APPENDIX C South Central Specific Plan Community Workshop Summaries May 2019 through February 2020



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SOUTHINDUSTRIAL PRIORITY AREA SPECIFIC PLAN COMMUNITY CONVERSATIONS (Meetings 1 and 2)

Held May 30, 2019 and June 4, 2019, at Fresno City College Career & Technology Center

Introduction

The City of Fresno identified four priority areas for investment and study. These areas include the Downtown Planning Area, the Bus Rapid Transit Corridors, Infill Opportunity Zones and the South Industrial Priority Area (SIPA). The public was invited to learn more about the South Industrial Priority Area Specific Plan through two community conversations. These events included a brief presentation on the history and foundations of the plan, the goals of the plan, and future opportunities for participation. The community conversations were well attended with a total of 75 participants.



Community Conversation at Fresno City College: Career & Technology Center

Community Conversation Stations

Meeting participants were invited to learn about the Specific Plan through several staffed information stations following a presentation given by City staff and Ascent Environmental. Information stations included boards that provided information on: (1) an introduction to the Plan Area where participants were able to learn about the priority areas for Development Incentives identified in the General Plan, as well as understand which areas in the Plan fall within the City limits, within the City's Sphere of Influence, and within the County of Fresno; (2) an overview of historical planning efforts within the Plan Area; (3) how to achieve a unified growth strategy through land use planning; (4) the environmental review process (California Environmental Quality Act); and (5) project schedule.



Community Conversation at Fresno City College: Career & Technology Center



Community Conversation at Fresno City College: Career & Technology Center



SOUTH CENTRAL SPECIFIC PLAN COMMUNITY WORKSHOP (Meetings 3 thru 5)

Held January 13, 14, and 15, 2020, at Orange Center Elementary School, Malaga Community Center, and Calwa Elementary School.

Introduction

The City of Fresno (City) 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. The City held three community workshops on three consecutive nights from January 13, 2020 through January 15, 2020 at Orange Center Elementary, Malaga Community Center, and Calwa Elementary, respectively. The purpose of the workshops was to receive public input on the plan area and to listen to the community's concerns. The workshop consisted of a short presentation on the City's planning efforts to date, a small group activity, and a reporting session from each group. During the small group



Community Workshop at Orange Center Elementary (Ascent Environmental 2020)

activity, workshop participants were asked to identify positive attributes or major advantages related to the plan area, issues and concerns related to specific topics within the plan area, and potential solutions for each topic. Translation services were provided and all workshop materials were available in Spanish, Hmong, and Punjabi. The workshops were well attended with a total of 109 participants.

Major Advantages

Workshop participants identified the sense of community and the area's history and culture as major advantages of the area. Several participants expressed that their families had lived in the area, often in the same home, for generations. Participants shared that the area's rural way of life attracted them to the area and expressed their hope to preserve the community. Participants also expressed the benefit of freeway access, prime location, and proximity to jobs. The major advantages provided during the small group activity are listed below in Table 1.

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)
Malaga Sports Complex (2)
Bus Route 38 (2)
Low traffic (2)
Affordable houses (2)
Agriculture land/prime farmland (2)
Cooler weather (1)
Cherry Auction (1)
Recent infrastructure improvements (1)
Park improvements (1)

Issues and Concerns

Issues and concerns raised by workshop participants are summarized in Table 2 below, organized by topic and listed by highest concern. The most frequently identified concerns included insufficient street lighting, increase in homeless populations, police protection/response times, poor air quality, water quality, flooding/drainage infrastructure, traffic congestion, poor public transit, poor roadway coniditions, a need for more job diversity and availability, and a need for more vegetation/green spaces and neighborhood services.

Table 2: Issues and Concerns			
Safety	Air Quality	Water, Sewer, & Drainage	
Street lighting (10) Homeless population/camps (9) Police protection/response times (8) Theft/burglary (6) Traffic speeds (5) Pedestrian safety/sidewalks (5) School zone safety (5) Traffic volumes/congestion (4) Narrow streets/bad road conditions (4) Fire protection/response times (3) Stray dogs on streets (3) Gangs/drugs/crime (3) People lingering/walking around (1) Dust kicked up from trucks (1) No stop lights/speed bumps (1)	Poor air quality (8) Pollution from development/industries (5) Emissions from truck traffic/distribution centers/idling (5) Agriculture dust/pesticide use (4) Dust issues from trucks (roads/brakes) (4) Cancer risk (3) More cars increase air pollution (2) Removal of trees, agriculture land, and open space (2) Asthma/allergy concerns (2) Bowl of smoke (1) Chemical trails (1) Responsible to not pollute (1) Burning at recycling plant (1) High VOC businesses (1) ARB regulations (1) New equipment (1) Global warming (1) Hinderance of distant views (1) Raises temperature with new development (VHI) (1)	Water quality (8) Flooding/drainage infrastructure (8) Groundwater supplies (3) Groundwater recharge (3) City water/sewer connection costs (2) Water rates/costs (2) Well and city water concerns – may want both, can't repair well once in the City (2) Water rights (1) Well repair costs (1) Sewer system ends at Central Avenue (1) Septic tanks (1) Old pipelines/lead contamination (1) Malaga Water District overlap with Specific Plan Area (1) Inconsistency in water service connections (1) Water basin – stagnant (1)	
Parks / Green Spaces Lack of vegetation/landscaping/green space (6) Not enough parks and park amenities (4) Lack of open space (2) No trails (1)	Other Environmental Impacts Odors (8) Noise concerns (6) Light pollution (2) Architectural quality is low (1) Less fog for farmers which helps grow crops (1)	Utilities Trash/illegal dumping (6) Garbage transfer station issues (1) Fiber-optic internet lines (2) Lack of natural gas (1)	
Transportation & Mobility Traffic congestion (cars & trucks) (12) Poor public transit/bus services (9) Poor road conditions/truck damage (8) Low visibility, no street lights (5) Bicycle safety/facilities (6) Pedestrian access/sidewalks (5) Speeding cars/trucks (4) Congestion at freeway interchanges/freeway accessibility (3) Truck circulation on side streets (3) Truck parking (3) Unsafe/unsignalized intersections (3)	Employment Opportunities Need more job type diversity (7) Job availability/opportunities (6) Lack of quality workforce/workforce shortage (4) Job readiness/skill-gap (3) Job/skill training (3) Need more local resident hires (2) Loss of Agriculture jobs (2) Mandatory drug testing (1) Too many regulations/rules (1) High turnover (1) Race-based hiring at local businesses (1) Increase in jobs can decrease AQ (1)	Other Issues/Concerns More services/retail/small business – grocery, drug stores, restaurants etc. (5) Poor school districts, students bussed out of community (4) Agriculture land preservation (3) Losing sense of community/rural way of life (3) Displacement concerns, land taken away (3) Companies should give back to community (3) Need more housing (2)	

Poor coordination of street	SOI residents are not represented or
improvements with existing development	informed (2)
(1)	Street sweeping, code enforcement (2)
	Inequality between South Fresno and
	North Fresno (1)
	Workers don't spend money here (1)
	Lack of means to leave & finances (1)
	History of redlining (1)
	Don't mix housing and industrial (1)

Potential Solutions

Participants provided several potential solutions and suggestions for future development and planning efforts. Potential solutions provided by participants are summarized in Table 3 below, organized by topic and listed from most popular to least popular. Several solutions identified during the activity overlap between topics and relate to one another. These overlapping solutions are listed in bold to demonstrate how they are interrelated between topics. Popular solutions include improving green spaces, street lights, and police response, as well as, roadway and traffic control improvements, local hire requirements, and an increase in neighborhood services.

Table 3: Potential Solutions			
Safety	Air Quality	Water, Sewer, & Drainage	
Install/repair street lights (9) Construct police substation/increase patrols/security (8) Construct sidewalks/bike lanes/complete streets (6) Increase code enforcement (5) Speed bumps (4) Redirect traffic/designate and enforce truck routes (4) Construct fire station (planned) (3) Street widening (2) Increase mental health services and homeless shelters (2) Animal control/animal shelter (2) Public safety plan (1) County staff/supervisors should attend meetings (1) Improve rail crossing (1) Tow abandoned vehicles (1) Provide trash pickups (1) Shot spotter (1) Increase youth services/recreation (1)	Increase green space/landscaping/trees (10) Air quality monitoring (4) Buffers (3) Change land use/rezone to protect existing uses or to light industrial (3) Clean technology/vehicle emission/fuel standards (3) Reduce traffic congestion/idling (2) Incentives for residentail and commercial environmental compliance (2) Air filtration systems in residences/schools (2) Regulate/enforce pesticide use (2) Reduced or zero-emission standards (1) AB 617 emissions reductions need to be included for new development (1) Time restrictions for burning (1) Dustless harvesters (1) Enforce industrial regulations (1) Pave roads/alleys (1) Limit housing south of industrial area (1) Encourage industry that does not reduce air quality (1) De-regulate and make more business friendly (1)	Expand and improve water/sewer infrastructure (5) Provide free/low-cost water quality testing (3) Preserve/maintain open canals to maintain water rights (2) Improve storm drainage/ponding basins (2) Increase water service to all residents (1) Corporate social responsibility (1) City/grant funding to pay for main line/supply (1) Improve infrastructure planning (1) Include water/sewer infrastructure discussion in the plan (1) Build infrastructure before industry (1) Collaborate between service providers (1) Annexation (1) Clean/maintain gutters (1)	
Parks / Green Spaces	Other Environmental Impacts	Utilities	
More parks/recreation uses (4) Dual use of ponding basins (2) Increase park funding (1) Increase trails (1)	Sound walls (3) Noise monitoring (1) Soundproof windows (1) Direct traffic to reduce noise (1) Re-locate unsightly operations (garbage transfer station) (1) Compensate trees/wildlife loss (1)	Solar farms (1)	

Transportation & Mobility	Employment Opportunities	Other	
Increase traffic controls/street lighting (8)	Increase local hires –	Provide more services (restaurants/fast	
Expand city bus/shuttle service (7)	incentives/percentage requirements (8)	food/libraries/retail stores) (8)	
Add bike lanes/sidewalks/crosswalks (5)	Job training for existing residents (5)	Corporate social responsibility (2)	
Designate and invest in truck routes (5)	Create more jobs (3)	Preserve community (1)	
Roadway improvements/widening (3)	Community benefit agreement (2)	Fund community programs (1)	
Improve freeway interchanges (2)	Fresno Community College collaboration	Provide after school programs for kids (1)	
Improve street maintenance/repair roads	for skills training (2)	More housing (1)	
(2)	Funding/grants for small business (2)	Grants to rehabilitate homes (1)	
Increase street connectivity/ remove dead	Clean shuttles to jobs (1)	Provide health clinics (1)	
ends (2)	Preserve agriculture uses (1)	Barrier walls/fencing (1)	
Aesthetic improvements (1)	Increase job type diversity (1)	Reduce industry (1)	
Vanpools (1)	Job/business development center (1)	Attract tech industry (1)	
Comprehensive street repaving (1)		Improving physical environmental quality	
Construct road improvement prior to new		could improve type of business (1)	
development (1)		Look at case studies in other cities - City	
Collaboration on road classifications (1)		of Industry (1)	
Traffic monitoring (1)			
Note: Potentail solutions listed in BOLD indicate overlap between topics.			

Next Steps

The City will review the community input and identify potential policies, land use changes, and implementation strategies to be included in the South Central Specific Plan to address the community's concerns. The City will present these potential policies, land use changes, and strategies to the community for further input and refinement before revising the Specific Plan. In addition, once the revised Specific Plan is prepared, the Plan will undergo environmental review and additional opportunities for public input will be provided.



Community Workshop at Calwa Elementary (Ascent Environmental 2020)



Community Workshop at Orange Center Elementary (Ascent Environmental 2020)



SOUTH CENTRAL SPECIFIC PLAN COMMUNITY WORKSHOP (Meeting 6)

Held February 12, 2020, at Malaga Community Center

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. The City held three community workshops in January 2020 to receive public input on the plan area and to listen to the community's concerns. Based on this input, the City developed initial land use concepts and a set of policy considerations.

The City held a subsequent workshop on February 12, 2020 at the Malaga Community Center to receive feedback on the initial land use concepts and policy ideas. This summary provides an overview of the workshop as well as major findings and topics of discussion.



Community Workshop at Malaga Community Center (Ascent Environmental 2020)

Publicity Efforts

As part of the overall outreach process, the City prepared a publicity program to provide noticing to the community and encourage participation. The City provided the following noticing for the February 12 community workshop:

- Sent 3,793 Direct Mailer "Save-the-Date" Postcards and Direct Mail Flyers to landowners within the Specific Plan Area, including the communities of Calwa and Malaga.
- Posted flyers on available online distribution sources in partnership with Malaga Elementary and Calwa Elementary.
- ▶ Posted flyers at all City-owned community centers.
- ▶ Distributed flyers though Fresno Unified School District's Parent University Liason group.
- Emailed event announcement to all individual's included in the City's Listserv including those who have attended previous community meetings and workshops, and local governmental and community based agencies.

All noticing materials were prepared in both English and Spanish and included links for more information in Hmong and Punjabi.



Workshop Overview

The workshop consisted of a short presentation, two station excercises, and a reporting out session. The presentation summarized major findings from the previous series of workshops and introduced the draft vision statement and guiding principles for the plan area, all of which focus on maximizing economic benefit while reducing impacts on the environment and improving quality of life (see Figure 1).

The presentation also introduced the concept of overlay zones, how they work, and what aspects of development and site design they can regulate.

After the presentation, workshop participants divided into smaller groups and rotated between two station excercises. The "Land Use Concepts and Buffer Techniques" station focused on four land use concepts and types of buffer techniques that can be employed to protect sensitive uses. The "Policy Considerations" station focused on policy ideas to address transportation, air quality and environmental impacts, and employment and community development. Translation services for Spanish, Hmong, and Punjabi were provided and all workshop materials, including both station exercises, were available in Spanish. A total of 37 participants attended the workshop.

Land Use Concepts and Buffer Techniques Station

The objective of the "Land Use Concepts and Buffer Techniques" station was to obtain feedback on four initial land use concepts and to understand the community's preferences regarding types of buffer techniques.

Land Use Concepts

The four land use concepts were:

- Existing General Plan Land Use: existing planned land use in the plan area.
- Existing General Plan Land Use & Overlay: existing land use with an overlay zone.
- Land Use Option: a modified land use option that builds off of the guiding principles and initial community input.
- Land Use Option & Overlay: a modified land use option with an overlay zone.

Participants shared what they liked and what they wanted to change on post-it notes, and identified their most preferred land use concept using a dot.

SOUTH CENTRAL SPECIFIC PLAN

PLEASE REVIEW THE FOUR LAND USE CONCEPTS BELOW AND GIVE US YOUR FEEDBACK:

 Place your colored dot next to your top land use concept.
 Write what you like and/or would want to change on a post-it note and place it on the appropriate land use concept or anywhere on the board.







As shown in Figure 2, "Land Use Concepts Board and Results," the preferred option was the modified Land Use Option & Overlay, with a total of 18 dots.

While the Land Use Option & Overlay was the preferred land use concept, it is important to note that there were differing opinions regarding how the land uses should be modified as well as the types of issues that participants hoped an overlay zone would address. Suggestions for land use changes and designations included:

- ► Modifying the land use to include more parks and green space.
- ► Modifying the land use to include more residential.
- Keeping the existing heavy industrial zoning designation in the southern portion of the plan area because of the existing heavy industrial uses (e.g., Kinder Morgan Fresno Terminal).
- Switching the heavy and light industrial for the modifed land use options.

- Preserving existing agricultural land and uses in the southern portion of the plan area.
- Including a larger buffer between industrial uses and neighborhoods and schools (i.e., Orange Center Elementary School).
- > Zoning areas adjacent to Calwa and Malaga as business park rather than industrial.

Participants also suggested several ideas for what the overlay zone could address. One idea was to implement higher standards regarding fugitive dust emissions to address the dust pollution near local roadways such as Malaga Avenue. Another idea focused on prioritizing public safety and roadway improvements to widen streets and promote the flow of traffic in the overlay zone. Lastly, participants suggested coordinating overlay zone requirements with the air quality monitoring, reporting, and reduction requirements from the San Joaquin Valley Air Pollution Control District's AB 617 implementation process.

Buffer Techniques

Participants were given three dots and asked to place dots on their top three preferred buffer techniques. The types of buffer techniques that were presented included landscape setbacks; site landscaping; parking lot treatment; walls, fences, and screening; and landscape buffers. Figure 3, "Buffer Techniques Board and Results," illustrates examples of these buffer techniques and shows the overall number of dots that each received. The top 3 buffer techniques are identified on Figure 3 with a star symbol, and are:

- Landscape buffer with larger tree cover, attractive landscaping, and trail that provides dual recreational use.
- Wall with attractive landscaping/vegetation to block visibility of industrial uses.
- 3. Landscape buffer with water feature, natural elements, and walking path that provides dual recreational use.



Figure 3: Buffer Techniques Board and Results

Policy Considerations Station

The objective of the "Policy Considerations" station was to determine whether the potential policies presented on the boards adequately addressed community concerns. Participants were asked to identify any gaps by writing their comments on post-it notes and to "vote" for their 12 most important policies using dots.

Top Policy Considerations

Table 1 lists the top 10 policy ideas and the number of dots that each policy received. The majority of the top policies related to transportation and the impacts caused by heavy truck traffic such as air pollution and noise. Other important policies were to consider community benefit agreements, to promote job training programs, and to require buffers between new industrial development and existing neighborhoods.

Table 1: Top 10 Policy Considerations		
Policy	Number of Dots	
T-7: Maintain roads in good condition	24	
T-1: Establish truck routes to avoid neighborhoods	21	
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 at Orange Center Elementary School	19	
CBD-1: Consider community benefit agreements with benefits such as living wage requirements, local hiring goals, and job training programs	16	
T-10: Install street lighting for public safety and visibility	12	
T-2: Ensure truck routes are safe for pedestrians and bicyclists	11	
N-6: When designing and improving streets and highways, consider measures to reduce traffic noise	11	
T-9: Install traffic control or traffic safety measures	10	
E-4: Promote job training programs such as Career Technical Education, adult education, internships, mentoring, and apprenticeships	10	
GB-1: Require buffers between new industrial development and existing neighborhoods	10	

Summary of Transportation Policy Considerations

Table 2 lists transportation policy ideas and the number of dots that each policy received. In addition to these policies, participants suggested other policies they would like to see:

- Improve and maintain sidewalks;
- ▶ Widen main thoroughfares (4 lanes) to alleviate congestion and associated air quality issues; and
- Enforce designated truck routes to discourage truckers from using alternative routes through fines and citations.

Table 2: Transportation Policy Considerations Summary		
Truck Routes	Number of Dots	
T-1: Establish truck routes to avoid neighborhoods	21	
T-2: Ensure truck routes are safe for pedestrians and bicyclists	11	
T-3: Limit truck idling times	9	
Public Transit	Number of Dots	
T-4: Increase bus service frequency	9	
T-5: Provide van shuttles, transit and carpool incentives, and bicycle parking for employees	-	
Roadway Improvements	Number of Dots	
T-6: Help school districts implement a "safe routes to school" program	6	
T-7: Maintain roads in good condition	24	
T-8: Consider speed reduction studies	4	
T-9: Install traffic control or traffic safety measures	10	
T-10: Install street lighting for public safety and visibility	12	
T-11: Install crosswalks near schools	9	

Summary of Air Quality and Environmental Impacts Policy Considerations

Table 3 lists air quality and environmental policy ideas and the number of dots that each policy received. In addition to these policies, participants suggested other policies they would like to see:

- ► Develop more green space, parks, and recreational space (2 dots);
- Develop affordable housing (4 dots); and
- Establish higher landscaping, maintenance, and design standards for existing industrial development and businesses.

Table 3: Air Quality and Environmental Impacts Policy Considerations Summary	
Air Filters and Monitoring	Number of Dots
AQ-1: Install air filtration systems to protect homes and schools	8
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 at Orange Center Elementary School	19
Vehicle/Equipment and Operation Standards	Number of Dots
AQ-3: Increase electric vehicle charging stations and alternative fuel stations	4
AQ-4: Require warehouses and industrial uses to transition to near-zero emissions technology	7
AQ-5: Require commercial landscapers to use electric gardening equipment such as lawn mowers and leaf blowers	4
AQ-6: Ensure loading docks and emission-generating equipment are located away from homes and schools	3
AQ-7: Require all construction equipment to meet the highest emission standards	3
AQ-8: Encourage changing warehouse shift times so they do not overlap with commute and school traffic times	8
Noise	Number of Dots
N-1: Establish noise standards that are protective of residential and other noise-sensitive uses	4
N-2: Identify noise-impacted areas in the plan area	3
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	7
N-4: Prohibit development of new residential or other noise-sensitive uses in noise-impacted areas	8
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	11
Light and Glare	Number of Dots
L-1: Incorporate measures such as shielding to reduce outdoor lighting impacts	2
Green Barriers/Tree Coverage/Beautification	Number of Dots
GB-1: Require buffers between new industrial development and existing neighborhoods	10
GB-2: Install solid barriers or vegetative buffers between emissions sources and schools, daycares, medical offices, and homes	8
GB-3: Increase coverage of parking lots to avoid the "heat island effect"	5
GB-4: Create a Green Street Tree Planting Program, prioritizing areas with few trees	7
GB-5: Coordinate with Tree Fresno on a Community Landscapes Plan	7
GB-6: Support dual use of drainage facilities such as ponding basins and canals	5
GB-7: Establish higher landscaping standards for new businesses and industry, especially next to existing neighborhoods	4
GB-8: Transform Highway 99 and 41 into gateways into the City through landscaping and architectural design	4

Summary of Employment and Community Development Considerations

Table 4 lists employment and community development policy ideas and the number of dots that each policy received. In addition to these policies, participants suggested other policies they would like to see:

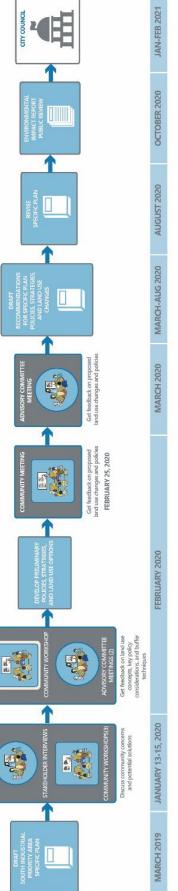
- Develop policies and plans to attract lower emission and greener industries;
- Be selective about the types of businesses that Fresno wants to attract, considering the potential environmental impacts of these businesses.

Table 4: Employment/Community Development Policy Considerations Summary	
Economic Development	Number of Dots
E-1: Coordinate a regional economic development strategy and monitor trends, emerging markets, and new technologies	5
E-2: Implement programs to attract diverse new businesses and industries	6
E-3: Consider establishing a funding/grant program for small businesses	7
Job Training and Employment	Number of Dots
E-4: Promote job training programs such as Career Technical Education, adult education, internships, mentoring, and apprenticeships	10
E-5: Connect businesses with training and education partners	5
E-6: Connect residents to existing training programs and to jobs in their neighborhoods	7
E-7: Locate a new job training center in or near the plan area	2
E-8: Collaborate with Fresno City College to establish a job training program	4
E-9: Prioritize hiring local residents	5
Internet Access and Computer Literacy	Number of Dots
E-11: Increase public access to quality internet service	6
E-12: Prioritize fiber connectivity in the plan area	7
E-13: Develop computer literacy programs and assist with online job applications	6
Community Benefit District	Number of Dots
CBD-1: Consider community benefit agreements with benefits such as living wage requirements, local hiring goals, and job training programs	16
CBD-2: Consider a Community Benefit Fund (i.e., fee on new development) to pay for air filtration systems	1
CBD-3: Install double-paned windows in homes next to major sources of noise	5
CBD-4: Consider Community Benefit Fund to pay for the creation and maintenance of new parks in the plan area	7

Next Steps

The City will review community input and continue to work closely with the Advisory Committee to refine land use map options, policies, and implementation strategies to be included in the Specific Plan. At the next community workshop in February and Advisory Committee meeting in March, the City will present proposed land use changes and policies for further input and refinement. Once the revised Specific Plan is prepared, the plan will undergo environmental review and additional opportunities for public input will be provided. The Project Timeline is outlined below in Figure 4.





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Community Workshop Summary – February 12, 2020



SOUTH CENTRAL SPECIFIC PLAN COMMUNITY WORKSHOPS (Meeting 7)

Held February 25, 2020, at Malaga Community Center

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. The City held three community workshops in January 2020 to receive public input on the plan area and to listen to the community's concerns. Based on the input received, the City developed initial land use concepts and a set of policy considerations. These preliminary land use concepts and policy considerations were presented to the community at a workshop held on February 12, 2020 at the Malaga Community Center.



In response to the feedback received from the community at the February 12 workshop as well as feedback received from the advisory committee,

February 25, 2020 Community Workshop at Malaga Community Center (Ascent Environmental 2020)

the City refined the preliminary land use concepts and policy considerations. On February 25, 2020 the City held a subsequent community workshop to receive further input and/or confirmation of the refined land use concepts and policy considerations. In addition, more detailed information on buffers and setbacks as well as good neighbor policies and community benefits were presented for public feedback. This summary provides an overview of the February 25 workshop as well as major findings and topics of discussion.

Publicity Efforts

As part of the overall outreach process, the City prepared a publicity program to provide noticing to the community and encourage participation. The City provided the following noticing for the February 25 community workshop:

- Sent 3,793 Direct Mailer "Save-the-Date" Postcards and Direct Mail Flyers to landowners within the Specific Plan Area, as well as the communities of Calwa and Malaga.
- Posted flyers on available online distribution sources in partnership with Malaga Elementary and Calwa Elementary.
- ▶ Posted flyers at all City-owned community centers.
- ► Distributed flyers though Fresno Unified School District's Parent University Liason group.
- ► Emailed event announcement to all individuals included in the City's Listserv including those who have attended previous community meetings and workshops, and local governmental and community based agencies.

All noticing materials were prepared in both English and Spanish and included links for more information in Hmong and Punjabi.

Workshop Overview

The workshop consisted of a short presentation, four station excercises, and a reporting out session. The presentation summarized the specific plan process and presented a summary of the feedback received at the previous workshop on the preliminary vision statement, guiding principles, and policy considerations for the plan area. In addition, the presentation discussed the emerging land use concept and overlay zone, and explained how the overlay zone would work and what it would address.

After the presentation, workshop participants divided into groups and rotated between the following four station excercises:

- Station 1: Vision, Guiding Principles, and Policies; ►
- Station 2: Land Use Concepts;
- Station 3: Buffers; and
- Station 4: Being a Good Neighbor and Community Benefits

Translation services for Spanish, Hmong, and Punjabi were provided and all workshop materials, including all station exercises, were available in Spanish. A total of 28 participants attended the workshop.

Station 1: Vision, Guiding Principles, and Policies

The objective of this station was to present the refined vision statement, guiding principles, and policy considerations to the community to receive further feedback.

Participants generally agreed with the vision. The guiding principles had been refined based on feedback received at the February 12 workshop and the Advisory Committee meeting. Participants generally agreed with the refined guiding principles but some suggested that the principles should better represent the resident prespective by discussing quality of life and protections for residents. Participants also suggested that Guiding Principle #6, Highway 99 and 41 as a Gateway, be further refined to address trash clean up along the highway and moving the welcome arch.

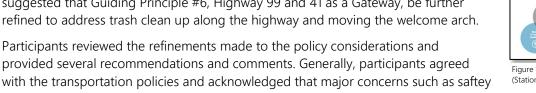




Figure 1: Vision and Guiding Principles Board

provided several recommendations and comments. Generally, participants agreed with the transportation policies and acknowledged that major concerns such as saftey (Station 1) and roadway conditions had been addressed. Suggestions included the construction of an overpass over the railroad to prevent idling and the use of zero emission busses. Participants also discussed the

widening of highways and freeway interchanges in key areas to alleviate traffic and the importance of enforcing truck route policies (Policy Consideration T-1),.

Regarding employment and community development policies, participants voiced the importance of retaining a policy requiring community benefit agreements with new businesses and the importance of prioritizing hiring local residents and enforcing such policies. A recommendation was also made to include bus pass funding for residents as part of the community benefits fund. Participants supported public noticing requirements (Policy Consideration PN-1) and suggested that businesses be required to provide noticing of periods of disruptive industrial operations (i.e., heavier traffic periods and diesel loading days) to better prepare residents.



Figure 2: Review of Potential Policies Board (Station 1)

Air quality and environmental impacts policies were also discussed. Participants suggested that new industrial development pay for water and sewer connections for residences. Energy and green building policies were supported by participants and LEED certified building requirements were suggested. Suggestions were also made to require that developers add landscaping and ensure it is maintained. Some participants advised that the light and glare policy (Policy Consideration L-1) should take into consideration that dim lights may result in safety issues and may not deter thieves. Illegal dumping was also discussed, specifically the importance of raising awareness for trash pick up days, providing a task force for dumping and garbage issues, and ensuring code enforcement and a faster response to reports of illegal dumping. A suggestion was also made to develop affordable homes in another area or new community for existing residents to move to and to provide incentives for residents to relocate.

Station 2: Land Use Concepts

At this station, participants reviewed the existing planned land use compared to the proposed emerging land use concept for the plan area. In addition, existing and proposed protections for non-conforming uses were discussed. Feedback from participants was mixed, with some people supporting the proposed changes, others in favor of the existing land use plan, and other suggesting significant changes to the land use mix. <section-header><image><image><section-header><section-header><section-header><section-header>

Some participants supported the land use changes to business park near residential uses and encouraged increased buffers between industrial

Figure 3: Land Use Concepts Board (Station 2)

and residential. Participants also advised that the reduction of heavy industrial would benefit public health. One participant suggested that the southeastern portion of the plan area, near Malaga should also be changed to business park.

One participant requested revising the emerging land use concept to provide more residential near Daleville and Orange Center Elementary School. Some participants also voiced the need for more access to services such as stores, clinics, and parks. Suggestions were also heard to provide more green space. One person suggested creating a green zone as a buffer for residential in place of the business park designation along Jensen Avenue and near other residential uses. Some participants also stated that the overlay zone should not allow existing industrial uses to expand in areas where heavy industrial will be changed to light industrial or business park. One participant also stated that meat rendering facilities or uses that emit strong odors should not be permitted in the area.



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However, other participants voiced concerns regarding rezoning consequences and the impact on existing businesses in the area. Some preferred the existing plan over the proposed changes. Some participants indicated there should be no more residential allowed near industrial. Some mentioned that the regional business park land use designation in the southern portion of the plan area is not realistic, and that the proposed business park designation closest to Malaga was unnecessary since it was surrounded by industrial uses in the unincorporated county, not residential uses. There was also concern about removing the heavy industrial land use desingation in the southern portion of the plan area.

Station 3: Buffer Techniques



The Buffers station provided participants with potential site plans showing buffer and setback requirements for developments with street frontages as well as developments located adjacent to residential or civic uses. Participants reviewed the potential buffer and setback requirements and provided feedback.



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Most participants were in favor of requiring that loading be placed behind the building thereby increasing the distance to diesel exposure. Some participants recommended additional setbacks for buildings near sensitive uses such as residences or schools. Participants also recommended that green spaces be increased, maintained, and that landscaping be drought tolerant. Visual barriers and reductions in light spillage or glare were also recommended. Some participants voiced the importance of providing developers with options and the importance of encouraging development by not placing too many restrictions. Participants discussed how best to balance the needs of new development and the needs of residents. Participants stated the importance of being concious of space limitations and establishing setback distances based on analysis. Participants also mentioned the need for buffers along highways and high speed rail.

Station 4: Being a Good Neighbor and Community Benefits

At this station, participants discussed how businesses and residents can establish good neighbor relationships and the importance of good communication. Participants discussed potential communication platforms for facilitating such conversations and for providing notice of new developments or community events. Participants encouraged the use of a variety of communication methods, providing early notification of development projects, and the importance

of knowing your audience. Some communication methods that were highlighted during the discussion included:

- the Malaga Water District Newsletter,
- ► town hall meetings,
- designated community contacts, and
- ▶ social networks such as Facebook groups.

Participants stressed the need to use a combination of communication methods to ensure that all community members are met, including those with no or limited internet access.

The idea of a community benefit fund was also discussed at this station. Participants brainstormed ideas of what items the community benefit fund could pay for and also how the fund would function. Participants shared the importance of ensuring that the fund pay for community prioritized projects and not require developer approval as well as the importance of prioritizing items that aren't already funded through other programs. Items proposed for funding included:

- street lighting,
- roadway maintenance,
- job fairs,
- charging and alternative fuel stations, and
- parks and recreation.

Participants also voiced the importance of a community benefit agreement to ensure local hire requirements.

BEING A GOOD NE	IGHBOR	S COMMUNITY BEN FONDO DE BENEFI	EFIT FUND
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Discussion Question What platforms would be best to communicate what's hoppening in the area?	 ¿Quales plataformas son las mas mejores para comunicar que esta pasando en este asso? 	What other items should be considered for funding?	JPara que mas debería use las fondos?

(Station 4)



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