

RECEIVED

Agenda Items: ID#19-11323 (10:05 A.M.)

2019 OCT 10 P 12:56

Date: 10/10/2019

CITY OF FRESNO
CITY CLERK'S OFFICE

FRESNO CITY COUNCIL



Late Submission Information Packet

Agenda Related Item(s) – ID#19-11323 (10:05 A.M.)

Item(s)

HEARING - To consider the adoption of the Elm Avenue Revitalization Strategy, which pertains to approximately 1,092 acres in the DA-1 South Development Area: (Council District 3)

Contents: PowerPoint Presentation

Supplemental Information:

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

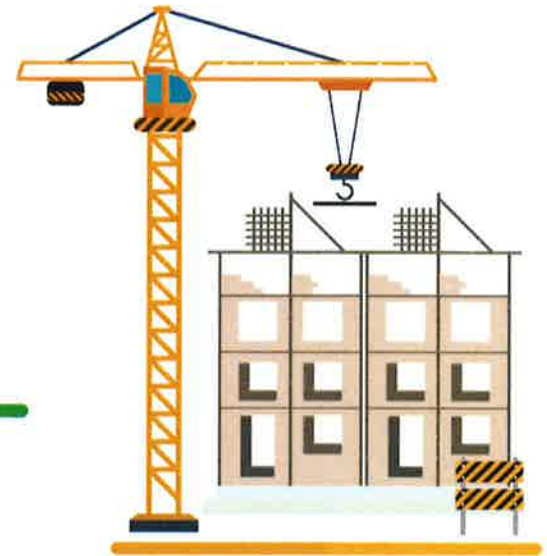
Americans with Disabilities Act (ADA):

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

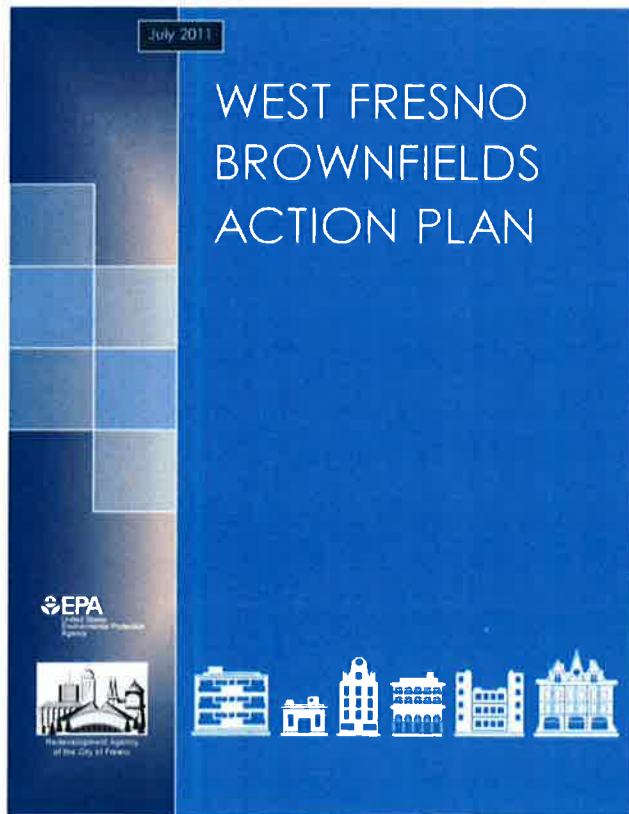
An aerial photograph of a city street grid, showing a mix of residential and commercial areas. The text "ELM AVENUE REVITALIZATION STRATEGY" is overlaid in large, bold, green capital letters. The text is centered horizontally and vertically, with "ELM AVENUE" on the top line, "REVITALIZATION" on the middle line, and "STRATEGY" on the bottom line. The background shows a dense network of streets and buildings, with some areas appearing more developed than others. The colors are somewhat muted, with a lot of browns and greys from the buildings and roads, and some green from trees and vegetation.

ELM AVENUE REVITALIZATION STRATEGY

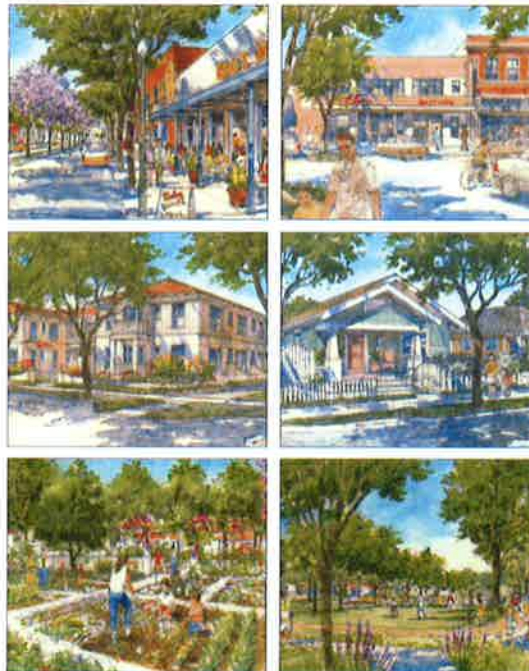
City Council



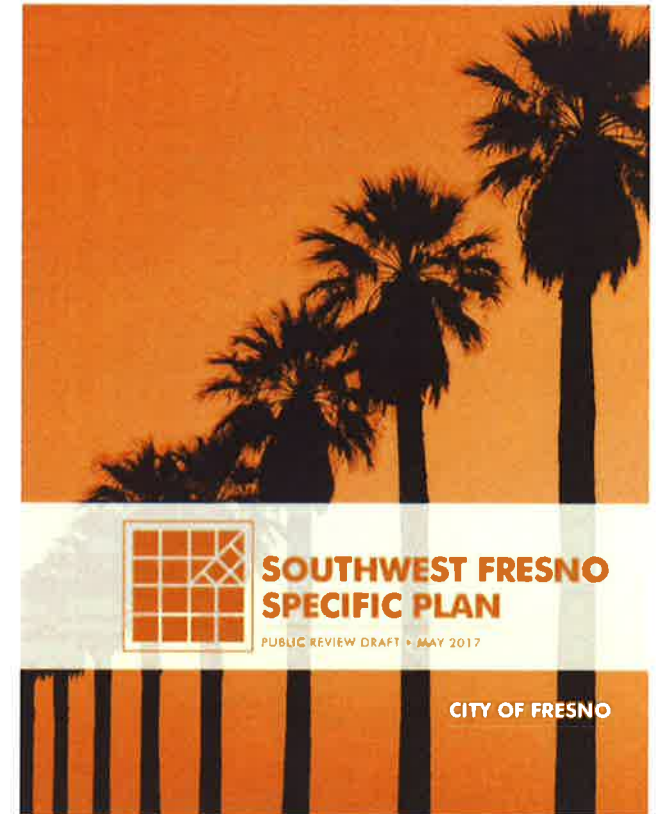
BUILDING ON RECENT PLANS

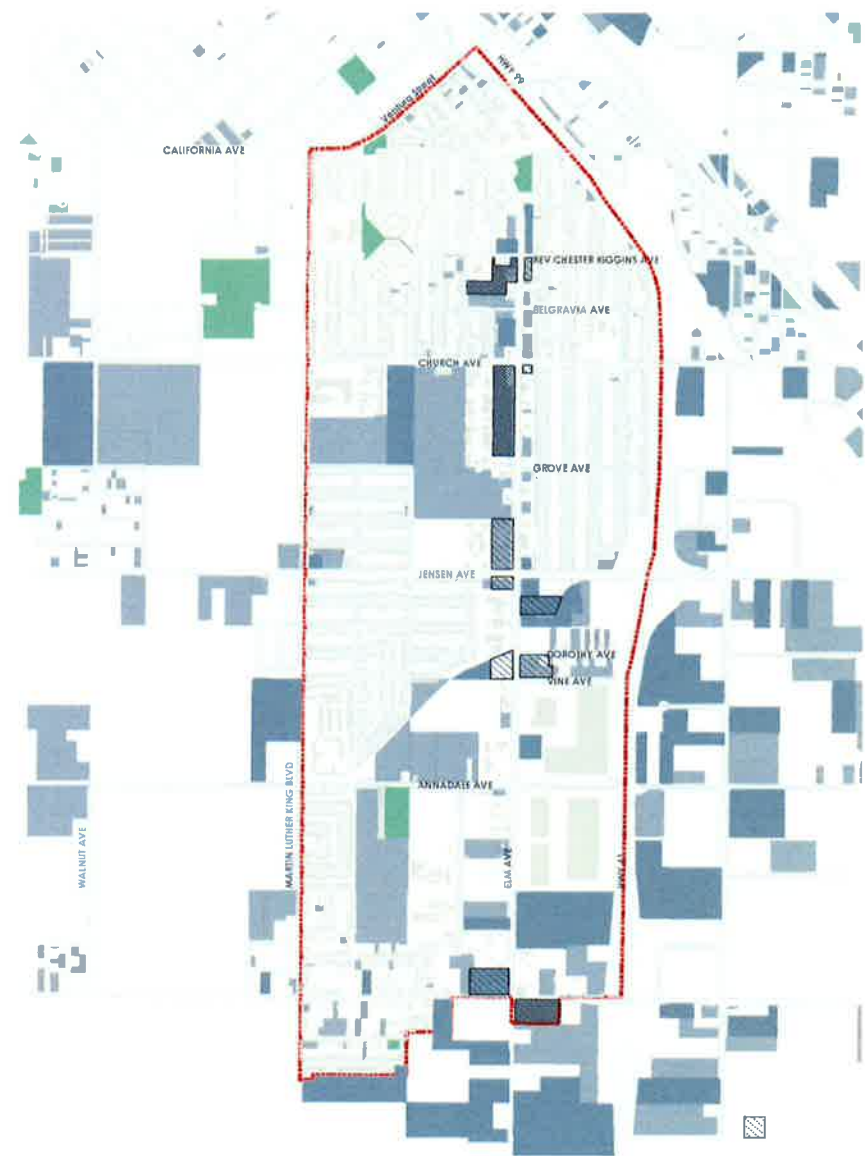


Downtown Neighborhoods Community Plan
Fresno, California

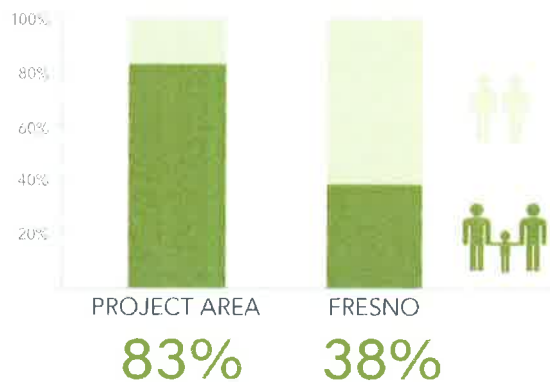


ADOPTED ON OCTOBER 20, 2016

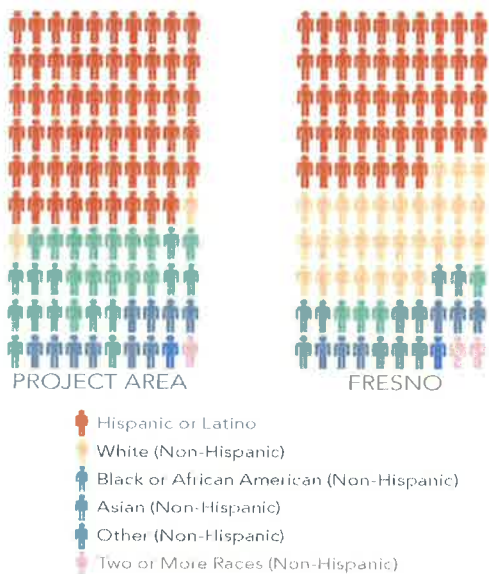




FAMILIES WITH CHILDREN

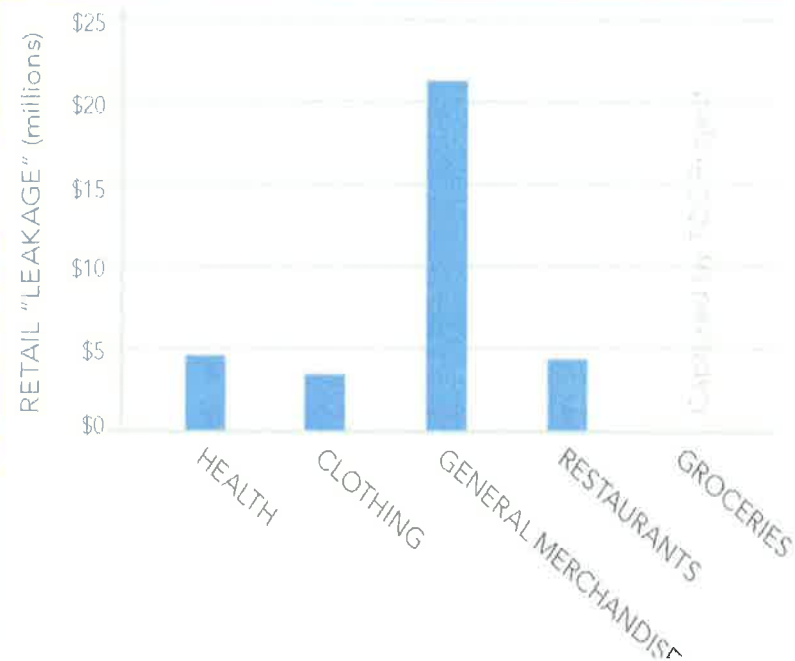


RACIAL AND ETHNIC MIX



Source: US Census, 2010

MEDIAN HOUSEHOLD INCOME (2015)





PARKS & COMMUNITY
FACILITIES

14%



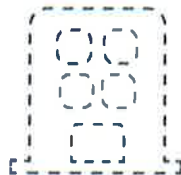
INDUSTRIAL

16%



RESIDENTIAL

35%



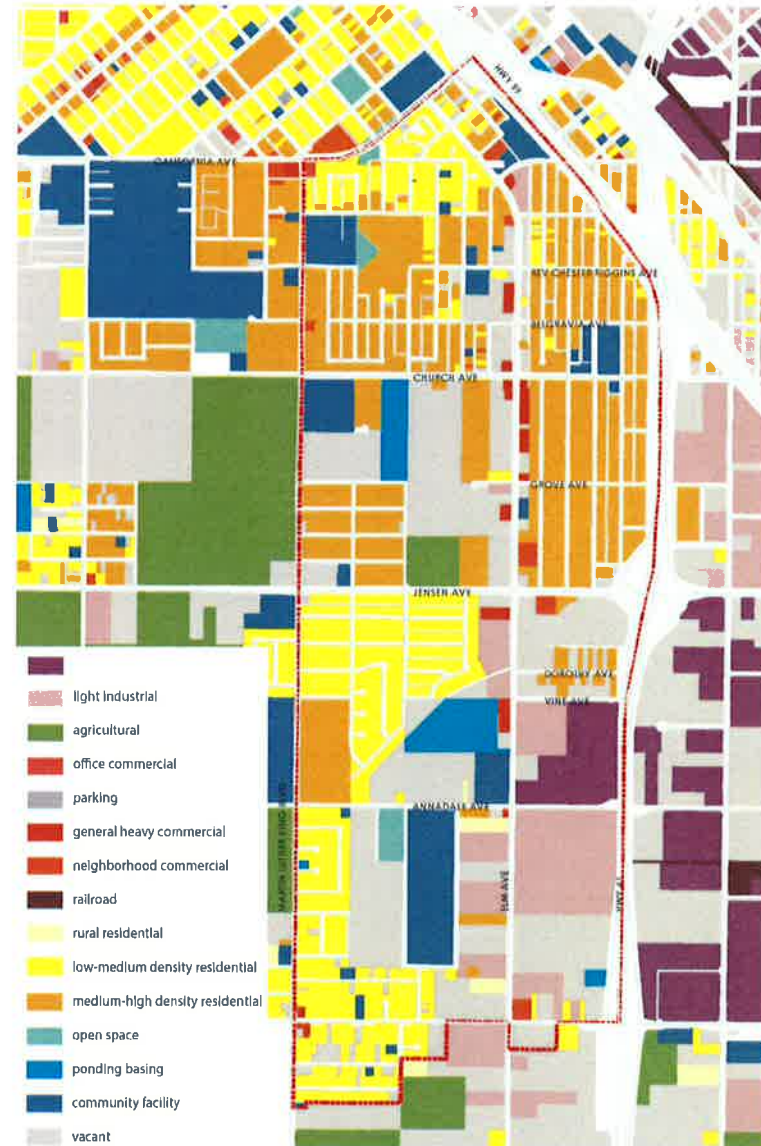
VACANT PARCELS

33%



COMMERCIAL

2%





Existing Conditions Report
Community Workshop
PhotoVoice Presentations
Train the Trainers Session
Steering Committee

Team Charrette +Property
Owner Meetings
Earth Day on Elm
Engagement
Draft Vision and Concepts
Steering Committee

Draft Revitalization Strategy
St. Rest Plaza
Final Revitalization Strategy
Steering Committee
District Committee
Planning Commission
City Council

ENGAGING THE COMMUNITY



ENGAGING THE COMMUNITY

ELM AVENUE BROWNFIELDS PLAN



ELM AVENUE COMMUNITY



Development Type	Total	Rank
Park	28	1
Complete Street	27	2
Affordable Housing	26	3
Community-Serving Retail	25	4
Grocery Store	23	5
Community Garden	12	6
Mixed Use	12	6
Trail/Greenway	10	8
Community-Serving Office	7	9
Social Service Provider	7	9
Community Identity Features	5	11
Apartments, Lofts, Live-Work Spaces	3	12

PLAN del AREA-AMPLIO

FECHA/
UBICACION
DISEÑO
AUTOR

PROBLEMAS EN ELM

- HOMELESS
- UNSAFE
- Stores - Fruit - Veg
- Park - for kids
- Homelessness, not safe, too much gun shots
- Shootings
- Bus transportation?
- Lack of lighting

PRIORIDADES DE DESARROLLO





PLAYBOOK



Local Government (LG)



Community Members and Neighbors (CN)



Property Owners (PO)



Developer/Prospective Purchaser (DP)



Regulatory Agency (RA)



Qualified Environmental Professional (QEP)

COMMUNITY PRIORITIES



ELM AVENUE VISION

Elm Avenue should establish a positive image through **murals, signage, tree planting, and streetscape improvements.**

The Avenue will attract **a variety of stores and businesses**, making it convenient for neighborhood residents to get what they need and want.

Elm Avenue and its adjoining neighborhoods will provide **places for youth and people of all ages to recreate.**

Elm will have **strong connections** to its surrounding neighborhoods, key destinations in Southwest, Downtown, and agriculture.

Revitalization will be sparked by **community initiatives**, assisted by **creative partnerships and funding**.

VISION COMPONENTS



Streetscape improvements, identity graphics, murals, trees, high-quality bike facilities and bus service, and a strong connection to downtown



Stores and businesses,
with concentrations
around Elm/Jensen and
Elm/North as well as all
along the corridor



More street and pedestrian connections to surrounding neighborhoods



Places for youth and people of all ages to recreate, learn and thrive



Gateways





Site 1: St. Rest Property



Site 2: Church/Elm



Site 3: North/Elm

ST. REST SITE

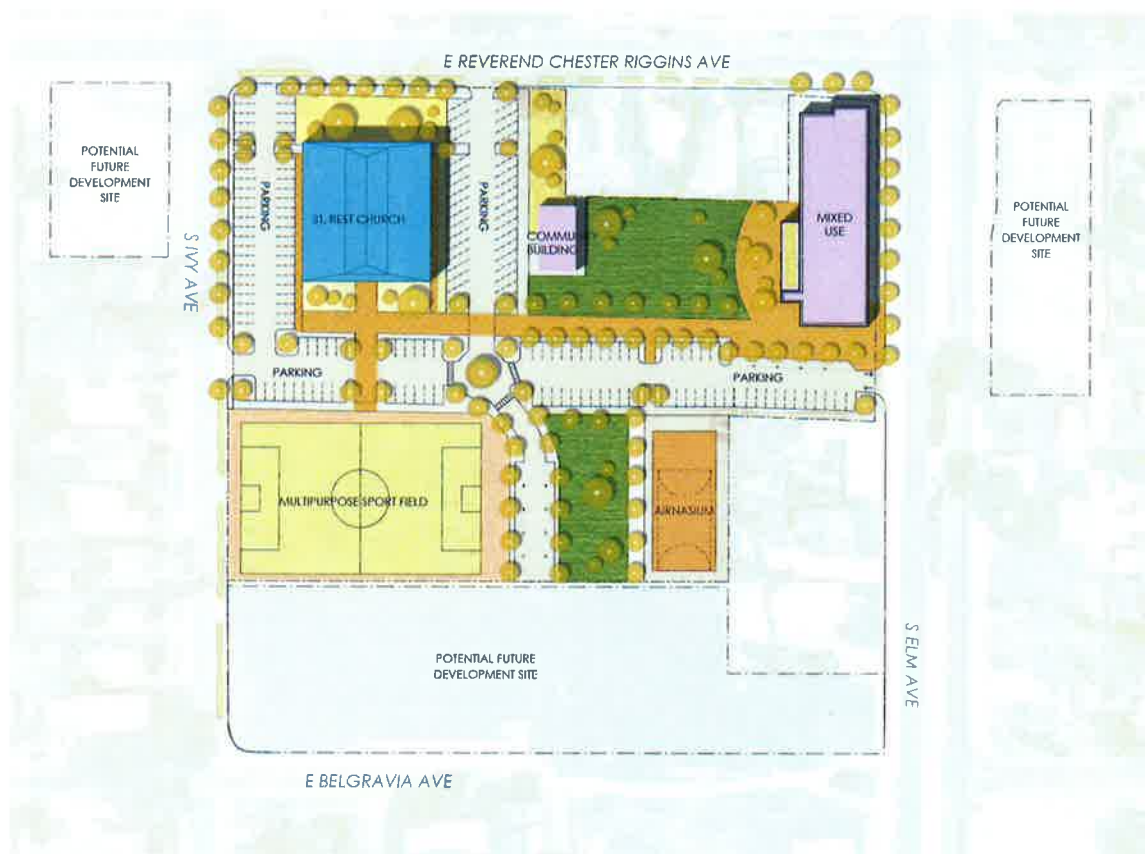


ST. REST SITE

St. Rest Green and Mixed-Use Development



St. Rest has begun to develop an open play area and community room. The Revitalization Plan presents an expanded concept that includes a mixed-use building at the site's key corner.

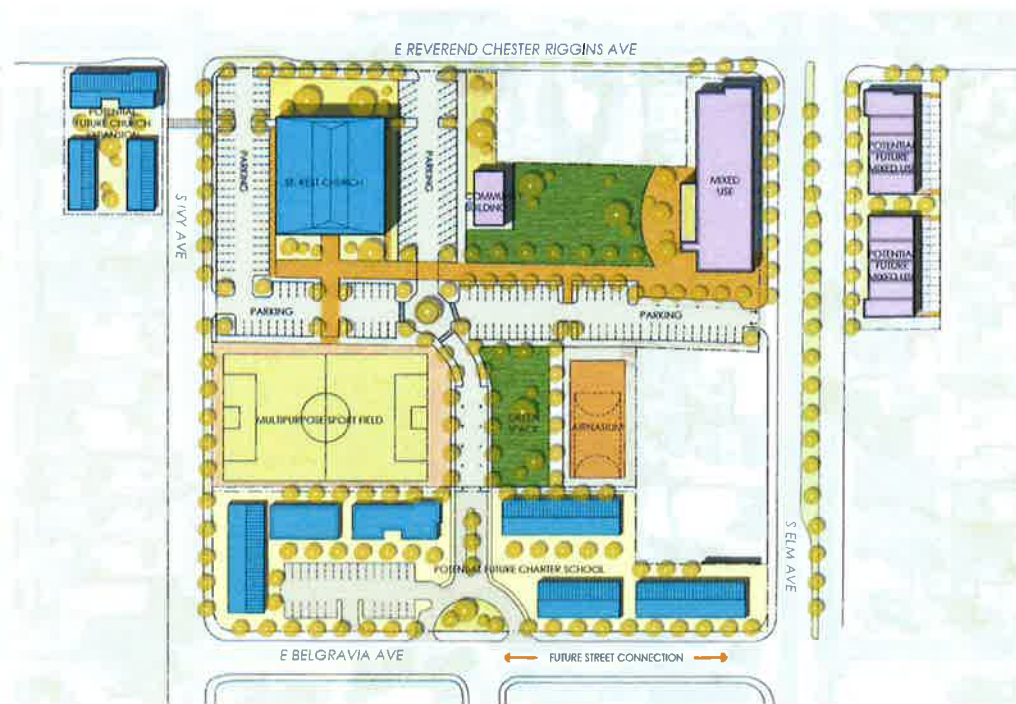


ST. REST SITE

Conceptual Future Development



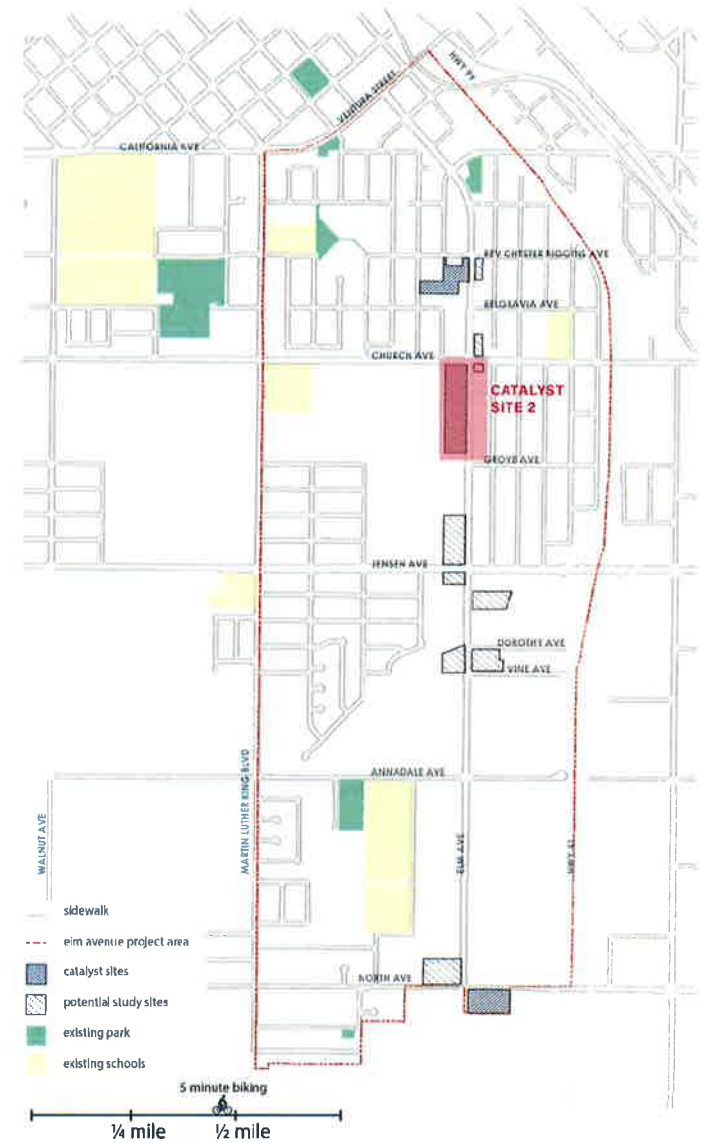
Housing Concept



Charter School Concept

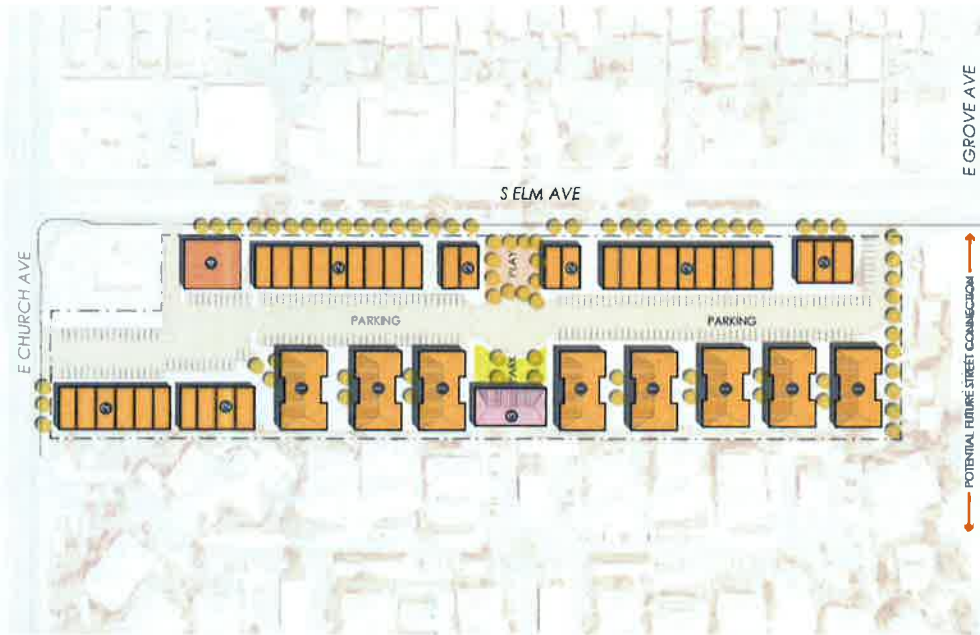
Both concepts include future mixed-use development across Elm Avenue, and church expansion.

ELM/CHURCH SITE



ELM/CHURCH SITE

Concept 1 (134 units, 5,000sf commercial)



- ① 2-STORY 8-PLEX APARTMENTS
- ② STACKED FLATS
- ③ MANAGEMENT OFFICE + COMMUNITY ROOM
- ④ 1-STORY COMMERCIAL

Concept 2 (150 units, 5,000sf commercial)



- ① 3-STORY GARDEN APARTMENTS
- ② 2 AND 3 STORY FLATS AND STACKED UNITS
- ③ 2-STORY: RESIDENTIAL OVER MANAGEMENT OFFICE, COMMUNITY ROOM
- ④ 1-STORY COMMERCIAL

ELM/NORTH SITE



ELM/NORTH SITE

Temporary Use / Business Incubator Concept



The Elm/North site could host pop-up commercial spaces at the corner, and a demonstration composting area.



CLEANUP

25, 26



Qualified Environmental Professional (QEP)



Developers/Prospective Purchasers (DP)



Property Owner (PO)



Regulatory Agency (RA)



Community Members and Neighbors (CN)



Local Government (LG)

If soil and/or groundwater samples are above screening levels, this is an indication that there may be potential threats and cleanup goals should be established. QEP can then prepare alternative approaches to cleaning up the parcel and submit to RA for approval. Strategies will be evaluated for effectiveness, implementability and cost.

If cleanup is to less than residential standard will require Activity & Use Limitations (AULs) to prevent future exposure to residual contaminants left in place.

ST. REST PLAZA AND ST. REST GREEN

28, 29



Property Owner (PO)



**Community Members
and Neighbors (CN)**



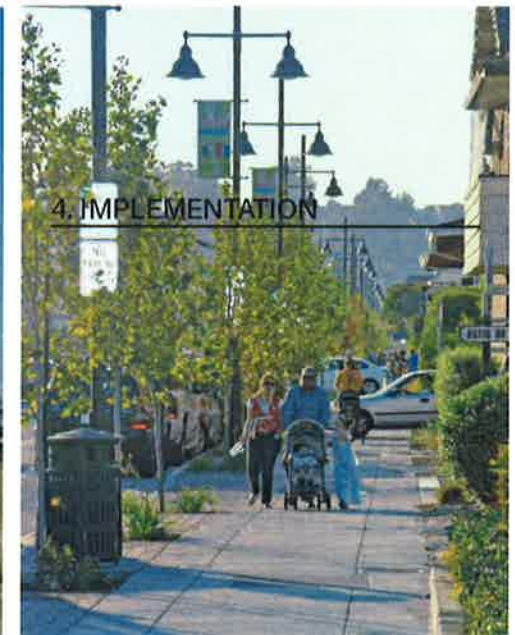
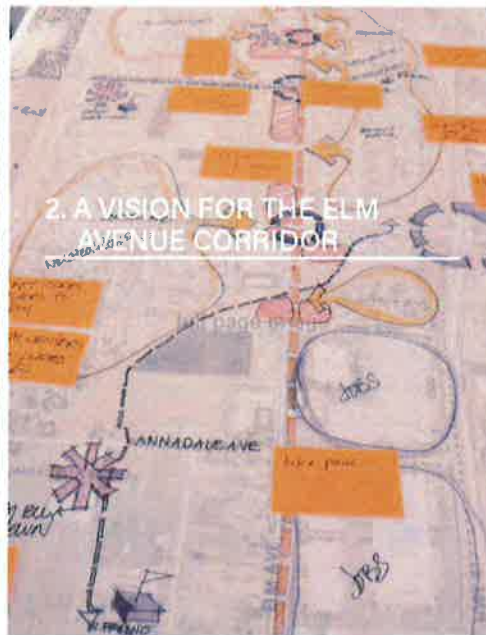
Local Government (LG)

St. Rest, the City, and community leaders have come together to create a temporary plaza. The plaza for community gatherings with food, music, and vendors.

St. Rest is developing an open play area, a community building, a multi-use field and an open-air gym. The Church should continue to seek funding for green enhancements.



PLAYBOOK





QUESTIONS