

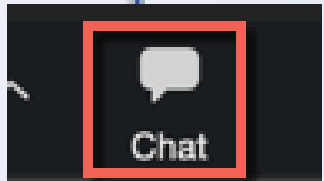
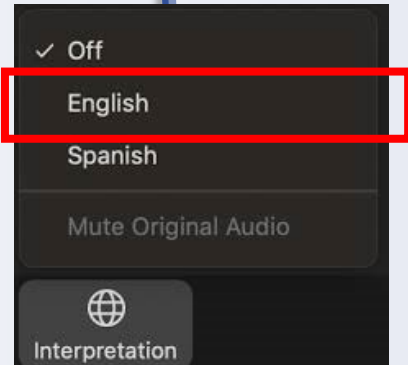


South Central Specific Plan

Public Scoping Meeting
April 6, 2021



Logistics for Today's Virtual Scoping Meeting



- ← ALL participants should join a language channel in order to listen to and communicate with all participants
- This meeting is being recorded
 - Participating in today's meeting will be considered consent to be recorded.
- More information is at: www.fresno.gov/SCSP
 - Translated presentations and meeting recording available April 12
- Everyone will be muted during the presentation
- Comments will be taken live following the presentation. Press *9 or use the "Raise Hand" button to be put in the queue to make your comment. Comments limited to 3 minutes.
- Brief comments and process questions regarding the scoping meeting can be entered via the Chat box

Agenda

- Introductions and Overview
- Purpose of the Plan
- Description of Plan Area
- Plan Area Background
- Overview of the Specific Plan
- EIR Scope and Issues to be Addressed
- Project Schedule
- Public Input

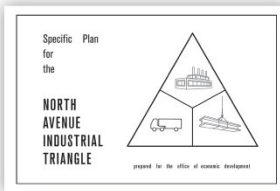
Purpose of the Plan

- Provide a comprehensive plan for the area
- Facilitate infill development
- Provide guidelines for integrating new development
- South Central Specific Plan Vision Statement:

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.



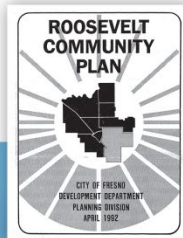
Plan Area Background



1973

North Avenue Industrial Triangle Specific Plan

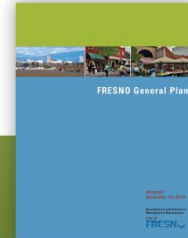
The North Avenue Industrial Triangle Specific Plan was adopted in 1973 as a multiphase plan to develop agricultural land south of Jensen Ave and north of the Central Canal between Highways 41 and 99 into a heavy industrial district. The City Council adopted the North Avenue Industrial Triangle Specific Plan and associated EIR at a public meeting on September 27, 1973 (Resolution 73-456).



1992

Roosevelt Community Plan

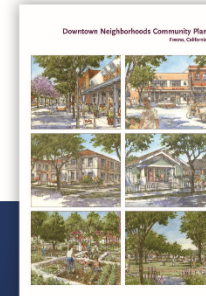
The Roosevelt Community Plan was adopted in 1992 as a community level refinement of the 1984 General Plan and an update of the earlier 1978 Roosevelt Community Plan. The draft plan was officially initiated by City Council in a public hearing on July, 16, 1991. The Planning Commission held four public meetings in the fall of 1991 for the draft plan and associated EIR, and on January 22, 1992, passed Planning Commission Resolutions no. 10267 and 10268 recommending the adoption of the Roosevelt Community Plan with proposed modifications and the associated EIR No. 10113. The City Council held ten public meetings in the winter of 1991 and spring of 1992 on the updated Community Plan and EIR, and adopted the Plan and EIR on April 7, 1992 (Resolution 92-141).



2014

Fresno General Plan

In 2014, the City of Fresno updated the General Plan. The planning process began in mid-2010 and public outreach was extensive. Over 160 stakeholder interviews were conducted in December of 2010, and over a hundred presentations were made before neighborhood, business, educational, social, and non-profit groups. The General Plan Citizens Advisory Committee held nineteen meetings from August of 2011 to May of 2012, and the Planning Commission held four public meetings from September of 2011 to August of 2012. In addition, thirteen public workshops were held from September of 2011 to August of 2012. On August 23, 2012, the City Council initiated the draft General Plan (Resolution 2012-150). A public meeting on the draft General Plan and MEIR (SCH No. 2012111012) was held on July 29, 2014, and from August to October seven public workshops were held. The Planning Commission held two public meetings in 2014 and on December 8, 2014, passed Planning Commission Resolution no. 13312 and 13313 recommending the adoption of the General Plan and MEIR. City Council held two meetings in December and adopted the General Plan and MEIR on December 18, 2014 (Resolution 2014-226).



2016

Downtown Neighborhoods Community Plan

The Downtown Neighborhoods Community Plan was adopted in October of 2016. Its purpose was to establish a vision for revitalization of the Plan Area based on input from property owners and residents, address conflicting issues in the City's land use plans and codes to make that vision possible, and prioritize the City's actions for implementing the plan. It was intended to be "the community's tool for guiding successful regeneration of Downtown Fresno and its surrounding neighborhoods." Public engagement was robust and had several phases. The first and most important phase was the initial phase in 2010 and 2011, during which at least 300 residents, business owners, and property owners from the plan area provided input, with a 21-member Citizen's Advisory Committee making formal recommendations. This engagement process included initial outreach and discovery (stakeholder interviews, two workshops, and a Planning Commission meeting), an intense 6-day design workshop, and follow-up outreach, (three additional public meetings, release of a Draft Plan, and 4 public workshops). Outreach continued in 2015/2016 as a refined Plan Draft and the Environmental Impact Report were released. On October 12, 2016, after consideration by the Historic Preservation Commission, the relevant Council District Plan Implementation Committees, and the Airport Land Use Commission, the Planning Commission passed resolutions 13413 – 13419 recommending approval of the Downtown Neighborhoods Community Plan to the City Council. On October 20, 2016, the City Council passed Resolutions 2016-212, 213, 214, and 216 certifying the Program Environmental Impact Report (SCH No. 2012041009), adopting the Downtown Neighborhoods Community Plan and amending the General Plan to incorporate it.

While this plan does not directly impact the SIFA plan area, it does cover the adjacent neighborhood. As such, it is not included in this document, but can be found online at www.fresno.gov/downtownplan.



2017

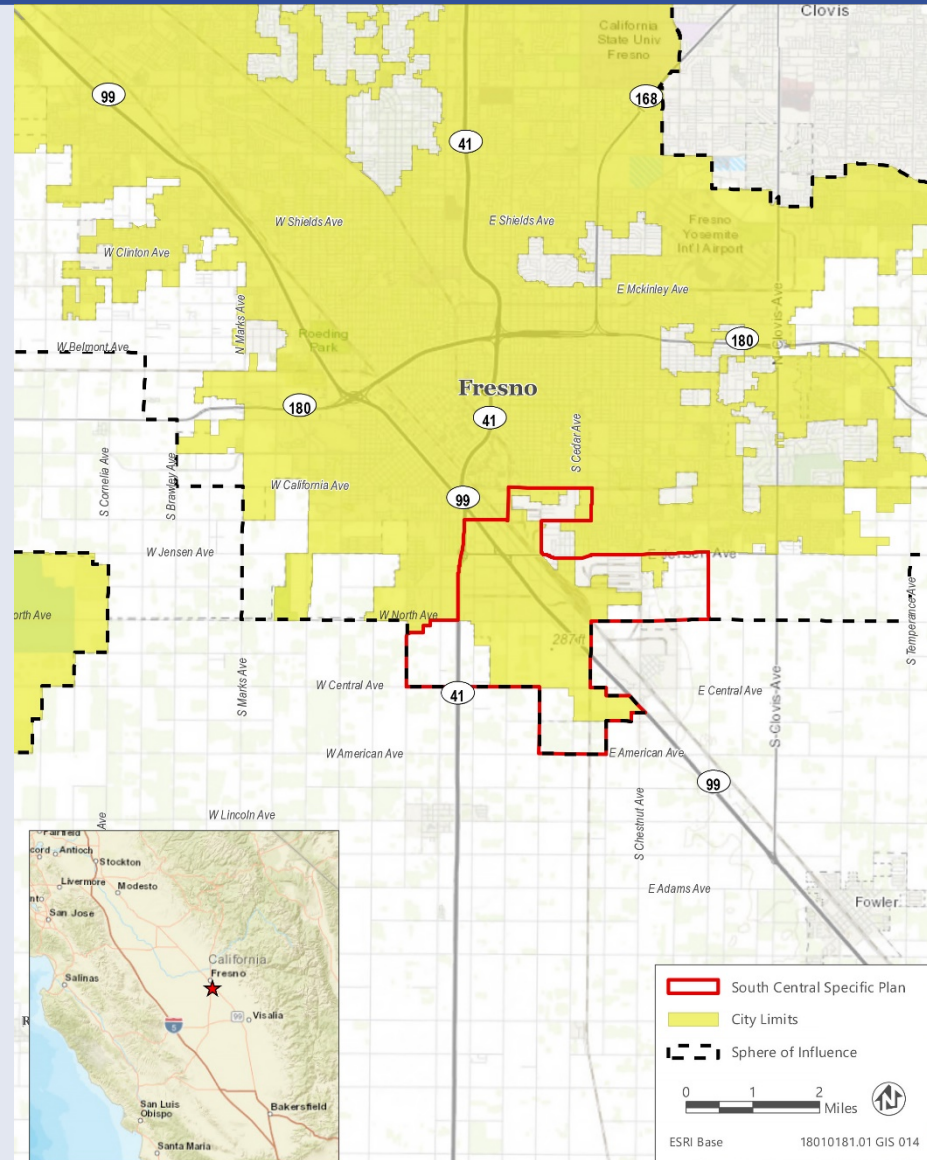
Southwest Fresno Specific Plan

The Southwest Fresno Specific Plan was adopted in October of 2017. The purpose of this plan was to provide an opportunity for the community to engage around important planning issues that were specific to Southwest Fresno and not given in-depth focus in the General Plan. The vision for the plan emerged after a multi-faceted outreach process that included 17 meetings hosted by a 21-member Steering Committee, six community workshops, 10 topic group meetings, and three community conversations. The vision included encouraging a diverse housing stock with emphasis on quality and home ownership, more retail options, safer and more connected streets for all transportation modes, more educational opportunity and job training, improvement of parks and open space, and location of new industrial development outside of Southwest Fresno. Notably, Land Use Policy LU-8.2 states, "Prioritize the 'Reverse Triangle,' bounded by Jensen Avenue, Central Avenue, Highway 41, and Highway 99 as the City's targeted area for new industrial development." On October 18, 2017, the Planning Commission passed Resolutions 13495 – 13500 recommending approval of the Southwest Fresno Specific Plan to the City Council. On October 26, 2017, the City Council passed Resolutions 2017-299 – 303 certifying the Program Environmental Impact Report (SCH No. 2017031012), adopting the Southwest Fresno Specific Plan, and amending it into the General Plan.

2020 Specific Plan Public Outreach Process

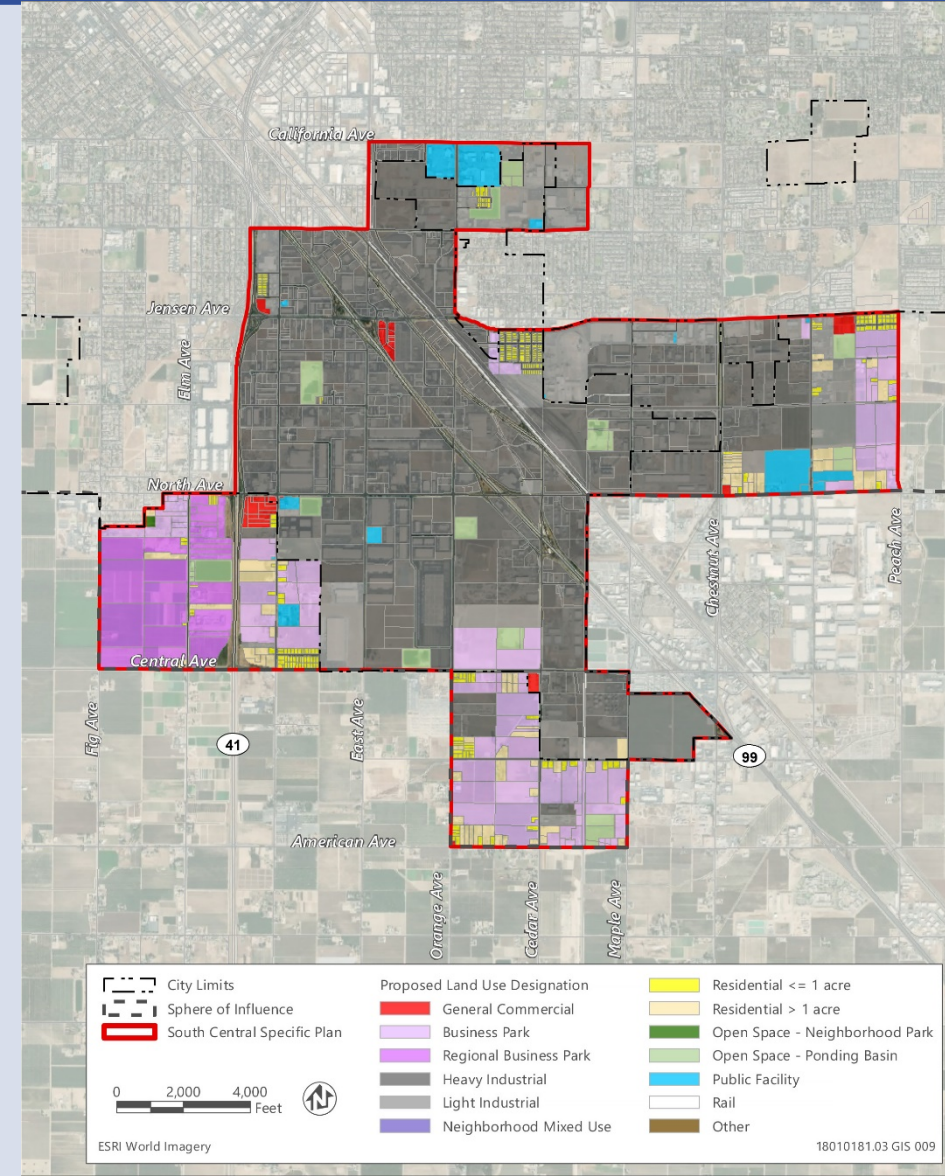


Specific Plan Area Boundary



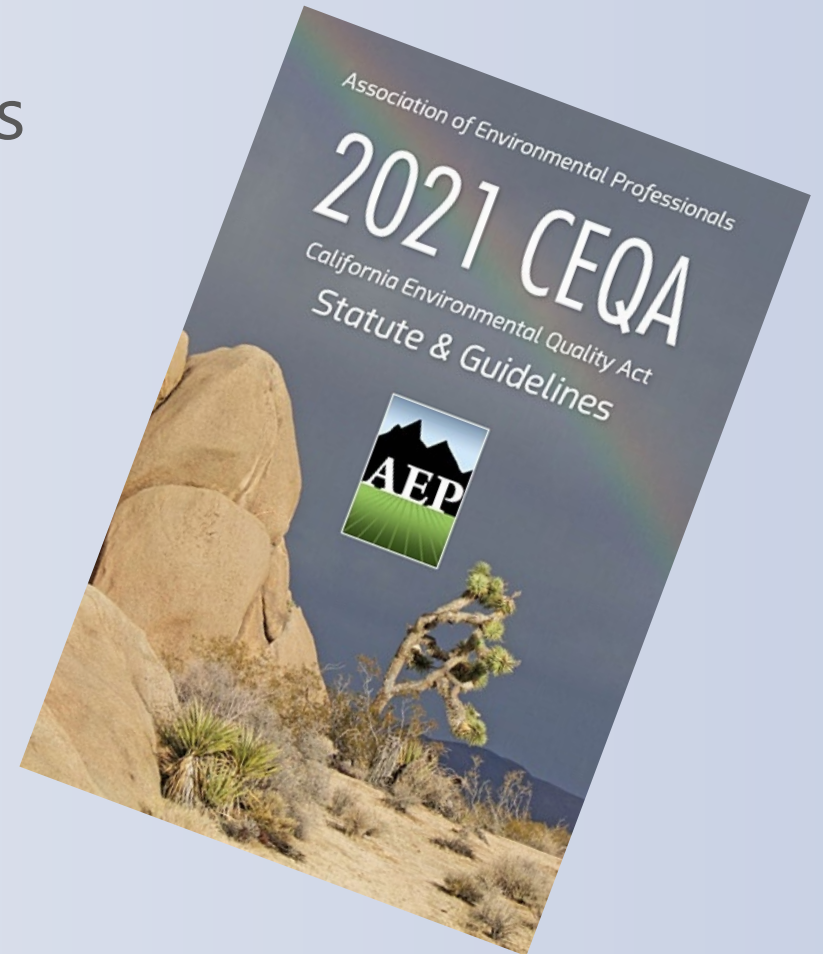
Description of the Specific Plan Area

- Plan Area (5,600 acres)
 - Mostly includes acres within the City limits
 - Includes land use designations for business park, industrial, mixed use, open space, park, public use, and residential uses
 - Over half of the plan area is currently developed
- The Specific Plan is intended to:
 - Designate future land uses
 - Establish a planning framework
 - Establish development standards



California Environmental Quality Act (CEQA)

- Analyze and disclose the potential range of physical environmental effects of implementation of the Specific Plan
- Inform decision-makers, agencies, and the public of the range of possible environmental impacts
- Recommend measures to mitigate significant adverse impacts
- Analyze a range of reasonable alternatives to the proposed Plan



Purpose of Scoping Meeting

- Provide information on the elements of the project and issues to be evaluated in the Environmental Impact Report (EIR)
- Receive public and agency comments on the scope and content of the EIR
 - Comments should focus on environmental issues related to the Specific Plan, feasible alternatives, and potential mitigation measures
- Staff will only answer clarifying questions about the EIR process
- Comments will be recorded and included in an appendix to the Draft EIR

Plan components to be evaluated in EIR

- The Specific Plan is intended to incentivize development through consolidation and streamlining of City processes, policies, and implementing actions
- The Specific Plan includes revisions to land use and zoning designations
- The Specific Plan will include goals and policies, land use and development standards, traffic circulation and infrastructure chapters, and an implementation chapter
- Individual proposed projects within the Specific Plan will be subject to future approval

Scope of EIR

- EIR will evaluate potential impacts associated with implementation of the Specific Plan in the areas of:
 - Aesthetics
 - Agriculture
 - Air Quality
 - Biological Resources
 - Cultural Resources
 - Energy
 - Geology and Soils
 - Greenhouse Gas Emissions and Climate Change
 - Hazards and Hazardous Materials
 - Hydrology and Water Quality
 - Land Use and Planning
 - Mineral Resources
 - Noise
 - Population and Housing
 - Public Services
 - Recreation
 - Transportation
 - Tribal Cultural Resources
 - Utilities and Service Systems
 - Wildfire
 - Environmental Justice
 - Cumulative Impacts

Scope of EIR (cont'd)

- EIR will also include a discussion of cumulative impacts
- Alternatives to the Specific Plan will be evaluated
 - Per CEQA requirements, alternatives evaluated in an EIR must:
 - Include the No Project alternative
 - Reduce one or more significant environmental impacts of the proposed Plan
 - Feasibly accomplish most of the basic project objectives
 - The two alternatives identified in the Notice of Preparation will be analyzed at an equal level of detail as the proposed Plan

CEQA Process Milestones and Anticipated Schedule

- Notice of Preparation (NOP) of Environmental Impact Report
 - Originally released for a review period from March 24 to April 23, 2021
 - NOP scheduled to be republished for a review period from April 14 to May 14, 2021
 - 1st Scoping meeting (today)
 - 2nd Scoping meeting April 28 6-8PM
- Draft Environmental Impact Report and Specific Plan
 - Intended release Fall/Winter 2021
 - 45-day review period with a public meeting
- Final Environmental Impact Report
 - Intended release in early 2022
 - Includes responses to public comments on the Draft EIR
- Final Specific Plan
 - Intended for council consideration in spring 2022

Opportunities to Provide Input

- Written Scoping Comments and Public Scoping Meetings for the EIR
 - During public review period for NOP **through May 14**
 - Scope of the environmental analysis
 - April 6, 2021
 - April 28, 2021
- Written Comments and Public Meeting on Draft EIR
 - During 45-day public review period for Draft EIR
 - Comments on the completed environmental analysis
 - Fall/Winter 2021
- Planning Commission and City Council Meetings
 - Spring 2022

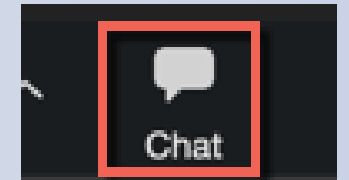
How to Provide Input Tonight

Tonight

- Press *9 or raise your virtual hand to provide verbal comment
- You will be notified when it is your turn to speak
- State your name and/or agency/organization
- Brief comments and clarifying questions regarding the scoping meeting can be entered via the Chat box
- Comments are being recorded
- Comments are limited to 3 minutes

Ways to comment:

- *Written: Chat button*
- *Verbally: Raise Hand*
 - **9 telephone*
 - *'Raise Hand' button*



How to Provide Input After Tonight

After Tonight, submit written comments to:

- Via email: SCSP@fresno.gov
- Visit: <https://www.surveymonkey.com/r/5ZPLK87>
- Via mail:

Jennifer Clark, Planning Director
c/o Cherie Vick, Executive Assistant
Planning and Development
2600 Fresno Street, Room 3065
Fresno, CA 93721

Comment period open until
5:00 p.m. on May 14, 2021

Project Website

For more information,
please visit:
www.fresno.gov/SCSP

THANK YOU!