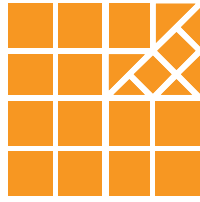
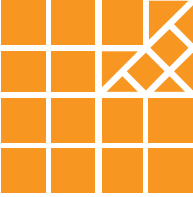


Southwest Fresno Specific Plan Draft Preferred Alternative



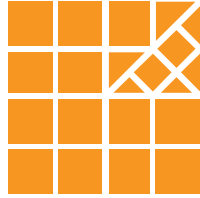
City Council
November 17, 2016



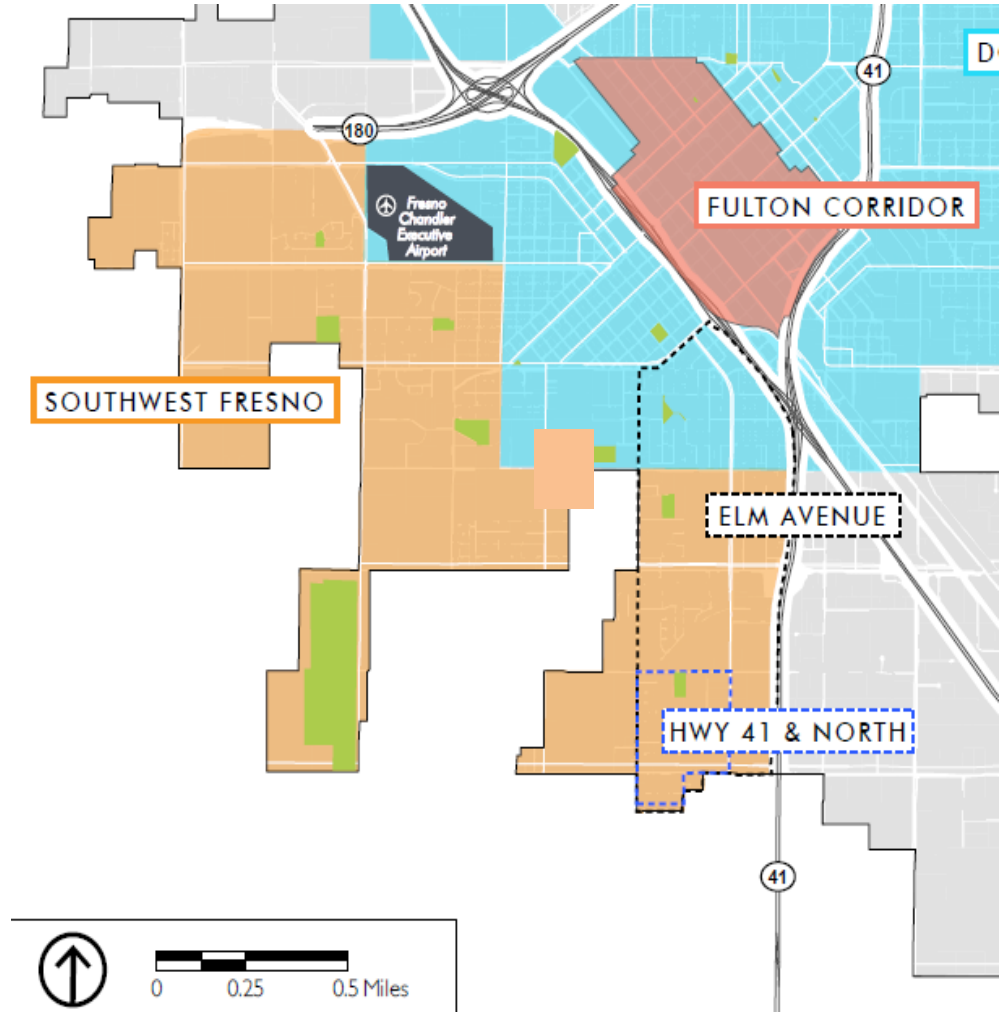
Tonight's Presentation

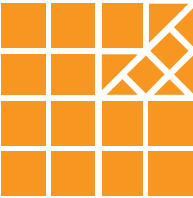
- **Project background and schedule**
- **Community engagement process**
- **Draft Preferred Alternative**
 - Guiding Principles
 - Vision
 - Land use
 - Development capacity analysis

Southwest Fresno Specific Plan



- **Refinement of the General Plan**
 - May include different land uses and area-specific standards
- **First of several specific plans to be completed in Fresno over the next few years**

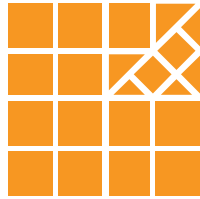




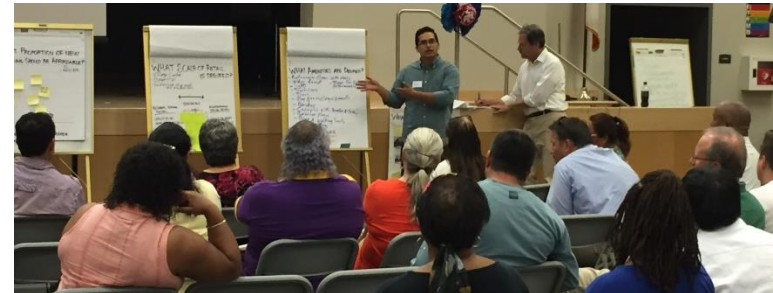
Define a Clear Vision



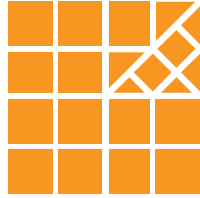
Community Engagement



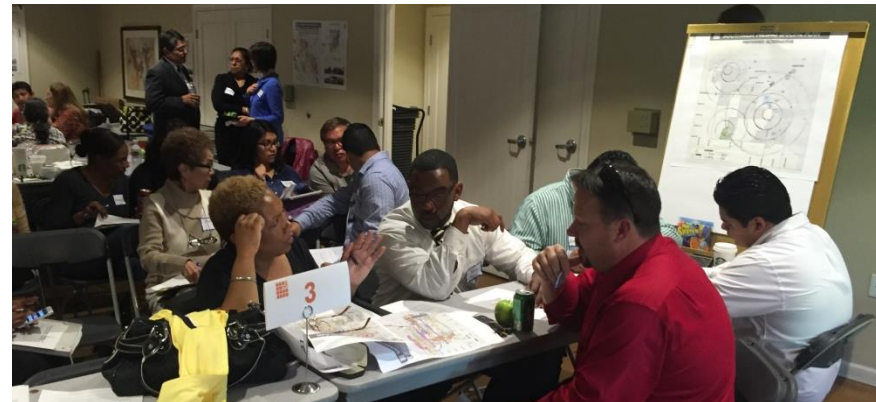
- Steering Committee meetings (11)
- Community Workshops (3)
- Topic Group Meetings (10)
- Community Office



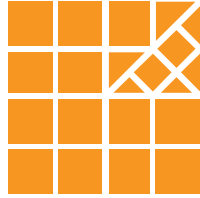
Steering Committee



- 21 Members
- 11 meetings
- 75% voting ratio
- Plan Area Tour



Community Workshops



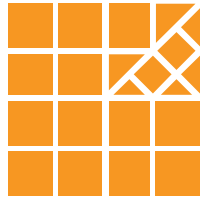
3 Workshops

- Workshop 1: Develop Concepts
125 attended
- Workshop 2: Review Concepts
70 attended
- Workshop 3: Confirm Concepts
60 attended

Small Group Participation



Community Workshops



SOUTHWEST FRESNO SPECIFIC PLAN & EIR

Help Plan Southwest Fresno's Future!

You are invited to attend a series of community workshops to discuss how southwest Fresno can grow and change in the future. Come share your ideas!

Save the Dates!

Community Workshop #1: Intro and Develop Concepts

Tuesday, September 15th, 2015

Learn about the project, vision, and goals. Help analyze the study area and start the process of developing concepts for the Specific Plan.

Community Workshop #2: Review Concepts

Tuesday, October 13th, 2015

Refine the plan concepts to address community concerns and issues.

Community Workshop #3: Confirm Concepts

Tuesday, January 12th, 2016

Review the refined plan concepts and select preferred components of each concept.

All workshops will be located at:

Gaston Middle School, Multi-purpose Room
1100 E Church Avenue
Fresno, CA 93706

6:00 pm - 8:30 pm

- Light refreshments provided
- Spanish translation available

For further information about the Specific Plan, visit:

www.fresno.gov/Government/DepartmentDirectory/DARM/AdvancedPlanning

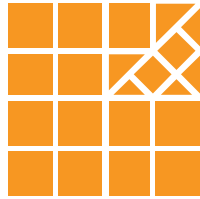
or contact: Sophia Pagoulatos, Planning Manager
(559) 621-8062 | Sophia.Pagoulatos@fresno.gov

Funded by the City of Fresno and the U.S. Department of Housing and Urban Development

This meeting room is ADA accessible. If you require special assistance to participate in the meeting, notify Sophia Pagoulatos (559) 621-8062 at least three business days prior to the meeting.



Topic Group Meetings



■ 10 meetings

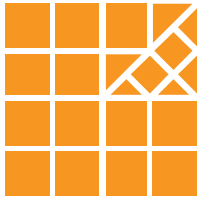
■ Community Office

■ Topics

- Neighborhood-Serving Retail
- Housing
- Jobs & Economic Development
- Industrial Compatibility
- Parks & Open Space
- Transportation
- Community Environmental Health

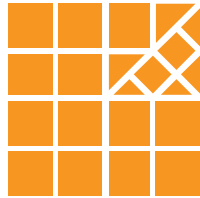


Guiding Principles

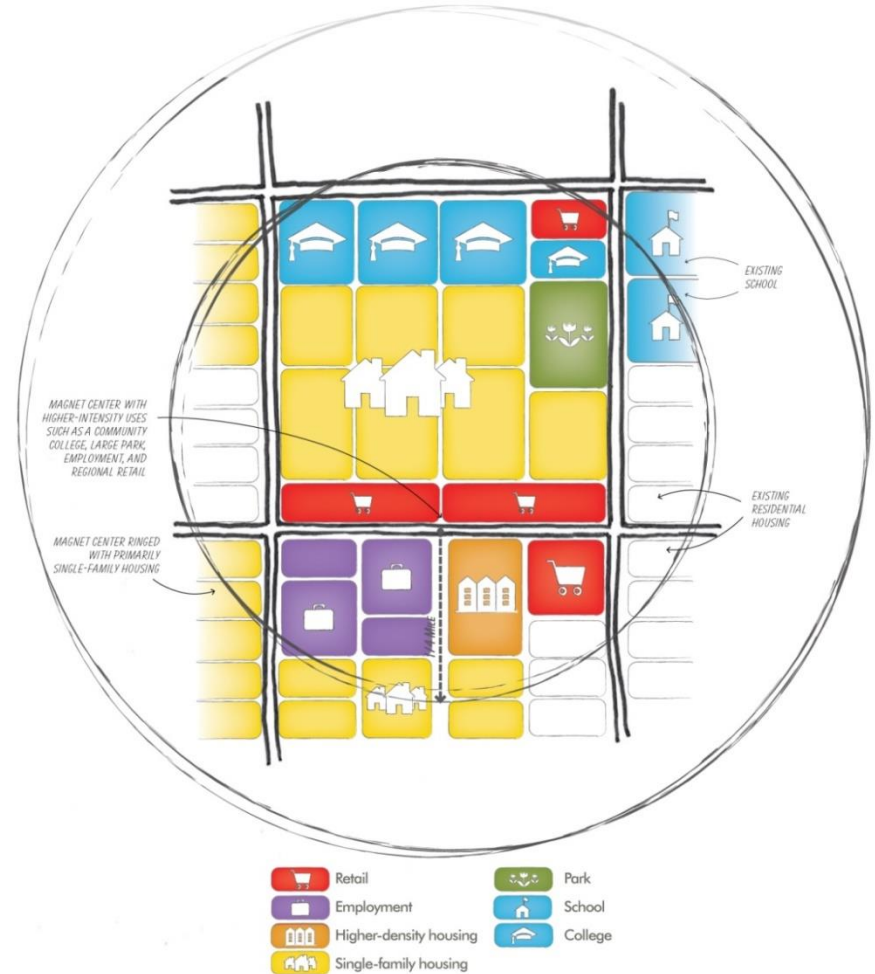


1. **Existing residential** properties in the Southwest Fresno Specific Plan are **assumed to remain residential**. Uses other than existing residential are subject to change.
2. In general, locate **higher intensity uses in magnet cores and along corridors**, while allowing the rest of the area to have a residential neighborhood focus.

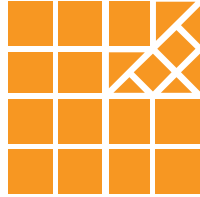
Guiding Principles



3. Create **two magnet cores** that would attract a significant amount of new development and would accommodate **regional retail stores, educational and/or medical facilities, and a range of housing types.**

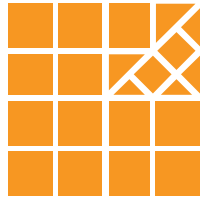


Guiding Principles

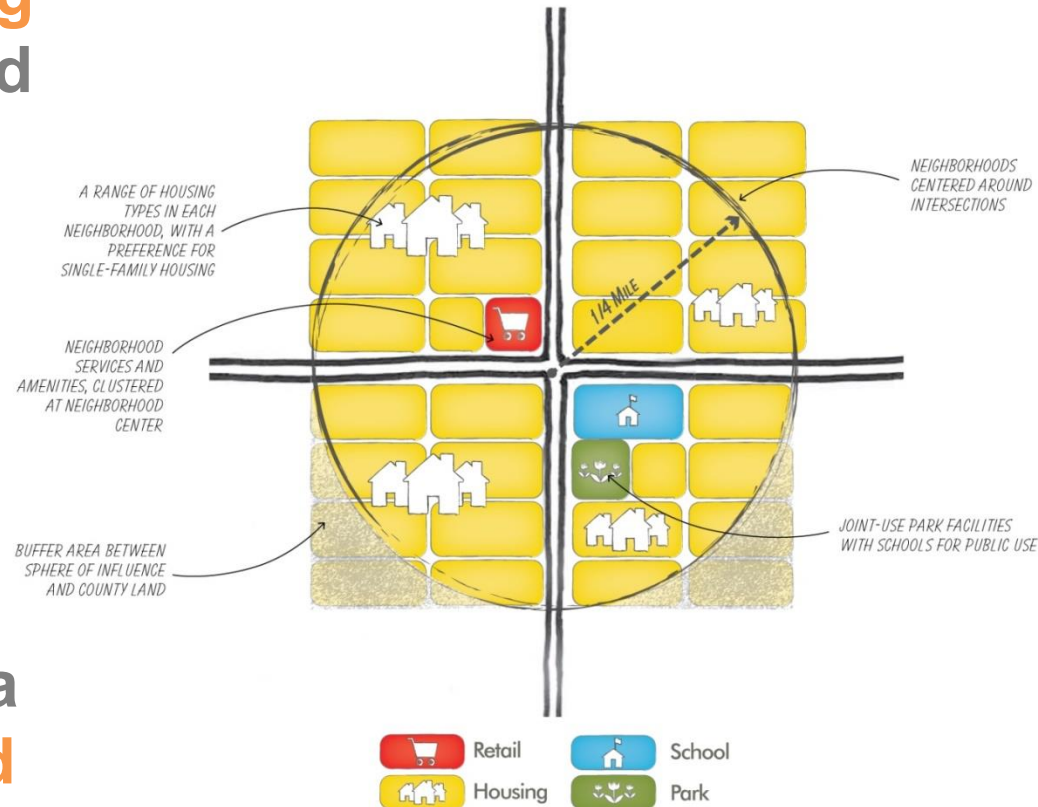


4. **Enhance existing key corridors** in Southwest Fresno, building off the existing character and potential of the streets to attract new development and to connect neighborhoods and magnets.
 - **Regional Retail Corridor along Whites Bridge Avenue** with regional-serving, big box retail, housing and parks;
 - **Historic Corridor along Kearney Boulevard**, enhanced with landscaping and lined with residential development;
 - **Mixed Use Corridor along California Avenue**, connecting to Downtown Fresno with a future Bus Rapid Transit (BRT) line;
 - **Jobs Corridor along Jensen Avenue**, connecting the magnet core west of MLK Jr. Boulevard to Highway 41; and
 - **Mixed Use and Jobs Corridor along Elm Avenue**, which could have the potential of a future BRT line to connect to the southern portion of the Specific Plan Area.

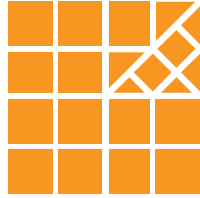
Guiding Principles



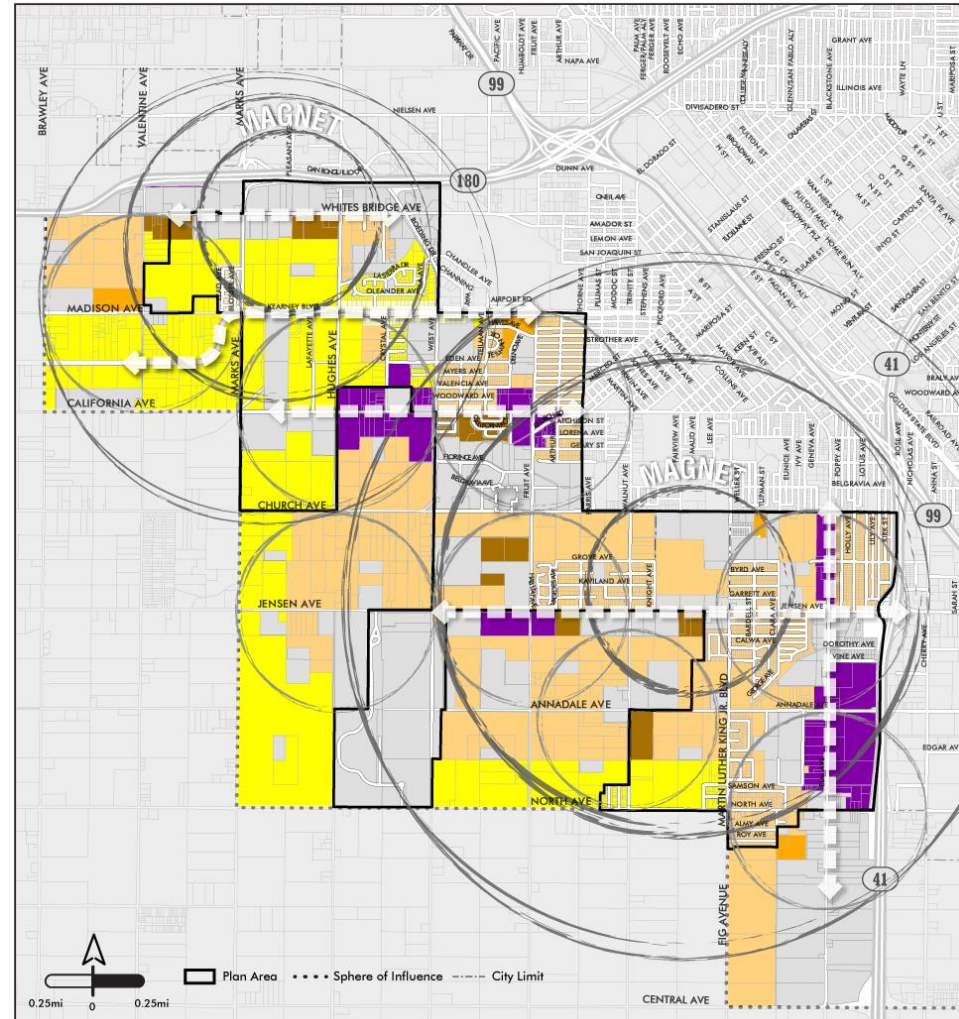
5. **Strengthen existing neighborhoods and create new complete neighborhoods** by providing nodes within walking distance of residents. Nodes should consist of a **park, a school, and retail stores.**



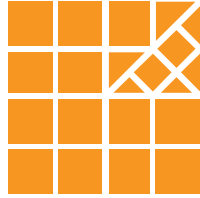
Guiding Principles



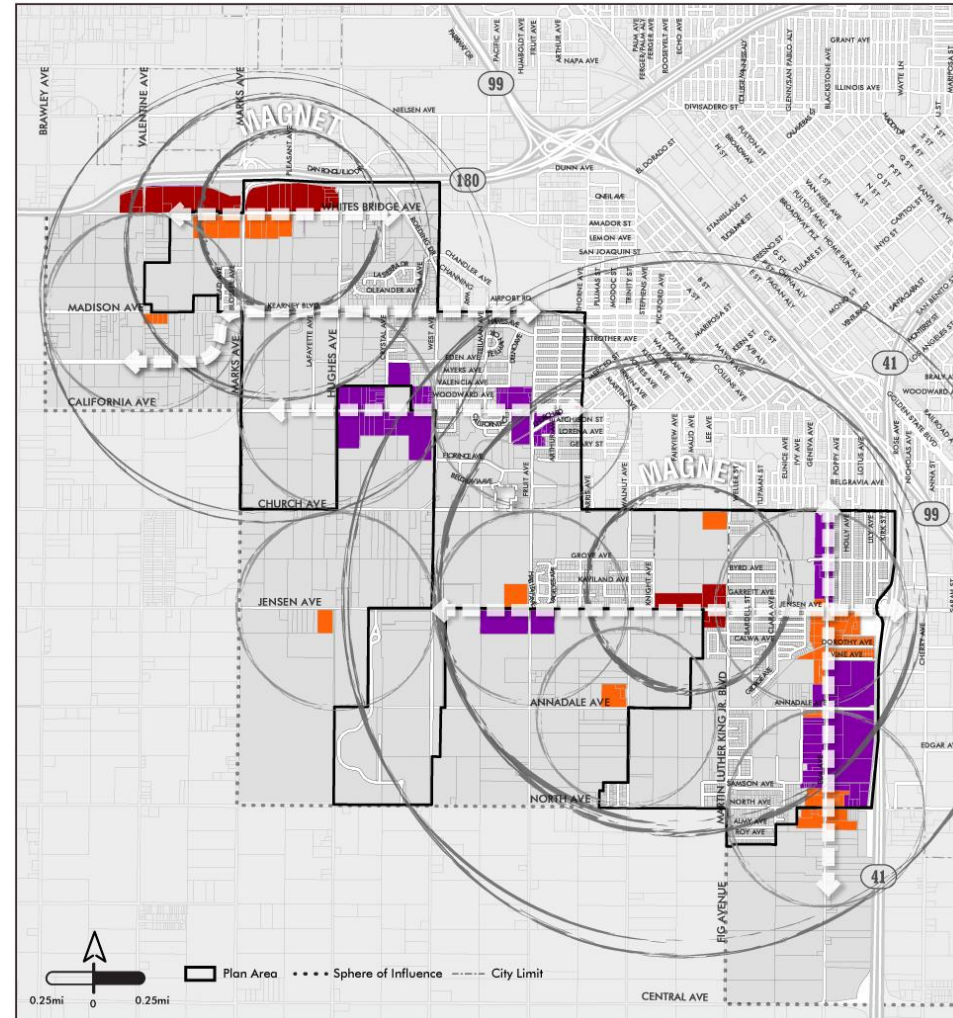
6. New residential development should be **primarily single-family residences**. Where appropriate, new multi-family condominiums and apartments should not be overly concentrated in a single location.



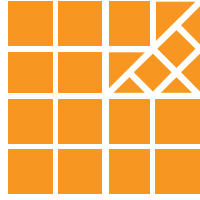
Guiding Principles



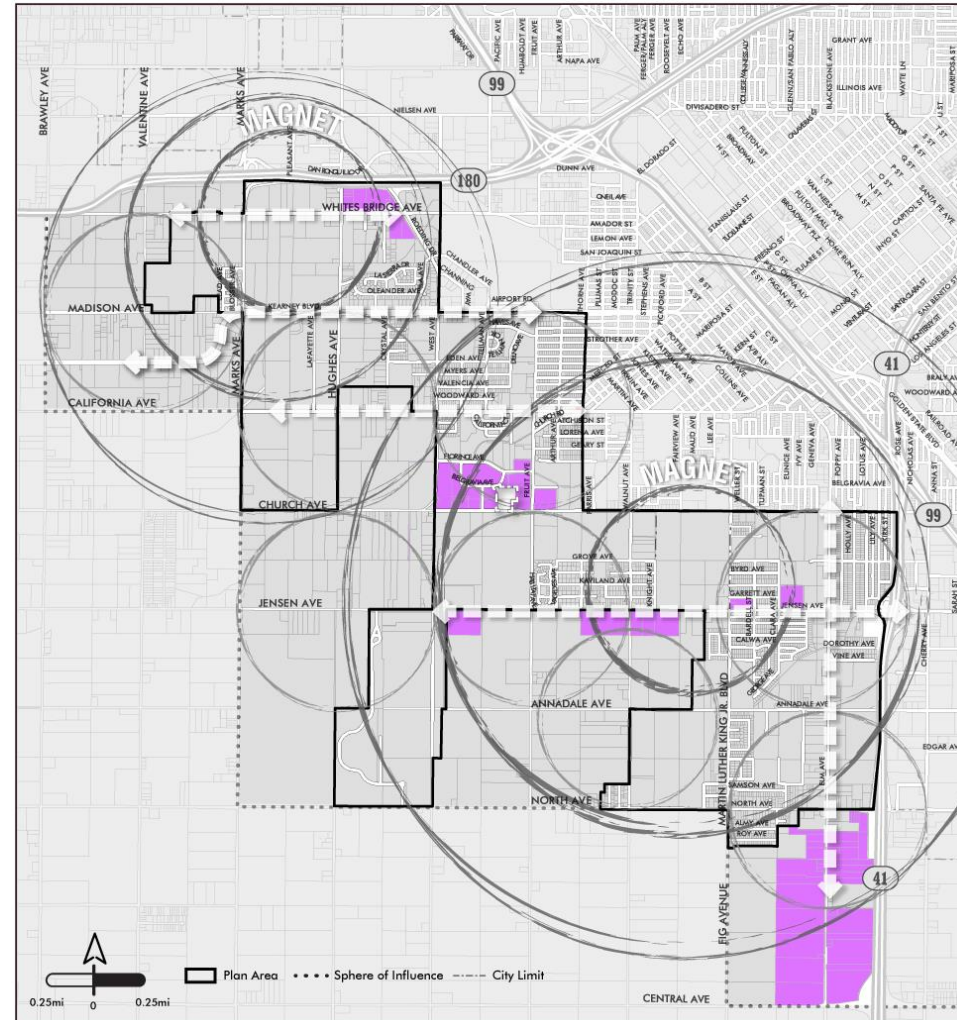
7. New retail development should be a **mix of larger regional retail** at a few key locations and **neighborhood stores** in neighborhood nodes and along corridors.



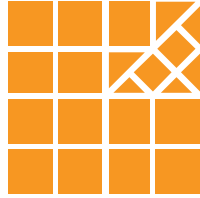
Guiding Principles



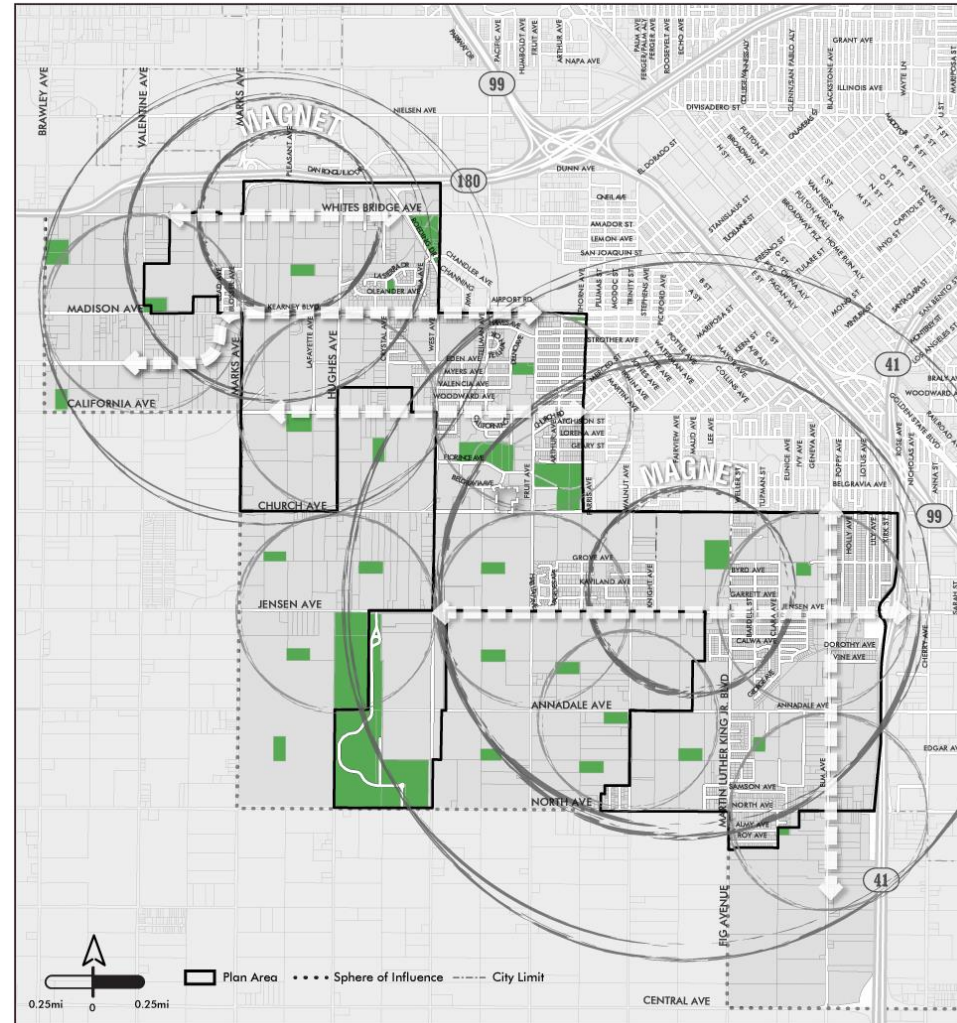
8. Large-scale office and institutional uses should be located for vehicle and transit access. Smaller scale employment uses such as professional offices can be located in more remote locations and along corridors.
9. Employment areas in Southwest Fresno should be planned and zoned for “healthy” businesses.



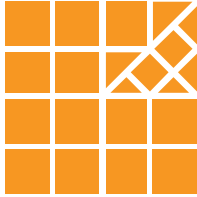
Guiding Principles



10. **Park improvements for Southwest Fresno's existing parks** should be the highest priority, followed by the creation of new parks within walking distance of residential areas.



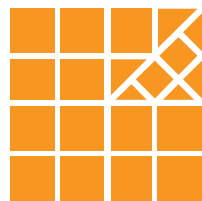
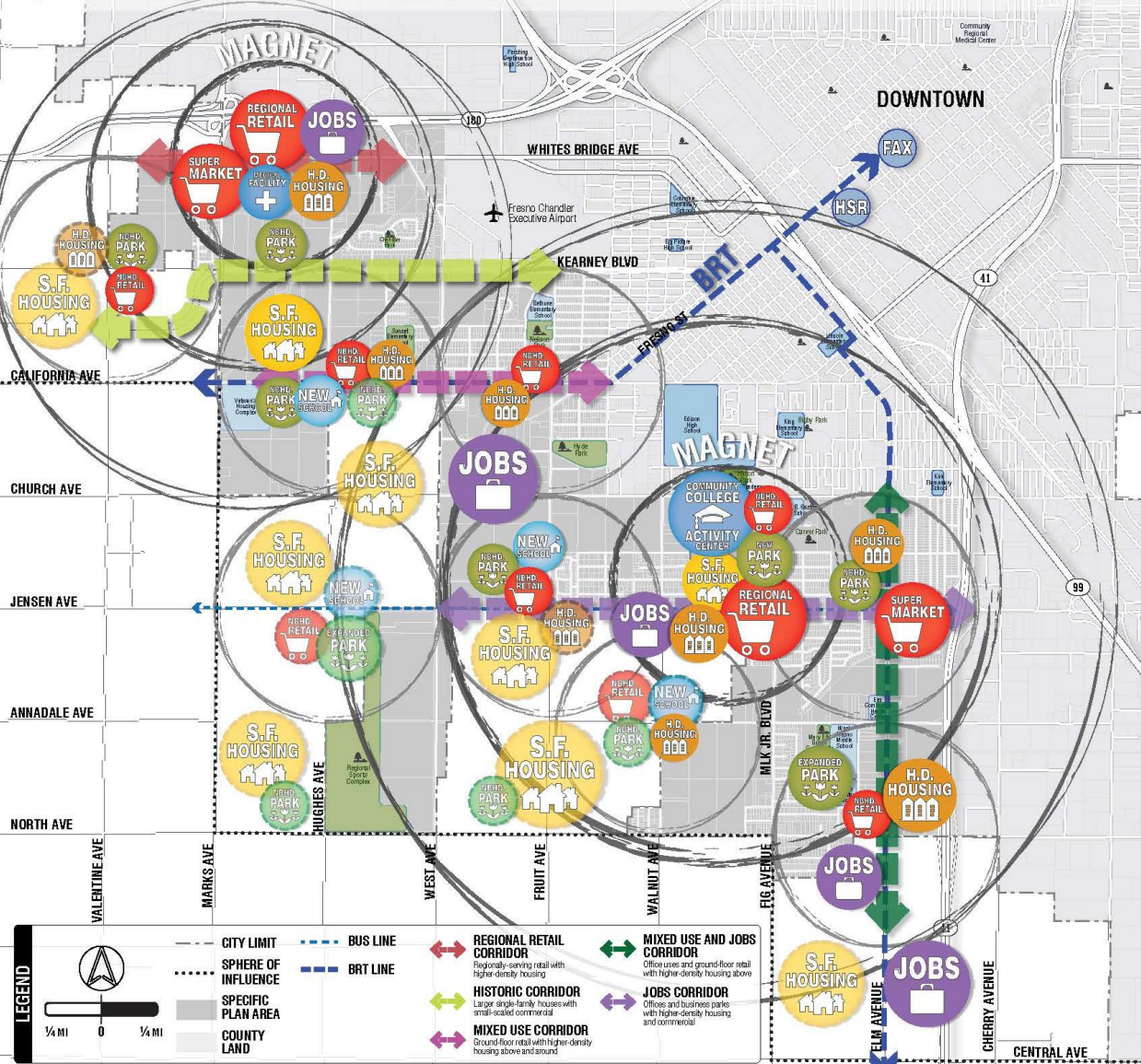
Guiding Principles



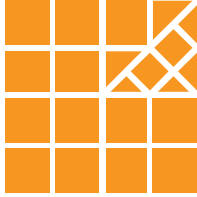
11. The **transportation network** should be improved to **serve all members of the community** whether they wish to travel by **car, bus, bicycle, foot, or wheelchair**. Transit should be **focused on corridors** that have more intensive land uses. **Truck routes** should be located **away from residential** uses whenever possible.
12. **Urban Greening ideas** and actions should be applied to Southwest Fresno.

FIGURE 5. CONCEPTUAL PREFERRED ALTERNATIVE VISION DIAGRAM

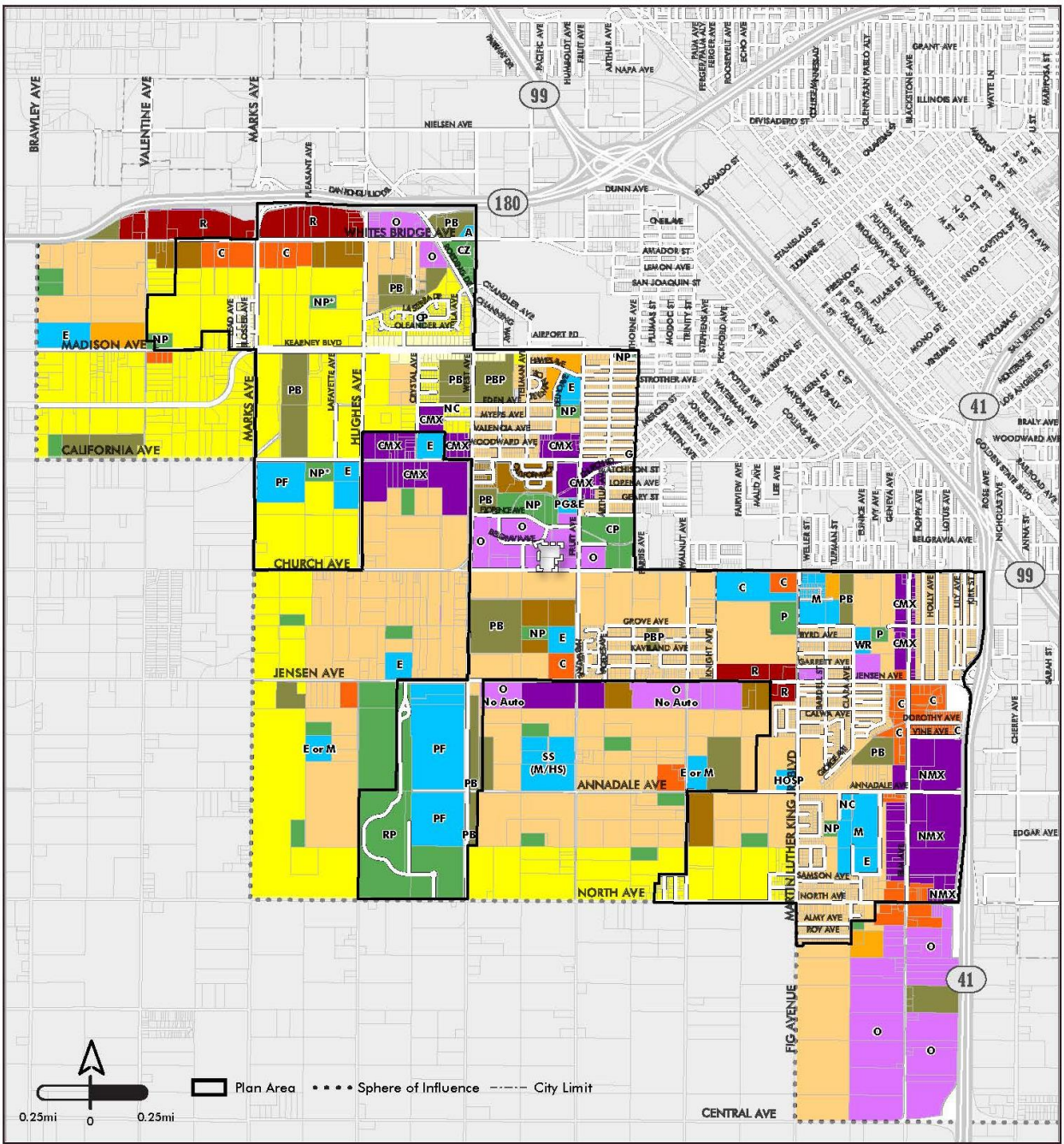
Two higher intensity cores near major highway interchanges each with a primary magnet use. Magnet cores are ringed with smaller complete neighborhoods that support the core. Each complete neighborhood includes housing and a node with community-serving uses. Neighborhoods are linked by well-defined corridors lined with higher intensity uses.

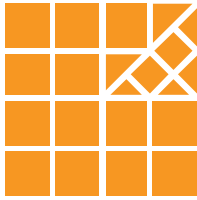


Draft Preferred Alternative Vision

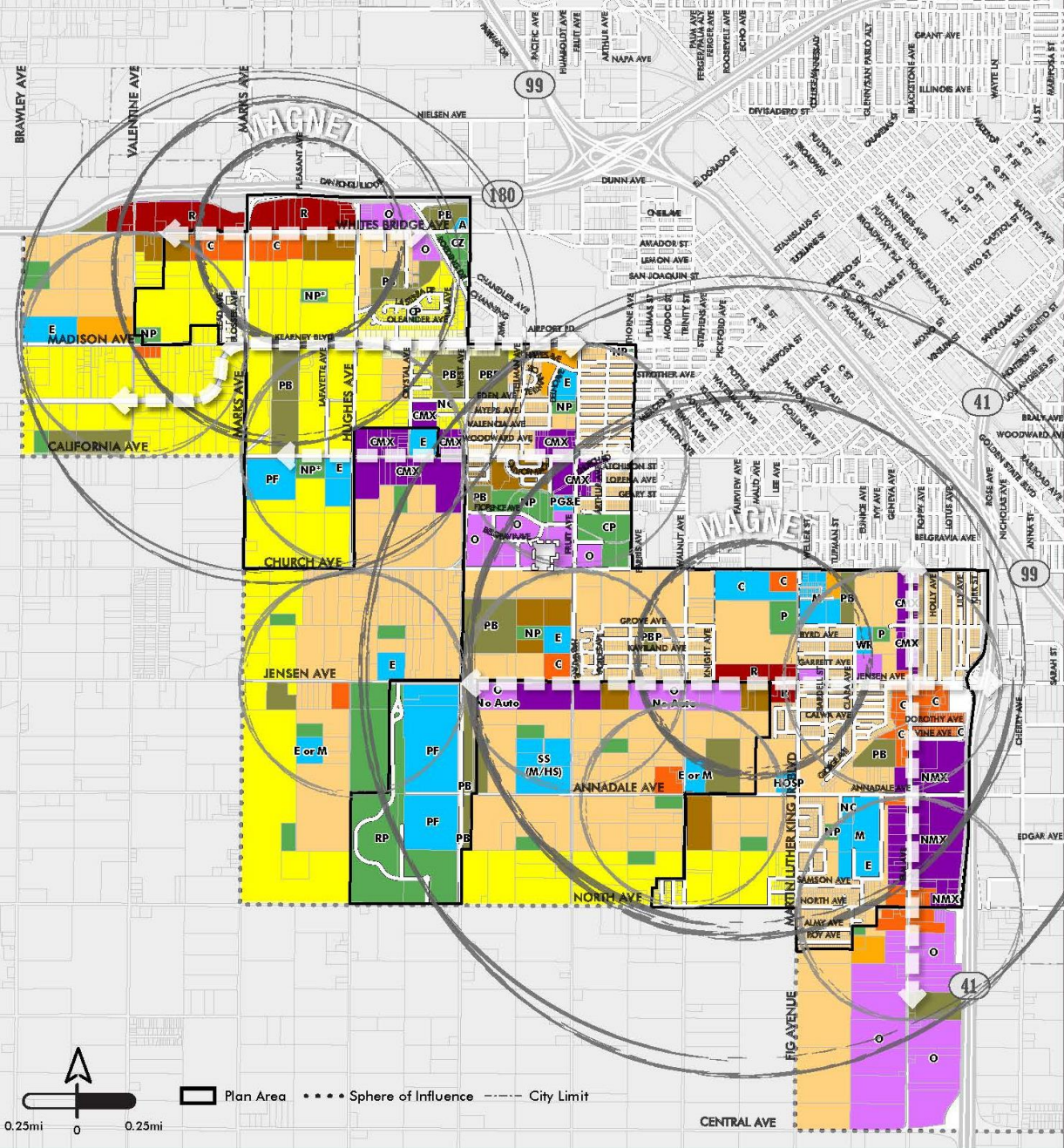


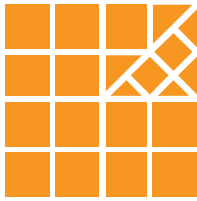
Draft Preferred Alternative Land Use



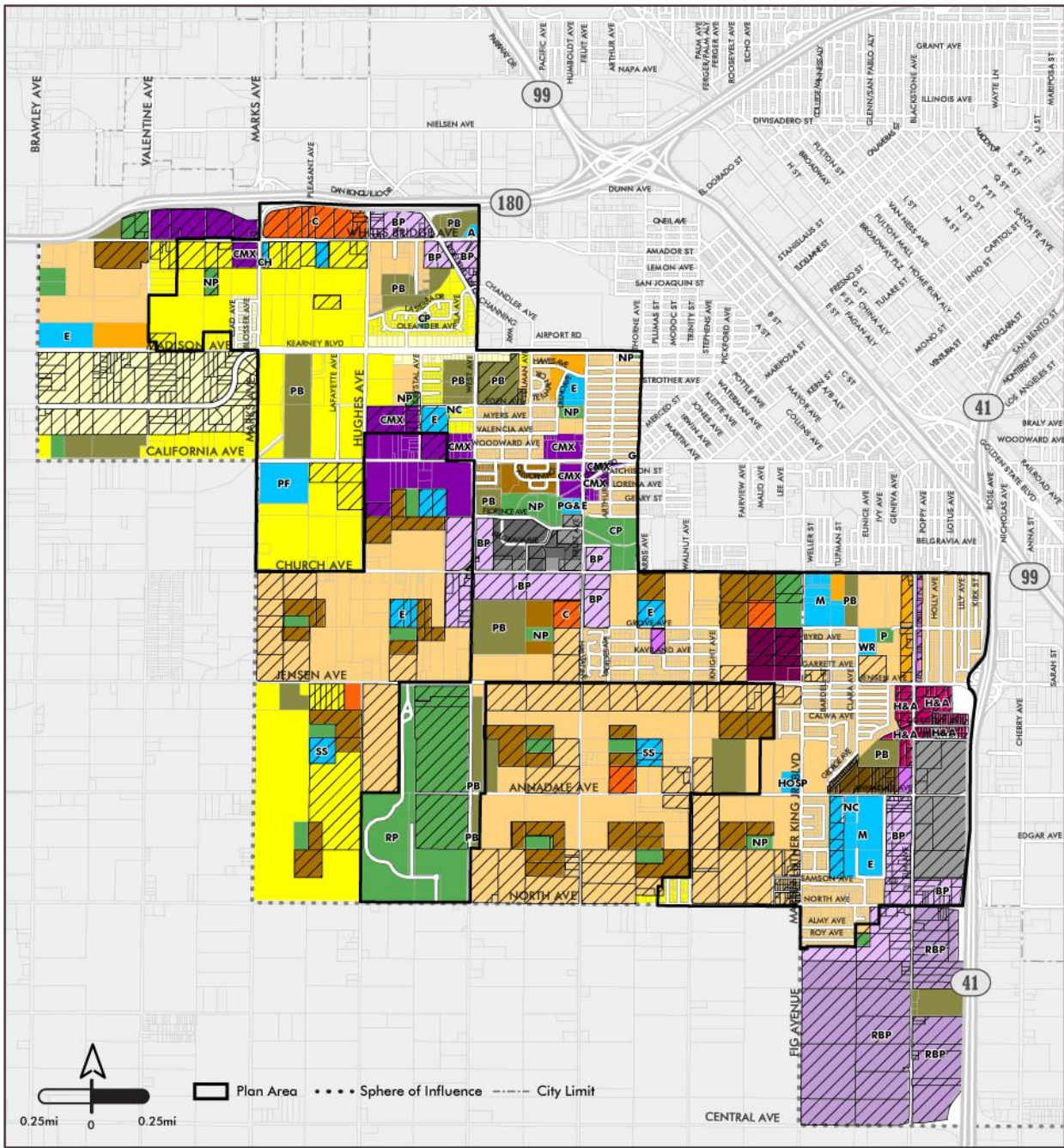


Draft Preferred Alternative Land Use & Vision

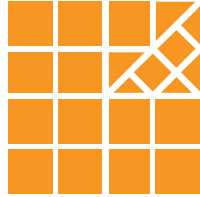




General Plan Land Use Map



Development Capacity Analysis



Draft Preferred Alternative Compared to General Plan in the Southwest Fresno Area (Net New Development)

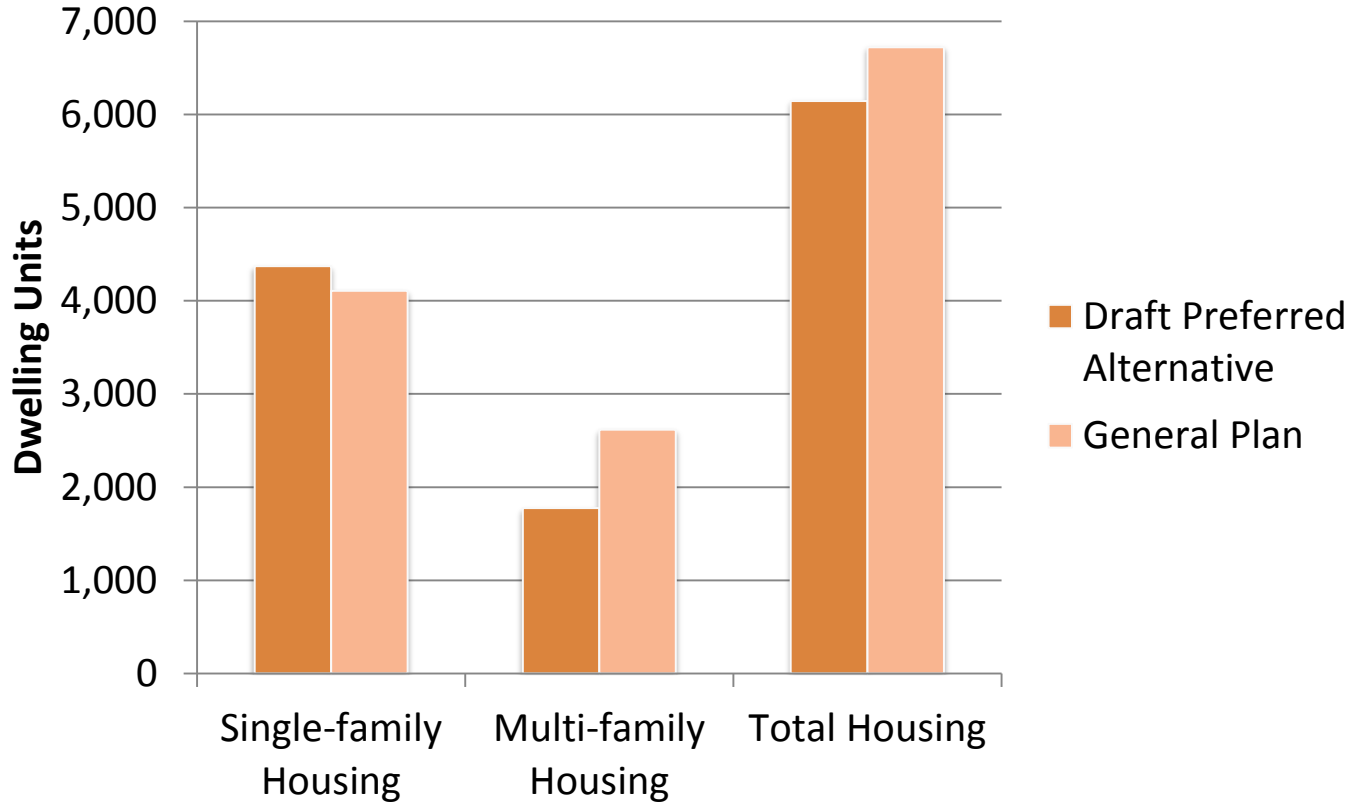
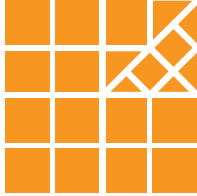
| | Single-Family Housing (DU) | Multi-Family Housing (DU) | Housing Total (DU) | Commercial (Bldg. SF) | Employment (Bldg. SF) | Parks/Open Space (Acre) ^a | Public Facilities (Acre) | Public Facilities (Bldg. SF) |
|---|----------------------------|---------------------------|--------------------|-----------------------|-----------------------|--------------------------------------|--------------------------|------------------------------|
| Draft Preferred Alternative Combined | 12,369 | 3,421 | 15,790 | 2,340,955 | 4,689,926 | 191 | 257 | 3,265,900 |
| Specific Plan Area | 4,371 | 1,774 | 6,146 | 1,501,367 | 748,820 | 77 | 192 | 2,411,064 |
| SOI | 7,998 | 1,646 | 9,644 | 839,588 | 3,941,106 | 114 | 65 | 854,836 |
| General Plan Combined | 10,810 | 7,862 | 18,672 | 2,022,053 | 6,910,736 | 243^b | 95 | 1,144,453 |
| Specific Plan Area | 4,108 | 2,616 | 6,723 | 1,330,831 | 1,780,080 | 184 ^b | 57 | 643,377 |
| SOI | 6,702 | 5,247 | 11,948 | 691,222 | 5,130,656 | 59 | 38 | 501,076 |

Notes: DU = dwelling units. SF = square feet.

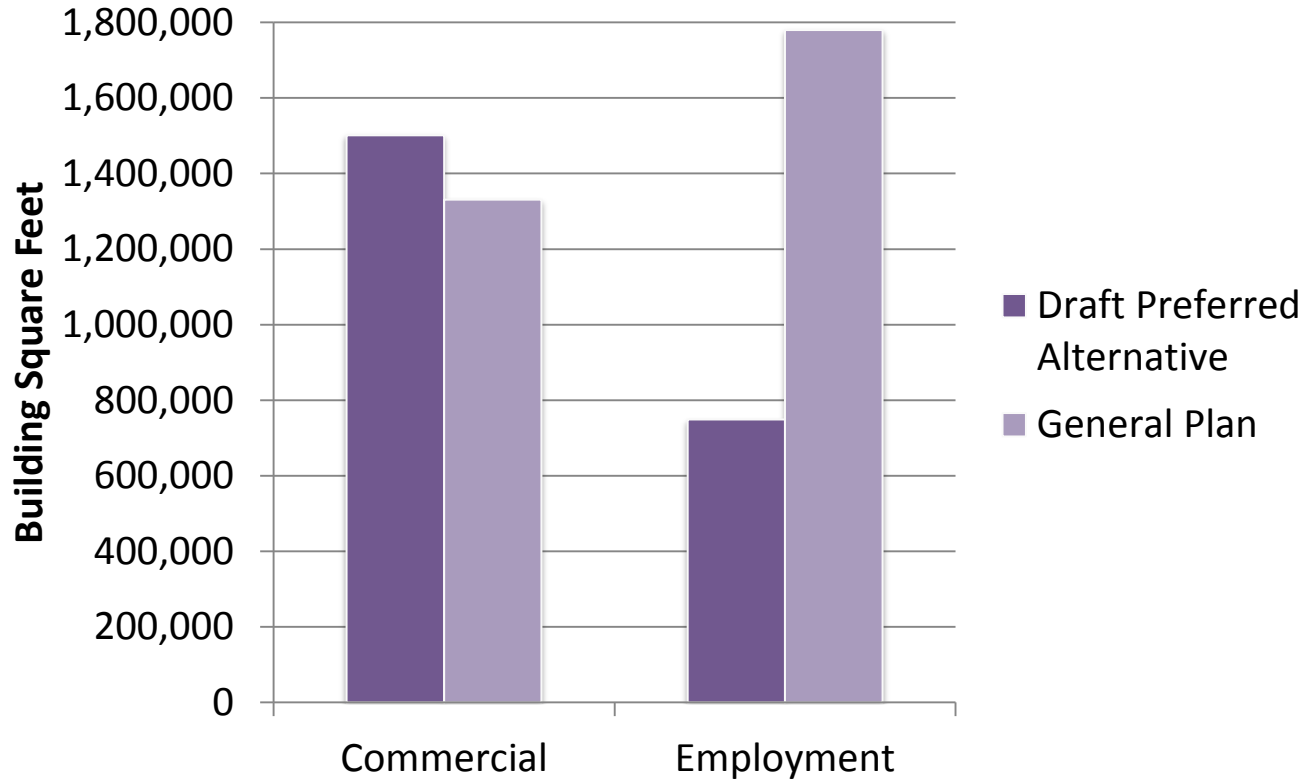
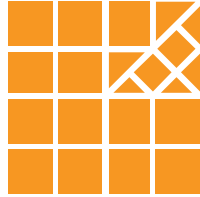
a. Excludes land uses designated as “clear zone,” “ponding basin,” and “ponding basin park.”

b. Includes approximately 112 acres of landfill located directly east of the Regional Sports Complex. The Steering Committee does not consider this land to be parkland and therefore the Draft Preferred Alternative shows this acreage designated as “public facility.”

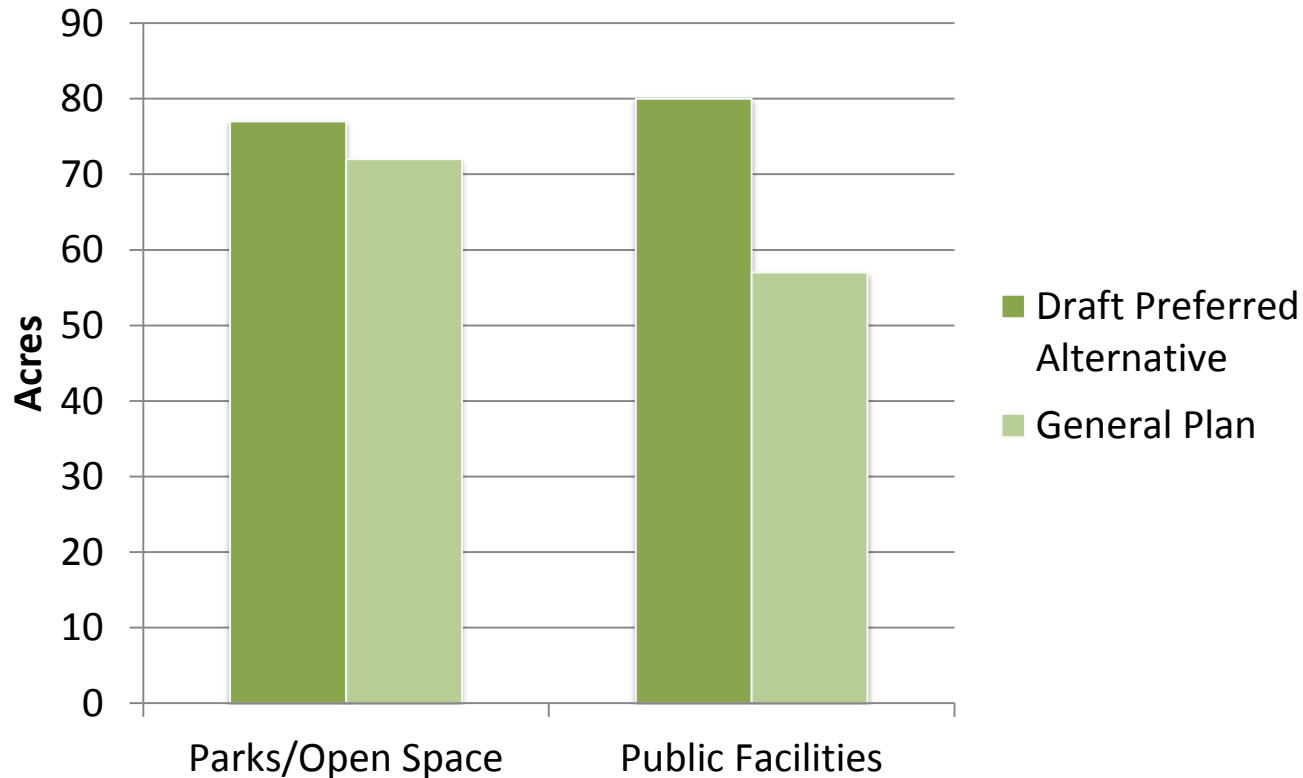
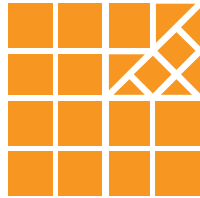
Housing Comparison (Net New)



Commercial & Employment (Net New)

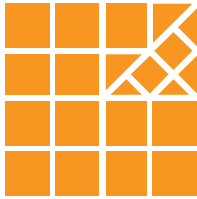


Parks & Public Facilities (Net New)



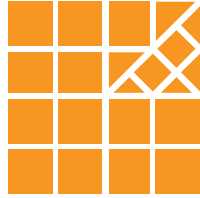
Note: Chart above does not include the approximately 112-acre site of landfill to the east of the Regional Sports Complex for more accurate comparison purposes

Relationship to Other Plans



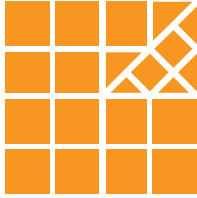
- Highway 41 + North Complete Streets Plan
- Active Transportation Plan
- Parks Master Plan
- Downtown Plans

Planning Commission Recommendation



 The Planning Commission adopted staff recommendation by a 7-0 vote.

Staff Recommendation



- Direct staff to continue working with the Steering Committee and community to refine the plan and commence the Program Environmental Impact Report.
- **RESOLUTION** – Initiating the Southwest Fresno Specific Plan Draft Preferred Alternative and the corresponding amendment of the Fresno General Plan, the Fresno Chandler Airport Land Use Compatibility Plan and Airport Environs Plan, and the Repeal or Amendment of the Edison Community Plan pertaining to approximately 3,255 acres located in the South Development Area to allow for future adoption of a Southwest Fresno Specific Plan.