

# Central Southeast Specific Plan Planning Commission

May 31, 2023

6:00pm

In-Person & Virtual Meeting



# *Introduction*

# Presentation Outline

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



# *Background*

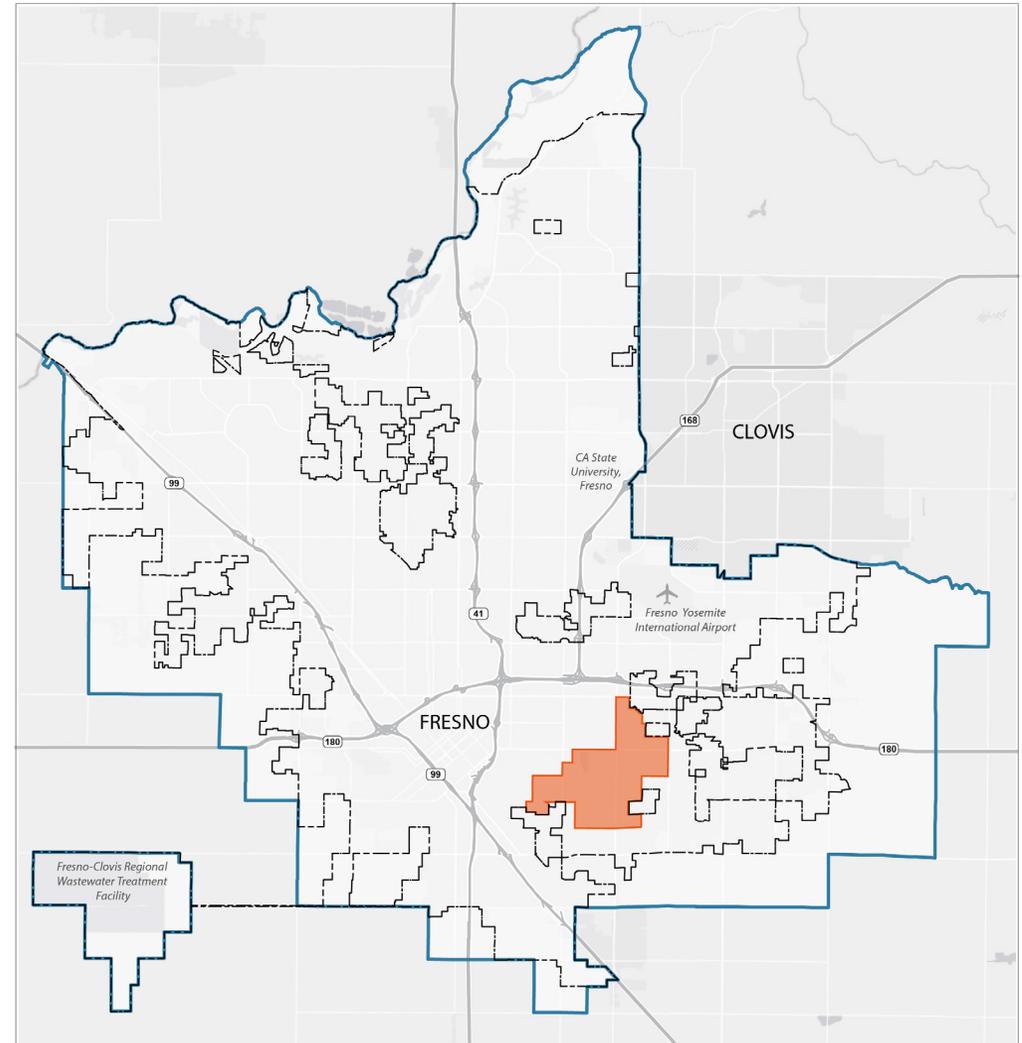
# What is a Specific Plan?

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.

# Planning Context

- AREA: 2,000 acres
- The CSESP is a continuation of the recent ***Downtown Neighborhoods Community Plan*** (2016). This Plan picks up where the DNCP left off 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

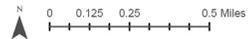


## Plan Area

## Legend

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

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# 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



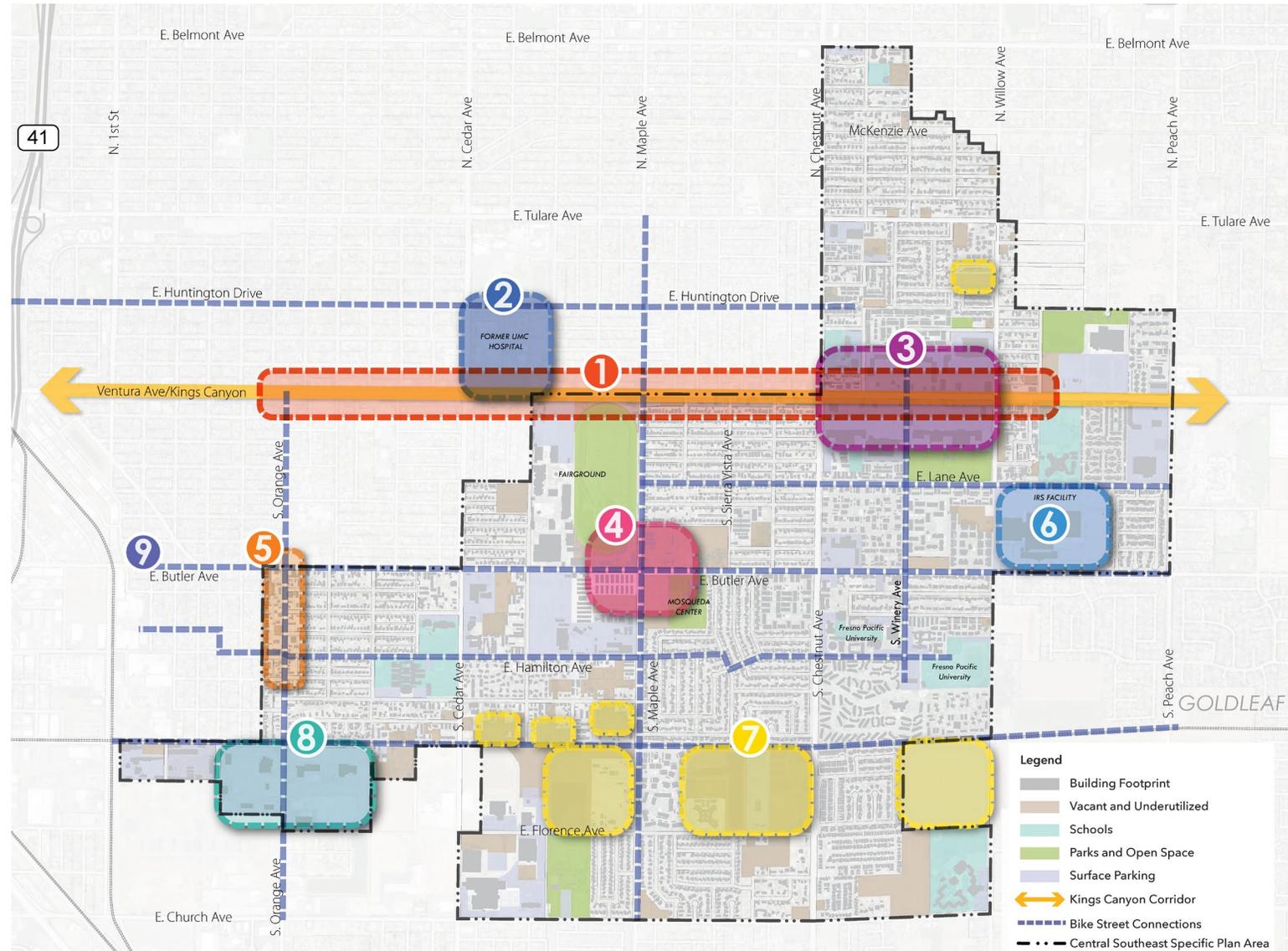
# Guiding Principles

- 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*

# Big Ideas

**Key:**

- ① **Kings Canyon Corridor:**  
*International Food Experience*
- ② **Former UMC Hospital:**  
*Sr Housing / Continuum of Care*
- ③ **Shopping Center/ Mixed-Use:**  
*International Food Experience*
- ④ **Maple / Butler Center:**  
*Cultural & Community Recreation*
- ⑤ **Orange "Main Street":**  
*Neighborhood Gathering Place*
- ⑥ **IRS Education / Tech Hub:**  
*Employment Development*
- ⑦ **Neighborhood Infill:**  
*Connecting / Completing*
- ⑧ **Business Park Employment:**  
*Transition from Heavy Industrial*
- ⑨ **Bike Street Connections:**  
*Network of Complete Streets*



*\*This map shows the Plan Area prior to initiation*

# Goal Priorities

Topic Area	Goal
<b>Tier 1</b>	
Parks + Open Space	P-1. Increase the amount of parkland in CSE Fresno to ensure that all residents are within a 5-minute walk of a park or open space.
Land Use + Urban Design	LU-1. Transform Kings Canyon Road 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.
Land Use + Urban Design	LU-9. Expand housing supply to accommodate households of all sizes, stages of life, and income levels.
Transportation, Public Realm, and Infrastructure	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.
Transportation, Public Realm, and Infrastructure	T-3. Improve safety and reduce conflicts between pedestrians, bicyclists, and drivers, particularly around centers of activity.
Economic Development	ED-1. Improve the appearance and cleanliness of CSE Fresno to attract new businesses, customers, and investment.
Quality of Life	PS-1. Reduce crime and improve police-community relations.
Quality of Life	PH-2. Expand access to culturally-competent medical and mental health services.
Quality of Life	CE-1. Empower the community take action and improve quality of life for CSE Fresno.

<b>Tier 2</b>	
Parks + Open Space	P-3. Expand recreational programming and facilities to meet the needs of users of all ages and abilities.
Land Use + Urban Design	LU-2. Build on existing institutions and opportunity sites along Butler Avenue, particularly near Maple Avenue, to create a series of central neighborhood-supporting hubs for daily retail and service needs, cultural activities, education, and recreation.
Land Use + Urban Design	LU-3. Intensify, activate, and beautify Orange Avenue, building on its existing character to strengthen its identity and appeal.
Land Use + Urban Design	LU-5. Redevelop the former IRS facility site as a technology-centered employment and education campus that can provide training, jobs, and residences for workers and students.
Land Use + Urban Design	LU-8. Improve the safety, quality, and condition of housing structures and the neighborhoods they inhabit.
Transportation, Public Realm, and Infrastructure	T-4. Provide a well-connected, comfortable, and inviting pedestrian environment that encourages residents to walk to and between key destinations.
Transportation, Public Realm, and Infrastructure	T-5. Improve bicyclist safety and encourage biking between destinations.

<b>Tier 3</b>	
Parks + Open Space	P-2. Improve the quality and safety of parks in CSE Fresno.
Land Use + Urban Design	LU-4. Activate and integrate the Fairgrounds into the existing fabric of the community.
Land Use + Urban Design	LU-6. Promote office and clean/non-nuisance employment uses while ensuring compatibility and protections for residential neighborhoods.
Land Use + Urban Design	LU-7. Pursue policies and programs that support housing stability and mitigate displacement.
Transportation, Public Realm, and Infrastructure	T-2. Improve connectivity between residential areas and local and regional destinations such as schools, parks, community centers, transit, retail, and employment centers.
Transportation, Public Realm, and Infrastructure	T-6. Provide comfortable, frequent, and reliable transit service that meets community needs.
Transportation, Public Realm, and Infrastructure	T-7. Ensure the efficient movement of goods while protecting community health and safety.
Transportation, Public Realm, and Infrastructure	T-8. Improve parking availability for residents and visitors, particularly during special events.
Transportation, Public Realm, and Infrastructure	T-9. Provide a network of high-functioning and sustainable infrastructure systems in CSE Fresno.
Economic Development	ED-2. Foster the creation, retention, expansion, and attraction of local and small businesses.
Quality of Life	PH-3. Provide a variety of affordable community childcare and youth services.
Quality of Life	PH-4. Promote compatible uses and protections for residential neighborhoods.

# Initiation



# *Plan Overview*

# Specific Plan Chapters

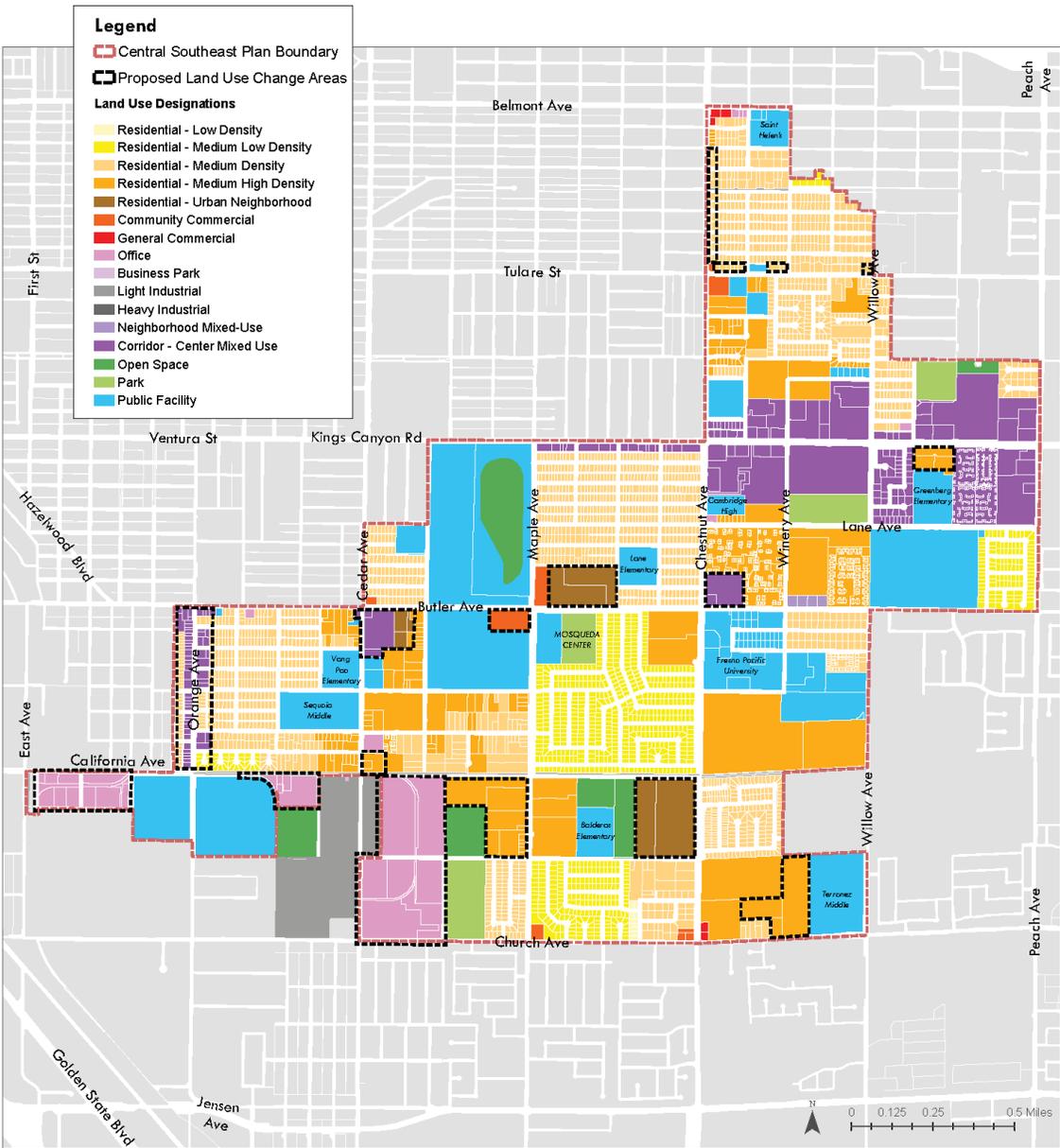


1. Introduction
2. Vision & Goals
3. Land Use and Urban Design
4. Transportation, Public Realm, & Infrastructure
5. Parks & Open Space
6. Economic Development
7. Quality of Life
8. Next Steps & Funding

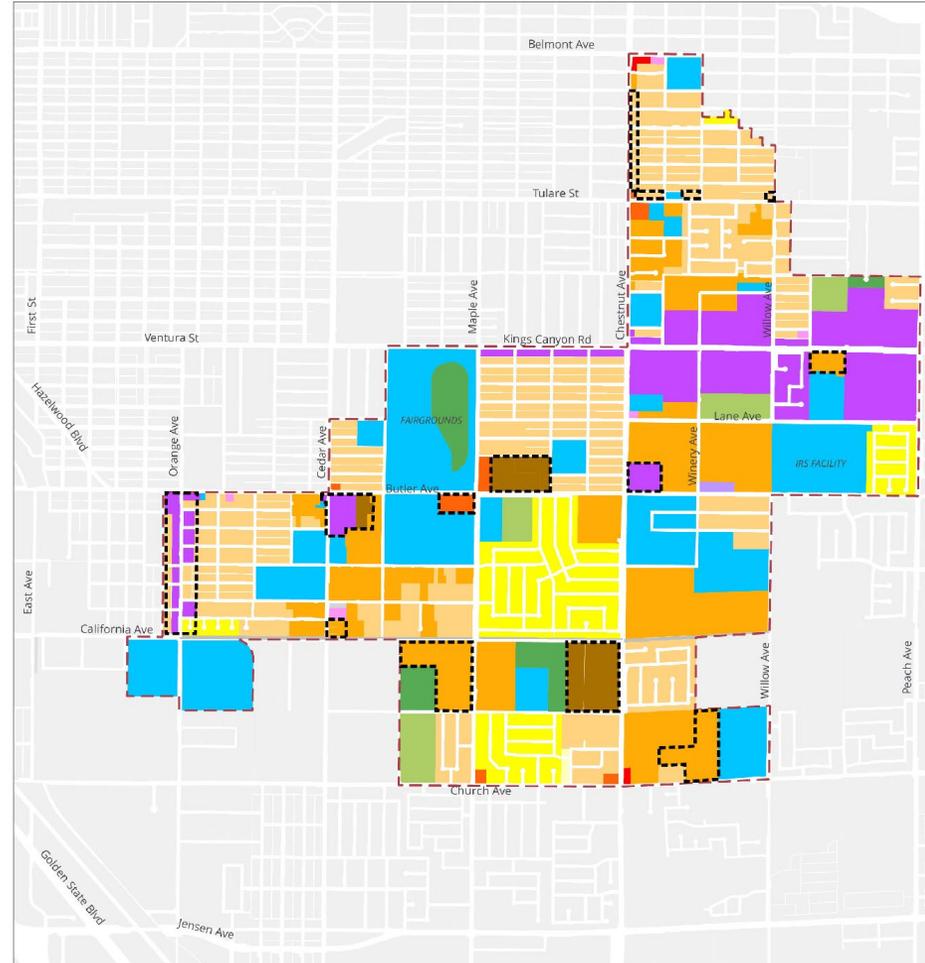
# Goals and Strategies

- Goals and strategies serve as tools to achieve the community's vision
  - Intended to provide clear direction for how the City and community partners will work collaboratively to implement the overall vision of this Plan
  - Vast majority of the Goals and Strategies come directly from the Community
  - Few added by City Staff and the consultant team to complement the comprehensive approach to achieving the community's desired outcomes
- Goals are visionary statements
- Strategies describe the recommended actions

# Plan Area & Land Use Changes before Initiation



# Plan Area & Land Use Changes after Initiation



**Post Initiation Map**

**Legend**

CSESP Boundary

Land Use Change Area

**Land Use Designations**

- Commercial - Community
- Commercial - General
- Mixed Use - Corridor Center
- Mixed Use - Neighborhood
- Employment - Office
- Employment - Light Industrial
- Employment - Heavy Industrial
- Railroad
- Open Space
- Park
- Public Facility
- Residential - Low Density
- Residential - Medium Density
- Residential - Medium High Density
- Residential - Medium Low Density
- Residential - Urban Neighborhood

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# *Environmental Assessment*

# Environmental Assessment



- Public Comment Period
  - February 3 – March 6, 2023 (Extended to April 21, 2023)
- 4 comment submissions
- The comments focused on:
  - The need for future projects to identify potential contamination on sites in the Plan Area
  - Water runoff capacity for new development in the Plan Area
  - Clarification on the Public Comment Period timing

# *Public Draft & Comments*

# Public Review Draft

- Plan Area Changed during Initiation
  - Released April 8, 2021
  - Comment Period: April 8 – July 8, 2021
  - 4 comment letters
  - 54 discrete comments or requests
  - Incorporates 10 changes made to Goals and Strategies
    - Included in Redline Draft
- 
- A decorative graphic on the right side of the slide consists of numerous overlapping, semi-transparent triangles of various colors, including shades of purple, yellow, blue, orange, and teal, radiating from a central point.

# *Findings & Staff Recommendations*

# *Findings*

Fresno Municipal Code

Housing Element

SB 330

# Fresno Municipal Code



- Consistency with the General Plan goals and policies
  - A concurrent Plan Amendment to the General Plan Figure LU-1 ensures land use consistency between the General Plan and Specific Plan
  - The Plan helps implement Objectives in the following Elements: Economic Development; Urban Form, Land Use, and Design; Mobility and Transportation; Parks, Open Space, and Schools; and Healthy Communities
- Consistency with the Development Code
  - The Plan relies on the Development Code for implementation.
  - The Plan does not modify the Development Code.

# Housing Element – Gov. Code 65863

Adoption of the Plan would impact dwelling unit capacities on Housing Element sites as follows:

- 0-12 du/ac: net loss of 89 units of capacity
- 12-16 du/ac: net gain of 214 units of capacity
- 16-30 du/ac: net loss of 22 units of capacity

Surplus capacity exists to accommodate the reduction in affected categories.

# Housing Element – Gov. Code 65863

Therefore:

1. The reduction is consistent with the adopted General Plan; and
2. The remaining sites identified in the Housing Element are adequate to accommodate the jurisdiction's share of the Regional Housing Need Allocation (RHNA).

# Housing Crisis Act of 2019 (SB 330)

- Adoption of the Plan would result in the net gain of capacity of housing units.

# *Staff Recommendations*

# Staff Recommendations

1. RECOMMEND APPROVAL (to the City Council), of a finding set forth in Environmental Assessment No. P22-00400 dated February 1, 2023, of a Mitigated Negative Declaration pursuant to CEQA Guidelines Section 15168(d) (see Exhibit I).

# Staff Recommendations

1. **RECOMMEND APPROVAL** (to the City Council) of Plan Amendment Application P22-00400 which proposes to:
  - a. **Repeal** the Roosevelt Community Plan, pertaining to approximately 15,721 acres, and the Butler/Willow Specific Plan, pertaining to approximately 563 acres (see Exhibit B).
  - b. **Adopt** the Central Southeast Area Specific Plan and accompanying Planned Land Use Map (see Exhibits A, C and G).
  - c. **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 (see Exhibit D).
  - d. **Rezone** approximately 136 acres of property within the Central Southeast Area Specific Plan area to be consistent with the planned land uses proposed in the Plan (see Exhibit E).

*End of Presentation*