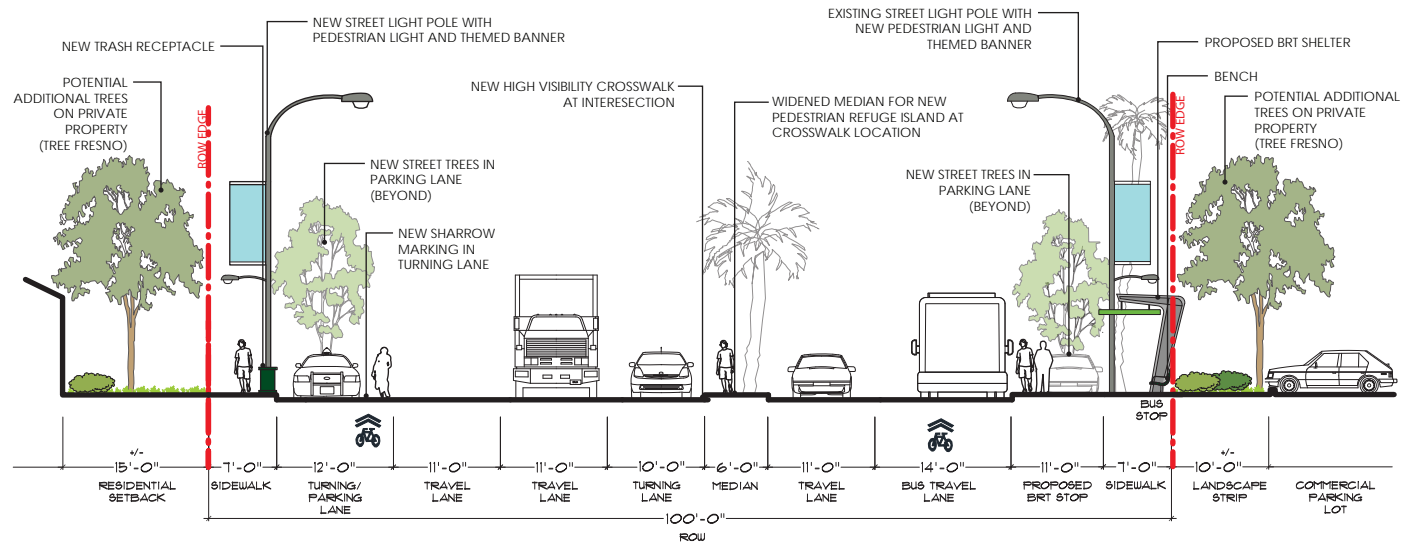
- Proposed BRT shelters.
- Widened medians for new pedestrian refuge islands at crosswalk locations.
- New decorative pedestrian barriers in medians between crosswalk locations.
- New sharrow markings adjacent to the turning lane.

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Figure 4.11 Ventura Avenue at First Street Cross Sections (East Side Looking East)

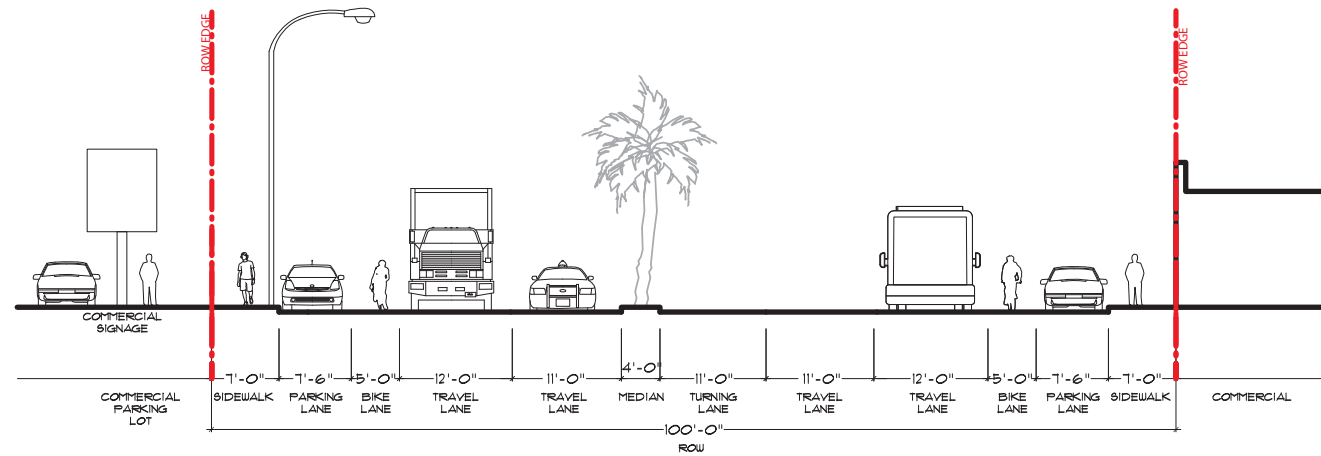


EXISTING SECTION

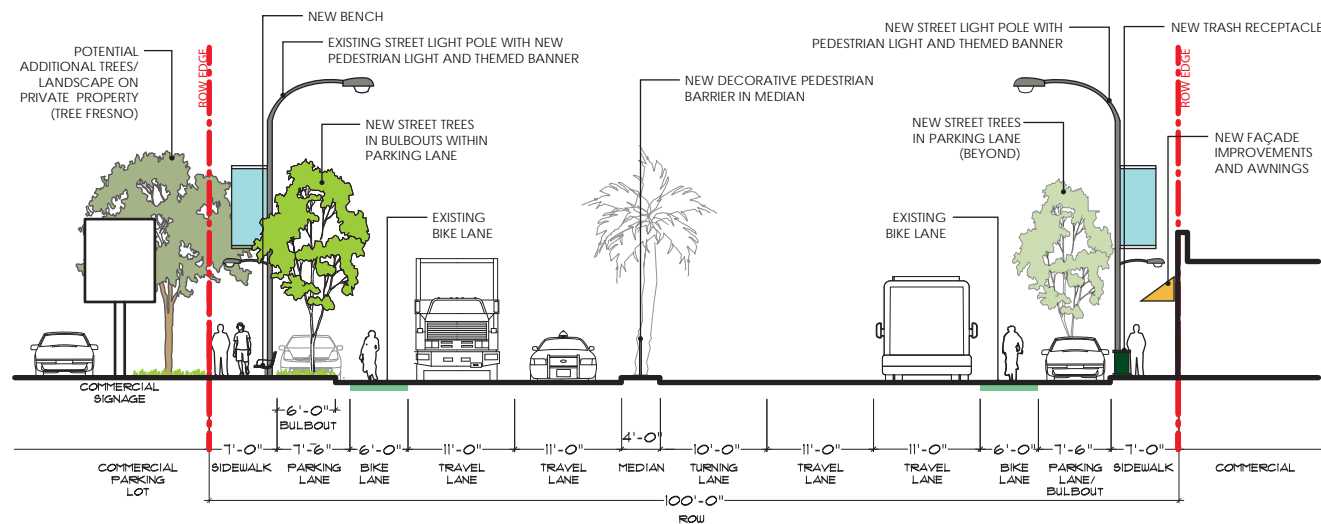


PROPOSED SECTION

Figure 4.12 Ventura Avenue at Seventh Street Cross Sections (West Side Looking East)



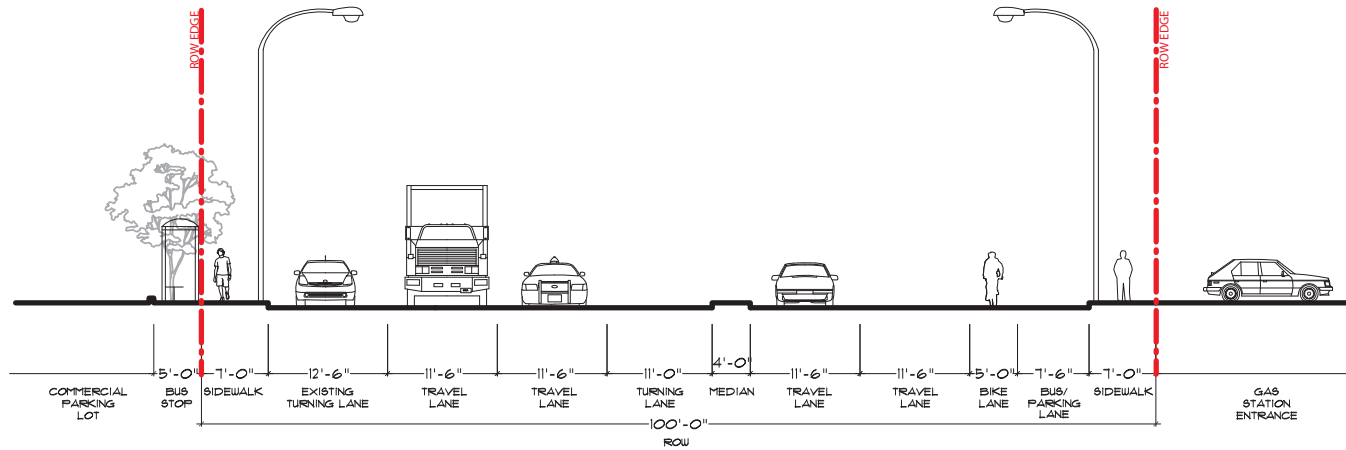
EXISTING SECTION



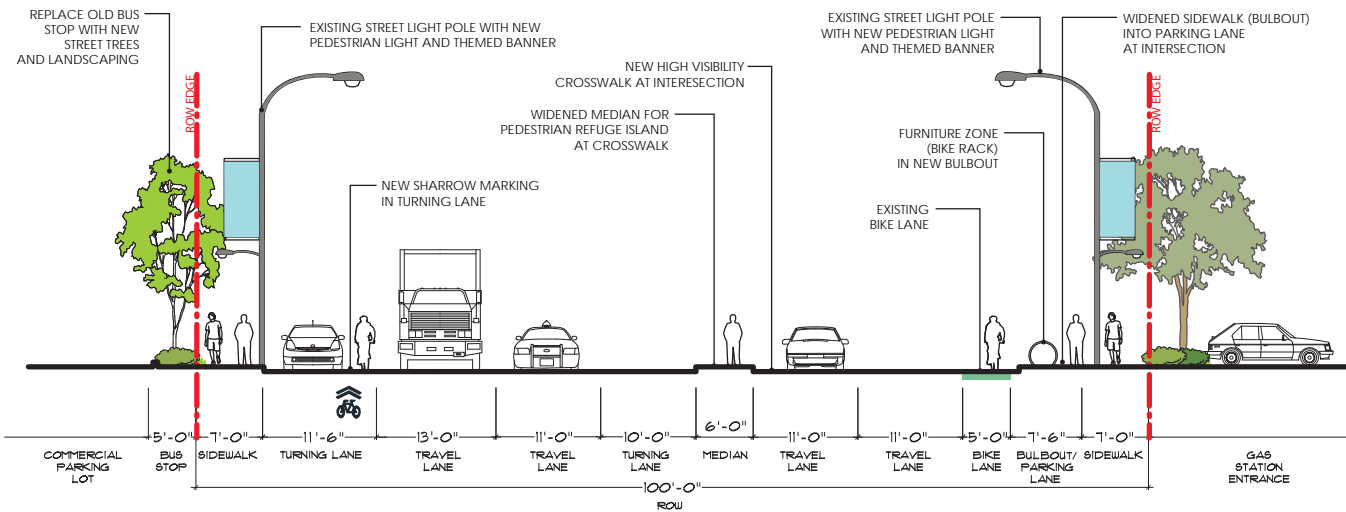
PROPOSED SECTION

CONCEPTUAL DESIGN

Figure 4.13 Kings Canyon Road at Cedar Avenue Cross Sections (East Side Looking East)



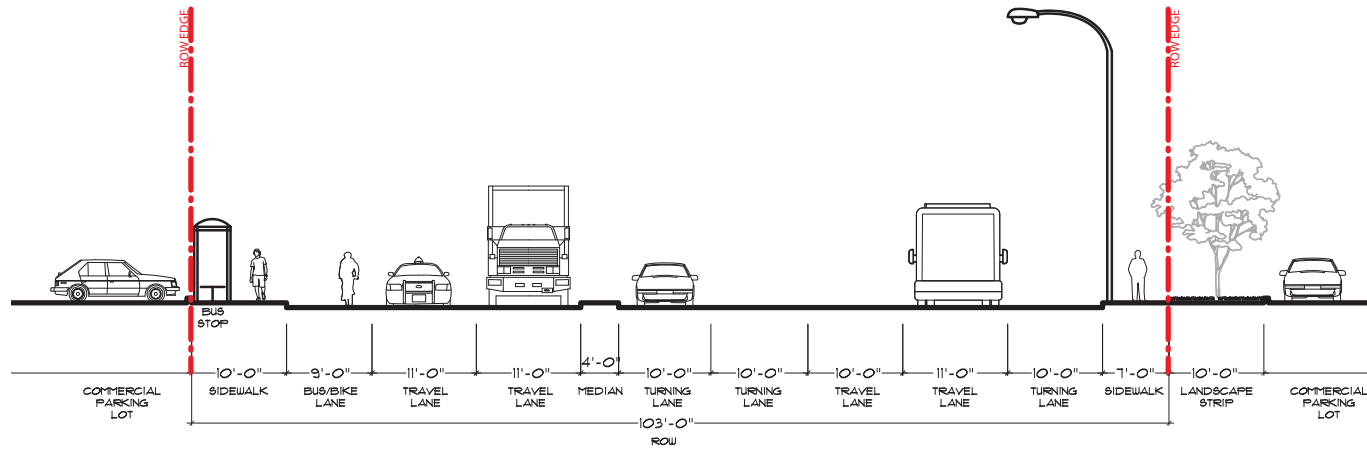
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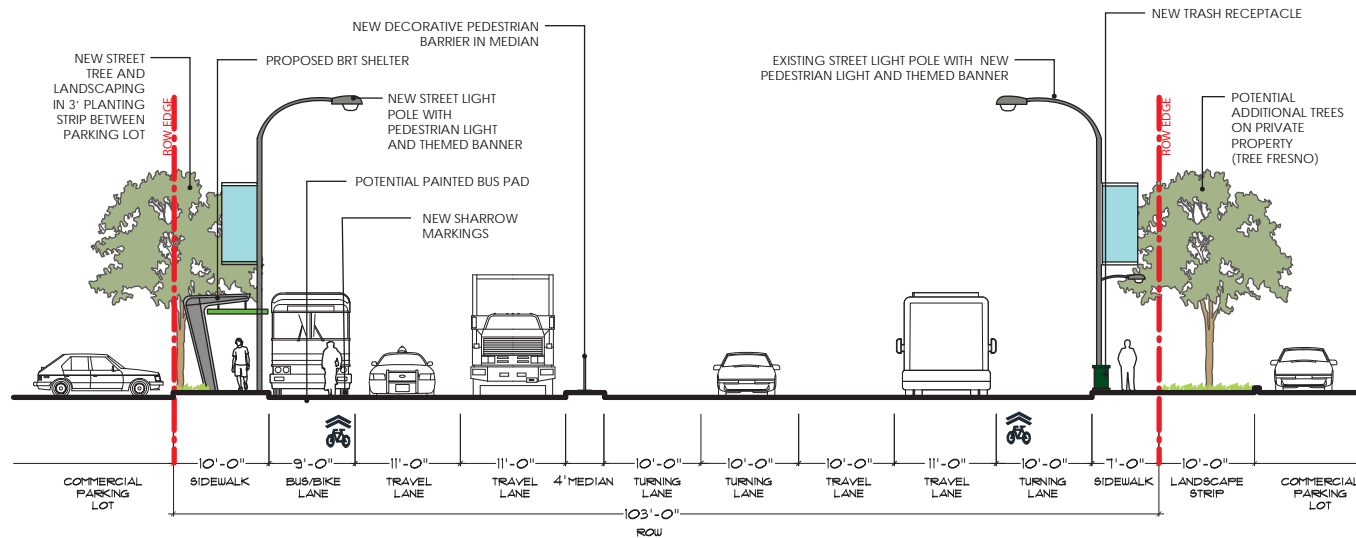
PROPOSED SECTION

CONCEPTUAL PLAN

Figure 4.14 Kings Canyon Road at Chestnut Avenue Cross Sections (West Side Looking East)



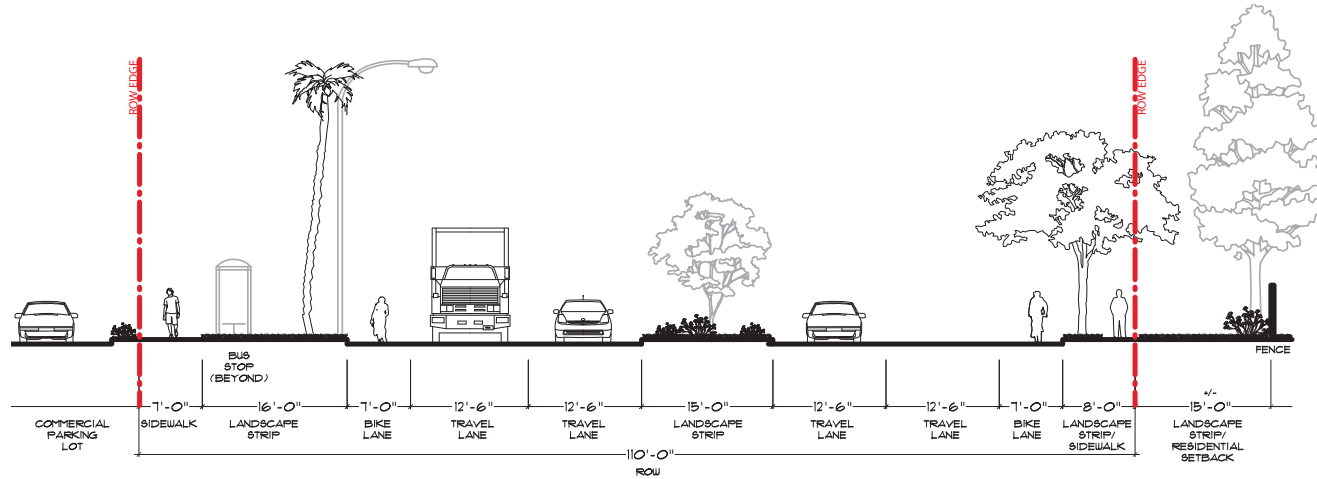
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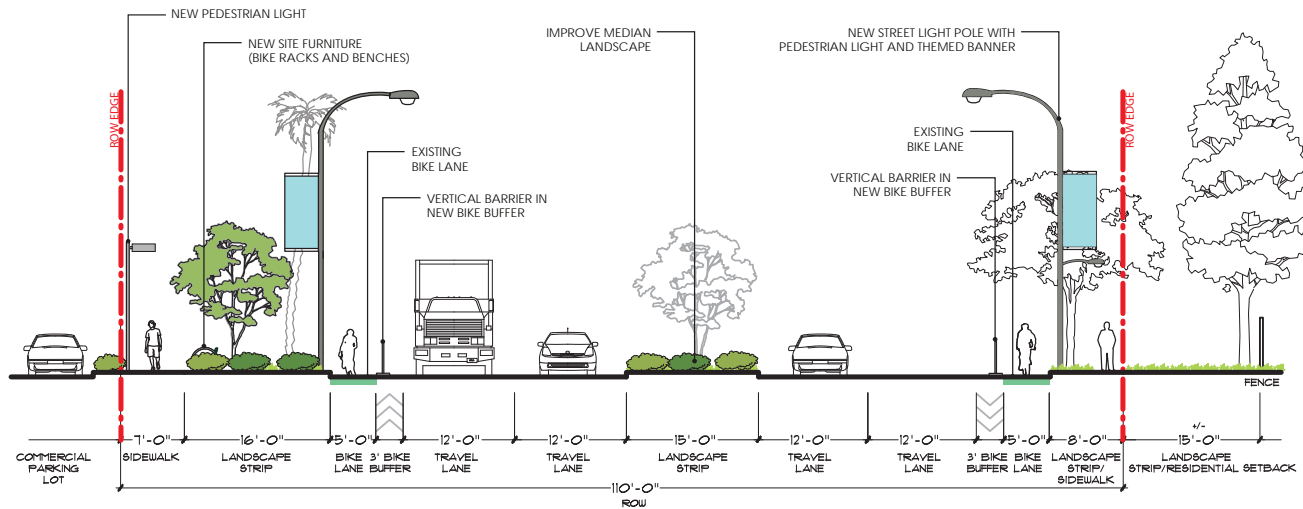
PROPOSED SECTION

CONCEPTUAL DESIGN

Figure 4.15 Kings Canyon Road at Walmart Entrance Cross Sections (East Side Looking East)



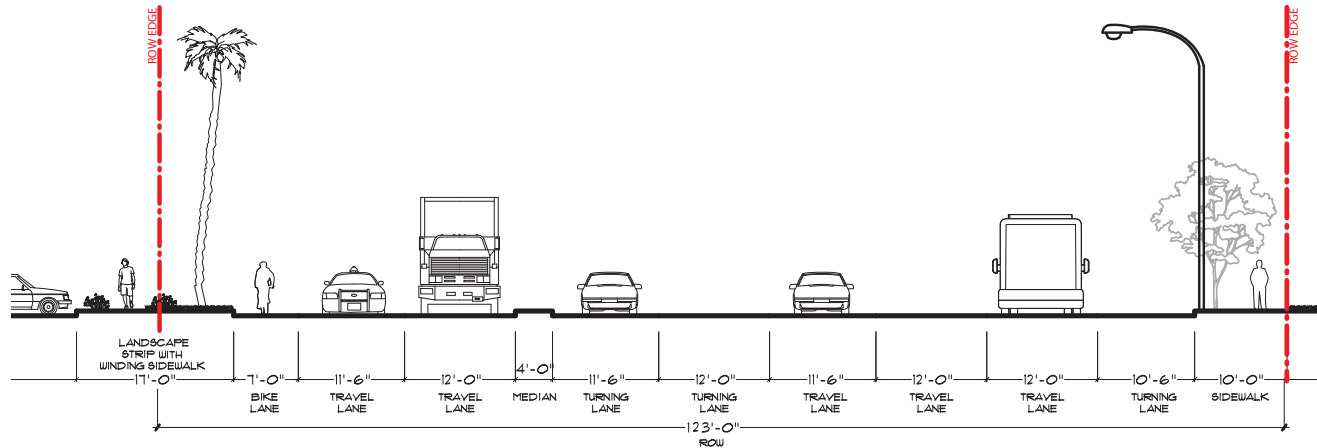
EXISTING SECTION



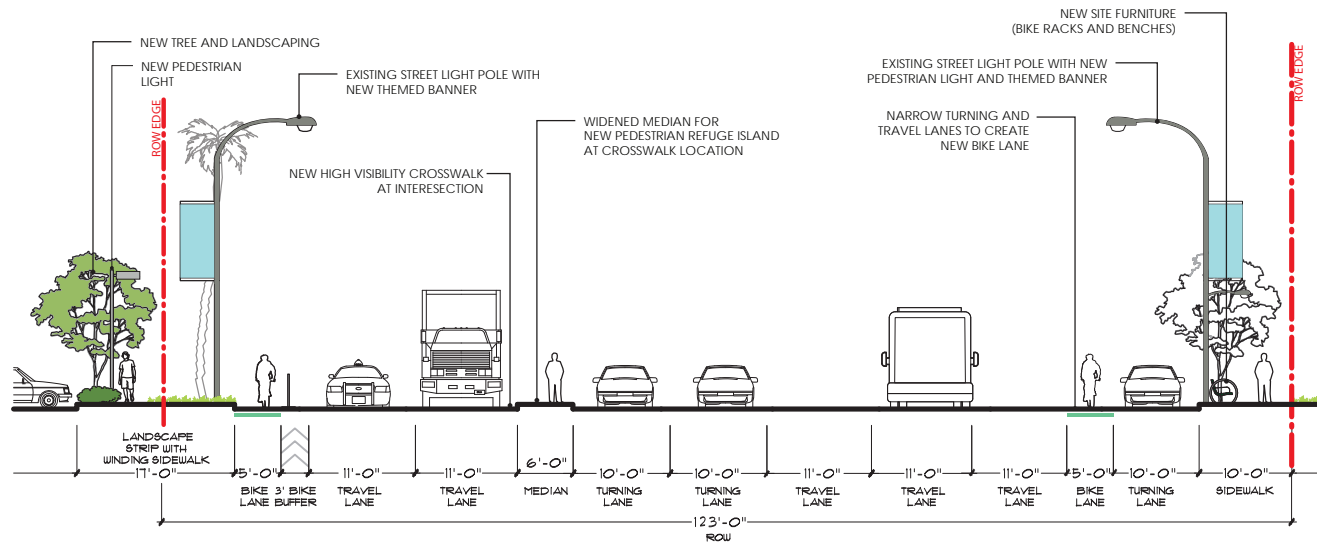
PROPOSED SECTION

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Figure 4.16 Kings Canyon Road at Peach Avenue Cross Sections (West Side Looking East)



EXISTING SECTION



PROPOSED SECTION

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- New bike buffers with vertical barriers (east end of the corridor).
- New street light poles across from existing street light poles.
- New pedestrian lights attached to the new and existing light poles, or stand-alone pedestrian lights along the sidewalk in areas where the sidewalk is not adjacent to the street (east end of corridor).
- New themed banners on the new and existing light poles; the existing poles are already equipped with banner supports.
- New street furniture, including benches, bike racks, and trash and recycling receptacles, especially at the BRT stops and in areas with high pedestrian activity.
- New street trees within bulbouts in the parking lanes.
- New street trees at the back of sidewalk, where feasible.
- Potential additional trees on private property, which may be achievable through partnership with Tree Fresno.

5. *Design Guidelines*

The following Complete Street Design Guidelines aim to create a high-quality pedestrian and bicycle environment while accommodating vehicle access needs along Ventura Avenue and Kings Canyon Road. They provide direction for the envisioned character of streets. These guidelines may be implemented differently along the corridor, due to varying street dimensions and adjacent land use. They should be used in concert with the City's design guidelines and those prepared for the Downtown Neighborhoods Community Plan. All improvements will need to be reviewed and approved by City of Fresno Public Works.

They are categorized into the following categories:

- Pedestrian
- Bicycle
- Transit
- Streetscape Amenities
- Green Infrastructure

5.1 PEDESTRIAN

SIDEWALKS

Existing sidewalks along Ventura Kings Canyon range from 7 feet on the western end of the corridor to 10 feet on the eastern end of the corridor. Wherever possible they should be widened through a pedestrian easement on the adjacent private property to accommodate a throughway

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zone along with a furnishings zone and a frontage zone, as illustrated in Figure 5.1. This should be accommodated as vacant parcels are developed and existing buildings are redeveloped; buildings should be set back from the back of walk to accommodate the following zones and widths:

- **Throughway Zone.** Maintain 5- to 6-foot minimum pedestrian-through zones that are completely clear of obstructions (e.g., tree grates, planters, light poles, etc.) and meet all applicable American’s Disabilities Act (ADA) regulations. Relocate utility boxes out of the pedestrian-through zone, where feasible.
- **Furnishings Zone.** Place street furniture, including light poles, benches, and trash receptacles, in the outer 2-foot minimum zone adjacent to the curb. Landscape strips are also appropriate in this zone and should be at least 4 feet wide, and 6 to 8 feet wide if landscaped with larger trees.
- **Frontage Zone.** Improve facades of adjacent commercial buildings with awnings and other enhancements. New commercial development should be built close to the property line, with setbacks for wider pedestrian-through zones and frontage zones. Frontage zones can accommodate sidewalk cafes, store entrances, retail displays, and/or landscaping. Acquire public access easements on private property to expand sidewalks and useable pedestrian areas and/or add street trees and landscaping.

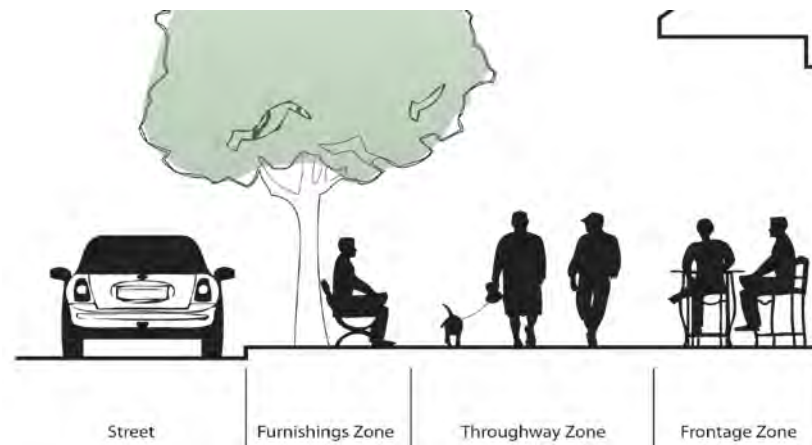


Figure 5.1 Streetscape Zones

CROSSWALKS AND MEDIANS

All existing and new marked crosswalks should employ markings consistent with the California Manual on Uniform Traffic Control Devices (MUTCD): high visibility markings should be prioritized at uncontrolled locations. High visibility marking patterns include ladder, continental, bar pairs, and triple-four markings (see image, top right). It is recommended that the lines in these patterns are spaced to avoid the wheel path of vehicles, since making this minor adjustment will increase the durability of the markings.

Additionally, crosswalks may employ special colors, markings, and/or materials to create a sense of place or increase visibility, as long as the crosswalk is marked consistent with the California MUTCD. Note that some textured materials may be a hindrance to people with physical disabilities (e.g., in wheelchairs).

Stop lines should be placed 3 to 7 feet in advance of crosswalks at controlled intersections to reduce occurrences of drivers encroaching into the crosswalks. Additional space may be required to accommodate special bicycle intersection treatment, such as bike boxes (see image, bottom right).

Turning lanes and inside travel lanes may be narrowed to 10 feet, while outside travel lanes that do not include sharrows may be narrowed to 11 feet in width where feasible to facilitate the provision of curb bulbouts, pedestrian refuge islands, and bicycle facilities.

ADDITIONAL HIGHLY VISIBLE CROSSWALK LOCATIONS

In addition to the existing marked crosswalks along the corridor, new highly visible crosswalks should be considered to improve pedestrian accessibility and mobility along the corridor. The following should be considered when identifying new crosswalk locations:



Crosswalk with ladder marking pattern

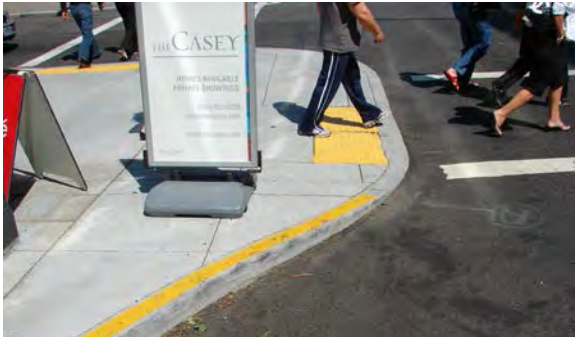


Bike box at intersection

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Decorative and ADA accessible crosswalk



Curb bulbout at intersection for crosswalk



Curb bulbout at crosswalk with landscaping

- All signalized intersections along the corridor should include highly visible crosswalks (see images, left). If an intersection along the corridor becomes signalized in the future, highly visible crosswalks should be provided if feasible.
- At uncontrolled locations, a marked crosswalk may be considered if the following conditions exist:
 - There is sufficient pedestrian activity and demand to cross Ventura Avenue/Kings Canyon Road. This typically would be about 20 pedestrians per hour.
 - A transportation engineer determines that adding a marked crosswalk would provide a safe crossing condition for pedestrians and improve the safety for pedestrians over the unmarked crosswalk condition.
 - It is a convenient location to cross with excellent visibility.
 - Drivers are aware of the pedestrian crossing.
- The traffic conditions along Ventura Avenue/Kings Canyon Road indicate that a marked crosswalk alone at an uncontrolled location may be insufficient to provide a safe pedestrian crossing along the corridor. If a marked crosswalk at an uncontrolled intersection is warranted, rectangular rapid flashing beacons (RRFBs) should be considered as a minimum improvement. Pedestrian hybrid beacons (PHBs) should also be considered as an option to increase driver awareness of the crosswalk. At uncontrolled crosswalks, advanced yield limit lines should be provided 20 to 50 feet in advance of the crosswalk.
- In addition, marked crosswalks at uncontrolled locations should employ California MUTCD compliant signage to increase driver awareness to the crosswalk's presence.
- Areas with higher levels of pedestrian activity that may be candidates for new crosswalks at uncontrolled locations include:
 - Near high-use transit stops/stations not adjacent to a signalized intersection.

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- Along a walking route to a school.
- Near major activity centers, such as the County of Fresno Human Services Department campus, the Fresno County Fairgrounds, the major retail centers east of Chestnut Avenue, and Sunnyside High School.
- **Curb Bulbouts.** Curb bulbouts should be installed at intersections with crosswalks where feasible to increase pedestrian visibility and shorten crossing distances, as well as provide space for street trees, landscaping, and street furniture, such as bike racks and benches (see image, top right). Curb bulbouts should be closely coordinated with adjacent bicycle facility design.
- **Pedestrian Refuge Islands.** Medians with crosswalks through them should be widened to provide a minimum width of 6 feet in the direction of pedestrian travel to create a pedestrian refuge island in the middle of the street (see images, below middle and right).
- **Medians.** Existing raised medians should be retained, if feasible, and improved with street lighting. Narrow medians, 4 feet or less, should include decorative pedestrian barriers to discourage pedestrians from crossing midblock. Wider medians should be improved with landscaping and street trees (see image, below left). New landscaped medians are strongly encouraged where rights-of-way permit.



Curb bulbout with street furnishings



Landscaped median jogging for turning lane



Pedestrian refuge island



Pedestrian refuge island and planted median

DESIGN GUIDELINES



Class II Bike Lane



Class III Bike Route



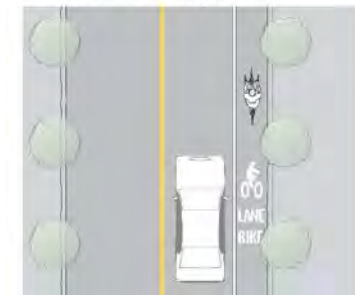
Buffered bike lane with vertical barriers

5.2 BICYCLING

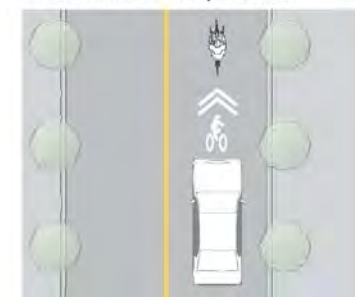
These guidelines are based on the *Caltrans Highway Design Manual (HDM)*, the *CA MUTCD*, and the *AASHTO Guide for the Development of Bicycle Facilities*, as well as best practices in other communities. Bikeway planning and design in California typically relies on the guidelines and design standards established by Caltrans as documented in “*Chapter 1000: Bikeway Planning and Design*” of the HDM. Chapter 1000 follows standards developed by AASHTO and the Federal Highway Administration (FHWA), and identifies specific design standards for various conditions. These standards provide a good framework for future implementation, but may not always be feasible given specific constraints. Bikeway design and planning standards are continually changing and expanding. Despite this, most agencies adopt the Caltrans or AASHTO standards as a minimum. Based on the California Streets and Highways Code, Caltrans identifies four types of bikeways, as described below.

- **Class I – Bike Paths:** Also known as multi-use paths, these are separated from motor vehicle traffic, but may be shared with pedestrians.
- **Class II – Bike Lanes:** These lanes are demarcated in the roadway for the exclusive use of bicycles. Vehicle and pedestrian cross-flow are permitted. The striping is supported by pavement markings and signage (see image, top left).
- **Class III – Bike Route:** These are located on roadways shared with motor vehicles. Bike routes are designated by signage and/or shared roadway bicycle markings called sharrows (see image, middle left).
- **Class IV – Cycle Tracks or Separated Bikeways:** These bikeways promote active transportation and provide a right-of-way designated exclusively for bicycle travel adjacent to a

Class II - On-Street Bicycle Lane



Class III - On-Street Bicycle Route



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roadway and are protected from vehicular traffic (see image, bottom left). Types of separation include, but are not limited to, grade separation, flexible posts, inflexible physical barriers, or on-street parking.¹

Bicycle infrastructure along Ventura/Kings Canyon includes Class II Bike Lanes and Class III Bike Routes. Turning lanes and travel lanes (that do not feature sharrows) should be narrowed where feasible to create bike lane buffers.

- **Buffered Bike Lanes.** Bike lanes should have a 3-foot buffer where feasible. Vertical barriers, such as flexible bollards may be considered in the bike buffer to provide physical separation of the bicycle lane and the travel lane, where the bike lane is adjacent to the curb (i.e., there is no parking lane). Placement of vertical barriers should also consider the location of commercial and residential driveways. Vertical barriers should not hinder access to these driveways.²
- **Painted Bike Lanes.** Green colorized pavement should be used for the Class II Bike Lanes in conflict zones along the corridor to heighten driver awareness of cyclists (see image, top right). These conflict zones occur in intersections and bus stops.
- **Shared Bicycle/Vehicle Lanes (“Sharrows”).** At many intersections along the corridor, Class II bike lane markings stop due to right turn lanes and lack of right-of-way. At these locations where Class II Bike Lanes are not feasible, sharrow markings should be added in right turn lanes. This condition will also exist at BRT stops. Shared bicycle and vehicle lanes should include sharrows, special materials, and other techniques to slow vehicle traffic and integrate bicycle and vehicle improvements (see image, right).
- **Special Bicycle Intersection Markings.** Bicycle crossings should be separate from pedestrian crossings. Intersection designs should consider special improvements, such as skip



Painted bike lane through intersection



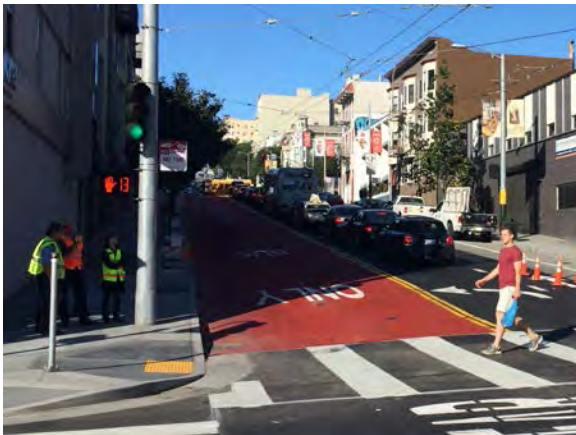
Shared bicycle/vehicle turn lane with sharrow markings

¹ NACTO, the National Association of City Transportation Officials, identified an additional bikeway class in September 2014.
² Note that vertical barriers are currently prohibited in the California MUTCD. However, they are an emerging practice that is supported by the recently passed Assembly Bill (AB) 1193. As a result of AB 1193, the California MUTCD is expected to be updated in the near future to allow this treatment.

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Bicycle parking



Red pavement for bus stop

striped bike lane extensions, shared lane markings, colorized conflict areas, and other markings to clarify bicycle crossing paths and identify conflict zones to motorists.

- **Bicycle-Sensitive Detection.** At traffic signals, there should be bicycle-sensitive detection at the limit line to detect bicycle traffic consistent with the California MUTCD; bicyclist push-buttons may be used to supplement the required limit line detection.
- **Bicycle Parking.** Safe and secure bicycle parking is a critical component to most bicycle trips, and thus in promoting bicycle use (see image, top left). Bicycle racks should be visibly located at each BRT stop to promote multi-modal transportation, and near active destinations, such as shopping areas, libraries, schools, and offices. They should be visibly located near destinations and installed either on the sidewalk, outside the pedestrian zone in bulbouts, or in plaza spaces.

5.3 TRANSIT

Fresno Area Express (FAX) proposes to provide BRT service along the Ventura/Kings Canyon corridor. The BRT project has determined the location and design of bus stops in the Project Area.

- **Transit Integration.** Pedestrian and bicycle improvements should be integrated with transit facilities and be ADA compliant. Special design focus may be necessary to coordinate improvements at major bus stations, as these will be high-conflict zones between buses, vehicles, and bicyclists.
- **Outside Travel Lane.** The outer travel lane is proposed to be 14 feet in width when adjacent to a BRT stop. The 14-foot lane may be painted to denote it is a shared lane for bus and bicycle travel (as shown in image, bottom left). In other areas along the corridor, the outer travel lane should be at least 11 feet wide, especially where a Class II Bike Lane or Class III Bike Route is present.

5.4 STREETScape AMENITIES

- **Lighting.** Energy-efficient street light poles and pedestrian lights should be consistently spaced to provide sufficient lighting for pedestrians on the sidewalk and bicyclists in the street (see images, right).
 - Where the sidewalk is adjacent to the street, pedestrian lights should be attached to the street light poles.
 - Where the sidewalk is separated from the street, pedestrian lights should be installed as separate units.
 - Lighting on alleys should be incorporated and coordinated with the adjacent property owners to ensure safety needs are met and light pollution is avoided.
 - Up-lighting of trees in median and on sidewalks should be considered for additional visibility and beautification purposes.
- **Themed Banners.** Banners that emphasize the identity of the corridor and neighborhoods should be attached to the street light poles to unify the corridor (see image, far right). These banners should be designed with the input of the community and neighborhood schools and organizations. The process by which designs are chosen and replaced should be established prior to the design selection.
- **Parklets.** Parklets should be located in areas with narrow sidewalks, high-pedestrian activity, or eating establishments to provide additional public space for gathering.
 - Parklets can take up 1 to 2 on-street parking spaces, are built at the level of the sidewalk and offer seating, landscaping, and additional amenities by extending the street furniture/curb zone (see image, bottom right).
 - Parklet designs should include sustainable furnishings and plantings that are lacking on a block (e.g., seating areas on a block where there are no benches or bus stops, or landscaping on a block where there is little sidewalk space for landscaping).

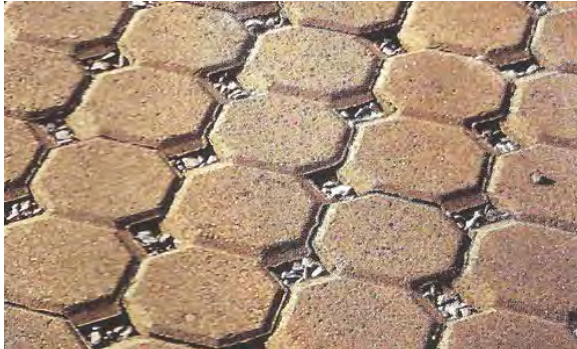


Consistently spaced street lights and distinctive banners



Parklets can extend the sidewalk by at least 8 feet providing space for seating and amenities

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Permeable pavers can be used in parking areas/driveways



Street trees in parking lane

- Parklets should be designed with the neighboring business owners and users to ensure the design is compatible and desirable for the community.

5.5 GREEN INFRASTRUCTURE

- **Permeable Pavement.** Consider installing permeable paving materials, such as porous asphalt or concrete, open-grid paving systems, and infiltration trenches, to allow water to move through the surface and into the soil below to reduce stormwater runoff (see image, top left). For example, parking lanes may be paved with unit pavers. Utilizing permeable hardscape within the street corridor with existing storm drains will likely result in cost-savings when the storm drain system is replaced. They can also reduce the heat island effect common with traditional asphalt lots.
- **Street Trees in Parking Lane.** Create street tree bulbouts in the parking lane around commercial centers to provide shade for pedestrians on sidewalk and to beautify the street as shown in image (see image, left). Space trees out approximately 40 to 60 feet, allowing for parking stalls in between. Install tree grates that are flush with the sidewalk to protect the trees' roots and are not tripping hazards.
- **Additional Landscape Improvements.** Look for opportunities for additional planting and drought-tolerant street trees in the medians or in the furnishing zone of widened sidewalks. Partner with adjacent land owners and Tree Fresno to increase the urban canopy and beautify the area by planting trees and additional drought-tolerant landscape improvements on private property along the corridor.
- **Biofiltration Features.** Rain gardens in the diagonal curb banks and curb bulbouts, as well as narrow biofiltration trenches along the sidewalk, are an effective way to treat stormwater runoff and reduce the heat island effect. Constructing these elements in the streetscape introduces plants to capture the stormwater pollutants and allows for the water to infiltrate

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through the soil and into the groundwater below, rather than flow directly into storm drains and into Fresno’s rivers and streams. These areas also provide space to plant street trees (see image, top right). Hardscape should be graded to drain toward these treatment areas.

- **Plant Selection.** For both street trees and understory landscaping, plant drought-tolerant species that are appropriate for the site and the climate. Refer to the designated street trees and landscaping palette identified for this corridor in the Downtown Neighborhoods Community Plan.
 - **Invasive Species.** Always avoid invasive species; use California Invasive Plant Council’s (CAL-IPC’s) “Don’t Plant a Pest” list for the Central Valley should be used as a reference.
 - **Irrigation.** Selecting native and low-water-use species will reduce the need for irrigation and increase the species probability of survival. The majority of California native and climate-adapted plants do not like overhead water in the summer; where necessary, low volume irrigation systems should be installed with weather-based or soil-based controllers, with a rain-sensing shutoff device, and recycled water should be utilized where possible.
 - **Root System.** Appropriate tree selection is important to ensure tree health and avoid damage to the surrounding hardscape with large root systems.
- **Plant Height.** Consider sightlines and groundcover/shrub heights. When placing plants along the roadway, consider the full maturity of the plant and provide sufficient setbacks to avoid conflict with pedestrian, bicycle, and vehicle circulation (see image, right). Plants within sightline zones should grow no higher than 24 inches at maturity. Crime Prevention Through Environmental Design (CPTED) guidelines encourage visual corridors to be maintained throughout the public realm. Groundcovers and shrubs should be maintained to remain below 36 inches, and tree canopies should be above head height (6 feet above ground).



Landscaping as biofiltration feature



Landscaped median with low planting and street trees

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6. Implementation

This chapter outlines implementation steps that will help to realize the vision of the Ventura/Kings Canyon Complete Streets Plan, with particular emphasis on recommended steps and responsibilities and identification of potential funding sources.

6.1 IMPLEMENTATION OVERVIEW

Now is an important point in the timeline of the Ventura/Kings Canyon Corridor Complete Streets Plan. With the arrival of BRT and improving economic conditions along the corridor, the community-driven improvements discussed in earlier chapters will help to bring pride and economic development to the area.

The first step in effecting change is for the community to formulate an agreed upon vision. This vision has been set forth in the first chapters of this Plan. Now it will be critical for the local community to not only stay engaged in the planning process, but broaden its base to make this vision a reality. For the neighborhoods bordering Ventura/Kings Canyon, the vision and recommendations set forth in the Plan could be implemented through a combination of assessment districts, public investment, local private development, and funding by grant awarding organizations.

It is important to note that some of these projects could take a significant amount of time to come to fruition, and that some of the concepts may change in size or scope during that time. In addition, creating a realistic funding source that can pay for these improvements will be a critical next step. Because of the scarcity of city funds for such large infrastructure projects, the creation of a

IMPLEMENTATION

Community Facilities District (CFD) has been suggested to fund the planning, design, purchase, construction, improvement of any of the capital projects recommended in this Complete Streets Plan, as well as fund the recommended maintenance and public services. See Section 6.3, which describes the steps necessary to create a CFD and other funding sources.

PROPOSED IMPROVEMENTS IN PUBLIC RIGHT-OF-WAY

These improvements are those that can occur in the public right-of-way of Ventura Avenue and Kings Canyon Road, and within the first block of their cross streets in the Plan Area. All of the following right-of-way improvements will need to be reviewed and approved by the City of Fresno Public Works Department and be in accordance with the General Plan and the Downtown Neighborhoods Community Plan.

- High visibility crosswalks, especially at major intersections.
- New crosswalks at identified locations.
- Wider sidewalks with bulbouts at intersections and mid-block locations with shade-providing street trees.
- Pedestrian refuge islands at crosswalk locations, where feasible.
- Pedestrian median barriers to prevent mid-block cut through foot traffic.
- Drought-tolerant, shade-providing street trees, especially in empty tree wells.
- Drought-tolerant landscaping in bulbouts, parklets, and areas out of the pedestrian throughway zone.
- Consistent street lighting – additional street light poles, additional pedestrian lights on existing poles where pedestrian sidewalks are set back from existing street lights, additional pedestrian-oriented street lights should be provided.

- Street furnishings: bike racks, trash receptacles, and benches/places to sit by bus stops and high activity areas, such as shopping centers, libraries, and schools.
- Improved bike lanes – re-stripping and marking, signage, and buffered lane with vertical barrier where right-of-way allows (between Willow and Peach).
- Parklets near restaurants and high-activity areas.

PROPOSED IMPROVEMENTS TO PRIVATE PROPERTY

Improvements to the appearance and use of the corridor will also be provided through the normal process of economic investment and physical development of properties along the corridor. When any private development project comes forward for planning or building permits, they should be required to conform to the goals and vision in this Plan. In most cases, this will not mean a significant expense to the applicant, and what expenses there are may be offset by grants or other funding sources as described later in this chapter. Existing businesses without expansion or renovation plans, as well as new development should also be encouraged to consider the following improvements:

- Building façade improvements.
- Parking lot reconfiguration and beautification.
- Corners should receive additional attention with landscaping, public art, and/or architectural elements.
- Shared parking lots with neighboring businesses.
- New development of mixed-use housing or office over retail.
- Wider sidewalks (and landscaping/street furnishings) with new development.
- Where significant residential development is proposed, provide mini-parks with playgrounds.
- Additional shade-providing trees on private property facing Ventura/Kings Canyon.

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PROPOSED PROGRAMMING AND MAINTENANCE

Funding for ongoing programming, such as community events, as well as maintenance costs can be challenging, but should be prioritized. The recommended programmatic improvements will involve partnerships between the City of Fresno's various departments, private property owners, community organizations, residents. They include:

- Establish a process for designing and installing themed and seasonal banners throughout the corridor using existing/new poles, and other new wayfinding signage. Design and materials must be approved by Public Works guidelines for banner design and replacement.
- Re-use vacant lots for community gardens, food trucks, or farmers markets.
- Encourage sidewalk sales to promote visibility along the corridor.
- Hold seasonal community events and festivals.
- Encourage code enforcement along the corridor and adjacent alleys to regulate signage and lighting, as well as proper trash disposal and general property upkeep.
- Initiate regular community policing (including those on foot or bicycle) to add to safety improvements and enhance beautification efforts.
- Maintenance of the new streetscape improvements is also critically important for the success of the corridor. The creation of a Community Facilities District is discussed in section 6.3 of this chapter as an effective financing mechanism for maintenance. This mechanism is frequently used in the City of Fresno to finance maintenance of capital improvements.

6.2 ACTION PLAN

The following are specific actions that should be taken to advance the goals of the Ventura/Kings Canyon Complete Streets Plan. Prioritization of the improvements is essential to effectively utilize

limited financial resources while reflecting urgent community needs. Table 6-1 lists proposed projects, sorted into short-term, medium-term, and long-term timeframes. Section 6.3 describes the funding sources listed in Table 6-1.

A pilot project of improvements on a small portion (a couple of blocks) of the corridor per the Complete Street Plan’s focus area prototypes should be pursued in the short term in order to further demonstrate the benefits to the community. Once more property owners and community members see the benefits, they may be interested in participating in a CFD.

Table 6-2 provides rough cost estimates for the recommended pedestrian and bicycle improvements. A conceptual cost estimate for all of streetscape improvements is in the range of \$6.5M to \$10.5M. This table does not include costs for private development improvements or the BRT improvements. It includes everything proposed in Chapter 4, Conceptual Plan. Decisions should be made about which improvements to prioritize, for instance each crosswalk on each side street may not warrant bulbouts given the costs. More work will be needed to fine-tune the conceptual recommendations to determine exact cost estimates.

6.3 POTENTIAL FUNDING SOURCES

The purpose of this section is to identify funding opportunities that might help fund the implementation of the Ventura/Kings Canyon Complete Streets Plan. The City of Fresno has several established impact fee programs that could be a funding source for Plan improvements. In addition to this source, it is likely that some improvements or projects need to be funded through other local, regional/state or federal funding sources. The potential for using a given source will vary depending on the particular improvement or project, funding availability, and other factors. The funding sources considered appropriate for the Ventura/Kings Canyon Complete Streets Plan are outlined below.

IMPLEMENTATION

TABLE 6-1 IMPLEMENTATION PHASING, RESPONSIBLE PARTIES AND FUNDING SOURCES

Improvements	Description	Responsible Agency	Potential Funding Sources ¹
<i>Short Term</i>			
Plan Coordination	<ul style="list-style-type: none"> Begin implementing the General Plan’s goals and policies for the Ventura/Kings Canyon area and incorporate the vision and goals of the Ventura/Kings Canyon Complete Streets Plan Coordinate and possibly include with the Downtown Neighborhood Community Plan. Coordinate with the City of Fresno Bicycle, Pedestrian & Trails Master Plan Update (2010) so plans are consistent. Coordinate with the City of Fresno Parks Master Plan to address lack of open space and desire for parklets. 	City of Fresno: Planning, Public Works, FAX; Community Organizations	General Fund
Develop a Community Facilities District	<ul style="list-style-type: none"> Work with partners to build support from property owners Establish the District Area Initiate vote 	City of Fresno: Planning; Community Organizations	General Fund
Develop detailed design and engineering for proposed streetscape projects	<ul style="list-style-type: none"> Apply for grants to fund design and engineering of improvements. Coordinate with planning, engineering, and public works departments as necessary. Develop further design, engineering, and cost estimates as necessary. Secure environmental review and permitting as necessary. Incorporate Plan recommendations into the Downtown Neighborhoods Community Plan, Bicycle Master Plan, and Parks Master Plan. 	Developers, Fresno COG City of Fresno: Planning, Public Works, FAX	Community Facilities District, General Fund, TDA, OTS
Development Standards for private development along the corridor	Require private development to create a pedestrian-friendly environment through building design and landscaping on private property	City of Fresno	Community Facilities District, General Fund
Streetscape Improvements at BRT stops	When BRT stops are constructed, the following improvements are planned:	Fresno COG City of Fresno: Planning,	TDA, ATP, OTS, SJVAPCD-REMOVE II, AHSC, EEMP, CMAQ, Impact Fees

¹ Funding sources and their acronyms are described in subsequent pages.

IMPLEMENTATION

TABLE 6-1 IMPLEMENTATION PHASING, RESPONSIBLE PARTIES AND FUNDING SOURCES

Improvements	Description	Responsible Agency	Potential Funding Sources ¹
	<ul style="list-style-type: none"> ▪ Shelters with integrated lighting, bike racks, and trash receptacles ▪ Restripe and/or add bike sharrows where bike lanes are within bus stop 	Public Works, FAX; Tree Fresno	
Develop a Safe Routes to School Plan	<p>Work with the Fresno Unified School District to develop a Safe Routes to School Plan for local schools within a 1/2 mile radius of the corridor, including:</p> <ul style="list-style-type: none"> ▪ Roosevelt High School ▪ Sunnyside High School ▪ Jackson Elementary School ▪ Winchell Elementary School ▪ Lane Elementary School ▪ Greenberg Elementary School 	Fresno Unified School District Fresno COG City of Fresno: Planning, Public Works, FAX	ATP, Sustainable Transportation Planning Grant
Determine if Winery Avenue at Kings Canyon Road can become a priority intersection for left-turn lanes	<ul style="list-style-type: none"> ▪ Assess whether the intersection should be added to the City’s left-turn signal priority list. ▪ If so, determine feasibility of addressing delays in the northbound and southbound approaches on Winery Avenue by adding left-turn pockets. 	City of Fresno: Planning, Public Works	
<p>Streetscape Improvements to the blocks adjacent to BRT stops:</p> <ul style="list-style-type: none"> ▪ Between First St. and Second St. ▪ Between Fifth St. and Seventh St. ▪ Between Dearing Ave. and Garden Ave. ▪ Between Winery Ave. and Willow Ave. ▪ Around Peach Ave./Kings Canyon Road Intersection 	<ul style="list-style-type: none"> ▪ Install bulbouts ▪ Improve street lighting ▪ Add seating, street trees, bike racks, landscaping, and trash receptacles ▪ Restripe and/or improve bike lanes ▪ Add pedestrian refuges where feasible ▪ Add high visibility crosswalks where feasible 	Fresno COG City of Fresno: Planning, Public Works, FAX; Tree Fresno	Community Facilities District, TDA, ATP, OTS, SJVAPCD-REMOVE II, AHSC, CMAQ, Impact Fees

IMPLEMENTATION

TABLE 6-1 IMPLEMENTATION PHASING, RESPONSIBLE PARTIES AND FUNDING SOURCES

Improvements	Description	Responsible Agency	Potential Funding Sources ¹
Complete the sidewalk network	Sidewalks are required with new development. If development is not eminent, prioritize filling the sidewalk gaps between Willow Ave. and Peach Ave. in the short term.	Developers, Fresno COG City of Fresno: Planning, Public Works, FAX	Private Development, Community Facilities District, TDA, ATP, AHSC, Impact Fees
Improve bike lanes along the entire corridor	<ul style="list-style-type: none"> ▪ Add high visibility skip-striping, sharrows at all high-conflict areas ▪ Add buffered bike lane between Willow Ave. and Peach Ave. 	Fresno COG City of Fresno: Planning, Public Works, FAX	Community Facilities District, TDA, ATP, OTS, SJVAPCD-REMOVE II, AHSC, CMAQ, Impact Fees
Medium Term			
Streetscape improvements along Ventura Avenue	<p>Proposed improvements include:</p> <ul style="list-style-type: none"> ▪ Install bulbouts ▪ Improve street lighting ▪ Add seating, street trees, bike racks, landscaping, and trash receptacles ▪ Restripe and/or improve bike lanes ▪ Add pedestrian refuges where feasible ▪ Add high visibility crosswalks where feasible 	Fresno COG City of Fresno: Planning, Public Works, FAX	Community Facilities District, TDA, ATP, OTS, SJVAPCD-REMOVE II, AHSC, EEMP, CMAQ, Impact Fees
New parklets near restaurants	<ul style="list-style-type: none"> ▪ Work with restaurants to identify potential locations for parklets, ▪ Design and install parklets 	City of Fresno Merchants Association Business Owners	Community Facilities District, General Fund
Long Term			
Streetscape improvements along Kings Canyon Road	<p>Proposed improvements include:</p> <ul style="list-style-type: none"> ▪ Install bulbouts ▪ Improve street lighting ▪ Add seating, street trees, bike racks, landscaping, and trash receptacles ▪ Restripe and/or improve bike lanes ▪ Add pedestrian refuges where feasible ▪ Add high visibility crosswalks where feasible 	Fresno COG City of Fresno: Planning, Public Works, FAX	Community Facilities District, TDA, ATP, OTS, AHSC, EEMP, CMAQ, Impact Fees

IMPLEMENTATION

TABLE 6-1 IMPLEMENTATION PHASING, RESPONSIBLE PARTIES AND FUNDING SOURCES

Improvements	Description	Responsible Agency	Potential Funding Sources ¹
<i>On-Going</i>			
Improvements related to private development	▪ Parking lot reconfiguration and beautification	Developers, Property Owners, City of Fresno Tree Fresno	Private Development, Impact Fees, AHSC
	▪ Shared parking lots		
	▪ Ground-floor retail		
	▪ Wider sidewalks with landscaping & street furniture		
	▪ Mini-parks with playgrounds where significant residential development is proposed		
	▪ Additional shade-providing trees on private property facing Ventura/Kings Canyon		
Programming	▪ Design and install themed and seasonal banners throughout the corridor using existing/new poles, and other new wayfinding signage	City of Fresno Community Organizations, including SEFCEDA, VKCMA	Urban and Community Forestry Grants, National Gardening Association Youth Garden Grant
	▪ Develop “branding” for the Ventura/Kings Canyon retail nodes		
	▪ Reuse vacant lots for community gardens, food trucks, or farmers markets		
	▪ Hold seasonal community events and festivals		
Maintenance	▪ Tree pruning and on-going maintenance of palm trees and other street trees along corridor	City of Fresno: Public Works, Code Enforcement	Community Facilities District, General Fund
	▪ Street cleaning		
	▪ Lighting and sidewalk maintenance		
	▪ Code enforcement		

Table 6-2 provides rough cost estimates for the recommended pedestrian and bicycle improvements. A conceptual cost estimate for all of streetscape improvements is in the range of \$6.5M to \$10.5M. This table does not include costs for private development improvements or the BRT improvements. It includes everything proposed in Chapter 4, Conceptual Plan. Decisions should be made about which improvements to prioritize. More work will be needed to fine-tune the conceptual recommendations to determine exact cost estimates.

IMPLEMENTATION

TABLE 6-2 COST ESTIMATES

Description	Quantity	Unit	Low Unit Cost*	High Unit Cost*	Low Range	High Range	Notes & Assumptions
Pedestrian Infrastructure							
High Visibility Crosswalks	33,400	SF	\$8	\$15	\$267,200	\$501,000	Assumes basic stamped concrete crosswalks at all existing and proposed locations within the Plan Area.
Crosswalk: Lighted Flashing	10	EA	\$20,000	\$50,000	\$200,000	\$500,000	Lights adhered to pavement in crosswalk. Assumes only crosswalks on Ventura Avenue between First and Cedar.
Crosswalk: Countdowns	7	EA	\$300	\$800	\$2,100	\$5,600	Assumes only at proposed crosswalks on Ventura/Kings Canyon.
Crosswalk: Pedestrian Push Buttons	7	EA	\$400	\$1,000	\$2,800	\$7,000	Assumes only at proposed crosswalks on Ventura/Kings Canyon.
Sidewalk Bulbout	76	EA	\$15,000.00	\$25,000.00	\$1,140,000	\$1,900,000	Based on lump sum cost for 6-foot-wide bulbout extension, and 20-foot length. Includes demo, curb (LF), concrete (SF), and ADA ramp at intersections. Bulbouts are assumed at each existing and proposed crosswalk along Ventura Avenue and Kings Canyon Road and at crosswalks on wide side streets with high traffic (First Street, Cedar Avenue, Chestnut Avenue, Willow Avenue, Winery Avenue, and Peach Avenue).
ADA Ramps	80	EA	\$1,500	\$1,500	\$120,000	\$120,000	Includes demolition and repaving asphalt costs at crosswalks where no bulb-out is constructed.
Pedestrian Refuge Island	35	EA	\$8,000	\$15,000	\$280,000	\$525,000	Assumes curb and median approximately 6 feet wide at all locations where crosswalks intersect medians.
Bicycle Infrastructure							
Bike Striping	31,100	LF	\$2	\$4	\$62,200	\$124,400	Assumes two white stripes either asphalt paint or thermoplastic.
Bike Symbols	125	EA	\$160	\$230	\$20,000	\$28,100	One at least every 250 feet.
Skip Striping	600	LF	\$14	\$17	\$8,400	\$10,200	Assumes green paint with white stripes on either side, each 4-foot-long and spaced every 6 feet through intersections.
Bike Buffer Painting	31,100	LF	\$6	\$12	\$186,600	\$372,800	Assumes 3-foot buffer; white stripes with diagonal stripes in between.
Pedestrian Amenities							
Trees	1,000	EA	\$250	\$400	\$250,000	\$400,000	Assumes 24-inch box; includes irrigation, trenching and water barrier.

IMPLEMENTATION

TABLE 6-2 COST ESTIMATES

Description	Quantity	Unit	Low Unit Cost*	High Unit Cost*	Low Range	High Range	Notes & Assumptions
Tree Grates	960	EA	\$680	\$750	\$652,800	\$720,000	4 feet x 4 feet, includes frame
Tree Guards	960	EA	\$325	\$670	\$312,000	\$643,200	Powder Coated
Tree Well	900	EA	\$500	\$500	\$450,000	\$450,000	Includes saw cut of 5-foot x 5-foot hole, 2.5 cy amended soil, and concrete demo and hauling.
Landscape Median	12,000	SF	\$12	\$15	\$144,000	\$180,000	Assumes landscaping on the existing medians that have a minimum width of 6 feet; trees separately, no subdrain.
Sidewalk Planting	12,000	SF	\$11	\$14	\$132,000	\$168,000	Assumes at bulbouts and adjacent to sidewalk in some locations.
60 Day Maintenance	6	LS	\$4,000	\$8,000	\$24,000	\$48,000	Estimate based on square footage of landscape area and tree maintenance of costs for ½-mile of road.
Standard Street Light (Cobra Head)	132	EA	\$8,000	\$10,000	\$1,056,000	\$1,320,000	Assumes new street lights (with banner brackets) spaced every 60 feet and 75% of corridor is already lighted.
Pedestrian Lights (Attached to Cobra Head)	483	EA	\$1,500	\$2,500	\$724,500	\$1,207,500	Assumes attaching pedestrian lights to cobra head poles where sidewalk is adjacent to the street (11/12 of corridor).
Pedestrian Lights (Standalone)	66	EA	\$3,000	\$5,000	\$198,000	\$330,000	Assumes new pedestrian light standards every 40 feet where sidewalk separated from street (1/12 of corridor).
Street Pole Banners	528	EA	\$400	\$600	\$211,200	\$316,800	Assumes standard street light pole already includes brackets, spaced every 60 feet on both sides of the street.
Bench	50	EA	\$1,500	\$3,000	\$75,000	\$150,000	1 every 500 feet (both sides of the street), excluding blocks with BRT stations, which will include benches separately.
Bike Racks	50	EA	\$600	\$1,200	\$30,000	\$60,000	1 every 500 feet (both sides of the street), excluding blocks with BRT stations, which will include bike racks separately.
Trash Cans	50	EA	\$800	\$1,500	\$40,000	\$75,000	1 every 500 feet (both sides of the street), excluding blocks with BRT stations, which will include trash cans separately.
Water Fountain	6	EA	\$15,000	\$50,000	\$90,000	\$300,000	Assumes water source is already available at site.
TOTAL					\$6.5M	\$10.5M	

Note: SF = square foot; EA = each; LF = linear foot, cy = cubic yard

* Costs are rough estimates and should be confirmed for accuracy. All items listed include installation costs.

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LOCAL FUNDING SOURCES

MEASURE C

The Fresno County Transportation Authority (FCTA) has used the half-cent sales tax to fund County transportation projects since 1986. In 2006, county residents voted to extend Measure C for another 20 years and prioritize spending on the following projects: repairing potholes and maintaining streets, improvements to State Route 99, reducing air pollution, reducing congestion, purchasing low-emission buses, seat belts on school buses, improving para-transit services, relieving gridlock at on-off ramps to freeways, and repairing and improving rural roads. Fresno is slated for an annual allocation of over \$300,000. Because this Plan could lead to “transit-oriented development” (TOD) which could work to encourage transit use, reducing driving, and prioritizes improvements to the pedestrian and bicycle lanes, Measure C Extension could now be used to fully fund this Plan.

COMMUNITY FACILITIES DISTRICTS

The Mello-Roos Community Facilities Act of 1982 allows any County, City, special district, school district, or joint powers authority to establish a Community Facilities District (CFD), which allows for financing of public improvements and services through taxation within the district. CFDs can fund the planning, design, purchase, construction, expansion, improvement, or rehabilitation of capital facilities, defined as having a useful life of five or more years. CFDs can also fund the provision of a variety of public services, such as streets, public safety, parks and recreation, schools, library and cultural facilities, landscape maintenance and lighting, flood control, sewer systems, site remediation, and basic infrastructure.

A CFD is created by a sponsoring local government agency and includes all properties that will benefit from the improvements to be constructed or the services to be provided. A CFD cannot be

formed without a two-thirds majority vote of residents living within the proposed boundaries. Once the CFD is approved, a Special Tax Lien is placed against each property in the CFD and property owners pay a special tax annually. This tax may be applied to the value of each property, rather than assessed based on the level of special benefit received. Because it is a special tax, a two-thirds majority vote is required to approve the levy of the special tax. Properties within the district do not have to be contiguous. Once a district is established, property owners would each receive a vote weighted by the acreage of their ownership. Establishing a CFD requires only a general description of the facilities, services, and costs associated with the district, not the detailed engineer's report required for assessment districts.

There are many ways a CFD could be created for the Ventura/Kings Canyon corridor. The City may choose to seek to establish a CFD for a portion of the Plan Area and define the district area to simplify the process of establishing the district. The City could also choose to seek to establish a CFD for all of the Plan Area and define the district area to all the registered voters within the Plan Area if the City believes that resident registered voters might be more likely to approve the CFD than property owners. The City could establish multiple CFDs across the Plan Area to accommodate phased growth or establish one CFD, and require expansion of or annexation into the single CFD to accommodate later development.

STATE FUNDING SOURCES

The following describes state funds that could be used for streetscape improvements that were identified in this Plan. Each of the fund sources requires a competitive grant application process. Funds for transportation-related projects are available from the Transportation Development Act (TDA) and from various state programs and agencies, including the California Department of Transportation (Caltrans) and the California Office of Traffic Safety (OTS).

IMPLEMENTATION

TRANSPORTATION DEVELOPMENT ACT ARTICLE 3

TDA funds generated from a ¼-cent of the general state sales tax are returned to the source counties to fund transportation projects, focusing on public transit. TDA Article 3 provides for 2 percent of TDA funds to be set aside for bicycle and pedestrian projects. Eligible projects include right-of-way acquisition; planning, design, and engineering; and construction of bicycle and pedestrian infrastructure, including retrofitting to meet ADA requirements; and related facilities. City and county government agencies are eligible to apply for TDA funds. TDA Article 3 funds are non-competitive grant funds and allocated to cities based on population.

ACTIVE TRANSPORTATION PROGRAM

In September 2013, the state created the Active Transportation Program (ATP), consolidating existing federal and state transportation programs, including the Transportation Alternatives (TAs) Program, the Bicycle Transportation Account (BTA), and the state Safe Routes to School (SR2S), summaries of which are outlined below for reference. The ATP is intended to promote the use of active modes of transportation, such as walking and biking. The program budget is allocated by the California Transportation Commission (CTC). Fifty percent of ATP funds are distributed on a competitive statewide basis, 40 percent is provided to urban municipalities, and the final 10 percent goes to rural communities with populations less than 200,000. Draft guidelines for 2015 ATP applications are being revised and are scheduled for adoption and public release by early 2015.

More information is available at: <http://www.dot.ca.gov/hq/LocalPrograms/atp/index.html>

Transportation Alternatives Program

This is a federal program that provides funding for projects that improve non-driver transportation, including SR2S projects. See TAs in Federal Funding Sources below for more information.

Bicycle Transportation Account

Until consolidated into the ATP in 2013, the Caltrans Bicycle Transportation Account (BTA) provided state funds on a competitive basis for city and county projects that improve safety and convenience for bicycle commuters, including design, engineering, and construction of bicycle lanes and paths.

Safe Routes to School

Until consolidated into the ATP in 2013, this program provided funding for SR2S project, including sidewalk improvements, traffic calming and speed reduction measures, pedestrian and bicycle crossing improvements, on-street and off-street bicycle facilities, and traffic diversion improvements on a competitive basis.

SUSTAINABLE TRANSPORTATION PLANNING GRANT PROGRAM – SUSTAINABLE COMMUNITIES

The Sustainable Transportation Planning Grant is a new program consolidating and realigning previous Caltrans funding programs. Caltrans Environmental Justice & Community-Based Transportation Planning Grants, and Transit Planning Grants merged into one program, “Sustainable Communities.” Similar to the previous programs, transportation planning projects that are intended to improve a multimodal transportation network and reduce greenhouse gas (GHG) emissions, such as complete street plans and pedestrian and bicycle safety enhancement plans, are eligible. Construction and maintenance projects are not eligible. Eligible applicants include Metropolitan Planning Organizations and Regional Transportation Planning Agencies (MPO/RTPAs), Transit Agencies, Cities, Counties, and Native American Tribal Governments. This program is funded by the Federal Transit Administration and the State Highway Account. Approximately \$8.3 million was available for the grant cycle (Fiscal Year 2015-16). At least an 11.47 percent local match is required.

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More information is available at: <http://www.dot.ca.gov/hq/tpp/grants.html>

OFFICE OF TRAFFIC SAFETY GRANTS

The Office of Traffic Safety (OTS) administers federal traffic safety grant funds that are apportioned to California under the National Highway Safety Act. The OTS has several priority areas for grant funding, including alcohol and other drugs, police traffic services, occupant protection, traffic records, emergency medical services, roadway safety, pedestrian and bicycle safety (including education, enforcement, and engineering), and motorcycle safety. The OTS supports a wide variety of traffic safety programs, including pedestrian and bicycle safety programs for children; child passenger safety outreach; and support for increased law enforcement services and resources, such as safety helmet distribution, and court diversion programs for safety helmet violators. State government agencies, state colleges, and state universities, local city and county government agencies, school districts, fire departments, and public emergency services providers are eligible to apply for and receive OTS grant funding. Grants are awarded on a competitive basis.

More information is available at: http://www.ots.ca.gov/ots_and_traffic_safety/About_OTS.asp

ENVIRONMENTAL ENHANCEMENT AND MITIGATION PROGRAM

The Environmental Enhancement and Mitigation Program (EEMP) is a state fund established by Caltrans to mitigate the effects of transportation projects. It offers up to \$7 million each year for grants to local, state, and federal government agencies and to nonprofit organizations for projects to mitigate the environmental impacts caused by new or modified public transportation facilities. Eligible projects must be directly or indirectly related to the environmental impact of the modification of an existing transportation facility or construction of a new transportation facility. Typical grants range from \$200,000 to \$250,000. Up to 25 percent local matching is usually required. Grants are awarded in the categories of urban forestry, resource lands, and mitigation projects beyond the scope of the lead agency. Grants are awarded on a competitive basis.

More information is available at: http://resources.ca.gov/bonds_and_grants/eemp/

AFFORDABLE HOUSING AND SUSTAINABLE COMMUNITIES PROGRAM DRAFT

Managed by California’s Strategic Growth Council, the Affordable Housing and Sustainable Communities (AHSC) Program is intended to reduce GHG emissions by supporting infill and compact development projects that improve non-motorized transportation options and decrease reliance on auto vehicle uses. Eligible projects include 1) TOD projects that include affordable housing development in conjunction with transportation infrastructure, and 2) integrated connectivity projects that include one or more transit stop and would result in a significant increase in transit ridership.

As of January 2015, the program guidelines for the AHSC program are in the process of development, and the draft of the guidelines is available here:

http://sgc.ca.gov/docs/Draft_AHSC_Guidelines_for_posting_082314.pdf

More information is available at: http://sgc.ca.gov/s_ahscprogram.php

URBAN AND COMMUNITY FORESTRY GRANTS

The California Department of Forestry and Fire Protection (CAL FIRE) administers the Urban & Community Forestry Grant Program to fund urban forestry projects that focus on reducing GHG emissions, including urban tree planting, urban forest management for GHG reduction, urban wood and biomass utilization, reclamation of blighted urban lands, and green innovations projects. On-going management or maintenance activities are not eligible.

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More information is available at:

http://calfire.ca.gov/resource_mgt/downloads/CALFIRE_UFGrants_ProceduralGuide2014_2015.pdf

FEDERAL FUNDING SOURCES

The primary sources of federal funding for bicycle and pedestrian facilities are from the US Department of Transportation (DOT) and the US Department of Housing and Urban Development (HUD).

The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), authorized surface transportation investment and had supplied various funding programs until it expired in September 2009. President Obama signed the new two-year transportation authorization bill, Moving Ahead for Progress in the 21st Century (MAP-21), into law in July 2012. MAP-21 took effect on October 1, 2012. Specific funding programs under MAP-21 are outlined below.

CONGESTION MITIGATION AND AIR QUALITY IMPROVEMENT PROGRAM

Congestion Mitigation and Air Quality Improvement Program (CMAQ) is a federal program supporting a range of projects that reduce transportation-related air emissions in air quality nonattainment areas. Fresno COG, as the Fresno County region's MPO, administers CMAQ funding on a per-population and competitive basis in Fresno County. CMAQ funds support transportation projects that are likely to reduce air pollution and are included in FCOG's current transportation plan and transportation improvement program (TIP). Bicycle and pedestrian facilities programs are one of the eligible activities. The CMAQ program authorizes an average of

over \$40 million per year statewide. Based on population, Fresno COG receives approximately \$20 million every two years.

More information is available at: <http://www.fhwa.dot.gov/map21/cmaq.cfm> and http://www.fresnocog.org/sites/default/files/publications/CMAQ/2013-14_CMAQ_Complete_Application_Packet_9-26-13.pdf

TRANSPORTATION ALTERNATIVES

This is a new program under MAP-21 that consolidates the Transportation Enhancement program with the Recreational Trails and the SR2S programs. Eligible projects include bicycle and pedestrian facilities, safe routes for non-drivers projects and systems, vegetation management practices in right-of-ways, preservation of abandoned railway corridors including for pedestrian and bicycle trails, and any environmental mitigation, including National Environmental Policy Act (NEPA) compliance. Eligible projects related to SR2S programs include infrastructure projects, non-infrastructure projects, such as traffic education and enforcement activities that take place within approximately 2 miles of the school (grades K-8), and SR2S coordinators. Tribal governments, local governments, transit agencies, and school districts may apply for the TA funds.

More information is available at: <http://www.fhwa.dot.gov/map21/guidance/guidetap.cfm>

COMMUNITY DEVELOPMENT BLOCK GRANTS

Since 1974, HUD has administered Community Development Block Grants (CDBG) funds. The CDBG program works to ensure decent affordable housing, to provide services to the most vulnerable in our communities, and to create jobs through the expansion and retention of businesses. “Persons of low and moderate income” or the “targeted income group” (TIG) are defined as families, households, and individuals whose incomes do not exceed 80 percent of the county median income, with adjustments for family or household size. This is achieved by providing decent

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housing and a suitable living environment and by expanding economic opportunities, principally for persons of low and moderate income. Each year the program makes funds available to eligible jurisdictions through several allocations.

Projects must meet specific criteria by benefiting low-income households, creating new jobs, or accommodating specific business expansion/retention. CDBG funds are available for a number of different types of projects, including housing rehabilitation, new housing construction, community facilities, public services, and public works projects.

More information is available at:

<http://www.hud.gov/offices/cpd/communitydevelopment/programs/index.cfm>

ENVIRONMENTAL PROTECTION AGENCY ENVIRONMENTAL EDUCATION GRANTS

Environmental Education (EE) Grants fund environmental education and training projects, including SR2S education projects that seek to promote public health, and better air quality, and to encourage walking and biking over driving. Construction projects or outreach programs that do not include any educational component are not eligible. The EE Grant program requires non-federal matching funds of at least 25 percent of the total cost of the project. Colleges, universities, school districts, and local or state government entities and public agencies that conduct educational and environmental programs are eligible to apply for and receive EE grant funding.

More information is available at: <http://www2.epa.gov/education/environmental-education-ee-grants>

NON-TRADITIONAL FUNDING SOURCES

SAN JOAQUIN VALLEY AIR POLLUTION CONTROL DISTRICT – REMOVE II PROGRAM

The REMOVE II Program is intended to reduce motor vehicle emissions within the San Joaquin Valley Air Pollution Control (SJVAPC) District so as to attain the requirements of the California Clean Air Act. The Bicycle Infrastructure Component of this program provides incentives for Class I or Class II bicycle path construction. Any municipality, government agency, or public educational institution may apply. The incentive amount for bicycle projects will be determined based on the California Air Resources Board (ARB) calculation methodology for cost effectiveness and emissions reductions. The maximum incentives for Class I projects are up to \$150,000 per project and for Class II projects are \$100,000 per project. Only one incentive is available per application.

More information is available at:

http://www.valleyair.org/grant_programs/grantprograms.htm#PublicBenefitGrantProgram

ADOPT-A-TRAIL OR PATH PROGRAMS

Although the program does not currently exist in Fresno, the City of Fresno may establish Adopt-A-Trail or Adopt-A-Path programs to coordinate with local groups or persons for trail or path improvement and maintenance. Local businesses and organizations may adopt a trail or a bicycle path similar to the adoption of segment of the Interstate Highway System. The adoption is in the form of an annual commitment to finance and clean-up a trail or path. Typically, each segment would receive an adopter to pay for the routine maintenance and an adopter to do the routine maintenance. The supporters and their contribution should be indicated on the signs posted along the trail or path.

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NATIONAL GARDENING ASSOCIATION YOUTH GARDEN GRANT

National Gardening Association provides a range of grants and awards to support youth gardening programs, especially in local schools.

More information is available at: <http://grants.kidsgardening.org/>

GRANT AND FOUNDATION

Private foundations or corporate donors can be great resources for funding projects or event programs. A number of foundations that support pedestrian and bicycle improvements can be found through the Foundation Center online database at: <https://fconline.foundationcenter.org>.

PARENT TEACHER ASSOCIATION

Parent Teacher Association's (PTAs) can be a source for volunteers and possibly funding for SR2S projects. It is important to work with PTAs and school districts to have their input as well as to catch funding opportunities.

