

**DIRK POESCHEL**

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200PM#2 15-643 Received from  
Dirk Poeschel during public comment  
**SAN JOSE-SALINAS**

June 13, 2012

Via E-mail: [mark.scott@fresno.gov](mailto:mark.scott@fresno.gov)

Mr. Mark Scott, City Manager  
City of Fresno  
2600 Fresno St.  
Fresno, CA 93721

**SUBJECT:** Inclusion of the 12.28+/- acre parcel generally located on both sides of W. San Jose Ave. north of N. Salinas Ave. into the City of Fresno General Plan Update (APN 509-020-35s)

Dear Mr. Scott:

On June 1, 2012 my client Mr. Sherman Spradling met with Deputy Planning Director Keith Berghold regarding the subject property owned by Mr. Spradling. Please see the attached assessor's map of the property. The purpose of the meeting was to obtain Mr. Berghold's support to include the subject site into the City of Fresno General Plan Update.

Mr. Spradling and I had discussed increasing the density of the subject property with Mr. Mike Sanchez on May 25, 2012. It was Mr. Sanchez's preliminary opinion that increasing the density on the subject property to medium high density (16 to 30 units/acre) would very likely be supported by city staff. Mr. Sanchez suggested rather than submitting a General Plan Amendment now, perhaps we should consider whether the city would include the property in its general plan update.

Mr. Spradling requests the city adopt a medium high multi-family or equivalent density designation on the subject property as part of the city's General Plan Update for the following reasons:

1. The site is an irregular shaped parcel bisected by the planned alignment of San Jose Ave. thereby adding expense and lowering project unit yield. The site could be developed to a higher density and further the city goal of increasing density which has proven to reduce service delivery costs.
2. Development of the subject site would require improvements to San Jose and Salinas Avenues. San Jose Ave. in the area of the subject site is planned to handle significant traffic and therefore will be very expensive to construct. Attempts to have San Jose Ave. rerouted or vacated were not supported by city staff. For

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these reasons, improving the site will be unusually expensive due to extent of the public improvements.

3. Multi-family residential uses on the subject site can be compatible with adjacent uses with proper design. It is noted, the site is bounded by a ponding basin, the Herndon canal and industrial uses.

For these reasons, I respectfully request the Spradling property be designated in the City of Fresno General Plan Update for medium high density multi-family uses.

If you have any questions, please feel free to contact me.

Sincerely,



Dirk Poeschel, AICP

Enclosure

c: Mr. Sherman Spradling  
Mr. Mike Sanchez  
Mr. Keith Bergthold

