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Agenda Item: ID16-1466 (2-H)

Date: 12/15/16

CITY CLERK, FRESNO CA

## FRESNO CITY COUNCIL



### Supplemental Information Packet

Agenda Related Item(s) – ID16-1466 (2-H)

Contents of Supplement: PowerPoint Presentation

**Agenda Item Title**

WORKSHOP – General Plan Annual Report

**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):**

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# **The Fresno 2035 General Plan: 2016 Annual Report**

Presentation to the Fresno City Council

December 15, 2016

Danielle Bergstrom, Special Policy Advisor | Office of the Mayor and City Manager



# OVERVIEW

- *Major Initiatives and Policy Changes Since Adoption*
  - Economic Development and Fiscal Sustainability
  - Urban Form, Land Use, and Design
  - Mobility and Transportation
  - Parks, Open Space, and Schools
  - Public Utilities and Services
  - Resource Conservation and Resilience
  - Historic and Cultural Resources
  - Noise and Safety
  - Healthy Communities



# OVERVIEW

- Major Investments Aligned with Plan Implementation
  - Public Investment
  - Private Development Activity
- Summary of Plan Amendments
- Work Program for Upcoming Year
  - Major Initiatives, Plans, and Policies
- Potential Opportunities and Challenges



# MAJOR INITIATIVES AND POLICY CHANGES

## ECONOMIC DEVELOPMENT AND FISCAL

### **SUSTAINABILITY**

*Ongoing work with business Friendly Fresno to evaluate the Citywide Development Code for process efficiency*

- 87% of projects approved within required timelines for 2015
- 94% of projects approved within required timelines for 2016
- 2 new positions created to meet BFF timelines in Planning
- 5 new positions created to meet BFF timelines in Building and Safety
- Budgeted \$3.6 million for new Land Management Information System to support development processes, code enforcement; procured software and will go live in Fall 2017
- Adopted Citywide and Downtown Development Codes with “by-right” development processes in every zone district to streamline approvals
- Adopted Economic Expansion Act (March 2015) that provides comprehensive and meaningful incentives for job creation, infill investment
- Adopted National Targeted Hire Ordinance (May 2016) to improve job opportunities for local residents on public works projects



# MAJOR INITIATIVES AND POLICY CHANGES

## ECONOMIC DEVELOPMENT AND FISCAL

## SUSTAINABILITY

Executed 2015, 2016 Fresno Food Expo trade shows to support expansion of area food and beverage manufacturers:

- 83% of exhibitors report an increase in exposure as the result of the Food Expo
- 42% of exhibitors have experienced an increase in gross sales since participating in the Food Expo
- 26% of exhibitors report an increase in sales of 30% or more since participating in the Food Expo
- Fresno County unemployment reduced from 11% in December 2014 to 9.2% in October 2016 (CA Employment Development Department)
- \$3.04 million in EDA funding secured for South Van Ness infrastructure improvements to support industrial expansion (October 2016)
- \$11.7 million in public street and utility improvements to the Reverse Industrial Triangle to support 377 acres of shovel-ready land for industrial development
- 17 agreements to support expansion of 16 businesses and creation of 448 jobs
- Incentive Agreements for Project Cheetah and Project Cougar, resulting in 3,000 new, full time jobs (December 2016)



# MAJOR INITIATIVES AND POLICY CHANGES *ECONOMIC DEVELOPMENT AND FISCAL*

## **SUSTAINABILITY**

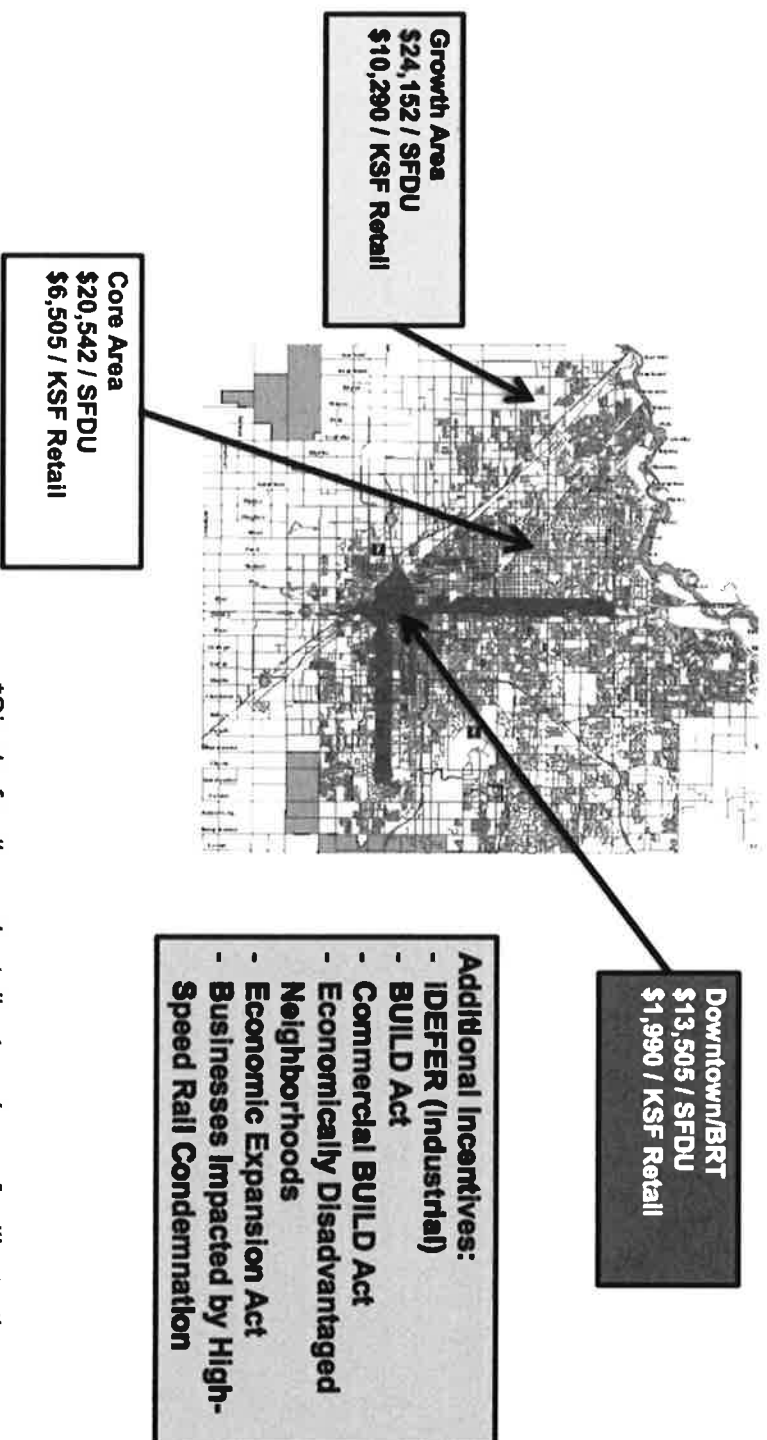
• 46 new businesses have opened in downtown Fresno since January 2015

- HSR Heavy Maintenance Facility property being secured by City to increase likelihood of siting the HMF in Fresno
- GigaFresno RFP process completed – 13 responses from industry; review underway
- Supporting SJV Manufacturers Alliance – 300+ manufacturers involved in the coalition focused on workforce development and industry expansion



# MAJOR INITIATIVES AND POLICY CHANGES

## ECONOMIC DEVELOPMENT AND FISCAL SU



\*Single-family and retail rates shown for illustration.  
Lower core-area fees vary by land use type.



- # **MAJOR INITIATIVES AND POLICY CHANGES**
- ## ***ECONOMIC DEVELOPMENT AND FISCAL SUSTAINABILITY***
- Completed payment of \$36 million of negative fund balances (July 2014)
  - General Fund Emergency Reserve balance = \$20.4 million
  - Credit rating increases from two agencies on the City's general credit rating



# MAJOR INITIATIVES AND POLICY CHANGES ECONOMIC DEVELOPMENT AND FISCAL SUSTAINABILITY

**MOODY'S**  
INVESTORS SERVICE



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**Rating Action: Moody's Upgrades Lease Revenue, Pension and Judgement Bonds of Fresno (CA)**

Global Credit Research - 25 Aug 2016

New York, August 25, 2016 – Summary Rating Rationale

Moody's Investors Service has upgraded the following lease-backed obligations of the City of Fresno, CA, by two notches to Baa2 from Ba1: Series 2004 A & C, Series 2008 A, C, E, F and Series 2009A. We have also upgraded to Baa3 from Ba2 the ratings on the city's 2006A Convention Center bonds, and upgraded to Ba1 from Ba2 the ratings on the 2002 Pension Obligation Bonds and 2002 Judgment Obligation Bonds. Approximately \$306 million in rated debt is affected by these rating actions. We are maintaining a positive outlook on each of these credits. Concurrently, we have affirmed the City's A3 Issuer Rating with a Stable Outlook.



# MAJOR INITIATIVES AND POLICY CHANGES

## ***URBAN FORM, LAND USE, AND DESIGN***

- Adoption of Citywide Development Code (November 2015)
- Adoption of Citywide Rezoning (February 2016)
- Adoption of Fulton Corridor Specific Plan, Downtown Neighborhoods Community Plan, Downtown Development Code, and Downtown Rezone (October 2016)
- Completion of High-Speed Rail Station Area Master Plan (December 2016)
- Adoption of Southwest Specific Plan Initiation Draft (December 2016)
- Airports Master Plan kickoff
- Fresno City College Connectivity Study
- Provided initial funding for Southeast Specific Plan and West Area Specific Plan



# MAJOR INITIATIVES AND POLICY CHANGES

## ***MOBILITY AND TRANSPORTATION***

- Midtown Trail funding announcement - \$9,500,000 (June 2016)
- Awarded \$32.6 million contract for BRT (January 2016); construction underway and scheduled for completion in Fall/Winter 2017
- FAX 15 service funding announcement
- FAX fare modernization program funding announcement - \$8,000,000 (September 2016)
- South Stadium complete streets project funding announcement - \$2,700,000 (September 2016)
- Midtown Connectivity Project funding announcement - \$2,797,000 (November 2016)
- Completion of Active Transportation Plan (December 2016)



# FULTON STREET BYTES GROUND BREAKING (March 2016)



# BUS RAPID TRANSIT GROUNDBREAKING (June 2016)

of  
**FRESNO**



**MAX**  
FRESNO AREA EXPRESS

FRESNO AREA



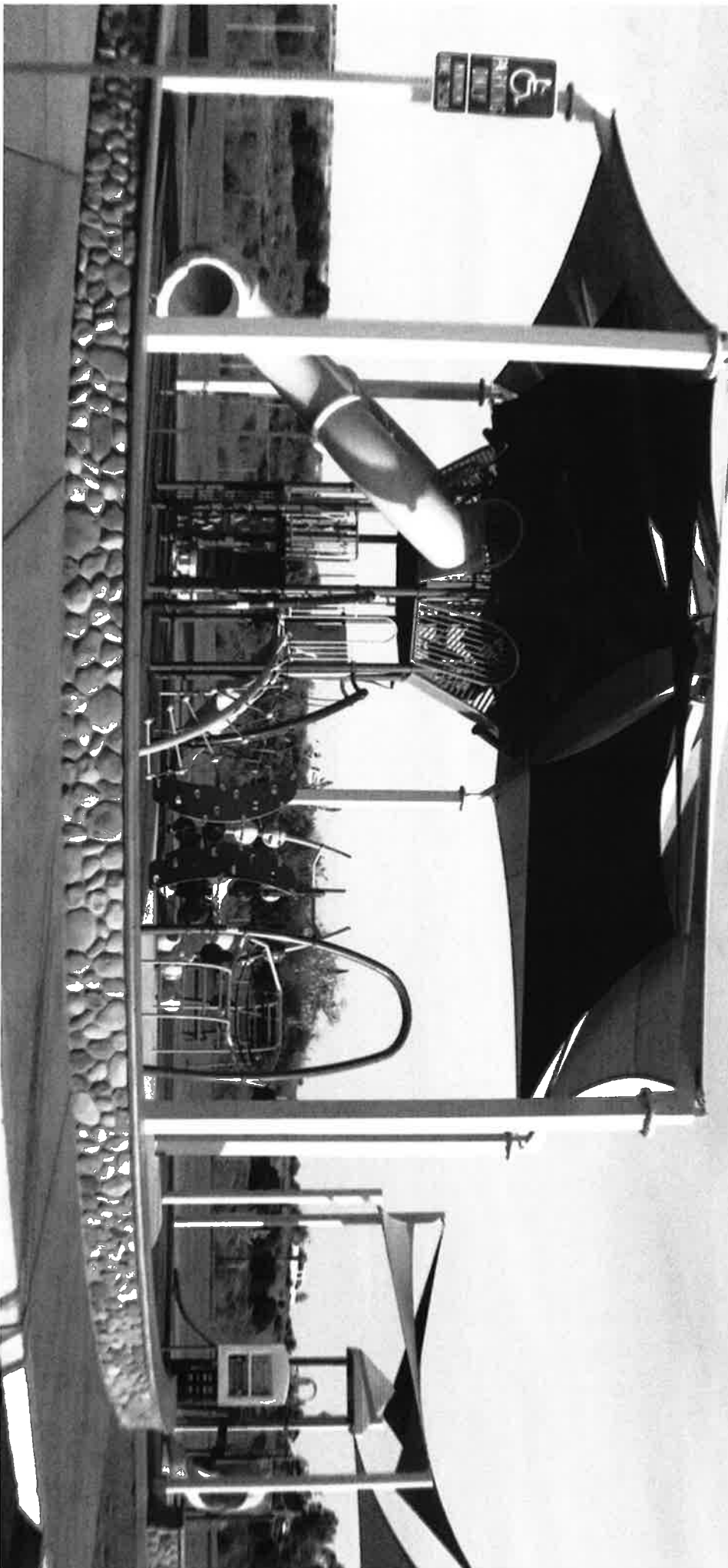
# MAJOR INITIATIVES AND POLICY CHANGES

## ***PARKS, OPEN SPACE, AND SCHOOLS***

- Fresno Unified Joint-Use Policy Adopted (December 2015)
- Completion of Parks Master Plan Vision Plan (December 2016)
- \$21 million of capital spent on City parks in 2015-2016 - \$7.2 million on new construction (34%); \$13.8 million on maintenance and rehab (66%)
- Opened three new parks:
  - Martin Ray Reilly Park (January 2015)
  - Inspiration Park (November 2015)
  - Cultural Arts District Park (December 2016)



# MARTIN RAY REILLY PARK OPENING (January 2015)



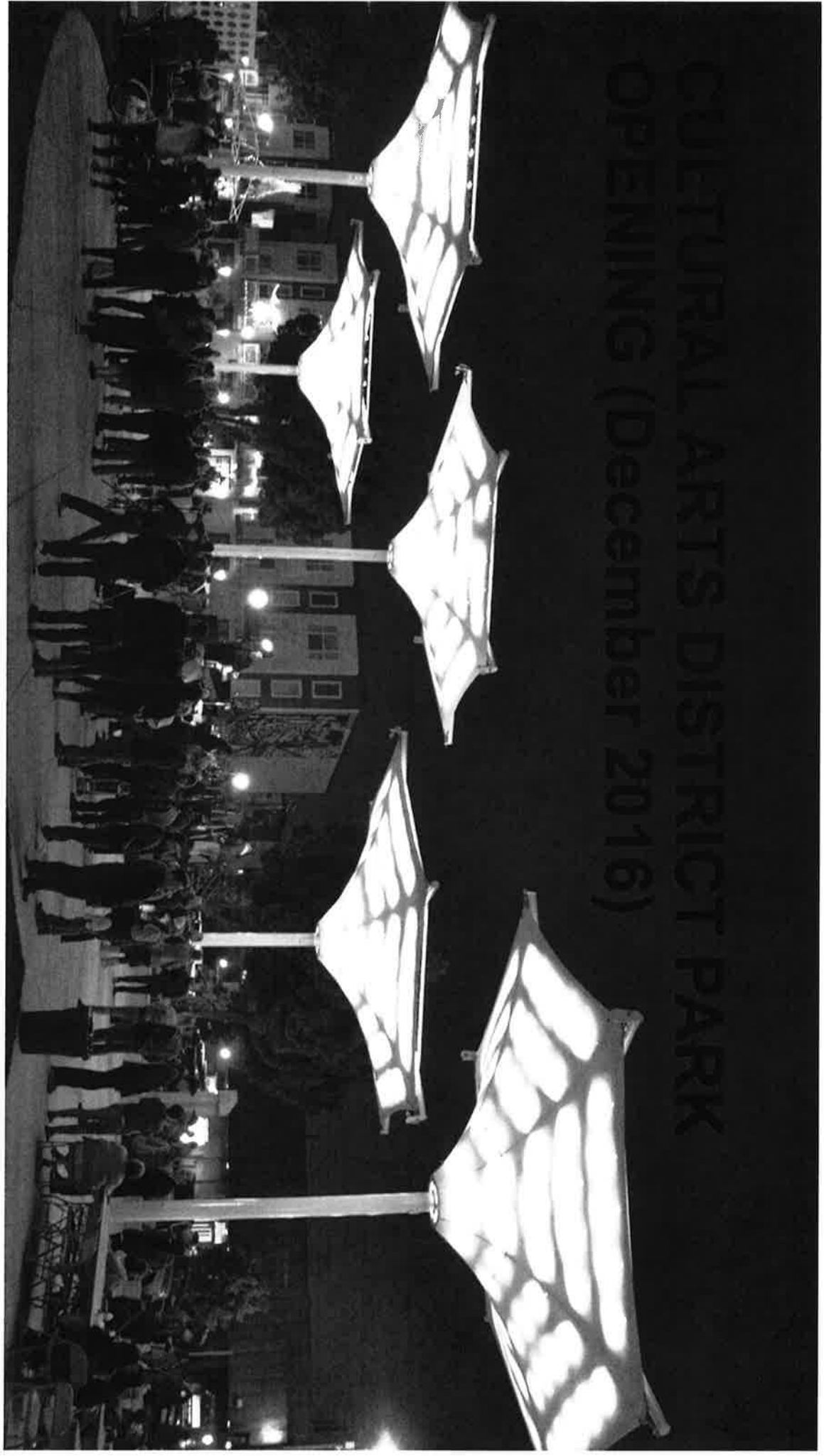




# **INSPIRATION PARK OPENING (November 2015)**



QUESTURAL ARTS DISTRICT PARK  
OPENING (December 2016)



# MAJOR INITIATIVES AND POLICY CHANGES

## PUBLIC UTILITIES AND SERVICES

- Water conservation targets – from 20% reduction in water use in 2014 to 25% reduction in March 2016
- Approval of Five-Year Rate Plan for Recharge Fresno (January 2015)
- Implementation of Sustainable Groundwater Management Act – Groundwater Sustainability Agency formed and meeting; on track to meet Groundwater Sustainability Plan by state deadline
- Water capacity fee proposed to comply with SGMA
- FID Conveyance Agreement – proposed for adoption on 12/15/16 – provides a continuous supply of water to fuel surface water treatment plants, reduce reliance on groundwater, and assist in compliance with SGMA
- Beginning contracting for over \$429 million in water infrastructure projects, as well as an additional \$82 million for recycled water



# MAJOR INITIATIVES AND POLICY CHANGES

## RESOURCE CONSERVATION AND

## RESILIENCE Fresno award (\$1,500,000) and kickoff (July 2016)

- Designation of Fresno in US DOE Energy Accelerator (November 2016)
- Central Valley Tune-Up (ongoing)
- Power the Tower initiative launch
- Working with Fresno EOC to install over 100 solar PV systems and weatherize the homes of 3,000 low-income residents since March 2015



# **MAJOR INITIATIVES AND POLICY CHANGES**

## ***HISTORIC AND CULTURAL RESOURCES***

- Adoption of Huntington Boulevard Historic District (March 2015)
- Approval of Hotel Fresno (November 2016)
- Adoption of Mills Act Ordinance (December 2016)



# MAJOR INITIATIVES AND POLICY CHANGES

## HEALTHY COMMUNITIES

- 40% reduction in carbon emissions with successful implementation of General Plan by 2035
- Code Enforcement Task Force (established October 2014)
  - Approval of Vacant and Blighted Building Ordinance (May 2015)
- Strike Team on Problem Properties (STOPP)/Anti-Slumlord Enforcement Team (ASET)
- Neighborhood Revitalization Teams (ongoing) – expanded from 5 to 15 neighborhoods
- Community Development Corporation (CDC) Capacity Building
- Proposed Rental Interior Inspection Program



# MAJOR INITIATIVES AND POLICY CHANGES

## *HEALTHY COMMUNITIES*

- City leadership partnering with County, education, non-profit and business leaders on the Cradle to Career (C2C) Partnership
- Making substantial progress on relocation of Darling International out of southwest Fresno neighborhood
- \$9.6 million of HUD funds appropriated for affordable housing - \$3 million for affordable housing rehabilitation; \$6,630,000 for affordable housing new construction



# MAJOR INVESTMENTS ALIGNED WITH PLAN

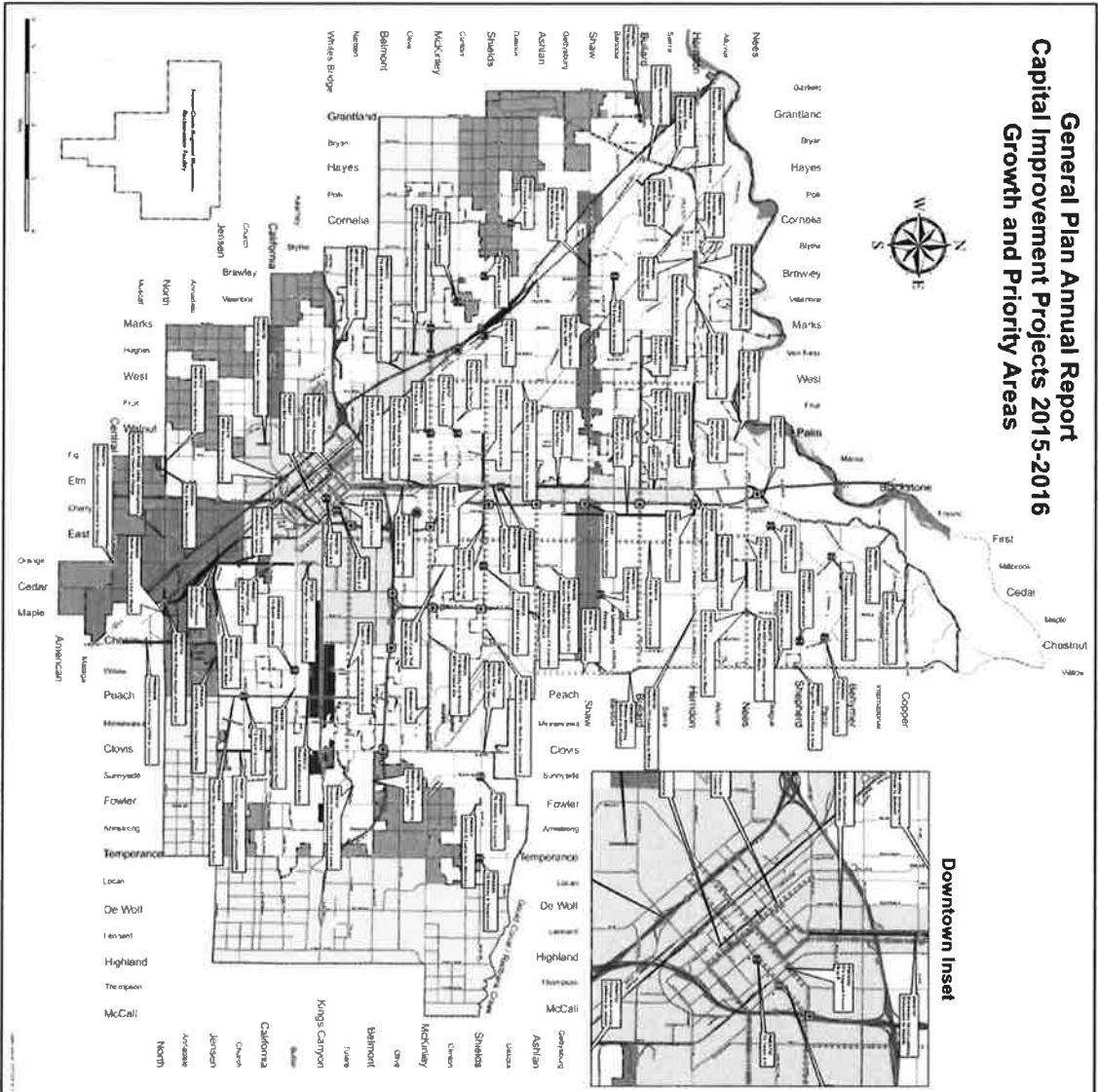
## PUBLIC INVESTMENT (PUBLIC WORKS)

PROJECT AREA	TOTAL PUBLIC WORKS EXPENDITURES (15-16)
BRT PHASE 1 (BLACKSTONE/VENTURA/KC)	\$495,578 (.04%)
BRT PHASE 2 (CALIFORNIA/SHAW AVE)	\$3,598,083 (3.6%)
DOWNTOWN PLANNING AREA	\$18,396,541 (18.2%)
INFILL OPPORTUNITY ZONE	\$26,636,152 (26.3%)
GROWTH AREA 1	\$2,655,099 (2.6%)
GROWTH AREA 2	\$87,486 (.008%)
NON-PRIORITY INFILL	\$45,363,851 (44.8%)
SOUTH INDUSTRIAL PRIORITY AREA	\$4,006,344 (4.0%)
CITYWIDE/MULTIPLE LOCATIONS	\$47,095 (.005%)





# General Plan Annual Report Capital Improvement Projects 2015-2016 Growth and Priority Areas



Downtown Inset

**Legend**

**Capital Projects Points**

- Bridge Repair
- XNG
- ◆ Intersection/Interchange
- ◆ Park and Ride
- ◆ Traffic Signal Improvements

**Capital Projects Linear**

- Section 130 RR XING
- Bike Lane
- New Construction
- Fulton Mall
- Intersection/Interchanges
- Citywide Fwy Ramp Traffic Signal ITS (14 Locations)
- Fiber Corridor Synch In Design/Construction
- Wireless Corridor Synch In Design/Construction
- Overlay
- Reconstruction
- Streetscape
- SRTS Sidewalk
- Trail
- Turn Pocket
- Rule 20A PG&E Utility Underground
- Street Lighting
- Widening
- Midtown Trail
- BRT Corridor

**Boundaries**

- City Limits
- Planning Area
- Sphere of Influence

**Figure 1M-2: Sequencing of Development Growth Areas \***

- Growth Area 1
- Growth Area 2

**Figure 1M-1: Priority Areas for Development Incentives**

- Downtown Planning Area
- Infill Opportunity Zones (IOZ)
- South Industrial Priority Area Inside City Limits
- South Industrial Priority Area Outside City Limits
- Phase 1 BRT
- Bixestons Avenue
- Ventura Boulevard / Kings Canyon Road
- Phase 2 BRT
- California Avenue
- Shaw Avenue

\* Growth Area 1: Includes East of the South Volume  
Growth Area 2: Includes the West and South Volume  
City Limits: Includes the City Limits  
Planning Area: Includes the Planning Area  
Sphere of Influence: Includes the Sphere of Influence  
IOZ: Includes the Infill Opportunity Zones  
Phase 1 BRT: Includes the Phase 1 BRT  
Phase 2 BRT: Includes the Phase 2 BRT

# MAJOR INVESTMENTS ALIGNED WITH PLAN

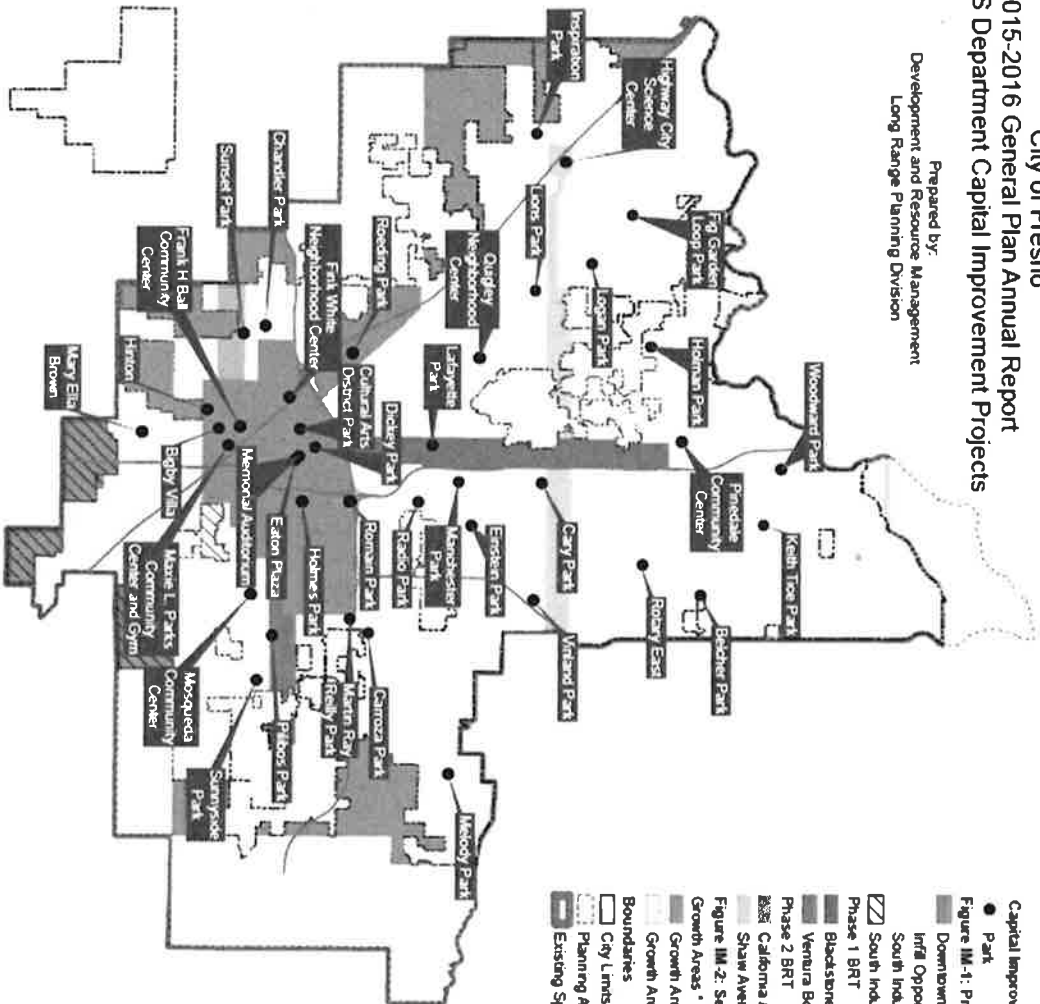
## PUBLIC INVESTMENT (PARCS)

PROJECT AREA	TOTAL PARCS CAPITAL EXPENDITURES (15-16)
BRT PHASE 1 (BLACKSTONE/VENTURA/KC)	\$283,922 (2%)
BRT PHASE 2 (CALIFORNIA/SHAW AVE)	\$0
DOWNTOWN PLANNING AREA	\$3,320,736 (24%)
INFILL OPPORTUNITY ZONE	\$4,098,041 (30%)
GROWTH AREA 1	\$0
GROWTH AREA 2	\$0
NON-PRIORITY INFILL	\$6,126,276 (44%)
SOUTH INDUSTRIAL PRIORITY AREA	\$0



# City of Fresno 2015-2016 General Plan Annual Report PARCS Department Capital Improvement Projects

Prepared by:  
Development and Resource Management  
Long Range Planning Division



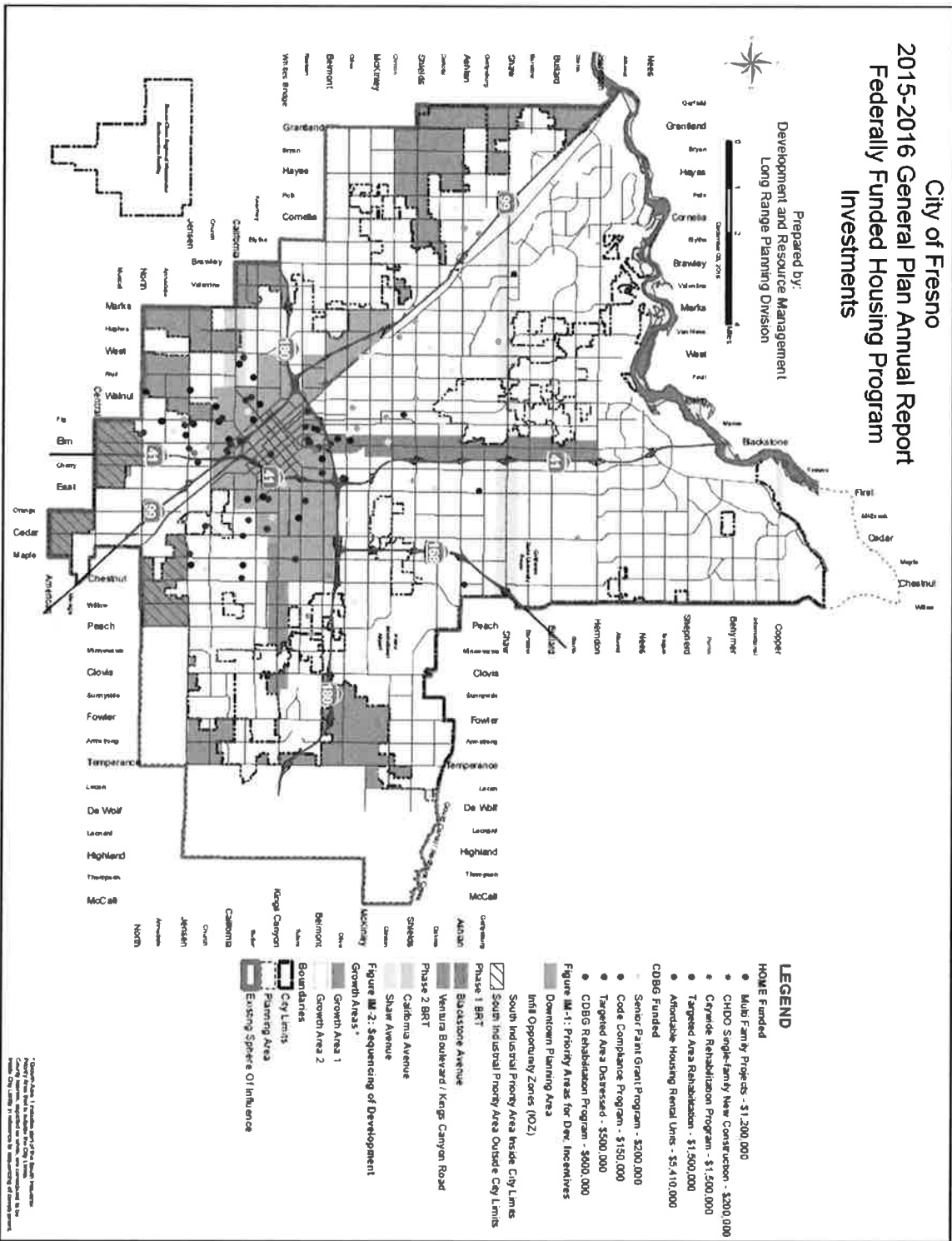
- Park
- Capital Improvement Projects
- Figure IM-1: Priority Areas for Dev. Incentives
- Downtown Planning Area
- Infill Opportunity Zones (IOZ)
- South Industrial Priority Area Inside City Limits
- South Industrial Priority Area Outside City Limits
- Phase 1 BRT
- Blackstone Avenue
- Ventura Boulevard / Kings Canyon Road
- Phase 2 BRT
- California Avenue
- Shaw Avenue
- Figure IM-2: Sequencing of Development
- Growth Areas 1
- Growth Area 2
- Boundaries
- City Limits
- Planning Area
- Existing Sphere of Influence



1:50,000  
Scale  
City of Fresno, 2015  
Map prepared by the City of Fresno, Department of Development and Resource Management, Long Range Planning Division

# City of Fresno 2015-2016 General Plan Annual Report Federally Funded Housing Program Investments

Prepared by:  
Development and Resource Management  
Long Range Planning Division



## LEGEND

### HOME Funded

- Multi Family Projects - \$1,200,000
- CHDO Single-Family New Construction - \$200,000
- Cypresside Rehabilitation Program - \$1,500,000
- Targeted Area Rehabilitation - \$1,500,000
- Affordable Housing Rental Units - \$5,410,000

### CDBG Funded

- Senior Part Grant Program - \$200,000
- Code Compliance Program - \$150,000
- Targeted Area Distressed - \$500,000
- CDBG Rehabilitation Program - \$600,000

### Figure III-1: Priority Areas for Dev. Incentives

- Downtown Planning Area
- Infill Opportunity Zones (IOZ)

### South Industrial Priority Area Inside City Limits

- South Industrial Priority Area Outside City Limits

### Phase 1 BRT

- Backstone Avenue
- Ventura Boulevard / Kings Canyon Road

### Phase 2 BRT

- Shields
- California Avenue
- Shaw Avenue

### Figure III-2: Sequencing of Development

- Growth Area 1
- Growth Area 2

### Boundaries

- City Limits
- Planning Area
- Existing Sphere of Influence

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# MAJOR INVESTMENTS ALIGNED WITH PLAN

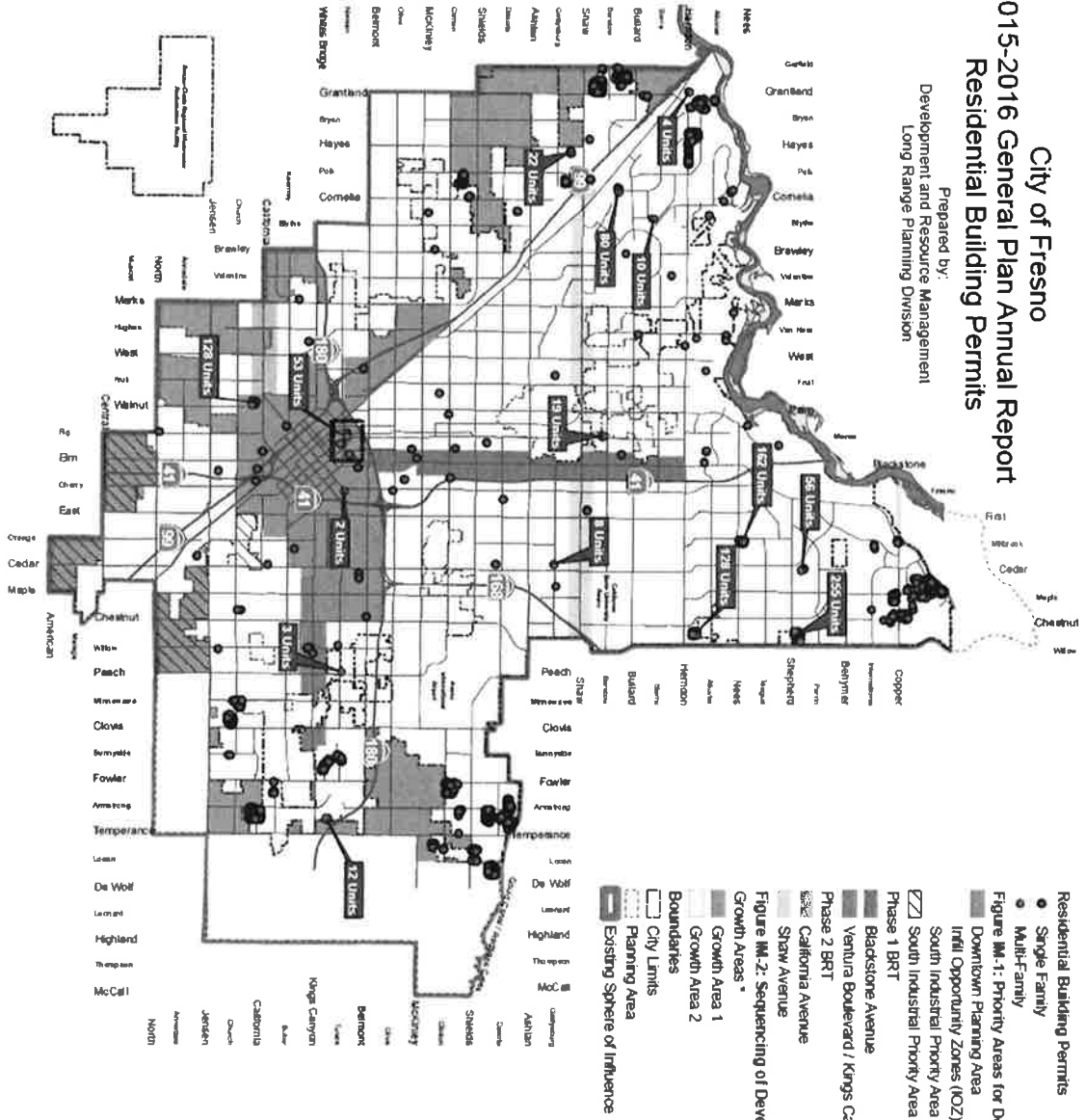
## PRIVATE INVESTMENT

	Priority Infill Areas	Non-Priority Infill Areas	Growth Areas
Total Residential Investment (15-16)	9.6%	81%	9.4%
Total Residential Units (15-16)	335 (13.1%)	2,035 (79.7%)	183 (7.2%)
Total Industrial Investment* (15-16)	45.1%	53.7%	1.2%
Total Commercial Investment* (15-16)	36.6%	63.4%	0%



# City of Fresno 2015-2016 General Plan Annual Report Residential Building Permits

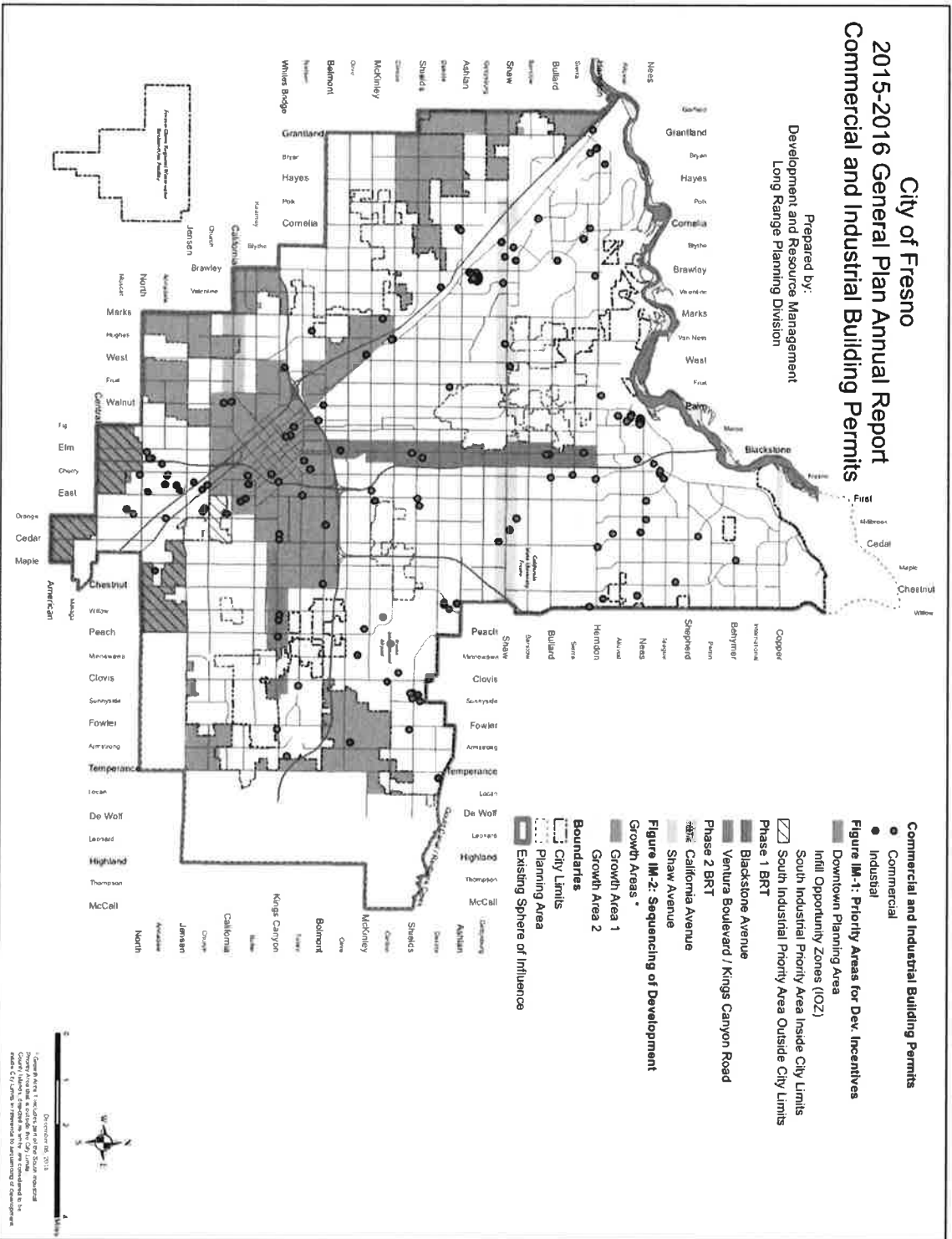
Prepared by:  
Development and Resource Management  
Long Range Planning Division



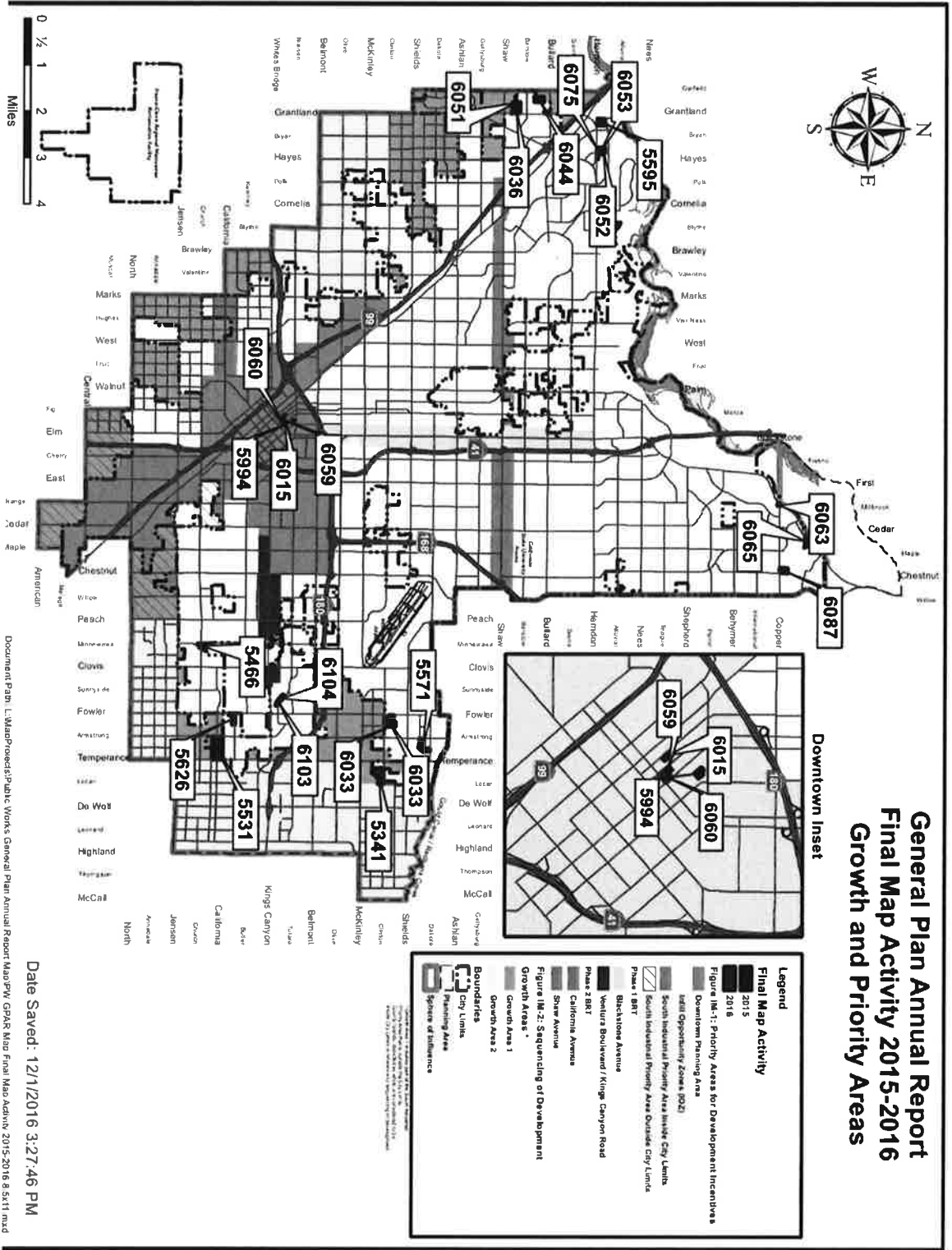
\* Growth Areas 1 includes part of the South Industrial Priority Area. Growth Areas 1 and 2 are shown in the map. City Limits are shown in the map. Existing Spheres of Influence are shown in the map.

# City of Fresno 2015-2016 General Plan Annual Report Commercial and Industrial Building Permits

Prepared by:  
Development and Resource Management  
Long Range Planning Division



# General Plan Annual Report Final Map Activity 2015-2016 Growth and Priority Areas

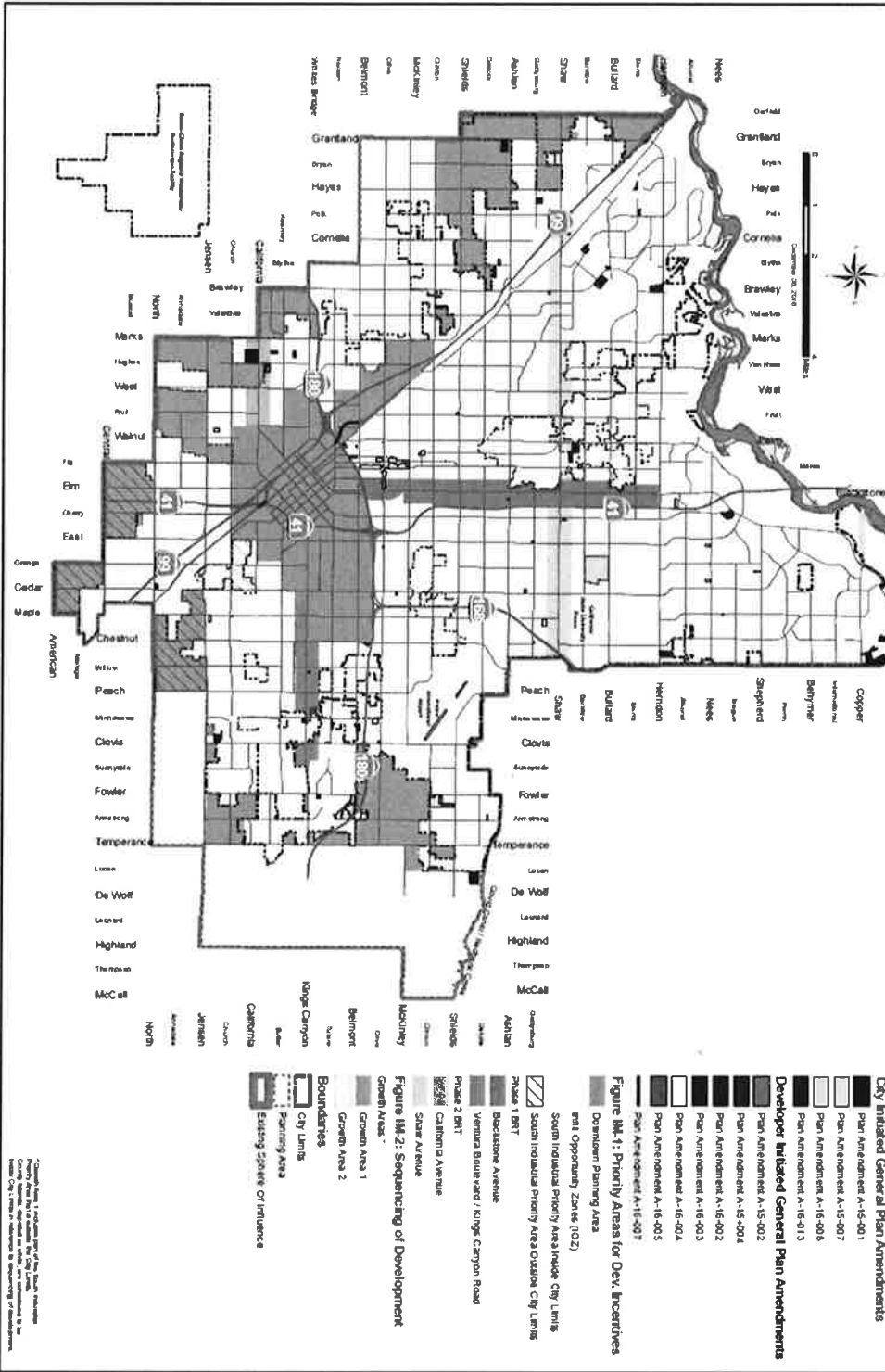


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# City of Fresno 2015-2016 General Plan Annual Report General Plan Amendments

Prepared by:  
Development and Resource Management  
Long Range Planning Division



## LEGEND

- City Initiated General Plan Amendments**
  - Plan Amendment A-15-001
  - Plan Amendment A-15-007
  - Plan Amendment A-15-006
  - Plan Amendment A-15-013
- Developer Initiated General Plan Amendments**
  - Plan Amendment A-15-002
  - Plan Amendment A-15-004
  - Plan Amendment A-15-002
  - Plan Amendment A-15-003
  - Plan Amendment A-15-004
  - Plan Amendment A-15-005
  - Plan Amendment A-15-007

## Figure 104-1: Priority Areas for Dev. Incentives

- Opportunity Zone (OZ)
- Overlaid Planning Area
- South Individual Priority Area Outside City Limits
- Priority 1 PNT
- Beckstone Avenue
- Vermont Boulevard / Kings Canyon Road
- Priority 2 PNT
- Cabrera Avenue
- State Avenue

## Figure 104-2: Sequencing of Development

- Green Area 1
- Green Area 2
- Boundaries
- City Limits
- Planning Area
- Existing Spheres of Influence

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# **WORK PROGRAM FOR UPCOMING YEAR**

- Complete Parks Master Plan
- Complete Southwest Specific Plan
- Complete FAX Restructuring Process
- Launch Roosevelt Neighborhoods/Southeast Specific Plan
- Launch General Plan Implementation Committee
- Launch West Area Market Study
- Launch West Area Specific Plan



# **WORK PROGRAM FOR UPCOMING YEAR**

- Launch Blackstone Complete Street and Connectivity Design Process
- Allocation of Transformative Climate Communities funds for Fresno
- Launch Displacement Task Force
- Launch Industrial Compatibility Study
- Adopt Enhanced Infrastructure Finance District for Downtown



# POTENTIAL OPPORTUNITIES AND CHALLENGES

## ***REGIONAL PLANNING***

- Implementation of the Sustainable Groundwater Management Act
- Public Transportation Infrastructure Study Update
- Fresno COG Regional Transportation Plan and Sustainable Communities Strategy Update



# POTENTIAL OPPORTUNITIES AND CHALLENGES

## INFRASTRUCTURE FUNDING

### • MAP-21 Expiration

- New transportation priorities in incoming administration
- Gas tax revenues
- Cap and Trade extension
- California Transportation Funding package



- POI ENIIAL OPPOR I UNIIIES AND  
CHALLENGES  
EMERGING INFILL INVESTMENT  
OPPORTUNITIES**  
on Control District – new Transit  
Oriented Development Fund
- Transformative Climate Communities

