

Introduction

The City of Fresno is currently preparing the South Central Specific Plan to facilitate opportunities for economic growth and job creation, while reducing impacts on the environment and improving quality of life. The City held three community workshops in January 2020 to receive public input on the plan area and to listen to the community's concerns. Based on this input, the City developed initial land use concepts and a set of policy considerations.

The City held a subsequent workshop on February 12, 2020 at the Malaga Community Center to receive feedback on the initial land use concepts and policy ideas. This summary provides an overview of the workshop as well as major findings and topics of discussion.



Community Workshop at Malaga Community Center (Ascent Environmental 2020)

Publicity Efforts

As part of the overall outreach process, the City prepared a publicity program to provide noticing to the community and encourage participation. The City provided the following noticing for the February 12 community workshop:

- ▶ Sent 3,793 Direct Mailer "Save-the-Date" Postcards and Direct Mail Flyers to landowners within the Specific Plan Area, including the communities of Calwa and Malaga.
- ▶ Posted flyers on available online distribution sources in partnership with Malaga Elementary and Calwa Elementary.
- ▶ Posted flyers at all City-owned community centers.
- ▶ Distributed flyers through Fresno Unified School District's Parent University Liason group.
- ▶ Emailed event announcement to all individual's included in the City's Listserv including those who have attended previous community meetings and workshops, and local governmental and community based agencies.

All noticing materials were prepared in both English and Spanish and included links for more information in Hmong and Punjabi.

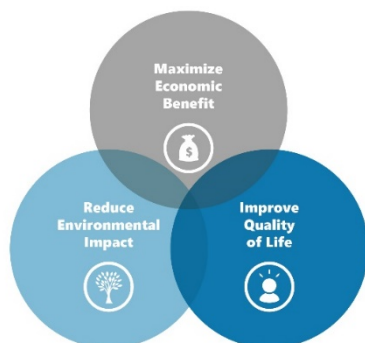


Figure 1: Vision Statement Diagram

Workshop Overview

The workshop consisted of a short presentation, two station exercises, and a reporting out session. The presentation summarized major findings from the previous series of workshops and introduced the draft vision statement and guiding principles for the plan area, all of which focus on maximizing economic benefit while reducing impacts on the environment and improving quality of life (see Figure 1).

The presentation also introduced the concept of overlay zones, how they work, and what aspects of development and site design they can regulate.

After the presentation, workshop participants divided into smaller groups and rotated between two station exercises. The “Land Use Concepts and Buffer Techniques” station focused on four land use concepts and types of buffer techniques that can be employed to protect sensitive uses. The “Policy Considerations” station focused on policy ideas to address transportation, air quality and environmental impacts, and employment and community development. Translation services for Spanish, Hmong, and Punjabi were provided and all workshop materials, including both station exercises, were available in Spanish. A total of 37 participants attended the workshop.

Land Use Concepts and Buffer Techniques Station

The objective of the “Land Use Concepts and Buffer Techniques” station was to obtain feedback on four initial land use concepts and to understand the community’s preferences regarding types of buffer techniques.

Land Use Concepts

The four land use concepts were:

- ▶ Existing General Plan Land Use: existing planned land use in the plan area.
- ▶ Existing General Plan Land Use & Overlay: existing land use with an overlay zone.
- ▶ Land Use Option: a modified land use option that builds off of the guiding principles and initial community input.
- ▶ Land Use Option & Overlay: a modified land use option with an overlay zone.

Participants shared what they liked and what they wanted to change on post-it notes, and identified their most preferred land use concept using a dot.

As shown in Figure 2, “Land Use Concepts Board and Results,” the preferred option was the modified Land Use Option & Overlay, with a total of 18 dots.

While the Land Use Option & Overlay was the preferred land use concept, it is important to note that there were differing opinions regarding how the land uses should be modified as well as the types of issues that participants hoped an overlay zone would address. Suggestions for land use changes and designations included:

- ▶ Modifying the land use to include more parks and green space.
- ▶ Modifying the land use to include more residential.
- ▶ Keeping the existing heavy industrial zoning designation in the southern portion of the plan area because of the existing heavy industrial uses (e.g., Kinder Morgan Fresno Terminal).
- ▶ Switching the heavy and light industrial for the modified land use options.

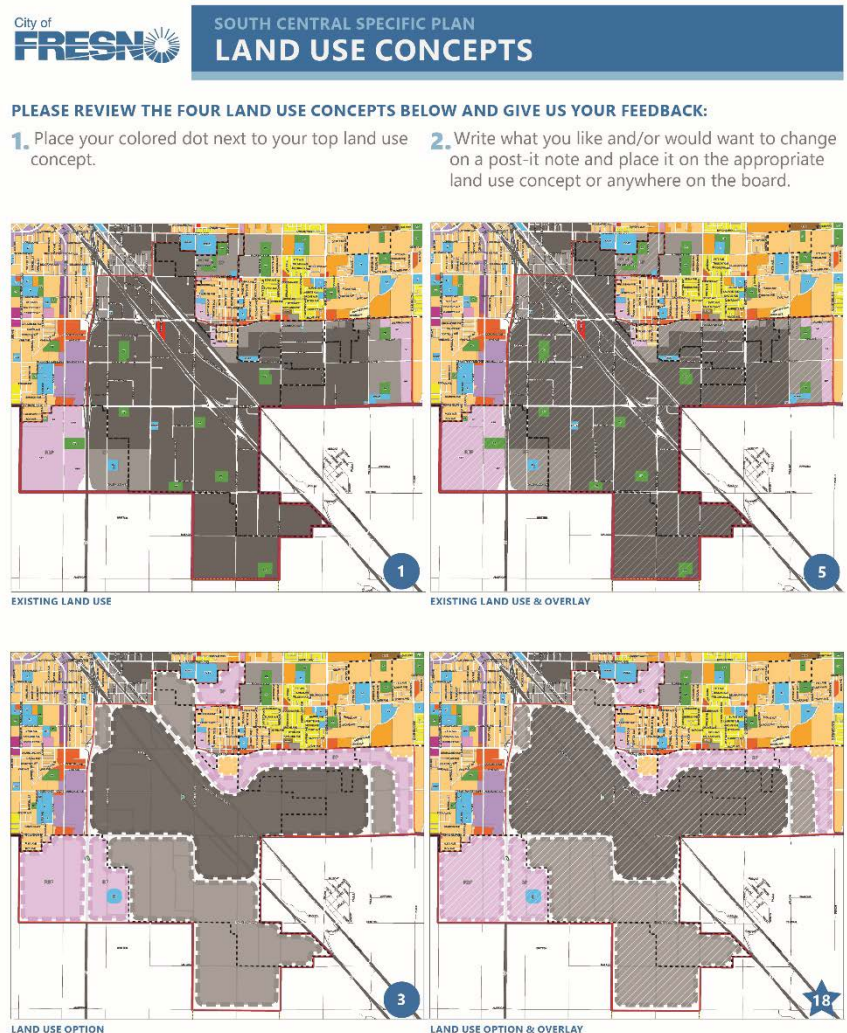


Figure 2: Land Use Concepts Board and Results

- ▶ Preserving existing agricultural land and uses in the southern portion of the plan area.
- ▶ Including a larger buffer between industrial uses and neighborhoods and schools (i.e., Orange Center Elementary School).
- ▶ Zoning areas adjacent to Calwa and Malaga as business park rather than industrial.

Participants also suggested several ideas for what the overlay zone could address. One idea was to implement higher standards regarding fugitive dust emissions to address the dust pollution near local roadways such as Malaga Avenue. Another idea focused on prioritizing public safety and roadway improvements to widen streets and promote the flow of traffic in the overlay zone. Lastly, participants suggested coordinating overlay zone requirements with the air quality monitoring, reporting, and reduction requirements from the San Joaquin Valley Air Pollution Control District's AB 617 implementation process.

Buffer Techniques

Participants were given three dots and asked to place dots on their top three preferred buffer techniques. The types of buffer techniques that were presented included landscape setbacks; site landscaping; parking lot treatment; walls, fences, and screening; and landscape buffers. Figure 3, "Buffer Techniques Board and Results," illustrates examples of these buffer techniques and shows the overall number of dots that each received. The top 3 buffer techniques are identified on Figure 3 with a star symbol, and are:

1. Landscape buffer with larger tree cover, attractive landscaping, and trail that provides dual recreational use.
2. Wall with attractive landscaping/vegetation to block visibility of industrial uses.
3. Landscape buffer with water feature, natural elements, and walking path that provides dual recreational use.



Figure 3: Buffer Techniques Board and Results

Policy Considerations Station

The objective of the “Policy Considerations” station was to determine whether the potential policies presented on the boards adequately addressed community concerns. Participants were asked to identify any gaps by writing their comments on post-it notes and to “vote” for their 12 most important policies using dots.

Top Policy Considerations

Table 1 lists the top 10 policy ideas and the number of dots that each policy received. The majority of the top policies related to transportation and the impacts caused by heavy truck traffic such as air pollution and noise. Other important policies were to consider community benefit agreements, to promote job training programs, and to require buffers between new industrial development and existing neighborhoods.

Table 1: Top 10 Policy Considerations	
Policy	Number of Dots
T-7: Maintain roads in good condition	24
T-1: Establish truck routes to avoid neighborhoods	21
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 Orange Center Elementary School	19
CBD-1: Consider community benefit agreements with benefits such as living wage requirements, local hiring goals, and job training programs	16
T-10: Install street lighting for public safety and visibility	12
T-2: Ensure truck routes are safe for pedestrians and bicyclists	11
N-6: When designing and improving streets and highways, consider measures to reduce traffic noise	11
T-9: Install traffic control or traffic safety measures	10
E-4: Promote job training programs such as Career Technical Education, adult education, internships, mentoring, and apprenticeships	10
GB-1: Require buffers between new industrial development and existing neighborhoods	10

Summary of Transportation Policy Considerations

Table 2 lists transportation policy ideas and the number of dots that each policy received. In addition to these policies, participants suggested other policies they would like to see:

- ▶ Improve and maintain sidewalks;
- ▶ Widen main thoroughfares (4 lanes) to alleviate congestion and associated air quality issues; and
- ▶ Enforce designated truck routes to discourage truckers from using alternative routes through fines and citations.

Table 2: Transportation Policy Considerations Summary	
Truck Routes	Number of Dots
T-1: Establish truck routes to avoid neighborhoods	21
T-2: Ensure truck routes are safe for pedestrians and bicyclists	11
T-3: Limit truck idling times	9
Public Transit	Number of Dots
T-4: Increase bus service frequency	9
T-5: Provide van shuttles, transit and carpool incentives, and bicycle parking for employees	-
Roadway Improvements	Number of Dots
T-6: Help school districts implement a “safe routes to school” program	6
T-7: Maintain roads in good condition	24
T-8: Consider speed reduction studies	4
T-9: Install traffic control or traffic safety measures	10
T-10: Install street lighting for public safety and visibility	12
T-11: Install crosswalks near schools	9

Summary of Air Quality and Environmental Impacts Policy Considerations

Table 3 lists air quality and environmental policy ideas and the number of dots that each policy received. In addition to these policies, participants suggested other policies they would like to see:

- ▶ Develop more green space, parks, and recreational space (2 dots);
- ▶ Develop affordable housing (4 dots); and
- ▶ Establish higher landscaping, maintenance, and design standards for existing industrial development and businesses.

Table 3: Air Quality and Environmental Impacts Policy Considerations Summary	
Air Filters and Monitoring	Number of Dots
AQ-1: Install air filtration systems to protect homes and schools	8
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 Orange Center Elementary School	19
Vehicle/Equipment and Operation Standards	Number of Dots
AQ-3: Increase electric vehicle charging stations and alternative fuel stations	4
AQ-4: Require warehouses and industrial uses to transition to near-zero emissions technology	7
AQ-5: Require commercial landscapers to use electric gardening equipment such as lawn mowers and leaf blowers	4
AQ-6: Ensure loading docks and emission-generating equipment are located away from homes and schools	3
AQ-7: Require all construction equipment to meet the highest emission standards	3
AQ-8: Encourage changing warehouse shift times so they do not overlap with commute and school traffic times	8
Noise	Number of Dots
N-1: Establish noise standards that are protective of residential and other noise-sensitive uses	4
N-2: Identify noise-impacted areas in the plan area	3
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	7
N-4: Prohibit development of new residential or other noise-sensitive uses in noise-impacted areas	8
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	11
Light and Glare	Number of Dots
L-1: Incorporate measures such as shielding to reduce outdoor lighting impacts	2
Green Barriers/Tree Coverage/Beautification	Number of Dots
GB-1: Require buffers between new industrial development and existing neighborhoods	10
GB-2: Install solid barriers or vegetative buffers between emissions sources and schools, daycares, medical offices, and homes	8
GB-3: Increase coverage of parking lots to avoid the "heat island effect"	5
GB-4: Create a Green Street Tree Planting Program, prioritizing areas with few trees	7
GB-5: Coordinate with Tree Fresno on a Community Landscapes Plan	7
GB-6: Support dual use of drainage facilities such as ponding basins and canals	5
GB-7: Establish higher landscaping standards for new businesses and industry, especially next to existing neighborhoods	4
GB-8: Transform Highway 99 and 41 into gateways into the City through landscaping and architectural design	4

Summary of Employment and Community Development Considerations

Table 4 lists employment and community development policy ideas and the number of dots that each policy received. In addition to these policies, participants suggested other policies they would like to see:

- ▶ Develop policies and plans to attract lower emission and greener industries;
- ▶ Be selective about the types of businesses that Fresno wants to attract, considering the potential environmental impacts of these businesses.

Table 4: Employment/Community Development Policy Considerations Summary	
Economic Development	Number of Dots
E-1: Coordinate a regional economic development strategy and monitor trends, emerging markets, and new technologies	5
E-2: Implement programs to attract diverse new businesses and industries	6
E-3: Consider establishing a funding/grant program for small businesses	7
Job Training and Employment	Number of Dots
E-4: Promote job training programs such as Career Technical Education, adult education, internships, mentoring, and apprenticeships	10
E-5: Connect businesses with training and education partners	5
E-6: Connect residents to existing training programs and to jobs in their neighborhoods	7
E-7: Locate a new job training center in or near the plan area	2
E-8: Collaborate with Fresno City College to establish a job training program	4
E-9: Prioritize hiring local residents	5
Internet Access and Computer Literacy	Number of Dots
E-11: Increase public access to quality internet service	6
E-12: Prioritize fiber connectivity in the plan area	7
E-13: Develop computer literacy programs and assist with online job applications	6
Community Benefit District	Number of Dots
CBD-1: Consider community benefit agreements with benefits such as living wage requirements, local hiring goals, and job training programs	16
CBD-2: Consider a Community Benefit Fund (i.e., fee on new development) to pay for air filtration systems	1
CBD-3: Install double-paned windows in homes next to major sources of noise	5
CBD-4: Consider Community Benefit Fund to pay for the creation and maintenance of new parks in the plan area	7

Next Steps

The City will review community input and continue to work closely with the Advisory Committee to refine land use map options, policies, and implementation strategies to be included in the Specific Plan. At the next community workshop in February and Advisory Committee meeting in March, the City will present proposed land use changes and policies for further input and refinement. Once the revised Specific Plan is prepared, the plan will undergo environmental review and additional opportunities for public input will be provided. The Project Timeline is outlined below in Figure 4.

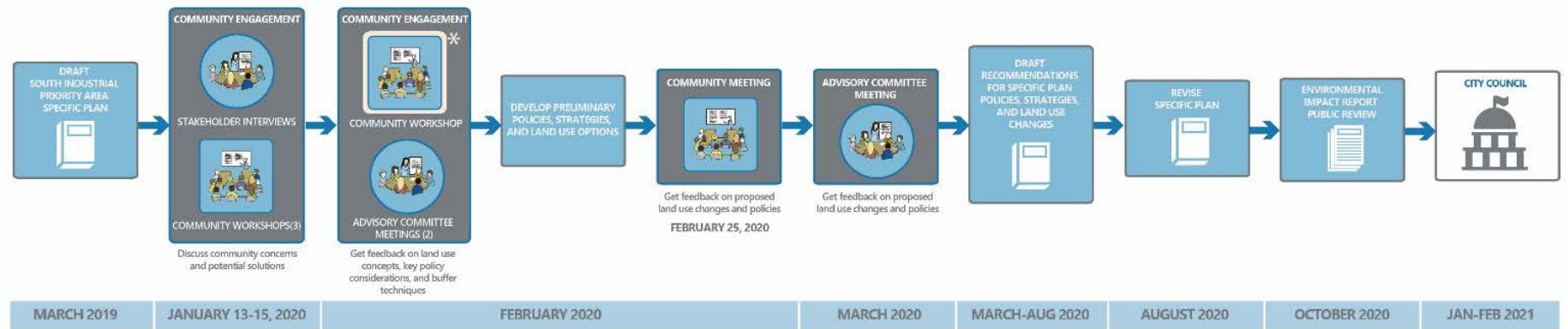


Figure 4: Project Timeline