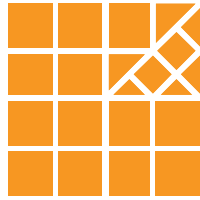
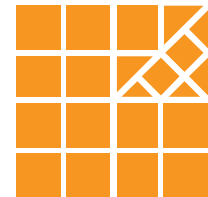


Draft Southwest Fresno Specific Plan

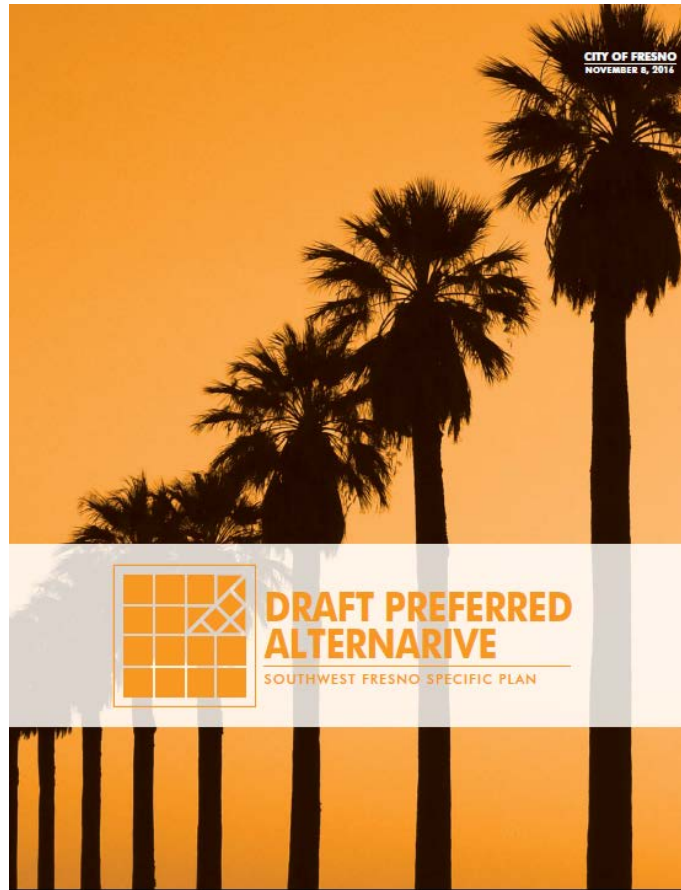


Community Conversation
June 12, 2017

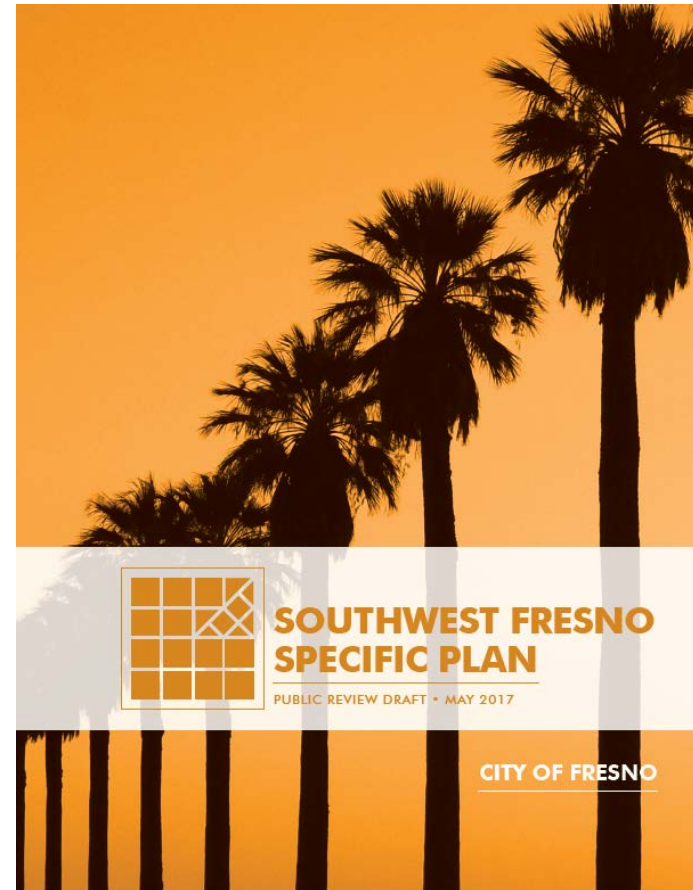


Intro

- **Community Engagement**
- **Plan Overview**
- **Implementation Priorities**
- **Next Steps**



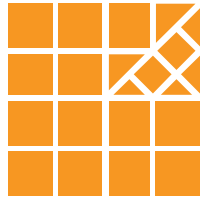
December 2016



May 2017



Community Engagement



■ Steering Committee Meetings (16)

■ Community Workshops (6)

■ Topic Group Meetings (10)

■ Community Office

■ Community Conversations (3)



Outreach Methods

- Email
- USPS Mailers
- Flyers at community centers and churches
- Radio spots
- Newspaper advertisements
- Community Networks
- Website



BORRADOR PLAN ESPECÍFICO DE SUROESTE DE FRESNO

¡Reserve la Fecha!

Les invitamos a una serie de reuniones para conversar sobre el Borrador Plan Específico para el Suroeste de Fresno

Reunión Comunitaria: Ven a aprender sobre el Plan Específico
miércoles, el 17 de mayo 5:30 pm - 7:00 pm*

Lugar: **Gaston Middle School
Multipurpose Room
1100 E Church Avenue
Fresno, CA 93706**

*Inicio del periodo de comentario público de 30 días

¿No puede asistir a la reunión o tiene más preguntas?
Asista a una conversación comunitaria sobre el Plan Específico:

Conversación Comunitaria: Con el énfasis en el uso de suelo y transporte
sábado, el 3 de junio, 2017 9:00 am - 11:00 am

Conversación Comunitaria: Con el énfasis en infraestructura y parques
jueves, el 8 de junio, 2017 5:30 pm - 7:00 pm

Conversación Comunitaria: Con el énfasis en la implementación
lunes, el 12 de junio, 2017 5:30 pm - 7:00 pm

Lugar: **Centro Comunitario Mary Ella Brown Center
(Ivy Center) Old Library Room
1044 E Annadale Ave
Fresno, CA 93706**

Refrescos y traducción se proporcionará

Para información sobre el Plan Específico o como obtener una copia,

Visite a: www.fresno.gov/southwestplan

Email: Southwestcomments@Fresno.gov

Teléfono: (559) 621-8180

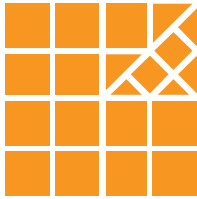
Contactarse con:

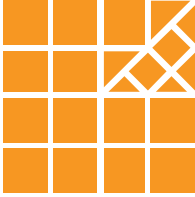
Sophia Pagoulatos, Planning Manager

(559) 621-8062 | Sophia.Pagoulatos@fresno.gov

Este proyecto es financiado por la Ciudad de Fresno y el Departamento de Vivienda y Desarrollo Urbano de los Estados Unidos.

El salón de eventos es accesible por silla de ruedas. Si necesita ayuda para participar, por favor comuníquese con Sophia Pagoulatos con tres días de anticipación.

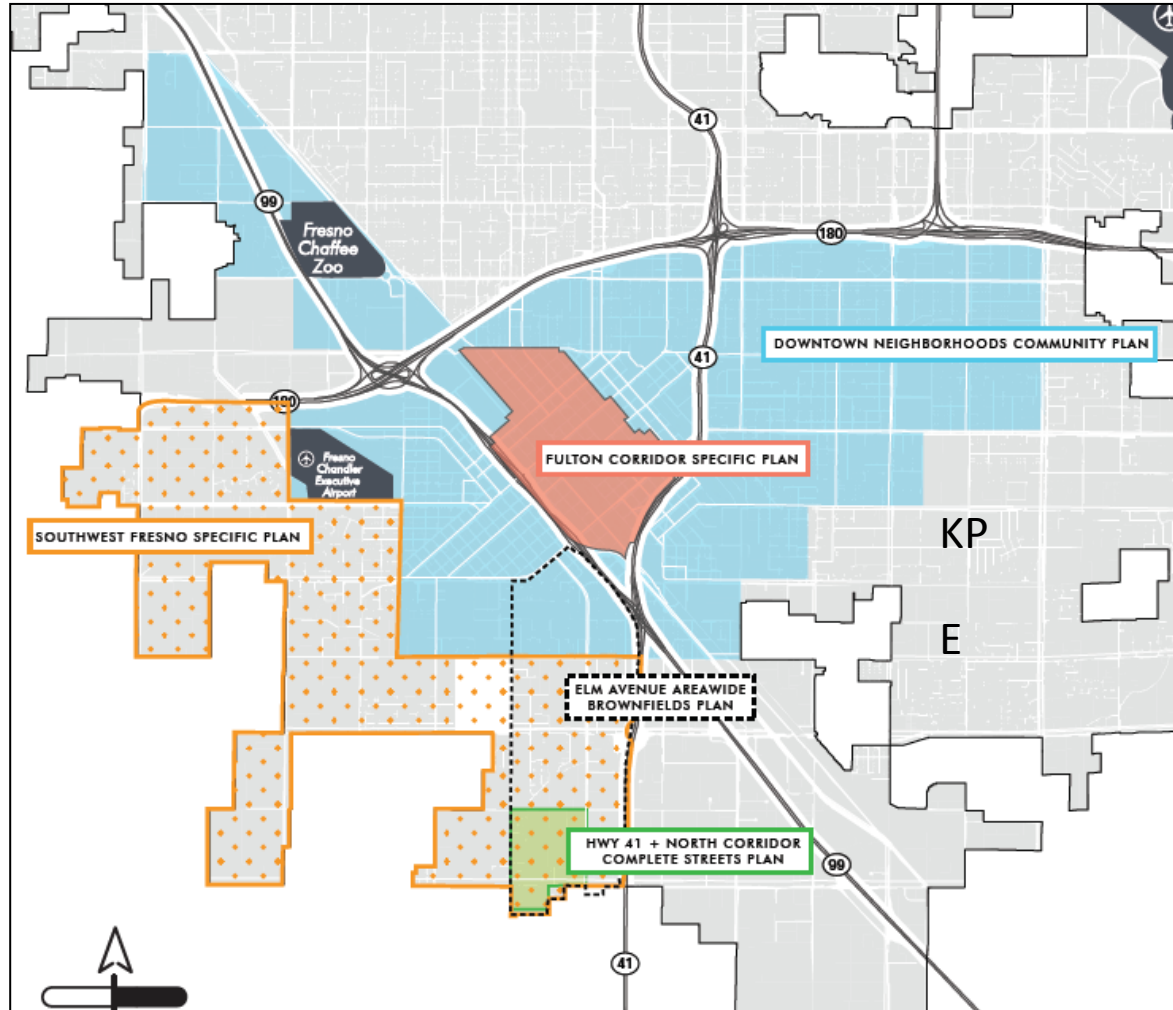
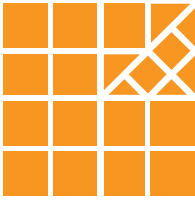




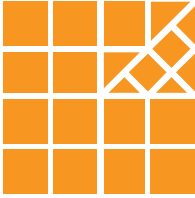
Plan Overview



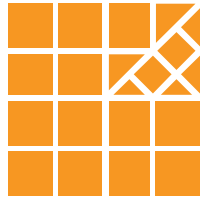
Plan Boundaries



Land Use Guidance from Community

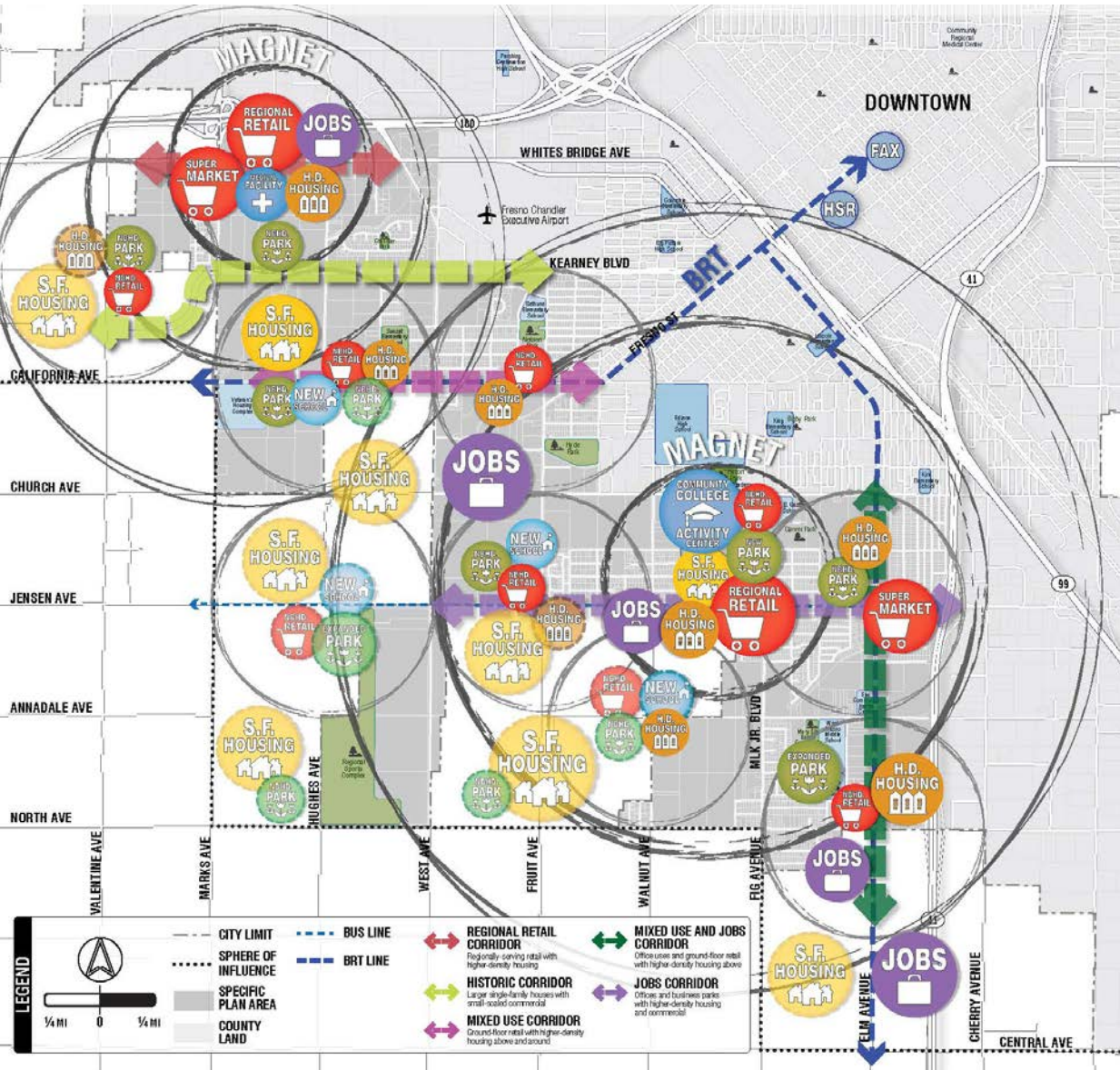


- **Housing:** Mix of high quality housing types with emphasis on single family housing and home ownership
- **Retail:** More options, such as clothing and department stores, restaurants, grocery
- **Transportation:** Safer and more connected streets for vehicles, pedestrians and cyclists; re-route truck traffic
- **Jobs/Economic Development:** Educational opportunities, job training, and attraction of clean higher paying jobs
- **Parks:** Improvement of parks and open space
- **Industrial:** Location of new industrial development outside of Southwest Fresno



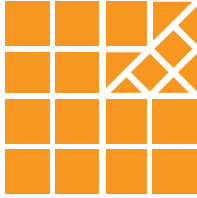
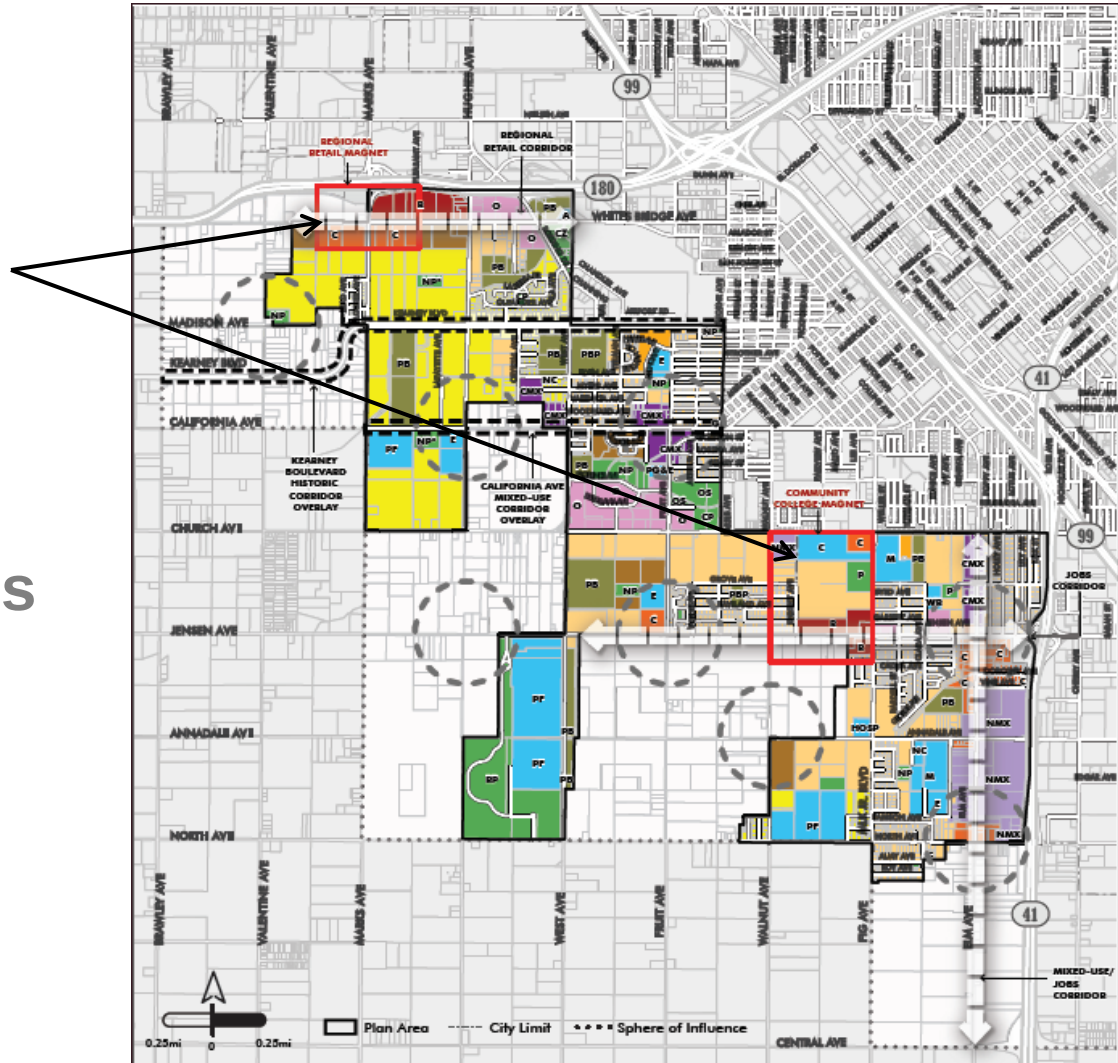
Land Use Vision

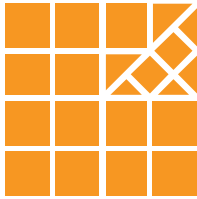
Two Magnet Cores
Five Corridors
Several Complete
Neighborhoods



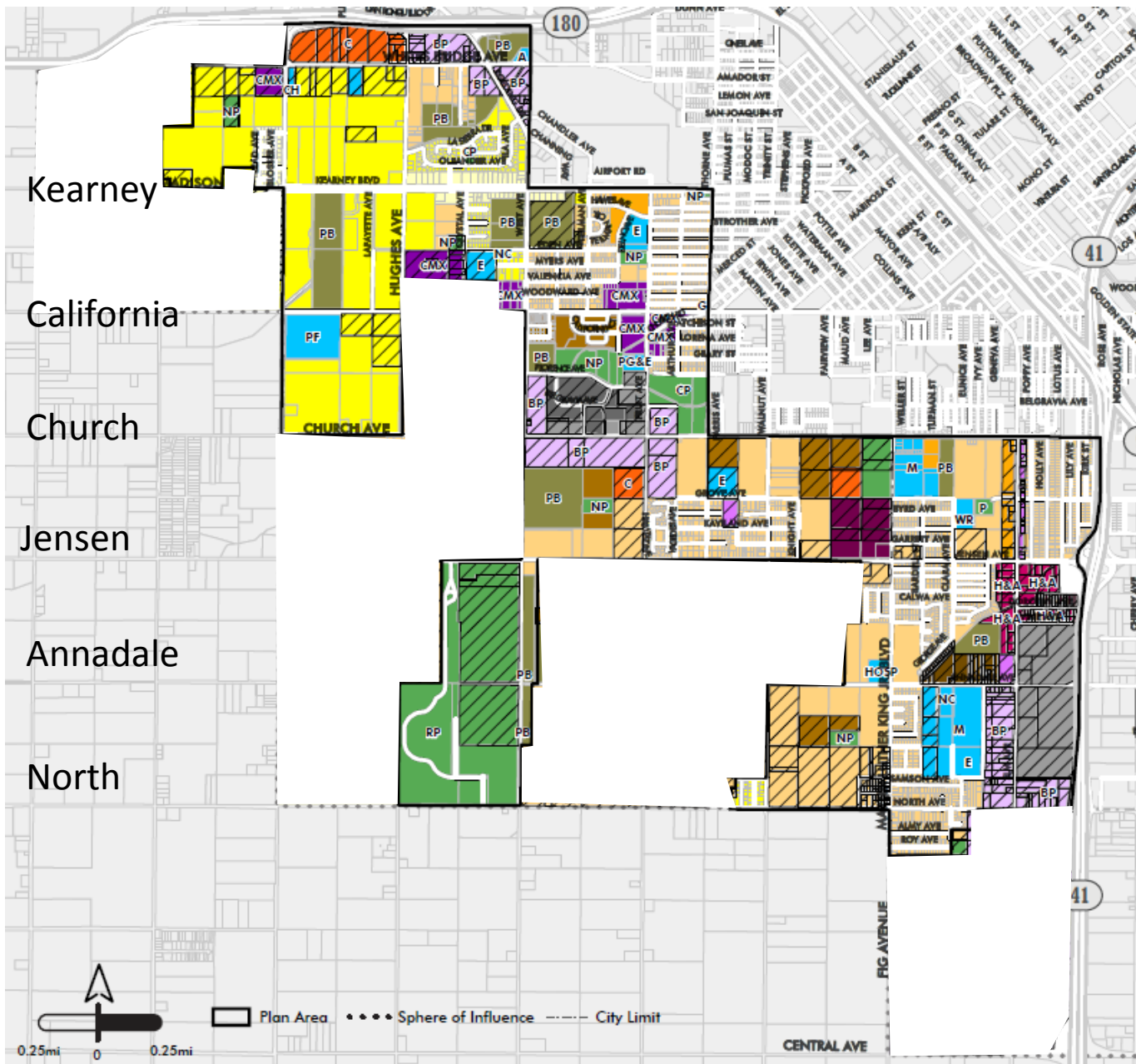
Land Use Diagram

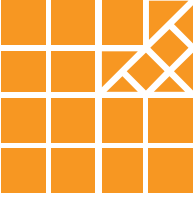
-  Magnet Cores
-  Corridors
-  Complete Neighborhoods





Existing General Plan

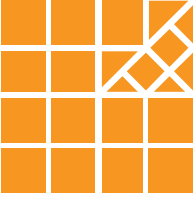




Land Use Comparison

Relative to the Fresno General Plan:

- Limits New Industrial Facilities
- More Office Land Use
- More Single Family Land Use
- Less Multi-Family Land Use
- Similar amount of Mixed-Use and Commercial Uses along Corridors



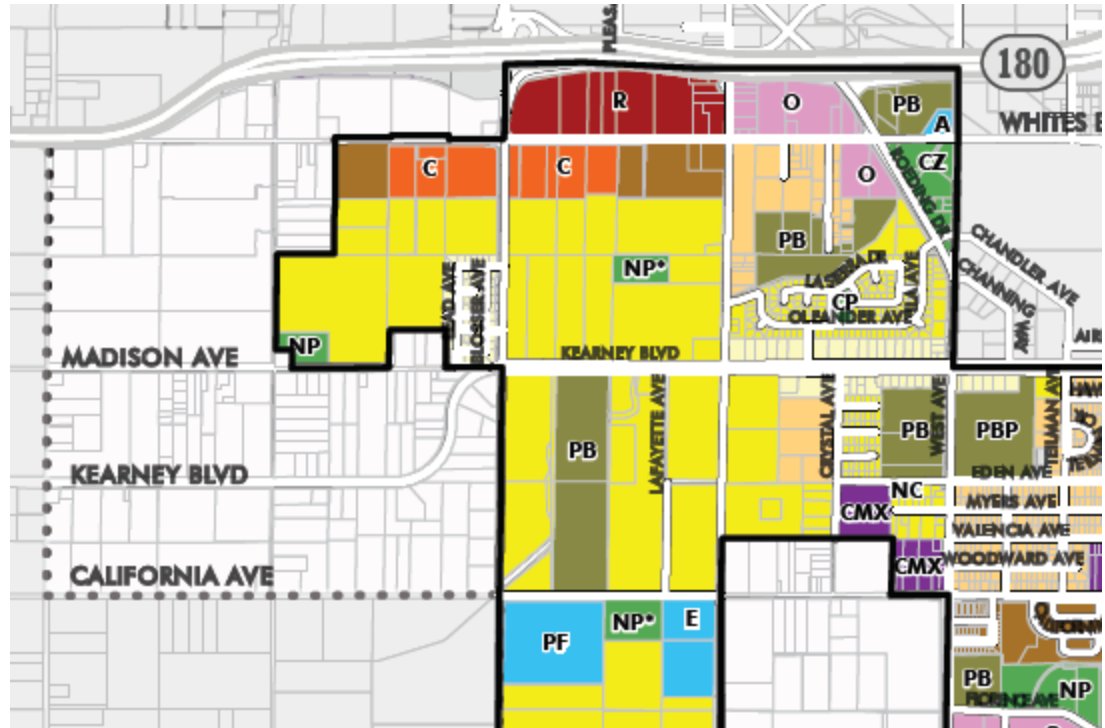
Other Plan Highlights

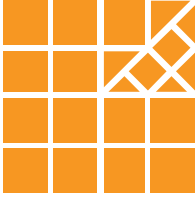
- Incorporates pedestrian and bicycle network from the Active Transportation Plan
- Refines Park Classifications & Acreage
- Includes a BRT Corridor on California Avenue
- Reworks Truck Routes
- Encourages Workforce Development



Corridor Overlays

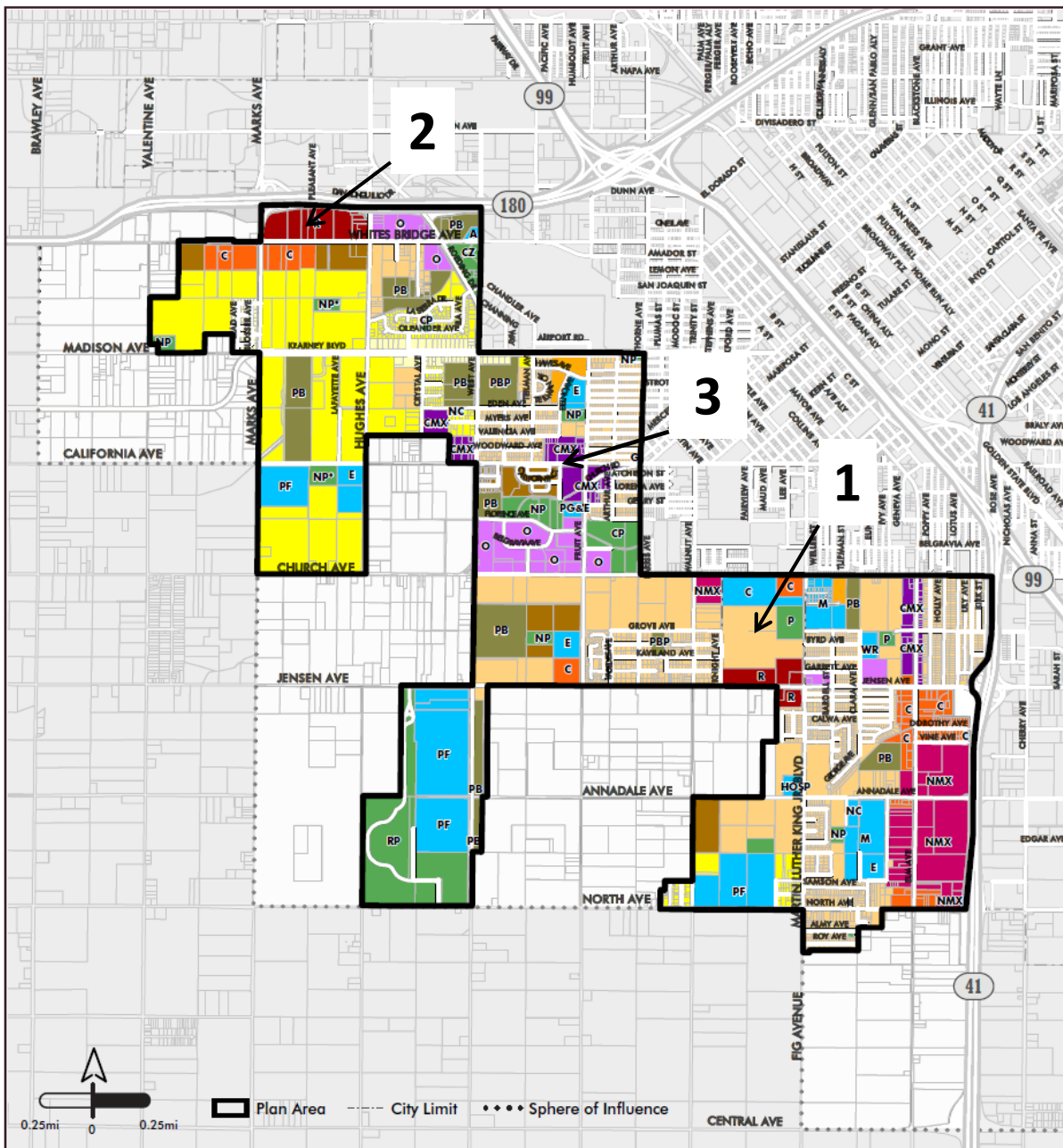
- Kearney Blvd:
Historic Character
- California Ave:
Pedestrian and
Transit Oriented
Design



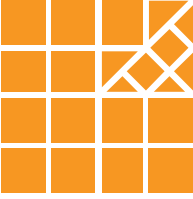


Implementation Priorities





Plan Priorities

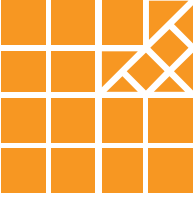


Priority Projects

■ Highest Priority: Martin Luther King, Jr. Magnet Core: Incentivize and support development of the proposed **Community College Campus**

■ Supporting Priorities:

- **New Complete Streets** on Church Ave, MLK Jr. Blvd, and Jensen Ave
- **New Park** at MLK Activity Center Magnet Core
- **Trails** to connect MLK Activity Center to other key locations



Priority Projects

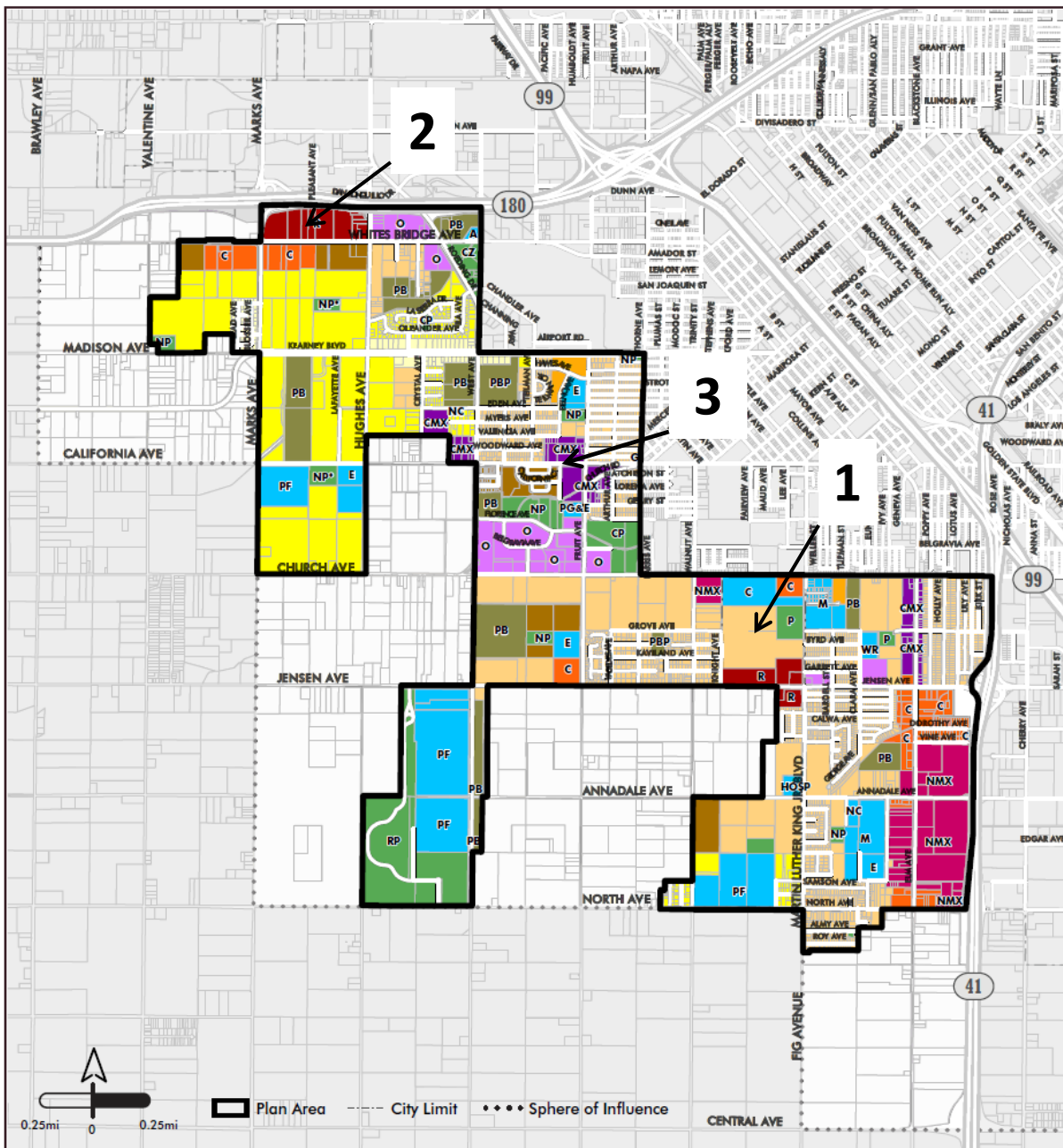
 Marks & Whitesbridge Magnet Core:
Retail Center

 Supporting Priorities:

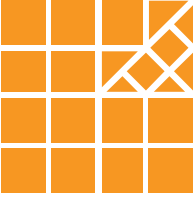
- New Complete Streets
- New Parks
- Trails

 Grocery Store or Food Coop

 Bus Rapid Transit System on
California Avenue

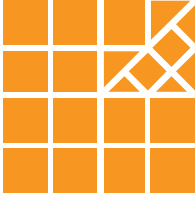


Plan Priorities



Additional Priorities

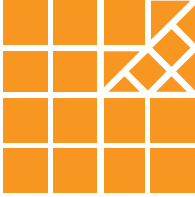
- Employment Training and Career Development Center
- Local Workforce Policy
- Specific Plan Oversight Committee
- Anti-Displacement Strategy



Next Steps



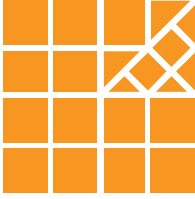
Schedule



 **September 25: End of Public Comment Period for Environmental Impact Report**

 **October 26: Council Consideration of Plan Adoption**

- Repeal of Edison Community Plan
- Adoption of the Southwest Fresno Specific Plan (SWFSP)
- Amendment of the Fresno General Plan
- Rezoning of Property for consistency with the SWFSP
- Adoption of Text Amendment for Zoning Overlays



Questions?