

Exhibit R



Central Southeast SPECIFIC PLAN

Fresno City Council

March 19, 2026
9:20 am

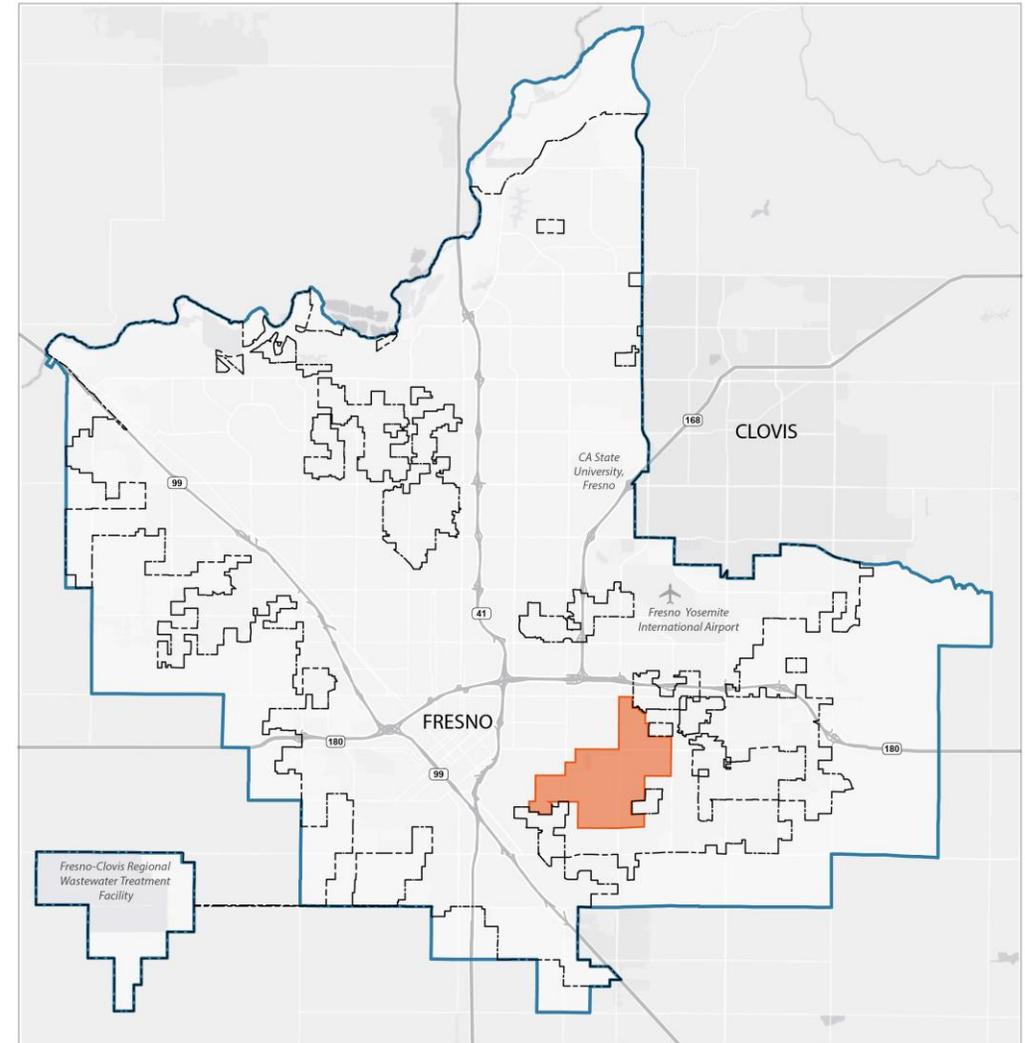
Presentation Outline

- Background & Community Engagement
- Plan Overview
- Environmental Assessment
- Public Comment
- Findings & Staff Recommendations

Background

Planning Context

- Specific Plan
- AREA: 2,067 acres
- The CSESP is located adjacent to the ***Downtown Neighborhoods Community Plan*** (2016) along the northwestern boundary.
- The planning area is entirely in Fresno City Limits
- This plan will replace
 - Butler/Willow Specific Plan (1971)
 - Roosevelt Community Plan (1992)



Context Map

Legend

- City of Fresno City Limits
- Sphere of Influence
- Central Southeast Plan Boundary

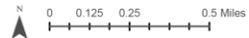


Plan Area

Legend

- CESP Boundary
- Parks and Open Space
- Schools & Universities
- Churches
- Fresno Fairgrounds
- IRS Processing Facility
- Fire Station
- Bus Rapid Transit

Central Southeast Fresno Specific Plan



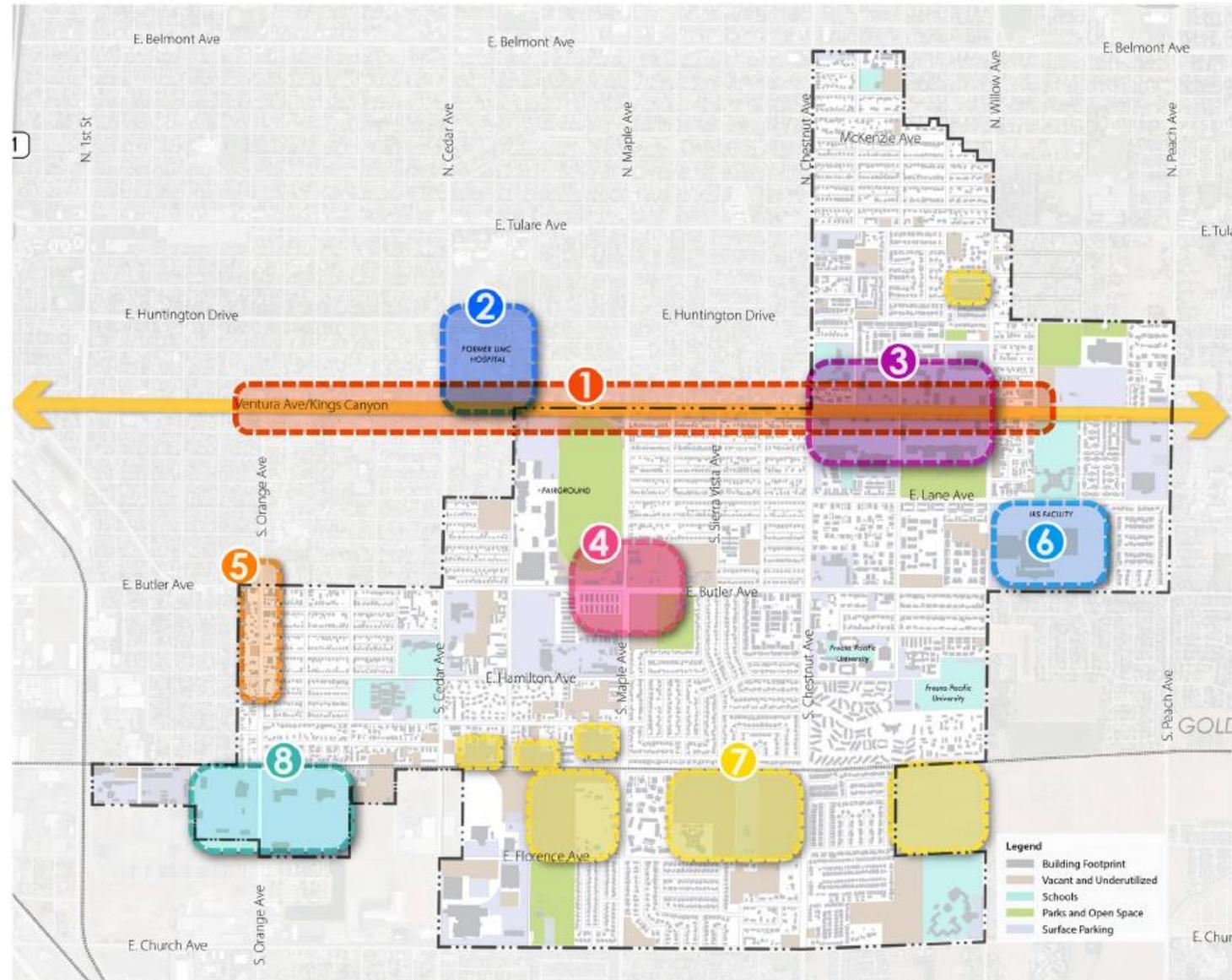
Community Engagement

- Stakeholder Meetings with 16 groups
- Engagement toolkit
- 20+ Mobile Workshops
- 4 Public Workshops
- 4 Surveys
- Steering Committee (10 meetings)
- 3 Community Conversations
- 2 Mass Mailings to every Property Owner and Resident in Plan Area
- Networking through Community Organizations such as Religious Institutions, Library, Community Centers
- Website Postings and Emails



Big Ideas

1. Cesar Chavez Corridor
2. Former UMC Hospital Site
3. International Shopping/Mixed-Use Center
4. Maple/Butler Community and Cultural Center
5. Orange Avenue Neighborhood "Main Street"
6. IRS Hub
7. Significant Neighborhood Infill
8. Business Park/Employment District



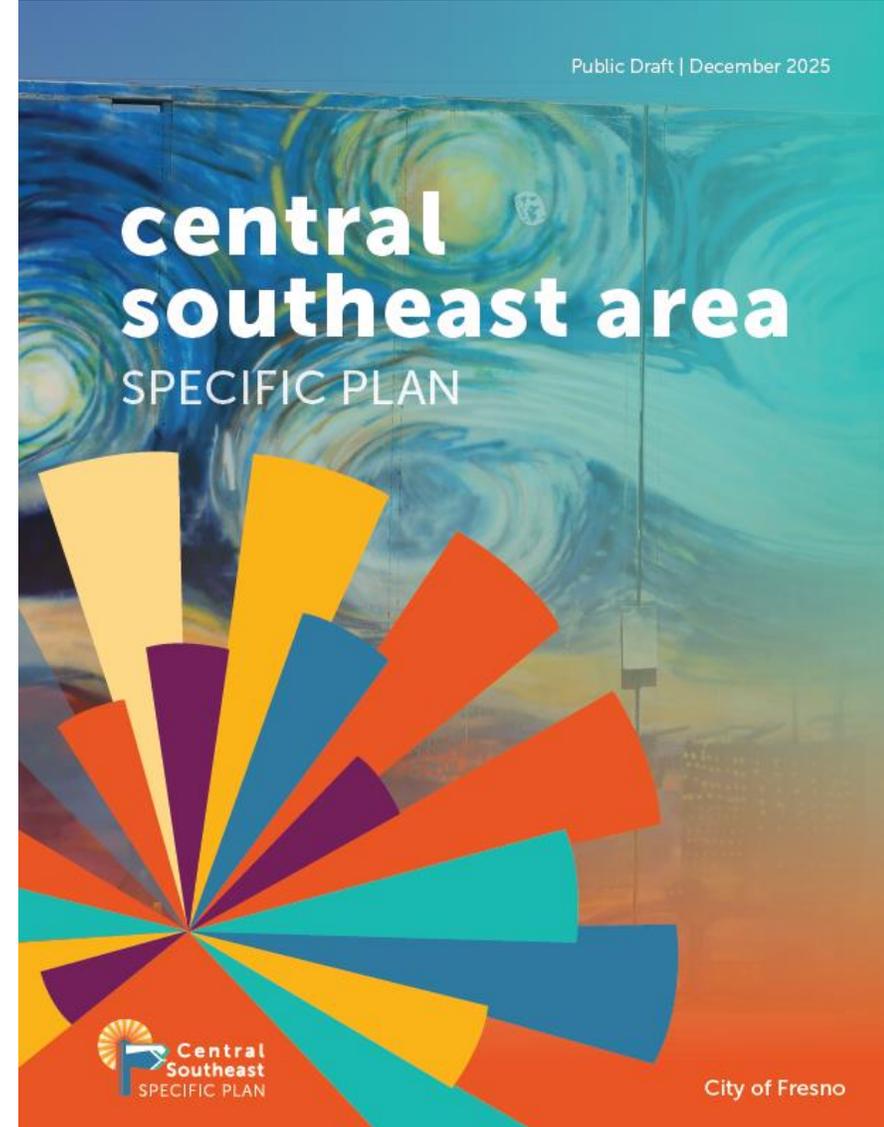
Initiation



Plan Overview

Specific Plan Chapters

1. Introduction
2. Vision & Goals
3. Land Use and Urban Design
4. Transportation
5. Parks & Open Space
6. Economic Development
7. Quality of Life
8. Next Steps & Funding



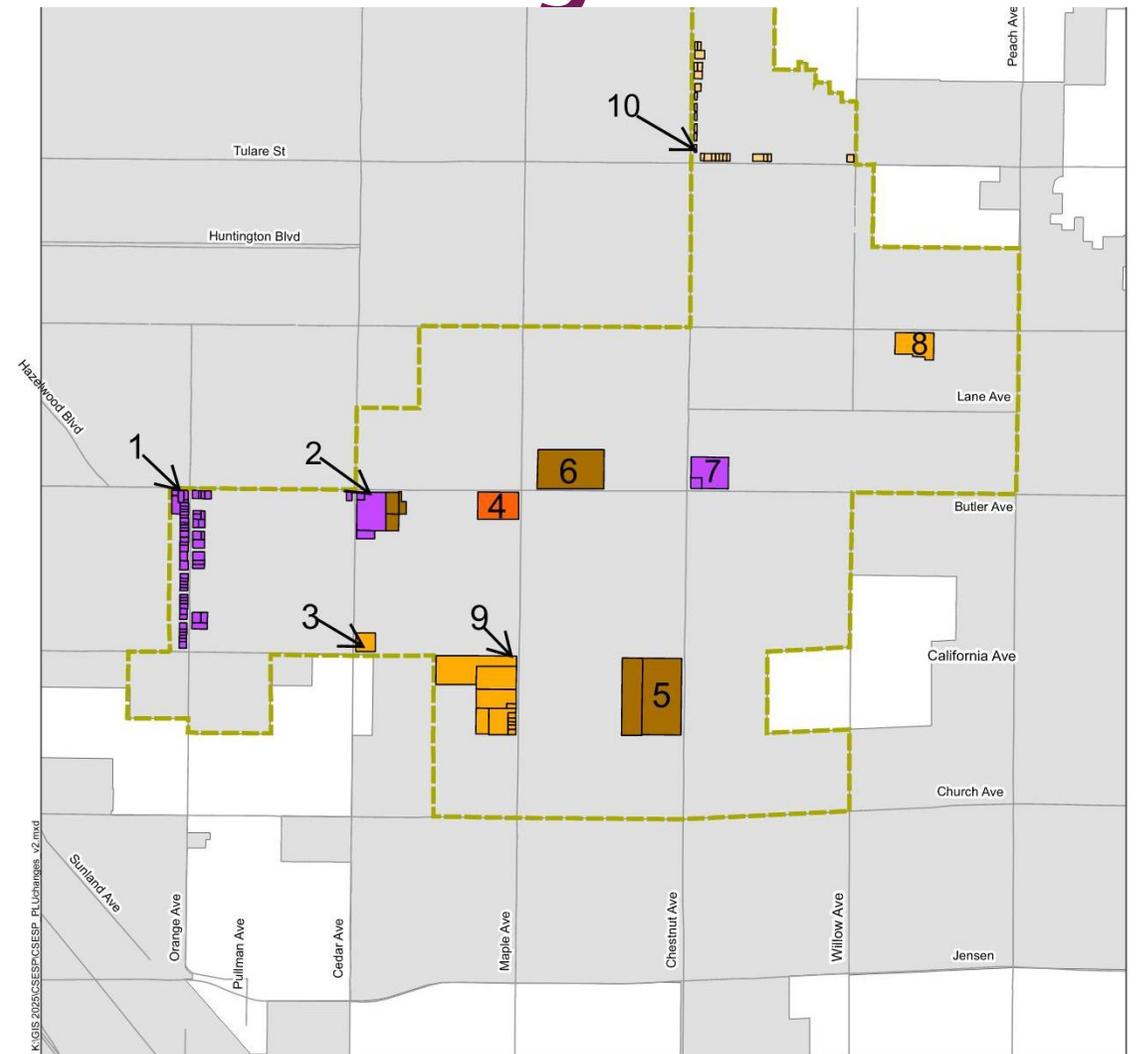
Land Use

- **LU-1** Transform Cesar Chavez Blvd. into a walkable and lively corridor with a diverse mix of retail, service, residential, cultural and institutional uses that will attract both local residents and regional visitors.
- **LU-2** Build on existing institutions and opportunity sites along Butler Avenue to create a series of central neighborhood-supporting hubs...
- **LU-3** Intensify, activate, and beautify Orange Avenue, building on its existing character, to strengthen its identity and appeal.
- **LU-9.** Expand the housing supply to accommodate households of all sizes and income levels.



Plan Area & Proposed Land Use Changes

1. **From** Community Commercial, General Commercial and Office **to** Corridor-Center Mixed Use
2. **From** Community Commercial **to** Corridor-Center Mixed Use and Urban Neighborhood
3. **From** Office **to** Residential Medium High
4. **From** Public Facility/Fairgrounds **to** Community Commercial
5. **From** Medium Density Residential **to** Urban Neighborhood
6. **From** Community Commercial and Medium Density Residential **to** Urban Neighborhood
7. **From** Community Commercial **to** Corridor-Center Mixed Use
8. **From** Corridor-Center Mixed Use **to** Residential Medium High
9. **From** Light Industrial **to** Medium High Residential
10. **From** Office **to** Medium Density Residential



Parks and Open Space

- **P-1.** Improve the amount of parkland in CSE Fresno.
- **P-2.** Improve the quality and safety of parks in CSE Fresno.
 - **P-2.1.** Renovate and upgrade existing park facilities to support the recreational, physical, and social needs of residents.
- **P-3.** Expand recreational programming and facilities to meet the needs of users of all ages and abilities.
 - **P-3.1.** Expand programming at parks and community facilities to provide diverse opportunities for physical activity, creativity, learning, and social interaction.

Environmental Assessment

Environmental Assessment

- Recirculated Mitigated Negative Declaration Public Comment Period
 - December 19, 2025 – January 19, 2026
 - 6 comments
- The comments focused on:
 - Coordinating with the County of Fresno for roadway improvements
 - Air quality regulations and requirements
 - Water runoff capacity for new development in the Plan Area
 - Irrigation facilities and requirements
 - Historic resources and Scenic Corridors related to tree protection on Butler Avenue

ALUC & Project Review Committees

- The Airport Land Use Commission (ALUC) reviewed the proposed project at its regular meeting on June 5, 2023, and voted to recommend approval of this project, 7 votes to 0 with no additional recommendations for the project.
- The Plan was presented to the Project Review Committee for District 5 for their input and feedback on June 12, 2023, and voted (yes: 3 | no: 0 | abstain: 0 | absent: 1) to recommend approval of the project. District 7 does not have an active project review committee.

Findings

Fresno Municipal Code

Housing Element

SB 330

Fresno Municipal Code- Section 15-5812

- Consistency with the General Plan goals and policies
- Consistency with the Development Code

Housing Element – Gov. Code 65863

HE Site Affordability Level	Existing HE Site Capacity	Proposed HE Site Capacity
Lower	0	489
Moderate	4	0
Above-Moderate	228	10

Housing Crisis Act of 2019 (SB 330)

- Adoption of the Plan would result in a net capacity gain of 2,938 housing units. Therefore, the proposed adoption of the specific plan is consistent with SB 330.

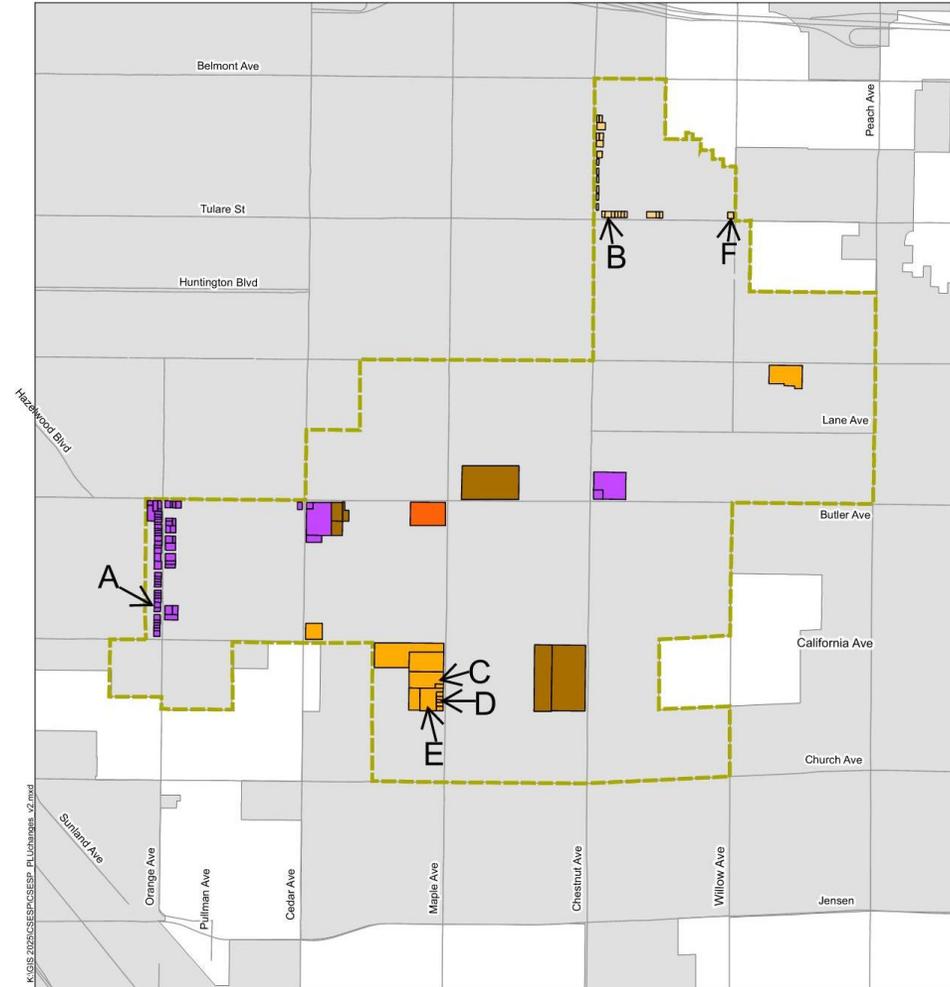
Affirmatively Furthering Fair Housing (AB 686)

- The CSESP area is located in a low resource area with high segregation and poverty
- The plan proposes goals and strategies to improve access to alternative modes of transportation, parks and housing, along with workforce development and other economic development strategies.

Land Use Change Requests



Proposed Land Use Changes in the Central Southeast Area Specific Plan Area



Legend

Proposed Land Use Changes

- Commercial - Community
- Corridor - Center Mixed Use
- Residential - Medium Density
- Residential - Medium High Density
- Urban Neighborhood
- Central Southeast Specific Plan
- City limits

CSESP Technical Change

- Technical change to Pgs. 41 & 42

District	NMX	CMX
Residential Density, du/ac	Min = 12 Max = 16 No Limit	Min = 16 Max = 30 No Limit

Planning Commission

- The Planning Commission reviewed the proposed project at its regular meeting on February 4, 2026, and voted unanimously to recommend approval of the Recirculated Mitigated Negative Declaration, repeal of the Butler-Willow Specific Plan and the Roosevelt Community Plan, and adoption of the Central Southeast Specific Plan, including:
 - Technical change on pgs 41, 42 of the Specific Plan
 - Land use change requests A-E, if the changes are within the scope of the environmental assessment

Staff Recommendations

Staff Recommendations

1. **RECOMMEND APPROVAL** of a finding set forth in Environmental Assessment No. P23-00400 dated December 19, 2025, of a Recirculated Mitigated Negative Declaration (SCH 2023020138) pursuant to CEQA Guidelines Section 15168(d) including the Mitigation Monitoring and Reporting Program;
2. **RECOMMEND APPROVAL** of Plan Amendment Application P23-00400 which proposes to:
3. **Repeal** the Roosevelt Community Plan, pertaining to approximately 15,721 acres, and the Butler/Willow Specific Plan, pertaining to approximately 563 acres;
4. **Adopt** the Central Southeast Area Specific Plan and accompanying Planned Land Use Map;
5. **Amend** the Planned Land Use Map (Figure LU-1) of the Fresno General Plan to incorporate the land use changes proposed in the Central Southeast Area Specific Plan and any land use change request.
6. **Rezone** approximately 119 acres of property within the Central Southeast Area Specific Plan area to be consistent with the planned land uses proposed in the Plan and any rezones consistent with a land use change request.
7. **Authorize** the Director to correct any typographical errors and update the text, policies, maps, tables and exhibits contained in the CESP to reflect the final action taken by the Council

End of Presentation

Guiding Principles

- Emphasize *cultural diversity* and *preserve neighborhoods*
- Actively *engage the community* and *support the underserved*
- Protect *housing affordability* and *minimize displacement*
- Enhance *mobility* and *build or improve parks*
- Support *economic vitality, health and equity*
- *Reduce pollution* and *protect environmental health*
- Invest in *public safety* and *beautification*

Transportation

- **T-1.** Rebalance existing roadways to create a network of safe, connected, and accessible Complete Streets for all users, including bicyclists, pedestrians, transit vehicles, and motorists.
 - **T-1.1.** Implement streetscape improvements along Cesar Chavez Blvd, Orange Avenue, Cedar Avenue, and Butler Avenue.
 - **T-1.3.** Repurpose unneeded frontage roads along Maple, Butler, and Chestnut Avenues into greenways with active transportation connections.
- **T-2.** Improve connectivity between residential areas and local and regional destinations such as schools, parks, community centers, transit, retail, and employment centers.



Transportation

- **T-3.** Improve safety and reduce conflicts between pedestrians, bicyclists, and drivers, particularly around centers of activity.
 - **T-3.1.** Implement traffic calming measures around parks and schools.
 - **T-3.2.** Install crossing enhancements at priority intersections.
 - **T-3.5.** Educate residents on bicycle, pedestrian, and traffic safety and network improvements.
- **T-4.** Provide a well-connected, comfortable, and inviting pedestrian environment that encourages residents to walk to and between key destinations.
 - **T-4.1.** Identify gaps and build sidewalks to complete the pedestrian network.

Economic Development

- **ED-1.** Improve the appearance and cleanliness of CSE Fresno to attract new businesses, customers, and investment.
 - **ED- 1.1.** Identify targeted opportunity sites and areas with economic development potential.
 - **ED- 1.2.** Encourage and facilitate the reuse and revitalization of existing development.
 - **ED-1.3.** Invest in needed public infrastructure (e.g., water, sewer, stormwater) at key opportunity sites to provide “shovel-ready” development opportunities.
- **ED-2:** Foster the creation, retention, expansion and attraction of local small businesses.



What is a Specific Plan?

A Specific Plan is:

- A long-range planning document (20 to 30 year vision)
- Used to implement the General Plan
- A set of detailed strategies and actions to guide future growth and development in a specific geographic area (in this case, Central Southeast Fresno)
- Focuses on physical improvements: land use, transportation, parks, economic development, and improvements to the quality of life.