

Central Southeast Specific Plan

Planning Commission

May 31, 2023

6:00pm

In-Person & Virtual Meeting



Introduction

Presentation Outline

- Background & Community Engagement
- Plan Overview
- Environmental Assessment
- Public Comment
- Findings & Staff Recommendations



Background

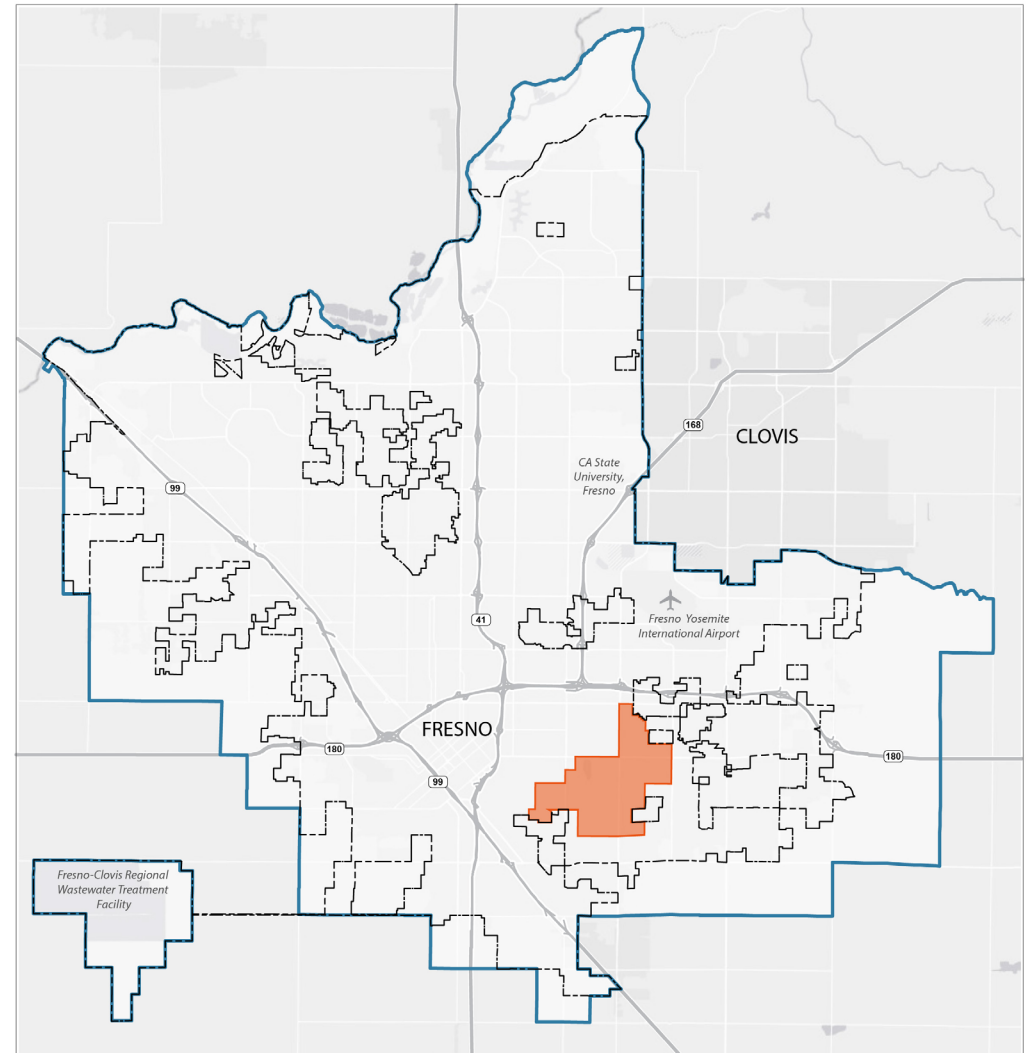
What is a Specific Plan?

A Specific Plan is:

- A long-range planning document (20 to 30 year vision)
- Used to implement the General Plan
- A set of detailed strategies and actions to guide future growth and development in a specific geographic area (in this case, Central Southeast Fresno)
- Focuses on physical improvements: land use, transportation, parks, economic development, and improvements to the quality of life.

Planning Context

- AREA: 2,000 acres
- The CSESP is a continuation of the recent ***Downtown Neighborhoods Community Plan*** (2016). This Plan picks up where the DNCP left off along the northwestern boundary.
- The planning area is entirely in Fresno City Limits
- This plan will replace
 - Butler/Willow Specific Plan (1971)
 - Roosevelt Community Plan (1992)



Context Map

Legend

- City of Fresno City Limits
- Sphere of Influence
- Central Southeast Plan Boundary

Community Engagement

- Stakeholder Meetings with 16 groups
- Engagement toolkit
- 20+ Mobile Workshops
- 4 Public Workshops
- 4 Surveys
- Steering Committee (10 meetings)
- 3 Community Conversations
- 2 Mass Mailings to every Property Owner and Resident in Plan Area
- Networking through Community Organizations such as Religious Institutions, Library, Community Centers
- Website Postings and Emails



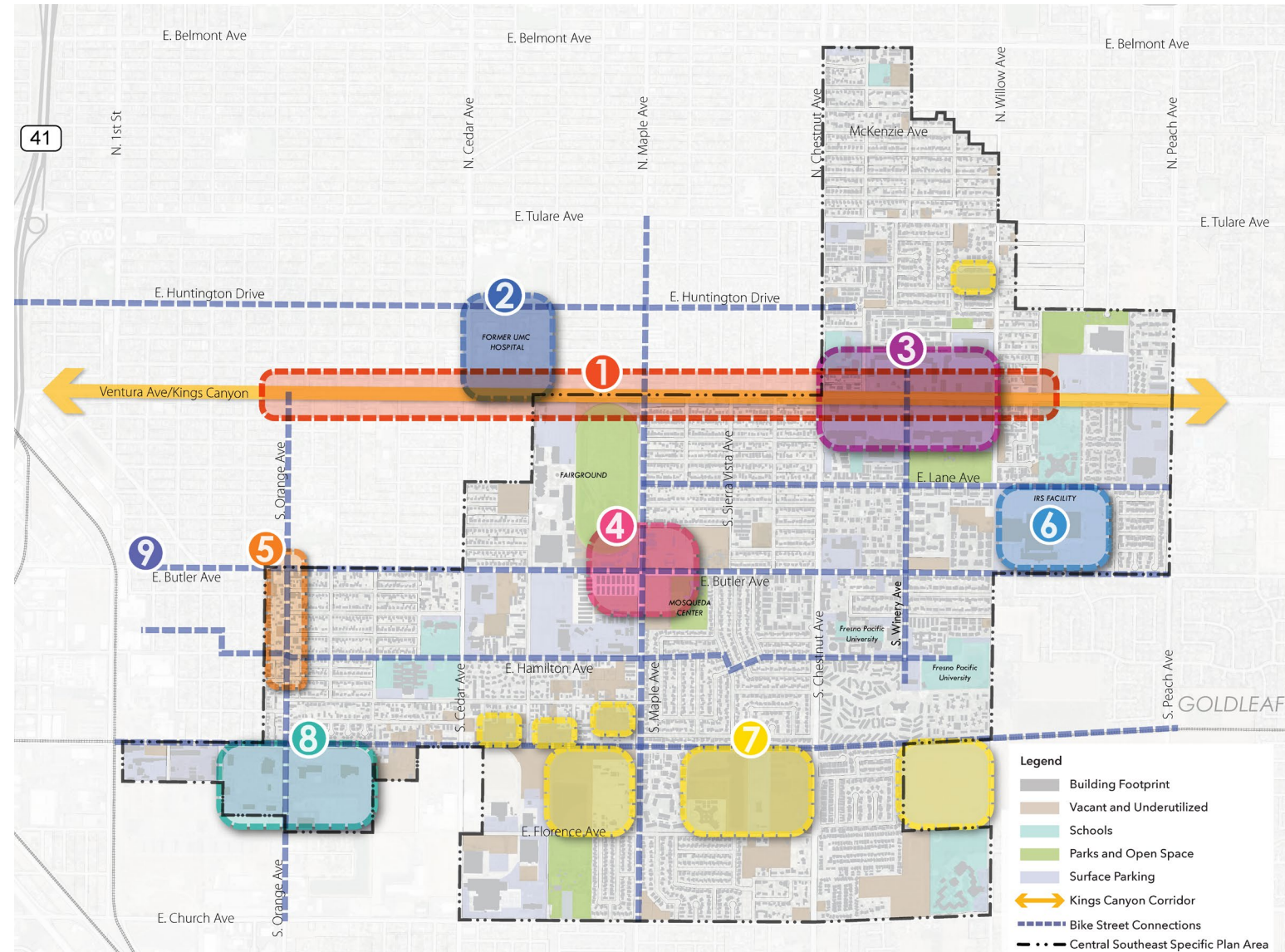
Guiding Principles

- Emphasize ***cultural diversity*** and ***preserve neighborhoods***
- Actively ***engage the community*** and ***support the underserved***
- Protect ***housing affordability*** and ***minimize displacement***
- Enhance ***mobility*** and ***build or improve parks***
- Support ***economic vitality, health and equity***
- ***Reduce pollution*** and ***protect environmental health***
- Invest in ***public safety*** and ***beautification***

Big Ideas

Key:

- ① **Kings Canyon Corridor:**
International Food Experience
- ② **Former UMC Hospital:**
Sr Housing / Continuum of Care
- ③ **Shopping Center/ Mixed-Use:**
International Food Experience
- ④ **Maple / Butler Center:**
Cultural & Community Recreation
- ⑤ **Orange "Main Street":**
Neighborhood Gathering Place
- ⑥ **IRS Education / Tech Hub:**
Employment Development
- ⑦ **Neighborhood Infill:**
Connecting / Completing
- ⑧ **Business Park Employment:**
Transition from Heavy Industrial
- ⑨ **Bike Street Connections:**
Network of Complete Streets



**This map shows the Plan Area prior to initiation*

Goal Priorities

Topic Area	Goal
Tier 1	
Parks + Open Space	P-1. Increase the amount of parkland in CSE Fresno to ensure that all residents are within a 5-minute walk of a park or open space.
Land Use + Urban Design	LU-1. Transform Kings Canyon Road into a walkable and lively corridor with a diverse mix of retail, service, residential, cultural, and institutional uses that will attract both local residents and regional visitors.
Land Use + Urban Design	LU-9. Expand housing supply to accommodate households of all sizes, stages of life, and income levels.
Transportation, Public Realm, and Infrastructure	T-1. Rebalance existing roadways to create a network of safe, connected, and accessible Complete Streets for all users, including bicyclists, pedestrians, transit vehicles, and motorists.
Transportation, Public Realm, and Infrastructure	T-3. Improve safety and reduce conflicts between pedestrians, bicyclists, and drivers, particularly around centers of activity.
Economic Development	ED-1. Improve the appearance and cleanliness of CSE Fresno to attract new businesses, customers, and investment.
Quality of Life	PS-1. Reduce crime and improve police-community relations.
Quality of Life	PH-2. Expand access to culturally-competent medical and mental health services.
Quality of Life	CE-1. Empower the community take action and improve quality of life for CSE Fresno.

Tier 2	
Parks + Open Space	P-3. Expand recreational programming and facilities to meet the needs of users of all ages and abilities.
Land Use + Urban Design	LU-2. Build on existing institutions and opportunity sites along Butler Avenue, particularly near Maple Avenue, to create a series of central neighborhood-supporting hubs for daily retail and service needs, cultural activities, education, and recreation.
Land Use + Urban Design	LU-3. Intensify, activate, and beautify Orange Avenue, building on its existing character to strengthen its identity and appeal.
Land Use + Urban Design	LU-5. Redevelop the former IRS facility site as a technology-centered employment and education campus that can provide training, jobs, and residences for workers and students.
Land Use + Urban Design	LU-8. Improve the safety, quality, and condition of housing structures and the neighborhoods they inhabit.
Transportation, Public Realm, and Infrastructure	T-4. Provide a well-connected, comfortable, and inviting pedestrian environment that encourages residents to walk to and between key destinations.
Transportation, Public Realm, and Infrastructure	T-5. Improve bicyclist safety and encourage biking between destinations.

Tier 3	
Parks + Open Space	P-2. Improve the quality and safety of parks in CSE Fresno.
Land Use + Urban Design	LU-4. Activate and integrate the Fairgrounds into the existing fabric of the community.
Land Use + Urban Design	LU-6. Promote office and clean/non-nuisance employment uses while ensuring compatibility and protections for residential neighborhoods.
Land Use + Urban Design	LU-7. Pursue policies and programs that support housing stability and mitigate displacement.
Transportation, Public Realm, and Infrastructure	T-2. Improve connectivity between residential areas and local and regional destinations such as schools, parks, community centers, transit, retail, and employment centers.
Transportation, Public Realm, and Infrastructure	T-6. Provide comfortable, frequent, and reliable transit service that meets community needs.
Transportation, Public Realm, and Infrastructure	T-7. Ensure the efficient movement of goods while protecting community health and safety.
Transportation, Public Realm, and Infrastructure	T-8. Improve parking availability for residents and visitors, particularly during special events.
Transportation, Public Realm, and Infrastructure	T-9. Provide a network of high-functioning and sustainable infrastructure systems in CSE Fresno.
Economic Development	ED-2. Foster the creation, retention, expansion, and attraction of local and small businesses.
Quality of Life	PH-3. Provide a variety of affordable community childcare and youth services.
Quality of Life	PH-4. Promote compatible uses and protections for residential neighborhoods.

Initiation



Plan Overview

Specific Plan Chapters

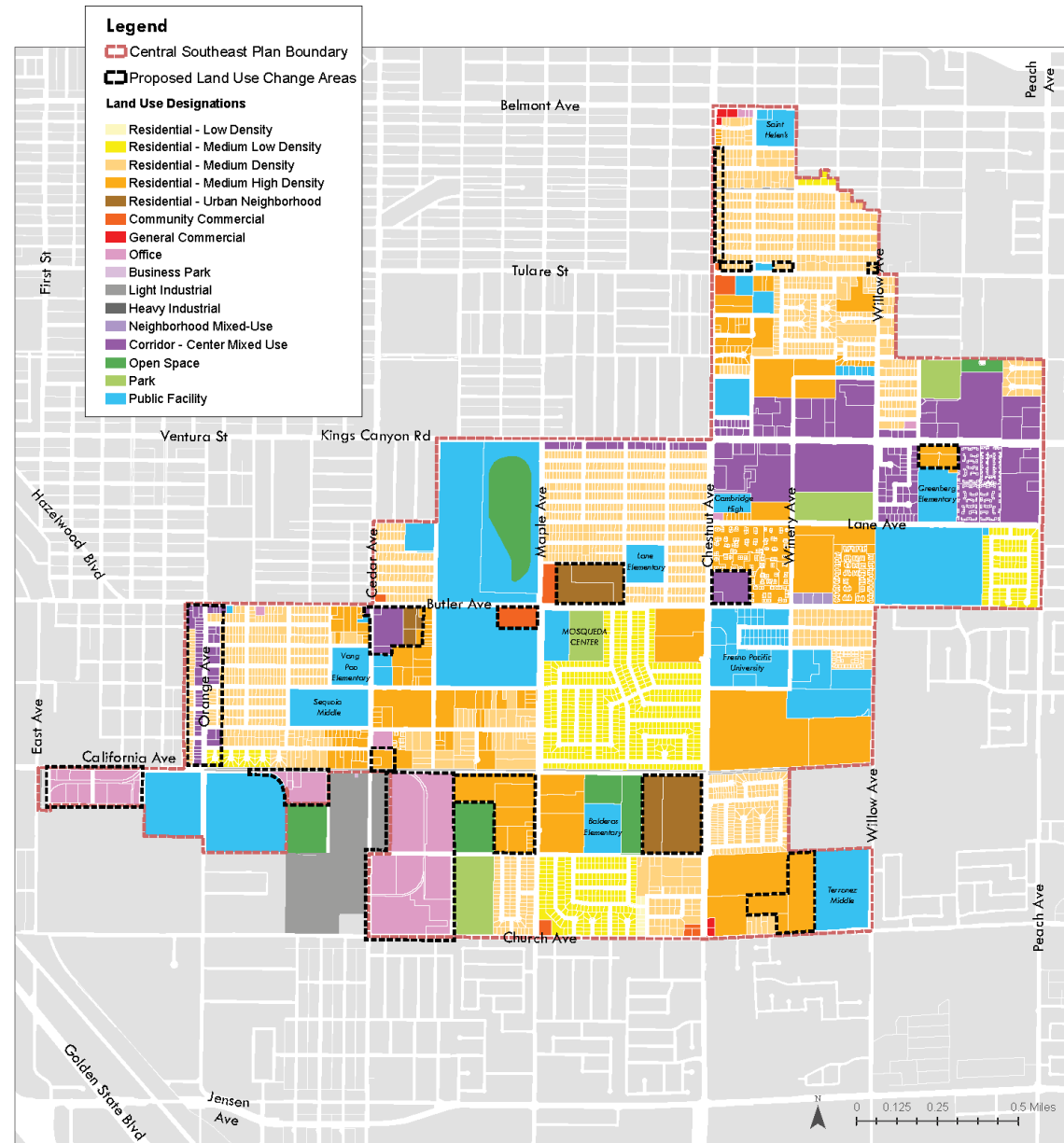
1. Introduction
2. Vision & Goals
3. Land Use and Urban Design
4. Transportation, Public Realm, & Infrastructure
5. Parks & Open Space
6. Economic Development
7. Quality of Life
8. Next Steps & Funding



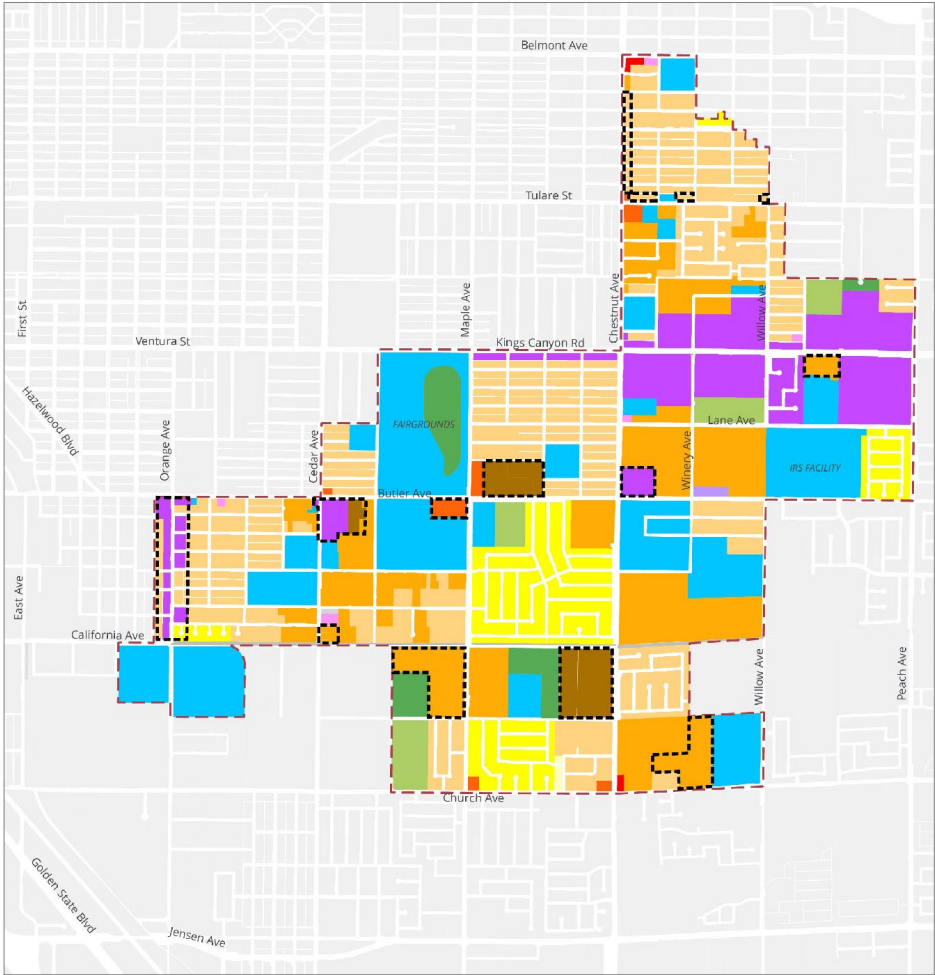
Goals and Strategies

- Goals and strategies serve as tools to achieve the community's vision
 - Intended to provide clear direction for how the City and community partners will work collaboratively to implement the overall vision of this Plan
 - Vast majority of the Goals and Strategies come directly from the Community
 - Few added by City Staff and the consultant team to complement the comprehensive approach to achieving the community's desired outcomes
- Goals are visionary statements
- Strategies describe the recommended actions

Plan Area & Land Use Changes before Initiation



Plan Area & Land Use Changes after Initiation



Post Initiation Map

Legend

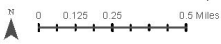
CSESP Boundary

Land Use Change Area

Land Use Designations

- | | |
|-------------------------------|-----------------------------------|
| Commercial - Community | Open Space |
| Commercial - General | Park |
| Mixed Use - Corridor Center | Public Facility |
| Mixed Use - Neighborhood | Residential - Low Density |
| Employment - Office | Residential - Medium Density |
| Employment - Light Industrial | Residential - Medium High Density |
| Employment - Heavy Industrial | Residential - Medium Low Density |
| Railroad | Residential - Urban Neighborhood |

Central Southeast Fresno Specific Plan



Environmental Assessment

Environmental Assessment

- Public Comment Period
 - February 3 – March 6, 2023 (Extended to April 21, 2023)
- 4 comment submissions
- The comments focused on:
 - The need for future projects to identify potential contamination on sites in the Plan Area
 - Water runoff capacity for new development in the Plan Area
 - Clarification on the Public Comment Period timing

Public Draft & Comments

Public Review Draft

- Plan Area Changed during Initiation
- Released April 8, 2021
- Comment Period: April 8 – July 8, 2021
- 4 comment letters
- 54 discrete comments or requests
- Incorporates 10 changes made to Goals and Strategies
 - Included in Redline Draft



Findings & Staff Recommendations

Findings

Fresno Municipal Code
Housing Element
SB 330

Fresno Municipal Code

- Consistency with the General Plan goals and policies
 - A concurrent Plan Amendment to the General Plan Figure LU-1 ensures land use consistency between the General Plan and Specific Plan
 - The Plan helps implement Objectives in the following Elements: Economic Development; Urban Form, Land Use, and Design; Mobility and Transportation; Parks, Open Space, and Schools; and Healthy Communities
- Consistency with the Development Code
 - The Plan relies on the Development Code for implementation.
 - The Plan does not modify the Development Code.

Housing Element – Gov. Code 65863

Adoption of the Plan would impact dwelling unit capacities on Housing Element sites as follows:

- 0-12 du/ac: net loss of 89 units of capacity
- 12-16 du/ac: net gain of 214 units of capacity
- 16-30 du/ac: net loss of 22 units of capacity

Surplus capacity exists to accommodate the reduction in affected categories.

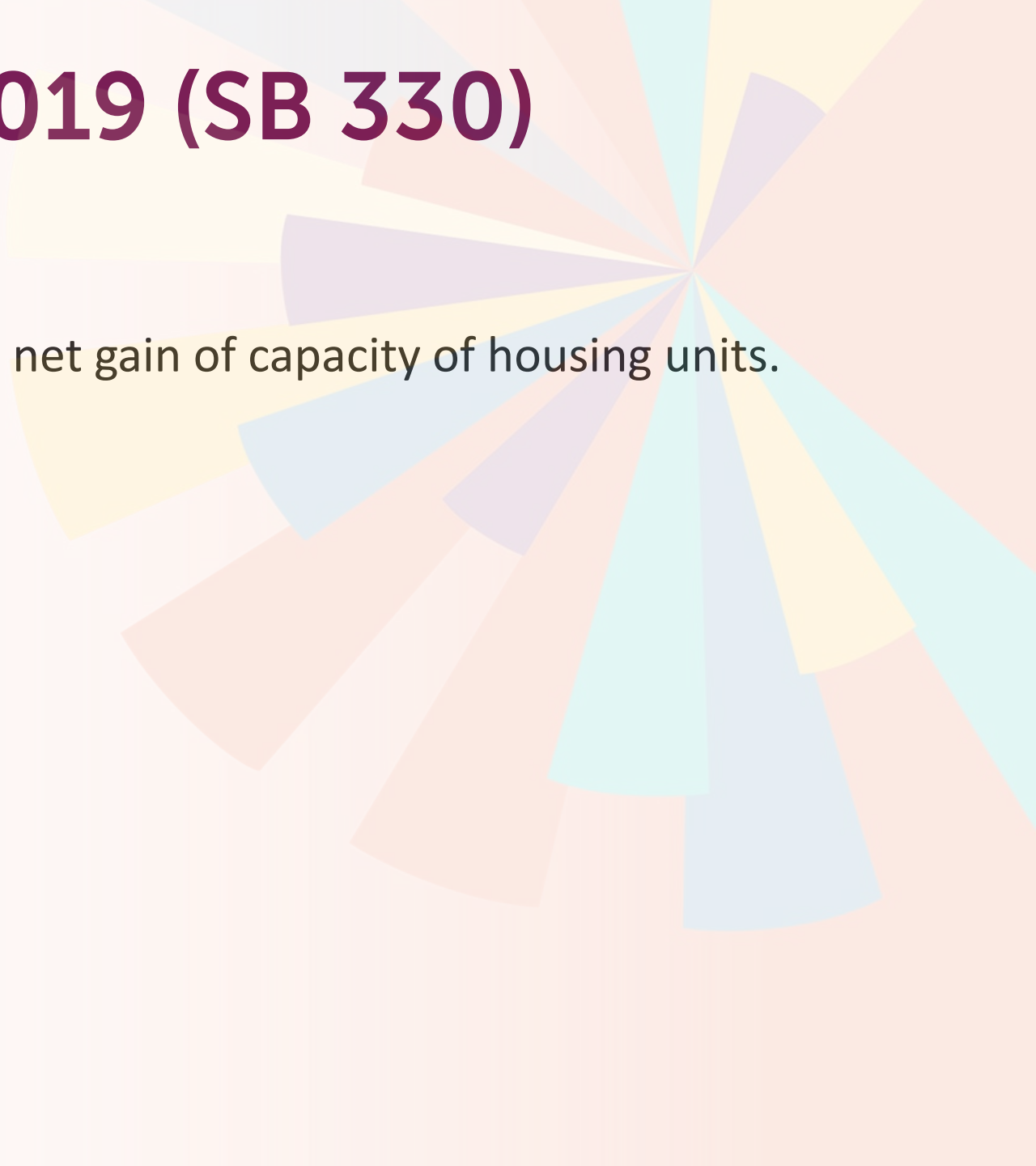
Housing Element – Gov. Code 65863

Therefore:

1. The reduction is consistent with the adopted General Plan; and
2. The remaining sites identified in the Housing Element are adequate to accommodate the jurisdiction's share of the Regional Housing Need Allocation (RHNA).

Housing Crisis Act of 2019 (SB 330)

- Adoption of the Plan would result in the net gain of capacity of housing units.



Staff Recommendations

Staff Recommendations

1. RECOMMEND APPROVAL (to the City Council), of a finding set forth in Environmental Assessment No. P22-00400 dated February 1, 2023, of a Mitigated Negative Declaration pursuant to CEQA Guidelines Section 15168(d) (see Exhibit I).

Staff Recommendations

1. **RECOMMEND APPROVAL** (to the City Council) of Plan Amendment Application P22-00400 which proposes to:
 - a. **Repeal** the Roosevelt Community Plan, pertaining to approximately 15,721 acres, and the Butler/Willow Specific Plan, pertaining to approximately 563 acres (see Exhibit B).
 - b. **Adopt** the Central Southeast Area Specific Plan and accompanying Planned Land Use Map (see Exhibits A, C and G).
 - c. **Amend** the Planned Land Use Map (Figure LU-1) of the Fresno General Plan to incorporate the land use changes proposed in the Central Southeast Area Specific Plan (see Exhibit D).
 - d. **Rezone** approximately 136 acres of property within the Central Southeast Area Specific Plan area to be consistent with the planned land uses proposed in the Plan (see Exhibit E).

End of Presentation