SOUTH CENTRAL SPECIFIC PLAN

ADVISORY COMMITTEE – MEETING 1
INTRODUCTION AND PURPOSE

- Introductions
- Form 700
- Purpose:
  - Analysis and Refinement of Community Feedback
  - Recommendations to Staff, City Council, and Mayor
- Structure
OVERARCHING GOAL

GOAL
To maximize economic benefit and job growth for residents, while reducing impacts on the environment and improving quality of life.

POTENTIAL STRATEGIES
- Expand employment opportunities
  - Number and quality of jobs
- Job/Skills training
- Transportation improvements
- Physical improvements
  - Landscape improvements
  - Buffers
- Development standard modifications
  - Building setbacks
SOUTH CENTRAL SPECIFIC PLAN

- Encompasses the south industrial priority area
- 6,150-acre area, including 1,208 acres in unincorporated county
- Approximately 630 business and almost 13,000 jobs
- 1 school and 460 homes within the plan area
- Communities of Malaga and Calwa are located just outside the plan area
SOUTH CENTRAL SPECIFIC PLAN AREA

- Predominantly industrial due to its proximity to the railroad and highways
- Businesses include manufacturing, recycling, and distribution
- Southern portion of the plan is identified for the HSR maintenance yard
- High levels of poverty and unemployment
OTHER AGENCY PLANNING EFFORTS

SJVAPCD South Central Fresno Community Emissions Reduction Program (AB 617)

Fresno COG Reverse Triangle Transportation Area Plan
FOUNDATIONAL PLANS

North Avenue Industrial Triangle Specific Plan (1973)

Roosevelt Community Plan (1992)

Fresno General Plan (2014)

Downtown Neighborhoods Community Plan (2016)

Southwest Fresno Specific Plan (2017)

Draft South Industrial Priority Area Specific Plan (March 2019)
CURRENT OUTREACH TO DATE

- Scoping Meeting – July 15th, City Hall
- Community Meetings:
  - May 30th – City College Career Tech Center
  - June 4th – City College Career Tech Center
  - January 13-15th – Orange Center School, Calwa Elementary, Malaga Elementary
- Stakeholder Interviews
  - January 12-15th
### Common Themes

#### Table 1: Major Advantages

<table>
<thead>
<tr>
<th>Sense of community/history/culture (13)</th>
<th>Freeway/transportation access (11)</th>
<th>Job creation/job fairs (6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural/quiet community (6)</td>
<td>Safe place (5)</td>
<td>Developable land/growth potential (5)</td>
</tr>
<tr>
<td>Safe place (5)</td>
<td>Developing/growth potential (5)</td>
<td>School programs (4)</td>
</tr>
<tr>
<td>Safe place (5)</td>
<td>Locations (3)</td>
<td><strong>Table 2: Issues and Concerns</strong></td>
</tr>
</tbody>
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#### Table 2: Issues and Concerns

<table>
<thead>
<tr>
<th>Safety</th>
<th>Air Quality</th>
<th>Water, Sewer, &amp; Drainage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street lighting (10)</td>
<td>Poor air quality (8)</td>
<td>Water quality (8)</td>
</tr>
<tr>
<td>Homeless population/camps (9)</td>
<td>Pollution from development/industries (5)</td>
<td>Flooding/drainage infrastructure (8)</td>
</tr>
<tr>
<td>Police protection/response times (8)</td>
<td>Emissions from truck traffic/distribution centers/idling (5)</td>
<td>Groundwater supplies (3)</td>
</tr>
<tr>
<td><strong>Parks / Green Spaces</strong></td>
<td><strong>Other Environmental Impacts</strong></td>
<td><strong>Utilities</strong></td>
</tr>
<tr>
<td>Lack of vegetation/landscaping/green space (6)</td>
<td>Odors (8)</td>
<td>Trash/illegal dumping (6)</td>
</tr>
<tr>
<td>Not enough parks and park amenities (4)</td>
<td>Noise concerns (6)</td>
<td>Garbage transfer station issues (1)</td>
</tr>
<tr>
<td>Lack of open space (2)</td>
<td>Light pollution (2)</td>
<td>Fiber-optic internet lines (2)</td>
</tr>
<tr>
<td>Transportation &amp; Mobility</td>
<td>Employment Opportunities</td>
<td><strong>Other Issues/Concerns</strong></td>
</tr>
<tr>
<td>**Traffic congestion (cars &amp; trucks) (12)</td>
<td>Need more job type diversity (7)</td>
<td>More services/retail/small business – grocery, drug stores, restaurants etc. (5)</td>
</tr>
<tr>
<td>Poor public transit/bus services (9)</td>
<td>Job availability/opportunities (6)</td>
<td>Poor school districts, students bussed out of community (4)</td>
</tr>
<tr>
<td>Poor road conditions/truck damage (8)</td>
<td>Lack of quality workforce/workforce shortage (4)</td>
<td></td>
</tr>
</tbody>
</table>
WHERE WE ARE GOING

Next Community Meetings:

- Community Conversation – February 12th
  - 5:30-8:00 pm, Malaga Community Center
  - Discuss/Receive Feedback on High Level Vision Statement, Guiding Principles, Land Use Options, Potential Policies

- 2nd Advisory Committee Meeting – Refinement of 2/12 Activities
  - 6:00-8:00 pm, City Hall Room 3054

- Community Forum – February 25th
  - 5:30-8:00 pm, Malaga Community Center
  - Present Refined Implementing Policies, Land Use Map

- 3rd Advisory Committee Meeting – March 2nd
  - 5:30-8:00 p.m., Malaga Community Center
  - Review of Recommendations, Vote on Final Vision Statement, Guiding Principles, Land Use Map
NEXT STEPS

1. **Draft South Industrial Priority Area Specific Plan**
   - Stakeholder Interviews
   - Community Workshops
   - Discuss community concerns and potential solutions

2. **Community Engagement**
   - Develop Preliminary Policies, Strategies, and Land Use Options

3. **Community Meeting**
   - Get feedback on proposed land use changes and policies

4. **Draft Recommendations for Specific Plan Policies, Strategies, and Land Use Changes**

5. **Revise Specific Plan**


7. **City Council**
THANK YOU
FOR MORE INFORMATION PLEASE VISIT: WWW.FRESNO.GOV/SCSP
EMAIL COMMENTS AND QUESTIONS TO: SCSP@FRESNO.GOV