

Specific Plan Update

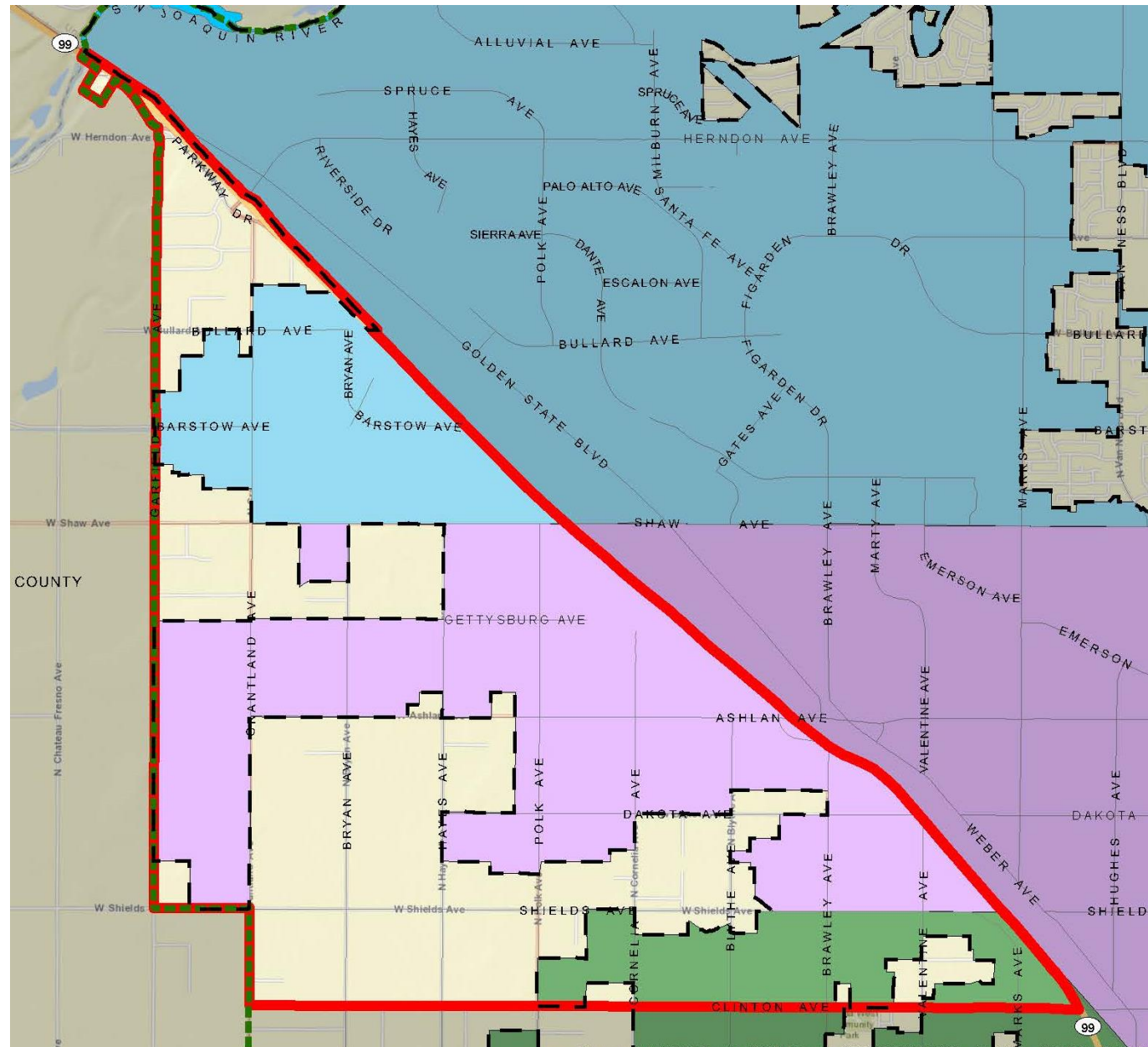


Boundaries

-  West Area Specific Plan Boundary
-  Fresno City Limits
-  Sphere Of Influence
-  San Joaquin River

Council Districts

-  District 1
-  District 2
-  District 3



Outline of the Specific Plan

Chapter 1 – Introduction

Chapter 2 – Planning Process & Community Engagement

Chapter 3 – Infrastructure & the Public Realm

Chapter 4 – Public Facilities

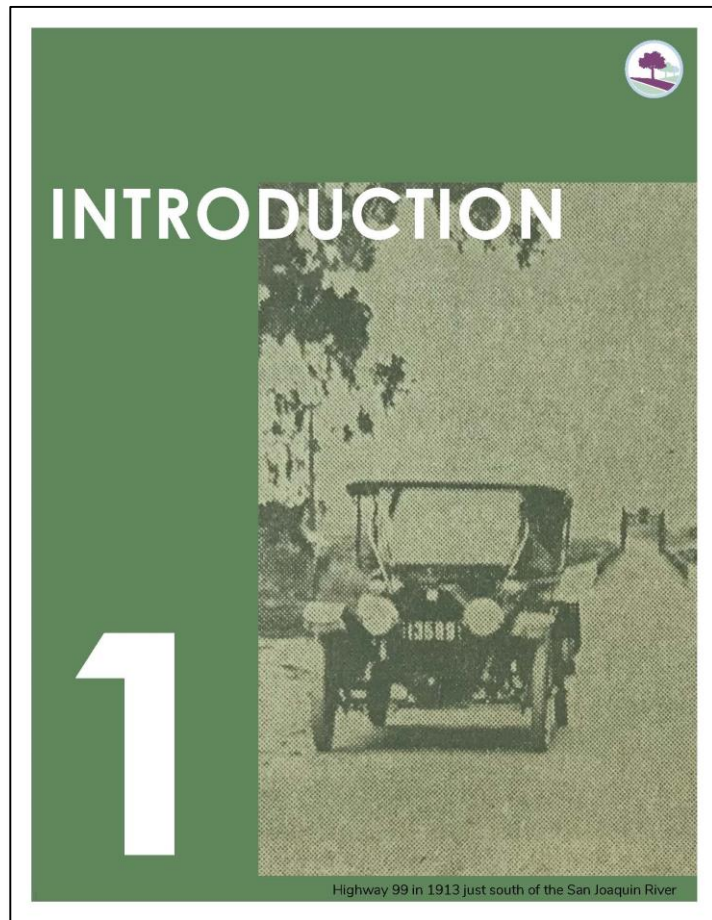
Chapter 5 – Land Use & Housing

Chapter 6 – Implementation

Chapter 7 – Glossary



Chapter 1 – Introduction



In this Chapter:

1.1 | Introduction

1.2 | History

1.3 | Geographic Profile

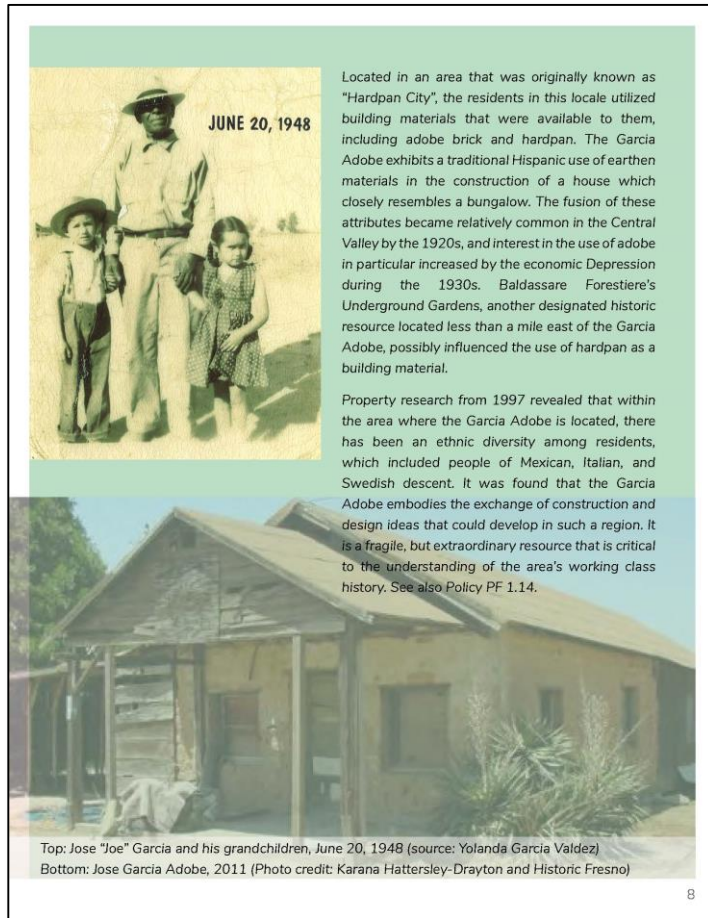
1.4 | Demographic Profile

1.5 | Related Planning Efforts

1.6 | Equity & Health



José Garcia Adobe



Located in an area that was originally known as "Hardpan City", the residents in this locale utilized building materials that were available to them, including adobe brick and hardpan. The Garcia Adobe exhibits a traditional Hispanic use of earthen materials in the construction of a house which closely resembles a bungalow. The fusion of these attributes became relatively common in the Central Valley by the 1920s, and interest in the use of adobe in particular increased by the economic Depression during the 1930s. Baldassare Forestiere's Underground Gardens, another designated historic resource located less than a mile east of the Garcia Adobe, possibly influenced the use of hardpan as a building material.

Property research from 1997 revealed that within the area where the Garcia Adobe is located, there has been an ethnic diversity among residents, which included people of Mexican, Italian, and Swedish descent. It was found that the Garcia Adobe embodies the exchange of construction and design ideas that could develop in such a region. It is a fragile, but extraordinary resource that is critical to the understanding of the area's working class history. See also Policy PF 1.14.

Top: Jose "Joe" Garcia and his grandchildren, June 20, 1948 (source: Yolanda Garcia Valdez)
Bottom: Jose Garcia Adobe, 2011 (Photo credit: Karana Hattersley-Drayton and Historic Fresno)

Policy PF 1.14

Through conditions of approval or other mechanisms and strategies, ensure the preservation of the José Garcia Adobe, and elevate it as an important historic resource of the West Area.



How to Submit Comments

1. Use the Comment Card template

- Will be available to download on www.fresno.gov/westareaplan

2. Submit a letter

- Please include Goal/Policy #, Section #, and/or page number

3. Fill out a survey

- Will be linked on www.fresno.gov/westareaplan



Resources

Plan webpage:

www.fresno.gov/westareaplan

Project liaison:

Casey Lauderdale, Planner
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(559) 621-8515

City of Fresno:

Long-Range Planning
2600 Fresno Street, Room 3065
Fresno, CA 93721



Central Southeast Area Specific Plan

Public Review Draft

Specific Plan Chapters

1. Introduction
2. Vision & Goals
3. Land Use and Urban Design
4. Transportation, Public Realm, & Infrastructure
5. Parks & Open Space
6. Economic Development
7. Quality of Life
8. Next Steps & Funding

Goals and Strategies

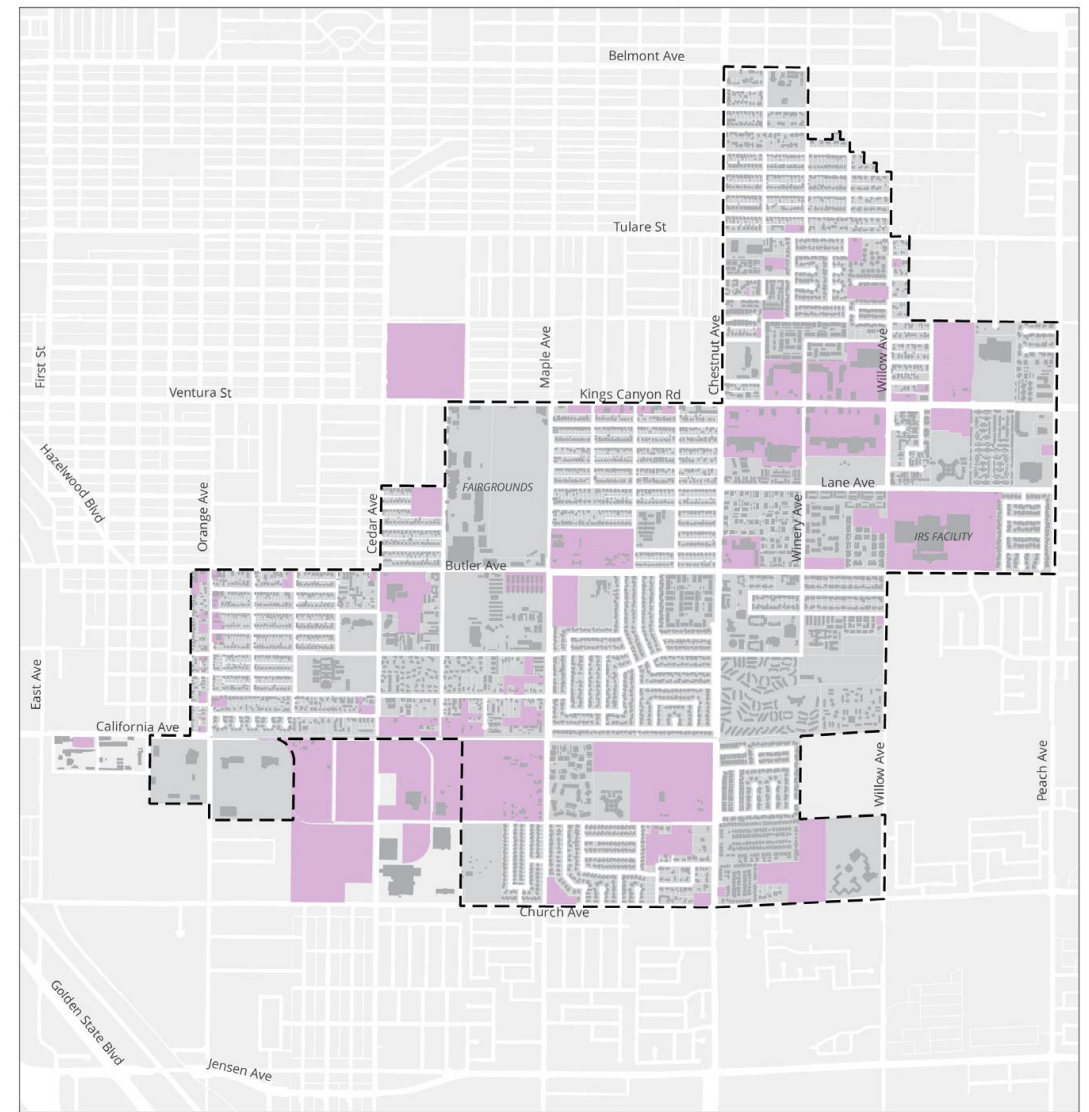
- Goals and strategies serve as tools to achieve the community's vision
 - Intended to provide clear direction for how the City and community partners will work collaboratively to implement the overall vision of this Plan
 - Vast majority of the Goals and Strategies come directly from the Community
 - Few added by City Staff and the consultant team to complement the comprehensive approach to achieving the community's desired outcomes
- Goals are visionary statements
- Strategies describe the recommended actions

Vision Statement

- *Lively, beautiful, walkable, and healthy*
- *Enhanced mobility options and an activated public realm*
- *Safe and complete neighborhoods*
- *Variety of housing choices*
- *Economic opportunity and prosperity*
- *Attractive, safe, and desirable location*
- *Strong sense of place*

Parks and Open Space

- *Increase the amount of parkland in the Plan Area to ensure that all residents are within a 5-minute walk of a park or open space*
 - Build new parks, open spaces, and recreational facilities, prioritizing underserved areas
 - Pursue additional joint-use agreements with Fresno Unified School District and the Fresno Fairgrounds



Vacant & Underutilized Land

Legend

- CSEP Boundary
- Vacant & Underutilized Land

Parks and Open Space

- *Improve the quality and safety of parks in the Plan Area*
 - Renovate and upgrade existing park facilities to support the recreational, physical, and social needs of residents
 - Pursue funding to support improvements and ongoing park maintenance
- *Expand recreational programming and facilities to meet the needs of users of all ages and abilities*
 - Increase awareness of existing community facilities and programs
 - Transform Mosqueda Center into a Regional Community Center by expanding facilities and constructing a new youth, senior, and/or cultural center extension on surrounding vacant parcels



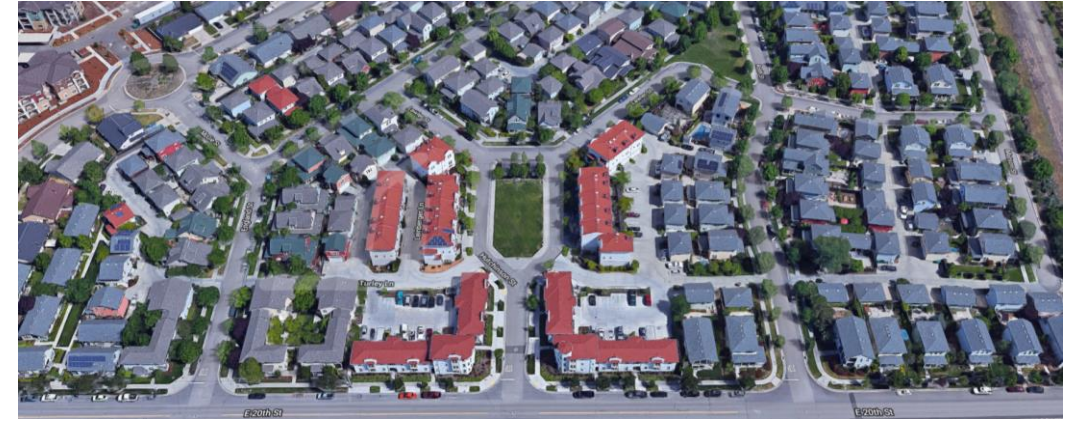
Kings Canyon

- *Transform Kings Canyon Road into a walkable and lively corridor*
 - Redevelop and improve the UMC Hospital site and surrounding area to create a Health & Wellness Campus with supportive uses
 - Transform the large strip shopping centers into active, mixed-use regional destinations for international cuisine, cultural shopping establishments, and entertainment
 - Develop and implement a cohesive Streetscape Amenity and Wayfinding Palette for the Kings Canyon corridor focused on placemaking, identity, and branding of the corridor
 - Incentivize frontage improvements to renovate aging and vacant commercial buildings, attract new businesses, and strengthen existing ones



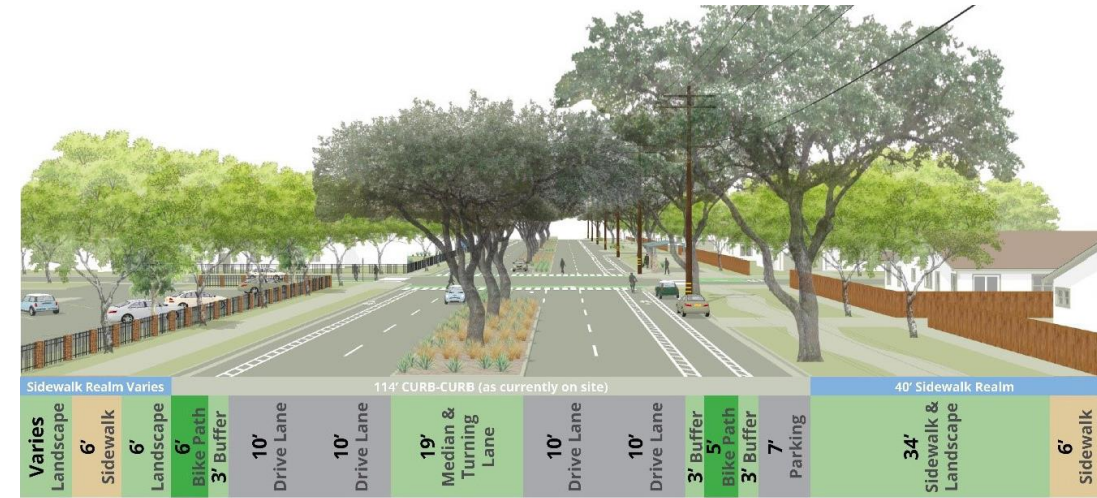
Infill Housing

- *Pursue policies and programs that support housing stability and mitigate displacement*
 - Temporary housing options for homeless residents or others in need of transitional housing
 - Expand homeownership programs and improve access to existing programs
- *Improve the safety, quality, and condition of housing structures and the neighborhoods*
 - Rental housing registration and inspection
 - Develop Alley Improvement Program to help residents repurpose alleyways into active and safe spaces
- *Expand housing supply*
 - Development of new income-restricted affordable housing, including senior, workforce, and student housing
 - Encourage and facilitate the building of backyard or alley ADUs in existing residential neighborhoods



Transportation

- *Rebalance roadways to create a network of safe, connected, and accessible Complete Streets for all users*
- *Improve connectivity between residential areas and local and regional destinations such as schools, parks, community centers, transit, retail, and employment centers*
- *Improve safety and reduce conflicts between pedestrians, bicyclists, and drivers, particularly around centers of activity*
- *Provide comfortable, frequent, and reliable transit service that meets community needs*
- *Ensure the efficient movement of goods while protecting community health and safety*



Quality of Life

- *Improve access to healthy, affordable, and culturally-relevant food and beverages*
- *Expand access to culturally-competent medical and mental health services*
- *Provide a variety of affordable community childcare and youth services*
- *Promote compatible uses and protections for residential neighborhoods*
- *Ensure that neighborhoods are clean and attractive*
- *Empower the community take action and improve quality of life*



Public Review Draft

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Resources

Plan webpage:

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Project liaison:

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