

Bill No. 8-20285018070

INTRODUCED BY COUNCILMEMBER Klaber

ORDINANCE NO. 04-182

850426663

RECORDED IN CITY CLERK'S OFFICE
FRESNO COUNTY, CALIFORNIA
FEB 26 1985
GAILY LARSON
County Recorder

RECORDED IN THE OFFICIAL RECORDS OF
FRESNO COUNTY, CALIFORNIA
MAR 20 1985
GAILY LARSON
County Recorder

AN ORDINANCE OF THE CITY OF FRESNO, CALIFORNIA
ADOPTING THE COMMUNITY REDEVELOPMENT PLAN FOR
THE JEFFERSON AREA.

WHEREAS, a Redevelopment Plan has been completed for the
Jefferson Community Redevelopment Plan Area, which is generally
bounded by Freeway 180, Freeway 41, Divisadero Street,
Fresno Street, "R" Street, Divisadero Street, and the Abby/Effie
Alley, except for the block bounded by Grant and McKenzie Avenue
which extends west to Abby Street as contained in the Attached
Exhibit "A"; and

WHEREAS, the Council of the City of Fresno has established
policies for the revitalization of Fresno's Central Area of which
the subject area is a part; and

WHEREAS, the Redevelopment Agency of the City of Fresno desires
that a redevelopment project be initiated within the Jefferson Area.

NOW, THEREFORE, the Council of the City of Fresno does ordain as
follows:

SECTION 1. The purposes and intent of the Council with respect
to the Jefferson Community Redevelopment Plan and the project area
are to promote the elimination of blight, reverse the trend of
economic stagnation, ensure the realization of the project area's
potential for residential, commercial, professional, and medical
office growth, and to achieve the following objectives:

- (a) Mitigate, to the fullest possible extent, existing
environmental deficiencies.
- (b) Protect existing and attract new investments in the plan
area identifying the residential, commercial, professional,
and medical office land use potentials of the area and
encouraging their development in accordance with the plans
and policies of the City of Fresno.

PASSED 12/18/84

EFFECTIVE 1/18/85

ATTACHMENT "7"
ORDINANCE "D"

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- (c) Provide a coordinated and harmonious land use pattern which will attract development and increase the relationship of the project area with other major activities of the Central Area.
- (d) Provide for the rehabilitation of older residential structures within the plan area.
- (e) Enhance the visual image of the plan area, providing an environment with a positive image.
- (f) Provide for the preservation and enhancement of historic structures and places as identified or may be identified.
- (g) Encourage the active and continuous participation of planning area residents in the formulation, refinement, and implementation of this plan, in order to ensure that the plan proposals included herein are directly beneficial to the people who live and work within the plan area.

SECTION 2. The Council does hereby approve and adopt the Community Redevelopment Plan for the Jefferson Area annexed hereto as Exhibit "A" as modified by Council on December 18, 1984 and by this reference made a part of this ordinance per redevelopment request for adjustments to land use, zoning, street closure and acquisition plan for the Target Area (Attachment 1).

SECTION 3. The Council does hereby designate the Plan incorporated in Section 2 of this ordinance as the official redevelopment plan of the project area.

SECTION 4. The Council finds and determines that:

- (1) The project area is blighted area, the redevelopment of which is necessary to effectuate the public purposes declared in this part;
- (2) The community redevelopment plan would redevelop the area in conformity with this part and in the interest of the public peace, health, safety, and welfare;
- (3) The adoption and carrying out of the redevelopment plan is economically sound and feasible;
- (4) The redevelopment plan conforms to the general plan of the community.

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- (5) The carrying out of the redevelopment plan would promote the public peace, health, safety, and welfare of the community and would effectuate the purposes and policy of this part;
- (6) The condemnation of real property, as provided for in the redevelopment plan, is necessary to the execution of the redevelopment plan and adequate provisions have been made for the payment for property to be acquired as provided by law;
- (7) The Agency has a feasible method or plan for the relocation of persons, families, and businesses displaced from the project area, if the redevelopment plan may result in the temporary or permanent displacement of any occupants from residences or businesses in the project area;
- (8) There are or are being provided in the project area or in other areas not generally less desirable in regard to public utilities and public and commercial facilities and at rents or prices within the financial means of the families and persons displaced from the project area, decent, safe, and sanitary dwellings equal in number to the number of and available to such displaced families and persons and reasonably accessible to the places of employment;
- (9) Inclusion of any lands, buildings, or improvements which are not detrimental to the public health, safety, or welfare is necessary for the effective redevelopment of the area of which they are a part; that any such area included is necessary for effective redevelopment and is not included for the purpose of obtaining the allocation of tax increment revenues from such area pursuant to section 33670 without other substantial justification for its inclusion;

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- (10) The elimination of blight and the redevelopment of the project area could not be reasonably expected to be accomplished by private enterprise acting alone without the aid and assistance of the Agency.

SECTION 5. The council of the City of Fresno is satisfied that permanent housing facilities are available for occupants displaced through the implementation of the redevelopment project and that adequate temporary housing facilities are also available in the community; and,

SECTION 6. The Council of the City of Fresno is convinced that, in the implementation of the redevelopment plan, the effect of tax increment financing will not cause a severe financial burden or detriment on any taxing agency deriving revenues from a tax increment project area; and,

SECTION 7. The Council of the City of Fresno finds that the Final Environmental Impact Report No. 10007, certified by Council Resolution No. 84-505, as the controlling environmental document for the project and constitutes full and complete compliance with the California Environmental Quality Act; and,

SECTION 8. The Council of the City of Fresno finds that the report and recommendations of the Planning Commission contained in Resolution No. 8431 constitutes the report required by Section 65402 of the California Government Code; and,

SECTION 9. On December 18, 1984, the Redevelopment Agency of the City of Fresno and the Council of the City of Fresno held a duly noticed, joint public hearing to consider the Community Redevelopment Plan for the Jefferson Area and all evidence and testimony relating to said plan.

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SECTION 10. This ordinance shall become effective and in full force and effect at 12:01 a.m. on the thirty-first day after its passage.

CLERK'S CERTIFICATION

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

I, JACQUELINE L. RYLE, CMC, City Clerk of the City of Fresno, County of Fresno, State of California, do hereby certify that the foregoing Ordinance No. 84-182 was adopted by the Council of the City of Fresno, California, on the 18th day of December, 1984.

JACQUELINE L. RYLE, CMC
City Clerk

By

Deputy

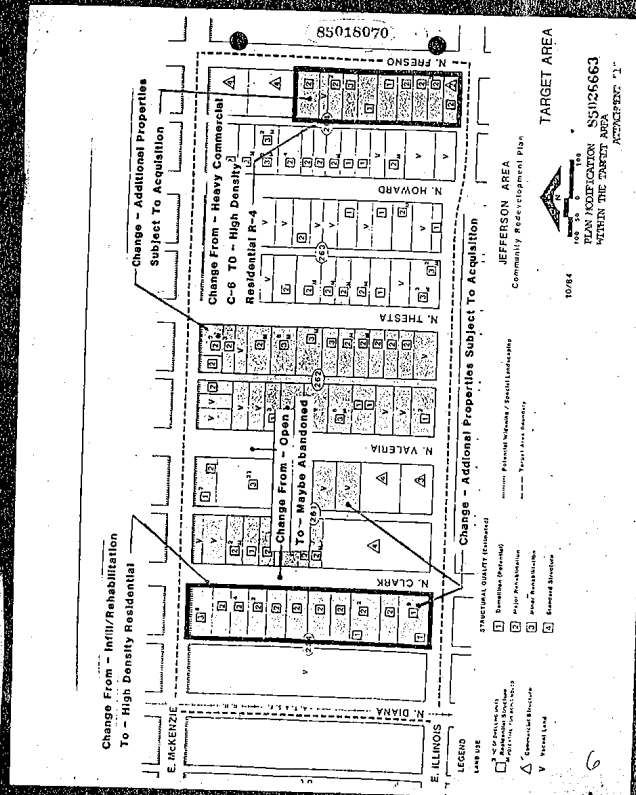
GS/pc
1140/0031

Attachments: Exhibit "A" - Jefferson Redevelopment Area Report
Attachment 1 - Plan Modification within the Target Area

APPROVED AS TO FORM

CITY ATTORNEY

By JHB
Assistant

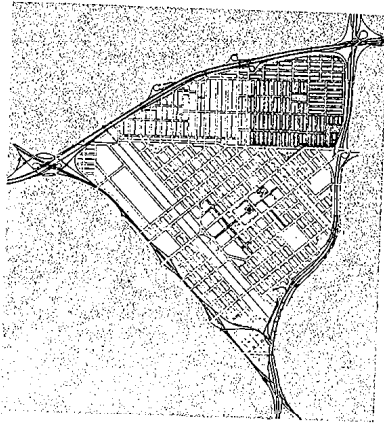


**COMMUNITY
REDEVELOPMENT
PLAN**

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DECEMBER 18, 1984



**JEFFERSON AREA
REDEVELOPMENT PLAN**

City of
FRESNO
DEVELOPMENT DEPARTMENT

1

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**JEFFERSON
COMMUNITY REDEVELOPMENT PLAN**

adopted December 18, 1984

Daniel K. Whitehurst
Daniel K. Whitehurst
Mayor

Robert M. Christofferson
Robert M. Christofferson
City Manager

George A. Kerber
George A. Kerber
Director, Development Department

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BILL NO. 0-202

85018070

INTRODUCED BY COUNCILMEMBER Slater

ORDINANCE NO. 84-182

AN ORDINANCE OF THE CITY OF FRESNO, CALIFORNIA
ADOPTING THE COMMUNITY REDEVELOPMENT PLAN FOR
THE JEFFERSON AREA.

WHEREAS, a Redevelopment Plan has been completed for the Jefferson Community Redevelopment Plan Area, which is generally bounded by Freeway 180, Freeway 41, Divisadero Street, Fresno Street, "R" Street, Divisadero Street, and the Abby/Effie Alley, except for the block bounded by Grant and McKentle Avenue which extends west to Abby Street as contained in the Attached Exhibit "A"; and

WHEREAS, the Council of the City of Fresno has established policies for the revitalization of Fresno's Central Area of which the subject area is a part; and

WHEREAS, the Redevelopment Agency of the City of Fresno desires that a redevelopment project be initiated within the Jefferson Area;

NOW, THEREFORE, the Council of the City of Fresno does ordain as follows:

SECTION 1. The purposes and intent of the Council with respect to the Jefferson Community Redevelopment Plan and the project area are to promote the elimination of blight, reverse the trend of economic stagnation, ensure the realization of the project area's potential for residential, commercial, professional, and medical office growth, and to achieve the following objectives:

- (a) Mitigate, to the fullest possible extent, existing environmental deficiencies.
- (b) Protect existing and attract new investments in the plan area identifying the residential, commercial, professional, and medical office land use potentials of the area and encouraging their development in accordance with the plans and policies of the City of Fresno.

FILED 12/15/84
CITY OF FRESNO 11/15/84

ATTACHMENT "7"
ORDINANCE "3"

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- (c) Provide a coordinated and harmonious land use pattern which will attract development and increase the relationship of the project area with other major activities of the Central Area.
- (d) Provide for the rehabilitation of older residential structures within the plan area.
- (e) Enhance the visual image of the plan area, providing an environment with a positive image.
- (f) Provide for the preservation and enhancement of historic structures and places as identified or may be identified.
- (g) Encourage the active and continuous participation of planning area residents in the formulation, refinement, and implementation of this plan, in order to ensure that the plan proposals included herein are directly beneficial to the people who live and work within the plan area.

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- (2) The community redevelopment plan would redevelop the area in conformity with this part and in the interest of the public peace, health, safety, and welfare;
- (3) The adoption and carrying out of the redevelopment plan is economically sound and feasible;
- (4) The redevelopment plan conforms to the general plan of the community.

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- (5) The carrying out of the redevelopment plan would promote the public peace, health, safety, and welfare of the community and would effectuate the purposes and policy of this part;
- (6) The condemnation of real property, as provided for in the redevelopment plan, is necessary to the execution of the redevelopment plan and adequate provisions have been made for the payment for property to be acquired as provided by law;
- (7) The Agency has a feasible method or plan for the relocation of persons, families, and businesses displaced from the project area, if the redevelopment plan may result in the temporary or permanent displacement of any occupants from residences or businesses in the project area;
- (8) There are or are being provided in the project area or in other areas not generally less desirable in regard to public utilities and public and commercial facilities and at rents or prices within the financial means of the families and persons displaced from the project area, decent, safe, and sanitary dwellings equal in number to the number of and available to such displaced families and persons and reasonably accessible to the places of employment;
- (9) Inclusion of any lands, buildings, or improvements which are not detrimental to the public health, safety, or welfare is necessary for the effective redevelopment of the area of which they are a part; that any such area included is necessary for effective redevelopment and is not included for the purpose of obtaining the allocation of tax increment revenues from such area pursuant to Section 33670 without other substantial justification for its inclusion;

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(10) The elimination of blight and the redevelopment of the project area could not be reasonably expected to be accomplished by private enterprise acting alone without the aid and assistance of the Agency.

SECTION 5. The Council of the City of Fresno is satisfied that permanent housing facilities are available for occupants displaced through the implementation of the redevelopment project and that adequate temporary housing facilities are also available in the community; and.

SECTION 6. The Council of the City of Fresno is convinced that, in the implementation of the redevelopment plan, the effect of tax increment financing will not cause a severe financial burden or detriment on any taxing agency deriving revenues from a tax increment project area; and.

SECTION 7. The Council of the City of Fresno finds that the Final Environmental Impact Report No. 10087, certified by Council Resolution No. 84-505, as the controlling environmental document for the project and constitutes full and complete compliance with the California Environmental Quality Act; and.

SECTION 8. The Council of the City of Fresno finds that the report and recommendations of the Planning Commission contained in Resolution No. 8411 constitutes the report required by Section 65402 of the California Government Code; and.

SECTION 9. On December 18, 1984, the Redevelopment Agency of the City of Fresno and the Council of the City of Fresno held a duly noticed, joint public hearing to consider the Community Redevelopment Plan for the Jefferson Area and all evidence and testimony relating to said plan.

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SECTION 10. This ordinance shall become effective and in full force and effect at 12:01 a.m. on the thirty-first day after its passage.

CLERK'S CERTIFICATION

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

I, JACQUELINE L. RYLE, CMC, City Clerk of the City of Fresno, County of Fresno, State of California, do hereby certify that the foregoing Ordinance No. 85032 was adopted by the Council of the City of Fresno, California, on the 18th day of December, 1984.

JACQUELINE L. RYLE, CMC
City Clerk

By Arthur Chavira
Deputy

CS/pc
1140/0031

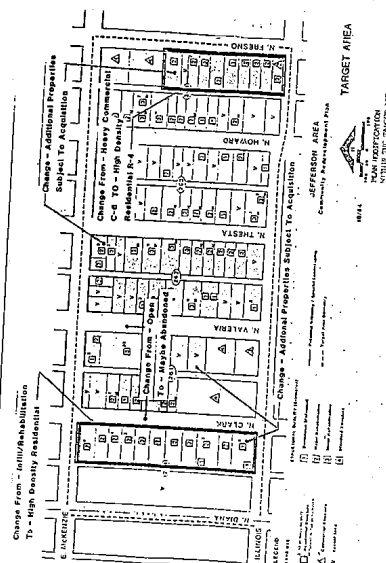
Attachments: Exhibit "A" - Jefferson Redevelopment Area Report
Attachment 1 - Plan Modification within the Target Area

APPROVED AS TO FORM

CITY ATTORNEY

C. H. B.
CITY ATTORNEY

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TARGET AREA

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CITY OF FRESNO, CALIFORNIA

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Dale Doig, Mayor Pro Tempore
Chris Peterson
Joe Williams
Karen Humphrey
Lee Kimber
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Jack Kazanjian, Chairman
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Blanche Milbourn, Vice-Chairperson
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Maheer Chokerdemian
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Al Solis, Assistant Director
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1.0 INTRODUCTION

1.1 Summary of Redevelopment Planning Process

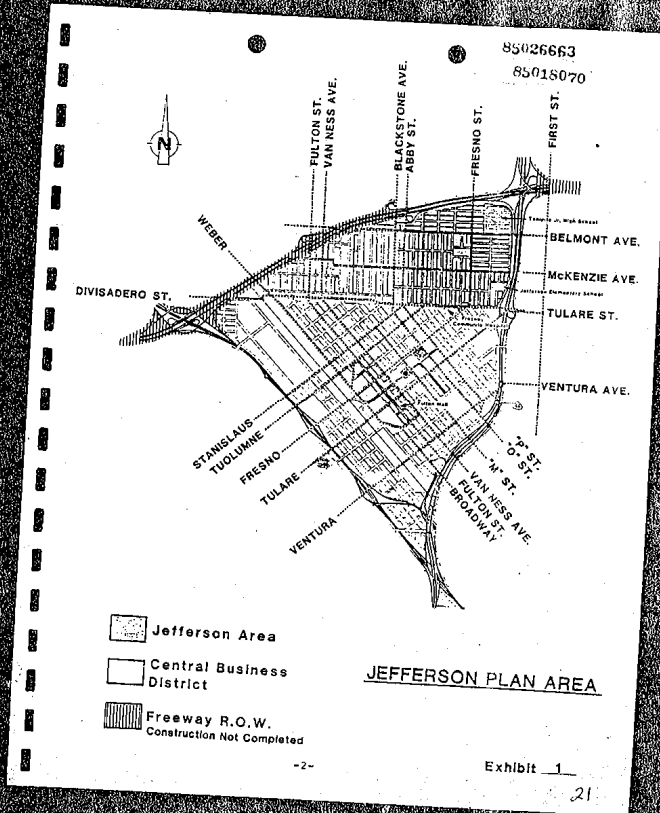
The Jefferson Redevelopment Area is generally composed of a residential area in the northern portion of the Central Area of the City of Fresno (see Jefferson Plan Area Map, Exhibit 1). The Redevelopment Project Area is generally bounded by: Freeway 180 on the north; the Freeway 41 on the east; East Divisadero, Fresno, "R", and Divisadero Streets on the south; the alley between North Effie Street and North Abby Street on the west, except for the block bounded by East Grant Avenue and East McKenzie Avenue which extends west to North Abby Street. A legal description of the project area is in the Appendix of this Plan.

This area has been a source of growing concern for the City of Fresno because of its age and the various physical and social conditions. Ever increasing structural and infrastructural deterioration, and influx of transient, lower-income families, the presence of many citizens on fixed incomes, the fear of crime, and the signs of generally increasing social instability have drawn the City's attention and stimulated consideration of remedial action.

In formulating a strategy for improving the conditions in the Jefferson Redevelopment Area, the City hired the consultant team of Keyser-Macron Associates; E.M. Schaffran and Company, and Rockrise, Odenratt, Mountjoy Associates, to prepare a Central Area Housing Study (CAHS) in 1977. This study provided an overall analysis and a housing strategy for the Fresno Central Area.

The City Council, on October 9, 1979, adopted Resolution No. 79-436, designating the Lowell "C"/Jefferson Area (now referred to as the Jefferson Redevelopment Area) as a Redevelopment Survey Area for study purposes. This is the first step in a series, required by California State Redevelopment Law, in the formulation of a community redevelopment plan and project area. The Planning Commission on February 5 and August 6, 1980, and April 19, 1984, designated the boundaries of the project area.

The Planning Commission made the finding of blight in accordance with Sections 33031 and 33032 of the California Health and Safety Code.



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The finding of blight was based upon: physical conditions within the project area; severe deterioration of residential units; deteriorated commercial structures; the presence of vacant and dilapidated parcels of land; unplanned and inappropriate mixture of residential and commercial land uses; the presence of lots which are too small to achieve the residential densities called for in the Fresno General Plan; and inadequate public facilities and public improvements (i.e. utilities, flood control facilities, missing curbs, gutters, and sidewalks, oil dirt or dirt paving, etc.).

A Preliminary Plan was prepared with input of a Project Area Committee (PAC) for the Jefferson Area. This advisory body of citizens was appointed by the City Council to work with staff making recommendations in the redevelopment planning process.

A Project Area Committee (PAC) has been meeting for a four-year period in the formulation of recommendations for the Jefferson Redevelopment Area. Numerous informational meetings were held by PAC during this period to seek neighborhood input as well as providing information to area residents concerning the planning process. The PAC made an extensive effort to consider and include all comments received from area residents in their recommendations for the Preliminary Plan which was completed and approved by PAC.

The Preliminary Plan identifies the boundaries of the project area, states the Plan's conformance to the City's General Plan, summarizes the Plan's major recommendations, and describes its potential impact upon the project area and adjacent areas. The Preliminary Plan was received and approved by the Redevelopment Agency on May 15, 1984. The Agency directed that the Plan be the basis for the preparation of a Community Redevelopment Plan Commission. Both the PAC and the Agency approved (target area) land use plan--Alternative A-2 which is shown in the CRP, or Land Use Plan (Target Area), Exhibit No. 9.

The Community Redevelopment Plan (CRP) contains a detailed description of Plan recommendations, impacts, and assurances for implementation of the Plan as the basis for the formal public hearing process leading to adoption of a final CRP by the City Council/Redevelopment Agency.

The CRP is a specific plan which contains: detailed land use; zoning; circulation recommendations; recommended implementation steps--including proposed acquisition, rehabilitation, and public improvements. The CRP and area has its own source of revenue generation, tax increment financing, to aid in implementation of the plan.

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1.2 Summary of the Plan Area--Existing Conditions

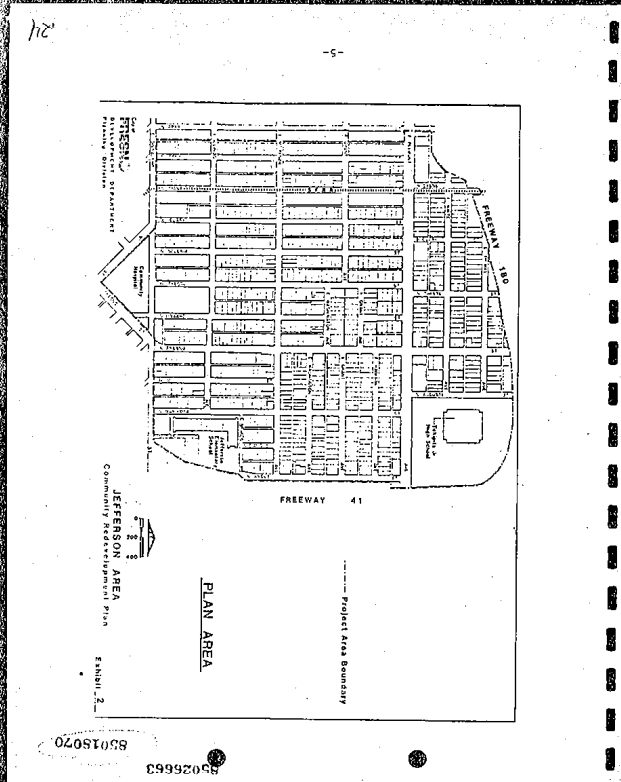
The Jefferson Redevelopment Area is comprised of a single area of approximately 100 acres located to the southwest of the junction of Freeways 41 and 180 (refer to Plan Area, Exhibit 2). The area presently contains a mixture of: single family residential; multi-family residential; commercial/retail; office/professional; institutional; parking; and recreational open space uses. The area contains approximately 22 acres of scattered vacant parcels of land. (see Existing Land Uses, Exhibit 3). The current population of the area is about 3,200. It is estimated that the population has slightly declined, about 4%, during the past ten years.

Existing zone districts within the project area are: residential zone districts ranging from R-1 to R-4. Generally, the R-1 and R-2 zones are located north of Belmont Avenue, the R-2 and R-3 zones are located between McKenzie and Belmont Avenues, and the R-4 zone is located south of McKenzie Avenue. Spot zoning occurs throughout the area. A heavy commercial zone district, C-6, is found along both sides of Fresno Belmont Avenue and Divisadero Street. An administrative and professional office zone district, C-P, is located generally along the north side of Divisadero Street, across from the main complex of the Fresno Community Hospital (refer to Existing zoning, Exhibit 4).

Access to the project area is available by existing public roads with primary access afforded by major arterials: Divisadero Street; Belmont Avenue; North Fresno Street; and Blackstone Avenue/Abby Street couplet. Access to the proposed project area on secondary streets has been reduced by the construction and location of Freeway 180 and 41 which form the northerly and easterly boundaries.

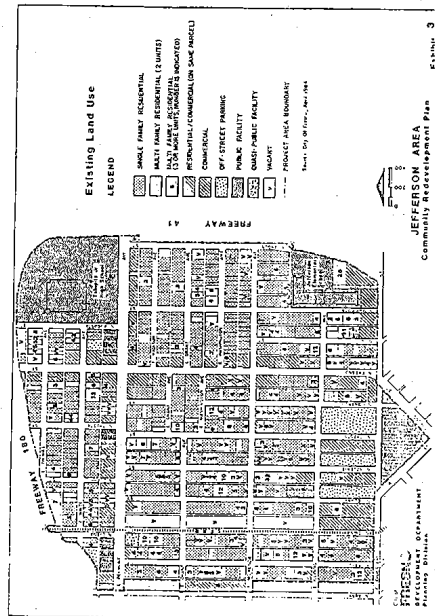
A street conditions study in the project area reveals that the arterial streets are in good condition while all other streets and alleys are in need of improvements/repairs. Many areas within the project also require curbs, gutters, and sidewalks. Over 65% of the alleys are in need of repair/paving.

An additional form of traffic in the area is the Santa Fe Railroad mainline which is located within the right-of-way in Diana Street. The existence of this rail traffic, both freight and Amtrak passenger service, is a source of noise in this predominantly residential area. The presence of the rails in the street constitutes a continuing hazard to vehicular traffic, particularly during wet weather.

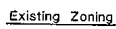


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LEGEND

R-1 Single Family Residential	C-6 Heavy Commercial
R-1A Low Density Multiple Family Residential, One Story	P / Off-Street Parking
R-2 Low Density Multiple Family Residential	Project Area Boundary
R-3 Medium Density Multiple Family Residential	
R-4 High Density Multiple Family Residential	
C-P Administrative and Professional Office	
C-1 General Commercial	

Exhibit 4

Exhibit 4

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The existing underground storm drainage system is incomplete as well as inadequate and does not have the capacity/facilities to handle runoff, water ponding, and eventually sheet flows into/down the streets. A portion of the area bounded by Clark Street, Belmont Avenue, Fresno Street, and Highway 180 is presently located in the latest HUD Flood Insurance Administration/Flood Hazard Area.

Proportionally, the number of commercial structures in the proposed project area is very low compared to the total number of residential structures. The commercial buildings typically are sporadic in occurrence which tend to make them highly visible. The majority of commercial structures in the Jefferson Redevelopment Area are very poorly maintained; many are vacant shells; many have code deficiencies; and almost all have inefficient or inadequate parking areas, poor aesthetics (particularly signage), and little or no landscaping.

The Fresno Street area appears to have the most serious deterioration problems of all five major thoroughfares within the study area. A visual survey found many vacant or abandoned buildings, residential structures being used as business establishments, unpaved parking lots and other vacant or unused parcels. When compared with other streets in the study area, Belmont Avenue has the largest number of vacant lots. Uses on Divisadero Street are dominated by the Fresno Community Hospital and its parking needs. Divisadero Street appears to be one of the most stable areas in that it has fewer vacant lots, less deterioration and more economically viable businesses, particularly auto sales and service uses. In fact, the only evidence of thriving commerce is just outside the southwest corner of the proposed project area between Abby Street and Blackstone Avenue near Divisadero Street.

The City of Fresno is similar to many other urban areas in that its older urban residential and commercial areas have been left by middle- and upper-income families in favor of newer, cleaner, quieter, and less dense neighborhoods in the suburbs. As a result, the less desirable older urban properties have declined in relative value and have been purchased by lower income families and by absentee owners. The result of this socio-economic shift is that neighborhoods comprised of older housing and commercial buildings are occupied by the socio-economic group who can least afford to maintain the aging plumbing, wiring, and heating systems contained in such structures or the aging structures themselves. In time, the maintenance of property with these structures becomes totally beyond the means of the occupants. Blight becomes the inevitable result.

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The situation in the Jefferson Redevelopment Area is a classic example of the scenario briefly described above. While the housing in the area has declined to the point where 24 of the residential units are standard and 14% of the units warrant demolition, the population of the area has declined. Between 1970 and 1980 the population of the area declined by 145 persons or about 4%. Within this context, one also finds a high proportion of renters (61%) and relatively few owner-occupants (39%). This proportion signals the constant transition of the residents in this neighborhood.

The transitional nature of the area's residents is further evidenced by school enrollments. Tohipe Intermediate School has a current enrollment of approximately 705 students (51% Spanish surname, 30% White, 12% Southeast Asians, and 5% Black), and a student turnover rate of about 35% for the first quarter of the current school year.

Jefferson Elementary School has an enrollment of about 1,050 students (70% Spanish surname, 5% White, 15% Southeast Asian, and 10% Black), and a student turnover rate of about 20% for the first quarter of the current school year.

The high mobility of the "residents" of the Jefferson Redevelopment Area is a contributing factor to the conditions of blight. People who are "passing through" do not invest in the community and they tend to cost more in services, such as special and remedial education, welfare, health care, and law enforcement, while remaining less able to contribute toward the cost of those services.

The socio-economic conditions described above are further supported in a comparative study of socio-economic indicators in the Fresno High-Rising Community Plan (FHRCP). The Jefferson Redevelopment Area is mainly composed of Census Tract 5 in the Community Plan. In general, the study indicates that Tract 5, when compared to other tracts in the Fresno High-Rising Area, achieved consistently low ranking in terms of overall socio-economic, and health categories. Tracts ranking lower than Tract 5 are already undergoing improvement.

As the FHRCP indicates, suburban flight has caused a breakdown in the economic structure, with a high incidence of below poverty level families and unemployment. In the FHRCP, these indicators were included under the category of economic development and job placement in which Tract 5 ranked fourth from the bottom. As a result, the commercial establishments located in the area cannot depend on the residents of the area to support commercial activity and the City receives a disproportionately low level of property tax and sales tax revenue from the area's commercial establishments.

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The quality of the housing structures, the rate of housing gain, and the owner occupancy rate for the area, included under the Housing category of the FHRCP, reveal that there were only three other tracts where the cumulative total of these factors was lower than that for Tract 5. The deteriorated condition of the structures in Tract 5 is evidence of the financial inability of the residents to contribute to the upkeep required for minimal maintenance.

The level of school enrollment and educational completion, as indications of the stability of an area, reflects the fact that the proposed redevelopment area has one of the lowest levels of education and training in the entire FHRCP area. Furthermore, the transitory and unstable nature of the area is reflected in the FHRCP data, with the proposed redevelopment area again exhibiting one of the three lowest ratings in the area of social welfare. This category, which includes such factors as the level of AFDC payments, the illegitimate birth rate, the number of juveniles on active probation, and the level of police activity in the area, indicates a very high degree of dependency on the community for benefits and services.

These socio-economic conditions, although located in a discrete area of the city, tend to impact the economic health of the entire community. As local investment in either the residential or commercial sectors is reduced or eliminated, sales and property tax revenues which would normally flow to the city for providing public improvement or needed services are reduced. Ironically, as these revenues decline, the need for public improvements and the services required to reverse the downward economic trend increases and the task of improving the area by eradicating blight becomes more difficult.

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2.0 SUMMARY OF MAJOR PLAN PROPOSALS
AND REVITALIZATION ACTIONS

2.1 Statement of Goals and Objectives

The specific purposes of this plan are: to promote the elimination of blight; reverse the trend of economic stagnation; and ensure the realization of the project area's potential for residential, professional office, and commercial growth. Toward that end, this Plan is designed and oriented to achieve the following objectives:

- Mitigate, to the fullest extent possible, the existing environmental problems.
- Stabilize the existing residential neighborhoods, encouraging their rehabilitation and return to a healthy and safe residential area.
- Attract new housing investments in the infilling of the residential neighborhoods.
- Protect existing and attract new investments in the area identifying the commercial and professional office land use potentials of the area and encourage their development in accordance with the plans and policies of the City of Fresno.
- Enhance the visual image of the area, providing an environment with a positive image.
- Provide for the preservation and enhancement of historic structures as identified.
- Encourage the active and continuous participation of area residents in the formulation, refinement and implementation of this Plan. Thereby ensuring that the plan proposals included herein are directly beneficial to the people who live and work within the area.

2.2 Summary of Revitalization Actions

The major recommendations of the Redevelopment Plan include the following:

- Residential rehabilitation of the older housing structures.

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- Residential infill on the numerous vacant parcels within the area.
- New multiple-family residential dwelling units within an identified target area (providing new in-town residential housing opportunities within the central area).
- A new neighborhood shopping center to serve this area as well as the residential areas to the west.
- New open space/recreation/park area.
- A potential relocation site for historic structures.
- New residential/professional office opportunities along Fresno Street.
- Development of infrastructure improvements (public improvements).
- Improvement of McKenzie Avenue as a Parkway Boulevard.

In order to carry out the goals and objectives of this Plan, the following revitalization activities will be undertaken, pursuant to the Community Redevelopment Law of the State of California's Health and Safety Code and other applicable statutes:

- a. Acquisition of real property, as identified in the Acquisition Plan, including improved or unimproved land, structures, improvements, easements, incorporeal hereditaments, estates, and other rights in land, legal or equitable.
- b. Provision of relocation assistance to residents, nonprofit organizations, and business concerns displaced as a result of the Acquisition Plan.
- c. Demolition, removal, and rehabilitation of building sites (including house moving, where structures can be "saved" and rehabilitated).
- d. Installation, construction, or reconstruction of streets, utilities, and other improvements necessary for the carrying out the renewal objectives of state law in accordance with this Plan.
- e. Disposition of properties acquired in the project area including sale, initial leasing, or retention by the Agency itself, for reuse in accordance with this Plan.

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f. Rehabilitation of structures and improvements, redevelopment and/or development of new vacant land (as determined by the Agency) by present owners or their successors in interest for uses in accordance with this Plan, if the respective owners agree to participate.