## WORKSHOP AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
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<tbody>
<tr>
<td>5:30 – 6:00 PM</td>
<td>Welcome Presentation (30 min)</td>
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<tr>
<td>6:00 – 7:00 PM</td>
<td>Station Exercises (60 min)</td>
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<tr>
<td>7:00 – 7:15 PM</td>
<td>Report Out (15 min)</td>
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<tr>
<td>7:15 – 7:30 PM</td>
<td>Public Comments (15 min)</td>
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PUBLIC OUTREACH PROCESS

3 WORKSHOPS & STAKEHOLDER INTERVIEWS
JAN 13–15, 2020

COMMUNITY WORKSHOP
FEB 12, 2020

COMMUNITY WORKSHOP
FEB 25, 2020

ADVISORY COMMITTEE MEETING
FEB 6, 2020

ADVISORY COMMITTEE MEETING
FEB 18, 2020

ADVISORY COMMITTEE MEETING
MAR 2, 2020

Discuss Community Concerns & Potential Solutions

Develop Preliminary Policies, Strategies, & Land Use Options

Draft Recommendations for Specific Plan

WE ARE HERE

REVISE SPECIFIC PLAN

MAR 2020 – OCT 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.
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
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

VISION, GUIDING PRINCIPLES, & POLICIES

VISION
The South Central Specific Plan

VISIONÍN
El Plan Específico del Centro Sur

GUIDING PRINCIPALS
Neighboring users 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.

Development should be consistent so that heavy industrial and large retail users are located in the center core area and smaller users are located in the suburban area resulting in lower environmental impacts near existing residential uses and other sensitive uses.

Development creates demand/encourages a diverse aggregation of employment opportunities, including creating an accessible and resilient employment zone.

WATER efficient landscape streets should be established adjacent to existing residential users to reduce impacts on the community.

Existing development trends and circulation patterns should be considered to avoid potential environmental and neighborhood impacts.

Highway 199 and 41 should be transformed into a gateway into the City. Landscaping and architectural design can enhance the visual quality when entering into the City from the south.

GUÍA DE PRINCIPIOS
Los vecinos deben crear y participar en una Política de “Buen Vecino” para dar a los vecinos acceso claro y transparente a la información relacionada con el desarrollo de la comunidad y ayudar a resolver disputas o preocupaciones.

El desarrollo debe ser consistente y se debe ubicar empresas pesadas y grandes en el área central y usos de intermedio bajo entre localizadas en los barrios intermedios del plan. Resultará en menores impactos ambientales cerca de los usos residenciales existentes y otros usos similares.

El desarrollo debe ser sustentable y crear una aggregación de oportunidades de empleo diverso, creando inclusión de una zona de empleo accesible y resiliente.

Visiones, perspectivas y objetivos deben establecerse de manera coherente y congruente con la comunidad.

Reducción de demanda y patrones de circulación existentes deben ser considerados para evitar impactos ambientales y a la comunidad.

Los corredores de 199 y 41 deben ser transformados como puertas de entrada a la ciudad. Perspectivas y diseñadores arquitectónicos pueden mejorar la calidad visual al entrar a la ciudad desde el sur.

EMPLOYMENT/COMMUNITY DEVELOPMENT

Economic Development
1.1 Coordinate a regional economic development strategy and monitor trends, emerging markets, and new technologies.
2.2 Implement programs to attract diverse new businesses and industries
3.3 Consider establishing a funding grant program for small businesses
4.4 Develop policies and programs to attract lower emissions and greener industries

Job Training and Employment
6.1 Promote job training programs such as Career Technical education, adult education, internships, mentoring, and apprenticeships
6.2 Connect businesses with training and education partnerships
6.3 Connect residents to existing training programs and to jobs in their neighborhoods.
6.4 Locate a new job training center in or near the City plan area
6.5 Collaborate with Fresno City College to establish a job training program that can serve as a source of readily employable persons for surrounding businesses.
6.10 Prioritize hiring local residents

Public Noticing
7.8 Establish new noticing requirements for all project types
STATION EXERCISES – 15 MINUTES EACH

2 LAND USE
STATION EXERCISES – 15 MINUTES EACH

3 BUFFERS
STATION EXERCISES – 15 MINUTES EACH

COMMUNITY BENEFITS & BEING A GOOD NEIGHBOR

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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?

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?

¿Qué piensas de la idea del fondo de beneficios comunitarios?

¿Para que más debería usar las 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