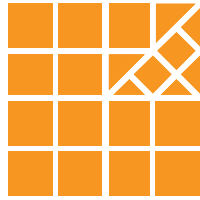
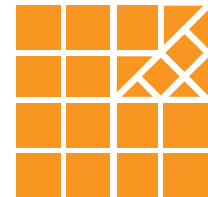


# Draft Southwest Fresno Specific Plan

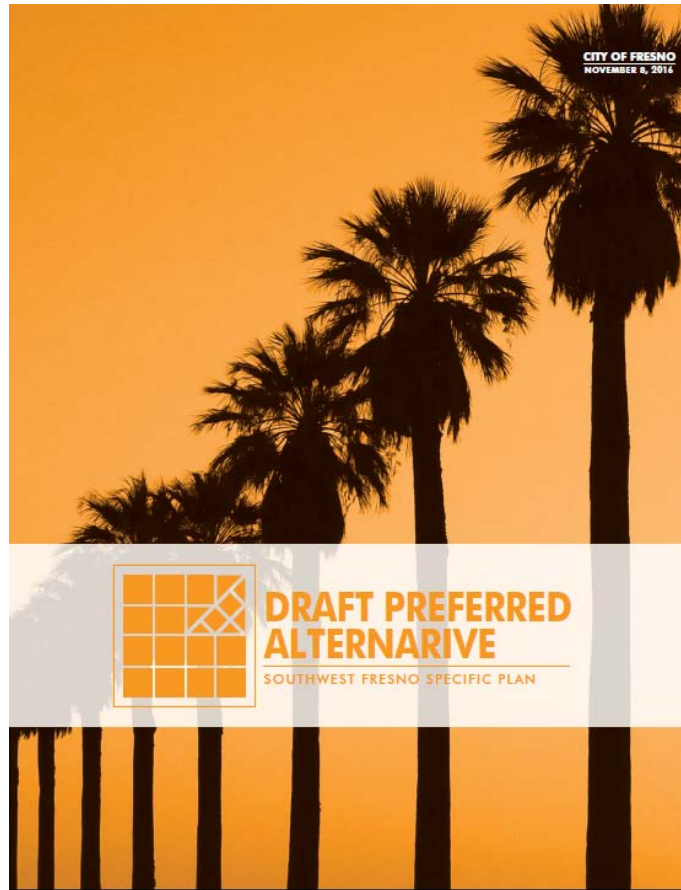


Community Conversation  
June 12, 2017

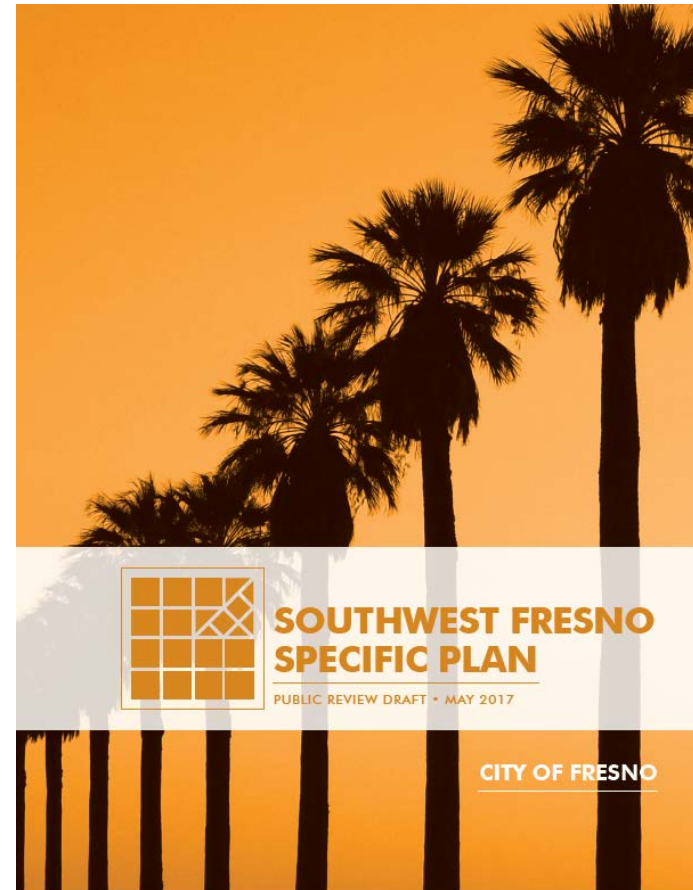


# Intro

- **Community Engagement**
- **Plan Overview**
- **Implementation Priorities**
- **Next Steps**



December 2016

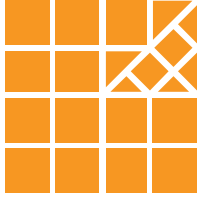


May 2017





# Community Engagement



■ Steering Committee Meetings (16)

■ Community Workshops (6)

■ Topic Group Meetings (10)

■ Community Office

■ Community Conversations (3)



# Outreach Methods

 Email

 USPS Mailers

 Flyers at community centers and churches

 Radio spots

 Newspaper advertisements

 Community Networks

 Website



## BORRADOR PLAN ESPECÍFICO DE SUROESTE DE FRESNO

### ¡Reserve la Fecha!

Les invitamos a una serie de reuniones para conversar sobre el Borrador Plan Específico para el Suroeste de Fresno

**Reunión Comunitario:** Ven a aprender sobre el Plan Específico  
*miércoles, el 17 de mayo\** 5:30 pm - 7:00 pm

Lugar: **Gaston Middle School  
Multipurpose Room  
1100 E Church Avenue  
Fresno, CA 93706**

\*Inicio del periodo de comentario público de 30 días

¿No puede asistir a la reunión o tiene más preguntas?  
Asista a una conversación comunitaria sobre el Plan Específico:

**Conversación Comunitaria:** Con el énfasis en el uso de suelo y transporte  
*sábado, el 3 de junio, 2017* 9:00 am - 11:00 am

**Conversación Comunitaria:** Con el énfasis en infraestructura y parques  
*jueves, el 8 de junio, 2017* 5:30 pm - 7:00 pm

**Conversación Comunitaria:** Con el énfasis en la implementación  
*lunes, el 12 de junio, 2017* 5:30 pm - 7:00 pm

Lugar: **Centro Comunitario Mary Ella Brown Center  
(Ivy Center) Old Library Room  
1044 E Annadale Ave  
Fresno, CA 93706**

*Refrescos y traducción se proporcionará*

Para información sobre el Plan Específico o como obtener una copia,

Visite a: [www.fresno.gov/southwestplan](http://www.fresno.gov/southwestplan)

Email: [Southwestcomments@Fresno.gov](mailto:Southwestcomments@Fresno.gov)

Teléfono: (559) 621-8180

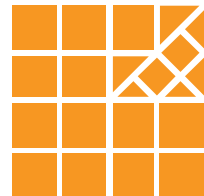
Contactarse con:

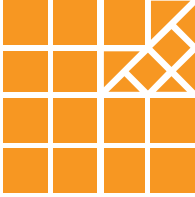
Sophia Pagoulatos, Planning Manager

(559) 621-8062 | [Sophia.Pagoulatos@fresno.gov](mailto:Sophia.Pagoulatos@fresno.gov)

*Este proyecto es financiado por la Ciudad de Fresno y el Departamento de Vivienda y Desarrollo Urbano de los Estados Unidos.*

El salón de eventos es accesible por silla de ruedas. Si necesita ayuda para participar, por favor comuníquese con Sophia Pagoulatos con tres días de anticipación.

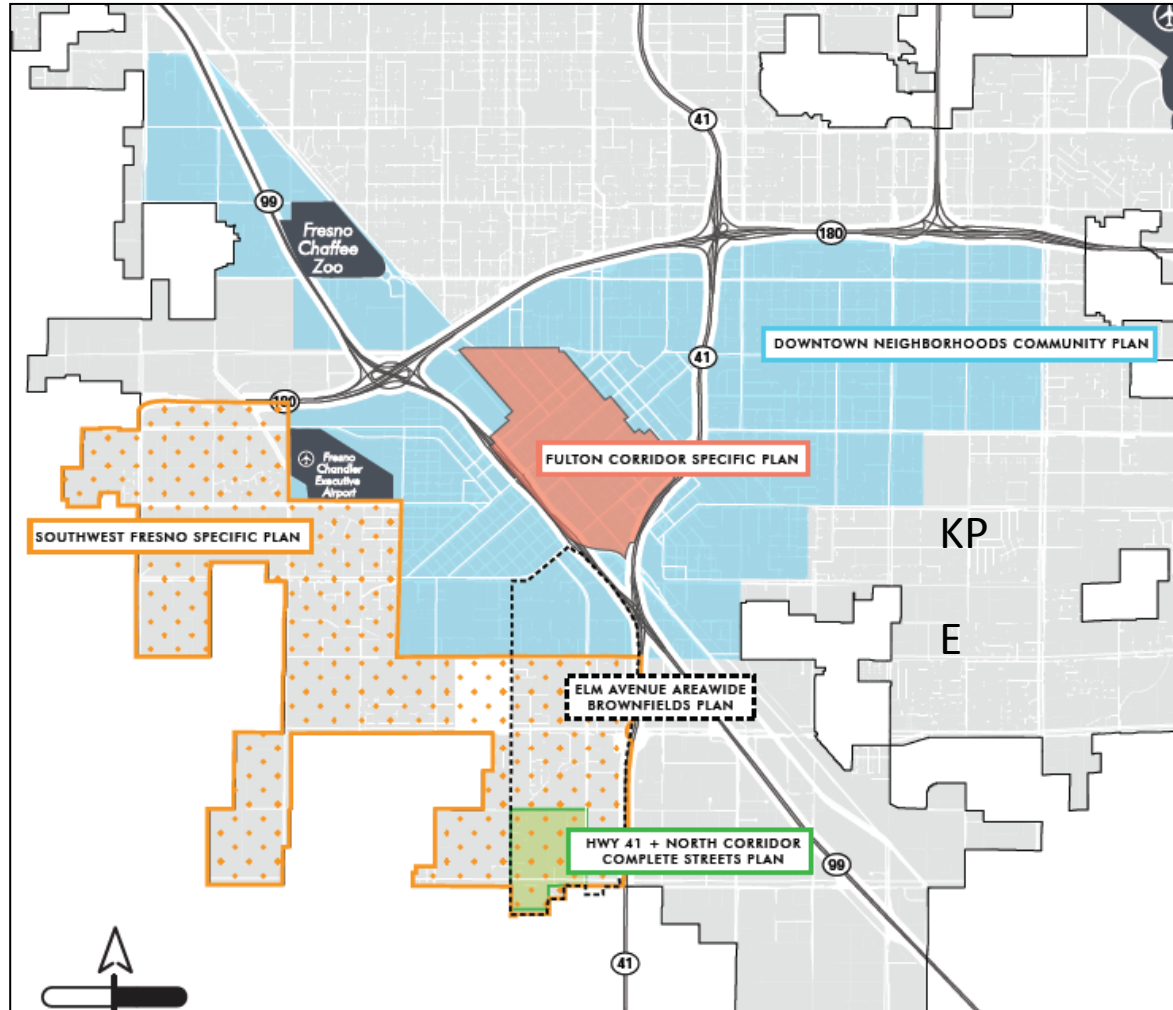
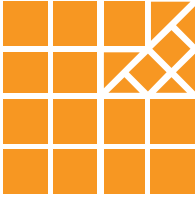




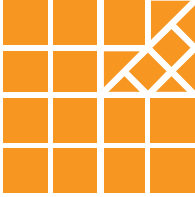
# Plan Overview



# Plan Boundaries

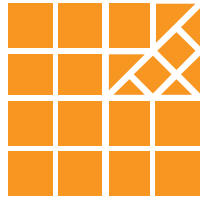


# Land Use Guidance from Community



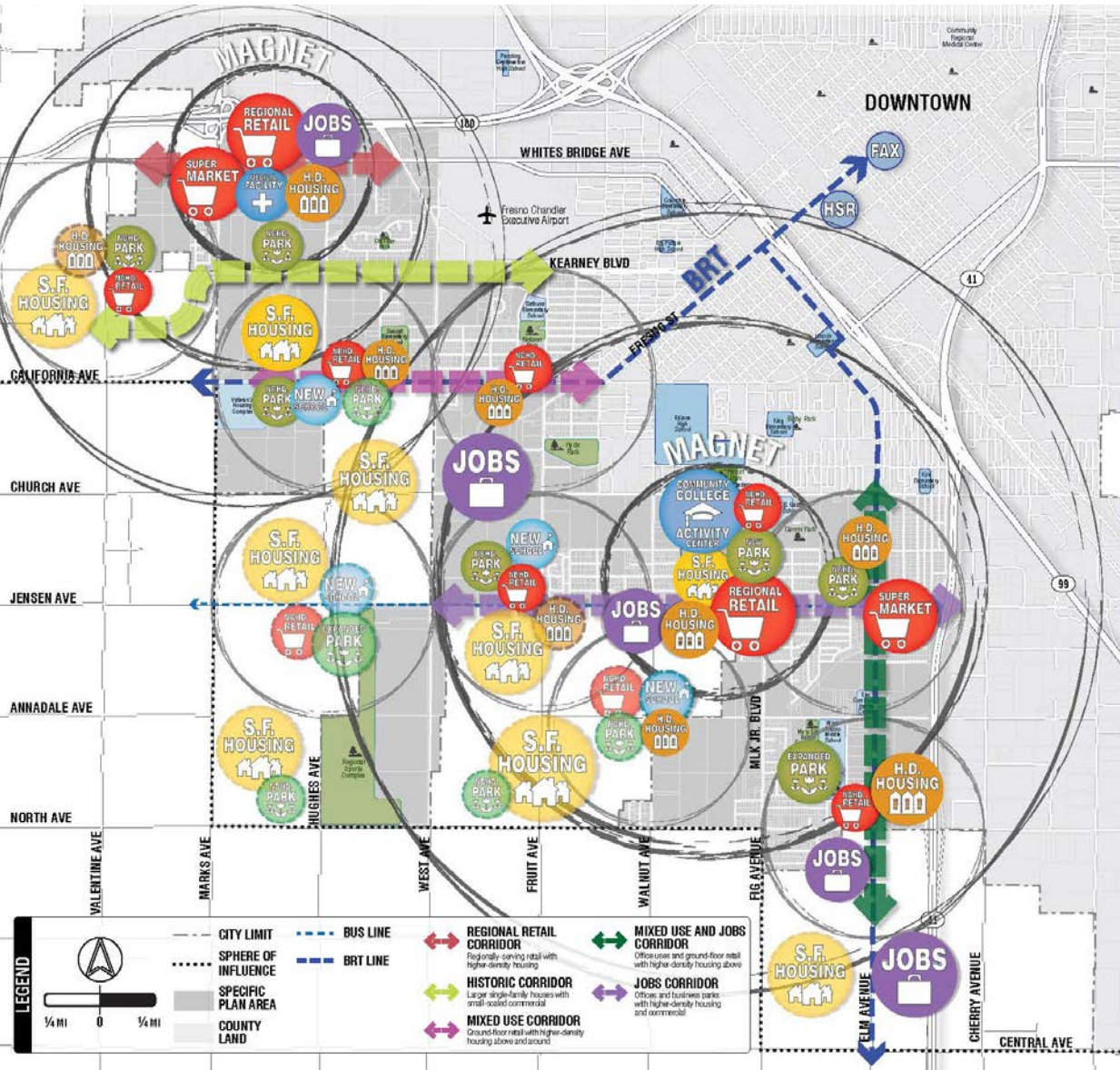
- **Housing:** Mix of high quality housing types with emphasis on single family housing and home ownership
- **Retail:** More options, such as clothing and department stores, restaurants, grocery
- **Transportation:** Safer and more connected streets for vehicles, pedestrians and cyclists; re-route truck traffic
- **Jobs/Economic Development:** Educational opportunities, job training, and attraction of clean higher paying jobs
- **Parks:** Improvement of parks and open space
- **Industrial:** Location of new industrial development outside of Southwest Fresno





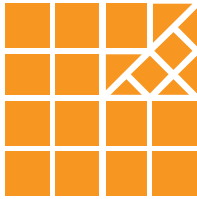
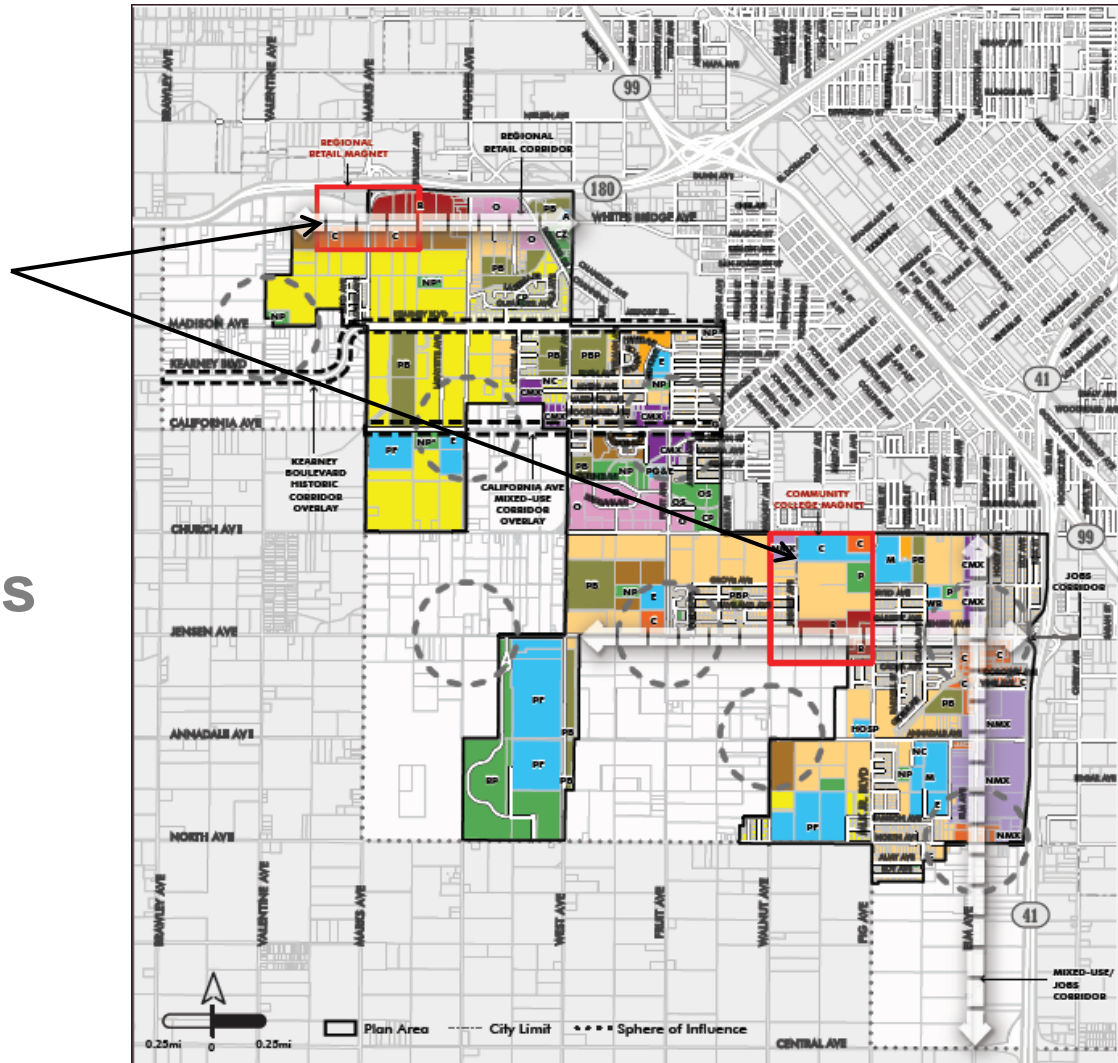
# Land Use Vision

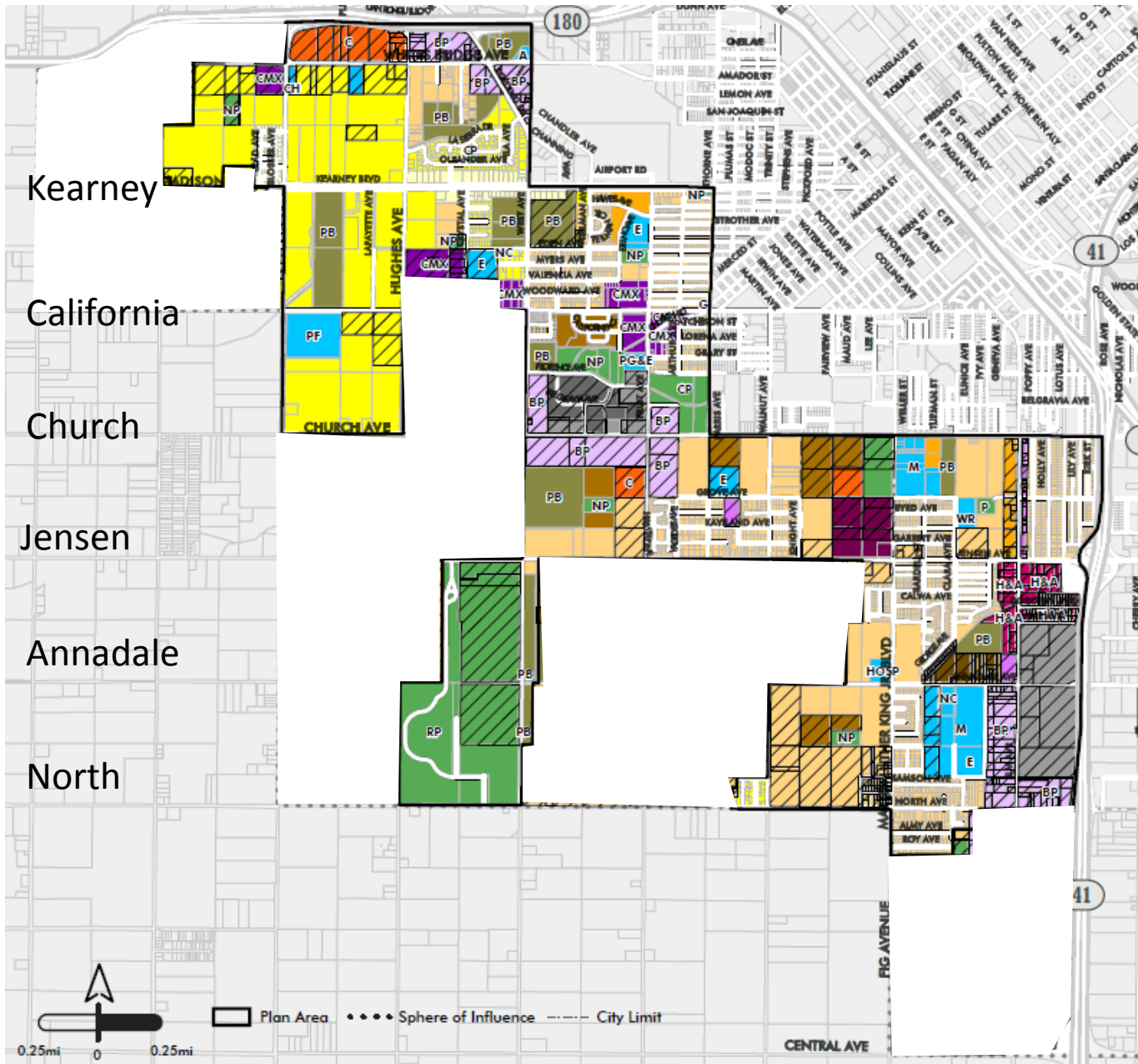
Two Magnet Cores  
Five Corridors  
Several Complete  
Neighborhoods



# Land Use Diagram

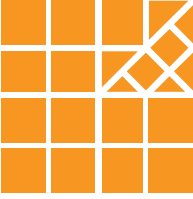
-  Magnet Cores
-  Corridors
-  Complete Neighborhoods










# Existing General Plan





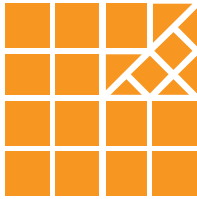
# Land Use Comparison

**Relative to the Fresno General Plan:**

-  **Limits New Industrial Facilities**
-  **More Office Land Use**
-  **More Single Family Land Use**
-  **Less Multi-Family Land Use**
-  **Similar amount of Mixed-Use and Commercial Uses along Corridors**

# Other Plan Highlights

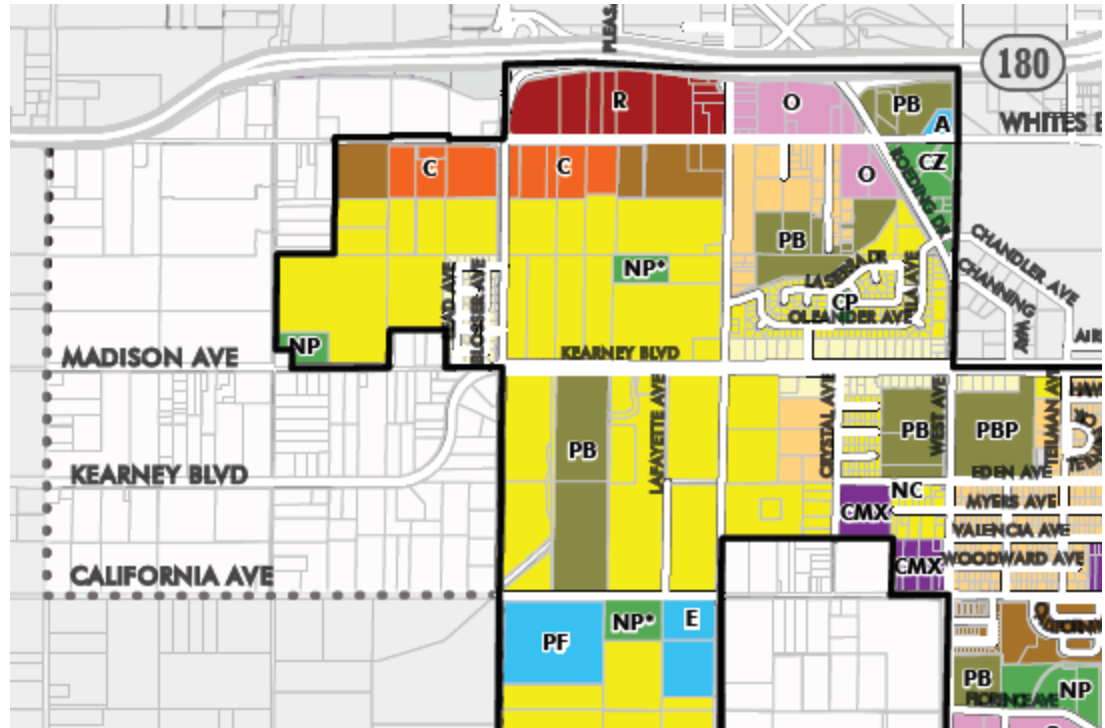
- Incorporates pedestrian and bicycle network from the Active Transportation Plan
- Refines Park Classifications & Acreage
- Includes a BRT Corridor on California Avenue
- Reworks Truck Routes
- Encourages Workforce Development

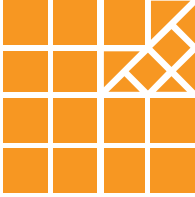




# Corridor Overlays

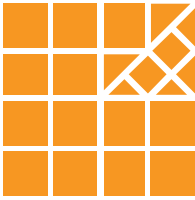
- Kearney Blvd:  
Historic Character
- California Ave:  
Pedestrian and  
Transit Oriented  
Design



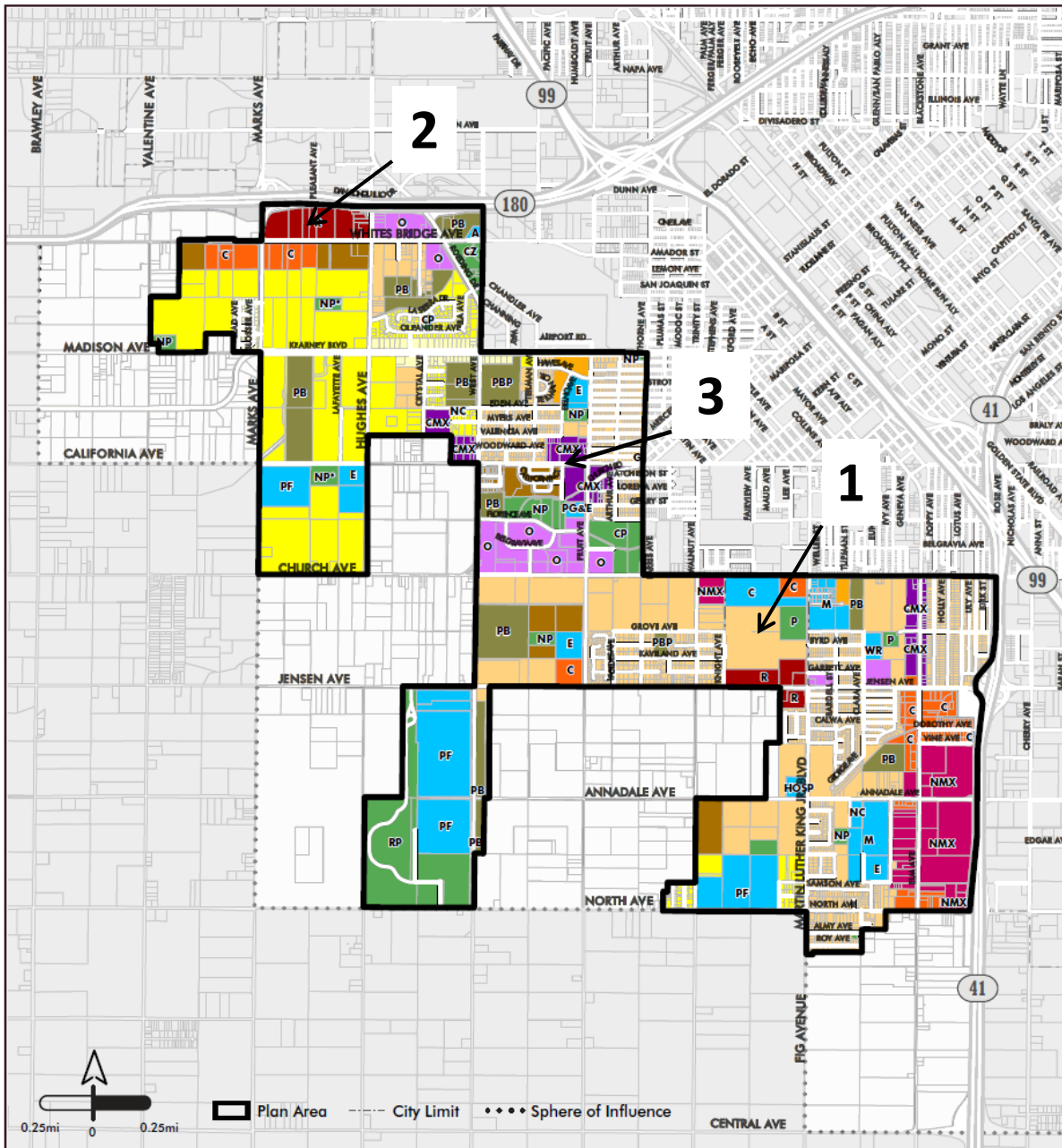


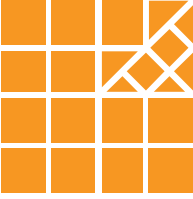
# Implementation Priorities





# Plan Priorities



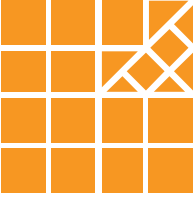


# Priority Projects

■ Highest Priority: Martin Luther King, Jr. Magnet Core: Incentivize and support development of the proposed **Community College Campus**

■ Supporting Priorities:

- **New Complete Streets** on Church Ave, MLK Jr. Blvd, and Jensen Ave
- **New Park** at MLK Activity Center Magnet Core
- **Trails** to connect MLK Activity Center to other key locations



# Priority Projects

 **Marks & Whitesbridge Magnet Core:  
Retail Center**

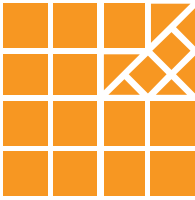
 **Supporting Priorities:**

- **New Complete Streets**
- **New Parks**
- **Trails**

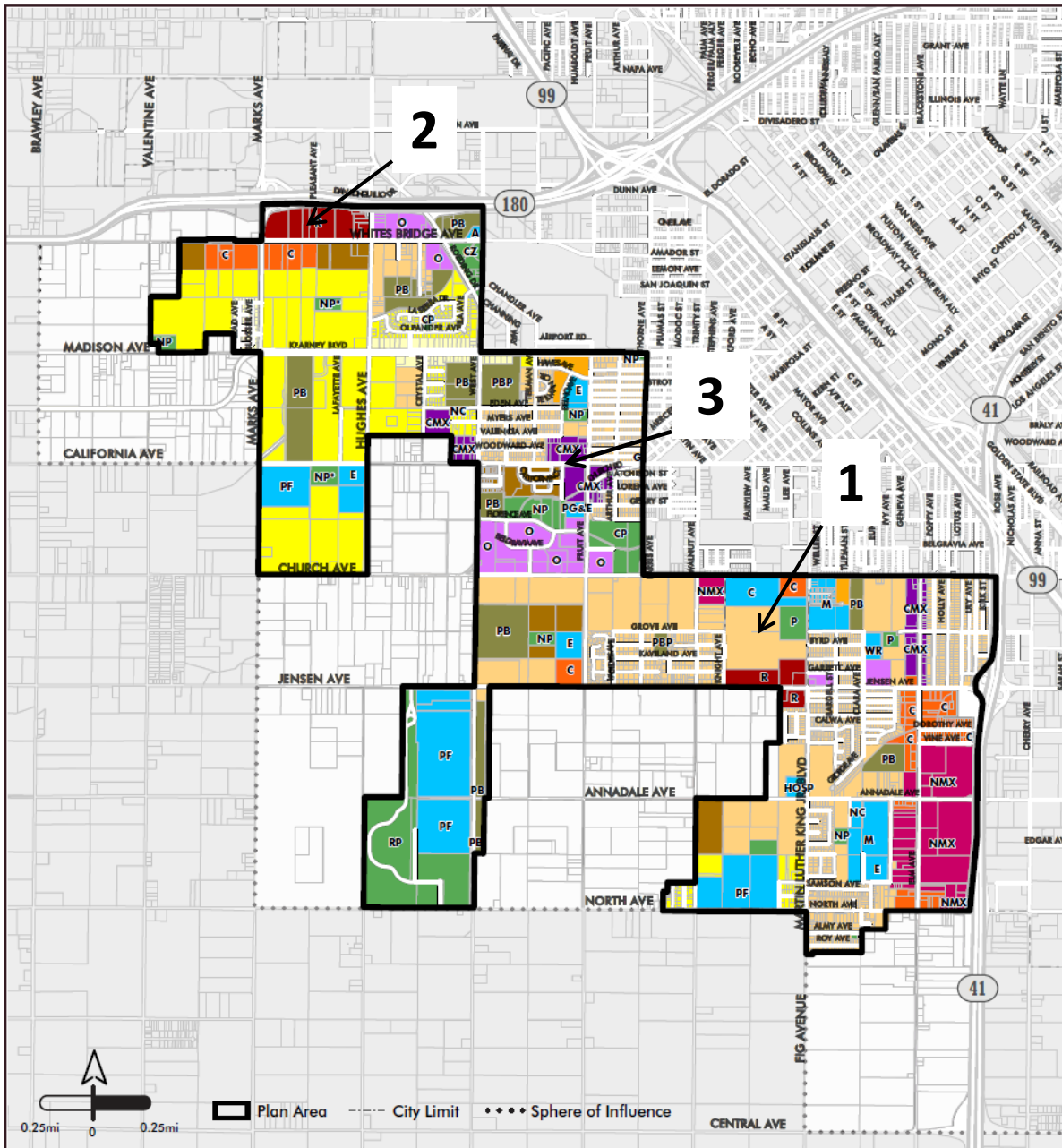
 **Grocery Store or Food Coop**

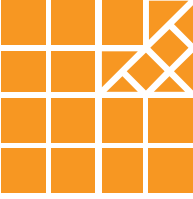
 **Bus Rapid Transit System on  
California Avenue**





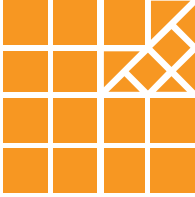
# Plan Priorities





# Additional Priorities

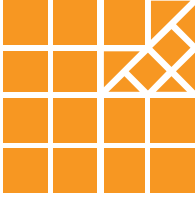
- **Employment Training and Career Development Center**
- **Local Workforce Policy**
- **Specific Plan Oversight Committee**
- **Anti-Displacement Strategy**



# Next Steps



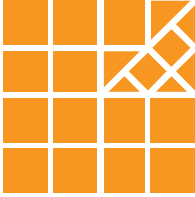
# Schedule



 **September 25: End of Public Comment Period for Environmental Impact Report**

 **October 26: Council Consideration of Plan Adoption**

- Repeal of Edison Community Plan
- Adoption of the Southwest Fresno Specific Plan (SWFSP)
- Amendment of the Fresno General Plan
- Rezoning of Property for consistency with the SWFSP
- Adoption of Text Amendment for Zoning Overlays



Questions?