

SOUTH CENTRAL SPECIFIC PLAN

COMMUNITY WORKSHOP – FEBRUARY 12, 2020



WORKSHOP AGENDA

Time**Item****5:30 – 5:40**

Welcome (10 min)

5:40 – 6:00

Presentation (20 min)

6:00 – 7:00

Station Exercises (60 min)

7:00 – 7:30

Report Out (30 min)

WHAT WE HEARD: TOP COMMUNITY CONCERNS

Transportation

- Truck Traffic
- Traffic Congestion
- Public Transit Access/Frequency
- Poor Road Conditions
- Street Lighting

Water

- Poor Water Quality
- Flooding/Drainage Infrastructure

Jobs

- Job Diversity
- Job Availability

Air Quality

- Poor Air Quality
- Lack of Parks/Green Space
- Odors

Noise

- Truck/Operations

Other

- Homeless Population
- Police Protection / Response Times
- Trash/Illegal Dumping



VISION STATEMENT

The South Central Specific Plan is an area characterized by development that maximizes economic benefit and job growth for residents, while reducing impacts on the environment and improving quality of life.



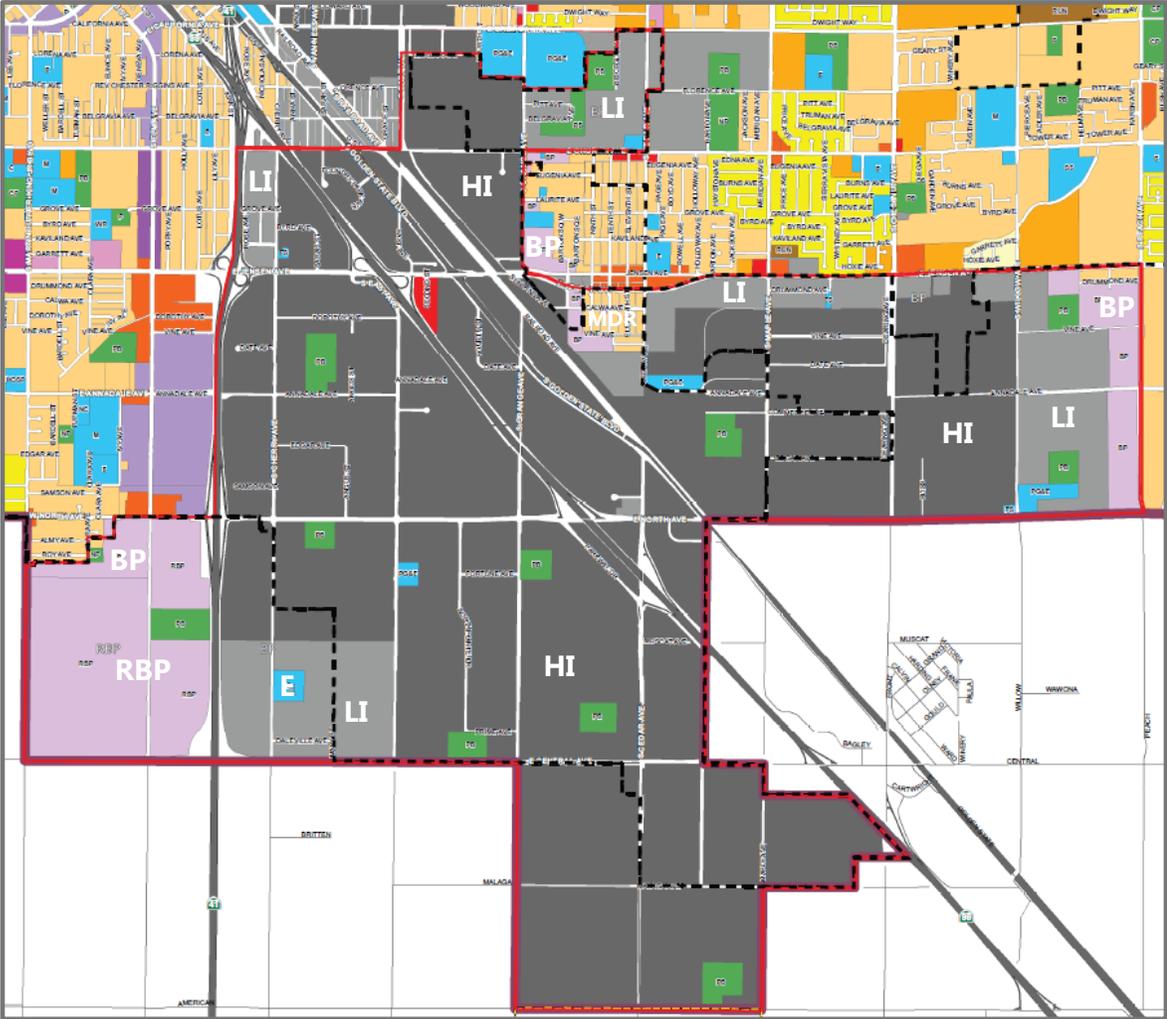
GUIDING PRINCIPLES

- Development should be concentric so that heavy industrial and other high intensity uses are located in the center core and lower intensity uses are located on the outer edges of the plan area resulting in lower environmental impacts near existing residential uses and other sensitive uses.
- Landscape buffers should be established adjacent to existing residential uses to reduce impacts on the community.
- Highway 99 and 41 should be transformed as a gateway into the City. Landscaping and architectural design can improve the visual quality when entering into the City from the south.

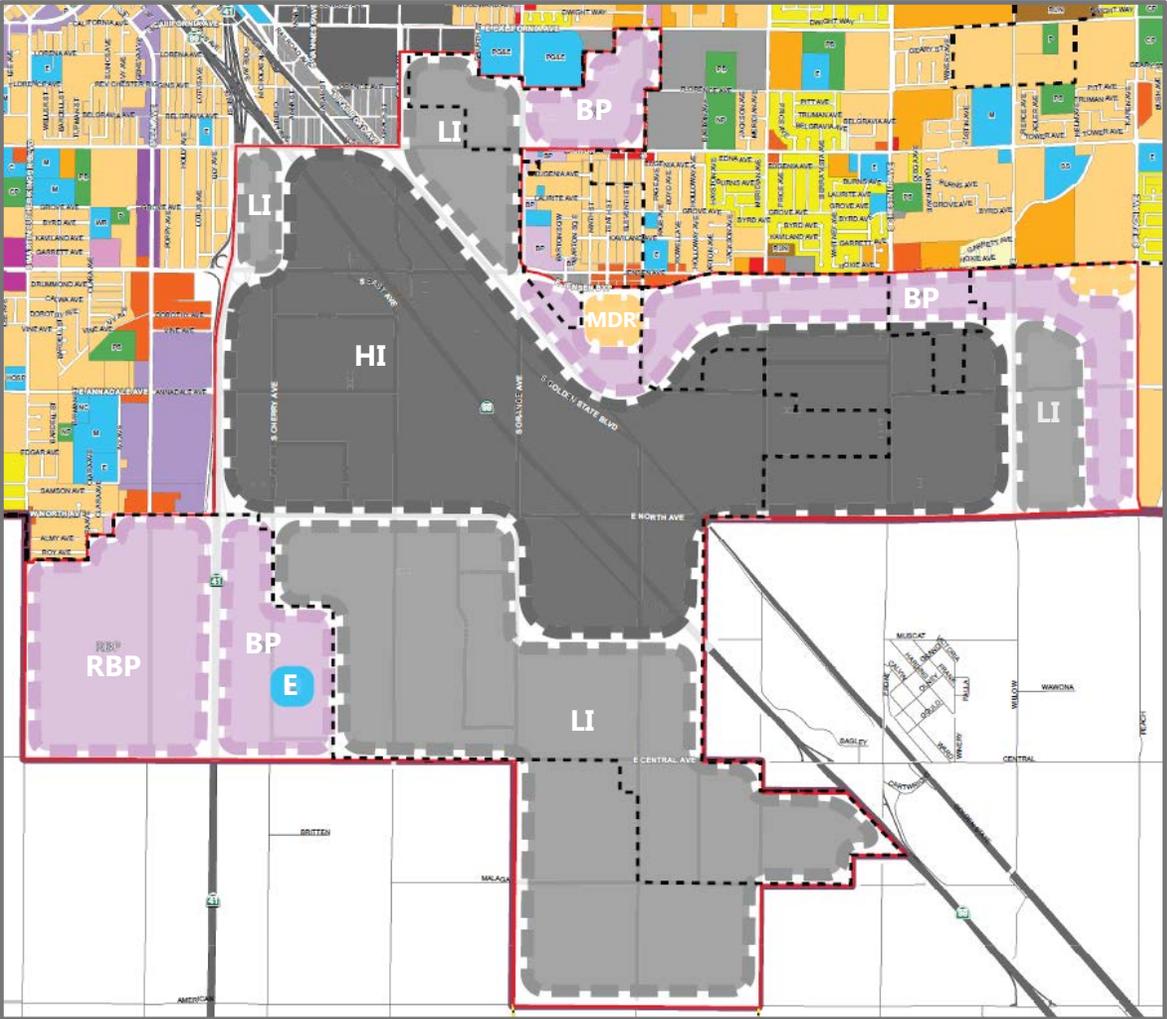
GUIDING PRINCIPLES

- Existing development trends and circulation patterns should be considered to avoid potential environmental and neighborhood impacts.
- Development should encourage a diverse aggregation of employment opportunities, creating an accessible and resilient employment zone.
- Neighboring uses should develop and participate in a “Good Neighbor” policy to assist in addressing disputes or concerns.
- Neighbors should have clear and transparent access to information regarding the community in which they live and work.

LAND USE CONCEPTS



EXISTING LAND USE



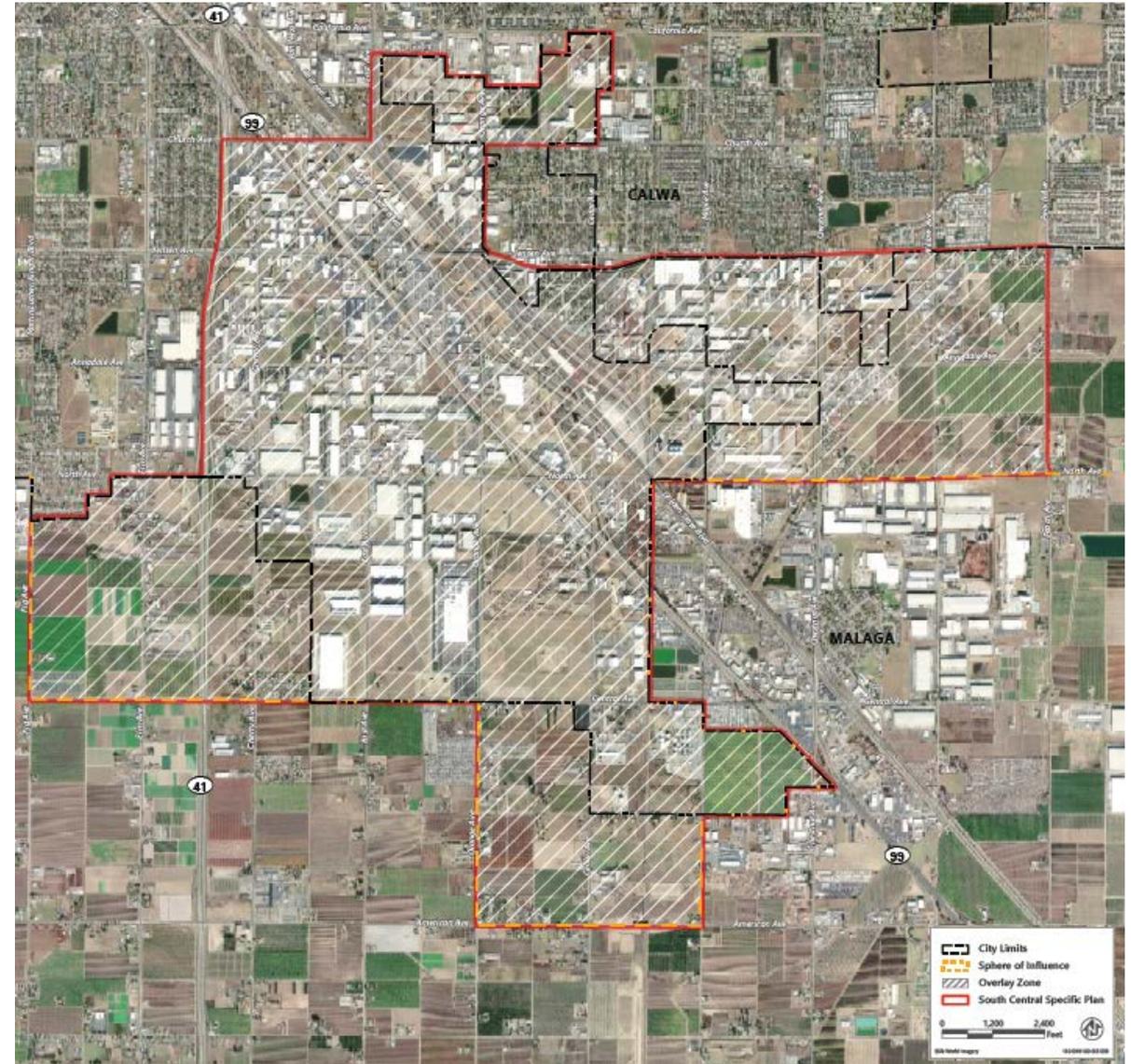
LAND USE OPTION

WHAT IS AN OVERLAY ZONE?

- A regulatory tool that is applied over the base zoning district
- Applies an additional layer of standards to all areas within the defined overlay boundary
- Regulations can be better tailored to specific areas to meet specific community goals

WHAT MIGHT IT REGULATE?

- Additional development and site design standards for new industrial development
- Restrictions on uses that would otherwise be permitted or allowing uses that aren't otherwise allowed in the base zoning
- Protections for existing residential uses



GIVE US YOUR INPUT

- Start at Station Based on Nametag Color



- Two Stations (25 minutes each)

- Station 1: Review Land Use Concepts & Buffer Techniques**

- Choose Your Top Land Use Concept ● ● ● ●
- Share What You Like or Want to Change 📄 📄 📄 📄
- Choose Your Top 3 Buffer Techniques ● ● ● ●

- Station 2: Review Policy Considerations**

- Choose the Policies Most Important to You ● ● ● ●
- Share Input on Additional Policy Ideas 📄 📄 📄 📄

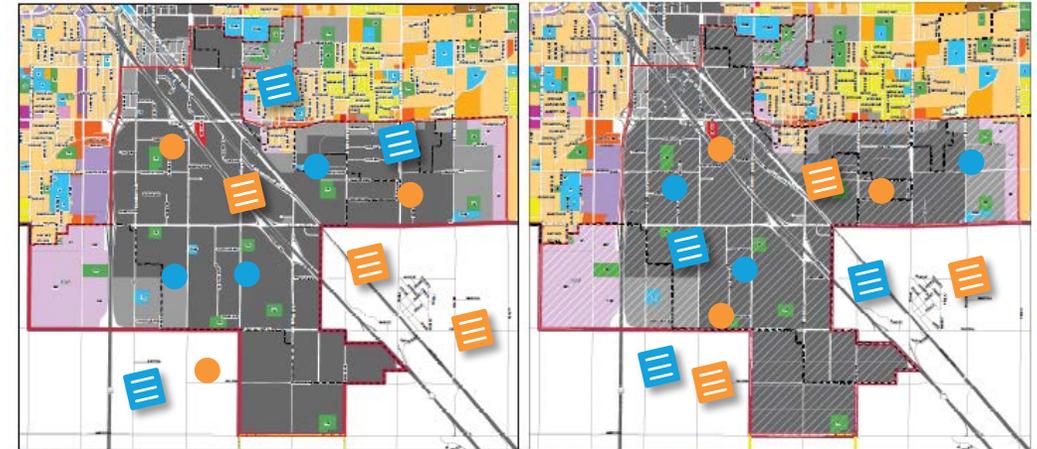
- Land Use Map** (optional)

- Provide feedback on printed land use maps

- Report Out** (30 minutes)

PLEASE REVIEW THE FOUR LAND USE CONCEPTS BELOW AND GIVE US YOUR FEEDBACK:

- Place your colored dot next to your top land use concept.
- Write what you like and/or would want to change on a post-it note and place it on the appropriate land use concept or anywhere on the board.



EXISTING LAND USE

EXISTING LAND USE & OVERLAY



LAND USE OPTION

LAND USE OPTION & OVERLAY

GIVE US YOUR INPUT

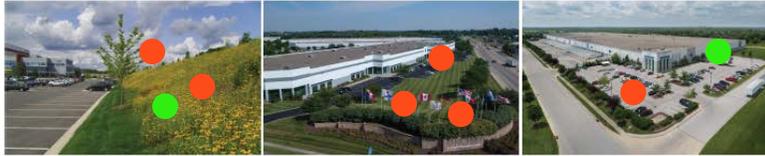


SOUTH CENTRAL SPECIFIC PLAN BUFFER TECHNIQUES

PLEASE REVIEW THE IMAGES BELOW AND GIVE US YOUR FEEDBACK:

- Place a colored dot on your top 3 preferred images/buffer techniques.

LANDSCAPE SETBACK



SITE LANDSCAPING



PARKING LOT TREATMENT



WALLS, FENCES, SCREENING



LANDSCAPE BUFFERS



SOUTH CENTRAL SPECIFIC PLAN REVIEW OF POTENTIAL POLICIES

PLEASE REVIEW THE POLICIES LISTED BELOW AND GIVE US YOUR FEEDBACK:

- Place your colored dot next to the policies that are most important to you in the column labeled "Most Important Policies."
- Write new policy ideas on a post-it note and place them in the column labeled "Comments."

TRANSPORTATION

Potential Policies	Most Important Policies	Comments
Trucks		
T-1: Establish truck routes to avoid neighborhoods		
T-2: Ensure truck routes are safe for pedestrians and bicyclists	● ●	
T-3: Limit truck idling time		
Public Transit		
T-4: Increase bus service frequency		
T-5: Provide van shuttles, transit and carpool incentives, and bicycle parking for employees		
Roadway Improvements		
T-6: Help school districts implement a "safe routes to school" program	●	
T-7: Maintain roads in good condition		
T-8: Consider speed reduction studies		
T-9: Install traffic control or traffic safety measures		
T-10: Install street lighting for public safety and visibility		
T-11: Install crosswalks near schools		

EMPLOYMENT/COMMUNITY DEVELOPMENT

Potential Policies	Most Important Policies	Comments
Economic Development		
E-1: Coordinate a regional economic development strategy and monitor trends, emerging markets, and new technologies	● ● ●	
E-2: Implement programs to attract diverse new businesses and industries		
E-3: Consider establishing a funding/grant program for small businesses		
Job Training and Employment		
E-4: Promote job training programs such as Career Technical Education, adult education, internships, mentoring, and apprenticeships	● ● ●	
E-5: Connect businesses with training and education partners		
E-6: Connect residents to existing training programs and to jobs in their neighborhoods		
E-7: Locate a new job training center in or near the plan area		
E-8: Collaborate with Fresno City College to establish a job training program		
E-9: Prioritize hiring local residents		
Internet Access and Computer Literacy		
E-10: Increase public access to quality internet service		
E-11: Prioritize fiber connectivity in the plan area		
E-12: Develop computer literacy programs and assist with online job applications		
Community Benefit District		
CBD-1: Consider a Community Benefit Fund (i.e., fee on new development) to pay for air filtration systems		
CBD-2: Install double-paneled windows in homes next to major sources of noise		
CBD-3: Consider community benefit agreements with benefits such as living wage requirements, local hiring goals, and job training programs	● ● ●	
CBD-4: Consider Community Benefit Fund to pay for the creation and maintenance of new parks in the plan area		



REPORT OUT – 30 MINUTES



NEXT STEPS





THANK YOU

SEE YOU AT THE NEXT COMMUNITY MEETING ON FEBRUARY 25, 2020!

