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## Summary of Scope of Work Elements for the Fresno Green Development Code and General Plan Update

**Public Participation** - Extensive outreach and engagement of a broad spectrum of stakeholders will be achieved using the internet, *blogging*, newspapers, mailings, public forums and interactive workshops.

**General Plan Update** - All elements of the 2025 Fresno General Plan will be reviewed and updated to guide development through the 2035 time horizon.

**Greening** - Innovative and cost effective green building and site development standards will be established to maximize efficient use of energy, water and other resources while supporting housing affordability, economic development and employment growth.

**Code & Process Update** - Fresno's Zoning Ordinance is antiquated and will be comprehensively updated and consolidated along with other land development ordinances and policies, into an easy-to-use format linked with streamlined application review procedures.

**Strategic Growth Policy** - A policy framework will be recommended for balancing and phasing green field and other metropolitan development in support of Downtown, community revitalization, and resource sustainability goals.

**Form Based** - A form based code approach coordinated with Downtown Plans will emphasize new design standards for areas of change targeted to achieve new walkable, bikable and transit supportive development goals.

**Master EIR** - An updated general plan master environmental impact report (MEIR) will be prepared to continue and strengthen the application streamlining benefits an MEIR provides.

**Timeline & Cost** - The Department of Energy EECBG grant budget for this project is \$1.7 million, plus additional funding of \$1.5 to \$2.0 million for general plan and EIR components will be sought through Proposition 84 sources which support planning efforts to implement AB32 and SB375.

For complete scope of work please visit:  
[www.fresno.gov/greenSOW.pdf](http://www.fresno.gov/greenSOW.pdf)

### Acknowledgement

It is important to acknowledge here the key sources of funding and encouragement for this critically important Project. The significant scope of this effort would not be possible without direct funding from the U.S. Department of Energy (DOE) as part of its Energy Efficiency and Conservation Block Grant (EECBG) to the city which contains specific eligible activities for 'greening' and updating the city's development codes and plans to produce more energy efficient and sustainable practices, standards, and urban form. The current economic downturn has severely constrained resources and staffing for advanced planning and code update activities, and the EECBG is a welcome and sincerely appreciated opportunity for Fresno to adopt best practices, models, and desired results to innovate during the next economic upturn. Additionally, we are very grateful for the encouragement of Fresno's Mayor Ashley Swearengin and the City Council to initiate and complete this worthwhile project.

# Fresno Green Development Code General Plan & MEIR Update Scope of Work



# Sustainability

## Fresno's Future

### Challenges

*Fresno faces some daunting challenges and trends as it seeks to become a sustainable city...*

#### Downtown & Surrounding Neighborhoods

*suffer from underinvestment as the city continues to expand with suburban single family residential subdivisions and auto oriented shopping centers.*

#### Fiscal & Water Resources

*are inordinately consumed by a low density land use pattern that does not generate sufficient tax and fee revenues for long-term sustainability of public infrastructure or services and will not provide additional water for growth after the next several decades.*

#### Energy Transition

*away from dependence upon fossil fuels to renewable energy sources will create enormous disruptions in our economy, public services and the lives of our residents unless we shift to an integrated land use and transportation system that reduces overall energy demand, incorporates clean energy, and more efficiently links jobs and housing.*

#### Air Quality, Climate Change, & Related Legislative Mandates

*such as AB 32, SB375, and SB175 require bold actions to change business models, land development practices, and local government policies and procedures, especially for cities in the San Joaquin Valley with its unique geologic characteristics and associated air quality management problems.*

#### Population Growth Above California Average

*is forecast for Fresno over the next 40 years with a significant portion coming from new births. Fresno is projected to double in size to 1,000,000 or more people by 2050, placing severe stress on all public and private systems needed to meet the anticipated demands.*

#### Poverty

*of such a magnitude that Fresno's proportion of families living below poverty level income in 2008 was nearly 100% higher than the California average (25.5% vs. 13.3%), with significant needs for affordable housing, job training, human services and positive pathways out of poverty.*

#### Raising Median Household Incomes

*by 50% would be required just to equal the California average (\$40,134 vs. \$60,021 in 2008) and have comparable purchasing power and resulting business demand for healthy economic development.*

#### A Changing U.S. Economy

*which is likely to experience relatively slow growth for decades as we appropriately increase savings and investment, reduce consumption and pay down our debts. We need to discover new and innovative sources of local job growth in order to compete and prosper in a dynamic global economy.*

### Opportunities

*...and yet Fresno has great opportunities for a sustainable future.*

#### Diversity, Talent, & Capacity

*Fresno has the diversity of talent and collaborative capacities to successfully address all the challenges and major trends we face, by setting quantifiable goals, engaging every family, neighborhood, business, and institution in the solutions required, and by agreeing to hold each other mutually accountable for the results that will make Fresno a great and sustainable city.*

#### Downtown & Strategic Growth Policy

*Serious downtown plans and community revitalization efforts are now being launched that can be leveraged with a new Strategic Growth Policy that focuses on Downtown as our thriving regional center surrounded by revitalized and healthy neighborhoods, and provides a framework for phasing growth around the metropolitan area in balance with accomplishing goals for core community revitalization and new infill development.*

#### Comprehensive Regulatory Revisions

*The Fresno Green Development Code and General Plan Update that is the subject of this DRAFT scope of work document will comprehensively revise and update our city's plans, policies, and codes. These 21st century planning tools will be integrated into a complete 'Sustainable Community Strategy' which will play a significant role in Fresno meeting its challenges and taking advantage of its opportunities for the future.*

#### Green Practices & New Urban Form

*The new Sustainable Fresno Program will combine and integrate green development practices and a transit-supportive metropolitan urban form to position Fresno among leading cities recognized for increasing quality of life and economic growth opportunities.*

#### Outcomes:

- **Significant Economic Development & Job Creation** can be generated by the hundreds of millions of dollars and thousands of new jobs required to retrofit existing buildings and sites over a 10 year cumulative period to achieve a 30% increase in energy and water efficiency. The energy and water saved will contribute to significant green house gas reductions, improved air quality, and help fuel even more future growth and economic development, all of which can help reduce poverty and increase median household incomes and fiscal capacities.
- **A New Metropolitan Urban Form** which improves the design and desirability of our neighborhoods and districts as more walkable, bikable and transit-supportive can attract and produce substantial additional new investment, business formation, development, and jobs for Fresno that would otherwise not occur.