



SOUTH CENTRAL SPECIFIC PLAN VISION & GUIDING PRINCIPLES

Adopted Recommendations

Vision

The South Central Specific Plan area is characterized by development that maximizes economic benefit with 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.** New development should be located so that heavy industrial and other high intensity uses are located away from 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 plan area.



SOUTH CENTRAL SPECIFIC PLAN REVIEW OF POTENTIAL POLICIES

Adopted Recommendations

Transportation Policies

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: Expand bus area service and 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: Build, repair and maintain roads in good condition

T-8: Consider traffic calming studies

T-9: Install traffic control or traffic safety measures to include bike lanes

T-10: Install street lighting for public safety and visibility

T-11: Install crosswalks and traffic calming measures 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

Air Quality and Environmental Impacts Policies

Air Filters and Monitoring

AQ-1: Install air filtration systems in businesses to protect homes and schools

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 receptive school districts

AQ-3: Implement dust reduction measures near sensitive uses, including the installation of wind barriers and regular street sweeping

Vehicle/Equipment and Operation Standards

AQ-4: Increase electric vehicle charging stations and alternative fuel stations

AQ-5: Seek out funding sources to assist warehouses and industrial uses to transition to near-zero emissions technology

AQ-6: Consider construction of near zero fueling stations (i.e. CNG/Hydrogen)

AQ-7: Encourage commercial landscapers to use electric gardening equipment such as lawn mowers and leaf blowers

AQ-8: Ensure loading docks and emission-generating equipment are located away from homes and schools

AQ-9: Incentivize all construction equipment to follow the "Construction Clean Fleet" standards as identified by the San Joaquin Valley Air Pollution Control District under Rule 9510 Indirect Source Review (ISR)

AQ-10: Open a dialogue with businesses to encourage changing warehouse shift times so they do not overlap with commute and school traffic times

AQ-11: Conduct a traffic study during high peak times (ex. Tuesday and Saturdays due to Cherry Auction) to include potential road widening plans

Noise

N-1: Establish noise standards that are protective of residential and other noise-sensitive uses

N-2: Identify noise-impacted areas in the plan area

N-3: Protect noise-impacted areas through effective noise mitigation measures such as barriers, berms, design and placement of buildings, sound absorbing materials, and vegetation

N-4: Require new sources of noise to use the best available technology to minimize noise

N-5: When designing and improving streets and highways, consider measures to reduce traffic noise

Light and Glare

L-1: Incorporate measures such as shielding or dimming to reduce outdoor lighting impacts

Green Barriers/Tree Coverage/Beautification

GB-1: Require buffers between new industrial development and existing neighborhoods

GB-2: Install solid barriers or vegetative buffers between emissions sources and schools, daycares, medical offices, and homes

GB-3: Increase coverage of parking lots to avoid the "heat island effect"

GB-4: Create a Green Street Tree Planting Program, prioritizing areas with few trees

GB-5: Coordinate with Tree Fresno on a Community Landscapes Plan

GB-6: Support dual use of drainage facilities such as ponding basins and canals

GB-7: Establish landscaping and site design standards for new businesses and industry, especially next to existing neighborhoods

GB-8: Transform Highways 99 and 41 into gateways into the Plan Area through landscaping and architectural design

Energy and Green Building

EGB-1: Reduce energy consumption and promote energy efficiency through education, conservation programs, building design/operation standards, and incentive programs

EGB-2: Incentivize private solar installations by providing information about financing and by expediting the permit process

EGB-3: Encourage installation of solar panels, battery storage, and zero-emission backup electricity generators at distribution centers

Water

W-1: Protect groundwater and surface water by regulating sewage disposal facilities and preventing contaminating uses

W-2: Implement a periodic water quality testing program in areas where contamination has been an issue

W-3: Provide supplemental water resources to areas already impacted by groundwater quality and quantity degradation

W-4: Identify funding tools to expand water system access in and near the plan area

W-5: Require new development to implement water conservation measures and to contribute towards expanded and upgraded facilities

W-6: Reduce water consumption through education, conservation standards, landscaping standards, retrofit programs, and incentive programs

W-7: Seek funding to expand water facilities to neighbors within the plan area.

Solid Waste and Illegal Dumping

SW-1: Establish community sanitation programs to address litter clean-up and illegal dumping

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 incentives to attract lower emission and greener industries

Job Training and Employment

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

E-6: Connect businesses with training, education, and local community partners

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

E-8: Locate a new job training center accessible to job seekers

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

E-10: Prioritize hiring local residents

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 a Community Benefit Fund to pay for measures such as air filtration systems, dual-paned windows, parks, job training programs, and job fairs near the plan area

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

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

CBD-4: Seek out funding to pay for dual-use ponding basins and green areas.

CBD-5: Research community benefit agreements around the country to determine how they could work and be funded in this plan area.

Public Noticing

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