

Community Workshop #1

Share your ideas!



Central Southeast Area Specific Plan

Steering Committee Meeting 2 – May 9, 2018

Meeting Agenda/Activities

1. Outdoor Social

2. Welcome, Introductions, Presentation

- Welcome, find tables, introduction to facilitators
- Presentation: “Envision a Future for CSE Fresno”
- Table group instructions

3. Table Discussion

- Activities, Amenities, Open Spaces, Housing, Circulation, Jobs - Priorities
- Envisioning and mapping change
- Show your ideas

PROJECT OVERVIEW

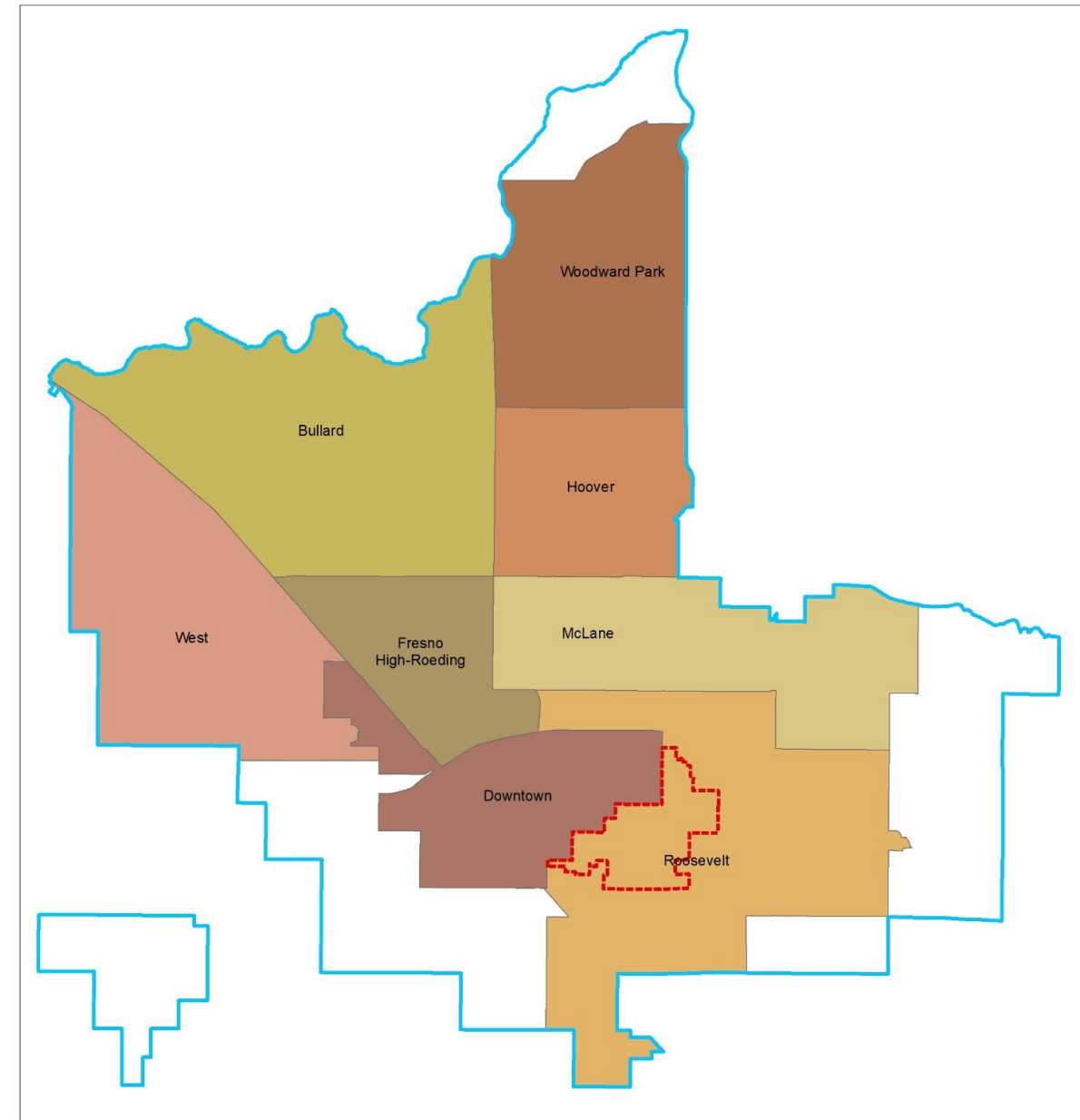


Central Southeast Area Specific Plan

Planning Context

AREA: 2,200 acres

- East and Southeast of downtown
- The CSESP is a continuation of the recent ***Downtown Neighborhoods Community Plan*** (2016). This Plan picks up where the DNCP left off along the northwestern boundary.



Fresno Community Plans

Central Southeast Fresno Specific Plan

CSE Plan Area

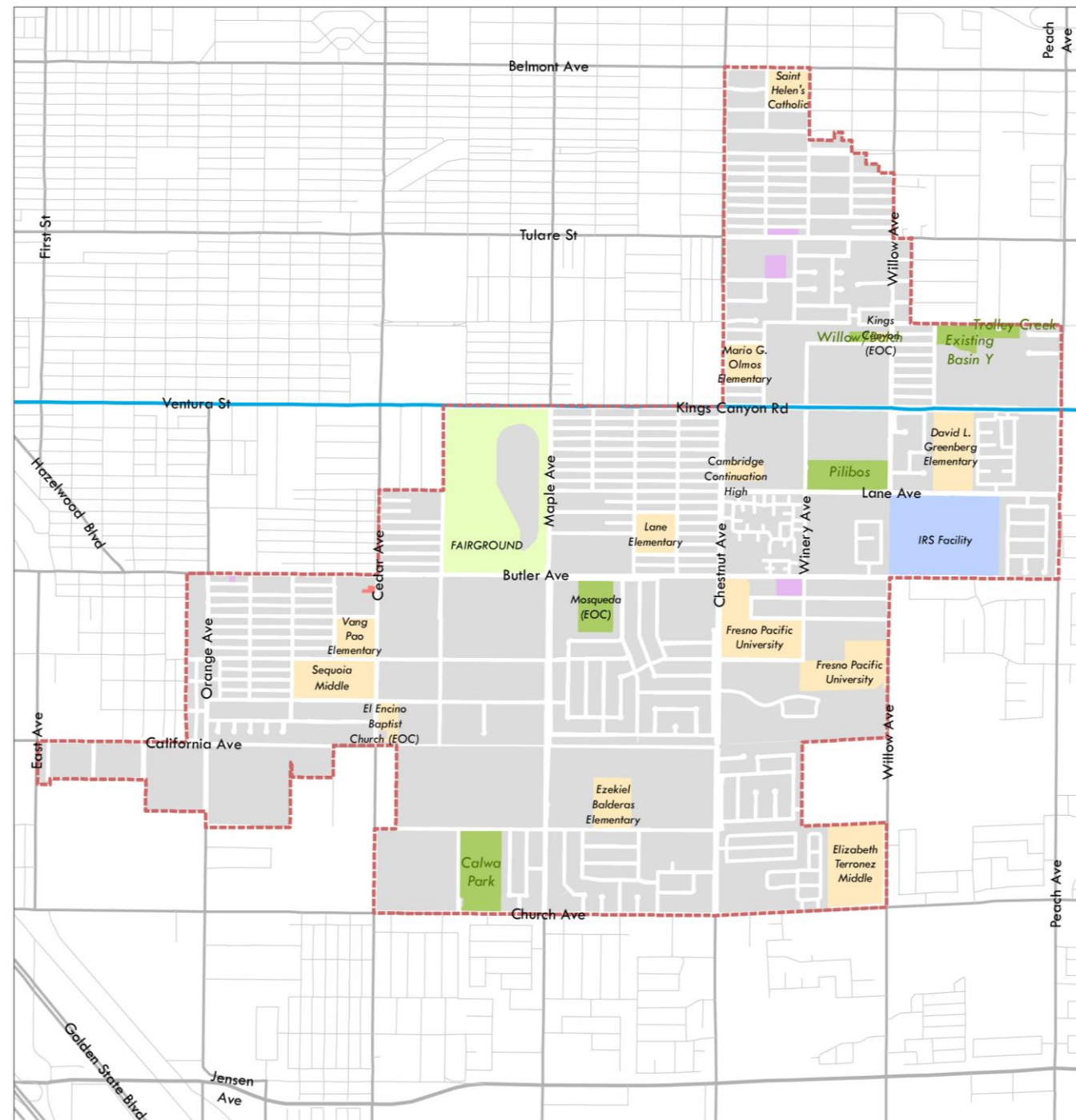
AREA: 2,200 acres

BOUNDARIES:

Belmont Ave to the north, S Orange Ave to the west, E Church Ave to the south, and S Peach Ave to the east

USES:

Diverse area characterized by a mix of suburban housing developments, industrial uses, public facilities, and vacant land.



What is a Specific Plan?

A Specific Plan is:

- a long-range planning document (20 to 30 year vision)
- used to implement the general plan
- a set of detailed policies and regulations to guide future growth and development in a specific geographic area (in this case, Central Southeast Fresno)

What topics will the plan focus on?

The Plan will focus on physical improvements and provision of public services in Central Southeast Fresno. These include :

- Housing
- Retail and services
- Roads, sidewalks, and bicycle facilities
- Transit service and access
- Parks, open space, and recreational facilities
- New uses and programs that enhance economic development and allow a diversity of jobs
- Infrastructure improvements including water, sewer, and storm water
- Public services including police and fire

What topics will have less emphasis in the Specific Plan?

Topics and issues that are critical to the community that will be addressed to a lesser degree in the Specific Plan include:

- Access to health care
- Public health (heart disease, diabetes, asthma and other chronic health conditions)
- Schools and the quality of education
- Air quality/pollution
- Social equity
- Re-entry after incarceration
- Crime & crime prevention

Project Timeline



Community Engagement

- Steering Committee (6+ meetings)
- 3 public workshops
- Engagement Toolkit
- On-line survey
- Meetings with stakeholder groups
- “Pop-up” workshops

Steering Committee

16-member appointed committee

Responsibilities:

- Guide the Specific Plan processes
- Serve as a sounding board for ideas
- Help to develop vision, goals, and policies
- Represent the community's interests
- Assist with public engagement and participation
- Attend public workshops and meetings
- Talk with neighbors, friends, and constituents to obtain their ideas

OVERVIEW OF OUTREACH RESULTS



Central Southeast Area Specific Plan

From Initial Small Group Meetings

Key issues:

- Roadway maintenance
- Infrequent transit service
- Bus stops – need shelter and benches
- Park safety and maintenance

Public realm design/
mobility/maintenance

- Liquor stores and smoke shops near schools
- Recycling centers/industrial uses near residential

Land use/zoning

- Trash
- Stray dogs
- Neglected properties

Code enforcement/
housing assistance

From Initial Small Group Meetings

Vision key words:

- Walkable/bikeable
- Safe routes to schools
- Safe
- Clean
- Tranquil
- Improved transit infrastructure and service
- Easy to navigate
- Green trees

Public realm design/
mobility/maintenance

- Equality for all races
- Affordable housing
- Rehabilitation

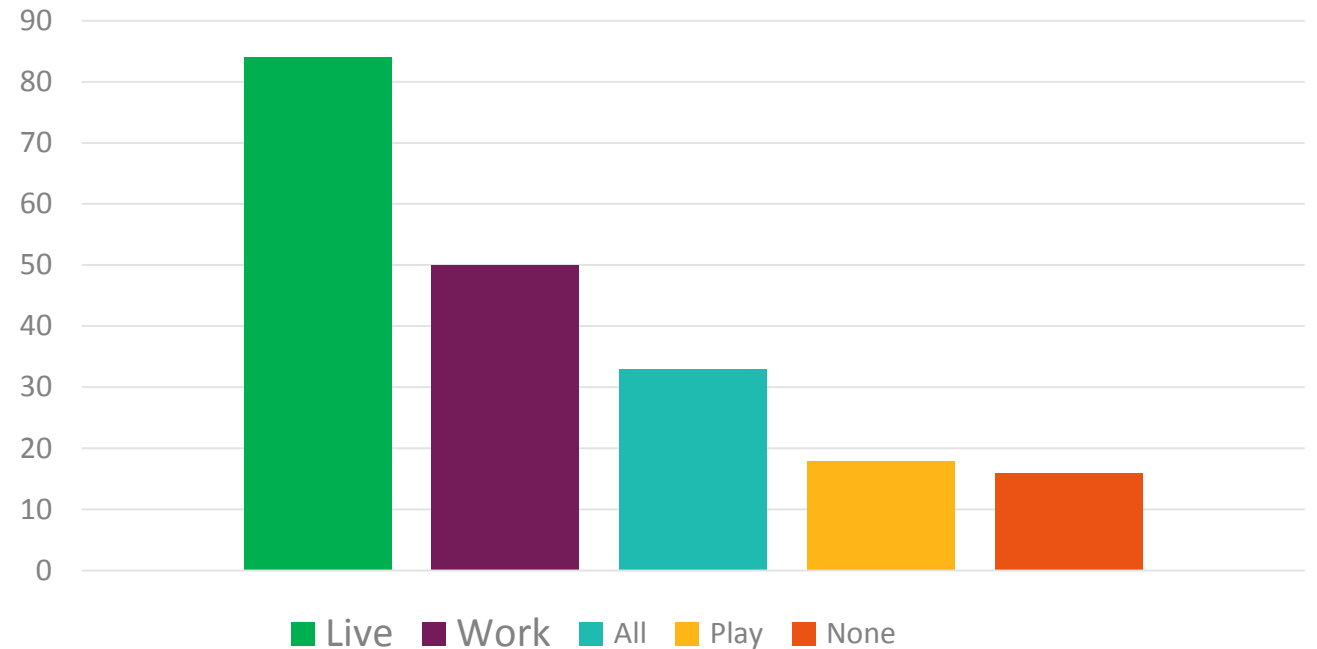
Attainable housing/
social enterprise/
business assistance/
economic development

Survey Results

1. Do you live or work in the Central **Southeast Area**?

1. Live: **51.53%**
2. Work: **30.67%**
3. All: **20.25%**
4. Play: **11.04%**
5. None: **9.82%**

Answered: 163 | Skipped: 1

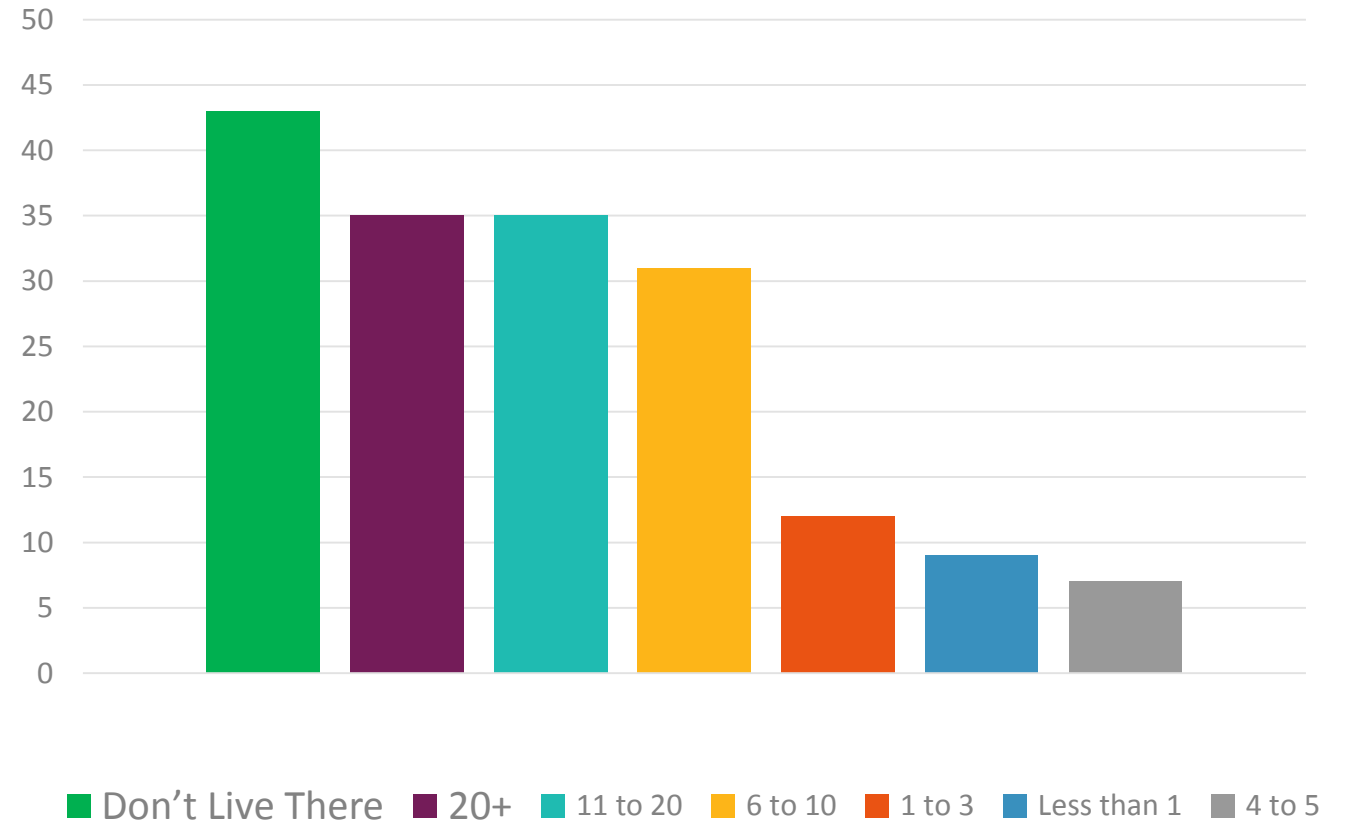


Survey Results

2. How long have you lived in the Central Southeast Area?

1. I don't live there: **26.38%**
2. More than 20 years: **21.47%**
3. 11-20 years: **21.47%**
4. 6-10 years: **19.02%**
5. 1-3 years: **7.36%**
6. 4-5 years: **4.29%**
7. Less than 1 year: **5.52%**

Answered: 163 | Skipped: 2

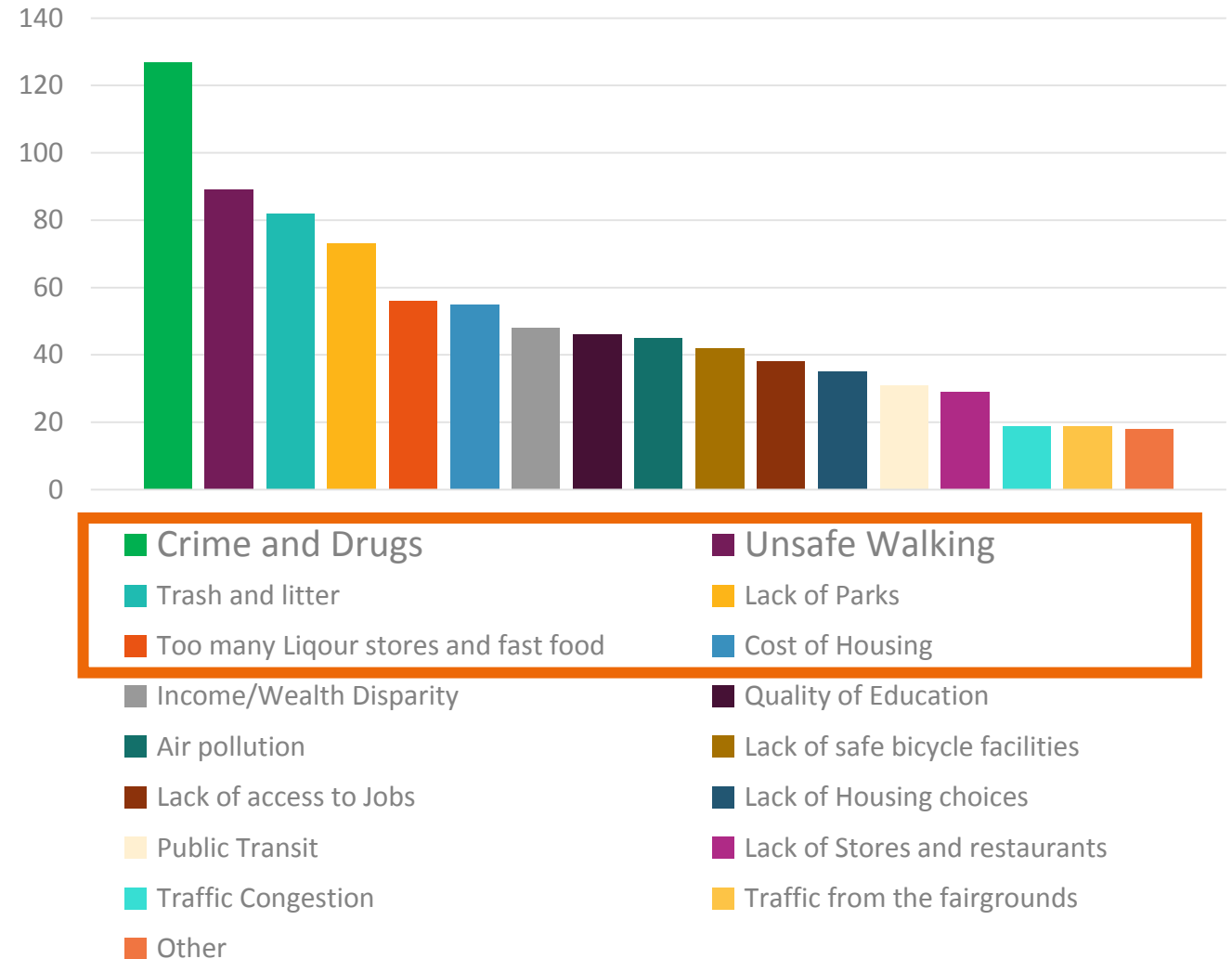


Survey Results

3. What are the most important issues facing the **Central Southeast Area**? (Choose 5 only)

1. Crime and Drugs: **79.84%**
2. Unsafe Walking Environment: **51.74%**
3. Trash and Litter: **47.67%**
4. Lack of parks, community centers: **42.44%**
5. Too many liquor store and fast food restaurants: **32.56%**
6. Cost of Housing: **31.98%**
7. Income/Wealth Disparity with other neighborhoods: **27.91%**
8. Quality of Education: **26.74%**
9. Air Pollution: **26.16%**
10. Lack of Safe bicycle facilities: **24.42%**
11. Lack of access to jobs paying a living wage: **22.09%**
12. Lack of Housing choices: **20.35%**
13. Public Transit Service: **18.02%**
14. Lack of stores and restaurants: **16.86%**
15. Traffic congestion: **11.05%**
16. Traffic from the fairgrounds: **11.05%**
17. Other: **10.47%**

Answered: 172 | Skipped: 2

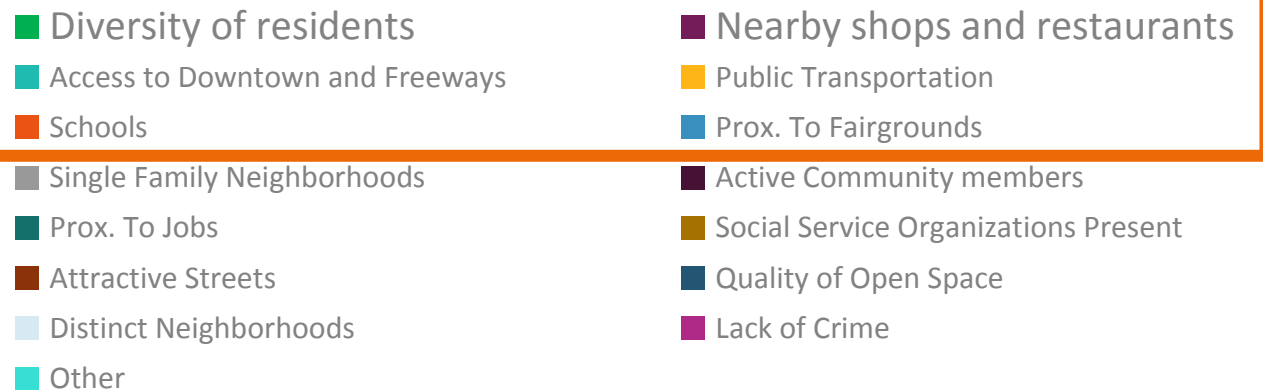
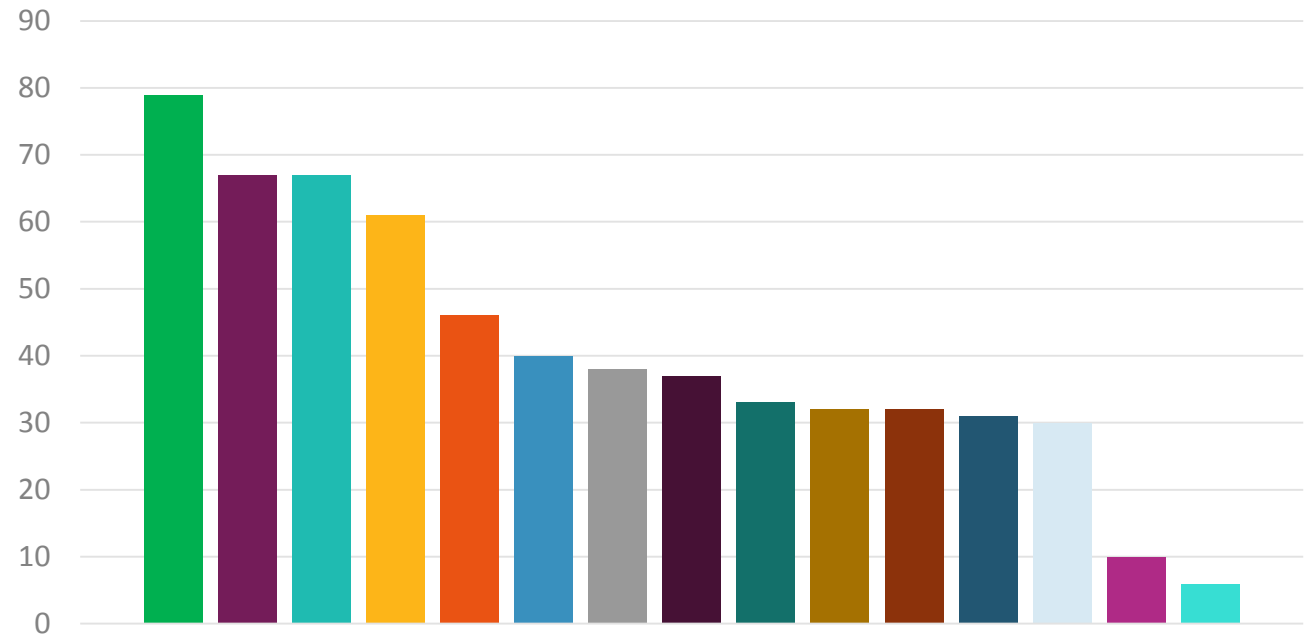


Survey Results

4. What do you like the best about the Central Southeast Area? (Choose 5 only)

1. Diversity of residents **47.88%**
2. Nearby Shops and restaurants **40.61%**
3. Access to Downtown and freeways: **40.61%**
4. Schools and quality of Education: **30%** (12 responses)
5. Single-family character of neighborhoods: **23.03%**
6. Access to public transportation: **36.97%**
7. Active community members: **22.42%**
8. Large number of social service organizations in the neighborhood: **19.39%**
9. Proximity to the fairgrounds: **24.24%**
10. Distinct neighborhoods throughout Central South Fresno: **18.18%**
11. Proximity to jobs: **20%**
12. Attractive streets for walking: **19.39%**
13. Lack of Crime: **6.06%**
14. Quality of Parks: **18.79%**
15. Other: **3.64%**

Answered: 165 | Skipped: 9

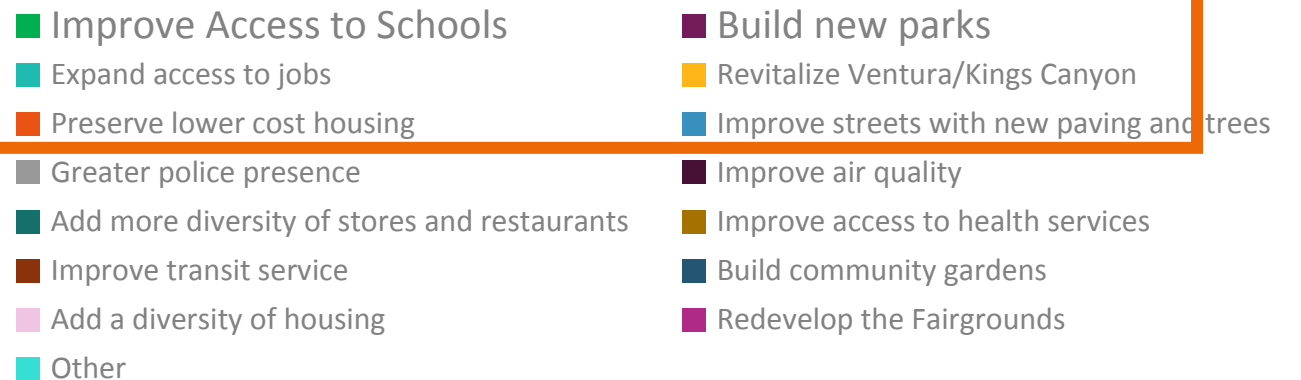
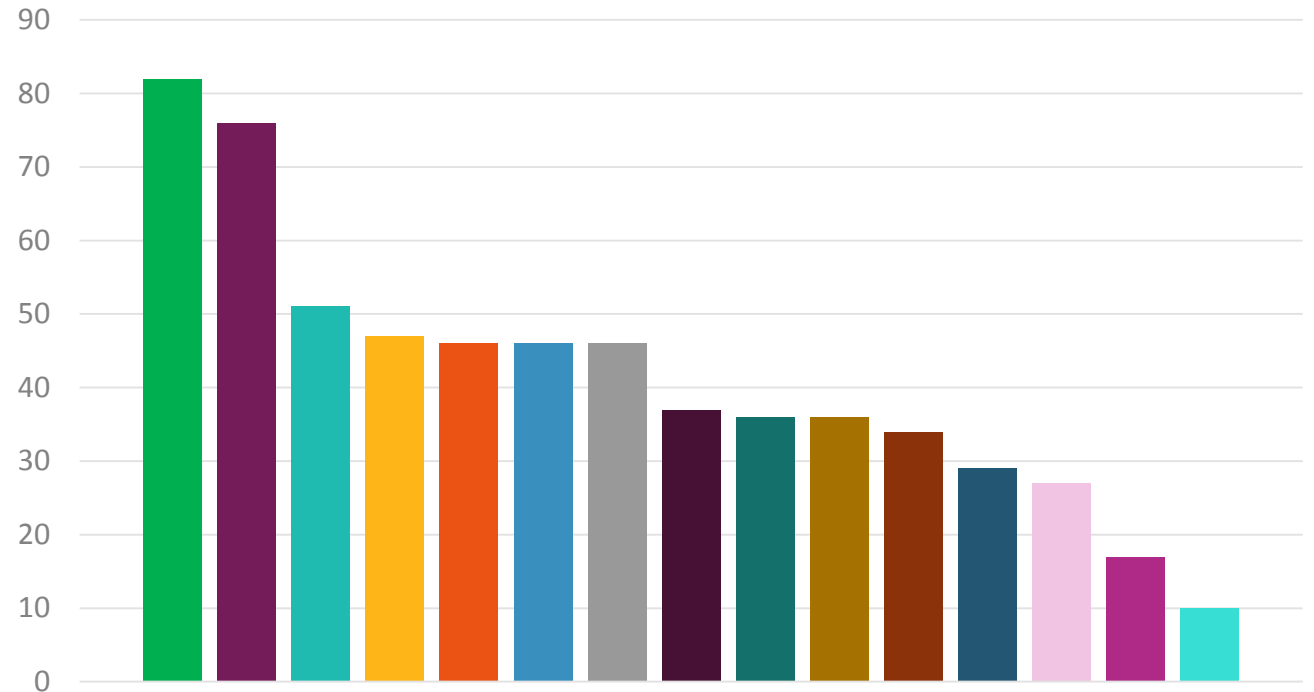


Survey Results

5. Which of these would most benefit your neighborhood? **(Choose 3 only)**

1. Improve access to schools to make it safer for kids to walk: **47.95%**
2. Build new parks and community centers: **44.44%**
3. Expand access to jobs and workforce training: **29.82%**
4. Revitalize Ventura/Kings Canyon with mixed-use multi-story development: **27.49%**
5. Preserve lower cost housing: **26.90%**
6. Improve streets with new paving and trees: **26.90%**
7. Greater police presence: **26.90%**
8. Improve air quality and the health of residents: **21.64%**
9. Add more or wider diversity of store and restaurants: **21.05%**
10. Improve access to health services: **21.05%**
11. Improve transit service and frequency: **19.88%**
12. Build Community Gardens: **16.96%**
13. Add a diversity of housing with more apartments and multi-family buildings: **15.79%**
14. Redevelop fairgrounds with new uses: **9.94%**
15. Other: **5.85%**

Answered: 171 | Skipped: 3

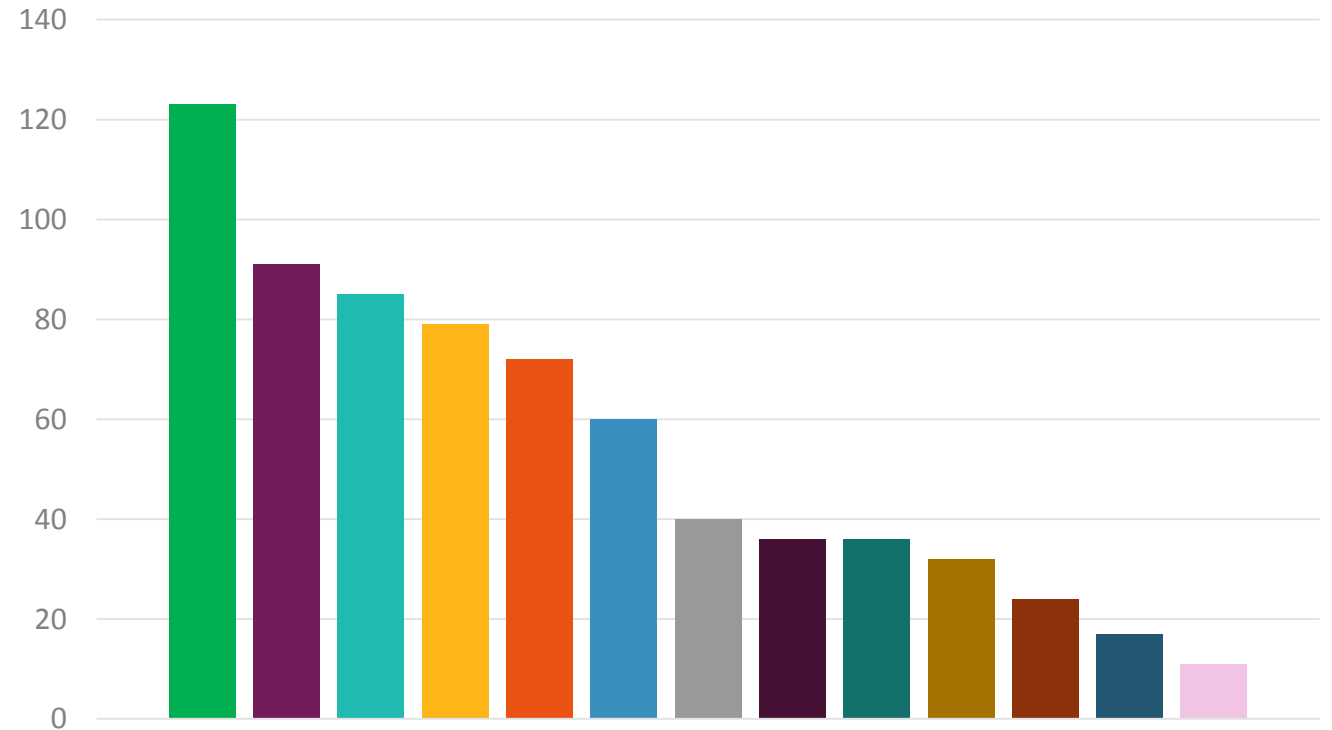


Survey Results

6. What types of places do you visit in the community now? **(Choose 5 only)**

1. Walmart: **71.93%**
2. Large Supermarkets: **53.22%**
3. Fast food Restaurants: **49.71%**
4. Sit down restaurants: **46.20%**
5. Small Markets: **42.11%**
6. Neighborhood Park: **35.09%**
7. Mosqueda Community Center: **23.39%**
8. Coffee Shops and Cafes: **21.05%**
9. Liquor Stores: **21.05%**
10. Hardware store/lumber yard: **21.05%**
11. Other: **14.29%** (6 responses)
12. Dry Cleaners: **14.29%** (6 responses)
13. Bars: **2.38%** (1 response)

Answered: 171 | Skipped: 3

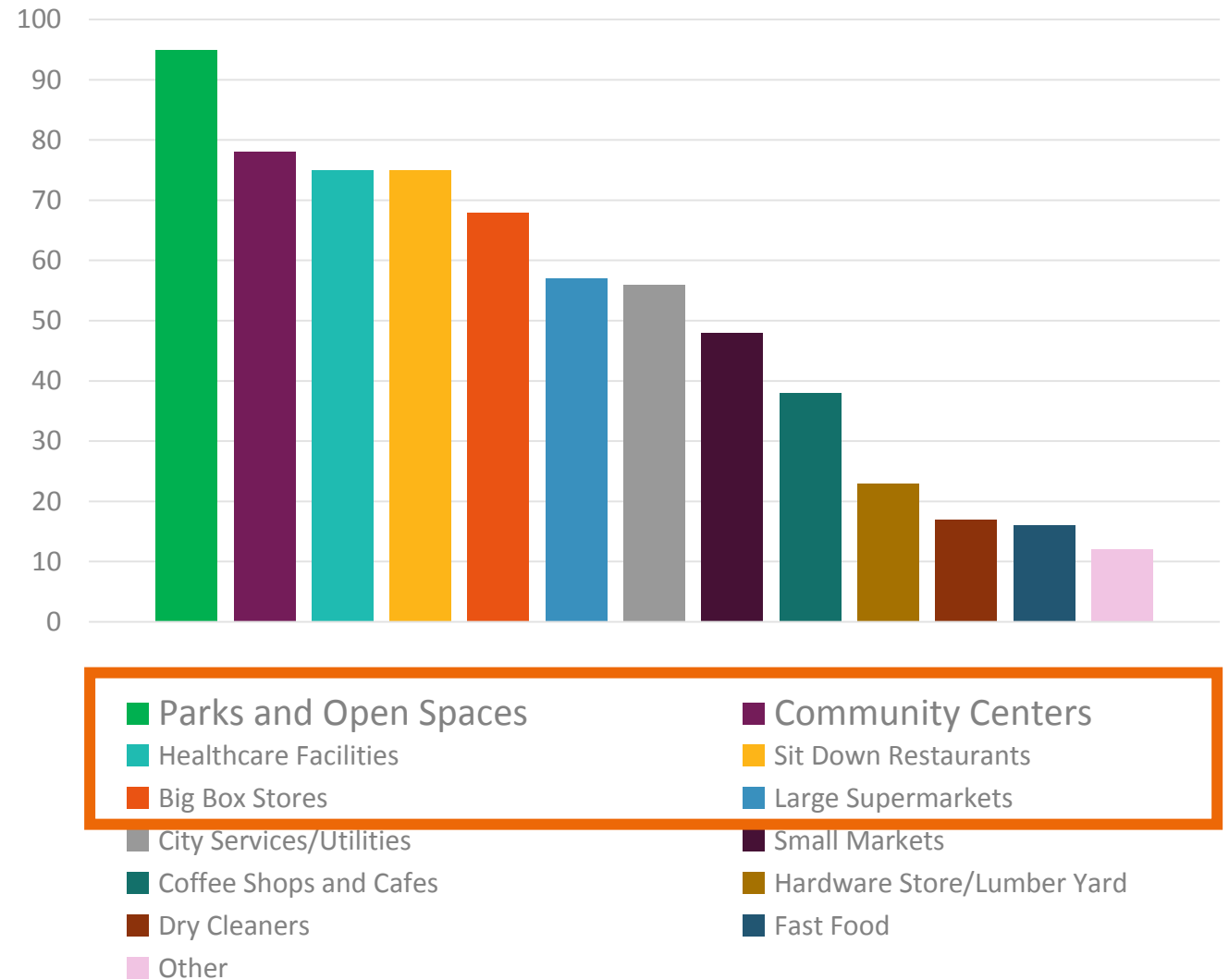


Survey Results

7. What uses do you want more of in your neighborhood? **(Choose 5 only)**

1. Parks and Open Spaces: **56.89%**
2. Community Centers: **46.71%**
3. Healthcare facilities: **44.91%**
4. Sit Down Restaurants: **44.91%**
5. Big box stores (like Target, etc.): **40.72%**
6. Large Supermarkets: **34.13%**
7. City Services/Utilities: **33.53%**
8. Small markets: **28.74%**
9. Coffee Shops and Cafes: **22.75%**
10. Hardware store/lumber yard: **13.77%**
11. Dry Cleaners: **10.18%**
12. Fast food Restaurants: **9.58%**
13. Other: **7.19%**

Answered: 167 | Skipped: 7



Land Use and Urban Design



Central Southeast Area Specific Plan

Planning Context

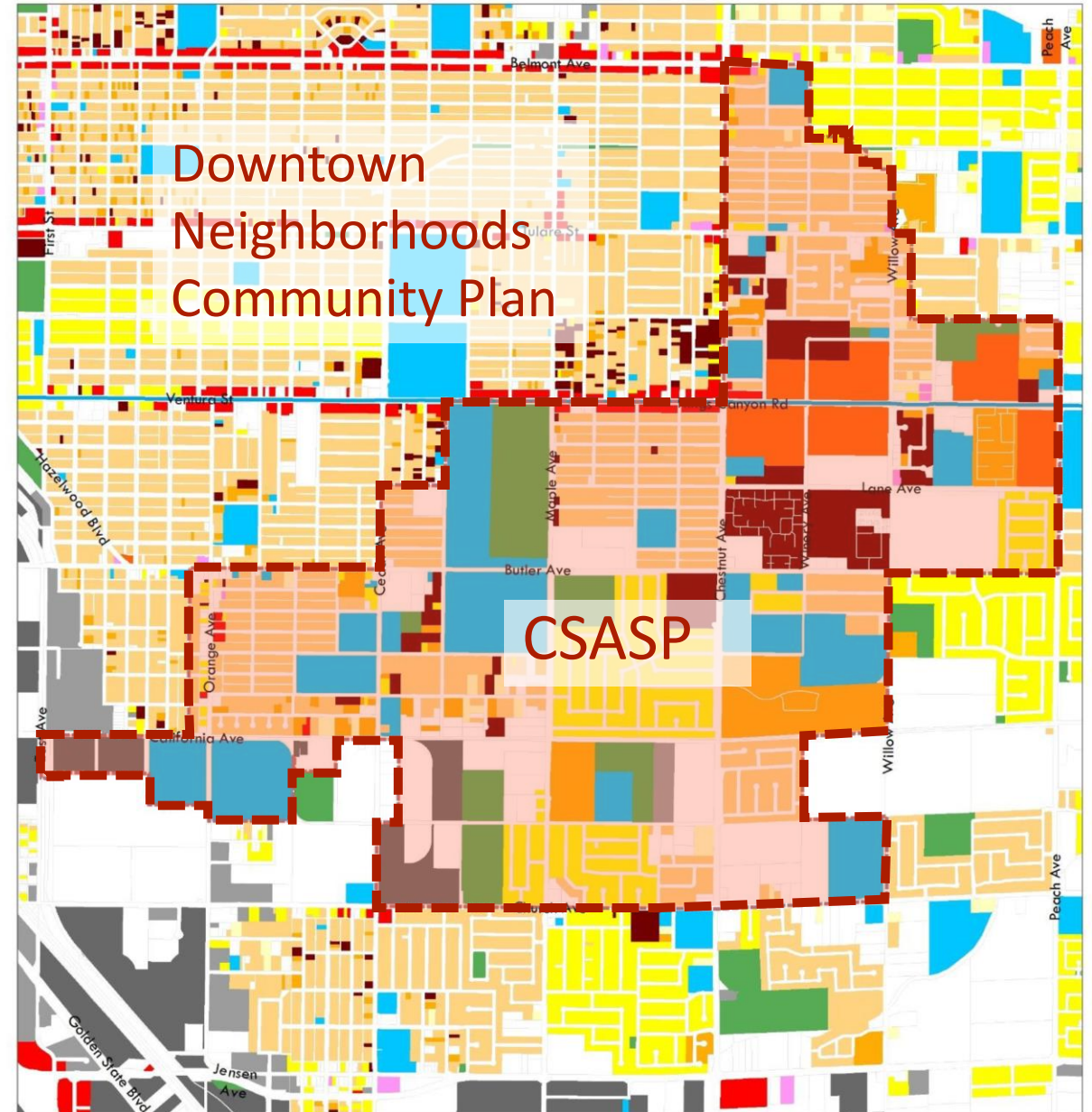
- Adjacent to DNCP area
- Incomplete neighborhood patterns and connectivity
- Kings Canyon “umbilical” to Downtown

Legend

- Central Southeast Plan Boundary
- Bus Rapid Transit

Consolid_E

- | | |
|-------------------------------|-----------------------------------|
| Commercial - Community | Open Space |
| Commercial - General | Park |
| Commercial - Neighborhood | Public Facilities |
| Commercial - Office | Residential - High Density |
| Commercial - Parking | Residential - Low Density |
| Employment - Heavy Industrial | Residential - Medium Density |
| Employment - Light Industrial | Residential - Medium High Density |
| | Residential - Medium Low Density |
| | Residential - Mobile Home Park |
| | Residential - Rural |
| | Vacant |
| | rail |



i. Medium Low Density



Building Scale & Character

- Up to 2 stories/35 feet tall – all buildings set back substantially
- Attics may be inhabited and lit with dormer and gable windows
- Formal rooms face front of building providing “eyes on the street”

Frontage & Streetscape

- Porches and stoops
- Streets lined with large canopy trees
- Wide shoulders accommodate bicycles and pedestrians

Use

- Primarily residential uses with limited home occupation activity

ii. Medium Density



Building Scale & Character

- Up to 2 stories/35 feet tall – all buildings set back substantially
- Attics may be inhabited and lit with dormer and gable windows
- Formal rooms face and provide “eyes on the street”
- Multi-family buildings indistinguishable from single family

Frontage & Streetscape

- Buildings face traditional tree-lined streets
- Sidewalks separated from streets by canopy tree-lined parkway strips

Use

- Primarily residential uses with limited home occupation activity

ii. Neighborhood Mixed-Use



Building Scale & Character

- Buildings Up to 3 stories/40 feet tall - (little to no setbacks)
- MU/Commercial buildings expressed as single volumes
- Residential buildings composed of house scale masses with facades divided into house-scale increments

Frontage & Streetscape

- Residential buildings face street with front yards, porches, and stoops
- Commercial/Mixed Use face street with shopfronts
- Streets lined with inviting sidewalks and continuous tree-lined parkway strips

Use

- Ground floor housing as well as ground floor commercial, retail and office uses.
- Upper floors occupied with housing, office or commercial

i. Business Park



Building Scale & Character

- Buildings up to 60 feet tall with landscaped front yards
- Street facing facades, accessed directly from sidewalk

Frontage & Streetscape

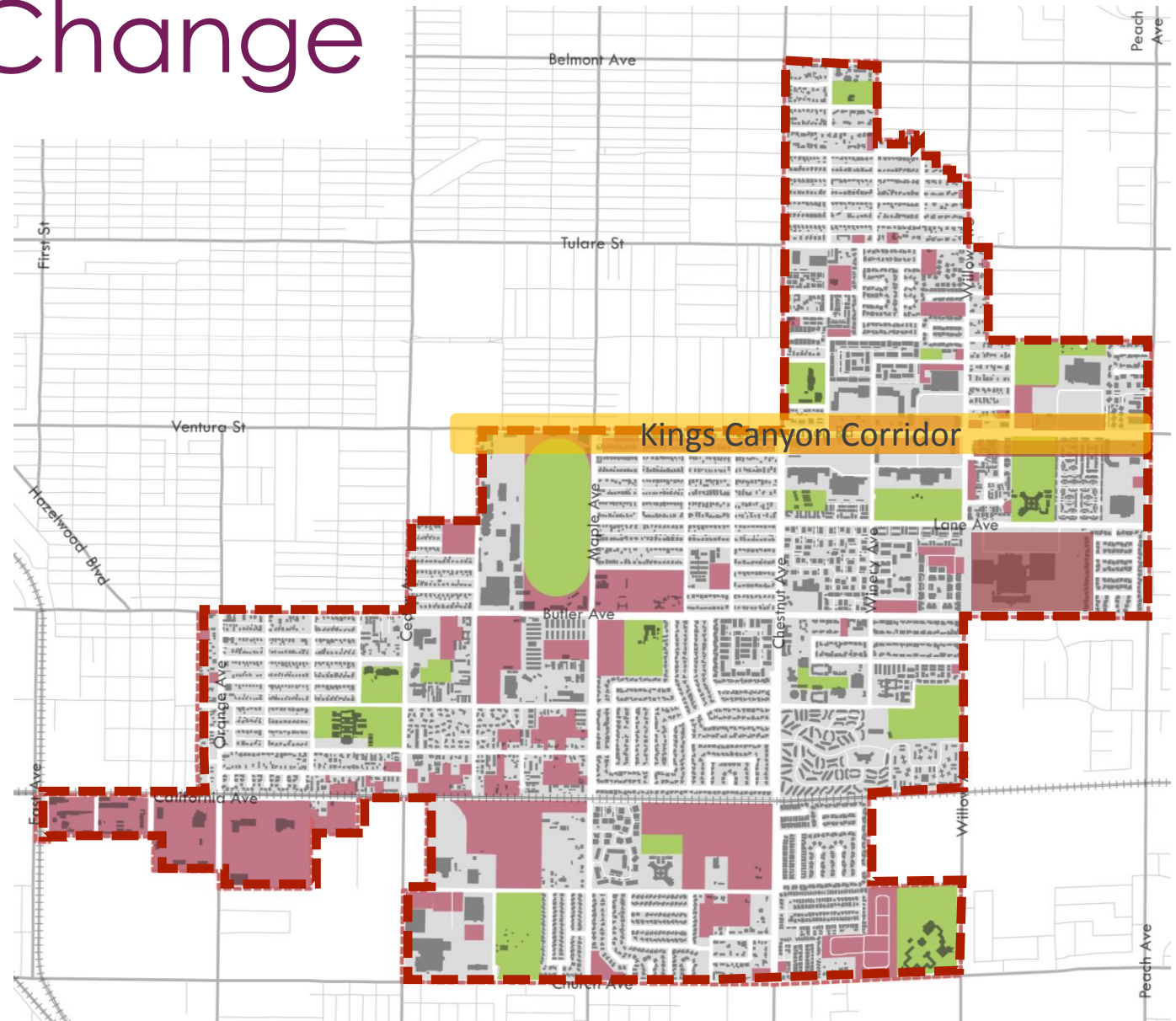
- Street facing façade provides windows and primary entry
- Streets lined with inviting sidewalks
- Continuous parkway strips are planted with drought-tolerant landscaping/trees

Use

- Research and development, laboratories, administrative/general offices, medical offices/clinics, professional offices, prototype manufacturing, testing, repairing, packaging and printing.
- Small scale retail and service uses serving local employees permitted as secondary uses.

Focus Areas for Change

- Concentrations of vacant land and/or facilities
- Oversized parking lots
- Publicly controlled under-used land
- High potential for near term beneficial change







Change Areas

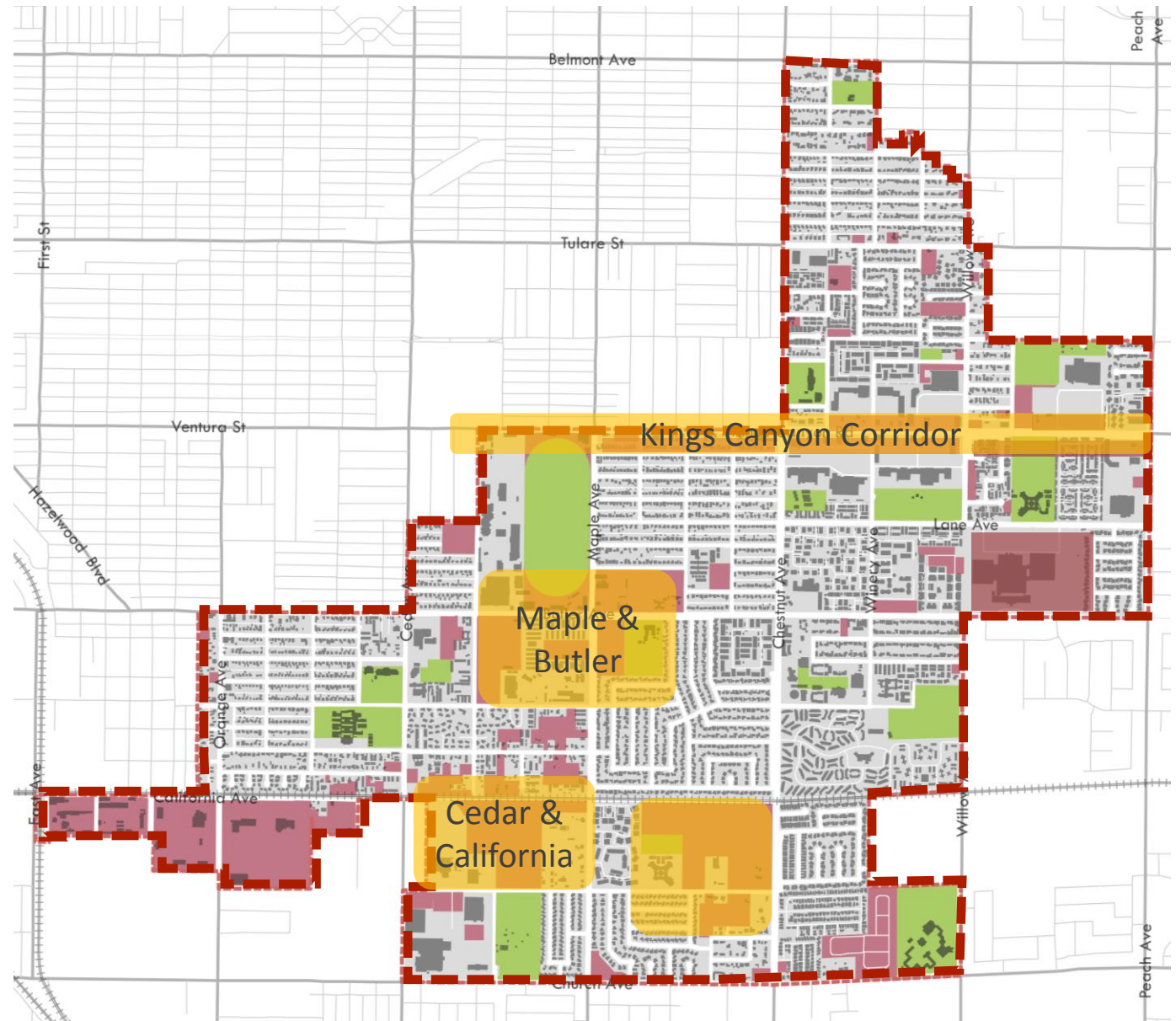
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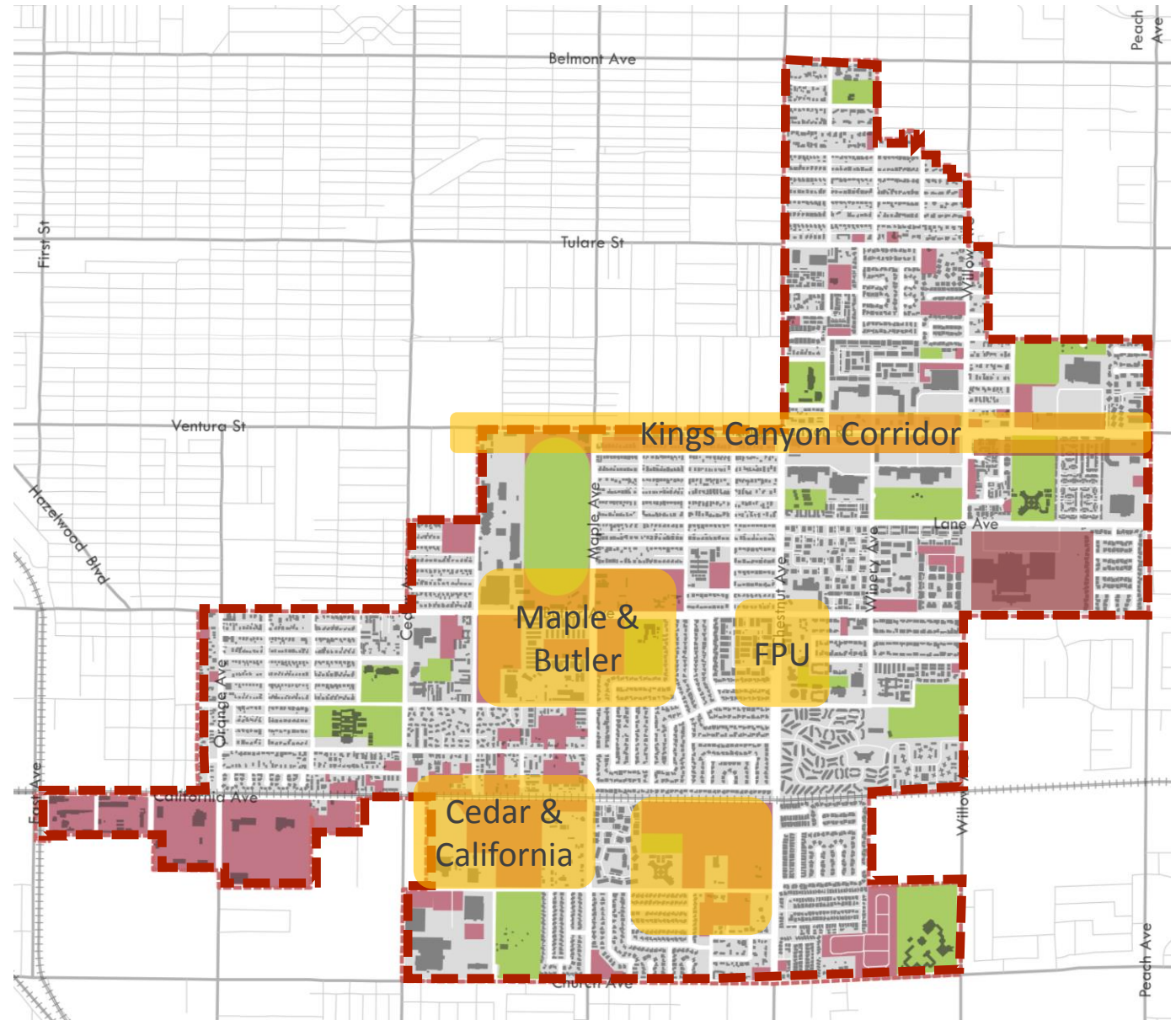






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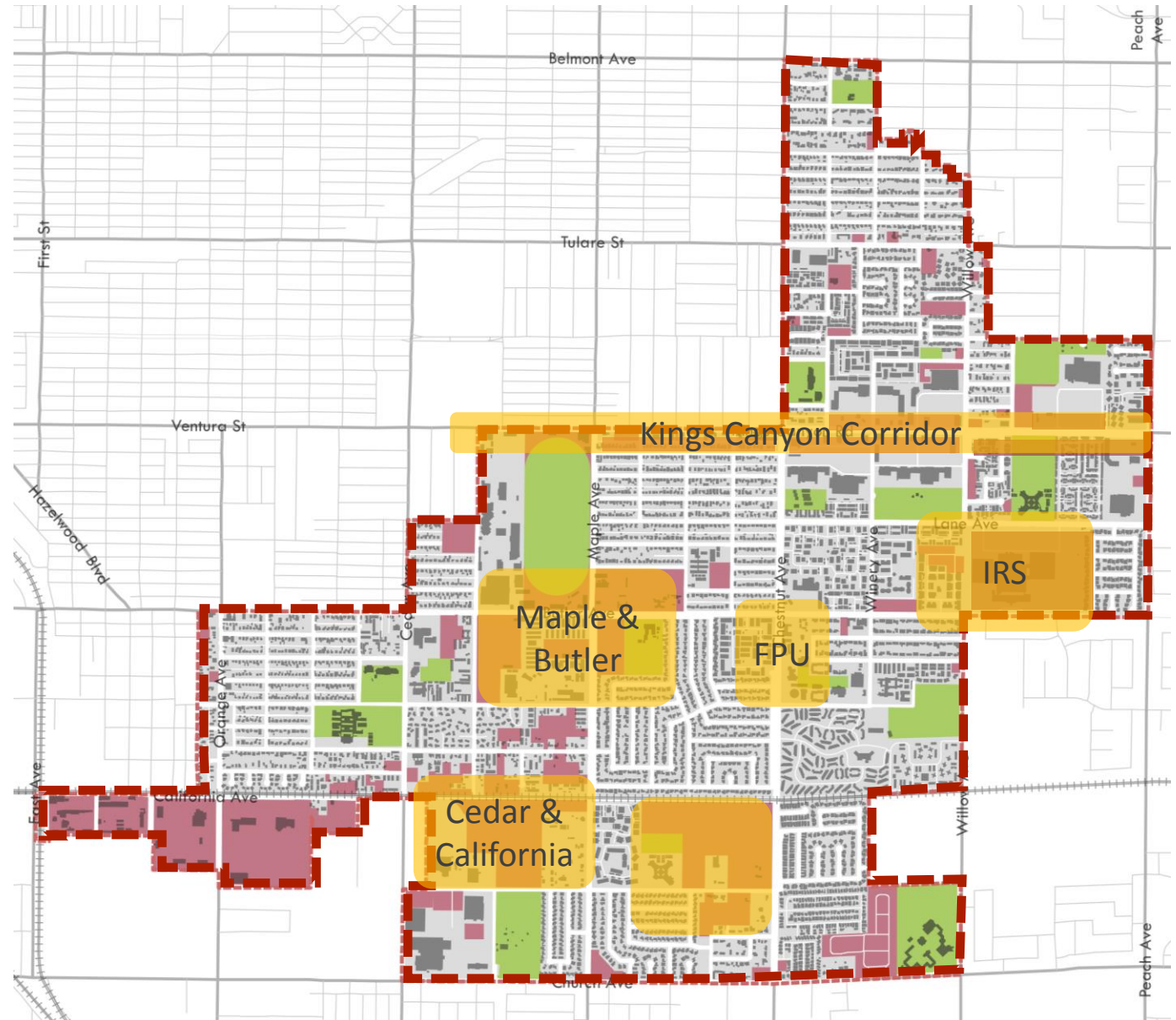
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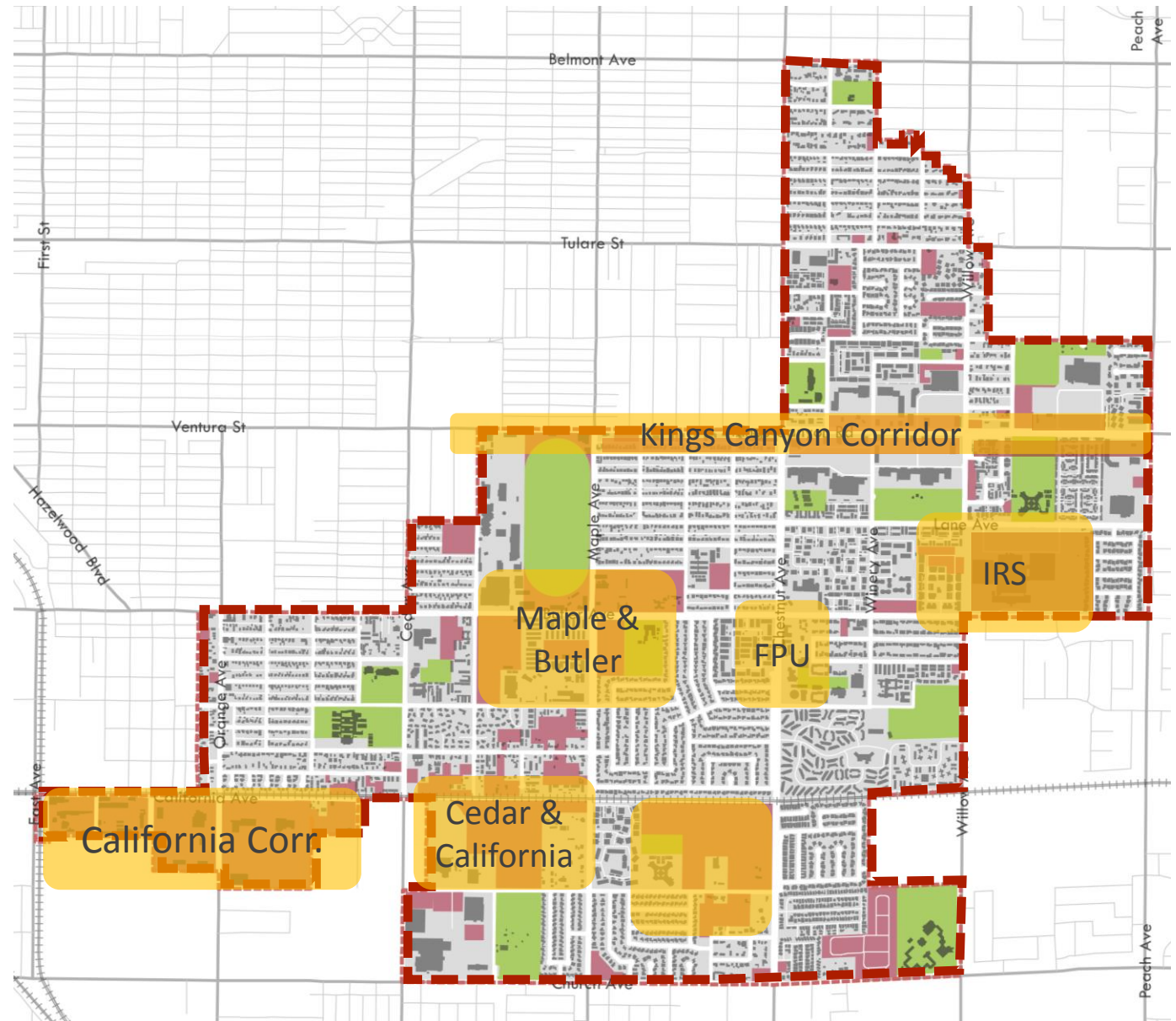
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Change Areas

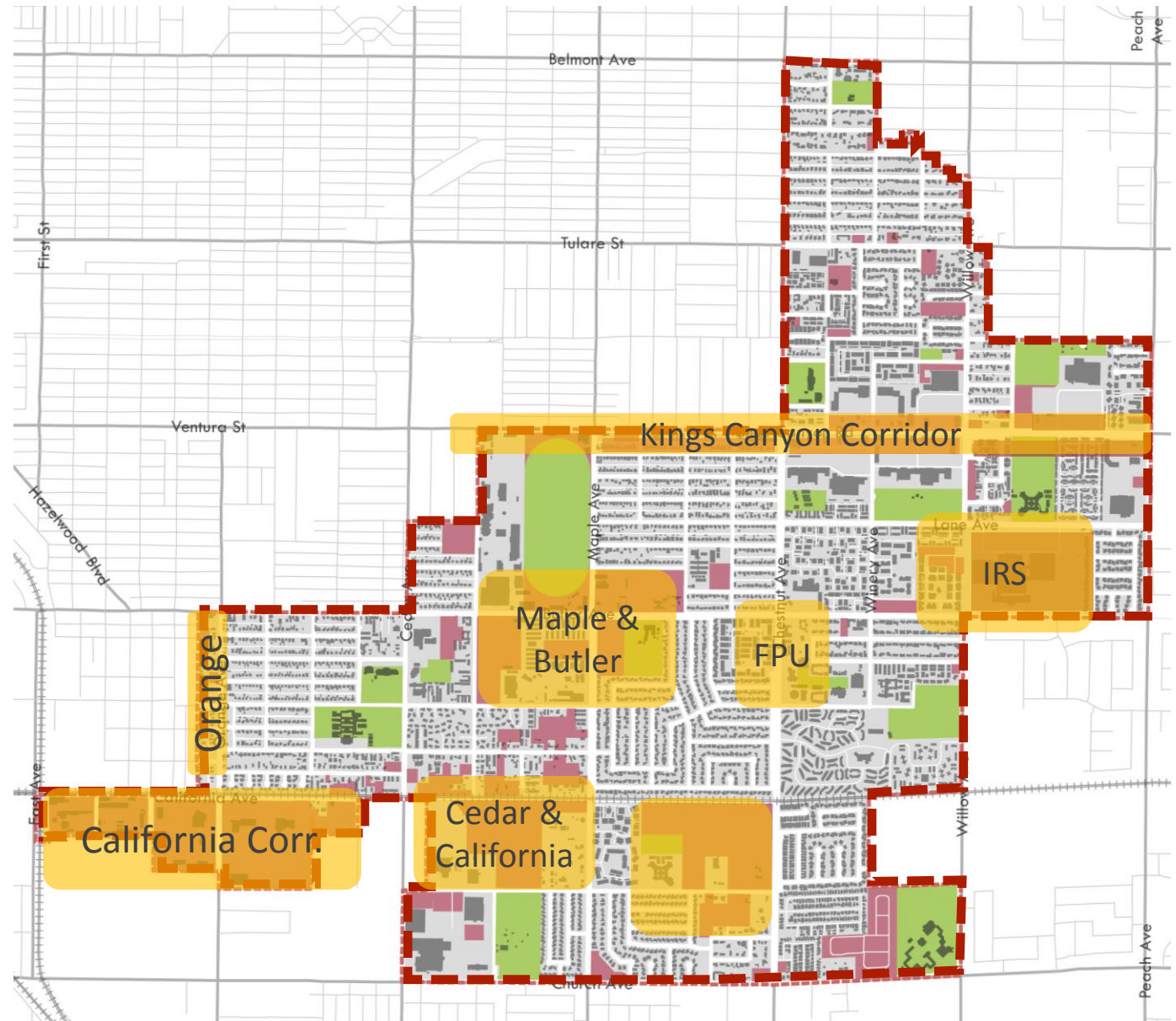
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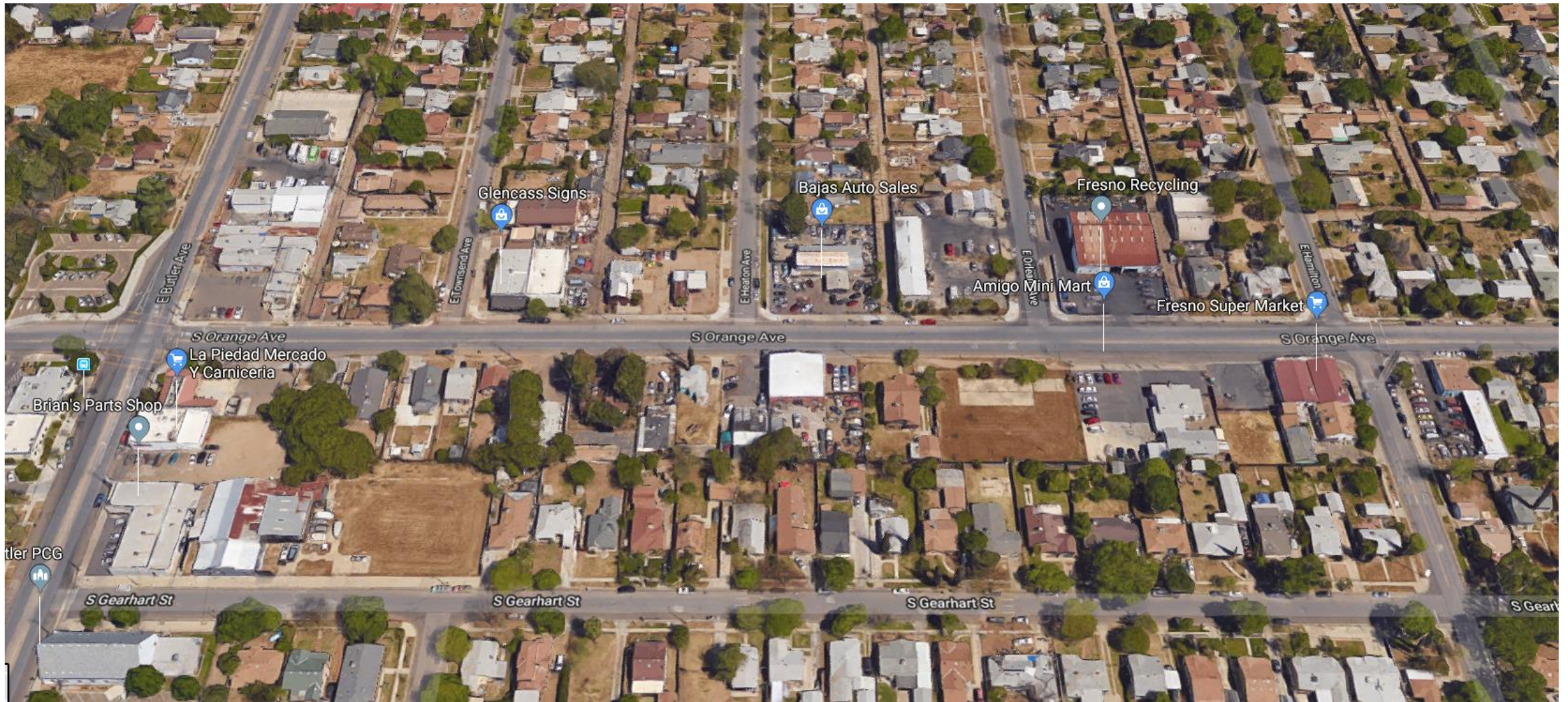


Change Areas

- Concentrations of vacant land and/or facilities
- Oversized parking lots
- Publicly controlled under-used land
- High potential for near term beneficial change



Orange / Butler to California



Priorities for Change

- **Activities:** Comfortable, accessible neighborhood amenities
- **Open Spaces:** Parks and playgrounds within walking distance
- **Neighborhoods/Housing:** Complete existing neighborhoods – infill housing that fits in and meets housing needs
- **Safe (“Complete”) Streets:** Connectors and living rooms of the neighborhoods
- **Jobs:** More jobs in (and near) CSE – maker, tech, ag, tourism, etc

Strategies for Change

- Build on / extend Downtown's rebirth
- Evolve Kings Canyon from old Hwy 180 to community avenue
- Leverage Kings Canyon BRT with walking / biking connections to neighborhoods
- Think big / start small – modest, opportunistic rehab of existing buildings and places
- Repurpose vacant / underutilized public facilities
- Target new housing and jobs to both old and new economies

1. Concentrations (Centers) of Activity

- Small neighborhood café, market or corner store
- Local farmers market
- Community Gardens
- Small main street (grouping of shops & restaurants)
- Arts & entertainment venue or district
- Others?



1. Concentrations (Centers) of Activity



1. Concentrations (Centers) of Activity



1. Existing Assets & Opportunities – Vacant Hospital



1. Existing Assets & Opportunities – Kings Canyon



1. Kings Canyon – From Highway to Avenue



1. Existing Assets & Opportunities – Underutilized Sites



1. Opportunities – Underutilized Sites



1. Opportunities – Underutilized Sites



1. Opportunities – Underutilized Sites



2. New & Improved Parks & Community Open Space

- Small playgrounds and “tot-lots”
- Small neighborhood “pocket-parks”
- Larger neighborhood parks, greens & community gathering areas
- Sports & outdoor recreation fields/courts
- Pool / aquatic center
- Others?



2. New & Improved Parks & Community Open Space



2. New & Improved Parks & Community Open Space



2. Existing Assets & Opportunities – Vacant Sites



2. Existing Assets & Opportunities – Vacant Sites



3. Complete Neighborhoods – Infill Housing That Fits-In

- Mix of housing for all types of households
- Organized around amenity-rich neighborhood centers
- Stitched together by attractive, comfortable streets & public realm
- Interwoven with public (open) spaces and nature
- Others?

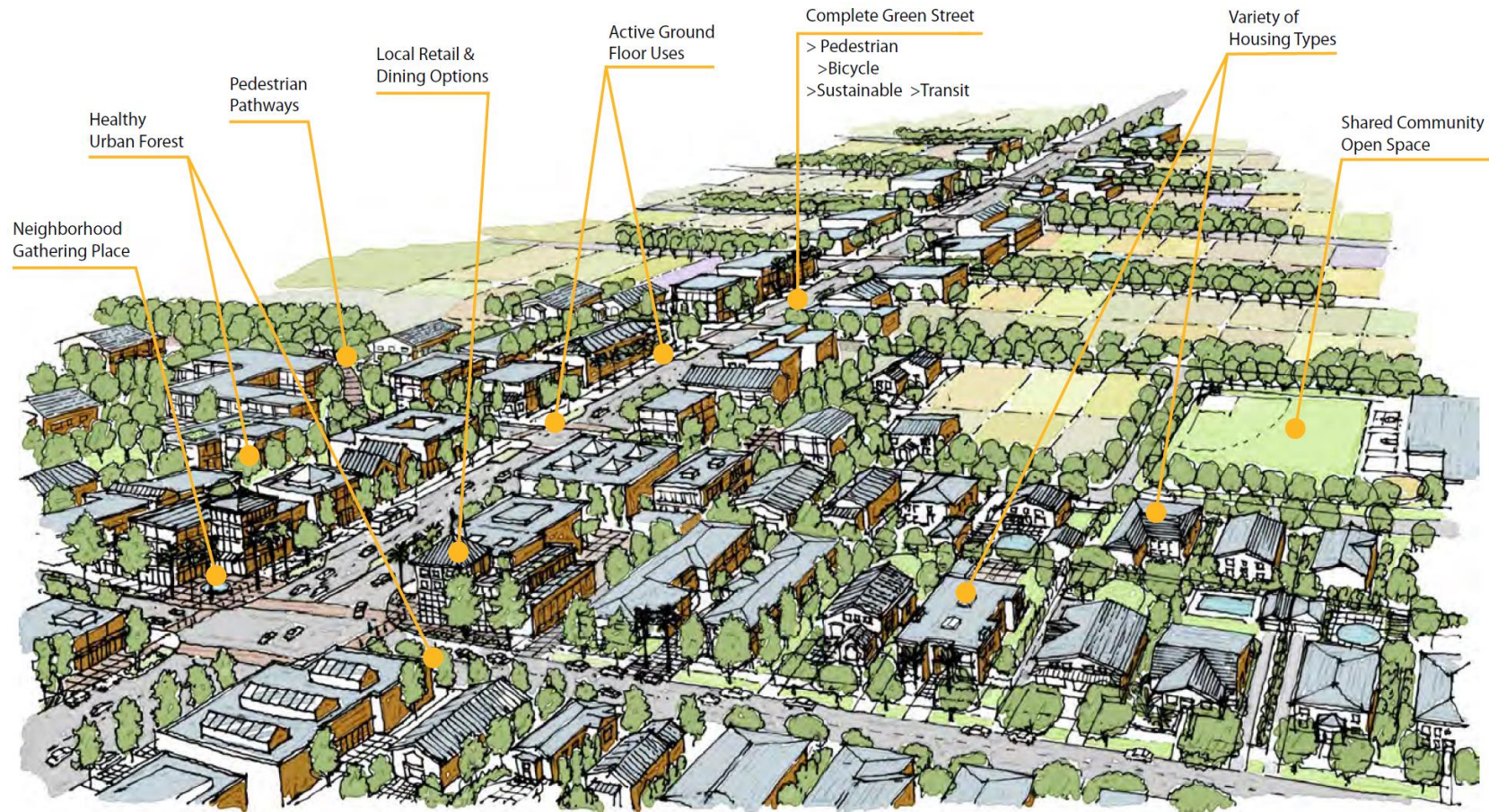
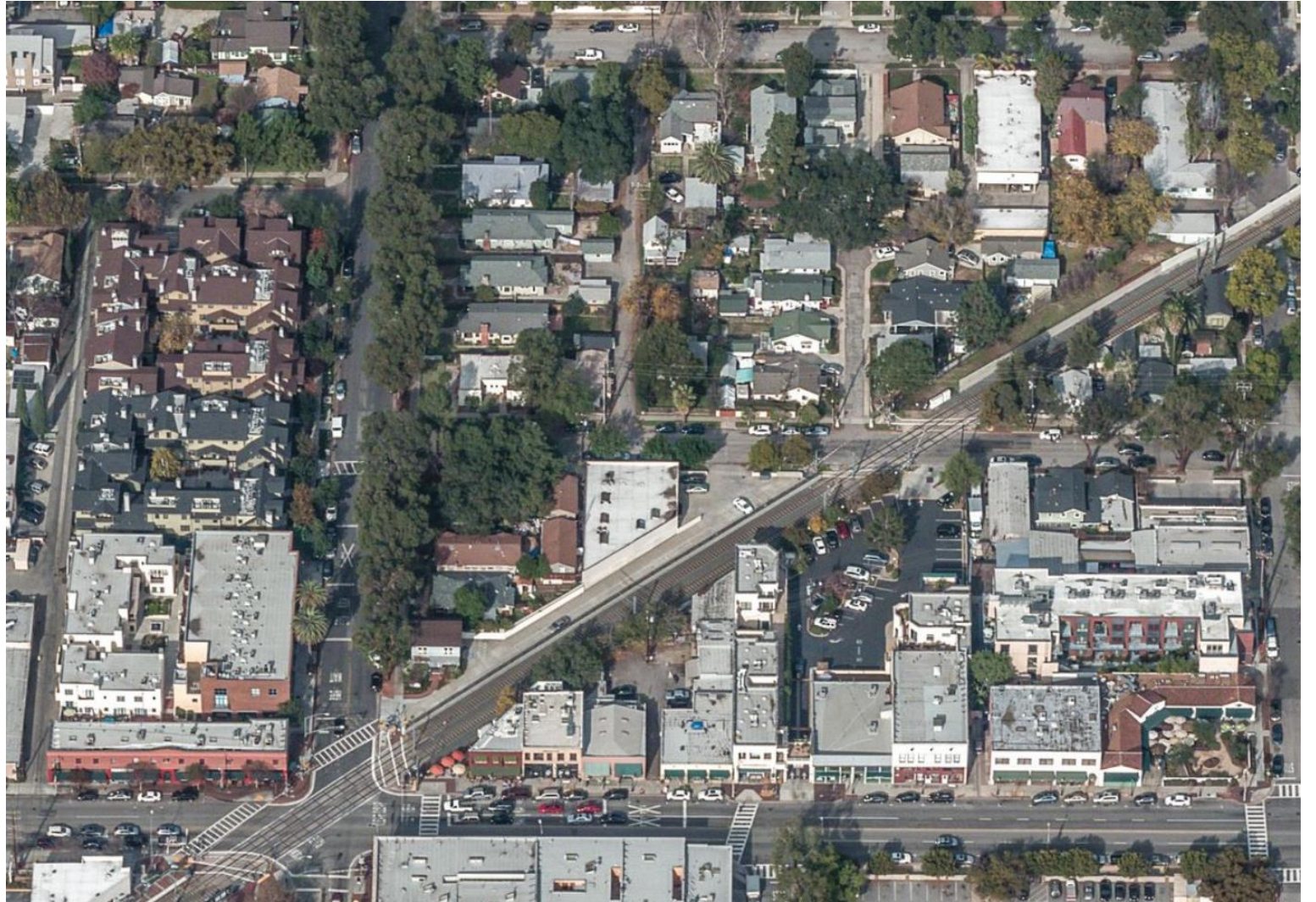


Image Source: City of Santa Monica General Plan (Land Use and Circulation Element)

3. Complete Neighborhoods – Infill Housing That Fits-In



3. Complete Neighborhoods – Range of Housing Types



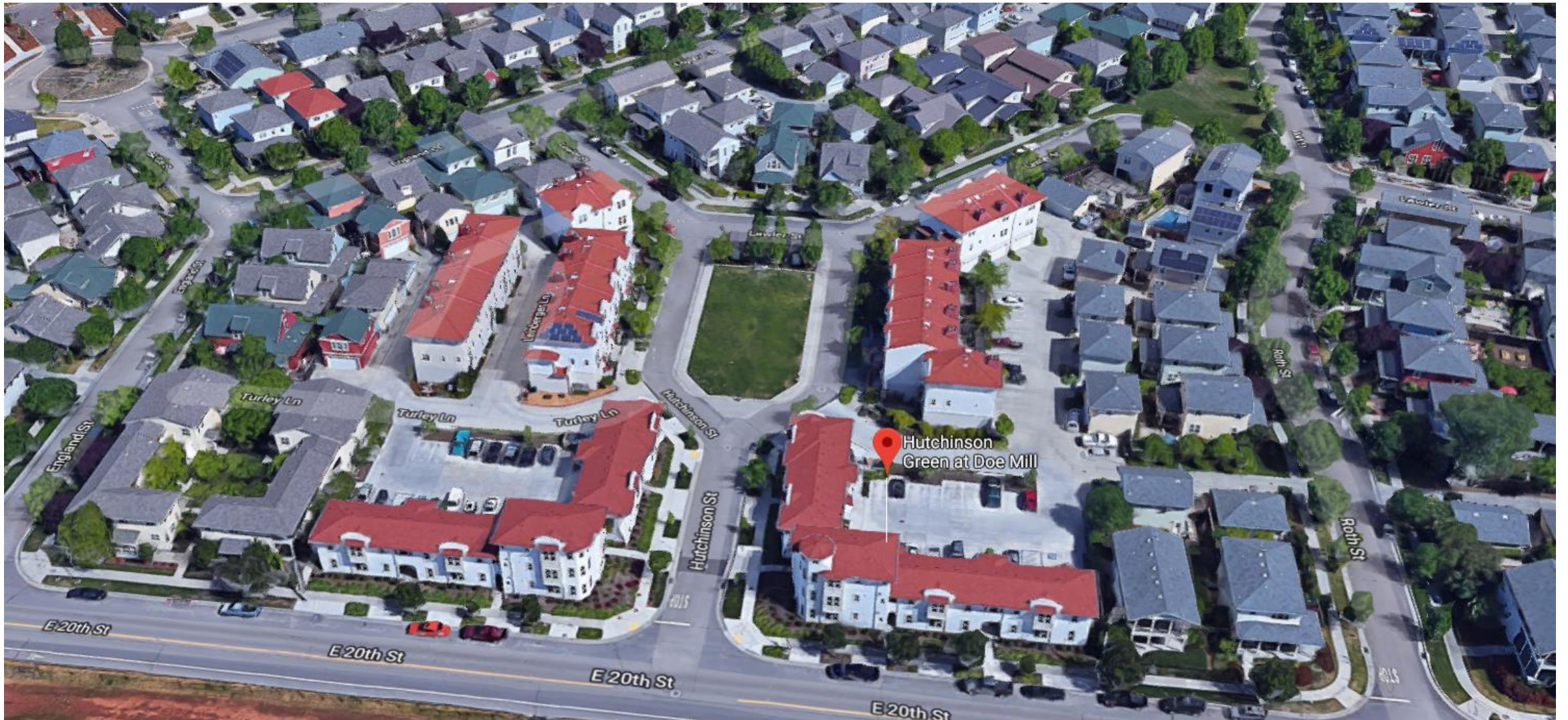
3. Complete Neighborhoods – Range of Housing Types



3. Neighborhood Infill Range of Housing Types



3. Existing Assets & Opportunities – Vacant Sites



3. Neighborhood Infill – Range of Housing Types



3. Neighborhood Infill - Accessory Dwellings

- Potential to infill some existing neighborhood blocks (with unused alleys) with “accessory dwellings” (ADUs)



Image Source: Duany Plater Zyberg & Co (DPZ)

3. Existing Assets & Opportunities – Unused Alleys



3. Existing Assets & Opportunities – Underutilized Sites



3. Neighborhood Infill - Big-Box Infill

- Potential to infill some underutilized commercial blocks with additional uses



Image Source: Duany Plater Zyberg & Co (DPZ)

4. Safe Beautiful Streets - Improvements & Retrofits

- Retrofit streets to accommodate all modes
- Add/improve bicycle and pedestrian facilities
- Improve intersection safety
- Improve visual aesthetic of streets (more attractive street addresses)
- Improve lighting landscaping
- Others?



Image Source: City of Boston "Complete Streets Guide"

4. Safe Beautiful Streets - Improvements & Retrofits



4. Safe Beautiful Streets - Improvements & Retrofits



4. Existing Assets & Opportunities



4. Existing Assets & Opportunities



4. Safe Beautiful Streets - Improvements & Retrofits



4. Existing Assets & Opportunities



5. Jobs Within Reach

- Workplace & workforce for manufacturing/processing businesses
- Opportunity for urban agriculture on vacant land to support local/downtown food culture
- Tech jobs building on downtown tech hub
- Local maker businesses
- Others?



5. Jobs Within Reach

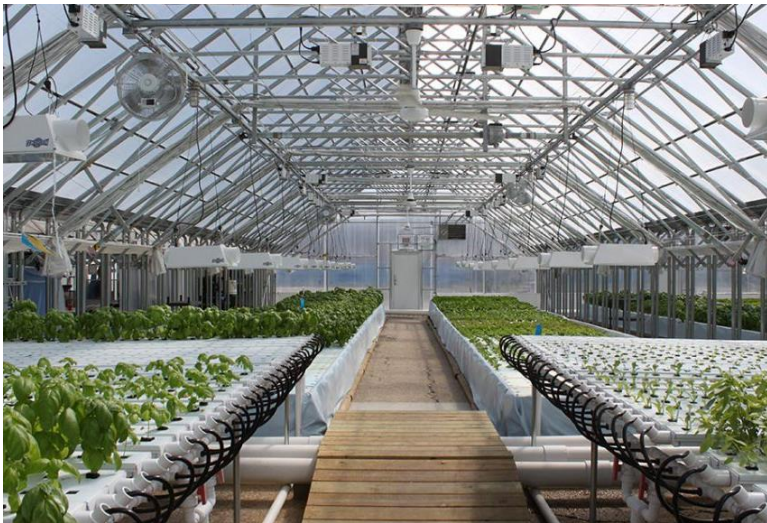


Table Group Activities

Part A: Group Discussions

Activities & Amenities within Reach

1. What are some of the positive amenities that already exist in CSE Fresno
2. What new types of activities (and places) nearby would do the most to improve your family's life
 - Places to shop, dine, find services you need?
 - Places to meet your friends and neighbors in your daily life?
 - Places to play, exercise, spend quiet time?
 - Daytime, evenings, weekends, holidays, with out of town visitors?

Parks & Community Open Spaces

- What sorts of facilities would you like the Parks & Community Open Spaces in your neighborhood to provide?

Part A: Group Discussions

Housing and Neighborhoods

- What are the primary housing needs of CSE Fresno? (What types of households are particularly in need of housing?)

Streets & Circulation

- What types of street improvements should be prioritized in CSE Fresno to improve safety, ease-of travel, and the overall “look and feel” of the community?

Jobs

- What types of jobs that would be particularly well suited to CSE Fresno?

Priorities

- If this Plan could address/help solve just a few challenges/issues/needs of CSE Fresno, what would you prioritize?

Part B: Mapping Change

Places for Change

- **Community Assets & Areas of Stability:** Where do the positive assets of this community exist? Are there areas that should stay pretty much as they are? What small changes would make them better?
- **Opportunities:** Which areas (or specific sites) seem like good opportunities for something new?

Connectivity & Safety

- What **destinations** would you most value being able to walk, bike or take transit to?
- What places do you stay away from because they seem unsafe or unpleasant to walk, bike or spend time?

Upcoming Meetings and Dates

- Upcoming Steering Committee meetings:

- Transportation/ Public Realm/ Parks –June 19th
- Land Use and Urban Design – Week of July 9 (or July 16)
- Economic Development and Housing – Week of August 13
- Health, Environment and Equity – Week of September 10 or 17

- Upcoming Community Workshops:

- Workshop #1 Vision, Guiding Principles, Areas of Growth and Stability – June 20th
- Workshop #2 Develop alternatives – Week of July 9 (or July 16)
- Workshop #3 Policy Framework – Week of Oct 1 or Nov 5
- Open House – January 2019

Questions and comments?

Next Steps

- Continue to hold small group discussions and collect feedback
- Finalize AC and workshop dates
- Prepare for and publicize Workshop 1

For Additional Information

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