

Exhibit AA
PowerPoint Presentation

South Central Specific Plan

Fresno City Council

December 5, 2024

In-Person & Virtual Meeting

City Council Chambers



Introduction

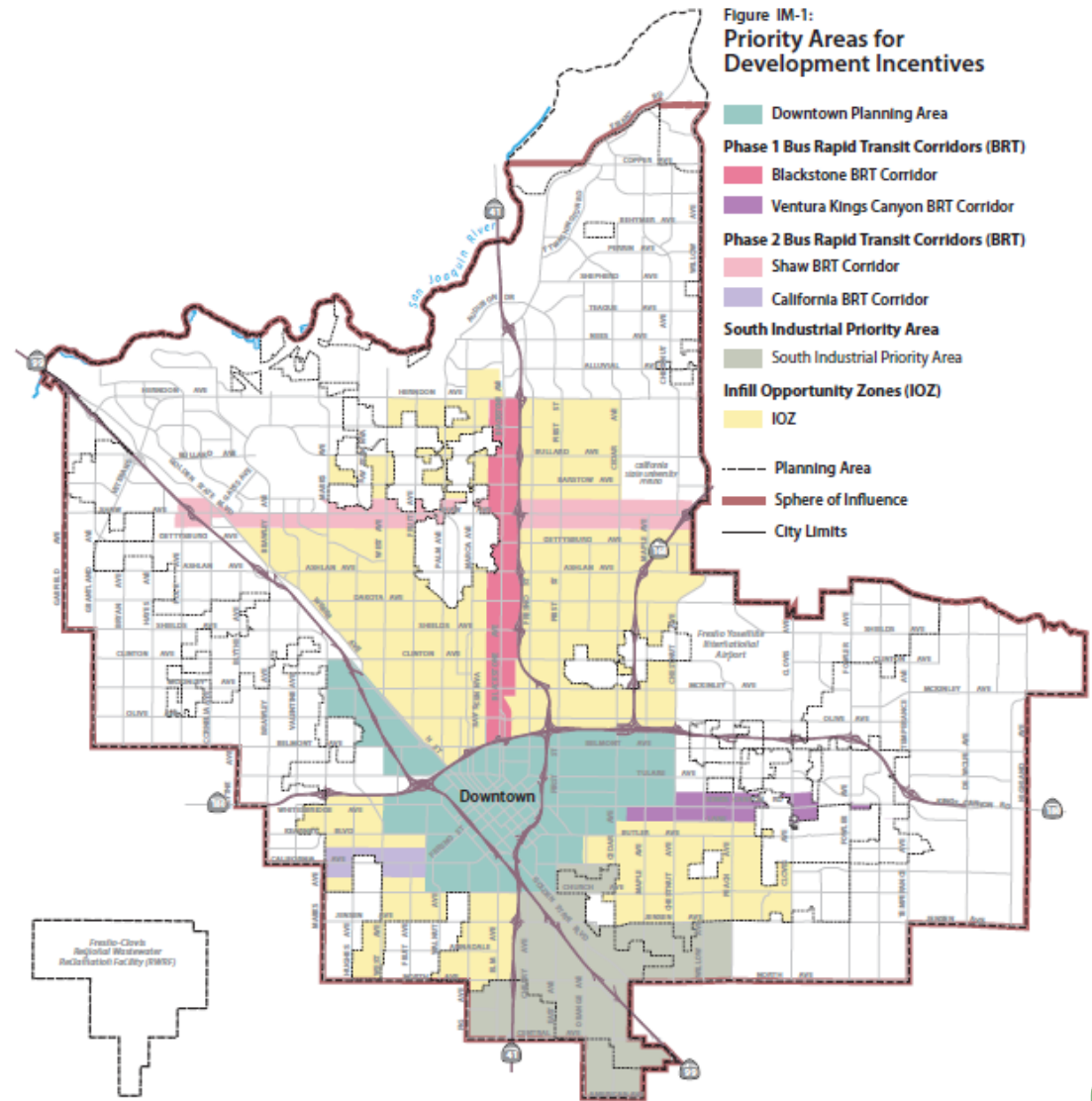
Presentation Outline

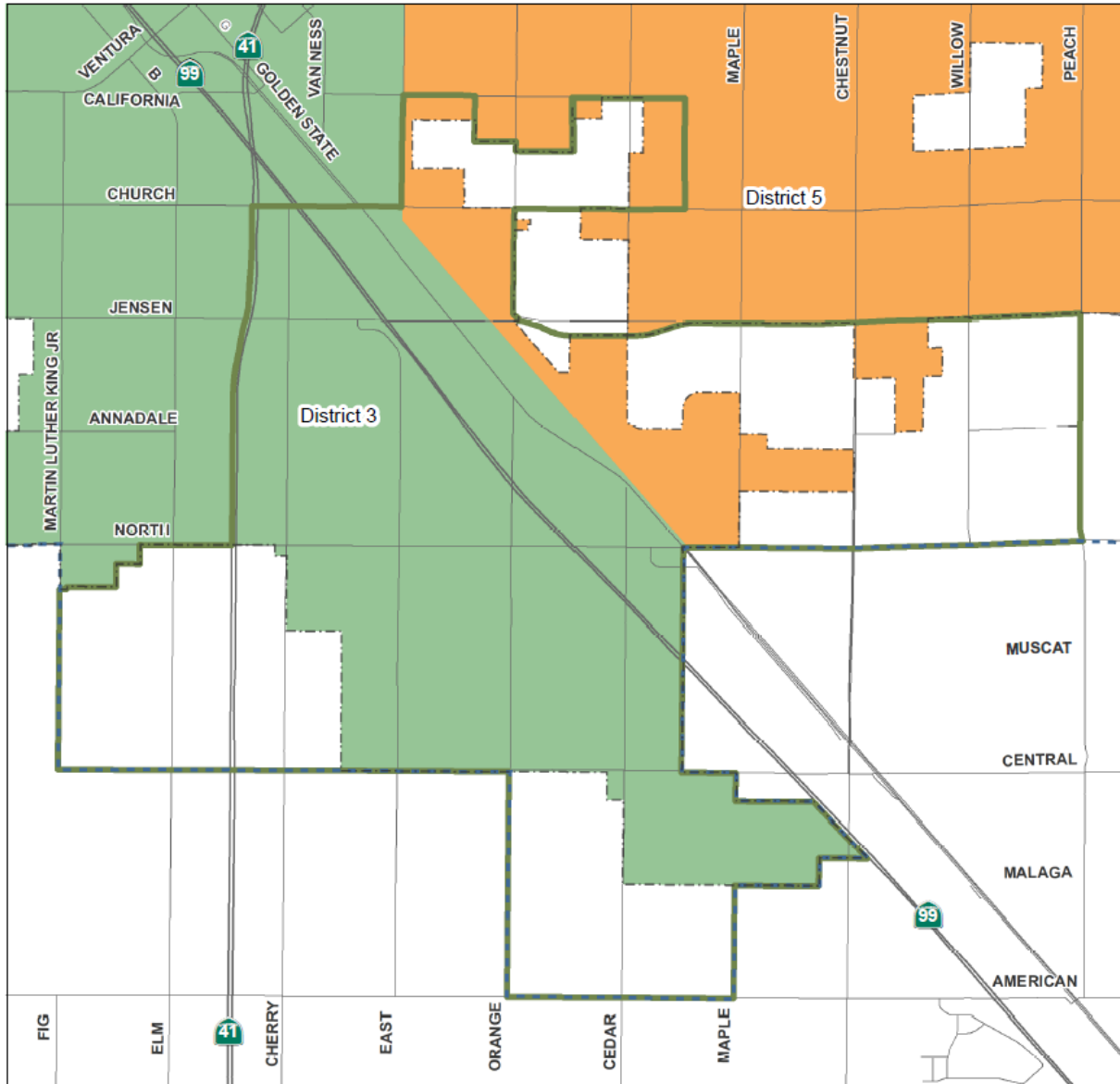
1. Background
2. Outreach & Engagement
3. Plan Overview
4. Environmental Impact Report
5. Public Comment
6. Land Use Change Requests
7. Recommendations

1. Background

Purpose

- Implement Council Resolution 2019-235
- Balance economic benefit, environmental impacts and quality of life
- Refine the Fresno General Plan for the South Industrial Priority Area





South Central Specific Plan Boundary with Council Districts

- District 3
 - District 5
 - Fresno Sphere of Influence
 - Fresno City Limits
 - South Central Specific Plan Boundary
- 5,567 acres within the Plan Area
- 57% within Fresno City
- 43% within Fresno County

Planning History

1973: North Avenue Industrial Triangle Specific Plan adopted

1992: Roosevelt Community Plan adopted

2014: Fresno General Plan adopted

2019 (Spring): South Industrial Priority Area planning process began including outreach activities

2019 (Fall): City Council Resolution 2019-235 adopted – redirecting planning efforts and renamed the plan to South Central Specific Plan

2020 - 2021: Stakeholder, community, and Advisory Committee meetings

2022: Market Study and Hydraulic Analysis

2023: Plan and Environmental Impact Report (EIR) drafted

2024: Revised Plan and Final EIR released, Open House held, Planning Commission and City Council consideration

City Council Resolution 2019-235

1. Incorporate reductions in the zoning intensity of undeveloped lands near sensitive uses* to provide buffers to protect sensitive uses from adverse impacts from more intense land uses in a manner that reflects stakeholder input;
2. Include new land use designations, policies, and implementation actions specific to the plan area and incorporate relevant environmental mitigation measures reflective of community input and the analysis prepared for the Environmental Impact Report; and
3. Facilitate and promote economic development that advances community priorities relating to industry type, employment opportunities, job quality, and community benefits.

*Sensitive uses in this Plan include residences, schools, religious institutions, playgrounds, childcare centers, hospitals, retirement homes, and convalescent homes.

2. Outreach & Engagement

Outreach

- Email
- Direct mail
- Flyers
- Social media
- Webpage
- Legal notices

Engagement

- Community Workshops (7)
- Stakeholder Interviews (8)
- Advisory Committee Meetings (8)
- Open House (1)

Key Takeaways

- Community/Stakeholder Concerns and Solutions
- Vision, Guiding Principles, and Policies
- Land Use Map
- Development Standards

3. Plan Overview

Chapters

1. Introduction
 2. Planning Process & Community Engagement
 3. Vision, Guiding Principles & Policies
 4. Land Use
 5. Development Standards
 6. Circulation
 7. Public Facilities & Infrastructure
 8. Implementation
- Glossary and Appendices



Vision

The South Central Specific Plan Area is characterized by development that maximizes economic benefit with job growth for residents, while reducing impacts on the environment, and improving quality of life.

Guiding Principles

1. Being a Good Neighbor
2. High Intensity Land Uses in the Core
3. Diverse Employment
4. Buffers for Existing Residents
5. Avoid Environmental and Neighborhood Impacts
6. Highways 99 and 41 as Gateways.

Goals & Policies

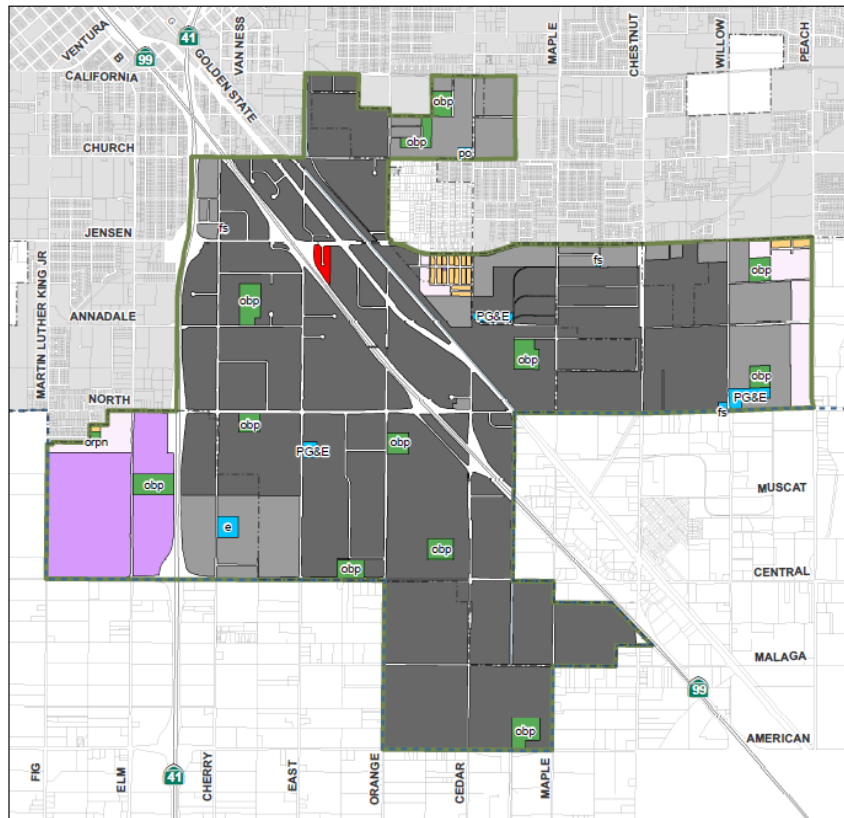
71 Policies:

- 13 covering transportation improvements
- 35 addressing air quality and environmental impacts
- 23 regarding employment/community development

Land Use Vision Consistent with Council Resolution 2019-235

1. Existing residential receives residential land use designation
2. Creates land use buffers between intensive land uses and sensitive uses
3. Adds Commercial (retail) and Business Park (office) in line with Market Study
4. Reduces Heavy Industrial by 17%

Existing General Plan Land Use Map



RESIDENTIAL

Medium Density

COMMERCIAL

General

EMPLOYMENT

Business Park

Regional Business Park

Light Industrial

Heavy Industrial

MIXED USE

Neighborhood Mixed Use*

OPEN SPACE

Ponding Basin (obp)

Neighborhood Park (orpn)

PUBLIC FACILITIES

Public Facility (pf)

Elementary School (e)

PG&E Substation (PG&E)

Fire Station (fs)

Post Office (po)

UNDESIGNATED

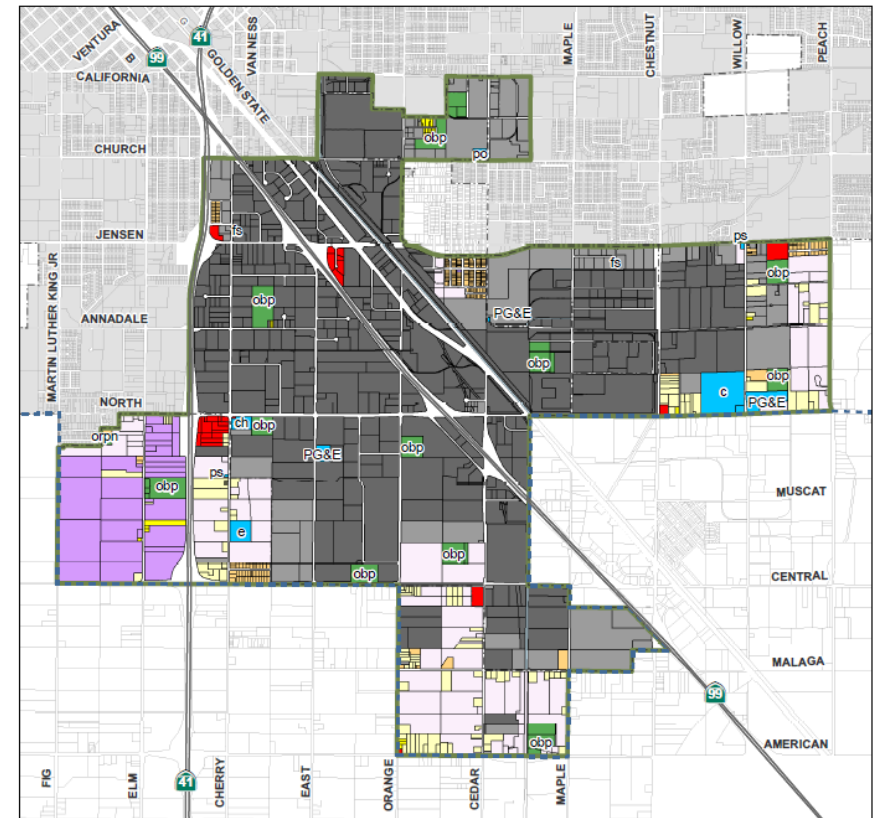
Rail

Fresno Sphere of Influence

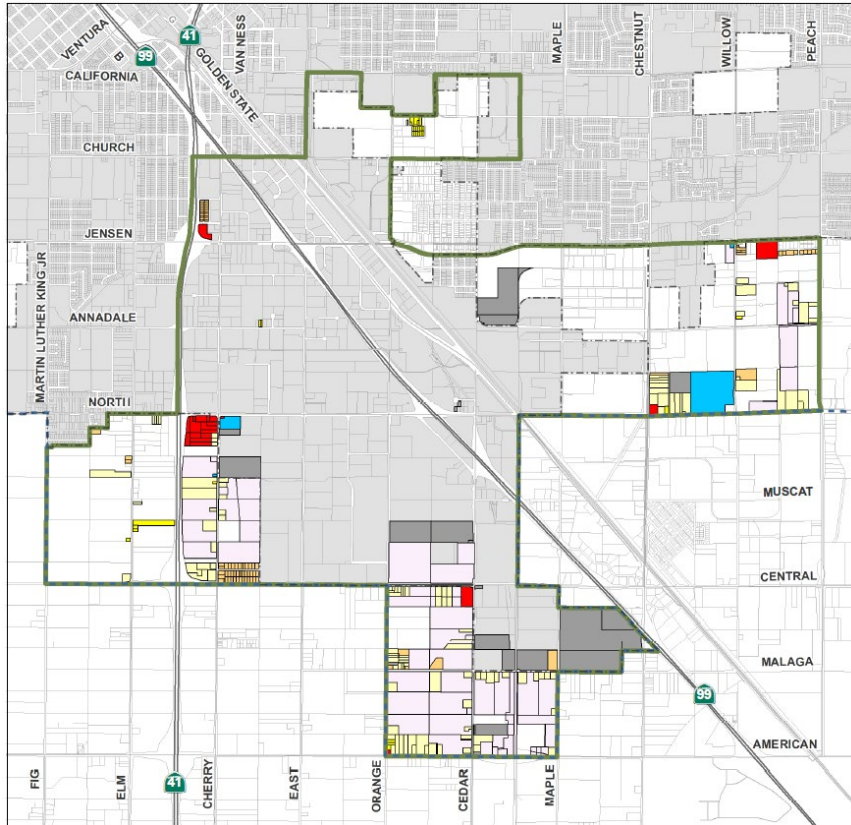
Fresno City Limits

South Central Specific Plan

Proposed Specific Plan Land Use Map



Proposed Changes to the Existing General Plan Land Use Map



Legend

RESIDENTIAL

- Low Density
- Medium Low Density
- Medium Density

EMPLOYMENT

- Business Park
- Light Industrial

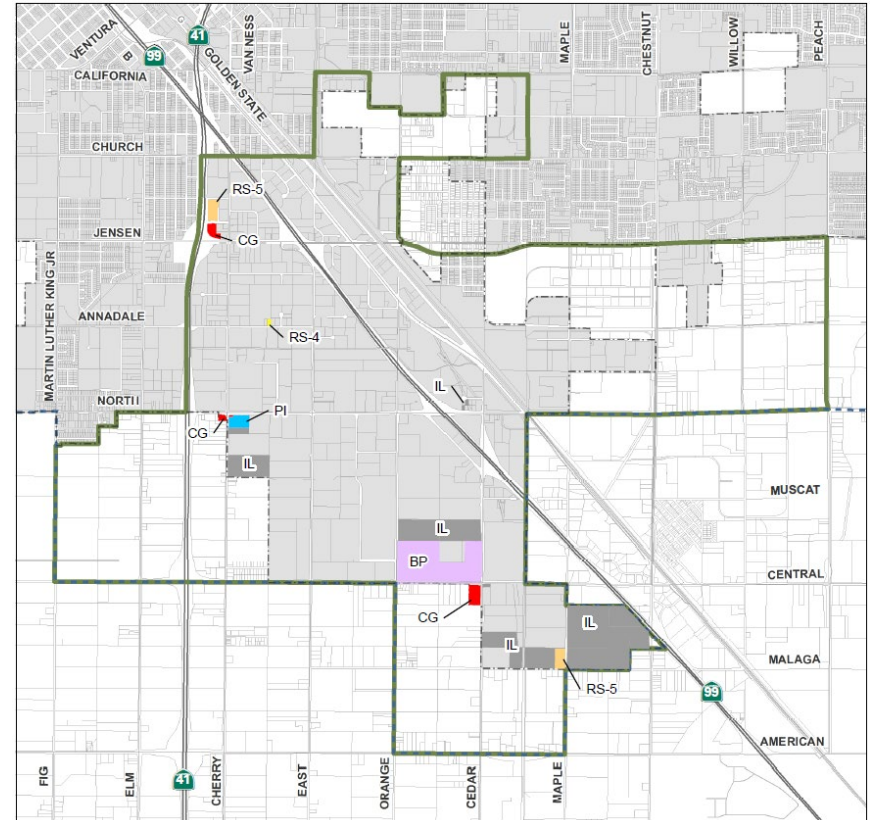
PUBLIC FACILITIES

- Public Facility

COMMERCIAL

- General

Proposed Changes to the Zoning Map



Legend

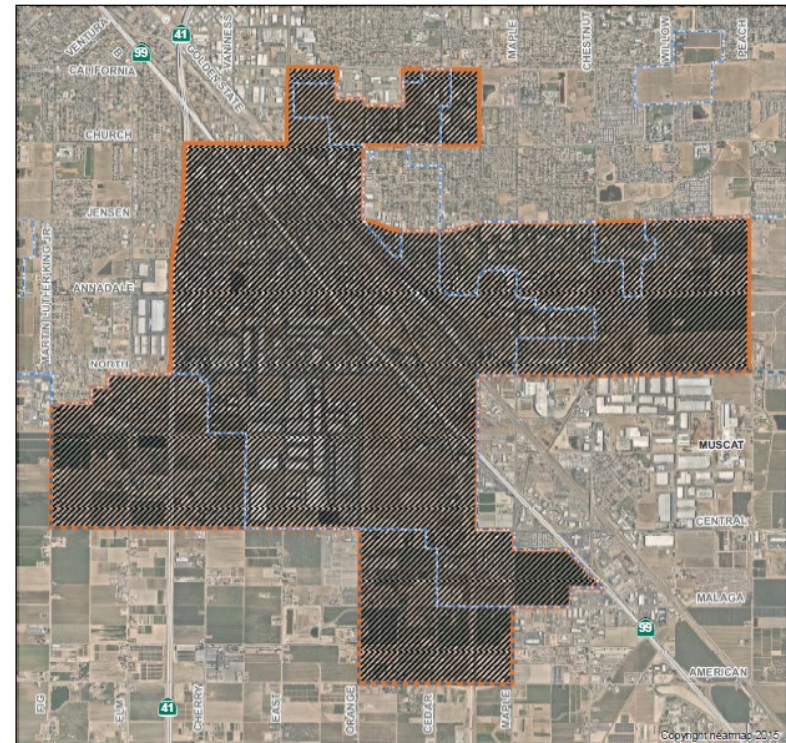
Zoning Districts

- RS-4 - Residential Single-Family, Medium Low Density
- RS-5 - Residential Single-Family, Medium Density
- CG - Commercial General
- BP - Business Park
- IL - Light Industrial
- PI - Public and Institutional





Development Regulations Consistent with Council Resolution 2019-235

South Central Overlay Zone





1. Prohibited Uses
2. Prohibited Uses within 1,000 feet of a Sensitive Use
3. Uses requiring Conditional Use Permit within 1,000 feet of a sensitive use
4. Building setback standards applying to specified uses adjoining a sensitive use
5. Standards for buildings that face a collector or arterial street
6. Additional standards for Warehouse Storage and Distribution Uses




Legend

-  South Central Overlay Zone
-  Fresno Sphere of Influence
-  Fresno City Limits
-  South Central Specific Plan (SCSP)


1,000-foot Buffer of Sensitive Uses

-  1,000 Foot Buffer of Sensitive Uses
-  Fresno Sphere of Influence Fresno
-  City Limits
-  South Central Specific Plan


RESIDENTIAL


 Medium Density


COMMERCIAL


 General

EMPLOYMENT


 Business Park

 Regional Business Park


 Light Industrial


 Heavy Industrial

MIXED USE


 Neighborhood Mixed Use*


OPEN SPACE


 Ponding Basin (obp)


 Neighborhood Park (orpn)


PUBLIC FACILITIES

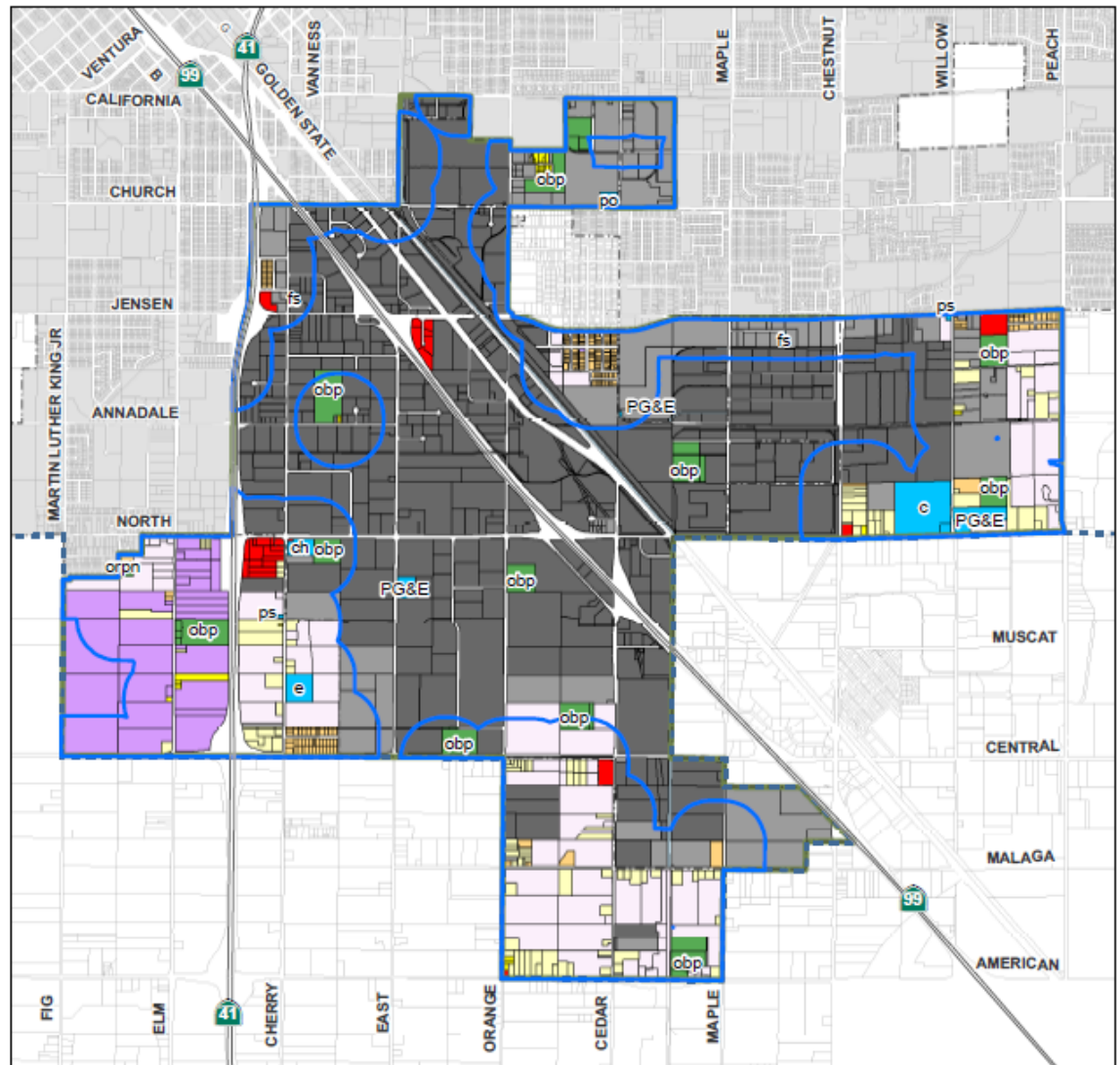
 Public Facility (pf)

 Elementary School (e)

 PG&E Substation (PG&E)

 Fire Station (fs)

 Post Office (po)



South Central
Specific Plan



4. Environmental Impact Report

Environmental Impact Report

- Program-Level EIR
- Initial Notice of Preparation (NOP): July 8, 2019
- Revised NOP recirculated: April 14, 2021
- Public Scoping Meetings: July 8, 2019, and April 6, 2021
- Circulation of Draft EIR: May 31 – July 30, 2024
 - 32 comments received
- Final EIR released on November 13, 2024

Impact Areas Analyzed

- Aesthetics
- Agriculture and Forestry Resources
- Air Quality
- Biological Resources
- Cultural and Tribal Cultural Resources
- Energy
- Geology, Soils, and Mineral Resources
- Greenhouse Gas Emissions and Climate Change
- Hazards and Hazardous Materials
- Hydrology and Water Quality
- Land Use and Planning
- Noise
- Population and Housing
- Public Services and Recreation
- Transportation and Circulation
- Utilities and Service Systems

Impact Areas with Mitigation Measures

63 total mitigation measures

Impact areas for which mitigation measures are recommended:

- Aesthetics
- Agriculture and Forestry Resources
- Air Quality
- Biological Resources
- Cultural and Tribal Cultural Resources
- Energy
- Geology, Soils, and Mineral Resources
- Greenhouse Gas Emissions and Climate Change
- Hazards and Hazardous Materials
- Noise
- Utilities and Service Systems

Impact areas for which mitigation measures are not recommended:

- Hydrology and Water Quality
- Land Use and Planning
- Population and Housing
- Public Services and Recreation
- Transportation and Circulation

Significant and Unavoidable Impacts

- Aesthetics
- Agriculture and Forestry Resources
- Air Quality
- Cultural and Tribal Cultural Resources
- Greenhouse Gas Emissions and Climate Change
- Noise

See identified mitigation measures in Exhibit S and overriding considerations in Exhibit R.

5. Public Comment

Public Draft Plan and DEIR

- Plan + DEIR released May 31, 2024, for public review
 - Received 5 comment cards from Open House on June 7, 2024
- Comment Period: May 31– July 30, 2024
 - Received 32 comment letters
 - 344 discrete comments, requests, and questions documented
 - 21 land use change requests (3 of which the Plan does not propose to change)

Additional Property Owner Communication

- Letters sent on October 7, 2024, to 300 private property owners informing of proposed land use change. Letter sent with Public Hearing Notice on November 8, 2024, to all property owners in the Plan Area informing of proposed new development standards and upcoming public hearings.
 - Received 33 additional comment letters
 - 45 additional land use change requests (19 of which were not proposed to change)

Final EIR + Revised Draft Plan

- Final EIR released on November 13, 2024, which includes response to comments on the DEIR with comment letters and revisions to the DEIR.
- Plan released November 15, 2024, and incorporates changes to narrative, maps, policies, and definitions. Also provided is a response to comments on the Plan, a redline of the Public Review Draft Plan, and comment letters received after the public review period.

Visit www.fresno.gov/scsp to review these documents

6. Land Use Change Requests

Land Use Change Requests

- 66 Land Use Change Requests
 - 19 of which the Plan does not propose to change – outlined in red
 - 3 in Council District 5
 - 23 in Council District 3
 - 40 in Fresno County
- See Exhibit M

Legend

EMPLOYMENT

- Business Park
- Light Industrial
- Heavy Industrial

PUBLIC FACILITY

- Ponding Basin

COUNCIL DISTRICT

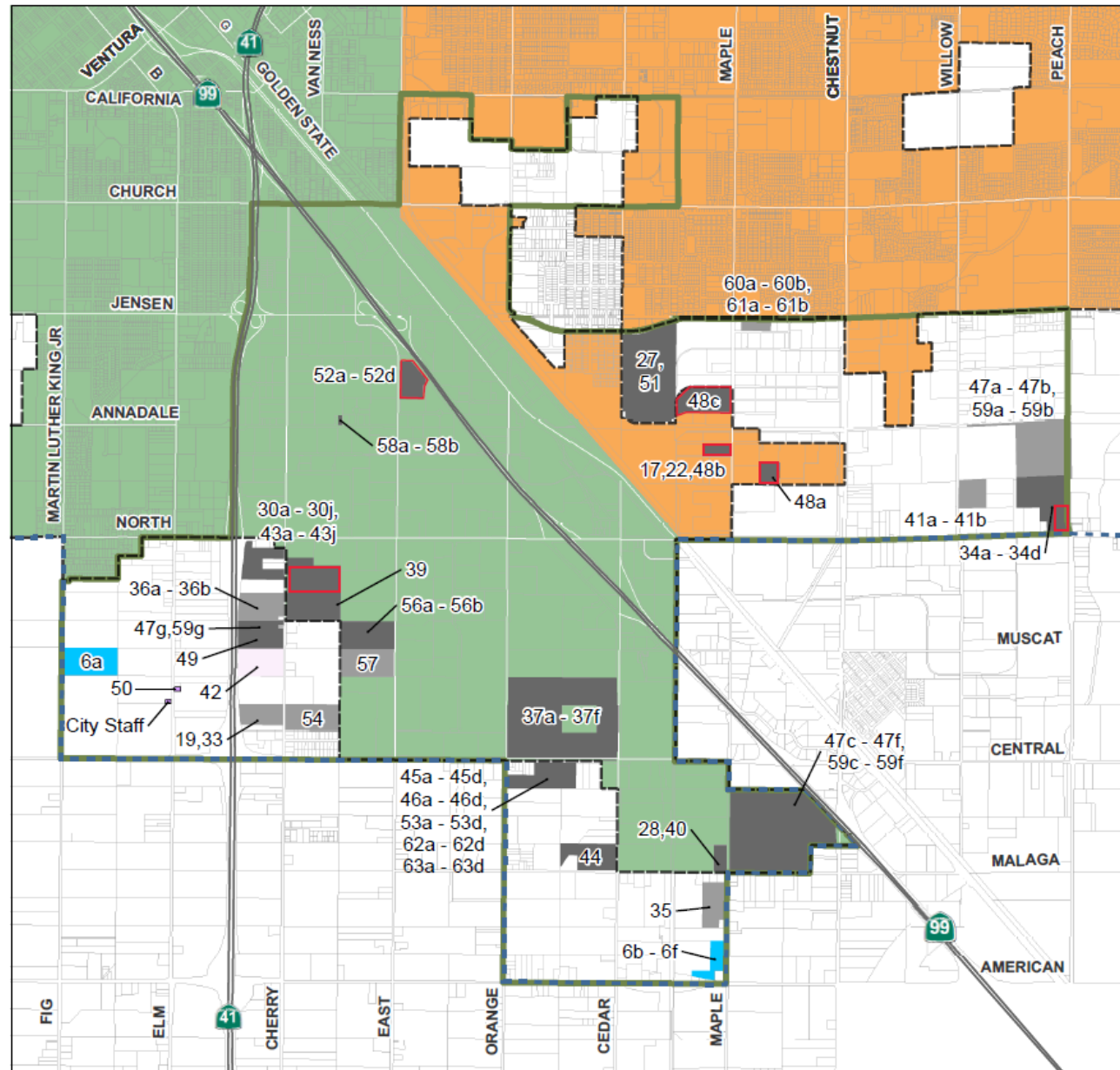
- District 3
- District 5

- The Plan does not propose to change the land use

Fresno Sphere of Influence

Fresno City Limits

South Central Specific Plan



Options for responding to Land Use Change Requests

1. Approve, modify or deny, with finding that the change would fall within the scope of the EIR

2. Defer consideration of land use change requests until they can be evaluated and potentially processed as a future Plan amendment.

7. Recommendations

Items for Consideration:

1. Final Environmental Impact Report, including Findings of Fact and Statement of Overriding Consideration and the Mitigation and Monitoring Reporting Program.
2. Plan Amendments repealing the North Avenue Industrial Triangle Specific Plan (930 ac) and the overlapping portion of the Roosevelt Community Plan (3,888 ac)
3. Plan Amendment adopting the South Central Specific Plan
4. Plan Amendment updating the Land Use Map of the General Plan (1,103 ac)
5. Rezone to reclassify 279 ac of property within the South Central Specific Plan to be consistent with plan amendments

Planning Commission

- On November 20, 2024 the Planning Commission recommended denial of the applications to the City Council, by a 7-0 vote.
- 23 persons spoke in opposition to the applications, citing concerns related to job creation, new regulations and insufficient environmental protections, among others. No one spoke in support of the applications.

End of Presentation