



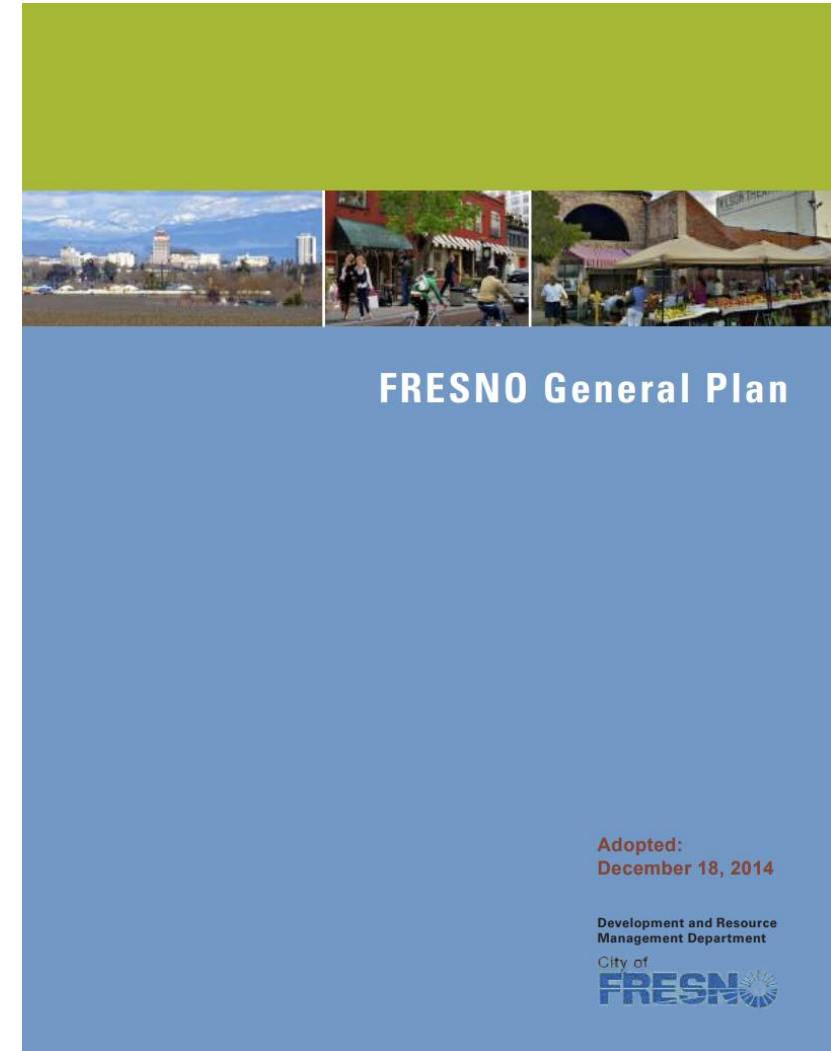
# Southeast Development Area Specific Plan & Environmental Impact Report

Planning Commission

# What is a General Plan?

# General Plans

- Requirement of the State of California
- Identifies community's long-term vision for the future and overall framework for development
- Includes goals and objectives to shape and guide the physical development of the City
- Boundaries include all properties within City's Sphere of Influence
- Eight mandatory Elements (chapters) in a General Plan
- City of Fresno General Plan adopted in December 2014



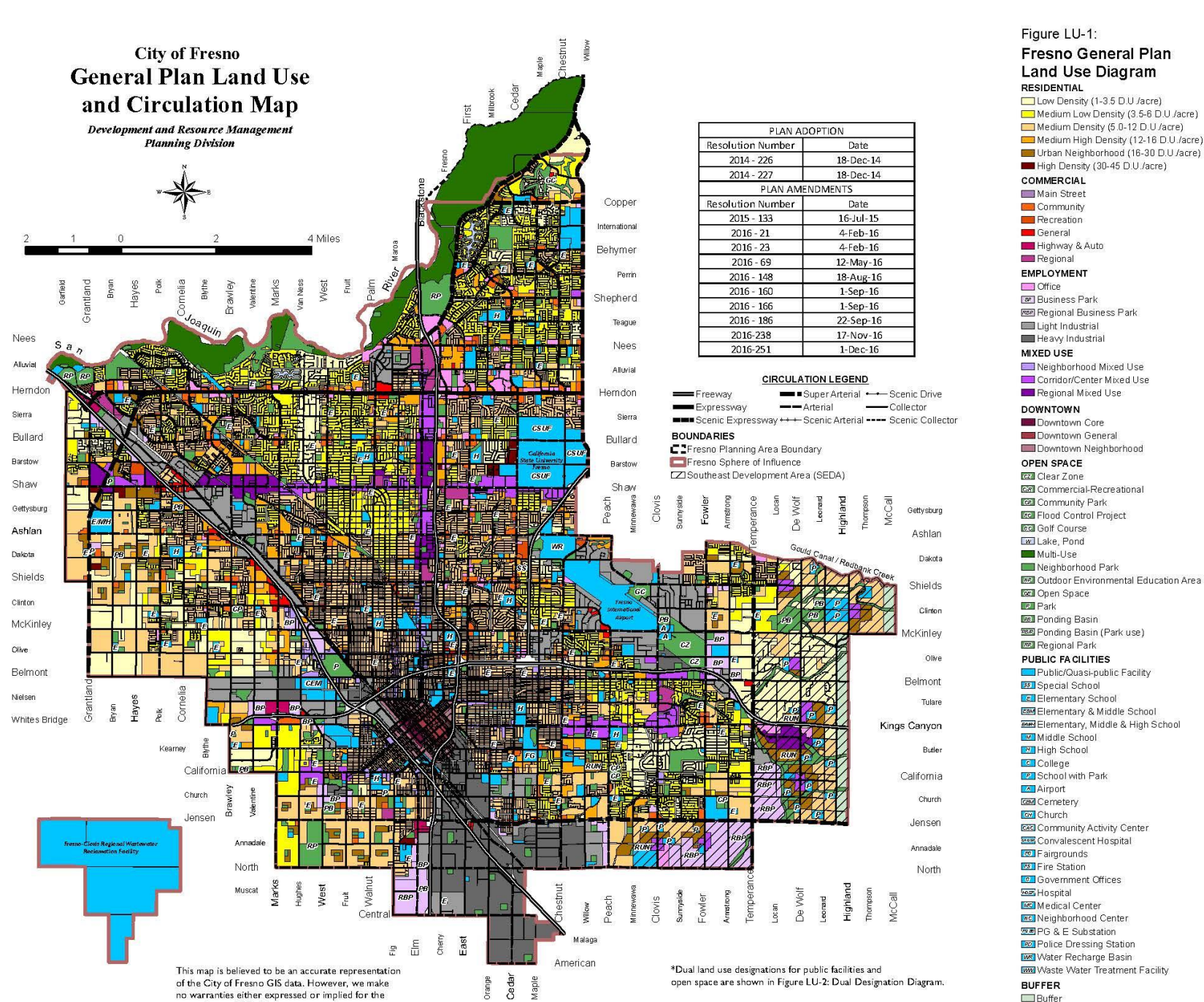


Figure LU-1:

### Fresno General Plan Land Use Diagram

#### RESIDENTIAL

- Low Density (1-3.5 D.U./acre)
- Medium Low Density (3.5-6 D.U./acre)
- Medium Density (5.0-12 D.U./acre)
- Medium High Density (12-18 D.U./acre)
- Urban Neighborhood (16-30 D.U./acre)
- High Density (30-45 D.U./acre)

#### COMMERCIAL

- Main Street
- Community
- Recreation
- General
- Highway & Auto
- Regional

#### EMPLOYMENT

- Office
- Business Park
- Regional Business Park
- Light Industrial
- Heavy Industrial

#### MIXED USE

- Neighborhood Mixed Use
- Corridor/Center Mixed Use
- Regional Mixed Use

#### DOWNTOWN

- Downtown Core
- Downtown General
- Downtown Neighborhood

#### OPEN SPACE

- Clear Zone
- Commercial-Recreational
- Community Park
- Flood Control Project
- Golf Course
- Lake, Pond
- Multi-Use
- Neighborhood Park
- Outdoor Environmental Education Area
- Open Space
- Park
- Ponding Basin
- Ponding Basin (Park use)
- Regional Park

#### PUBLIC FACILITIES

- Public/Quasi-public Facility
- Special School
- Elementary School
- Elementary & Middle School
- Elementary, Middle & High School
- Middle School
- High School
- College
- School with Park
- Airport
- Cemetery
- Church
- Community Activity Center
- Convalescent Hospital
- Fairgrounds
- Fire Station
- Government Offices
- Hospital
- Medical Center
- Neighborhood Center
- PG & E Substation
- Police Dressing Station
- Water Recharge Basin
- Waste Water Treatment Facility

#### BUFFER

- Buffer

What is a Specific Plan?

# Specific Plans

- Specific plans cover a smaller area within the City's jurisdiction (i.e. specific neighborhood or community: Tower District, West Area)
- Provides details criteria for specific sites to meet the goals of the General Plan



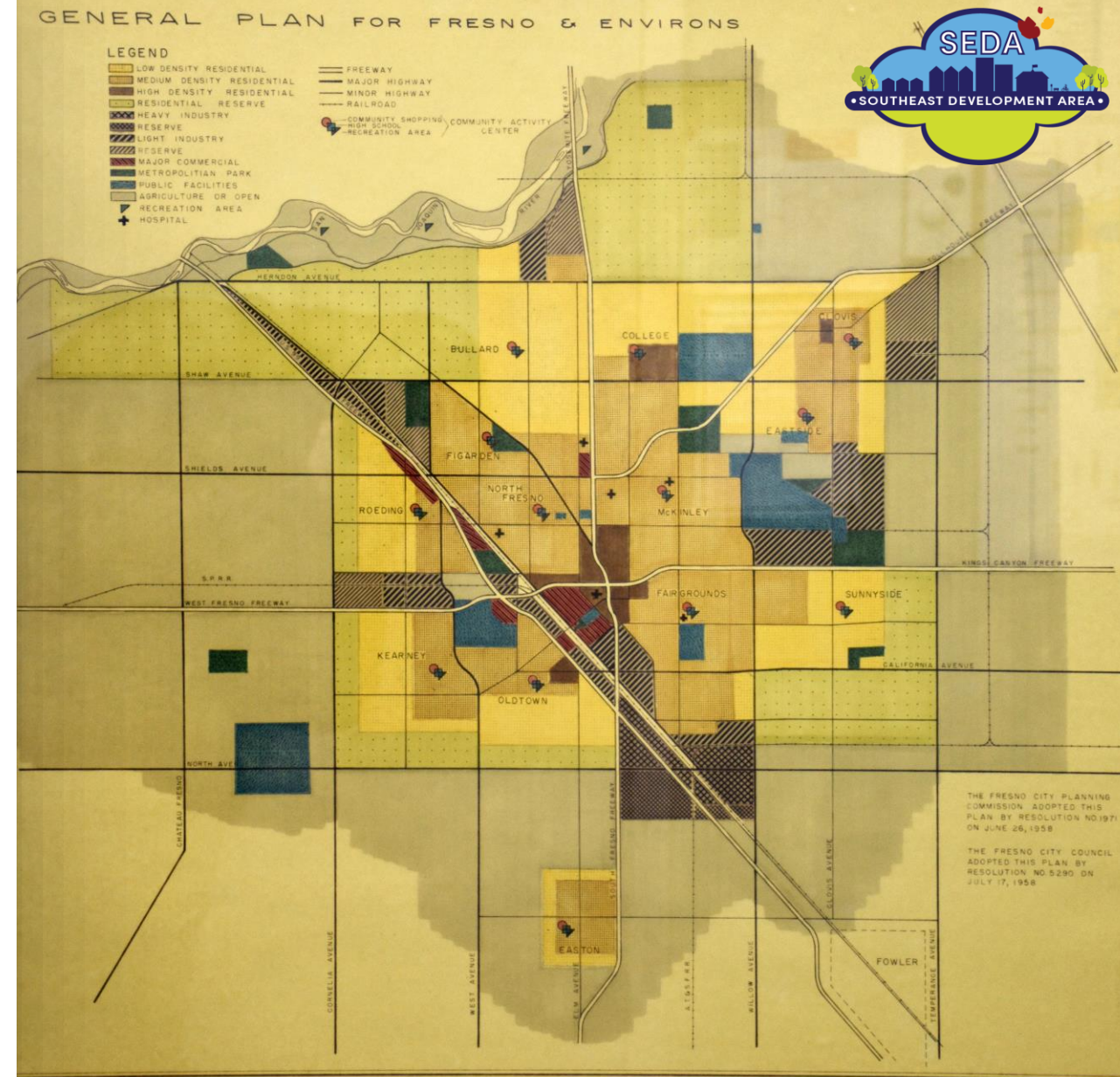
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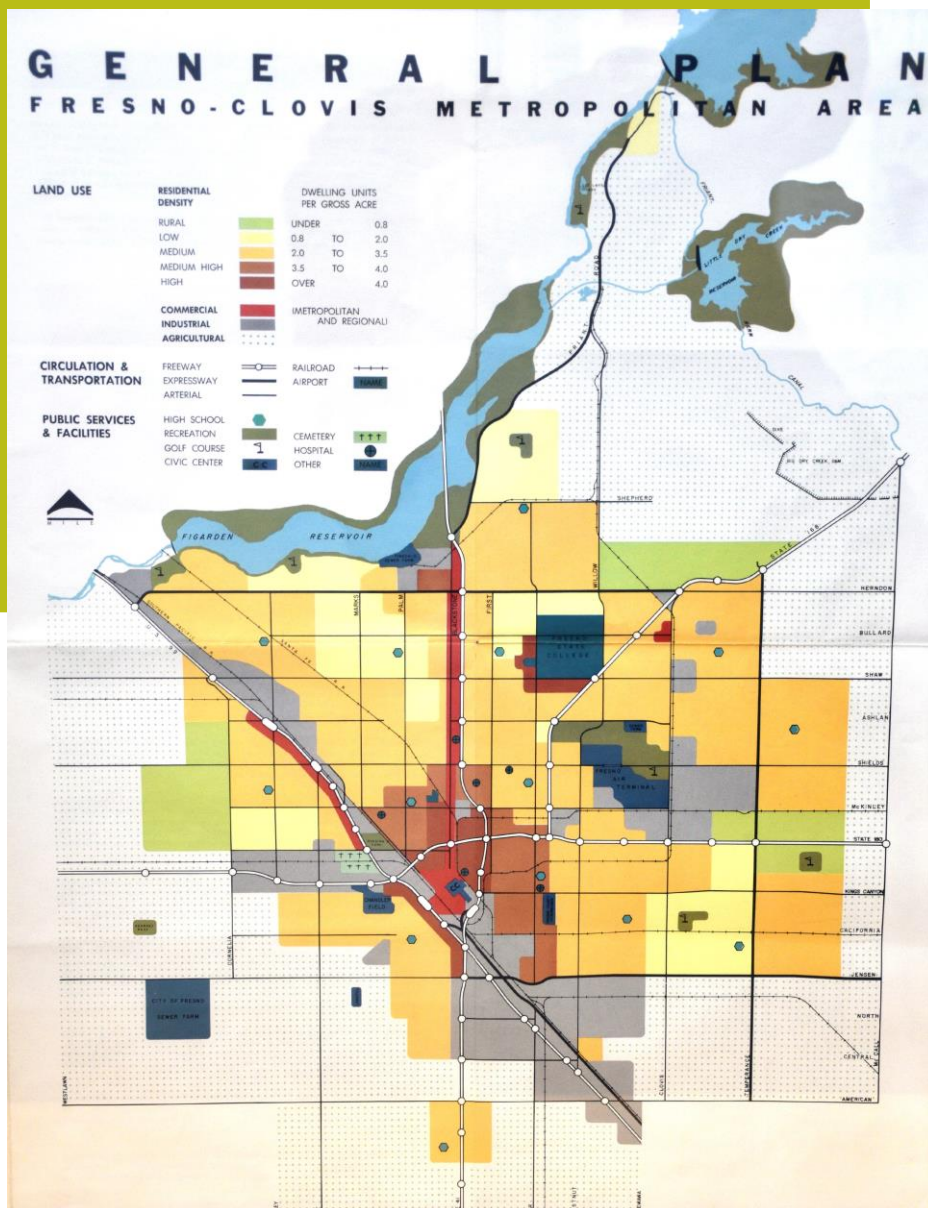
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Development of SEDA is not a new idea

# 1958 General Plan

- One of the first general plans adopted by the City of Fresno, the 1958 General Plan identified population increases from the existing 160,000 in 1958 to an estimated 400,000 in 1978.
- This estimate included residents living between Easton to the south, Clovis to the north, Belmont Country Club to the east and Kearney Park to the west.





## 1964 General Plan

- Area maps in the 1964 General Plan included the City of Fresno project area extending as far east as McCall Avenue and identified the Temperance Area within the “path of growth.”
- It projected 6,600 dwelling units developed by 1985.

# GENERAL PLAN - 1974

FRESNO - CLOVIS METROPOLITAN AREA

## LEGEND

### RESIDENTIAL

RURAL DENSITY  
LOW DENSITY  
MEDIUM LOW DENSITY  
MEDIUM DENSITY  
MEDIUM HIGH DENSITY  
HIGH DENSITY

### COMMERCIAL

COMMUNITY  
GENERAL, HEAVY,  
OFFICE, STRIP  
PERSONAL

### INDUSTRIAL

LIGHT  
HEAVY

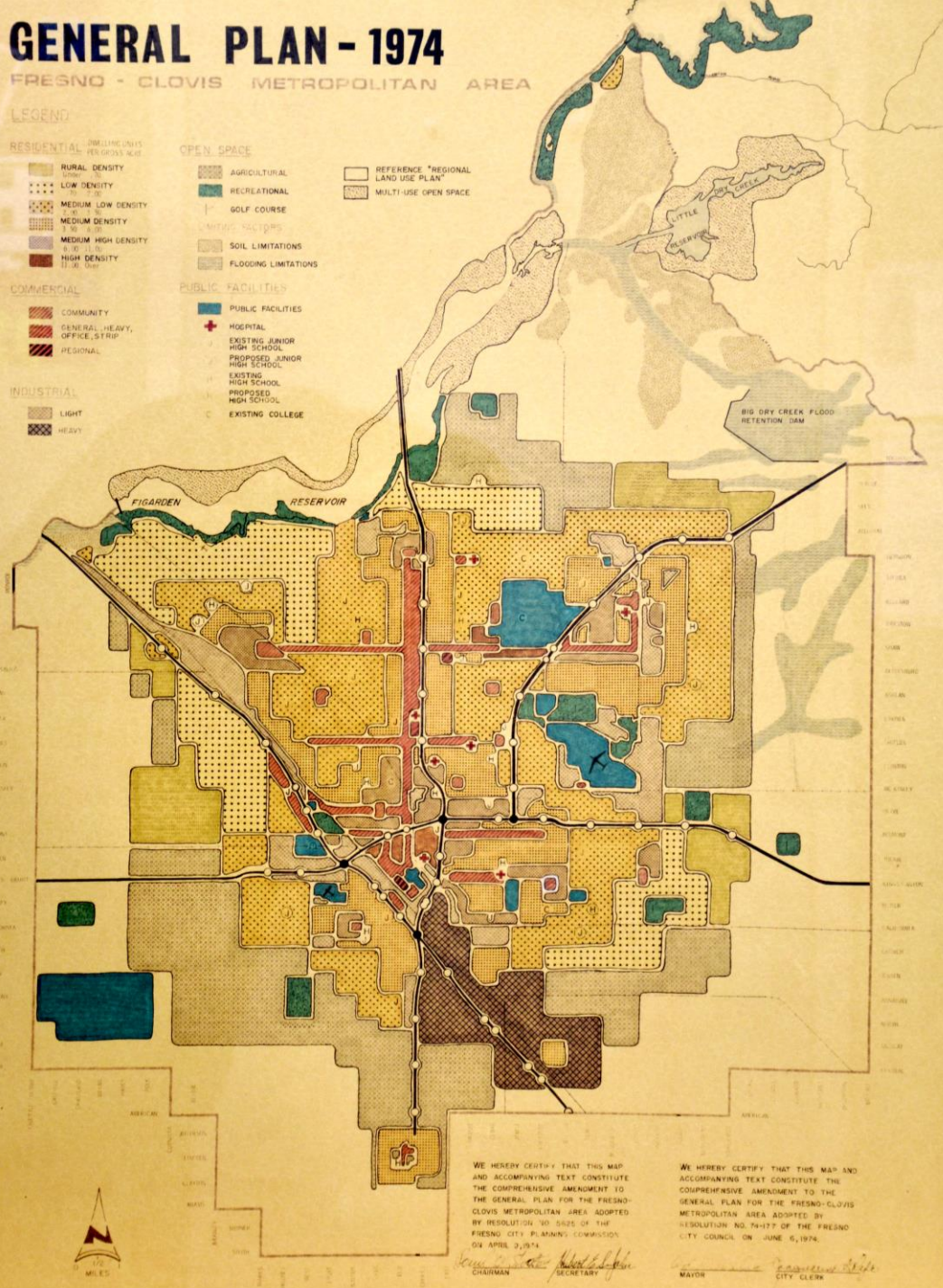
### OPEN SPACE

AGRICULTURAL  
RECREATIONAL  
GOLF COURSE  
LIMITED FACTORS  
SOIL LIMITATIONS  
FLOODING LIMITATIONS

### PUBLIC FACILITIES

PUBLIC FACILITIES  
HOSPITAL  
EXISTING JUNIOR  
HIGH SCHOOL  
PROPOSED JUNIOR  
HIGH SCHOOL  
EXISTING HIGH SCHOOL  
PROPOSED HIGH SCHOOL  
EXISTING COLLEGE

REFERENCE "REGIONAL  
LAND USE PLAN"  
MULTI-USE OPEN SPACE



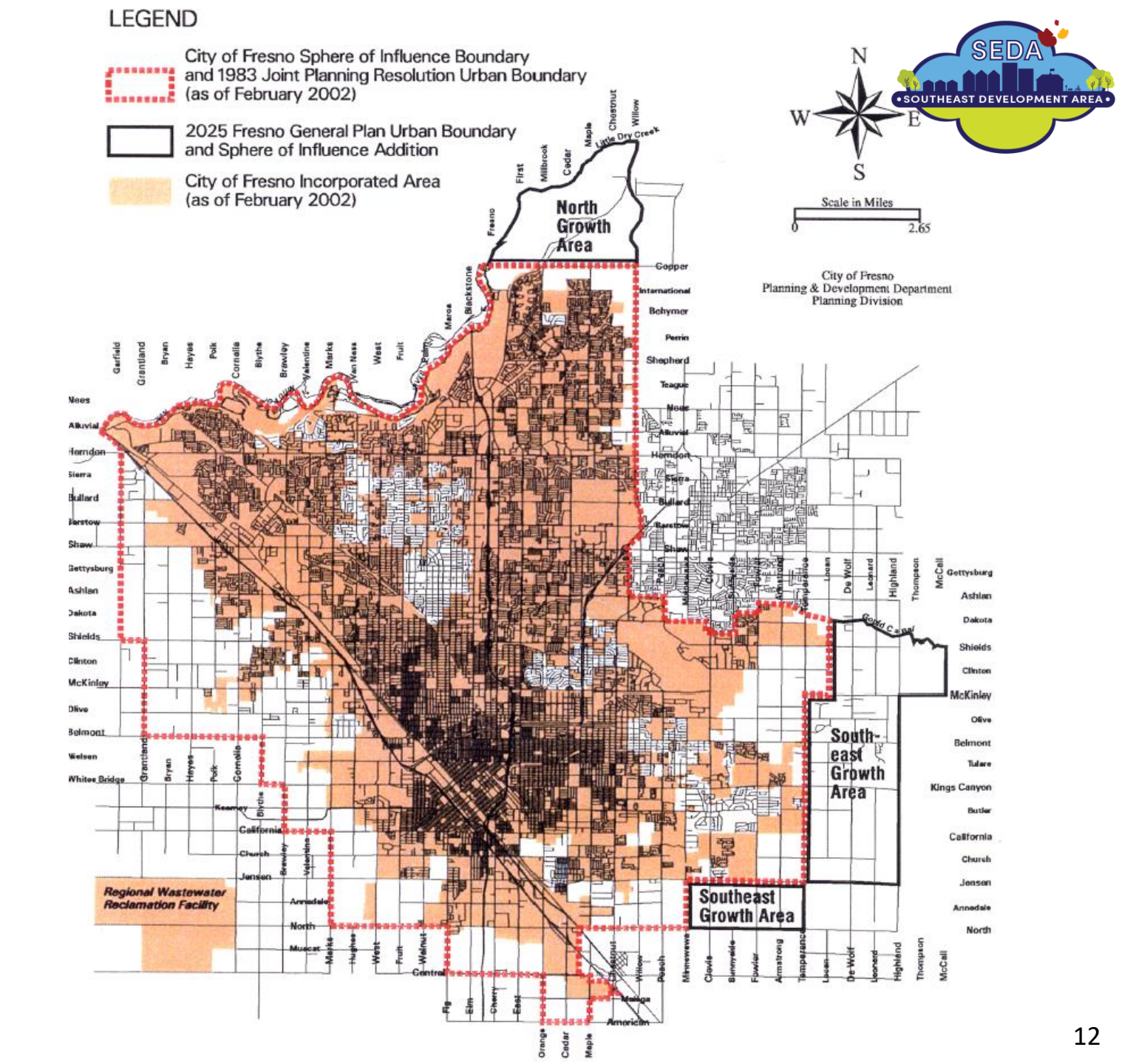
## 1974 General Plan

- The 1974 General Plan included standards for adopting a five-year urban growth management plan to control the pattern and timing of growth on the City's urban fringe.
- This identified land as urban growth reserves within the existing sphere of influence.
- It further stipulated that as individual projects are developed, they must conform with the adopted general plan, community plans and specific plans.



# Southeast Growth Area (SEGA) Planning Work - 2002

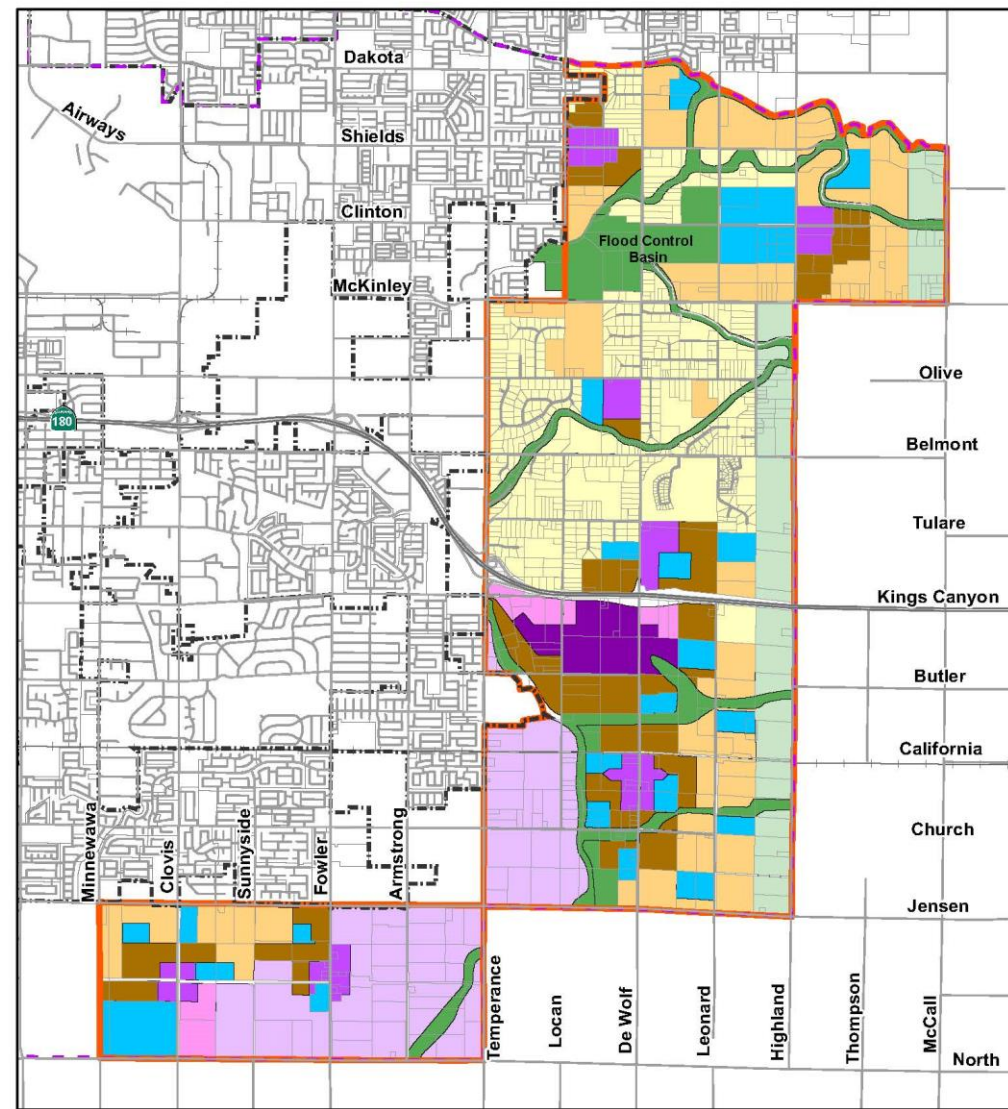
- SEGA was included in the 2025 General Plan (adopted in 2002)
- SEDA planning work started in 2006, but it was tabled following the 2010 recession.
- At that point, a draft specific plan had been developed and shaped through a collaborative public outreach process, which included an advisory committee of local residents.



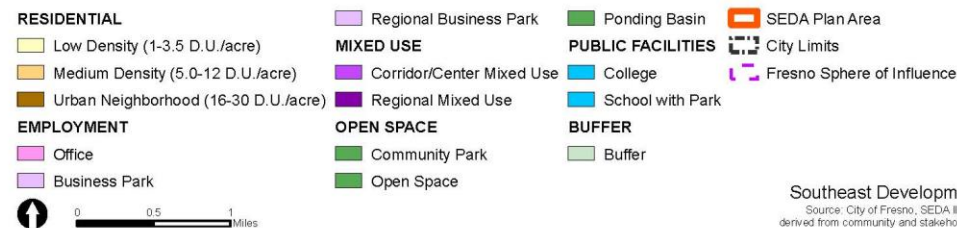
# SEGA Becomes SEDA (Southeast Development Area) - 2014



- Concepts from the draft SEGA Plan were rolled into the current Fresno General Plan, adopted in 2014.
- The General Plan accommodates one-third of SEDA's capacity, or 14,900 dwelling units, by 2035 and assumes the remaining 30,000 dwelling units are planned for the future.



**GENERAL PLAN LAND USE MAP**

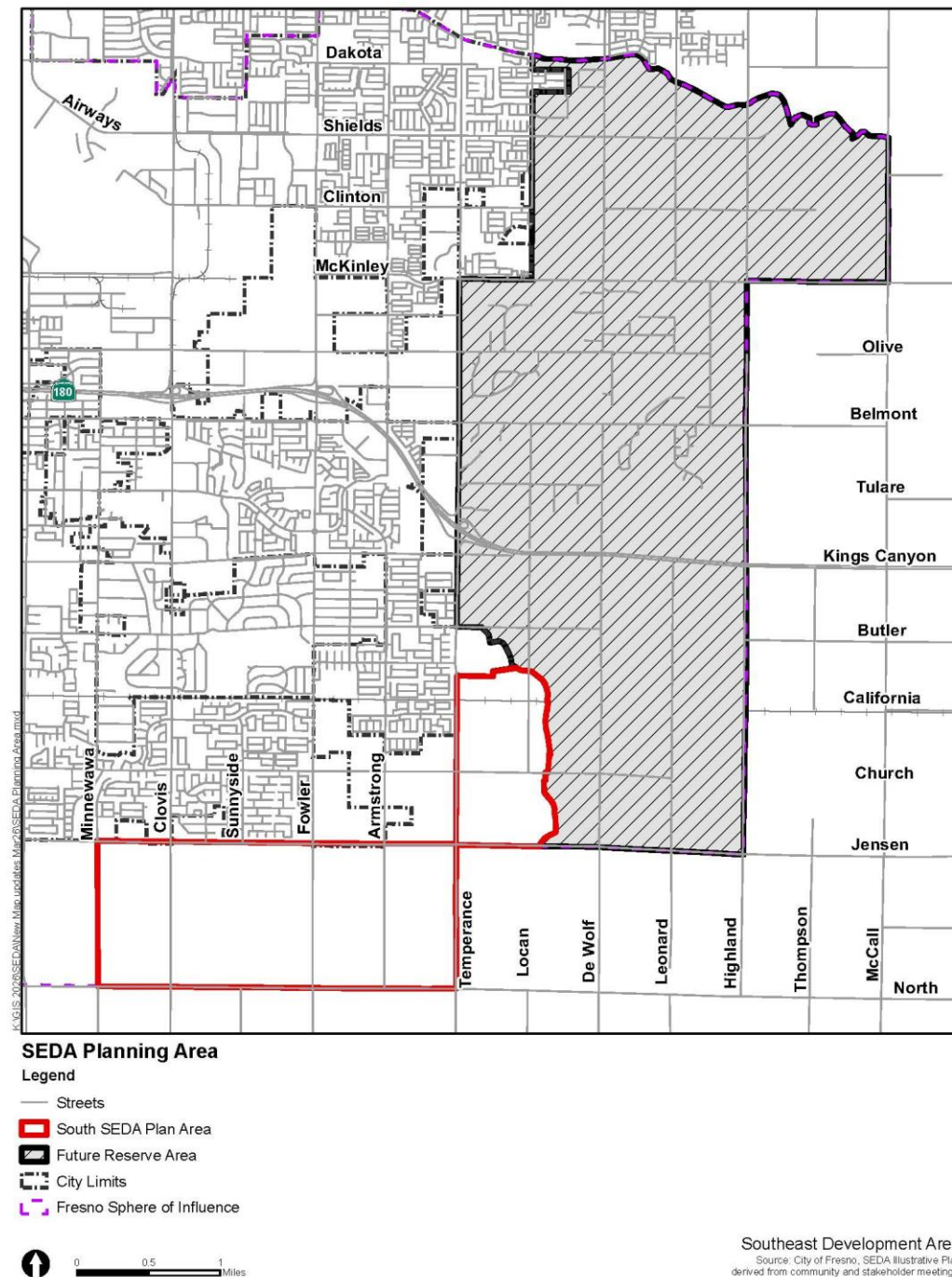


Southeast Development Area  
Source: City of Fresno, SEDA Illustrative Plan  
derived from community and stakeholder meetings.

# SEDA Specific Plan Boundary

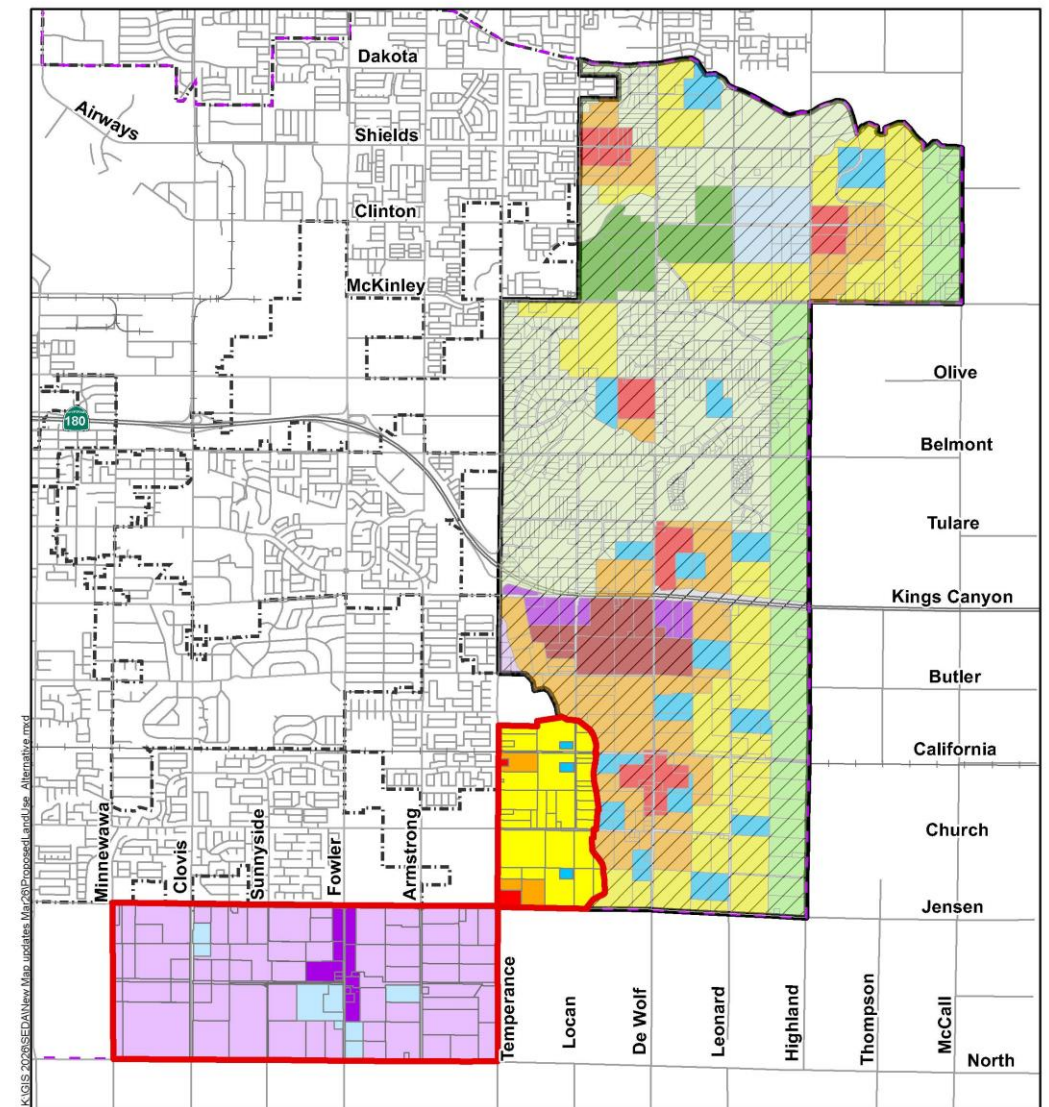


- Full Plan Area: approximately 9,000 acres
- Gould Canal on the north, McCall and Highland on the east, Jensen and North on the south, Locan, Temperance and Minnewawa on the west
- South SEDA: East of Temperance and South of Jensen



# South SEDA

- South SEDA proposed as Phase 1
- East of Temperance/South of Jensen
- Major infrastructure to be installed prior to development
- Development outside of South SEDA not contemplated at time of Plan adoption until certain thresholds have been met



**Modified Consolidated Business Park Alternative Map**

**Legend**

- |                                 |                           |                            |
|---------------------------------|---------------------------|----------------------------|
| Regional Town Center            | Mixed Residential         | South SEDA Plan Area       |
| Community Town Center           | Neighborhood Residential  | Future Reserve Area        |
| Neighborhood Town Center        | Rural Residential         | City Limits                |
| Office Center                   | Rural Cluster Residential | Fresno Sphere of Influence |
| Flexible Research & Development | Institutional             |                            |

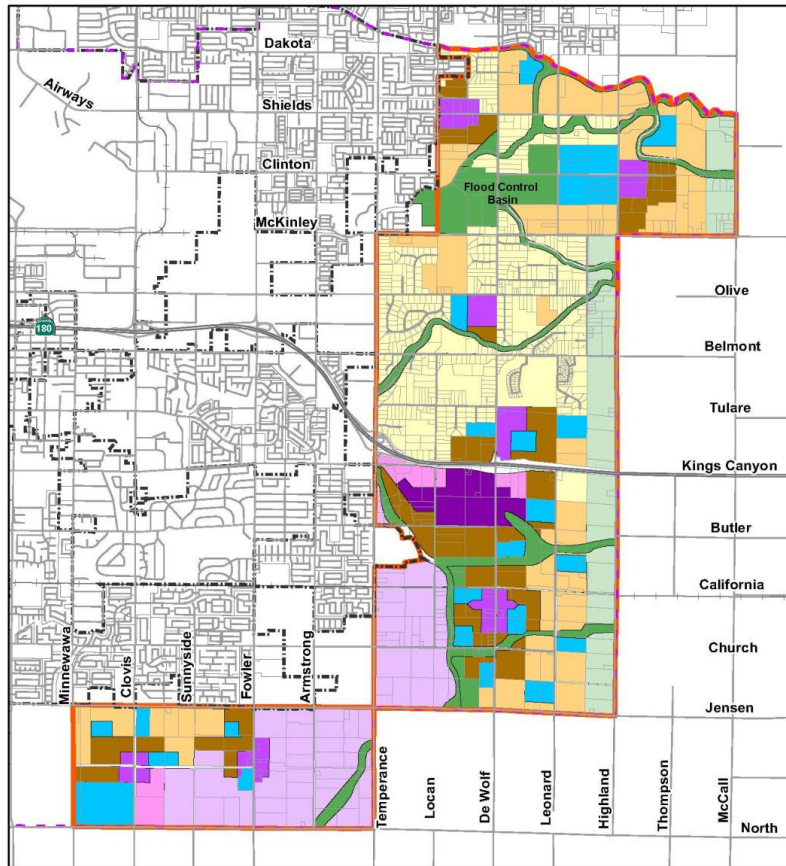


# Fresno General Plan

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SEDA is included in the General Plan

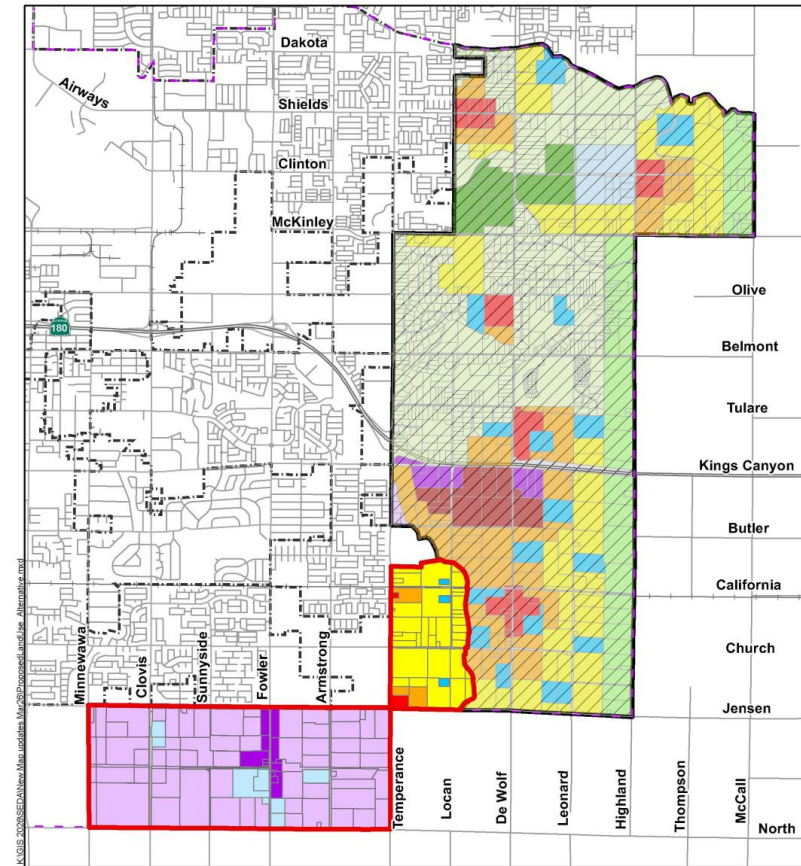
# Proposed Changes to General Plan Land Use Map



GENERAL PLAN LAND USE MAP



Southeast Development Area  
Source: City of Fresno, SEDA Illustrative Plan  
derived from community and stakeholder meetings.



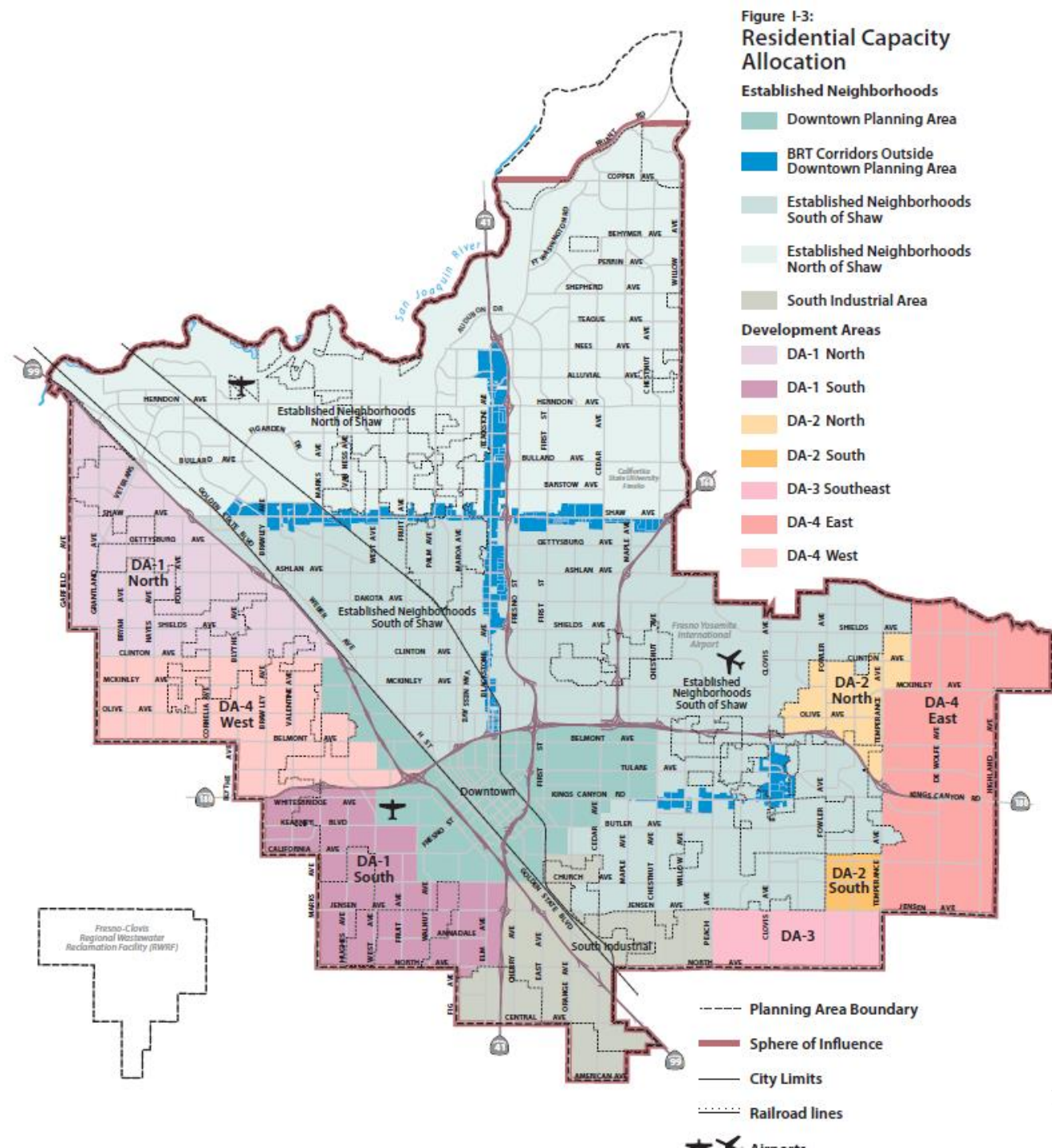
Modified Consolidated Business Park Alternative Map



Southeast Development Area  
Source: City of Fresno, SEDA Illustrative Plan  
derived from community and stakeholder meetings.

# Development Areas

Fresno General Plan



**TABLE 1-3<sup>1</sup>: RESIDENTIAL DEVELOPMENT CAPACITY<sup>2</sup> UNDER GENERAL PLAN HORIZON**

| Area <sup>3</sup>                                      | Type of Dwelling Unit      |               | Location of Dwelling Unit                   |                                                           | Total         |
|--------------------------------------------------------|----------------------------|---------------|---------------------------------------------|-----------------------------------------------------------|---------------|
|                                                        | Multi-family and Townhouse | Single-family | Development on Sites in Current City Limits | Development on Sites in Growth Areas Requiring Annexation |               |
| Downtown Planning Area                                 | 7,800                      | 1,200         | 9,000                                       | 0                                                         | 9,000         |
| BRT Corridors                                          | 6,000                      | 0             | 6,000                                       | 0                                                         | 6,000         |
| Established Neighborhoods South of Shaw                | 4,700                      | 3,000         | 5,700                                       | 2,000                                                     | 7,700         |
| Established Neighborhoods North of Shaw                | 4,000                      | 2,400         | 6,200                                       | 200                                                       | 6,400         |
| South Industrial                                       | 0                          | 0             | 0                                           | 0                                                         | 0             |
| DA-1: North                                            | 6,500                      | 10,500        | 2,600                                       | 14,400                                                    | 17,000        |
| DA-1: South                                            | 4,000                      | 6,500         | 2,500                                       | 8,000                                                     | 10,500        |
| DA-2: North                                            | 500                        | 2,000         | 0                                           | 2,500                                                     | 2,500         |
| DA-2: South                                            | 500                        | 1,500         | 0                                           | 2,000                                                     | 2,000         |
| DA-3: Southeast                                        | 2,500                      | 3,500         | 0                                           | 6,000                                                     | 6,000         |
| DA-4: East                                             | 5,100                      | 3,800         | 0                                           | 8,900                                                     | 8,900         |
| DA-4: West                                             | 0                          | 0             | 0                                           | 0                                                         | 0             |
| <b>Sub Totals</b>                                      | <b>41,600</b>              | <b>34,400</b> | <b>32,000</b>                               | <b>44,000</b>                                             | <b>76,000</b> |
| <b>Total Dwelling Units under General Plan Horizon</b> | <b>76,000</b>              |               | <b>76,000</b>                               |                                                           |               |

1. Calculations are based on August 9, 2012 Land Use Diagram Draft Figure 2 of the Initiation Draft.

2. The term "capacity" is intended to mean a Development Area's ability to accommodate a specified number of units and is not intended to indicate the number of actual units built.

3. DA is Development Area. See Figure I-3: Residential Capacity Allocation.

Source: City of Fresno and Dyett & Bhatia, 2014.

**TABLE 1-4<sup>1</sup>: RESIDENTIAL DEVELOPMENT CAPACITY UNDER BUILDOUT (BEYOND 2035)**

| Area <sup>2</sup>                          | Number of Dwelling Units on Sites in Current City Limits | Number of Dwelling Units in Growth Areas Requiring Annexation | Total          |
|--------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|----------------|
| Downtown Planning Area                     | 10,000                                                   | 0                                                             | 10,000         |
| BRT Corridors                              | 10,471                                                   | 0                                                             | 10,471         |
| Established Neighborhoods South of Shaw    | 8,925                                                    | 2,227                                                         | 11,152         |
| Established Neighborhoods North of Shaw    | 9,017                                                    | 486                                                           | 9,503          |
| South Industrial                           | 7                                                        | 0                                                             | 7              |
| DA-1: North                                | 7,072                                                    | 18,723                                                        | 25,795         |
| DA-1: South                                | 9,085                                                    | 11,564                                                        | 20,649         |
| DA-2: North                                | 52                                                       | 2,996                                                         | 3,048          |
| DA-2: South                                | 206                                                      | 2,238                                                         | 2,444          |
| DA-3: Southeast                            | 0                                                        | 9,092                                                         | 9,092          |
| DA-4: East                                 | 0                                                        | 35,008                                                        | 35,008         |
| DA-4: West                                 | 775                                                      | 7,430                                                         | 8,205          |
| <b>Total Dwelling Units under Buildout</b> | <b>55,610</b>                                            | <b>89,764</b>                                                 | <b>145,374</b> |

1. Calculations are based on August 9, 2012 Land Use Diagram Draft Figure 2 of the Initiation Draft.

2. DA is Development Area. See Figure I-3: Residential Capacity Allocation.

Source: City of Fresno.

# General Plan Goals

---

## OBJECTIVE

### UF-12

Locate roughly one-half of future residential development in infill areas—defined as being within the City on December 31, 2012—including the Downtown core area and surrounding neighborhoods, mixed-use centers and transit-oriented development along major BRT corridors, and other non-corridor infill areas, and vacant land.

### UF-13

Locate roughly one-half of future residential development in the Growth Areas—defined as unincorporated land as of December 31, 2012 SOI—which are to be developed with Complete Neighborhoods that include housing, services, and recreation; mixed-use centers; or along future BRT corridors.

# Sequencing of Specific Plan Updates



| Specific Plan Identified in Resolution                 | Current Name of Specific Plan         | Status               |
|--------------------------------------------------------|---------------------------------------|----------------------|
| <b>Southwest Fresno Specific Plan</b>                  | Southwest Fresno Specific Plan        | Adopted 2017         |
| <b>Roosevelt Specific Plan</b>                         | Central Southeast Specific Plan       | Complete             |
| <b>Urban Water Management Plan</b>                     | Urban Water Management Plan           | Adopted 2021         |
| <b>West Area Market Study</b>                          | West Area Neighborhoods Specific Plan | Adopted 2025         |
| <b>West Area Specific Plan (N. of Clinton)</b>         | West Area Neighborhoods Specific Plan | Adopted 2025         |
| <b>Southeast Development Area Specific Plan (SEDA)</b> | SEDA Specific Plan                    | In Progress          |
| <b>West Area Specific Plan (S. of Clinton)</b>         | N/A                                   | Sequenced After SEDA |

# Southeast Development Area Specific Plan

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# SPECIFIC PLAN GOALS



## Quantified Objectives

- 40,000 to 45,000 dwelling units
- 30,000 to 37,000 jobs



## Housing Choice

- Provide land uses that allow for a variety of housing choices available for a mix of incomes, age groups and lifestyles



## Mixed Use Town Centers

- Mix shopping, housing and jobs in proximity to one another



## Fiscal Responsibility

- Provide self-financing for development of the SEDA



## High Quality Transit Service

- Provide convenient and frequent transit service throughout the Plan Area and region



## Innovative Employment Areas

- Attract opportunities in green technology



## Social Equity

- Promote health by reducing harmful emissions from cars and industry



## Walkable Neighborhoods

- Provide for nearly all residences to be within walking distance of amenities



## Community Farming and Agriculture

- Create a buffer that includes rural homes, organic farming and open spaces



## Environmental Sustainability

- Reduce energy and water consumption through more efficient land use patterns



## Parks, Open Space and Trails

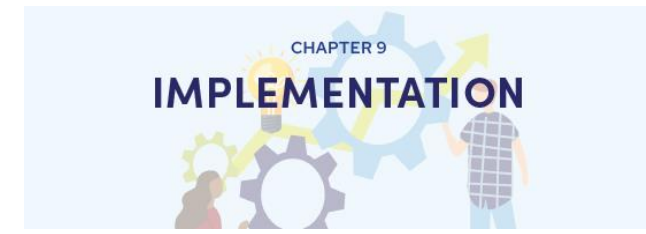
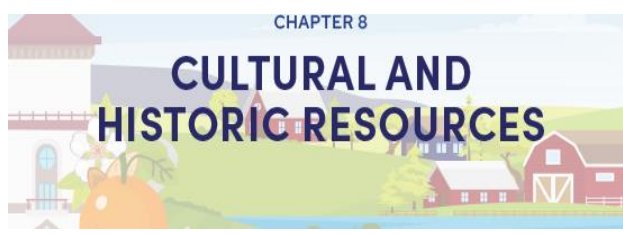
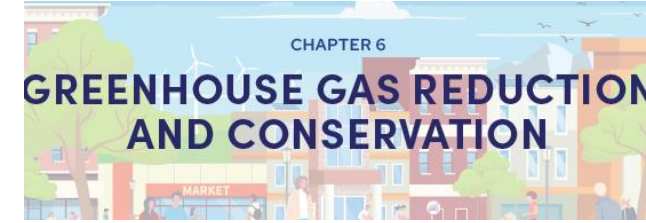
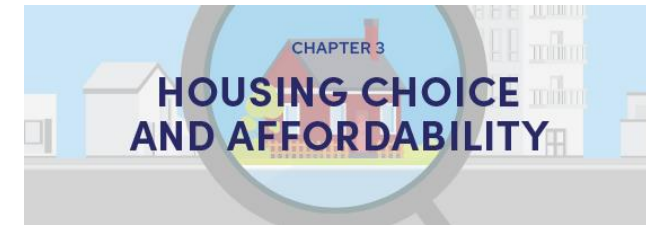
- Prepare a future Parks and Trails Master Plan



## Implementation

- Develop the SEDA in an organized and phased manner based on housing needs and infrastructure availability

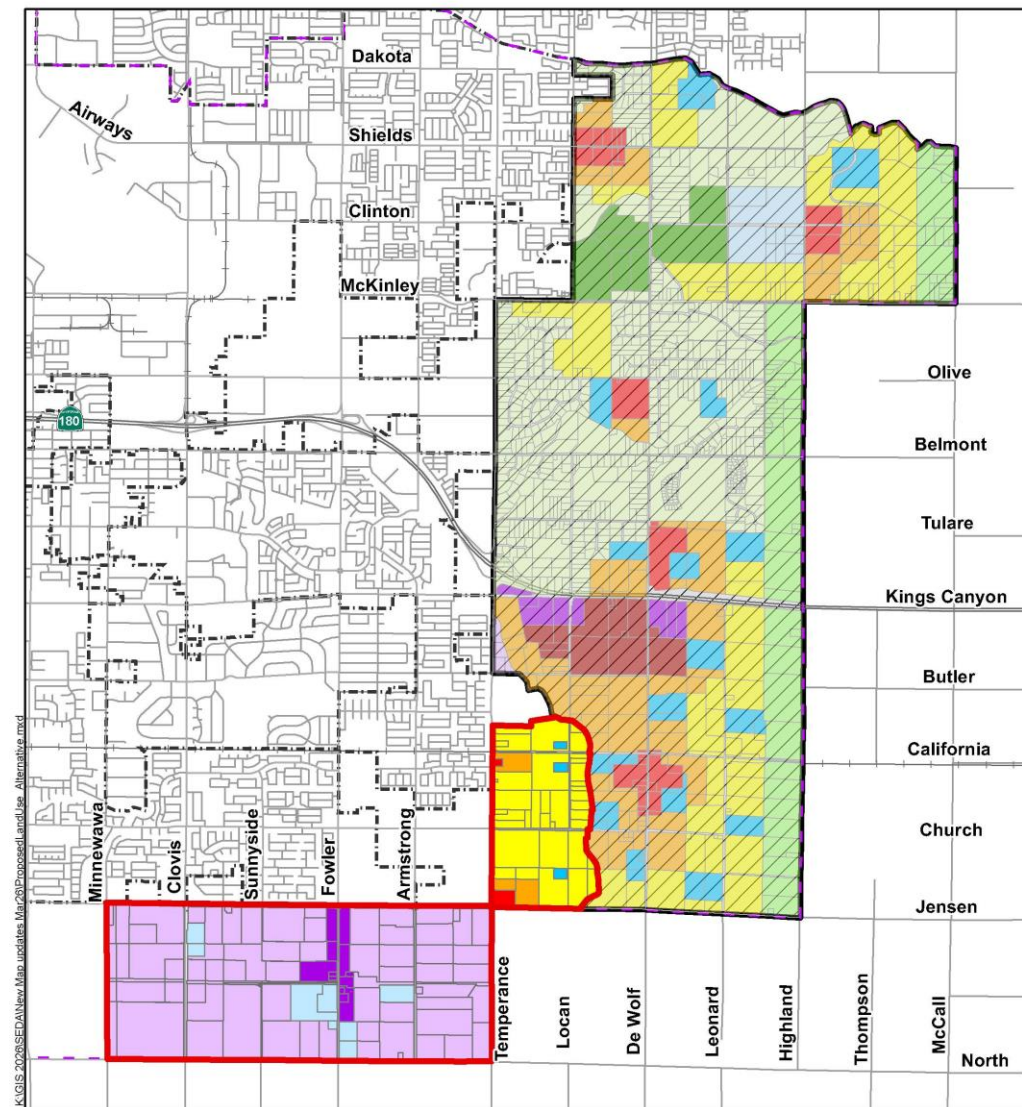
# Specific Plan Structure



# Chapter 2 – Urban Form



- Land use map revised to Modified Consolidated Business Park Alternative
- South SEDA proposed as Phase 1 with thresholds for future development
- Plan highlights:
  - Right-to-Farm practices / ANX Overlay
  - Safe routes to school
  - Clarification on cost for utility hookups
  - Thresholds and phasing for future development



**Modified Consolidated Business Park Alternative Map**

**Legend**

- |                                 |                           |                            |
|---------------------------------|---------------------------|----------------------------|
| Regional Town Center            | Mixed Residential         | South SEDA Plan Area       |
| Community Town Center           | Neighborhood Residential  | Future Reserve Area        |
| Neighborhood Town Center        | Rural Residential         | City Limits                |
| Office Center                   | Rural Cluster Residential | Fresno Sphere of Influence |
| Flexible Research & Development | Institutional             |                            |



# Overview of Proposed Land Uses

**Regional Town Center**



**Community Town Centers**



**Neighborhood Town Centers**



**Mixed Residential**



**Neighborhood Residential**



**Rural Residential**



**Rural Cluster Residential**



**Office Center**



**Flexible Research and Development**



**Institutional**



# Town Centers

## Regional Town Center



- Primary mixed-use employment center, retail destination and host to major attractions
- Medium to higher density housing (max average net density: 70 dwelling units/acre)
- Will serve 40,000 to 60,000 households

## Community Town Centers



- 7 Community Town Centers across the Plan Area
- Commercial, civic and other services (grocery stores, business services etc.)
- Medium density housing (max average net density: 55 dwelling units/acre)
- Will serve 5,000 to 10,000 households

## Neighborhood Town Centers



- Essential walk, bike transit and short drive access to civic services and amenities (schools, parks etc.)
- Medium to low density housing (max average net density: 30 dwelling units/acre)
- Will serve 1,500 to 2,000 households

# Residential Land Uses

## Mixed Residential



- Supports Regional and Community Town Centers with residential and retail uses
- Medium and higher density housing (average net density: 25 dwelling units/acre)

## Neighborhood Residential



- Surrounds Neighborhood Town Centers and support retail and employment services
- Single and multi-family housing (average net density: 20 dwelling units/acre)

## Rural Residential



- Approximately 2,160 acres of Rural Residential in SEDA today
- Preserves existing Rural Residential properties under ANX Overlay (FMC Section 15-1606)
- Single family housing (1 dwelling unit/lot)

## Rural Cluster Residential



- Located along eastern edge of SEDA
- Transitional buffer between urban uses and agricultural operations outside of SEDA
- Single family housing (0.5 dwelling units/acre)

# Employment and Institutional Land Uses



## Office Center



- Located adjacent to Regional and Community Centers or along transportation corridors
- Includes professional office and compatible commercial uses (restaurants, coffee shops, cafes, banks, etc.)

## Flexible Research and Development



- Located west of Briggs Canal and/or south of Jensen Avenue
- Includes research and development, light manufacturing, product testing centers, offices and compatible commercial uses (restaurants, coffee shops, cafes, banks, etc.)

## Institutional



- Includes existing and planned educational facilities such as K-12 schools or university and state community college facilities

# Chapter 3 – Housing Choice and Affordability

- The SEDA Plan accommodates a diverse range of housing from medium and higher density to small and medium lot single family options
- Policy highlights:
  - Alignment with the Fresno General Plan Housing Element to provide incentives for housing development, pursue state and federal funding sources for housing, strengthen partnerships with affordable housing developers



# Chapter 4 – Open Space, Schools and Public Facilities



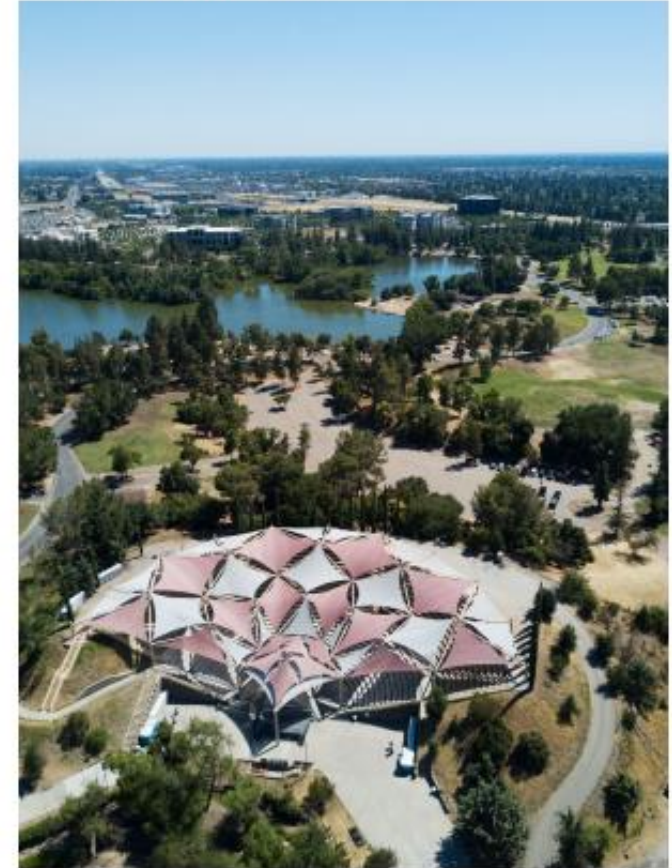
- The SEDA will feature a range of parks from pocket parks to large natural open spaces and agricultural areas to serve active and passive recreation needs
- Policy highlights:
  - Completion of a future Parks and Trails Master Plan
  - Inter-agency collaboration with school districts and local agencies to develop schools and public facilities



Greenways



Regional Center Green



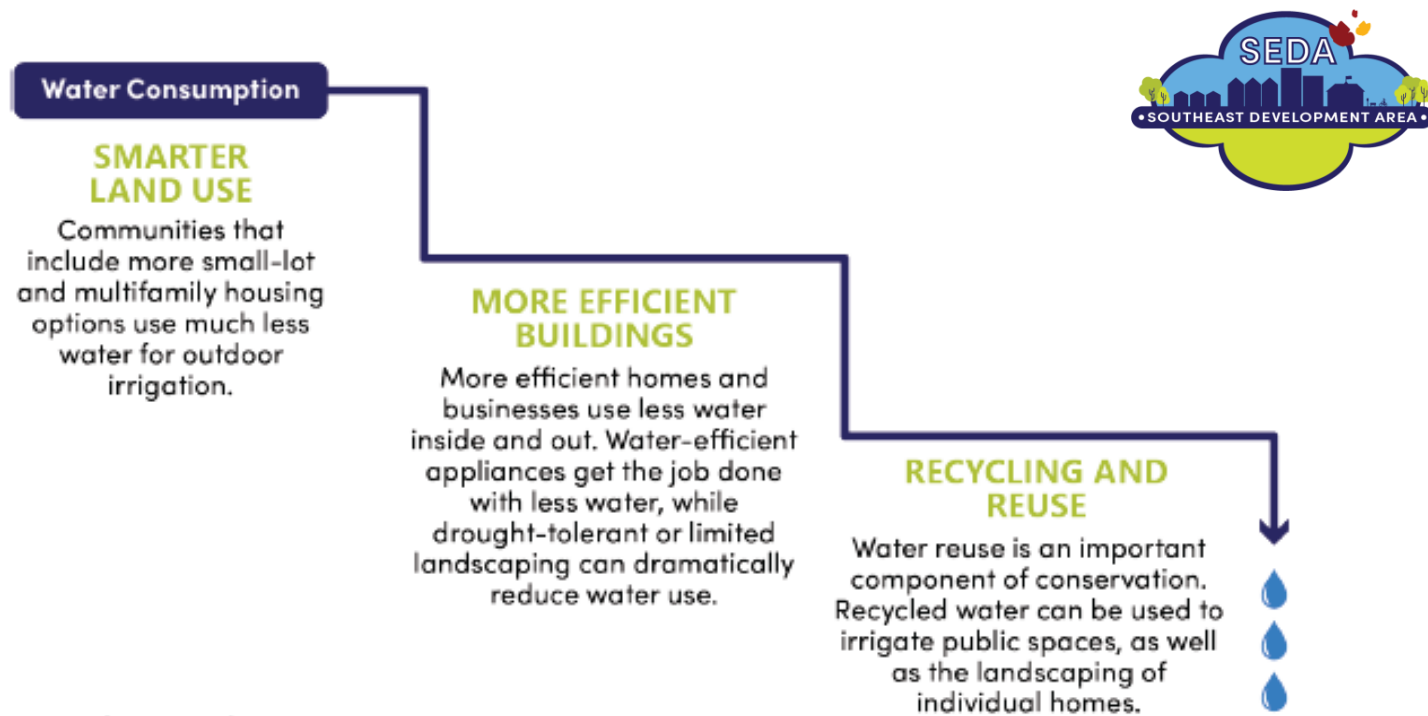
# Chapter 5 – Community Farming and Agriculture



- The SEDA Plan supports the continued presence of agricultural uses by incorporating the following:
  - Fresno County Right-to-Farm Ordinance
  - Annexed Rural Residential Transitional Overlay District
  - Rural Cluster Residential land use along the eastern boundary of the Plan Area
  - Supporting properties with Williamson Act Contracts

# Chapter 6 – Greenhouse Gas Reduction and Conservation

- The SEDA Plan seeks to protect existing resources, conserve water and energy and divert waste in order to reduce greenhouse gas emissions
- Policy highlights:
  - Meeting statewide targets for GHG emissions
  - Linking land use and transportation to reduce vehicular emissions
  - Establishing programs that promote recycling and diversion of waste from landfills
  - Integrating water supply, treatment and delivery and flood control and stormwater planning
  - Promoting Low Impact Development (LID) practices



# Chapter 7 – Economic Opportunity



- The SEDA Plan is projected to accommodate up to 37,000 jobs in Mixed Use and Flexible Research and Development Districts
- The SEDA network will offer a new framework of interconnected town centers and neighborhoods for easy access and amenities that can attract and retain employers and new residents
- Policy highlights:
  - Pursuing public-private partnerships
  - Supporting clean energy and agricultural technologies
  - Attracting investment to Fresno



# Annexed Rural Residential Transitional Overlay (ANX Overlay)



- Fresno Municipal Code (FMC) Section 15-1606: allows Rural Residential use of properties upon annexation to the City
- Permits continued use of existing legally established uses through Fresno County
  - Animal keeping, agricultural uses, existing buildings

# Legal Non-Conforming Uses/Structures



- Fresno Municipal Code (FMC) Article 4: permits continued use of structures, site features, lots and uses that were created lawfully prior to adoption of Development Code
  - Also applies to legally established uses/structures prior to annexation into City
  - Any legal non-conforming use/structure may be continued **indefinitely** until such a time the property is redeveloped

# Connections to City Services

- Specific Plan Policy UF-3.5: requires creation of a Community Benefit Fund (CFD) which would pay for residential connections to City services (water and sewer)
- Specific Plan Policies UF 3.6 – UF 3.8: establish timing and requirements for connections to City services

## **Existing Water Wells (City Service Available)**

Single-unit rural residential properties with active water wells can continue use of each well until water resources have are no longer available. At that time, should City services be available, property owners will be required to connect to available water utilities within five years of installation of said utility pipe.

## **Existing Water Wells (City Service Unavailable)**

Single-unit rural residential properties with active water wells can continue use of each well until water resources have are no longer available. At that time, if City services are not available, property owners can continue to obtain a Well Permit with the Fresno County Department of Public Works to deepen the existing well to access local water.

## **Septic Tanks (City Service Available)**

Single-unit rural residential properties with existing septic tanks can continue the use for residential sewage waste. At that time, should City services be available, property owners will be required to connect to available utilities within five years of installation of said utility pipe.

## **Septic Tanks (City Service Unavailable)**

Single-unit rural residential properties with existing septic tanks can continue the use for residential sewage waste. At that time, if City services are not available, property owners can continue to use existing septic tanks for residential sewage waste.

# Environmental Impact Report (EIR)

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# What is an EIR?

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# Environmental Impact Reports



- California Environmental Quality Act (CEQA): requires that state and local agencies evaluate and disclose environmental impacts of a proposed project
- Discloses the potential significant environmental effects of a proposed project
- Identifies ways to minimize potential environmental impacts through mitigation measures
- Required when a project will have a significant or unavoidable impact on the environment
- Variety of environmental impact categories analyzed in EIRs

# SEDA EIR



**FINAL**  
**Environmental Impact Report**  
**Fresno Southeast Development Area Specific Plan Project**  
**City of Fresno, Fresno County, California**

State Clearinghouse Number 2022020486

Prepared for:  
**City of Fresno**  
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Rachel Krusenoski, Project Manager

Date: June 2, 2025

- Initial Circulation: July 14 – August 28, 2023
- Partial Recirculation: October 3 – November 17, 2023
- Full Recirculation: February 7 – March 24, 2025

# Air Quality

## Mitigation Measures

- Demonstrate use of “super-compliant” architectural coatings
- Technical air quality assessment for construction-related impacts and related mitigation measures
- Technical air quality assessment for operational impacts and imposition of related mitigation measures
- Submission of a Health Risk Assessment if toxic emissions exceed threshold within 1,000 feet of sensitive receptors



# Greenhouse Gas Emissions

## Project Policies and Design Features

Compliance with the California Air Resources Board Scoping Plan



# Vehicle Miles Traveled (VMT)

## Mitigation Measures

- Land use pattern: vertical mixed use and residential uses located in proximity to commercial and employment uses
- Pedestrian and bicycle network improvements
- New transit service to project area
- Transportation Demand Management



# Water Supply

## Mitigation Measures

- Compliance with the Kings Groundwater Sustainability Agency and implementation of the North Kings Groundwater sustainability Plan to ensure balanced levels of pumping and recharge
- Water Supply analysis for new developments
- Develop new and expand existing water recharge facilities in accordance with Fresno General Plan and the Metro Plan
- Continue to implement water conservation measures to reduce the per capita water use to 190 gallons per capita per day in accordance with General Plan targets.
- Support the Fresno Metropolitan Flood Control District in updating the Storm drainage and Flood Control Master Plan prior to discretionary project approvals



# Farmland

## Mitigation Measures

- Compensate for the loss of Prime Farmland within the Plan Area by preserving an equivalent type and quantity of land at a 1:1 ratio through recordation of a conservation easement or other recorded instrument, such as a covenant or deed that restricts the preserved land in perpetuity to agricultural uses.



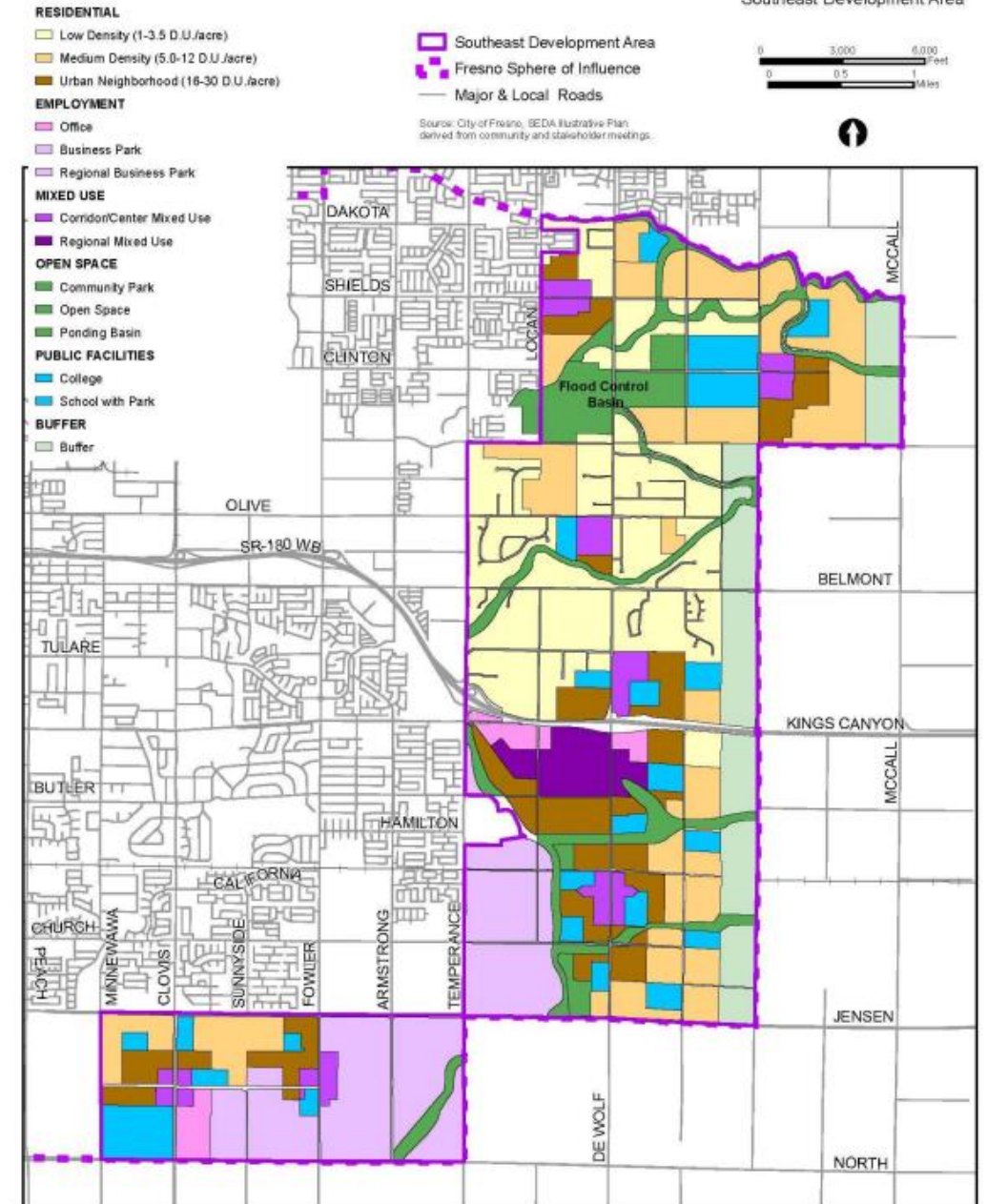
# Significance Findings

- SEDA EIR and technical studies identified the following significant and unavoidable impact areas:
  - Aesthetics, Light and Glare
  - Agricultural Resources and Forestry Resources
  - Air Quality
  - Noise
- All other impacts were either less than significant or less than significant with mitigation incorporated

# EIR Alternative No. 1: No Project

- Specific Plan is not approved
- Future development in Plan Area developed according to General Plan land use

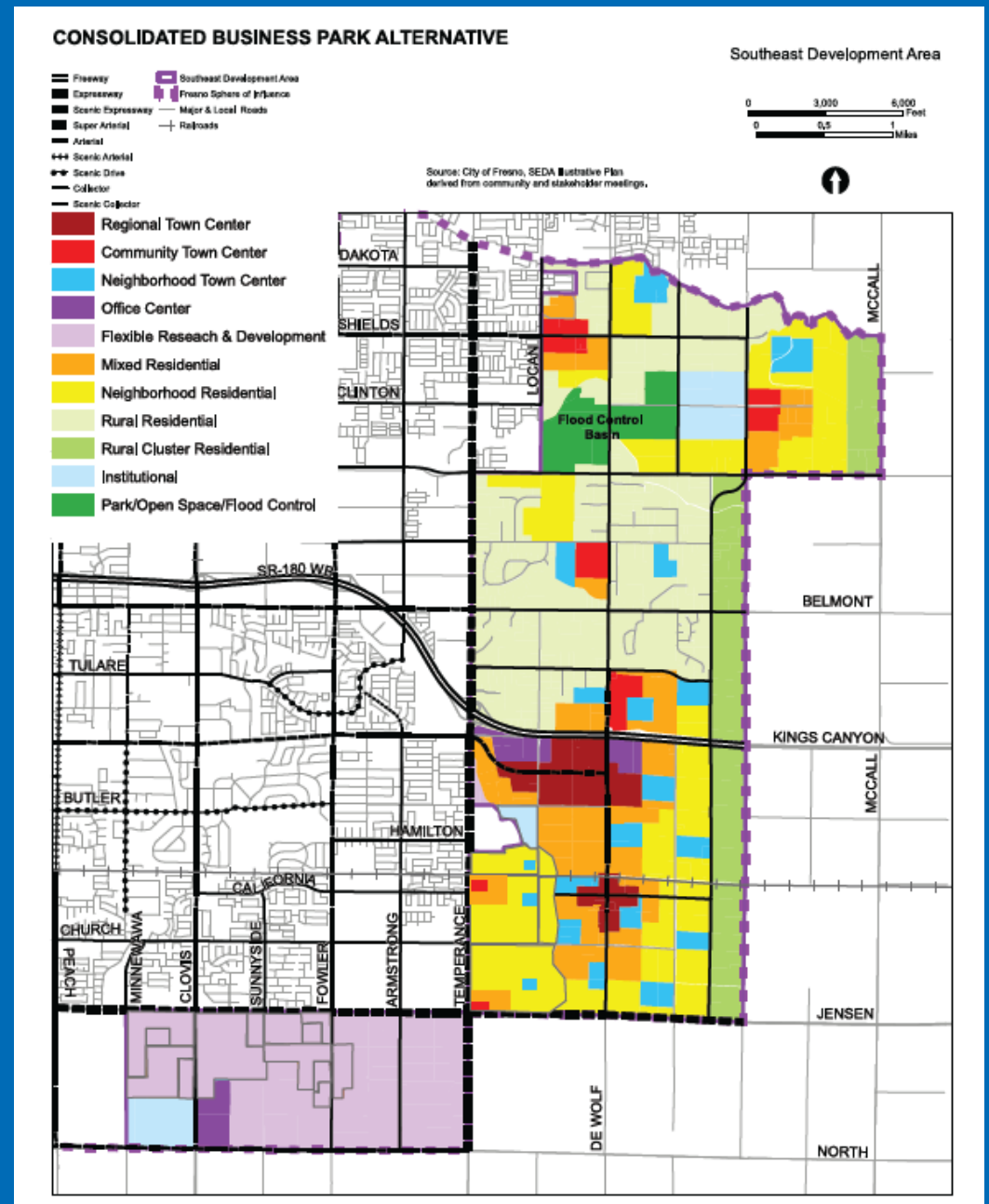
## GENERAL PLAN LAND USE MAP



Map 2.4 SEDPA General Plan Land Use (Existing)

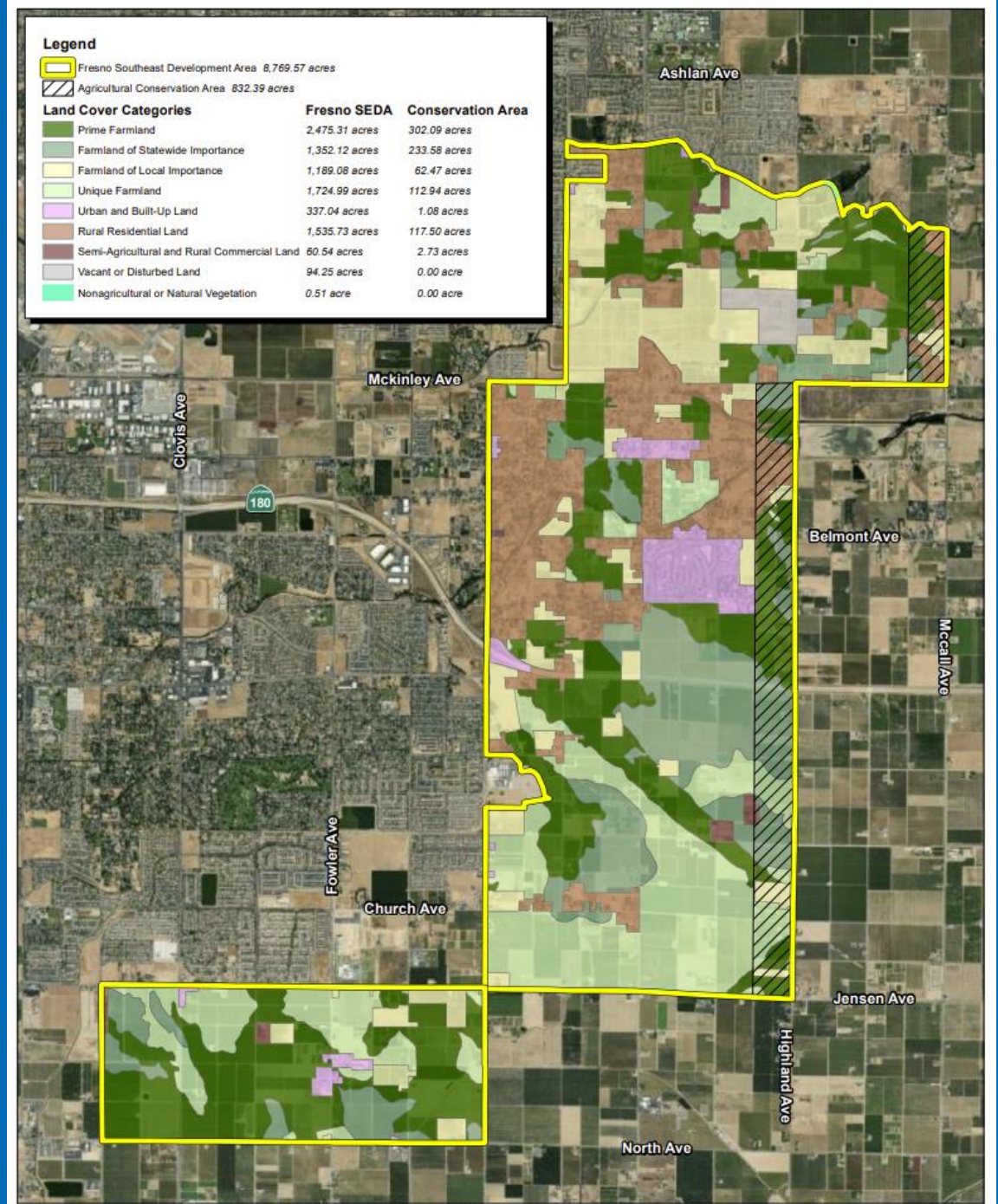
# EIR Alternative No. 2: Consolidated Business Park

- Identified as the environmentally superior alternative
- Accommodates 2,100 fewer homes and 1,000 fewer jobs compared to proposed Project
- Consolidates Flexible Research and Development land designations



# EIR Alternative No. 3: Farmland Conservation

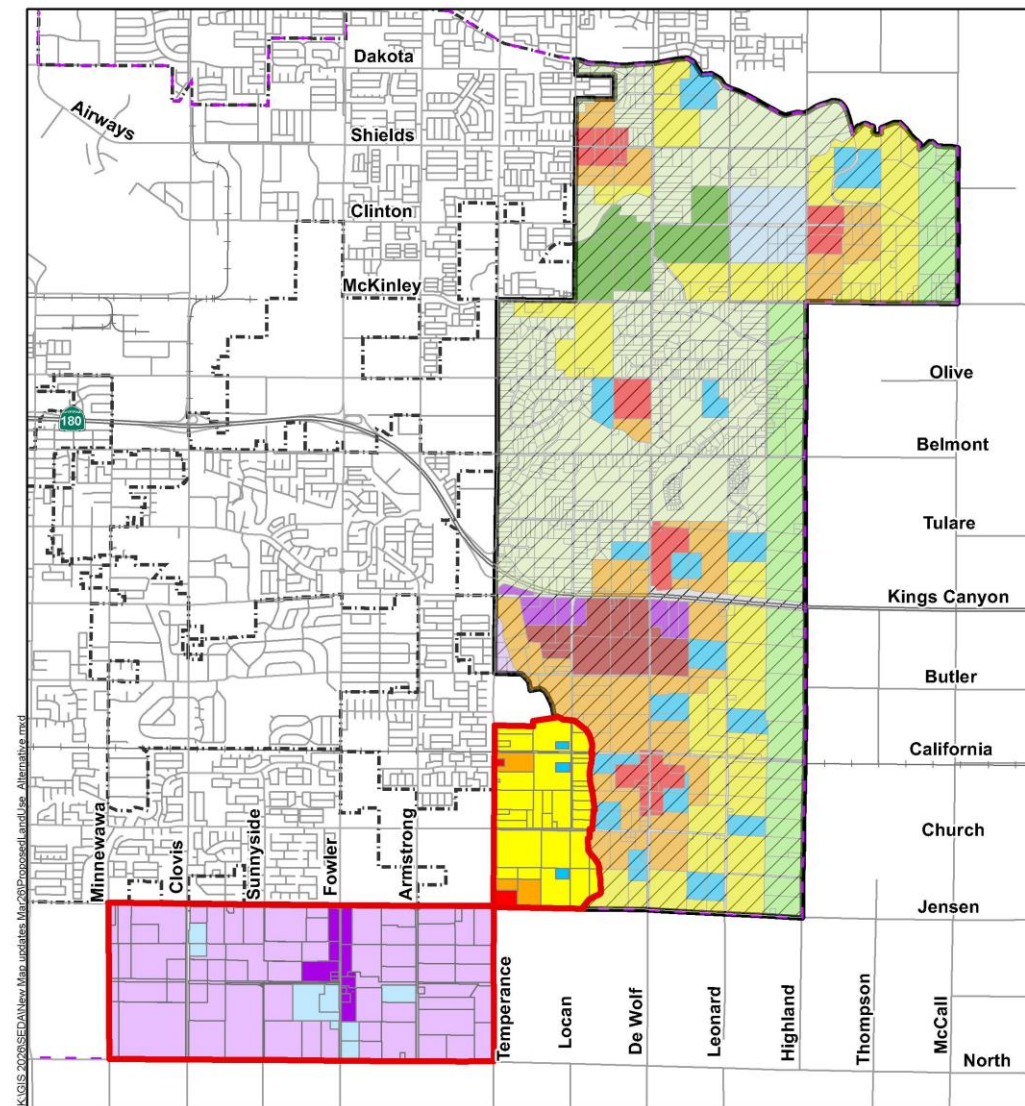
- Results in greater farmland conservation
- Conserves a total of 648.61 acres of farmland



Source: ESRI Aerial Imagery, CA Department of Conservation Fresno County 2018

# Selection of Modified EIR Alternative No. 2

- Modified version of Alternative 2 selected as proposed land use map
- South SEDA as Phase 1
- Major infrastructure to be installed prior to development
- Development outside of South SEDA not contemplated at time of Plan adoption until certain thresholds have been met



**Modified Consolidated Business Park Alternative Map**

**Legend**

- |                                 |                           |                            |
|---------------------------------|---------------------------|----------------------------|
| Regional Town Center            | Mixed Residential         | South SEDA Plan Area       |
| Community Town Center           | Neighborhood Residential  | Future Reserve Area        |
| Neighborhood Town Center        | Rural Residential         | City Limits                |
| Office Center                   | Rural Cluster Residential | Fresno Sphere of Influence |
| Flexible Research & Development | Institutional             |                            |



Southeast Development Area  
Source: City of Fresno, SEDA Illustrative Plan  
derived from community and stakeholder meetings.

# Planning Process

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# Public Meetings



| Event                                                                                                                                   | Date/time                     | Location                  |
|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|---------------------------|
| In 2021, over 20 stakeholder interviews were held with community advocates, local business owners, property owners, and agency leaders. |                               |                           |
| Public Meeting #1                                                                                                                       | Tuesday, May 3, 2022, 6:00pm  | Simonian Farms            |
| Public Meeting #2                                                                                                                       | Tuesday, May 17, 2022, 6:00pm | Sequoia Elementary School |
| Public Meeting #3                                                                                                                       | Tuesday, May 31, 2022, 6:00pm | Simonian Farms            |
| Listening Session                                                                                                                       | Tuesday, June 14, 2022        | Sequoia Elementary School |
| Summer Drop-in #1                                                                                                                       | Monday, July 23, 2023         | Hmong Alliance Church     |
| Summer Drop-in #2                                                                                                                       | Thursday, July 27, 2023       | Sequoia Elementary School |
| Summer Drop-in #3                                                                                                                       | Saturday, August 12, 2023     | Young Elementary School   |
| Zoom Webinar                                                                                                                            | Wednesday, August 16, 2023    | Zoom                      |
| City Council Workshop                                                                                                                   | Thursday, May 1, 2025         | Fresno City Hall          |
| City Council Workshop                                                                                                                   | Thursday, November 6, 2025    | Fresno City Hall          |
| Planning Commission                                                                                                                     | Wednesday, November 19, 2025  | Fresno City Hall          |
| City Council                                                                                                                            | Thursday, December 18, 2025   | Fresno City Hall          |

# Public Comment



- Public comments were received in-person at all public workshops and during EIR comment periods
- Most recurring Specific Plan and EIR comments include:
  - Specific Plan Comments:
    - Annexation/City service requirements
    - Land use changes on private property
    - Fiscal impacts
  - EIR Comments:
    - Air quality and greenhouse gas emissions
    - Water resources
    - Agricultural resources

# Planning Commission & City Council Direction (2025)



- Planning Commission – November 19, 2025
  - Recommended certification of the EIR and approval of the Specific Plan with the following amendments:
    - Incorporate Environmental Alternatives 2 (Consolidated Business Park) and Alternative 3 (Farmland Conservation)
- City Council – December 18, 2025
  - Referred item back to staff with the following revisions:
    - Provide updated fiscal analysis
    - Evaluate and select modified consolidated Business Park Alternative
    - Establish development thresholds and phasing

# Revisions to Specific Plan



- Selection of Council-directed modified Consolidated Business Park Alternative
- South SEDA as Phase 1
- Thresholds and phasing
- Policy revisions

# Thresholds and Phasing



- Phased approach: South SEDA as Phase 1
- Thresholds for future development
- Selection of Future Reserve Areas
- Supplemental EIFD and fiscal analysis prior to development in Future Reserve Areas
- Voter referendum to approve next phase of development in Future Reserve Area

# Revisions to Environmental Impact Report



- Council-directed selection of Consolidated Business Park Alternative with modifications
- Review of EIR to ensure modifications fell within scope of current EIR
- EIR updated to identify the modified Consolidated Business Park Alternative as preferred land use map

# Next Steps

- Planning Commission hearing on Specific Plan and EIR: August 19<sup>th</sup>, 2026

# Questions

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