

SHEPHERD-CHANCE

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June 13, 2012

Via E-mail: mark.scott@fresno.gov

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

SUBJECT: Inclusion of the SWC Shepherd and Chance Avenues into the City of
Fresno General Plan Update (APN 403-030-07)

Dear Mr. Scott:

On June 1, 2012 my client Mr. Sherman Spradling met with Deputy Planning Director Keith Bergthold 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. Bergthold'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 (16-30 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 a by-passed parcel of only 2.80+/- acres. The site could be developed to a higher density and further the city's goal of increasing density which has proven to reduce service delivery costs.
2. Development of the subject site would require improvements to Serena, Chance and Shepherd Avenues. Given the fact that the site is only 2.80+/- acres, improving three sides of this parcel will be unusually expensive due to extent of the public improvements and diseconomies of scale.

Mr. Mark Scott, City Manager
June 13, 2012
Page 2

3. With proper design, multifamily residential uses on the subject site can be compatible with lower density residential uses as demonstrated by a similar density project immediately north of Shepherd Avenue.

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

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

Sincerely,



Dirk Poeschel, AICP

Enclosure

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

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