



# Redevelopment Agency of the City of Fresno

Winter 2011

## Extreme Land Makeover

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**317 California**—Most celebrated projects begin as a dirt lot only to be transformed into a significant structure to be enjoyed for decades to come. Yet the Agency's recent project at 317 California took an alternative route to stardom. Originally, the site was an auto dismantling yard between 1950 and 1967. During these 17 years the auto dismantler disposed high levels of lead, hydrocarbons, and other toxins that contaminated the site's surface soils. Due to the volatile nature of the land, this brownfield site has been vacant for last 45 years and would have most likely languished in the same state for another 45 years.

On October 2007, the Agency in cooperation with the Housing Authority of the City and County of Fresno applied for an Environmental Protection

Agency (EPA) Brownfield Grant and on March 27, 2009, the Agency was awarded a \$200,000 EPA Brownfields Cleanup Grant for the Site. A Remedial Action Plan was subsequently prepared and in late 2010, a cleanup contract was awarded to Rumex Construction Corporation.

Over 854 tons of hazardous soil were excavated and disposed offsite. Subsequently, approximately 1,500 cubic yards of clean soil was imported to grade the site to its original condition. In October 2011, the site to be remediated and its soils no longer containing contaminants above State and Federal levels.

The \$265,000 project was funded with \$65,000 from the Agency and \$200,000 from the EPA Grant.

### Newsletter Highlights:

- ♦ Successful Brownfield project in SW Fresno
- ♦ Agency has assisted numerous adaptive re-use projects spurring more private development
- ♦ Infrastructure investment to help prominent Valley business expansion
- ♦ Storefront Improvement Program leverages \$64 for every RDA dollar spent
- ♦ Longs/ CVS working with Agency at Fulton Mall



129 College Ribbon-Cutting Event

The Agency in partnership with Fresno City College (FCC) and CURE is pleased to celebrate completion of the rehabilitation of an Agency owned home at 129 N. College in the Lowell neighborhood. The first home to be completed by FCC's "Housing Re-Construction Program"(HRP), which trains students in basic construction theory and practice with "hands on" experience, as well as, classroom instruction. The RDA provided the home, \$130,000 in building materials and contracted for supervision through CURE, who oversaw the on-site work program.

-Continued on page 3



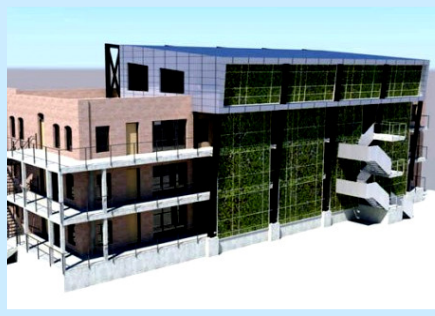
Happy Holidays from the Staff at the Redevelopment Agency!!



# ADAPTIVE RE-USE



The Broadway Lofts is the first project the Agency assisted in the Fulton area as an adaptive reuse of an existing building. Constructed in the 1940's, the property at 1625 Broadway began its life as a medium-sized tire store, then a printing press sales business, and most recently, a storage facility. The building boasts a wood-barreled roof that made it an ideal two-story loft reuse project. The building's footprint is approximately 15,500 square feet on a 30,000 square foot parcel. The development accommodated 22 loft apartments, five of which have affordable housing covenants. Agency assistance →



Once used as a hotel, the Mayflower Lofts is an adaptive reuse of an older three-story brick building. The project includes an exo-skeleton adding one additional story for pent-houses. To assist the project, the Agency provided \$625,000. With its completion in early 2012, the building's new sleek, modern design will contrast nicely with its original form.

In 2008 a Historic Preservation Award was given to the City and Agency for the adaptive reuse of the 105-year-old Hobbs-Parsons building. The building was rehabilitated to serve as the leased Fire Department's headquarters and now yields increased property tax value. The project was made possible through a partnership between the Agency and Developer.



In an effort to capture more professionals in the Cultural Arts District, a building once occupied by San Francisco Floral Company was recently renovated and is now home to GV Urban's Biz-Werx, a professional center with over 4,000sq. ft of leasable space for small businesses.



# ADAPTIVE RE-USE



consisted of a \$650,000 loan and \$100,000 grant. This assistance helps leverage and protect the Agency's investment of Low- and Moderate Income Housing Funds by continuing to revitalize the Cultural Arts District. This infusion of housing money reinforces the downtown residential market that is steadily building momentum to create a vibrant, attractive, and desirable neighborhood within the Cultural Arts District. Furthermore, RDA's investment builds upon the greater critical mass required to revitalize downtown Fresno.

With the Agency's help, this 1950's foreclosed apartment complex and its ten commercial spaces were recently rehabilitated. Just a five-minute walk to the Tower District, the new residents of Fultonia will soon be able to enjoy an adjoining laundry mat, a coffee shop, and a dance studio. Covenants require that at least 39 units are available to low income occupants.



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This renovation at 129 College has created some positive momentum through the efforts of the Agency, City College, and Cure. Over the next two years, students in the Housing Re-Construction Program will be working to rehabilitate two additional houses nearby.

To attract more artists and creative businesses to the Cultural Arts District, this older, vacant building was revitalized into artist/commercial office space. Units range from 175-1,800sq ft. Utilizing the Agency's Storefront Improvement Program, a handcrafted metal awning was fabricated and installed.





## Project Spotlight: Mathews Harley-Davidson Expansion



**1950's**



**1970's**



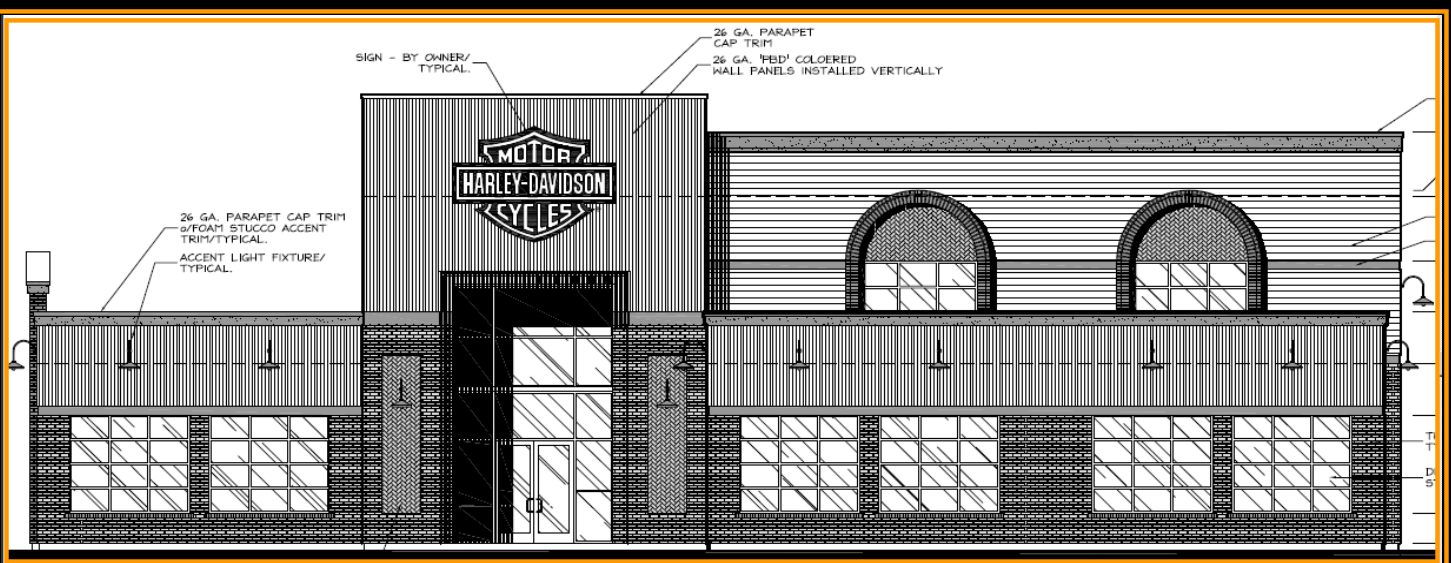
**Present**

To accommodate their growth and retain the business downtown, the Agency and Mathews-Harley Davidson (MHD) entered into a Memorandum of Understanding (MOU). The business is located at a high profile intersection near Blackstone, Abby, Belmont and the Freeway 180 on/off ramp. After an extensive two year process, MHD secured approval from Harley-Davidson Corporation to remain and expand at this site based upon the commitment of the family to heavily invest in facility upgrades and the commitment of the Agency to support its plans.

Established by the Mathews family in 1953 as a new Harley-Davidson dealership, Mathews-Harley Davidson (MHD) has operated at its current location since 1961. The MOU induces MHD to double its current dealership from 7,000 to 14,000 square feet, retain and expand all company sales and service dealership operations at its current site at 548 North Blackstone, and dedicate right of way for improvements. In turn, the Agency reimburses MHD for construction of public improvements along Abby, Blackstone and White Avenue street frontages required by its expansion.

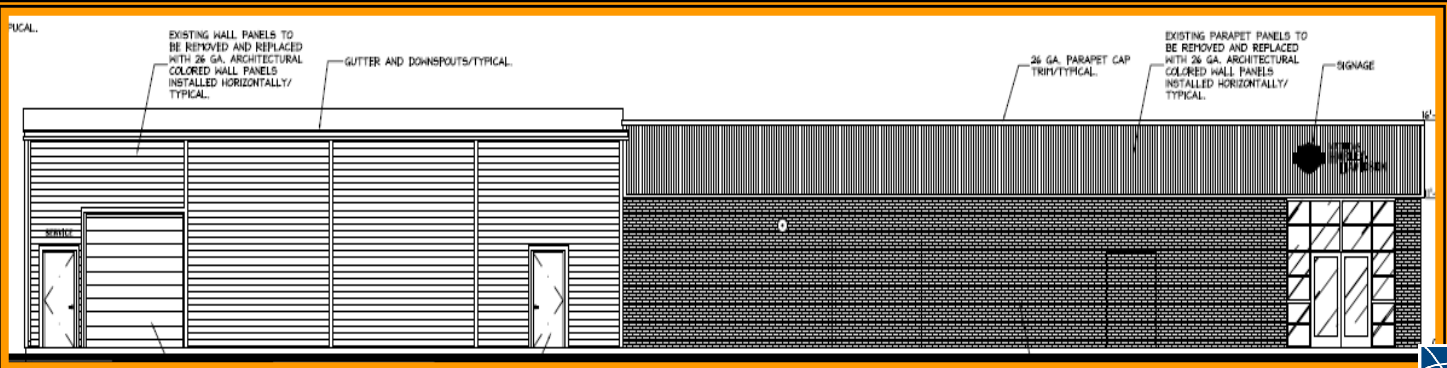
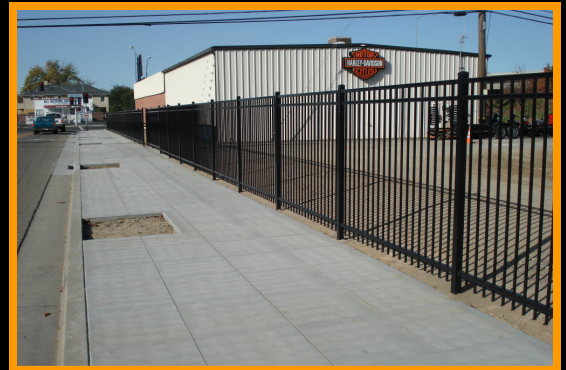
The partnership helps to address blight at this highly visible location, improve public infrastructure, and induce a successful business to remain, expand, and invest in the Central Area for the long term.

## The Future North Elevation





# Project Spotlight: MHD Street Improvement Pictures







The Storefront Improvement Program (SIP) encourages physical improvements to existing commercial buildings and neighborhoods; stretches and leverages funds deriving maximum visual impact from modest investment; and, helps (generally small to medium) businesses. The Agency has actively offered the SIP through its marketing brochure, informational workshops and architectural design assistance. The Agency also works with merchant groups, and other stakeholders to identify opportunities to increase participation in the program.

The Storefront Improvement Program continues to grow benefitting revitalization of older commercial districts and corridors. In FY 10/11, the Agency assisted improvement to 44 commercial storefronts that generated over \$460,261 in improvement value. Every Agency dollar invested was matched by about \$4.20 from the private sector. Additionally, through the SIP program, the Agency assisted the Small Business Administration with their \$7,175,000 renovation and the Fresno Area Hispanic Chamber of Commerce with their \$1,800,000 renovation. Including these two major renovations the Agency's leverage increases to \$64.50 in public investment for every \$1 of Agency investment.

## "before" & "after"



FRESNO RDA STOREFRONT IMPROVEMENT PROJECT FOR:  
LA VAQUITA CARNICERIA & TAQUERIA  
JAMIE DRONIK, AIA, LEED AP | ARCHITECT

EXISTING CONDITION

01.08.2010  
PAGE 2 OF 4



FRESNO RDA STOREFRONT IMPROVEMENT PROJECT FOR:  
LA VAQUITA CARNICERIA & TAQUERIA  
JAMIE DRONIK, AIA, LEED AP | ARCHITECT

PROPOSED DESIGN (LATE COLORS)

01.08.2010  
PAGE 2 OF 4



FRESNO RDA STOREFRONT IMPROVEMENT PROJECT FOR:  
A-1 AUTO ELECTRIC  
JAMIE DRONIK, AIA, LEED AP | ARCHITECT

EXISTING CONDITION

07.28.2010  
PAGE 2 OF 4



FRESNO RDA STOREFRONT IMPROVEMENT PROJECT FOR:  
A-1 AUTO ELECTRIC  
JAMIE DRONIK, AIA, LEED AP | ARCHITECT

PROPOSED DESIGN

07.28.2010  
PAGE 2 OF 4



FRESNO RDA STOREFRONT IMPROVEMENT PROJECT FOR:  
ROGER HANKE QUALITY MOTORCARS  
JAMIE DRONIK, AIA, LEED AP | ARCHITECT

EXISTING CONDITIONS

03.09.2010  
PAGE 1 OF 1



FRESNO RDA STOREFRONT IMPROVEMENT PROJECT FOR:  
ROGER HANKE QUALITY MOTORCARS  
JAMIE DRONIK, AIA, LEED AP | ARCHITECT

PROPOSED DESIGN (EXISTING WITH CARLS)

03.09.2010  
PAGE 2 OF 4



FRESNO RDA STOREFRONT IMPROVEMENT PROJECT FOR:  
APPLE VALLEY FARMS  
JAMIE DRONIK, AIA, LEED AP | ARCHITECT

EXISTING CONDITION

04.14.2010  
PAGE 1 OF 1



FRESNO RDA STOREFRONT IMPROVEMENT PROJECT FOR:  
APPLE VALLEY FARMS  
JAMIE DRONIK, AIA, LEED AP | ARCHITECT

PROPOSED DESIGN

04.14.2010  
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# Commercial REVITALIZATION





# STORIES Success







**REDEVELOPMENT AGENCY**  
OF THE CITY OF FRESNO

Winter 2011

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## In This Issue:

**Brownfield Clean-Up**

**Mathews Harley-Davidson**

**Adaptive Re-Use Projects**

**Storefront Improvement Program**

Over the last four years, the Agency has been working with CVS (formerly Longs Drugs) for expansion to make better use of their location at Tuolumne and Van Ness, at the north end of the Fulton Mall. The work has centered on more efficient building needs for space and higher density construction for both their building and underutilized adjacent land. Recently, CVS provided preliminary conceptual plans to upgrade and intensify their current land use and development. The Project vacates the former frontage road at the southwest corner of Tuolumne and Van Ness to improve the site and increase buildable premium frontage