

# Implementing Mixed-use Zoning in Downtown Lemoore



# IMPLEMENTING MIXED-USE ZONING IN DOWNTOWN LEMOORE

by

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# Introduction

## Purpose

This senior project provides an example of the types of development that can be accomplished through implementation of mixed-use zones in Downtown Lemoore. The project analyzes information gathered from local residents and Downtown business interests and uses that information to create an illustrative buildout example. This example, measured against the existing conditions will help the citizens of Lemoore better understand what they want and what they can expect from future development in the mixed-use zones within the Downtown area.

## Methodology

Methodology for this project includes gathering primary information through field survey and public outreach conducted in the project area, along with case studies conducted in Clovis, Exeter and Visalia. Secondary sources of information include documents from the City of Lemoore, Kings County, US Census, City of Fresno, books, professional journals, and the Sarah A. Mooney Museum.

The field work on the project started by conducting case studies and analyzing urban design qualities in the cities of Clovis, Exeter, and Visalia. These cities were selected because of their similarities to Lemoore in geography, culture, and issues. All three of these cities also enjoy successful, compact, walkable, mixed-use settings that attract residents and visitors to their Downtowns to eat, to shop, and to be entertained.

A site inventory was completed of each parcel in Downtown. The inventory includes a picture of the parcel as well as a description of the occupancy and condition of the parcel and buildings. It also lists the existing land use classification and business name, along with the number of stories and housing units.

Community input was gathered via a visual preference survey that was circulated in Downtown to residents, business owners, employees, and shoppers during a weekend in February. The survey identified the three different mixed-use zones in Downtown and asked respondents to select which types of developments they would prefer to see in the different



zones. Seventy-nine surveys were returned and analyzed for this project.

## Relevance to Planning

This project is relevant to planning because it provides information to the public about benefits of developing an underutilized core area of the City. By providing an illustrative example of the potential buildout for Downtown under the current General Plan and Zoning Ordinance, the public can play a more informed and active role in advising their elected representatives of their desires for the area.

## Report Organization

The report is organized into five sections:

***The Background Information*** section provides demographic information and the history and culture of the City of Lemoore. It also discusses the Downtown area in detail, along with challenges and opportunities for the area.

***The Project Area*** section discusses previous and current regulatory framework, current land use, and the challenges and opportunities in the area.

***The Case Studies*** section looks at three nearby downtowns that share similar character and issues with the project area. The section discusses how urban design qualities assist in making the areas walkable and desirable, attracting residents and visitors from surrounding neighborhoods to shop in the areas.

***The Community Input*** section describes the findings of the visual preference survey that was circulated in Downtown.

***The Illustrative Buildout Example*** section offers a buildout scenario with existing and proposed development by parcel.

## Background Information



Lemoore, California is a rural community located midway between Interstate 5 and Highway 99, and approximately thirty miles south of Fresno. The city limits contain 8.5 square miles with a population of 24,531 at a density of 2,886 people per square mile (City of Lemoore, 2008, Introduction) (US Census Bureau, 2010, DP-1). Citizens of Lemoore enjoy 117 acres of existing parks and outdoor recreation facilities (this does not include pocket parks within neighborhoods), a 140 acre municipal golf course, athletic fields and play areas owned by the school districts (open for public use), and the indoor recreation facilities at the Cinnamon Municipal Complex.

Of the 11,109 Lemoore labor force 40.5% are employed by a government entity (7.6% military and 32.9% other government employees). Many active duty military members from Naval Air Station Lemoore choose to live in Lemoore because of the close proximity to the Station and the recreation programs available to their families. In addition to the military families choosing Lemoore, many State employees of the several prisons located in Kings and Fresno Counties choose the high quality of life, and make their home in Lemoore (US Census Bureau, 2012). According to the US Census DP03, educational services, and health care and social assistance make up 27% of the employment for the residents of Lemoore.

As Lemoore is surrounded by farmland of statewide importance it is not surprising that the direct agriculture industry accounts for 7.1% of all industry (County of Kings, 2010) (US Census Bureau, 2012). The direct agriculture industry also creates a large manufacturing base.

## History of Lemoore

The City of Lemoore has a rich history that dates back more than 8,000 years when the southwest area of the current city limits were on the seasonal banks of the Tulare Lake. The Tachi-Yokuts, inhabited the area for nearly 2,000 years, but suffered much from racism during the years 1853-1907, and as a result lost many of their people and all of their land. In 1921 the Federal Government bought forty acres of land and turned it over to the tribe. Today, the Santa Rosa Rancheria is larger than 1,800 acres (Tachi-Yokut Tribe, 2014). With the Indian Gaming Regulatory Act, the Tachi-Yokuts have slowly built a casino/resort



area named The Palace Indian Gaming Center complete with a luxurious hotel. This development includes venues that attract large entertainment events including boxing and impressive headlining concerts.

### **The Early Days**

In 1871 Dr. Lee Moore purchased 160 acres and filed a plat map creating a ten acre town. Front Street, which is now called E Street, was vibrant with business as it sat adjacent to and parallel with the new railroad, and businesses spread down Fox and Heinlen Streets to D Street. There were packing houses, a flour mill, stables, liverys, blacksmiths, banks, cafés, rooming houses, saloons, brothels, a meat market, creameries, a winery, a clothing store, a hardware store, doctors, and attorneys (Wright & Cox-Finney, 2010).

### **Immigration**

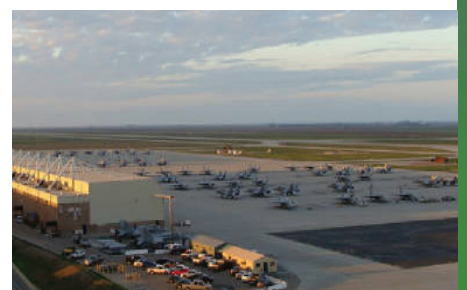
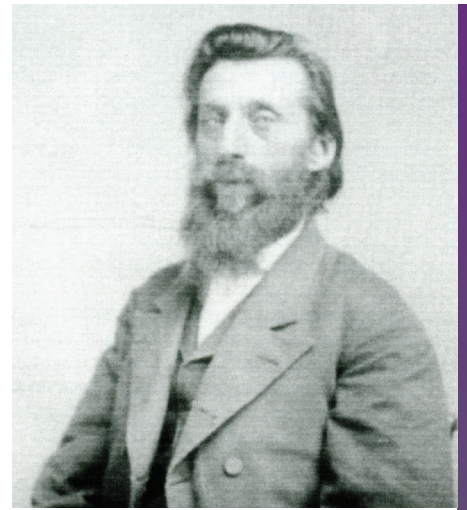
Many people came to settle in the Lemoore area including Asians, Basque, Portuguese, and dustbowl refugees from Oklahoma. The Portuguese settled in town and to the south of town and worked as farmers. The Oklahomans settled in the Central Valley wherever they could find farmwork and many of them ended up in Lemoore. All of these groups continue to live in the area, and many residents are descendants of the original immigrant settlers.

### **Agriculture**

A group of men from the Southern Pacific Railroad felt that farming in the Lemoore area could become lucrative so they bought a couple thousand acres of land and began developing demonstration farms on them. They experimented with different crops and different techniques, growing barley, wheat, tobacco, cotton, onions, turnips, corn, grapes, cantaloupes, olives, flowers and lettuce. Many of these crops are still grown in the area (Wright & Cox-Finney, 2010).

### **Military**

In the early 1940s an Army Air Force training facility was established to the West of Lemoore. The soldiers were welcomed to Lemoore and the USO building on C Street became an active part of daily life for military personnel and civilians. By the late 1950s the US Navy was looking for a site to locate a new West Coast air base. Lemoore received the honors and Naval Air Station Lemoore was commissioned in July 1961. Naval Air Station Lemoore is comprised of 18,784 acres of land, of which 12,343 acres are leased out as farmland (NAS Lemoore, 2008).

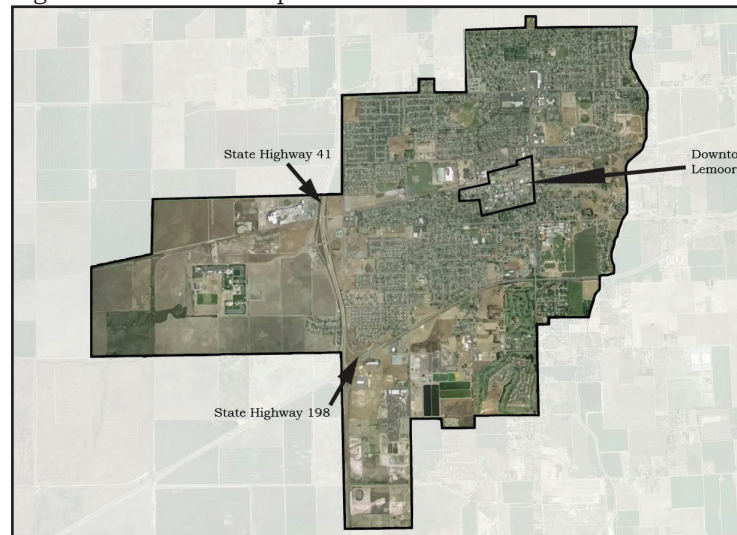


## Project Area



Downtown Lemoore is located in the geographical center of the built-out portion of the City as shown on Figure 1. Encompassing 63.81 acres, it contains a wide range of uses that serve the local residents as well as the entire city and the region as a place to gather, play, shop, and dine. Downtown is host to the Central Valley Pizza Festival, Farmer's Market, Rockin' the Arbor Summer Concert Series, and many annual parades. Many of Lemoore's historic places are located in the Downtown, and the Chamber of Commerce has a Historic Walking Tour Guide that is included as Appendix 1.

Figure 1 - Location Map



Residential population in Downtown is sparse with most of the residents living in single family homes and a few apartments. According to census block information from the Census 2010 Tiger GIS files, the population on April 1, 2010 was 373, and there were 174 housing units in the area. The average citywide household size at that time was 2.99, but Downtown's average household size was 2.14 (US Census Bureau, 2010).

## Regulatory Framework for Downtown

### Previous Regulatory Framework

In the early 1990s, City Council members felt that Downtown had been in decline and wished to address the problem. In an attempt to regenerate the area the City Council commissioned a new plan that would steer growth and redevelopment in the area. In December 1993 the City Council adopted the Downtown Revitalization Plan (DRP) to start the long road to economic and social recovery. Work continued from that point with the development and





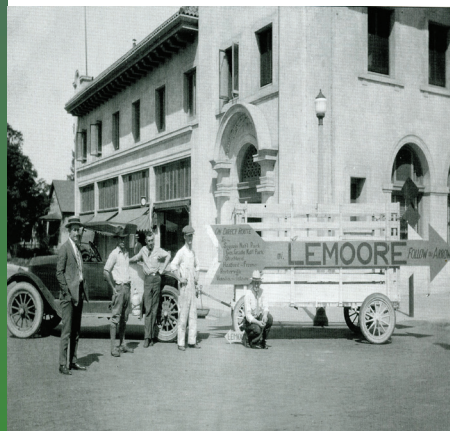
adoption of the Downtown Architectural Design Guidelines (ADG). Together the two documents guided aesthetic transformation of Downtown and enhanced its commercial and residential viability.

***The Downtown Revitalization Plan*** (DRP) provided a comprehensive assessment for future development in the historic district and addressed goals, objectives and programs for the area along with marketing strategy, land use designations, urban design, parking, and financing. It emphasized market forces, land use and urban design. The goals for the DRP were derived from and consistent with the General Plan that was current at the time. They included:

- 1. Enhance and increase the economic viability of the Downtown;*
- 2. Preserve the historic, human-scaled, pedestrian character of the Downtown, particularly on “D” Street;*
- 3. Preserve and enhance the mix of commercial, public and institutional, cultural, residential and professional office uses in the Downtown;*
- 4. Reinforce the image of the Downtown as the “heart” of Lemoore and as a public gathering place; and*
- 5. Create places and activities in the Downtown for all age groups, including teens and children.*

Many parts of the DRP were implemented and currently Downtown, with considerable funding from the former Redevelopment Agency, has entertainment, expanded recreation opportunities, gathering places, and public art. Progress has been made toward the goal to improve the economic viability with the addition of the movie theater, a wide range of restaurants, and a newly opened wine bar. Food and specialty retail have been a success in the downtown area. Within a two square block area in the core part of Downtown are located Vietnamese, Filipino, Chinese, Mexican, Pizza, and BBQ restaurants. Additionally two Mexican and one Asian market are located in the same area. The overall visual and design quality of Downtown has been improved through renovation of historic buildings and the façade program offered through the former Redevelopment Agency, improving the human-scaled pedestrian character of the area. Clearly delineating the boundaries of Downtown has been accomplished at





many entrances to the area, including arches at both the West and East ends of D Street, and brick pillars marking the entrances on Heinlen at E Street, and Heinlen at Bush Street. Plaza Park was developed in the heart of Downtown, and many events are held there including the annual visit from Santa and Mrs. Claus.

***The Downtown Architectural Design Guidelines*** (ADG) were adopted in 1996 to further unify Downtown and create an attractive place for the residents to gather, play, shop, and dine. The purpose of these guidelines was to provide the property owner, builder, and designer parameters to work within while still allowing for creativity and flexibility in design. These guidelines were also intended to enhance street character with a pleasing and pedestrian friendly street scene, and to create building character and design criteria. The goals of the guidelines were as follows:

*“Establish a hierarchy of building types in the downtown area by designating landmark buildings and landmark sites which identify special and important places.*

*Provide basic design recommendations for all buildings in the downtown by promoting design creativity and variation while insuring consistency of building scale proportion and pedestrian orientation.*

*Establish clear and usable design guidelines and criteria.*

*Protect and enhance historic architectural buildings and utilize historic building forms and styles in future buildings.*

*Clearly outline the process necessary to enact and administrate these guidelines.”*

During the community outreach efforts, the community expressed desire for the character of buildings to be historic buildings of the early 1900s known as Early American Commercial style. The style is a conglomeration of many different styles that feature elements such as: buildings sited at the property line, brick or block masonry walls, limited relief on upper levels, flat or low-pitched roof forms with parapets and detailed building corners, multi-paned storefront windows and doors with canvas awnings, recessed entries, transom windows, simple wainscot base treatment such as tile, brick, relief band, or color band.

The ADG were very specific and addressed every facet of the design of buildings in Downtown and the interaction the buildings had with the sidewalk, and other nearby buildings. The guidelines included sections that detailed



the requirements for form and massing, roof forms, windows and doors, tile and relief banding, garden walls, lighting, building materials, colors, and landmark buildings.

### Current Regulatory Framework

In 2008 the Lemoore City Council adopted the new 2030 General Plan, followed by a new Zoning Ordinance in 2012, which was updated in 2013. With the adoption of the Zoning Ordinance, the DRP and the ADG were eliminated as policy documents. The General Plan includes a new land use designation, Mixed-use. The Zoning Ordinance includes four new zoning districts, which are: Mixed-use, Downtown mixed-use – Core (DMX-1), Downtown mixed-use – Auto-oriented (DMX-2), and Downtown mixed-use – Transitional (DMX-3). Although Lemoore has always enjoyed mixed-use development in Downtown without a requirement or specific regulations for it, it is now both required and regulated per the Zoning Ordinance.

**Mixed-use Zoning** is defined by the Lemoore General Plan as, “intended to provide for retail, residential, office, business and personal services, public and institutional uses in neighborhood-oriented centers in a variety of mixed-use configurations, such as ground-floor commercial with residential or office uses above, or co-location of buildings with different single uses on a contiguous mixed-use area. Development will be pedestrian-oriented to enhance street life and the vibrancy of neighborhoods.” This definition can be confusing because mixed-use can also be defined in a more narrow perspective as two or more uses within the same building or lot. The Antlers and Lucerne Hotels, and the Advance Building are good examples of the latter definition currently in Lemoore. For the purpose of this project, the definition spelled out in the General Plan will be used. However, there also will be mixed-use projects as defined by the more narrow definition in the Illustrative Buildout Example Section.

**Form-based Codes** guide the development of Downtown. They are found in Chapter 6 of the Zoning Ordinance, Downtown Development Standards. The Standards describe specific development and land use standards for the area and are organized into six different sections based on necessary and optional components of form-based codes.

The focus of form-based codes is to coordinate all five dimensions of city-building; infrastructure, thoroughfares, buildings, space, and landscape (Parolek et al., 2008).







Incorporating all of those dimensions into one code may seem like a lot, but form-based codes are generally illustrated, brief, and succinct; and provide that each project can, according to its own scale and timing, contribute to the complete vision for the area.

In addition to delivering the vision, the use of a form-based code was also chosen because of its ability to create a streamlined development process, and because of the added financial value to the area through quality design of the public realm. The Downtown Development Standards provide a balance of text, diagrams, and tables that create a document that is easily comprehended by average citizens, landowners, developers, and professionals.

Chapter 4 of the Zoning Ordinance provides a matrix entitled Allowed Uses and Required Entitlements which gives an overview of exactly what type of entitlement is required for every land use activity in each zone. These two chapters together provide a tool that is helpful to the project applicants, designers, planners and elected officials in completing the project quickly, and without bureaucratic surprises.

As mentioned above, the Downtown Development Standards are comprised of six sections. The sections include Design Concept and Intent, Base Development Standards, Architectural Design Standards, Building Types and Frontages, Streets and Pedestrianways, and Special Design and Operational Standards. The sections include tables, illustrations, section and plan diagrams, and text to explain the code in details that are easy to understand and use.

## Existing Conditions

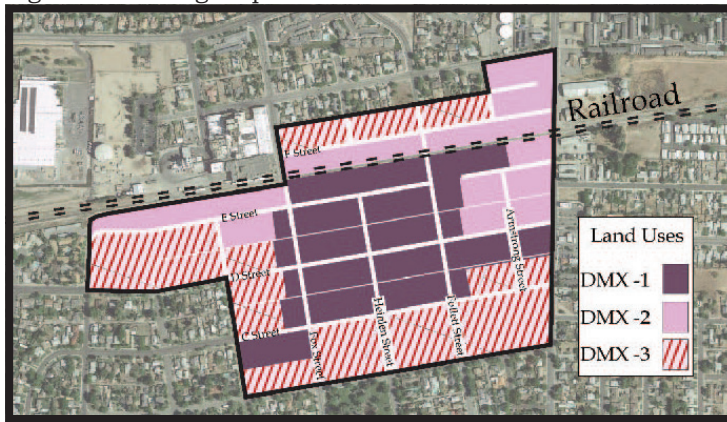
Downtown has historically had a mix of uses including retail, commercial, professional office, residential, light industrial, and public uses all in one area. This makes for a livable, walkable area where residents and visitors can walk to accomplish many different needs in one trip.

## Zoning

The Downtown area is zoned in its entirety as mixed-use. Three different mixed-use zones are utilized in the area including Downtown mixed-use – Core (DMX-1), Downtown mixed-use – Auto-oriented (DMX-2), and Downtown mixed-use – Transitional (DMX-3). The current zoning districts are illustrated on Figure 2.



Figure 2 - Zoning Map



The DMX-1 zone is the historical center of Downtown. This zone is designated for retail, commercial, professional office, second story residential, public, and institutional uses. Residential densities in this zone range from twelve to twenty units per gross acre.

The DMX-2 zone is the area of Downtown more oriented around the use of automobiles. This zone is designated for retail, commercial, professional office, high density residential or live/work studios, public, and institutional uses. Residential densities in this zone range from twelve to seventeen units per gross acre.

The DMX-3 zone is a combination of light office and low to medium density residential uses. This district continues the current design pattern with enhancements in the level of architectural design and detailing while transitioning from Downtown to the surrounding residential properties. Residential densities in this zone range from three to seventeen units per gross acre.

## Land Use Characteristics

Existing land uses in Downtown are illustrated in Figure 3, and distribution of these uses is presented in Table 1.

Figure 3 - Existing Uses







Table 1 - Existing Land Use Distribution			
Land Use	Number of Parcels	Acreage of Parcel	% Acreage
Church	6	1.22	2%
Commercial	60	10.79	17%
Light industrial	20	7.00	11%
Mixed-use	10	1.78	3%
Parking	9	3.07	5%
Professional Office	16	2.95	5%
Public use	12	5.07	8%
Railroad		8.72	14%
Residential multi family	12	2.92	5%
Residential single family	85	15.61	24%
Restaurant	7	0.98	2%
Vacant	18	3.71	6%
<b>Totals</b>		<b>63.81</b>	<b>100%</b>

Source - City of Lemoore GIS Information



Four churches in the area occupy six parcels, and own an additional six more parcels, five of which are used for single family residences and one is vacant. One church does not own the parcel where it is located.

Commercial uses in Downtown cover fifty-nine parcels, and account for 17% of the area. However, many more commercial businesses are located in mixed-use projects and live/work units.



Light industrial uses occupy twenty parcels for a variety of enterprises including manufacturing, auto repair, meat packaging, and several parcels are used for storage of material related to light industrial uses.

Mixed-use parcels accounts for only 3% of the Downtown area, covering ten parcels. Existing uses include residential, auto repair, restaurant, grocery market, wine bar, professional office, personal services, retail, locksmith, and government office.



There are currently nine paved parking lots in the Downtown area and two non-paved areas that people park on out of convenience.



Professional offices are abundant and are found in mixed-use buildings, office buildings, and many residential units have been converted for professional use. Those professional service providers include dentists, optometrists, chiropractors, veterinarians, attorneys, financial managers, accountants, and real estate agents.

Public uses include City Hall, Civic Auditorium, County Library, Veteran's Memorial Hall, Sarah A. Mooney Museum, Plaza Park, Rotary Skate Park, Rotary Arbor,

Train Depot, County Health office, and First Five office.

Restaurants bring a lot of people to Downtown. Currently, there are seven parcels devoted to restaurants, and two of those double as nightclubs in the evenings. There are several other restaurants located within mixed-use buildings.

There are nineteen vacant parcels in the area and cover 6% of Downtown.

## Challenges

Downtown is a vibrant place with many opportunities, but it also has its challenges. These challenges include a lack of pedestrian and auto traffic, small lot sizes, outdated buildings, cost of financing mixed-use projects, and lack of political will to follow the community-based vision.

### Volume of Downtown Customers

Commercial businesses, including retail, restaurant, and entertainment in a downtown setting require a lot of pedestrian and auto traffic for exposure to new customers. Small retail businesses typically rely on an anchor nearby that will provide passersby to increase their customer base. However, many large retailers won't invest in an area unless the auto traffic counts reach a specific threshold level.

### Lot size

Small lot sizes and existing structures are a problem for Downtown retailers. Downtown has individual properties available, but many of the parcels in Downtown are very narrow and don't allow for a lot of ground floor space that an anchor retailer would require.

### Outdated Buildings

Historic buildings, although beautiful and essential to the character of Downtown, may have ceilings that are too low, or cannot accommodate modern electrical and/or HVAC systems without extensive renovation (Gibbs, 2012).

### Financing

Financing a mixed-use project can be more expensive and complex than financing a single use project. Because of the complication of designing buildings that will house multiple types of uses, initial costs are much higher for mixed-use projects. Lenders have trouble with the intricacy of valuing different use types within a single project which oftentimes lead to higher equity requirements from the developer.







## Political Will

The make-up of City Council changes every two years and with that comes a change in the way policies are carried out. The most recent Downtown construction in the DMX-1 zone took place on a high-visibility corner after the General Plan had been adopted, but not the new Zoning Ordinance. Because the new Zoning Ordinance was not adopted, the ADG was the guiding document at the time. The Planning Commission and the City Council both approved the site plan for this building based on reasons other than following the vision created by the residents. The building clearly did not meet the General Plan requirements for minimum height and for following the rhythm of bays found in the district. It also clearly failed to meet the ADG requirements of minimum height, and landmark building designation.

## Opportunities

Downtown has many opportunities to grow and develop as an attractive, regional place for people to gather, play, shop, and dine. Mixed-use projects designed under form-based codes, more residential units, existing infrastructure, potential future buildout, and increased land values provide opportunities for Downtown to become a destination where people choose to go to work, run their errands, socialize with friends, and live.

## Form-based Code

Development in Downtown's mixed-use zones is being regulated by a form-based code that focuses on the form of the building and the way the building interacts with the public realm. By focusing on form, mass, and urban design qualities, the code can guide development that can create an area that enhances the human perception of walking in that area. This integration of the code, focusing on the area, provides benefits to the developers and the City. Developers benefit from this type of code because they can look at the code and easily ascertain what can be built, what is required, and exactly what type of entitlements need to be obtained. Cities benefit from this type of code in two different ways. First, the buildings of a city rarely change, but as the economy changes, it is the uses inside the buildings that change. If buildings are designed to be flexible among different uses, the City is left with fewer projects that are unable or difficult to be reused (Parolek, Parolek, & Crawford, 2008). Cities also benefit financially as these buildings have the potential to outperform single-use developments if there is a synergy between the uses, which creates a destination and increases absorption



from other areas, increasing sales tax revenue. Property tax revenues can also be higher as the value of mixed-use projects oftentimes increases more quickly than other projects in the same area (Parolek et al., 2008).

### **Potential for Increase of Residential Units**

Mixed-use areas can create a variety of housing options and densities that can include second dwelling units, live/work units, flats, and townhouses marketed at a mix of price levels that is difficult to achieve otherwise. Because the DMX-3 zone allows for single-family homes to be converted to commercial uses, it is anticipated that many of those homes will be lost as residential units due to the higher value of commercial property. Currently Downtown carries 2.3% of the residential units in Lemoore. In order to retain the same ratio with the City's population projection for 2030, Downtown will need to add 183 more units (City of Lemoore, 2008, Introduction).

### **Available Infrastructure**

Downtown is currently equipped with all the infrastructure needs of the proposed buildout alternatives. Having infrastructure already in place is an incentive for infill development as it saves both time and money for developers of future projects.

### **Future Buildout**

Both the growing population in Lemoore and the designation of Downtown as a primary gathering place create a unique opportunity for Downtown to continue the growth and renewal of the past two decades. The General Plan and Zoning Ordinance have provided a framework for a Downtown that can buildout in a way that will ensure the area remains a dynamic place for many decades to come.

### **Land Value**

As parcels in Downtown are developed and redeveloped the taxable value of the property increases, which provides more income to the City to provide necessary services. As more retail businesses are opened, and more residents and visitors come to the area more sales tax is collected for the General Fund to provide such services as police, fire, and parks for the residents.



## Case Studies



Clovis, Exeter, and Visalia were chosen for case studies because of the similarities to Downtown Lemoore in character and development issues. For the purpose of evaluating these areas, urban design qualities as defined by Ewing et al. in the Journal of Physical Activity and Health were used to assess their effectiveness in creating a unique and attractive downtown. The urban design qualities selected for this study were: enclosure, imageability, legibility, linkage, and transparency. These specific qualities were chosen because they are most applicable to the study about Lemoore Downtown.



Urban design qualities of an area combined with pedestrian amenities create a perception of the area. That perception greatly influences a person's decision to walk down a street or not. The "walkability" of Downtown is an important key to the success of mixed-use zoning. As Downtown Lemoore strives to build on its mixed-use zoning in order to create a more inviting, walkable place that attracts more people to the area, planners and decision makers must also consider the effects of urban design qualities. Exhibits 1, 2, and 3 are included immediately following this section. These exhibits illustrate examples of each urban design quality in the three case studies.



**Enclosure** describes the extent that the streets are defined by buildings which create a street wall to limit long sight lines and create the feeling of being inside a room (Ewing, Handy, Brownson, Clemente, & Winston, 2006). Clovis has created a sense of enclosure by using tall trees to compensate for shorter buildings that are not in proportion with street widths. In Exeter, the buildings are built to the property line with many of the doors set back a few feet to create an interesting street wall. The view down the main street to the East ends in a picturesque view of the Sierra Nevada Mountain Range. Canopies used on the buildings in Visalia help bring the size of the buildings down, helping to achieve the security of enclosure.



**Imageability** as a design quality is something that draws attention and evokes a meaningful response that will create a lasting memory (Ewing et al., 2006). Clovis has accomplished this through restoration of historical buildings which feature interesting architectural details. Exeter has created imageability through their many murals that illustrate the history of the town, showcase



the culture of agriculture, and memorialize some of the citizens. Visalia has included outdoor dining options that are “built in” to the area footprint, so as to not disturb the flow of pedestrian traffic.

**Legibility** indicates the level of simplicity of navigating a place by using networks and physical elements as reference and orientation points (Ewing et al., 2006). In Clovis, pedestrians and drivers alike are alerted to mid-block crossings by a change in materials, large structures, and bulb-outs. Exeter has an extensive network of murals that can be used as reference points and the water tower helps to orient people to the street as they exit buildings. Landmark buildings that can be seen many blocks away help to orient visitors to Visalia. Information kiosks are also strategically placed to assist people in finding stores and services in the area.

**Linkage** indicates the physical and visual connections between the buildings and from the buildings to the street (Ewing et al., 2006). Corner buildings in Clovis typically are oriented to the corner attracting foot traffic to the next block. In Exeter, a row of continuous planters and built-in benches connect the buildings to the sidewalks. Similar tree canopies on both the North and South sides of the street in Visalia visually link the two sides.

**Transparency** refers to the degree to which people can perceive human activity (Ewing et al., 2006). In Clovis nearly all of the ground floor uses are active. Much of the street wall is comprised of windows with interesting and inviting window displays. Along with a majority of the street wall being windows in Exeter, many shops leave their doors open during business hours encouraging the passers-by to come inside. Visalia also has mostly active uses on the ground floor with interesting window displays that make up much of the street wall.

These case studies show examples of different solutions that work to help create a vibrant, dynamic area that attracts people to the area from surrounding neighborhoods and throughout the region. Clovis, Exeter, and Visalia are examples of cities that created a vision for their downtown areas and transformed those visions into places that attract people, create economic opportunity and enhance the overall character of their cities.



## Community Input

On a weekend in February 2014 a visual preference survey was distributed to Downtown business owners, employees, patrons, and residents. The visual preference survey instrument is attached as Appendix 2. Seventy-nine surveys were returned and the tabulation of results is attached as Appendix 3.

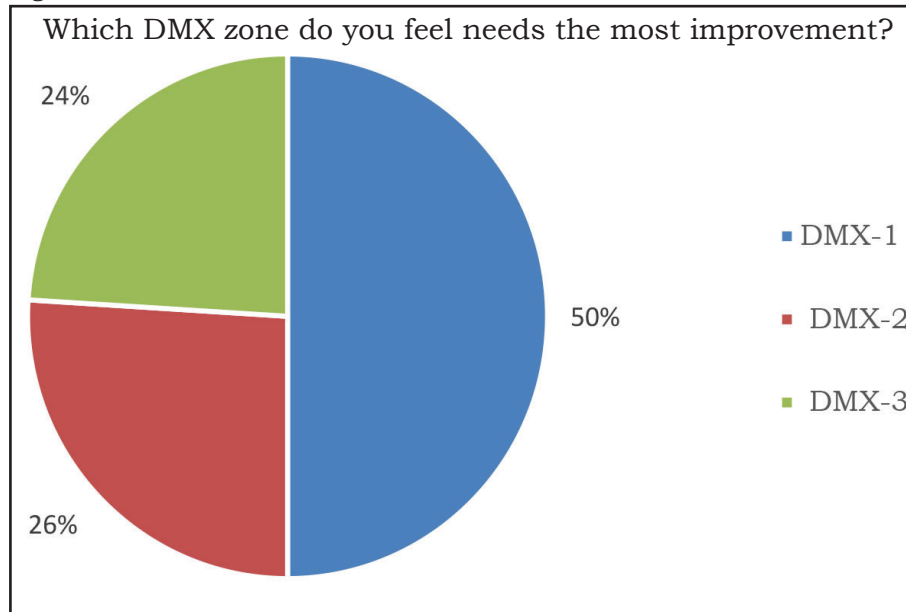
The survey included four questions and a brief description of mixed-use, and of the main purpose of each Downtown mixed-use (DMX) zone, along with a zoning map for reference. The first question asked respondents which of the zones, in their opinion, needs the most improvement. The next three questions asked respondents which types of projects they would prefer for each of the DMX zones. They were offered multiple choices for each option and they could choose as many options as they liked. They were also asked to explain their choices. Lastly, respondents were given a chance to make any general comments about land use in Downtown.

The purpose of the survey was twofold: first, to ascertain what types of future development are considered appropriate by those who work and visit Downtown, and second, to verify that the vision defined for Downtown by the General Plan Update hasn't substantially changed. These principles include: maintain and enhance Lemoore's sense of place, design commercial and mixed-use centers to be of pedestrian scale, and promote visually appealing architecture and high quality developments that promote a small town atmosphere.

The first question asked which of the three districts the respondent felt needs improvement the most. An overwhelming majority of the respondents stated that they felt that the DMX-1 zone was the area most in need of improvement. The results are illustrated in Figure 4.



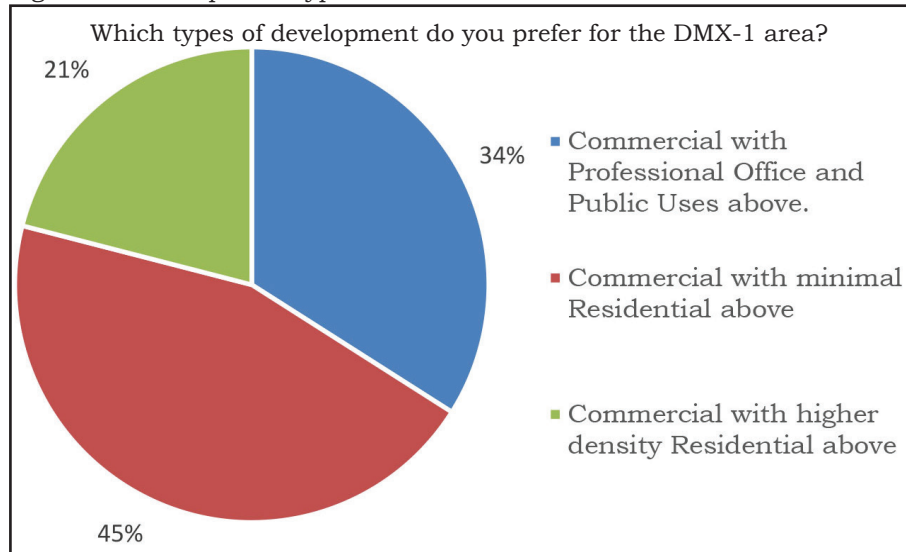
Figure 4 - DMX Zones



## Downtown Mixed-use – Core (DMX-1)

The second question asked which of the three choices (see Figures 4-6) respondents would like to see Downtown in the DMX-1 zone. The results are illustrated in Figure 5.

Figure 5 - Development Type for DMX-1



In the comments section respondents that chose only Figure 6 said they made their choice based on the following reasons: aesthetics, it is a good use of space, it allows more opportunities for business growth, it might be difficult to have residential above businesses, it makes sense to combine commercial with professional and public use, DMX-1 fronts the railroad in some places so there should not be residential, and two respondents felt that the DMX-1 area should not have any residential.

Figure 6



Figure 7



Figure 8



Figure 10



Second Dwelling Units are an existing use in this area. The second unit is generally located behind the primary unit.

Comments from respondents that chose only Figure 7 included: mixed-use that is continuously occupied helps to keep ground floor businesses safer, aesthetics, it provides easier access to downtown businesses and entertainment, it provides more customers to businesses, and many respondents liked that it was most complimentary to the historical look of the area.

Respondents that chose only Figure 8 stated that Lemoore needs more residential and apartment units, and improved aesthetic qualities. The majority of these respondents felt that having a more dense population would bring more paying customers to the area which would benefit the businesses.

Respondents that chose multiple figures gave responses such as: it encourages an urban downtown feel, it provides both housing and employment, Downtown needs more retail and professional offerings to bring people to the area, the more urbanized an area is, the higher the density should be, and professional offices are needed to grow Lemoore.

## **Downtown Mixed-use – Auto oriented (DMX-2)**

When asked to choose which types of developments they would like to see in the DMX-2 area, respondents were given the choices of Figures 7-12. The results were fairly evenly spread and are illustrated in Figure 9.

Figure 11



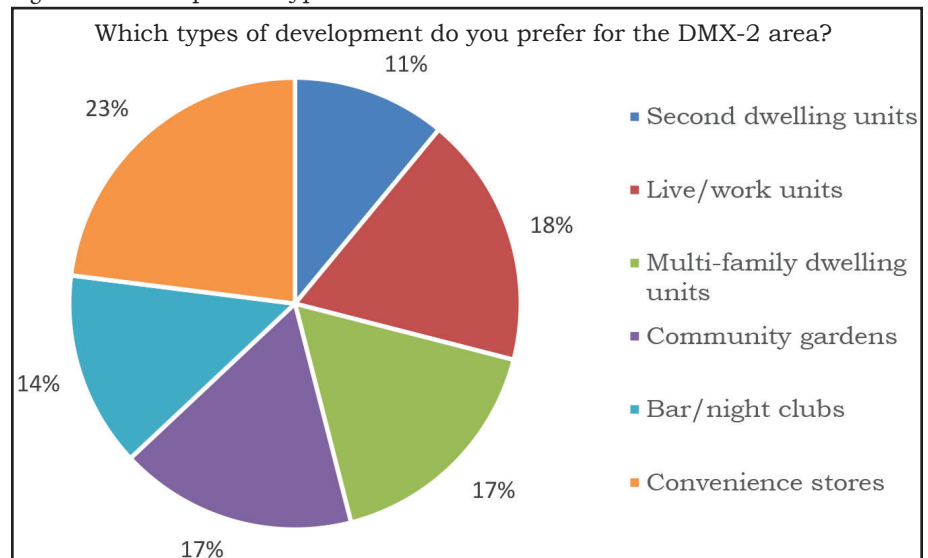
Live/work units combine a commercial or manufacturing activity with residential space for the owner or an employee.

Figure 12



Multi-family dwelling units meant to house three or more families living independently.

Figure 9 - Development Type for DMX-2





When it came to the three different housing types for the DMX-2 zone, the comments varied greatly. Three comments supported the idea of having less residential units in the area. Positive comments included support for second dwelling units as shown in Figure 10, which could be applied to the DMX-2 or DMX-3. These comments stated that secondary units are resourceful and economical, they allow more people to live in the area close to shops and restaurants, and provide living quarters for elderly parents. Comments in support of live/work units as shown in Figure 11, include keeping jobs and shopping local, saving space, being economical for business operator/resident, and helping to maintain a hometown feel. Comments in favor of multi-family housing as shown in Figure 12, include that they could make Downtown look more modern, provide easy walking distance to Downtown amenities and work, and that multi-family housing is the type of housing the respondent would like to have Downtown.

Convenience/neighborhood markets, as shown on Figure 13 received the highest number of checks for the area, with supporting comments as follows: they provide a place for Downtown employees to eat/shop, they are convenient to serve local residents, they are both auto and pedestrian accessible, new stores can help give a variety of historical/modern buildings, more businesses will attract more people to the area, complements the existing ethnic markets, and could include a niche market.

Community gardens as shown on Figure 14 received 17% of the checks, meaning more than one-third of the respondents indicated that they liked the concept, and many of the respondents suggested that they be located along the railroad tracks. There were no comments made against having the gardens or their placement in the DMX-2 zone. Comments in favor of community gardens include: aesthetics, resourcefulness, excellent use of the railroad right-of-way, gardens can act as a buffer between the railroad tracks and med/high density residential, gardens can help bring the community closer and help share ideas, gardens can bring families and young children together, and they can be good for community activities.

Bars/nightclubs that may include outdoor food and beverage areas, as shown on Figure 15 only collected 14% of the checks. Comments were diverse on the subject, but only included two negative views of this type of development. One of those stated that the respondent believes bars shouldn't be Downtown, and the other felt that bars shouldn't be

Figure 13



Convenience stores with easy access retail stores of five thousand square feet or less in gross floor area.

Figure 14



Community gardens are used for growing food. They are shared and maintained by city residents or as part of a co-op.

Figure 15



Bar/nightclubs includes bars, taverns, and pubs. They may include outdoor food and beverage areas.

Figure 16



Single family dwellings built exclusively for one family. The lot may include a second unit.

Figure 17



Businesses that provide direct services to consumers, and professional offices.

Figure 18



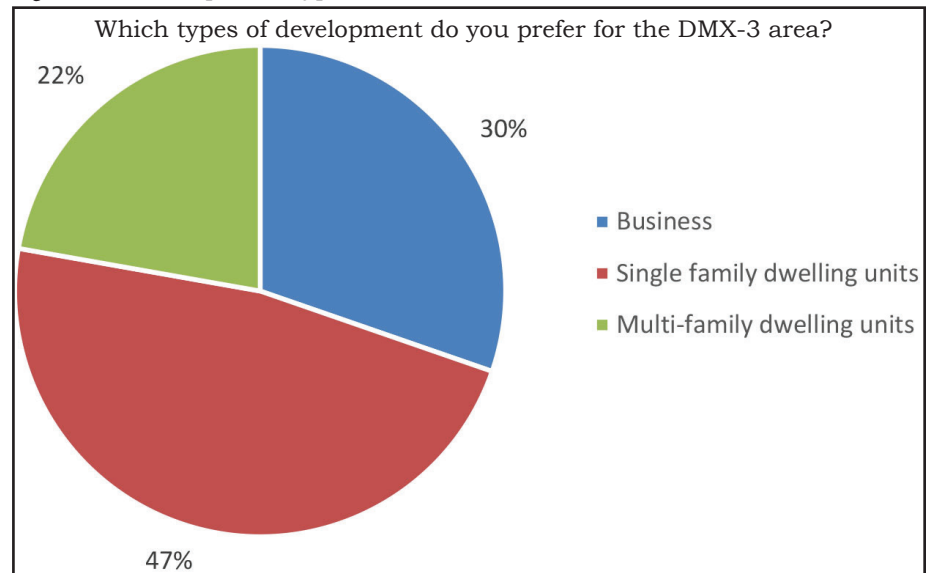
Single family dwellings built exclusively for one family. The lot may include a second unit.

allowed in Lemoore at all. Comments in favor of the use included: it will bring great atmosphere and keep people in town, it would be an attraction that would bring people Downtown, it would provide more things to do locally, and will complement other similar businesses.

## Downtown Mixed-use – Transitional (DMX-3)

For the DMX-3 zone respondents had the options of houses converted to office spaces, single family homes, or low/medium density multi-family homes. These are shown as Figures 16-18. By a large spread respondents chose single family dwelling units. The results are illustrated in Figure 19.

Figure 19 - Development Type for DMX-3



Many respondents chose multiple options on this question, and provided a wide variety of comments for each choice. Respondents that chose only single family residential structures represented by Figure 16 provided comments such as: single family homes improve the quality and stability of our town, the area should stay low density, keep the traditional housing, the area should be more residential less business, commercial should not be in this area, pretty homes surrounding the downtown is nice, single family homes should be farthest from Downtown businesses, and these single family neighborhoods keep with the feel of Lemoore and the Downtown community.

Respondents that chose only businesses similar to the example in Figure 17 offered the following comments: they provide local jobs, they will help to improve and



update Lemoore, they are business friendly, we need more businesses to bring people to Downtown, and they beautify and make the homes more resourceful to variable uses.

Respondents that chose only the multi-family option illustrated in Figure 18 supplied the following comments: we need people within walking distance of the businesses, will provide more family oriented community neighborhoods, and increasing density will increase Downtown commercial uses.

Respondents that chose all three options generally commented that all the options were feasible, and they match much of what exists there already. One respondent commented that multi-family in the area could be used for a senior living facility.

Respondents that checked only the business and single family options stated generally that those uses look nicer, and one respondent remarked that there are not enough single family homes in Downtown. Respondents that checked both the single family and the multi-family options left comments such as: it would be nice to have more families in Downtown, medium-density multi-family is fine but high density would depress property values, and one stated that businesses should be kept in the core area of Downtown.

The final question on the survey asked for general comments about land use in Downtown. The responses were thoughtful and mixed with many different opinions. They are attached as Appendix 4.

Nearly all respondents' choices were consistent with those principles that have not changed much since the early 1990s.

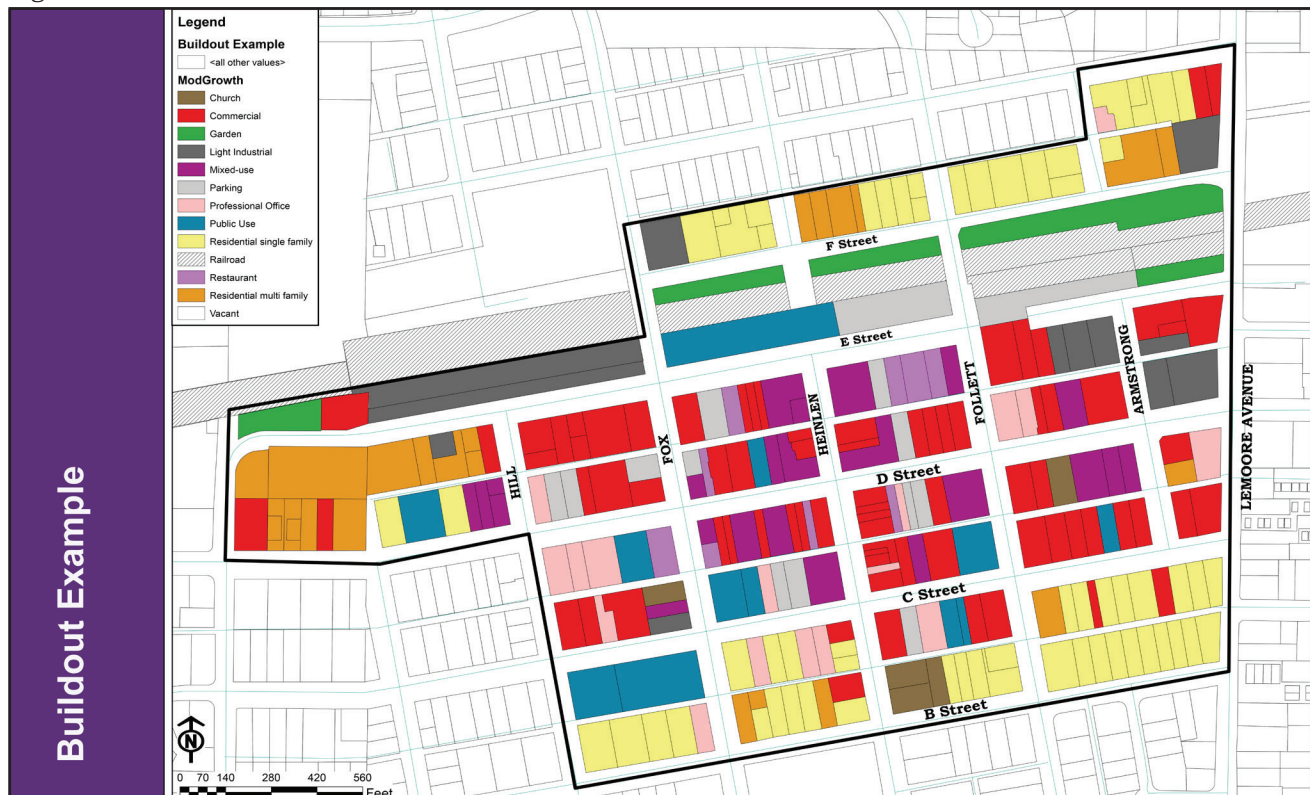
## Illustrative Buildout Example

This section of the report provides an example of how undeveloped, blighted and underutilized parcels in Downtown could be developed. While the Downtown Development Standards of the Zoning Ordinance give the property owner/developer many options for developing their property, the illustrative examples provided herein can be used to assist the residents and public officials in visualizing other development options for the Downtown area.

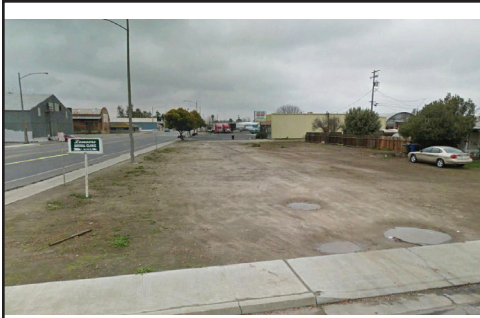
Pages 24-30 contain illustrative examples of how Downtowns parcels could be developed. The picture(s) on the left shows the current state of the parcel(s). The picture on the right shows an example of a project meeting the maximum intensity for that parcel with a design that is in conformance with the current Downtown Development Standards. The examples were chosen based on the tabulation and the comments made on the visual preference survey.

Figure 20 shows the proposed land use options that were chosen for parcels that are currently undeveloped, blighted and underutilized.

Figure 20



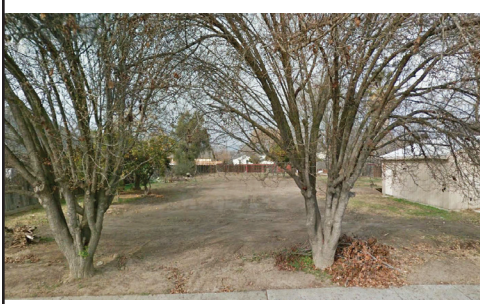




These two highly visible parcels at the corner of Lemoore Avenue and G Street should be used together to create a commercial property that adds to the visual and cultural character of Lemoore.



These two blighted parcels on F Street between Lemoore Avenue and Armstrong could be used to provide a variety of modern housing options including townhomes. The parcels combined total 0.68 acres which will allow 8-11 multi-family homes.



This vacant parcel on F Street between Follett and Armstrong should be the site of a new single family home to complement the newer single family homes built on either side of this parcel.



This group of four adjacent parcels on F Street between Heinlen and Follett consist of a total of 0.69 acres. These parcels together will be a good site for multi-family housing. This site will be able to hold 8-11 multi-family homes.







Four highly visible parcels along the railroad tracks including three on the South side of F Street and one on the North side of E Street are owned by the railroad and are ill-kept.

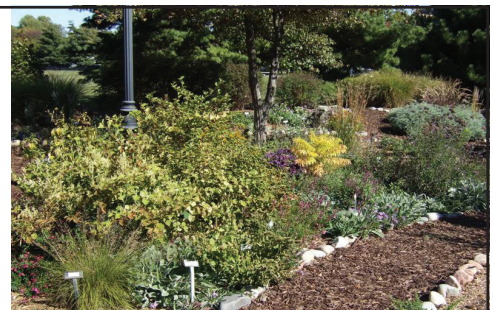
These parcels could be used as community gardens to grow food, or the City could use the parcels for demonstration gardens to emphasize drought tolerant species that use very little water.



This parcel on E street, currently used for storage, should maximize its location near housing units for a neighborhood commercial store.



This parcel at the West end of E Street could be used by the City as a xeriscape demonstration garden. This provides education of water wise principles and serves as a gateway to Downtown.



This industrial building and vacant lot present a good site for a restaurant/nightclub with outdoor seating and the possibility of a barcade above.







This vacant lot on E Street between Heinlen and Follett would be ideal for a parking lot connecting to the alley. An existing parking lot South of the alley connects to D Street.



This mostly vacant lot of 0.45 acres, currently home to two markets, would be a good site for a medium sized grocery store with 5-9 apartments above.



The historic LH Byron building could have it's architecture replicated as a two story mixed-use project, incorporating the Stepp building. Combined the two parcels cover 0.45 acres. The ground floor could be used for a restaurant and some retail with 5-9 residential units above.



The six parcels totaling 1.13 acres that contain Century Transmission, three residential parcels to the East, MBI Powder Coating and the single family residential located behind it on Hill could become an indoor place for families to play together and become another regional draw.







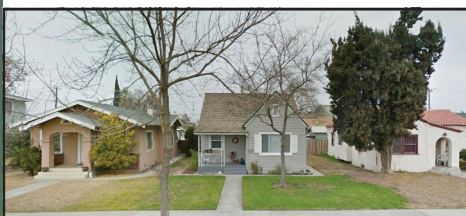
The former lumberyard and the vacant lot to the East totaling 0.71 acres, could be developed together with market rate apartments. A site this size in the DMX-3 Zone may have between 2-12 apartments.



The parcel on the Northeast corner of D Street and Heinlen should have a landmark building that meets the maximum intensity for the DMX-1 zone. The building should have commercial on the ground floor with 4-7 residential units above.



These two parcels on D Street are in a prime location for parking if the proposed development is implemented.



These four parcels on D Street and Hill total 0.43 acres. As development pushes outward from the core of Downtown, this site can accommodate a mixed-use project containing many neighborhood uses including 1-7 residential units.







A vacant corner parcel on D Street at Hill buffering Downtown into surrounding neighborhoods could provide a site for a small multi-family development with 1-6 housing units.



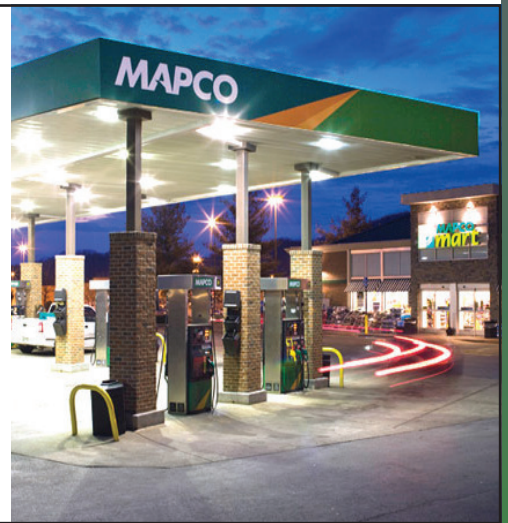
A very narrow lot on D Street near Olive offers space for a very small multi-family project of 1-3 homes that is only two blocks away from the core of Downtown.



This gateway site is suited for a landmark mixed-use project with retail on the ground floor and medium to high density residential above. At 0.69 acres the project can have between 8 and 13 residential units.



The gas station on the corner of D Street and Follett has become outdated. As Downtown progresses through development, this station should remain and expand onto the parcel next door which is currently used for a single family home.







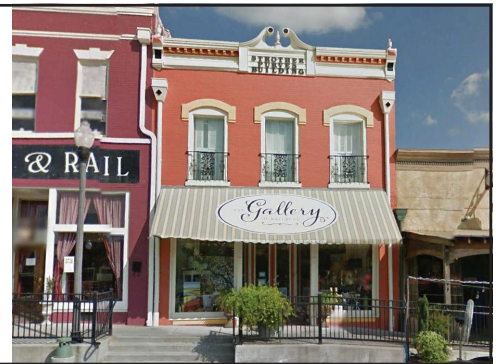
The current hardware store is sited on a 0.41 acre site at the corner of D Street and Follett. The ground floor of the site should remain a hardware store with 4-8 residential units above.



Currently used for parking, these two vacant parcels on D Street between Follett and Heinlen could become a one-way paved parking lot that exits into the alley.



This vacant parcel on C Street between Heinlen and Follett offers the ability to create a new tone for the area. An option is a historic look with modern elements.



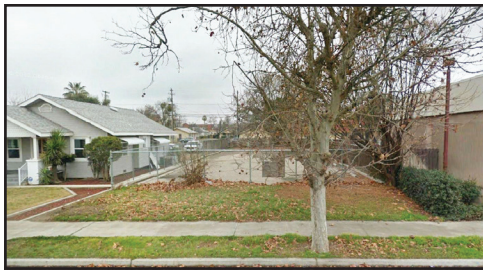
The parking lot at the corner of C Street and Heinlen rarely has more than a few cars in it. An office building with commercial, and public uses is a better use for this highly visible corner lot.



The narrow width of this vacant parcel on Fox Street will make it difficult to develop, but a mixed-use with a ground floor cafe or coffee shop and offices above would work.







As population and commerce increase, more parking will be required. This vacant lot on C Street between Heinlen and Follett can serve this need.



## Financial Benefits of Buildout

Table 2 provides information about the relationships between uses and the value of the parcels on which they are sited. Table 3 shows the same information, but for the newest individual projects that have been constructed to give a more accurate evaluation of those types of developments. For example, parcels utilized exclusively for commercial use cover 17% of Downtown, but account for 39.42% of the taxable value for all property in Downtown with a taxable value per square foot of parcel area of \$36.48. However, the most recent commercial project completed in Downtown was Lemoore Stadium Cinemas. As shown on Table 3 that project covers 1% of Downtown, but accounts for 14% of the taxable value for all property in Downtown with a taxable value per square foot of parcel area of \$217.96.

The latest mixed-use project in Downtown has had the same effect. Mixed-use parcels cover 3% of Downtown, and account for 6.75% of the taxable value for all property in Downtown with a taxable value per square foot of parcel area of \$37.50. The most recent mixed-use project in Downtown was the renovation of the Antlers Hotel. That project covers less than one-half of 1% of Downtown, but accounts for 2% of the taxable value for all property in Downtown with a taxable value per square foot of parcel area of \$76.58.

**Table 2 - Existing Taxable Values of Downtown Parcels**

Land Use	Square Footage of Parcel	% Square Footage	Taxable Value	% of Taxable Value	Taxable value/Sq. Ft. of parcel area
Church	53,227.46	2%	\$ 129,030	0.30%	\$ 2.42
Commercial	463,727.68	17%	16,914,955	39.42%	36.48
Light industrial	304,605.24	11%	2,667,848	6.22%	8.76
Mixed-use	77,263	3%	2,896,986	6.75%	37.50
Parking	133,364.54	5%	670,625	1.56%	5.03
Professional Office	120,922.33	4%	3,806,221	8.87%	31.48
Public use	220,438.81	8%	4,172,371	9.72%	18.93
Railroad	379,306.15	14%		0.00%	0.00
Residential multi family	126,872.57	5%	1,720,044	4.01%	13.56
Residential single family	686,814.42	25%	7,546,841	17.59%	10.99
Restaurant	42,622.27	2%	1,320,688	3.08%	30.99
Vacant	161,482.95	6%	1,059,754	2.47%	6.56
<b>Totals</b>	<b>2,770,647.42</b>	<b>100%</b>	<b>\$42,905,363</b>	<b>100%</b>	

**Table 3 - Taxable Value of Newest Construction Projects**

Land Use	Occupant	Square Footage of Parcel	% Square Footage	Taxable Value	% of Taxable Value	Taxable value/Sq. Ft. of parcel area
Commercial	Lemoore Stadium Cinemas	27,996.90	1.01%	\$ 6,102,289	14.22%	\$ 217.96
Commercial	Dominos	7,994.18	0.29%	\$ 171,349	0.40%	\$ 21.43
Mixed-use	Antlers Hotel	10,392.46	0.38%	\$ 795,906	1.86%	\$ 76.58

**Table 4 - Future Potential Taxable Value**

Land Use	Number of Parcels	Square Footage of Parcel	Taxable value/Sq. Ft. of parcel area	Future Potential Taxable Value
Church	5	45,994.97	\$ 2.42	\$ 111,307.83
Commercial	77	610,908.90	119.70	73,125,795.33
Garden	5	147,039.35	-	-
Light industrial	12	226,704.23	8.76	1,985,929.05
Mixed-use	23	216,091.79	76.58	16,548,309.28
Parking	14	158,173.78	5.03	795,614.11
Professional Office	17	137,916.33	31.48	4,341,606.07
Public use	12	220,438.81	18.93	4,172,906.67
Railroad	5	188,990.17	0.00	-
Residential multi family	24	249,734.65	13.56	3,386,401.85
Residential single family	61	506,751.79	10.99	5,569,202.17
Restaurant	9	61,902.65	30.99	1,918,363.12
Vacant	-	-	6.56	-
<b>Totals</b>		<b>2,770,647.42</b>		<b>\$111,955,435.50</b>

Table 4 shows the potential value of developing Downtown to its maximum intensity. For the calculations, the taxable value for mixed-use projects was derived from the value of the Antlers Hotel. Commercial taxable value was assumed as the average of the taxable values of the Dominos and Lemoore Stadium Cinemas projects. Using only an increase of value in mixed-use and commercial projects, this example of future potential development increases the taxable value of Downtown by 260%.

Added value in this type of development also comes in the form of added residential units. This example of potential development adds up to 93 residential units to the area. As was mentioned by many business people during the community input process, the added residents will likely



spend money in the area. As also mentioned, having more residential units Downtown provides activity round the clock which has the effect of decreasing crime, and increasing security.

Value is also added over time by demand. As the core of Downtown is developed to its maximum intensity, property values rise and the area becomes a center of human activity. As this happens property values begin to rise in the area and in those neighborhoods immediately surrounding it. If the Downtown boundaries are held firm, demand will eventually drive those values increasingly higher.

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# Appendix 1

## 14- City Hall

119 Fox St–  
1924  
This building  
originally  
housed the  
City Clerks



office, the Lemoore Volunteer Fire Department  
(originally organized in 1890), the Police Department,  
and two small jail cells. The garage on the east side of  
the building housed two fire trucks.  
The City's original fire  
truck is on  
display in the  
building just  
south of City  
Hall.

## 15- U.S.O Building

435 C St- 1920.  
The building was  
built by  
the U.S.O  
(United Service  
Organization)



This was the recreation center for many  
servicemen during World War II. Dances were held  
nightly, live music on Fridays and records on other  
nights. There was free coffee and snacks, Sunday buffets,  
prepared and served by the local people, arts and crafts,  
and a place for the fellows to relax.

## Homes:

16- Bailey House- 528 West D St- 1923

17- Fox House- 439 West Bush St- 1938

18- Christian Science Church- 5 Fox St- 1920

19- Chinn/ McColl House- 12 Heinlen St- 1916

20- Dr. Yates House- 16 Heinlen St- 1914

21- Byron House- 42 Heinlen St- 1905

23- United Presbyterian Church  
208 B St- 1932

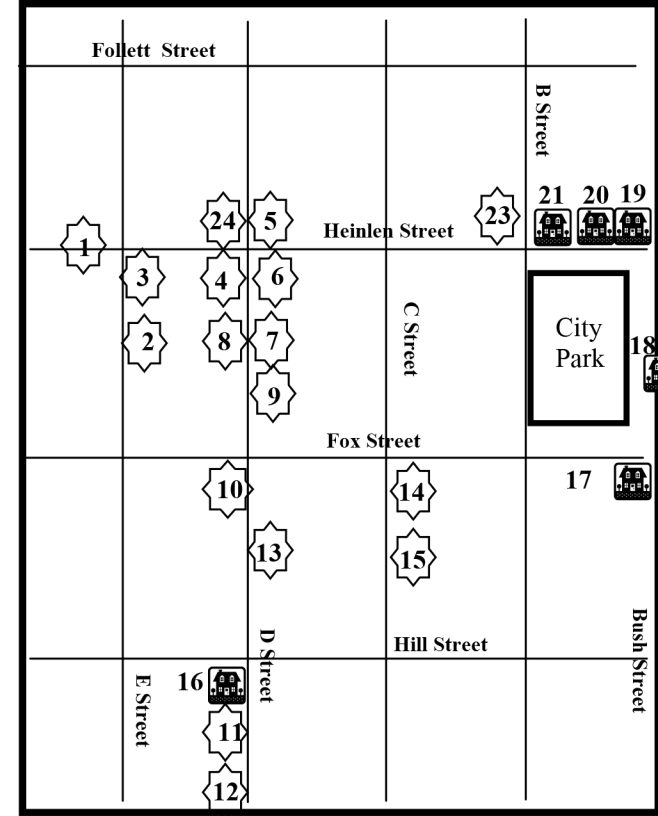


This was the original site of the Presbyterian Church or-  
ganized in 1889. The new facility was built in 1932.

24- Scally's Department Store 288 West D St- 1920.



The Scally Building  
was the biggest brick  
building in the Valley.  
Scally's store sold  
Men's, Women's &  
Children's clothing,  
fabric, yarn, knitting  
supplies, groceries,  
farm equipment  
and hardware.



# Downtown Lemoore Historic Walking Tour Guide



300 E Street  
Lemoore, CA 93245  
559.924.6401 office  
559.924.4520 fax  
Email:  
downtown@lemoorechamberofcommerce.com  
Web:  
www.lemoorechamberofcommerce.com

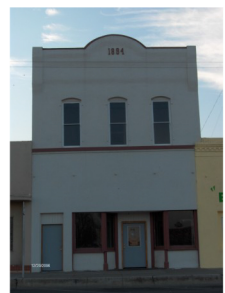




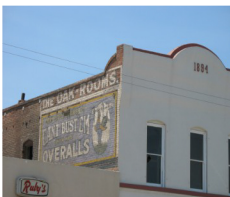


**1- Site of the Lemoore Depot-** 300 E Street— 1912  
This Southern Pacific Combination Model 22 Depot was originally located in Strathmore. Purchased by the City of Lemoore in 2003 to replace the exact same depot model that was originally on this Lemoore site, but was torn down in the 1960's.

**2- The Oak Rooms Hotel -** 325 West E Street- 1894  
Originally a hotel and saloon. Purportedly housed “ladies of the evening.”



Original “Can’t Bust Em Overall’s” billboard mural on the east-facing wall.



**3- L.H. Byron Building -** 341 Heinlen - 1900  
Originally a Ford Dealership established by L.H. Byron, son Lawrence Byron, and L.J. Burke in 1900.



**4- Antler Hotel & Belnaps Saloon -** 302 West D Street - 1885  
Lemoore’s first hotel, “Mrs. McGregor’s”



**5- Odd Fellows Hall** 246 Heinlen Street— 1904  
Lemoore Odd Fellows Lodge facilities on second floor. Original street-level businesses included “City Drug Store.”  
“Old Fashioned Soda Fountain” mural by Colleen Goodwin Chronister.

**6- Centennial Mural** by Colleen Goodwin Chronister.



**7- Lucerne Hotel**  
321-331 West D St.— 1895  
During the Lucerne’s heyday it was referred to as the “social center” of Lemoore. The balcony, originally made of cast-iron, gave the Lucerne the character of the French Quarter in New Orleans.

**8- D Street Plaza Murals,**  
by Colleen Goodwin Chronister  
**Tachi Sunset**



**The Present Looks at the Past**



**9- Mooney Store—** 355 West D St— 1888



Established by Aaron Mooney. Mr. Mooney prospered as the proprietor of the general store and as the funeral director of the new community.

**10- First National Bank of Lemoore**

400 West D Street- 1913. The First National Bank of Lemoore, originally on Heinlen Street, moved to this location in 1913. In advertisements , they boasted of their security system, stating that “the building is modern in every way having double-lock safe deposit boxes and the American Bank Protection Burglar Alarm System for the protection of our vault and safe.” In 1920, the Kings County Lemoore Library moved into the middle section of the bank building.



**11- Home of Aaron and Sarah Mooney**  
-  
542 West D St- 1893  
Aaron, Sarah and daughter Harriet Mooney came to Lemoore in 1875. Mrs. Mooney and

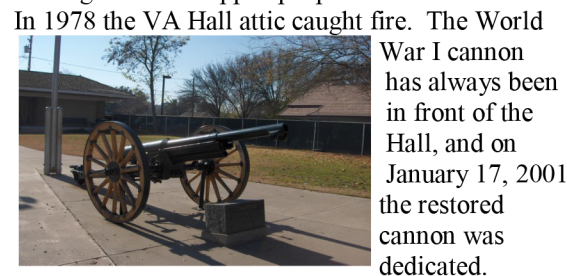
Harriet, were very active in civic affairs. In 1893 Aaron and Sarah built their Victorian home. In 1925 Sarah Mooney left her home to her granddaughter. In 1973, the Bailey family donated the house to the Lemoore Chamber of Commerce to be used as a museum. The museum is fully furnished with period antiques, most of which have been donated by local residents. Tours are available by reservation.

**12- Meyer Ranch House** 558 West D St - 1898



Mrs. Anna Mohr Meyer was the eldest daughter of a comfortable, well- to- do German family from San Francisco, and Mr. Ernest Meyer was a silversmith at Shreve and Company, a very exclusive jewelry store in San Francisco. Anna's father had purchased some land in the San Joaquin Valley and gave the couple their choice of two ranches. Anna, being a genteel city lady, chose to live as close to town as possible. The Lemoore ranch was only one mile from town. Soon after their arrival in Lemoore, construction of their comfortable frame house was completed. It was the first home in Lemoore with running water. This home was moved to this current location in 2002.

**13- Site of the Legion Hall-**  
411 West D St- 1919. This Hall was used by the VFW and the American Legion and their women's auxiliaries. The Men's groups met on one side and the Women's groups on the other side of the main hall. The hall was used for a variety of fund raisers - breakfast and dinners. The cellar was used to store bedding for handicapped people.



In 1978 the VA Hall attic caught fire. The World War I cannon has always been in front of the Hall, and on January 17, 2001 the restored cannon was dedicated.





## VISUAL PREFERENCE SURVEY

The following questions are designed to assist in the completion of a Cal Poly senior project. The City of Lemoore is not involved in this project. Please take a moment to indicate your preference, and help a student out.

Mixed-use areas provide flexible zoning that allows a variety of activities and a mix of tenants in the same building. The Antlers Hotel is a good example with retail on the ground floor and residential above.

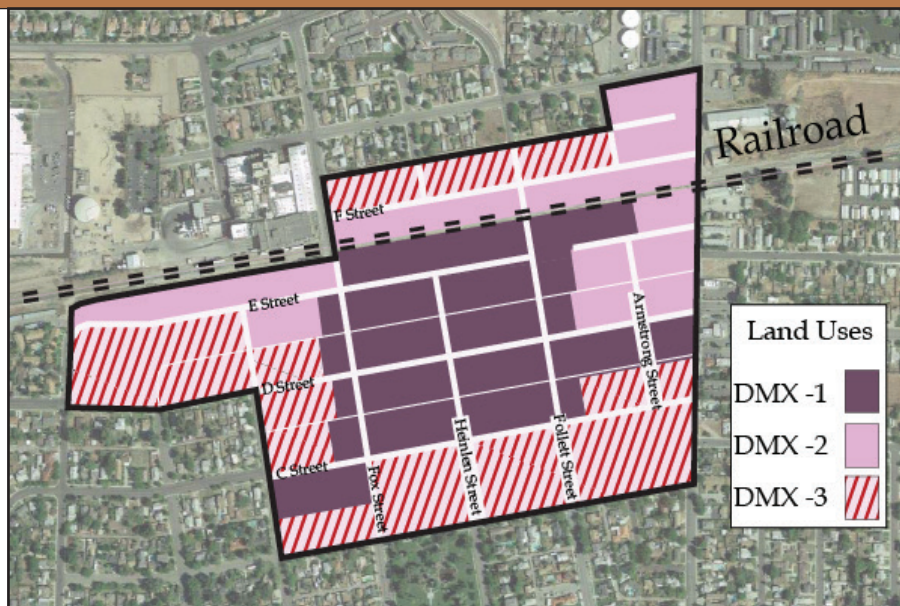
**DMX-1** Downtown Mixed Use-Core  
The General Plan calls for the ground floor primarily being used for retail and restaurants, but also allows for commercial, professional office, second-story residential, and public uses. New buildings will require a building height between 16-40 feet.

**DMX-2** - Downtown Mixed Use-Auto oriented

The General Plan allows for retail, commercial, professional office, high-density residential, live/work studios, and public uses. New buildings will require a building height of 16-25 feet.

**DMX-3** - Downtown Mixed Use-Transitional

This area will generally consist of professional office and medium-density residential, with small-scale support commercial uses. New buildings have no minimum, but a maximum of 20 feet.



## Visioning Mixed-Use Development in Downtown Lemoore

1. Which DMX zone do you feel needs the most improvement? DMX-1 ☐ DMX-2 ☐ DMX-3 ☐
2. Which types of development do you prefer for the DMX-1 area? (Please check all boxes that apply)



Why did you choose these uses?

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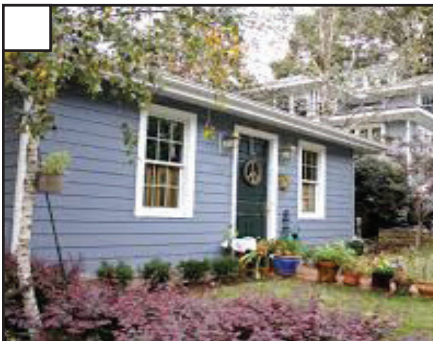
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3. Which types of developments do you prefer for the DMX-2 area? (Please check all that apply)



Second Dwelling Units are an existing use in this area. The second unit is generally located behind the primary unit.



Live/work units combine a commercial or manufacturing activity with residential space for the owner or an employee.



Multi-family dwelling units meant to house three or more families living independently.



Community gardens are used for growing food. They are shared and maintained by city residents or as part of a co-op.



Bar/nightclubs includes bars, taverns, and pubs. They may include outdoor food and beverage areas.

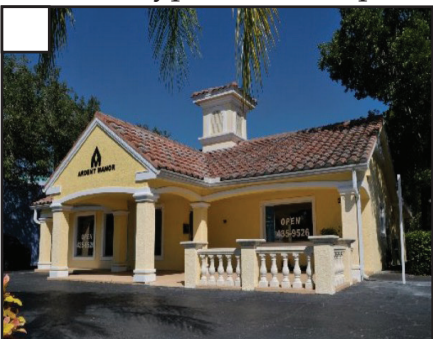


Convenience stores with easy access retail stores of five thousand square feet or less in gross floor area.

Why did you choose these uses?

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4. Which types of development do you prefer for the DMX-3 area? (Please check all that apply)



Businesses that provide direct services to consumers, and professional offices.



Single family dwellings built exclusively for one family. The lot may include a second unit.



Multi-family dwellings are for occupancy by three or more families in separate units.

Why did you choose these uses?

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Do you have any general comments about land use in downtown?

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## Appendix 3

[illegible]



[illegible]

# Appendix 4

## General Comments from the Visual Preference Survey

- I like the way things are. We have a nice Downtown and I like going there.
- Railroad is unsightly.
- Use more historical with a modern feel, and we need more buildings less empty lots.
- Although railroad/transit/walkability is desired near residential, noise/pollution/lack of privacy is a factor for me in locating residences near such uses.
- Make D Street one-way.
- It should be updated a little bit.
- Safety and commerce are my priorities.
- Don't change too much, and save old buildings.
- More useful businesses would be good instead of thousands of salons, and probably clean up the area and put in more plants/gardens.
- Repair old buildings and keep jobs and buying power in Lemoore.
- Please do not bring bars/nightclubs in Lemoore! We moved here in part because this is a great place for families.
- More small restaurants.
- I think the mentioned above changes are great ideas.
- Just try and keep businesses in downtown and residential on the outside.
- Keep historical buildings.
- I love the history of the town. If we can preserve it, but restore it a bit more would be nice so it doesn't look so run down in areas.
- While there is vacant land in Downtown the cost of business health care/minimum wage possible increase, the time may be right in three years.
- The condo option for DMX-2 would also be good in DMX-3. That is the way it was where I grew up.
- It would be nice if the Downtown area were able to provide more businesses.