
**SUPPORTING INFORMATION
FOR
MASTER APPLICATION FORM**

PLAN AMENDMENT AND REZONE

✓ **PROJECT DESCRIPTION**

The Developers of the property located on the southwest quadrant of E Jensen Avenue and S Martin Luther King Jr. Boulevard are proposing to transform the existing property into a Mixed-Use Project and to incorporate into its environs a new Community College along with Residential, Open Space, and Commercial development to be known as the MLK Activity Center. The site is presently planned Medium Density Residential (50.18 acres), Regional Commercial (21.08 acres), Community Commercial (2.43 acres), College (6.48 acres), and Community Park (9.51 acres).

The proposed project would consist of Medium Density Residential (26.58 acres), Medium High Density Residential (21.32 acres), Open Space (11.74 acres), Community Commercial (3.08 acres), and Regional Commercial (26.96 acres).

EXISTING STRUCTURES		
APN	EXISTING SQ. FT.	STRUCTURES
479-050-01	None	None
479-050-02	None	None
479-050-03	1,108 SF	Residential Home
479-050-06	None	None
479-050-08	None	None
479-060-02	None	None
479-060-03	1,597 SF	Residential Home
479-060-08	860 SF	Residential Home
479-060-09	None	None
479-060-10	None	None
479-060-11	1,428 SF	Residential Home

The site was previously used for agricultural purposes, which ceased operation several years ago. There are four (4) existing single-family dwelling units, in which three (3) are vacant. The project proposes the removal of all four (4) existing single-family dwelling units.

Utilities required for the proposed project (e.g., electricity, natural gas, sewer and water) are already existing on-site. The project will comply with City of Fresno utility requirements and utility plans will be provided for final permits.

The project is proposed to be constructed into phases. The timing of the phases will be market driven and therefore has not been established at this time.

Primary access to the site would be off of E Jensen Avenue, S Martin Luther King Jr. Blvd, S Knight Avenue, and E Church Avenue.

✓ **OTHER ENTITLEMENTS**

A Parcel Map is being submitted with the overall entitlement.

✓ **PROJECT ADDRESSES** (SEE TABLE MA-I)

✓ **A.P.N.** (SEE TABLE MA-I AND FIGURES I-5A & I-5B)

✓ **SIZE OF SITE SQUARE FOOTAGE** (SEE TABLE MA-I)

✓ **SIZE OF SITE ACREAGE** (SEE TABLE MA-I)

✓ **ZONING DESIGNATION** (SEE TABLE MA-I & FIGURE I-3)

✓ **GENERAL PLAN DESIGNATION** (SEE TABLE MA-I & FIGURE I-1)

TABLE MA-I

ADDRESS	APN	SIZE OF SITE Sq. Ft.	SIZE OF SITE ACREAGE	ZONING DESIGNATION (EXISTING- CITY)	GENERAL PLAN DESIGNATION (EXISTING)
NO ADDRESS	Portion of 479-050-02	303,523 SF	6.97	RS-5 – Residential Single Family (6.97 acres)	Medium Density Residential (6.97 acres)
2458 S Martin Luther King Jr. Blvd, Fresno, CA 93706	Portion of 479-050-03	1,096,528 SF	25.17	PI – Public & Institutional (6.48 acres); RS-5 – Residential Single Family (6.75 acres); CC – Community Commercial (2.43 acres); PR – Park & Recreation (9.51 acres)	C- College (6.48 acres), Medium Density Residential (6.75 acres), Community Park (9.51 acres), Community Commercial (2.43 acres)
NO ADDRESS	479-060-02	435,687 SF	10.00	RS-5 – Residential Single Family	Medium Density Residential
2540 S Martin Luther King Jr. Blvd, Fresno, CA 93706	479-060-03	419,180 SF	9.62	RS-5 – Residential Single Family	Medium Density Residential
2588 S Martin Luther King Jr. Blvd, Fresno, CA 93706	479-060-08	94,791 SF	2.18	CR – Regional Commercial	Regional Commercial
831 E Jensen Ave, Fresno, CA 93706	479-060-09	295,703 SF	6.79	CR – Regional Commercial	Regional Commercial
NO ADDRESS	479-060-10	412,084 SF	9.46	RS-5 – Residential Single Family (1.65 acres); CR – Regional Commercial (7.81 acres)	Medium Density Residential (1.65 acres), Regional Commercial (7.81 acres)
571 E Jensen Ave, Fresno, CA 93706	479-060-11	849,130 SF	19.49	RS-5 – Residential Single Family (15.19 acres); CR – Regional Commercial (4.30 acres)	Medium Density Residential (15.19 acres), Regional Commercial (4.30 acres)

FIGURES

- FIGURE I-1: EXISTING GENERAL PLAN
- FIGURE I-2: PROPOSED GENERAL PLAN
- FIGURE I-3: EXISTING ZONE MAP(CITY)
- FIGURE I-4: PROPOSED ZONE MAP
- FIGURE I-5A: APN
- FIGURE I-5B: APN
- FIGURE I-6 SW FRESNO SPECIFIC PLAN
- FIGURE I-7 SW FRESNO LAND USE MAP
- FIGURE I-8 VICINITY MAP

**THE OPERATIONAL STATEMENT
FOR
PLAN AMENDMENT AND REZONE**

- ✓ **PROJECT SITE ADDRESSES** (SEE TABLE GPA/RZ-I)
- ✓ **ASSESSOR'S PARCEL NUMBERS (APN)** (SEE TABLE GPA/RZ -I AND FIGURES I-5A & I-5B)
- ✓ **ACREAGE TO BE AMENDED** (TABLE GPA/RZ -I & FIGURE I-1)
- ✓ **EXISTING GENERAL PLAN LAND USE DESIGNATION** (SEE TABLE GPA/RZ -I & FIGURE I-1)
- ✓ **EXISTING ZONING** (SEE TABLE GPA/RZ-1 & FIGURE I-3)

TABLE GPA/RZ-I

PROJECT SITE ADDRESS	APN	ACREAGE TO BE AMENDED	EXISTING GENERAL PLAN LAND USE DESIGNATION	PROPOSED GENERAL PLAN LAND USE DESIGNATION	EXISTING ZONING (CITY)	PROPOSED ZONING
NO ADDRESS	Portion of 479-050-02	6.97	Medium Density Residential (6.97 acres)	Medium Density Residential (5.24 acres); Medium High Density Residential (1.73 acres)	RS-5 – Residential Single Family (6.97 acres)	RS-5 Residential Single Family (5.24 acres); RM-1 – Residential Multi Family (1.73 acres)
2458 S Martin Luther King Jr. Blvd, Fresno, CA 93706	Portion of 479-050-03	25.17	C- College (6.48 acres), Medium Density Residential (6.75 acres), Community Park (9.51 acres), Community Commercial (2.43 acres)	Medium Density Residential (3.88 acres), Community Park (4.52 acres), Community Commercial (3.08 acres); Medium High Density Residential (13.69 acres)	PI – Public & Institutional (6.48 acres); RS-5 – Residential Single Family (6.75 acres); CC – Community Commercial (2.43 acres); PR – Park & Recreation (9.51 acres)	RS-5 – Residential Single Family (3.88 acres); CC – Community Commercial (3.08 acres); PR – Park & Recreation (4.52 acres); RM-1 – Residential Multi Family (13.69 acres)
NO ADDRESS	479-060-02	10.00	Medium Density Residential	Medium High Density Residential (1.34 acres); Community Park (7.00 acres); Regional Commercial (1.66 acres)	RS-5 – Residential Single Family	RM-1 – Residential Multi Family (1.34 acres); PR – Park & Recreation (7.00 acres); CR – Regional Commercial (1.66 acres)
2540 S Martin Luther King Jr. Blvd, Fresno, CA 93706	479-060-03	9.62	Medium Density Residential	Medium Density Residential (1.49 acres); Community Park (0.22 acres); Regional Commercial (5.77 acres); Medium High Density Residential (2.14 acres)	RS-5 – Residential Single Family	RS-5 – Residential Single Family (1.49 acres); PR – Park & Recreation (0.22 acres); CR – Regional Commercial (5.77 acres); RM-1 – Residential Multi Family (2.14 acres)
2588 S Martin Luther King Jr. Blvd, Fresno, CA 93706	479-060-08	2.18	Regional Commercial	Regional Commercial	CR – Regional Commercial	CR – Regional Commercial
831 E Jensen Ave, Fresno, CA 93706	479-060-09	6.79	Regional Commercial	Regional Commercial	CR – Regional Commercial	CR – Regional Commercial
NO ADDRESS	479-060-10	9.46	Medium Density Residential (1.65 acres), Regional Commercial (7.81 acres)	Regional Commercial	RS-5 – Residential Single Family (1.65 acres); CR – Regional Commercial (7.81 acres)	CR - Regional Commercial

571 E Jensen Ave, Fresno, CA 93706	479-060-11	19.49	Medium Density Residential (15.19 acres), Regional Commercial (4.30 acres)	Medium Density Residential (15.97 acres); Regional Commercial (1.10 acres); Medium High Density Residential (2.42 acres)	RS-5 – Residential Single Family (15.19 acres); CR – Regional Commercial (4.30 acres)	RS-5 – Residential Single Family (15.97 acres); CR – Regional Commercial (1.10 acres); RM-1 – Residential Multi Family (2.42 acres)
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✓ **IDENTIFY THE COMMUNITY PLAN**

The project is located in the Edison Community Plan Area.

✓ **IDENTIFY THE SPECIFIC PLAN**

The project site is located in the proposed Southwest Fresno Specific Plan and is designated to implement the plans vision.

✓ **IDENTIFY THE REDEVELOPMENT PLAN (IF APPLICABLE)**

The project is not located in a City of Fresno Redevelopment Plan.

✓ **DESCRIPTION OF EFFORTS THAT HAVE BEEN MADE TO DISCUSS THE PROPOSAL WITH NEIGHBORS**

The proposed Master Plan has been a discussion throughout the Southwest Community for the past three years and various workshops and one public hearing occurred to discuss the master planning for the southwest area.

✓ **DESCRIPTION OF HOW THE PROPOSAL IS COMPLEMENTARY TO THE SURROUNDING NEIGHBORHOOD.**

It is a top priority of the project planners to complete the design of the mixed-use complex and enhance the neighborhood. After several initial planning meetings where neighbors were asked to provide input regarding the project proposal the Developers are aware of the community's needs for a well-planned out community that not only provides for sustainable living but also provides opportunity for employment and education along with community activities by development of a community park with pedestrian friendly access throughout the area.

✓ **DESCRIPTION OF HOW THE PROPOSAL HELPS IMPLEMENT THE FRESNO GENERAL PLAN.**

The project goal is to establish a mixed-use development and complete neighborhood, including residential, commercial, open space, and educational land uses.

The amendment of the subject properties is necessary to support the overall mixed-use development of the overall development. Mixed-use developments of these types are consistent with some of the key goals of the General Plan.

The stated focal goal of the General Plan Vision is to accommodate moderate population growth while limiting outward expansion beyond the City's present planned urban boundaries, and to enhance the established community's physical and social environment through revitalization of Fresno's existing urban core.

- To create a residential development consistent with the goals and purposes of the City of Fresno General Plan including increasing available housing stock, revitalizing a residential area and eliminating the spread of blight and deterioration in the area.
- To help address the housing shortage by increasing the supply of housing in the City and building out the site to allowable densities in an appropriately designed integrated project.
- To provide a mix of housing type for students.

- To promote a jobs/housing balance by locating attractive new housing in proximity to employment centers and mass transit.
- To provide housing in close proximity to commercial areas and public transit.
- To design a high-quality development that's consistent with the Southwest Specific Plan.
- To provide a project that incorporates high-quality landscaping and aesthetics, creating a more beautiful and livable neighborhood environment.
- To promote the neighborhood as a viable and growing community, attractive to both current and new residents and nearby businesses.

✓ **DESCRIBE, IN DETAIL, THE PROPOSED USE(S)**

The proposed General Plan Amendment is to provide the designated land areas and as each phase develops, they will provide detailed information of their proposed uses, building type, sustainable living, and overall integration for a pedestrian friendly development. The proposed project involves the removal of the existing four (4) single-family dwellings, of which three (3) are vacant.

✓ **DETAIL THE HOURS OF OPERATION AND THE NUMBER OF EMPLOYEES**

To be determined at the time of development or future entitlement submittals.

✓ **DETAIL THE EXPECTED DAILY VISITORS/USERS/GUESTS**

To be determined at the time of development or future entitlement submittals.

✓ **DESCRIBE ANY REASONABLE FORESEEABLE EFFECTS FROM CONSTRUCTION AND/OR THE SITE THAT MAY IMPACT THE NEIGHBORS.**

The project will utilize Best Management Practices for compliance with all State and Local Codes for storm water quality during construction. A Storm Water Pollution Prevention Plan will be implemented to minimize or prevent sediment or erosion to neighboring sites. Any construction noise will be within the City's noise regulations.

✓ **DETAIL ALL SECURITY MEASURES**

There will be public lighting of the roadways and open spaces to provide security and the area will have services provided by the City of Fresno Police and Fire Department along with Public Works for any infrastructure concerns.