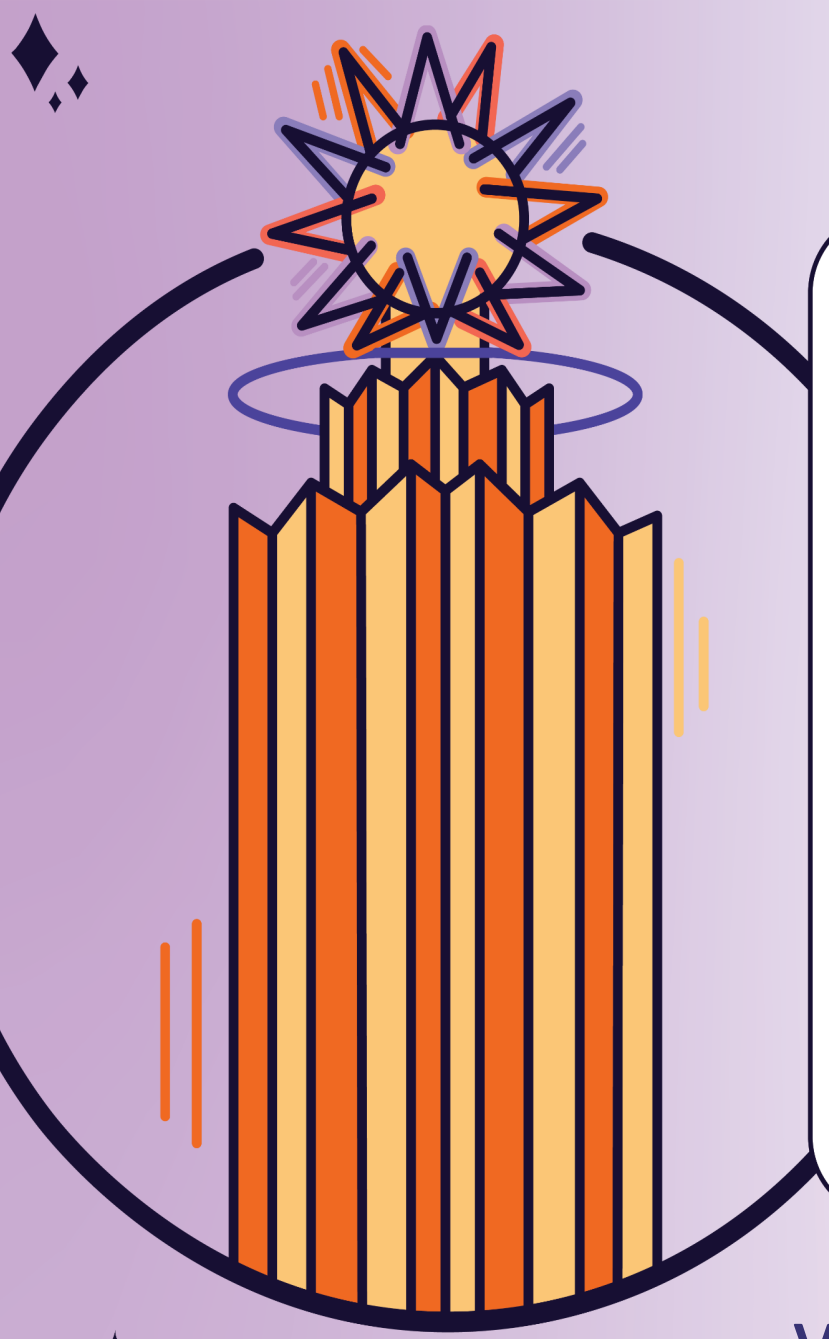


Take the community survey

Join the email list

www.fresno.gov/tdsp

City of FRESNO

TOWER DISTRICT SPECIFIC PLAN

Tower District Specific Plan Update

Implementation Committee Meeting

Tuesday, May 16, 2023

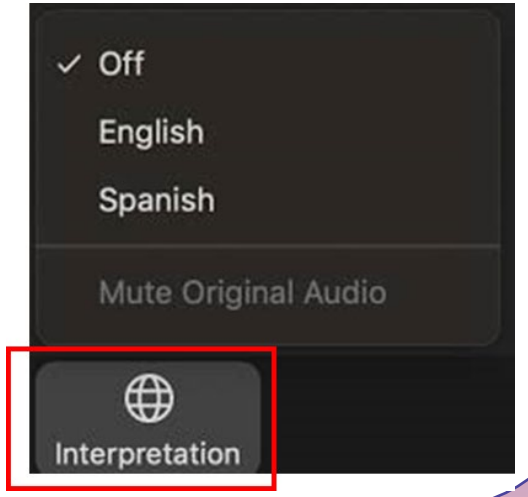
www.fresno.gov/tdsp

City of FRESNO

INTERPRETATION SERVICES

ALL participants should join a language channel in order to listen to and communicate with all participants.

1. Select the Interpretation Globe at the bottom of your screen
2. Choose your preferred language



TOWER DISTRICT SPECIFIC PLAN

City of FRESNO

Tonight's meeting is being recorded and publicly broadcasted.

Participation in this meeting will be considered consent to be recorded.

JOIN VIA ZOOM

To participate in public comment, join via Zoom:

https://tinyurl.com/tdsp-meeting

I. CALL TO ORDER & ROLL CALL

II. APPROVE AGENDA

III. APPROVE MEETING MINUTES

IV. COUNCIL DISTRICT UPDATES

V. REPORT ON OUTREACH AND ENGAGEMENT ACTIVITIES

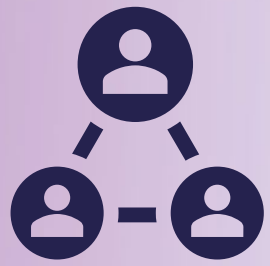
COME TOGETHER (PURPOSE)

The Tower District Specific Plan was adopted in 1991. Since its creation, Tower has changed in many ways. The purpose of this Specific Plan Update is to recast a vision and create clear implementation measures to allow the vision to become a reality.

We must plan for the future we want to see.

TOWER DISTRICT SPECIFIC PLAN

City of FRESNO



OUTREACH VS. ENGAGEMENT

Outreach: Informing the community about the Specific Plan process

Engagement: Receiving information from community members about their vision for the future of the Tower District; will shape Specific Plan policies and priorities

GET BACK (RECALIBRATED OUTREACH)

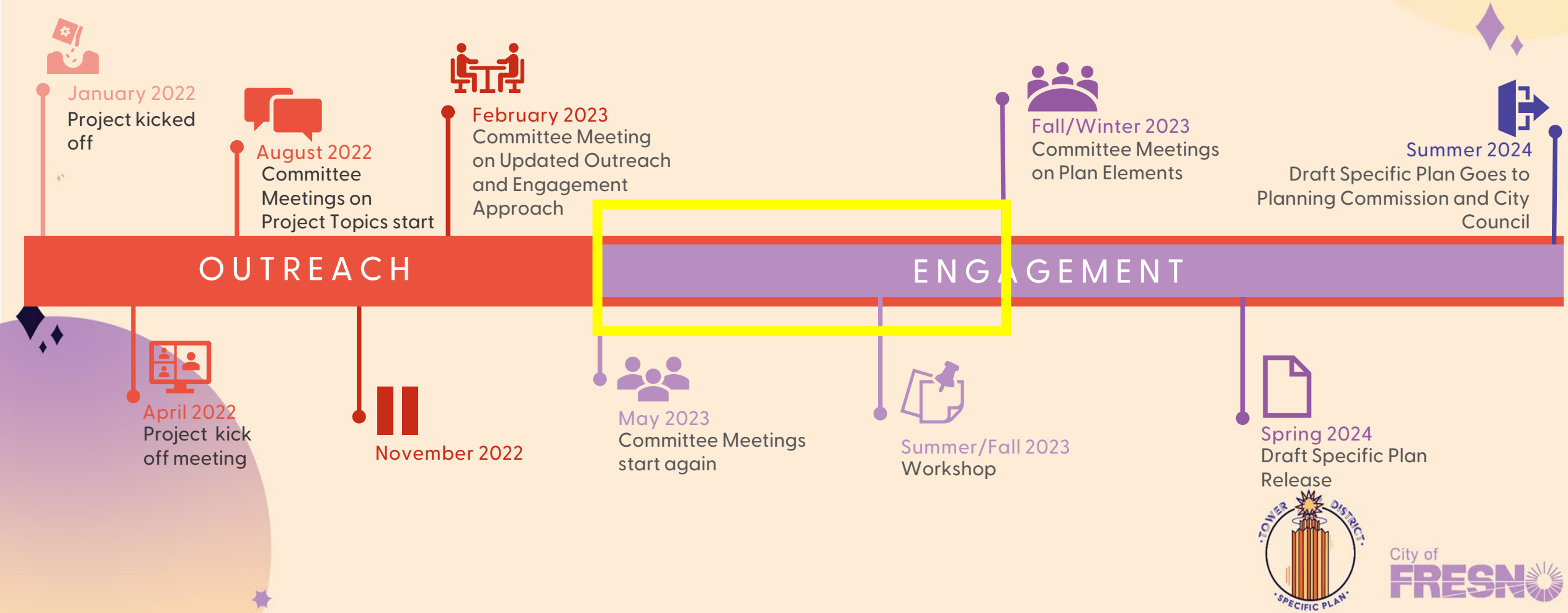
- Primary engagement forum shifts from Committee meetings to Public Workshops
- Committee meetings become a space for discussions related to outreach

RECALIBRATED OUTREACH

- 2 Community Workshops
- 5 Committee meetings focusing on outreach activities and resources (May - August)
- 4 Committee meetings on Specific Plan Update Components (Sept. – Dec.)

- Committee meetings following Workshops will include a recap
- Committee meetings focused on specific topics will include a recap on what we heard and space for public input

HERE, THERE, AND EVERYWHERE (BACKGROUND)



TOWER DISTRICT SPECIFIC PLAN

City of FRESNO

Outreach Materials

Activity	Materials					Roles
	Website	Flyer	Brochure	Social Media Posts	Survey	
	Complete	*Completed*	*Completed*	*Several Created*	*Completed*	
Canvasing	X	X	X		X	Committee, Community
Materials Distribution	X	X	X		X	Committee, Community, City Staff
Mailers	X			X	X	City Staff, Consultant
Pop-up at planned events	X	X	X		X	Committee, City Staff
Op-ed	X				X	Committee, Community
Social Media Presence	X	X		X	X	Committee, Community, City Staff
Poster Contest	X	X		X		Committee, Community, City Staff
Present at existing meetings	X	X	X		X	Committee, City Staff
Email Blast	X	X	X	X	X	Committee, Community, City Staff
Radio PSA	X				X	City Staff
Pop-up at foot traffic locations	X	X	X		X	Committee, City Staff
Media Coverage	X		X	X		Committee, City Staff

Activity	Materials						Roles
	Boards	Slide Deck	Videos	Stickers	Poster	PSA	
	Completed	*Completed*	*In Progress*	*Completed*	*Completed*	*In Progress*	
Canvasing				X	X		Committee, Community
Materials Distribution		X		X	X		Committee, Community, City Staff
Mailers							City Staff, Consultant
Pop-up at planned events	X	X	X	X	X		Committee, City Staff
Op-ed							Committee, Community
Social Media Presence		X	X		X	X	Committee, Community, City Staff
Poster Contest					X		Committee, Community, City Staff
Present at existing meetings	X	X	X	X	X		Committee, City Staff
Email Blast			X		X		Committee, Community, City Staff
Radio PSA						X	City Staff
Pop-up at foot traffic locations	X			X	X		Committee, City Staff
Media Coverage			X		X	X	Committee, City Staff

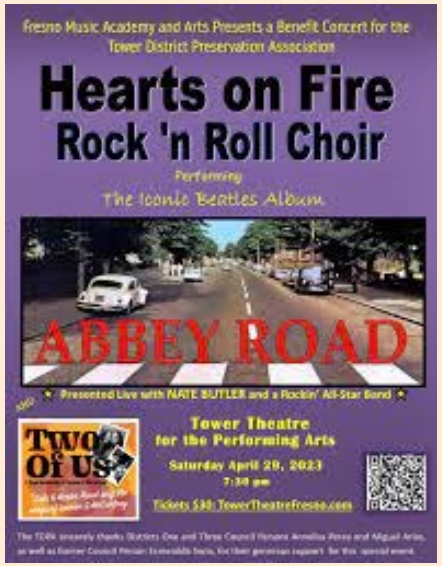
MATERIALS DISTRIBUTION

- Poster
- Brochure
- Flyers
- Sticker
- Slide deck
- Social media templates

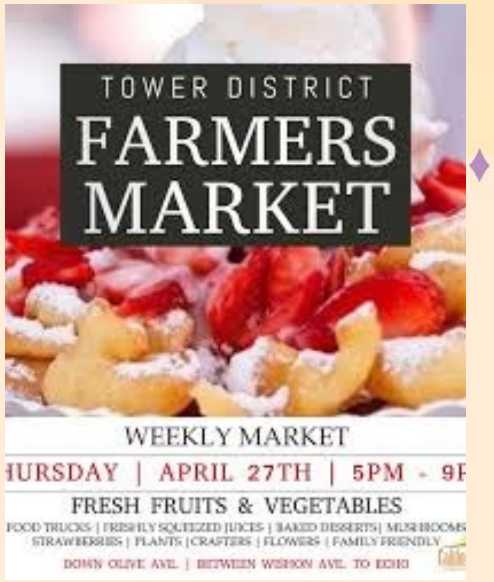
POP-UPS AND PRESENTATIONS

TNA Community Meeting
April 12, 2023

Tower Porchfest
April 29, 2023



Hearts on Fire
TDPA Fundraiser
April 29, 2023



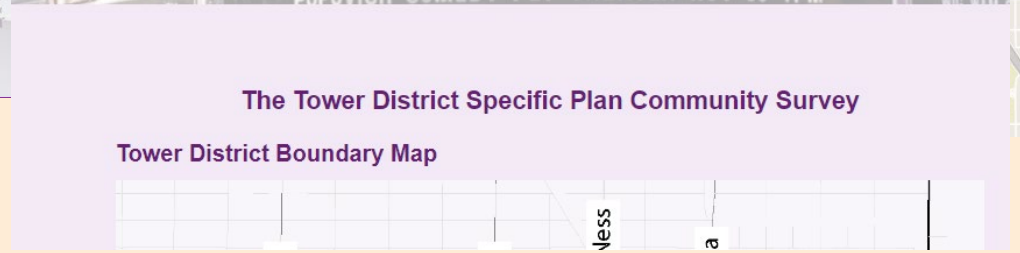
Tower District
Farmers' Market
May 11, 2023

TOWER DISTRICT SPECIFIC PLAN

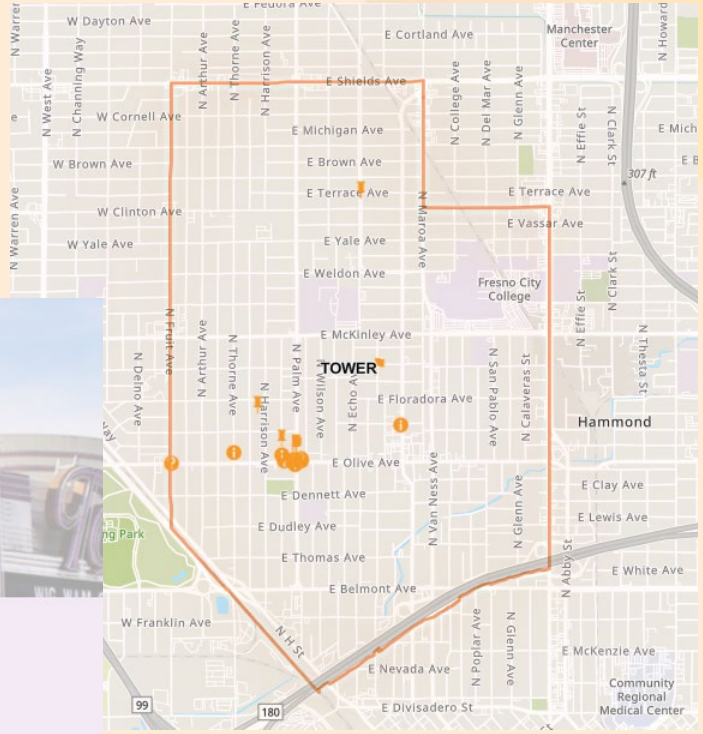
City of FRESNO

ONLINE INTERACTION

website



survey



Interactive map

+ Social media posts

City of FRESNO

TEAM WORK TO MAKE THE DREAM WORK

- Canvassing
- Materials Distribution
- Mailers
- Pop-up at planned events
- Op-ed
- Social Media Presence
- Poster Contest
- Present at existing meetings
- Email Blast
- Radio PSA
- Pop-up at foot traffic locations
- Media Coverage
- Survey

TOWER DISTRICT SPECIFIC PLAN

City of FRESNO

ALL YOU NEED IS OUTREACH

Where can we focus our efforts now?

How would you like to help?

Sign up 10 people to the email list

Get 5 friends to take the survey

Take 2 friends to an upcoming event

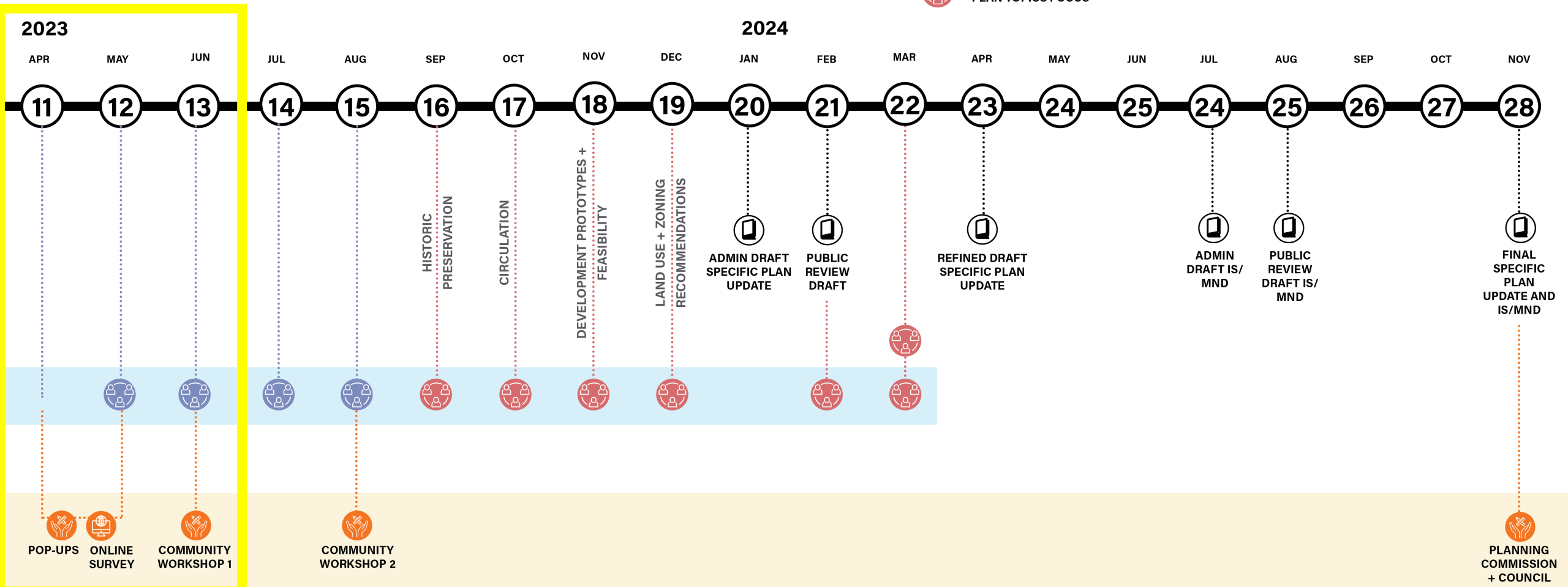
Post with #TowerSP

Distribute flyers

VI. REVIEW OF SCHEDULE AND UPCOMING EVENTS

Tower District Specific Plan Update

Project Schedule



City of FRESNO

DISCUSSION:
PUBLIC WORKSHOP #1

June 24, 2023

Let's Roll Fresno | 403 W Olive Ave, Fresno, CA 93728

TOWER DISTRICT SPECIFIC PLAN

City of FRESNO

UPCOMING EVENTS

- May 18th at 5pm | Tower District Farmer's Market Pop-Up Booth
  Olive Avenue between Wishon/Fulton and Echo Avenue
- May 29th 11am to 3pm | Ampersand Block Party Pop-Up Booth
  Echo Avenue near Weldon Avenue
- June 20th at 5:30pm | Implementation Committee Meeting
  Tower Theater Lounge | 815 E Olive Ave, Fresno, CA 93728
- June 24th at 10am | Community Workshop #1
  Let's Roll Fresno | 403 W Olive Ave, Fresno, CA 93728

Visit www.fresno.gov/tdsp to keep updated on upcoming events!

City of FRESNO

TOWER DISTRICT SPECIFIC PLAN

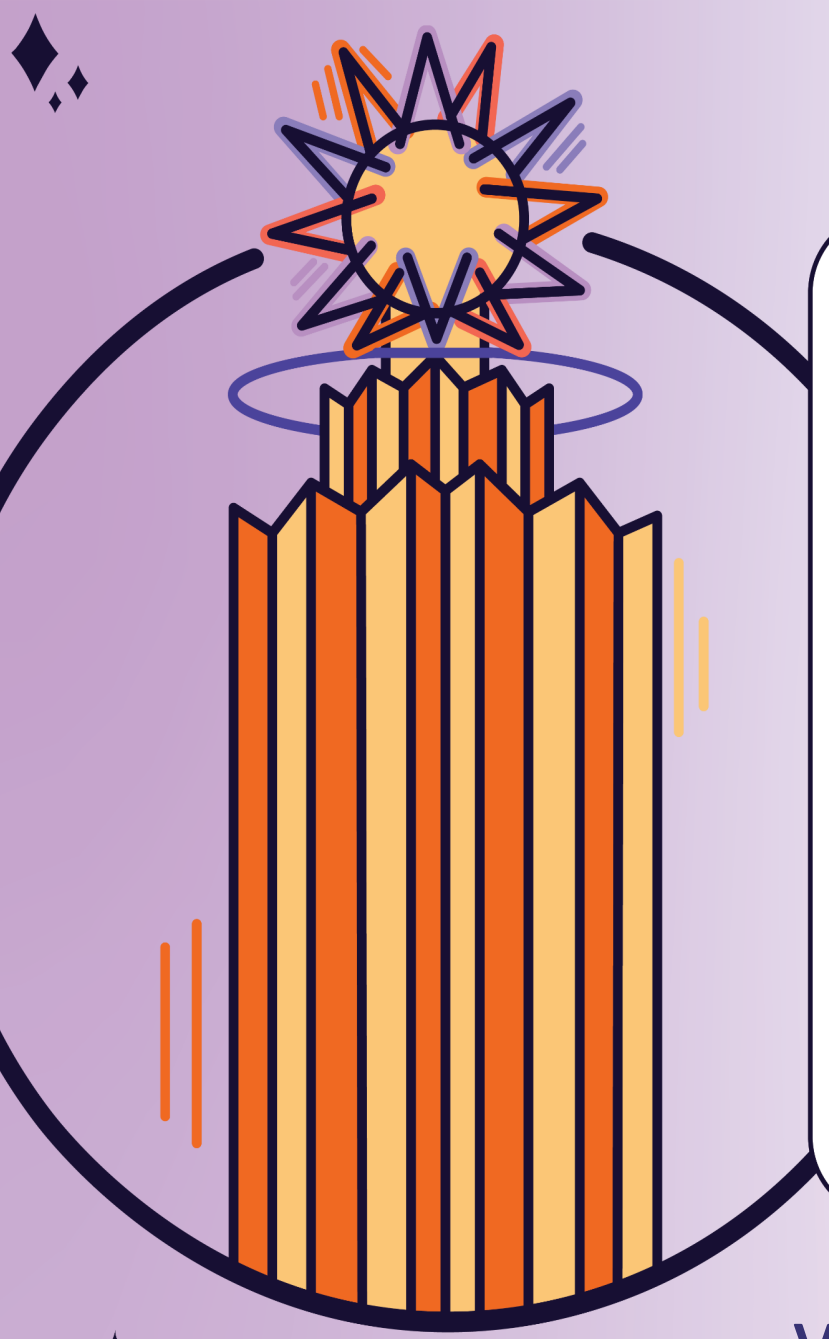
VII. UNSCHEDULED ORAL COMMUNICATIONS

VIII. CLOSING AND NEXT STEPS

HELLO, GOODBYE
(NEXT STEPS)

1. Everyone gets to work on outreach!

2. Next Committee Meeting is
Tower Tuesday, June 20
at 5:30pm
in the Tower Theater Lounge



Take the community survey

Join the email list

www.fresno.gov/tdsp

City of FRESNO

TOWER DISTRICT SPECIFIC PLAN