

Community Workshop #2

Development Concepts



Central Southeast Area Specific Plan

July 17, 2018

Meeting Agenda/Activities

1. Registration
2. Welcome
3. Presentation: Plan Framework Overview
4. Small Group Discussion
5. Closing and Next Steps

PROJECT OVERVIEW

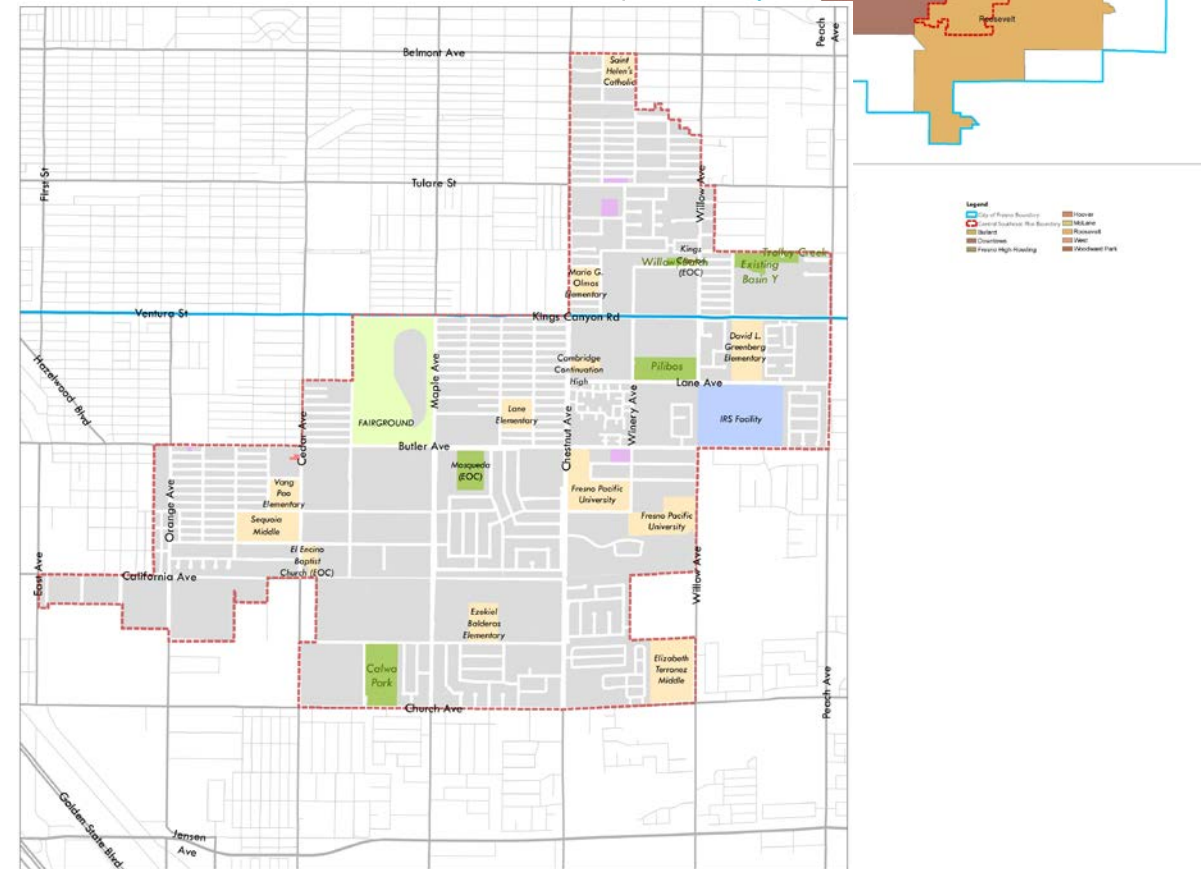


Central Southeast Area Specific Plan

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.



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 strategies and actions to guide future growth and development in a specific geographic area (in this case, Central Southeast Fresno)
- Focuses on physical improvements: land use, transportation, parks, economic development, and improvements to the quality of life.

Project Timeline



Community Engagement

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

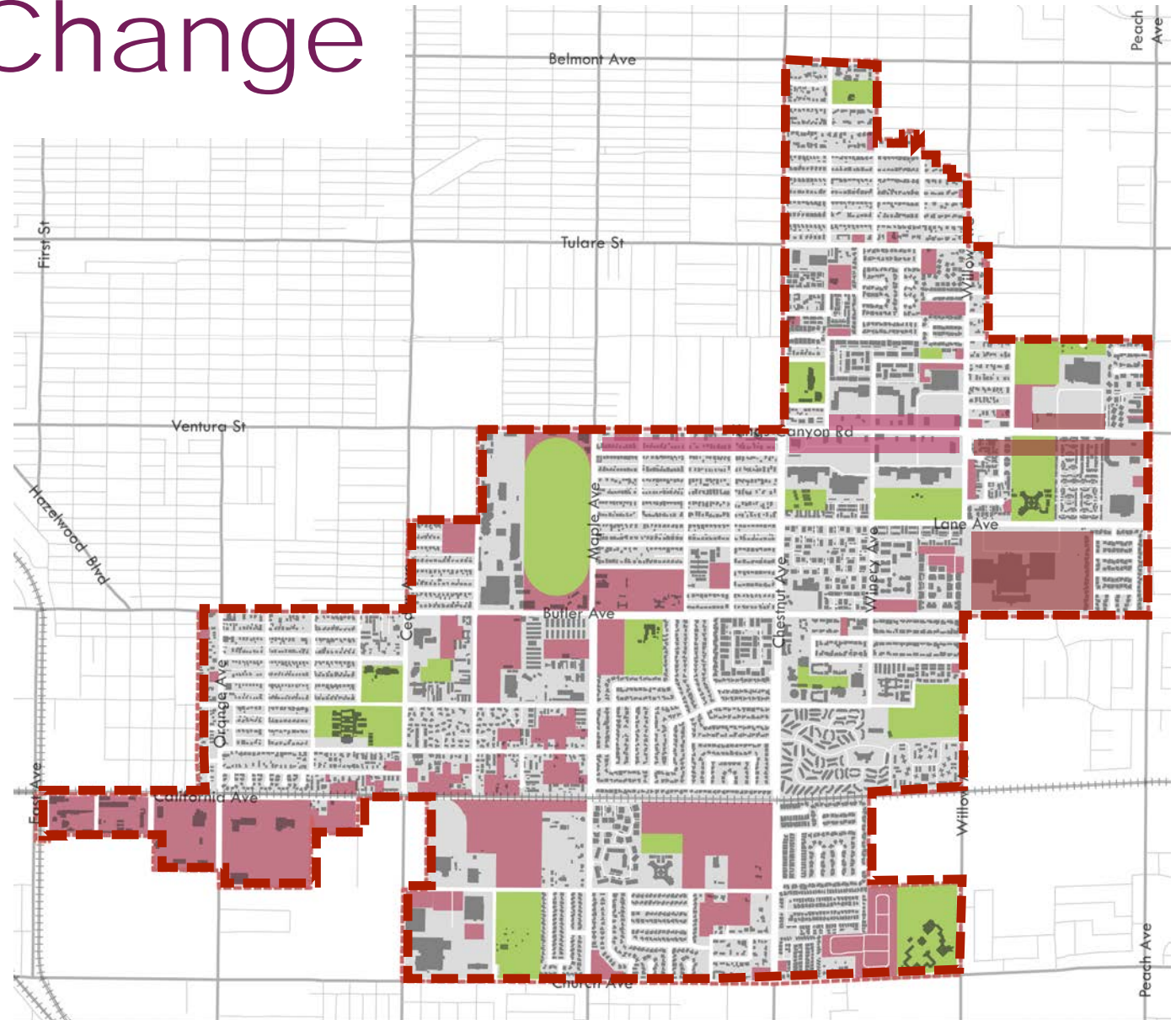
Project Goals

(Developed based on the input from the public and Steering Committee)

1. Revitalize the existing community and improve the quality of life for residents
2. Capitalize on the diversity of races, ethnicities, and cultures
3. Provide a diversity of shopping recreational activities in the community
4. Improve parks and open spaces
5. Improve traffic safety
6. Expand the bicycle and pedestrian network
7. Improve health and wellness, including mitigating negative impacts of pollution
8. Increase access to economic opportunity
9. Improve public safety and reduce visual blight

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



Strategies for Change

Planning Context

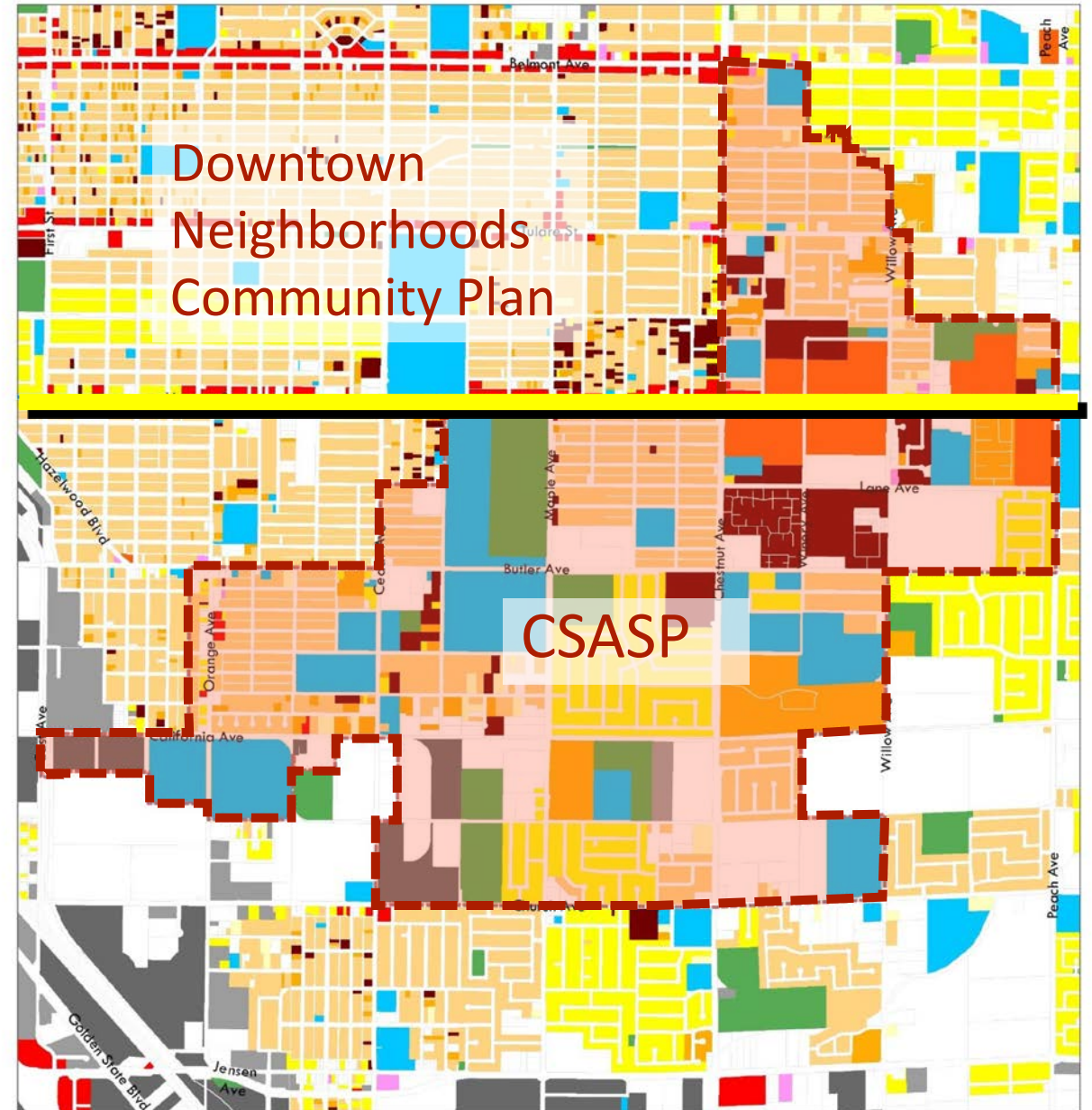
- Adjacent to DNCP area
- Many opportunities for new activities and enhancement
- Kings Canyon “umbilical” to Downtown

Legend

- Central Southeast Plan Boundary
- Bus Rapid Transit

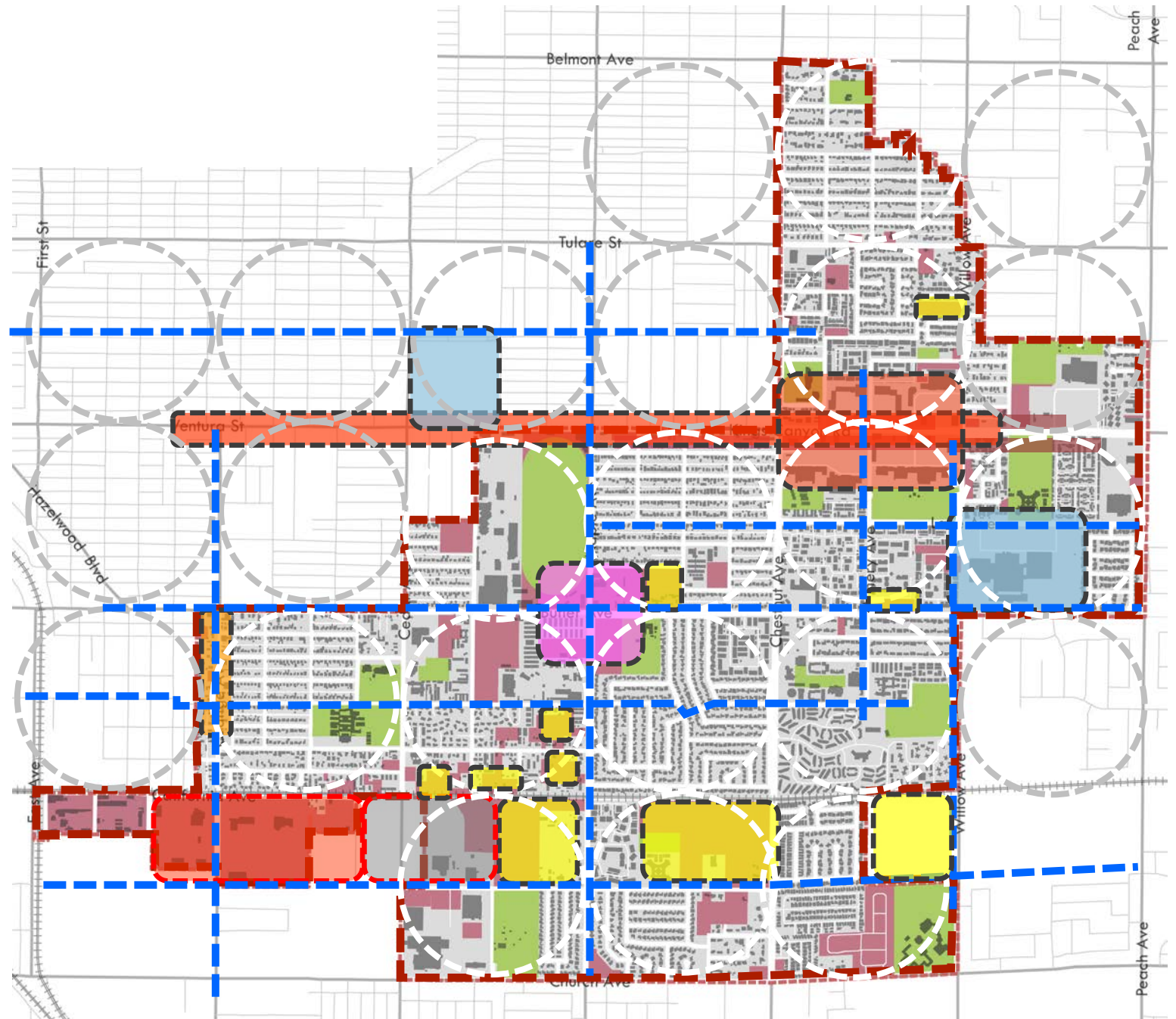
Consolid_E

- | | |
|-------------------------------|-----------------------------------|
| 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 |

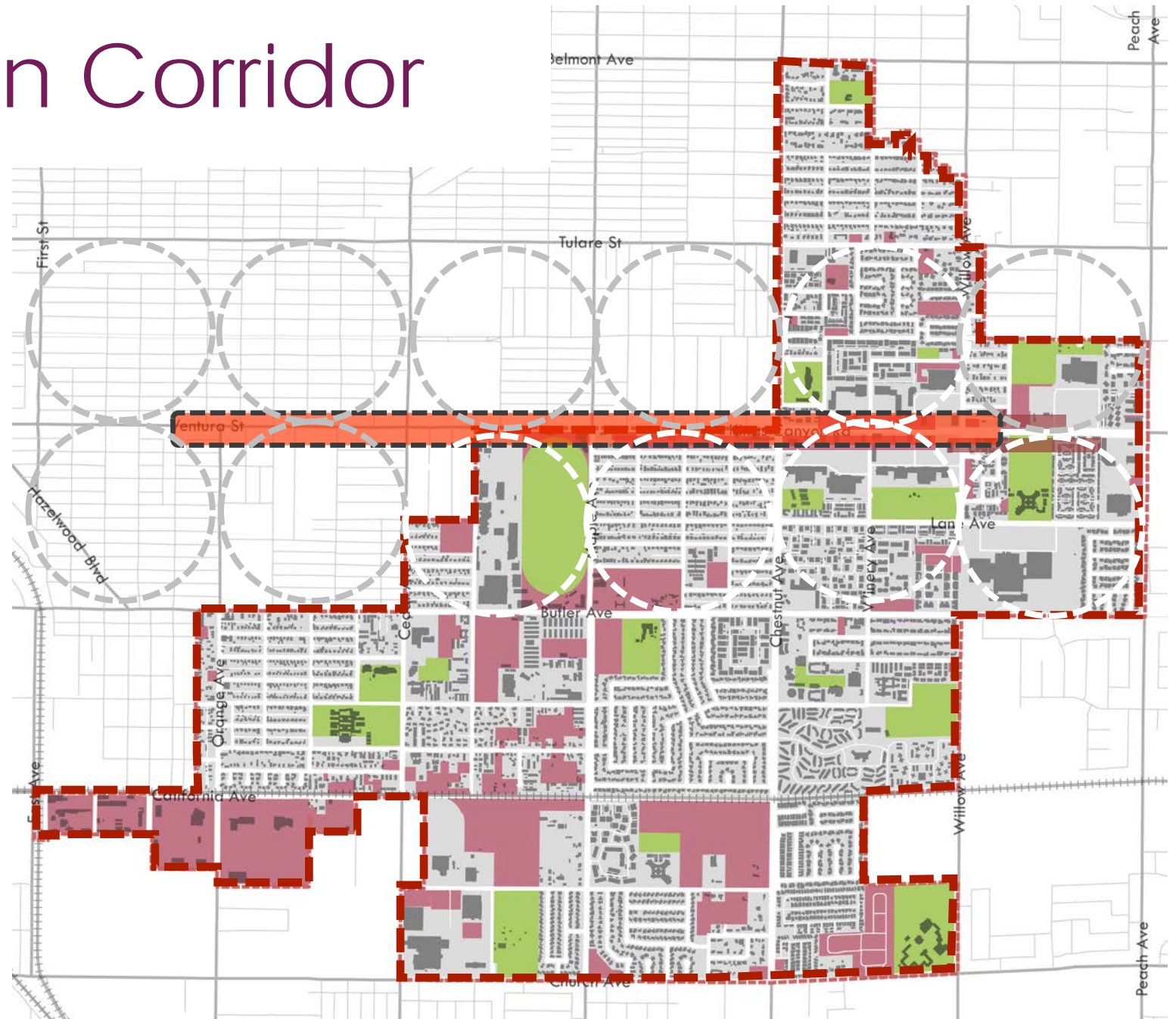


Big Ideas

1. Kings Canyon Corridor:
International Food Experience
2. Former UMC Hospital:
Sr. Housing/Continuum of Care
3. Shopping Center/Mixed-Use:
Cultural & Community Recreation
4. Maple/Butler Center :
Cultural & Community Recreation
5. Orange “Main Street”:
Neighborhood Gathering Place
6. IRS Education/Tech Hub:
Employment Development
7. Neighborhood Infill:
Connecting/Completing
8. Business Park Employment:
Transition from heavy industrial
9. Bike Street Connections:



1. Kings Canyon Corridor



1. Kings Canyon Corridor



2. UMC Hospital Site



2. UMC Hospital Site



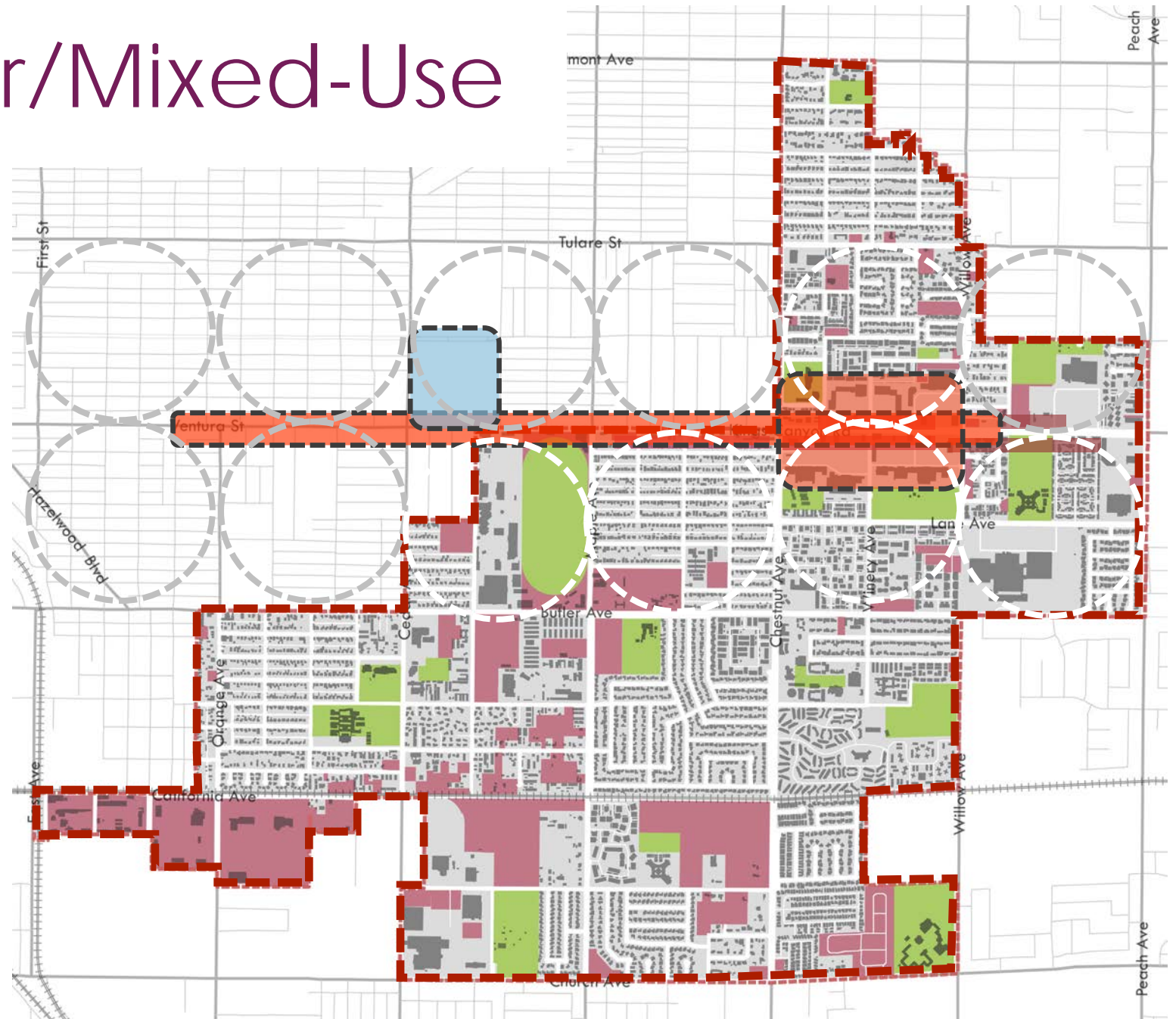
2. UMC Hospital Site



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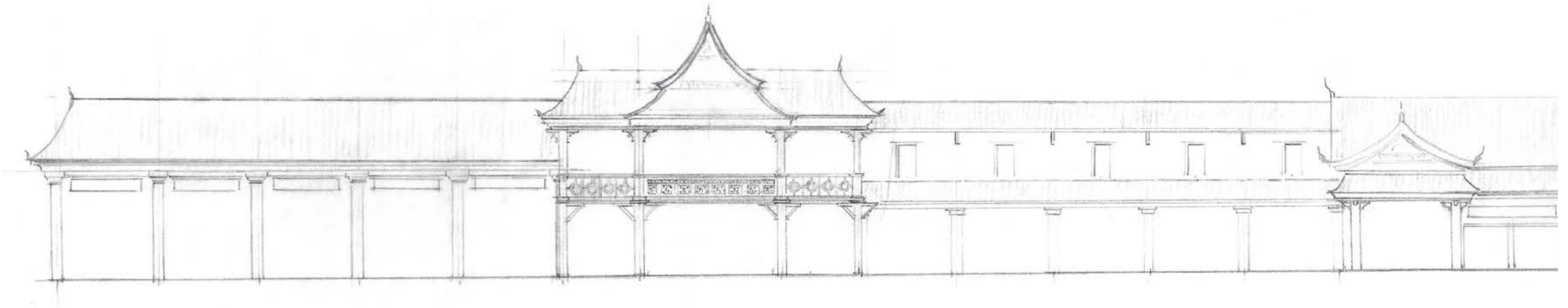
3. Shopping Ctr/Mixed-Use



Refresh Old Centers



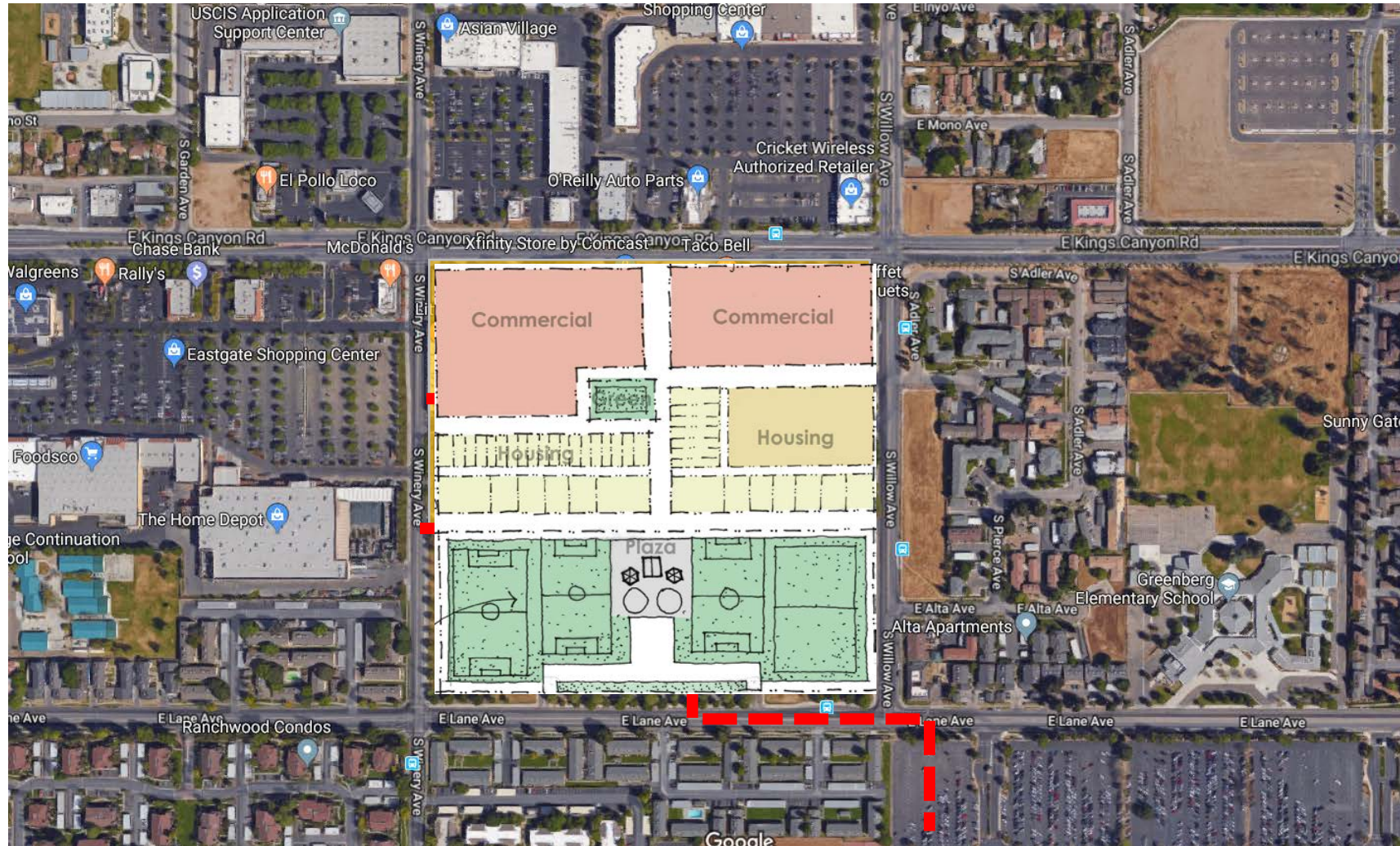
Asian Village



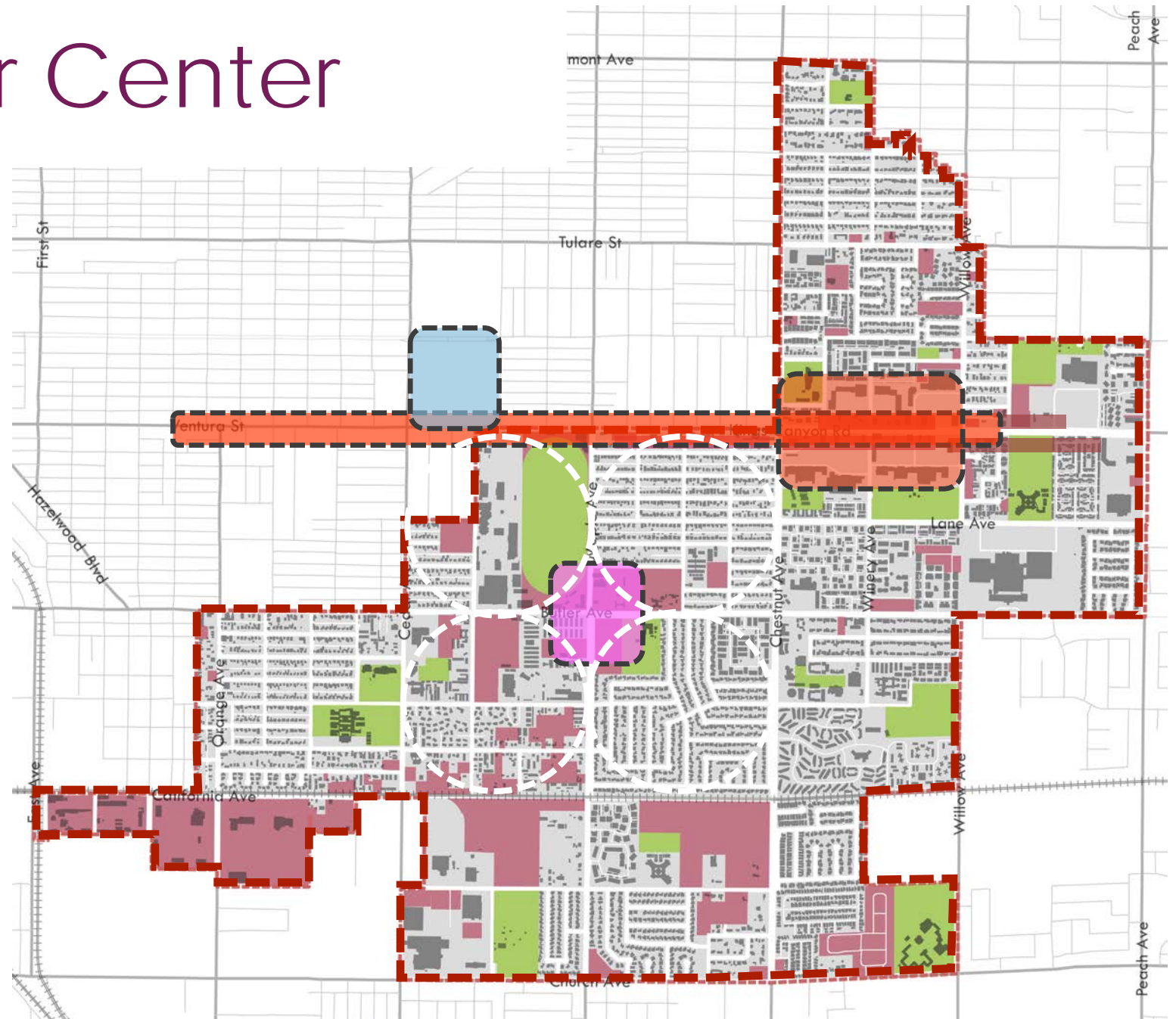
More Lively Streetscapes



Long-term Transition to Mixed-Use



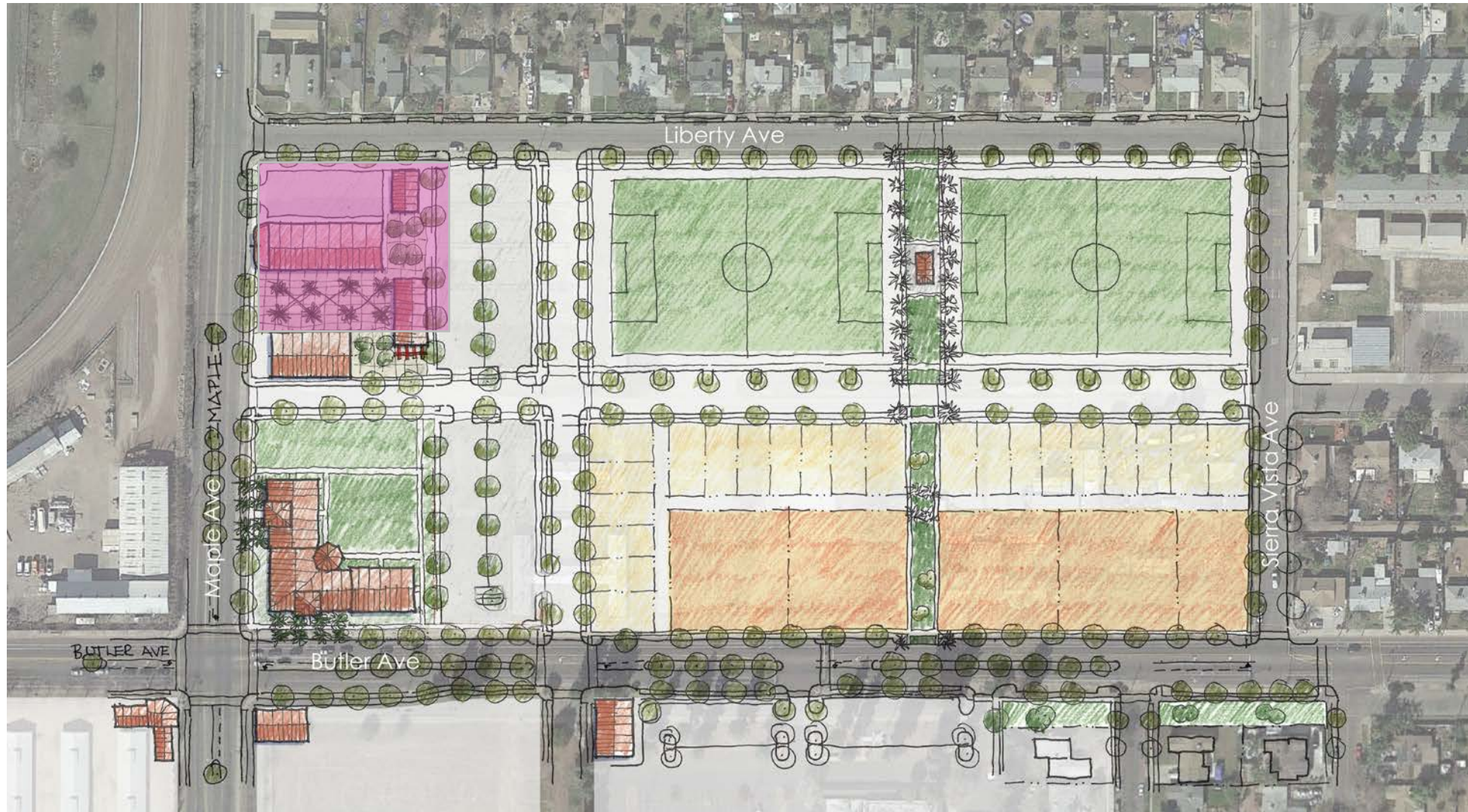
4. Maple/Butler Center



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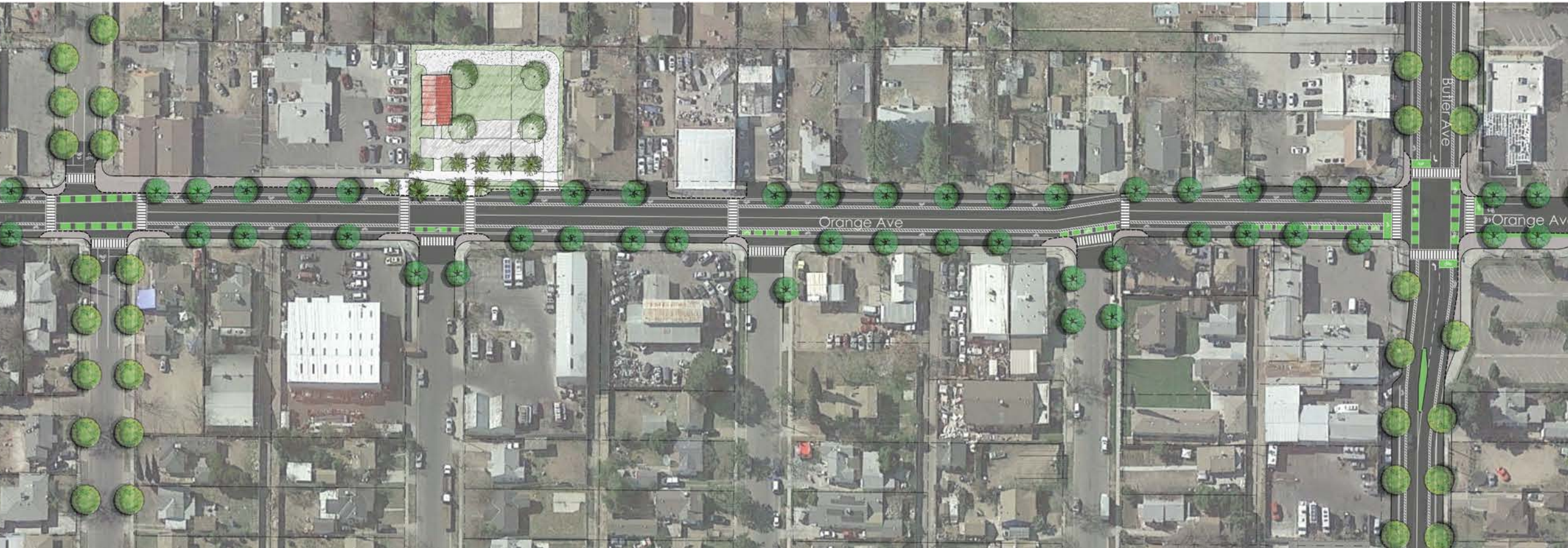
5. Orange "Main Street"



Orange / Butler to California



Orange / Butler Calming



Orange / Butler to California



Orange Ave Tactical Park



Orange / Butler to California



Fresno Super Market Transformation



Orange / Butler to California



Fresno Recycling Transformation



Orange / Butler to California



Maker Space



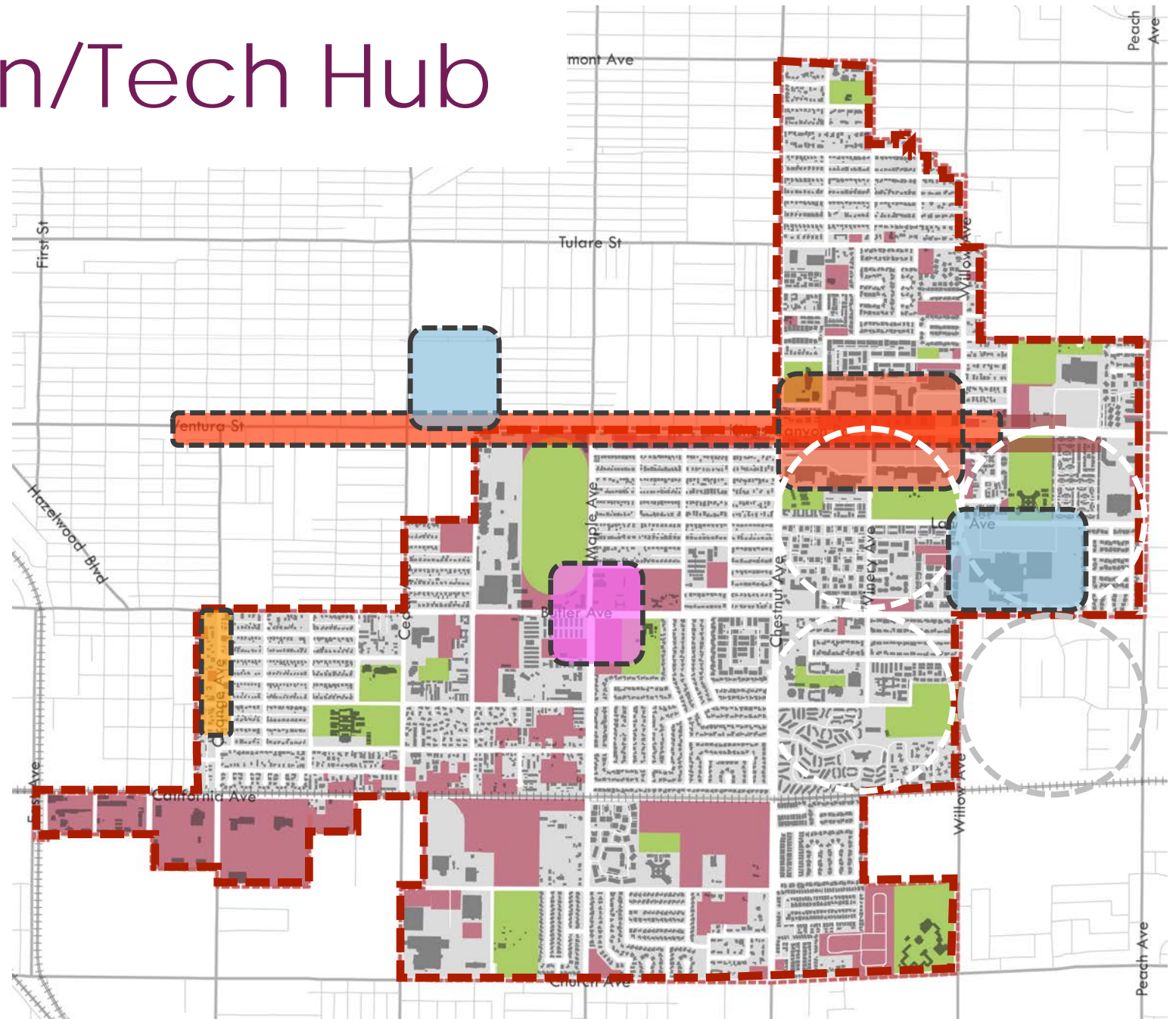
Orange / Butler to California



Corner Plaza – Butler & Orange



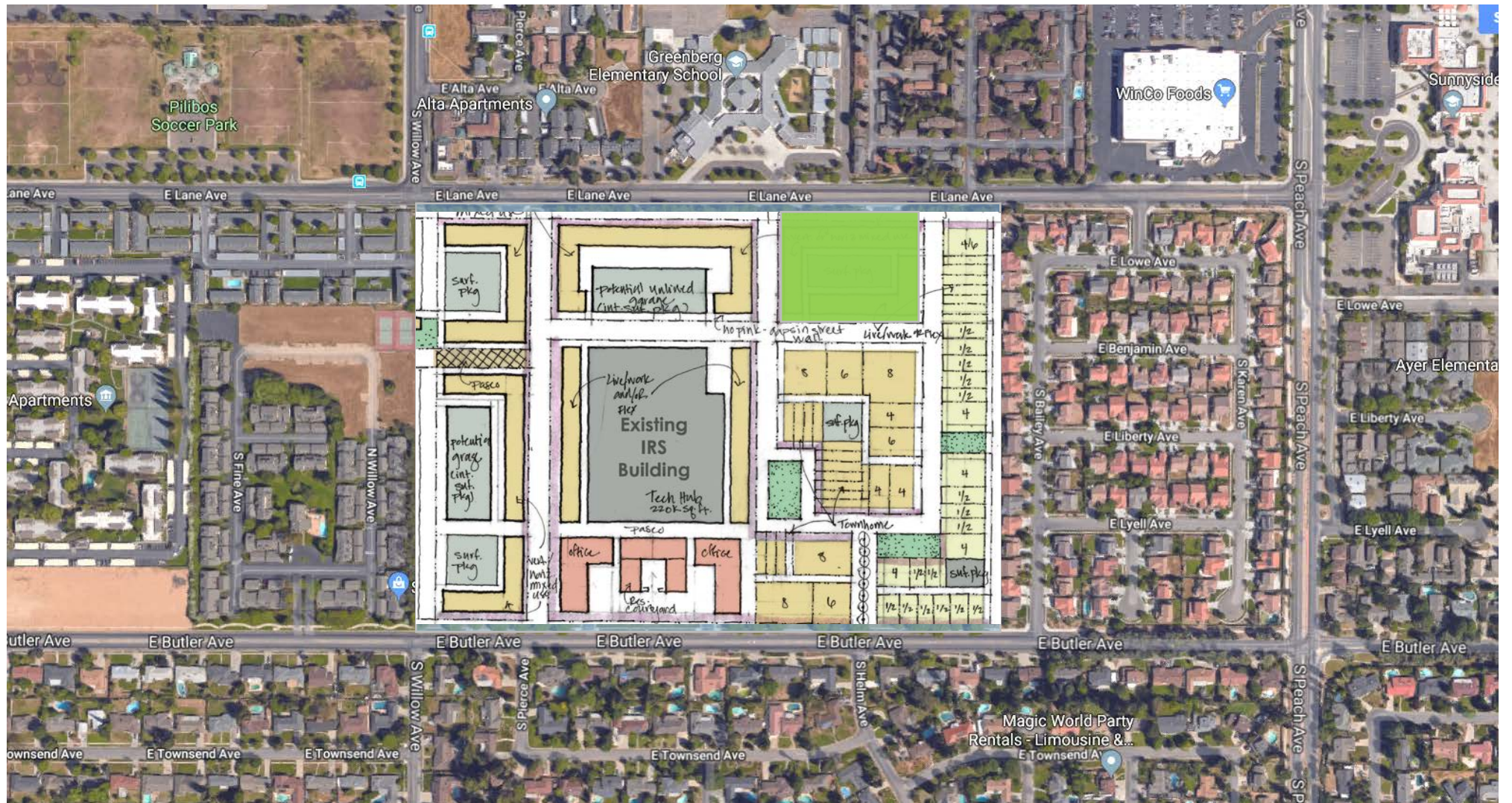
6. IRS Education/Tech Hub



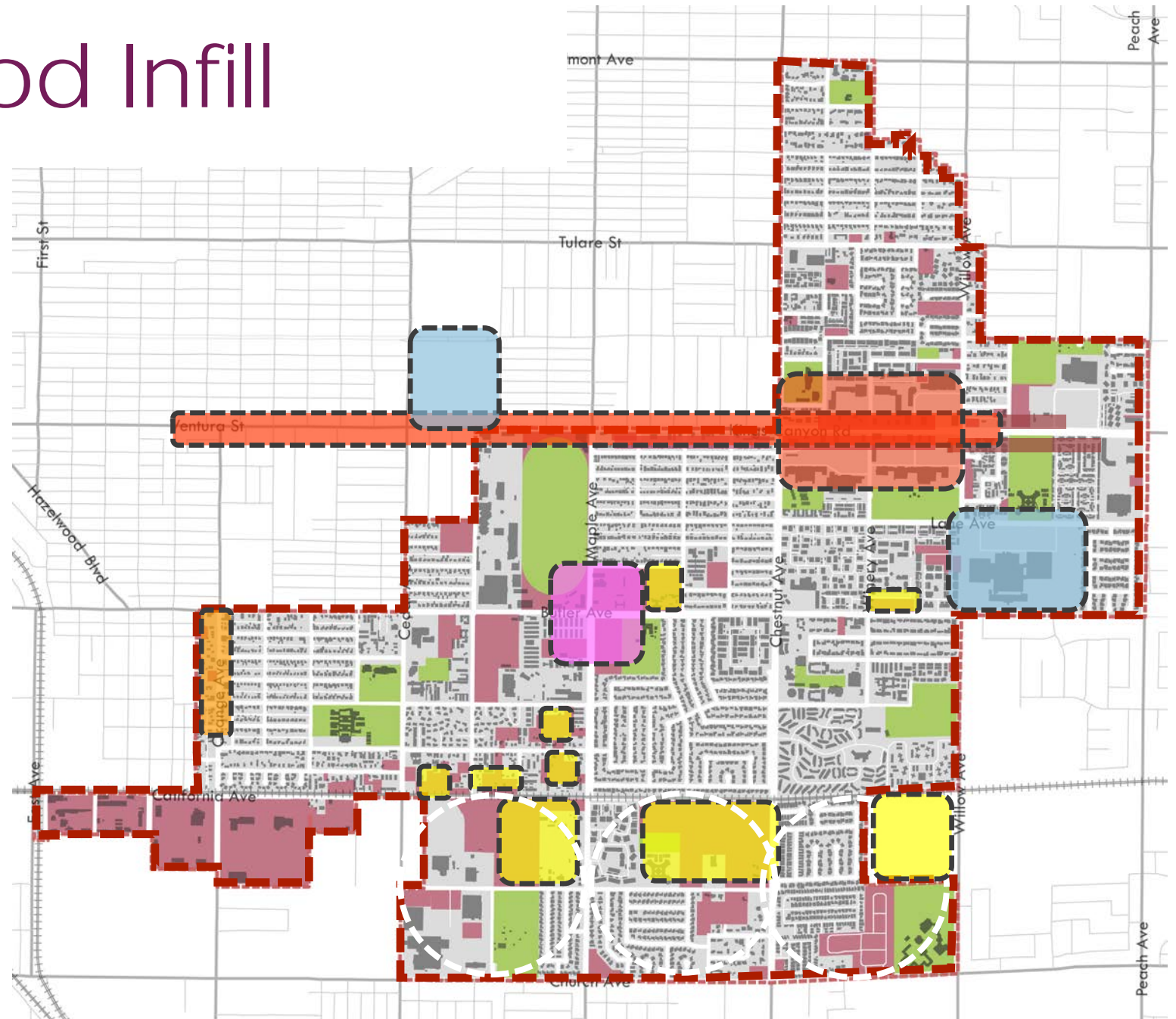
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7. Neighborhood Infill

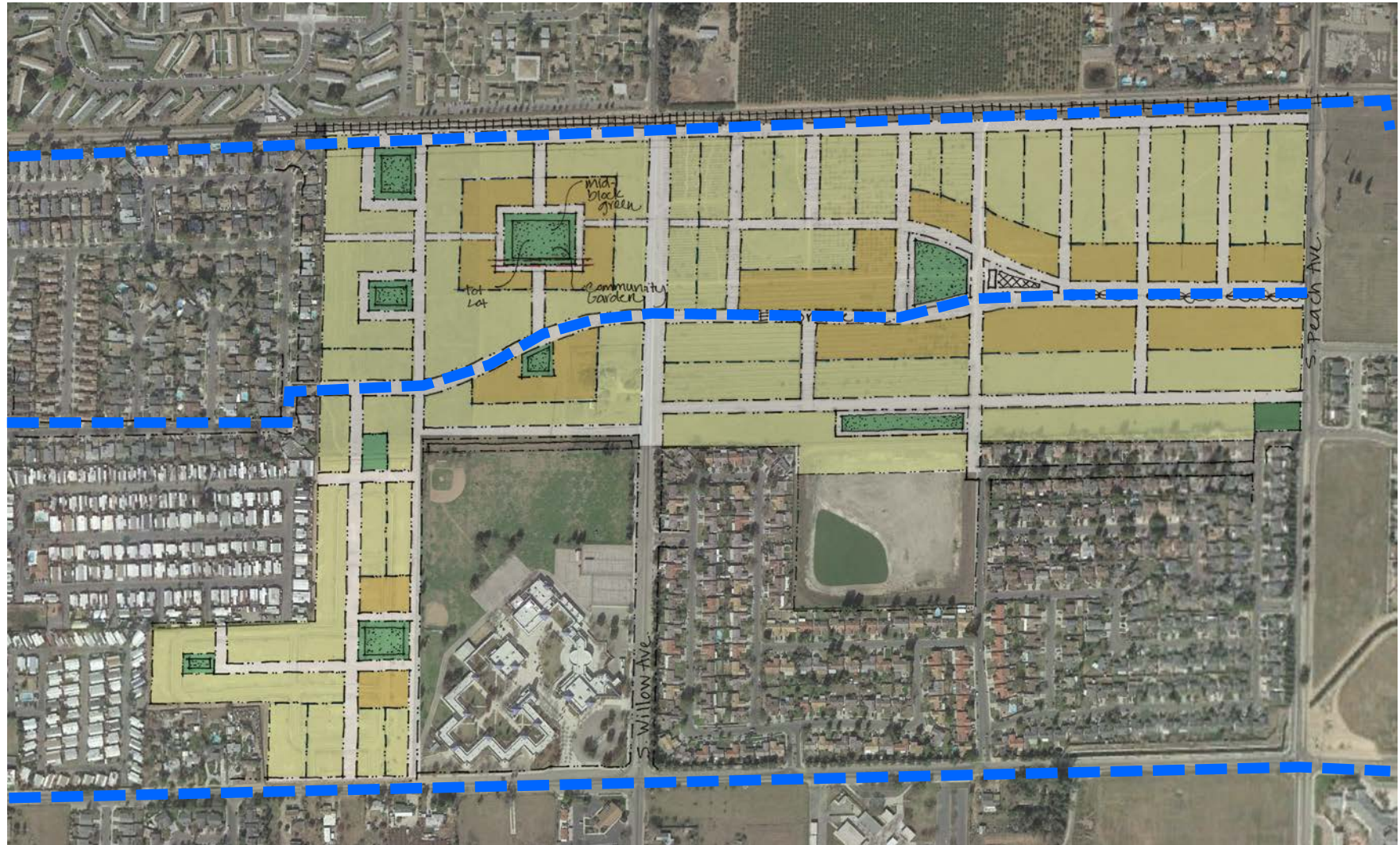


7. Neighborhood Infill

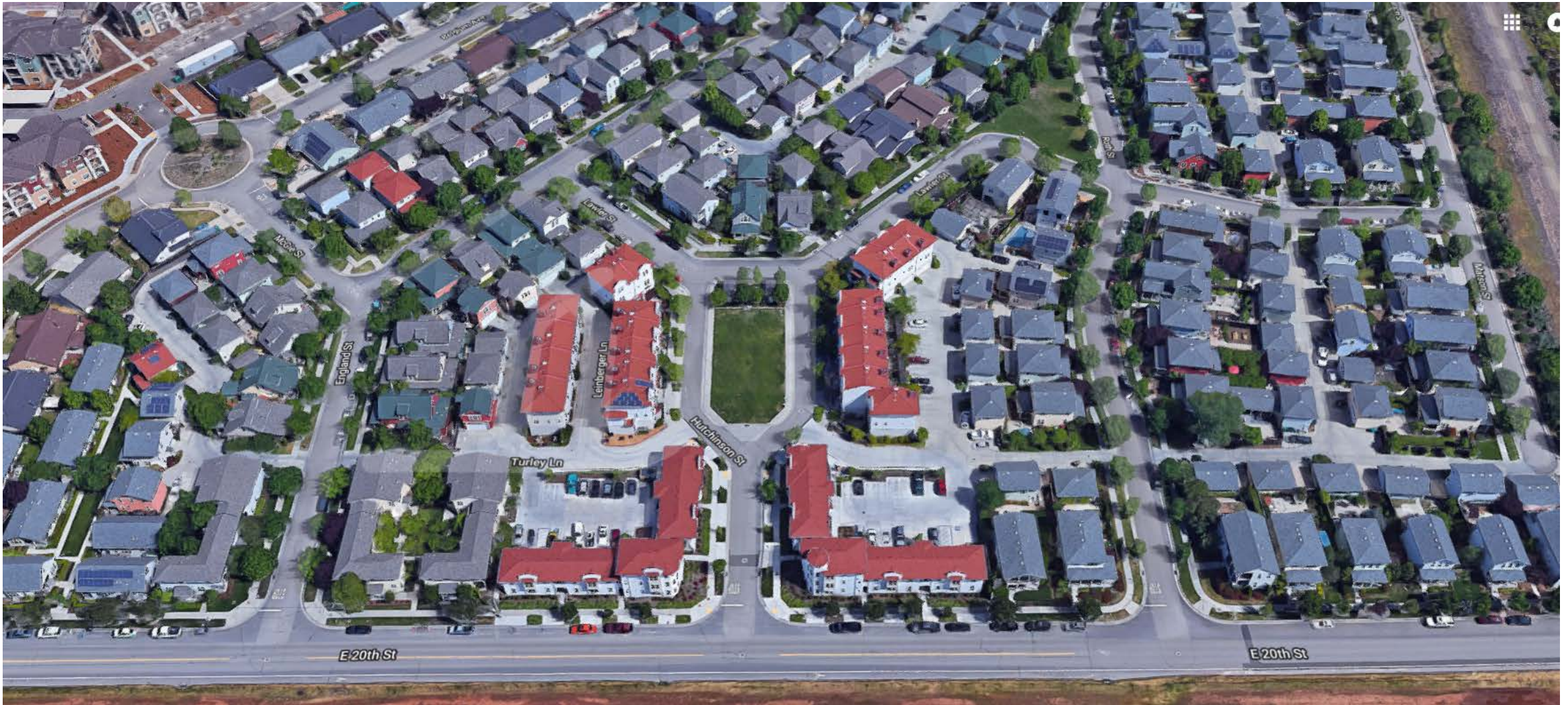
Braley

Florence

Church



7. Neighborhood Infill Housing



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Infill in Existing Neighborhoods



Infill in Existing Neighborhoods



8. Business Park/Employment



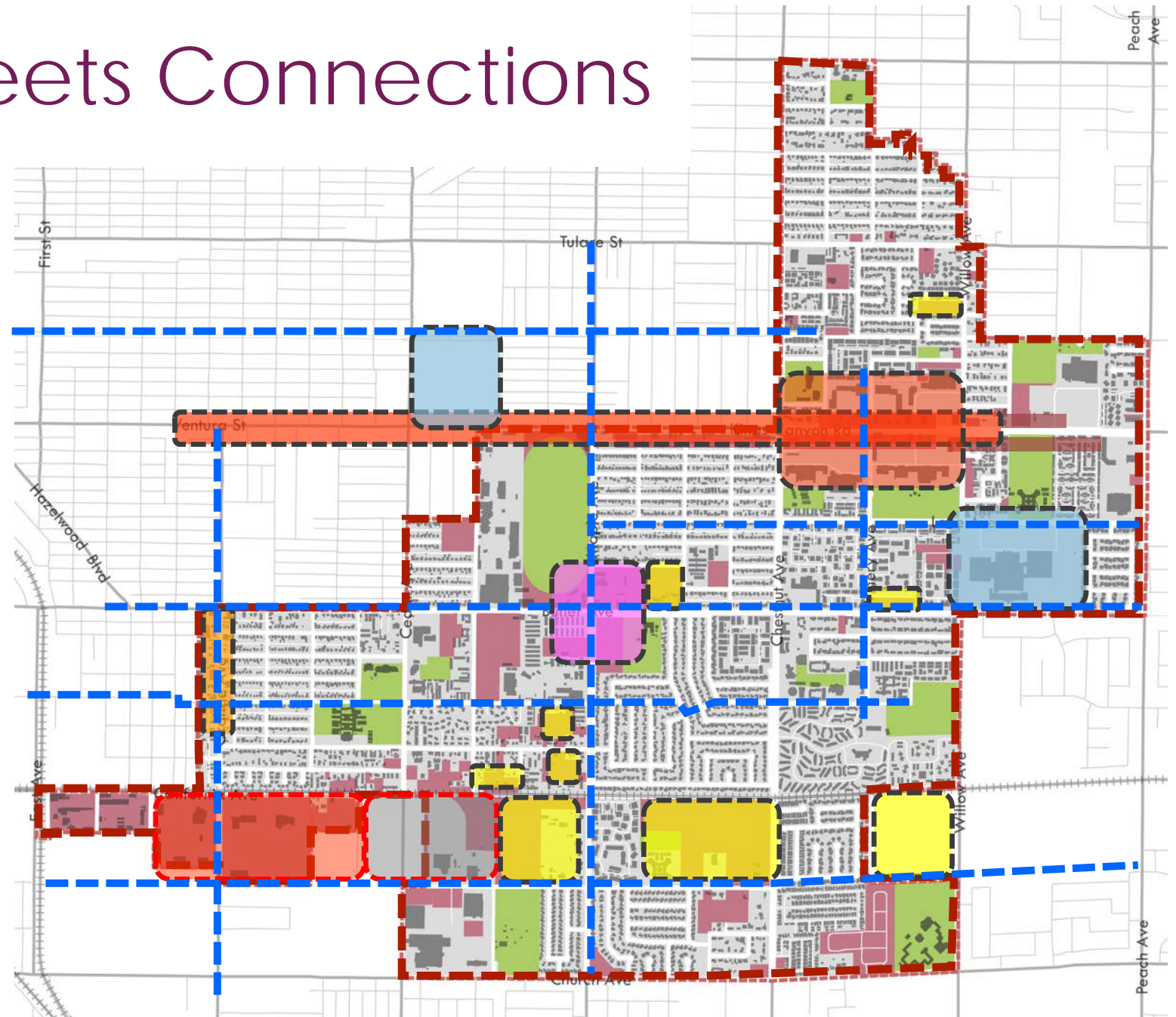
8. Business Park/Employment



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9. Complete Streets Connections



Park Street at Willow

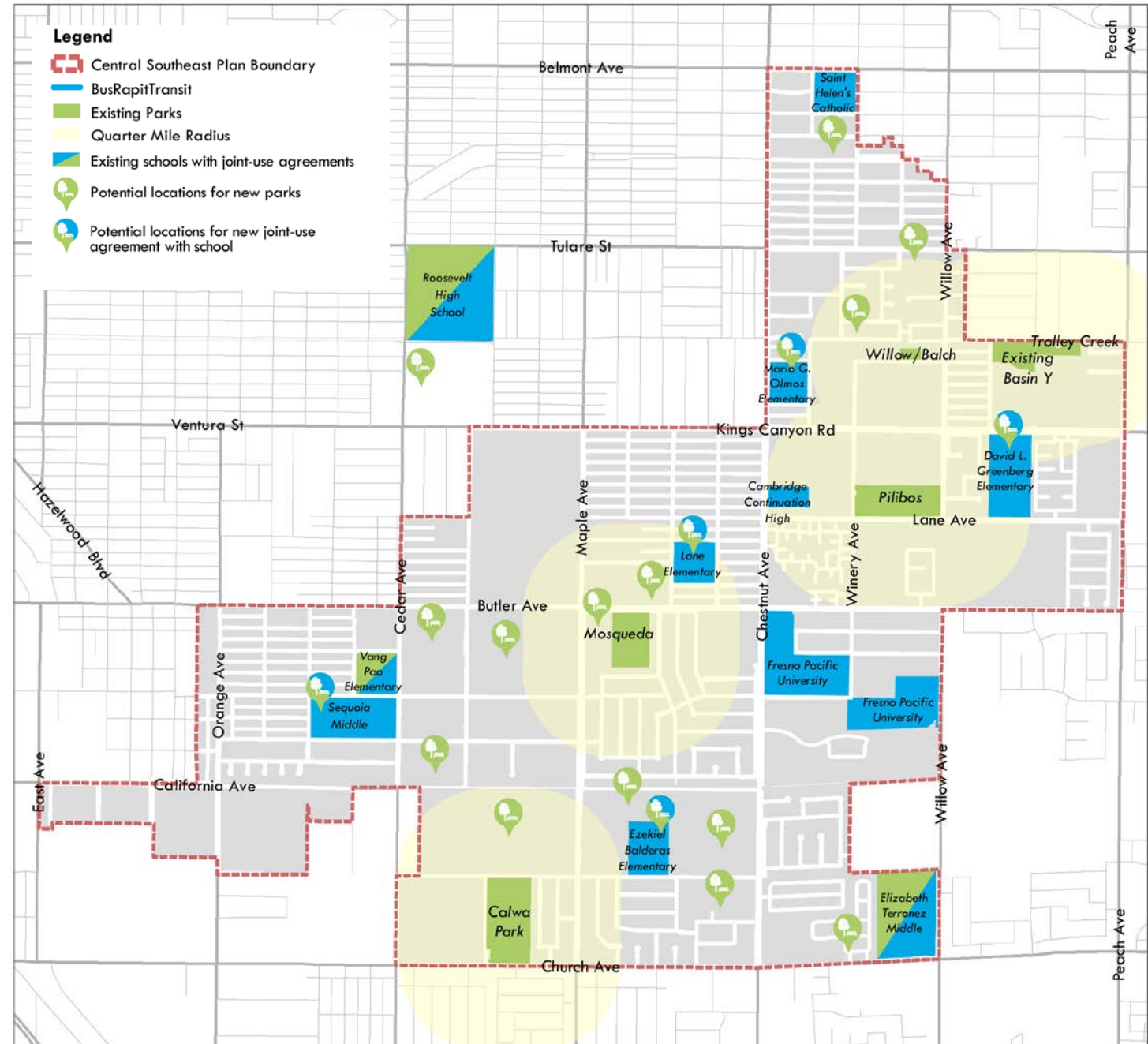


Chestnut at Hamilton



Parks & Recreation Facilities/Activities

- **Aquatic activities** (pool, splash pad, swimming lessons)
- **After-school programs** for kids/teens
- **Summer program/camps**
- **Educational classes** (math, science, reading, leadership, technology, pre-workforce skills, etc.)
- **Activities/classes for seniors** (arts classes, fitness classes)
- **Visual and performing arts** classes
- **Outdoor concerts** or theater productions (amphitheater)
- **Cooking** (community kitchen, cooking classes)
- **Gardening** (community gardens, gardening classes)
- **Outdoor sports** (soccer fields, etc.)
- **Indoor sports** (basketball courts, etc.)
- **Fitness classes** (zumba, yoga, etc.)
- **Outdoor fitness equipment** (outdoor exercise equipment)
- **Walking/biking** (trails, open space)



Group Discussion

Plan Framework

- What parts of the Plan Framework do you like?
- What is missing that needs to be added?
- What parts of the Plan Framework do you dislike or want changed or removed?

Parks & Recreation

- What locations are priorities for new parks? (pick 4)
- What schools should be priorities for joint use agreements? (pick 2)
- Should any programs be added to the list?
- What programs should be priorities? (pick 4)

Upcoming Meetings and Dates

- **Upcoming Community Workshops:**
 - Workshop #1 Vision, Guiding Principles, Areas of Growth and Stability – June 20th
 - Workshop #2 Develop alternatives – July 17
 - Workshop #3 Policy Framework – Oct 4

For Additional Information

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