

CITY OF FRESNO
SOUTHEAST DEVELOPMENT AREA
SPECIFIC PLAN POLICY DRAFT

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INTRODUCTION

Can Fresno grow in ways that equitably expand our economy and housing stock while protecting public health? Can “greenfield” growth occur that pays its own way and does not negatively affect existing neighborhoods? Can we build communities where schools, shopping, and parks are within walking distance of every student, worker, and resident? Can we attract and keep highly educated workers and raise the collective potential of our diverse population?

The answer to all these questions is YES. The Southeast Development Area (“SEDA”) Plan (the “Plan”) is our opportunity to design and implement a vision that achieves these goals and serves as an example for cities in the Central Valley and across California.

SEDA Opportunities

By comprehensively planning for the nearly 9,000-acre growth area, we are able to address wide-ranging infrastructure, housing, employment, environmental, fiscal, and community challenges associated with accommodating a large increment of the City’s growth. Planning at this scale allows us to design and phase infrastructure improvements that are more efficient, environmentally sensitive, and cost-effective. We can address mobility within and across town centers, neighborhoods, schools, and open spaces by comprehensively planning roadways, high quality transit service, and safe walking and biking connections. And we can plan for a diversity of housing and commercial opportunities that better meet the needs of current and future households and businesses.

Addressing Our Challenges

Fresno is experiencing significant challenges. Our urban area has undergone unprecedented change in a very short time. The COVID-19 pandemic caused shutdowns of small businesses and a rapid transition to remote work and school in 2020, exacerbating an already weakening retail sector and causing dramatic shifts in work and home routines. In addition, housing prices and rents skyrocketed. Combined with the significant unemployment caused by the pandemic, this makes housing a critical issue.

Affordability & Housing

Despite the housing boom of the past decades, many of Fresno’s families are experiencing difficulties making ends meet in a world of increasing rent, food, energy, gasoline, and water prices. Communities, where most trips are made by car and where jobs are distant from housing, face higher fuel and other

transportation costs. In addition, the detached single family homes which have dominated the Fresno housing market for the past decades require greater spending on heating, cooling, and water bills than smaller more efficient homes and multi-family housing.

Current conditions, exacerbated by the COVID-19 pandemic, place homelessness and housing affordability as critical concerns. According to the California Affordable Housing Partnership (May 2021 report), over 35,000 Fresno County households do not have access to affordable housing. Furthermore, 74% of extremely low income households are paying more than 50% of their income for housing, compared to just 4% of moderate income households. This combined with a historically low rental vacancy rate of 1.7%, a shortage of diverse rental options, specifically between \$500 and \$1,000 per month, and a shortage of home ownership opportunities, means that Fresno needs more housing, specifically affordable units. This lack of affordable and available housing has driven people to look outside of Fresno and into county and rural areas, further exacerbating air quality, greenhouse gas, and other environmental concerns.

Fresno and the Cities of the Central Valley are at a Crossroads

Growth in Fresno and the Valley is projected to continue at a rapid pace. Fresno County is expected to grow by almost 250,000 people by 2050 (Fresno Council of Governments, 2020), the majority of whom will settle in the Fresno-Clovis Metropolitan Area, further stretching environmental and fiscal resources. Will we continue to grow as we have been, or will we strike out on a new path, setting a bold standard for equitable, sustainable, and economically robust growth that capitalizes on our assets and preserves what we love about our communities?

In planning for the next major increment of housing and jobs growth, Fresno has the rare opportunity to face up to its challenges and establish a new paradigm that meets emerging market demands, provides much-needed diversity in housing stock, and enriches our communities with safe, walkable, and inspiring urban environments.

We are at a crossroads, and the time to choose the responsible path is now.

Path Forward

The SEDA Plan is framed within three significant and interrelated goals: fiscal responsibility, social equity, and environmental sustainability. The Plan and policies that form its implementation framework are formulated and coordinated to meet the criteria of these overlapping goals.

DOCUMENT PURPOSE & NEXT STEP

The SEDA Specific Plan Policy Draft seeks to provide the public with an opportunity to review the Policy Framework completed to date in the development of the SEDA Specific Plan.

These policies can be seen as the foundation to establishing the SEDA vision—the beginning. While reviewing this document, the City asks the public to help build the structure to implement the Plan with additional recommended policies. How can equitable, sustainable development become a reality?

The City commits to honoring the extensive community input received during the initiation of the Plan's land use map by continuing to offer multiple opportunities for engagement. Public comment is welcomed in all forms (verbal, written, electronic) as well as in-person during three City-hosted workshops throughout Spring 2022—see below for more information. Additionally, staff are happy to attend pop-up events, neighborhood meetings, religious congregations, etc. to ensure all voices contribute to the equitable, fiscally responsible, and environmentally conscious *development of SEDA*.

To learn more visit www.fresno.gov/SEDA.

To provide feedback visit [survey monkey link]

Email Shawn.Monk@fresno.gov

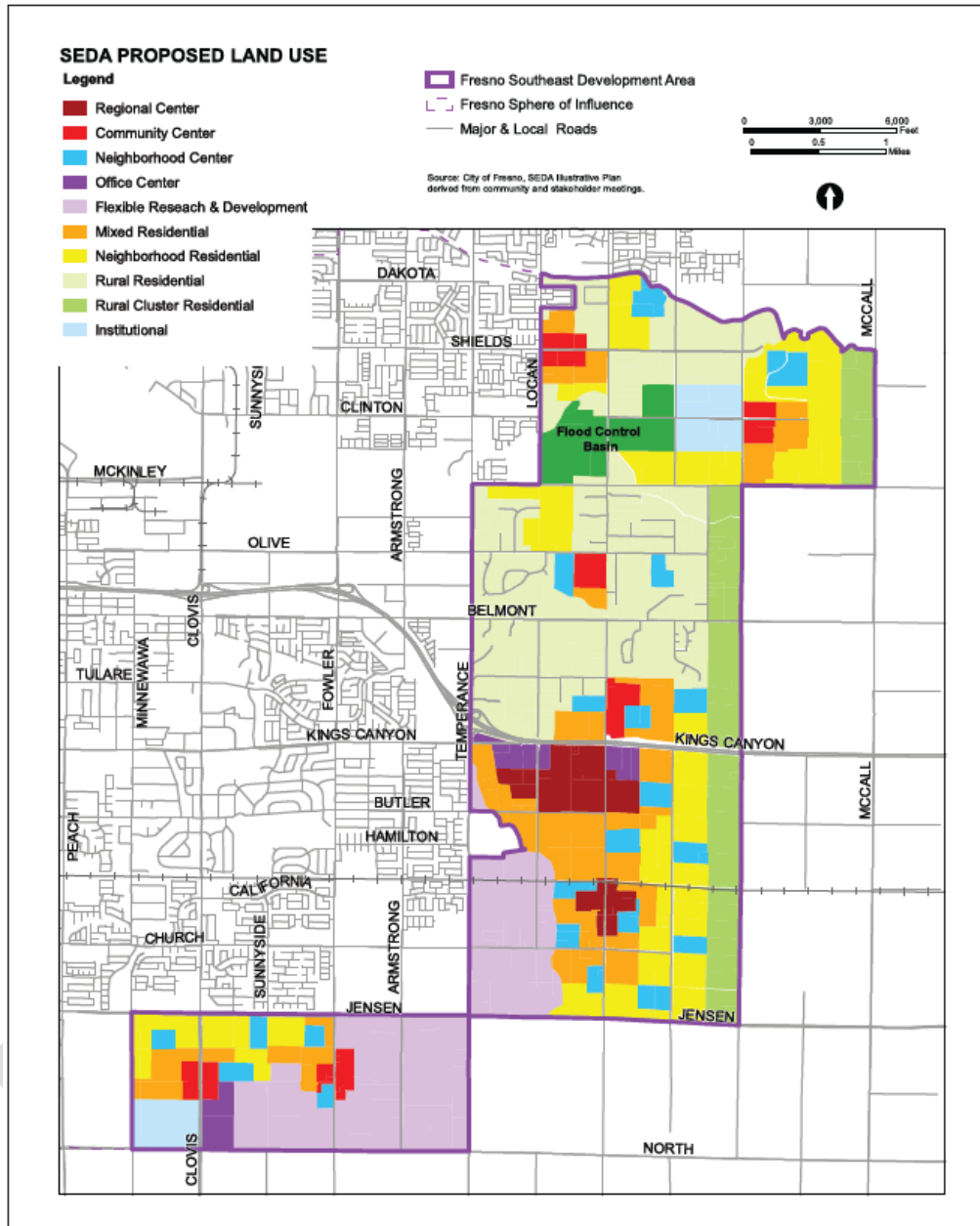
Call (559) 621-8031

DOCUMENT ELEMENTS

URBAN FORM ELEMENT

Introduction

Rapid growth in the San Joaquin Valley over the next 50 years will present major challenges, highlighting the need for sustainable and livable growth solutions. SEDA will set targets for vehicle miles traveled, reduced traffic congestion and air pollution, reduced greenhouse gas emissions, and the efficient use of limited energy and water resources. Comprehensively planning for the 9,000-acre SEDA Plan area presents opportunities to positively impact environmental, fiscal, and quality of life measures in ways that would not be feasible with smaller, more fragmented planning. The plan links a series of complete communities and mixed-use centers with a multi-modal transportation network connecting people to destinations within and beyond the Southeast Development Area. The fundamental component of a specific plan is the Land Use Map and the district standards that will guide the vision of the plan. Below is a series of exhibits that showcase the Land Use vision, a description of the Land Use districts that make up the map, and the associated standards for each Land Use District. The policies that will implement the chapter follow the exhibits.



Source: City of Fresno, SEDA Regulating Districts, 02/10/2022.

Exhibit 1: Proposed Land Use Map (Land Use District are outline in Exhibit X and in the policies below)

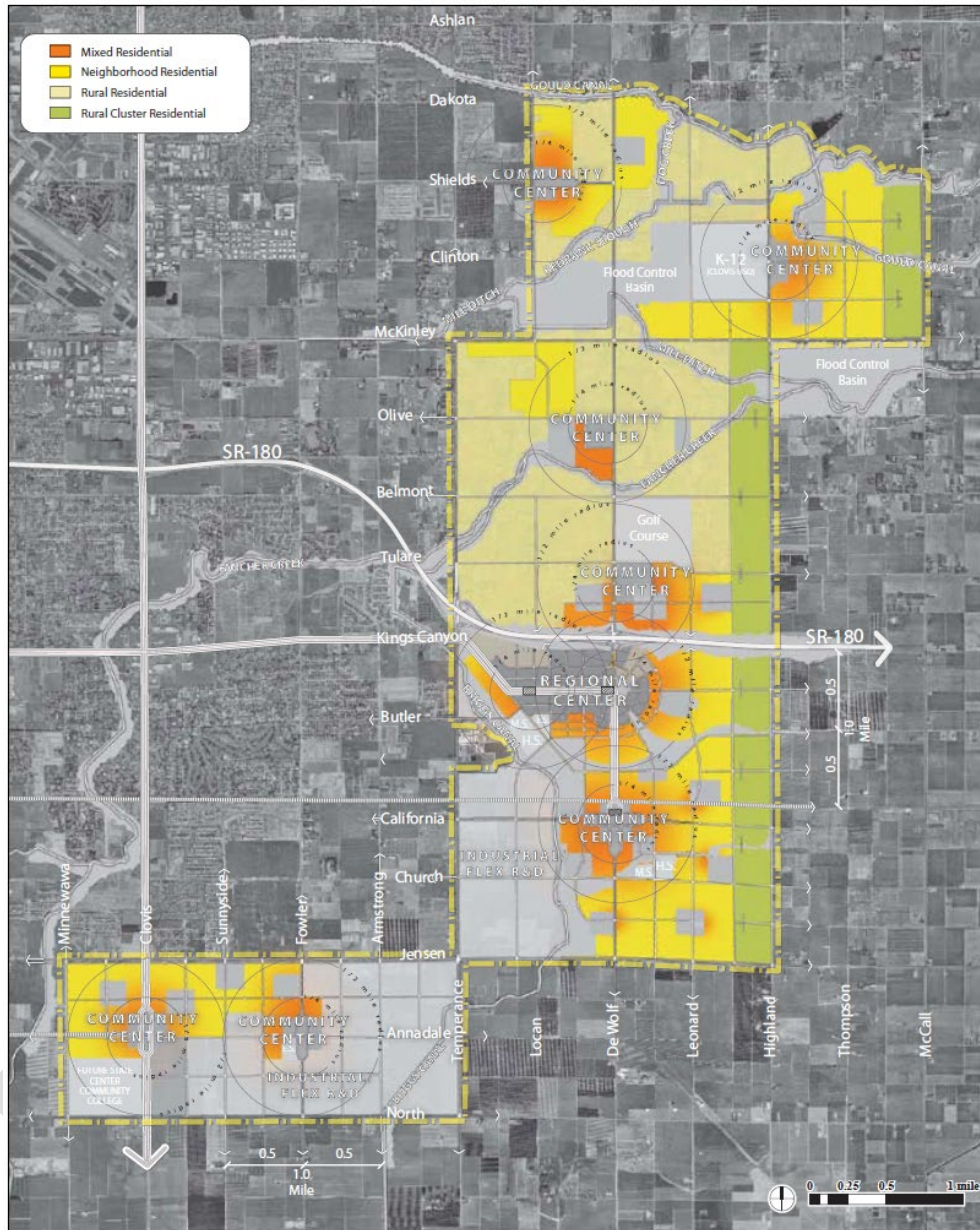


Exhibit 2: Illustrative Residential Districts Map – This map highlights all the Residential land in the SEDA Plan Area

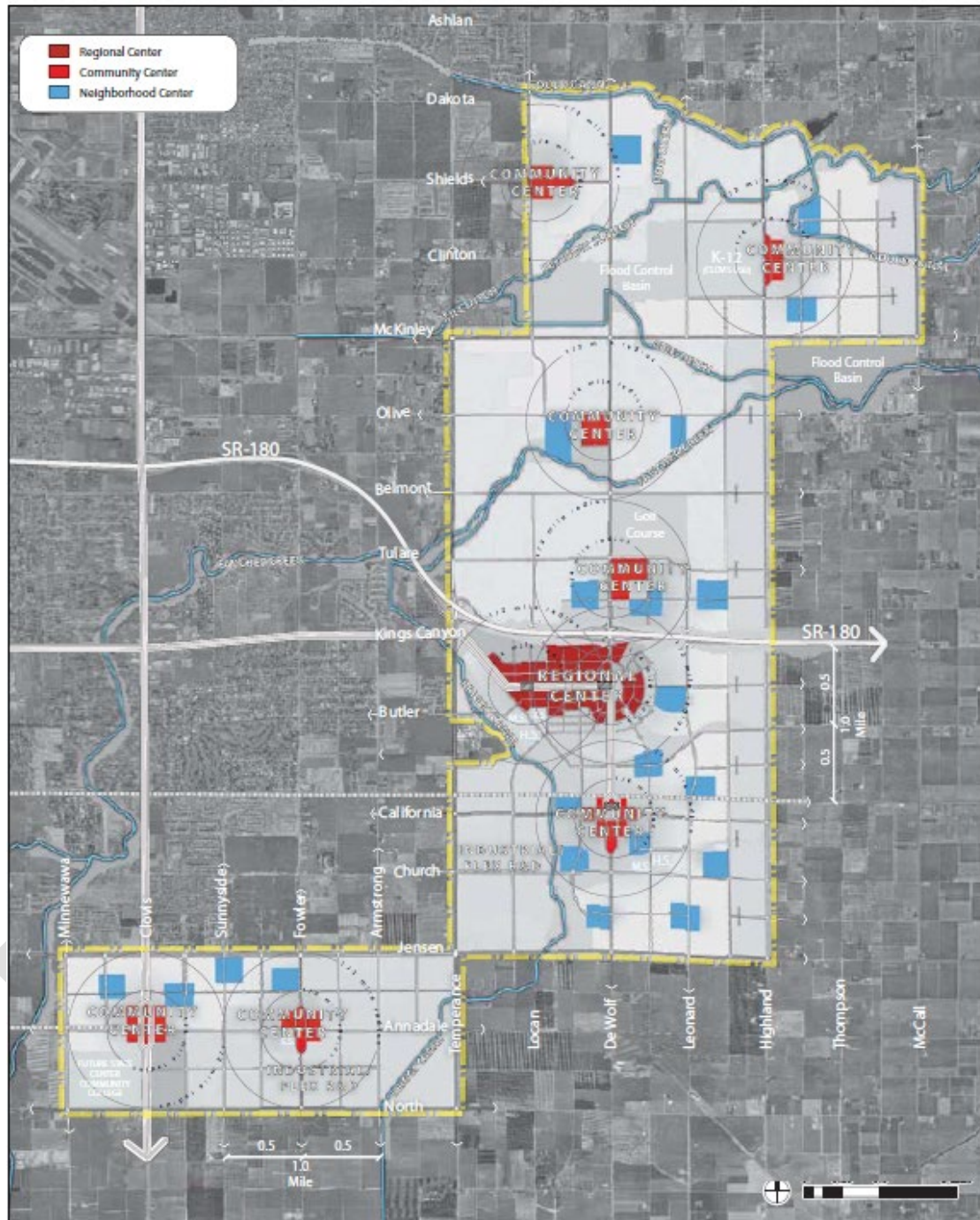


Exhibit 3: Illustrative Mixed-Use Town Centers Map – This map highlights all the Mixed Use Centers in the SEDA Plan Area

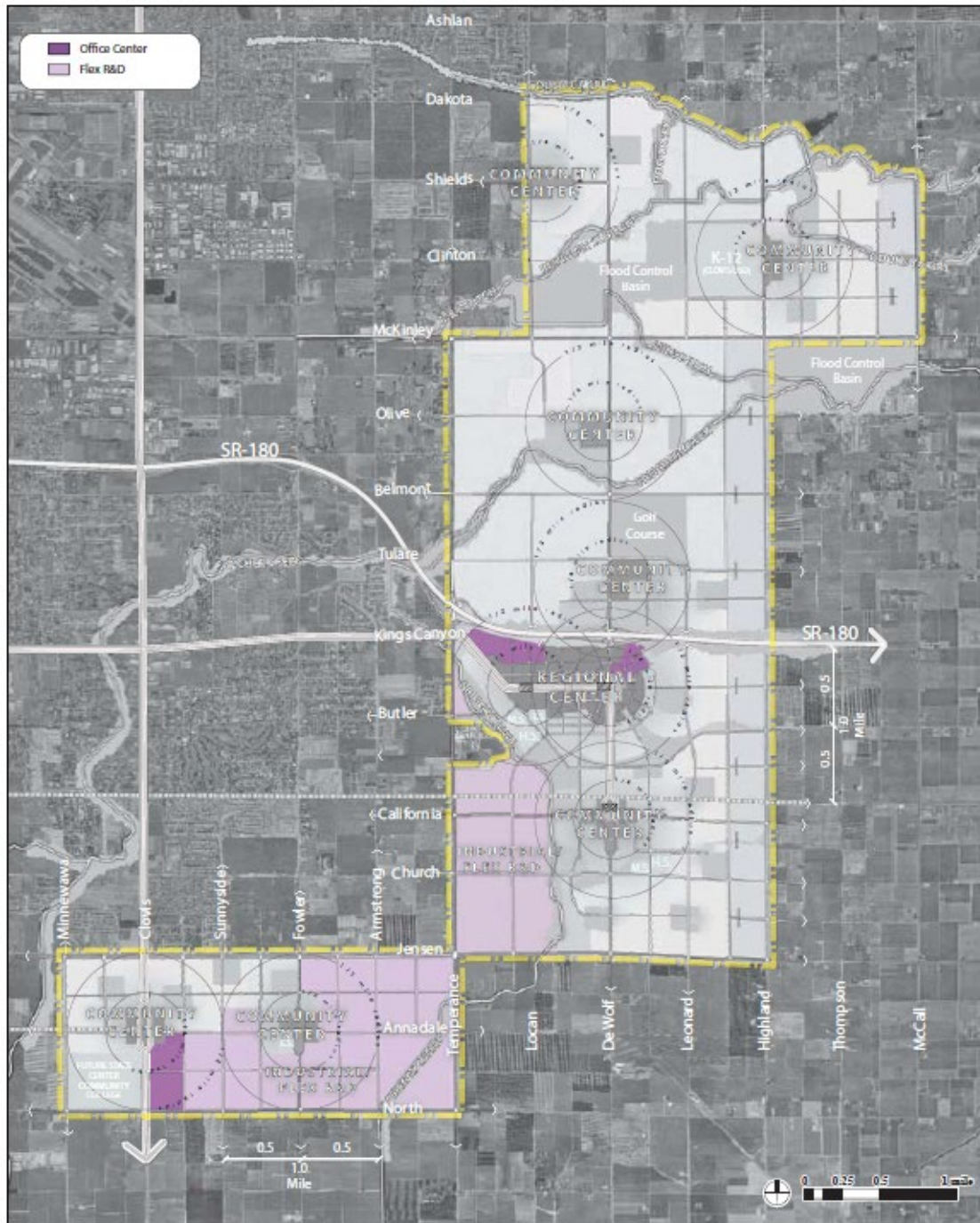


Exhibit 4: Illustrative Employment Districts Map – This map highlights all of the Employment Districts in the SEDA Plan Area

	REGIONAL CENTER	COMMUNITY CENTER	NEIGHBORHOOD CENTER	MIXED RESIDENTIAL	NEIGHBORHOOD RESIDENTIAL	RURAL CLUSTER	INSTITUTIONAL	OFFICE CENTER	FLEXIBLE R&D
Typical Size	100-175 acres	40-75 acres	20-30 acres	20-120 acres	20-120 acres	20-120 acres	3-40 acres	50-120 acres	50-300 acres
Frequency and/or Location	Approx. 1 per 40,000-60,000 households; Distributed relative to total population and access to transportation connections	Approx. 1 per 5,000-10,000 households; Typical grocery anchor; Distributed relative to pop. density and presence of other centers.	Approx. 1 per 1,500-2,000 households	Surrounding Regional and Community Centers	Surrounding Community and Neighborhood Centers	Located along eastern edge of SEGA	Located at the edge of Regional and Community Centers or along medium and high capacity transportation corridors	Located adjacent to Regional and Community Centers or along regionally significant transportation corridors	Located in close proximity to regionally significant transportation corridors
Mixed-Use Blocks	30-60%	30-60%	5-10%	5-10%	0-5%	0%	0-20%	5-20%	0-20%
Mix of Uses 20-80% retail, cinema, or hotel required each block; 30-80% other (as described at right)	Retail, Personal and Business Services, Office, Cinema, Grocery, Hotel, Residential, Civic, Park/Plaza	Retail, Local-Serving Personal and Business Services, Office, Cinema, Grocery, Hotel, Residential, Civic, Park/Plaza	Local-Serving Retail (Max. 10,000 sf), Grocery (Max. 10,000 sf), Restaurant/Cafe, Personal Services (Max. 10,000 sf), Civic, Residential, Park/Plaza	Local-Serving Retail and Personal Services (Max. 10,000 sf) below Residential	Local-Serving Retail and Personal Services (Max. 5,000 sf) below Residential		Local-Serving Retail and Personal Services (Max. 5,000 sf) below or adjacent to an institutional use	Local-Serving Personal and Business Services (Max. 5,000 sf) below or adjacent to an office use, Office	Local-Serving Retail (Max. 2,000 sf) adjacent to an industrial use.
Maximum Block Size	6 acres	6 acres	3 acres	3 Acres	3 Acres		6 acres	6 acres	10 acres
FAR Range (Net)	0.5 - 3	0.5 - 2	0.25 - 1	0.25 - 1	0.25 - 1		0.5 - 2	0.5 - 1	0.25 - 0.5
Minimum Frontage	80%	60%	60%	50%	50%		30%	30%	30%
Building Height	2-10 stories	2-5 stories	1-3 stories	1-3 stories	1-3 stories		1-5 stories	1-4 stories	1-4 stories
Commercial Blocks	10-25%	0-25%	0-10%	0%	0%	0%	0%	80-100%	80-100%
Permitted Uses	Office, Retail (15% Max.)	Office, Retail (15% Max.)	Office, Retail (15% Max.)					Office, Retail (5% Max.)	Industrial, Retail (5% Max.)
Maximum Block Size	6 acres	4 acres	3 acres					6 acres	10 acres
FAR Range (Net)	0.5 - 3	0.5 - 2	0.25 - 1					0.25 - 1	0.25 - 0.5
Minimum Frontage	60%	60%	60%					30%	30%
Building Height	2-10 stories	2-5 stories	1-3 stories					1-4 stories	1-3 stories
Residential Blocks	25-50%	15-40%	15-60%	80-95%	80-95%	92-96%	0%	0%	0%
Permitted Uses	Apartments, Condominiums, Townhomes, Retail (15% Max.)	Apartments, Condominiums, Townhomes, Duplexes, Retail (15% Max.)	Apartments, Condominiums, Townhomes, Duplexes, Small Lot Single-Family	Apartments, Condominiums, Townhomes, Duplexes, Small-Lot Single Family	Townhomes, Duplexes, Small and Medium/Standard Lot Single-Family	Medium/Standard Lot Single-Family, Large Lot Single-Family			
Maximum Block Size	3 acres	3 acres	3 acres	3 acres	3 acres				
Density Range (Net)	30-100 du/acre	25-80 du/acre	15-40 du/acre	8-60 du/acre	6-30 du/acre	0.1-0.5 du/acre			
Max Avg. Density (Net)	70 du/acre	55 du/acre	30 du/acre	25 du/acre	20 du/acre	0.5 du/acre			
Minimum Frontage	60%	60%	60%						
Building Height	2-10 stories	2-5 stories	1-3 stories	1-4 stories	1-3 stories	1-2 stories			
Civic Blocks	5% Min.	5% Min.	50% Min.	2% Min.	2% Min.	2% Min.	50% Min.	0% Min.	0% Min.
Permitted Uses	Civic Buildings, Child Care, Schools, Colleges	Civic Buildings, Child Care, Schools, Colleges	Civic Buildings, Child Care, Schools	Minor Civic Buildings	Minor Civic Buildings	Minor Civic Buildings	College, Vocational School, Child Care, Retail (5% Max.)	Minor Civic Buildings, Child Care	Minor Civic Buildings
Required Uses			Elementary School						
Maximum Block Size	3 acres	3 acres	3 acres (12 Acres for Elementary School)	6 acres	6 acres	6 acres	6 acres	6 acres	6 acres
Park Blocks¹	10% Min.	10% Min.	10% Min.	10% Min.	10% Min.	0% Min.	5% Min.	5% Min.	5% Min.
Permitted Uses	Neighborhood and Mini Parks, Community Gardens	Neighborhood and Mini Parks, Community Gardens	Neighborhood and Mini Parks, Community Gardens	Mini Parks, Community Gardens	Mini Parks, Community Gardens	Ponding Basins	Neighborhood and Mini Parks	Neighborhood and Mini Parks	Mini Parks and Ponding Basins
Maximum Block Size	3 acres	3 acres	3 acres	4 acres	4 acres		3 acres	4 acres	2 acres

Exhibit 5: Land Use District Standards Summary Table – This table summarized the standards of all the Land Use Districts in the Plan Area. Land Use Descriptions are included in the policies below.

Policies

Policy UF-1.1 Land Use Diversity. – Update the City Development Code to include Southeast Development Area Zone Districts and associated development standards to encourage land use diversity within the Plan Area.

Policy UF-1.2 Jobs-Housing Balance -- Maintain a target jobs-housing balance of at least 1 job to 1.25 housing units within the Plan Area.

Policy UF-1.3 Employment Centers – Emphasize employment-generating development within the Plan Area to expand Fresno’s employment base beyond traditional industries (as specified in the policies of Economic Opportunity Objective EO-2).

Policy UF-1.4 Housing Choices – Require housing choices affordable to a range of Fresno residents by meeting the housing policies of the Housing Choice and Affordability Element.

Policy UF-1.5 Public Facilities & Open Spaces – Build public infrastructure, facilities, and parks that meet the needs of Plan Area residents according to the policies and standards set in the Schools and Public Facilities, and Open Space and Recreation Elements.

Policy UF-2.1 Network of Town Centers – The Southeast Development Area will include mixed-use Regional, Community, and Neighborhood Town Centers that form a network of complementary employment, commercial, cultural, and civic opportunities linked by multi-modal transportation systems.

Policy UF-2.2 Development Code Update – The size, density, composition, and building character of mixed-use districts will be consistent with the Land Use District Standards set forth in the SEDA Development Code Update. Streets and non-auto circulation elements will be implemented according to the City of Fresno’s Department of Public Work Standard Drawings and the Active Transportation Plan.

Policy UF-2.3 Design & Development Principles – The following principles are provided to guide the creation of public and private spaces within the Plan Area. More specific guidelines and regulations regarding many of these elements are found in the SEDA Development Code Update.

Pattern of streets, blocks, and buildings

Centers shall be designed with a clear pattern of pedestrian-scaled streets, blocks, buildings, and public spaces based on the block connectivity and

size standards specified in the SEDA Development Code Update, including a transportation network which is based on a high-density grid system. Public spaces and civic buildings shall be arranged along streets in a manner that creates a network of civic spaces of varying intimacy, size, and function.

The massing and design of buildings will contribute to a cohesive urban fabric that reinforces public spaces, creates a sense of intimacy, and visually distinguishes the center from surrounding districts.

Solar exposure and orientation shall be considered in the layout and design of all streets, blocks, and buildings to maximize energy and resource efficiency and promote health, comfort, and occupant productivity.

Building character and orientation

The character, massing, and orientation of buildings will play a critical role in defining the public realm of centers. The front edges of buildings shall meet or approach front and side property lines according to the physical specifications of the SEDA Development Code Update. Building details shall be human-scaled, creating visual interest and pedestrian comfort. Visual diversity will be created through variations in setback, massing, and architectural details.

Center core

Each center will feature a core that acts as a central gathering place for the center and surrounding districts. The core will accommodate the most intensive retail, employment, civic, and pedestrian activity of each center. The design of streets and buildings in the core area will emphasize pedestrian comfort and visual interest.

Location and orientation of commercial activity

Commercial activity is permitted throughout Regional and Community Town Centers, but the highest-intensity commercial uses (and/or ground floor commercial) will be located along all Arterials and Collector Streets, and in the core area of the center. Small convenience retail establishments, such as corner stores, can also occupy a portion of the ground floors of residential and office buildings outside of the core of centers. Office uses should be clustered around public transit stations and squares.

Location and orientation of large-format retail activity

Large-format retail establishments (i.e., “big box” retail) may be located in the Regional Town Center, but are discouraged in Community or Neighborhood Town Centers. The urban design and parking standards of large-format retail stores will be consistent with the standards and policies of these districts. Large-format retail establishments served by surface parking will be located at the edges of the Regional Town Center, preferably adjacent to major regional roadways or highways.

Character, location, and orientation of public spaces

Public gathering places that provide visual relief and passive recreation should be located in the mixed-use centers and should be surrounded by civic buildings and any commercial or mixed-use buildings located in the center.

Location and orientation of civic buildings

Major civic buildings (e.g., libraries, schools, and government offices) will serve as focal points of public spaces within centers. Distinctive building details, entry features, and varying setbacks will differentiate civic buildings from other structures in the center. Wherever possible, civic buildings will be located in proximity to and open onto public spaces.

Regional Town Center

The Regional Town Center is at the top of the mixed-use center hierarchy in the Plan Area, serving 40,000 to 60,000 households across the site and within the surrounding communities.

The Regional Town Center will be located south of State Highway 180 along the realigned Kings Canyon Boulevard. The center will be focused around one or more major transit stations linked to the regional rapid transit network. The Regional Town Center will be given priority as the primary mixed-use employment center, retail destination, and host to major cultural attractions

Region-serving civic amenities and medium- to higher-density housing will help to foster a complete and vibrant mixed-use environment in the Regional Town Center.

Community Town Center

The SEDA Plan includes seven Community Town Centers dispersed across the plan area. Each center will provide commercial, civic, and other services to meet the needs of multiple neighborhoods and Community Town Center residents and employees.

Community Town Center services will support between 5,000 and 10,000 households.

Community Town Centers will feature grocery stores and personal and business services, and a variety of medium-density housing options. Certain centers will be focused around major rapid transit stations. The Centers will be located according to their surrounding population density and their proximity to other centers.

Neighborhood Town Center

Neighborhood Town Centers are dispersed throughout the Southeast Development Area and serve as focal points of adjacent residential areas. Neighborhood Town Centers will include some employment and residential uses, but primarily provide the majority of SEDA residents with essential walk, bike, transit, and short-drive access to civic services and amenities, including elementary schools, local parks, community gardens, and other services. Each Neighborhood Town Center shall serve approximately 1,500 to 2,000 households.

Policy UF-3.1 Variety of Residential Districts – The Southeast Development Area will include a variety of residential district types composed of a mixture of housing product types, affordability, and tenures necessary to meet the evolving needs of Fresno residents. Residential districts include Mixed Residential, Neighborhood Residential, Rural Residential, and Rural Cluster Residential districts.

Policy UF-3.2 Development Code Update – The size, density, composition, and building character of residential districts will be consistent with the SEDA Land Use District Standards set forth in the SEDA Development Code Update. Streets and non-auto circulation elements will be implemented according to the standards set in the Development Code.

Policy UF-3.3 Existing Rural Residential Development – There are approximately 1,410 acres in the SEDA Plan Area currently developed as very low-density rural residential homes and ranchettes, the majority of which have been designated in the plan as Rural Residential. Upon annexation into the City, the existing land use on these parcels will remain protected under the Annexation Overlay Ordinance as approved by the City Council in Bill 2008-10 on March 4, 2008. Changes in land use could be subject to the process and regulations set forth in the SEDA Development Code Update.

Policy UF-4.1 Employment Districts – The Southeast Development Area will provide a variety of employment opportunities to meet the needs of residents and employers. Employment activity is in the mixed-use centers and schools, as well as Office Center and Flexible Research and Development Districts.

Policy UF-4.2 Development Code Update – The size, density, composition, and building character of employment districts will be consistent with the Southeast Development Area Land Use District Standards set forth in the SEDA Development Code Update. Streets and non-auto circulation elements will be implemented according to the standards set in the Development Code.

Policy UF-5.1 Major Circulation Plan & Street Standards – Implement the Major Circulation Plan shown in Figure 3.17, which provides a variety of transportation options necessary to meet the needs of the residents and employees within the Southeast Development Area. All SEDA street rights-of-way shall be publicly accessible and shall not include gates or access controls, except when permitted through special review by the City of Fresno.

Policy UF-5.2 Transit Service – An efficient, safe, integrated, multimodal transportation system will be provided to and within the Southeast Development Area via regional transit connections along Kings Canyon Boulevard and, potentially, along existing rail right-of-ways per the 2018 Fresno COG Regional Transportation Plan. Local service will be provided along primary internal circulation corridors, including Boulevards, Avenues, and Connector Streets.

Regional Transit Planning: The City of Fresno will work to incorporate the primary centers, particularly the Regional Town Center along Kings Canyon. A BRT extension study should be completed to evaluate the extension of BRT to the SEDA Plan Area. The study should include planning, design, and environmental analysis.

Station Location: Transit stations and stops in the SEDA planning area should be located within or adjacent to major activity centers; schools and

medical facilities; public places such as libraries, parks, senior centers, and recreation facilities; concentrations of commercial space; and high-density residential and employment areas.

Station Connectivity & Accessibility: To maximize transit use, stations will feature a convenient and accessible path of travel and will include pedestrian and bicycle connections to the surrounding street network and transit transfer points. Bus stops and stations will be oriented toward major streets and public spaces, with primary commercial entrances opening directly toward bus stops and the public realm. Bus stops and stations will comply with the accessibility requirements of the Americans with Disabilities Act (ADA). Special emphasis should be given to station area planning during the site planning and review process.

Policy UF-5.3 Bicycle & Pedestrian Travel – A network of pedestrian and bicycle routes, including dedicated trails, multi-purpose paths, and priority Bicycle Boulevards will serve work, school, and recreational trips. This extensive non-auto travel network will be coordinated with existing and proposed regional trails. All trails identified in Figure 3.17 are included in the Fresno General Plan Figure MT-2: Paths and Trails and the Active Transportation Plan (ATP). When new trails and routes are proposed as part of the creation or update to one of the existing documents (General Plan and ATP), all documents should be updated to create the most extensive network and to ensure consistency.

Policy UF-5.4 Safe Streets – Environments designed for the safety of drivers, pedestrians, bicyclists, and transit users will be implemented in the Southeast Development Area according to the standards set by the City of Fresno Complete Streets Policy, adopted by the City Council on October 10, 2019.

Policy UF-5.5 Ranking of Travel Modes – To avoid future conflicts among travel modes within the Southeast Development Area, project implementation will be based on the following prioritization:

1. Pedestrian
2. Bicycle
3. High-quality transit
4. Automobile.

Policy UF-5.6 Performance Standards & Evaluation – The following criteria shall guide the evaluation of facilities within the SEDA.

1. *Transit*: Transit service shall be provided such that there is sufficient capacity to serve transit demand. At buildout, 10-minute peak-period headways will be provided along the BRT corridor (e.g., Kings Canyon), and 15-minute peak-period headways shall be provided for high-priority transit routes (e.g., De Wolf, Clovis), as demand warrants. At buildout, all other transit routes in the planning area shall be operated at 30-minute headways. Extended hour or late-night service shall be provided at 60-minute headways. Bus stop locations are generally placed at ¼ mile spacing. Bus stop placement will be prioritized at:
 - Schools & Medical Facilities
 - Libraries, Parks, Senior Centers, & Recreation Facilities
 - Concentrated Commercial Areas
 - Concentrated Residential & Employment Areas
2. *Bicycle*: A first-class bicycle network shall be provided. Bicycle lanes including Class II and Class IV facilities should be provided on all Super Arterials, Arterials, and Local Streets. A Bicycle Boulevard network should be designated on Neighborhood or Local Streets as illustrated in the SEDA Illustrative Detailed Area Circulation Plan (Figure 3.27). Safety of vulnerable users shall be prioritized and focus on creating a priority network of lower stress facilities to the extent feasible that will attract the “interested but concerned” riders and connect them to key destinations throughout the City as described in the Fresno Active Transportation Plan .
3. *Pedestrians*: A first-class pedestrian system shall be provided, including sidewalks on all streets, bicycle/pedestrian trails, and other design elements that prioritize safety and convenience for pedestrians as described in the Fresno Active Transportation Plan .
4. *Vehicles*: A highly connected, grid-based roadway system shall be provided for efficient vehicular travel. See Streets and Circulation Standards in the Development Code and the City of Fresno's Department of Public Work Standard Drawings.

Policy UF-5.7 Level of Service (LOS) – To promote complete streets and provide safe mobility for all users throughout the entire SEDA streets will be designed with no more than four through lanes and a continuous two-way left-turn lane (portions of Jensen and Temperance Avenues may have more than four lanes). In addition, these LOS standards are complemented by several other

transportation related policies to reduce overall vehicle miles traveled (such as complete streets and transportation demand management). The following LOS standards apply to SEDA roadways:

- LOS 'E' for Arterials, Collectors, and Local (both intersection and segment operations) during peak traffic hours
- LOS 'F' Exception (located in areas with ample transit, pedestrian, and/or bicycle options; including in and around the mixed-use centers of the SEDA, particularly if achieving a LOS with less delay would violate the 4-lane maximum as described above).

Policy UF-6.1 Land Use / Circulation Integration – The network of streets that travel through the mixed-use centers, residential districts, and employment districts link districts to other destinations will be consistent with the table below.

	Arterial	Collector	Local
Mixed-Use Districts			
Regional Town Center	X	X	X
Community Town Center	X	X	X
Neighborhood Center	-	X	X
Residential Districts			
Mixed Residential	X	X	X
Neighborhood Residential	-	X	X
Rural Residential	-	X	X
Rural Cluster Residential	-	X	X
Employment Center			
Office Center	X	X	X
Flexible Research and Development	X	X	X
Institutional	X	X	X

Policy UF-7.1 Parking Study & Policy Development – Develop, facilitate, and monitor an ongoing and comprehensive parking program within SEDA. The City of Fresno Planning and Development Department should undertake a context-sensitive parking demand analysis to establish accurate parking maximums that cap the number of parking spaces associated with land uses or developments. If such a study is not completed, or until such a study is completed, current City of Fresno parking minimums should be converted to parking maximums for all land uses in the SEDA. Additionally, all development must abide by parking policies as described in this “Comprehensive Parking Strategy” objective until such a City-sponsored parking study is completed.

Policy UF-7.2 Parking Provision – Encourage tighter-knit, more walkable communities by capping the quantity of parking a development can provide based on accurate and context-sensitive calculations for parking demand in future development

Parking Maximums: As noted in Policy UF-7.1, the City of Fresno should establish and adopt parking maximums for all land uses in the SEDA through a context-sensitive demand analysis. Until such a study is completed, current City of Fresno parking minimums should be converted to parking maximums for all land uses in the SEDA and minimums should be removed.

Parking Reductions: The parking study to be completed by the City of Fresno shall establish and adopt parking reduction standards to encourage a variety of transportation options. Reduction standards shall be applied to, but not limited to:

- Transit- Applicable to all land uses within one half mile of major transit infrastructure.
- Mixed-Use Centers- Applicable to all land uses within Regional, Community, and Neighborhood Town Centers as well as other mixed-use zones as defined by the SEDA Specific Plan.
- Transportation Demand Management Plan (TMD)- Applicable to all land uses with TDM policies (see Objective UF-8).

On-Street Parking Inclusion: All on-street parking stalls may be counted towards meeting parking requirements if they meet the following criteria:

- On-Street parking stalls must be publicly accessible and meet City of Fresno and SEDA standards for parking.
- Stalls must not already be counted toward another development's parking supply total.
- At least 50% of the area of the on-street stall must sit in front of the project, calculated from the front (street-side) corner of the development parcel, perpendicular to the closest adjacent street centerline.
- Where on-street parking is provided on the block perimeter and the parking is marked, metered, or parking pay stations are provided, accessible parking spaces shall be provided in accordance with the Pedestrian Rights of Way Accessibility Guidelines (PROWAG).

- Stalls must obtain designation as “counted” supply by the City of Fresno Planning and Development Department, but will be retained as property of, and subject to regulation, maintenance, redesign, and operation by the City of Fresno; subsequent elimination by the City of a “counted” on-street stall shall not translate into additional parking requirements so long as that development retains the same use.

Policy UF-7.3 Parking Design – Support vibrant, walkable, and accessible communities by successfully integrating and managing parking facilities within the urban fabric.

Surface lot Standards: Enable lot design that is pleasant, convenient, and unobtrusive to the streetscape.

- Connecting walkways shall be provided to afford convenient pedestrian access from the interior of parking areas to nearby buildings or open spaces.
- Landscaped setbacks with a minimum width of 10 feet shall be provided wherever a surface parking lot abuts a street; this may include the use of landscape material, landforms, rockeries, trellises, colonnades, and other elements.
- Pedestrian walks shall be striped across drive lanes.
- Landscaped islands shall be installed at the ends of all on-grade parking bays and shall contain one tree per adjacent stall.
- Landscaped medians shall have a minimum width of 8 feet from back of curb to back of curb.
- Paving and planting materials shall be approved through special permit review.

Structured Lot Standards: Enable structure design that is pleasant, convenient, and unobtrusive to the streetscape.

- Residential parking structures should be shielded from the street on all sides by other uses.
- Public parking structures within one block of the Super Arterials and Arterials of the Regional or Community Town Centers shall provide ground floor retail, commercial, office, or other pedestrian-compatible use for at least 70% of their street frontage (except to the extent that frontage minimums interfere with minimum access requirements).

Minimize Heat Island Effect & Urban Stormwater Runoff: Use planting, shading and paving techniques to minimize environmental impacts of parking facilities. For vegetative shading refer to City of Fresno Performance Standards for Parking Lot Shading (Fresno Development Code Section 15-2421).

- Soil and planting materials on surface lots shall serve to:
 - Arrest sediment movement
 - Trap sediment-attached substances
 - Encourage infiltration
 - Encourage nutrient-fixing and absorption of flushed surface contaminants during detention and infiltration
 - Enhance water-cooling effect by shading runoff during detention and infiltration
- Paving in high-density and commercial areas should consist of pervious pavement systems or equivalent technology, achieving a reduction of not less than 50% net impervious cover, for at least 50% of total pavement area as compared to a typical concrete or asphalt paving system.
- Materials with a minimum solar reflectance index (SRI) of 29 should be used on at least 50% of all impervious parking surfaces (including roofing over covered parking stalls).

Accessible Parking: Accessible parking for people with disabilities will be provided on site in accordance with the ADA Standards and Title 24 California Building Code and on-street in accordance with the best practices of the Pedestrian Rights of Way Accessibility Guidelines (PROWAG).

Preferential Parking: Provide preferential parking to encourage more sustainable travel behavior. Develop pro-rata requirements for the provision of preferential non-residential parking for, but not limited to, all the following modes of transportation in order of importance (high to low):

1. Bicycles
2. Motorcycles
3. Carshare Vehicles
4. Electric Vehicles
5. Carpools/Vanpools

Policy UF-7.4 Pricing & Fee Sharing – Develop a comprehensive fee and pricing strategy for parking within the Southeast Development Area that uses market pricing, user-focused financing, and incentives to support non-auto travel and encourage the efficient use of land.

1. *Pricing*: Support metering, variable pricing, differential pricing, and other market mechanisms to efficiently use parking resources.
2. *Incentives*: Enable in-lieu fees and consolidated parking provisions (i.e., public lots and garages) to efficiently utilize land within commercial, retail, and mixed-use districts.
3. *Affordability*: Allow unbundling, cash-out programs, and density bonuses to encourage developers and/or employers to reduce their parking load and increase affordability.

Policy UF-8.1 Develop a SEDA Transportation Demand Management Program – Develop a comprehensive TDM strategy for the SEDA as follows:

1. A complete TDM program with TDM Credit Offsets must be developed and implemented for all designated areas within the Southeast Growth Area; at a minimum, TDM measures must be required in the Regional Town Center and all Community Town Centers.
2. The program should include physical design credits (i.e., bicycle storage, on-site showers, shared parking), lifestyle credits (i.e., on-site childcare, telecommuting, flex hour programs), and credits for auto-alternative programs (i.e., shuttle service, subsidized transit, guaranteed ride home programs).

HOUSING ELEMENT

Introduction

As the Central Valley recovers from the health and economic consequences of COVID-19, safe, affordable housing will continue to be a crucial challenge facing the region. The current fiscal crisis in the housing market has dramatically increased rents and prices for new homes in the Fresno area, and statewide, exacerbating what was already a growing gap between incomes and housing costs. As a long-range plan, the SEDA Specific Plan presents a rare opportunity to comprehensively address housing needs. The Plan accommodates a variety of household demographics with a diverse range of housing types, from medium- and higher-density multifamily types, to small and medium-lot single family options. It utilizes a regulatory and market-based approach to create housing at all income levels. The plan also builds on a definition of affordability that considers household transportation burdens as a component of housing costs. The objectives and policies of this housing element reflect the priorities and vision for housing within the Southeast Development Area.

Policies

Policy HC-1.1 Age in Place Housing – Plan for integrated neighborhood housing suitable for different stages of life, including smaller, more affordable units for first-time buyers, singles, young couples, families, and older homeowners, as well as opportunities for senior citizen housing and long-term care/assisted living facilities.

Policy HC-1.2 Family Housing – Encourage the development of housing to serve families and families with children, particularly in areas served by high-quality transit. The City of Fresno should set targets for the provision of two-plus bedroom homes for purchase and rent.

Policy HC-1.3 Accessory Dwelling Units – Allow the development of accessory dwellings or “granny flats” to increase density and affordability while maintaining character.

Policy HC-1.4 Accessible Housing – Construct housing with practical features that provide basic access and functionality for people of all ages and various mobility and ambulatory capabilities.

Policy HC-2.1 Provision of Affordable Housing – Provide funding assistance, partnership support, and take other actions as necessary to support the construction of new affordable housing within the SEDA to

meet RHNA-based targets as specified in the City of Fresno General Plan Housing Element.

The Housing Element details a comprehensive set of programs to provide an adequate supply of affordable housing. Programs entail actions by the City Housing and Community Development Division, and Fresno Housing (previously known as the Fresno Housing Authority); private and non-profit developers; and others as applicable. Current programs include:

- Land use planning to provide for multifamily units, increased housing density, and mixed-use development. (Programs 4 and 12).
- Actions to construct housing for specific groups, including farmworkers; special needs persons; homeless and recently homeless persons; very low-income large families; extremely low-, very low-, and low-income seniors; and other extremely low- and very low-income households. (Programs 5, 6, 7, 9, 10 and 17).
- Strengthening partnerships with affordable housing developers. (Program 6).
- Increasing opportunity through an equitable communities' program, which calls for location of affordable housing in areas of high opportunity (Program 27).
- Preventing Displacement (Program 12.A and 28).

*Refer to the General Plan Housing Element for detailed information

Policy HC-2.2 Publicly Owned Land – Leverage publicly owned land to provide housing.

- Land Acquisition: Consider early purchase of parcels within the SEDA near both community amenities and transit to minimize land acquisition cost.
- Excess Land: Develop publicly owned lands with 100 percent affordable housing if the public agency deems the land in excess of their needs.
- Consider establishing a community land trust to create a pool of owned affordable housing in perpetuity

Policy HC-2.3 Distribution of Housing – Promote affordable housing opportunities that are distributed throughout the Southeast Development Area to avoid concentration in any one area. Consider establishing an inclusionary housing program, in which developers are to make at least 15% of all newly constructed units available to families earning 120% of

the area median income or below. The program should include tiers for ensuring housing production to accommodate extremely low, very low and low-income households. Affordability should be guaranteed by deed restrictions or other mechanisms.

Policy HC-2.4 Economic Incentives – Develop economic incentives to encourage private sector developers and residential developments to construct accessible units in excess of the minimums. The State of California Building Code does not require that single-family homes and developments be accessible. This creates a barrier of choice and options for people with disabilities who wish to purchase homes. The plan calls for this expectation locally as is described in the General Plan and will be mirrored in the area plans. Economic incentives could include density bonuses, parking requirement reductions, and streamlined permitting. Make incentives available to all new residential developments that target at least 25% of new units for families earning 80% of the area median income or below.

Policy HC-2.5 Secure Affordability – Maintain long-term affordability by using covenants and deeds, equity sharing, and other mechanisms.

Policy HC-3.1 Coordinated Land Use & Transportation Planning – Support regional and city-wide planning efforts, such as the Regional Transportation Plan and Sustainable Communities Strategy, the Fresno General Plan, and the City's updated Greenhouse Gas Reduction Plan that encourage the development of housing near new and existing public transportation investments.

Policy HC-3.2 Travel – Encourage accessible, mixed-use development that incorporates housing and jobs, while lowering daily vehicle miles traveled.

Policy HC-3.3 Smart Land Uses – Build smaller-lot single family and multifamily housing types which use less energy and water than larger units.

OPEN SPACE ELEMENT

Introduction

Parks and other open spaces are essential elements of vibrant and healthy communities. They promote a range of social, health, economic, and environmental benefits when integrated well into communities. A high-quality, accessible open space system will be an integral component of the communities of the Southeast Development Area, as well as a significant contributor to its improved quality of life. To ensure that public facilities respond optimally to community needs, the SEDA Plan outlines standards for the location, accessibility, and design of key facilities. The SEDA open space system will consist of parks and other green spaces interspersed throughout its mixed-use centers and residential neighborhoods. To ensure that parks respond to community needs and are developed in a fiscally efficient manner, their planning shall be closely coordinated with other aspects of land use, transportation, public facilities, and infrastructure planning. The SEDA will feature a range of parks of different sizes and roles, from small “pocket parks” to large, natural open spaces and agricultural areas. These will serve active and passive recreation needs, from playgrounds and sports fields to trails for walking and nature study. The open space system is envisioned as a vibrant outdoor public realm, playing a vital role in anchoring neighborhoods and supporting community life. The open space system will be strengthened by a land use “buffer” at the eastern edge of the plan area. Serving as a transitional buffer between the developed areas of the SEDA and the agricultural lands to the east, the rural clusters will conserve land for agricultural uses and a variety of low-impact activities. Ongoing parks planning will ensure that the facilities and services provided respond closely to community needs. The variety of open spaces defined within the objectives and policies listed below will comprise an invaluable part of the SEDA’s communities.

Policies

Policy OS-1.1 Joint Use of Open Spaces – Establish agreements to share facilities between the City of Fresno and Fresno Metropolitan Flood Control District, Fresno Irrigation District, and other local and regional agencies and organizations. At a minimum, and as early as possible with respect to development plans, the City of Fresno shall:

- Establish that there is a joint-use agreements with Clovis Unified and Sanger Unified school districts to provide shared community access to school grounds and City-owned facilities. Refer to

Schools and Public Facilities Policy PF-1.1 and Policy PF-1.2 for coordination and joint-use requirements.

- Establish joint-use agreements with the Fresno Metropolitan Flood Control District to provide access to storm drainage/recharge basins for recreational use, where appropriate.
- Establish joint-use agreements with the Fresno Irrigation District to provide public access to areas adjacent to canals and creeks. These agreements should address issues associated with the provision of canal side trails, where appropriate.
- Coordinate with Fresno County and the City of Clovis to provide regional recreational opportunities where potential exists.
- Pursue joint-use and partnership opportunities with other public and private agencies to help finance, manage, or provide services within the SEDA open space system.

Policy OS-2.1 Active Open Space – Maximize active recreational opportunities in the open space network. Active space includes playgrounds, fields, hardcourts, pools, and other facilities for sports and other physical activities.

Policy OS-2.2 Passive Open Space – Support natural landscapes and wildlife habitat corridors by maintaining passive open spaces.

Work with local land trusts to establish conservation easements that preserve land as part of the SEDA open space network.

Policy OS-2.3 Stormwater Management Features – Maximize the use of green stormwater management infrastructure—such as ponds, basins, swales, and other low-impact systems—within the open space system.

Coordinate with Fresno Metropolitan Flood Control District (FMFCD) to incorporate green infrastructure within city parks and trails.

Policy OS-2.4 Community Farming & Agriculture – Support community farming and agriculture in appropriate locations within the open space network. See the Community Farming and Agriculture Element for details about the SEDA agricultural land typology.

Pursue partnerships with local organizations to promote agricultural uses in the open space network.

Policy OS-2.5 Renewable Energy Generation – Support renewable energy technology systems in open spaces, where appropriate.

- Pursue arrangements with public agencies and private partners to accommodate renewable energy systems, such as solar arrays, in areas that can serve a joint use as passive open space.

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Table 5.1 OPEN SPACE TYPES	COMMUNITY PARKS	NEIGHBORHOOD PARKS	MINI PARKS	GREENWAYS/TRAILS	SCHOOL GROUNDS	PONDING BASINS	COMMUNITY GARDENS
Typical Size	10 acres +	1 to 10 acres	under 1 acre	20 foot minimum width	1 to 2 acres	varies	varies
Service area	2-4 mile radius	½-mile radius (10 minute walk)	¼ mile radius (5 minute walk)	¼ mile buffer	¼ to ½-mile radius (5-10 minute walk)	varies	varies
Location and access	Located adjacent to the trail/canal network. Can be located near community centers and residential neighborhoods. Must be accessible by transit and the dedicated trail network. Specific community park locations will be determined in the SEGAs Comprehensive Open Space, Schools, and Infrastructure Plan.	Adjacent to schools or civic uses in neighborhood and community centers. Must be accessible by safe bike and walk routes, and can be accessible by the trail network.	Interpersed in mixed-use centers, residential neighborhoods, and employment districts. Should be easily accessible on foot by residents and workers from nearby areas.	Located along canal and riparian corridors and connected to open spaces. Greenways between the SEGAs and Clovis. Specific trunk greenway and trail locations will be determined in the SEGAs Comprehensive Open Space, Schools, and Infrastructure Plan.	On elementary, middle, and high school grounds. High school and middle school grounds locations will be determined in the SEGAs Comprehensive Open Space, Schools, and Infrastructure Plan.	Basins will be located adjacent to or within stormwater control basins, which are strategically located throughout the SEGAs. Specific ponding basin locations will be determined in the SEGAs Comprehensive Open Space, Schools, and Infrastructure Plan.	Adjacent to or contained by community parks, neighborhood parks, or schools.
Description	Serves the entire community with a broad range of active and passive recreation opportunities. Typically include sports fields and courts, playgrounds, and picnic facilities, as well as non-programmed open space and natural areas. Can include community gardens or orchards. Community parks should contain a community center building with facilities for indoor recreation and rooms for other community services and programs.	Serves residents within easy walking or biking distance. Includes non-programmed space, including paths, fields, landscaping, and seating areas that can be used for a variety of active and passive recreation needs. Typically includes facilities such as playgrounds and picnic areas. Can include community gardens.	Includes pocket parks as well as urban places. Easily accessible by nearby residents or employees. Generally used for passive recreation, typically include seating. May include playground and public art.	Linear open space that accommodates multi-purpose trails. Connects to parks, schools, and other destinations. Trails may serve active users such as walkers, runners, bicyclists, skaters, and equestrians, and can also provide locations or refuges for passive enjoyment.	School grounds open for community use during non-school hours to supplement local park space with playgrounds, fields, and sports facilities.	Dual-use parks may be open for public use year-round or only during the dry season, depending on whether facilities are within or adjacent to stormwater management basins. May consist of open space, play equipment, sports fields, picnic facilities.	Includes neighborhood gardens, school gardens, and community orchards for local food production and education.
Potential joint-use/management arrangements	City of Fresno PARCS	City of Fresno PARCS	City of Fresno PARCS; can also be privately owned and maintained	City of Fresno PARCS, Fresno Irrigation District (FID), Fresno Metropolitan Flood Control District (FMFCD)	School districts	Fresno Metropolitan Flood Control District (FMFCD), City of Fresno PARCS, Department of Public Utilities	City of Fresno PARCS, school districts, private owners, other organizations
Local examples	Mosqueda Park	Lafayette Park, Camacho Park	Pride Park, Hobart Park	Sage Pine Trail	Yosemite Middle School	Osos de Oro Lake Park, Trolley Creek Park, Harry Goodman Park (Bein CP)	Womong Community Gardens
Green infrastructure and other features	Can contain depressed open spaces, swales, rain catchment systems, and other features that detain stormwater. Landscaping with drought-tolerant plants.	Can contain depressed open spaces, swales, rain catchment systems, and other features that detain stormwater. Landscaping with drought-tolerant plants.	Can contain depressed open spaces, swales, rain catchment systems, and other features that detain stormwater. Landscaping with drought-tolerant plants.	Can contain depressed open spaces, swales, rain catchment systems, and other features that detain stormwater. Landscaping with drought-tolerant plants.	Can contain depressed open spaces, swales, rain catchment systems, and other features that detain stormwater. Landscaping with drought-tolerant plants.	Stormwater management and/or groundwater recharge may be primary uses.	-

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Policy OS-3.2 Park Design for Safety – Promote the use of Crime Prevention Through Environmental Design (CPTED) principles in park design. CPTED principles include natural surveillance, access control, territorial reinforcement, and space management in promoting safety and discouraging crime. See the Fresno Parks Master Plan, Chapter 5, Design Guidelines for Safety starting on page 141 and Chapter 9, Goal 5 - Secure on page 268.

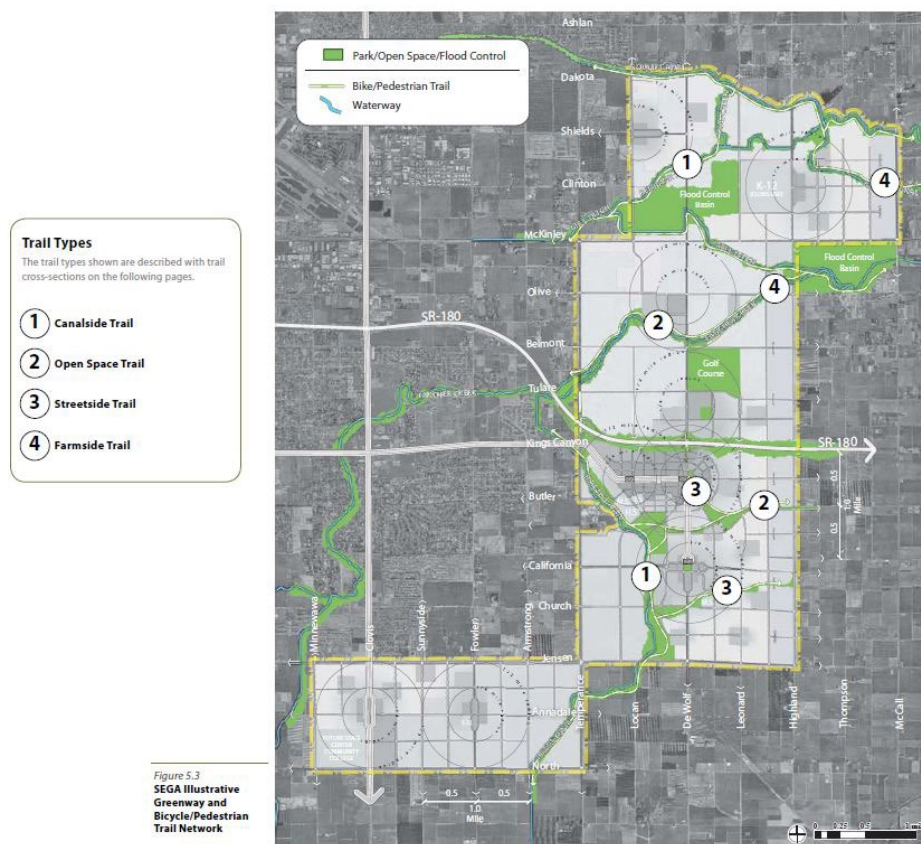
Policy OS-3.3 Park Design for Accessibility – Maximize the use of parks and trails by people of all ages and levels of physical ability, following

Americans with Disabilities Act (ADA) design standards and the Title 24 California Building Code requirements as applicable.

Policy OS-3.4 Concurrent Development – Park acquisition and development should be concurrent with residential development.

Policy OS-3.5 Participatory Park Planning – To the greatest extent possible, engage the public in the parks planning process to ensure that parks respond to community needs.

Policy OS-4.2 Regional Trails – Establish planned network of multi-use greenway trails. Trails will serve bicyclists, pedestrians, and, where appropriate, equestrians. Cross sections and width requirements for specific conditions—including canal-side, open space, streetside, and farm-side trails.



Policy OS-4.2 Regional Trails – Coordinate regional trail planning with Fresno County, the City of Clovis, and other jurisdictions as appropriate. The City of Fresno Active Transportation Plan calls for Class I Bicycle Paths along each canal in the SEDA. A regional Rails to Trails Bicycle

Path is planned to run parallel to California Avenue should existing railroad lines be vacated.

Policy OS-4.3 Trail Standards – Trails shall be designed with features that encourage use, provide safety, and are resource-efficient. Trail standards shall address shading, low-water landscaping, fencing, paving and surface materials, lighting, seating and furniture, ADA access requirements, signage, and intersection treatments.

Policy OS-5.1 Environmentally Sensitive Design – Design parks and open space areas to respect unique natural features.

Policy OS-5.2 Habitat Corridors – Establish contiguous areas of passive open space to provide habitat corridors for local wildlife, including but not limited to riparian and canal greenway corridors, greenway/trail corridors, and parks and flood control facilities throughout the SEDA Plan. Habitat preservation shall be consistent and coordinated with the findings of the SEDA Environmental Impact Report and subsequent environmental studies and findings.

Policy OS-6.1 Green Building – As important civic structures, park buildings shall conform to green building standards for energy and water efficiency.

Policy OS-6.2 Landscape Irrigation – Minimize potable water use by using drought-tolerant species, recycled water, and water-efficient irrigation systems.

Policy OS-6.3 Renewable Energy Systems – Explore developing renewable energy systems to provide power to park facilities.

Policy PF-1.1 School District Coordination Taskforce / Joint Committee

The City of Fresno will work with the Clovis Unified and Sanger Unified school districts to establish specific locations for high schools and middle schools. This plan will build on the SEDA Illustrative Plan to identify specific locations for major school facilities, and will coordinate all major open space, trail, and infrastructure systems with this effort. The City and school districts will also work together closely in all high, middle, and elementary school siting and facilities planning processes to ensure that school site, size, and design decisions respond optimally to community needs. The City of Fresno will:

- Establish Memoranda of Understanding (MOUs) with the Clovis and Sanger school districts to formalize the collaboration process for school siting and facilities planning.
- Employ an Adequate Public Facilities Ordinance to ensure that developers' contributions align with the SEDA standards for community-oriented schools, as described in this element and as further established through city-school district coordination.

Policy PF-1.2 Joint Use of School & Community Facilities – Pursue agreements to share facilities between schools and other community-serving institutions. Since the provision of shared facilities affects the siting, size, and design of schools, joint-use arrangements should be considered early in the facilities planning process.

- Create a master joint-use agreement that establishes the parameters for shared use between the City of Fresno/Fresno PARCS and school districts. Thereafter, create site-specific cooperative agreements for each facility
- Establish joint-use agreements with schools to make school grounds (playfields and outdoor recreation areas) available for community use during non-school hours.
- Pursue partnerships among school districts, governmental agencies, higher education, and/or nonprofit organizations to fund and develop joint-use facilities with schools, such as multipurpose rooms, gymnasiums, childcare facilities, elder care facilities, adult education facilities, libraries, teacher education facilities, and schoolyard community gardens.

Policy PF-1.3 Location of Civic Facilities – Civic facilities should be located in proximity to parks and schools, even if facilities are not shared.

Policy PF-1.4 Location & Accessibility – Educational facilities will be sited in proximity to homes, transit, and civic amenities to promote walk, transit, and bike trips.

1. *Elementary Schools:* Elementary schools anchor neighborhood centers and can also be located in or adjacent to community town centers. All new homes in the Southeast Development Area should be located within $\frac{1}{4}$ to $\frac{1}{2}$ mile (5- and 10-minute walking distances) of the entrance to an elementary school. Elementary schools must be accessible by transit and safe pedestrian and bicycle routes. Refer to the Urban Form Element for details on street typologies.

2. ***Middle Schools:*** Middle Schools are located within, or near, Regional and Community Town Centers. The SEDA Plan places middle schools within roughly two miles of most homes. Middle schools should be linked to the dedicated trail network, as well as local bike, pedestrian, and local transit routes. Refer to the Urban Form Element for details on street typologies.
3. ***High Schools:*** High Schools are located within, or near, the Regional and Community Town Centers. The SEDA Plan places high schools within roughly two miles of most homes. High schools must be linked to the dedicated trail network, as well as local bike and pedestrian routes. High schools should be located along connector streets and be served by local transit. Middle and high schools share the same standards for accessibility. Refer to the Urban Form Element for details on street typologies.
4. ***Other Educational Facilities:*** Accessibility by transit and non-auto travel options is important for all educational facilities, from early childhood to adult education, and including public and private schools. These facilities should be located in or adjacent to mixed-use centers, with access to transit and local bike and pedestrian routes, and the dedicated trail network, if possible.

Policy PF-2.2 Safe Access – Create safe environments on streets adjacent to schools to promote walk, bike, and transit travel.

- Streets shall feature pedestrian crossing lights.
- Traffic calming features shall be installed in collaboration with the City of Fresno Public Works Department Streets Division.
- Safe Routes to Schools program development is encouraged. Please see www.saferoutesinfo.org for more information.

Decrease Distance & Increase Safe Travel to Schools: Far fewer children walk and bike to school today than in generations past. According to the National Household Travel Survey, only 10 percent of students between the ages of 5 and 17 walked or biked to school, compared to 49 percent in 1969 (Federal Highway Administration, 2017; U.S. Department of Transportation, 1972). Most parents cited distance from school, followed by traffic safety concerns, as the primary reason their children did not walk. The SEDA plan seeks to get more children walking and biking again by

centrally locating schools where they can be easily reached by safe walk, bike, and transit routes.

With elementary schools located within a half-mile walking or biking distance from all homes, and middle and high schools located on transit lines and trail corridors, all students in the SEDA will have a wide array of travel options. Enabling children to take alternative modes of transportation not only reduces congestion, emissions, and pollution, but increases children's levels of physical activity and reduces their dependence on parents for car trips.

Policy PF-2.3 Design & Orientation – School environments should be designed to respond to the needs of students, educators, and the broader community. Within the SEDA, the character and orientation of school facilities should be compatible with the centers or districts in which they are located. School districts have the authority to determine the size, design, and orientation of schools, in compliance with state standards. The criteria noted here are based on existing school buildings and best practice recommendations:

- Site size-Schools can be developed within a range of sizes; the optimum size should be determined on a case-by-case basis. Key factors in the site selection process include:
 - Community Setting
 - Projected Enrollment
 - Educational Program Needs
 - Provision of Joint-Use Facilities
- Building Size & Form – School districts should explore innovative models for community-oriented school design. To ensure that facilities respond to community needs, school districts are encouraged to plan facilities and improvements in collaboration with the City of Fresno and with the participation of stakeholders throughout the community. State standards dictate square footage requirements based on area per pupil. School districts are encouraged to use participatory planning to base facilities design on an accurate projection of needs. With respect to form, schools are encouraged to consider these features:
 - Compact building design, including multistory buildings, to reduce footprint
 - Clustered buildings
 - Orientation of main buildings toward the street, with minimal setbacks

- Orientation of main campus entrance toward the street, rather than a parking lot or drop-off zone
- Parking lots oriented away from, rather than along, the street to prevent parking from dominating the interface between the school and the street
- Bike parking
- Parking – Schools should provide minimum amounts of parking as prescribed by state standards to reduce campus footprints and discourage driving. Refer to Objective UF-7 of the Urban Form Element for SEDA parking provisions and design standards.
- Adjacency Issues – School grounds should not be bordered by backyard fences.
- Design Features – Schools should incorporate design features that foster a strong sense of place.

OBJECTIVE PF-3: EXISTING & PLANNED FACILITIES – Integrate existing plans for educational facilities into the framework of the Southeast Development Area.

Policy PF-3.1 Clovis Unified Educational Center – Work with the Clovis Unified School District to ensure that the design of the Terry Bradley Educational Center relates to the surrounding community. The following features are encouraged:

- Orientation of main buildings toward the street, with minimal setbacks
- Prominent access points for students arriving by foot, bike, or transit
- Shared-use facilities
- An access corridor through the school site

Policy PF-4.1 Joint Use of Community Facilities – Pursue agreements to share facilities among community-serving institutions, including schools. Joint-use arrangements may involve partnerships among school districts, governmental agencies, higher education, and/or nonprofit organizations to fund, develop, and/or manage joint-use facilities such as multipurpose rooms, gymnasiums, childcare facilities, elder care facilities, adult education facilities, libraries, teacher education facilities, and schoolyard community gardens.

Since the provision of shared facilities affects the siting, size, and design of civic facilities, joint-use arrangements should be considered early in the facilities planning process.

****Refer to Policy PF-1.2 for specific considerations related to joint use with schools**

Policy PF-4.2 Availability of Civic Facilities – Civic facilities will be located in proximity to homes, transit, safe pedestrian and bicycle routes, and clustered with other facilities (such as parks) and services as appropriate. The SEDA Plan contains standards for the location of civic uses within mixed-use centers and residential districts; refer to the SEDA Development Code (in the Urban Form Element) for details. All civic facilities must meet accessibility standards as established by the Americans with Disabilities Act (ADA) Standards and Title 24 California Building Code.

Community Recreation Centers: All homes within the SEDA will be located within 4 miles of a community recreation center. Community recreation centers must be accessible by safe pedestrian and bicycle routes and be served by local transit.

Libraries: Libraries must be accessible by safe pedestrian and bicycle routes and be served by local transit.

Policy PF-4.3 Design & Orientation – Civic facilities should be designed to complement the centers or districts in which they are located. Refer to the City of Fresno's Development Code (in the Urban Form Element) for details

Policy PF-4.4 Safe Access – Streets adjacent to civic facilities should incorporate safety features as appropriate to promote walk, bike, and transit travel for facility users. (For instance, a lighted pedestrian crossing may be installed to serve a senior center).

Policy PF-4.5 On-Site Renewable Energy Generation – Pursue opportunities to develop renewable energy systems for civic facilities.

Policy PF-5.1 Provision of Police Services – Provide police services in the SEDA in accordance with the policies of the City of Fresno General Plan. If deemed necessary, the City of Fresno Planning and Development Department, through coordination with public safety agencies, can adjust these policies.

Policy PF-5.2 Provision of Fire Services – Provide fire services in the SEDA in accordance with the policies of the City of Fresno General Plan. If deemed necessary, the City of Fresno Planning and Development Department, through coordination with public safety agencies, can adjust these policies.

Policy PF-5.3 Coordination with Police & Fire Departments – The City of Fresno Planning and Development Department shall work with the Police and Fire departments as appropriate to promote safe environments throughout the SEDA and ensure that services can be provided in a manner that is sensitive and responsive to the needs of the community.

Coordination may address:

- Evaluation of design features for safety and crime prevention
- Siting of police and fire substations
- Facilitation of citizen involvement processes

Policy PF-6.1 Solid Waste Facilities & Services – Provide solid waste facilities and services for the collection, transfer, recycling, and disposal of refuse in accordance with the policies of the City of Fresno General Plan.

Policy PF-7.1 Provision of Electricity & Natural Gas Infrastructure – The City of Fresno shall work with Pacific Gas and Electric Company (PG&E) to provide the necessary electricity and gas infrastructure to serve development in the SEDA.

Policy PF-7.2 PG&E Transmission Lines – Per the July 15, 2008 SEDA Preferred Alternative Recommendation Report to the SEDA Planning Commission and numerous communications with PG&E, the City of Fresno shall work with PG&E to relocate or otherwise plan for the integration of the transmission lines that run from Highland and Church along the diagonal south of Kings Canyon and Temperance, into the SEDA Plan, in an attempt to remove these lines as barriers to the development intensity and circulation pattern of the SEDA Plan.

Policy PF-7.3 Provision of Telecommunications Infrastructure – The City of Fresno shall work with service providers to establish the telecommunications infrastructure necessary to serve the residents and employers of the SEDA.

Policy PF-8.1 Provision of Water, Stormwater, & Wastewater Infrastructure – Provide water, stormwater, and wastewater infrastructure in accordance with the policies of the Water Resources Element. Refer to the Water Resources Element for detailed information.



Figure 1 Example: Agrihood, A Sustainable Community by Core Affordable, LLC

COMMUNITY FARMING AND AGRICULTURE ELEMENT

Introduction

The SEDA Specific Plan policy framework strives to balance the needs of urban development with the need to conserve the economic, cultural, and historic value of agricultural land in the Fresno metropolitan area. At the local scale, the SEDA Plan integrates agricultural land uses within the urban area to strengthen community connections to agriculture and provide a range of social, economic, and health benefits. The SEDA Plan seeks to pair opportunities with benefits to the broader community—namely, access to local foods and a tangible relationship with their production. To complement the preservation of regional agricultural land, and in support of small-scale and community farming, the SEDA Plan supports the integration of agriculture within the urban sphere. The SEDA Plan includes policies that address the interface between urban and agricultural areas, both within and at the edge of the SEDA. To successfully integrate farming activities into the communities of the SEDA, it is essential to ensure compatibility between uses. These policies aim to preserve agriculture and provide the physical framework to support the values of local food production in the SEDA and its surroundings.

Policies

Policy CF-1.1 Efficient Land Use – Reduce development pressure on farmland outside the City of Fresno Sphere of Influence (SOI) by adopting the compact, efficient land use pattern of the SEDA Specific Plan. The SEDA Plan clusters homes and jobs at more than twice the density of current trend development.

Policy CF-1.2 Future Growth Planning – Support planning efforts that channel new growth to areas already committed to urban uses inside the current SOIs of incorporated cities in Fresno County as stated in the 2018 Fresno COG Regional Transportation Plan (RTP).

Policy CF-1.3 Conversion of Farmland to Non-Agricultural Uses – The City of Fresno will strongly discourage the conversion of strategic farmland outside its current SOI. The City Council called for no expansion of the SOI in the Fresno General Plan and will seek to promote and enter into agreements with the County and other cities to minimize such development.

- *Strategic Farmland Mapping Project:* Support the Strategic Farmland Mapping Project conducted by the Fresno Council of Governments and American Farmland Trust to identify the ‘best’ or

most strategic locations to preserve farmland outside the current SOIs of incorporated cities in Fresno County.

- *Farmland Conservation Model Program*: Encourage local and regional jurisdictions to implement agricultural preservation techniques outlined in the Farmland Conservation Model Program. This may include development efficiency benchmarks and arrangements that mitigate farmland conversion.
- *Future SOI Expansion Policy Criteria*: Develop suggested policy criteria within the Farmland Conservation Model Program for required findings by the Local Agency Formation Commission (LAFCO) to apply to any future consideration of requests for SOI expansion by any incorporated cities in Fresno County. Policy criteria must articulate the necessity of a City having adopted specific Smart Growth Plans, Policies and Codes applicable to development within such SOI expansions, and that the specific development or land use plans proposed/approved in such SOI expansions must represent the completion/integration of master planned urban systems of compact and transit-oriented smart growth that reinforce a City's long-term, permanent boundaries and commitment to sustainable and efficient urban development. Note that the Fresno City Council called for no expansion of the City's SOI under the General Plan Horizon. It elected not to expand the SOI in part to fully develop Development Areas west and southwest of State Route 99, and to plan for the phased development of the SEDA which requires its development through adoption of a Specific Plan that includes comprehensive provision of public infrastructure. (Fresno General Plan, page 1-19).

Policy CF-1.4 Agricultural Farm Buffer – Establish an agricultural farm belt along the eastern edge of the SEDA. Farm belts provide opportunities to link agricultural land preservation and increased urban efficiency with local food production in ways that positively support local economies, farms, and farmers.

- *Fostering “A landscape of Choice”*: In 1996, The Building Industry Association of the San Joaquin Valley, Fresno County Farm Bureau, Fresno Chamber of Commerce and American Farmland Trust jointly issued a letter to the City of Fresno encouraging local leaders to adopt policies that would facilitate compact growth and urban infill to accommodate anticipated population increases.

- These groups, along with the Fresno Business Council, formed the Growth Alternatives Alliance, with an objective to develop a common vision for the future that would guide urban development while protecting our most important agricultural resources over the next 25 to 30 years. The result of this effort was the document “A Landscape of Choice: Strategies for Improving Patterns of Community Growth.”
- It makes policy recommendations that are guided by the following principles:
 1. Utilize urban land as efficiently as possible.
 2. Develop livable communities that emphasize pedestrian- or transit-oriented design.
 3. Recognize the importance of agriculture and the need to protect productive farmland

Policy CF-2.1 Rural Cluster Districts – Establish Rural Cluster Districts at the eastern edge of the site, as depicted in the SEGA SEDA Plan. Rural clusters consist of clustered residential development surrounded by common land held under easements for agricultural or recreational use. For specific development criteria, refer to the Urban Form Element.

- *Rural cluster farming.* Allow small-scale and community farming (described in Objective CF-3) within Rural Cluster Districts

Policy CF-2.2 Passive Recreation – Encourage the creation of regional trails and open spaces in Rural Cluster Districts that connect urban uses to agricultural uses with trails for pedestrians, bicyclists, and equestrians.

What is the role of rural Cluster development?

- A transitional buffer. Urban areas and large agricultural operations cannot always sit side-by-side. Noise, dust, and pesticides from farms can pose health concerns for residents, while farmers need space to move machinery and goods. Rural clusters along the eastern edge of SEDA form a transition between the urban area and the agricultural lands beyond.
- An attractive residential option. Rural clusters offer a rural lifestyle within an environmentally responsible land use framework that promotes active farming and open space preservation.
- A means to preserve land. Rural cluster lands can be used for organic small-scale farming, equestrian activities, or other uses compatible with the nearby homes. The vast majority of the land is preserved as viable agricultural land or open space.

Policy CF-3.2 Organic & Pesticide-Free Farming – Promote ecologically-sensitive farming methods that are safe for farm workers, consumers, and residents by restricting pesticide use and promoting integrated pest management practices within the SEDA.

Policy CF-3.3 Small Farms – Create opportunities for entrepreneurs to grow food for commercial production on small plots of land (2 to 20 acres) that can provide economic opportunities for current and future Fresno residents.

- Location: Small farms in the SEDA should be located adjacent to and within open space corridors, and within Rural Cluster Districts. If located within a Planned Development or Multi-Family Residential Complex, the Homeowner's Association and/or property management company shall be responsible for the site and shall designate a liaison between the property owner(s) and the City. (City of Fresno Development Code - 15-2720).
- Access: Public access to small farms should be limited or completely restricted; fencing may be required.
- Management: Management structures shall be determined as appropriate. Small farms may be privately owned or managed by non-profit organizations.

Policy CF-3.4 Community Farming – Expand a viable community farming program that promotes an appreciation of food and local ecology, instills a sense of stewardship and community, and provides a recreational activity.

1. *Community/Neighborhood Gardens*

Support neighborhood gardens. Neighborhood gardens are woven into the fabric of centers and residential areas, providing households with opportunities to grow some of their own produce and meet with other members of the community.

- Location. Neighborhood gardens shall be integrated into Neighborhood Centers, open spaces, and other locations that place them within walking distance of most residents' homes.
- Access. Access regimes can vary. Gardens can be open to the public, or only to designated users.
- Management. Management structures shall be determined as appropriate. Neighborhood gardens can be owned by a city or county agency or by a private landowner, and operated by a neighborhood collective, community garden association, non-profit, or city/county parks and recreation department that leases small plots

of the garden to community members. Some neighborhood gardens are independent entities, while some jurisdictions have neighborhood garden programs that oversee all the gardens in a jurisdiction.

- Funding and staff assistance. The City of Fresno shall fund the neighborhood garden program and/ or facilitate assistance through the Fresno Parks, After School, Recreation, and Community Services Department or other agency/organization.

2. *School Gardens*

Support school gardens. School gardens are outdoor classrooms where students learn about soil, botany, natural cycles, nutrition, and basic gardening principles in a hands-on setting.

- Location. School gardens should be located on school grounds, or within a very short walk of a school. When possible, school gardens should be planned upon new school construction to maximize joint-use opportunities with the City of Fresno Parks, After School, Recreation, and Community Services Department.
- Access. Access should be controlled based on school district policies.
- Management. Management structures shall be determined as appropriate. School gardens are typically managed by at least one garden coordinator who works closely with school administration or one or more dedicated teachers.
- School gardens working group. Create a working group of teachers, students, and residents to explore the development of school garden programs in the Clovis and Sanger Unified School Districts.

3. *Community Orchards*

Support community orchards. Community orchards can be integrated into the community's open space network, serving as park-like features, and enhancing connections to agriculture.

- Location. Community orchards can be integrated into public open spaces or associated with private development.
- Access. Community orchards should be unfenced, with high levels of public access.
- Management. Management structures shall be determined as appropriate. In a typical model, residents help to care for the orchards and pay fees to fund professional gardeners.

4. *Neighborhood Gardens*

Neighborhood gardens are weaved into centers and residential areas, providing households with opportunities to grow some of their own produce and meet with other members of the community.

5. *Community Orchards*

Community orchards are integrated into the community's open space network. They serve as park-like features and enhance the connection to agriculture.

6. *Small Farms/Open Space*

Small farms range from a few acres to 50 acres. Small farming in the SEDA can provide economic and educational opportunities, as well as enhance the connection between urban and agricultural areas.

7. *Commercial Support*

Facilities and programs that support both new and established farmers can support economic development and small farming in and around the SEDA.

8. *Education Facilities*

Agricultural education and extension services can provide services for farmers and provide learning opportunities for the community.

9. *Rural Cluster*

Rural clusters form a transition from urban land to agriculture. Large areas for agriculture and open space are protected by clustering rural lots within a small area of a larger site.

Policy CF-4.1 Economic Competitiveness – Support efforts to promote and market agricultural products to maintain the long-term viability of Fresno-area farmers.

- *Direct Marketing.* Implement direct marketing of locally grown produce from Fresno County and the Southeast Development Area through farmers markets, community-supported agricultural programs, farm- to-restaurant programs, produce stands, and other mechanisms.
- *Branding of local produce.* Utilize the opportunities in SEDA to support and establish Fresno as a center for locally grown produce serving the Central Valley and California. Establish a “Fresno Grown” brand and support the “California Grown” program to promote locally grown produce.
- *Agricultural Tourism.* Encourage agricultural tourism in the SEDA to educate visitors and generate income and support for farms.
- *Value-Added Processing and Distribution.* Provide the opportunity for area farmers to utilize Flexible Research and Development districts for agricultural processing and distribution.

Policy CF-4.2 Educational Training – Support education and technical assistance for farm employees and aspiring farm owners through direct relationships with educational and non-profit institutions.

- *Public Institutions.* Encourage public institutions, including Fresno State University, the State Center Community College District, and other educational institutions, to provide assistance and training to farm employees.
- *Non-Profit Institutions.* Develop relationships with non-profit agricultural training organizations and encourage those organizations to locate in the Southeast Development Area.

Policy CF-4.3 Farm Worker Housing & Social Services – Encourage the long-term economic viability of Fresno County agriculture by supporting the housing and social service needs of farm workers.

- *Housing.* Provide safe, affordable, efficient housing for farm workers, permitting housing on agricultural lands and other appropriate sites within the current sphere of influence (refer to General Plan Housing Element).
- *Social Services.* Encourage organizations that support farm workers through family assistance programs, translation assistance, financial literacy training, medical assistance, and other services, to locate within the Southeast Development Area.

Policy CF-4.4 Strategic Plan for Agriculture – Encourage the long-term economic viability of Fresno County agriculture by creating a strategic plan that comprehensively addresses the needs of farmers and farmworkers. The plan should be developed in partnership with the County and private agricultural institutions. The plan should focus on, but is not limited to:

- Develop a pathway for protection of agricultural land at risk of conversion to nonagricultural uses through a review of why and to what extent agricultural land is being converted to other uses.
- Identify how to support agricultural land conservation and what economic, environmental, public health co-benefits arise from conservation.
- Analyze the existing agricultural land base and its function in the regional food system.
- Recognize and protect environmental co-benefits of conserving agricultural lands and analyze how to reduce greenhouse gas emissions

- Identify the benefit of agricultural land for priority populations such as beginning or Veteran farmers and ranchers; residents of disadvantaged or low-income communities; or California Native American Tribes.

DRAFT

CONSERVATION ELEMENT

Introduction

Conservation of resources is key to creating a livable, equitable, economically vibrant, and resilient communities. Resource conservation has become imperative in the context of climate change. The City of Fresno adopted its first Greenhouse Gas Reduction Plan (GHG Plan) in 2014, concurrently with the adoption of the General Plan. The GHG Plan was recently updated in 2021 to comply with new targets set by the State of California. This element will describe SEDA objectives and policies that are aimed at reducing GHGs, conserving water and energy, and diverting waste, which together reduce greenhouse gas emissions and conserve resources.

Policies

Policy RC-1.1 Land Use Strategies – Link land use and transportation by incorporating following components into SEDA's land use plan:

- A. Compact Development. Maximize opportunities in the SEDA for compact, higher density development to provide more housing, conserve resources, and reduce travel distances.
- B. Design the neighborhood, community, and regional town centers in SEDA as mixed-use centers that include ground floor retail, civic and other commercial uses and upper floors of office and residential uses. Locate mixed use development along high-quality transit corridors such as the Ventura/Kings Canyon Corridor that will serve SEDA's Regional Town Center. Incentivize developments that are mixed use, defined as pedestrian-friendly development that blends two or more residential, commercial, cultural, or institutional uses, one of which must be residential.
- C. Pedestrian-Oriented Development. Providing pedestrian-friendly infrastructure such as sidewalks, paths, and direct connections to neighboring uses such as shopping, schools, libraries, and parks increases the potential for people to make trips on foot, bicycle or transit instead of by car. New development should include all sidewalks, paths, trails, and facilities required by the General Plan, the Active Transportation Plan and the SEDA.
- D. Incentives for Pedestrian-Oriented Anchor Retail. Consider adopting and implementing incentives for new pedestrian-friendly anchor retail to be applied within the SEDA's regional, community, and neighborhood town centers.

- E. Complete Streets. Ensure that all streets in the SEDA comply with the City's Complete Streets Policy.
- F. Transit Oriented Development. Design land uses and integrate development site plans along High-Quality Transit Corridors such as the Ventura/Kings Canyon Corridor, with transit-oriented development that supports transit ridership and convenient pedestrian access to bus stops and station stops.

Policy RC-1.2 Transportation Facilities Strategies – Provide the following interconnected transportation facilities to encourage use of alternative modes of transportation and reduce vehicle trips:

- A. Transit Facilities. Ensure adequate transit routes and facilities are provided in the SEDA through coordination between the Planning and Development and FAX Departments. Planned facilities should include bus stops, multimodal transfer centers and information kiosks.
- B. Pedestrian and Bicycle Infrastructure. Ensure the SEDA is well-served by pedestrian and bicycle infrastructure, including sidewalks, bicycle lanes, bicycle paths and trails, and safe crossing infrastructure pursuant to the Active Transportation Plan.
- C. Traffic Calming Measures. Design features and strategies to reduce vehicle speeds and reduce conflicts with pedestrians to encourage more walking. Slower speeds encouraged by traffic calming can also improve safety and increase bicycling. Where appropriate, provide on-street parking, or street trees and landscaping to separate vehicles from pedestrians to improve walkability.

Policy RC-1.3 Transportation Demand Strategies – Transportation Demand strategies focus on commute trips and provide both incentives for using alternative modes of transportation and disincentives for use of the gas powered single-occupant vehicle. Examples include Transportation Demand Management (TDM) programs, parking strategies, and electric vehicle charging stations. The following strategies should be implemented in the SEDA:

- A. Reinforce the San Joaquin Valley Air Pollution Control District's Rule 9410 by requiring a Transportation Demand Management (TDM) Plan prior to issuance of certificates of occupancy at employer sites with 100 or more employees. TDM programs include making physical improvements to work sites, such as adding showers and lockers to encourage biking to work. They

also include incentives such as free transit passes, carpool services, and preferential parking.

- B. Consider requiring employers with 50 or more employees to implement TDM programs in the SEDA.
- C. The City of Fresno and the San Joaquin Valley Air District should jointly fund a TDM Coordinator that would assist large employers in Fresno to develop and maintain TDM programs. This position would also support the creation of maintenance of these programs in the SEDA.
- D. Develop a trip reduction parking strategy in the SEDA that would encourage the use of alternative transportation modes. Such a program might include parking pricing at worksites, paid parking structures, and limited parking requirements.
- E. Develop minimum requirements for electric vehicle charging stations to be installed at worksites over a given size (50-100 employees).

Policy RC-1.4 Energy Conservation Strategies – Although new residential development now must meet zero net energy requirements, there is still a need to conserve energy to reduce GHG emissions. Energy use in buildings is the second largest generator of GHG emissions after transportation. The following policies will help accomplish needed GHG reductions:

- A. Consider developing an incentive program in SEDA for new buildings that exceed the California Energy Code requirements by 15%.
- B. Encourage and reward compliance with voluntary energy conservation certification programs such LEED, EnergyStar, or Greenpoint Rating systems.
- C. Promote compliance with State law mandating disclosure of a building's energy data and rating of the previous year to prospective buyers and lessees of the entire building or lenders financing the entire building.
- D. Partner with PG&E or other organization to offer a home energy retrofit program to existing homeowners in the SEDA. Ensure that solar retrofits are made available to existing homeowners.

Policy RC-1.5 Waste Diversion, Recycling, & Energy Recovery – Programs and actions that promote recycling and diversion of waste from landfills can reduce energy consumed in the transport and handling of the

waste material and can reduce the greenhouse gases that are emitted during the decomposition of organic waste.

The State of California has adopted increasingly stringent mandates for the percentage of solid waste that can be disposed in landfills. Programs that require or encourage further reductions in waste beyond mandates will result in greenhouse gas reductions from this source. Certain landfills are mandated to install methane capture systems. Methane is a powerful greenhouse gas that is 21 times more effective than carbon dioxide in retaining heat in the atmosphere. The methane can be flared, producing mainly carbon dioxide, or used in combustion devices to generate heat or power that can be used for productive purposes displacing the use of fossil fuels. The following policies are recommended in the SEDA to reduce GHGs and conserve energy:

- A. Maintain current targets for recycling and re-use of all types of waste material in the city and enhance waste and wastewater management practices to reduce natural resource consumption, including the following measures:
 - a. Continue to require recyclable material collection and storage areas in all residential development.
 - b. Establish recycling collection and storage area standards for commercial and industrial facilities to size the recycling areas according to the anticipated types and amounts of recyclable material generated.
 - c. Provide educational materials to residents on how and what to recycle and how to dispose of hazardous waste.
 - d. Provide recycling canisters and collection in public areas where trash cans are also provided.
 - e. Institute a program to evaluate major waste generators and identify recycling opportunities for their facilities and operations.
 - f. Continue to partner with the California Integrated Waste Management Board on waste diversion and recycling programs and the CalMax (California Materials Exchange) program.
 - g. Evaluate the feasibility of a residential, restaurant and institutional food waste segregation and recycling program, to reduce the amount of organic material sent to landfill and minimize the emissions generated by decomposing organic material.

- h. Evaluate the feasibility of “carbon foot printing” for the City’s wastewater treatment facilities, biomass and composting operations, solid waste collection and recycling programs.
 - i. Expand yard waste collection to divert compostable waste from landfills.
 - j. Study the feasibility and cost-benefit analysis of a municipal composting program to collect and compost food and yard waste, including institutional food and yard waste, using the resulting compost matter for City park and median maintenance.
- B. Create a strategic and operations plan for fulfilling the City Council resolution committing the City to a Zero Waste goal.
 - C. Continue to pursue opportunities to reduce air pollution by using methane gas from the old City landfill and the City’s wastewater treatment process.

Policy RC-1.6 Municipal Facilities – The SEDA will have its share of municipal facilities, from streetlights to parks and open spaces to community centers and police and fire facilities. Therefore, it is important to include the GHG and energy reductions possible at City facilities, in which the City has direct control and can allocate resources for this purpose. In addition, implementing these measures at City facilities also establishes the City as a leader in GHG reduction and conservation, which is important as it implements these measures on a citywide basis. The following are actions that City will take citywide as opportunity allows, and in the SEDA:

- A. Improve energy efficiency in City operations.
- B. New City buildings shall exceed Title 24 energy efficiency standards.
- C. Install renewable energy systems on City facilities.
- D. City operated transportation demand management shall be implemented for City employees.
- E. Purchase green vehicles for City fleets.
- F. Enhance reduction, recycling, and reuse efforts at City facilities.
- G. Implement water efficient landscaping in city parks and facilities
- H. Establish a green purchasing program.

Policy RC-1.7 Urban Forestry Program – Trees provide shade that can reduce the urban heat island effect caused when pavement and other open surfaces absorb solar radiation and re-radiate heat to the surrounding environment. The shade can reduce energy required for

cooling. Trees also store carbon as they grow, in a process referred to as sequestration. Emission reductions from urban forestry projects must consider the life cycle emissions such as tree maintenance and the ultimate disposition of trees at the end of their lives to ensure that they produce a net decrease in greenhouse gas emissions.

The City maintains trees in parks and other publicly owned landscaped areas. These areas may provide an opportunity for new tree planting or replacement of tree species that possess a low potential to store carbon, with tree species that possess higher carbon storage potential. Guidance for managing urban forests is available from several sources. The Climate Action Reserve, Urban Forest Project Reporting Protocol (CAR 2019) provides criteria for generating greenhouse gas emission offsets with tree planting along with procedures for project monitoring. ICLEI's Urban Forestry Toolkit for Local Governments provides a series of fact sheets and case studies that communities can use to design an effective urban forestry program (ICLEI 2006). Development of the SEDA will present many opportunities for the strategic planting of trees with high carbon storage potential.

- A. Develop a tree palette for the SEDA that reinforces its sense of place, reflects native species, and includes tree species with high carbon storage potential.
- B. Meet parks shading targets noted in the Parks Master Plan.
- C. Plant shade trees to delineate corridors and the boundaries of urban areas, and to provide tree canopy for bike lanes, sidewalks, parking lots, and trails.

Policy RC-2.1 Energy Planning – Support cooperative, multi-agency water and energy resource planning involving the City of Fresno and other local jurisdictions, water and flood control agencies, the San Joaquin Valley Clean Energy Organization and Pacific Gas and Electric Company.

Policy RC-2.2 Shared Water Resources & Infrastructure – Develop methods and systems to share water resources and infrastructure to capture the highest possible value for all planning, water delivery, and water-using agencies.

Policy WR-2.1 Smart, Compact Land Use – Build compact communities that include more small-lot and multifamily housing options which require less water for outdoor irrigation.

Policy WR-2.5 Site & Building Efficiency Standards for Water Use – Green building standards contain a spectrum of strategies to conserve water, including site measures to encourage the planting of species that require minimal water. All new construction in the SEDA is required to meet existing local and state laws regarding water conservation and any additional measures needed locally to respond to drought conditions as determined by the City of Fresno Department of Public Utilities.

Policy RC-3.2 Water Recycling – Use treated wastewater for irrigation and other uses, consistent with applicable regulations, to minimize the required surface and groundwater needs of SEDA homes and businesses.

- **Public Facilities:** Require the use of tertiary-treated wastewater to irrigate parks (as specified in Open Space and Recreation Policy OS-6.2), golf courses, and public landscaping.
 - Municipal purple pipe. Establish a site- or district-wide purple pipe system that conveys recycled water.
 - Water treatment facilities. A water treatment facility was constructed in 2018 and is designed with the latest energy conservation and renewable energy technology. It will serve the SEDA.
- **Commercial Landscaping:** Require the use of treated wastewater to irrigate commercial landscaping, adhering to the standards included in the California Code of Regulations, Title 22.
- **Residential Landscaping:** Where appropriate, encourage the use of tertiary treated wastewater to irrigate residential landscaping. Specific policy considerations should be addressed in the pending SEDA Infrastructure Assessment and EIR-related water infrastructure planning tasks.
- **Small Farms & Community Farming:** Use secondary- and tertiary-treated wastewater for agricultural irrigation in the SEDA and within the immediate vicinity, consistent with applicable laws and regulations. Specific policy considerations should be addressed in the pending SEDA Infrastructure Assessment and EIR-related water infrastructure planning tasks.

Policy RC-3.3 Implementation & Monitoring – Support and monitor water conservation policies and programs.

- **Technical Support:** The City of Fresno Department of Public Utilities and the Planning and Development Department will provide technical support to developers and builders throughout

the site planning and design process to implement site and building water efficiency standards.

Policy RC-4.1 Minimizing Groundwater Extraction – Use available surface water supplies to meet as much of the SEDA’s potable water demand as possible, limiting groundwater extraction to extreme periods. The pending SEDA Infrastructure Assessment shall address this issue in detail.

Policy RC-4.2 Replacement of Extracted Groundwater – The North Kings Groundwater Sustainability Plan (approved in 2019) illustrates the decrease in groundwater levels in the region because of pumping. All groundwater drawn to serve development in the SEDA shall be replaced with at least an equal volume via infiltration, pumping, or other means. Recharge need not necessarily occur the same year as withdrawals; however, over time, total recharge must at least match total withdrawals. Recharge and withdrawals need not occur within the same groundwater aquifer but must be within the same groundwater basin. The pending SEDA Infrastructure Assessment shall address this issue in detail.

Policy RC-4.3 Maximizing Groundwater Recharge – Establish integrated systems within the SEDA open space network to maximize recharge using stormwater, treated wastewater, and excess surface water supplies. Facilitate increased porosity and en-route stormwater recharge through the use of porous conveyance methods such as bioswales, naturalized channels, and layered basins. Recharge and related systems shall be addressed in the SEDA Infrastructure Assessment.

Policy RC-4.4 Utilization of Recreation & Open Spaces as Groundwater Recharge Areas – Support recreation opportunities with a range of parks and multi-use trails by establishing joint-use agreements with Fresno Metropolitan Flood Control District to allow access to storm drainage/recharge basins for recreational use, when appropriate (see Open Space and Recreation Policy OS-1.2). Infrastructure Assessment.

Policy RC-5.1 Stormwater Runoff – Implement stormwater management practices that minimize stormwater runoff impacts on the Tulare Lake Watershed.

- **Compact Development:** Limit impervious cover by clustering new, higher density development within the SEDA, directing growth away from undeveloped portions of the watershed.

- *Compact Development*- Reduce the building footprint and overall impervious surface to minimize lot coverage on a per unit basis.
- *Parking demand management*- Reduce the demand for parking stalls to lower the amount of impervious surface (and environmental impacts).
- *Low Impact Development Practices*: Implement development practices such as natural conveyance, bioswales, and raingardens that minimize, slow and filter street runoff and remove pollutants, lowering peak volume and reducing the size and cost of stormwater infrastructure.
 - *Natural conveyance*
 - *Bioswales*
 - *Raingardens*

Policy RC-5.2 Hazardous Materials – Prevent contamination of the groundwater table and surface water resources.

- *Signage*: Install appropriate signage to deter the discharge of hazardous materials into storm drains.
- *Pollution Prevention*: Provide information to SEDA residents on appropriate ways to dispose of hazardous materials and chemicals.
- *Pesticide Reduction*: Discourage all pesticide use for agricultural and landscaping uses within the SEDA.
- *Remediation*: Encourage rapid clean-up of contaminated groundwater consistent with applicable laws and regulations.

Policy RC-5.3 Construction Erosion – Prevent erosion on construction sites during storm events.

- *Erosion & Sedimentation Control Plan*: Require all construction projects to create and implement a plan using state and local best management practices for erosion and sedimentation control.
- *Runoff Control*: Prevent loss of soil by stormwater runoff and sedimentation of storm sewers or receiving streams.

Policy RC-6.1 Water Supply & Delivery – Evaluate the potential surface water and groundwater resources and infrastructure needs necessary to meet the Southeast Development Area demand. Detailed assessments shall be addressed in the pending SEDA Infrastructure Assessment and EIR-related water infrastructure planning tasks.

- ***Site & Development-Level Water Supply:*** Utilizing the pending SEDA Infrastructure Assessment as a basis, establish estimates for water supply and demand for all development proposals, reducing demand (as appropriate) through site design and efficiency measures.
- ***Site Plan Delivery:*** Proposed water supplies and delivery systems shall be identified at the time of development project approval to the satisfaction of the City of Fresno. Systems must work within the schematic designs established in the pending EIR-related water infrastructure planning tasks, and the SEDA Infrastructure Assessment.
 - Water demand reductions – The City of Fresno and the developer or builder will identify specific demand reduction measures required for the development proposal to move forward. Technical assistance will be provided by the City as needed, per Policy WR-2.7.
 - Detailed engineering – Infrastructure planning and engineering will be conducted with the proposed demand reduction factors included.

Policy RC-6.2 Wastewater Treatment & Delivery – Evaluate the potential wastewater treatment and infrastructure needs necessary to meet Southeast Development Area demand.

- ***Site Water Treatment:*** Establish site-wide estimates for water treatment demand, reducing demand (as appropriate) after incorporating site design and efficiency measures.
- ***Site Plan Delivery:*** Proposed wastewater supplies and delivery systems shall be identified at the time of development project approval to the satisfaction of the City of Fresno.
 - ***Wastewater Reductions*** – The City of Fresno and the developer will identify specific wastewater reduction measures required for the development proposal to move forward. Technical assistance will be provided by the City as needed, per Policy WR-2.7.
 - ***Detailed engineering*** – Infrastructure planning and engineering will be conducted with the proposed demand reduction factors included.

Policy RC-6.3 Flood Control & Stormwater Management – Evaluate and provide infrastructure to minimize community flood risk, enhance water quality, and provide locations for active recreation. Schematic designs will

be included in the pending EIR-related water infrastructure planning tasks, as well as the SEDA Infrastructure Assessment.

Sub-Area or Development Proposal Delivery: Proposed stormwater systems shall be identified at the time of development project approval to the satisfaction of the City of Fresno. Systems must work within the requirements established in the pending EIR-related water infrastructure planning tasks, and the SEDA Infrastructure Assessment.

- ***Stormwater Runoff Reductions*** – The City of Fresno and the developer will identify specific reduction measures required for the development proposal to move forward.
- ***Detailed Engineering*** – Infrastructure planning and engineering will be conducted with the proposed demand reduction factors included.

Policy RC-6.4 Shared Resources & Infrastructure – Develop methods and systems to share resources, infrastructure, and to capture the highest possible value for all public agencies. Resource-sharing strategies and plans shall be included in the SEDA Infrastructure Assessment.

- ***Energy Generation:*** Evaluate the potential to generate energy and heat from wastewater treatment facilities.
- ***Bio-Digestion:*** Study opportunities to treat wastewater sludge and organic waste to capture methane, alcohols, fertilizers, and other fuels to transform into renewable energies.
- ***Wastewater Treatment Plants:*** Require treatment facilities to separate wastewater solids for energy generation and water for irrigation in the SEDA.
- ***Safety & Access Standards for Facilities:*** Develop facilities design and management standards that address public safety and access issues.
- ***Water Infrastructure Systems, Stormwater Systems, & Assessment:*** The Water Section of the Resource Conservation Element will include a full Infrastructure Assessment (Water Supply Assessment, or WSA), as well as trunk infrastructure diagrams for water, wastewater, and stormwater systems. This work is being completed by the Fresno Metropolitan Flood Control District, and the City's consultants as part of the preparation of the Environmental Impact Report (EIR) for the SEDA Plan. All this work and analysis will eventually be integrated into this, and other sections as required.

- *Infrastructure Assessment:* The WSA, currently underway as part of the SEDA EIR process, will include:
 - Surface water analysis and allocation for the SEDA
 - Groundwater analysis and allocation for the SEDA
 - Recycled water systems analysis and planning for the SEDA
- *Water Infrastructure Planning:* Informed by the results of the WSA, infrastructure plans will describe the following components of the water, wastewater, and stormwater systems for the SEDA:
 - *Water*
 - Backbone water delivery infrastructure
 - Domestic water supply map (including existing water main, proposed trunk system, and water tanks (if applicable)).
 - *Wastewater*
 - Backbone wastewater treatment infrastructure
 - Wastewater plan map (existing sewer mains, proposed trunk system, and proposed lift stations (if applicable)).
 - *Stormwater*
 - Stormwater plan map (including basins and conveyances)
 - Size and design standards for infrastructure basins and features.

ECONOMIC DEVELOPMENT ELEMENT

Introduction

Economic development is the creation of wealth that results in community benefits. Healthy economic development programs nurture existing businesses and local entrepreneurs and attract new business growth that will serve the community's vision for the future. With the Southeast Development Area Specific Plan, the City is committing to environmentally responsible economic development that creates shared prosperity. The goals of the Southeast Development Area Specific Plan build on Fresno's current strengths and are designed to create more opportunity for current and future residents and businesses.

The region's strong agricultural base can provide a foundation for growth in many industries, including agricultural research and technology, biomass-fueled energy generation, organic food production, and others.

Ultimately, it is envisioned that the SEDA will become an economic generator for Fresno. Within the framework of its land use and transportation elements, opportunities exist to stimulate and host a range of economic activities. The objectives and policies of this element serve to identify opportunities presented by the design and policies of the SEDA Plan. How activity and investment is steered to districts within the SEDA will be crucial to the success of its communities.

Policies

Policy EO-1.1 Broaden Access to Small Business Financing – Expand on the City's microlending programs to support small, local businesses.

Policy EO-1.2 Support Training & Upskilling of Workforce – Build on Fresno's current workforce development efforts by providing career technical education, apprenticeship, and other upskilling opportunities for those who live or work in SEDA.

Policy EO-1.3 Collaborate with Other Community Organizations That Are Working to Reduce Inequality & Racism – Support initiatives such as the DRIVE (Developing the Region's Inclusive and Vibrant Economy) strategy that seeks to increase equity through the pillars of neighborhood development, human capital, and economic development.

Policy EO-1.4 – Promote industry clusters that build on Fresno's local strengths. The SEDA Plan presents opportunities for each of the following clusters: Advanced Manufacturing, Clean Energy, Construction, Food Processing, Healthcare, Information Processing, Logistics & Distribution,

Software Development, Tourism, and Water Technology. This list may evolve as Fresno grows and changes.

Policy EO-1.5 Local & Regional Economic Development– Coordinate with other local and regional economic development efforts to build on opportunities presented by new development in the SEDA. This includes plans and programs of the City of Fresno Economic Development Department, as well as any related efforts.

- ***Attracting Investment to Fresno***– Across all sectors, California received \$84.2 billion in venture capital investments in 2020. More than two-thirds went to San Francisco and the Silicon Valley, while only 31% was invested in Southern California, the Central Coast, and the San Joaquin Valley combined. Fresno faces the challenge of attracting a greater share of investments by building on its local strengths.
- ***Renewable Energy***– Plans for two major utility-scale solar farms, and other key potential assets such as biomass generation, position Fresno to lead in energy technology.
- ***Central Location***– Fresno’s location is advantageous for goods distribution, while the planned High-Speed Rail system will make for easy connections to the north and south.
- ***Higher Education*** – A broad range of educational programs at CSU Fresno and the State Center Community College District encourage entrepreneurship and support workforce development.
- ***Agricultural Base***—Fresno’s primary industry holds potential for developments in agricultural technology, energy generation (using waste as biomass), food processing, and other related fields.

OBJECTIVE EO-2 CLEAN ENERGY & AGRICULTURAL

TECHNOLOGIES– Support growth in clean energy and agricultural technologies, tapping into broad demand from the local to the national level and beyond. Citywide strategies should be developed to align with and build upon the goals and policies of the Southeast Development Area Specific Plan.

Policy EO-2.1 Collaboration with the San Joaquin Valley Clean Energy Organization (SJVCEO)– Work with the SJVCEO to attract projects and investments to Fresno and specifically the SEDA, promoting it as a key location in which to implement emerging clean energy. Local renewable energy projects can capitalize on Fresno’s abundant solar and biomass resources.

Policy EO-2.2 Coordination with California State University, Fresno–

Establish partnerships with California State University, Fresno to develop programs and projects to attract funding for research and development in the following areas:

- A. Agricultural technology
- B. Clean energy technology
- C. Green building technology
- D. Value-added manufacturing technology
- E. Water and wastewater technology
- F. City and Regional Planning

Policy EO-2.3 Coordination with State Center Community College–

Establish partnerships with State Center Community College to promote workforce training programs that can support local business growth.

Policy EO-2.4 Public-Private Partnerships– Pursue public-private partnerships to develop and support green technology for public building and infrastructure projects.

Policy EO-2.5 Grant Funding– Pursue federal, state, and foundation grant funding to support public demonstration projects.

Policy EO-2.6 Venture Capital Investments– Help attract and bring investment to local companies by supporting the development of a research park in the SEDA.

Policy EO-3.1 Local Sustainable Industries– Support the establishment or growth of local businesses that can respond to the SEDA's policies for environmental sustainability, e.g., solar installation companies for sustainable building.

Policy EO-3.2 Local Sustainable Goods & Services– Support the establishment or growth of local businesses that provide goods or services in an environmentally responsible manner (e.g., eco-friendly dry cleaning, organic food production, sustainable businesses that manage waste responsibly).

- Leverage City resources to stimulate the development of local sustainable businesses

Policy EO-4.1 Employment in Mixed-Use Centers– Develop mixed-use centers with targeted sales, property value, and employment intensity per acre.

- Attract office-based employment.

- Support the development of small businesses. Encourage developments that can accommodate small-scale enterprises

Policy EO-4.2 Employment in Office Centers & Flexible Research & Development Districts– Employment in Office Centers and Flexible Research & Development Districts. Develop office/ centers with targeted sales, property value, and employment intensity

- Attract office-based employment.
- Support partnerships between the State Center Community College and companies in the local area.
- Incentivize “maker” spaces: collaborative workspaces for making, sharing, learning, and exploring that usually contain a variety of shared tools, tech and space

Policy EO-4.3 Employment in Flexible Research & Development Districts– Develop Flexible Research & Development Districts with targeted sales, property value, and employment intensity Promote the growth of manufacturing, distribution and research and development employment in the industrial areas of the SEDA.

- Promote the development of a research park that can support new ventures.
- Encourage the formation of industry clusters.
- Attract large employers
- Support partnerships between the State Center Community College and companies in the local area.

Policy EO-4.4 Employment in Open Space Network– Develop the open space network to support employment opportunities.

- Support small-scale farms in rural cluster areas
- Support agricultural research in open space areas
- Support the development of clean energy systems within the open space network (e.g., solar farms in parks, flood basins)

Policy EO-5.1 Focused Activity– Concentrate office employment in the Regional and Community Centers and along transit corridors as detailed in the SEDA Plan.

Policy EO-5.2 Co-Location of Services & Employment– Co-locate services and employment to foster a walkable environment and allow for multi-purpose trips.

CULTURAL AND HISTORIC RESOURCE POLICIES ELEMENT

Introduction

While development in the SEDA will bring dramatic changes that will necessarily alter landscapes and displace existing buildings, the plan will ease development pressure on surrounding agricultural areas by accommodating more growth within the City's sphere of influence. By containing development, the SEDA Plan supports the preservation of rural landscapes and resources located outside the area. Historically significant buildings, districts, sites, landscapes, and other features can reveal the unique identity of a city and contribute to its sense of place. The Southeast Development Area Plan is sensitive to the need to preserve elements of the area's past as resources to enrich its future. An early environmental analysis for the SEDA Plan identified potentially significant historic resources. As detailed planning and development in the SEDA proceeds, the City will continue to evaluate the cultural and historic significance of built and natural features within the area.

Policies

Policy CR-1.1 Future Growth – Channel new growth to areas already committed to urban uses. This includes areas currently inside the Fresno sphere of influence (SOI) and those designated as SOI expansion areas in the Fresno General Plan.

Policy CR-1.2 Conversion of Non-Urban Uses – Limit the conversion of culturally significant rural areas outside the current Fresno SOI by implementing the Farmland Conservation Model Program (as described in Community Farming and Agriculture Policy CF-1.2).

Policy CR-2.1 Small Farms & Community Farming – Support opportunities for entrepreneurs and families to grow food for commercial and household production within the SEDA (as specified in Community Farming and Agriculture Policy CF-3.1 and Policy CR-3.2).

Policy CR-2.2 Educational Farming & School Gardens – Encourage schools and other institutions to emphasize agricultural processes, preservation, and interpretation of farming history within the SEDA (as specified in Community Farming and Agriculture Policy CF-3.3).

Policy CR-3.1 Cultural Resource Surveys – Conduct surveys for cultural resources. For all activities in the SEDA meeting the California Environmental Quality Act (CEQA) definition of a "project," the City of Fresno shall ensure that a qualified professional archaeologist; and

historian or architectural historian as appropriate based on-site conditions has conducted focused surveys of the project site before issuing grading permits. If cultural resources (prehistoric or historic) are identified because of the survey, a qualified professional archeologist/historian shall evaluate the significance of the finds and recommend appropriate mitigation measures for significant resources. The City shall ensure the project applicant or designee implements these mitigation measures. Mitigation may include, but shall not necessarily be limited to, the avoidance of significant and potentially significant resources through changes in project design and/or subsurface testing and data recovery. Such efforts, particularly those involving testing and excavation, shall be conducted in consultation with appropriate Native American representatives identified by the Native American Heritage Commission (NAHC).

Policy CR-3.2 Discovery of Cultural Resources – Protect cultural resources discovered during construction. If previously undocumented cultural materials such as historic building or structure remains; historic artifact deposits or scatters; or prehistoric artifacts such as stone tool flaking debitage, mortars, pestles, shell, or bone are encountered during construction in the SEDA, all ground-disturbing activity shall be suspended temporarily within a 100-foot radius of the find or a distance determined by a qualified professional archaeologist to be appropriate based on the potential for disturbance of additional resource-bearing soils. A qualified professional archaeologist shall identify the materials, determine their possible significance, and formulate appropriate mitigation measures. Appropriate mitigation may include no action, avoidance of the resource, and potential data recovery. Ground disturbance in the zone of suspended activity shall not recommence without authorization from the archaeologist.

Policy CR-3.3 Discovery of Remains – Appropriately address human remains that could be found during construction. If human remains are uncovered during construction in the SEDA, all ground-disturbing activities shall immediately be suspended within a 100-foot radius of the find or a distance determined by a qualified professional archaeologist to be appropriate based on the potential for disturbance of additional remains.

Policy CR-3.4 State Resources – Identify any resource listed in, or eligible for listing in, the California Register of Historical Resources, including archeological sites, during the Environmental Impact Report.

Policy CR-3.5 Locally Significant Resources – The City of Fresno shall identify additional cultural resources in road, utility, and other agency and public rights-of-way in the SEDA significant to the San Joaquin Valley and Fresno, such as historic canals and tree-lined boulevards. The City shall convey information on these resources, and appropriate protection measures, to developers, utility companies, and other implementing agencies or stakeholders that might affect these resources.

Policy CR-3.6 Resource Protection– Incorporate historic sites, infrastructure, and landscape features into new developments to conserve resources and preserve the area’s vernacular landscape and “sense of place.”

Policy CR-3.7 Resource Relocation – The relocation of historic structures should be considered as a last resort for preservation and only when retention in place is infeasible. Moved properties should adhere to the Secretary of Interior’s recommendations.

Policy CR-3.8 Alternate Public Improvement Standards – Develop Alternate Public Improvement Standards (APIs) for historic landscaped roads, if appropriate, to preserve the historic context of the SEDA area.

Policy CR-4.1 Wayside Exhibits – Incorporate within new developments wayside exhibits that depict the history of the site or region through photographs and text.

IMPLEMENTATION

- Development Code Text Amendment – the Development Code, or zoning code, of the City of Fresno will be amended to incorporate the new zone districts included in the SEDA.
- Infrastructure Study – An infrastructure study will be completed to identify all needed infrastructure, the related costs, and financing mechanisms to support the infrastructure.
- Fiscal Study – a fiscal study will be conducted to devise mechanisms to finance the infrastructure. The intent is that the SEDA will be self-financed, that is all new infrastructure and development will be paid for by development in the SEDA.
- Annexation Procedures – Proactive annexation of groups of parcels may be necessary in order to facilitate orderly, phased development in the SEDA area. The City will develop proactive annexation procedures and a program to implement this key planning element.
- Site Development Procedures – Special site development procedures will also be necessary in order to facilitate orderly development. These will be defined in tandem with the development code text amendment.
- Phasing Plan – Development of the Plan Area will need to be phased to be aligned with available infrastructure and facilitate orderly development. A potential Phasing Plan is below, with each number indicating a 5-year Phase, leading to buildout in 20 years.

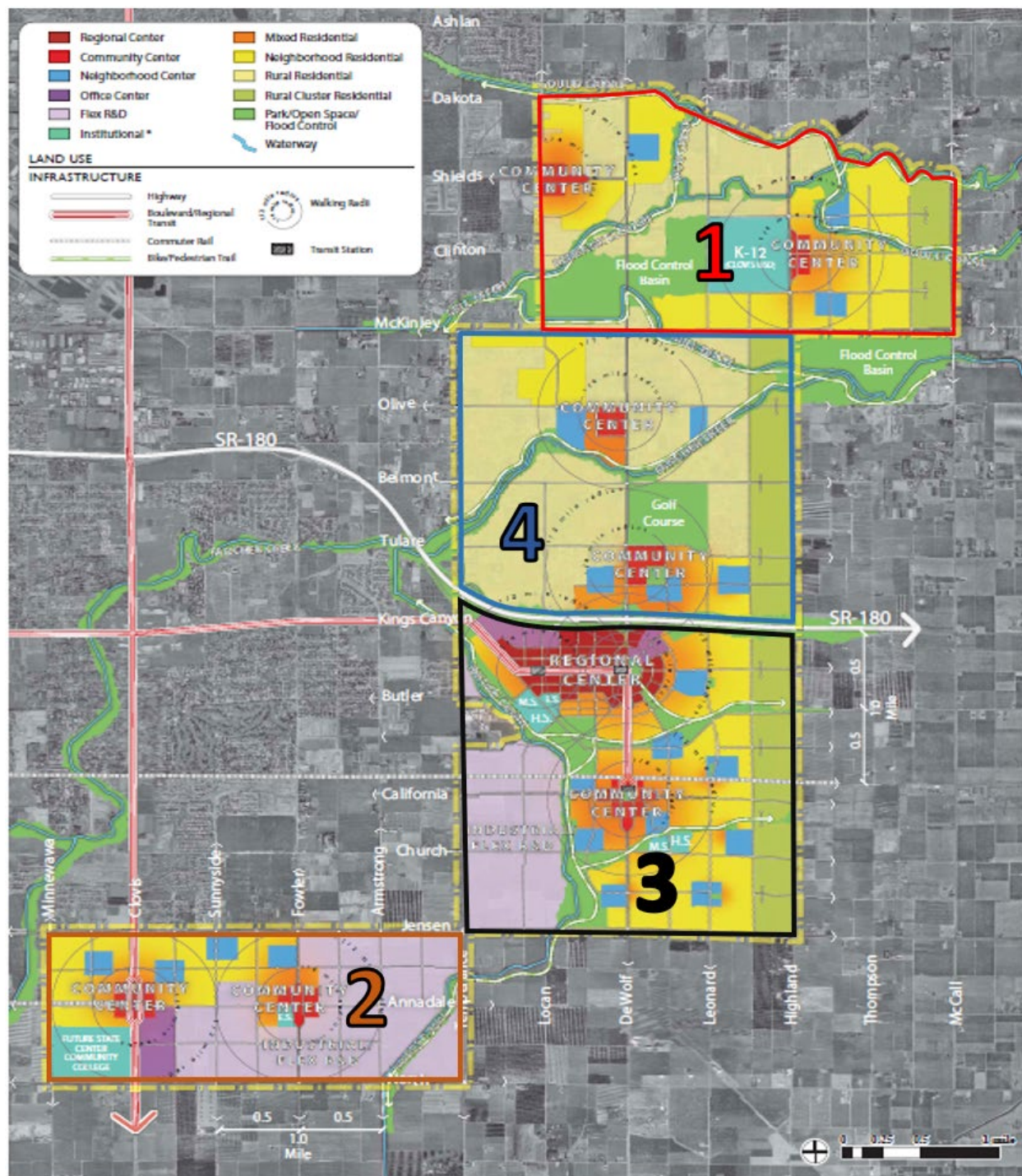


Exhibit 6: Potential Phasing Plan

Incentives for Affordable Housing – Incentives and requirements for affordable housing need to be developed for the plan.

- Incentives might include:
 - Priority processing of entitlements
 - Density Bonus
 - Provision of publicly owned land for development of affordable housing
 - Requirements might include inclusionary zoning, in which a certain percentage of housing units in each development must be affordable to low-income households in perpetuity.
- Incentives for Equitable Economic Development – Equitable development incentives need to be developed to implement the Plan. Incentives could include: