

VISION

The South Central Specific Plan

is an area characterized by development that maximizes economic benefit and job growth for residents, while reducing impacts on the environment and improving quality of life.



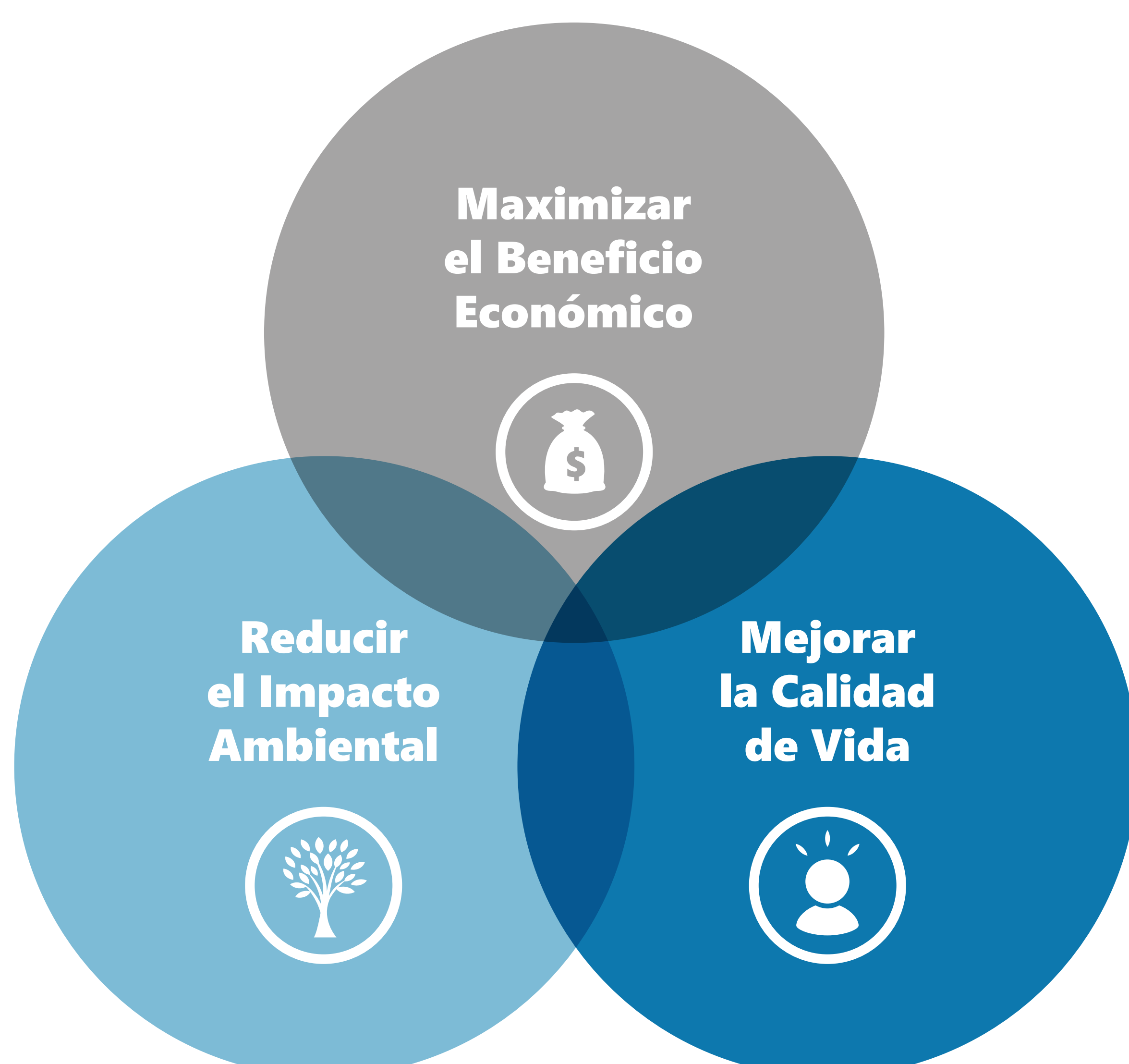
GUIDING PRINCIPALS

- 1 Neighboring uses should develop and participate in a “Good Neighbor” policy to **provide neighbors with clear and transparent access to information regarding community development** and assist in addressing disputes or concerns.
~~Neighbors should have clear and transparent access to information regarding the community in which they live and work.~~
- 2 Development should be concentric so that heavy industrial and other high intensity uses are located in the center core and lower intensity uses are located on the outer edges of the plan area resulting in lower environmental impacts near existing residential uses and other sensitive uses.
- 3 Development **creates** ~~should encourage~~ a diverse aggregation of employment opportunities, **including creating** an accessible and resilient employment zone.
- 4 **Water efficient** landscape buffers should be established adjacent to existing residential uses to reduce impacts on the community.
- 5 Existing development trends and circulation patterns should be considered to avoid potential environmental and neighborhood impacts.
- 6 Highway 99 and 41 should be transformed as a gateway into the City. Landscaping and architectural design can improve the visual quality when entering into the City from the south.

VISIÓN

El Plan Específico del Centro Sur

es una área que se caracteriza por el desarrollo que maximiza el beneficio económico y el crecimiento del empleo para los residentes, al tiempo que reduce los impactos en el medio ambiente y mejora la calidad de vida.



GUÍA DE PRINCIPIOS

- 1 Usos vecinales deben crear y participar en una política del ‘Buen Vecino’ para dar a **los vecinos acceso claro y transparente a la información sobre el desarrollo de la comunidad** y ayudar a resolver disputas o preocupaciones.
~~Usos vecinales deben crear y participar en una política del ‘Buen Vecino’ para abordar controversias o preocupaciones.~~
- 2 El desarrollo debe ser concéntrico construido en una manera en que los usos industriales pesados y otros usos con intensidades altos estén localizados en el núcleo central y usos con intensidades bajos estén localizados en los bordes exteriores del plan, resultando en menores impactos ambientales cerca de los usos residenciales existentes y otros usos sensibles.
- 3 El desarrollo ~~debe animar~~ **crea** una agregación de oportunidades de empleo diverso, **creando incluso de** una zona de empleo accesible y resiliente.
- 4 Barreras paisajísticas **y eficiente en agua** deben establecerse adyacente a usos residenciales existentes para reducir impactos a la comunidad.
- 5 Tendencias de desarrollo y patrones de circulación existentes deben ser considerados para evitar impactos ambientales y a la comunidad.
- 6 Las carreteras de 99 y 41 deben ser transformados como unas puertas de entrada a la ciudad. Paisajismo y diseño arquitectónico pueden mejorar la calidad visual al entrar a la ciudad desde el sur.

TRANSPORTATION POLICES

Trucks

- T-1:** Establish **and enforce** truck routes to avoid neighborhoods **and consider existing roadway capacities and conditions**
- T-2:** Ensure truck routes are safe for pedestrians and bicyclists
- T-3:** Limit truck idling times

Public Transit

- T-4:** Increase bus service frequency
- T-5:** Provide van shuttles, transit and carpool incentives, and bicycle parking for employees

Roadway Improvements

- T-6:** Help school districts implement a “safe routes to school” program
- T-7:** Maintain roads in good condition
- T-8:** Consider **speed-reduction traffic calming** studies
- T-9:** Install traffic control or traffic safety measures
- T-10:** Install street lighting for public safety and visibility
- T-11:** Install crosswalks near schools
- T-12:** Consider a funding mechanism to pre-fund infrastructure improvements prior to allowing development to occur
- T-13:** Improve and maintain sidewalks

EMPLOYMENT/COMMUNITY DEVELOPMENT

Economic Development

- E-1:** Coordinate a regional economic development strategy and monitor trends, emerging markets, and new technologies
- E-2:** Implement programs to attract diverse new businesses and industries
- E-3:** Consider establishing a funding/grant program for small businesses
- E-4:** Develop policies and programs to attract lower emission and greener industries

Job Training and Employment

- E-5:** Promote job training programs such as Career ~~E-4:~~ Technical Education, adult education, internships, mentoring, and apprenticeships
- E-6:** Connect businesses with training and ~~E-5:~~ education partners
- E-7:** Connect residents to existing training programs ~~E-6:~~ and to jobs in their neighborhoods
- E-8:** Locate a new job training center in or near the ~~E-7:~~ plan area
- E-9:** Collaborate with Fresno City College to establish ~~E-8:~~ a job training program **that can serve as a source of readily-employable persons for surrounding businesses**
- E-10:** Prioritize hiring local residents ~~E-9:~~

Public Noticing

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

Internet Access and Computer Literacy

- E-11:** Increase public access to quality internet service ~~E-10:~~
- E-12:** Prioritize fiber connectivity in the plan area ~~E-11:~~
- E-13:** Develop computer literacy programs and assist ~~E-12:~~ with online job applications

Community Benefit District/ Green Zone Initiative

- ~~CBD-1: Consider community benefit agreements with benefits such as living wage requirements, local hiring goals, and job training programs~~
- CBD-1:** Consider a Community Benefit Fund (i.e., fee on ~~CBD-2:~~ new development) to pay for **air filtration systems, dual-paned windows, parks, job training programs, and job fairs near the plan area**
- ~~CBD-3: Install double-paned windows in homes next to major sources of noise~~
- ~~CBD-4: Consider a Community Benefit Fund to pay for the creation and maintenance of new parks in the plan area~~
- CBD-2:** Encourage business and residential partnerships to assist in increasing communication and transparency and to provide a mechanism to raise concerns
- CBD-3:** Investigate opportunities to develop resilient green buffers between existing industrial and residential uses

AIR QUALITY AND ENVIRONMENTAL IMPACTS POLICES

Air Filters and Monitoring

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

AQ-2: Request additional 24-hour air monitors from the San Joaquin Valley Air Pollution Control District around distribution centers, major roads near distribution centers, and **at receptive school districts** ~~at Orange Center Elementary School~~

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

Vehicle/Equipment and Operation Standards

AQ-4: Increase electric vehicle charging stations and ~~AQ-3:~~ alternative fuel stations

AQ-5: ~~Require~~ Provide funding to new warehouses and ~~AQ-4:~~ industrial uses to transition to near-zero emissions technology

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

AQ-7: Require commercial landscapers to use electric ~~AQ-5:~~ gardening equipment such as lawn mowers and leaf blowers

AQ-8: Ensure loading docks and emission-generating ~~AQ-6:~~ equipment are located away from homes and schools

AQ-9: Require all construction equipment to meet the highest ~~AQ-7:~~ emission standards

AQ-10: Open a dialogue with businesses to encourage ~~AQ-8:~~ changing warehouse shift times so they do not overlap with commute and school traffic times

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

Water

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

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

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

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

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

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

Noise

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

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

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

N-4: Prohibit development of new residential or other noise-sensitive uses in noise-impacted areas

N-5: Require new sources of noise to use the best available technology to minimize noise

N-6: When designing and improving streets and highways, consider measures to reduce traffic noise

Energy and Green Building

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

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

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

Green Barriers/Tree Coverage/Beautification

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

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

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

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

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

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

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

GB-8: Transform Highway 99 and 41 into gateways into the City through landscaping and architectural design

Light and Glare

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

Solid Waste and Illegal Dumping

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



BEING A GOOD NEIGHBOR SER UN BUEN VECINO

Description

Being a good neighbor involves the commitment to building and maintaining good relationships with community members. One key aspect of this is communication. The Specific Plan could include a good neighbor policy regarding communication between members of the community, including businesses, schools, and residents. Some potential communication platforms that could be used to facilitate discussion include:

- Town hall meetings
- Neighborhood associations
- Bulletin boards at community centers/schools
- Internet platform
- Social networking application (e.g. NextDoor)

Discussion Question

- ? What platforms would be best to communicate what's happening in the area?

Descripción

Ser un buen vecino significa el compromiso de crear y mantener relaciones buenas con miembros de la comunidad. Un aspecto fundamental es la comunicación. Este Plan Específico podría incluir una política de "Buen Vecino" de comunicación entre miembros de la comunidad como los negocios, las escuelas, y las residentes. Para facilitar la discusión, unas plataformas potenciales de comunicación pueden incluir:

- Reuniones Municipales
- Asociaciones Vecinales
- Tableros de Anuncios en Centros Comunitarios/Escuelas
- Una Plataforma de Internet
- Redes Sociales (ejemplo: NextDoor)

Discussion Question

- ? ¿Quales plataformas son las mas mejores para comunicar que esta pasando en este área?



COMMUNITY BENEFIT FUND FONDO DE BENEFICIOS COMUNITARIOS

Description

The Specific Plan could create a community benefit fund and require that new development and/or major expansions of existing development pay a fair share contribution to fund community benefits. The fund could be used for the following benefits:

- Air Filtration Systems
- Air Monitoring
- Double-paned Windows
- Parks and Recreation
- Job Training
- Job Fairs

Discussion Questions

- ? What do you think about the idea of a community benefit fund?
- ? What other items should be considered for funding?

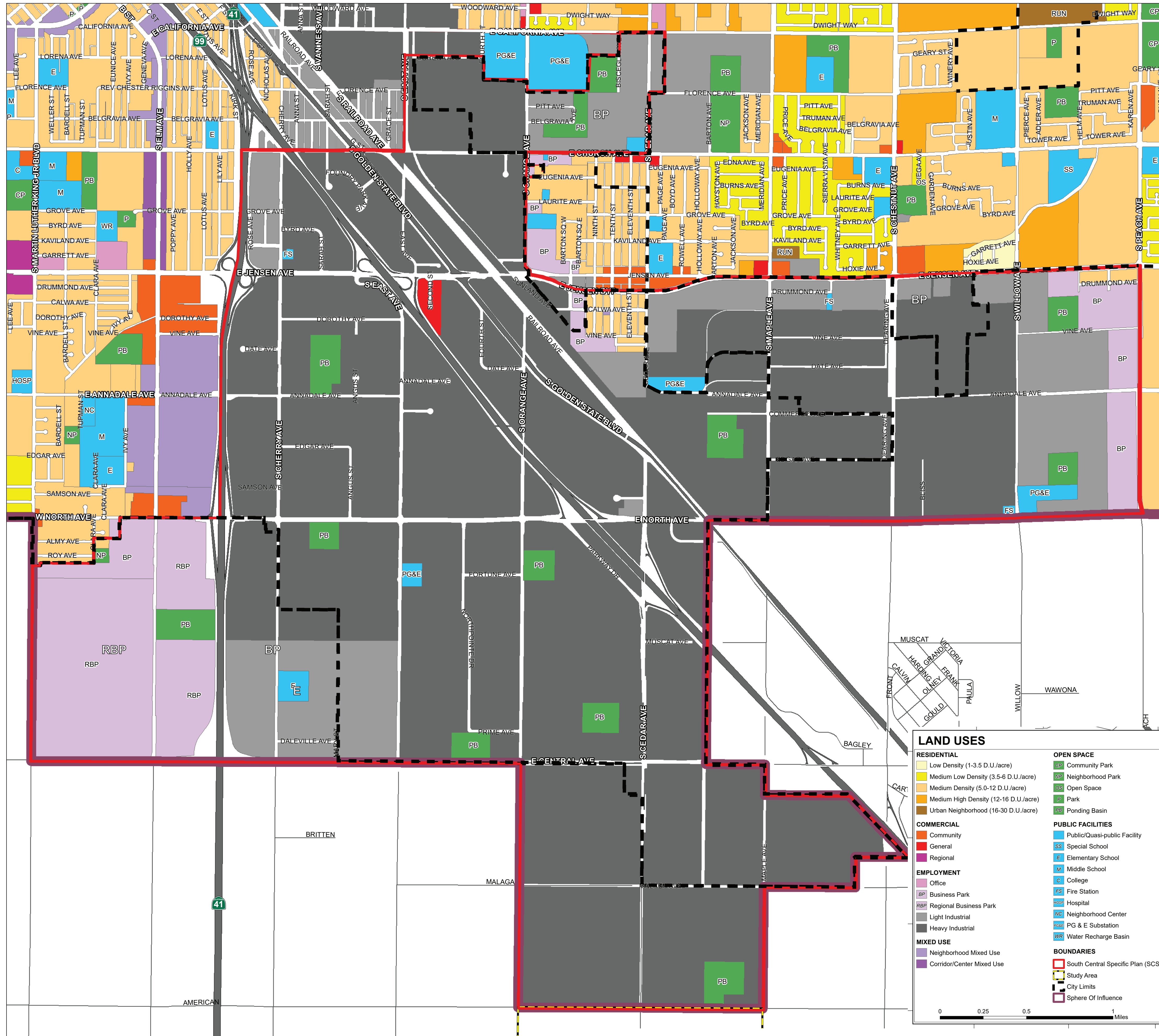
Descripción

El Plan Específico podría crear un fondo de beneficios comunitarios y requerirá desarrollo nuevo y/o expansiones grandes de desarrollo existente pagar su parte justa en el fondo del beneficio de la comunidad. Podrían usar el fondo para:

- Sistema de Filtración de Aire
- Monitoreo de Aire
- Ventanas de Doble Vidrio
- Parques y Recreación
- Formación Profesional
- Ferias de Empleo

Pregunta para Discutir

- ? ¿Que piensas de la idea del fondo de beneficios comunitarios?
- ? ¿Para que mas debería usar las fondos?



EXISTING PLANNED LAND USE USO PLANIFICADO DE LAS TIERRAS – EXISTENTE

Description The existing General Plan land use map identifies the planned land uses approved in the City's General Plan. It does not necessarily reflect the existing use of properties in the plan area. The area is largely designated heavy industrial with some light industrial and business park designations.

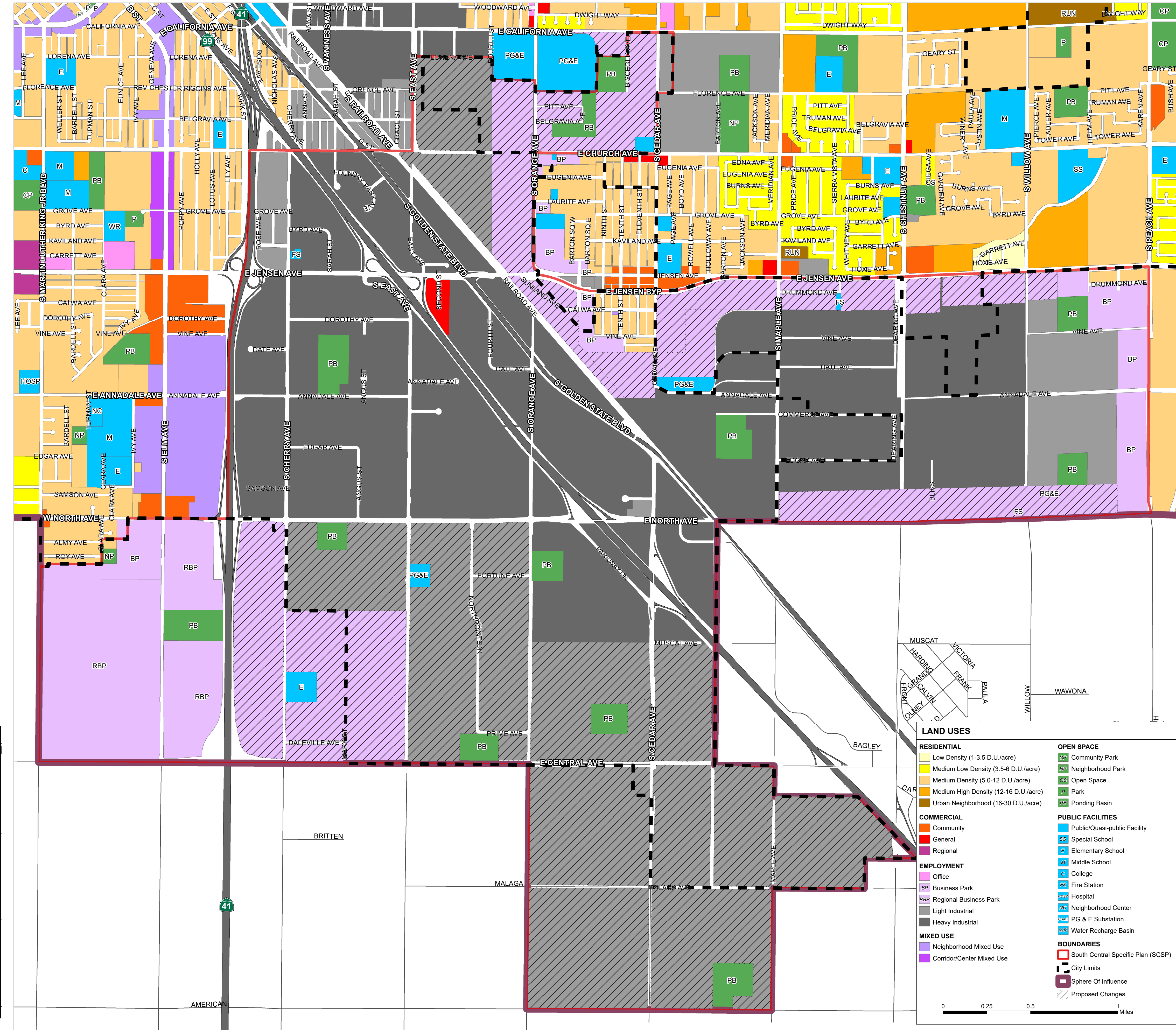
Descripción El mapa existente del Plan General del Uso de las Tierras identifica el uso planificado de las tierras aprobadas en el Plan General de la Ciudad. No refleja necesariamente el uso de las propiedades existentes en el área del plan. Esta área en la mayoría es de uso industrial pesada y también con algunas designaciones industriales ligeras y parque empresarial.

Current Protections for Existing Business and Residential Uses

- Legal non-conforming uses may continue indefinitely
- May NOT expand, improve or remodel

Vigente Protecciones para Negocios y Usos Residenciales Existentes

- Usos legales que no conforman pueden continuar indefinidamente
- No pueden expandir, mejorar, o remodelar



EMERGING LAND USE CONCEPT USO PLANIFICADO DE LAS TIERRAS – CONCEPTO EMERGENTE

Description The emerging land use concept would revise the area's land use designations to focus heavy industrial in the core of the plan area, designate light industrial on the outer edges, and establish business park land use designations as a buffer near existing residential properties.

Descripción El concepto emergente de el mapa revisa los usos de las tierra, poniendo el uso de la industria pesada en el centro de la área del plan, industria ligera en el borde exterior, y usos de parque empresarial juntos a usos residenciales existentes para servir como amortiguador.

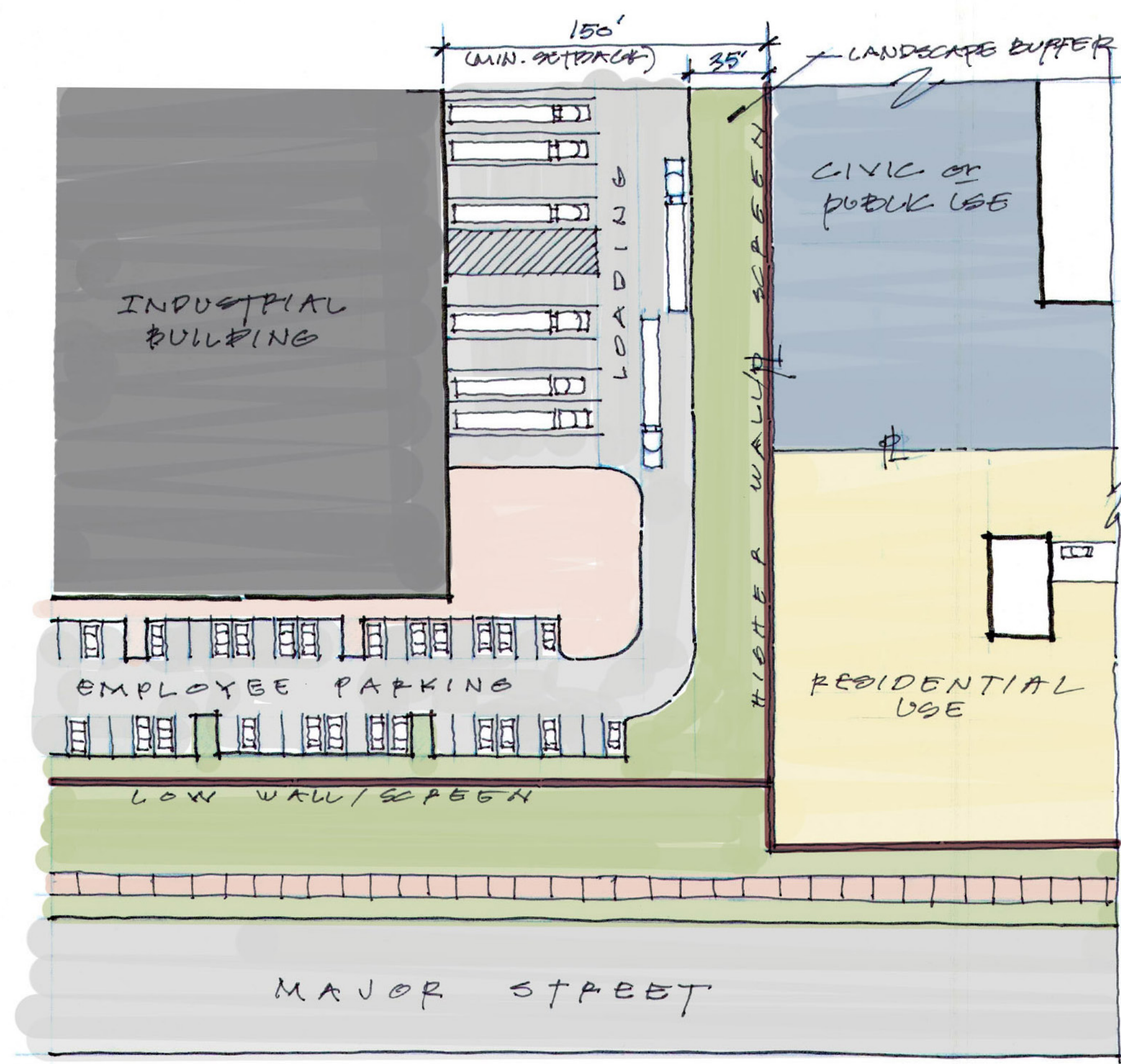
Proposed Protections for Non-conforming Businesses and Residential Uses

- Non-conforming uses may continue indefinitely
- Non-conforming uses may expand, remodel or improve
- Existing businesses would be subject to new buffering requirements and must contribute to community benefit fund upon expansion

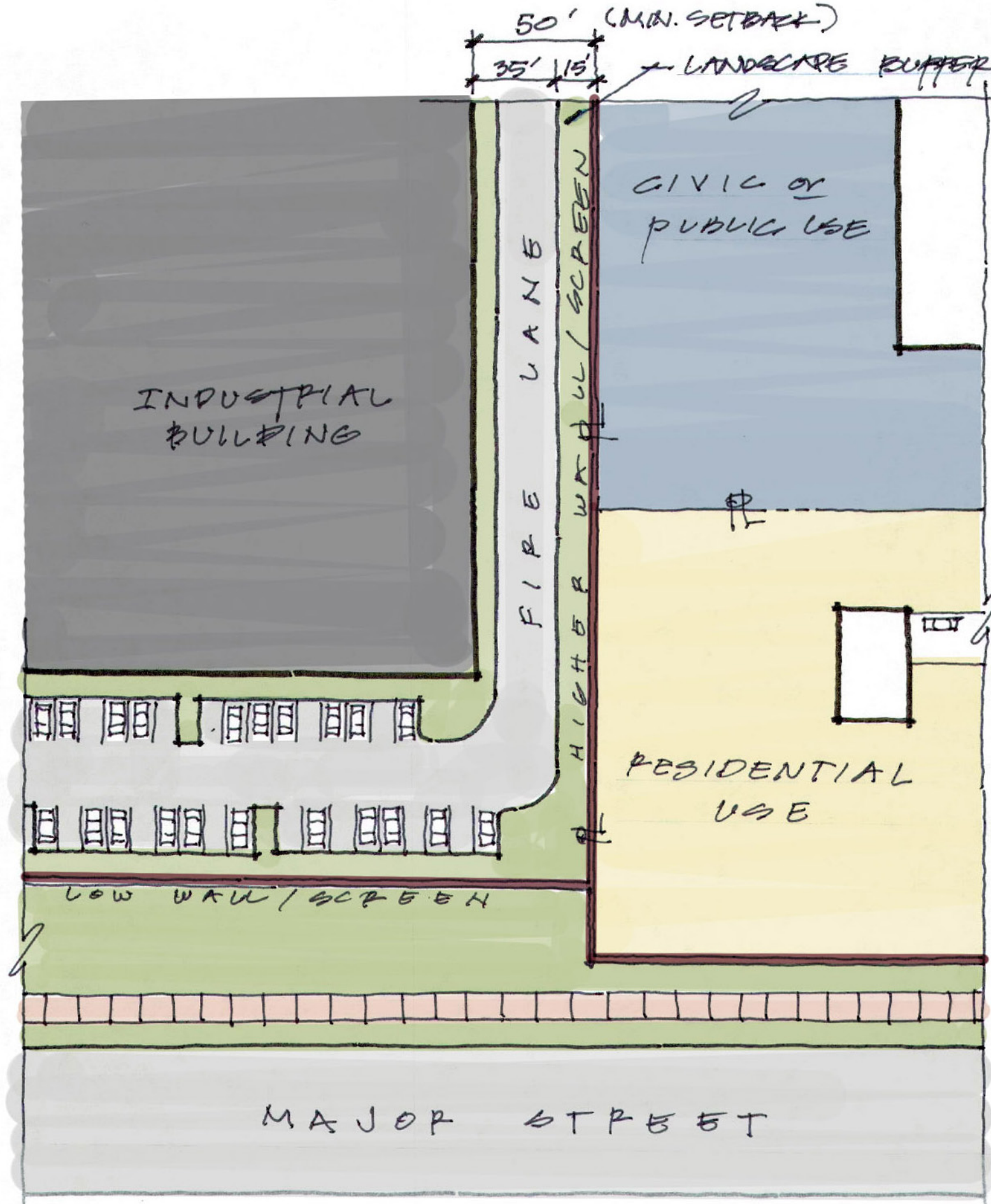
Protecciones Propuestas para Usos de Negocios y Residenciales Legales que No Conforman

- Usos legales que no conforman pueden continuar indefinidamente
- Usos legales que no conforman pueden expandir, mejorar, o remodelar
- Negocios existentes estarían sujeto a requisitos de amortiguación nuevos y deberían pagar en un fondo de beneficios comunitarios

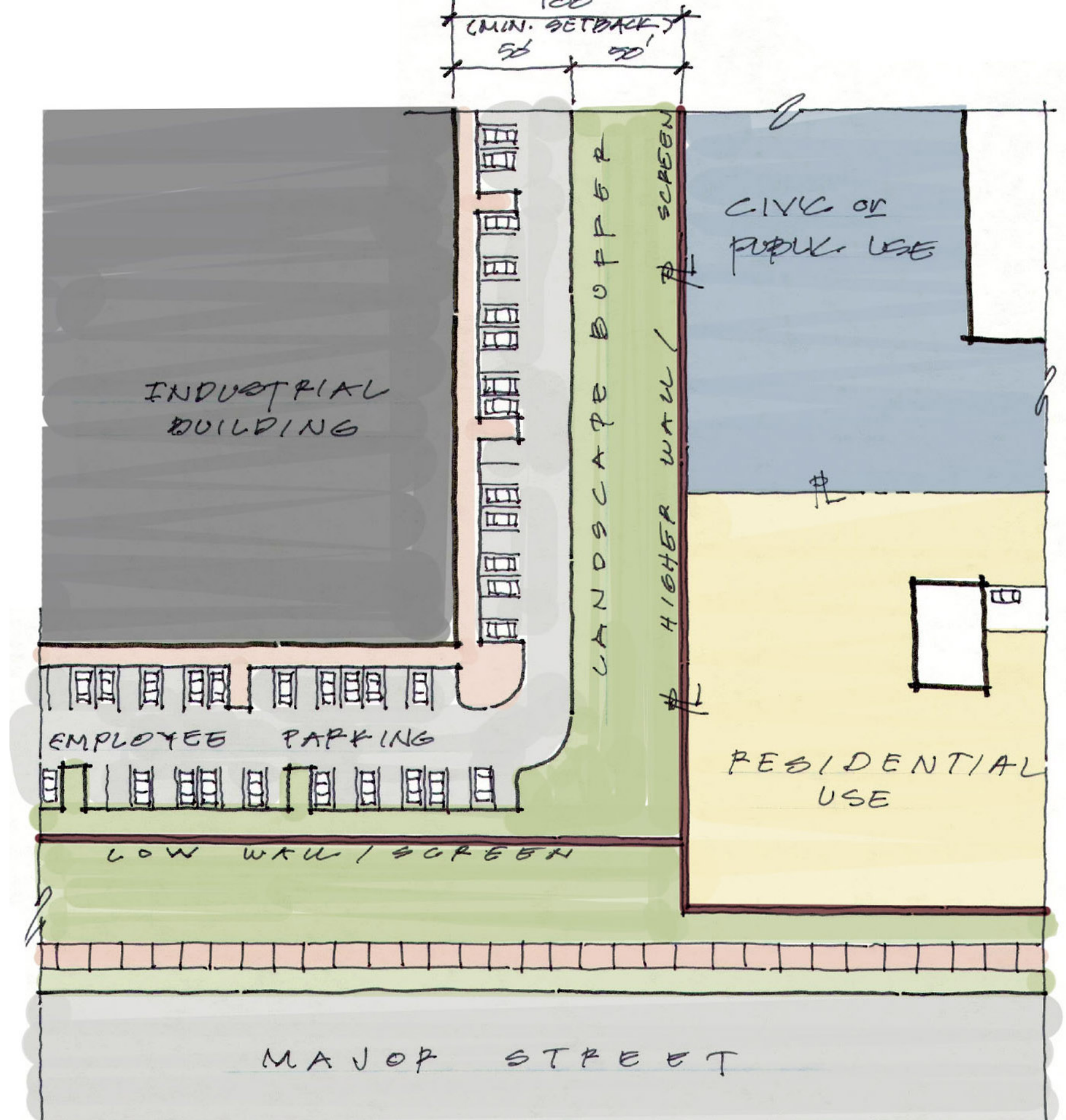
SHARED PROPERTY LINE BETWEEN INDUSTRIAL AND RESIDENTIAL/PUBLIC USES



A



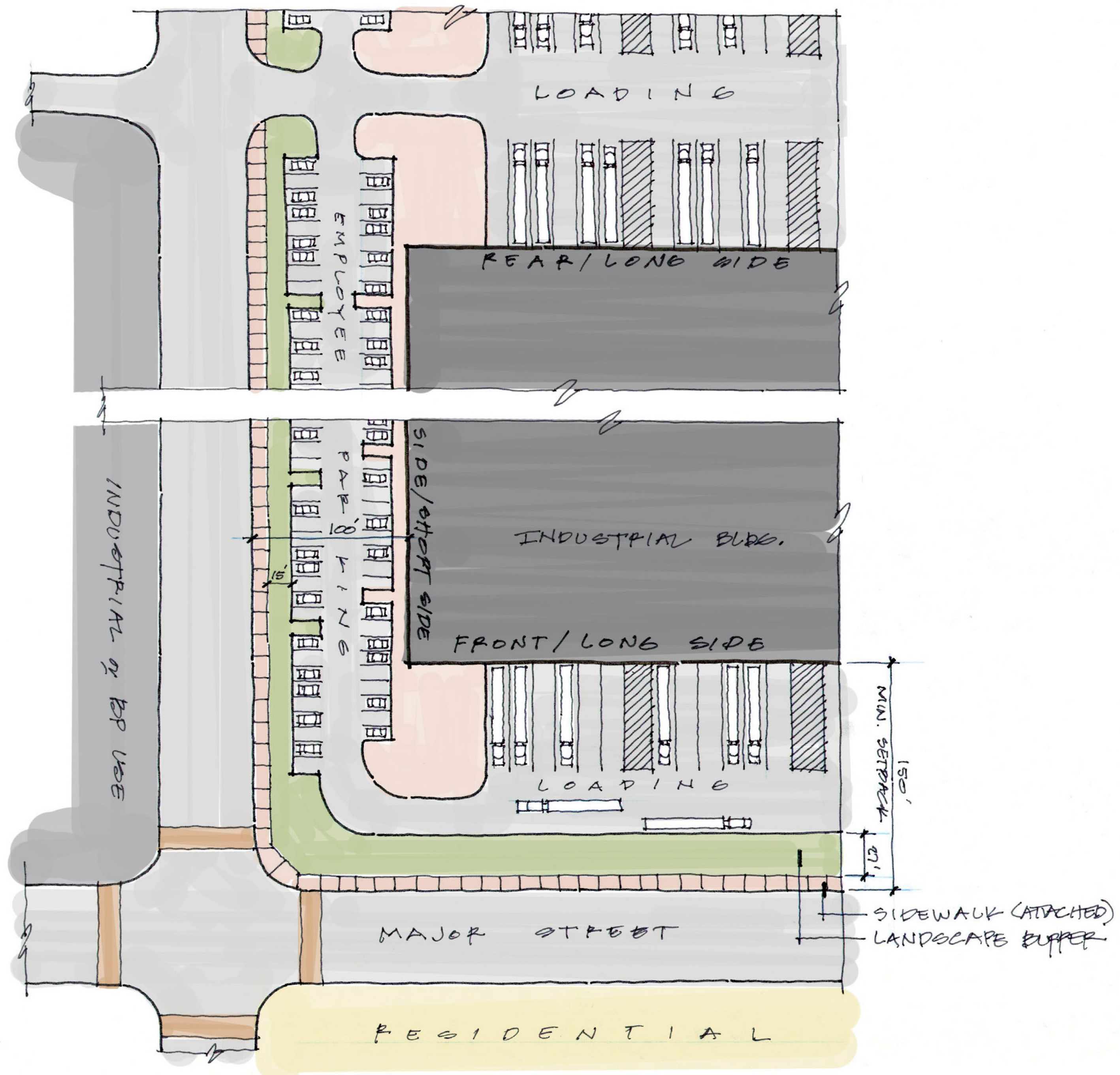
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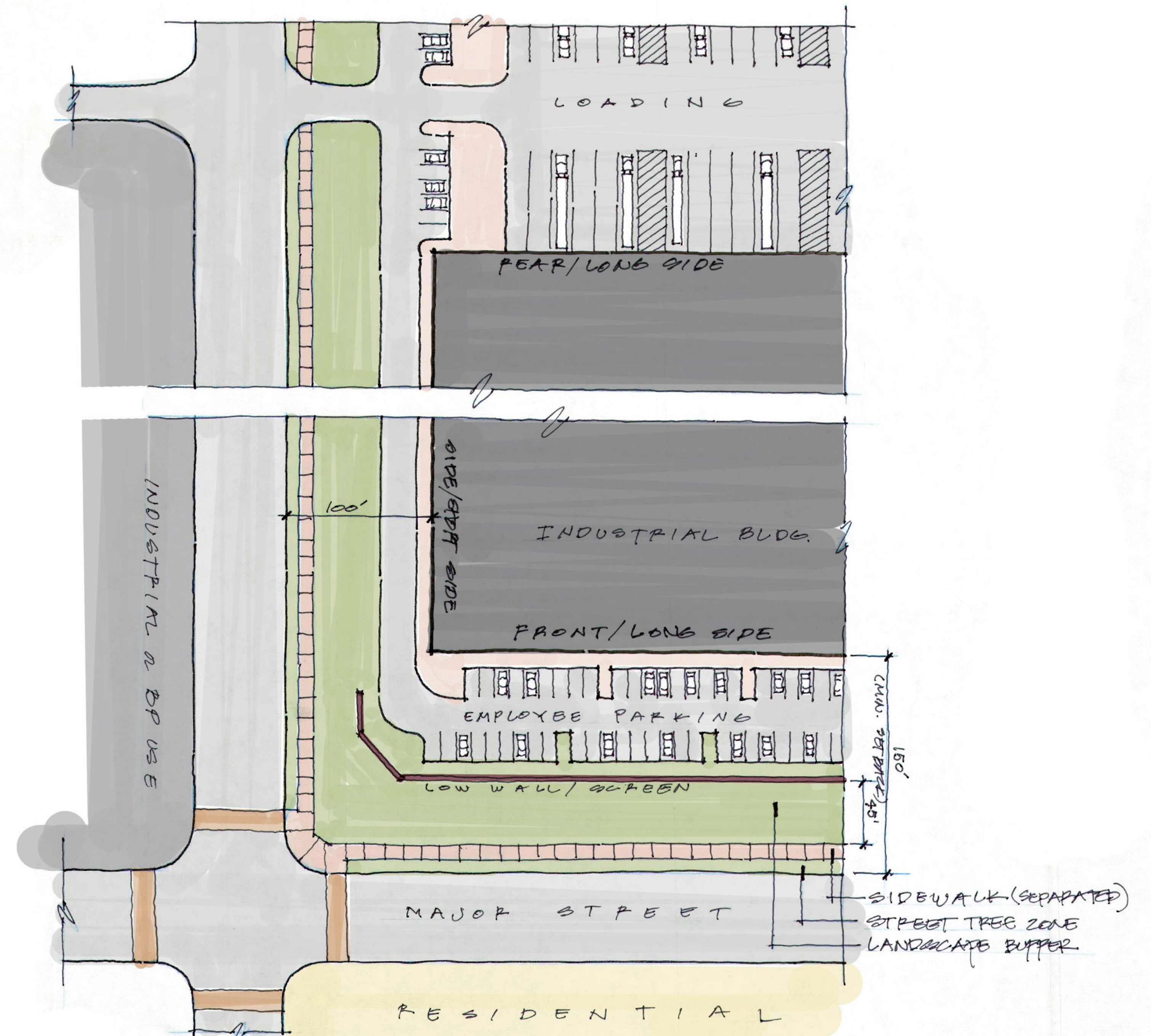
C



INDUSTRIAL USES FRONTING PUBLIC STREETS



A



B

