

# Southwest Fresno Specific Plan

---

## STEERING COMMITTEE MEETING #3

**Date of Meeting:** November 10, 2015

**Location:** Fresno City Hall, 4<sup>th</sup> Floor Room 4017

**Members Present:** Meron Shita; Shaneece Childress; Sylvesta Hall; Eric Payne; Sharon Williams; Ashley Werner; Donna Middleton; Juan Esquivel; Maria Lizaldo; Mary Curry; Leonicio Vasquez Santos; Alex Belanger; Tate Hill; Debbie Darden; Michaelynn Lewis; Jane Carretero; Phoebe Seaton (for Ashley Werner)

**Project Team Present:** Sophia Pagoulatos (City); Bruce Brubaker (PlaceWorks); Janet Chang (PlaceWorks); Steve Cancian (Shared Spaces); Robert Mitchell; Margarita Rocha (Centro La Familia); Lucio Avila (Centro La Familia); Kiel Schmidt (Pop Up); Marci Lopez (Pop Up); Talia Kolluri (City)

### Meeting Summary:

About 30 people attended this third Steering Committee meeting for the Southwest Fresno Specific Plan at Fresno City Hall. Members of the public were invited to the meeting to observe and comment during designated periods. The Southwest Specific Plan will be a two-year process to plan for change and improvement in Southwest Fresno. The planning effort is being coordinated by a Steering Committee consisting of local residents, leaders of community groups, and property and business owners. The City of Fresno is helping develop the Specific Plan, along with a team of consultants.

Welcome and Introductions. Steve Cancian welcomed attendees and asked that everyone briefly introduce themselves to the group.

Interactive Visual Presentation of Topic Group Work Followed with Discussion. Bruce Brubaker from the PlaceWorks team started by explaining what a framework for an alternative is through showing examples of frameworks from previous planning projects in the cities of Santa Rosa and Vallejo. The PlaceWorks team then showed a compilation of ideas and strategies from the community's topic groups, including Housing, Retail, Transportation, Parks & Open Space, Industrial Compatibility, and Jobs & Economic Development on an interactive map of the Plan Area. For each topic group, themes for possible alternative frameworks were recorded on the board. The recommended strategies for 41 & North Corridor Complete Streets Plan were also shown on the map to provide the Steering Committee with additional context for their decision-making.

Dinner Break. Dinner was provided for all participants.

Work Session for Development of Frameworks for Alternatives. The meeting resumed with a presentation from Bruce Brubaker and Kiel Schmidt on the General Plan's proposed land use for Southwest Fresno, the General Plan's development process, and the overarching themes of its adopted land use development.

Steven Cancian then facilitated a work session to develop frameworks for alternatives for the Southwest Fresno Specific Plan based on the themes drawn from all of the topic groups, the 41 & North Corridor Complete Streets Plan, and the General Plan. The Steering Committee members stated their preferences for which alternatives they wanted the project team to design and explore. The Steering Committee arrived at a consensus on three alternative frameworks:

1. Concentrating development around corridors plus a few larger complete neighborhoods
2. Creating many smaller neighborhoods with services
3. Centering neighborhoods around magnet uses (i.e. new community college and/or retail/job centers)

Close/Confirming Calendar and Next Steps. Following the meeting, the project team will use the aforementioned alternative frameworks to develop and draw up three alternatives. These alternatives will be presented at the next community workshop on January 12, 2016 at Gaston Middle School. The next Steering Committee meeting will be on January 26, 2016.

The meeting's materials can be found online at:

<http://www.fresno.gov/Government/DepartmentDirectory/DARM/AdvancedPlanning/CurrentPlans.htm>