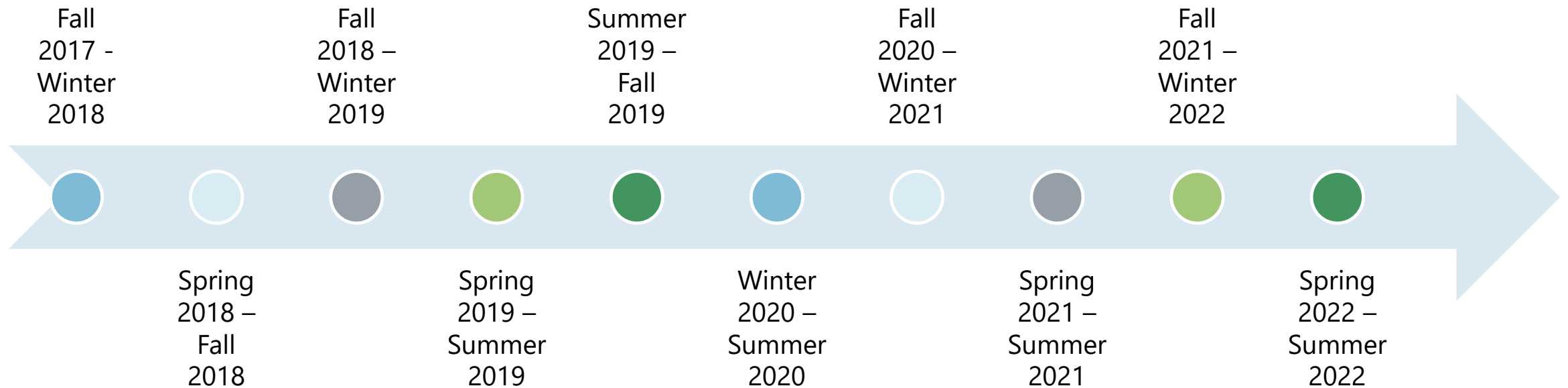


SOUTH CENTRAL SPECIFIC PLAN

UPDATE – SEPTEMBER 29, 2022



STATUS UPDATE - TIMELINE



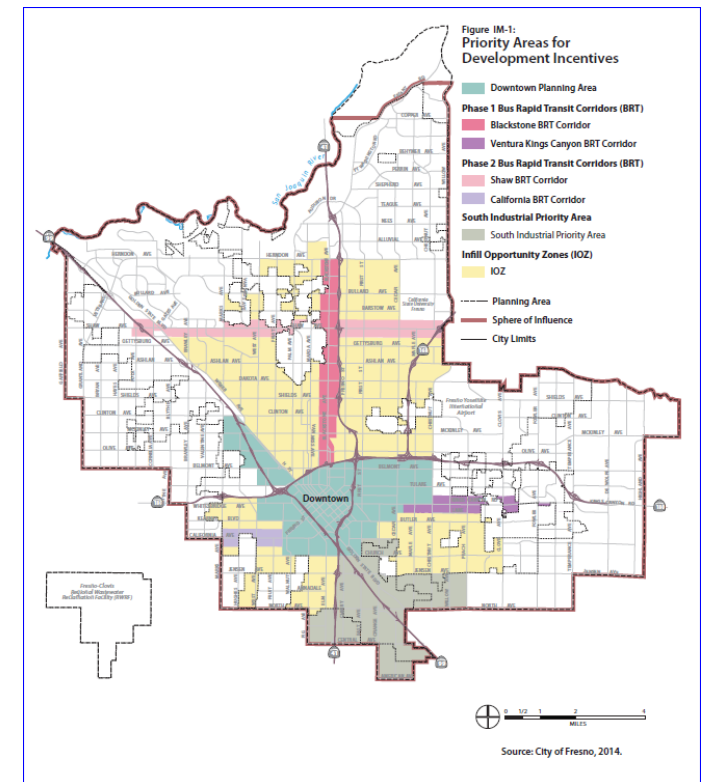
PRIOR TO INITIATION

FALL 2017 – FALL 2018

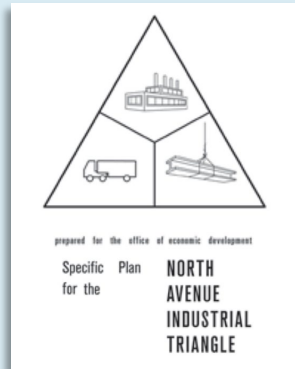
- Approval of D-15-109
 - Development Permit to create an industrial business park
 - Up to 7 buildings
 - Sizes ranging from 124,200 sqft to 1 million sqft
- Project Appealed and Upheld by City Council
- Project Challenged
- Period of Negotiations
- Project Entitlement Revoked by City Council

INITIATION OF SPECIFIC PLANNING PROCESS FALL 2018 – FALL 2019

- General Plan – Figure IM-1: Priority Areas for Development Incentives
- Evaluate and Analyze Cumulative Impacts of “Full Buildout”
- Selection of Ascent Environmental to complete EIR
- Publication of Drafts of Cumulative Planning Documents
- Public Open Houses
- Scoping Meeting
- Technical Studies commenced

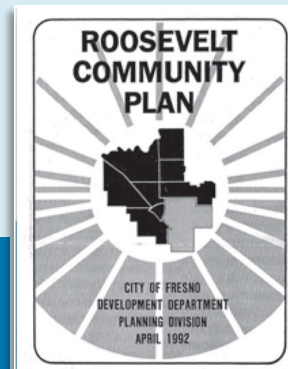


FOUNDATIONAL PLANS

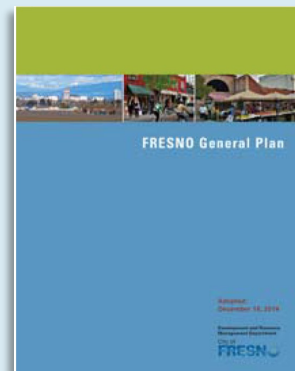


North Avenue Industrial Triangle Specific Plan (1973)

Roosevelt Community Plan (1992)

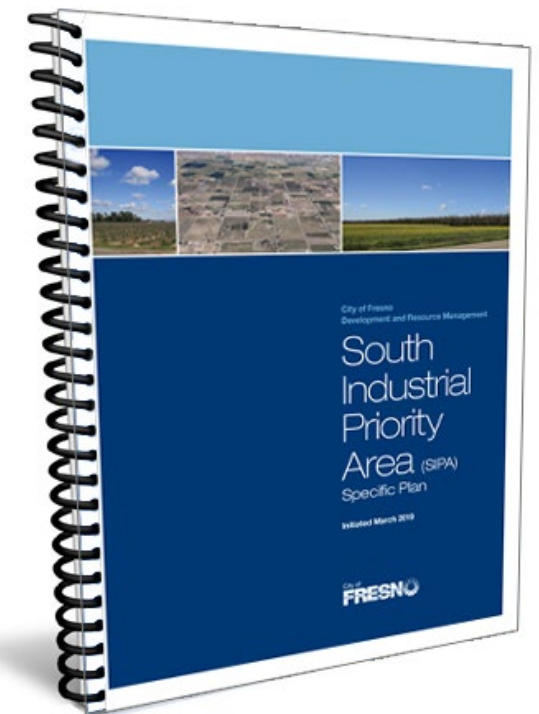
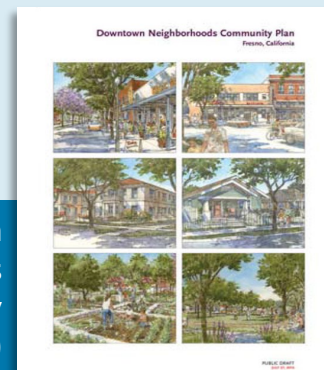


Southwest Fresno Specific Plan (2017)



Fresno General Plan (2014)

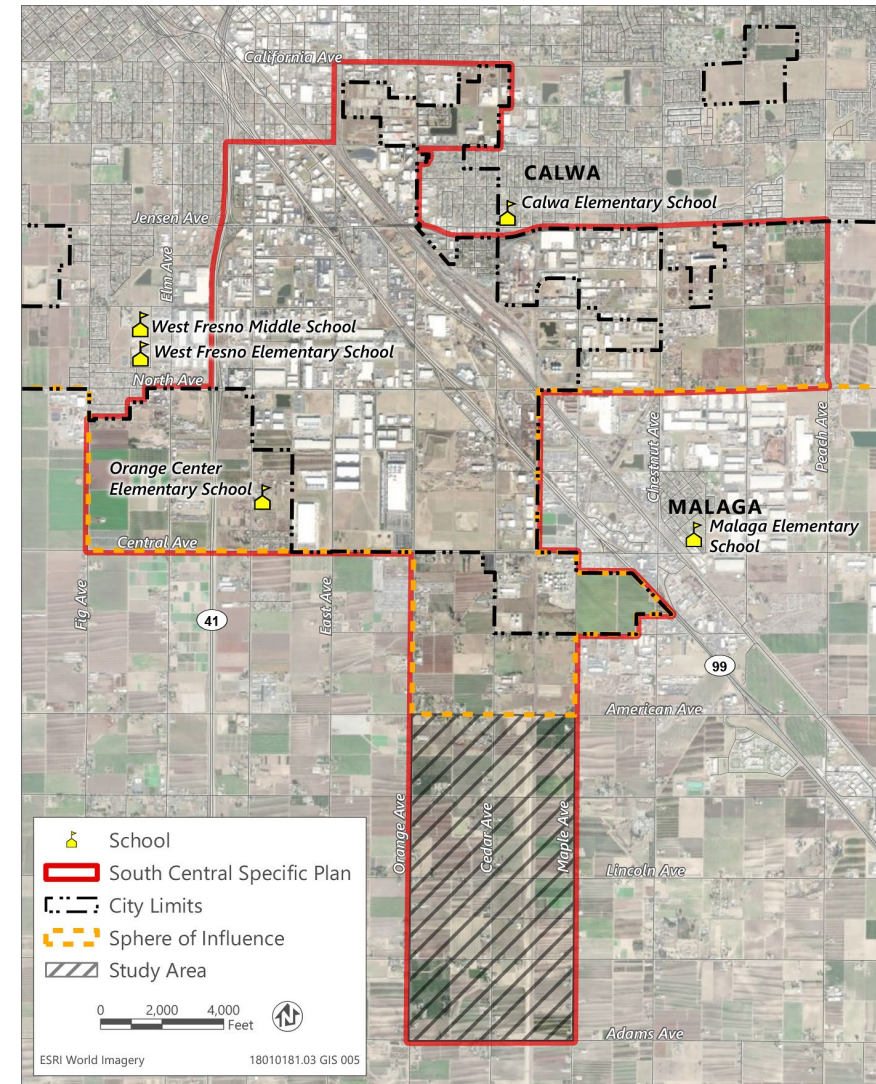
Downtown Neighborhoods Community Plan (2016)



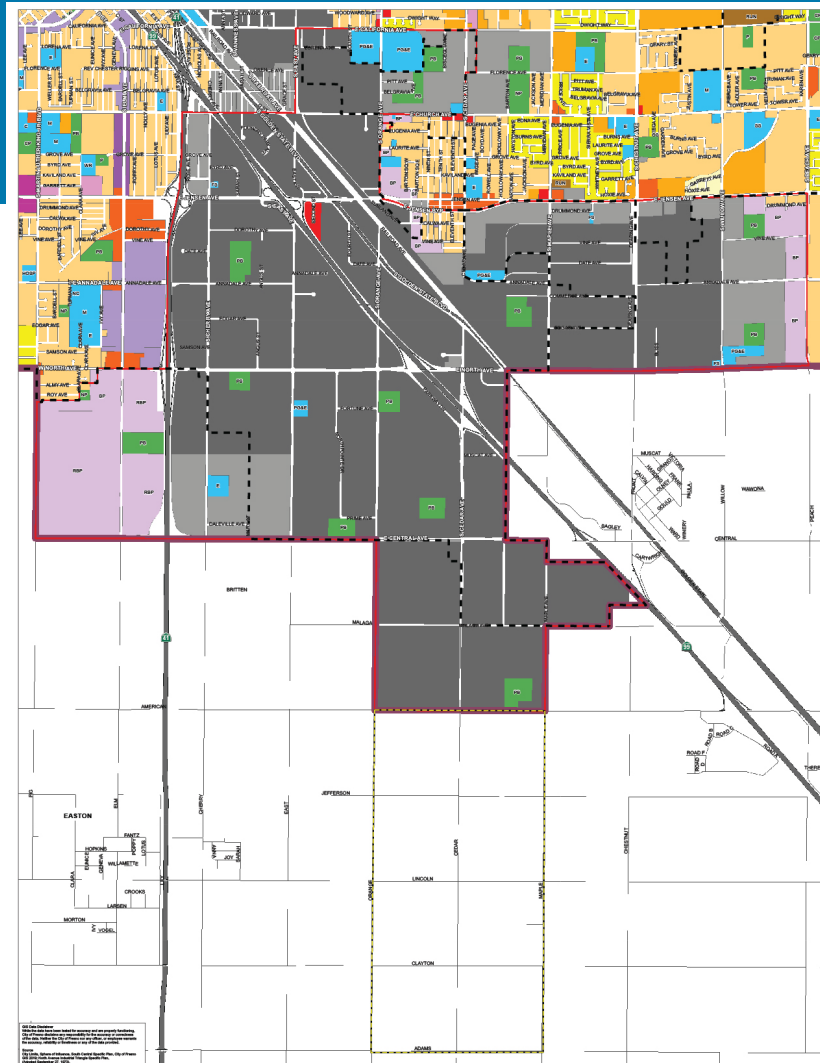
Draft South Industrial Priority Area Specific Plan (March 2019)

ORIGINAL SOUTH CENTRAL SPECIFIC PLAN AREA

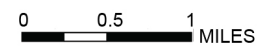
- Encompasses the south industrial priority area
- 6,150-acre area, including 1,208 acres in unincorporated county
- Approximately 630 businesses and almost 13,000 jobs
- 1 school and 460 homes within the plan area
- Communities of Malaga and Calwa are located just outside the plan area



- Predominantly industrial due to its proximity to the railroad and highways
- Businesses include manufacturing, recycling, and distribution
- Southern portion of the plan is identified for the HSR maintenance yard
- High levels of poverty and unemployment



RESIDENTIAL	OPEN SPACE
Low Density (1-3.5 D.U./acre)	CP Community Park
Medium Low Density (3.5-6 D.U./acre)	NP Neighborhood Park
Medium Density (5.0-12 D.U./acre)	OS Open Space
Medium High Density (12-16 D.U./acre)	P Park
Urban Neighborhood (16-30 D.U./acre)	PB Ponding Basin
COMMERCIAL	PUBLIC FACILITIES
Community	Public/Quasi-public Facility
General	SS Special School
Regional	E Elementary School
EMPLOYMENT	M Middle School
Office	C College
BP Business Park	FS Fire Station
RBP Regional Business Park	HOSP Hospital
Light Industrial	NC Neighborhood Center
Heavy Industrial	PG&E PG & E Substation
MIXED USE	WR Water Recharge Basin
Neighborhood Mixed Use	BOUNDARIES
Corridor/Center Mixed Use	South Central Specific Plan
	Study Area
	City Limits
	Sphere Of Influence

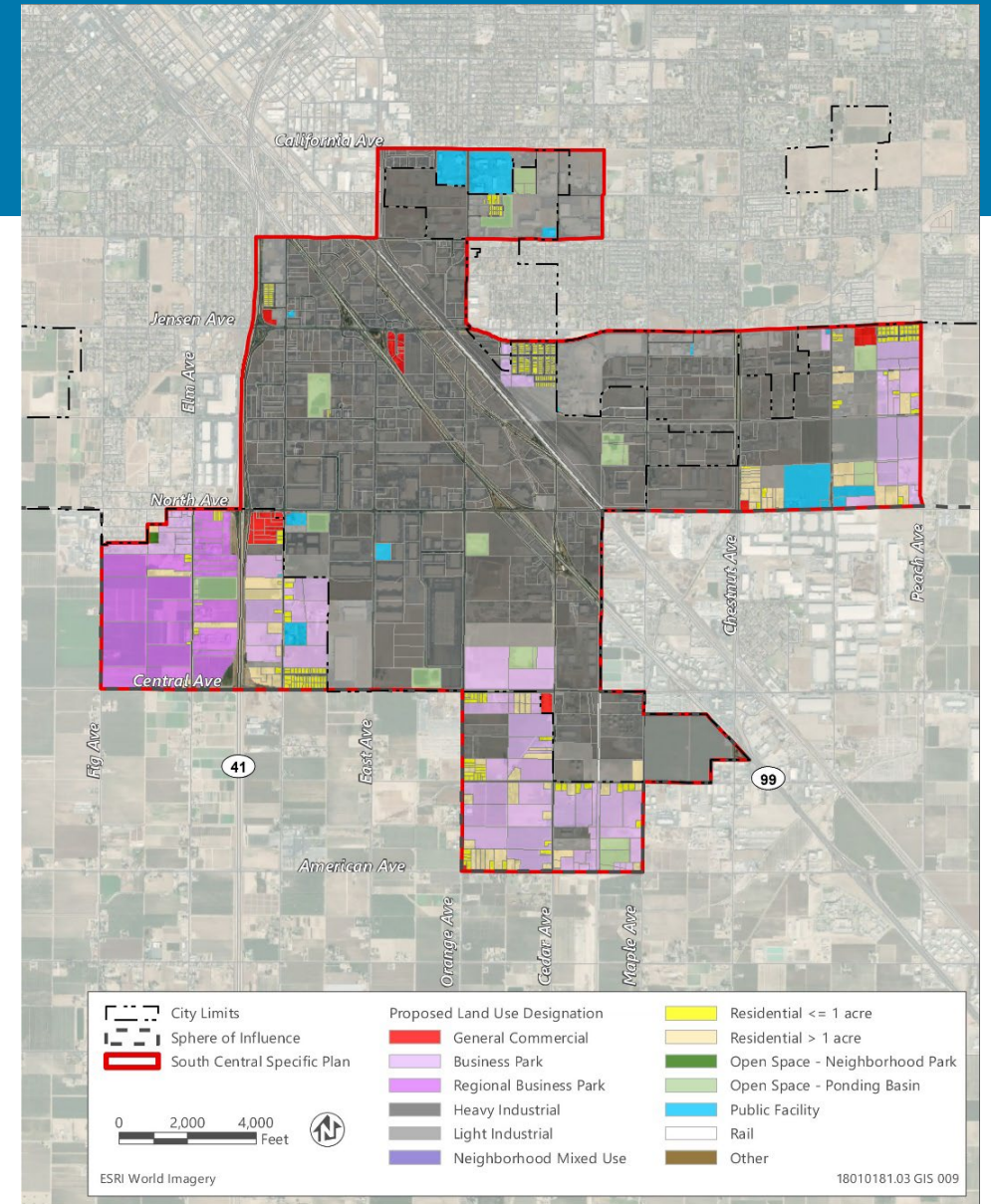


RENAMING OF PLAN TO SOUTH CENTRAL SPECIFIC PLAN FALL 2019 – FALL 2020

- Resolution by City Council to rename Plan to South Central Specific Plan
 - Avoid and minimize adverse impacts to existing sensitive land uses
 - Study standards and procedures for annexation of existing neighborhoods in and near plan area
 - Facilitate and promote economic development that advances community priorities
 - More robust community engagement
- Establishment of two advisory groups
 - Mayor Brand created an ad-hoc advisory committee
 - A resident and stakeholder group
- Public workshops resulting in recommendation of Vision, Guiding Principles and Policies
- Consideration of three alternative land use maps

REVISED DESCRIPTION OF THE SPECIFIC PLAN AREA

- Plan Area (5,600 acres)
 - Mostly includes acres within the City limits
 - Includes land use designations for business park, industrial, mixed use, open space, park, public use, and residential uses
 - Over half of the plan area is currently developed
- The Specific Plan is intended to:
 - Designate future land uses
 - Consolidate/streamline City processes, policies, and implementing actions
 - Establish a planning framework
 - Establish development standards



OVERARCHING GOAL

GOAL

To maximize economic benefit and job growth for residents, while reducing impacts on the environment and improving quality of life.



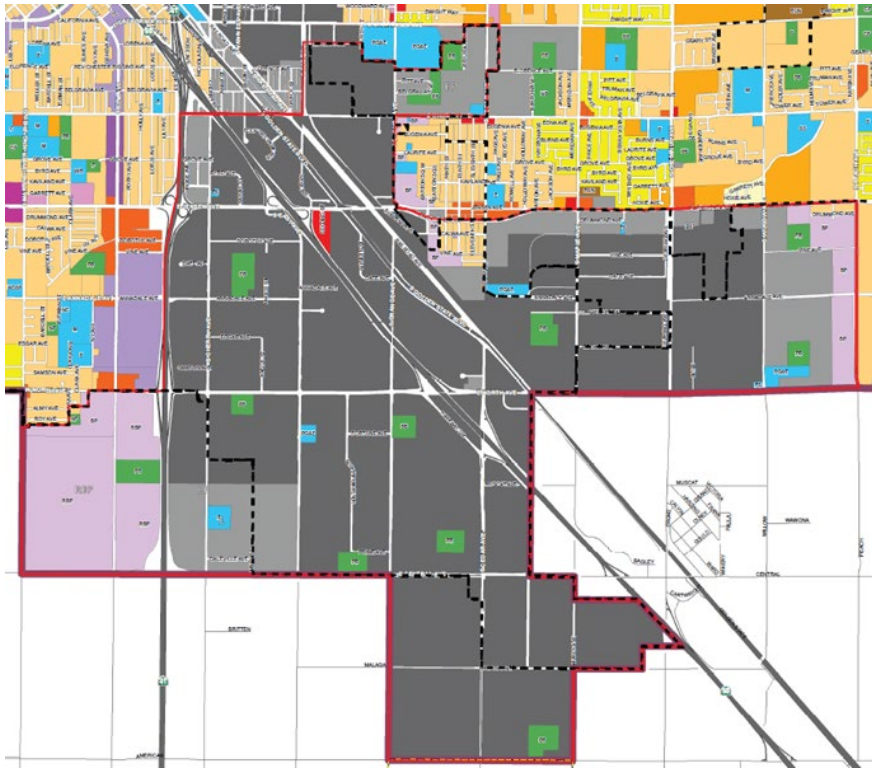
POTENTIAL STRATEGIES

- Expand employment opportunities
 - Number and quality of jobs
- Job/Skills training
- Transportation improvements
- Physical improvements
 - Landscape improvements
 - Buffers
- Development standard modifications
 - Building setbacks

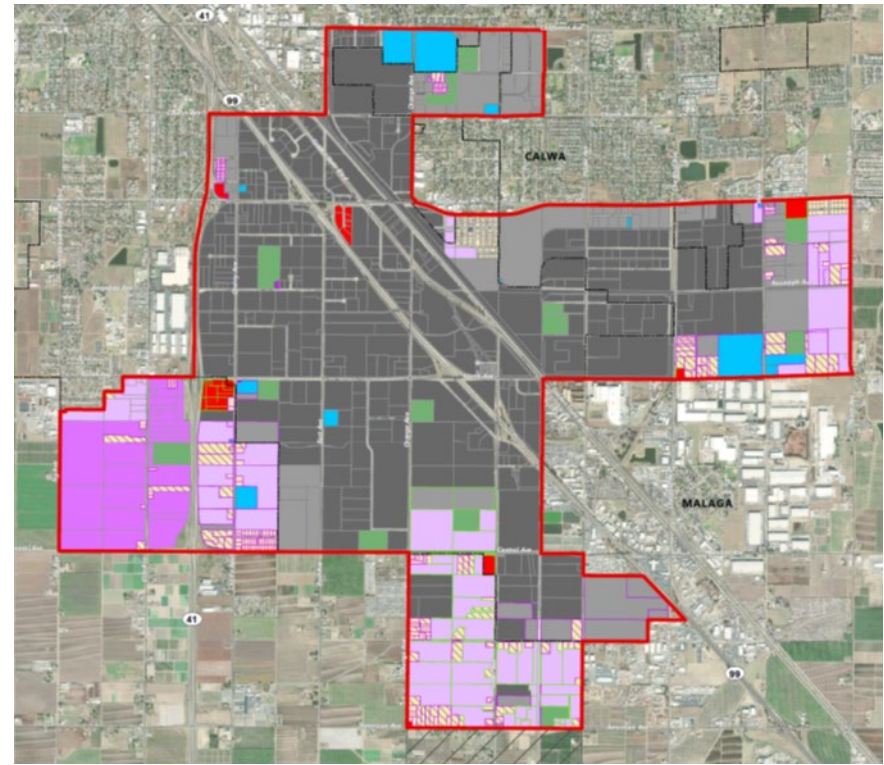
GUIDING PRINCIPLES AND POLICIES

- Being a Good Neighbor. Neighboring uses should develop and participate in a “Good Neighbor” policy to provide neighbors with clear and transparent access to information regarding community development and assist in addressing disputes or concerns.
- High Intensity Land Uses in the Core. New development should be located so that heavy industrial and other high intensity uses are located away from existing residential uses and other sensitive uses.
- Diverse Employment. Development creates a diverse aggregation of employment opportunities, including an accessible and resilient employment zone.
- Buffers for Existing Residential. Water efficient landscape buffers should be established adjacent to existing residential uses to reduce impacts on the community.
- Avoid Environmental and Neighborhood Impacts. Existing development trends and circulation patterns should be considered to avoid potential environmental and neighborhood impacts.
- Highways 99 and 41 as Gateways. Highways 99 and 41 should be transformed as gateways into the City. Landscaping and architectural design can improve the visual quality when entering into the plan area.

LAND USE CONCEPTS



EXISTING PLANNED LAND USE



STAFF RECOMMENDATION

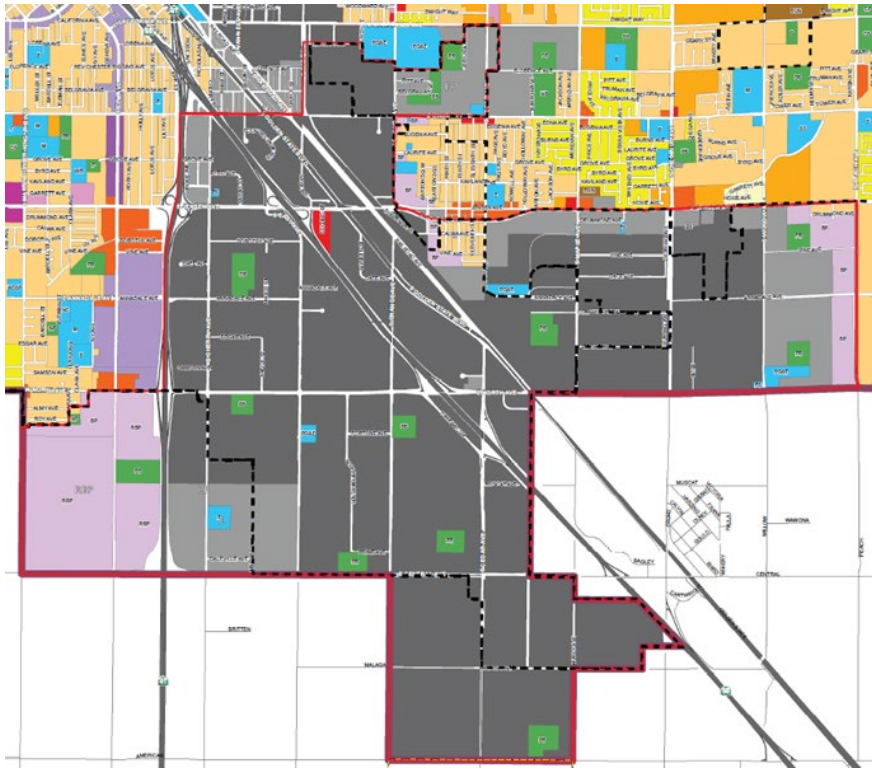
LAND USE ANALYSIS

Land Use Acreage Comparison - September 1, 2020

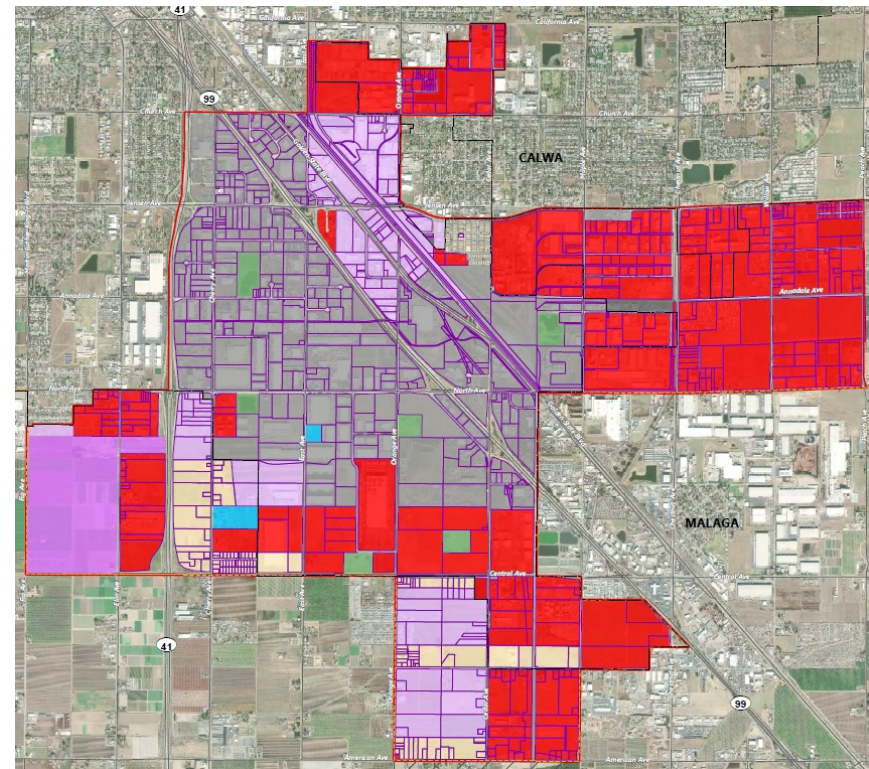
Land Use	Existing General Plan	Staff Recommendation	City Undeveloped Land	SOI Undeveloped Land
Commercial	10	47.55	9.45	19.89
Business Park	152	665.94	64.02	497.37
Regional Business Park	351	336.13		250.22
Heavy Industrial	3482	2641.58	475.19	100.14
Light Industrial	674	730.04	194.92	80.23
Neighborhood Mixed Use	0.25	0.25		
Residential <= 1 acre	85	104.42	0.37	6.09
Residential > 1 acre		165.72		20.80
Public	100	151.66	5	48.49
Ponding Basin	157	147.85	22.41	30.51
Rail	41	25.09		
Total	5052	5016.23	771.36	1053.74

Note: Acreage calculations are approximate and may vary due to rounding.

LAND USE CONCEPTS

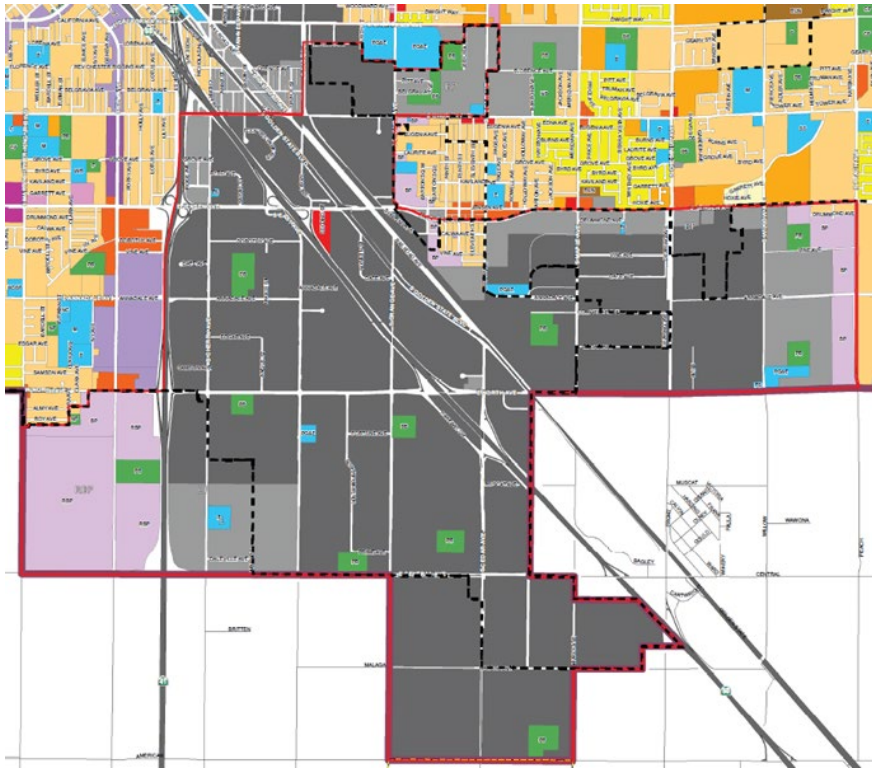


EXISTING PLANNED LAND USE

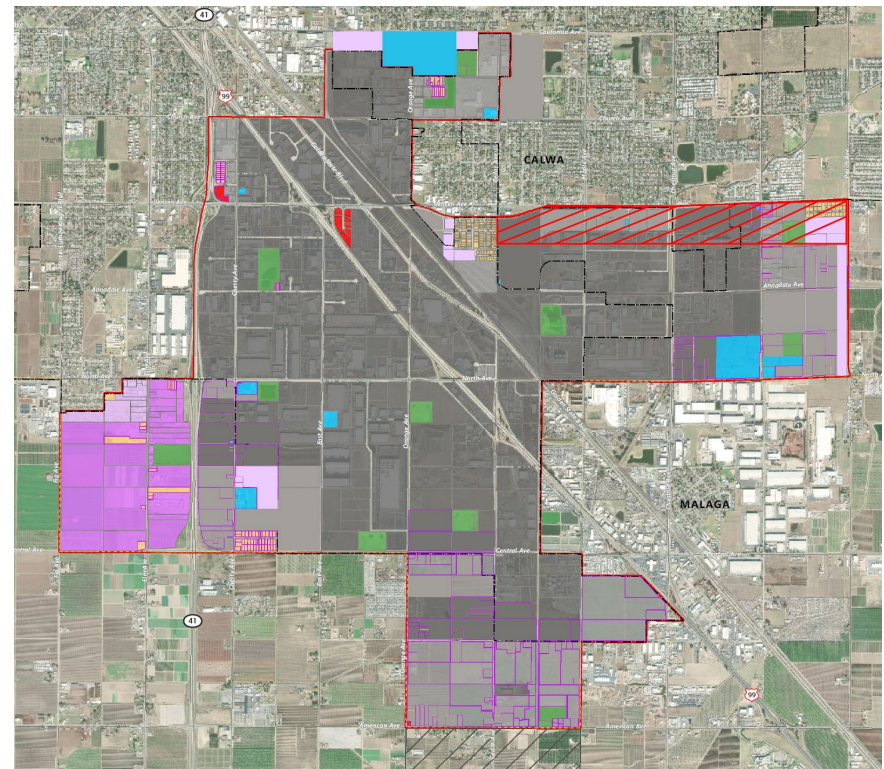


COMMUNITY RECOMMENDATION

LAND USE CONCEPTS



EXISTING PLANNED LAND USE



BUSINESS RECOMMENDATION

APPROXIMATE LAND USE ACREAGE COMPARISON

Land Use Map Comparison

	Existing General Plan	Community Recommendation	Business Recommendation	Staff Recommendation
Commercial	10	2105	12	45
Business Park	152	600	42	751
Regional Business Park	351	248	341	341
Heavy Industrial	3482	22	3037	2635
Light Industrial	674	1468	1080	642
Residential	85	234	24	214
Public	100	26	78	61
Ponding Basin	157	78	148	148
Rail	41	14	25	25

PLAN COMPONENTS TO BE EVALUATED IN EIR FALL 2020 – FALL 2021

- Evaluation of changes to the EIR preparation were discussed first with Mayor Brand and later with City Manager Esqueda
- Discussions with Mayor Brands ad-hoc committee regarding the three land use maps and comparative policies and regulations
- Extension of Ascent contract for time and minor tasks
- Direction to evaluate all three alternatives and revise contract

REVISIONS TO EIR CONTENT AND ADDITIONAL STUDIES

FALL 2021 – FALL 2022

- To accomplish a review of three alternative prior to re-initiating the EIR, additional studies were needed
 - Full build out capacity on each parcel for all three alternatives
 - Reasonable capacity based upon objective market criteria
 - Sewer capacity analysis
- A draft specific plan document to include all three alternatives including design criteria
- Updated and revised contract with Ascent to accomplish the following:
 - Re-evaluate the initial technical studies commenced in 2019
 - Complete a traditional CEQA EIR based on a preferred land use alternative and three alternatives
- Sixth Amendment to Ascent Environmental contract will be considered on October 13, 2022



THANK YOU

FOR MORE INFORMATION PLEASE VISIT: WWW.FRESNO.GOV/SCSP

