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Agenda Item: ID#14-653 (5:00 P.M.)

Date: 12/11/14

CITY CLERK, FRESNO CA

## FRESNO CITY COUNCIL



### Supplemental Information Packet

Agenda Related Items – ID#14-653 (5:00 P.M.)

Supplemental Packet Date: December 11, 2014

#### Item(s)

**HEARING** to consider approvals related to the Proposed General Plan Update  
**(Citywide)**

1. Consideration of General Plan Update and certification of the related Environmental Impact Report (EIR) SCH No. 2012111015 filed by Jennifer K. Clark, Development and Resource Management Director, on behalf of the City of Fresno, citywide application

#### **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.

December 8, 2014

2014 DEC 8 AM 11 17

The Honorable Steve Brandau, Oliver Baines, Lee Brand, Paul Caprioglio, Clint Olivier,  
Sal Quintero, and Blong Xiong  
Fresno City Council  
2600 Fresno Street, 2<sup>nd</sup> Floor  
Fresno, California 93721

CITY CLERK, FRESNO CA

Dear Council President and Members of the City Council:

On behalf of the Office of Community and Economic Development (OCED) at Fresno State, I write in strong support of the 2035 Fresno General Plan (draft dated December 2014).

Established in August 2000, OCED is an on-campus division of Fresno State that is dedicated to aligning the University's intellectual capacity and innovation-driven economic development initiatives to improve the competitiveness and prosperity of the San Joaquin Valley region. Recognized regionally for its ability to link, align and leverage the University and its resources to the needs of the community, OCED continues to serve the region through several programs, initiatives, and collaboratives.

As the Secretariat for California Partnership for the San Joaquin Valley (Partnership), OCED has worked to encourage collaboration on a regional scale by bringing together experts and leaders committed to the same purpose- sustainable economic development, environmental stewardship, and human advocacy. The Partnership is an unprecedented public-private partnership sharply focused on improving the region's **economic vitality** and quality of life for the over 4 million residents who call the San Joaquin Valley home. Founded in June 2005 by Governor Schwarzenegger with Executive Order S-05-05, the Partnership is an effort to address the unique challenges facing the Valley as well as the region's importance to California.

Building on years of regional cooperation established by the development of the Partnership, the Partnership's Strategic Action Proposal, and the San Joaquin Valley Regional Blueprint's smart growth principles, Smart Valley Places - FY10 HUD \$4 million Regional Planning Grant under the Federal Partnership for Sustainable Communities- is the region's roadmap to creating more transportation choices, equitable-affordable housing, economic competitiveness, and healthier, safer and walkable neighborhoods.

As the regional administrator for Smart Valley Places, OCED has been working with the region's urban cities, including the City of Fresno, to promote sustainable development through the adoption of smart growth principles into local planning documents and through building local capacity for sustained civic engagement in the planning process. In August 2010, the City of Fresno entered into the compact of urban cities in the San Joaquin Valley by contributing a comprehensively updated General Plan with all

mandatory and some additional innovative elements and a revised development code, both built with Smart Growth and Livability Principles, designed and assessed using an I-PLACE3S GIS technology platform.

In August 2011, OCED received an Economic Adjustment grant from the U.S. Economic Development Administration (EDA), U.S. Department of Commerce, to prepare a Valley-wide industry cluster analysis and a regional strategy – Cluster Action Plan – to catalyze the growth of priority clusters. The goal of the project is to support improved regional economic performance, sustainability, and shared opportunity for Valley residents, businesses and communities. As a result of the Cluster Action Plan, the Regional Industry Clusters Initiative got its official start in February 2013, with team members engaging champions in the seven identified clusters: Agriculture, Clean Energy, Health & Wellness, Logistics, Manufacturing, Public Sector Infrastructure, and Water Technology.

Fresno's General Plan not only meets the purpose of the Partnership - sustainable economic development, environmental stewardship, and human advocacy- and the smart land-use and sustainability planning goals and objectives of Smart Valley Places, but also demonstrates Fresno's commitment and imperative vision to ensure the City continues to be economically competitive while ensuring prudent stewardship of financial and natural resources. The General Plan accomplishes this by prioritizing the following:

- Emphasize conservation, successful adaptation to climate and changing resource conditions, and performance effectiveness in the use of energy, water, land, buildings, natural resources, and fiscal resources required for the long-term sustainability of Fresno
- Support agriculture and food production as an integral industry
- Provide for a diversity of districts, neighborhoods, housing types (affordable housing), residential densities, job opportunities, recreation, open space, and educational venues that appeal to a broad range of people throughout the city
- Develop Complete Neighborhoods and districts with an efficient and diverse mix of residential densities, building types, and affordability which are designed to be healthy, attractive, centered by schools, parks, and public and commercial services to provide a sense of place and that provide as many services as possible within walking distance.
- Promote a city of healthy communities and improve quality of life in established neighborhoods.

This type of planning, infrastructure, and community building is exactly the type of work that Smart Valley Places and the Partnership were meant to encourage. The City of Fresno has been an important partner in regional planning efforts and partnerships, and the 2035 Fresno General Plan will no doubt lead Fresno and the region in making improvements that have catalytic impacts in

regard to preserving agriculture land, improving air quality, and promoting livable communities in general.

I know there has been and will continue to be criticism of this plan. A vision and blueprint for a city of a half million people and growing shouldn't be without careful deliberation and consideration of all perspectives. However, after nearly four years of careful analysis, community outreach, and deliberation, I believe that this plan has evolved into a vision that sets a higher bar for the City to lead as the major economic force in the region, while protecting property values, accommodating market forces, and preserving neighborhood character. We cannot further delay this opportunity to set a compelling vision – and as a partner of the City of Fresno, I look forward to working to help implement this blueprint immediately in the new year.

On behalf of OCED, I am pleased to support the 2035 Fresno General Plan and strongly encourage your affirmative vote when it comes before you later this month. Should you have any questions, please do not hesitate to contact me directly.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Dozier", with a stylized flourish at the end.

Mike Dozier  
Executive Director

cc:

Mayor Ashley Swearengin

City Clerk Yvonne Spence

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2014 DEC 8 AM 11 17

Louise A. Yenovkian  
c/o 246 West Shaw Ave  
Fresno, CA 93704

CITY CLERK, FRESNO CA

December 4, 2014

City of Fresno Council Members  
2600 Fresno Street, 2<sup>nd</sup> Floor  
Fresno, California 93721

Honorable Council Members:

I am writing to express my support of the 2035 Fresno General Plan Update (Plan Update) as General Plan Citizens Advisory Committee member. This plan provides strong policy framework and vision to ensure that the City continues to protect, preserve and promote Fresno.

As a member of the 2035 General Plan Citizens Committee, I have an extensive understanding of the Plan Update and the importance of this vision document. We have been engaged in this process for over 5 years. This plan was carefully thought out. Although the Citizens Committee disbanded in 2013, a handful of the members have remained engaged in this subject. I, for one, remain fully engaged in the issue and am confident that our efforts will not be in vain.

After several years of unprecedented community outreach, analysis and discussion, I urge you to approve the 2035 General Plan Update on December 18, 2014. Unnecessarily delaying the approval of the plan is not in the best interest of moving our community forward. Rather, it is important that we begin as soon as possible working on the implementation of the Plan Update.

Again, I would strongly encourage your affirmative vote of the 2035 General Plan when it comes before you later this month. If you have any questions, please do not hesitate to contact me at my office (559)224-2131 or via my email at [Lyenovkian@wctlaw.com](mailto:Lyenovkian@wctlaw.com)

Sincerely,

  
Louise A. Yenovkian

cc:

Mayor Ashley Swearengin  
City Clerk Yvonne Spence



RECEIVED

December 5, 2014

2014 DEC 8 AM 11 17

CITY CLERK, FRESNO CA

Mayor Ashley Swearengin  
City of Fresno  
2600 Fresno Street  
Room 2075  
Fresno, CA 93721

Dear Mayor Swearengin:

RE: Resolution in Support of 2035 General Plan

On behalf of the Board of Directors of the Southeast Fresno Community Economic Development Association we would like to express our support for the current version of the 2035 General Plan. The City of Fresno continues to rank number one in concentrated poverty in the State and number two in the Nation. The implementation of the General Plan is a unique opportunity to improve quality of life and promote better economic conditions in our city and Southeast Fresno. A more prosperous community can also bring more revenue to the City's General Fund.

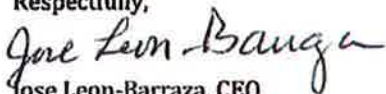
Although we support the approval of the General Plan in its current form, the attached resolution identifies areas we view as high priorities for our city and Southeast Fresno and we provide recommendations on more specific projects and initiatives for Southeast Fresno that we would support and help in the implementation stages of this General Plan.

The areas that we consider to be a high priority for our city are:

1. Employment, Vocational Training, Entrepreneurship
2. Housing and Healthy Neighborhoods
3. Recreation
4. Educational Institutions.

We look forward to participate in your final hearing of this important matter. On behalf of the Board and members of SEFCEDA we urge you to approve the 2035 General Plan.

Respectfully,

  
Jose Leon-Barraza, CEO  
SEFCEDA, Inc.

CC:

Blong Xiong  
Councilmember  
District 1

Steve Brandau  
Councilmember  
District 2

Oliver L. Baines III ✓  
Councilmember  
District 3

Paul Caprioglio  
Councilmember  
District 4

Sal Quintero  
Councilmember  
District 5

Lee Brand  
Councilmember  
District 6

Clint Olivier  
Councilmember  
District 7

Jennifer Clark  
Fresno City  
Planning Commission

Enclosure

[www.SEFCEDA.org](http://www.SEFCEDA.org)

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[joseleonbarraza@sefceda.org](mailto:joseleonbarraza@sefceda.org)





**RESOLUTION  
SOUTHEAST FRESNO COMMUNITY ECONOMIC DEVELOPMENT ASSOCIATION  
(SEFCEDA)**

**In the matter of: IN SUPPORT OF THE 2035 FRESNO CITY GENERAL PLAN.**

**WHEREAS, the mission of SEFCEDA is to improve the quality of life of southeast Fresno and Fresno Region residents and promote economic prosperity by expanding opportunities in education, recreation, employment, housing and entrepreneurship for healthy neighborhoods; and**

**WHEREAS, SEFCEDA is already actively involved in improving economic conditions and quality of life in our city and Southeast Fresno and welcomes the opportunity to partner with the City of Fresno and other entities in this effort;**

**WHEREAS, the City of Fresno is considering adoption of the 2035 Fresno City General Plan; and**

**WHEREAS, the SEFCEDA Board views this planning document as the foundation and vision to address current and future needs of the residents of our city and Southeast Fresno; and**

**WHEREAS, the General Plan is an important tool to improve the quality of life of the residents of our city and Southeast Fresno and promote economic prosperity;**

**The SEFCEDA Board hereby supports the adoption of this plan and makes the following recommendations to ensure a positive economic impact on the City of Fresno and Southeast Fresno residents:**

**1. EMPLOYMENT, VOCATIONAL TRAINING, & ENTREPRENEURSHIP**

**Background:**

**The General Plan recognizes the need to improve economic conditions and increase the earning power of Fresno residents.**

**SEFCEDA Recommendations:**

- a) Efforts of the City of Fresno to address poverty should be directed to the most impoverished neighborhoods in the City of Fresno to change Fresno's ranking as number one in concentrated poverty in the State and number 2 in the nation. Improving this ranking should be the most important goal of the General Plan.**

**(1)**

**[www.SEFCEDA.org](http://www.SEFCEDA.org)**

P.O. Box 8817 • Fresno, CA 93747 • TEL: (559) 453-0124 • FAX: (559) 255-7635  
[joseleonbarraza@sefceda.org](mailto:joseleonbarraza@sefceda.org)

b) The City of Fresno needs to be a stronger advocate in seeking state and federal resources to prepare the Fresno workforce to fill jobs that go unfilled because resources to improve the skills of the workforce are limited and inadequate.

c. The City of Fresno should more actively support efforts to expedite the construction of a Career Technical Center in Southeast Fresno by the State Center Community College District. SEFCEDA is committed to be a partner with the State Center Community College District, the City of Fresno and other entities/organizations to assist in generating community/public support to accelerate the implementation of this project.

d. SEFCEDA welcomes the opportunity to partner with the City of Fresno in the creation of good paying jobs and the attraction, retention, and expansion of businesses in Southeast Fresno through the implementation of new more creative ideas that can improve economic conditions.

e. The General Plan should encourage funding of programs that offer opportunities to train and prepare residents to open their own businesses

## 2. HOUSING AND HEALTHY NEIGHBORHOODS

### Background:

SEFCEDA supports provisions of the General Plan that call for the creation of complete neighborhoods for a safe and healthy community with adequate access and proximity to recreational opportunities, transportation, businesses and other amenities.

SEFCEDA concurs that high density housing and affordable housing are necessary to accommodate population growth of our city.

The General Plan (UF-12 states: "Locate roughly one half of future residential development in infill areas-defined as being within the City on December 21, 2012-including the Downtown core area and surrounding neighborhoods, mixed-use centers and transit-development along major BRT corridors, and other non-corridor infill areas and vacant land" Future residential development is to occur in the form of infill and new construction within the sphere of influence of the City of Fresno.

SEFCEDA appreciates that the Ventura/Kings Canyon Corridor is a major BRT Corridor being targeted by the General Plan to include infill development with higher-densities, mixed-use centers and transit development. The targeting of well designed, higher density residential projects and high-quality affordable housing on the Ventura/Kings Canyon Corridor can bring economic benefits to the area with adequate economic incentives. SEFCEDA is already involved in the revitalization of the Ventura/Kings Canyon Corridor along with other community partners.



SEFCEDA Recommendations:

a. The City of Fresno needs to further clarify a policy for future residential development as to the sequence of where and when infill and sphere of influence residential development is to take place.

a. SEFCEDA supports infill and revitalization of the Ventura/Kings Canyon Corridor and efforts to fund improvement of established neighborhoods along this corridor

b. SEFCEDA also supports the revitalization of other established neighborhoods in Southeast Fresno in combination with new residential development within the sphere of influence boundaries. A balance of infill development and sphere of influence growth must take into consideration the economic benefits that a vibrant housing industry under both scenarios can bring to the Fresno's economy.

c. The proposed housing mix for Development Area 4-East shows 5,100 multi-family units versus 3,800 single-family units. SEFCEDA believes that higher densities and affordable housing should be available at all parts of our City and should not be concentrated only in impoverished neighborhoods.

**3. RECREATION.**

Background:

According to the Draft Fresno General Plan, South of Shaw City Park Space is 1.02 acres per 1,000 residents (Total Acres: 242.73 acres). North of Shaw City Park Space is 4.62 acres per 1,000 residents (Total Acres: 764.43). This disparity in the provision of parks and recreational facilities in established neighborhoods south of Shaw versus north of Shaw Avenue and the very low availability of park facilities compared to other cities in the Central Valley, the State and the Nation reported in recent surveys is a serious quality of life problem that requires the attention of our City.

SEFCEDA's Recommendations:

a. SEFCEDA desires a partnership with the City of Fresno and other like minded community and corporate entities for the purpose of establishing and sustaining more ambitious short-term and long-term goals greater than 3 acres of parks per 1,000 residents for Southeast Fresno. Including the funding and construction of a regional park facility with a soccer fields complex in Southeast Fresno.

**4. EDUCATIONAL INSTITUTIONS.**

Background:

Elementary and high schools, community colleges and universities play an important role in preparing residents for the job market. Low performance of these institutions in the number of students who graduate continues to be a problem in the Fresno Region. We must address this problem in order to reverse the cycle of poverty in the Fresno Region.