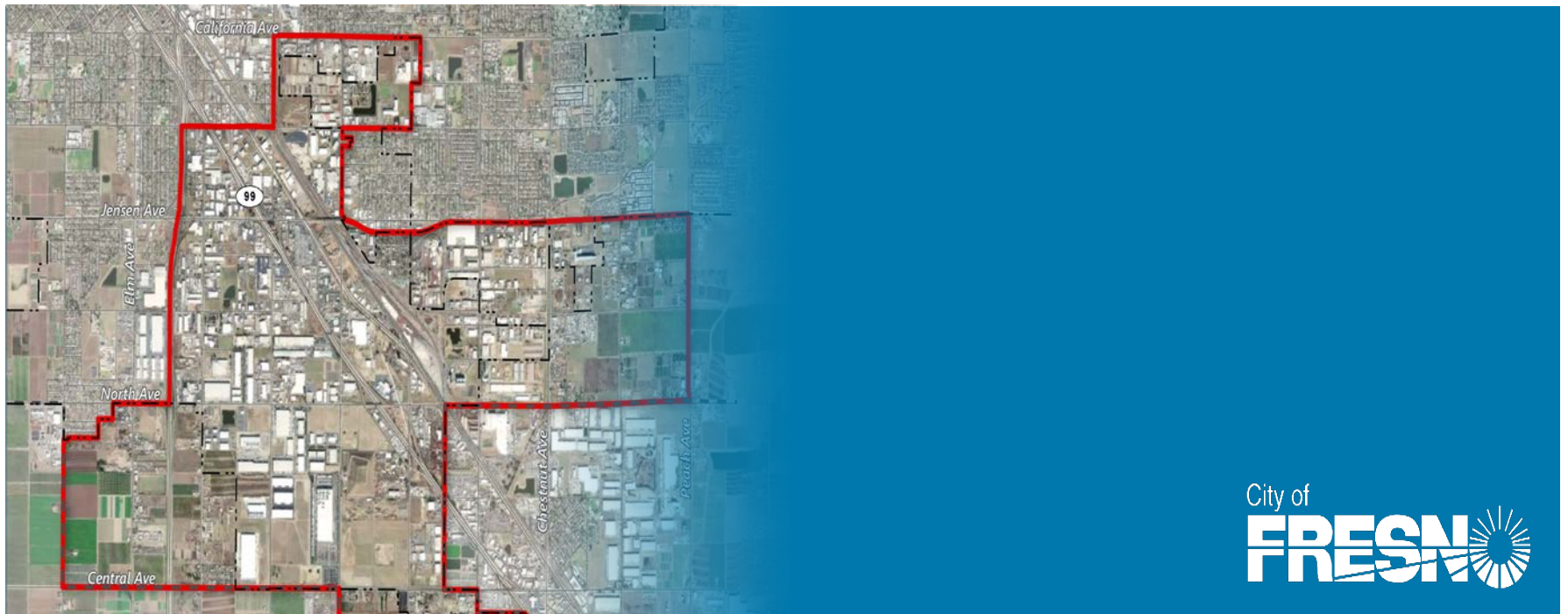


# SOUTH CENTRAL SPECIFIC PLAN

ADVISORY COMMITTEE – MEETING 1



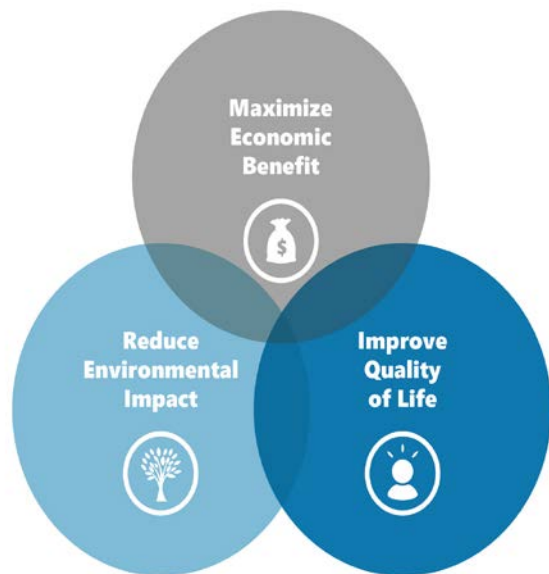
# INTRODUCTION AND PURPOSE

- Introductions
- Form 700
- Purpose:
  - Analysis and Refinement of Community Feedback
  - Recommendations to Staff, City Council, and Mayor
- Structure

# OVERARCHING GOAL

## GOAL

To maximize economic benefit and job growth for residents, while reducing impacts on the environment and improving quality of life.

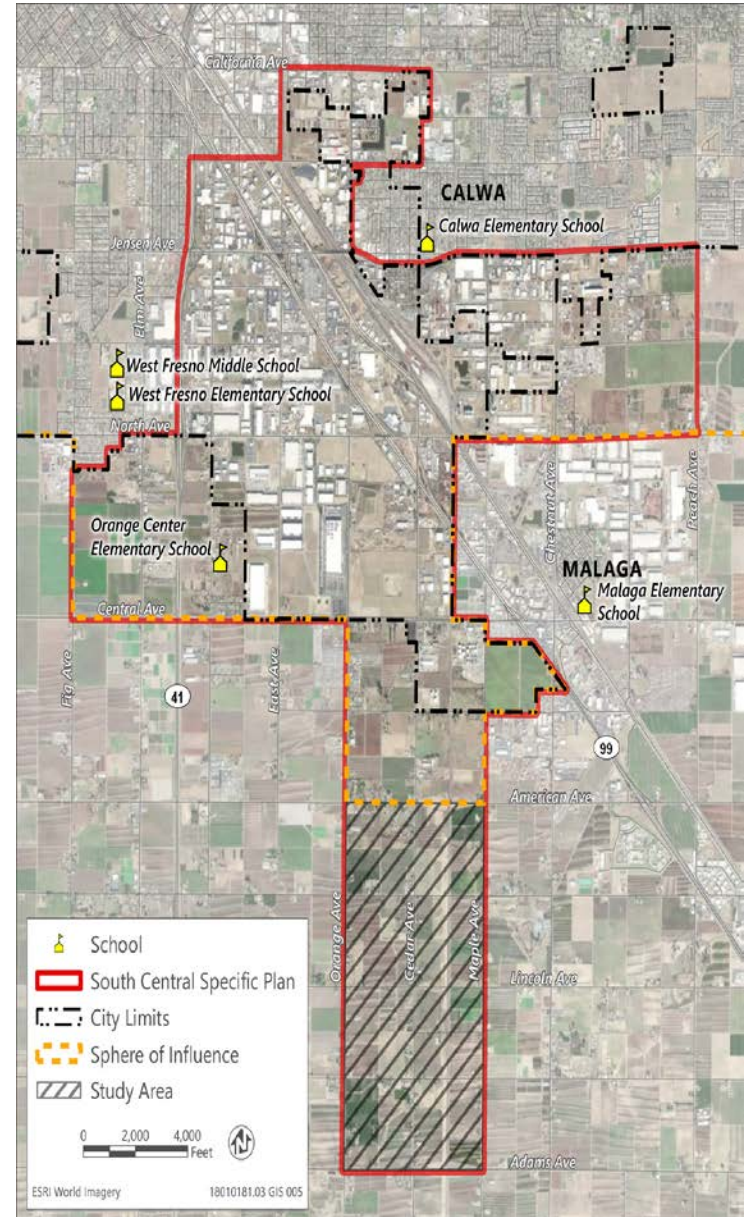


## POTENTIAL STRATEGIES

- Expand employment opportunities
  - Number and quality of jobs
- Job/Skills training
- Transportation improvements
- Physical improvements
  - Landscape improvements
  - Buffers
- Development standard modifications
  - Building setbacks

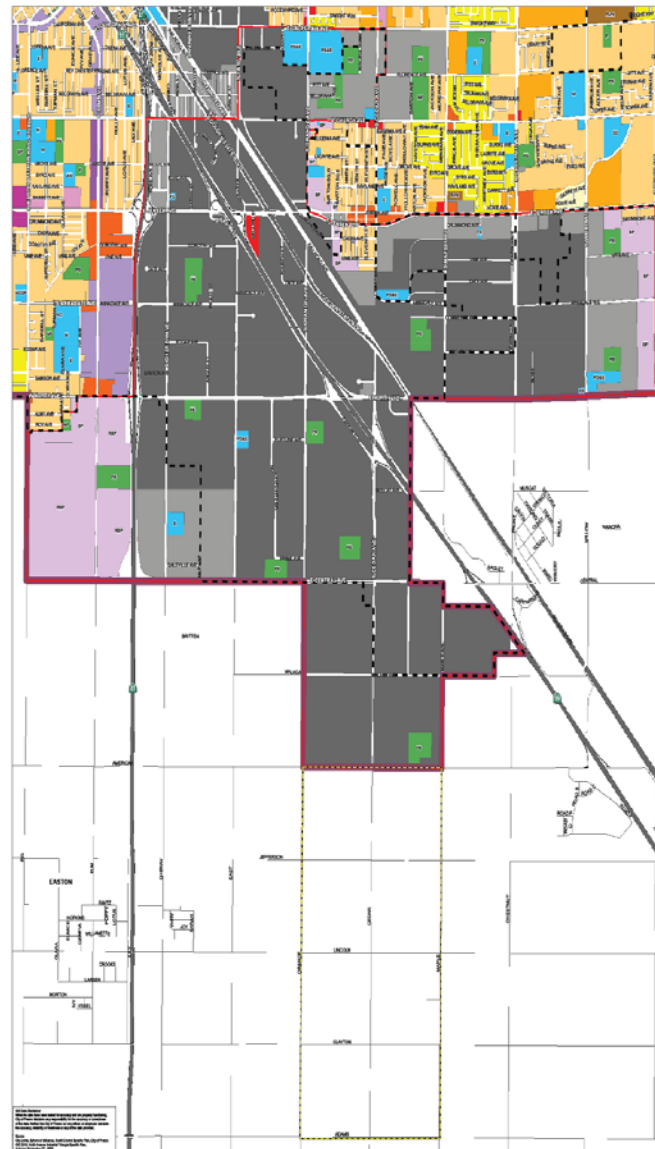
# SOUTH CENTRAL SPECIFIC PLAN

- Encompasses the south industrial priority area
- 6,150-acre area, including 1,208 acres in unincorporated county
- Approximately 630 business and almost 13,000 jobs
- 1 school and 460 homes within the plan area
- Communities of Malaga and Calwa are located just outside the plan area



# SOUTH CENTRAL SPECIFIC PLAN AREA

- Predominantly industrial due to its proximity to the railroad and highways
- Businesses include manufacturing, recycling, and distribution
- Southern portion of the plan is identified for the HSR maintenance yard
- High levels of poverty and unemployment



## RESIDENTIAL

- Low Density (1-3.5 D.U./acre)
- Medium Low Density (3.5-6 D.U./acre)
- Medium Density (5.0-12 D.U./acre)
- Medium High Density (12-16 D.U./acre)
- Urban Neighborhood (16-30 D.U./acre)

## COMMERCIAL

- Community
- General
- Regional

## EMPLOYMENT

- Office
- Business Park
- Regional Business Park
- Light Industrial
- Heavy Industrial

## MIXED USE

- Neighborhood Mixed Use
- Corridor/Center Mixed Use

## OPEN SPACE

- Community Park
- Neighborhood Park
- Open Space
- Park
- Ponding Basin

## PUBLIC FACILITIES

- Public/Quasi-public Facility
- Special School
- Elementary School
- Middle School
- College
- Fire Station
- Hospital
- Neighborhood Center
- PG & E Substation
- Water Recharge Basin

## BOUNDARIES

- South Central Specific Plan
- Study Area
- City Limits
- Sphere Of Influence

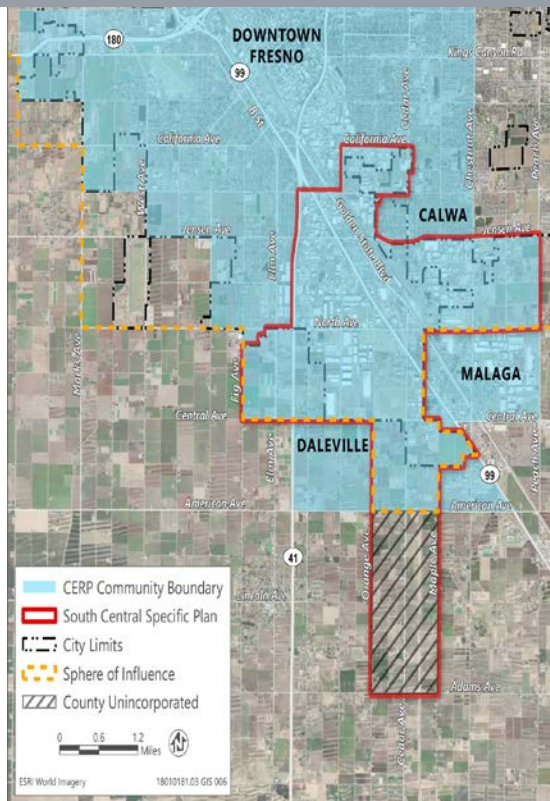
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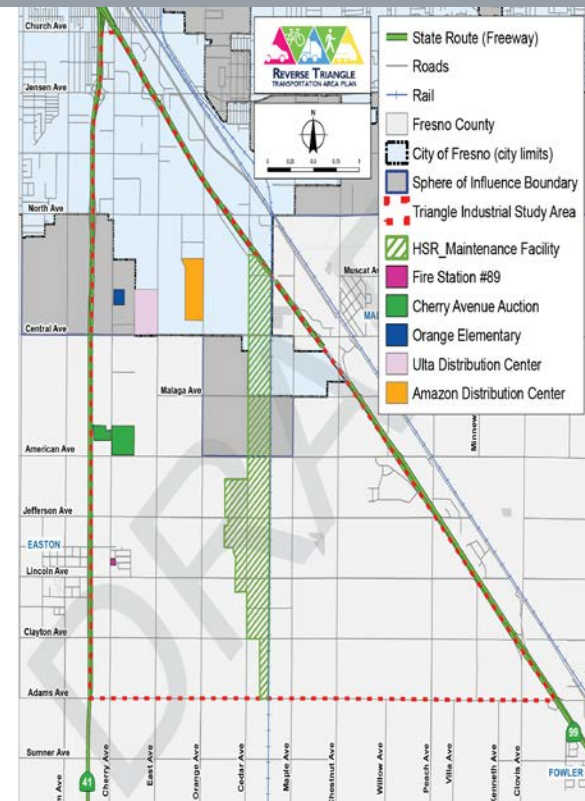


# OTHER AGENCY PLANNING EFFORTS

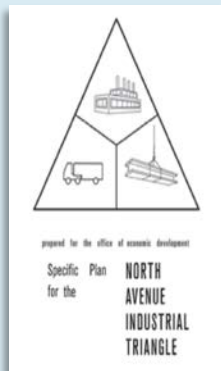
## SJVAPCD South Central Fresno Community Emissions Reduction Program (AB 617)



## Fresno COG Reverse Triangle Transportation Area Plan



# FOUNDATIONAL PLANS

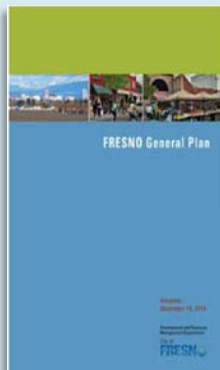


**North Avenue Industrial Triangle Specific Plan (1973)**

**Roosevelt Community Plan (1992)**

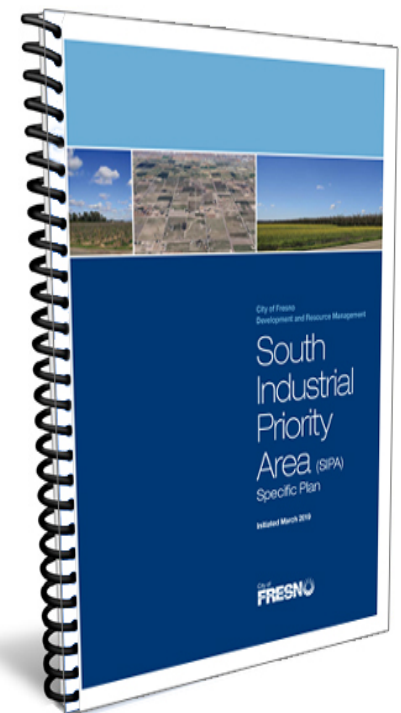
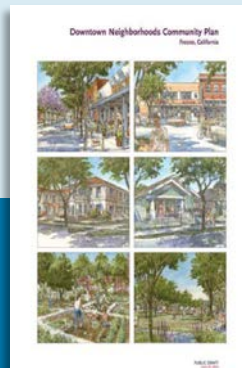


**Southwest Fresno Specific Plan (2017)**



**Fresno General Plan (2014)**

**Downtown Neighborhoods Community Plan (2016)**



**Draft South Industrial Priority Area Specific Plan (March 2019)**

# CURRENT OUTREACH TO DATE

- Scoping Meeting – July 15<sup>th</sup>, City Hall
- Community Meetings:
  - May 30<sup>th</sup> – City College Career Tech Center
  - June 4<sup>th</sup> – City College Career Tech Center
  - January 13-15<sup>th</sup> – Orange Center School, Calwa Elementary, Malaga Elementary
- Stakeholder Interviews
  - January 12-15<sup>th</sup>



# COMMON THEMES

**Table 1: Major Advantages**

**Sense of community/history/culture (13)**  
**Freeway/transportation access (11)**  
**Job creation/job fairs (6)**  
**Rural/quiet community (6)**  
**Safe place (5)**  
**Developable land/growth potential (5)**  
**School programs (4)**  
**Location (3)**

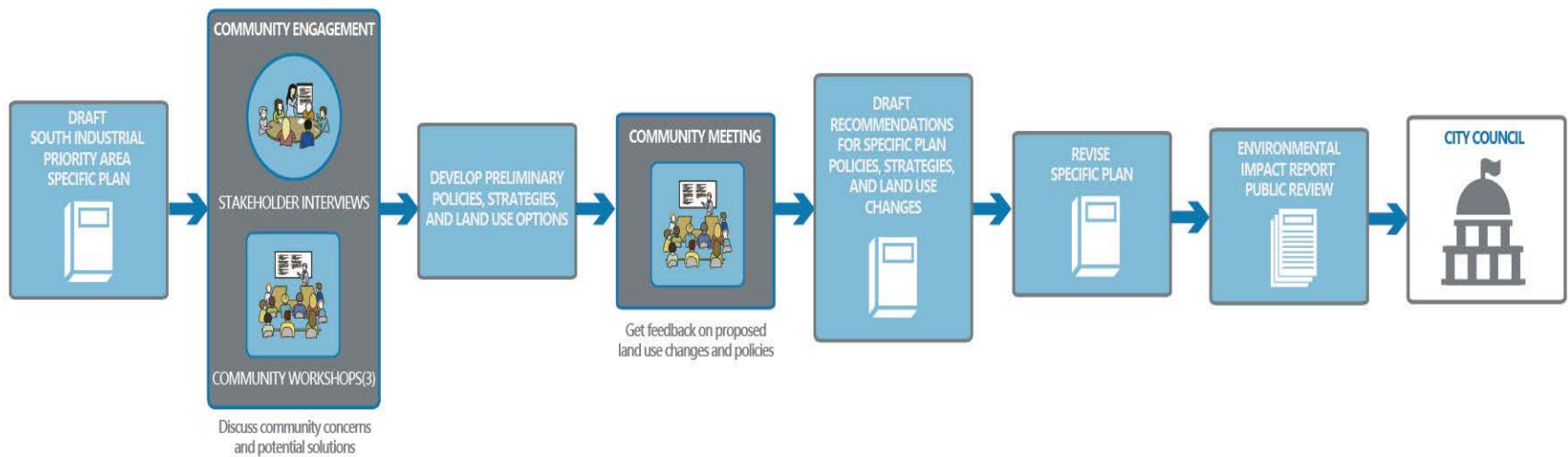
**Table 2: Issues and Concerns**

Safety	Air Quality	Water, Sewer, & Drainage
<b>Street lighting (10)</b> <b>Homeless population/camps (9)</b> <b>Police protection/response times (8)</b>	Poor air quality (8) Pollution from development/industries (5) Emissions from truck traffic/distribution centers/idling (5)	Water quality (8) Flooding/drainage infrastructure (8) Groundwater supplies (3)
Parks / Green Spaces	Other Environmental Impacts	Utilities
<b>Lack of vegetation/landscaping/green space (6)</b> <b>Not enough parks and park amenities (4)</b> <b>Lack of open space (2)</b>	Odors (8) Noise concerns (6) Light pollution (2)	Trash/illegal dumping (6) Garbage transfer station issues (1) Fiber-optic internet lines (2)
Transportation & Mobility	Employment Opportunities	Other Issues/Concerns
<b>Traffic congestion (cars &amp; trucks) (12)</b> <b>Poor public transit/bus services (9)</b> <b>Poor road conditions/truck damage (8)</b>	Need more job type diversity (7) Job availability/opportunities (6) Lack of quality workforce/workforce shortage (4)	More services/retail/small business – grocery, drug stores, restaurants etc. (5) Poor school districts, students bussed out of community (4)

# WHERE WE ARE GOING

- Next Community Meetings:
  - Community Conversation – February 12<sup>th</sup>
    - 5:30-8:00 pm, Malaga Community Center
    - Discuss/Receive Feedback on High Level Vision Statement, Guiding Principles, Land Use Options, Potential Policies
  - 2<sup>nd</sup> Advisory Committee Meeting – Refinement of 2/12 Activities
    - 6:00-8:00 pm, City Hall Room 3054
  - Community Forum – February 25<sup>th</sup>
    - 5:30-8:00 pm, Malaga Community Center
    - Present Refined Implementing Policies, Land Use Map
  - 3<sup>rd</sup> Advisory Committee Meeting – March 2<sup>nd</sup>
    - 5:30-8:00 p.m., Malaga Community Center
    - Review of Recommendations, Vote on Final Vision Statement, Guiding Principles, Land Use Map

# NEXT STEPS





# THANK YOU

FOR MORE INFORMATION PLEASE VISIT: [WWW.FRESNO.GOV/SCSP](http://WWW.FRESNO.GOV/SCSP)

EMAIL COMMENTS AND QUESTIONS TO: [SCSP@FRESNO.GOV](mailto:SCSP@FRESNO.GOV)

