

# Southwest Fresno Specific Plan Community Workshop #3 Summary

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*The Community Workshop was conducted on February 16, 2016 (6:00 – 8:30 pm) in the Gaston Middle School Multi-purpose Room at 1100 E. Church Avenue, Fresno, CA 93706.*

## **STEERING COMMITTEE MEMBERS PRESENT**

Jeff Roberts	Mary Curry
Leonicio Vasquez	Ashley Werner
Tate Hill	Debbie Darden
Esther Cuevas	Marta Frausto
Shaneece Childress	Juan Esquivel
Alex Belanger	Sharon Williams
Michaelynn Lewis	Sylvesta Hall

## **OVERVIEW**

The Southwest Specific Plan is a two-year process to plan for change and improvement in Southwest Fresno. The City of Fresno is helping develop the Specific Plan, along with a team of consultants and a Steering Committee comprised of local residents, leaders of community groups, and property and business owners. During the process, seven topic groups formed to discuss the specific issues and opportunities in Southwest Fresno, including Housing, Neighborhood-serving Retail, Jobs & Economic development, Parks & Open Space, Community Environmental Health, Industrial Compatibility, and Transportation. Members of those topic groups were present at the workshop. Members of the project team, including City staff and consultants from PlaceWorks, Shared Spaces, PopUp, and Centro La Familia Advocacy Services, were also present at the meeting. The meeting was open to the general public.

About 60 people attended this third and final Community Workshop for the Southwest Fresno Specific Plan at Gaston Middle School. The purpose of this meeting was to share three alternatives proposed by the Steering Committee for development in Southwest Fresno and get the community's feedback.

## **WELCOME AND INTRODUCTIONS**

Lead Facilitator Steve Cancian of Shared Spaces welcomed workshop attendees and asked City staff members, the consultant team, Steering Committee members, and topic group participants to introduce themselves.

## PRESENTATION

Sophia Pagoulatos provided background information on other recent citywide planning efforts including the General Plan, Citywide Development Code, Zoning Update, and the Housing Element Update. Bruce Brubaker of consulting firm PlaceWorks gave a recap on the overall planning process and the work leading up to the development of alternatives. He explained the concepts and development patterns for each of the three alternatives: (1) Corridors & Neighborhoods; (2) Many Smaller Neighborhoods; and (3) Neighborhoods Around Magnet Uses.

## QUESTIONS

Several community members asked how the Specific Plan relates to the General Plan. Sophia Pagoulatos explained that the Specific Plan can make changes to the General Plan with City Council approval.

## CHOOSE AND REFINE YOUR PREFERRED ALTERNATIVE – SMALL GROUPS

After the presentation and questions, the participants worked in small groups to choose and refine their Preferred Alternative. There were a total of eight groups with approximately seven participants each. Groups sat around tables with posters describing each of the three alternatives. At the beginning of the exercise, participants reviewed the alternatives and discussed the pros and cons for each alternative. Taking into account these pros and cons, each group then chose one alternative as a starting point for their Preferred Alternative and made their desired modifications on the map. These modifications could include elements from other alternatives. A detailed memo and a list of questions that addressed each topic were provided at each table to help guide discussion. Every group had a facilitator from the Steering Committee and a project team member. The pros and cons for each alternative were recorded by the project team member.

## SMALL GROUP REPORT BACK

A representative from each group presented the group's Preferred Alternative to the meeting participants showing their marked up map, and indicating and explaining any modifications. The selected Preferred Alternatives from the groups are as follows:

- Four groups chose Alternative 3 as a starting point;
- Two groups chose Alternative 2 as a starting point; and
- Two groups chose Alternative 1 as a starting point.

Each group's Preferred Alternative and pro/con analyses are shown in the photos attached to this summary.

## Common Themes

Steve Cancian facilitated a discussion with the larger group to identify themes consistent throughout all of the groups' Preferred Alternatives. A vote was taken on whether any participants disagreed on any themes on the list. The agreed-upon themes included:

- A new community college
- Improved transportation
- A focus on single-family residential
- A new medical facility
- Shopping at Whites Bridge and Marks Avenues
- Tying neighborhoods together

Several participants disagreed with the theme of "no industry."

The group also created a list of items that the Steering Committee should consider when creating a Preferred Alternative. A vote was taken on whether any participants disagreed with any items on the list. The agreed-upon list of items included:

- Create a sense of place and identity through landscape
- Jobs in the appropriate location and outside of residential areas
- Provide jobs for residents
- Larger, accessible, maintained, and safe parks with more amenities
- Walkable for youth
- More shopping plazas

Several participants disagreed with the statement "attract big industry."

## NEXT STEPS

Steve Cancian thanked the community for their participation in the workshop. He noted that their feedback will help guide the Steering Committee at their next meeting in March when the Committee will identify a Preferred Alternative. Their Preferred Alternative will then be prepared by the consultant team and presented to the Planning Commission and City Council in April.

The meeting's materials, including the presentation and the memo describing each alternative can be found online at:

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

## SOUTHWEST FRESNO SPECIFIC PLAN

### Community Workshop #3



Project team members described the three alternatives to workshop participants.



Participants worked in small groups to identify pros and cons for each alternative.



Taking into account the alternatives' pros and cons, each group chose one alternative as a starting point for their Preferred Alternative and made their desired modifications on the map.



A representative from each group presented the group's pro/con analysis and map showing the Preferred Alternative with any modifications.



# SOUTHWEST FRESNO SPECIFIC PLAN

## Community Workshop #3

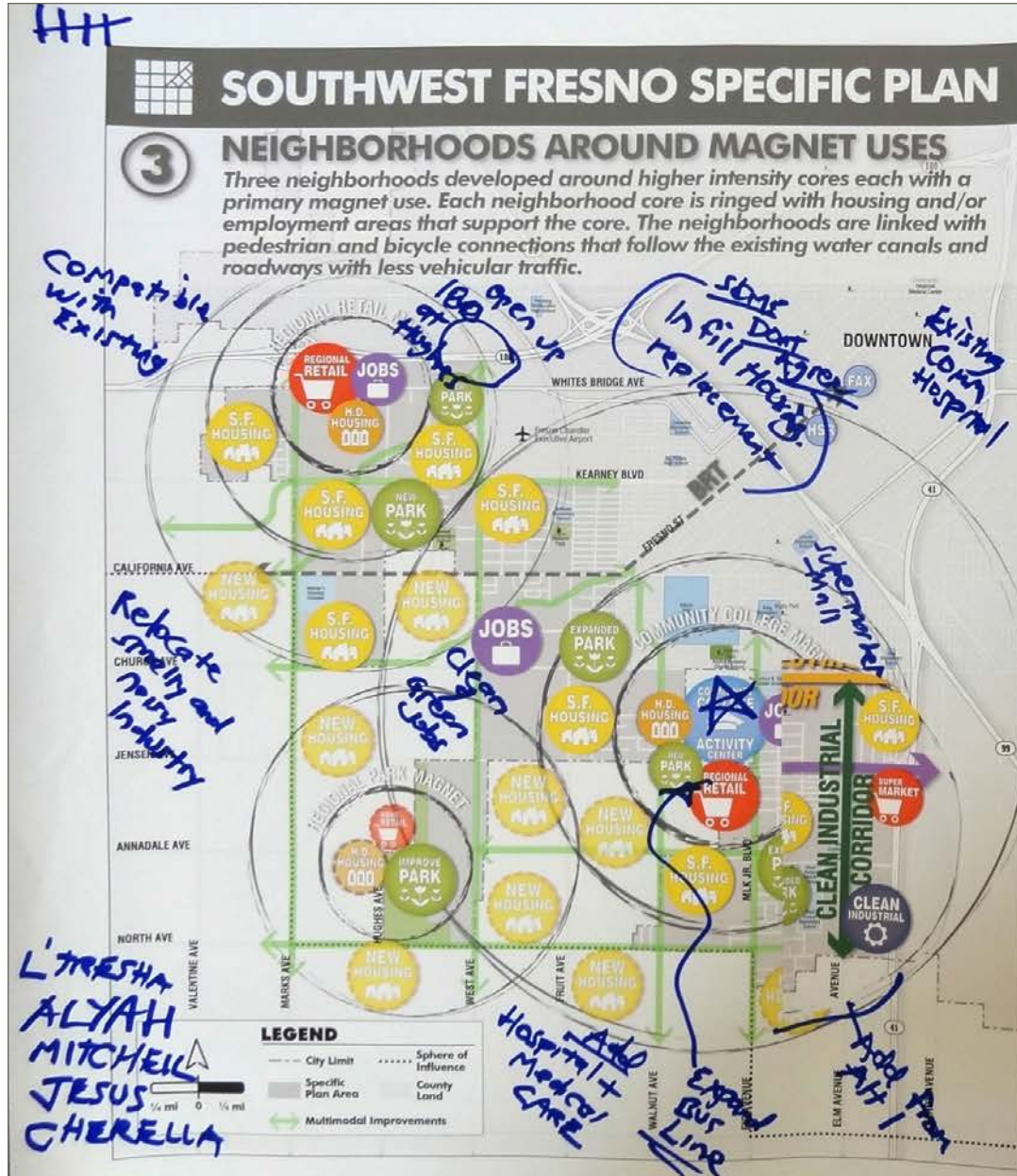


TABLE 1: PREFERRED ALTERNATIVE

SOUTHWEST FRESNO SPECIFIC PLAN  
Community Workshop #3

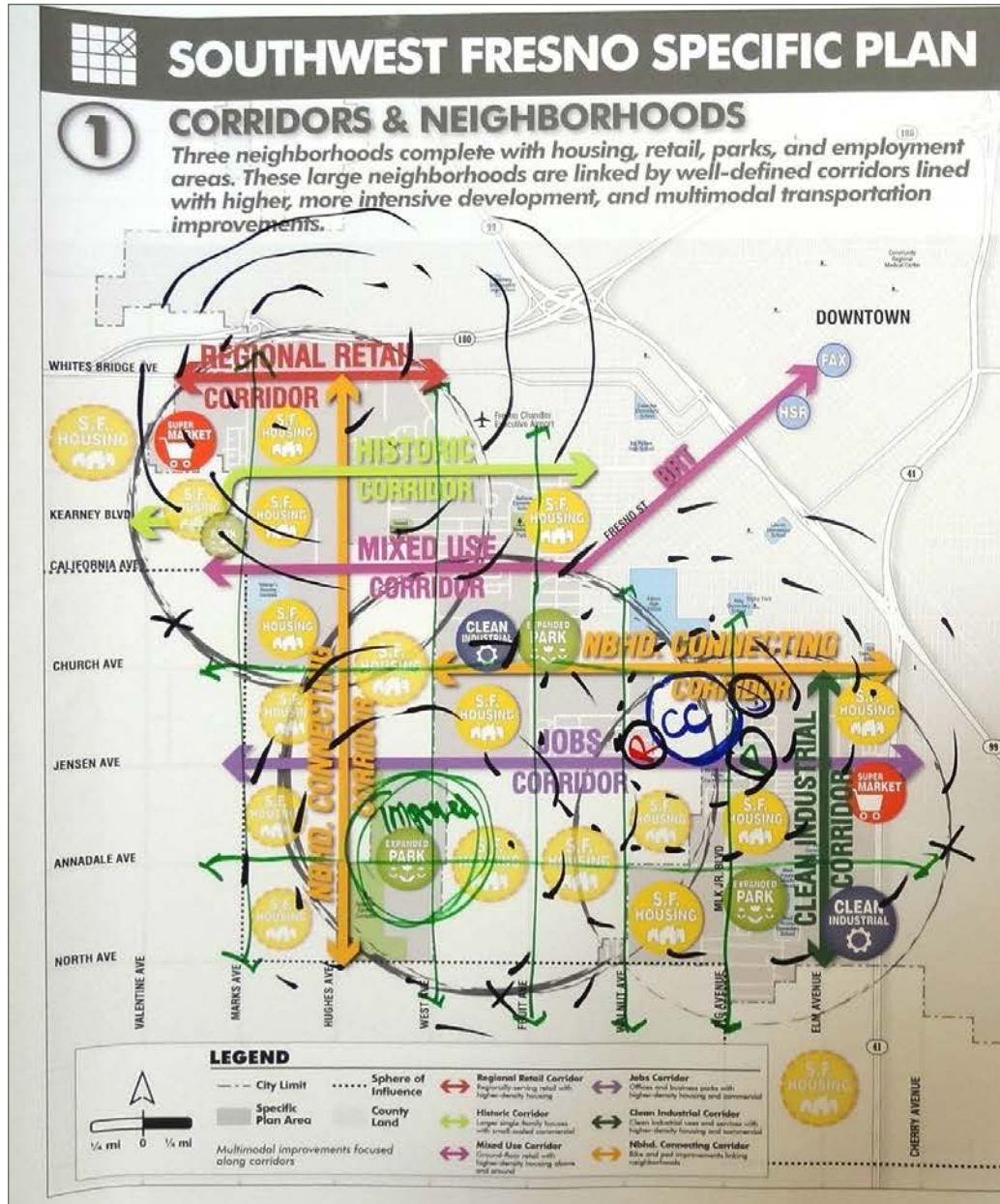
Pro	Con
<p><u>ALT 2</u></p> <p>Need Safeguards for exist. Residents <u>Affordable</u></p> <p><u>Mixed Income</u></p> <p><u>ALT 2</u>: Comm. College a positive</p> <p>Should be close to the freeway</p> <p>Sport teams bring people</p>	<p>Table 1</p> <p>New Housing Will bring outsiders Make it harder to afford</p> <p>Fantasy World</p>

TABLE 1: PRO/CON ANALYSIS



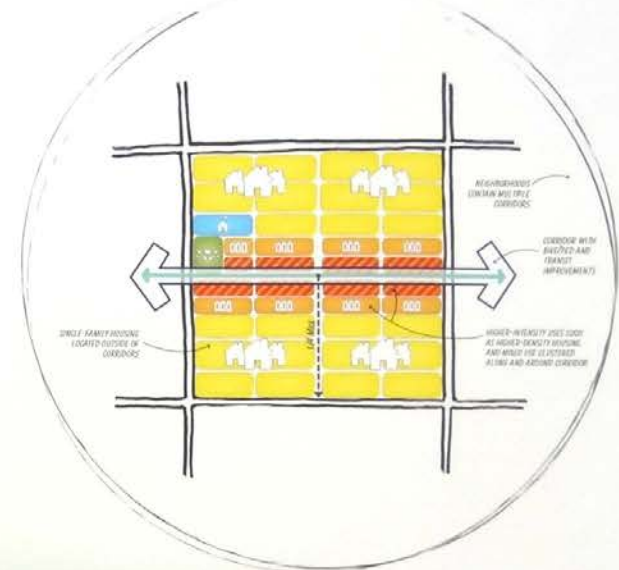
# SOUTHWEST FRESNO SPECIFIC PLAN

## Community Workshop #3



Conceptual Diagram of Potential Development in Alternative 1: Corridors and Neighborhoods

TABLE  
2



This conceptual diagram shows potential land uses and transportation improvements along the Mixed Use Corridor in Alternative 1. Higher-intensity uses would be allowed along the Mixed Use Corridor, including higher-density housing and mixed use (ground floor retail with higher-density housing located above). Single-family housing would be located behind the corridor, within a walkable quarter-mile distance.

Bicycle, pedestrian, and transit improvements would be focused along the corridor to provide local and regional connections.



Regional retail establishments along a corridor



Mixed-use higher-density housing along a corridor



Large single-family housing consistent with the character of the Historic Corridor



Mixed-use higher-density housing above a restaurant



Office over ground-floor retail along a corridor



Large office building along a corridor

TABLE 2: PREFERRED ALTERNATIVE



**SOUTHWEST FRESNO SPECIFIC PLAN**  
Community Workshop #3

Pro	Con
<p>Alt 3: C.C. should be in preferred (motivates youth to aspire to attend) ✖✖</p> <p><u>Alt 1</u></p> <ul style="list-style-type: none"> <li>Keep clean industrial corridor with apartments along/nearby</li> <li>clean industrial @ Darling site</li> <li>Jobs corridor to provide high-paying L-T jobs</li> <li>Mixed use corridor and like that it is near school</li> <li>could have medical corridor → Kaiser</li> <li>big development for retail good</li> </ul>	<p>Alt 2: could cause territoriality and discourage visitors</p> <ul style="list-style-type: none"> <li>No alt. have medical facilities</li> <li>Alt 2: against relocating industrial uses along Jensen (e.g. transmission shop)</li> <li>Alt 1: jobs could <del>not</del> take away <sup>potential</sup> jobs <sub>corridor for residents</sub></li> <li>Need education against substance abuse</li> <li>no youth/recreational centers</li> <li>no homeless shelters</li> <li>RSC: too removed and not enough amenities</li> </ul>

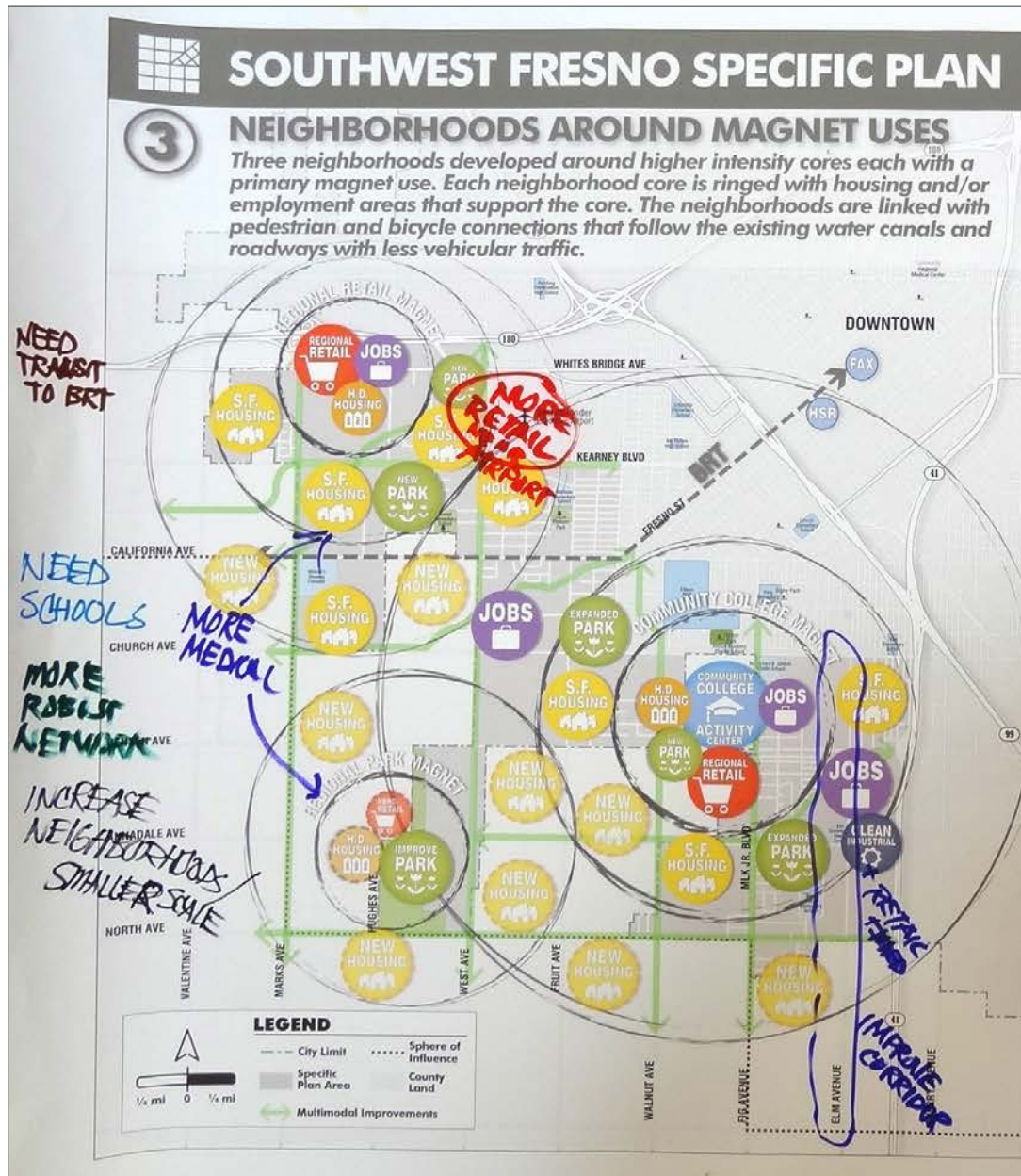
PRO	CON
<p>Alt 2</p> <ul style="list-style-type: none"> <li>grid transpo system well-connected</li> <li><del>quiet</del> quiet env. bc of less h-d housing</li> </ul> <p><u>Alt 3</u></p> <ul style="list-style-type: none"> <li>CC magnet ✖</li> <li>Park magnet — like Inspiration Park</li> <li>↳ housing around makes it not isolated from community</li> </ul>	<p>Alt 2</p> <ul style="list-style-type: none"> <li>too many neighborhoods could create competition/limited resources for larger neighborhood</li> <li>should have better-connected transit system</li> <li>mom and pop small hdbd. retail will not generate enough job opp</li> <li>↳ kept within family / limited</li> <li>could create isolated/exclusive hdbd.</li> <li>no liquor stores!</li> </ul> <p><u>Alt 3</u></p> <ul style="list-style-type: none"> <li>too many apts. could create noise / drug issues</li> <li>↳ limited to seniors</li> <li>↳ don't want low-income housing</li> <li>h-d. housing should be around CC</li> </ul>

TABLE 2: PRO/CON ANALYSIS



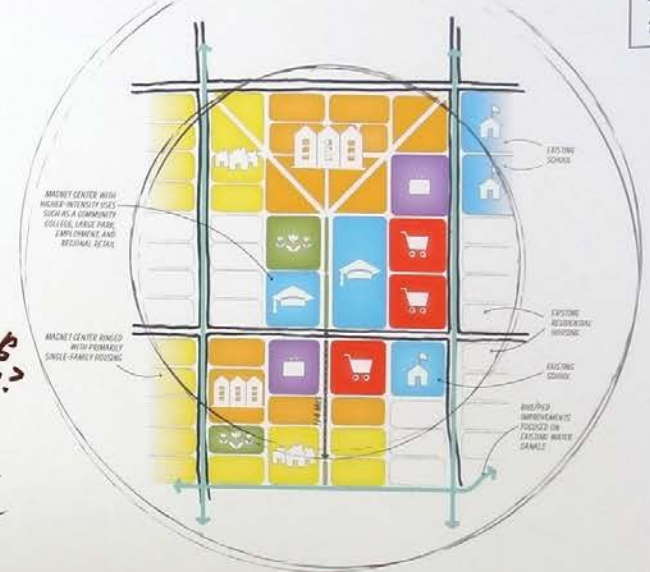
# SOUTHWEST FRESNO SPECIFIC PLAN

## Community Workshop #3



Conceptual Diagram of Core Uses in Alternative 3: Neighborhoods around Magnet Uses

TABLE 3



This conceptual diagram shows potential land uses and transportation improvements around the Community College Magnet. Higher intensity uses such as employment, regional retail, higher density housing, and a park would surround the college to create an activity center. Single family housing would be located outside of the core and ring the magnet.

Bicycle and pedestrian improvements would be focused along existing water canals and on roadways with less vehicular traffic. Parks would be larger in size, fewer in quantity, and have potential for more amenities.



Big box retail developments provide a range of stores and services.



Commercial development around a community college in Fresno.



Various types of housing along a street.



Professional offices and retail.



Higher-density housing over ground floor retail.



Different uses, including housing, adjacent to a larger park facility.

TABLE 3: PREFERRED ALTERNATIVE

**SOUTHWEST FRESNO SPECIFIC PLAN**  
Community Workshop #3

Pro	Con
<p>ALT 1</p> <ul style="list-style-type: none"> <li>+ COMMUNITY COLLEGE</li> <li>+ MOST JOBS</li> <li>+ BIGGER LOTS FOR S.F. HOUSING</li> </ul>	<p>3</p> <ul style="list-style-type: none"> <li>- IS IT GOOD FOR PUBLIC TRANSIT? IF NOT ONLY GOOD FOR THOSE WITH CARS</li> <li>- DOESN'T SEEM TO HAVE HIGHER DENSITY HOUSING</li> </ul>

PRO	ALT 3# CON
<ul style="list-style-type: none"> <li>+ LIKES SIGHT OF MORE JOBS OPPORTUNITIES</li> <li>+ COLLEGE LOCATION IS GREAT</li> <li>+ LOVE MAGNET CONCEPT</li> <li>+ BRINGS COMMUNITY TOGETHER</li> <li>+ FEELS BALANCED</li> <li>+ GIVES SPACE TO BOTH HD HSG &amp; SF HSG -</li> </ul>	<p>3</p> <ul style="list-style-type: none"> <li>- NEED MORE SCHOOLS</li> <li>- REG. PARK NEEDS MORE AMENITIES TO BE BETTER</li> </ul>

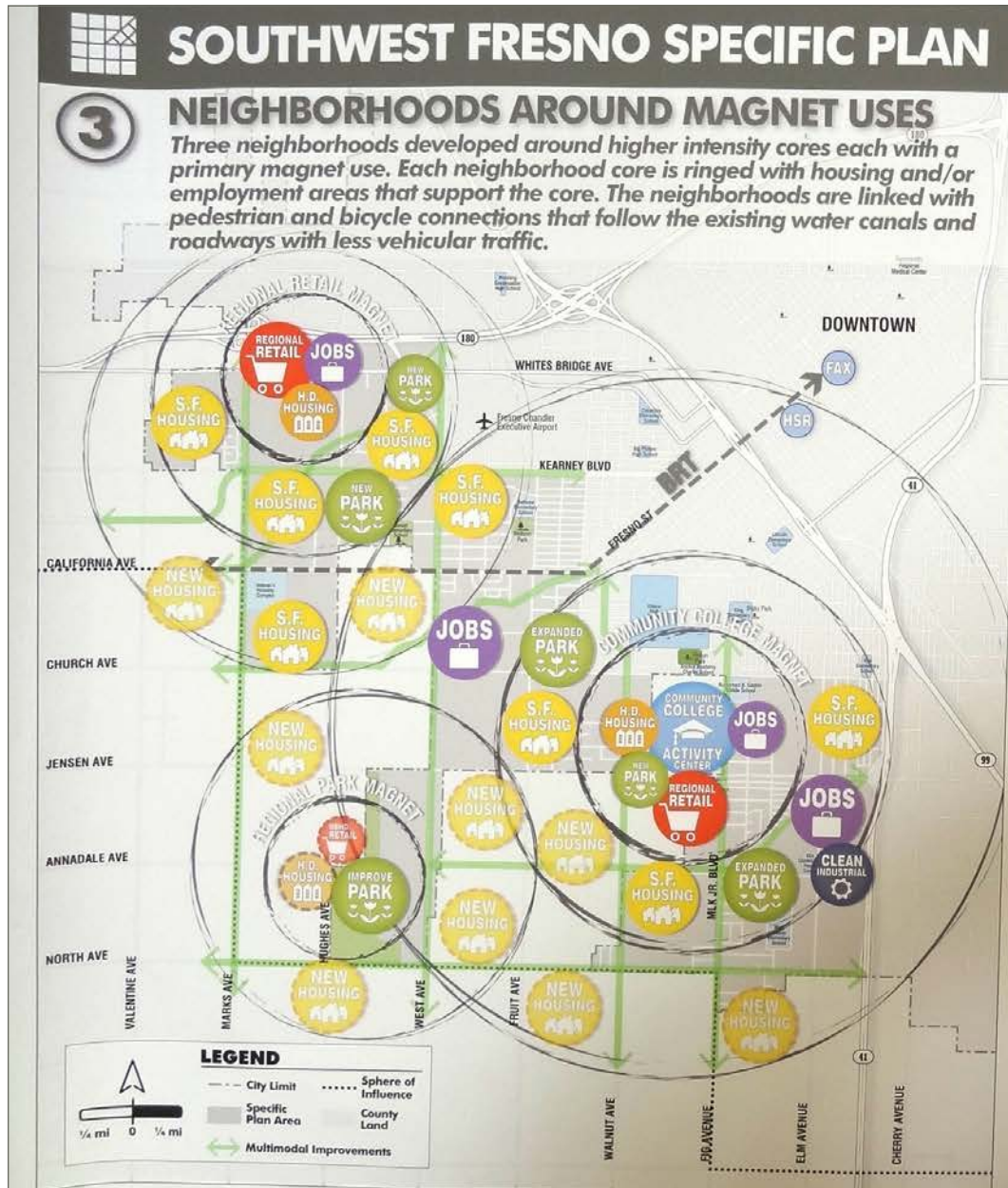
PRO	CON
<p>ALT 2</p> <ul style="list-style-type: none"> <li>+ SMALL SCALE</li> <li>+ PARKS FOR YOUTH, SCHOOLS</li> <li>+ NO INDUSTRIAL + SENIORS</li> <li>+ SMALLER RETAIL / MOM + POP BUSINESSES</li> <li>+ LIKE SIGHT OF LOTS OF (N) HOUSES</li> <li>+ INFILL HOUSING - IMPROVE NEIGHBORHOOD</li> <li>+ EA. AREA IS SELF-CONTAINED, HAS JOBS &amp; HOUSING</li> <li>+ MORE SCHOOLS = SMALLER CLASS SIZE</li> </ul>	<p>3</p> <ul style="list-style-type: none"> <li>- WHAT ARE HSG. LOTS LOOKING LIKE?</li> <li>- DOESN'T GIVE AS MANY JOB OPPORTUNITIES</li> <li>- NO MEDICAL FACILITIES</li> <li>- UNCLEAR HOW TRANSIT WOULD WORK.</li> </ul>

TABLE 3: PRO/CON ANALYSIS



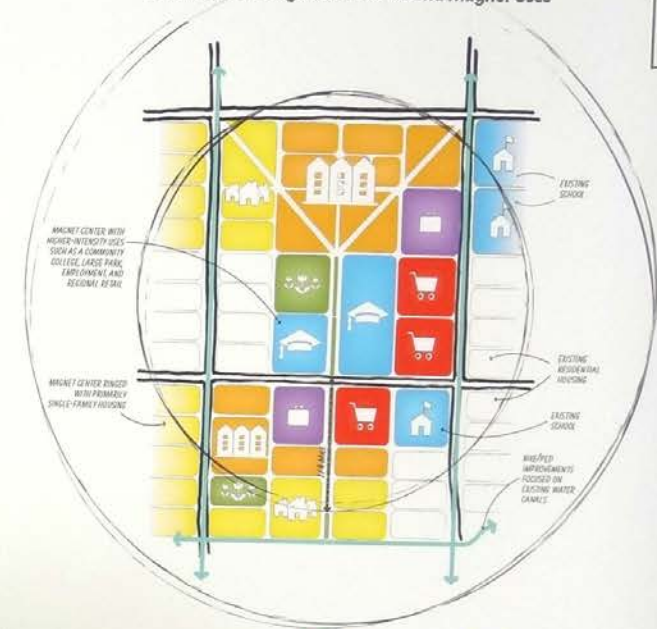
# SOUTHWEST FRESNO SPECIFIC PLAN

## Community Workshop #3



Conceptual Diagram of Core Uses in  
Alternative 3: Neighborhoods around Magnet Uses

TABLE  
4



Big-box retail developments provide a range of stores and services



Commercial development around a community college in Fresno



Various types of housing along one street



Professional offices and retail



Higher density housing over ground-floor retail



Different uses, including housing, adjacent to a larger park facility

TABLE 4: PREFERRED ALTERNATIVE



**SOUTHWEST FRESNO SPECIFIC PLAN**  
Community Workshop #3

Pro	Con (1) 4
<u>Alternative 1</u>	
<ul style="list-style-type: none"> <li>• BRT CONNECTION TO DOWNTOWN</li> <li>• California mixed Use Corridor</li> <li>• <del>NEW</del>/EXPANDED BIG PARKS</li> </ul>	<ul style="list-style-type: none"> <li>• INDUSTRIAL → <sup>Need to</sup> REMOVE industr. from West Fresno</li> <li>• NOT ENOUGH RETAIL/SUPERMARKET HEALTH FACILITIES THROUGHOUT</li> <li>• NOT ENOUGH PARKS</li> <li>• NO EDUCATIONAL (CITY COLLEGE SATELLITE) FACILITIES</li> </ul>

PRO	CON (1)
<u>ALTERNATIVE #2</u>	
<ul style="list-style-type: none"> <li>* REMOVES INDUSTRIAL FROM NEIGHBORHOODS</li> </ul>	<ul style="list-style-type: none"> <li>* TOO SCATTERED NO FOCUS POINTS</li> <li>- NEED MORE LARGE PARKS/</li> <li>DOES NOT CREATE ANY NEW <sup>OR EXPANDED</sup> LARGE PARKS W/ AMENITIES</li> <li>- DOESN'T TAKE ADVANTAGE OF BRT CORRIDOR OPPORTUNITY</li> </ul>

PROS	CONS
<u>ALTERNATIVE #3 (6)</u>	
<ul style="list-style-type: none"> <li>- ACTIVITY CENTERS w/ EDUCATIONAL FACILITIES + RETAIL TO DRAW PEOPLE</li> <li>- EXPANDED PARKS NEW</li> <li>↳ NO HYDE PARK</li> <li>- mix of SF housing + some higher density to support transit</li> </ul>	<ul style="list-style-type: none"> <li>- DOES NOT FULLY USE BRT CORRIDOR OPPORTUNITY / MIXED</li> <li>- USE, BUT NO INDUSTRIAL → w/ restaurants, retail; COMMUNITY COLLEGE</li> <li>- INDUSTRIAL LOCATED IN MIDDLE OF NEIGHBORHOOD</li> </ul>

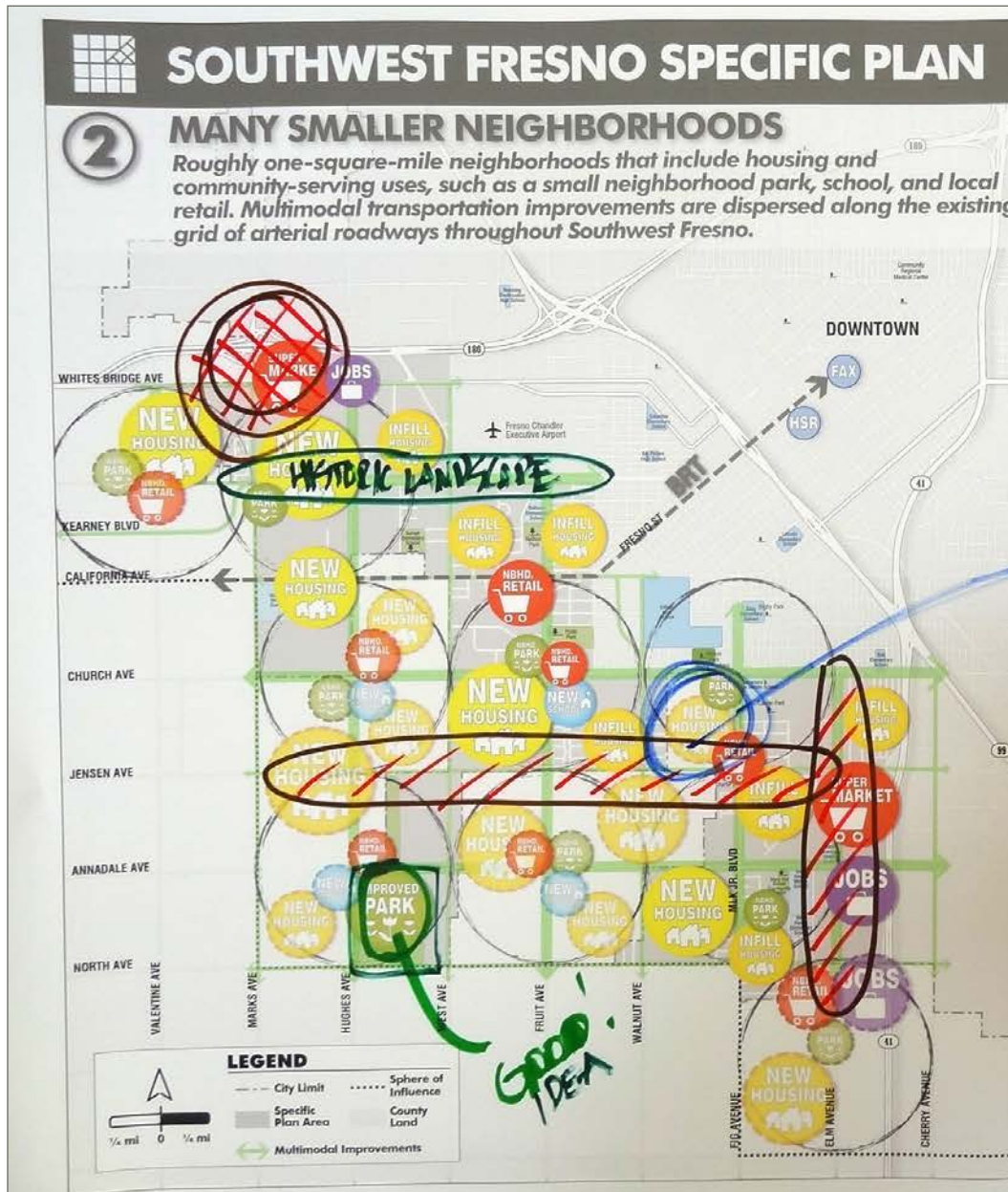
<u>ALTERNATIVE 3 Table 4</u>	
<u>PREFERRED OPTION</u>	
<u>RECOMMENDED CHANGES</u>	
<ul style="list-style-type: none"> <li>* 1. REMOVE <del>ALL</del> INDUSTRIAL FROM NEIGHBORHOODS / WEST SIDE</li> <li>2. CREATE NEW LARGE PARKS; DON'T EXPAND TOXIC PARKS (HYDE)</li> <li>3. PUT MIXED USE ON BRT CORRIDOR (RESTAURANTS, small retail, etc.; NO industrial)</li> <li>4. INCLUDE MEDICAL CENTERS</li> </ul>	

TABLE 4: PRO/CON ANALYSIS



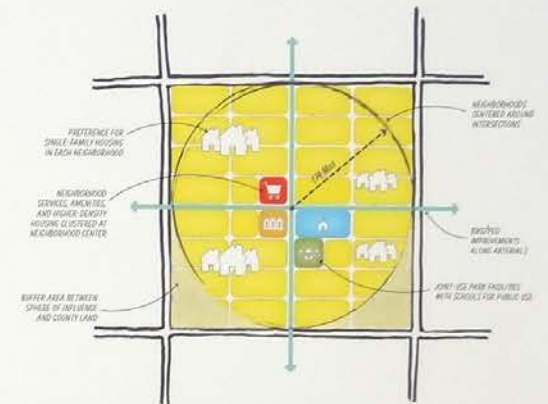
# SOUTHWEST FRESNO SPECIFIC PLAN

## Community Workshop #3



Conceptual Diagram of Neighborhood Layout in Alternative 2: Many Smaller Neighborhoods

TABLE  
5



COMMUNITY CLOSING

JOBS

- Retail
- Higher-density housing
- Single-family housing
- Park
- School
- Bike/ped improvements

Bicycle and pedestrian improvements would be focused along arterials that run through the center of each neighborhood and make up a larger grid bike/ped network.



Supermarkets provide local and regional access to a broad variety of foods and goods.



Neighborhood-serving grocery store with outdoor gathering spaces.



Neighborhood-serving retail at the corner of a street.



New infill housing in existing older single-family residential neighborhood.



New single-family housing as a part of a large housing development.



Neighborhood park with playground and other amenities.

TABLE 5: PREFERRED ALTERNATIVE

**SOUTHWEST FRESNO SPECIFIC PLAN**  
Community Workshop #3

Pro	Con	5
<u>Alt. 1</u> - Clean industrial/jobs - keeps jobs there - Retail (California) - Elm Ave. - Supermarkets where needed.	- Too much high density housing	

Pro	Con	5
<u>Alt. 2</u> - Supermarkets - Youth - can walk to a market - Smaller park = more security	- Fewer jobs - Competition between retail	

Pro	Con	5
<u>Alt. 3</u> - College opp. - 180/Marks activity - Fewer but larger parks	- Too much high density housing	

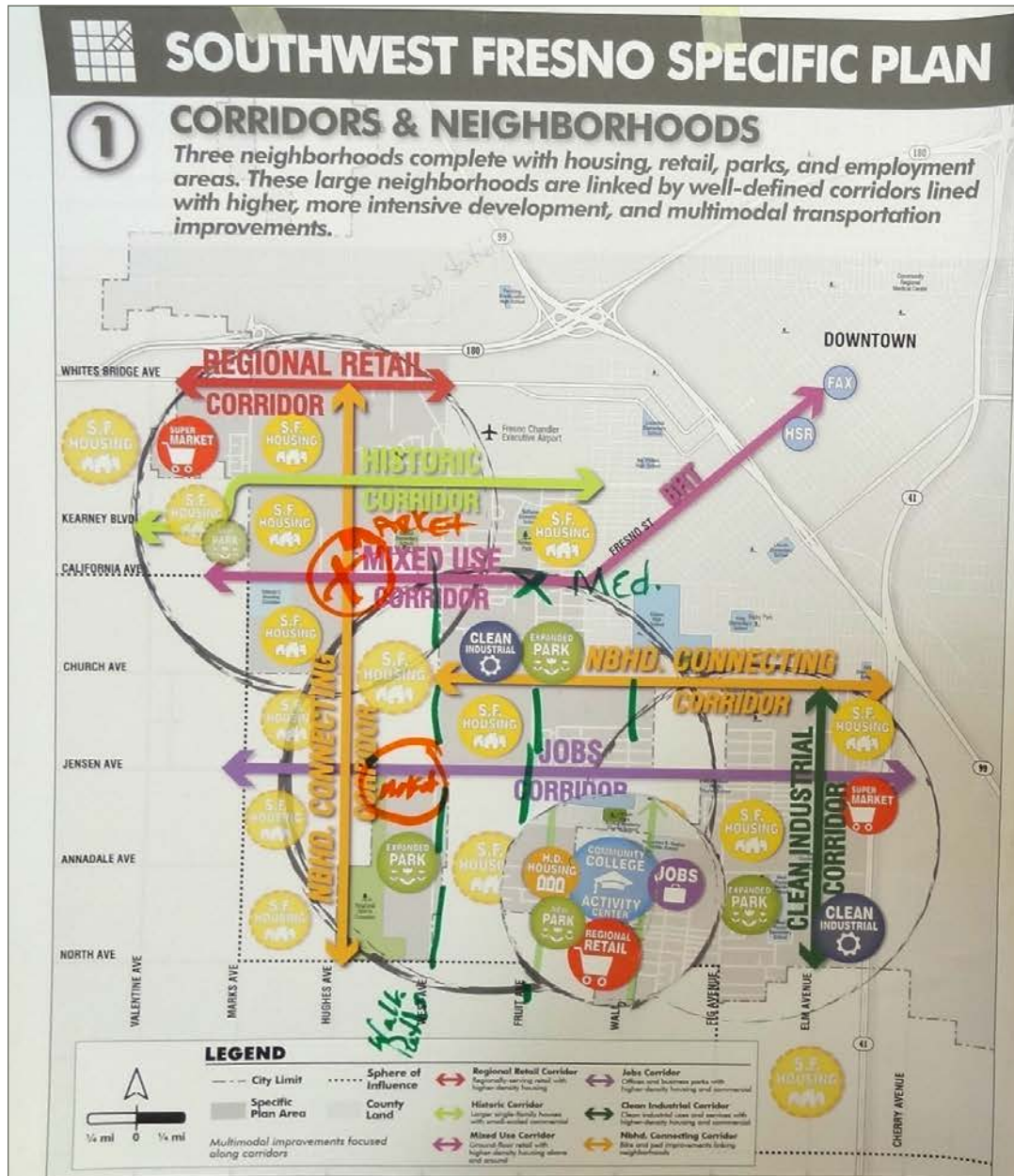
Why Alt. 2? (✓) Walkable access to retail, etc.	Alt. 2 + College (from Alt. 3) + Elm jobs corridor (from Alt. 1) + 180/Marks Retail/jobs (from Alt. 1)
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TABLE 5: PRO/CON ANALYSIS



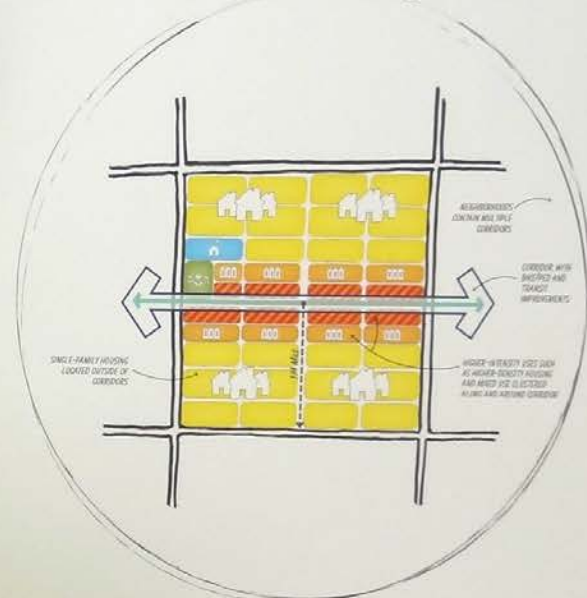
# SOUTHWEST FRESNO SPECIFIC PLAN

## Community Workshop #3



Conceptual Diagram of Potential Development in Alternative 1: Corridors and Neighborhoods

TABLE  
6



The conceptual diagram shows potential land use and transportation improvements along the Mixed Use Corridor in Alternative 1. Higher intensity uses would be allowed along the Mixed Use Corridor, including higher density housing and mixed use ground-floor retail with higher density housing located above. Single-family housing would be located behind the corridor, within a walkable quarter-mile distance.

Bicycle, pedestrian, and transit improvements would be focused along the corridor to provide local and regional connections.



Regional retail establishments along a corridor



Mixed-use higher-density housing along a corridor



Large single-family housing consistent with the character of the Historic Corridor



Mixed-use higher-density housing above a restaurant



Office over ground-floor retail along a corridor



Large office building along a corridor

TABLE 6: PREFERRED ALTERNATIVE

**SOUTHWEST FRESNO SPECIFIC PLAN**  
Community Workshop #3

Pro	Con
<p><u>ALT #1</u> Preservation of</p> <ul style="list-style-type: none"> <li>Historic corridor</li> <li>Big box store</li> <li>More affordable S/F homes</li> </ul> <p><u>ALT #2</u></p> <ul style="list-style-type: none"> <li>Infill housing utilizing existing space</li> <li>Multiple grocery locations</li> </ul> <p><u>ALT #3</u></p> <ul style="list-style-type: none"> <li>College concept</li> <li>Amenities around the college</li> <li>Multiple job locations</li> </ul>	<p><u>ALT #1</u></p> <ul style="list-style-type: none"> <li>No easy public transportation to Retail.</li> <li>Creating new parks vs maintaining &amp; upgrading existing</li> </ul> <p><u>ALT #2</u></p> <ul style="list-style-type: none"> <li>Infill housing makes existing land unavailable</li> <li>Small stores more expensive</li> </ul> <p><u>ALT #3</u></p> <ul style="list-style-type: none"> <li>No space for clean industrial</li> </ul>

Pro	Con
<p><u>Table: 6</u></p> <p><u>Plan Preference:</u> 1 Corridors &amp; NBHD's</p> <ul style="list-style-type: none"> <li>With inclusion of college &amp; surrounding amenities.</li> <li>added BRT corridors to regional retail &amp; along jobs corridor</li> <li>include additional neighborhood Mkts.</li> <li>mix use corridor to include retail jobs, housing &amp; medical facilities</li> </ul>	

TABLE 6: PRO/CON ANALYSIS

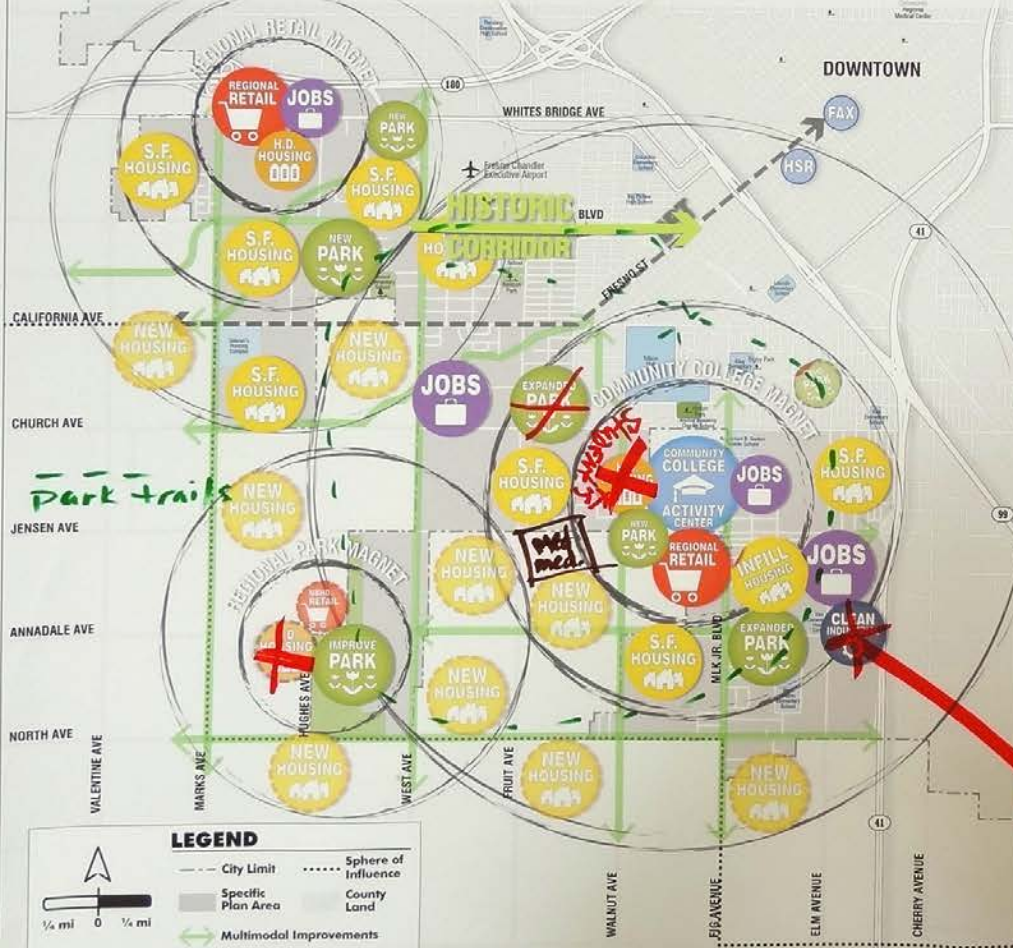


## Community Workshop #3

# SOUTHWEST FRESNO SPECIFIC PLAN

### 3 NEIGHBORHOODS AROUND MAGNET USES

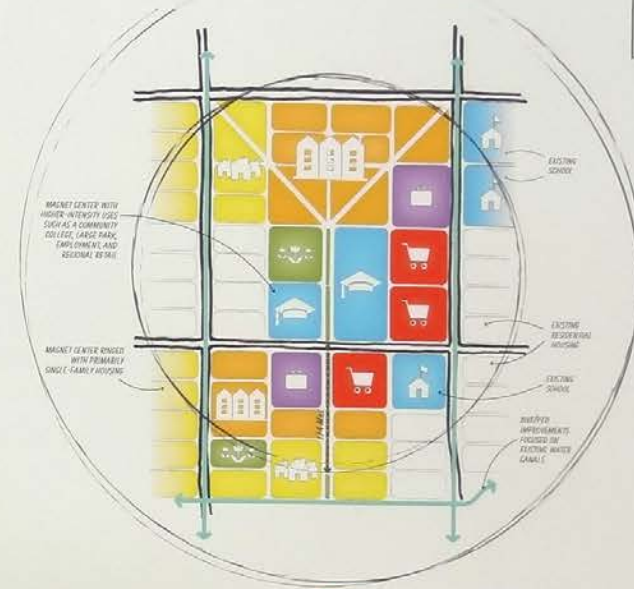
Three neighborhoods developed around higher intensity cores each with a primary magnet use. Each neighborhood core is ringed with housing and/or employment areas that support the core. The neighborhoods are linked with pedestrian and bicycle connections that follow the existing water canals and roadways with less vehicular traffic.



*Conceptual Diagram of Core Uses in  
Alternative 3: Neighborhoods around Magnet Uses*

TABLE

7



This conceptual diagram shows potential land uses and transportation improvements around the Community College Magnet. Higher-intensity uses such as employment, regional retail, higher-density housing, and a park would surround the college to create an activity center. Single-family housing would be located outside of the core and ring the magnet.

Bicycle and pedestrian improvements would be focused along existing water canals and on roadways with less vehicular traffic. Parks would be larger in size, fewer in quantity, and have potential for more amenities.



Big-box retail development stores and services



Commercial development around a community college in Fresno



y Various types of housing along one street



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Different uses, including housing, adjacent to a larger park facility

### TABLE 7: PREFERRED ALTERNATIVE

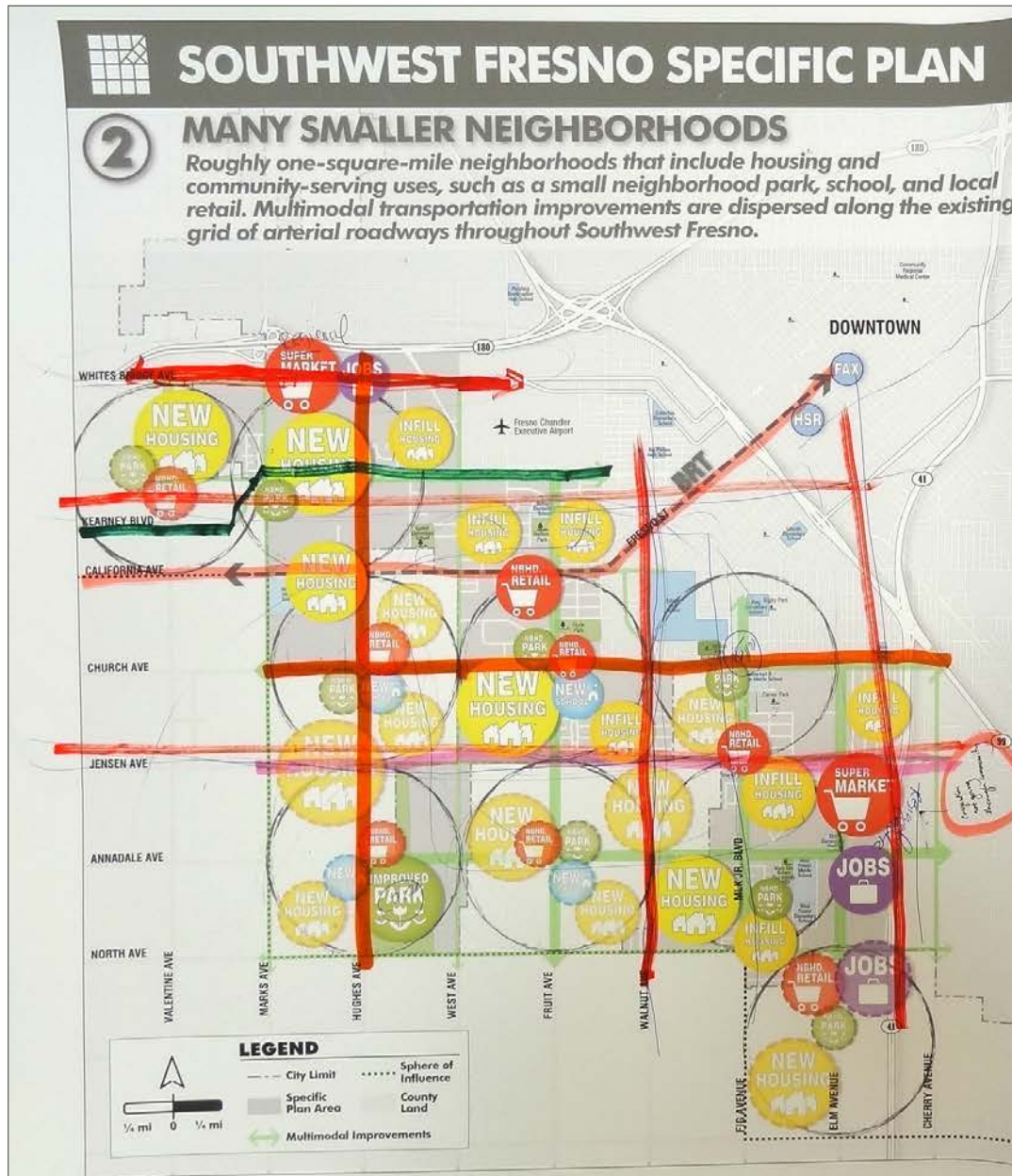


**SOUTHWEST FRESNO SPECIFIC PLAN**  
Community Workshop #3

Pro	Con
1. lots of SF Homes	Grocery not in center <del>Don't</del> Don't want industry in center Don't like HD Housing
2. <del>HD</del>	Too much small retail Don't want too many small lots housing Just existing parks Too chaotic.
3 HD housing good if for students	HD Housing by park

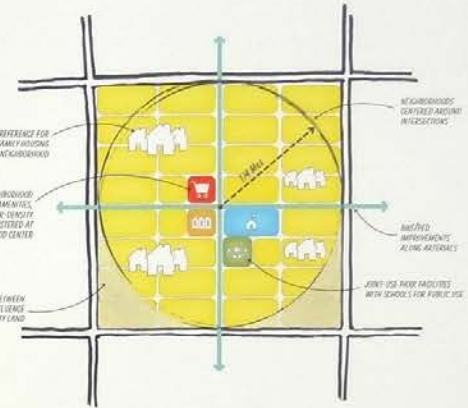
TABLE 7: PRO/CON ANALYSIS

# **SOUTHWEST FRESNO SPECIFIC PLAN** Community Workshop #3



Conceptual Diagram of Neighborhood Layout in Alternative 2: Many Smaller Neighborhoods

TABLE  
**8**



This conceptual diagram shows potential land use and transportation improvements in a typical small neighborhood. Each small neighborhood would be roughly one square-mile. Neighborhood-serving retail, higher-density housing, a school, and a park would be located at its center, surrounded by single-family housing. This design would allow residents to live within a walkable quarter-mile distance from community-serving uses.

Bicycle and pedestrian improvements would be focused along arterials that run through the center of each neighborhood and make up a larger grid/bike/ped network.



Supermarkets provide local and regional access to a broad variety of foods and goods



Neighborhood-serving grocery store with outdoor gathering spaces



Neighborhood-serving retail at the corner of a street



New infill housing in existing older single-family residential neighborhood



New single-family housing as a part of a large housing development



Neighborhood park with playground and other amenities

TABLE 8: PREFERRED ALTERNATIVE



**SOUTHWEST FRESNO SPECIFIC PLAN**  
Community Workshop #3

ALT 1 || ←  
ALT 2 || \*  
ALT 3 ||| ↓

COMM. COLLEGE ○  
IMP. TRANS ○  
SFR ○  
MEDICAL ○  
PARKS ○

FINAL DISCUSSION

DIS  
PERMANENT

SHIPPING AT  
WHITES BRIDGE  
MARK

TIE CIRCLES ○  
TOGETHER

NO INDUSTRY (-19)  
MORE PLAZAS

FINAL DISCUSSION



**SOUTHWEST FRESNO SPECIFIC PLAN**  
Community Workshop #3

STEERING COMMITTEE ①  
SHOULD CONSIDER -

---

CREATE A SENSE OF PLACE -  
LANDSCAPE / TREES - IDENTITY

---

JOBS IF IN RIGHT PLACE 6  
- OUTSIDE OF RESIDENTIAL  
- OKAY ON ELM

---

DEFINE "INDUSTRY"

---

↓  
JOBS FOR RESIDENTS ①

---

PARKS. MORE SPACE & maintenance  
MORE AMENITIES  
ACCESSIBLE SAFE

YOUNG PEOPLE SHOULD BE ABLE  
TO WALK TO STORES ETC.

---

NEED PLAZAS. SMALL BUSINESS  
CAN OPEN  
MARKET CENTER ②

---

ATTRACT BIG INDUSTRY -

DISCUSSION ON WHAT STEERING COMMITTEE MEMBERS SHOULD CONSIDER