

An aerial photograph of a city landscape. The left side shows a mix of green fields and residential areas with small houses. A major road runs vertically through the center. To the right of the road, there are several large, white industrial or commercial buildings. The background shows more urban development and a highway on the far right.

ELM AVENUE REVITALIZATION PLAN

Next Workshop

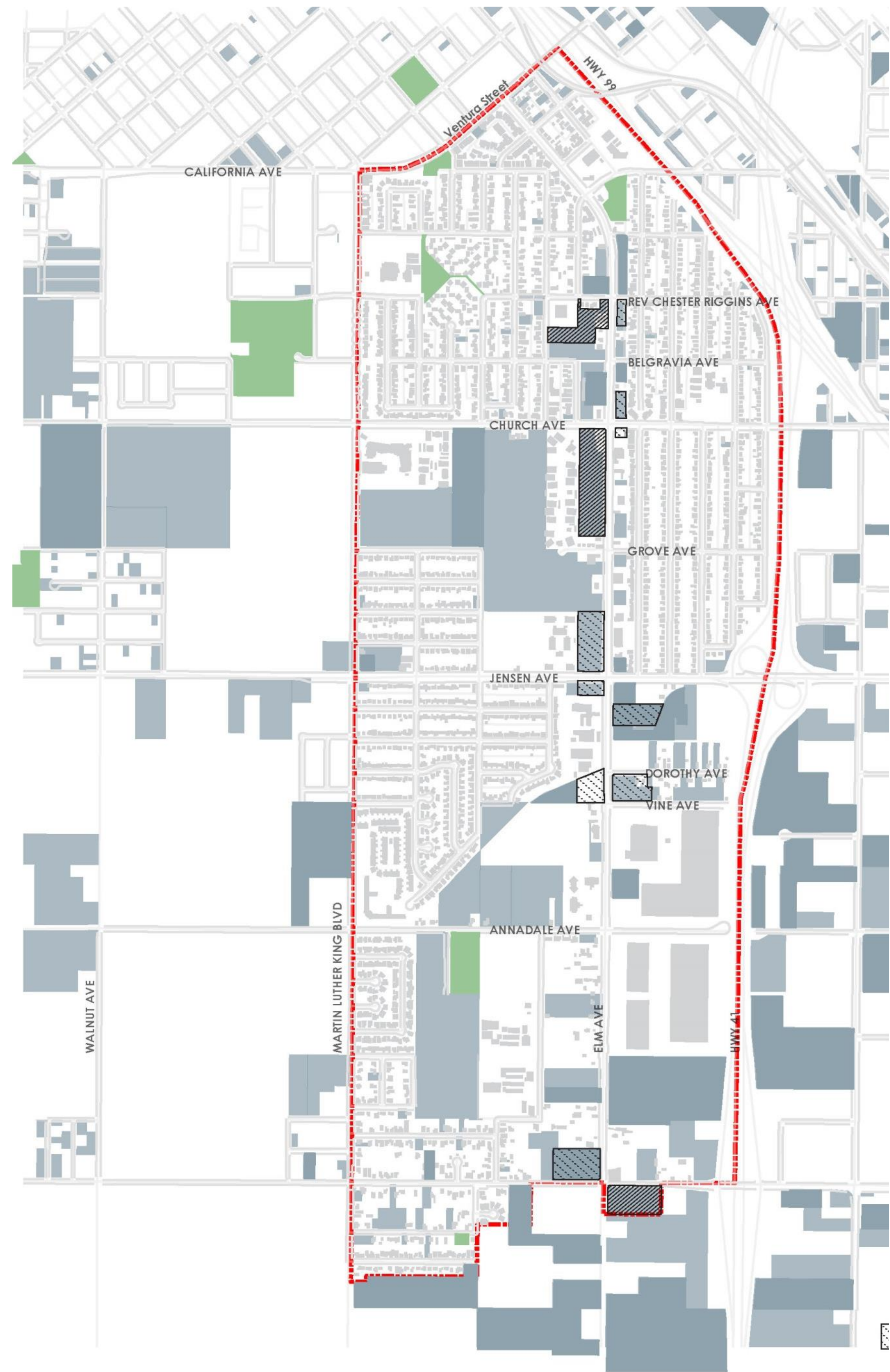
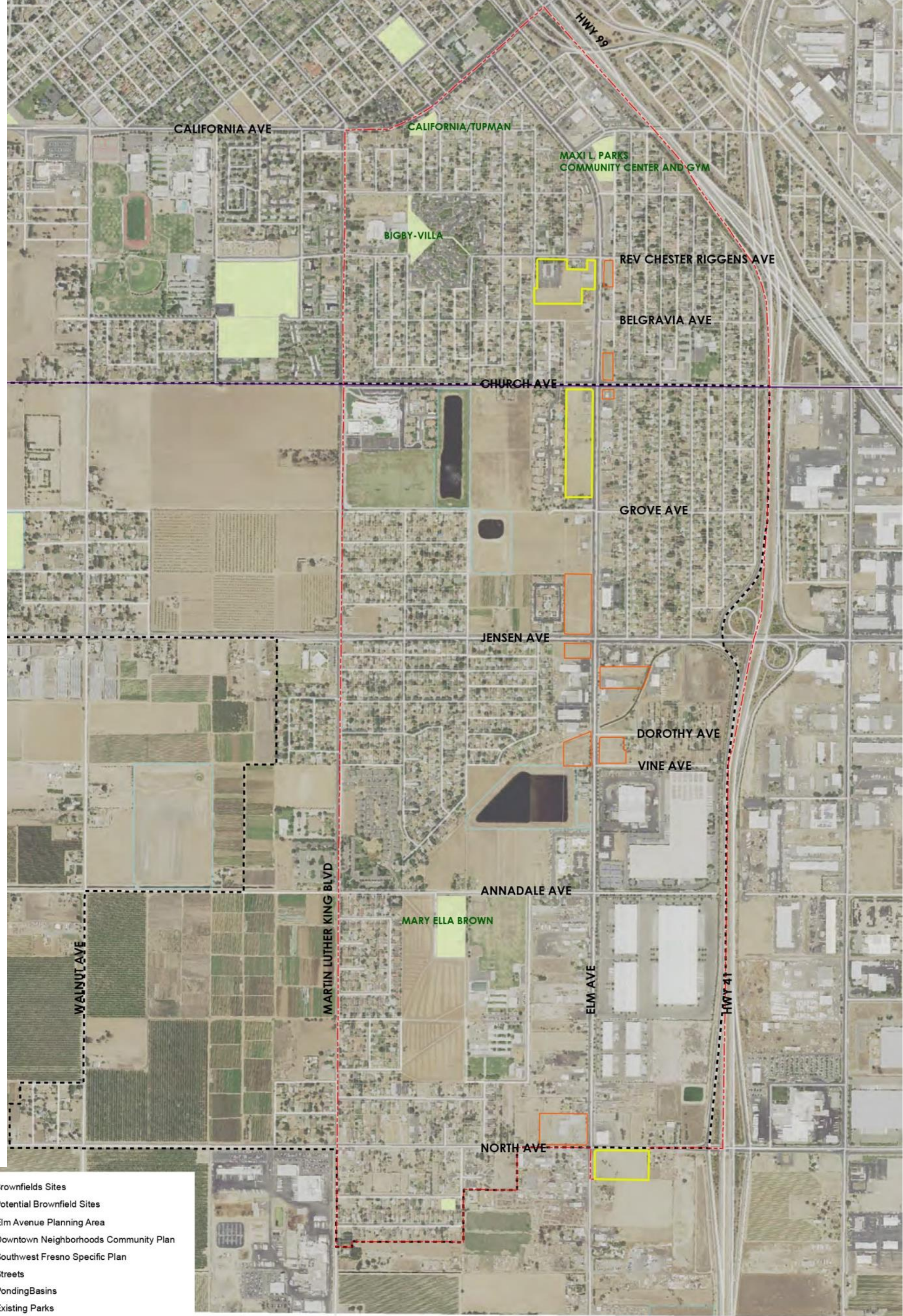
April 14th, 2018

11am – 2pm

Maxi Parks Community Center

WHAT IS THE ELM AVENUE REVITALIZATION PLAN?







Site 1: St. Rest Property


Site 2: St. Church/Elm


Site 3: North/Elm


BUILDING ON RECENT PLANS

July 2011



WEST FRESNO
BROWNFIELDS
ACTION PLAN


United States
Environmental Protection
Agency



Redevelopment Agency
of the City of Fresno



Downtown Neighborhoods Community Plan
Fresno, California



ADOPTED ON OCTOBER 20, 2016



41 + NORTH CORRIDOR

Complete Streets Plan

City of
FRESNO

Caltrans

Habitat
for Humanity



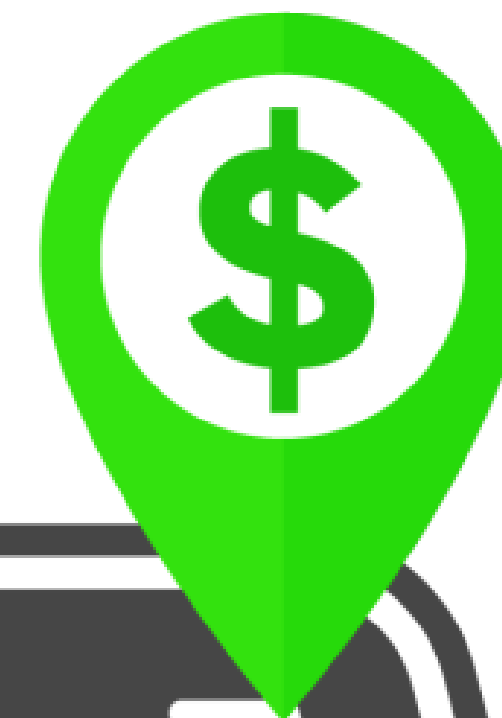
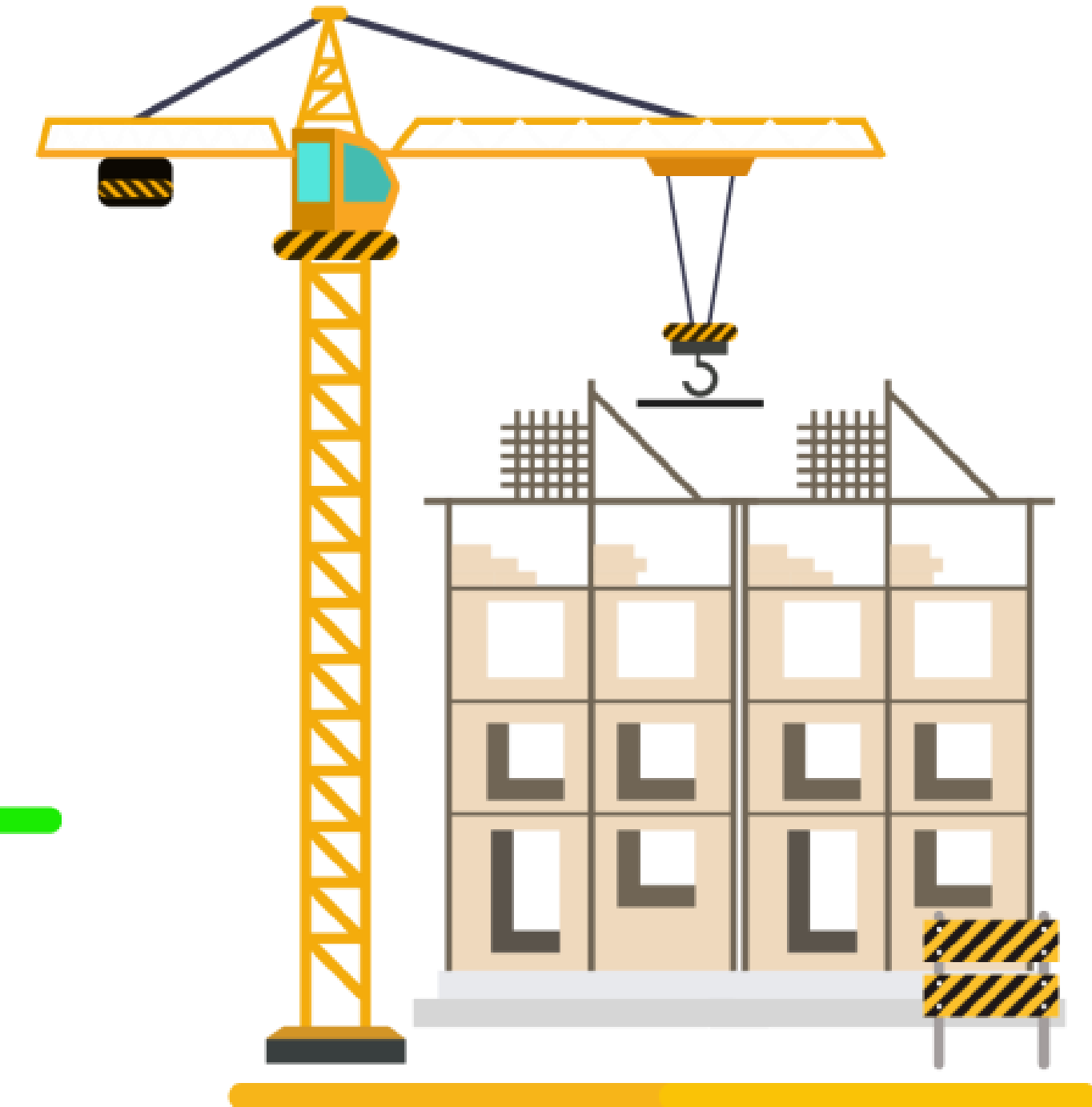
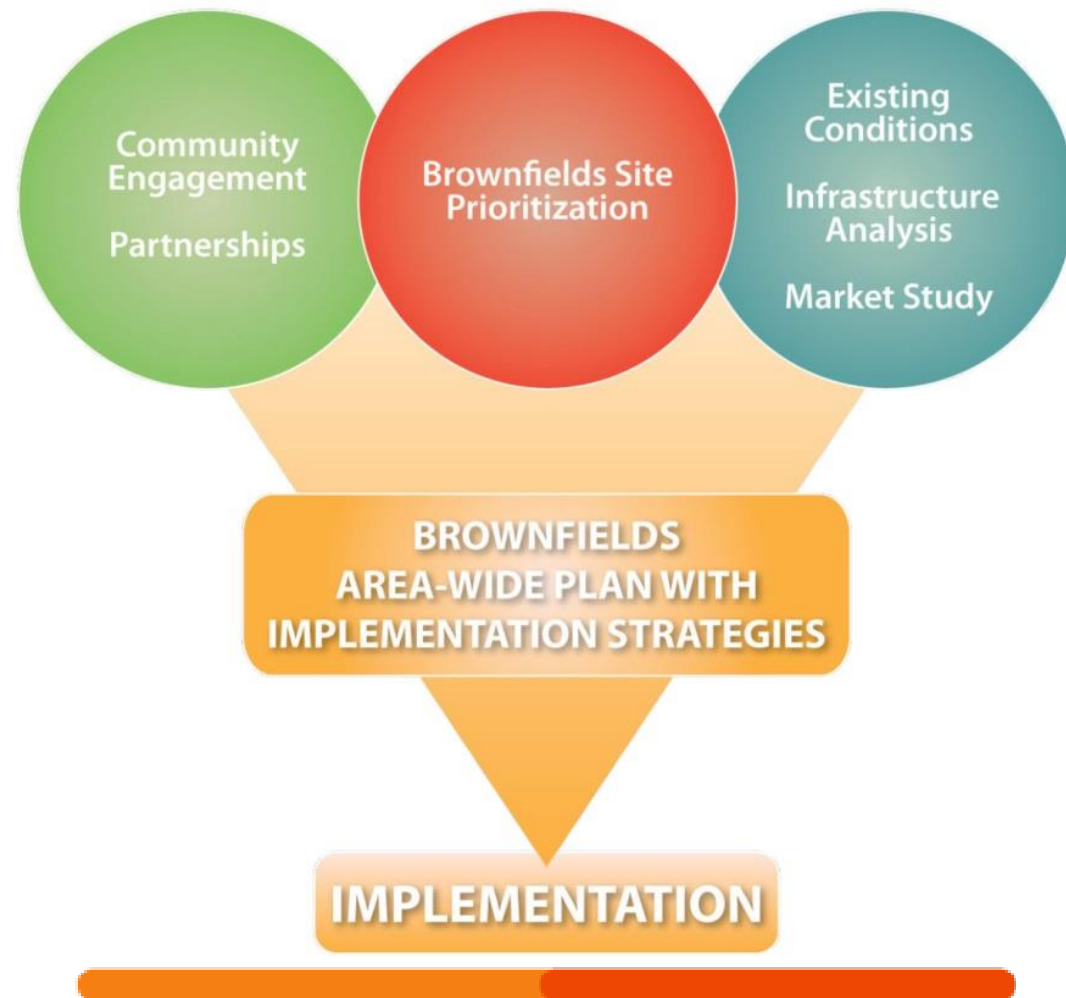


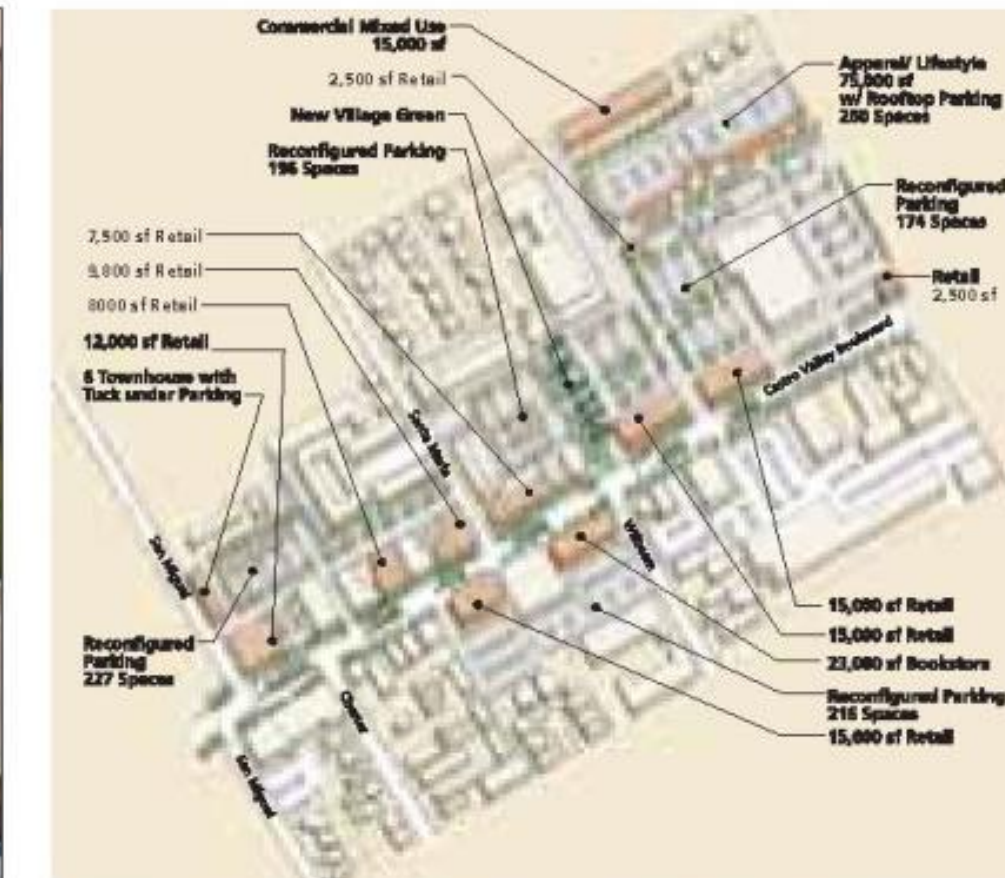


SOUTHWEST FRESNO
SPECIFIC PLAN

PUBLIC REVIEW DRAFT • MAY 2017

CITY OF FRESNO





REDEVELOPMENT STRATEGIC PLAN / CASTRO VALLEY BOULEVARD COMPLETE STREET

PARTNERSHIP OPPORTUNITIES



Land owners can “leverage” their **assets** to stimulate development of housing and other uses.



Non-profits and other community development organizations can **provide expertise and capital.**



These organizations can also access grants, tax credits and other funding to help **make community visions a reality.**



The Juanita Tate Marketplace in South Los Angeles, which includes a grocery store, pharmacy and local bank, was developed by a partnership including a community group, private developer and the City of Los Angeles.



E. REV. CHESTER RIGGINS AVE 1700



BUS
34

Balloon time

STOP

WALKING BEHIND THE BUS

NO PARKING

NO STANDING

NO LOADING

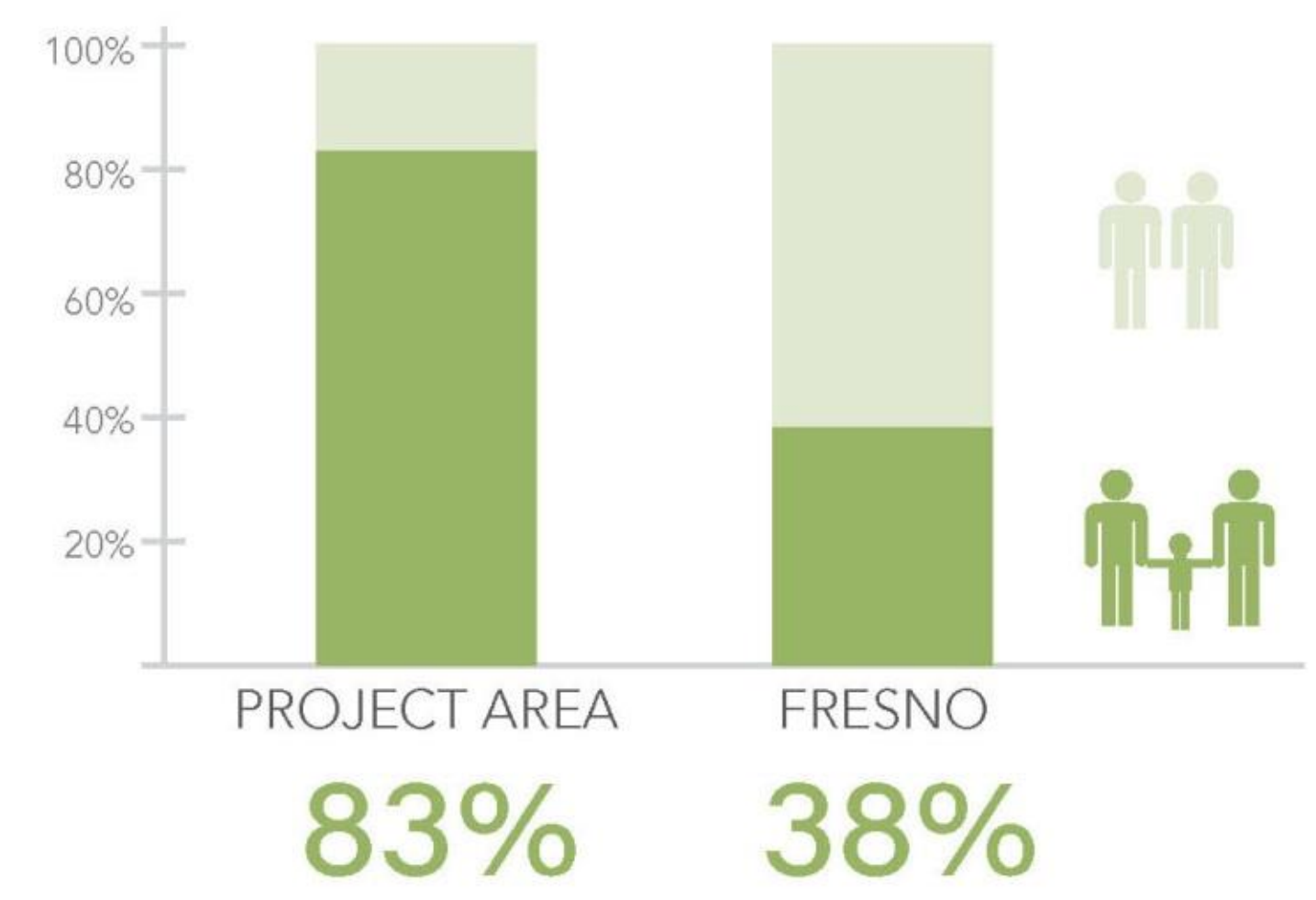
NO UNLOADING

NO WAITING

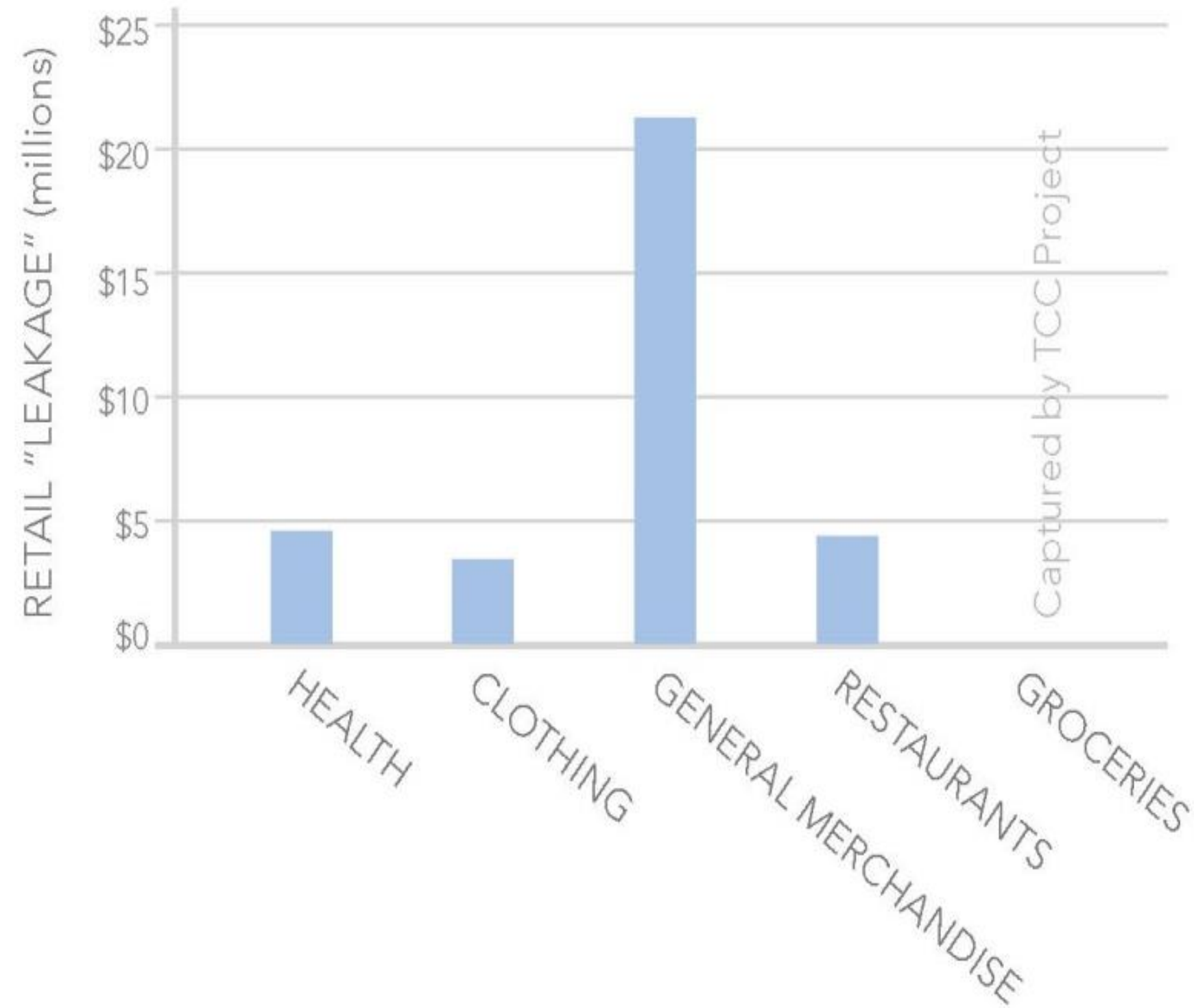
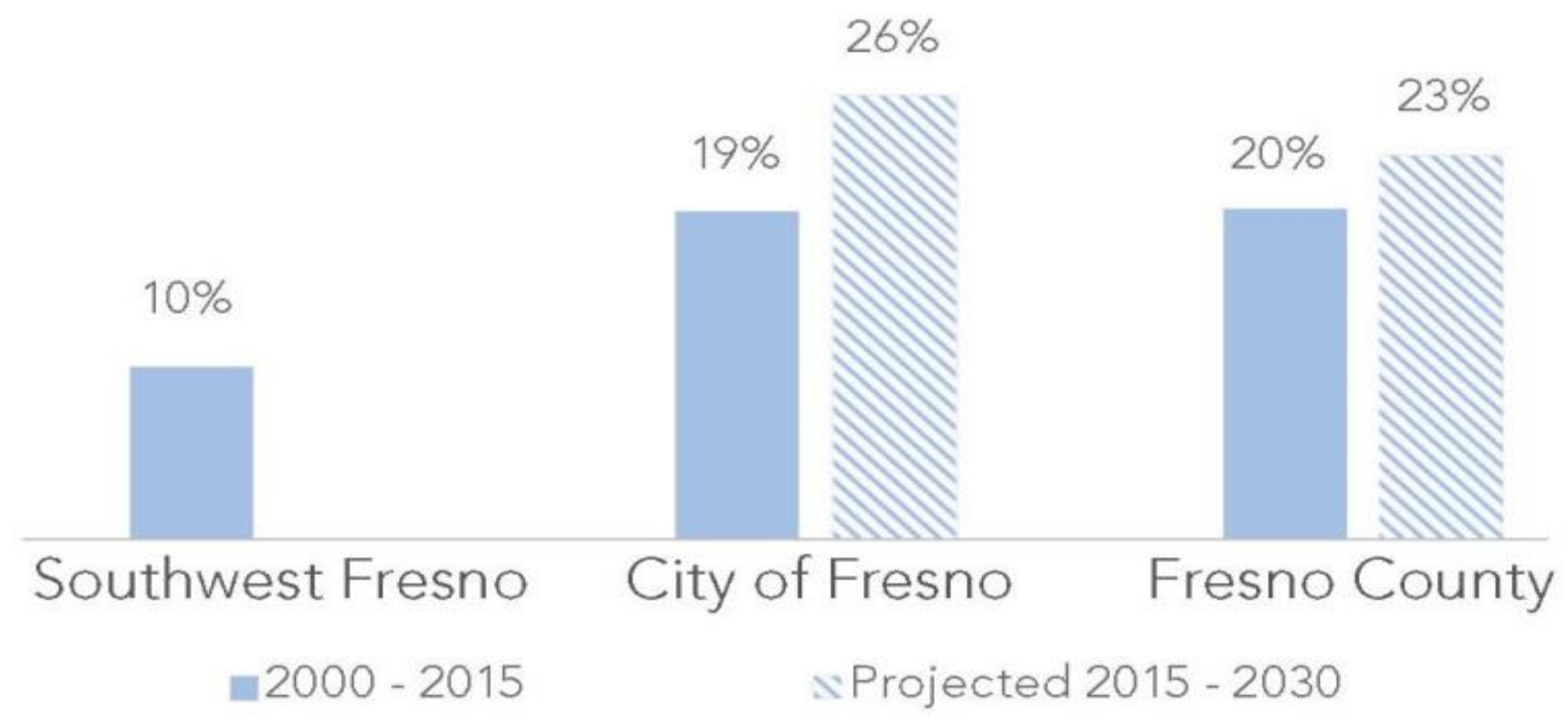
NO IDLING

NO EXCESSIVE NOISE

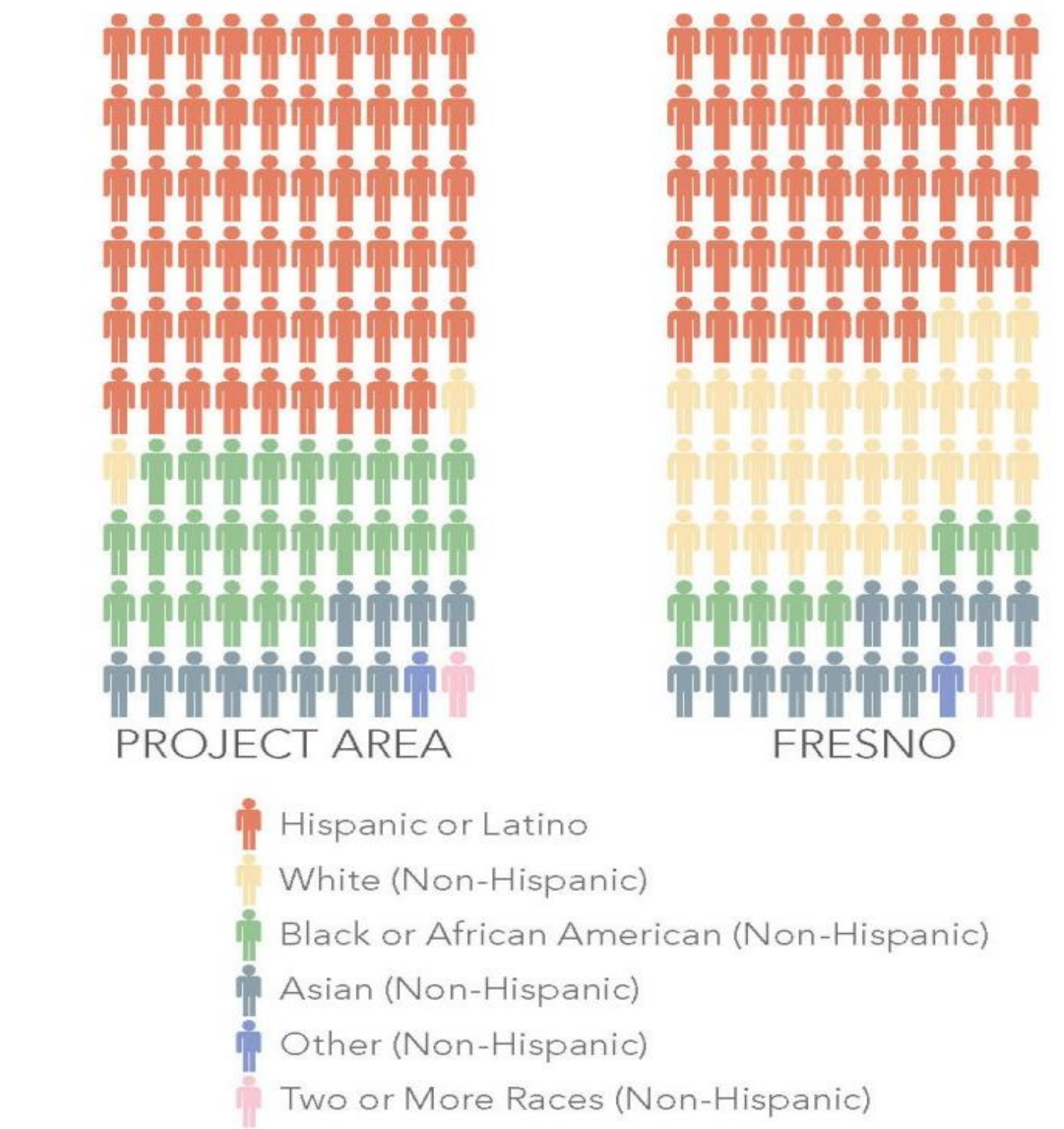
FAMILIES WITH CHILDREN



POPULATION GROWTH



RACIAL AND ETHNIC MIX



POPULATION (2015)



MEDIAN HOUSEHOLD INCOME (2015)



Source: US Census, 2010







PARKS & COMMUNITY
FACILITIES

14%



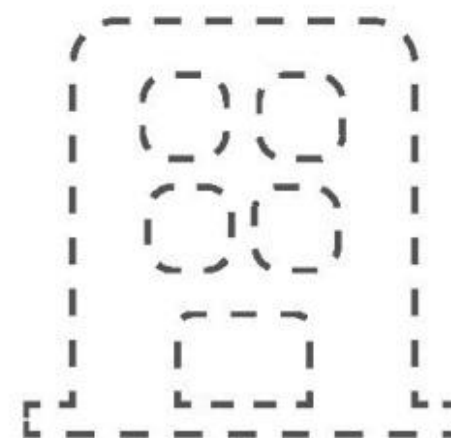
INDUSTRIAL

16%



RESIDENTIAL

35%



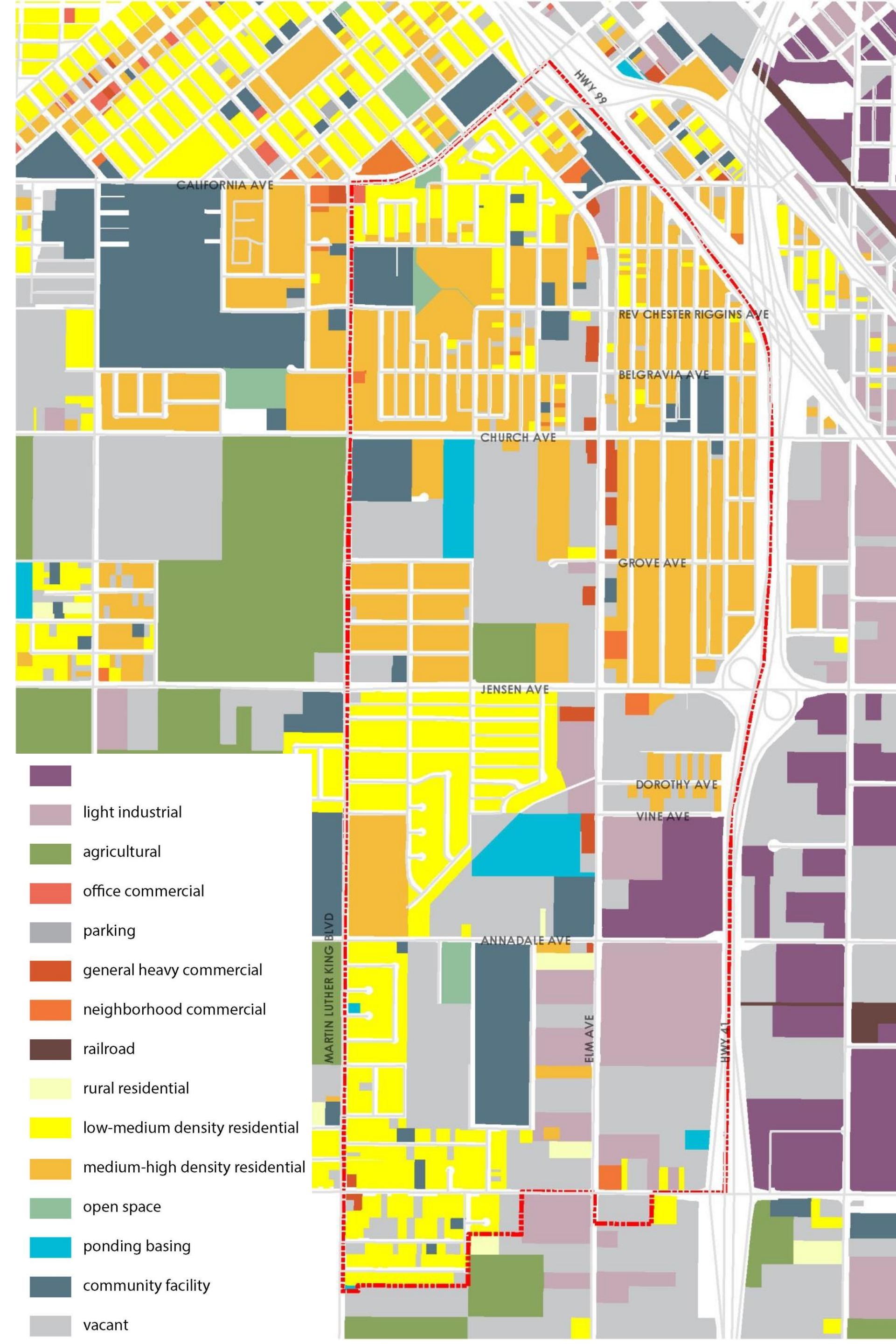
VACANT PARCELS

33%



COMMERCIAL

2%











GROUP ACTIVITY

- Identify most critical **issues on Elm**, and specific locations where they occur
- Discuss potential **development types**, **public space improvements**. Identify the group's top 4 priorities.

ELM AVENUE BROWNFIELDS AREA-WIDE PLAN COMMUNITY WORKSHOP 1

DEC 16, 2017

TABLE

#10
01



ISSUES ON ELM

Open land that's unused, Trashy
Softly hazards (sidewalks), Lack of parks
Small businesses (involvement w/ the community)
Affordable housing, community centers (recreation)
Security (policing districts, substation)
Healthy food stores, Dollar store

DEVELOPMENT PRIORITIES

- 1. COMMUNITY-SERVING RETAIL**
Retail stores, restaurants, grocery stores, general merchandise stores, etc. are needed to serve the community. The area is currently underserved in this regard. A variety of retail options are needed to meet the needs of the community. Examples include a grocery store, a restaurant, a clothing store, and a general merchandise store. The area is currently underserved in this regard. A variety of retail options are needed to meet the needs of the community. Examples include a grocery store, a restaurant, a clothing store, and a general merchandise store.
- 2. AFFORDABLE HOUSING**
The area is currently underserved in this regard. A variety of housing options are needed to meet the needs of the community. Examples include a single-family home, a townhome, and an apartment building. The area is currently underserved in this regard. A variety of housing options are needed to meet the needs of the community. Examples include a single-family home, a townhome, and an apartment building.
- 3. PARK**
The area is currently underserved in this regard. A variety of park options are needed to meet the needs of the community. Examples include a playground, a sports field, and a walking trail. The area is currently underserved in this regard. A variety of park options are needed to meet the needs of the community. Examples include a playground, a sports field, and a walking trail.
- 4. COMPLETE STREET**
The area is currently underserved in this regard. A variety of street options are needed to meet the needs of the community. Examples include a multi-lane road, a bike lane, and a pedestrian walkway. The area is currently underserved in this regard. A variety of street options are needed to meet the needs of the community. Examples include a multi-lane road, a bike lane, and a pedestrian walkway.

ISSUES ON ELM



NEXT STEPS

Existing Conditions Report

Draft Plan

Final Plan

January 2018

April 14th 2018

July/August
2018

October/
November
2018

**Steering
Committee**

Site Reuse and Corridor
Vision Workshop

**Steering
Committee**

Community
Workshop

COMMUNITY ENGAGEMENT



**El sábado, 14
de abril**

11AM - 2PM

**Centro Comuni-
tario del Maxie
L. Parks**

**Calle California Este 1802
FRESNO, CA 93706**

DIA DE LA TIERRA EN LA CALLE ELM

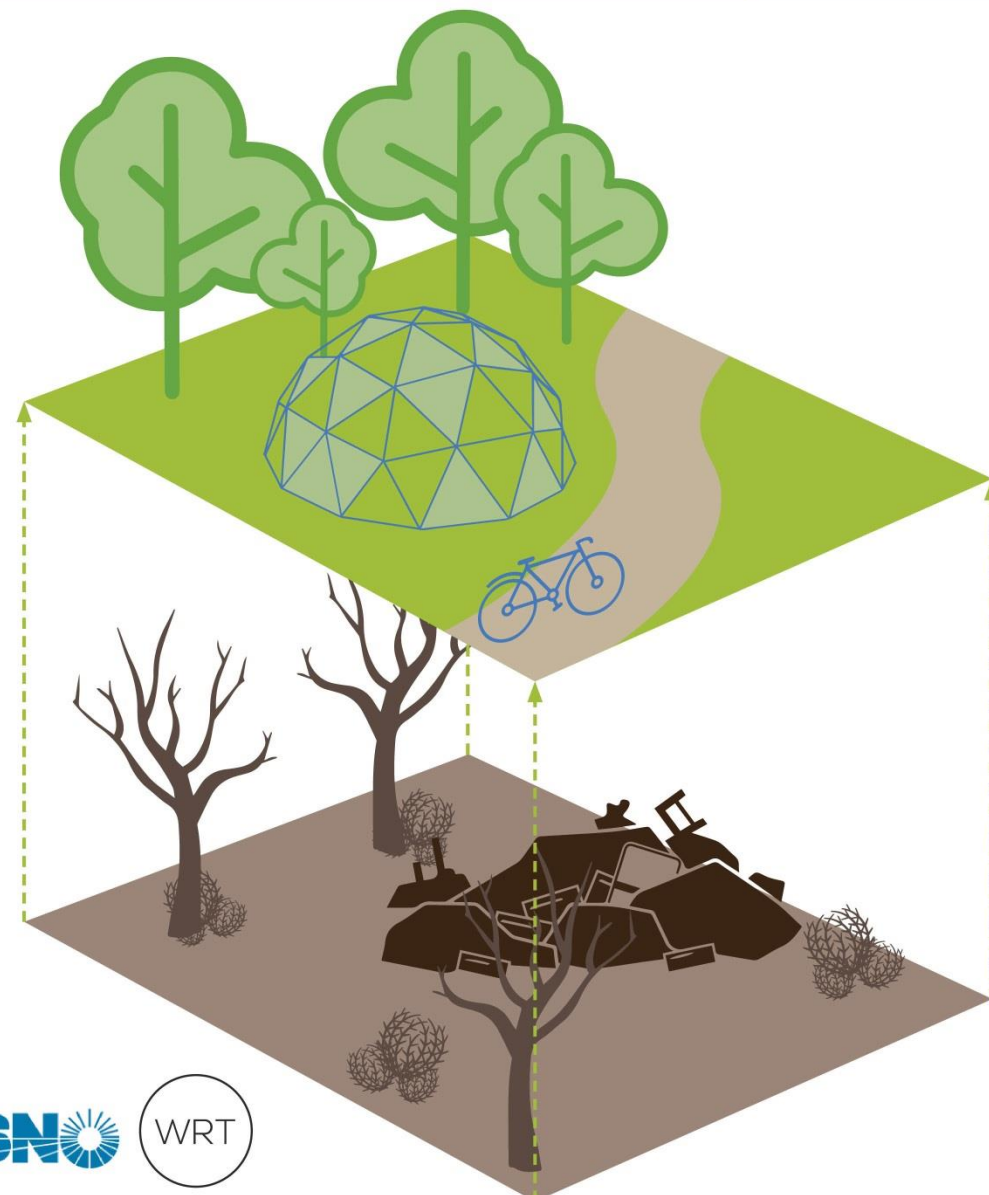
Se invita a Uds. a una celebración del Día de la Tierra, con actividades para personas de toda edad:
artesanía, pintura de la cara, música, jardinería, ropa reciclada, comida gratuita y mucho más.

Cuidar la tierra participando en el Plan del Avenida Elm. Infórmenos de sus ideas sobre la Avenida Elm.

Para más información:

Adrian Carter
(559) 374-5750
acarter@wfresnofrc.org

Drew Wilson
(559) 621-8087
drew.wilson@fresno.gov



**SATURDAY,
APRIL 14th**

11AM - 2PM

**MAXIE L. PARKS
COMMUNITY
CENTER**

**1802 E. CALIFORNIA
FRESNO, CA 93706**

EARTH DAY ON ELM

Please join us for a Earth Day celebration with activities for all ages:
Arts & Crafts, Face Painting, Music, Planting in the Community Garden, Fashion Pieces made from Recyclables, Free Food, and Much More.

Help care for the Earth by participating in the Elm Ave Revitalization Plan. Come let us know what you want to see on Elm Ave.

For More Information:

Adrian Carter
(559) 374-5750
acarter@wfresnofrc.org

Drew Wilson
(559) 621-8087
drew.wilson@fresno.gov

