

INDUSTRIAL

Characteristics

Four of the ten major industrial districts illustrated by the General Plan are located in or near the Edison Community. As shown on the Existing Land Use Map, Figure 2, most industrial development lies in proximity to the community's major regional transportation routes - Freeway 99, Southern Pacific Railway, and State Highway 41 and 180. These districts include the North Avenue Industrial Triangle; the industrial redevelopment areas between Freeway 99 and the Southern Pacific Railway; industrial areas north and northwest of Chandler Airport; and the Fruit-Church industrial area.

Cities have historically planned for more industrial development than is actually anticipated. Fresno is no exception. The local land resources committed to future industrial expansion in the Edison Community exceeds the projections of local industrial development. This is true for both the amount of land currently zoned for industry and the amount earmarked for industrial use by adopted land use plans.

New industrial growth in the metropolitan area is expected to absorb only 38% of the 16,850 acres proposed by the City's General Plan. This gap between historical commitments and anticipated growth will be especially evident in the Edison Community due to the trends of industrial development in other parts of the metropolitan area i.e., the light industrial development around the Fresno Air Terminal, and the heavy industrial development along the southerly portions of Freeway 99.

The Community is bounded on three sides by planned industrial concentrations. Generally it is not possible to enter the community from any other portion of the city without crossing an industrial corridor. The appearance of such industrial uses are often unappealing, thus creating a negative image of the Edison Community. In most cases the commitments to industrial uses or facilities cannot be changed, but their adverse impacts may be minimized by development of strict performance standards, proper site design, and the application of available measures to buffer and separate incompatible land uses.

Scattered industrial development outside planned industrial districts is another major problem in the Edison Community. Some of the most blighting industrial uses involving low property investment, such as salvage yards, may be eliminated or relocated for the benefit of the community. Where investments are so great that relocation is infeasible, the adverse impacts of such industrial development should be minimized.

The area designated for industrial development in the Community Plan generally agrees with the Fresno-Clovis Metropolitan General Plan. The community plan modifies the areas depicted for industry in two areas. Those two section areas: 1) the area lying north of Whitesbridge Avenue, between Brawley and Marks Avenues; 2) the area lying east of Elm Avenue, and south of Jensen Avenue.

The land use pattern in the former area is a mixture of agricultural, residential, and industrial activities. The 1974 General Plan sought to eliminate the historical commitment to industrial development in the area by calling for the creation of low density residential development. However, the industrial uses already in this area together with a pattern of industrial zoning indicates that the most appropriate recommendation for this area would be to continue the previously accepted plans for industrial development. Elm Avenue is the second area which requires a restudy of the General Plan's recommendations for industrial development. This street is a major gateway to the Metropolitan Area. However, the area is currently developed with a complex mixture of blighted industrial and commercial activities, and the task of designing a feasible strategy for renovating the area will require detailed study. Therefore, it is appropriate to recommend a specific planning project to investigate ways to improve the aesthetic appearance and economic viability of Elm Avenue, (see Figure 8). Prior to the completion of the specific plan for the area the community plan will reflect the existing land use situation along Elm Avenue. A generalized land use proposal and a set of policies/design criteria for an Elm Avenue Specific Plan are included in the Appendix, pages, 75 and 77.

Assets

- *There are a variety, as well as a large number of sites available for new industrial expansion.
- *The City is willing to provide the necessary improvements for planned industrial development.
- *The planned industrial areas are provided with good access to transportation via State Highways 41, 180,99 and the Southern Pacific Railway.

Liabilities

- *Many of the adverse impacts of the City's industrial development are disproportionately imposed on the Edison residents.
- *Scattered industrial activities are in conflict with existing and proposed residential areas.
- *The community is overzoned for industrial development.
- *The continued development of intense industrial activities, without the establishment of necessary controls to reduce their environmental impact, will seriously affect the desirability of adjacent residential neighborhoods.

Recommendations

*It is recommended that special property development standards be applied to minimize the adverse effects of industries on adjacent residential areas. Such property development standards should include a twenty to thirty foot setback requirement for industrial properties along streets separating industrial and residential districts; requirements for landscape buffers within such setbacks, and requirements for solid masonry walls and landscaping to screen industrial parking, loading, and open storage areas from adjacent residents.

*It is recommended that access to industrial properties along major streets which separate residential and industrial districts be limited, or if possible, prohibited.

*It is recommended that only light industrial uses, which are compatible with the character of residential areas, be permitted where industrial and residential districts interface.

*It is recommended that established industries which cannot be relocated but which pose nuisances of noise, odor, and glare be required to eliminate such adverse conditions if they are to continue operation.

~~*It is recommended that all possible efforts be taken to phase out scattered and/or deteriorated industrial uses which are outside areas designated as industrial districts by the Edison Community Plan.~~

*It is recommended that all possible efforts be taken to minimize the adverse effects of selected industrial land uses and facilities. Particular recommendations include the following:

~~- Develop a Specific Plan to eliminate blighting conditions along Elm Avenue, recognizing it as a major gateway to the Fresno Metropolitan Area, and the priority for its renovation should be treated accordingly. The generalized land use alternative for Elm Avenue and the Policies/Design Criteria for an Elm Avenue specific plan included in the appendix should be considered as a starting point for the planning project.~~

- Relocate salvage yards which have a blighting influence on the community through a program of incentives or redevelopment.

*It is recommended that all future industrial development proposals develop in conformance with the Edison Community Plan map and policies.

*It is recommended that the Planning Division include further study in the salvage yard concept in the 1977-78 work program.

~~* It is recommended that the City facilitate the relocation of the Hornel Meat Packing Plant to an appropriate planned industrial area.~~

~~* It is recommended that the City initiate rezoning of unplanned, scattered industrial sites to a zone classification which would be in conformance with the plan when: a) the existing uses on the sites are relocated or go out of business; or b) in the case of vacant land, or nonconforming development, as soon as possible.~~