

## 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. As part of the City's community outreach effort, the City held a community workshop on February 12, 2020 at the Malaga Community Center to receive feedback on the initial land use concepts and policy ideas. Subsequently, the City met with the Advisory Committee to discuss the outcomes of the February 12, 2020 Community Workshop and to further refine the Vision and Guiding Principles, Land Use Concept, and the Policy Considerations. This summary provides an overview of the input and suggested changes received from the Advisory Committee.

## Vision Statement

The Advisory Committee generally agreed with the following 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.*

Some feedback was received that the vision statement is high level and could be more tailored to the specific plan. No specific changes to the vision statement were discussed.

## Guiding Principles

The Advisory Committee reviewed the draft guiding principles and revised and ranked them as follows:

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.

## Land Use Concept

The committee reviewed the proposed land use concept and potential overlay zone. Industry committee members expressed that downzoning could impact existing industrial businesses and that it is important to be conscious of potential future market conditions when considering land use changes. Resident committee members expressed that more notification of developments is needed. The committee generally agreed with the concept of an overlay zone to implement additional development standards.

## Policy Considerations

The Advisory Committee reviewed the following policy considerations and revised them as follows. In addition, the Advisory Committee recommended that the responsible agency be identified for each policy. This addition will be included when implementation actions are identified for each policy.

Table 1: Transportation Policy Considerations	
<b>Truck Routes</b>	
T-1:	Establish truck routes to avoid neighborhoods <u>and consider existing roadway capacities and conditions.</u>
T-2:	Ensure truck routes are safe for pedestrians and bicyclists
T-3:	Limit truck idling times
<b>Public Transit</b>	
T-4:	Increase bus service frequency
T-5:	Provide van shuttles, transit and carpool incentives, and bicycle parking for employees
<b>Roadway Infrastructure Improvements</b>	
T-6:	Help school districts implement a “safe routes to school” program
T-7:	Maintain roads in good condition
T-8:	Consider <del>speed reduction</del> <u>traffic calming</u> 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:	Identify a funding mechanism to install infrastructure improvements prior to allowing development to occur

Table 2: Air Quality and Environmental Impacts Policy Considerations	
<b>Air Filters and Monitoring</b>	
AQ-1:	Install air filtration systems <u>in businesses</u> 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 <u>at Orange Center Elementary School</u> <del>at</del> <u>receptive school districts</u>
AQ-3:	Implement dust reduction measures near sensitive uses, including the installation of wind barriers and regular street <u>sweeping</u>
<b>Vehicle/Equipment and Operation Standards</b>	
<del>AQ-34:</del>	Increase electric vehicle charging stations and alternative fuel stations
<del>AQ-45:</del>	<u>Require</u> <del>Provide</del> funding to <u>new</u> warehouses and industrial uses to transition to near-zero emissions technology
<del>AQ-6:</del>	<u>Consider</u> <del>construction of</del> <u>near zero fueling stations (i.e. CNG/Hydrogen)</u>
<del>AQ-57:</del>	Require commercial landscapers to use electric gardening equipment such as lawn mowers and leaf blowers
<del>AQ-68:</del>	Ensure loading docks and emission-generating equipment are located away from homes and schools
<del>AQ-79:</del>	Require all construction equipment to meet the highest emission standards
<del>AQ-810:</del>	<u>Open a dialogue with businesses to</u> <del>Encourage</del> changing warehouse shift times so they do not overlap with commute and school traffic times
<del>AQ-11:</del>	<u>Conduct a traffic study during high peak times (ex. Tuesday and Saturdays due to Cherry Auction) to include potential road widening plans</u>
<b>Noise</b>	
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
<b>Light and Glare</b>	

L-1: Incorporate measures such as shielding <u>or dimming</u> to reduce outdoor lighting impacts
<b>Green Barriers/Tree Coverage/Beautification</b>
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 <u>and site design</u> standards for new businesses and industry, especially next to existing neighborhoods
GB-8: Transform Highways 99 and 41 into gateways into the City through landscaping and architectural design

<b>Table 3: Employment/Community Development Policy Considerations Summary</b>
<b>Economic Development</b>
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
<b>Job Training and Employment</b>
E-4: Promote job training programs such as Career Technical Education, adult education, internships, mentoring, and apprenticeships
E-5: Connect businesses with training and education partners
E-6: Connect residents to existing training programs and to jobs in their neighborhoods
E-7: Locate a new job training center in or near the plan area
E-8: Collaborate with Fresno City College to establish a job training program <u>that can serve as a source of readily-employable persons for surrounding businesses</u>
E-9: Prioritize hiring local residents
<b>Internet Access and Computer Literacy</b>
E-11: Increase public access to quality internet service
E-12: Prioritize fiber connectivity in the plan area
E-13: Develop computer literacy programs and assist with online job applications
<b>Community Benefit District</b>
CBD-1: <del>Consider</del> <u>Encourage businesses to enter into community benefit agreements with benefits such as living wage requirements, goals, local hiring goals, and job training programs</u>
CBD-2: Consider a Community Benefit Fund (i.e., fee on new development) to pay for <del>air filtration systems</del> <u>measures such as air filtration systems, dual-paned windows, and parks near the plan area.</u>
CBD-3: <del>Install double-paned windows in homes next to major sources of noise</del>
CBD-4: <del>Consider Community Benefit Fund to pay for the creation and maintenance of new parks in the plan area</del>
CBD-3: <u>Encourage business and residential partnership to assist in increasing communication and transparency and to provide an mechanism to raise concerns.</u>
CBD-4: <u>Investigate opportunities to develop and resilient green buffers between existing industrial and residential uses.</u>