














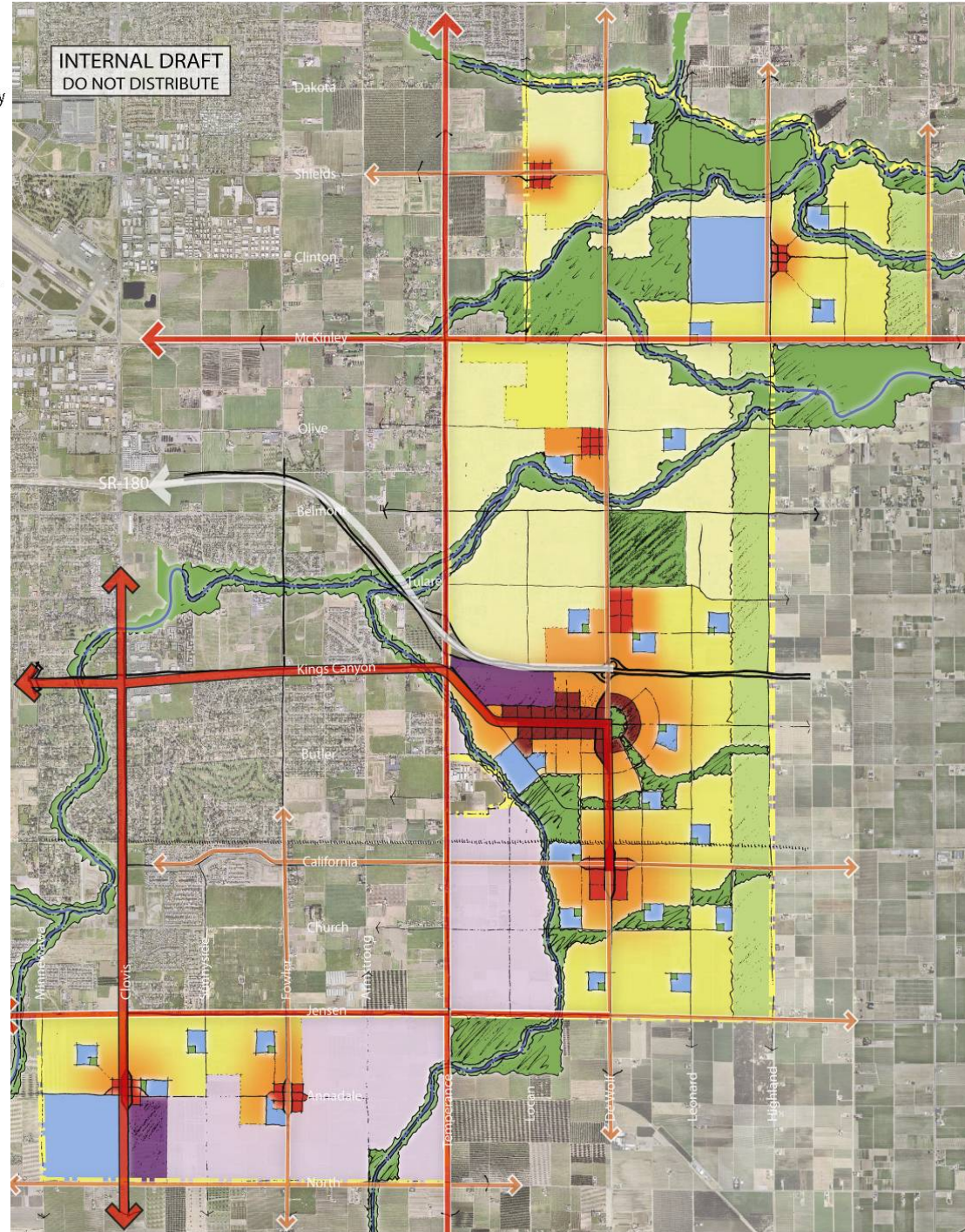
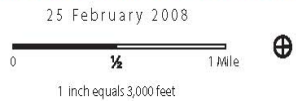


Southeast Growth Area Specific Plan Alternative 2

LEGEND

 Town Center	 Village Residential	 Transit Boulevard
 Village Center	 Neighborhood Residential	 Boulevard/Expressway
 Neighborhood Center	 Rural Residential	 Avenue
 Office/R&D Center	 Rural Cluster Residential	 Connector
 Industrial/Flex R&D		
 Waterway		
 Greenway/Open Space		

FRESNO SOUTHEAST GROWTH AREA DRAFT ALTERNATIVE 2 - REVISION 4



Measuring up to Sustainability – Goals:

- Transit: within 1/4 mile of every resident
- Mobile Emissions: reduce by 50%
- Air Quality: meet standards by 2015
- Commute Trips: reduce SOV by 20%
- Green House Gas: reduce emissions by 25%
- Water Demand: reduce use and increase recycling
- Energy: ASHRAE goal is net zero by 2030
(American Society of Heating, Refrigerating and Air-Conditioning Engineers)

-HOLD THE DATE-

A Milestone Event for the San Joaquin Valley's Future

Southeast Growth Area (SEGA) Specific Plan Alternative Scenarios Workshop

When: Tuesday, June, 10, 2008

Time: 6:00pm

Location: Fresno Convention Center
New Exhibit Hall

Who: City of Fresno and Partnering Public Agencies
Calthorpe Associates / EDAW, Inc
Southeast Growth Area Advisory Committee
Residents, Land Owners, Developers and Businesses
Local and Regional Organizations and Associations

By 2050, the California State Department of Finance forecasts the population of Fresno County will grow by an additional one million residents, the majority of which will reside in the Fresno-Clovis Metropolitan Area (FCMA). The 14 square-mile Southeast Growth Area of Fresno (SEGA), generally located east of Temperance Avenue, south of the City of Clovis and west of the City of Sanger, will accommodate a significant portion of anticipated FCMA growth. To effectively plan for this substantial growth, the City of Fresno with the assistance of Calthorpe Associates and EDAW Inc. have launched a comprehensive planning and environmental assessment process for the SEGA. It focuses on developing a model for efficient and sustainable growth around transit-supportive centers and walkable neighborhoods; a system of multi-purpose trails and open spaces; improved air quality through reduced reliance on the automobile; substantial land, water, and energy resource conservation; high performance economic development; and fiscal sustainability.

More than 800 people have attended previous public listening sessions and forums about the SEGA with City of Fresno staff, the SEGA Advisory Committee, and Calthorpe Associates. On June 10th plan alternatives for SEGA will be unveiled for discussion and evaluation by the public.

Please mark your calendars for June 10th and plan to attend. More information and details about the event will be forthcoming.



For more information, please contact Trai Her at
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