

SOUTH CENTRAL SPECIFIC PLAN

COMMUNITY WORKSHOP – FEBRUARY 25, 2020



WORKSHOP AGENDA

Time	Item
5:30 – 6:00 PM	Welcome Presentation (30 min)
6:00 – 7:00 PM	Station Exercises (60 min)
7:00 – 7:15 PM	Report Out (15 min)
7:15 – 7:30 PM	Public Comments (15 min)

PUBLIC OUTREACH PROCESS

 **WE ARE HERE**



**3 WORKSHOPS &
STAKEHOLDER
INTERVIEWS**
JAN 13–15, 2020



**COMMUNITY
WORKSHOP**
FEB 12, 2020



**COMMUNITY
WORKSHOP**
FEB 25, 2020

**REVISE
SPECIFIC
PLAN**



MAR 2020 – OCT 2020

**Discuss Community Concerns
& Potential Solutions**

**Develop Preliminary Policies,
Strategies, & Land Use Options**

Draft Recommendations for Specific Plan



**ADVISORY
COMMITTEE
MEETING**
FEB 6, 2020



**ADVISORY
COMMITTEE
MEETING**
FEB 18, 2020



**ADVISORY
COMMITTEE
MEETING**
MAR 2, 2020

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

1. **Being a Good Neighbor.** Neighboring uses should develop and participate in a “Good Neighbor” policy to provide neighbors with clear and transparent access to information regarding community development and assist in addressing disputes or concerns.
2. **High Intensity Land Uses in the Core.** 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.
3. **Diverse Employment.** Development creates a diverse aggregation of employment opportunities, including an accessible and resilient employment zone.

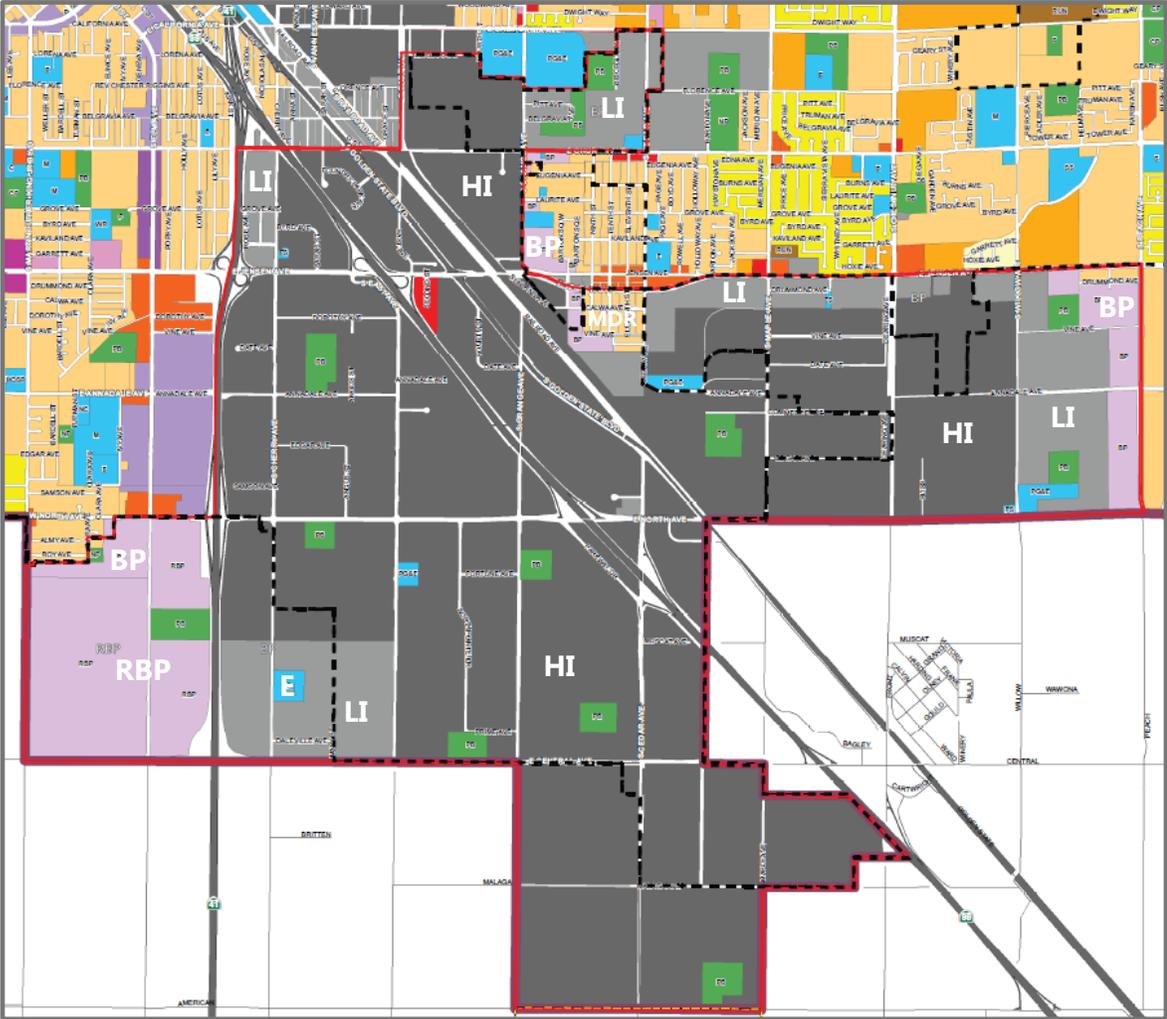
GUIDING PRINCIPLES

- 4. Buffers for Existing Residential.** Water efficient landscape buffers should be established adjacent to existing residential uses to reduce impacts on the community.
- 5. Avoid Environmental and Neighborhood Impacts.** Existing development trends and circulation patterns should be considered to avoid potential environmental and neighborhood impacts.
- 6. Highways 99 and 41 as Gateways.** Highways 99 and 41 should be transformed as gateways into the City. Landscaping and architectural design can improve the visual quality when entering into the City from the south.

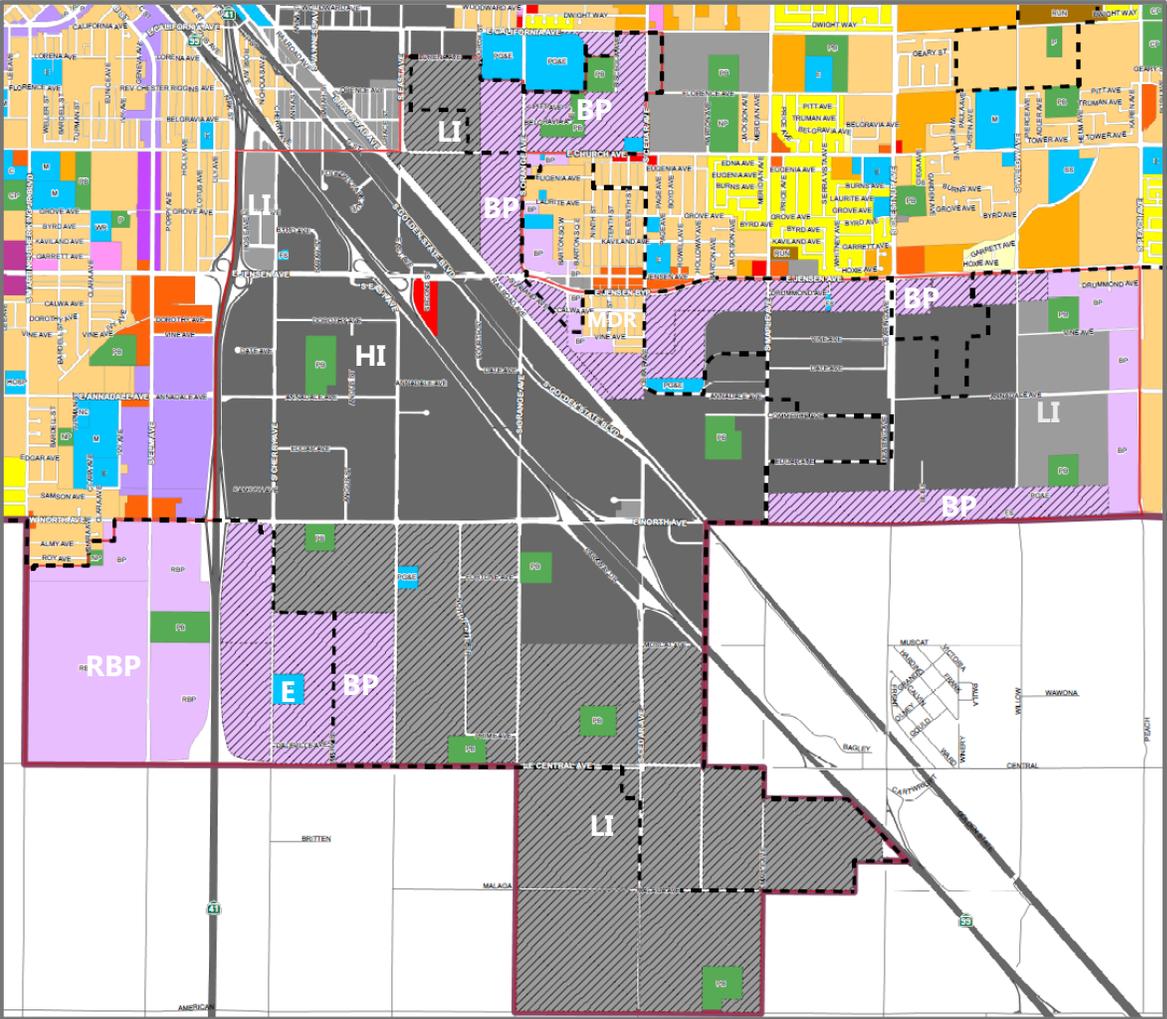
TOP 10 POLICY CONSIDERATIONS

1. **T-7:** Maintain roads in good condition - **24 votes**
2. **T-1:** Establish truck routes to avoid neighborhoods - **21 votes**
3. **AQ-2:** Request additional 24-hour air monitors from the San Joaquin Valley Air Pollution Control District around distribution centers, major roads near distribution centers, and at Orange Center Elementary School - **9 votes**
4. **CBD-1:** Consider community benefit agreements with benefits such as living wage requirements, local hiring goals, and job training programs - **16 votes**
5. **T-10:** Install street lighting for public safety and visibility - **12 votes**
6. **T-2:** Ensure truck routes are safe for pedestrians and bicyclists - **11 votes**
7. **N-6:** When designing and improving streets and highways, consider measures to reduce traffic noise - **11 votes**
8. **T-9:** Install traffic control or traffic safety measures - **10 votes**
9. **E-4:** Promote job training programs such as Career Technical Education, adult education, internships, mentoring, and apprenticeships - **10 votes**
10. **GB-1:** Require buffers between new industrial development and existing neighborhoods - **10 votes**

LAND USE



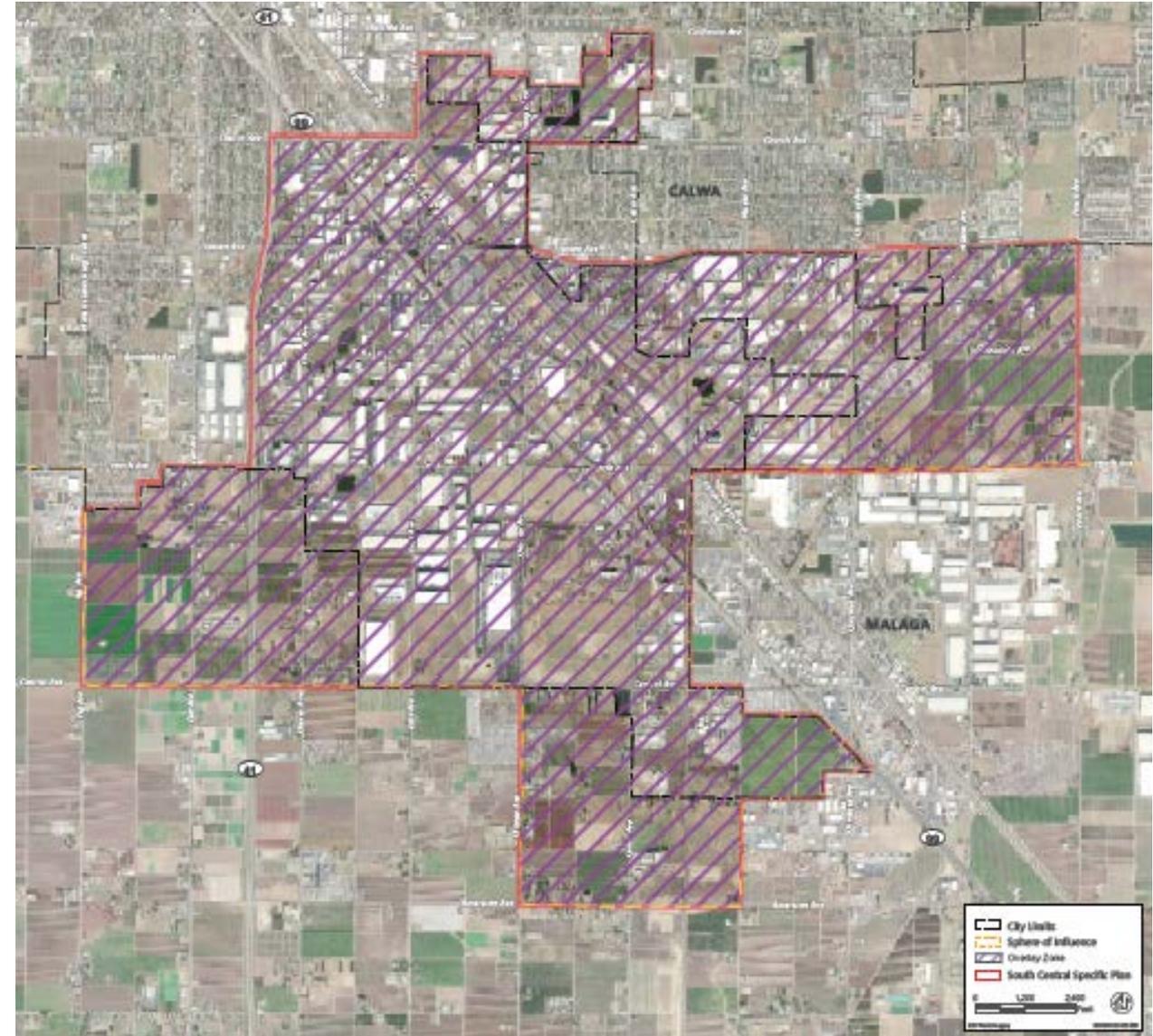
EXISTING PLANNED LAND USE



EMERGING LAND USE CONCEPT

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 community goals



WHAT WILL THE OVERLAY ADDRESS?

Protections for
Existing Residences

Protections for
Existing Businesses

Allowed / Restricted
Uses

Buffers / Development
Standards Adjacent to
Residential

Community Benefit
Fund

STATION EXERCISES – 15 MINUTES EACH

1

VISION, GUIDING PRINCIPLES, & POLICIES



SOUTH CENTRAL SPECIFIC PLAN

VISION & GUIDING PRINCIPLES

VISION

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 PRINCIPALS

- 1 Neighboring uses should develop and participate in a "Good Neighbor" policy to provide neighbors with clear and transparent access to information regarding community development and assist in addressing disputes or concerns.
Neighbors should have clear and transparent access to information regarding the community in which they live and work.
- 2 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.
- 3 Development creates *should encourage* a diverse aggregation of employment opportunities, including *creating* an accessible and resilient employment zone.
- 4 *Water efficient* landscape buffers should be established adjacent to existing residential uses to reduce impacts on the community.
- 5 Existing development trends and circulation patterns should be considered to avoid potential environmental and neighborhood impacts.
- 6 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.

VISIÓN

El Plan Especifico del Centro Sur es una área que se caracteriza por el desarrollo que maximiza el beneficio económico y el crecimiento del empleo para los residentes, al tiempo que reduce los impactos en el medio ambiente y mejora la calidad de vida.



GUÍA DE PRINCIPIOS

- 1 Usos vecinales deben crear y participar en una política del "Buen Vecino" para dar a los vecinos acceso claro y transparente a la información sobre el desarrollo de la comunidad y ayudar a resolver disputas o preocupaciones.
Usos vecinales deben crear y participar en una política del "Buen Vecino" para abordar controversias o preocupaciones.
- 2 El desarrollo debe ser concéntrico construido en una manera en que los usos industriales pesados y otros usos con intensidades altos estén localizados en el núcleo central y usos con intensidades bajas estén localizados en los bordes exteriores del plan, resultando en menores impactos ambientales cerca de los usos residenciales existentes y otros usos sensibles.
- 3 El desarrollo *debe animar* crea una agregación de oportunidades de empleo diverso, *creando inclusa de* una zona de empleo accesible y resiliente.
- 4 Barreras paisajísticas y *eficiente en agua* deben establecerse adyacente a usos residenciales existentes para reducir impactos a la comunidad.
- 5 Tendencias de desarrollo y patrones de circulación existentes deben ser considerados para evitar impactos ambientales y a la comunidad.
- 6 Las carreteras de 99 y 41 deben ser transformados como unas puertas de entrada a la ciudad. Paisajismo y diseño arquitectónico pueden mejorar la calidad visual al entrar a la ciudad desde el sur.



SOUTH CENTRAL SPECIFIC PLAN

REVIEW OF POTENTIAL POLICIES

TRANSPORTATION POLICES

Trucks

T-1: Establish and enforce truck routes to avoid neighborhoods and consider existing roadway capacities and conditions

T-2: Ensure truck routes are safe for pedestrians and bicyclists

T-3: Limit truck idling times

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* traffic calming 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

T-12: Consider a funding mechanism to pre-fund infrastructure improvements prior to allowing development to occur

T-13: Improve and maintain sidewalks

EMPLOYMENT/COMMUNITY DEVELOPMENT

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

E-4: Develop policies and programs to attract lower emission and greener industries

Job Training and Employment

E-5: Promote job training programs such as Career ~~E-4:~~ Technical Education, adult education, internships, mentoring, and apprenticeships

E-6: Connect businesses with training and education ~~E-5:~~ partners

E-7: Connect residents to existing training programs ~~E-6:~~ and to jobs in their neighborhoods

E-8: Locate a new job training center in or near the ~~E-7:~~ plan area

E-9: Collaborate with Fresno City College to establish ~~E-8:~~ a job training program that can serve as a source of readily-employable persons for surrounding businesses

E-10: Prioritize hiring local residents ~~E-9:~~

Public Noticing

PN-1: Establish new noticing requirements for all project types.

Internet Access and Computer Literacy

E-11: Increase public access to quality internet service

E-12: Prioritize fiber connectivity in the plan area

E-13: Develop computer literacy programs and assist with online job applications

Community Benefit District

~~CBD-1:~~ Consider community benefit agreements with benefits such as living wage requirements, local hiring goals, and job training programs

CBD-1: Consider a Community Benefit Fund (i.e., fee on new development) to pay for ~~air filtration systems~~ measures such as air filtration systems, dual-paned windows, parks, job training programs, and job fairs near the plan area

~~CBD-3:~~ Install double-paned windows in homes next to major sources of noise

~~CBD-4:~~ Consider a Community Benefit Fund to pay for the creation and maintenance of new parks in the plan area

CBD-2: Encourage business and residential partnerships to assist in increasing communication and transparency and to provide a mechanism to raise concerns

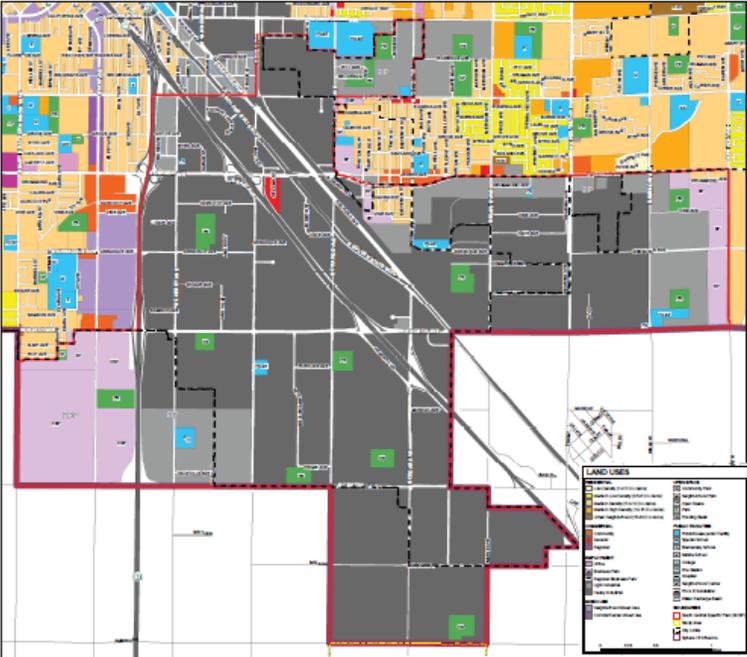
CBD-3: Investigate opportunities to develop and resilient green buffers between existing industrial and residential uses

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STATION EXERCISES – 15 MINUTES EACH

2 LAND USE

City of **FRESNO**
**SOUTH CENTRAL SPECIFIC PLAN
LAND USE CONCEPTS**



EXISTING PLANNED LAND USE USO PLANIFICADO DE LAS TIERRAS – EXISTENTE

Description The existing General Plan land use map identifies the planned land uses approved in the City's General Plan. It does not necessarily reflect the existing use of properties in the plan area. The area is largely designated heavy industrial with some light industrial and business park designations.

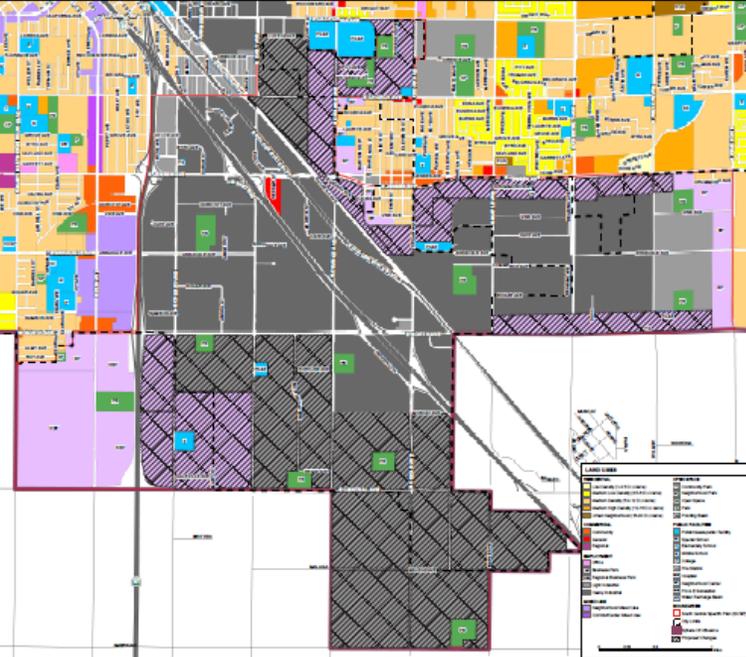
Descripción El mapa existente del Plan General del Uso de las Tierras identifica el uso planificado de las tierras aprobadas en el Plan General de la Ciudad. No refleja necesariamente el uso de las propiedades existentes en el área del plan. Esta área en la mayoría es de uso industrial pesada y también con algunas designaciones industriales ligeras y parque empresarial.

Current Protections for Existing Business and Residential Uses

- Legal non-conforming uses may continue indefinitely
- May NOT expand, improve or remodel

Vigente Protecciones para Negocios y Usos Residenciales Existentes

- Usos legales que no conforman pueden continuar indefinidamente
- No pueden expandir, mejorar, o remodelar



EMERGING LAND USE CONCEPT USO PLANIFICADO DE LAS TIERRAS – CONCEPTO EMERGENTE

Description The emerging land use concept would revise the area's land use designations to focus heavy industrial in the core of the plan area, designate light industrial on the outer edges, and establish business park land use designations as a buffer near existing residential properties.

Descripción El concepto emergente de el mapa revisa los usos de las tierras, poniendo el uso de la industria pesada en el centro de la área del plan, industria ligera en el borde exterior, y usos de parque empresarial juntos a usos residenciales existentes para servir como amortiguador.

Proposed Protections for Non-conforming Businesses and Residential Uses

- Non-conforming uses may continue indefinitely
- Non-conforming uses may expand, remodel or improve
- Existing businesses would be subject to new buffering requirements and must contribute to community benefit fund upon expansion

Protecciones Propuestas para Usos de Negocios y Residenciales Legales que No Conforman

- Usos legales que no conforman pueden continuar indefinidamente
- Usos legales que no conforman pueden expandir, mejorar, o remodelar
- Negocios existentes estarían sujeto a requisitos de amortiguación nuevos y deberían pagar en un fondo de beneficios comunitarios

STATION EXERCISES – 15 MINUTES EACH

3 BUFFERS

City of **FRESH** SOUTH CENTRAL SPECIFIC PLAN **BUFFERS**

SHARED PROPERTY LINE BETWEEN INDUSTRIAL AND RESIDENTIAL/PUBLIC USES

A B C

INDUSTRIAL USES FRONTING PUBLIC STREETS

A B

STATION EXERCISES – 15 MINUTES EACH

4

COMMUNITY BENEFITS & BEING A GOOD NEIGHBOR



SOUTH CENTRAL SPECIFIC PLAN

BEING A GOOD NEIGHBOR & COMMUNITY BENEFITS



BEING A GOOD NEIGHBOR SER UN BUEN VECINO

Description

Being a good neighbor involves the commitment to building and maintaining good relationships with community members. One key aspect of this is communication. The Specific Plan could include a good neighbor policy regarding communication between members of the community, including businesses, schools, and residents. Some potential communication platforms that could be used to facilitate discussion include:

- Town hall meetings
- Neighborhood associations
- Bulletin boards at community centers/schools
- Internet platform
- Social networking application (e.g. NextDoor)

Discussion Question

- ? What platforms would be best to communicate what's happening in the area?

Descripción

Ser un buen vecino significa el compromiso de crear y mantener relaciones buenas con miembros de la comunidad. Un aspecto fundamental es la comunicación. Este Plan Específico podría incluir una política de "Buen Vecino" de comunicación entre miembros de la comunidad como los negocios, las escuelas, y las residentes. Para facilitar la discusión, unas plataformas potenciales de comunicación pueden incluir:

- Reuniones Municipales
- Asociaciones Vecinales
- Tableros de Anuncios en Centros Comunitarios/Escuelas
- Una Plataforma de Internet
- Redes Sociales (ejemplo: NextDoor)

Discussion Question

- ? ¿Cuáles plataformas son las mejores para comunicar que está pasando en este área?



COMMUNITY BENEFIT FUND FONDO DE BENEFICIOS COMUNITARIOS

Description

The Specific Plan could create a community benefit fund and require that new development and/or major expansions of existing development pay a fair share contribution to fund community benefits. The fund could be used for the following benefits:

- Air Filtration Systems
- Air Monitoring
- Double-paned Windows
- Parks and Recreation
- Job Training
- Job Fairs

Discussion Questions

- ? What do you think about the idea of a community benefit fund?
- ? What other items should be considered for funding?

Descripción

El Plan Específico podría crear un fondo de beneficios comunitarios y requerirá desarrollo nuevo y/o expansiones grandes de desarrollo existente pagar su parte justa en el fondo del beneficio de la comunidad. Podrían usar el fondo para:

- Sistema de Filtración de Aire
- Monitoreo de Aire
- Ventanas de Doble Vidrio
- Parques y Recreación
- Formación Profesional
- Ferias de Empleo

Pregunta para Discutir

- ? ¿Que piensas de la idea del fondo de beneficios comunitarios?
- ? ¿Para que mas debería usar los fondos?



REPORT OUT AND PUBLIC COMMENTS – 30 MINUTES





THANK YOU

SEE YOU AT THE NEXT ADVISORY COMMITTEE MEETING ON MARCH 2, 2020!

FOR MORE INFORMATION PLEASE VISIT: WWW.FRESNO.GOV/SCSP

