

An aerial photograph of an industrial and residential area. The image shows a mix of large industrial buildings, parking lots, and smaller residential structures. A multi-lane highway runs along the right side of the image. The overall scene is a typical brownfield area with a mix of old and new infrastructure.

# **ELM AVENUE BROWNFIELDS AREA-WIDE PLAN**

**Community Workshop and Picnic**

**December 16, 2017**

# WORKSHOP PROGRAM

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## Welcome and Introductions

Drew Wilson, City of Fresno *(10 minutes)*

## What are Brownfields and How Can They Be a Positive Force?

Ignacio Dayrit, Center for Creative Land Recycling + PhotoVoice Students *(15 minutes)*

## All Eyes on Elm

PhotoVoice Students + John Gibbs and Peter Winch, WRT *(30 minutes)*

## Stretching Break *(10 minutes)*

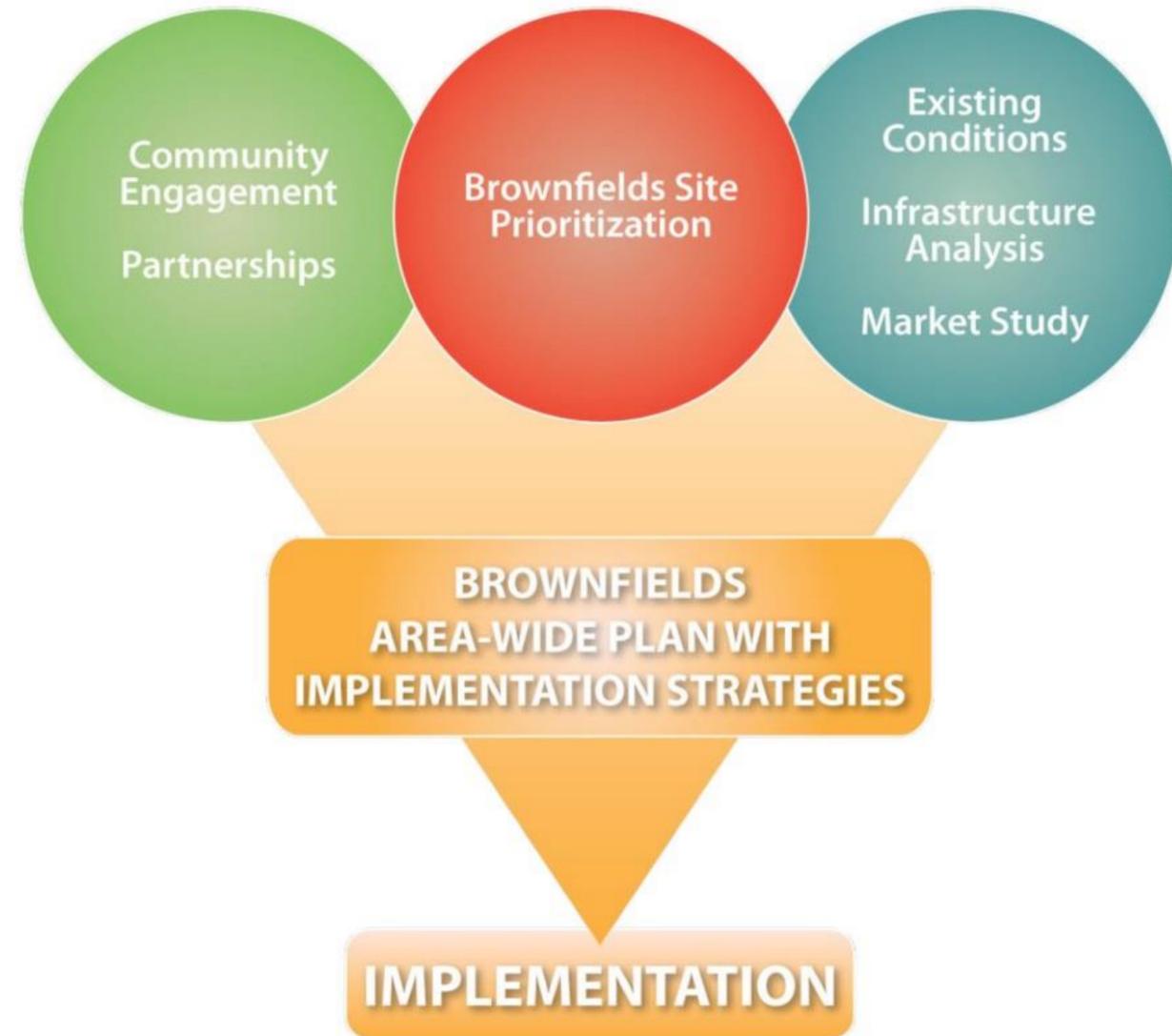
## Activities for Small Groups *(45 minutes)*

## Report Back *(25 minutes)*

## Thank You! and Next Steps *(5 minutes)*

## Picnic

# EPA BROWNFIELDS AREA-WIDE PLANNING PROGRAM



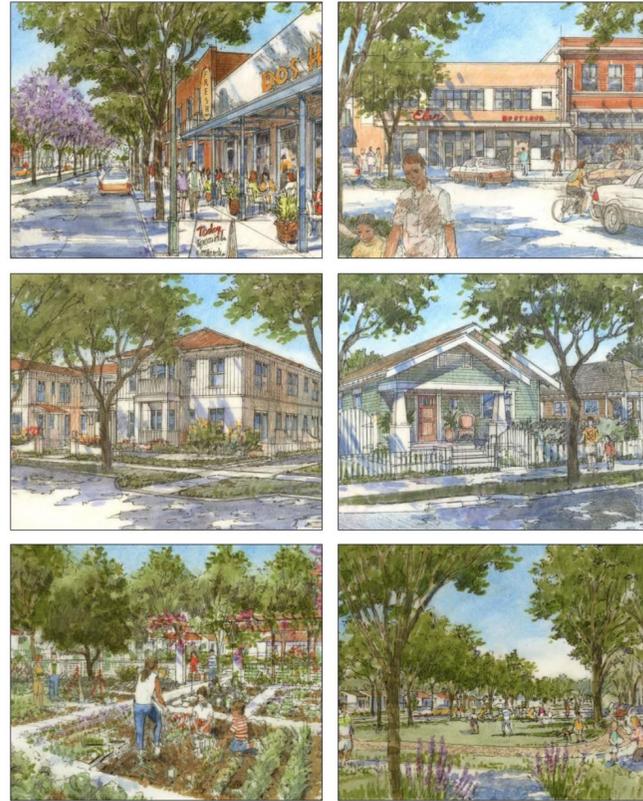
# BUILDING ON RECENT PLANS

July 2011

## WEST FRESNO BROWNFIELDS ACTION PLAN



### Downtown Neighborhoods Community Plan Fresno, California



ADOPTED ON OCTOBER 20, 2016



### 41 + NORTH CORRIDOR Complete Streets Plan

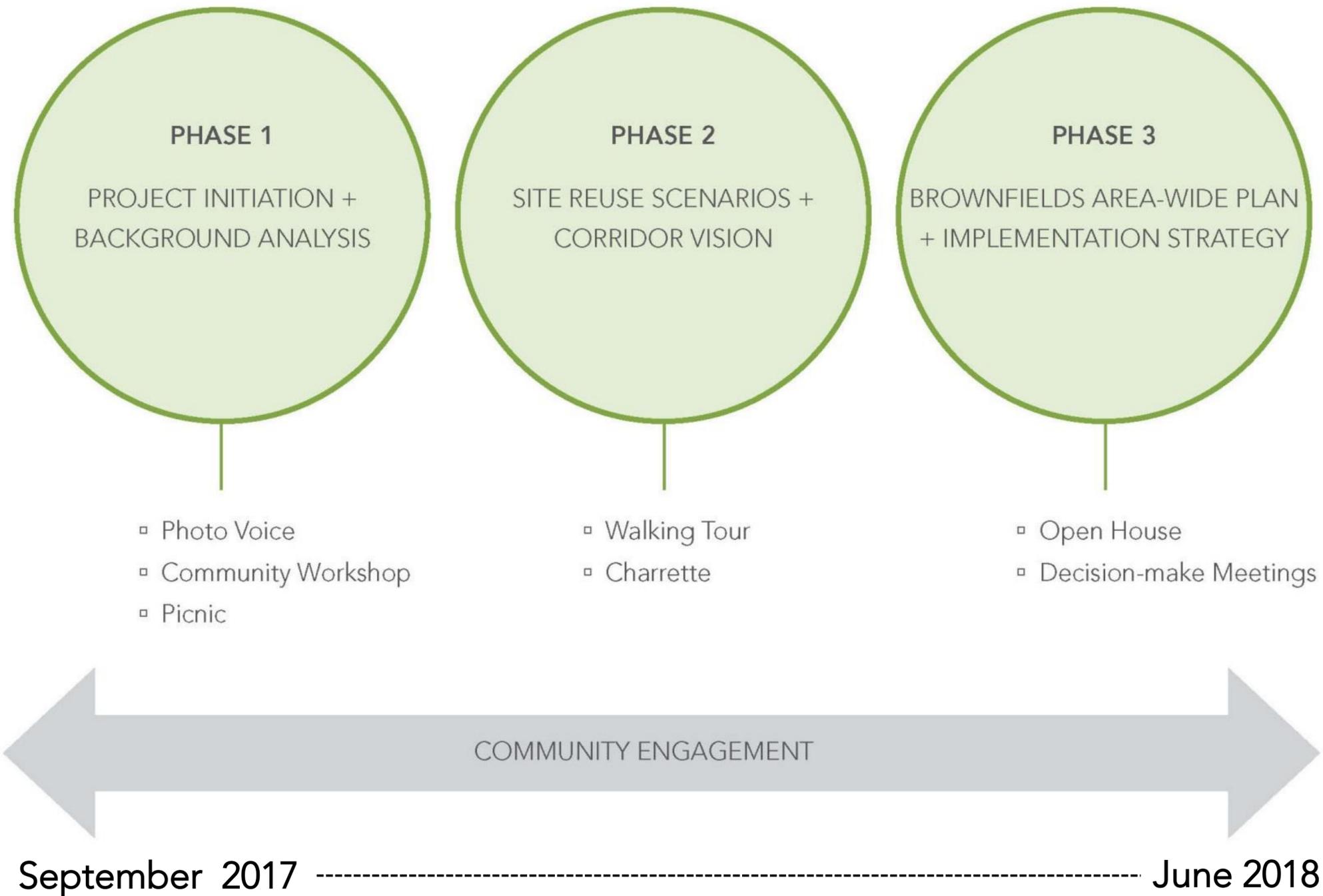


## SOUTHWEST FRESNO SPECIFIC PLAN

PUBLIC REVIEW DRAFT • MAY 2017

CITY OF FRESNO

# PLANNING PROCESS



# WHAT ARE BROWNFIELDS AND HOW CAN THEY BE A POSITIVE FORCE?





# *Brownfield?*





# *Brownfield?*





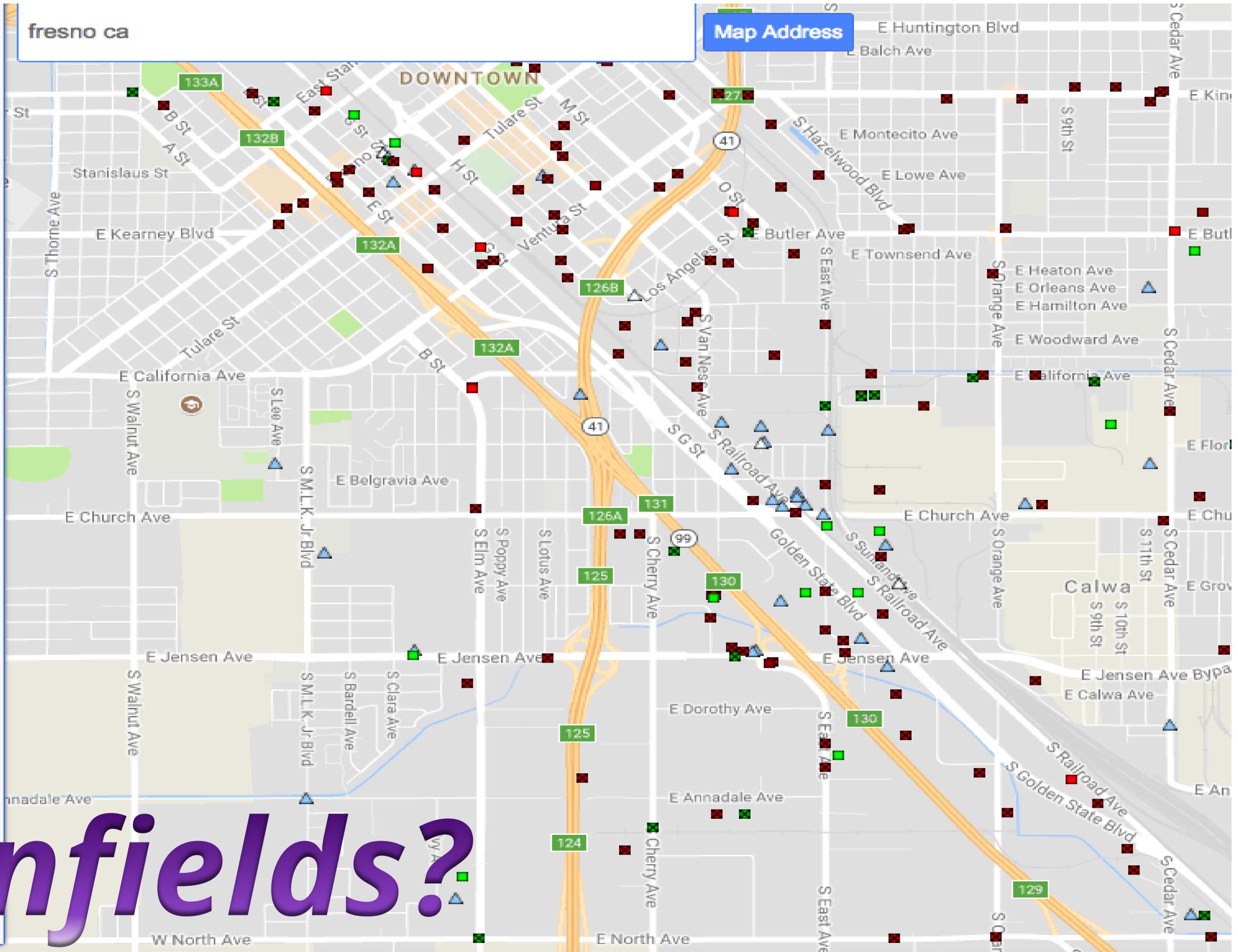
*Brownfield?*



# GEOTRACKER

## Sites and Facilities - INFO

- Cleanup Sites
  - LUST Cleanup Sites
  - Cleanup Program Sites
  - Military Cleanup Sites
  - DTSC Cleanup Sites
- Permitted Facilities
  - Waste Discharge Requirements (WDR) Sites
  - Permitted USTs - [INFO](#)
  - DTSC Hazardous Waste Sites
- Land Disposal Sites
  - Burn Dump
  - Compost Facility
  - Illegal Disposal Site
  - Other
  - Pre-Title 27 - CAI
  - Title 27 - Land Treatment Unit
  - Title 27 - Mining Unit
  - Title 27 - Municipal Solid Waste Landfill
  - Title 27 - Non-Municipal Solid Waste Landfill
  - Title 27 - Surface Impoundment
  - Title 27 - Waste Pile
  - Unknown
- Irrigated Lands Regulatory Program Sites
- Oil / Gas Sites
  - Other Oil and Gas Projects
  - Produced Water Ponds
  - Underground Injection Control (UIC)
  - Well Stimulation Projects
  - Well Stimulation Projects
  - Groundwater Monitoring Plan



# Brownfields?

# WHAT ARE BROWNFIELDS?

**Brownfields are:**

Real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant

# HOW CAN BROWNFIELDS NEGATIVELY AFFECT COMMUNITIES?

## Direct

- Blighting influences
- Health
- Lost revenues
- Public safety/crime

## Indirect - cumulative

- Private investment
- Public health
- Land use conflicts
- Public services – fire, public works
- Opportunity cost
- Sprawl
- Air quality
- Water quality

# ...AND HOW CAN THEY BECOME A POSITIVE FORCE?

- It is the **perception** of contamination that keeps properties from being redeveloped, not the actual presence of contamination.
- Stigma limits use or expansion potential

# ...AND HOW CAN THEY BECOME A POSITIVE FORCE?

- Once the “stigma” is gone, properties can be returned to productive use.
- Need for liability protections and funding
- Can start the revitalization process
- Local government plays a leading role, with community participation

# ...AND HOW CAN THEY BECOME A POSITIVE FORCE?

## Direct

- Site cleanup
- Infill
- Reduced risk to public
- Water quality impacts / less runoff
- Employment and investment

## Indirect

- Reuse of infrastructure / Lower investment in infrastructure
- Air quality improvements
- Energy and greenhouse gas reduction
- Neighborhood revitalization and property value increase
- Direct generation of local tax revenue
- Leveraging investment
- Leveraging employment

# LAND RECYCLING AND REUSE

## Land Recycling or Reuse:

- The reuse of abandoned, vacant, or underused properties for redevelopment
- Using federal, state and local tools to revitalize, **not to regulate**, blighted areas
- This is the key idea behind the Brownfields Area-Wide Planning Program

# THE BROWNFIELDS REDEVELOPMENT PROCESS IN A NUTSHELL



# THE BROWNFIELDS REDEVELOPMENT PROCESS IN A NUTSHELL

- Due diligence
- Environmental Site Assessments
- All Appropriate Inquiry
- Community plans
  - General & specific
- Community participation & support
  - Identifying brownfields sites (city/area-wide)
- Redevelopment resources
  - Funding, financing & leveraging

# WHO HAS A ROLE?

- Residents
- Property owners
- Businesses
- Students
- Local and state government
- Nonprofit and for profit developers
- Lenders

# BROWNFIELDS CASE STUDIES

## Areawide Planning

- Huntington Park
- National City
- Trust for Public Land, LA



## Assessment / Cleanup

- ABAG - Oakland & Richmond
- San Francisco
- San Pablo
- Sonoma County
- Monterey County



# ALL EYES ON ELM



# PHOTOVOICE

- INSERT Photovoice slides

# ELM AT EYE LEVEL

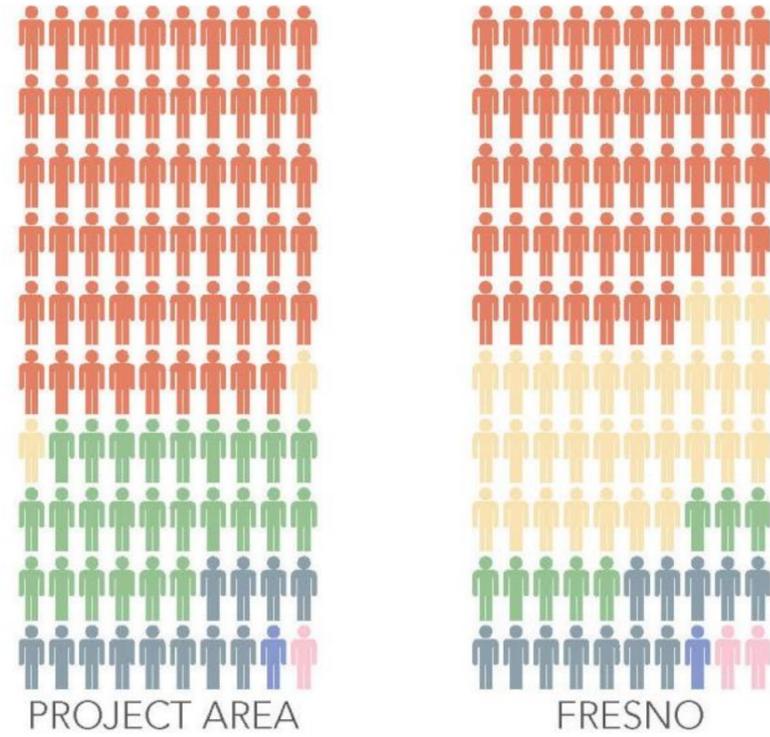


# COMMUNITY PROFILE

## FAMILIES WITH CHILDREN

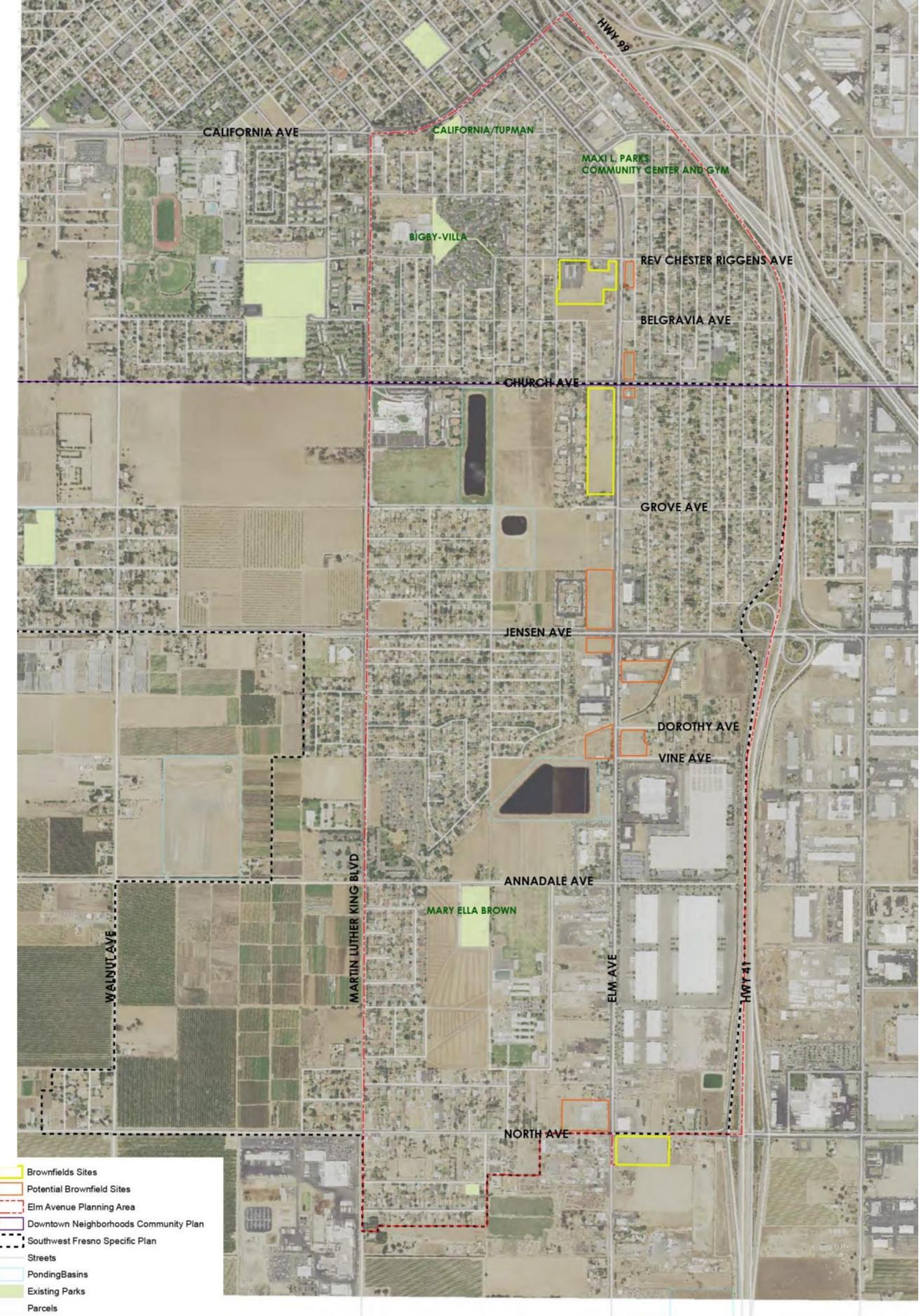


## RACIAL AND ETHNIC MIX

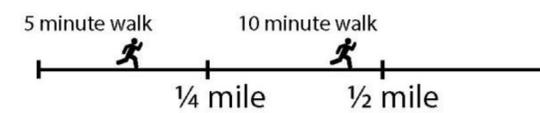
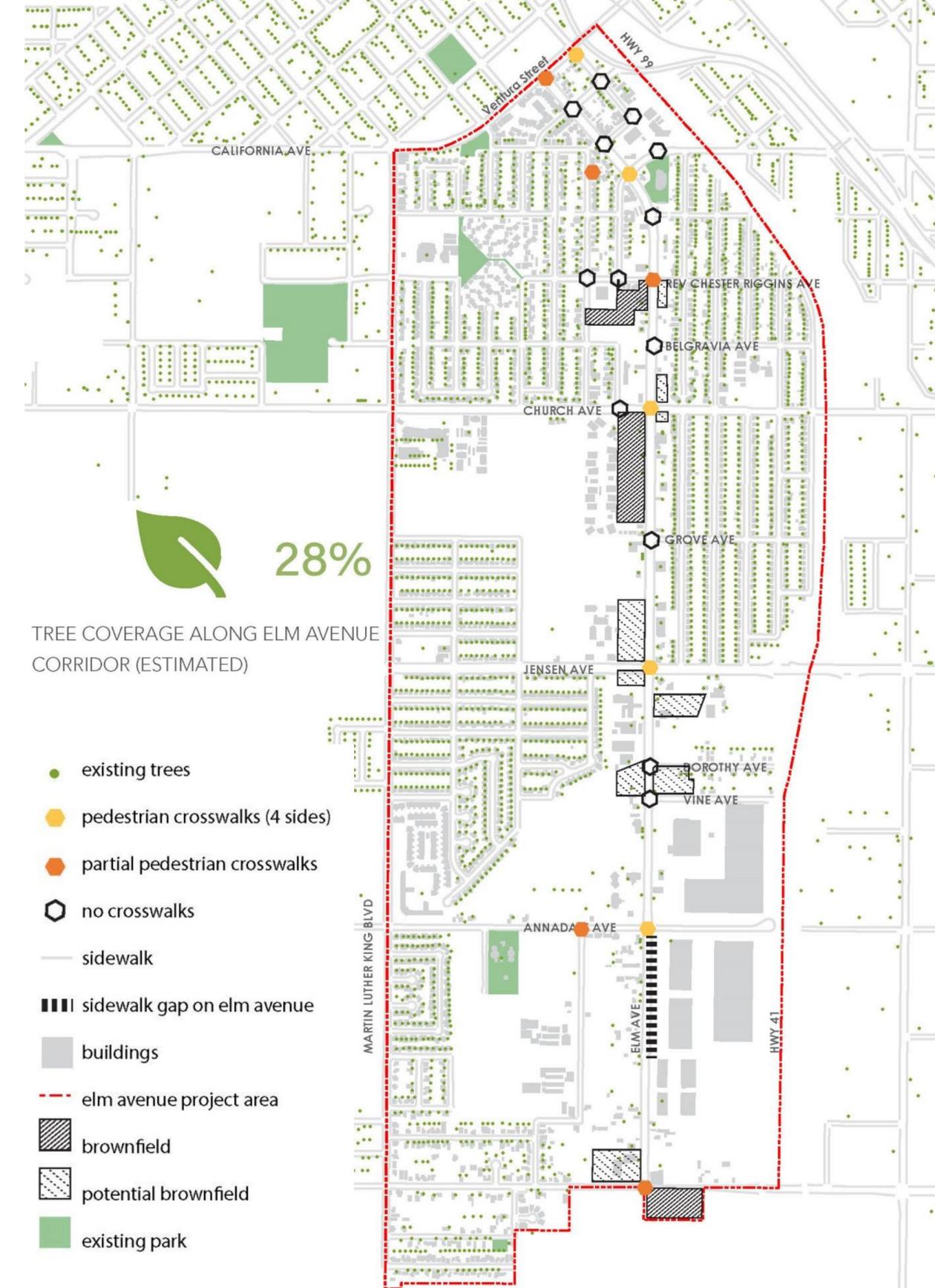


- Hispanic or Latino
- White (Non-Hispanic)
- Black or African American (Non-Hispanic)
- Asian (Non-Hispanic)
- Other (Non-Hispanic)
- Two or More Races (Non-Hispanic)

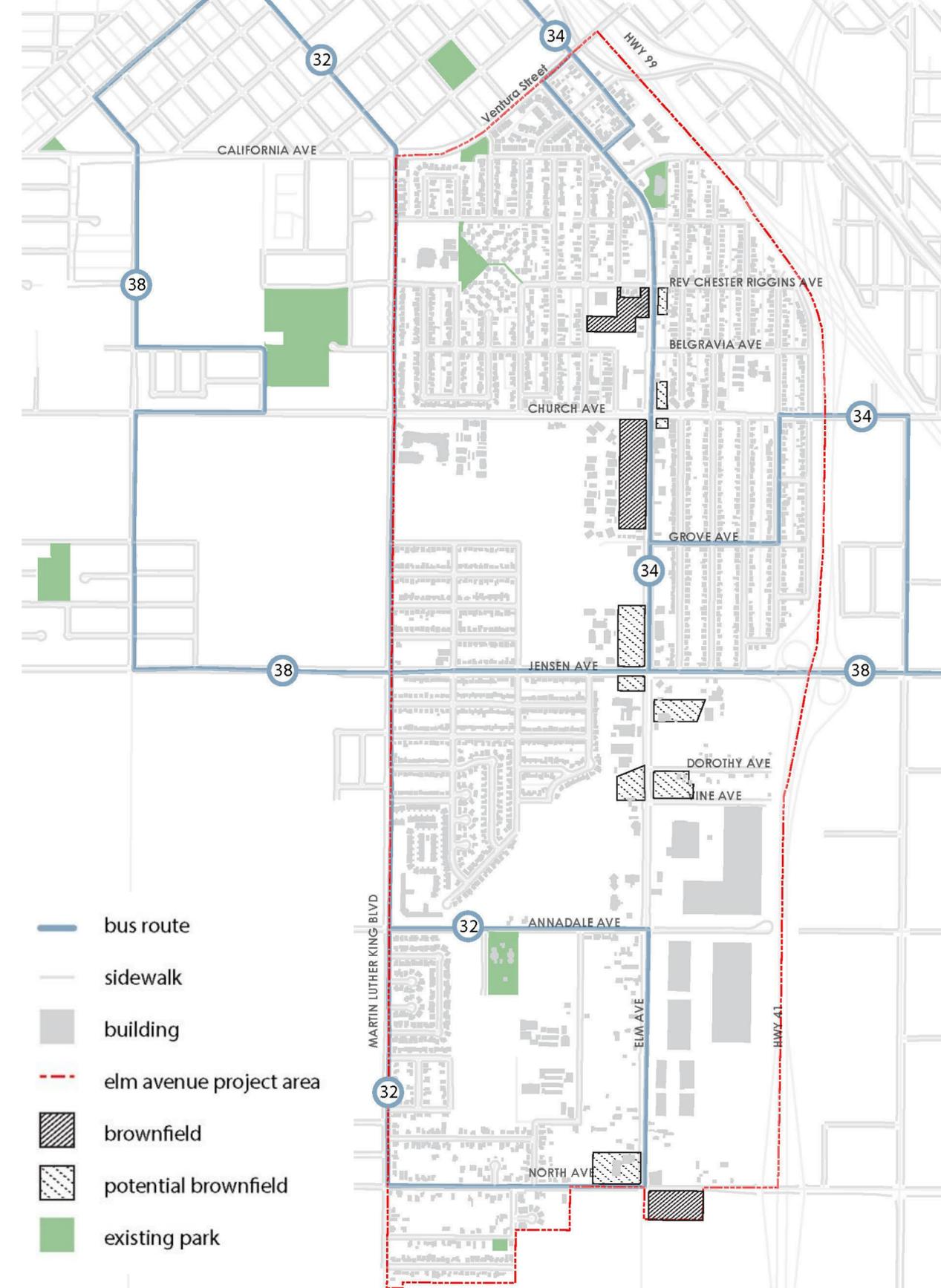
Source: US Census, 2010



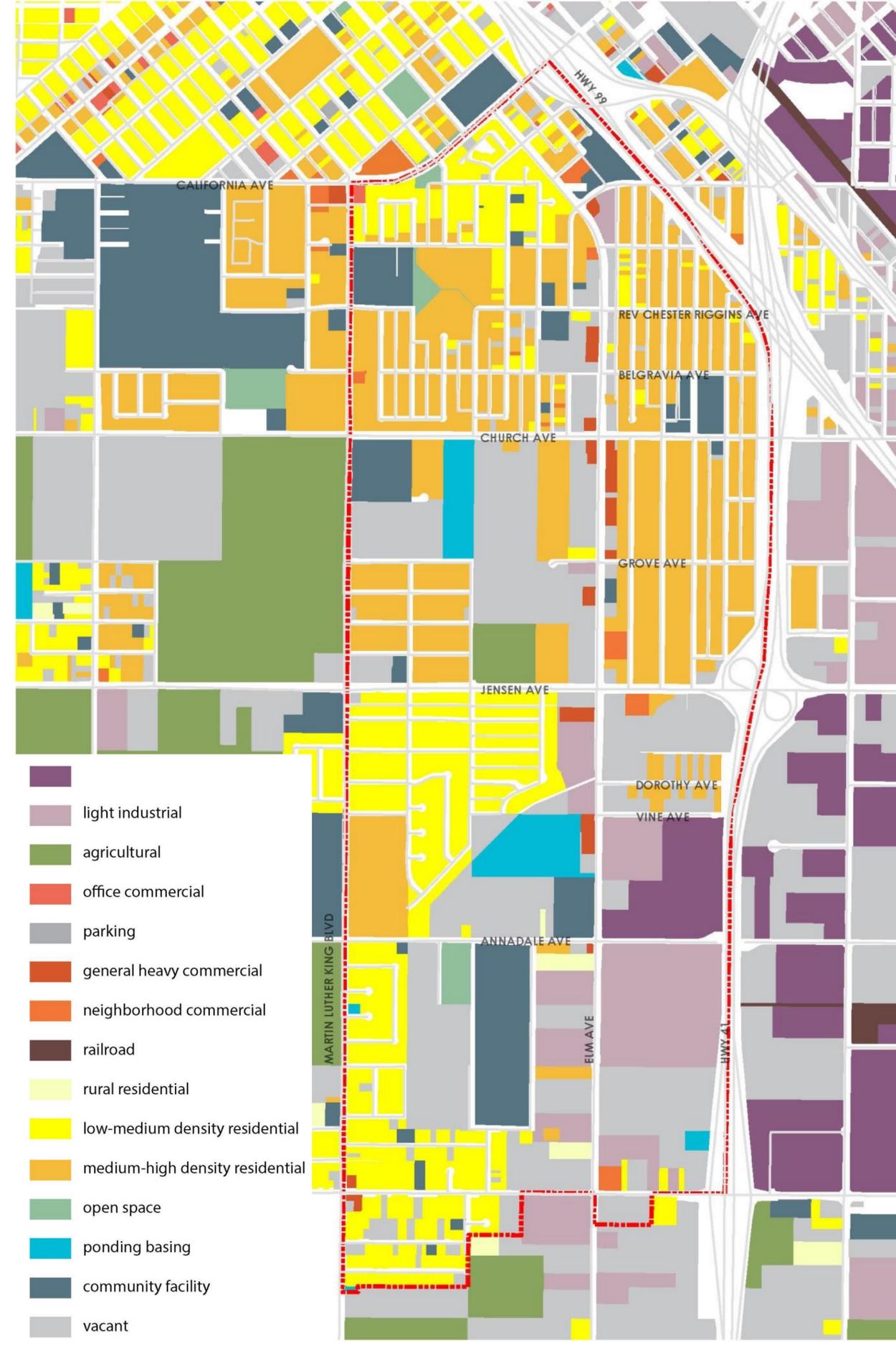
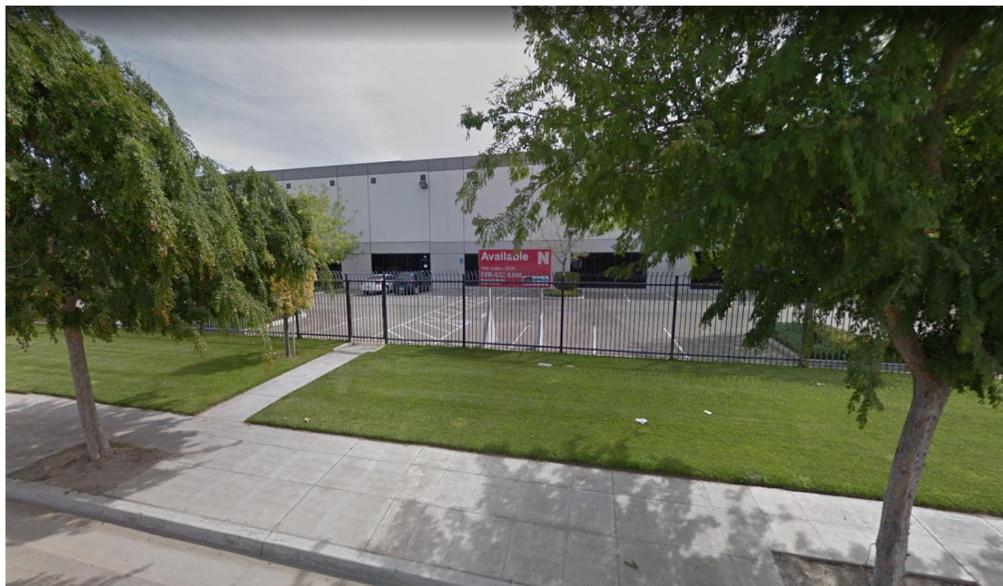
# CROSSWALKS, SIDEWALKS + STREET TREES



# TRANSIT



# LAND USE PATTERN



- light industrial
- agricultural
- office commercial
- parking
- general heavy commercial
- neighborhood commercial
- railroad
- rural residential
- low-medium density residential
- medium-high density residential
- open space
- ponding basing
- community facility
- vacant



PARKS & COMMUNITY FACILITIES

14%



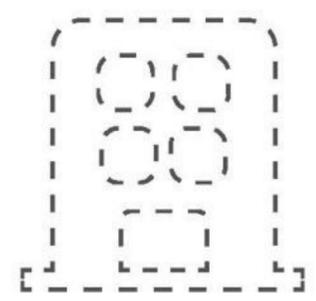
INDUSTRIAL

16%



RESIDENTIAL

35%



VACANT PARCELS

33%



COMMERCIAL

2%

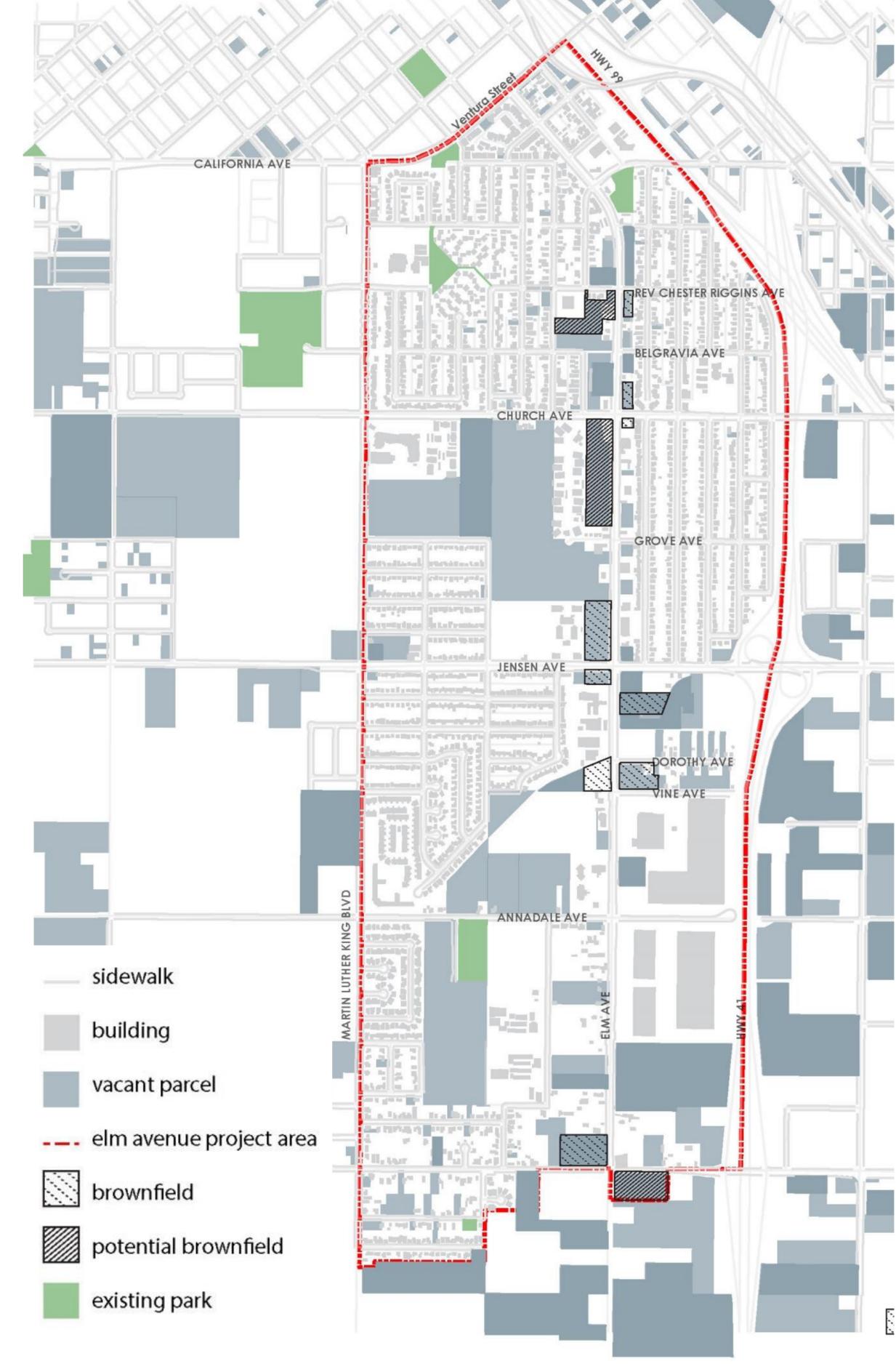
# VACANT LAND AND BROWNFIELDS

## Brownfields Inventory

- Is the site a current or former commercial or industrial site?
- Does the site look abandoned?
- Does the site look potentially contaminated?
- 12 sites, approximately 30 acres

## Setting Priorities

- 3 **Catalyst Sites** chosen for their potential to serve neighborhood revitalization goals
- Informed by stakeholders, earlier West Fresno Brownfields Action Plan



# CATALYST SITES

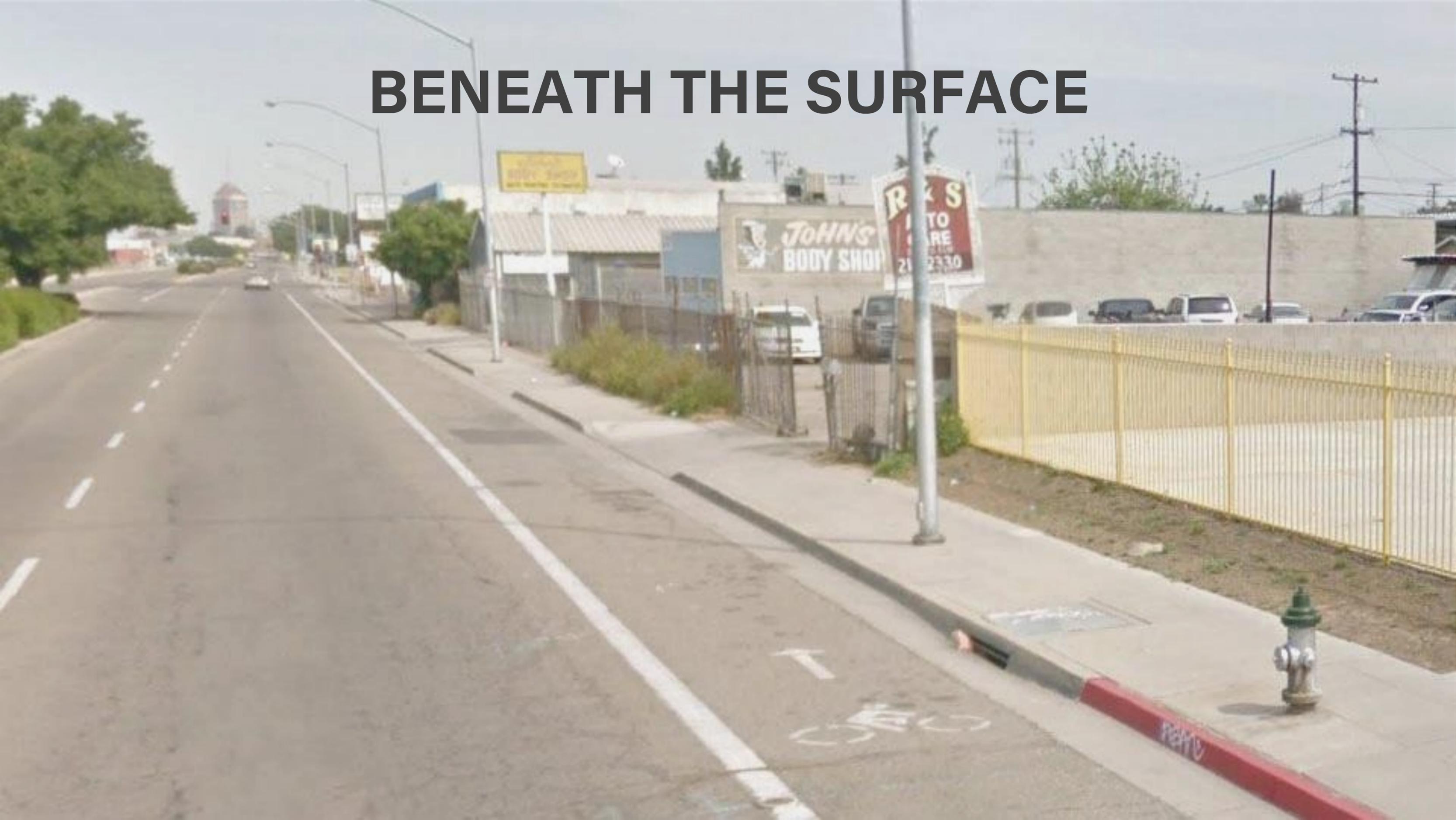


Site 1: St. Rest Property

Site 2: St. Church/Elm

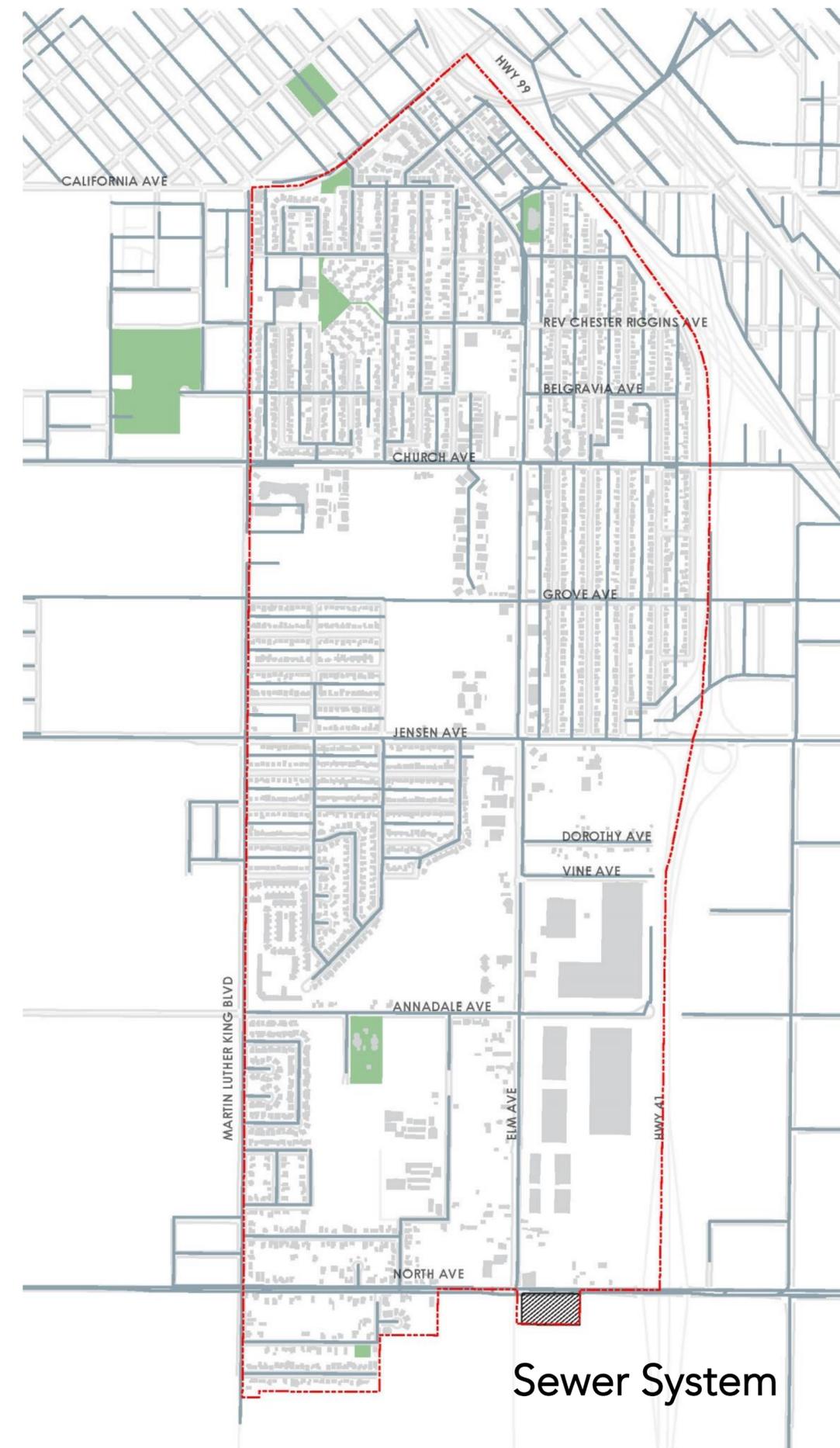
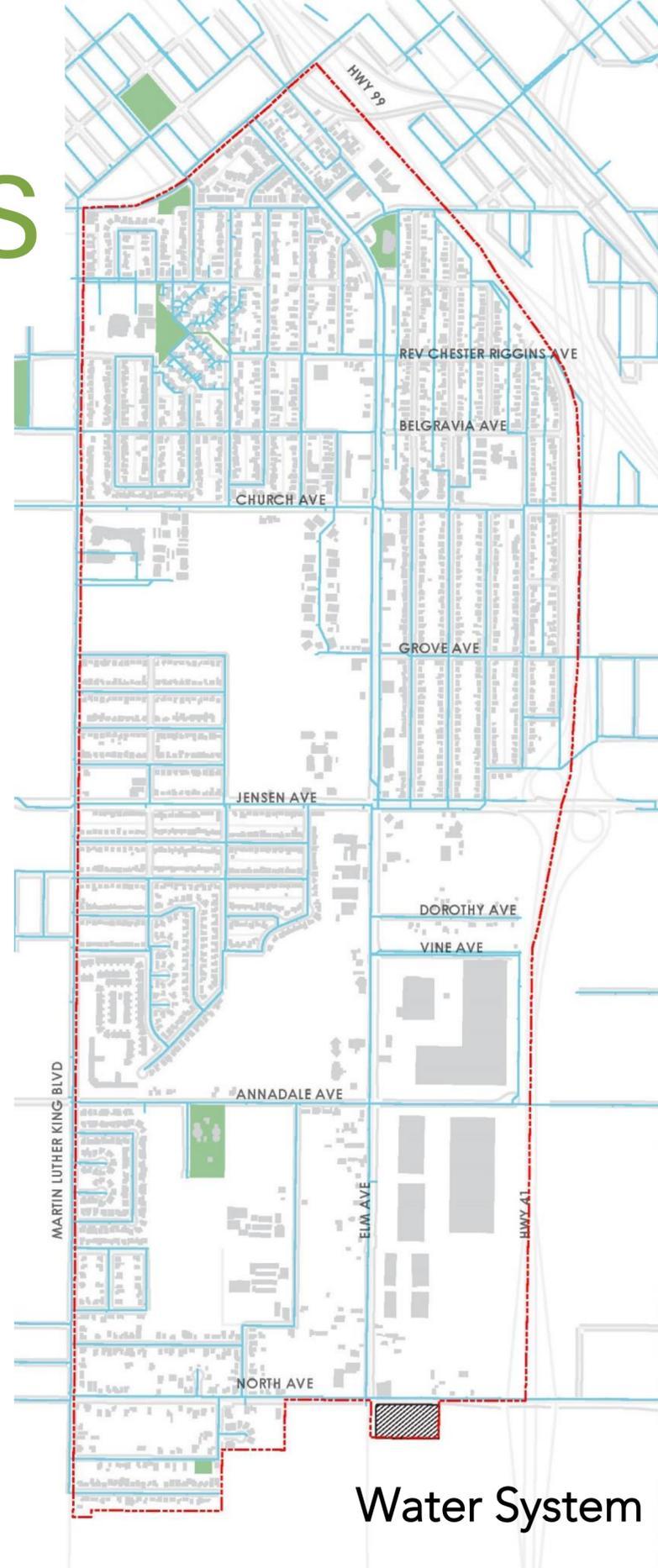
Site 3: St. North/Elm

# BENEATH THE SURFACE



# WATER AND SEWER SYSTEMS

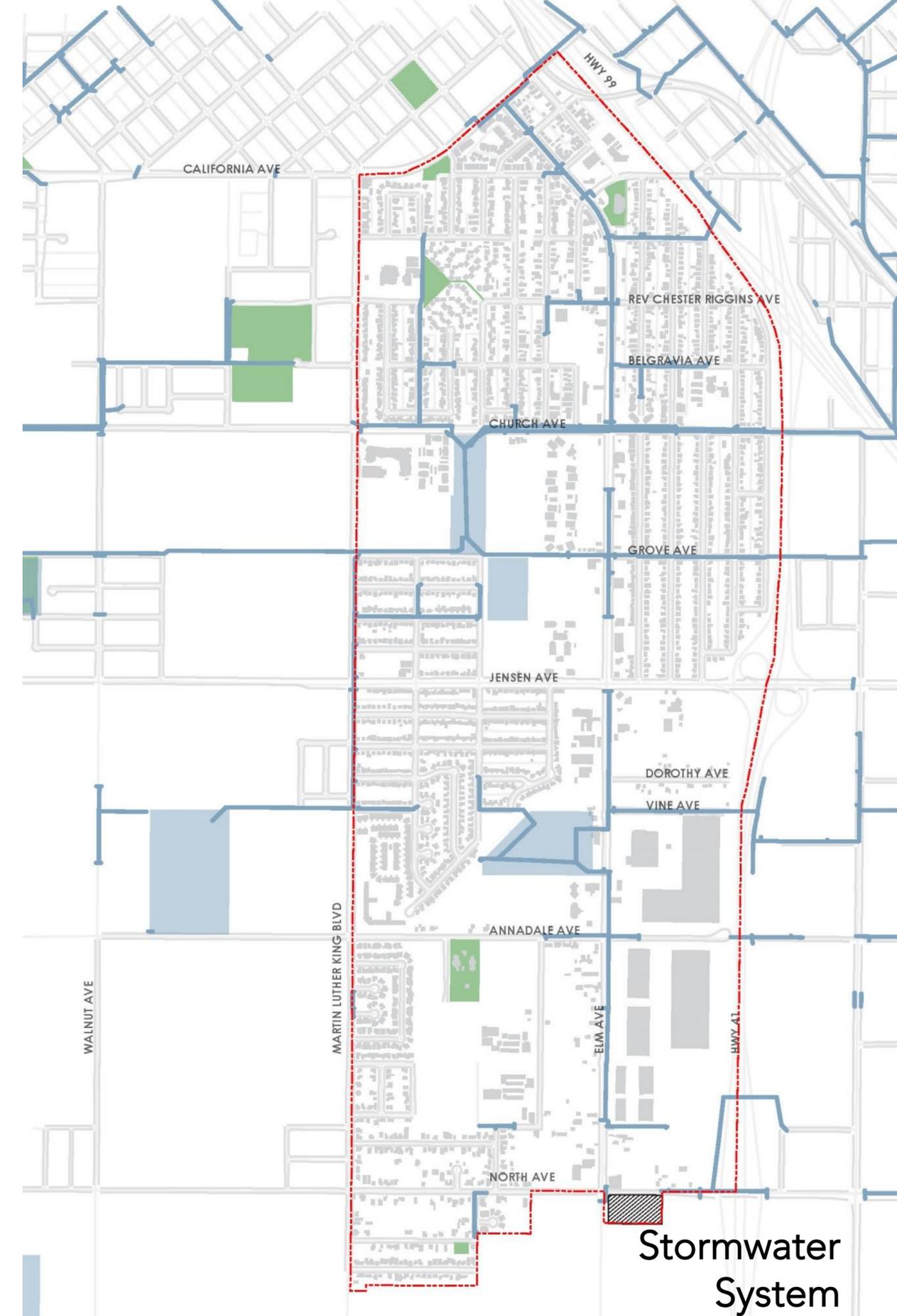
- Water and sewer are part of master-planned, citywide systems
- Designed to meet expected demand of current and future development



# STORMWATER DRAINAGE



- Storm drain improvement opportunities are present along Elm
- Basins and canals provide opportunities for dual recreational use

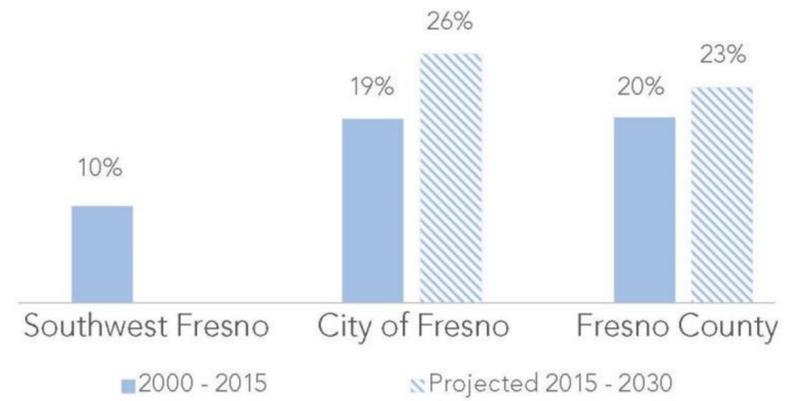


# OVERVIEW: THE MARKET



# ECONOMIC LOOK AT THE COMMUNITY

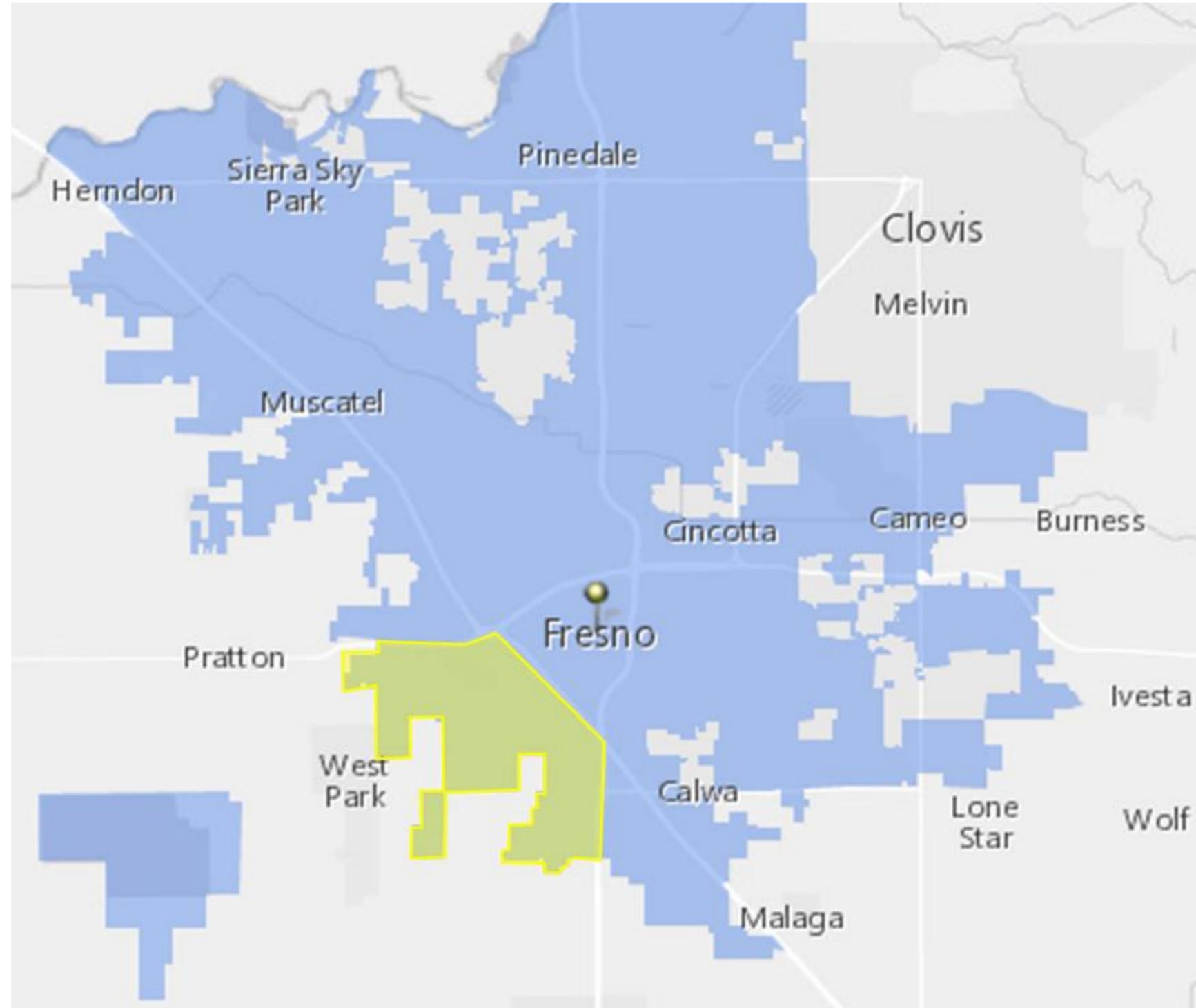
## POPULATION GROWTH



## POPULATION (2015)



## MEDIAN HOUSEHOLD INCOME (2015)



# TRANSFORMATIVE CLIMATE COMMUNITY



1 Fresno City College West Fresno Satellite:  
Fresno City College's new campus will provide workforce training and educational pathways to Southwest Fresno residents

2 Street Improvements

3 MLK Activity Center Park



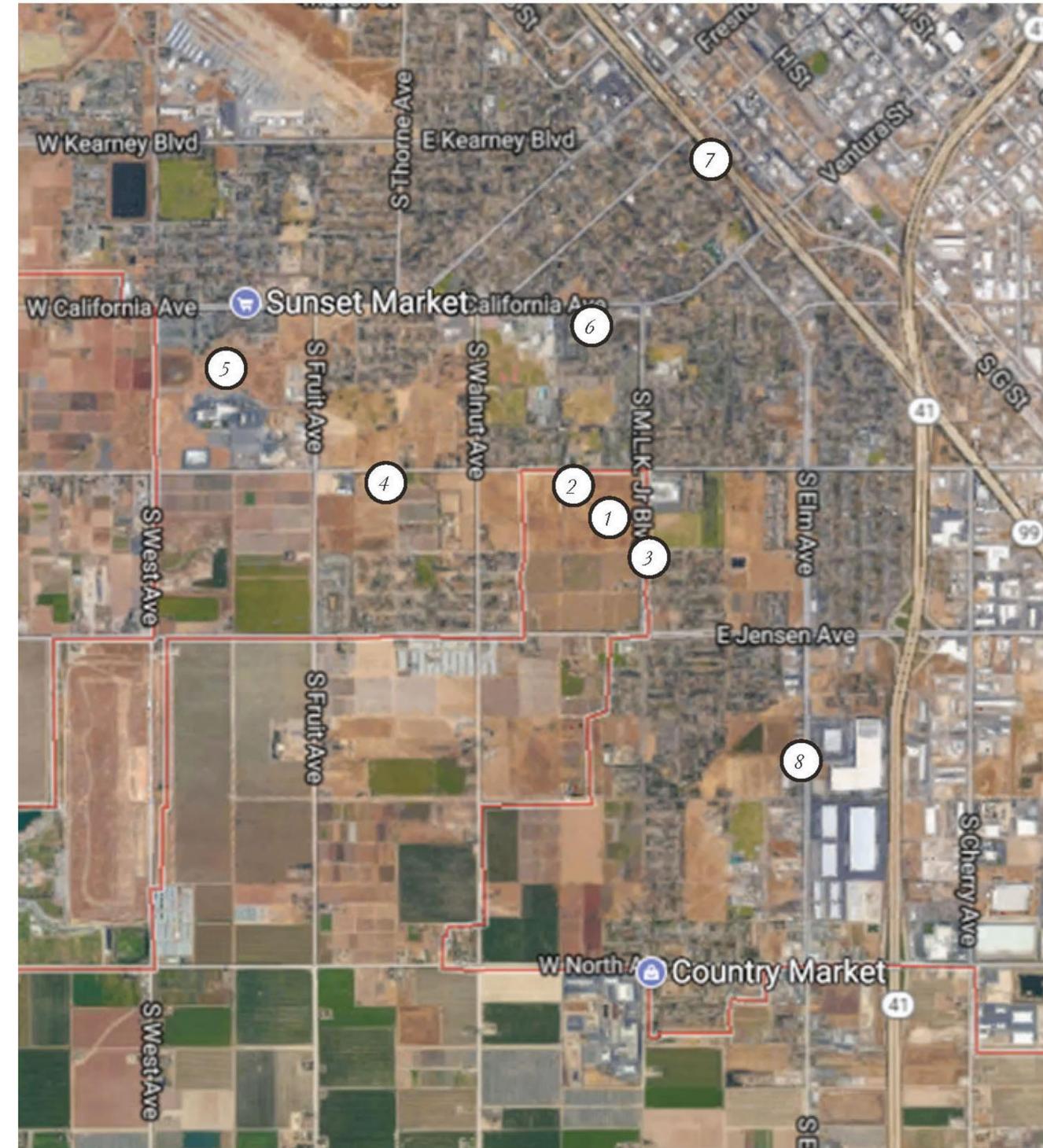
4 Grocery Store & Community Food Hub:  
Funded projects include a grocery store and an urban farm in Southwest Fresno

5 Urban Garden

6 Tree Planting & Community Garden

7 Landscaping, Playground, Solar Charging & Van Pool

8 Sidewalk, Bike Improvements & Trails



# REAL ESTATE MARKET CONTEXT

## Residential



Iron Bird Lofts (2010)



**6.1%**

INCREASE IN RENT  
(2016 - 2017)

**9.8%**

INCREASE IN HOME VALUES  
(2016 - 2017)

**6.1%**

NEW FRESNO MULTIFAMILY UNITS  
(built 2011 - 2017)

- Fresno has seen a strong increase in housing demand and relatively little construction, driving up rents and home values
- Projections indicate a need for **90,000 new units** by 2050, some of which could be captured in SW Fresno

## Office



Da Vita Medical Office (2017)



**11.1%**

FRESNO OFFICE VACANCY

**68,300**

SF YEAR-TO-DATE ABSORPTION  
(Primarily Palm Bluffs, Woodward)

**486,500**

NEW FRESNO OFFICE SF  
(last 5 years)

- Fresno's office market continues to strengthen
- Southwest is unlikely to capture demand for traditional office space
- However, storefront community-serving office space such as medical office) would likely be viable

# REAL ESTATE MARKET CONTEXT

## Retail



1 Medium-Sized General Merchandise Store



2-3 Local Apparel Stores

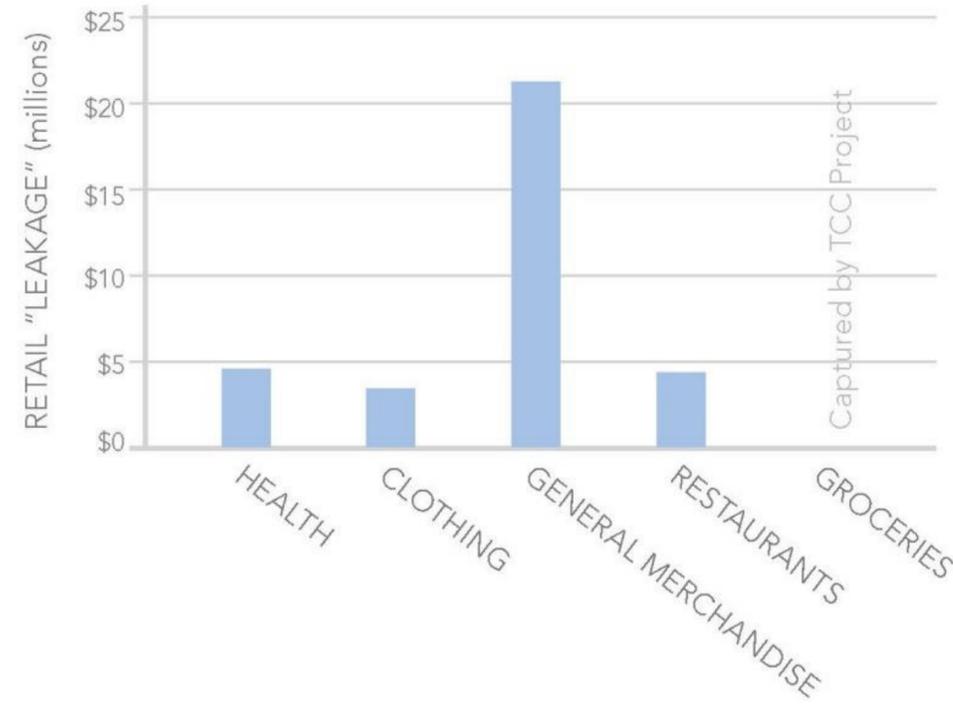
- Southwest Fresno residents have to leave the area for many of their retail needs
- Although it is unlikely that national chains will locate in the area without significant investment, there may be interest from smaller, local stores or regional chains



1 Small Pharmacy



1 to 2 Small Restaurants



# PARTNERSHIP OPPORTUNITIES



Landowners can “leverage” their **assets** to stimulate development of housing and other uses.



Non-profits and other community development organizations can **provide expertise and capital.**



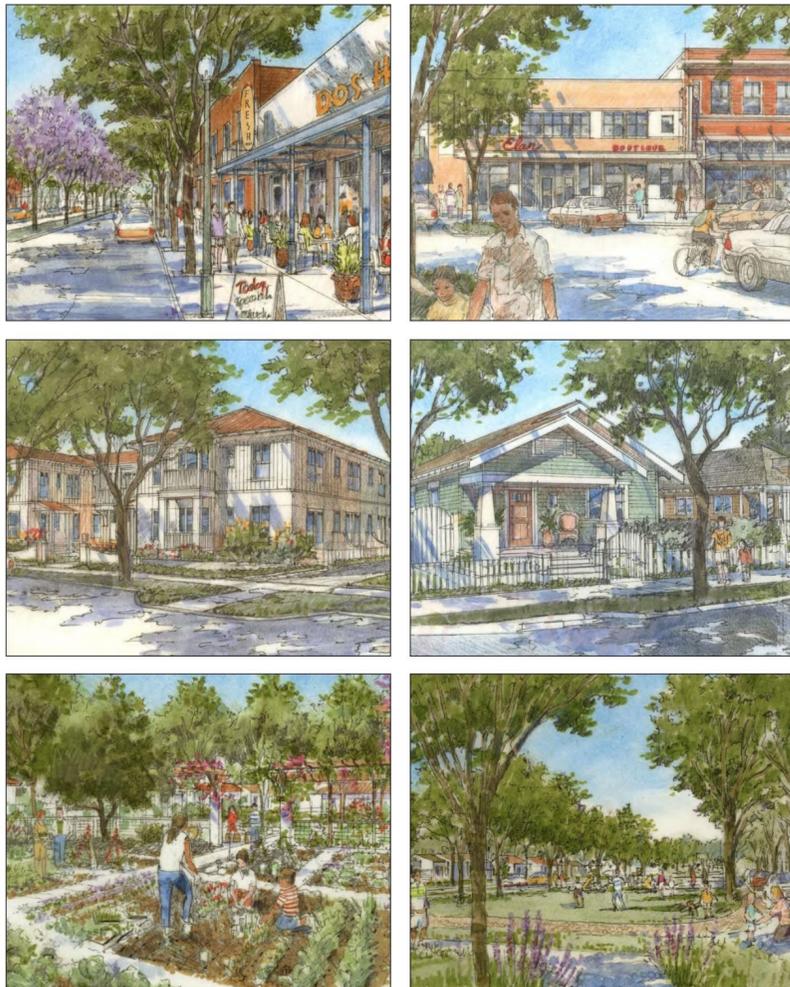
These organizations can also access grants, tax credits and other funding to help **make community visions a reality.**



The Juanita Tate Marketplace in South Los Angeles, which includes a grocery store, pharmacy and local bank, was developed by a partnership including a community group, private developer and the City of Los Angeles.

# FUTURE VIEW: PLANS AND OPPORTUNITIES

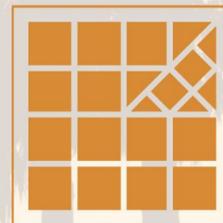
Downtown Neighborhoods Community Plan  
Fresno, California



ADOPTED ON OCTOBER 20, 2016



## 41 + NORTH CORRIDOR Complete Streets Plan



## SOUTHWEST FRESNO SPECIFIC PLAN

PUBLIC REVIEW DRAFT • MAY 2017

CITY OF FRESNO

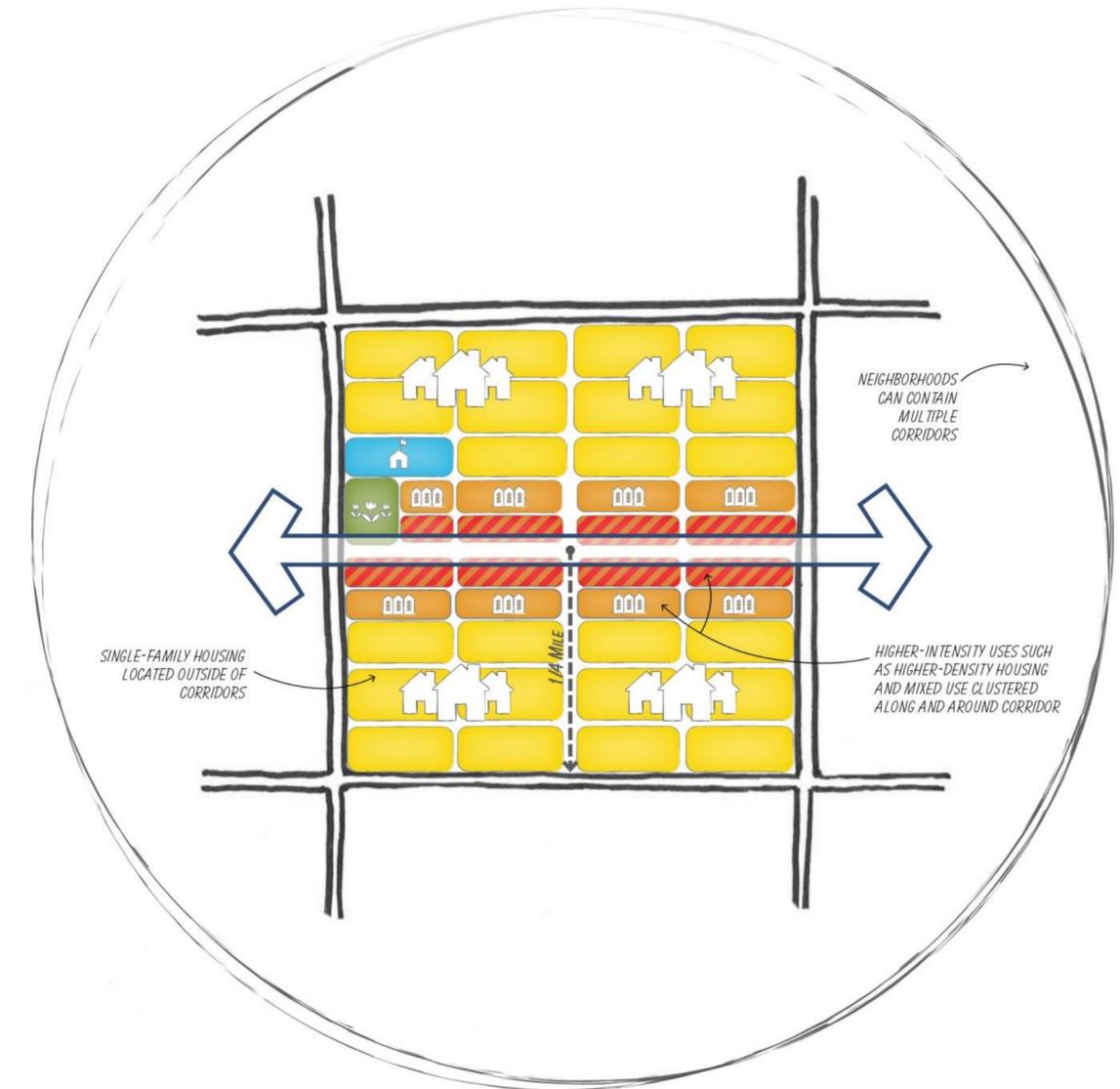
# DOWNTOWN NEIGHBORHOODS AND SOUTHWEST FRESNO PLANS

## Downtown Neighborhoods Community Plan (2016)

## Southwest Fresno Specific Plan (2017)



Elm Street is envisioned as a neighborhood “Main Street” with local-serving retail and services – amenities that are currently lacking in Edison Fresno. Large vacant parcels are subdivided to accommodate additional housing. Disconnected streets, such as Geneva Avenue and Bellgravia Avenue, are reconnected in order to stitch together the broken street network and fractured neighborhood fabric on both sides of Elm Street.

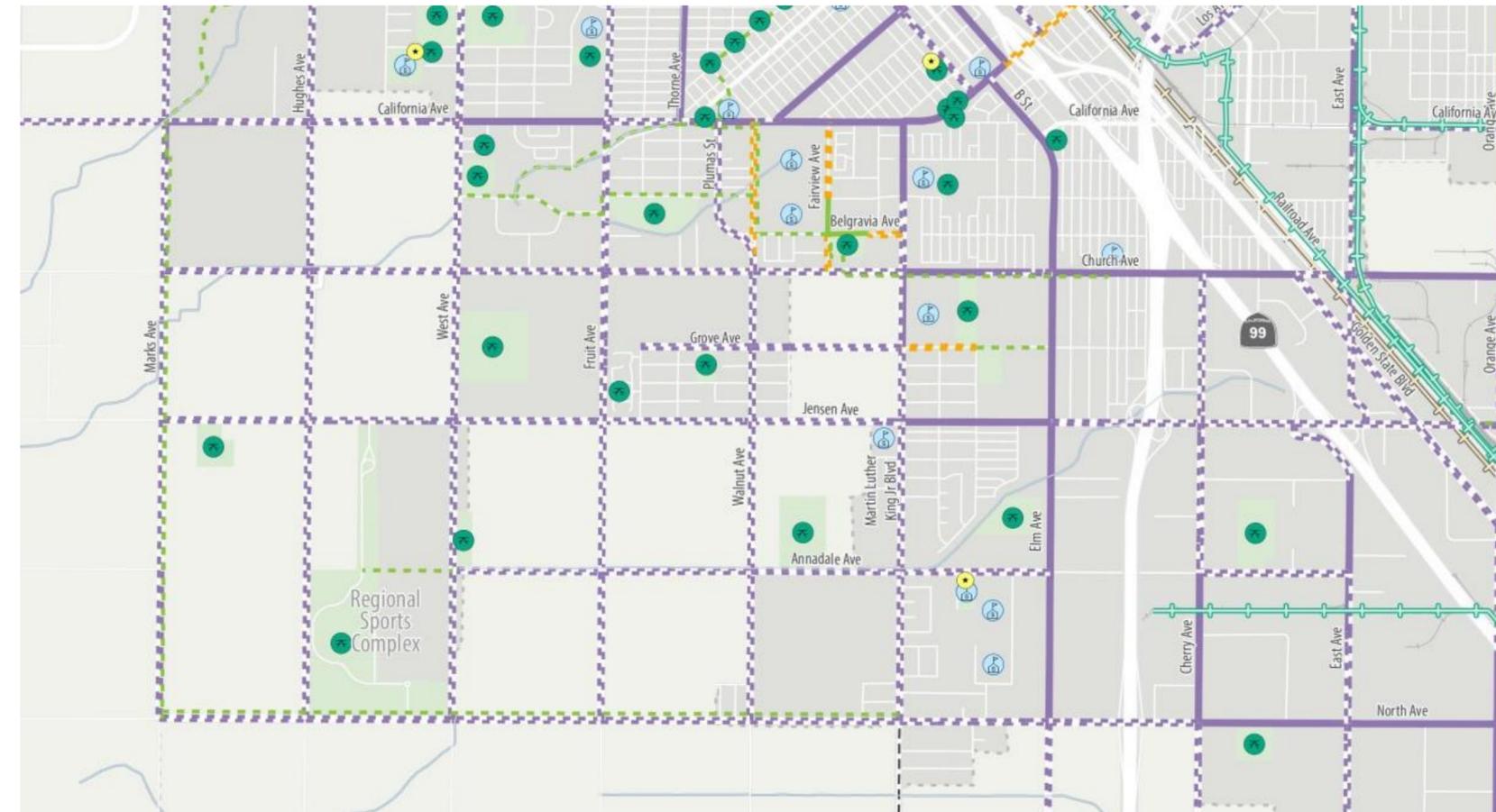


-  Retail
-  Park
-  Higher-density housing
-  School
-  Single-family housing
-  Mixed use
-  Corridor

# COMPLETE STREETS AND ACTIVE TRANSPORTATION PLANS

41 + North Complete Streets Plan (2016)

Fresno Active Transportation Plan (2017)



- | Existing Bicycle Facilities | Planned Bicycle Facilities  |
|-----------------------------|-----------------------------|
| Class I Bike Path           | Class I Bike Path           |
| Class II Bike Lane          | Class II Bike Lane          |
| Class III Bike Route        | Class III Bike Route        |
|                             | Class IV Separated Bikeways |

*What opportunities will we uncover for Elm Avenue?*

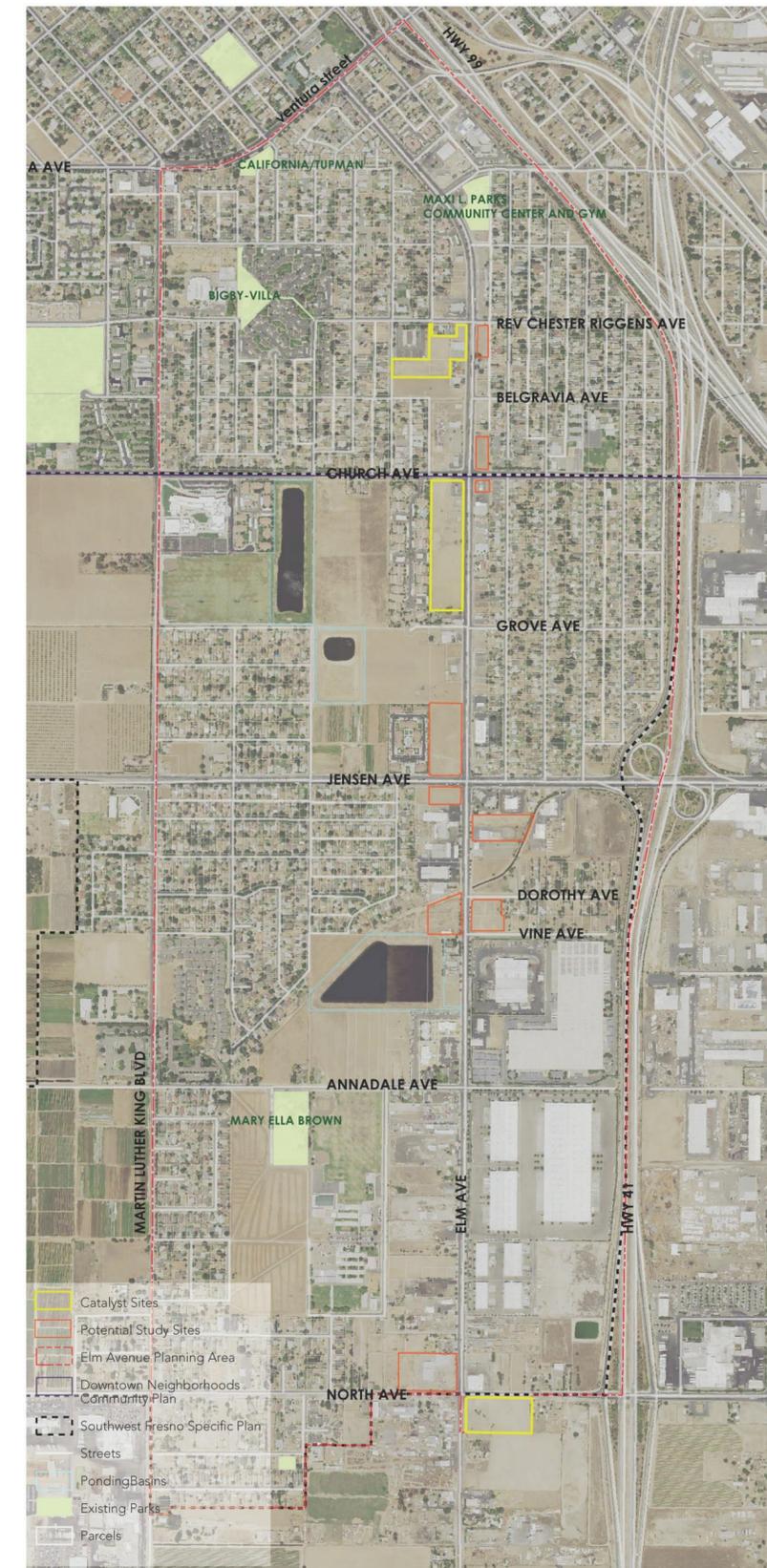




# ACTIVITIES FOR SMALL GROUPS

# ISSUES ON ELM

- Brainstorm key issues along Elm
- Identify specific locations where issues occur
- As a group, identify top 3-5 most critical issues



ISSUES ON ELM

Blank lined area for writing issues.

DEVELOPMENT PRIORITIES

Four numbered boxes (1, 2, 3, 4) for listing development priorities.



# BROWNFIELDS DEVELOPMENT SCENARIOS

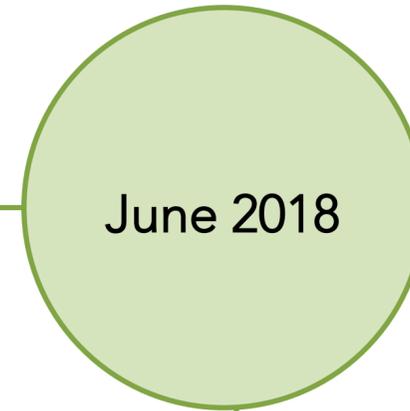
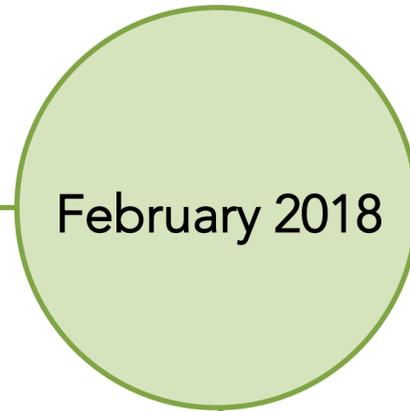
- Each group reads a brief story based on an actual brownfields redevelopment project. Reflect on the roles of stakeholders in affecting the project outcome.

# NEXT STEPS

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Existing Conditions Report

Draft Plan



Site Reuse and Corridor  
Vision Workshop

Final Plan



An aerial photograph of an industrial and residential area. The image shows a mix of large industrial buildings, parking lots, and smaller residential structures. A multi-lane highway runs along the right side of the frame. The overall scene is a typical brownfield area with various land uses.

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