

# SOUTH CENTRAL SPECIFIC PLAN

ADVISORY COMMITTEE MEETING – MARCH 2, 2020



# MEETING AGENDA

**Welcome – Roll Call**

**Adoption – Ground Rules for Discussion**

**Review of Public Input Received**

**Public Comment**

**Discussion of Recommendations**

**Next Steps**

**Adjourn**



# GROUND RULES FOR DISCUSSION - ADOPTION





# OVERVIEW OF PUBLIC INPUT RECEIVED TO DATE



# 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.*



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## 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 a Gateways.** Highways 99 and 41 should be transformed as a gateways into the City. Landscaping and architectural design can improve the visual quality when entering into the City from the south.

# BEING A GOOD NEIGHBOR & COMMUNITY BENEFITS



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

- ? ¿Quales plataformas son las mas mejores para comunicar que esta 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 las fondos?

## ADDITIONAL FEEDBACK RECEIVED – PRINCIPLES/ BEING A GOOD NEIGHBOR

- Principles should better represent the resident perspective by discussing quality of life and protections for residents
- Guiding Principle #6 (*Highways 99 and 41 as a Gateways*) be further refined to address trash clean-up along the highway
  - Also discussed: moving the welcome arch
- Importance of a combination of communication methods to include those who do not have internet access
- Importance of ensuring the fund pay for community-prioritized items not already funded through other programs
- Importance of a community benefits agreement to ensure local hire requirements

# 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**

# ADDITIONAL FEEDBACK RECEIVED - POLICIES

## TRANSPORTATION

- Construction of an overpass over the railroad to prevent idling
- Use of zero emission busses
- Widen highways and freeway interchanges
- Truck route enforcement policies

## EMPLOYMENT/COMMUNITY DEVELOPMENT

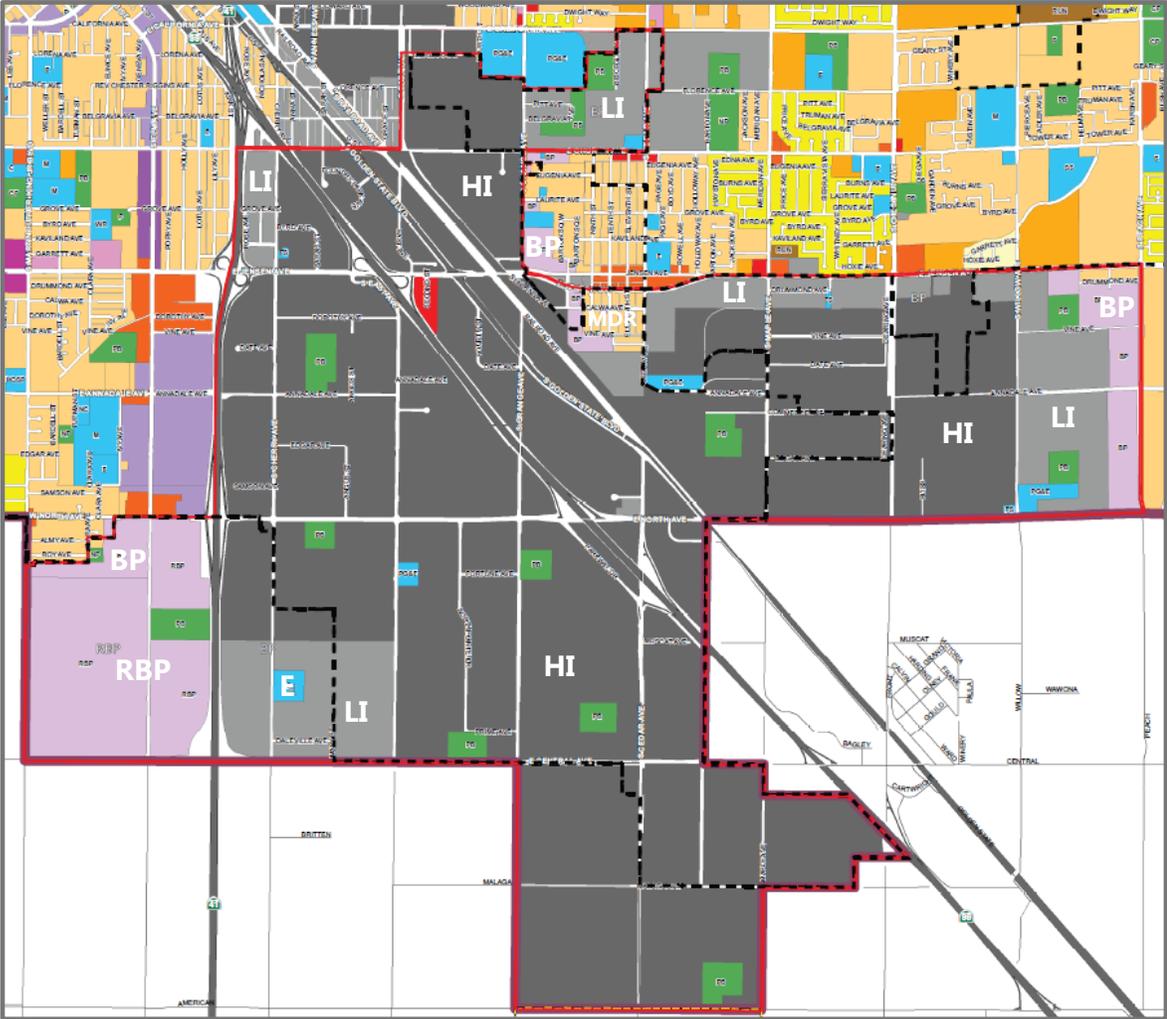
- Retaining policy requiring community benefit agreements with new businesses
- Prioritize and enforce local hire standards
- Include bus pass funding for residents as part of the Community Benefits Fund
- Businesses should be required to provide noticing to surrounding properties for periods of disruptive industrial operations
- Develop affordable homes/new community in a different area and provide incentives for residents to relocate

# ADDITIONAL FEEDBACK RECEIVED - POLICIES

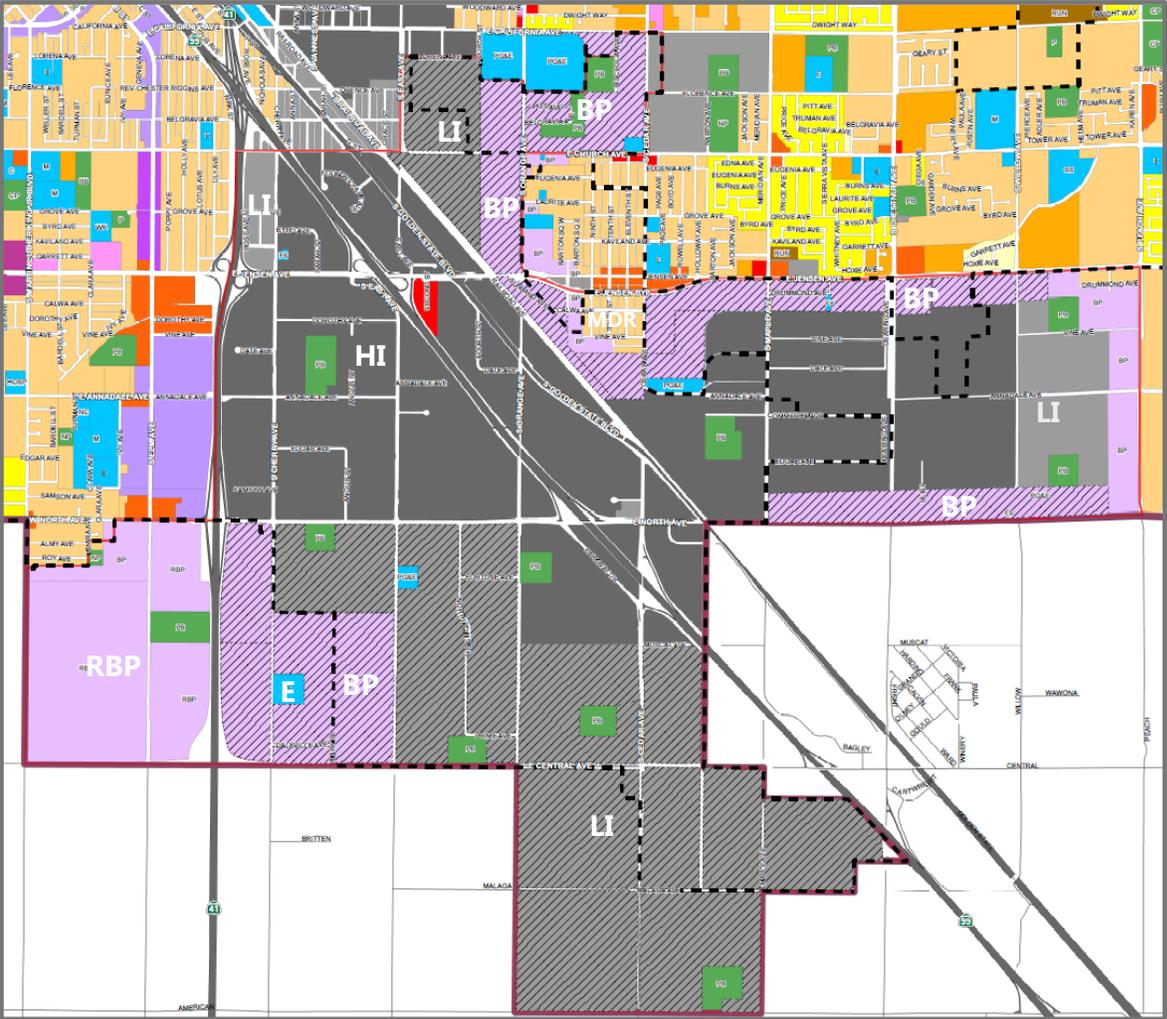
## AIR QUALITY AND ENVIRONMENTAL IMPACTS

- New industrial developments pay for water and sewer connections for existing residents
- Require LEED certified buildings in new development
- Require developers to add landscaping and ensure it is maintained
- Policy L-1: Consideration should be made for the possibility of safety issues or theft due to dimmed lighting
- Awareness should be raised regarding illegal dumping, including:
  - Trash pick-up days
  - Providing a task force for dumping/garbage issues
  - Ensure faster response from code enforcement

# LAND USE



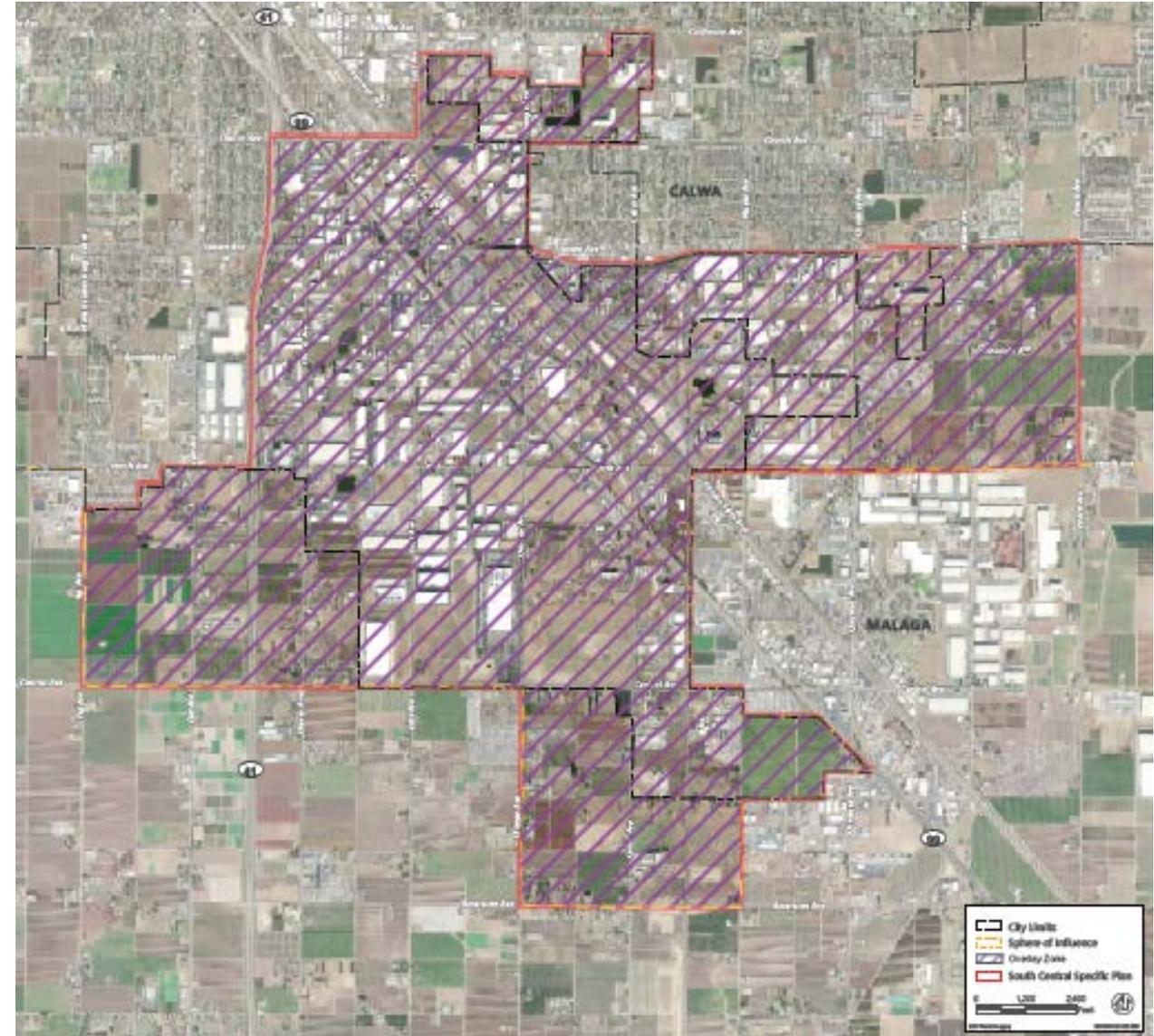
EXISTING PLANNED LAND USE



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



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# 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

# ADDITIONAL FEEDBACK RECEIVED – BUFFERS



- In favor of loading docks be placed behind the building
- Additional setbacks recommended for buildings near sensitive uses
- Green spaces should be increased, maintained, and landscaping be drought tolerant
- Visual barriers and reductions in light spillage/glare recommended
- Importance of providing developers with options
- Importance of encouraging development by not placing too many restrictions
- Needs of new development and needs of residents must be balanced
- Setback distances must be conscious of space limitations
- Need for buffers along highways and high speed rail

## ADDITIONAL FEEDBACK RECEIVED – LAND USE

- Support for land use changes to business park near residential uses
- Encouraged increased buffers between industrial and residential
- Reduction of heavy industrial would benefit public health
- Southeastern portion of plan area (near Malaga) should also be changed to business park
- Provide more residential uses near Daleville and Orange Center Elementary school
- More access to services: stores, clinics, and green space
- Overlay zone should not allow existing industrial uses to expand in areas where heavy industrial will be changed to light or business park
- Facilities that emit strong odors should not be permitted
- Concerns regarding rezoning consequences and impacts on existing businesses
- No more residential uses should be allowed near industrial uses
- Regional business park land use designation in the southern portion of plan area may not be realistic
- The proposed business park designation closest to Malaga was unnecessary as it was surrounded by industrial uses, not residential uses
- Concerns regarding removing heavy industrial land use designation in the southern portion of the plan area
- Create a green zone as a buffer for residential uses in place of business park designation along Jensen avenue and along other residential uses



# PUBLIC COMMENT





# DISCUSSION & FINAL VOTE ON RECOMMENDATIONS



# NEXT STEPS





# THANK YOU

**FOR MORE INFORMATION PLEASE VISIT: [WWW.FRESNO.GOV/SCSP](http://WWW.FRESNO.GOV/SCSP)**