ELM AVENUE BROWNFIELDS AREA-WIDE PLAN

Community Workshop and Picnic
December 16, 2017
WORKSHOP PROGRAM

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
PLANNING PROCESS

PHASE 1
PROJECT INITIATION + BACKGROUND ANALYSIS
- Photo Voice
- Community Workshop
- Picnic

PHASE 2
SITE REUSE SCENARIOS + CORRIDOR VISION
- Walking Tour
- Charrette

PHASE 3
BROWNFIELDS AREA-WIDE PLAN + IMPLEMENTATION STRATEGY
- Open House
- Decision-make Meetings

COMMUNITY ENGAGEMENT

September 2017 ......................................................... June 2018
WHAT ARE BROWNFIELDS AND HOW CAN THEY BE A POSITIVE FORCE?
Brownfield?
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

PREDEVELOPMENT
ASSESSMENT
CLEANUP PLANNING
REMEDATION
REDEVELOPMENT AND OCCUPANCY
THE BROWNFIELDS REDEVELOPMENT PROCESS IN A NUTSHELL

• Due diligence
• Environmental Site Assessments
• All Appropriate Inquiry
• Community plans
  o General & specific
• Community participation & support
  o Identifying brownfields sites (city/area-wide)
• Redevelopment resources
  o 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
COMMUNITY PROFILE

FAMILIES WITH CHILDREN

- **PROJECT AREA**: 83%
- **FRESNO**: 38%

RACIAL AND ETHNIC MIX

- **PROJECT AREA**
- **FRESNO**

- 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

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
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

- Southwest Fresno 2000-2015: 10%
- City of Fresno 2000-2015: 19%
- Fresno County 2000-2015: 20%
- Projected 2015-2030: 26%

POPULATION (2015)

- SW Fresno: 26,000
- City of Fresno: 510,000
- Fresno County: 957,000

MEDIAN HOUSEHOLD INCOME (2015)

- SW Fresno: $24,059
- City of Fresno: $41,531
- Fresno County: $45,233
TRANSFORMATIVE CLIMATE COMMUNITY

1. Fresno City College West 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:
Fund 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
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.

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
- 1 Small Pharmacy
- 1 to 2 Small Restaurants

- 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
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

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)

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.

Southwest Fresno Specific Plan (2017)
COMPLETE STREETS AND ACTIVE TRANSPORTATION PLANS

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
PRIORITIES FOR FUTURE DEVELOPMENT

• Each table will have a deck of “development type” cards, which will be dealt
• Each participant will introduce their card to the table, and the table can discuss its merits.
• At the end, each participant can place 3 dots on cards, representing their top priorities.
• The cards with the greatest support are then attached to placeholder locations on the worksheet.
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.
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