

Southwest Fresno Specific Plan Steering Committee Meeting #4 Summary

The fourth Steering Committee meeting was held on March 1, 2016 (4:30-8:00 pm) in the Parc Grove Commons Learning Center at 2674 E. Clinton Avenue, Fresno, CA 93703.

STEERING COMMITTEE MEMBERS PRESENT

Jeff Roberts	Mary Curry	Michaelynn Lewis
Leoncio Vasquez	Ashley Werner	Sylvesta Hall
Tate Hill	Debbie Darden	Maria Lizaldo
Esther Cuevas	Marta Frausto	Marina Harutyunyan
Shaneece Childress	Juan Esquivel	Donna Middleton
Alex Belanger	Sharon Williams	

OVERVIEW

The Southwest Specific Plan is a two-year process to plan for change and improvement in Southwest Fresno. The City of Fresno is helping develop the Specific Plan, along with a team of consultants and a Steering Committee comprised of local residents, leaders of community groups, and property and business owners. At the February 16, 2016 community workshop, community members reviewed three alternatives for development and provided feedback on what a Preferred Alternative should look like. About 40 people were present at the Steering Committee meeting, including Steering Committee members and members of the public. The purpose of this meeting was to use the community's feedback to help guide the development of a Preferred Alternative. Members of the project team, including City staff and consultants from PlaceWorks, Shared Spaces, PopUp, and Centro La Familia Advocacy Services, were also present. The meeting was open to the general public to observe the Steering Committee's deliberations.

WELCOME AND REVIEW OF AGENDA

Lead Facilitator Steve Cancian of Shared Spaces welcomed workshop attendees and asked City staff members, the consultant team, Steering Committee members, and topic group participants to introduce themselves. He reviewed the format and sequence of items listed in the agenda.

PRESENTATION

Bruce Brubaker of consulting firm PlaceWorks gave a recap on the overall planning process and the work leading up to the development of alternatives. He explained the concepts and development patterns for each of the three alternatives: (1) Corridors & Neighborhoods; (2) Many Smaller Neighborhoods; and (3) Neighborhoods Around Magnet Uses. He also provided themes of consensus and items that the Steering Committee should consider from the workshop.

DEVELOPING A PREFERRED ALTERNATIVE

Steering Committee members divided into four groups to discuss and work through a provided worksheet, which included seventeen key questions related to the seven topics from the topic groups. The purpose of these questions was to help guide the decision-making on what a Preferred Alternative should include.

After the small group discussion, the Steering Committee met back together in a large group to vote on the answers for the key questions. Five questions reached an answer with at least a 75 percent consensus from the Steering Committee. Each member of the Steering Committee was asked to provide any questions they would like the consultant team to answer and/or data to help in their decision-making on a Preferred Alternative. Many members requested answers and data related to housing and industrial compatibility. The list of questions with the vote counts, along with comments about the questions, are attached.

PUBLIC COMMENT

Members of the public requested information about existing parks and industrial compatibility as well as information about other related plans. They also submitted their copies of the key questions worksheet, indicating their preferences on the answers to the key questions.

CLOSE/CONFIRMING CALENDAR AND NEXT STEPS

Steve Cancian explained that the consultant team will use the Steering Committee's comments from the meeting as direction to help guide the Steering Committee in developing a Preferred Alternative at a next meeting.

The meeting's materials can be found online at:

<http://www.fresno.gov/Government/DepartmentDirectory/DARM/AdvancedPlanning/CurrentPlans.htm>

Attachment

Southwest Fresno Steering Committee Meeting #4 Preferred Alternative Questions - Voting Results

Housing

Questions

1. What should be the ratio between single-family and higher-density housing in Southwest Fresno?
 - A. 60% single-family, 40% higher-density (Alt.1).
 - B. 80% single-family, 20% higher-density (Alt. 2).
 - C. 70% single-family, 30% higher-density (Alt. 3).
 - D. Other: _____

ROUND 1 VOTE	ROUND 2 VOTE
A. 9	A. 9
B. 2	B. -
C. 6	C. 8
D. 0	D. -

2. Where should single-family and higher-density housing be located? Please show on your map.
 - A. Single-family housing outside of corridors and along the Historic Corridor, and higher-density housing focused along all other corridors (Alt. 1).
 - B. Single-family housing within small one-square-mile neighborhoods, and higher-density housing focused at the center of the neighborhood at arterial intersections (Alt. 2).
 - C. Single-family housing ringing magnet cores, and higher-density housing within magnet cores (Alt. 3).
 - D. Other: _____

- D. Other: A and C (Alternative 3 with Mixed Use Corridor)

ROUND 1 VOTE	ROUND 2 VOTE
A. 1	A. -
B. 5	B. -
C. 6	C. -
D. 5	D. -

3. **Should below market rate housing (housing had some kind of subsidy and/or affordable housing covenant) be provided in Southwest Fresno? If so, what should be the target?**
- A. All units should be market rate.
 - B. 10 market rate units for 1 below market rate unit.
 - C. 5 market rate units for 1 below market rate unit.
 - D. 2 market rate units for 1 below market rate unit.

ROUND 1 VOTE	ROUND 2 VOTE
A. 0	A. -
B. 11	B. 10
C. 4	C. 5
D. 0	D. -

Neighborhood-serving Retail

Questions

1. **What types of retail should be in Southwest Fresno?**

Prioritize the following choices from 1 to 4 (1 being highest priority and 4 being lowest priority).

- A. Smaller neighborhood shopping centers with a few stores and services (e.g., grocery, shops, and non-liquor convenience stores) (Alt. 2).
- B. Big box retail shopping centers with surface parking.
- C. Larger retail concentrated along corridors, specifically along: _____
- D. Mixed use retail along a corridor (ground-floor retail with higher-density housing above) (Alt. 1).

- Include policy statement to include all retail types above (A-D)

ROUND 1 VOTE	ROUND 2 VOTE
A. 9	A. -
B. 12	B. -
C. 8	C. -
D. 6	D. -

2. **Where should retail be located? Please show on your map.**

- A. Retail concentrated along corridors, specifically along: _____ (Alt. 1).
- B. Retail located within each small neighborhood at the intersection of arterials (Alt. 2).
- C. Retail located within magnet cores with regional retail located near highway interchanges, specifically at: _____ (Alt. 3).

- Retail in all locations stated above (A-C)

ROUND 1 VOTE	ROUND 2 VOTE
A. 8	A. 6
B. 7	B. 11
C. 2	C. -

3. **Where should supermarkets be located? Please show on your map.**

- A. Supermarket located near the Highway 180 and Marks Avenue freeway intersection.
- B. Supermarket located near the Highway 41 and Jensen Avenue freeway intersection.
- C. Other: Both

- Have supermarkets in A, B, and in small neighborhoods
- Round 2 vote shows prioritization between A and B

ROUND 1 VOTE	ROUND 2 VOTE
A. 2	A. 3
B. 3	B. 12 (higher priority)
C. 12	C. -

Parks & Open Space

Questions

1. What parkland standard should the City seek to meet? _____

- A. 3 park acres per 1,000 residents
- B. 5 park acres per 1,000 residents
- C. Other: _____

- Two groups chose 5 park acres per 1,000 residents
- Desire for park that are nontoxic
- Desire to improve existing parks

ROUND 1 VOTE	ROUND 2 VOTE
A. -	A. -
B. -	B. -
C. -	C. -

2. What should be the nature of parks in Southwest Fresno? Please show on your map.
- A. Fewer, but larger parks with more amenities (e.g., sports fields, play structures, picnic tables) along corridors (Alt. 1).
 - B. New small neighborhood parks dispersed throughout Southwest Fresno in every new small neighborhood. These parks would be within 10-minute walking distance of residential areas, but have less amenities. (Alt. 2).
 - C. Fewer, but larger parks with more amenities within each magnet core (Alt. 3).
 - D. Other: Combination of all three alternatives

ROUND 1 VOTE	ROUND 2 VOTE
A. 0	A. -
B. 7	B. -
C. 10	C. -

3. Which existing parks in Southwest Fresno should be expanded or improved (e.g., Regional Sports Complex, Mary Ella Brown park, Hyde Park)? Do you propose other locations for new parks in Southwest Fresno? _____

Improve

- A. Mary Ella Brown
- B. All existing parks
- C. Frank H. Ball

New

- A. Jensen/Walnut

Added question: Should Hyde Park be removed?

Yes: 16

No: 1

- Group 1: Not in favor of adding improvements to Regional Sports Complex; remove Hyde Park; Mary Ella Brown should be improved
- Group 2: Mary Ella Brown should be improved; new park at Jensen/Walnut
- Group 3: Fix ALL existing parks; remove Hyde Park; improve Frank H. Ball
- Group 4: Remove Hyde Park

ROUND 1 VOTE	ROUND 2 VOTE
A. -	A. -
B. -	B. -
C. -	C. -
D. -	D. -

Jobs & Economic Development

Questions

1. **What types of job-generating development would you like to see in Southwest Fresno?**

Prioritize the choices from 1 to 2 (1 being highest priority and 2 being lowest priority).

- A. Large business parks.
- B. Smaller professional offices.
- C. Other: Both

ROUND 1 VOTE	ROUND 2 VOTE
A. 7	A. -
B. 7	B. -

2. **Where should new jobs be located? Please show on your map.**

- A. Concentrated along the Jobs Corridor (Alt. 1).
- B. At freeway intersections near supermarkets (Alt. 2).
- C. Within the magnet cores (Alt 3).
- D. Near clean industrial areas (Alt. 3).

ROUND 1 VOTE	ROUND 2 VOTE
A. 5	A. -
B. 6	B. -
C. 5	C. -
D. 0	D. -

Industrial Compatibility

Questions

1. **What should be the approach to industrial uses in Southwest Fresno?**
 - A. Do not rezone or relocate existing industry; maintain current zoning and policies in the General Plan and Development Code
 - B. Rezone for clean industrial uses in existing industrial areas and only allow clean industrial for new industrial uses.
 - C. Work to relocate all industrial uses to outside of the Plan Area through negotiations and incentives.
 - D. Other: Rezone all vacant sites to industrial uses; conduct an assessment of existing industrial uses to see which parcel should be phased out and which should remain

ROUND 1 VOTE	ROUND 2 VOTE
A. -	A. -
B. -	B. -
C. -	C. -

2. **If clean industrial is allowed, where should this use be located? Please show on your map.**
 - A. In the existing industrial area at Jensen Avenue between West and Fruit Avenues (Alt. 1).
 - B. Along the Clean Industrial Corridor on Elm Avenue (Alt. 1).
 - C. In the existing industrial area south of Jensen Avenue between Elm Avenue and Highway 41 (Alt. 1 and 3).
 - D. At the existing industrial area at Jensen Avenue between West and Fruit Avenues (Alt. 3).

ROUND 1 VOTE	ROUND 2 VOTE
A. 0	A. -
B. 3	B. -
C. 13	C. -
D. 0	D. -

Community Services

Question

1. If a new medical facility were to locate in Southwest Fresno, where should it generally be located?
 - A. Near single-family housing
 - B. Near higher-density housing
 - C. Within a magnet core
 - D. At a highway interchange

ROUND 1 VOTE	ROUND 2 VOTE
A. 0	A. -
B. 1	B. -
C. 11	C. 12
D. 4	D. 3

Transportation

Questions

1. Now that your group has discussed land uses for a Preferred Alternative, what bike and pedestrian network fits your development pattern best? Please show on your map.
 - A. Larger bike and pedestrian improvements focused along major corridors where more development is located (Alt 1), especially along: _____
 - B. Smaller bike and pedestrian improvements equally dispersed along the existing grid of arterials (Alt 2).
 - C. Pedestrian and bike facilities focused along existing water canals and on roadways with less vehicular traffic (Alt 3), especially along: _____
 - D. Other: _____

ROUND 1 VOTE	ROUND 2 VOTE
A. -	A. -
B. -	B. -
C. -	C. -
D. -	D. -

2. **Where should transit routes be expanded? Please show on your map.**

- A. Along corridors, specifically: _____
- B. Along other major arterials, specifically: _____
- C. Residential streets, specifically: _____

ROUND 1 VOTE	ROUND 2 VOTE
A. 5	A. 7
B. 7	B. 9
C. 3	C. -

3. **Where should BRT be located? Please show on your map.**

- A. California Avenue, as planned.
- B. Another arterial or corridor: California Avenue and Elm Avenue
- C. Another arterial or corridor: Jensen Avenue
- D. Near future college and hospital

ROUND 1 VOTE	ROUND 2 VOTE
A. -	A. -
B. -	B. -