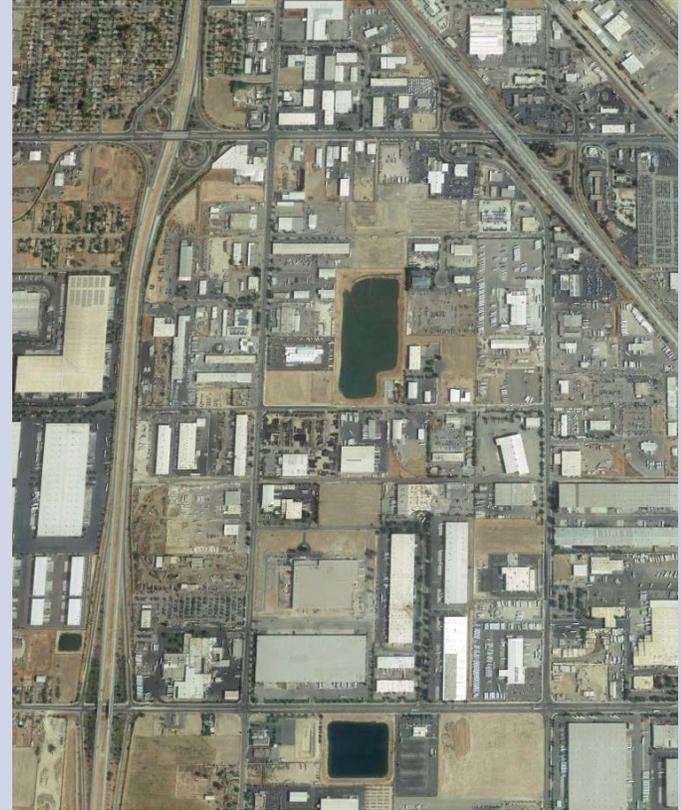




South Industrial Priority Area Specific Plan

Public Scoping Meeting
July 15, 2019

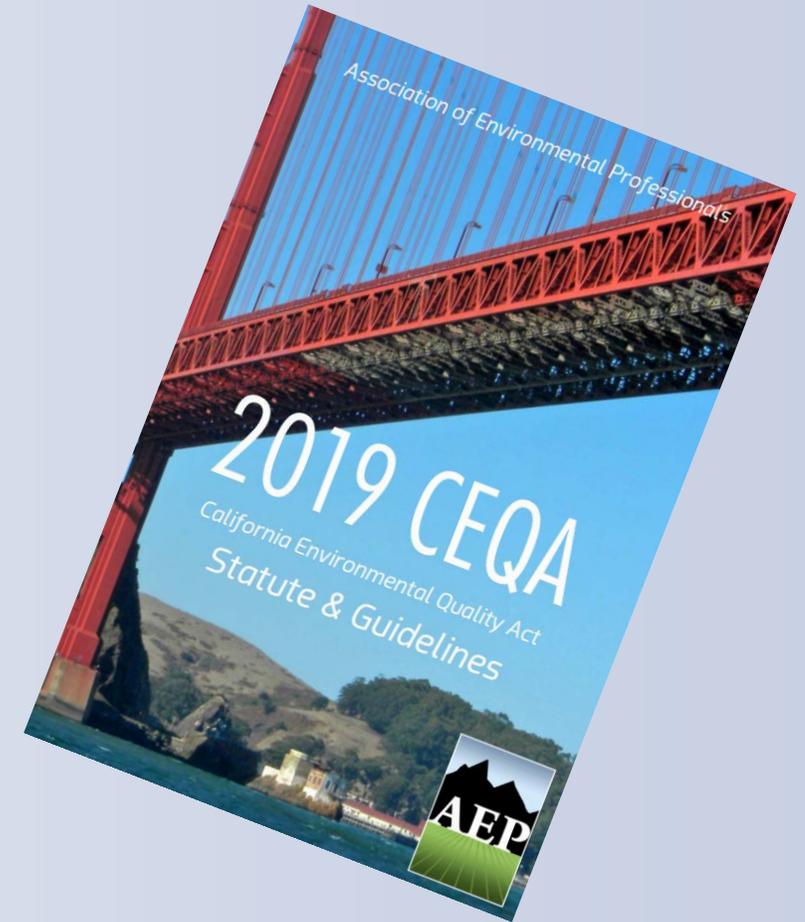


Agenda

- Introductions and Overview / Introducciones y Resumen
- Purpose of the Plan / Propósito del Plan
- Description of Plan Area / Descripción del Área del Plan
- Plan Area Background / Historial del área del Plan
- Overview of the Specific Plan / Resumen del Plan
- EIR Scope and Issues to be Addressed / Ámbito de aplicación y cuestiones
- Project Schedule / Programación del proyecto
- Public Input / Aportación pública

California Environmental Quality Act (CEQA)

- Requires consideration of physical environmental effects
- Applies to discretionary decisions by public agencies
- Generally requires preparation of Environmental Impact Reports (EIRs) or Negative Declarations (NDs)

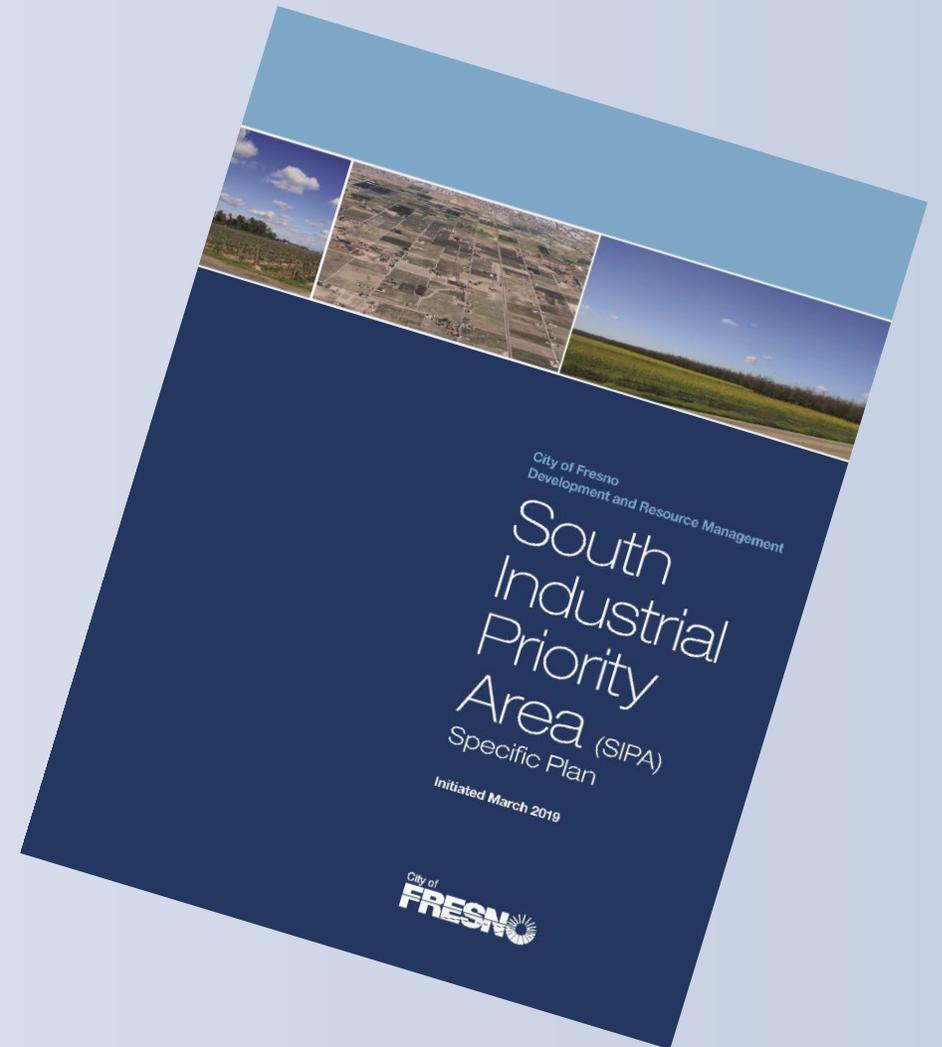


Purpose of Scoping Meeting

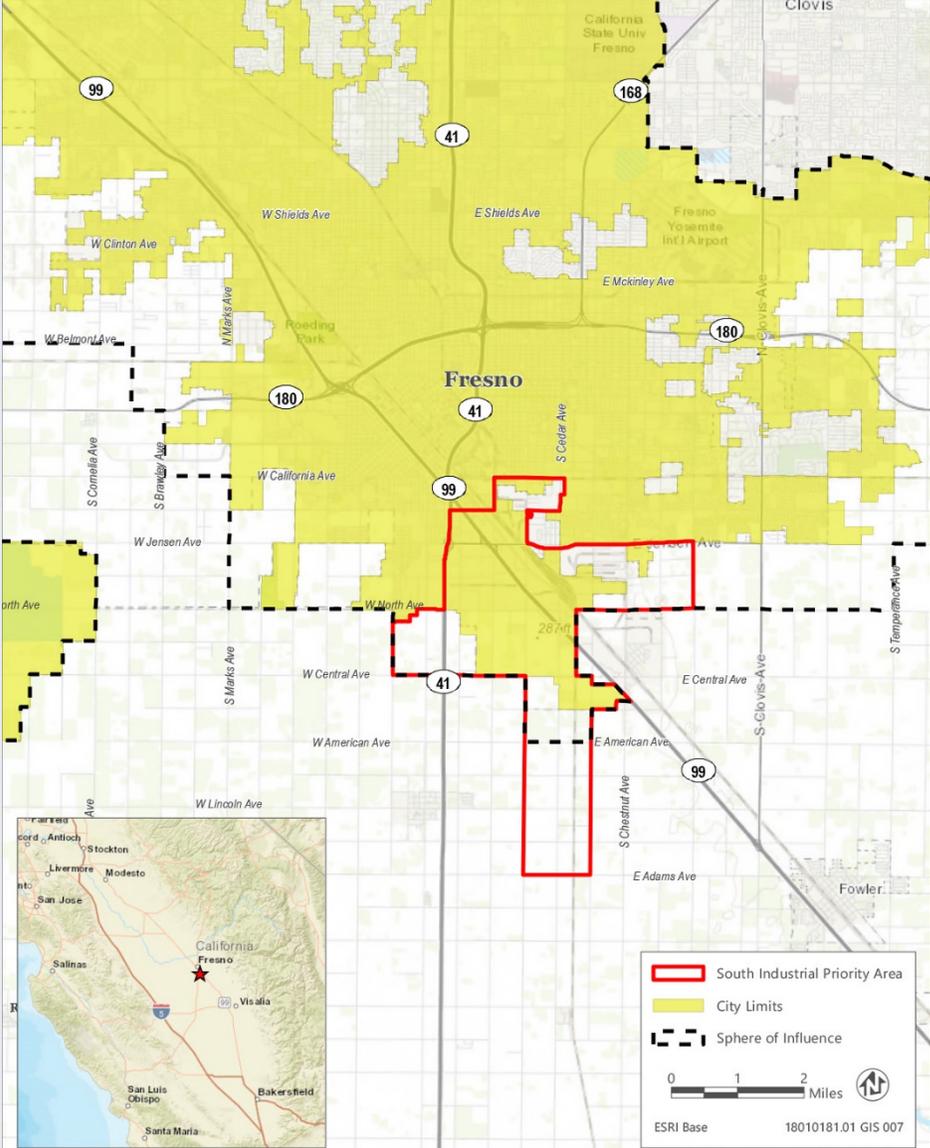
- Provide information on the elements of the project and issues to be evaluated in the Environmental Impact Report (EIR)
- Receive public and agency comments on what should be addressed in the EIR
- Part of EIR Process for locally/regionally significant projects

Purpose of the Plan

- Provide comprehensive plan for the area
- Consolidate planning policies/standards
- Facilitate infill development
- Provide guidelines for integrating new development
- No change in existing land use designations

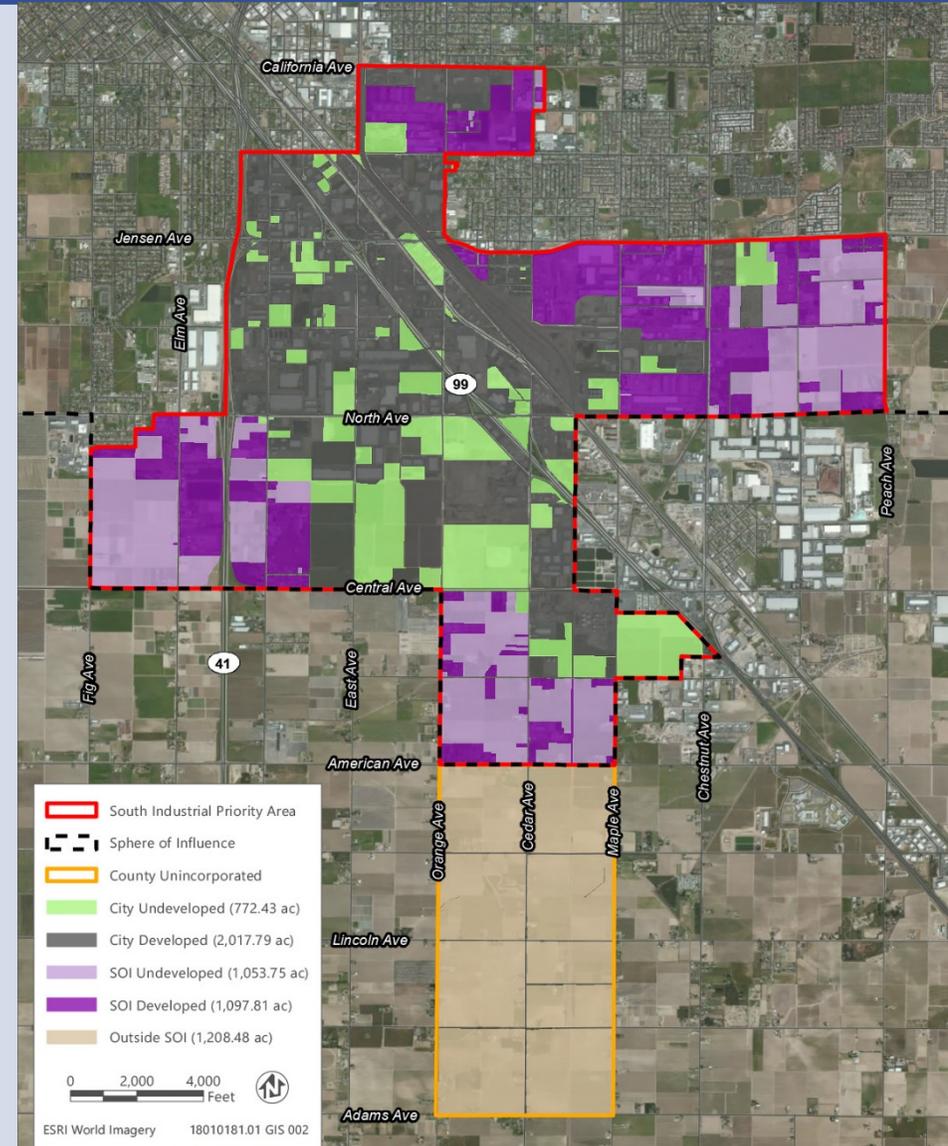


Specific Plan Area Boundary

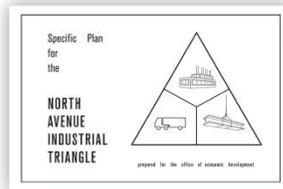


Description of the Specific Plan Area

- Plan Area
 - 6,150 acres
 - 2,790 acres within the City
 - 2,152 acres within the City's Sphere of Influence
 - 1,208 acres in the County
 - Over 3,000 acres are currently developed
 - Much of remaining vacant land, especially within County jurisdiction, is agricultural



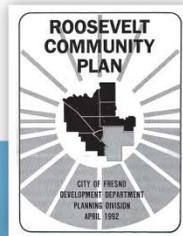
Plan Area Background



1973

North Avenue Industrial Triangle Specific Plan

The North Avenue Industrial Triangle Specific Plan was adopted in 1973 as a multiphase plan to develop agricultural land south of Jensen Ave and north of the Central Canal between Highways 41 and 99 into a heavy industrial district. The City Council adopted the North Avenue Industrial Triangle Specific Plan and associated EIR at a public meeting on September 27, 1973 (Resolution 73-456).



1992

Roosevelt Community Plan

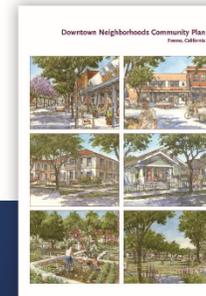
The Roosevelt Community Plan was adopted in 1992 as a community level refinement of the 1984 General Plan and an update of the earlier 1978 Roosevelt Community Plan. The draft plan was officially initiated by City Council in a public hearing on July, 16, 1991. The Planning Commission held four public meetings in the fall of 1991 for the draft plan and associated EIR, and on January 22, 1992, passed Planning Commission Resolutions no. 10267 and 10268 recommending the adoption of the Roosevelt Community Plan with proposed modifications and the associated EIR No. 10113. The City Council held ten public meetings in the winter of 1991 and spring of 1992 on the updated Community Plan and EIR, and adopted the Plan and EIR on April 7, 1992 (Resolution 92-141).



2014

Fresno General Plan

In 2014, the City of Fresno updated the General Plan. The planning process began in mid-2010 and public outreach was extensive. Over 160 stakeholder interviews were conducted in December of 2010, and over a hundred presentations were made before neighborhood, business, educational, social, and non-profit groups. The General Plan Citizens Advisory Committee held nineteen meetings from August of 2011 to May of 2012, and the Planning Commission held four public meetings from September of 2011 to August of 2012. In addition, thirteen public workshops were held from September of 2011 to August of 2012. On August 23, 2012, the City Council initiated the draft General Plan (Resolution 2012-150). A public meeting on the draft General Plan and MEIR (SCH No. 2012111012) was held on July 29, 2014, and from August to October seven public workshops were held. The Planning Commission held two public meetings in 2014 and on December 8, 2014, passed Planning Commission Resolution no. 13312 and 13313 recommending the adoption of the General Plan and MEIR. City Council held two meetings in December and adopted the General Plan and MEIR on December 18, 2014 (Resolution 2014-226).



2016

Downtown Neighborhoods Community Plan

The Downtown Neighborhoods Community Plan was adopted in October of 2016. Its purpose was to establish a vision for revitalization of the Plan Area based on input from property owners and residents, address conflicting issues in the City's land use plans and codes to make that vision possible, and prioritize the City's actions for implementing the plan. It was intended to be "the community's tool for guiding successful regeneration of Downtown Fresno and its surrounding neighborhoods." Public engagement was robust and had several phases. The first and most important phase was the initial phase in 2010 and 2011, during which at least 300 residents, business owners, and property owners from the plan area provided input, with a 21-member Citizen's Advisory Committee making formal recommendations. This engagement process included initial outreach and discovery (stakeholder interviews, two workshops, and a Planning Commission meeting), an intense 6-day design workshop, and follow-up outreach, (three additional public meetings, release of a Draft Plan, and 4 public workshops). Outreach continued in 2015/2016 as a refined Plan Draft and the Environmental Impact Report were released. On October 12, 2016, after consideration by the Historic Preservation Commission, the relevant Council District Plan Implementation Committees, and the Airport Land Use Commission, the Planning Commission passed resolutions 13413 – 13419 recommending approval of the Downtown Neighborhoods Community Plan to the City Council. On October 20, 2016, the City Council passed Resolutions 2016-212, 213, 214, and 216 certifying the Program Environmental Impact Report (SCH No. 2012041009), adopting the Downtown Neighborhoods Community Plan and amending the General Plan to incorporate it.

While this plan does not directly impact the SIPA plan area, it does cover the adjacent neighborhood. As such, it is not included in this document, but can be found online at www.fresno.gov/downtownplan.



2017

Southwest Fresno Specific Plan

The Southwest Fresno Specific Plan was adopted in October of 2017. The purpose of this plan was to provide an opportunity for the community to engage around important planning issues that were specific to Southwest Fresno and not given in-depth focus in the General Plan. The vision for the plan emerged after a multi-faceted outreach process that included 17 meetings hosted by a 21-member Steering Committee, six community workshops, 10 topic group meetings, and three community conversations. The vision included encouraging a diverse housing stock with emphasis on quality and home ownership, more retail options, safer and more connected streets for all transportation modes, more educational opportunity and job training, improvement of parks and open space, and location of new industrial development outside of Southwest Fresno. Notably, Land Use Policy LU-8.2 states, "Prioritize the "Reverse Triangle," bounded by Jensen Avenue, Central Avenue, Highway 41, and Highway 99 as the City's targeted area for new industrial development." On October 18, 2017, the Planning Commission passed Resolutions 13495 – 13500 recommending approval of the Southwest Fresno Specific Plan to the City Council. On October 26, 2017, the City Council passed Resolutions 2017-299 – 303 certifying the Program Environmental Impact Report (SCH No. 2017031012), adopting the Southwest Fresno Specific Plan, and amending it into the General Plan.

Plan components to be evaluated in EIR

- Intended to incentivize development through consolidation and streamlining of City processes, policies, and implementing actions
- Development would be considered as individual projects are proposed by property owners/applicants
 - No development currently proposed as part of the plan
- Evaluation of net development potential of Specific Plan Area
 - Current level of development and uses
 - Development potential (using Floor-Area-Ratio [FAR]) for parcels per land use type

Scope of EIR

- EIR will evaluate potential impacts associated with implementation of the Specific Plan in the areas of:
 - Aesthetics
 - Agriculture
 - Air Quality
 - Biological Resources
 - Cultural Resources
 - Energy
 - Geology and Soils
 - Greenhouse Gas Emissions and Climate Change
 - Hazards and Hazardous Materials
 - Hydrology and Water Quality
 - Land Use and Planning
 - Mineral Resources
 - Noise
 - Population and Housing
 - Public Services
 - Recreation
 - Transportation
 - Tribal Cultural Resources
 - Utilities and Service Systems
 - Wildfire
 - Cumulative Impacts

Scope of EIR (cont'd)

- EIR will also include a discussion of environmental justice
- Alternatives to the Specific Plan will be evaluated
 - Per CEQA requirements, alternatives evaluated in an EIR must:
 - Include the No Project alternative
 - Reduce one or more significant environmental impacts of the proposed plan
 - Achieve most of the basic project objectives

CEQA Process Milestones

- Notice of Preparation (30-day public review)
- Scoping Meeting (today)
- Draft EIR (45-day public review)
- Public Hearing
- Final EIR
- EIR Certification and Project Decision

Schedule

- *Draft Specific Plan*
 - Released May 24, 2019
- Notice of Preparation (NOP) of Environmental Impact Report
 - Released on July 8, 2019
 - 30-day review period, ends on August 6, 2019
- Draft Environmental Impact Report
 - Intended release in fall/winter 2019
 - 45-day review period
- Final Environmental Impact Report
 - Intended release in spring 2020
- Final Specific Plan
 - Intended release in spring 2020 for City Council and Planning Commission consideration

Opportunities to Provide Input

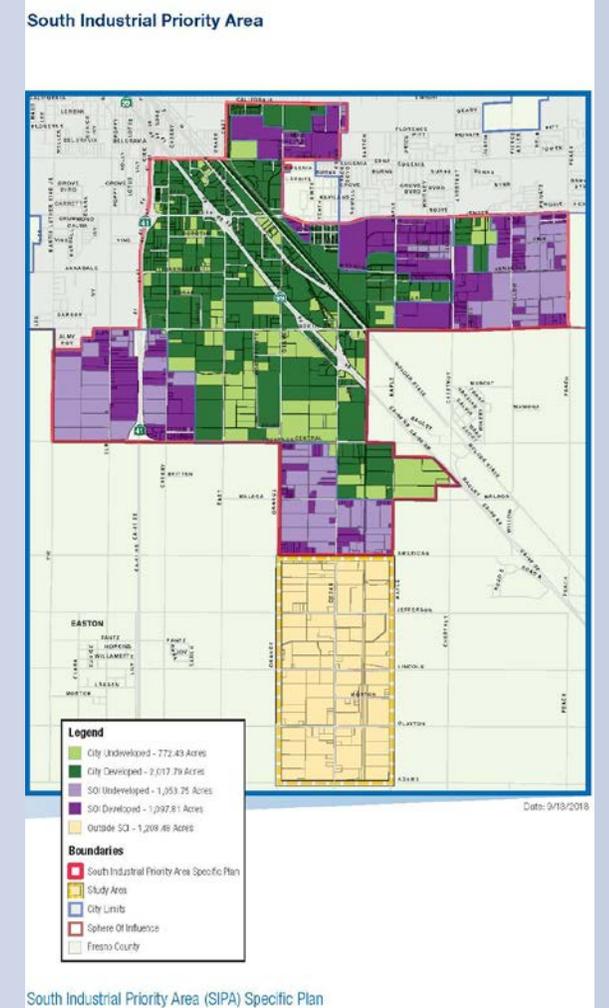
- Community Workshops for the Plan
 - May 30, 2019
 - June 4, 2019
- Written Scoping Comments and Public Scoping Meeting for the EIR
 - During 30-day public review period for NOP
 - Scope of the environmental analysis
 - July 15, 2019
- Written Comments and Public Meeting on Draft EIR
 - During 45-day public review period for EIR
 - Comments on the completed environmental analysis
 - Fall/Winter 2019
- Planning Commission and City Council Meetings
 - Merits of the plan
 - Comments on the completed environmental analysis
 - Spring 2020

How to Provide Input Tonight

- Please provide written comments
 - Using comment sheets at sign-in desk
- If you don't provide comments tonight
 - Submit written comments by 5:00 p.m. on August 6, 2019 to:
Jennifer Clark, Planning Director
c/o Marty-Sorge-Jauss, Executive Assistant
Development and Resource Management
2600 Fresno Street, Room 3065
Fresno, CA 93721
SIPA@fresno.gov

Project Website

For information, please visit: www.fresno.gov/SIPA



THANK YOU!