

RESOLUTION NO. 2020-_____

A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO, CALIFORNIA, INITIATING THE CENTRAL SOUTHEAST SPECIFIC PLAN PROPOSED LAND USE MAP AND GUIDING PRINCIPLES AND THE CORRESPONDING AMENDMENT OF THE GENERAL PLAN, AND REPEAL OR AMENDMENT OF THE SPECIFIC PLAN FOR THE BUTLER/WILLOW AREA SPECIFIC PLAN AND THE ROOSEVELT COMMUNITY PLAN PERTAINING TO APPROXIMATELY 2,200 ACRES LOCATED IN THE ESTABLISHED NEIGHBORHOODS SOUTH OF SHAW AREA TO ALLOW FOR FUTURE ADOPTION OF THE CENTRAL SOUTHEAST AREA SPECIFIC PLAN, PURSUANT TO FRESNO MUNICIPAL CODE SECTION 15-4902-B.

WHEREAS, on December 18, 2014, by Resolution No. 2014-226, the City Council adopted the Fresno General Plan; and

WHEREAS, the Fresno General Plan includes general goals, policies, and objectives that apply for to the City of Fresno as a whole; and

WHEREAS, members of the Central Southeast Area community expressed a desire to complete a specific plan that would address a broad array of neighborhood concerns and encourage desired and attainable development; and

WHEREAS, the Plan Area is the area within city limits bounded by East Belmont Avenue to the north, South Orange Avenue to the west, East Church Avenue to the south, and South Peach Avenue to the east; and

WHEREAS, the Plan Area is within Council District No. 5 and Council District No. 7; and

WHEREAS, in 2018, the Fresno City Council established a 15-member steering committee for the Plan; and

Date
Adopted:

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Date Approved:
Effective Date:
City Attorney Approval:



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WHEREAS, the members of the steering committee were appointed by the council member representing District 5; and

WHEREAS, the Steering Committee has met nine times during the period between January 2018 and August 2019, adhering to Brown Act procedures, to consider issues raised by themselves and community members and to translate community input into key Specific Plan elements; and

WHEREAS, three community meetings and over 20 mobile workshops have been held since the spring of 2018 to provide information to the public on the plan process, identify issues and opportunities in the Plan Area, and to develop viable solutions; and

WHEREAS, the steering committee, with input from the public, deliberated on and recommended a proposed land use map and guiding principles; and

WHEREAS, on August 13, 2019, the steering committee recommended approval of the proposed land use map (Exhibit A) and forward it to the Planning Commission and City Council for initiation of the Plan, and

WHEREAS, pursuant to Fresno Municipal Code Section 15-4902-B, the City Council may initiate new plans; and

WHEREAS, pursuant to the provisions of 15-5809 of the Fresno Municipal Code, the Planning Commission of the City of Fresno held a public hearing on January 8, 2020, to consider initiation of the Central Southeast Area Specific Plan; and

WHEREAS, the Fresno City Planning Commission took action, as evidenced in Planning Commission Resolution No. 13622, to recommend to the City Council adoption of a resolution initiating the Central Southeast Specific Plan Proposed Land Use Map and Guiding Principles and the corresponding amendment of the General Plan, and repeal or

amendment of the Specific Plan for the Butler/Willow Area and the Roosevelt Community Plan pertaining to approximately 2,200 acres located in the Established Neighborhoods South of Shaw Area to allow for future adoption of the Central Southeast Specific Plan.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Fresno as follows:

1. The Council, pursuant to Fresno Municipal Code Section 15-4902-B hereby initiates the Central Southeast Specific Plan based on the proposed land use map and guiding principles attached in Exhibits A and B.

2. The Council directs staff to continue working with the steering committee and community to refine the Plan and commence the Environmental Assessment.

3. The Council, pursuant to Fresno Municipal Code Section 15-4902-B, hereby initiates amendment or repeal of the following plans:

- a. Specific Plan for the Butler/Willow Area
- b. Roosevelt Community Plan

* * * * *

STATE OF CALIFORNIA)
COUNTY OF FRESNO) ss.
CITY OF FRESNO)

I, YVONNE SPENCE, City Clerk of the City of Fresno, certify that the foregoing resolution was adopted by the Council of the City of Fresno, at a regular meeting held on the _____ day of _____, 2020.

AYES :
NOES :
ABSENT :
ABSTAIN :

YVONNE SPENCE, MMC CRM
City Clerk

By: _____
Deputy Date

APPROVED AS TO FORM:
DOUGLAS T. SLOAN
City Attorney

By: _____
Talia Kolluri Date
Supervising Deputy City Attorney

Attachments: Exhibit A: Proposed Land Use Map
Exhibit B: Guiding Principles

Exhibit A - Proposed Land Use Map

Central Southeast Specific Plan Proposed Land Use Map

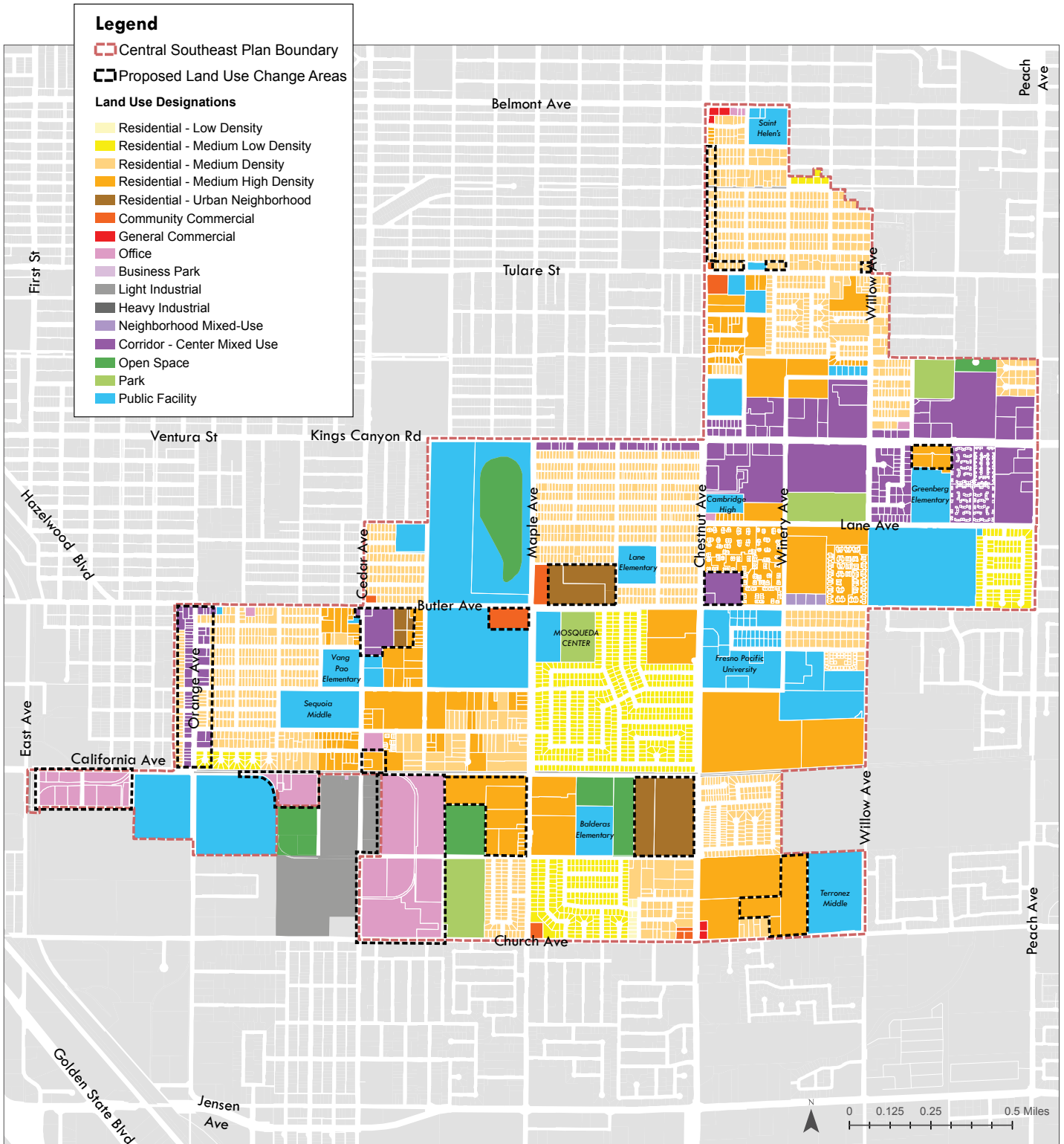


Exhibit B - Guiding Principles

Guiding Principles

The Draft Guiding Principles below provide the foundation of the Plan. During the first stages of the planning process data was collected on the existing conditions and the community provided input on issues and opportunities in the Plan area. From these efforts the Draft Guiding Principles were created with direction from community members and the Steering Committee. The Draft Guiding Principles also provided a framework for the development of the Big Ideas (Section 1.4) and the Proposed Land Uses (Section 1.5, Figure 5).

Emphasize cultural diversity.

- Protect and enhance the diverse cultures and ethnicities in Central Southeast Fresno through historic preservation and recording of history, supporting multi-cultural events, protecting diverse retail establishments and promoting racial tolerance. This will allow all people, regardless of race, class, income or age, to thrive in Central Southeast Fresno.

Keep the engaged population active.

- Continue the community's history of having an active and engaged citizenry through the Specific Plan process. This includes engaging residents in the decision-making process, building capacity to implement the vision of the community, and engaging youth in civic activities.

Support the underserved.

- Protect and celebrate Central Southeast residents' willingness to help one another and support those in need.

Preserve strong and unique neighborhoods.

- Central Southeast Fresno has some of the most unique and diverse neighborhoods in the city. Preserve the character, identity and sense of place. As part of the process, strive to protect the character of neighborhoods while allowing for growth and change over time.

Protect housing affordability and minimize displacement.

- Protect existing housing affordability and reduce the potential for the displacement of current residents as the area reaches its full potential. Strategies include supporting both market rate and affordable housing and creating more housing choice in the neighborhood to serve a diverse demographic of new and existing residents.



Bicyclist at CenCalVia on King Canyon

Enhance connections to Downtown.

- Build upon Central Southeast Fresno's strategic location in proximity to Downtown to enhance access to jobs, services, cultural and other community amenities.

Improve safety.

- Improve safety in and around Central Southeast Fresno through a range of strategies including increased pedestrian activity, more "eyes on the street", community policing, better lighting, activation of vacant spaces, and an increased sense of ownership and stewardship by residents, workers, and visitors.

Enhance mobility and improve connectivity.

- Improve pedestrian, bicycle, transit, and vehicle connections with a focus on improving transportation safety (especially around schools and parks) and inexpensive mobility choices. Expand transit service to ensure that residents can quickly and easily access jobs and services throughout the city. Support the recent Bus Rapid Transit (BRT) investment along Kings Canyon Rd as an important strategy to better connect residents to jobs and services in Downtown and other parts of the city.

Expand access to educational opportunities.

- Seek to improve educational opportunities for residents of all ages. This includes improving youth education to expand access to opportunity, providing vocational training, and supporting on-the-job training at local businesses. As part of this strategy, partner with local educational institutions to ensure access for Central Southeast Fresno residents.

Support economic vitality.

- Encourage an environment where diverse businesses can flourish and thrive. Expand job opportunities, workforce training programs, and support for local businesses.

Reduce pollution and protect environmental health.

- Improve air quality by supporting innovative programs for environmental sustainability and increase resilience of the community against hazards. Protect residents from the adverse health impacts of nearby industrial land uses.

Support health and equity.

- Promote equity, health, and well-being by providing a range of community services and access to healthcare, recreational opportunities, and healthy food options. Encourage the development of grocery stores, farmer's markets, and community farming.

Build and improve parks and community facilities.

- Seek new ways to fund park maintenance and plan for new neighborhood parks, community facilities, and other public spaces that will provide a place for the community to gather, socialize, and play.

Invest in maintenance and beautification.

- Invest in maintaining and cleaning streets and public spaces. Improve walkability, sense of place, public spaces, and community aesthetics through landscaping, streetscape treatments, and façade improvements. Create a welcoming community that is clean, safe, and inviting.

Encourage continued and expanded diversity of uses.

- Support a diverse mix of uses including retail, jobs, services, housing, civic spaces, and community facilities, particularly along Kings Canyon Rd, in neighborhood retail areas and in non-residential areas. Encourage retention of key retail and ethnic establishments while introducing more varied essential goods and services.

Utilize the Fairgrounds.

- Support existing events and encourage new events and flexible or temporary uses that will activate the Fresno Fairgrounds year-round, attract both local and regional populations, and provide a long-term and tangible benefit for Central Southeast Fresno residents.