



THE

BETTER BLACKSTONE



**DESIGN
CHALLENGE**

A Collaborative Urban
Design Project for
Achieving Healthy
People & Healthy
Places Along Fresno's
Blackstone Avenue



IMAGINING A BETTER FRESNO



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Fresno's challenge is spurring our own imaginations to action for a better Fresno. The Better Blackstone Design Challenge will utilize 'place making' design—a concept that focuses on the ways building types, scales and character can work with transportation, housing, services and open space design to attract people and engender a sense of wellbeing, ultimately increasing physical and mental health outcomes.

Fresno's new General Plan and Development Code allow higher density, mixed-use and transit-oriented developments in key activity centers and infill areas supported by the new bus rapid transit (BRT) infrastructure. The Design Challenge will also build on the smart mobility projects conducted in partnership with the City of Fresno, Caltrans, and Fresno COG, focused on improving safe walking, biking, bus and motor vehicle interaction within the same key activity center locations.

BLACKSTONE AVENUE CORRIDOR

MAP AND STATS



8½
MILES LONG



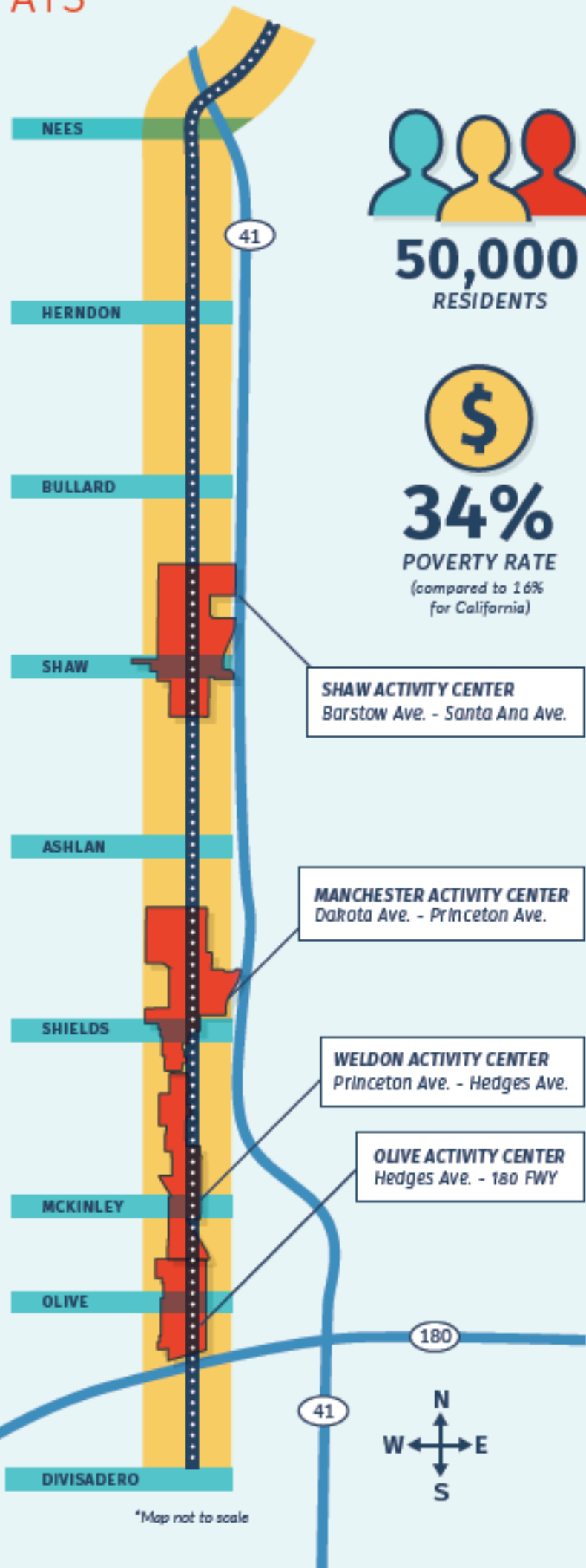
2,100
BUSINESSES



MEDIAN HOUSEHOLD INCOME
LESS THAN \$32,000
(compared to \$63,000 for California)

LEGEND

- Blackstone Avenue
- Better Blackstone Project Area
- Better Blackstone Activity Center



50,000
RESIDENTS



34%
POVERTY RATE
(compared to 1.6% for California)

SHAW ACTIVITY CENTER
Barstow Ave. - Santa Ana Ave.

MANCHESTER ACTIVITY CENTER
Dakota Ave. - Princeton Ave.

WELDON ACTIVITY CENTER
Princeton Ave. - Hedges Ave.

OLIVE ACTIVITY CENTER
Hedges Ave. - 180 FWY

BETTER BLACKSTONE PROJECT AREA

½ mile either side of Blackstone from Divisadero to Audubon (8½ miles south to north)

HOW DESIGN SHAPES COMMUNITIES

Fresno, the fifth largest city in California, is one of the most diverse yet challenged major urban areas in our country. Despite growth, our neglected central city neighborhoods claim some of the highest concentrations of chronic poverty, and physical and mental health issues in the nation and are among the top 15-25% of disadvantaged communities in the state.

Launching in 2019, the Design Challenge has the potential to produce billions of dollars in health and wellbeing for the future of Fresno and our Valley.

Urban form and design are critical to creating healthy communities. 80% of health outcomes are primarily shaped by community determinants of health, such as personal and public safety, cultural and artistic expression, quality education, job opportunities, clean environments, access to affordable housing and access to nutritious food— all things that can be positively impacted by good design.

JOIN THE BETTER BLACKSTONE DESIGN CHALLENGE TODAY

- 1** Visit www.betterblackstone.com
- 2** Attend public workshops for the Better Blackstone Design Challenge community meetings and events.
- 3** Help us fundraise the \$750,000 needed to complete the Better Blackstone Design Challenge.

BETTER HEALTH, STRONGER ECONOMY, RESILIENT COMMUNITY

The Better Blackstone Design Challenge is a unique community effort to improve the Blackstone Corridor and promote healthy people and healthy neighborhoods in Fresno.

The goal is to create community supported design plans, and real estate analyses, to encourage development of sustainable, pedestrian-friendly and economically viable activity centers along Blackstone—the "spine of Fresno." These changes can provide new mixed-use, transit-oriented developments including new affordable housing, businesses, services, and jobs.

BETTER BLACKSTONE is a group of local leaders, organizations and groups founded on the premise that the Blackstone Corridor can be transformed to improve health outcomes for all of Fresno.



*Join our teams of design, construction,
technology and real-estate finance groups
and local architecture firms.*

Student interns from architecture colleges around the State and from Fresno City College and Fresno State will receive college credit for participation and production.



BETTER BLACKSTONE is a program of
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