Welcome to Workshop 3

Southwest Fresno Specific Plan and EIR
Tonight’s Agenda

• Welcome and Introductions
• Presentation
  • Other Citywide Planning Efforts
  • Recap of Plan Process
  • Proposed Development Alternatives
• Clarifying Questions
• Choose and Refine Your Preferred Alternative – Small Groups
• Small Group Report Back
• Next Steps
• Public Comment
• Adjourn
Citywide Planning Efforts

1. General Plan
2. Citywide Development Code
3. Zoning Map Update
General Plan

- Infill development
- Complete neighborhoods
- Complete Streets
- Revitalization of the Downtown and surrounding neighborhoods
- Transit oriented development along key corridors

Adopted December 2014
City of Fresno General Plan Land Use and Circulation Map

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

Diagram legend:
- Residential
- Commercial
- Employment
- Circulation
- Public facilities

Legend:
- Residences Low Density (1-2.5 D.km)
- Medium Low Density (2.6-5.0 D.km)
- High Low Density (5.1-10 D.km)
- Urban Neighborhood (65 R-80 R D.km)
- High Density (65 R or 90 R D.km)
- Commercial
- Community
- Recreation
- General
- Highway & Auto
- Regional
- Employment
- Office
- Business Park
- Regional Business Park
- Light Industrial
- Heavy Industrial
- Mixed Use
- Center-Center Mixed Use
- Regional Mixed Use
- Neighborhood Mixed Use
- Open Space
- Residential Parks
- Neighborhood Parks
- Outdoor Environmental education area

The downtown planning area includes:
- Central Business District
- Commercial District
- Residential Areas
- Special districts
- Public Facilities
- Open space
- Cultural Arts District

Proposed downtown land use and circulation classifications are anticipated to be further refined through specific and community plans such as the proposed Fulton Corridor Specific Plan and the Downtown Neighborhoods Community Plan.
Citywide Development Code

- Includes specific standards for developing property:
  - Uses
  - Heights
  - Setbacks
  - Design Standards

Adopted December 2015
Zoning Map Update

Adopted February 2016
Citywide Planning Efforts

- General Plan
- Housing Element Update
- Citywide Development Code
- Zoning Map Update
Housing Element

- A Chapter of the General Plan
- Housing Plan for the next 8 years
- Public Comment period ends on February 29, 2016

Adoption expected in March/April 2016
Southwest Fresno Specific Plan

- Refinement of the General Plan
  - May include different land uses and area-specific standards

- First of several specific plans to be completed in Fresno over the next few years
Define a Clear Vision

Steering Committee #1 & #2

Community Workshop #1

Community Workshop #2

Development Alternatives

Steering Committee #3

Alternatives Analysis

Community Workshop #3

Steering Committee #4

Community Recommended Preferred Alternative

Planning Commission and City Council

Specific Plan and Environmental Impact Report

Fall 2015 – Feb 2016

March 2016

April 2016

June 2016 - 2017
Topic Groups

- Neighborhood-Serving Retail
- Housing
- Jobs & Economic Development
- Industrial Compatibility
- Parks & Open Space
- Transportation
- Community Environmental Health
Alternatives for Development

• Themes developed by Steering Committee using feedback from Topic Groups
• 3 distinctive ways to focus new development
• You choose and create your preferred alternative tonight
Concepts for All Alternatives

- Industrial uses are addressed in all alternatives. They are either relocated, rezoned for non-industrial, or rezoned for clean industrial.

- Job uses shown in alternatives could include business parks or smaller offices.

- A community college could be in any alternative. Its potential is dependent on College District interest.

- Existing parks would be improved with new amenities in all alternatives.

- Existing roads would be maintained and repaired in all alternatives. Truck routes may be rerouted or removed.

- Existing housing would be rehabilitated in all alternatives.
CORRIDORS & NEIGHBORHOODS

Three neighborhoods complete with housing, retail, parks, and employment areas. These large neighborhoods are linked by well-defined corridors lined with higher, more intensive development, and multimodal transportation improvements.
Neighborhoods
Distinctive corridors with transportation improvements, higher-density housing, and specific types of development.
Supermarket locations
Industrial
Alternative 1: Corridors & Neighborhoods

• 3 neighborhoods
• Well-defined corridors with the most development and transportation improvements
• The most housing and commercial of all alternatives
• Commercial businesses along corridors are supported by higher density uses, including housing
SOUTHWEST FRESNO SPECIFIC PLAN

MANY SMALLER NEIGHBORHOODS
Roughly one-square-mile neighborhoods that include housing and community-serving uses, such as a small neighborhood park, school, and local retail. Multimodal transportation improvements are dispersed along the existing grid of arterial roadways throughout Southwest Fresno.
Alternative 2: Many Smaller Neighborhoods
Alternative 2: Many Smaller Neighborhoods Retail locations
Alternative 2: Many Smaller Neighborhoods

Retail, parks, and schools
Alternative 2: Many Smaller Neighborhoods

New and infill housing
Alternative 2: Many Smaller Neighborhoods
Alternative 2: Many Smaller Neighborhoods

Transportation improvements
Alternative 2: Many Smaller Neighborhoods

- Roughly one-square-mile small neighborhoods
- Dispersed lower-density development
- The least housing and commercial of all alternatives
- Each neighborhood has housing, some neighborhood-serving retail, school, and a park
- Transportation improvements dispersed among existing arterials
SOUTHWEST FRENSO SPECIFIC PLAN

NEIGHBORHOODS AROUND MAGNET USES

Three neighborhoods developed around higher intensity cores each with a primary magnet use. Each neighborhood core is ringed with housing and/or employment areas that support the core. The neighborhoods are linked with pedestrian and bicycle connections that follow the existing water canals and roadways with less vehicular traffic.

Alternative 3
Three magnets
Retail, housing, jobs & parks in core
Housing surrounds each core
Jobs in key locations
Transportation improvements
Alternative 3: Neighborhoods around Magnet Uses

• 3 large neighborhoods centered around higher intensity magnet cores:
  • Regional Retail
  • Community College
  • Regional Sports Complex

• Moderate amount of housing and commercial compared to all alternatives

• Each neighborhood has higher density housing, retail, and employment at core

• Transportation improvements link the cores; ped/bike improvements along existing canals
Types of Housing

New infill housing in existing older single-family residential neighborhood

Large single-family housing consistent with the character of the Historic Corridor

New single-family housing as a part of a large housing development

Various types of housing along one street

Mixed-use higher-density housing along a corridor
Types of Office

Professional offices and retail

Large office building along a corridor
Types of Commercial

Supermarkets provide local and regional access to a broad variety of foods and goods.

Big-box retail developments provide a range of stores and services.

Regional retail establishments along a corridor.

Commercial development around a community college in Fresno.

Neighborhood retail at the corner of a street.
Types of Open Space

- Neighborhood park with playground and other amenities
- Park with playground facilities
- Different uses, including housing, adjacent to a larger park facility
Pedestrian Improvements

Wide sidewalks provide more space for pedestrians and streetscape amenities like lighting and trees.

Adequate sidewalks and pedestrian connections should be provided at magnet cores.

Pedestrian facilities for neighborhood commercial and services.

Trails provide transportation and recreational connections.
Transportation Improvements

Bus stop within a residential neighborhood

Transit along a corridor

Bike lane along a residential street

Bikeways can provide connections between magnets and surrounding residential development
Selecting a Preferred Alternative

- Break into small groups
  - Maps and materials provided at each table
- Discuss how each alternative addresses the topics
  - Topic groups’ ideas for alternatives provided at each table
- Pick your group’s preferred alternative and identify what you would change about it
- Report back to everyone
Next Steps

• Compile feedback from this meeting

• **Steering Committee will review your feedback and determine the Preferred Alternative**

• **Team will prepare and present the Preferred Alternative to Planning Commission and City Council**