



PLACEMAKING DESIGN STUDIO

The Fall 2024 Better Blackstone Design Studio engaged over 300 Fresno stakeholders in community events and follow-up meetings:

- **A Better Blackstone Association REUNION on August 28, 2024 at Fresno City College**
- **Dinner on Friday, October 11, 2024 at Manchester Shopping Center**
- **A Community Design Workshop on October 12, 2024, at Fresno City College - see attached flyer**
- **Follow up public meetings in November 2024 (via Zoom) and December 2024 (at Fresno City College) where design students reported back to the community and received additional public review and feedback on their design suggestions**

The Fall 2024 Better Blackstone Design Studio was conducted by 24 landscape architecture and architecture students, 12 from Cal Poly SLO and 12 from Fresno City College (led respectively by Professors Ryan Sandwick and Andres Diaz), who spent a semester working together on design scenarios for Blackstone between Shields and McKinley Avenues, that referenced City plans and previous Better Blackstone efforts. This imaginative design work is represented by the student designed posters now accessible on the BBDC website. By Summer 2025, 3D Models, a fly-through video, and the final formal document artifact of the Design Studio will be posted as well.

THANK YOU

Thank you to the Fall 2024 Better Blackstone Design Studio donors who made this effort financially possible: Manchester Shopping Center, Fresno City College, Cal Poly SLO, Central Valley Community Foundation, Paul Halajian Architects, Darden Architects, Art Dyson Architects, Urban Diversity Design, Terry Brousard Landscape Architects, AIA San Joaquin Valley Chapter, Fresno-Madera-Tulare-Kings Central Labor Council, Fresno Housing, Quiring Construction, JJ Garcia Construction, Tarlton and Son, Inc, City Council Member Nelson Esparza, Regenerate California Innovation (RCI), Every Neighborhood Partnership, St Agnes Medical Center.

Also - Special Thanks to Ivan Paz and Christian Gonzalez at Every Neighborhood Partnership for amazing community engagement work for the Design Studio, and to Manchester Shopping Center (Roland Molimard and Sandra Cortez) and Fresno City College (and Professor Keith Ford) - who made key meeting facilities available and acted as hosts for Better Blackstone Design Studio events and community meetings.

BETTER BLACKSTONE

DESIGN CHALLENGE

PLACEMAKING DESIGN STUDIO



Fresno City College
Old Administration Building – Room 251



October 12th, 8 am- 10am

Community
Input
Needed

LET'S EXPLORE BLACKSTONE AVENUE TOGETHER & **LEARN WHAT'S POSSIBLE!**

- Meet and Engage Design Studio Students from Fresno City College & Cal Poly San Luis Obispo
- Share the Community's Vision, Goals, Needs and Concerns
- Regenerate Blackstone and Other Fresno Opportunity Corridors



Present Shields Corridor - Lafayette Park South



Potential Shields Corridor - Lafayette Park South

Shields Activity Center

MANCHESTER
center
○○○○



“The Lid” Over Blackstone and McKinley

“La Tapa” Sobre Blackstone y McKinley

“Reconnecting Blackstone on multiple levels through culture, color, and nature.”

“Reconectando Blackstone en múltiples niveles a través de la cultura, el color y la naturaleza.”

Overview of Site / Descripción del sitio



Perspectives / Perspectivas



**4 Recreation Hub
Centro de recreación**

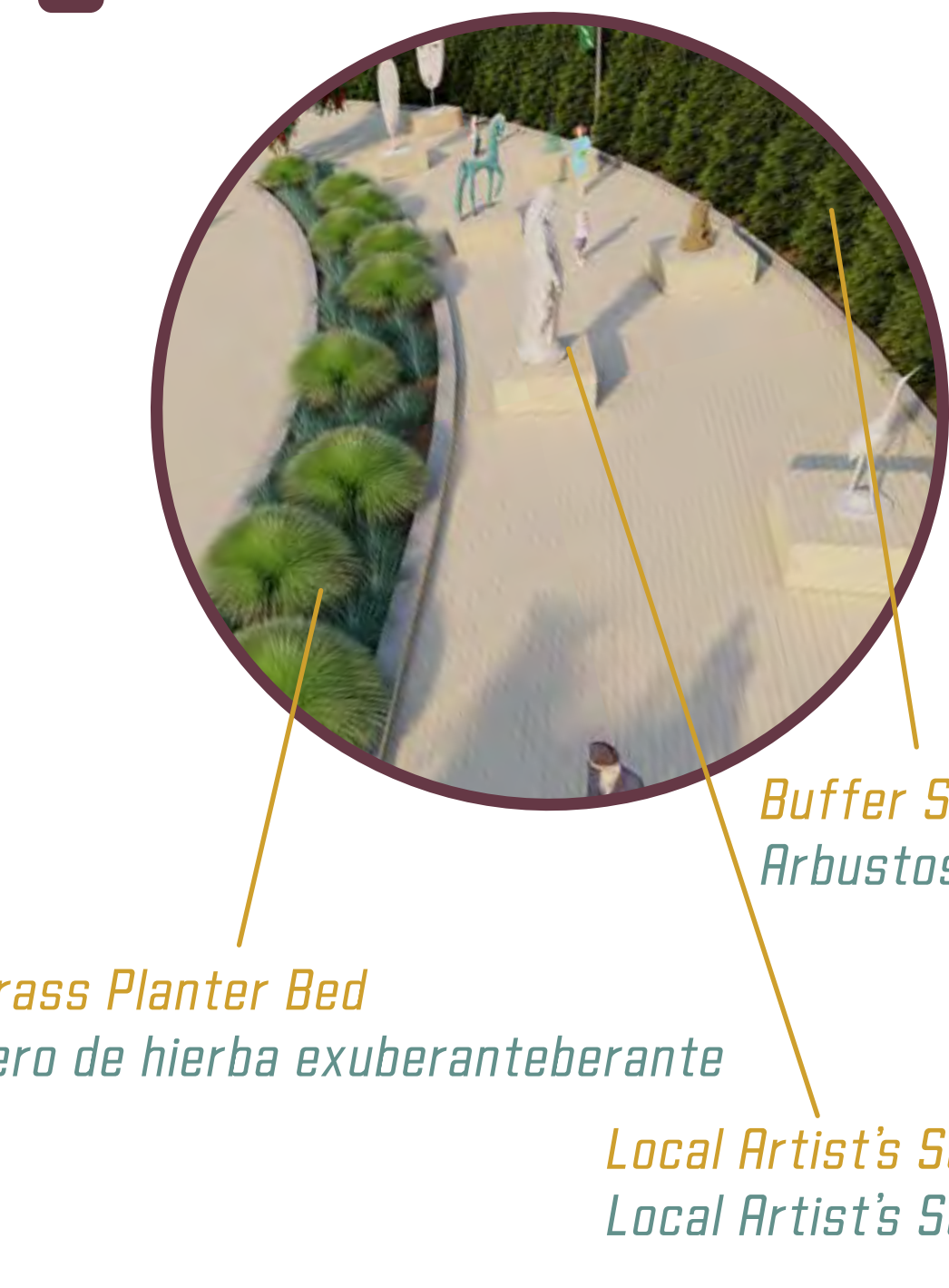


Basketball Court
Cancha de baloncesto

Exercise Area
Área de ejercicios

Map of Lid
Mapa de tapa

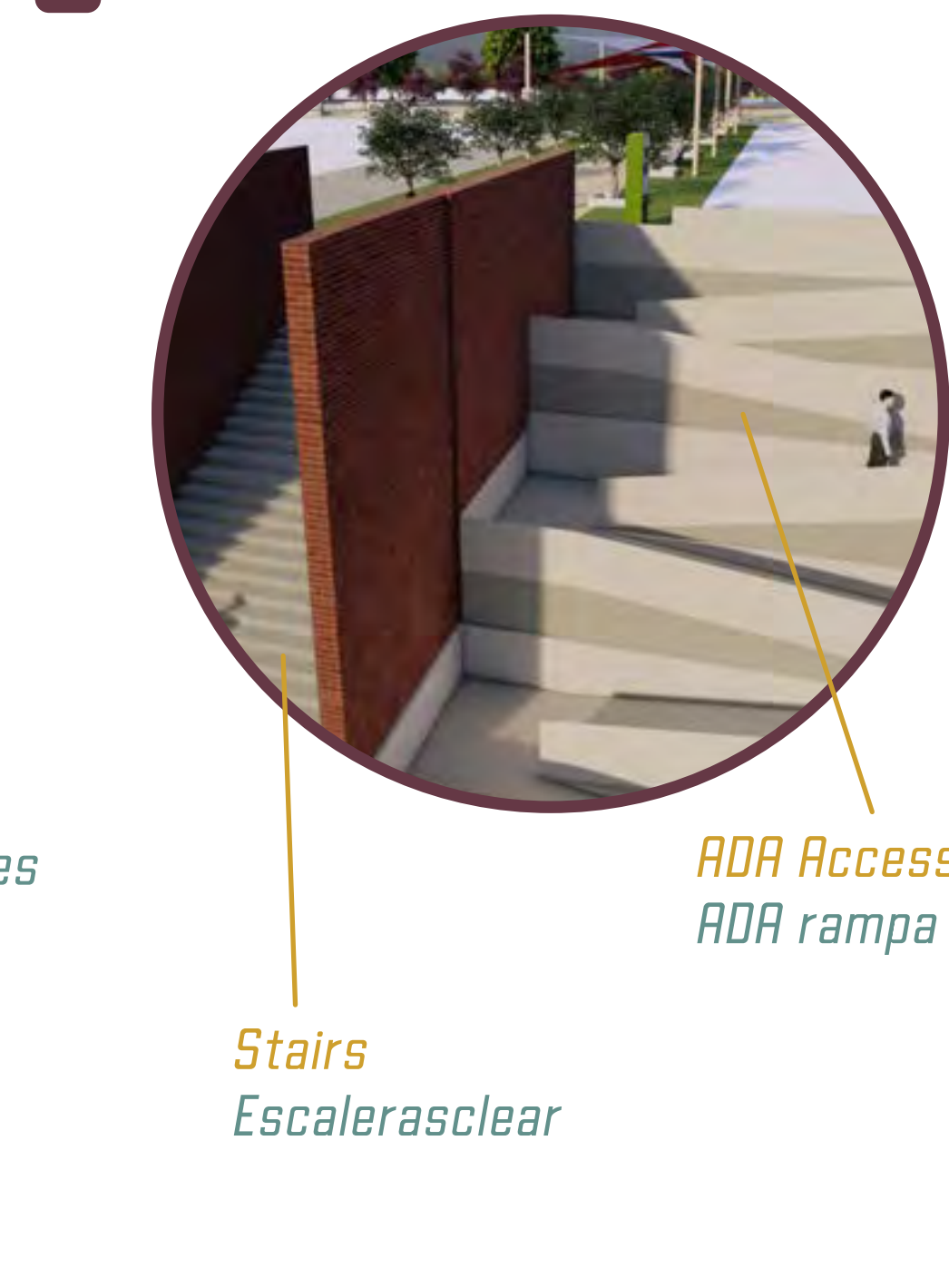
**5 Cultural Sculpture Walk
Paseo central de esculturas**



Lush Grass Planter Bed
Macetero de hierba exuberante

Local Artist's Sculpture
Local Artist's Sculpture

**6 Street Access To Lid
Acceso desde la calle a la tapa**



Stairs
Escaleras

ADA Accessible Ramp
ADA rampa accesible

**7 Olive Tree Shade Walk
Paseo a la sombra de los olivos**



Colorful Shade Structures
Estructura de sombras coloridas

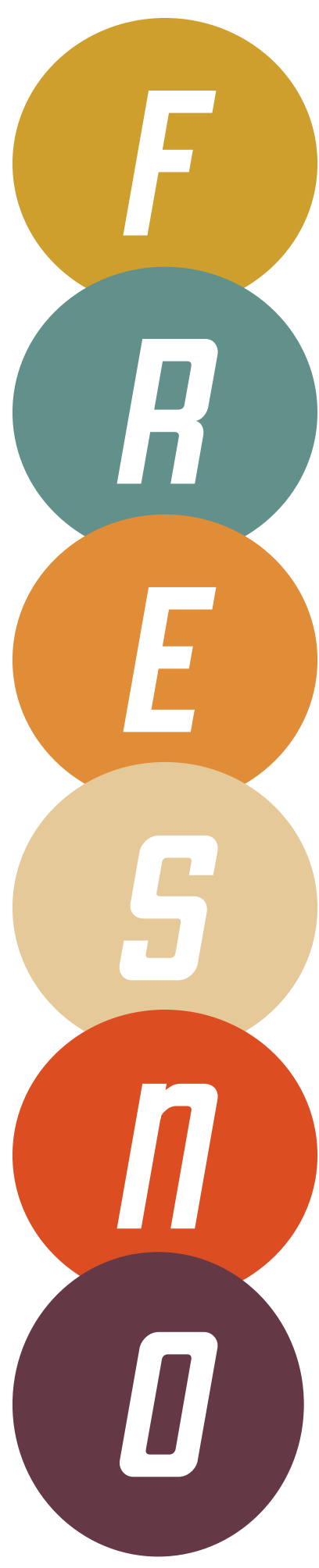
Light Brick Path
Camino de ladrillos claros

**8 Dog Park
Parque para perros**



Parking Lot
Estacionamiento

Fenced-in Dog Area
Área cercada para perros



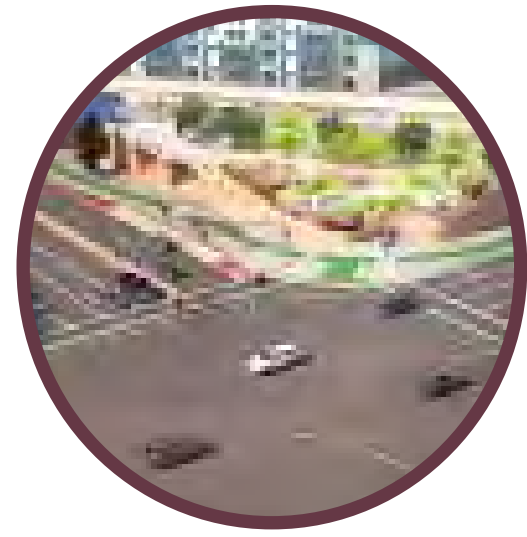
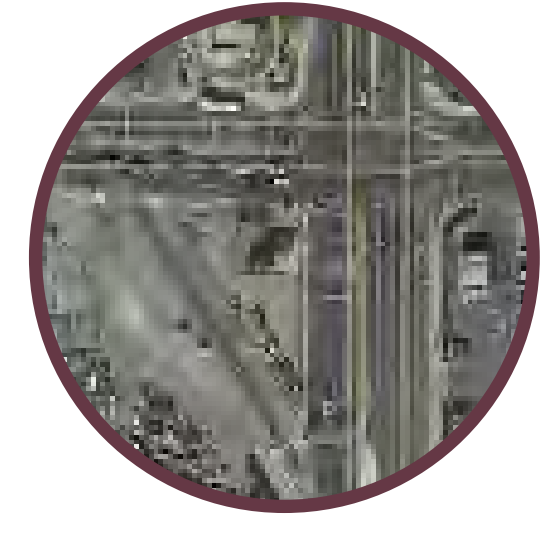
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MEJOR BLACKSTONE

“The Lid” Over Blackstone and McKinley

Community Feedback/ Comentarios de la Comunidad

- 1. More Shade / 1. Más sombra
- 2. ADA Accessibility / 2. Accesibilidad ADA
- 3. Safety Underneath Lid / 3. Seguridad debajo de la tapa
- 4. Interaction with Other Nodes / 4. Interacción con otros nodos
- 5. More Parking / 5. Más estacionamiento



Public Realm Action Plan

Plan de Acción del Ámbito Público

“La Tapa” Sobre Blackstone y McKinley

Our Lid Proposal/ Nuestra propuesta de tapa

- 1. Ample Trees and Colorful Shade Structures / 1. Muchos árboles y estructuras de sombra coloridas
- 2. Ramp Access to Lid / 2. Acceso con rampa a la zona cubierta
- 3. Sidewalks and Lighting Off Street / 3. Veredas e iluminación fuera de la calle
- 4. Connections to FCC and Stadium / 4. Conexiones con FCC y el estadio
- 5. Additional Parking Off Lid / 5. Estacionamiento adicional fuera de la zona cubierta

Mission Statement/ Declaración de misión

“Reconnecting Blackstone on multiple levels through culture, color, and nature.”

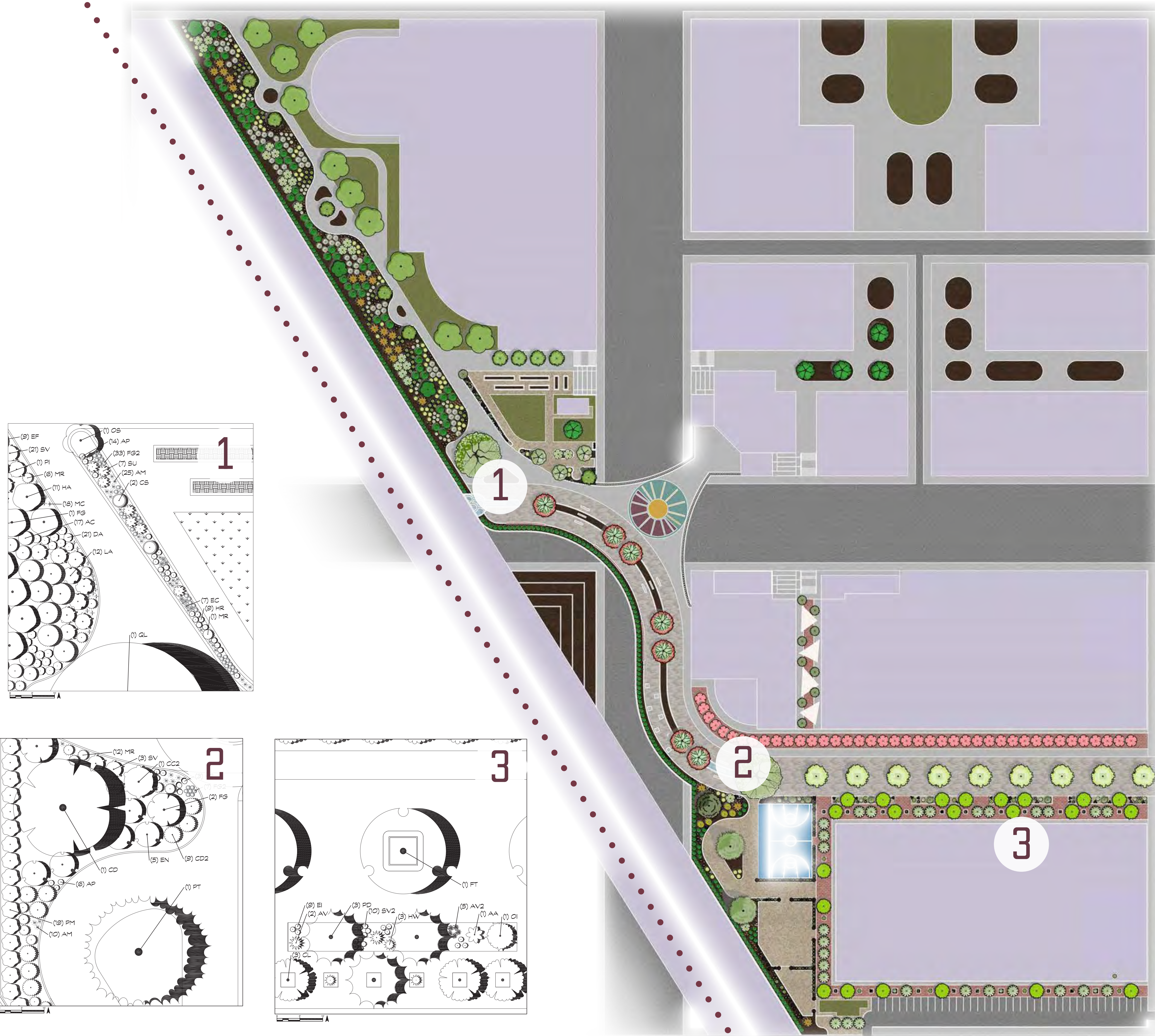
“Reconectando Blackstone en múltiples niveles a través de la cultura, el color y la naturaleza”.

Planting Proposal/ Propuesta de plantación

Illustrative Plan of Site Proposal/ Plano ilustrativo de propuesta de sitio

PLANT SCHEDULE

SYMBOL	CODE	BOTANICAL / COMMON NAME	CONT	QTY
TREES				
	AM2	Arbutus menziesii / Pacific Madrone	15 Gal.	5
	CD	Cedrus deodara / Deodar Cedar	24" Box	1
	CO	Cercis canadensis venenata Oklahoma / Oklahoma Texas Redbud	15 Gal.	40
	CL	Chippis linearis / Desert Willow	15 Gal.	28
	FT	Fraxinus x Fan-Weir / Fan-Weir Ash	36" Box	9
	MV	Malvaudica viminalis / Weeping Bottlebrush	24" Box	13
	OS	Olea europaea Swan Hill / Swan Hill Fruitless Olive	15 Gal.	10
	PD	Parkinsonia x Desert Museum / Desert Museum Palo Verde	24" Box	22
	PT	Pinus torreyana / Torrey Pine	24" Box	2
	PC	Platanus chinensis / Chinese Platanus	24" Box	10
	PR	Prunus italica / Halved Cherry	15 Gal.	3
	QB	Quercus berberidifolia / Scrub Oak	15 Gal.	10
	QL	Quercus laevis / Valley Oak	36" Box	2
	QW	Quercus wislizeni / Interior Live Oak	24" Box	3
SHRUBS				
	AC	Artemisia californica / California Sagebrush	1 Gal.	52
	CC2	Carpenteria californica / Bush Anemone	5 Gal.	24
	CB	Cistus x skurbergii / Coral Rockrose	1 Gal.	27
	CD2	Cotoneaster dammeri / Bearberry Cotoneaster	1 Gal.	18
	DA	Diplazium aurantiacum / Striped Monkeyflower	1 Gal.	73
	EC	Ephedra californica / California Joint Fir	1 Gal.	7
	EN	Ericameria nauseosa / Rubber Rabbitbrush	1 Gal.	5
	EF	Eriogonum fasciculatum / California Buckwheat	1 Gal.	65
	FB	Fremontodendron x California Glory / California Glory Pannel Bush	5 Gal.	20
	HA	Heteromeles arbutifolia / Toyon	5 Gal.	60
	LA	Lupinus albus / Bush Lupine	5 Gal.	51
	PH	Prunus caroliniana Menus / Bright N. Tigris Carolina Cherry Laurel	5 Gal.	248
	SU	Salvia rosmarinia / Rosemary	1 Gal.	32
	SV	Salpiglosson velutina californica / California Godetia	1 Gal.	74
PERENNIALS				
	AM	Achillea millefolium / Common Yarrow	1 Gal.	13
	AP	Aster antenata Plant Sn. George / Plant Sn. George Pacific Aster	1 Gal.	64
	FG2	Festuca glauca / Blue Fescue	1 Gal.	101
	HR	Heuchera americana Ring of Fire / American Alumroot	1 Gal.	48
	MC	Melica californica / Melic	1 Gal.	96
	MR	Muhlenbergia rigens / Deer Grass	5 Gal.	101
SUCCULENTS				
	AA	Agave americana / Century Plant	5 Gal.	11
	AV	Agave viviparous / Octopus Agave	5 Gal.	17
	AV2	Aloe vera / Medicinal Aloe	1 Gal.	37
	EI	Echinocactus gussonii inermis / Short-spined Barrel Cactus	1 Gal.	30
	HW	Hesperaloe parviflora / Cholla Yucca	1 Gal.	33
	CI	Cordia alliodora / Indian Fig Cactus	15 Gal.	6
	BV2	Senecio vitalis / Blue Chalk Fingers	1 Gal.	46



1 Chaparral Planting / Plantación de chaparral



2 Pine Forest Garden / Jardín del bosque de pinos



3 Xeriscape Garden / Jardín Xeriscape

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Public Realm Action Plan

Plan de Acción del Ámbito Público

Project Focus: Public Realm Amenities

Enfoque del Proyecto: Equipamientos públicos

About our work

Our project aims to revitalize Blackstone Avenue by providing opportunities for community engagement, and pedestrian safety along the street. Our designs also strive to provide equal road access for the BRT and for pedestrians.

Acerca de nuestro trabajo

Nuestro proyecto pretende revitalizar Blackstone Avenue ofreciendo oportunidades para la participación de la comunidad y la seguridad de los peatones a lo largo de la calle. Nuestros diseños también se esfuerzan por proporcionar igualdad de acceso a la carretera para el BRT y para los peatones.

What we are Proposing

This poster proposes a variety of public amenities that would be provided along Blackstone. This includes more seating, lighting, bike racks and mosaic trash cans along the street.

Lo que Estamos Proponiendo

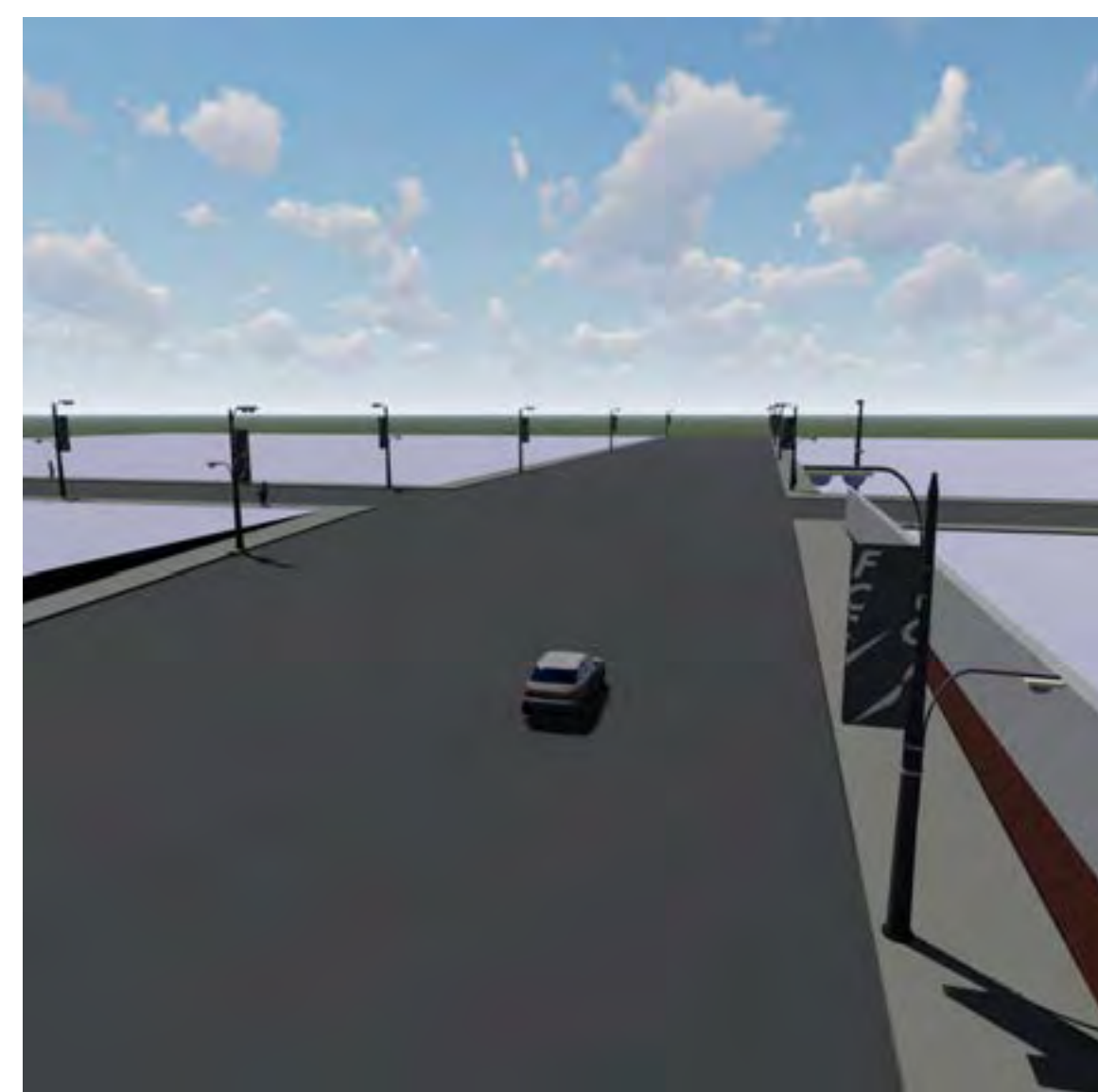
Este póster propone una serie de servicios públicos a lo largo de Blackstone. Esto incluye más asientos, iluminación, aparcabicicletas y papeleras de mosaico a lo largo de la calle.

Perspectives

These models show how our public amenities will be laid out in different areas, such as near Manchester and FCC, as well as how they blend with the proposed streetscape.

Perspectivas

Estas maquetas muestran cómo se dispondrán nuestros equipamientos públicos en distintas zonas, como cerca de Manchester y FCC, así como su integración en el paisaje urbano propuesto.



Existing Site Photos / Existente Fotos del Sitio



Manchester provides some bike racks, but doesn't accommodate for scooters.

Manchester dispone de aparcabicicletas, pero no de scooters.



This shows a bus stop near FCC with a single trash can. No other seating is around besides the bus bench.

Esta imagen muestra una parada de autobús cerca de FCC con una única papelerera. No hay otros asientos alrededor aparte del banco del autobús.



Lafayette Park currently doesn't have the essential amenities a park may need.

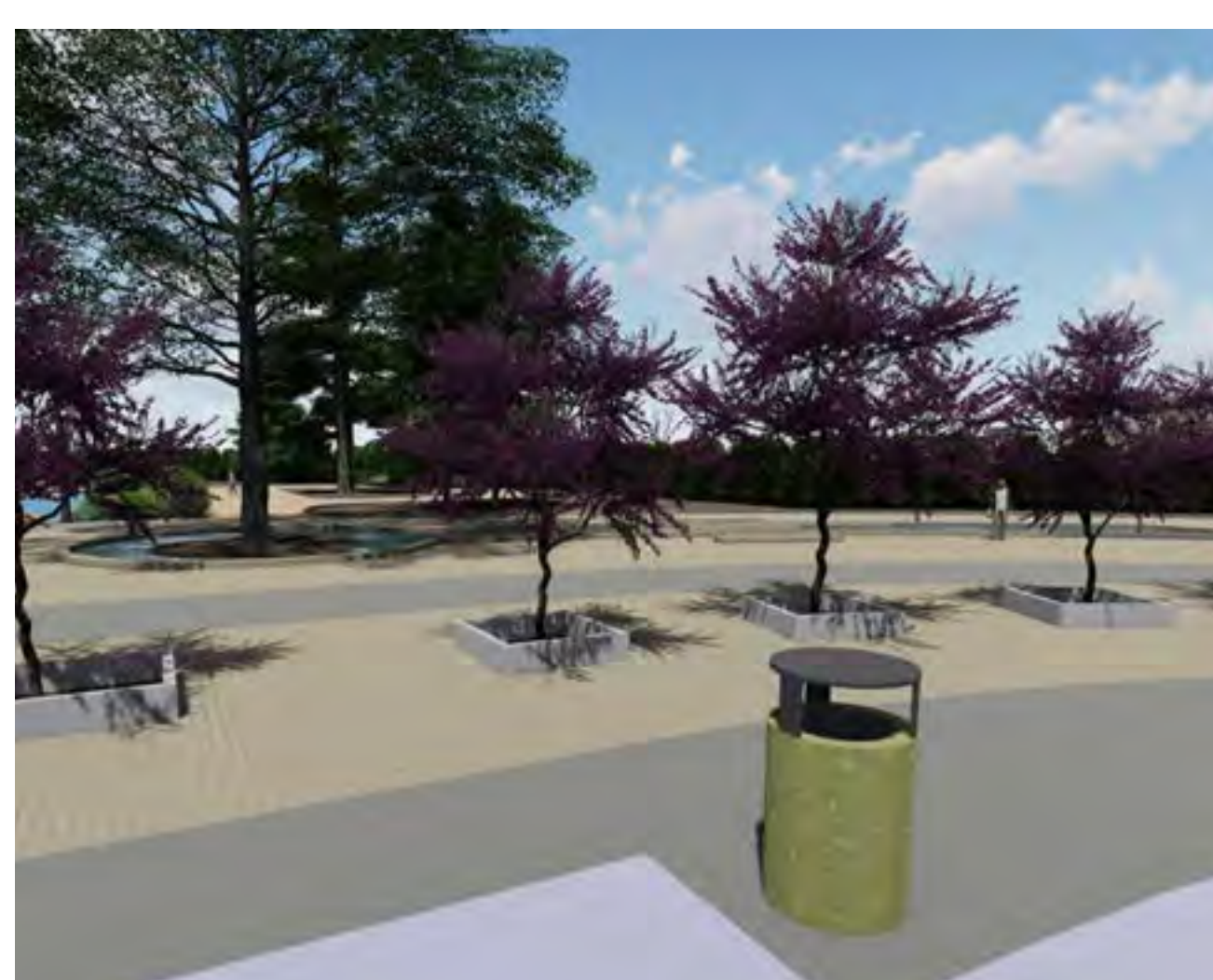
Lafayette Park no cuenta en estos momentos con los servicios esenciales que puede necesitar un parque.



A sidewalk near Manchester Good opportunity to provide seating and/or bike racks.

Una acera cerca de Manchester. Sería una buena oportunidad para instalar asientos y/o aparcamientos para bicicletas.

Persepectives and Early Sketchup Models / Perspectivas y Los Primeros modelos de Sketchup



Manchester Center

Centro de Manchester



Introduction
Introducción

About
Manchester Center's expansive parking lot remains an underutilized space. Its emptiness and prime location by the mall presents an ideal opportunity for reimagining this space into a vibrant community hub.

Acerca de
El amplio estacionamiento del Manchester Center sigue siendo un espacio infrautilizado. Su vacío y ubicación privilegiada junto al centro comercial presenta una oportunidad ideal para reimaginar este espacio en un vibrante centro comunitario.

Community Feedback
Comentarios de la Comunidad

What we are Proposing
Redesigning the lot offers an opportunity to transform Manchester Center into a community gathering space with shaded plazas, event areas, and play zones. The redesign boosts local activity by attracting visitors with food trucks, pop-up shops, and improved pedestrian and bike access, creating a dynamic hub for Fresno residents.

Lo que Estamos Proponiendo
Rediseñar el lote ofrece la oportunidad de transformar el Manchester Center en un espacio de reunión comunitario con plazas sombreadas, áreas de eventos y zonas de juego. El rediseño impulsa la actividad local atrayendo a los visitantes con camiones de comida, tiendas emergentes y un mejor acceso a peatones y bicicletas, creando un centro dinámico para los residentes de Fresno.

Existing Site
Sitio Existente

Legend / Leyenda

- 1 Housing / Alojamiento
- 2 Plaza / Plaza
- 3 Manchester Mall
- 4 Roundabout/ Rotonda
- 5 Market Plaza / Plaza del Mercado

FRESNO

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Manchester Center Centro de Manchester

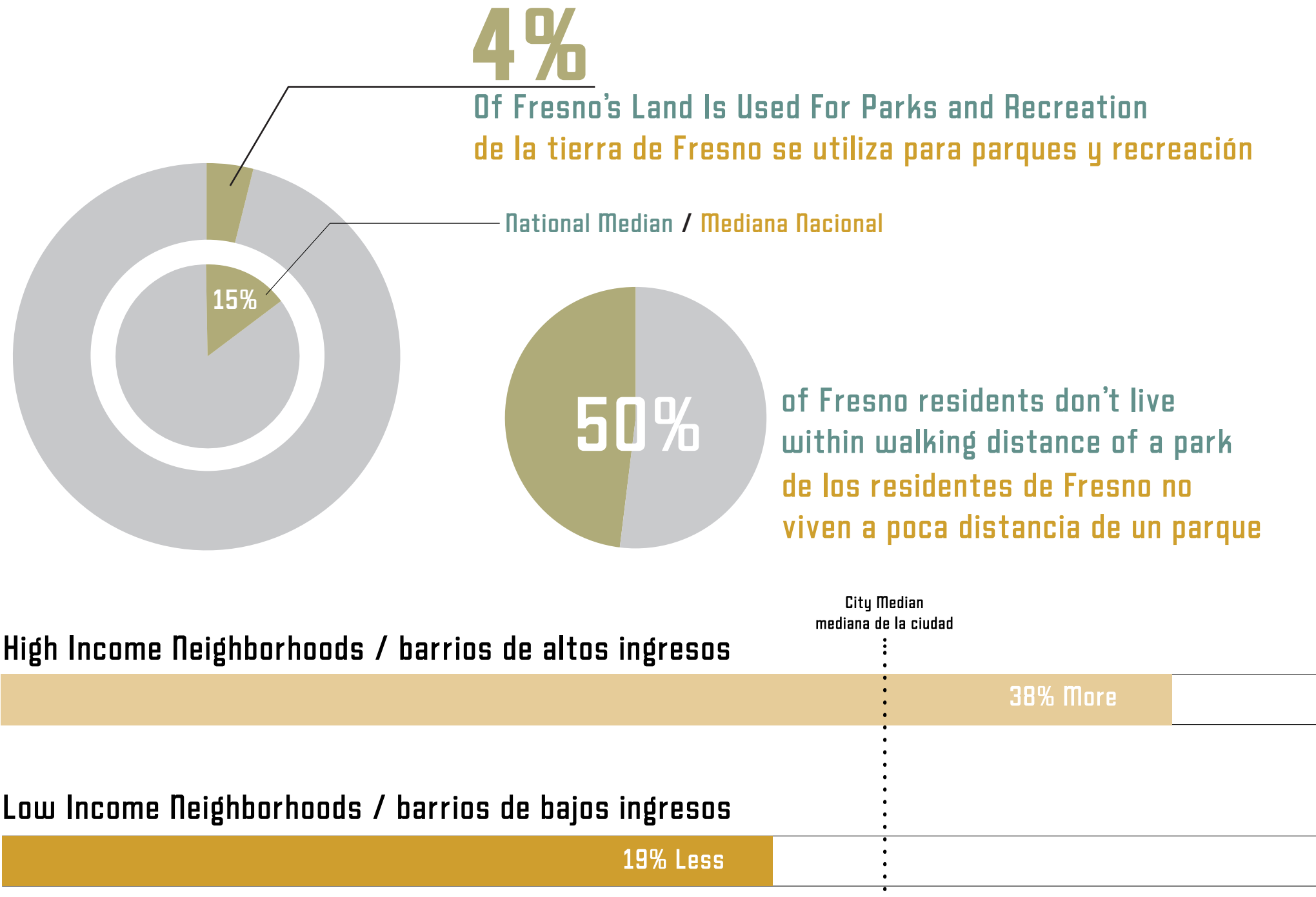
About

The South-western portion of the mall's parking lot will be transformed into accessible social spaces designed to improve Fresno's urban quality of life, foster community engagement, and form a sense of belonging for the Fresno community.

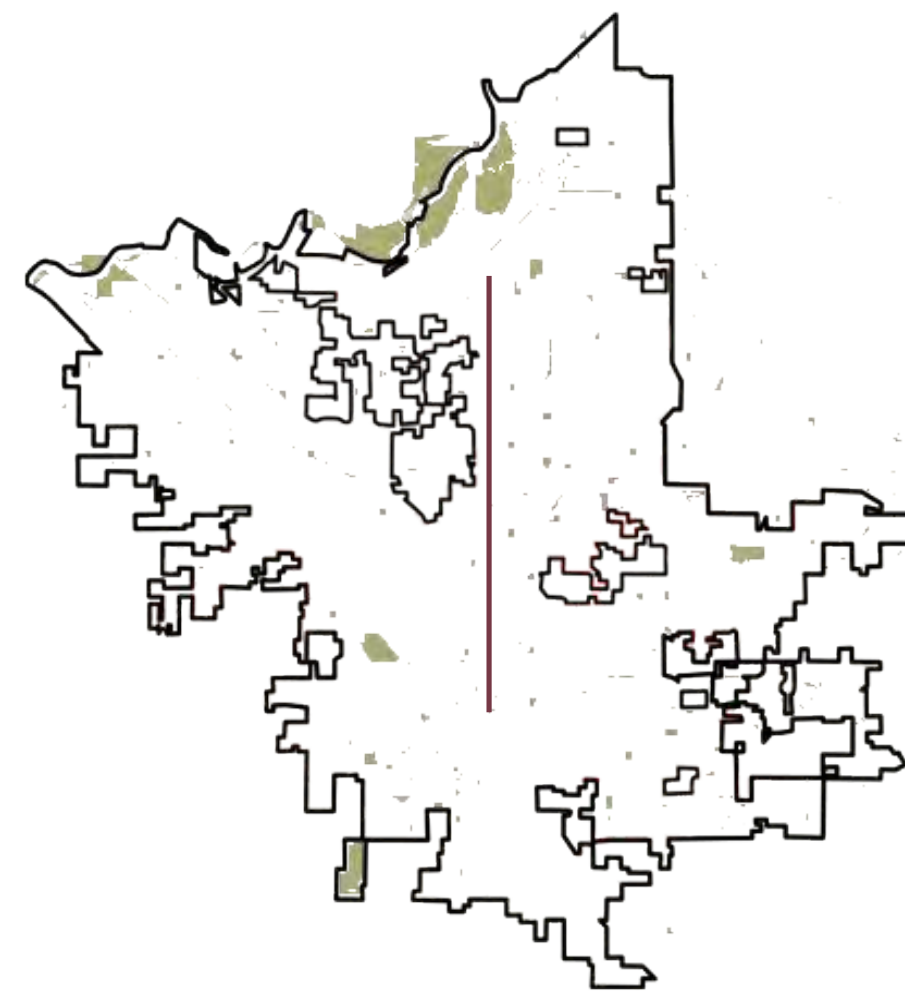
Acerca de

La porción suroeste del estacionamiento del centro comercial se transformará en espacios sociales accesibles diseñados para mejorar la calidad de vida urbana de Fresno, fomentar la participación comunitaria y crear un sentido de pertenencia para la comunidad de Fresno.

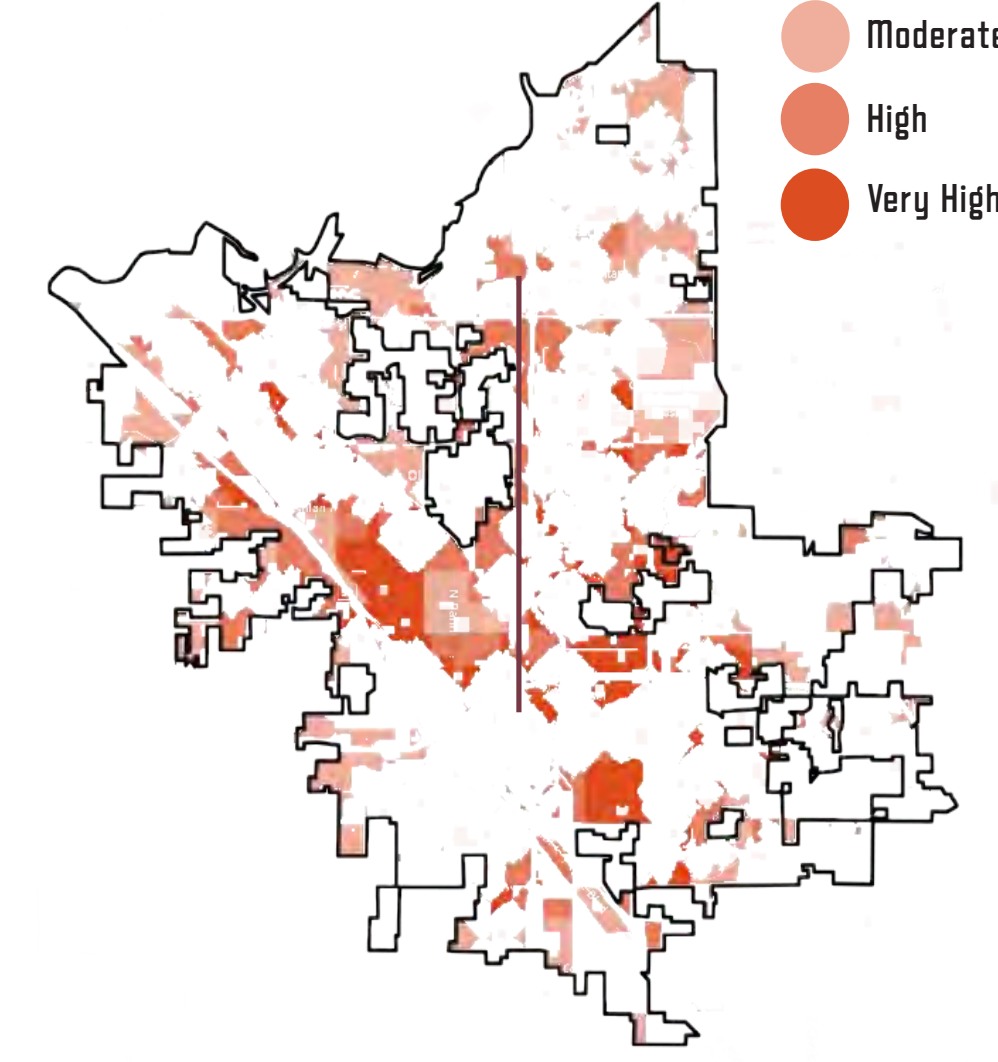
Access To Parks and Other Public Green Spaces In Fresno



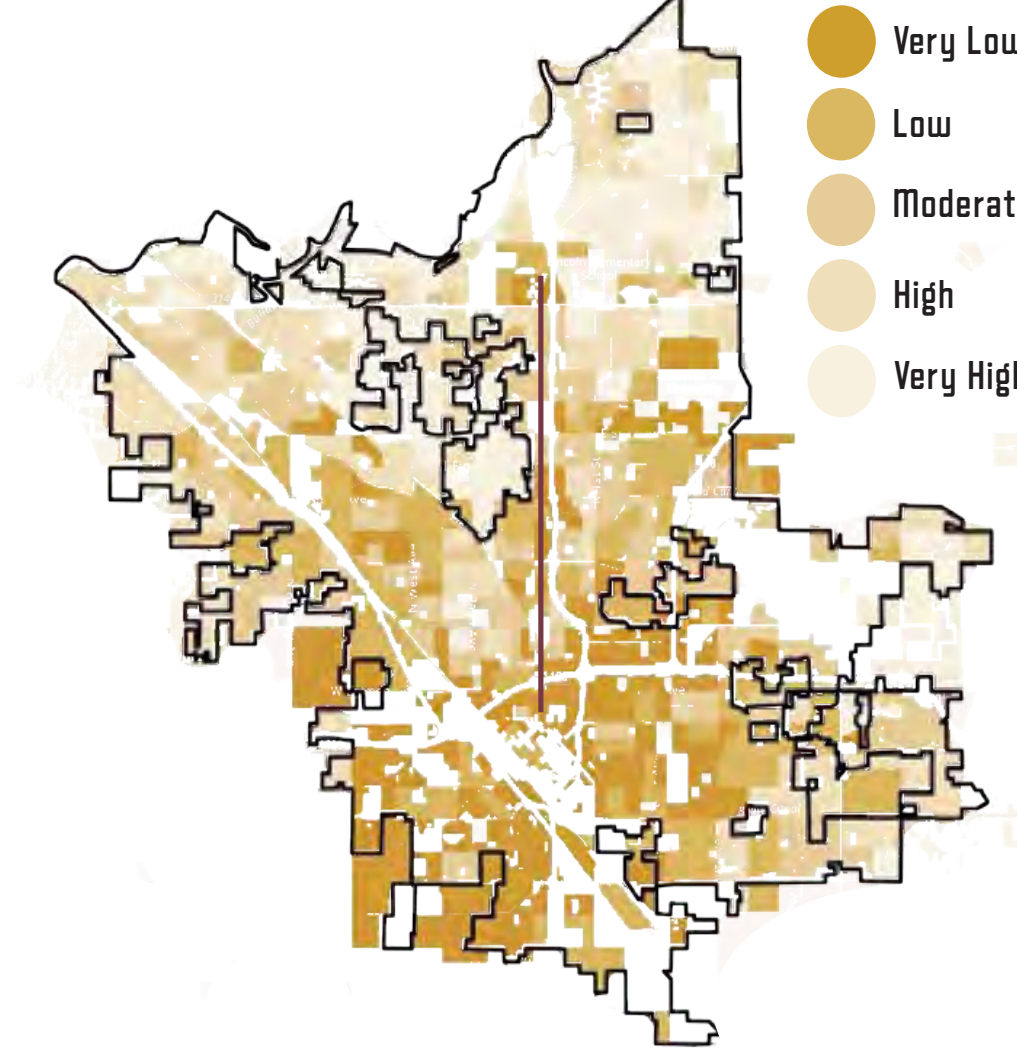
Existing Public Park Locations
ubicaciones de parques públicos existentes



Priority Areas For New Parks
Áreas prioritarias para nuevos parques



Low Income Households [%]
hogares de bajos ingresos [%]



Fresno is...

- isolated
- historically Challenged
- lacking public space
- expensive
- separated by money
- bowling - Opportunity

The addition of Blackstone's newly designed space not only responds to the community's wishes to incorporate green and interactive public spaces along Blackstone Avenue, but also encourages further expansion of unique spaces throughout the street.

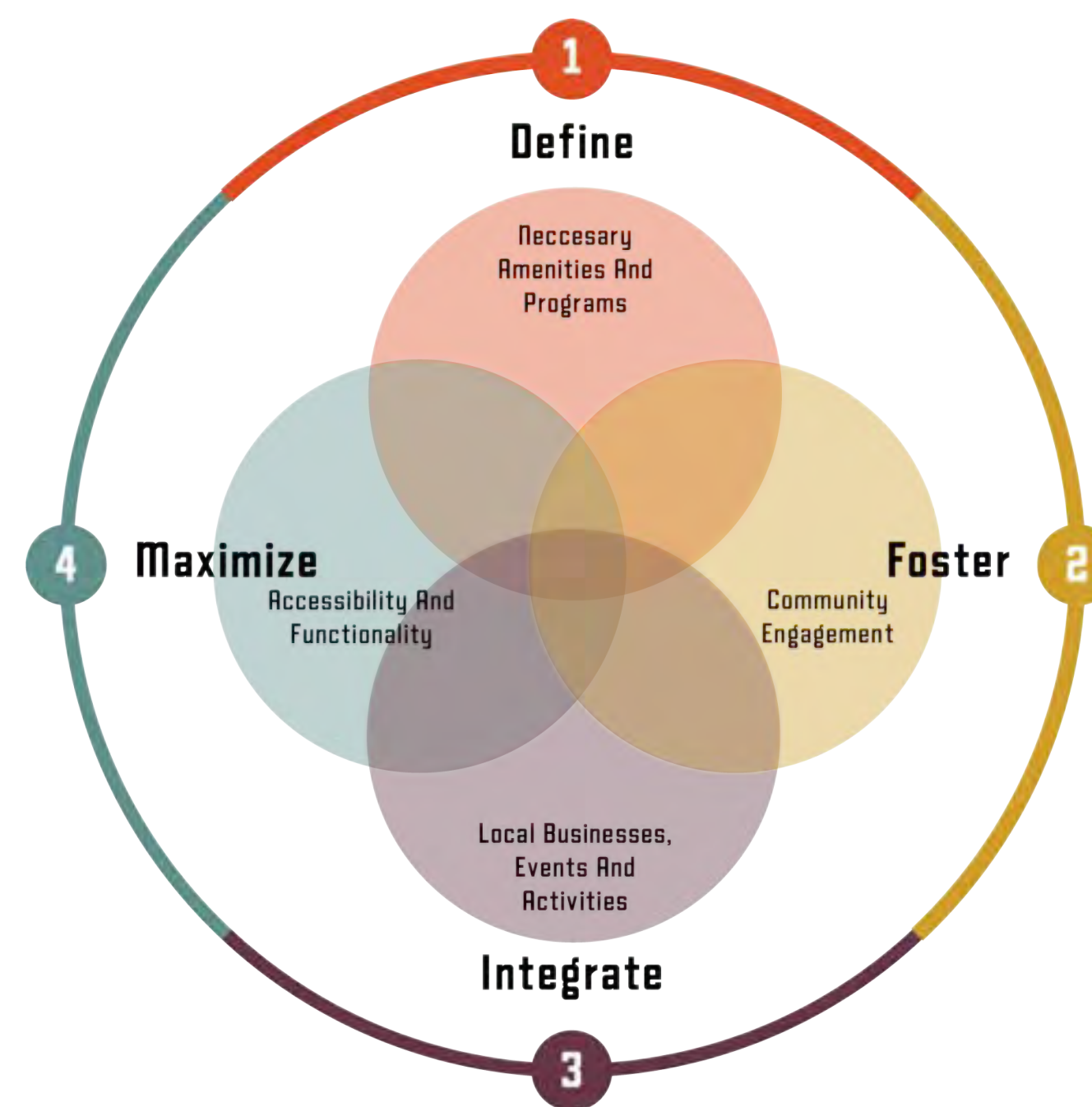
"Welcoming and safe spaces for everyone"

"Convenient access to clean water and air, shade and green spaces"

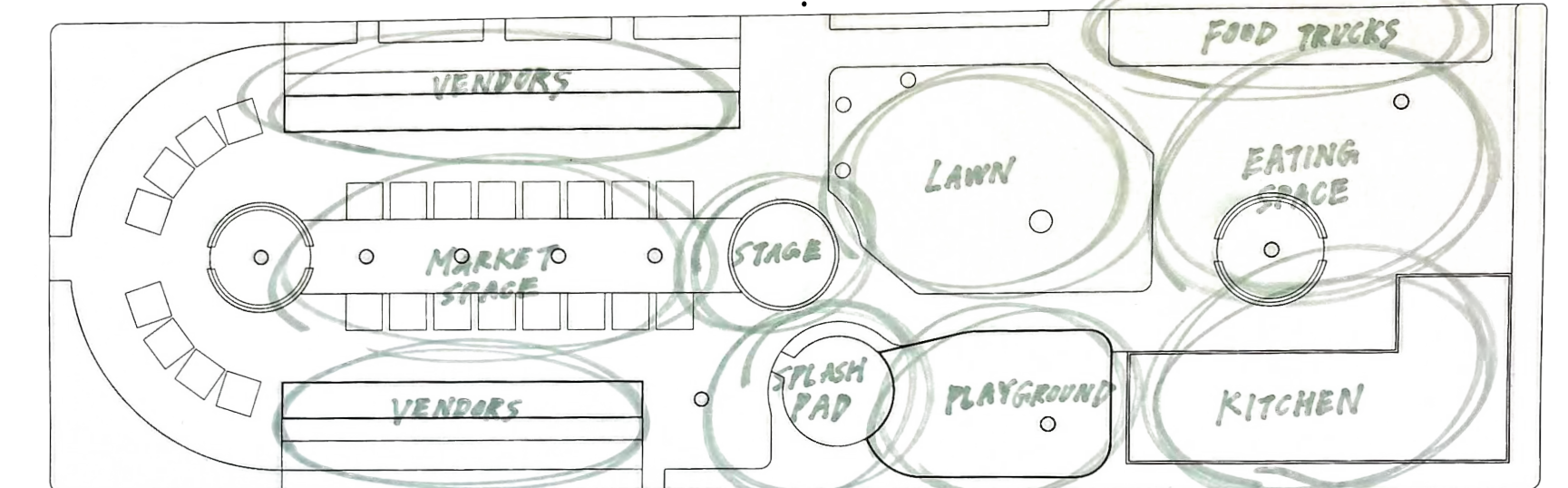
"A balance between aesthetic and practicality"

La adición del nuevo espacio diseñado por Blackstone no solo responde al deseo de la comunidad de incorporar espacios públicos verdes e interactivos a lo largo de la Avenida Blackstone, sino que también fomenta la expansión de espacios únicos a lo largo de toda la calle.

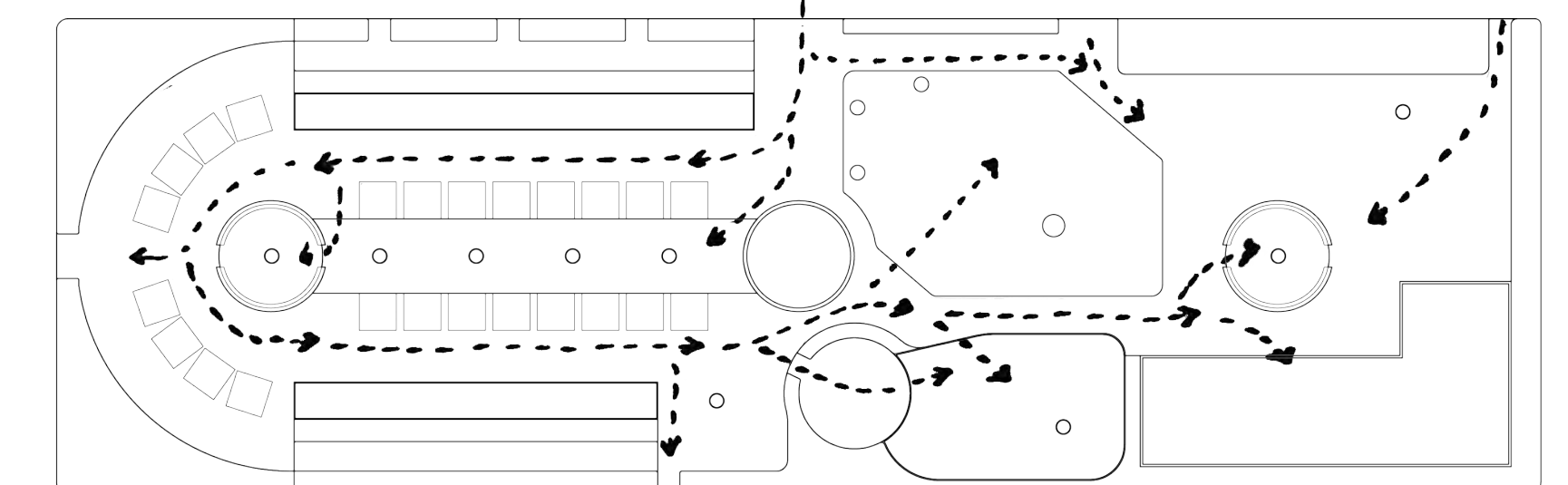
Goals / Objetivos



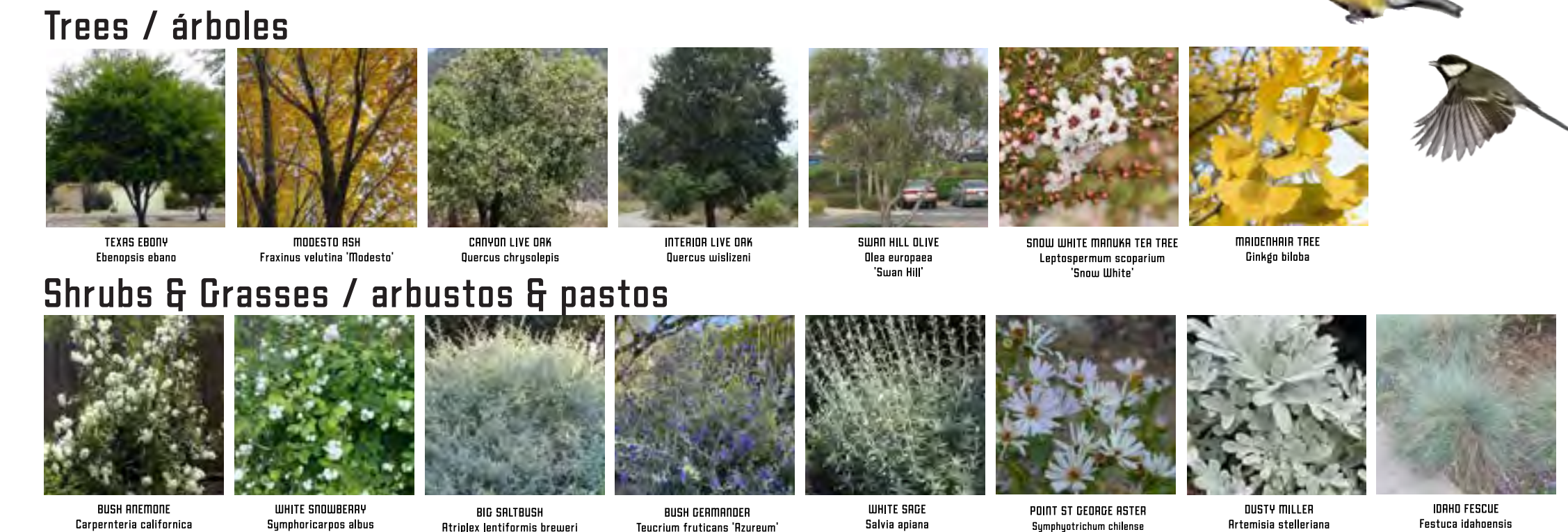
Programs / Programas



Circulation / Circulación



Plant Palette / Lista de Plantas



Legend / ABC

- A Public Market / Mercado Público
- B Stage / Escenario
- C Lawn / Césped
- D Splash Pad / Chapoteadero
- E Playground / Patio de Recreo
- F Community Kitchen / Cocina Comunitaria
- G Shaded Seating / Asientos Sombreados

Site Plan / Plano del Sitio



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Public Realm Action Plan

Plan de Acción del Ámbito Público

Blackstone Avenue Streetscape

Área de Enfoque del Proyecto

About

In effort to create a pedestrian and bike oriented streetscape, we redesigned Blackstone Avenue to provide visitors with spaces to utilize and gather safely.

Acerca de

Occum im qui re vitatem intist aut omni beatem que pe dolenis eliti nonsequia idissi de

What we are Proposing

We are proposing a streetscape containing adequate public amenities, designated bus lanes, and pedestrian and bike oriented sidewalk and bike lane features.

Lo que Estamos Proponiendo

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Site Plan

Resdesign Blackstone Avenue to contain a bus system, public gathering zones, and updated green space to enhance our site.

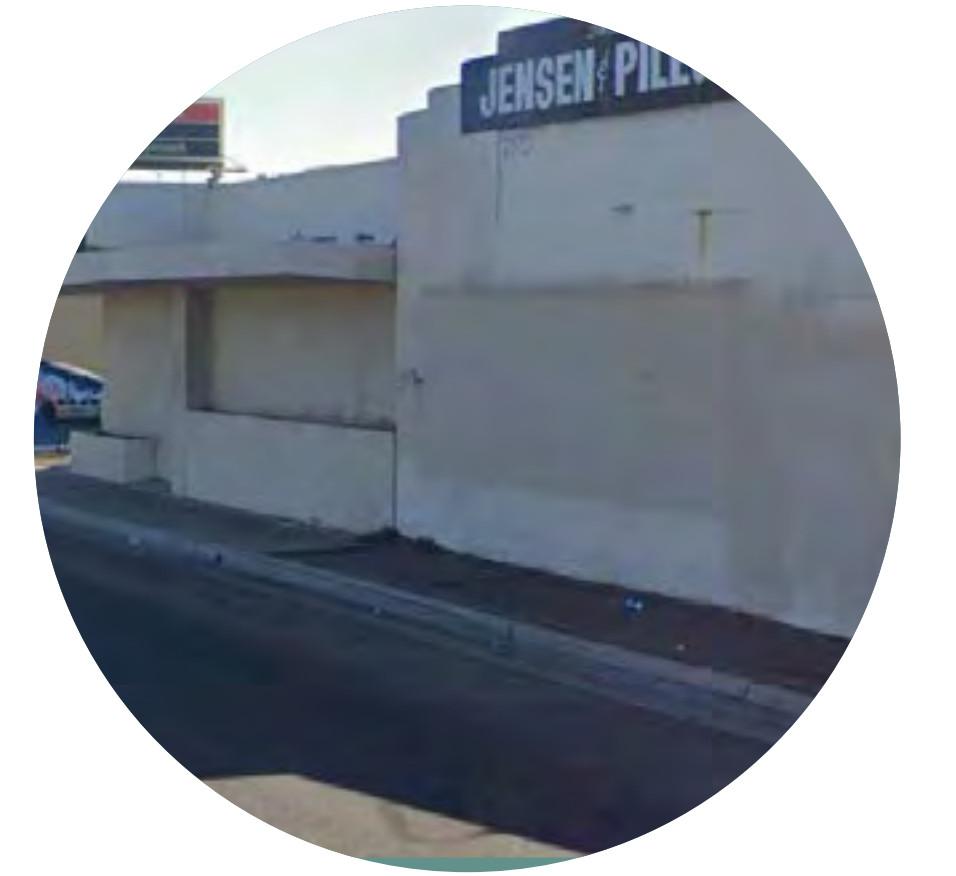
Plano del Sitio

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Existing conditions



Existing Site Photos / Existente Fotos del Sitio



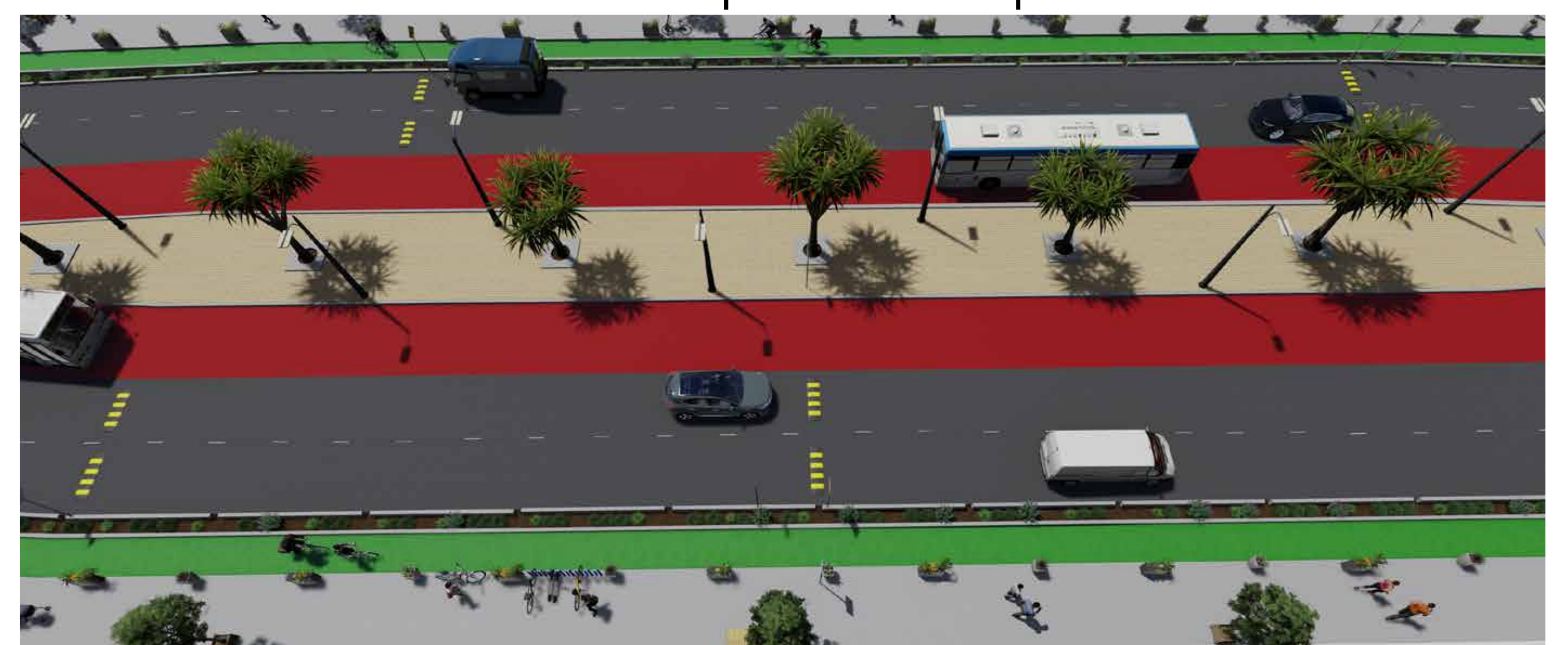
Proposed Concept Photos / Fotografías del Concepto Propuesto



Persepctives / Perspectivas



Proposed concept



Streetscape Plant Palette

Paleta de Plantas de la Calle



Existing Site Photos / Existente Fotos del Sitio



Proposed Concept Photos / Fotografías del Concepto Propuesto



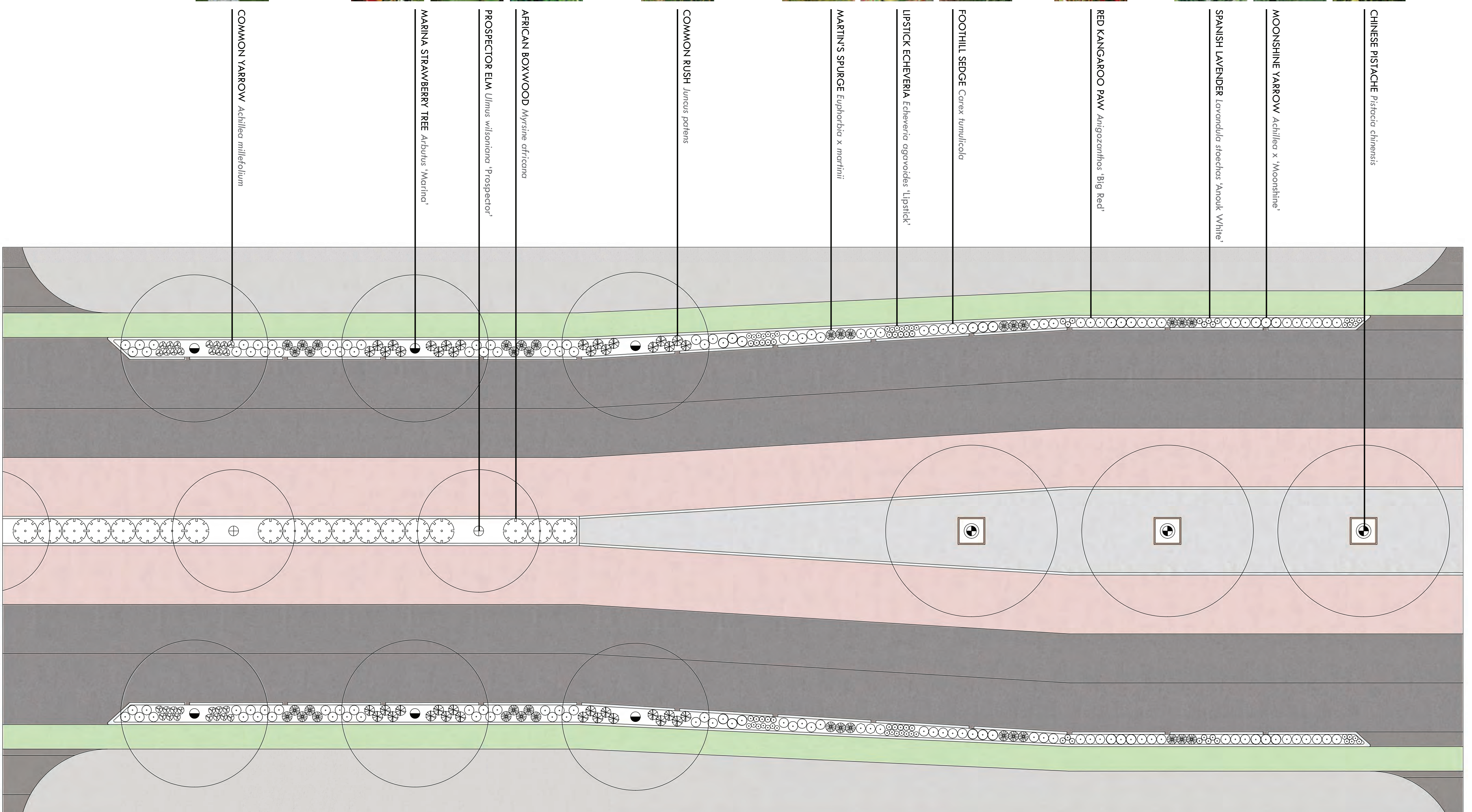
TYPE	COMMON NAME	BOTANICAL NAME	QUANTITY	SIZE	WUCOLS	NOTES
TREE	Marina Strawberry Tree	<i>Arbutus 'Marina'</i>	6	24" box	Low	Single trunk
TREE	Chinese Pistache	<i>Pistacia chinensis</i>	4	48" box	Low	
TREE	Prospector Elm	<i>Ulmus wilsoniana 'Prospector'</i>	3	48" box	Low	
SHRUB	Spanish Lavender	<i>Lavandula stoechas 'Anouk White'</i>	36	1 gallon	Low	
SHRUB	African boxwood	<i>Myrsine africana</i>	23	5 gallon	Low	
SUCCULENT	Lipstick Echeveria	<i>Echeveria agavoides 'Lipstick'</i>	78	1 gallon	Low	
PERENNIAL	Common Yarrow	<i>Achillea millefolium</i>	28	1 gallon	Low	
PERENNIAL	Moonshine Yarrow	<i>Achillea x 'Moonshine'</i>	24	1 gallon	Low	
PERENNIAL	Red Kangaroo Paw	<i>Anigozanthos 'Big Red'</i>	18	1 gallon	Low	
PERENNIAL	Foothill Sedge	<i>Carex tumulicola</i>	106	1 gallon	Low	
PERENNIAL	Martin's Spurge	<i>Euphorbia x martinii</i>	38	1 gallon	Moderate	
PERENNIAL	Common Rush	<i>Juncus patens</i>	40	1 gallon	Moderate	

About

Blackstone lacks shade, green-space, and color. Low water plants in buffer spaces and large shade trees will cool Blackstone down and increase aesthetic value.

Acerca de

Blackstone carece de sombra, espacios verdes y color. Las plantas con poco agua en los espacios de amortiguamiento y los grandes árboles de sombra enfriarán Blackstone y aumentarán su valor estético.



SCALE: 1" = 10' - 0"

Wayfinding

Orientación

Introduction
Introducción

About

The Blackstone Ave Wayfinding System is designed to transform the corridor into a cohesive and inviting destination.

Acerca de

El sistema de señalización de Blackstone Ave está diseñado para transformar el corredor en un destino cohesivo y atractivo.

Community Feedback
Comentarios de la Comunidad

What we are Proposing

By incorporating elements that celebrate Fresno's rich cultural roots, the system aims to create a distinct sense of place. This project seeks to unify Blackstone Ave as a vibrant, community-centered space where history, culture, and modern functionality meet.

Lo que Estamos Proponiendo

Al incorporar elementos que celebran las ricas raíces culturales de Fresno, el sistema apunta a crear un sentido distintivo de lugar. Este proyecto busca unificar Blackstone Ave como un espacio vibrante y centrado en la comunidad donde se encuentran la historia, la cultura y la funcionalidad

Final Concepts
Final Conceptos

Wayfinding System

Through thoughtfully designed signage, landmarks, and visual cues, the system enhances navigation while fostering a deeper connection to the local identity.

Orientación

A través de señalización, puntos de referencia y señales visuales cuidadosamente diseñados, el sistema mejora la navegación y al mismo tiempo fomenta una conexión más profunda con la identidad local.

Lafayette Park's Wayfinding System



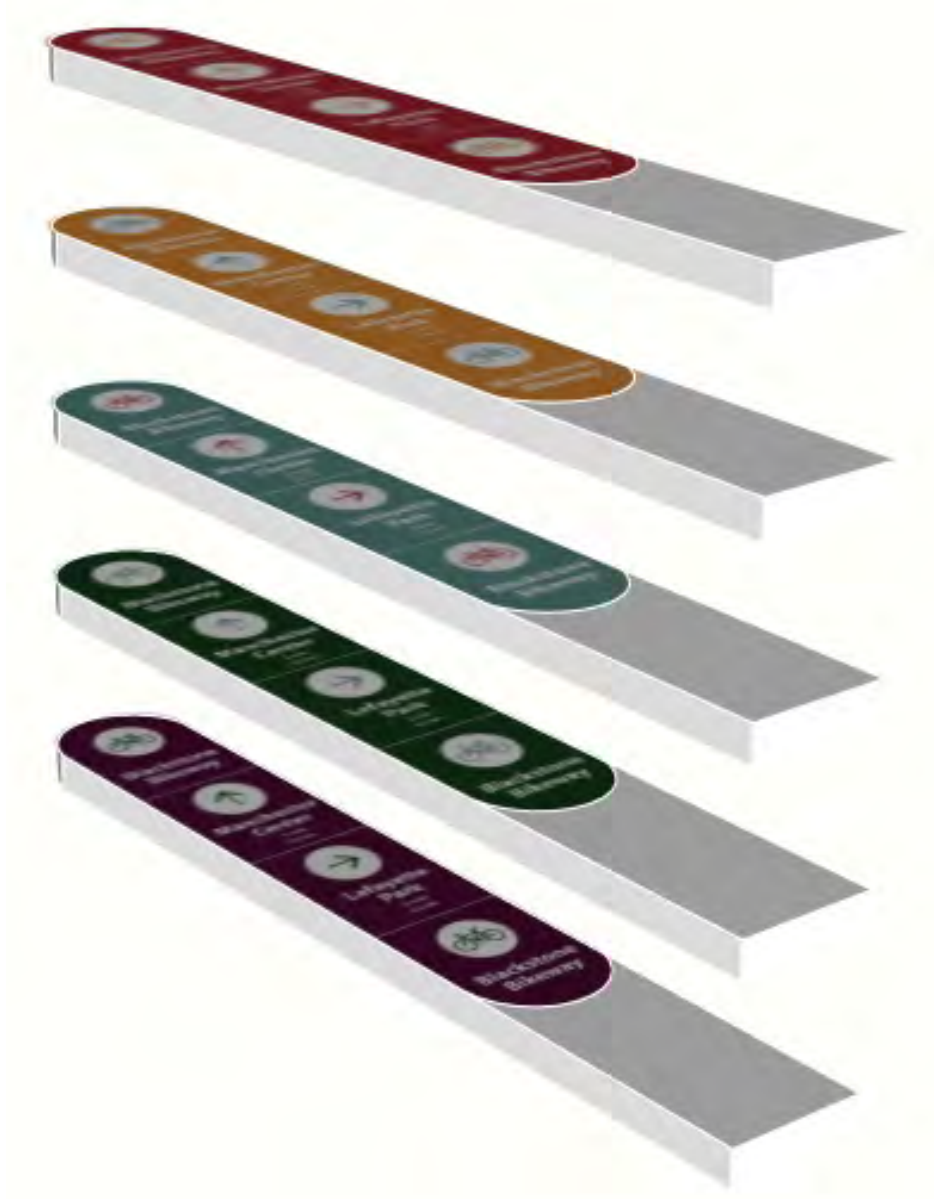
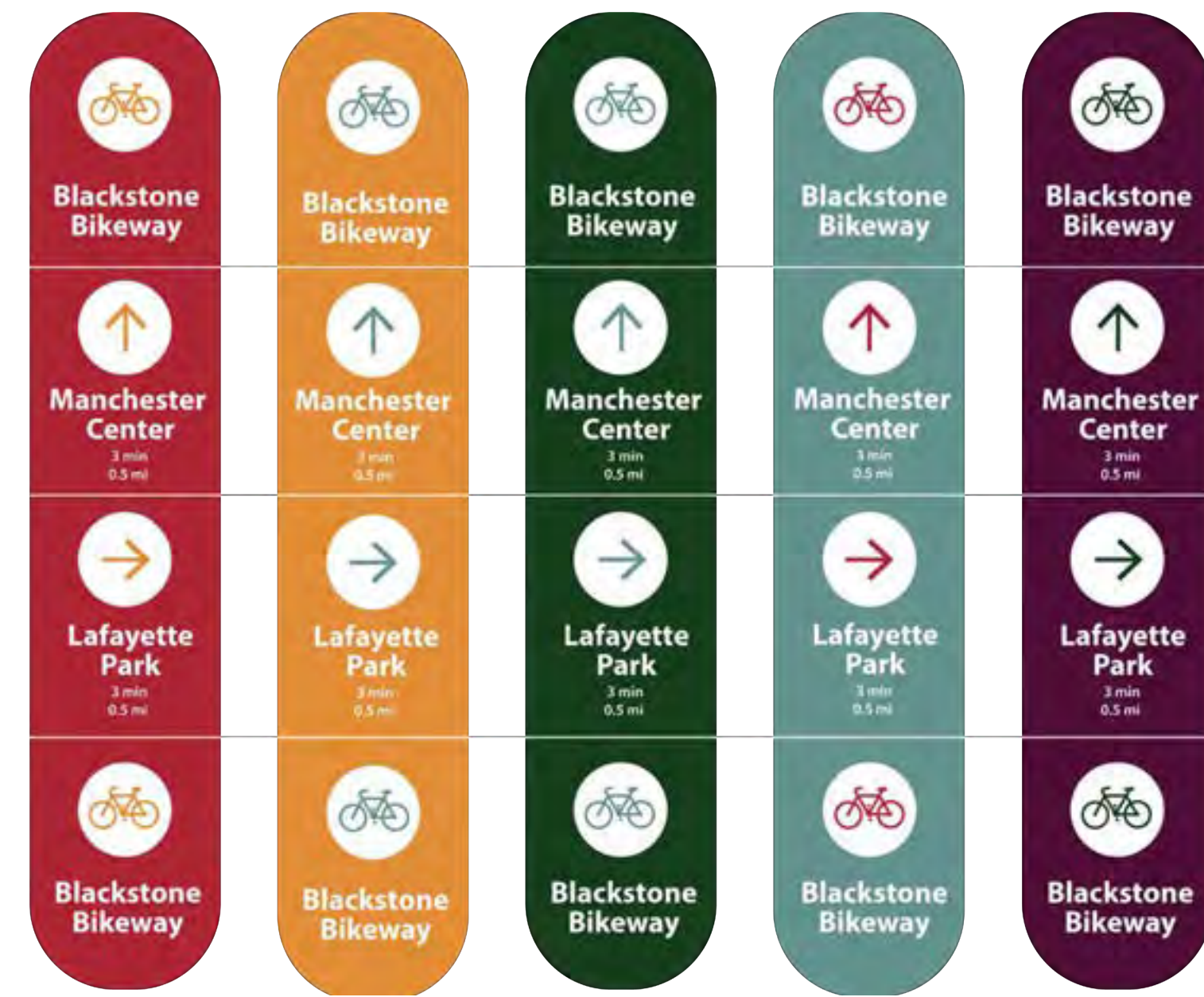
Landmarks



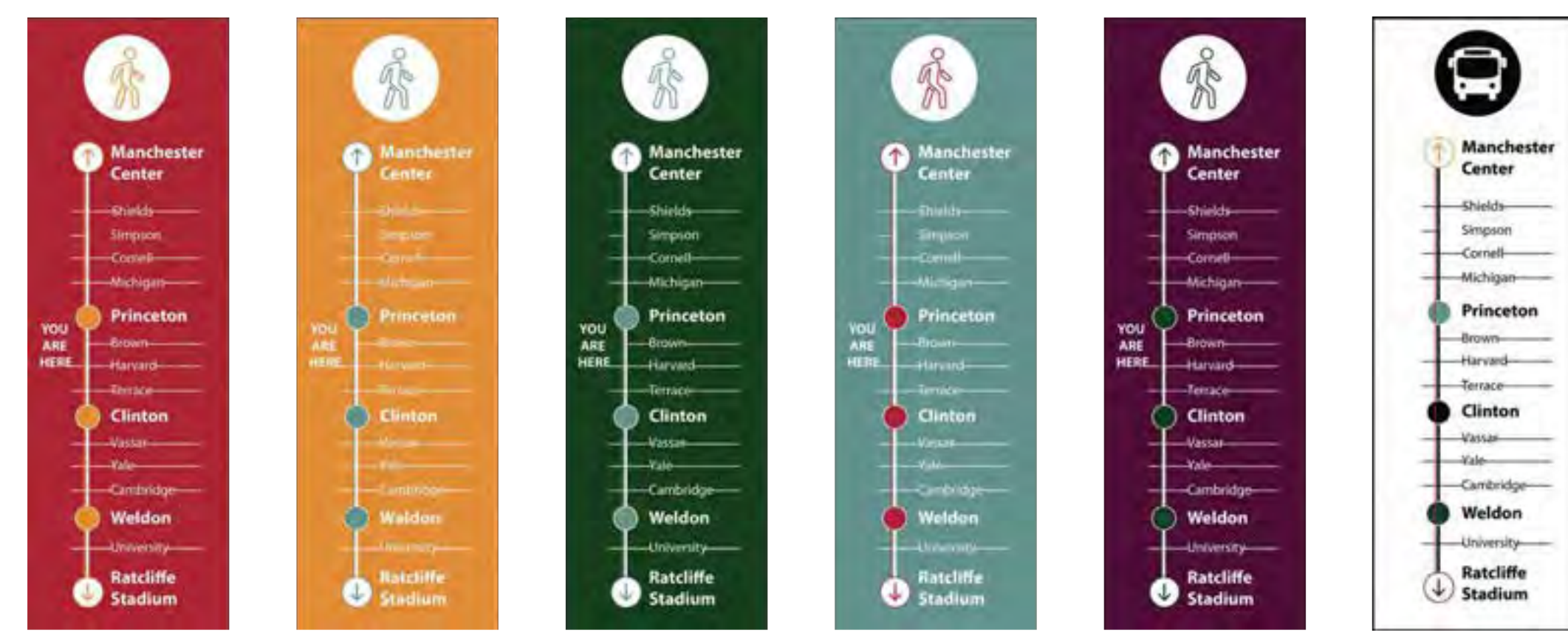
Banners



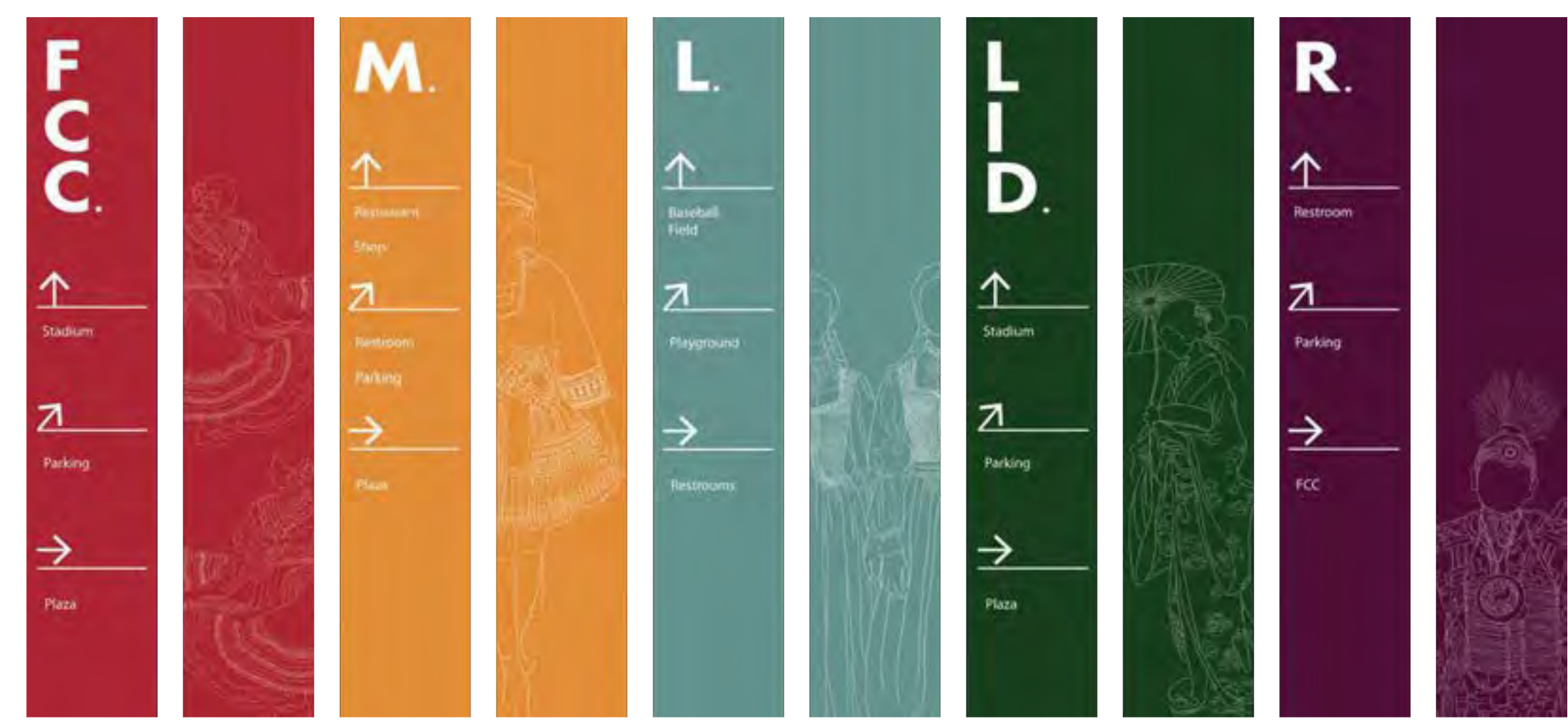
Bike Median ETAs



Pedestrian + Bus



Directional



Directory Maps

