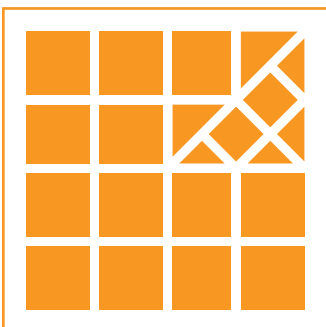


## **KEY QUESTIONS**

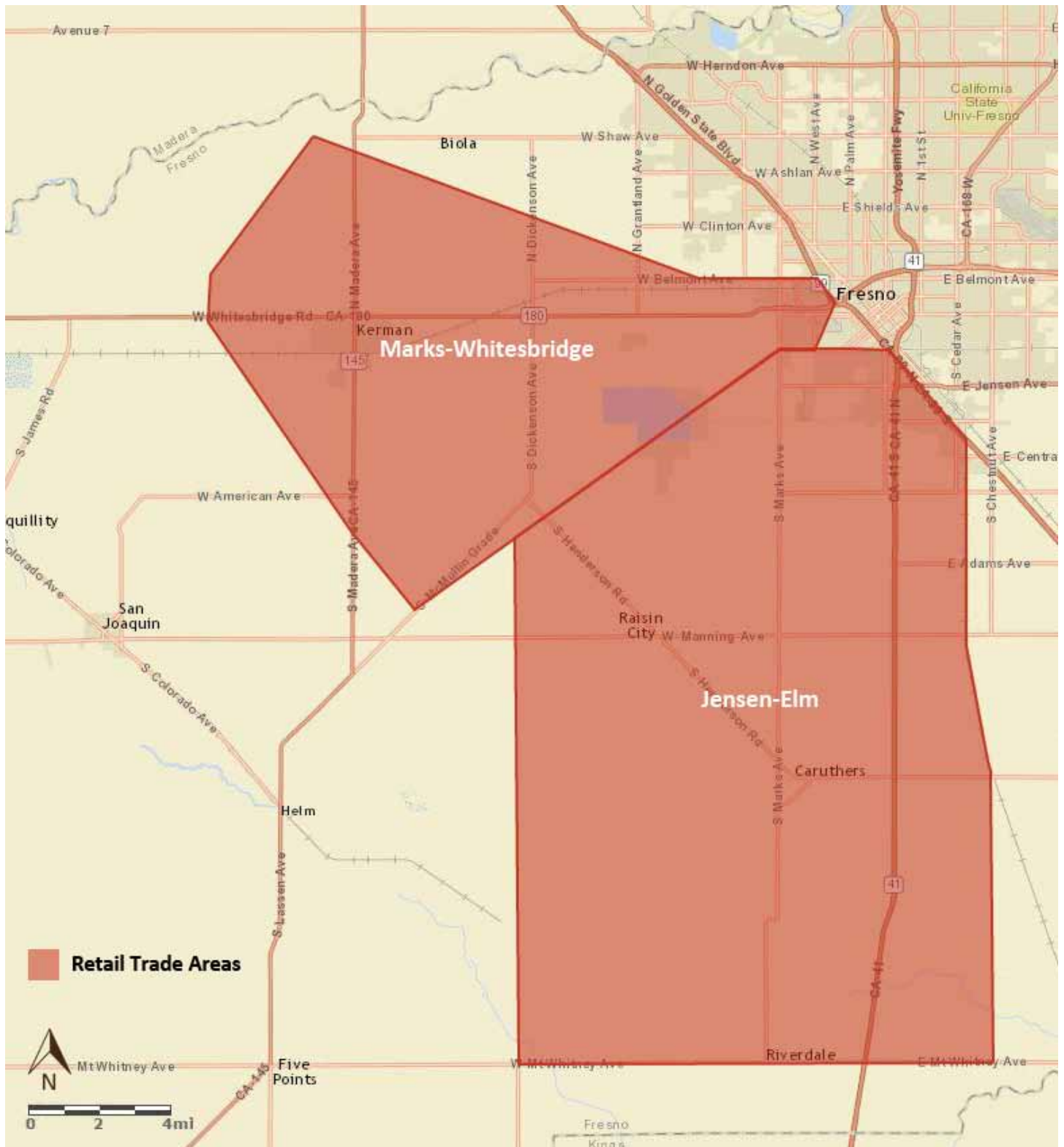
- A. What type of retail is desired?**
- B. What scale of retail is desired?**



# **NEIGHBORHOOD SERVING RETAIL**

**Southwest Fresno Specific Plan & EIR  
Community Workshop #1  
September 15, 2015**

Figure 2.4 Retail Trade Areas Map



# NEIGHBORHOOD CENTERS



above, groups of neighborhoods, shaped by road and open space networks, form the larger community

right, individual neighborhoods respect unique site and location characteristics





## EXAMPLES OF RETAIL TYPES AND SCALES (PART 1 of 3)



## EXAMPLES OF RETAIL TYPES AND SCALES (PART 2 of 3)





## EXAMPLES OF RETAIL TYPES AND SCALES (PART 3 of 3)

