



SEDA

• SOUTHEAST DEVELOPMENT AREA •

SPECIFIC PLAN

SPECIFIC PLAN DRAFT

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CHAPTER 1

INTRODUCTION

The Southeast Development Area

With a population of approximately 543,660, the City of Fresno is the 5th largest City in the state of California and the 34th in the nation. It is located in the heart of California's Central Valley, one of the most productive agricultural regions in the world. Fresno is known for its proximity to national parks and the coast, its friendly and diverse population, its short commute times, and it's relatively affordable housing. Now, however, the housing crisis occurring across the nation and state has come to Fresno. In recent years, rent increases in Fresno were among the top 10 highest in the nation. In addition, both renter and owner households are cost-burdened, paying over 30% of household income for housing.

The Southeast Development Area Specific Plan is being planned in order to create more housing supply within complete, walkable communities in a fiscally sustainable, environmentally sound, climate-friendly and equitable manner.

Addressing Our Challenges

The Fresno Region is unique to many localized challenges as it pertains to affordability and housing, air quality, climate change, traffic, water availability, agricultural operations and economic activity. As a result, the Southeast Development Area Specific Plan must address these challenges and more.

Affordability and Housing. While the Fresno Region is known for relatively affordable housing and rent costs compared to many other cities and counties

across California, many of Fresno's families can no longer make ends meet through rising inflation costs for rent, food, energy, gasoline, and water prices. Communities where most trips are made by car, and where jobs are distant from housing, face higher fuel and other transportation costs. In addition, while the Fresno market is dominated by single-family housing, these types of homes often require greater spending on heating, cooling, and water bills than smaller more efficient homes and multi-family housing.

Air Quality. Recent studies completed through a California Health Interview Survey show that more than one in five children living in the Central Valley suffer from asthma, the highest rate in California. Although grim, understanding how air pollution in our city and across the Central Valley can endanger our is the first step to overcoming these challenges. The SEDA Plan addresses air quality through its unique Mixed-Use District land use pattern, which puts jobs, schools and housing within walking distance in order to reduce vehicular emissions.

Climate Change. The worldwide trend of climate change, caused by greenhouse gas (GHG) emissions, has the potential to affect us on the local level. Warmer temperatures could critically affect growth cycles and productivity of crops creating heat islands, drought and flooding. New state laws require cities to initiate deep cuts in GHG emissions, most of which come from our cars, homes, and businesses. Reducing how much we drive and improving the energy efficiency of our buildings are key components of the SEDA Plan to help the Fresno Region meet GHG reduction requirements and reduce climate change risks.

Traffic. Vehicle Miles Traveled (VMT) on our roads is increasing, bringing with it associated congestion, unhealthy air quality and climate concerns – all of which have the potential for increased negative health outcomes. Senate Bill 743 required the Fresno Region to establish a 13% reduction in VMT to address these issues. The SEDA Plan seeks to reduce VMT by locating homes, schools and jobs in proximity to one another and by providing high quality amenities for walking, biking and transit.

Water. Fresno has a low groundwater supply and must compete for limited surface water supplies. In standard suburban development, 60% of water consumption is used to water lawns and gardens. Development within the SEDA will be designed to be water efficient through higher density mixed-use design.

Farmland. The SEDA includes land designated as Prime Farmland, Farmland of both Statewide and Local Importance and Unique Farmland. The emphasis of the Plan is to prevent further conversion of farmland outside of the Sphere of Influence. The SEDA Plan introduces a land use intended to create a buffer along the eastern edge of the Plan Area to ensure that urban growth will not extend beyond existing Plan boundaries in the future. In addition, the California Environmental Quality Act (CEQA) requires mitigation for the loss of agricultural land within the SEDA footprint.

Economic Growth. Job growth in the San Joaquin Valley is outpacing all regions in California, but most new jobs are not in the innovative sectors that hold the greatest potential for economic stimulation. Despite strong assets to attract emerging industries, Fresno needs more investment in the burgeoning renewable energy and agricultural technology sectors – those of which that can produce high-quality jobs at all levels.

Project Location and Boundaries

Southeast Development Area

In its entirety, the SEDA Specific Plan covers approximately 9,000 acres and is bounded on the west by Minnewawa, Temperance and Locan Avenues, on the east by McCall, Highland and Temperance

Avenues, on the north by the Gould Canal, and on the south by North and Jensen Avenues, as shown in Map 1.1 Regional Context.

SOUTH SEDA

The Environmental Impact Report prepared for the Specific Plan identified the Consolidated Business Park Alternative as the Environmentally Superior Alternative. Through City Council direction for additional Specific Plan refinement during the legislative process, the proposed development area was revised to include a focus on the South SEDA area. Revisions to the Specific Plan resulted in a Modified Consolidated Business Park Alternative, as shown in Map 2.5. The South SEDA areas are as follows:

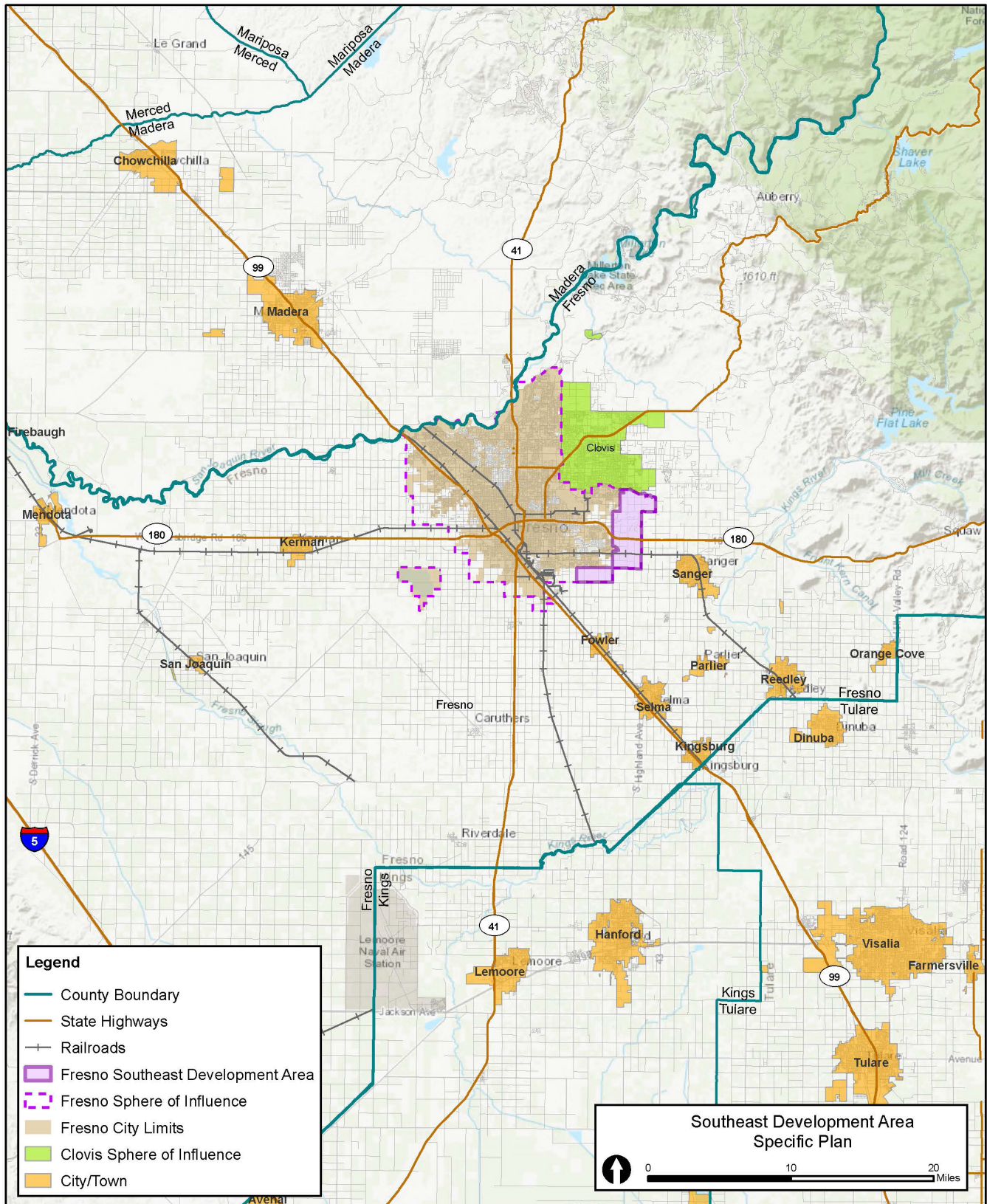
- **East of Temperance:** bounded on the west by Temperance Avenue, on the north and east by the Briggs Canal and on the south by Jensen Avenue.
- **South of Jensen:** bounded on the west by Minnewawa Avenue, on the north by Jensen Avenue, on the east by Temperance Avenue and on the south by North Avenue.

While the overarching goals, objectives and policies identified in each Chapter of this Plan remain, they should be applied with the understanding that development will only be permitted in the South SEDA areas East of Temperance and South of Jensen until thresholds identified in Chapter 9 – Implementation have been met.

Planning Context

In 2006, the Local Agency Formation Commission (LAFCO) approved the SEDA (previously known as the Southeast Growth Area - SEGA) for incorporation into the City of Fresno's Sphere of Influence. As a result, the City was required to prepare a Specific Plan and conduct associated environmental review before allowing any development. The City initiated the process of preparing a Specific Plan for SEGA, but put it aside amidst the uncertainty of the recession in 2010. At that point, a draft specific plan had been developed, shaped through a collaborative public outreach process. Concepts from the Draft SEGA Plan were then rolled

Map 1.1 Regional Context



Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community. 2016 Census Designated Places.

into the current Fresno General Plan that was adopted in 2014.

The Fresno General Plan includes the SEDA as one of several growth areas. Located in Growth Area II, the SEDA was phased after other infill initiatives and Growth Area I to align with the General Plan's policy of balancing growth with infill development. SEDA's later time frame is reflected in the General Plan's buildout numbers, which include one third of SEDA's residential capacity (approximately 15,000 dwelling units) in order to accommodate Fresno's anticipated 2035 population. The remaining residential capacity of 30,000 dwelling units would be developed after 2035.

As the land in Growth Area I (which includes the Southwest Fresno and the West Area Neighborhoods Specific Plan areas) is planned and developed, the acceleration of the current housing crisis has prioritized completion of the SEDA Plan. The planning process involves adoption of the Specific Plan and certification of the Environmental Impact Report. In addition, the Fresno General Plan and Development Code will be amended to reflect new land use and zoning designations created as part of the Plan. While the planning process involves certification of the EIR and adoption of the Plan, development will only be permitted in the South SEDA areas East of Temperance and South of Jensen, until selected thresholds have been met. As identified in Chapter 9: Implementation, established thresholds will provide strategic and thoughtful guidance on when, and if, development in future reserve areas within the SEDA Planning Area should be accommodated.



Public Workshop for the SEGA

Plan Preparation Process

The SEGA Plan

During the initial SEGA planning process, several stages of public input and engagement were held. From the winter of 2006 to the summer of 2008, a series of listening sessions, advisory committee meetings, City meetings, presentations and workshops were held to inform the public about the SEGA planning process and design principles, obtain community feedback and help guide the development of the SEGA Plan.

The SEDA Plan

Upon re-initiation of the SEDA Plan, additional community outreach events were held to re-engage the public. A series of three public meetings were held throughout May of 2022 in addition to a listening session in June 2022. Each outreach event, which received in total approximately 243 attendees, served to update the public on the SEDA Plan status and receive community feedback on Plan updates. In order to ensure a robust community outreach process, the City hosted three additional in-person Summer Drop-ins and one Zoom webinar during the summer of 2023.

The purpose of these outreach efforts was to inform the public of the draft Environmental Impact Report (EIR) and 45-day public comment period, share how to comment on the EIR and answer questions on the Draft Specific Plan. The events were formatted open house style, where attendees could drop-in to the events during the allotted time and visit various stations and boards throughout the event room. In total, these outreach events garnered approximately 232 attendees.

South SEDA

As mentioned previously, the environmental analysis for the SEDA Plan identified the Consolidated Business Park Alternative as the Environmentally Superior Alternative. During the legislative process in 2025, the City Council provided direction for additional Specific Plan refinement. Revisions to the Specific Plan resulted in a Modified Consolidated Business Park Alternative, as shown in Map 2.5, with a

focus on two development areas in South SEDA: East of Temperance and South of Jensen.

While the overarching goals, objectives and policies identified in each Chapter of this Plan remain, they should be applied with the understanding that development will only be permitted in South SEDA areas East of Temperance and South of Jensen until thresholds identified in Chapter 9, Implementation have been met.

SEDA Specific Plan Goals

Land use plans begin with goals: vision statements that direct the development of the Plan. Below are the goals that guided preparation of the SEDA Specific Plan (these are described as the Plan objectives in the Environmental Impact Report):



Quantified Objectives

- Accommodate between 40,000 and 45,000 dwelling units of varying types, sizes, densities, and affordability levels.
- Accommodate between 30,000 and 37,000 jobs.



Fiscal Responsibility

- Provide self-financing for the development and ongoing maintenance of the SEDA that does not reduce City of Fresno resources dedicated to other areas of the City or burden Fresno residents outside of the SEDA.
- Holistically coordinate infrastructure to integrate efficiencies that piecemeal planning cannot.
- Invest in resource conserving techniques for stormwater systems, water supply, and trail and open space networks



Social Equity

- Promote health by reducing harmful emissions from cars and industry.
- Foster healthy physical activity and community interaction by providing easy, safe walking and bicycle access to parks, schools, and retail centers.
- Sustain the diversity of Fresno's population by providing a wide variety of housing choices and business opportunities.
- Respect the major economic and cultural role of agriculture in the Central Valley by accommodating growth within the confines of a smaller urban footprint and directly integrating community-scale agriculture into the design of community centers, neighborhoods, and open spaces.



Environmental Sustainability

- Emphasize the efficient use of energy, water, and other resources in SEDA design and policies. Strive to produce a self-mitigating plan that reduces the environmental impacts of growth and can sustain and even serve to improve or repair natural systems.
- Reduce energy and water consumption through more efficient land use patterns, smarter building standards, and environmentally sensitive infrastructure to help Fresno meet standards for greenhouse

to save on infrastructure and mitigation costs.

gas emissions, and well as air pollution and water quality.



Housing Choice

- Provide land uses which allow for a variety of housing choices that could be made available to a mix of incomes, age groups, and lifestyles.



High Quality Transit Service

- Provide convenient and frequent transit service to connect SEDA's Town Centers to jobs and housing in the Plan Area and across the region.



Walkable Neighborhoods

- Provide for nearly all residences to be located within walking distance of a Neighborhood Town Center with an elementary school, recreation areas, community gardens, and small shops.



Parks, Open Space, and Trails

- Create a variety of natural open spaces and parks for recreation in all areas of the SEDA.
- Through future development of a SEDA Parks and Trails Master Plan, create trail systems and bicycle paths that make traveling without a car safe and convenient.
- Ensure that schools and major town centers can be reached safely with or without a car.



Mixed Use Town Centers

- Mix shopping, housing, and jobs in vibrant Regional Town Centers and Community Town Centers that are easily accessible to most



Innovative Employment Areas

- Attract opportunities in green technology and energy systems, ag-related industries, modular housing, and other emerging fields to provide jobs for Fresno residents.



Community Farming and Agriculture

- Integrate small farms, community gardens, and farmers' markets into neighborhoods, schools, and town centers.
- Create a buffer that includes rural homes, organic farming, and open spaces to serve as a transition between the SEDA and commercial agriculture to the east.



Implementation

- Develop the SEDA in an organized and phased manner based on housing needs, infrastructure availability, and minimization of impacts.
- Ensure appropriate infrastructure is developed and installed prior to commencement of construction.

An Overview of the Southeast Development Area Plan

The SEDA Plan has the potential to lead the way in the Central Valley as an example of good urban design for lower vehicle miles traveled, reduced traffic congestion and air pollution, and the efficient use of limited energy and water resources. Building the “same old thing” no longer provides a viable solution toward meeting these challenges. Although typical suburban single-family homes and auto-oriented commercial development may comprise a significant part of the Fresno market, there is growing market demand for walkable, mixed-use urbanism like that included in the SEDA Plan. The smarter, more efficient land use planning of the SEDA Specific Plan provides an essential alternative to typical suburban development patterns.

As referenced previously, while the overarching goals, objectives and policies identified in each Chapter of this Plan remain, they should be applied with the understanding that development will only be permitted in South SEDA areas East of Temperance and South of Jensen until thresholds identified in Chapter 9, Implementation have been met.

Integrating Land Use and Transportation

Creating a well-rounded plan for the 9,000 acres that comprise the SEDA Plan presents opportunities to positively impact environmental, fiscal, and quality of life measures in ways that would not be doable with smaller, more fragmented planning. The SEDA Specific Plan links communities and Mixed-Use Districts with a multi-modal transportation network that connects people to destinations within and beyond the Southeast Development Area—including the Kings Canyon Corridor, Downtown Fresno and other key destinations. Chapter 2, Urban Form, discusses land use and transportation.

Vibrant Mixed-Use Districts

The SEDA Plan complements and supports walkable Mixed-Use Districts that are made possible through a transportation network that includes walkable and bikeable opportunities. Each of these town centers are designed with a common theme in mind – to serve as a commercial focal point that includes a variety of uses

which highlight the diverse nature of the Southeast Development Area community. Integral to the fabric of the SEDA, the Town Centers will also incorporate living and working opportunities with entertainment, cultural activities, and shops serving the daily needs of residents and employees.

Regional Town Center

The Regional Town Center areas are the most prominent centers within the Southeast Development Area, as they aim to serve 40,000 to 60,000 households across the Plan Area and within the surrounding communities.

The Regional Town Center features SEDA region-serving retail and office activity, as well as medium- and higher density housing, all supported through a high quality transit service.

Community Town Centers

Seven Community Town Centers are dispersed across the SEDA Specific Plan and provide commercial, civic, and other services to meet the needs of Community Town Center residents and employees, as well as those of surrounding neighborhoods. Community Town Centers aim to serve between 5,000 and 10,000 households, featuring a variety of medium-density housing options, with some focused around major transit stations.

Neighborhood Town Centers

Neighborhood Town Centers are dispersed throughout the Southeast Development Area and serve as focal points of adjacent residential areas. Neighborhood Town Centers include some employment and residential uses but serve primarily to provide a majority of SEDA residents with essential walk, bike, transit, and short-drive access to civic services and amenities, including elementary schools, local parks, community gardens, and other services.

Each Neighborhood Town Center serves approximately 1,500 to 2,000 households and includes a range of medium- to lower-density housing options.

Diverse Residential Districts

The SEDA Plan includes a rich and complete fabric of residential communities that support Mixed-Use Districts and include a diversity of housing types. The SEDA Specific Plan distributes a variety of housing types across the Plan Area to accommodate a variety of housing needs. The range of housing products integrated throughout each of these communities provides current and future residents with a variety of housing options to meet the needs of households within the SEDA region.

Mixed Residential

Mixed Residential Districts support the Regional and Community Town Centers with a variety of medium- and higher-density housing, including a diverse mix of attached and detached single family and multi-family homes.

Neighborhood Residential

Neighborhood Residential Districts surround Neighborhood Town Centers and support retail, employment, and other services provided throughout the Plan Area. It is common in these areas to include a diversity of detached and attached single family housing types, as well as some multi-family housing options.

Rural Cluster Residential

Rural Cluster Districts, located along the eastern edge of the SEDA, concentrate residential lots within a small, clustered area of a larger parcel or grouping of parcels. This clustering of homes serves to preserve the continuity and viability of the surrounding land for agricultural uses and open space conservation. Rural Cluster Districts serve as a transitional buffer between urban uses within the SEDA and the commercial agricultural operations outside the Plan Area.

Rural Residential

There are approximately 1,800 acres in the SEDA currently developed as very low-density rural residential homes and ranchettes that have been designated in the SEDA Specific Plan as Rural Residential. This land use was chosen to align with and support the existing rural residential neighborhoods.

Innovative Employment Districts

One of the opportunities of the Southeast Development Area is the ability to attract a diversity of high-quality employers and job opportunities. SEDA jobs will be located within a short walk of amenities in the Regional and Community Town Centers, Office Centers, and Flexible Research & Development Districts.

These locations can be closely linked to regional transit service and trail systems. The SEDA Specific Plan highlights the importance of locating SEDA residents within walking distance to major employment areas and high-capacity transit service that links to regional employment centers, including Downtown Fresno.

Reducing reliance on the automobile for work trips will significantly reduce Vehicle Miles Traveled, playing a significant role in meeting the SEDA's sustainability goals and creating a healthier community for future generations to come.

Office Center

Office Center Districts are located adjacent to Regional and Community Town Centers or along regionally significant transportation corridors (e.g. State Highway 180, Kings Canyon Boulevard, Clovis Avenue). The goal of Office Centers within the Plan Area is to accommodate professional office and compatible commercial uses such as restaurants, coffee shops, cafes, banks, book shops, and dry cleaners. Some residential uses could be permitted in Office Centers.

Flexible Research & Development

Flexible Research and Development Districts are primarily located west of the Briggs Canal and/ or south of Jensen Avenue and are intended to promote uses such as research and development, light manufacturing, product testing centers, and office development. This area could also include compatible commercial uses such as restaurants, coffee shops, cafes, printing and publishing, dry cleaners, and other supporting businesses. Having access in these areas to regional transportation corridors (both road and

rail) is critical, however, residential uses will not be allowed in Flexible Research and Development areas.

Transportation Choices

The multi-modal circulation network in the SEDA Plan provides a variety of transportation options, ensuring that residents have real choices for their daily travel needs.

Transit Corridors/Arterials with high-capacity public transit serve as a framework for major centers, while collectors and local streets provide safe, convenient options for local trips.

Arterials

Arterials are multi-functional roadways designed to complement and support Mixed-Use Districts, employment areas, and higher density neighborhoods. They provide options for dedicated median space for high-capacity rapid transit service such as light rail, streetcars, or Bus Rapid Transit (BRT).

Collectors

Collector streets form a finer grid of approximately one-quarter mile spaced roadways within and between neighborhoods. These connections, more frequent and continuous than standard suburban collectors or local streets, provide multiple routes for direct access to the Mixed-Use Districts of the Southeast Development Area.

Bicycle / Pedestrian Trails

Trail systems connect regional and sub-regional destinations for bicyclists, pedestrians, and equestrians (where appropriate). As part of the future Parks and Trails Master Plan, locations of multi-use trails and other open space networks within the Southeast Development Area will be contemplated.

Parks, Open Spaces and Green Infrastructure

The SEDA Plan features a well-coordinated system of natural and developed open spaces that serve many vital uses, from recreation to community farming and agriculture, to stormwater management. As part of the future Parks and Trails Master Plan, locations of multi-use trails and other open space networks within the Southeast Development Area will be contemplated.

Parks and open space are discussed in Chapter 4, Open Space, Schools and Public Facilities.

Sustainable Infrastructure

Focusing on sustainability pillars so important to the SEDA Plan, “sustainable infrastructure” components capture and retain runoff, then treat the water by allowing it to move slowly through natural systems such as constructed wetlands and rock filters. Stormwater management systems like these help to reduce impacts on the environment and regional infrastructure systems and can also be designed as visual and active amenities for the residents of the SEDA. Stormwater, water, wastewater, and recycled water infrastructure are discussed in Chapter 6, Greenhouse Gas Reduction and Conservation.

Community Farming and Agriculture

The Plan Area is rich in agricultural open space. An important aspect of the SEDA Plan is ensuring farming and agricultural activities remain an integral part of the Southeast Fresno community. The SEDA Plan integrates community-scale farming and agriculture into the urban fabric by providing for a variety of agricultural activities from neighborhood gardens to agricultural education, to small farming operations on the rural cluster edge. This topic is further discussed in Chapter 5, Community Farming and Agriculture.

Next Steps: Setting the Stage for Phasing and Implementation

As referenced throughout this Plan, while plan adoption will include the full 9,000-acres within the SEDA Planning Area, the Plan and associated land use map have been revised to include the Modified Consolidated Business Park Alternative as the Proposed Land Use Map, with a focus on two development areas in South SEDA:

- **East of Temperance:** bounded on the west by Temperance Avenue, on the north and east by the Briggs Canal and on the south by Jensen Avenue.
- **South of Jensen:** bounded on the west by Minneawawa Avenue, on the north by Jensen

Avenue, on the east by Temperance Avenue and on the south by North Avenue.

Development will only be permitted in South SEDA areas East of Temperance and South of Jensen. All other areas within the SEDA Plan boundary will be identified as Future Reserve Areas. Development will not be permitted to occur in Future Reserve Areas until thresholds identified in Chapter 9, Implementation have been met.

It is important to note that this plan is a first step on the path towards implementing the SEDA vision. The following next steps will need to occur:

Public Facilities Financing Options Report

The Public Facilities Financing Options Report will accompany the Specific Plan and will provide options for various financing mechanisms to fund upfront infrastructure costs necessary to support development in South SEDA. The City Council will direct which financing options to pursue. The City of Fresno will work in coordination with all applicable agencies as future development in the Plan Area commences.

Amend the General Plan and Development Code to Implement the Land Use and Zoning Described in the Plan

Concurrent with the adoption of the SEDA Specific Plan, the City of Fresno General Plan will be amended to reflect the new land use designations included as part of the Plan. After the General Plan Amendment, the Development Code will then be updated to include the new zoning districts created as part of the SEDA Plan, to ensure Plan consistency with local planning and zoning documents.

Complete a Parks and Trails Master Plan to Determine Locations for Parks and Trails

Opportunities and constraints for location of parks and trails need to be explored in detail prior to determining final locations

Address Annexation with Fresno County and the Local Agency Formation Commission (LAFCO), and the State of California

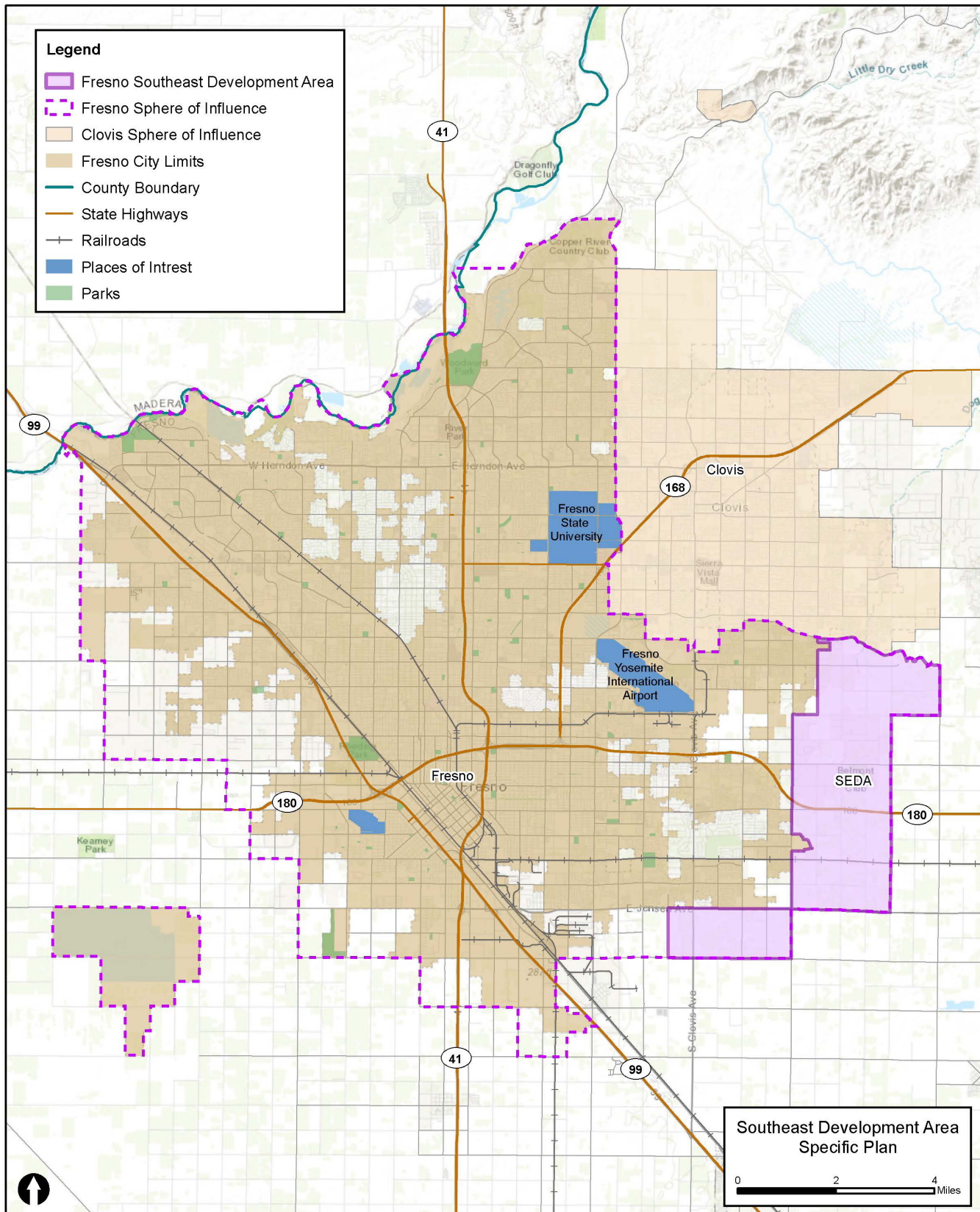
The vision of the SEDA Specific Plan can best be implemented through incremental annexation into the

City. The current practice of fragmented annexation on a project by project basis does not result in the type of cohesive, connected mixed-use, walkable neighborhoods envisioned in the SEDA.

Backbone Infrastructure: South SEDA

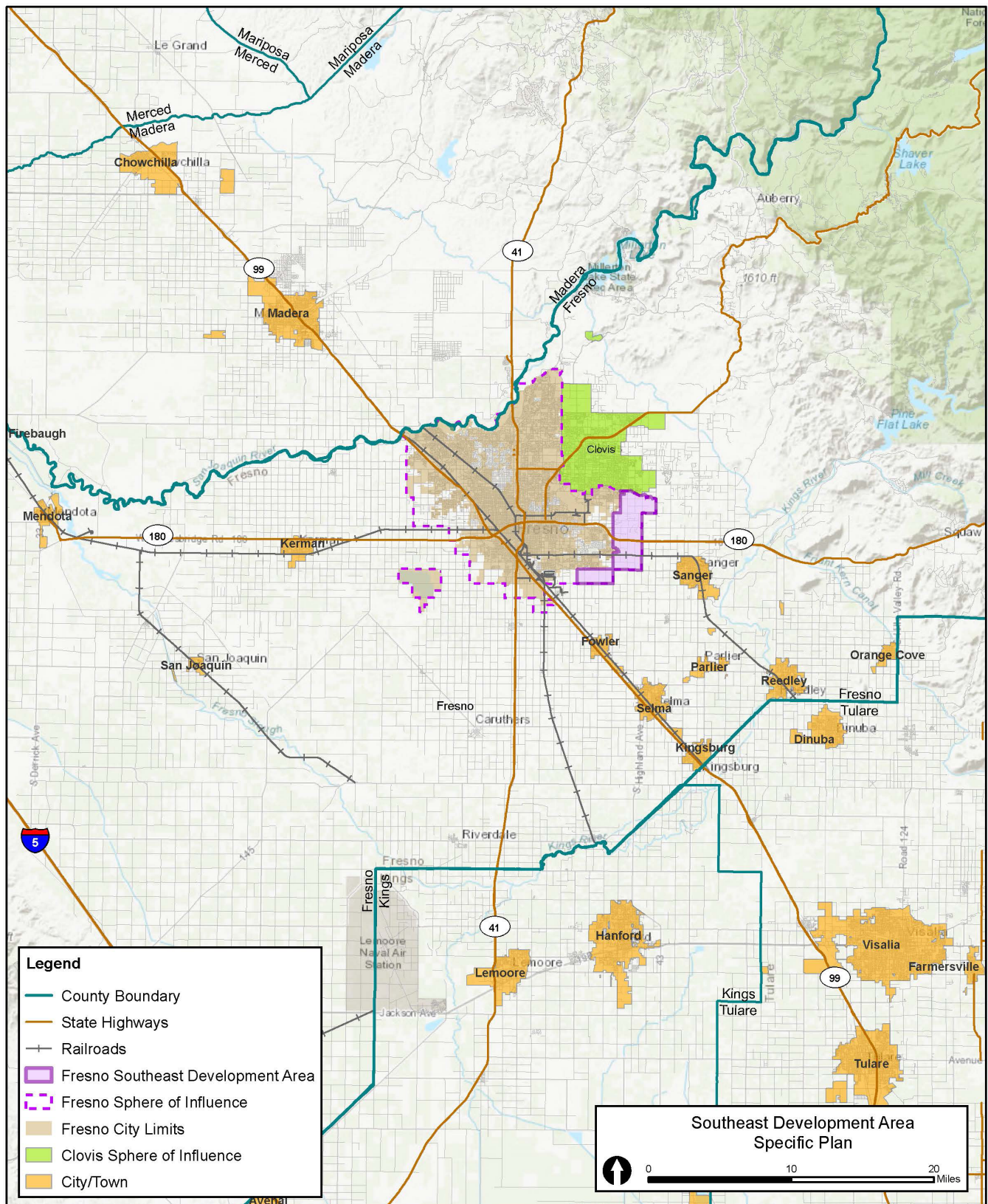
Construction of necessary water, recycled water, sewer, storm drainage and transportation need to occur prior to new development in the SEDA, as well as the planning and construction of dry utilities such as electricity and communications infrastructure.

Map 2.1 Sphere of Influence



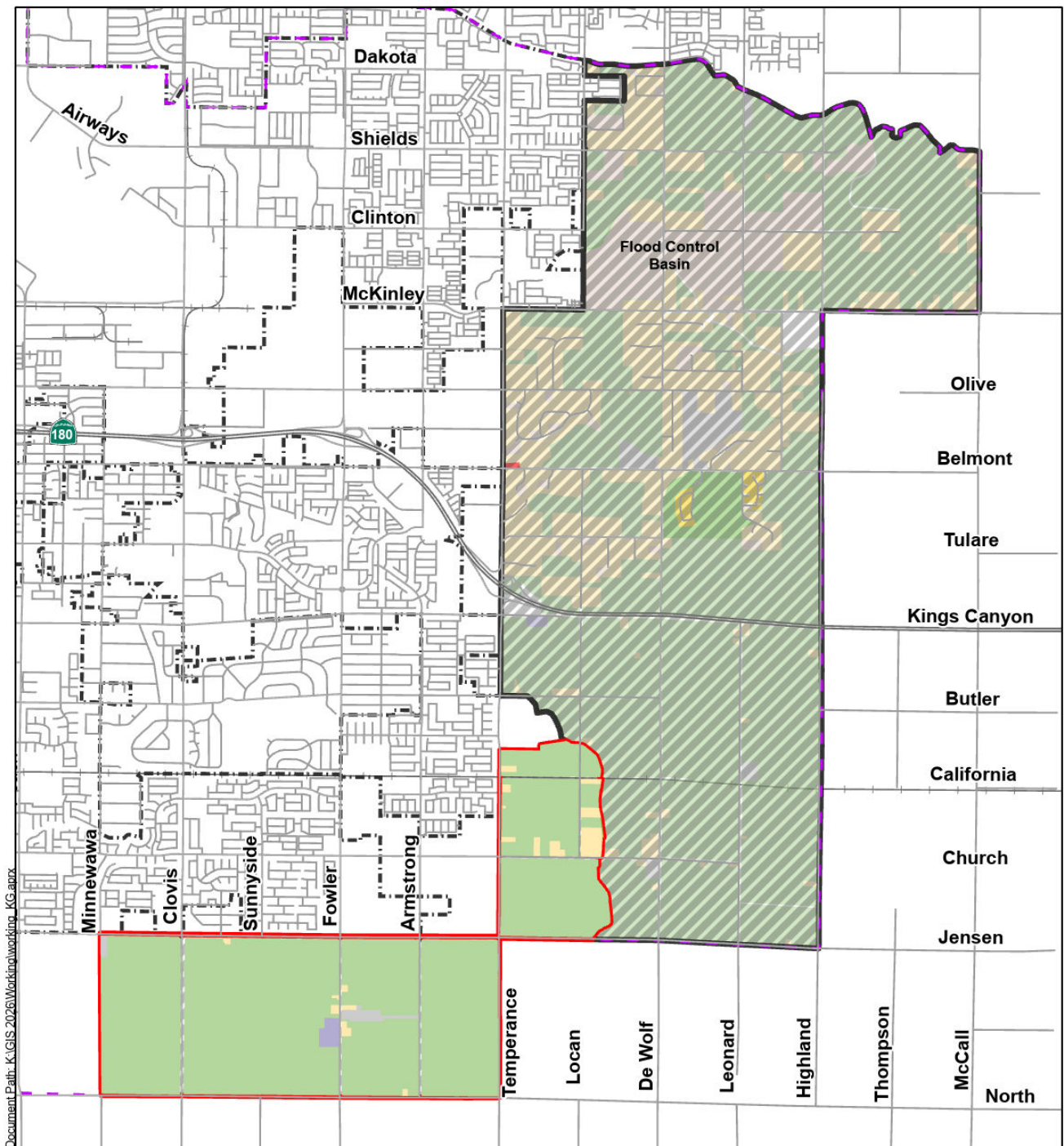
Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong),

Map 2.2 Regional Context



Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community. 2016 Census Designated Places.

Map 2.3 SEDA Existing Land Use

**EXISTING LAND USE MAP****Legend**

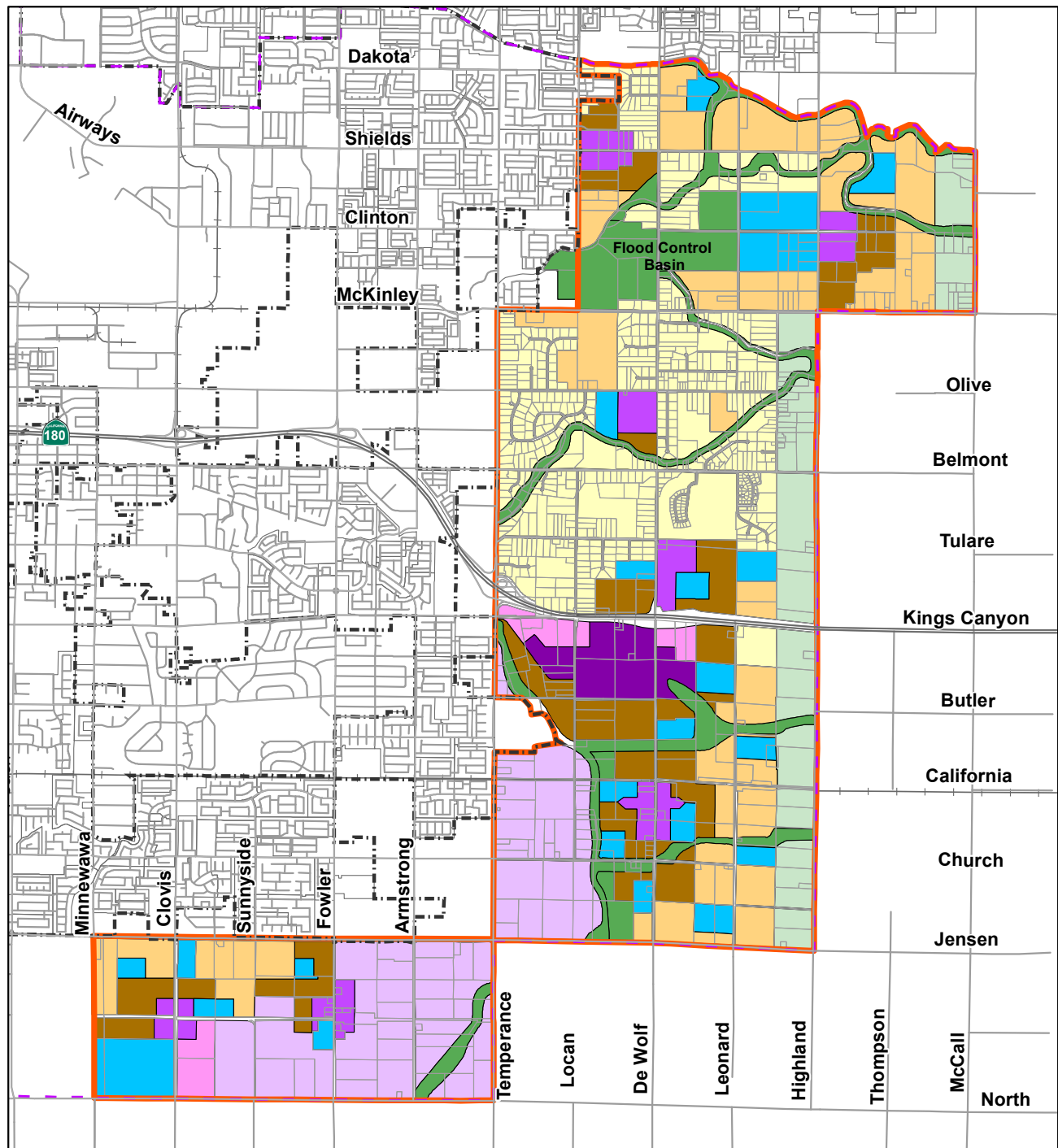
- | | | |
|---------------------------|------------------------|----------------------------|
| Rural Residential | Open Space/Agriculture | South SEDA Plan Area |
| Single Family Residential | Vacant Parcel | Future Reserve Area |
| Commercial | | City Limits |
| Public Facility | | Fresno Sphere of Influence |
| Industrial | | |
| Parks | | |



0 0.5 1 Miles

Southeast Development Area
Source: City of Fresno, SEDA Illustrative Plan
derived from community and stakeholder meetings.

Map 2.4 SEDA General Plan Land Use (Existing)

**GENERAL PLAN LAND USE MAP****RESIDENTIAL**

Low Density (1-3.5 D.U./acre)

Medium Density (5.0-12 D.U./acre)

Urban Neighborhood (16-30 D.U./acre)

EMPLOYMENT

Office

Business Park

Regional Business Park

MIXED USE

Corridor/Center Mixed Use

Regional Mixed Use

OPEN SPACE

Community Park

Open Space

PUBLIC FACILITIES

College

School with Park

BUFFER

Buffer

Ponding Basin

SEDA Plan Area

City Limits

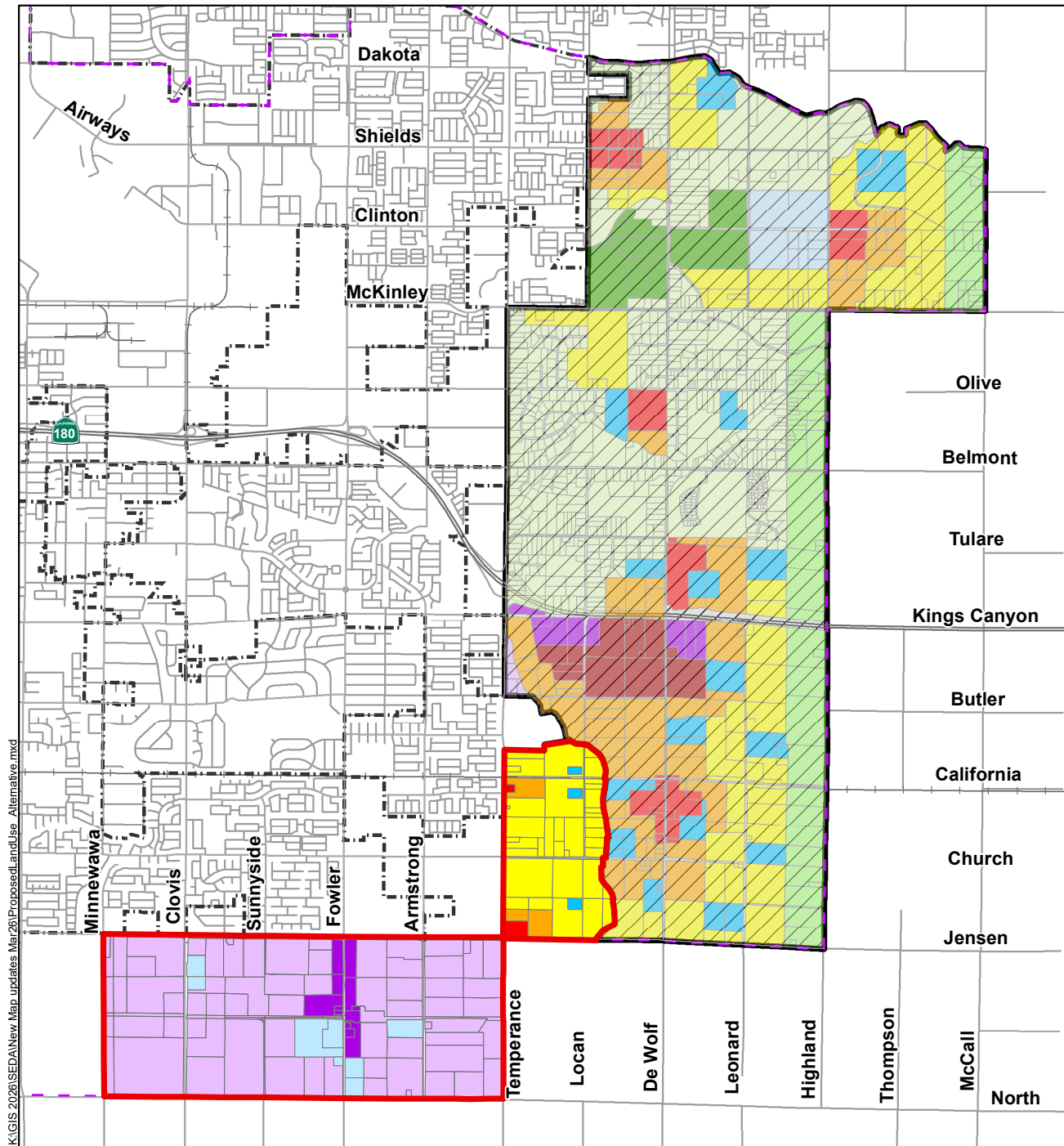
Fresno Sphere of Influence



0 0.5 1 Miles

Southeast Development Area
Source: City of Fresno, SEDA Illustrative Plan
derived from community and stakeholder meetings.

Map 2.5 SEDA Proposed Land Use

**Modified Consolidated Business Park Alternative Map****Legend**

- | | | |
|--|---|--|
| Regional Town Center | Mixed Residential | South SEDA Plan Area |
| Community Town Center | Neighborhood Residential | Future Reserve Area |
| Neighborhood Town Center | Rural Residential | City Limits |
| Office Center | Rural Cluster Residential | Fresno Sphere of Influence |
| Flexible Research & Development | Institutional | |

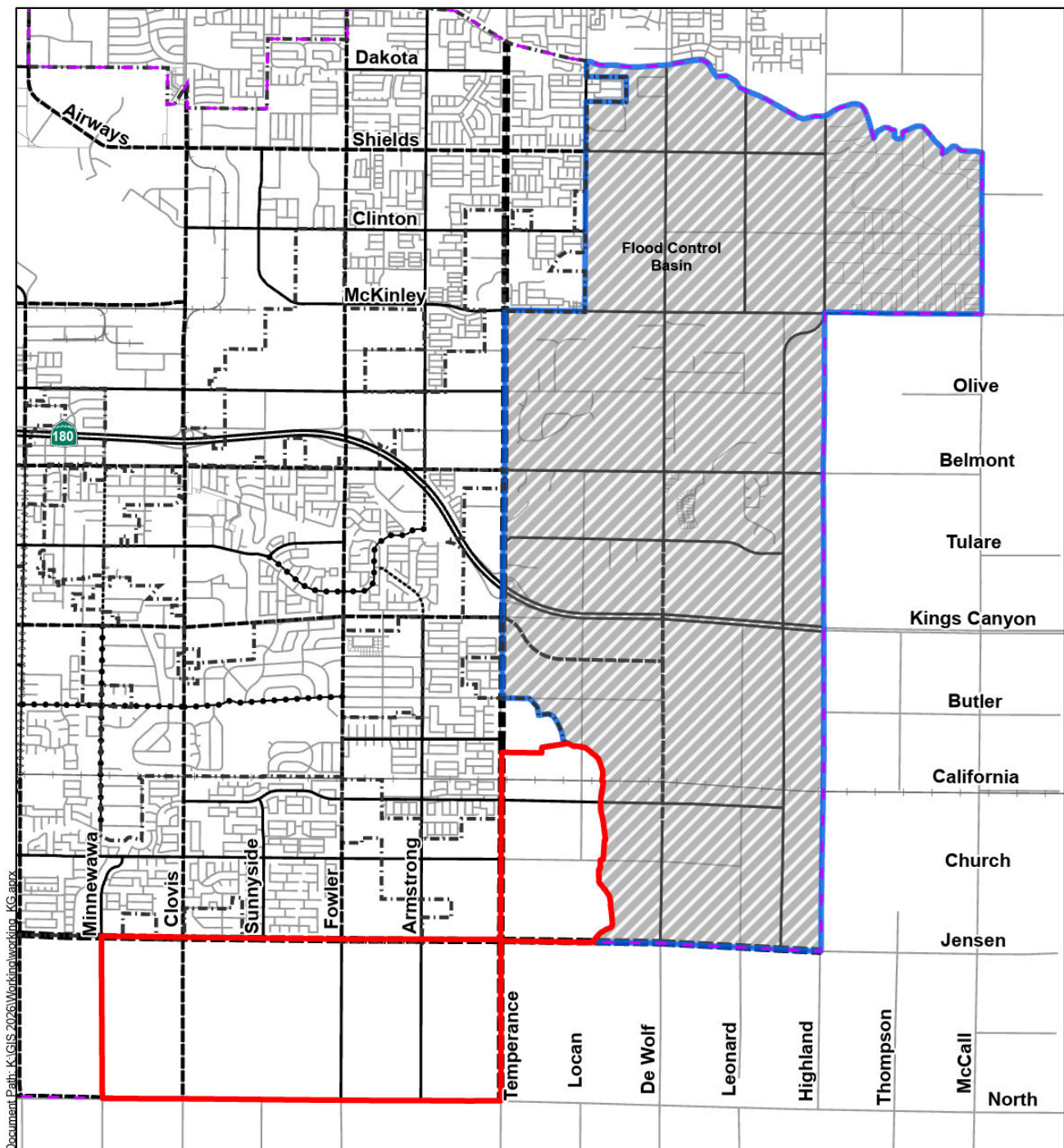


0 0.5 1 Miles

Southeast Development Area

Source: City of Fresno, SEDA Illustrative Plan derived from community and stakeholder meetings.

Map 2.6 SEDA Proposed Major Street Circulation

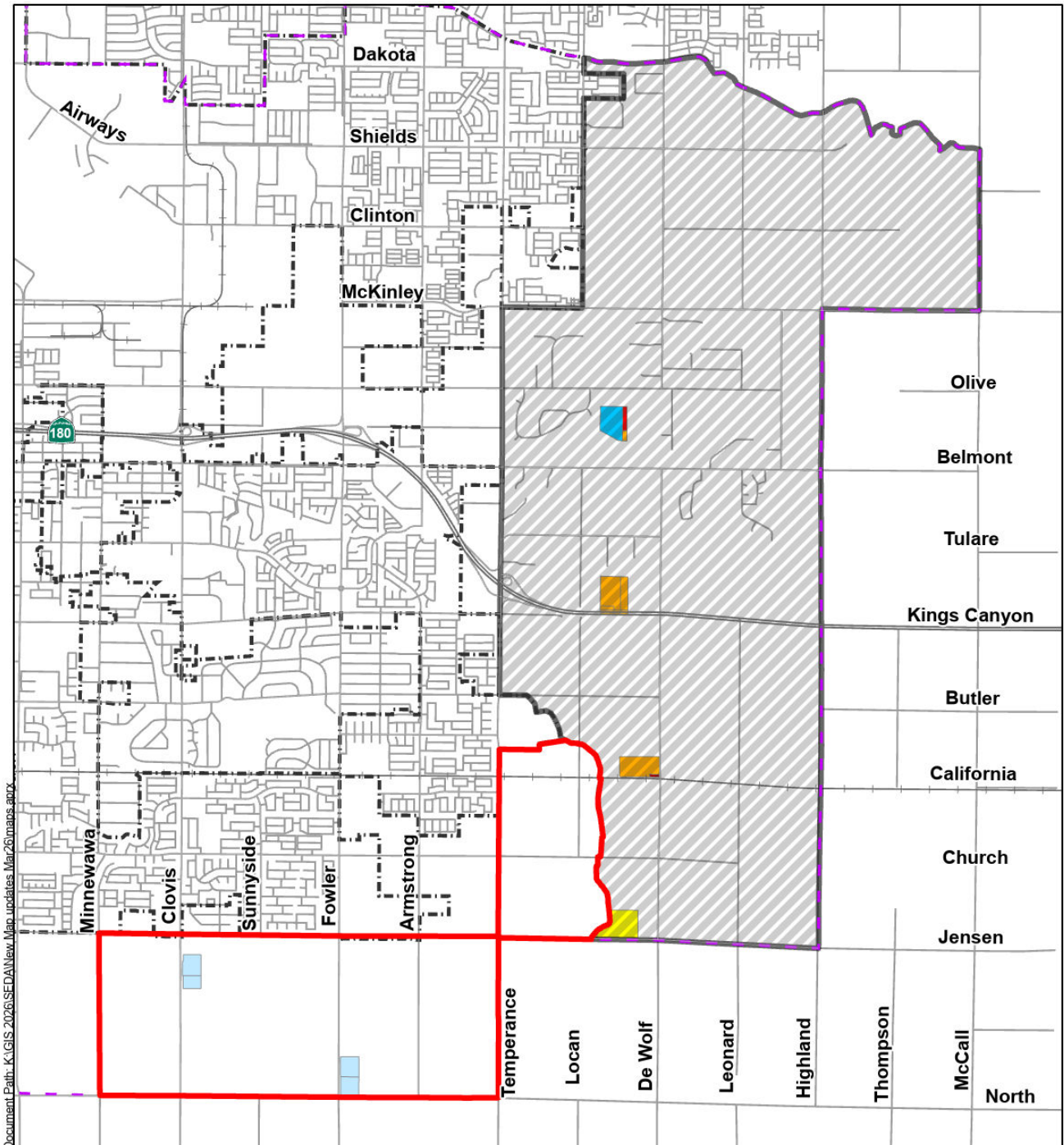
**PROPOSED MAJOR STREET CIRCULATION****Legend**

Freeway	Super Arterial	Scenic Drive	City Limits	South SEDA Plan Area
Expressway	Arterial	Collector	Future Reserve Area	Fresno Sphere of Influence
Scenic Expressway	Scenic Arterial	Scenic Collector		



0 0.5 1
Miles

Map 2.7 Dual Designation

**Proposed SEDA Amendment to Fresno General Plan Dual Designation Diagram, Figure LU-2.****Legend**

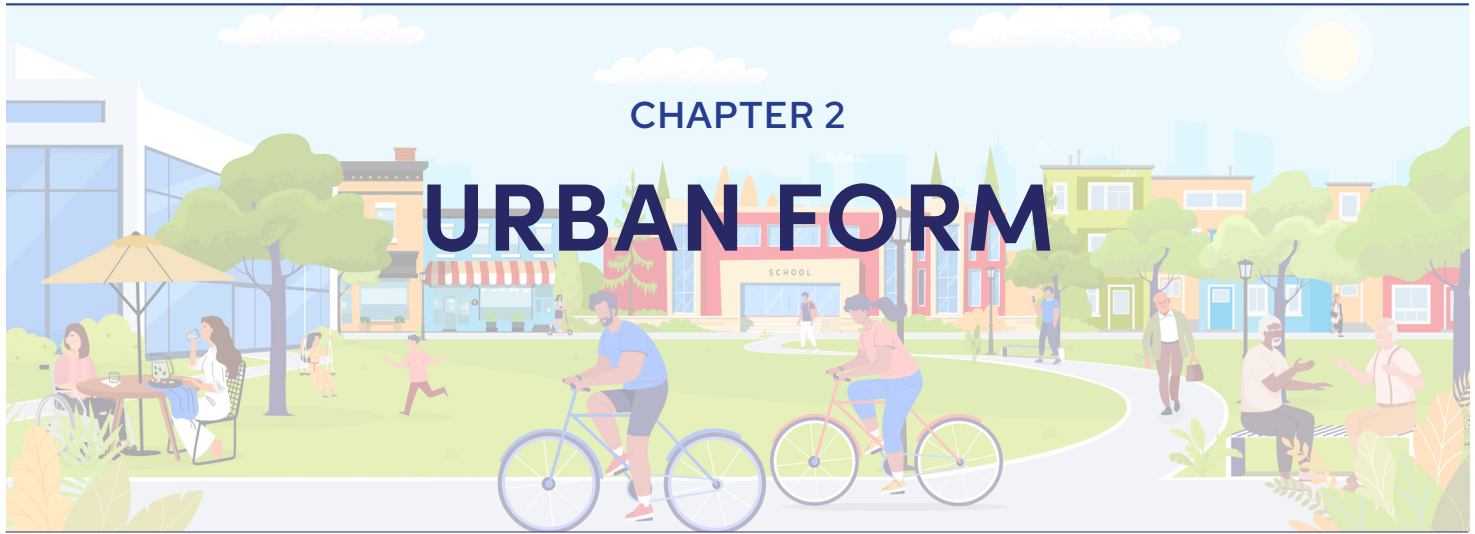
- | | | | | |
|---|---|--|---|--|
| ■ Regional Town Center | ■ Rural Residential | OPEN SPACE | ■ Special School | ■ South SEDA Plan Area |
| ■ Institutional | | ■ Community Park | ■ PG & E Substation | ■ Future Reserve Area |
| ■ Community Town Center | | ■ Neighborhood Park | ■ City Limits | ■ Fresno Sphere of Influence |
| ■ Neighborhood Town Center | | ■ Open Space | | |
| ■ Flexible Research & Development | | ■ Ponding Basin | | |
| ■ Mixed Residential | | PUBLIC FACILITIES | | |
| ■ Neighborhood Residential | | ■ Public/Quasi-public Facility | | |



0 0.5 1 Miles

Southeast Development Area
Source: City of Fresno, SEDA Illustrative Plan
derived from community and stakeholder meetings.

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CHAPTER 2

URBAN FORM

The SEDA Plan proposes to incorporate new land use and zoning designations that will provide for smarter, more efficient land use planning as compared to the typical suburban patterns that have been the norm in Fresno.

Under this Plan, the City has the ability to become a role model for Central Valley communities in creating a unique approach to neighborhoods, establishing environmental sustainability and resource efficiency and planning for long-lasting economic vitality.

The SEDA Plan will address a number of important community concerns, including unhealthy air quality, environmental and community health issues, residential growth patterns that negatively impact natural resources and deplete strategic farmland and land use inefficiencies.

In addition, this Plan will continue to maintain the objectives and policies identified for the SEDA in the Fresno General Plan, in that it will facilitate multi-modal connectivity, promote walkability and develop complete neighborhoods with a diverse mix of residential densities and building types.

This Chapter provides a framework of development policies and regulations that will achieve the proposed community design, enhance the transition between uses, and subsequently help the SEDA Plan meet sustainability goals.

Urban Form in the SEDA

The Urban Form Chapter describes how mixed-use areas, residential areas, employment zones, and public facilities can be woven together to create complete neighborhoods. The Modified Consolidated Business Park Alternative Map (Map 2.5) establishes where development will first be permitted within the SEDA Planning Area and further identifies the general concept for the distribution and location of land uses. The environmental analysis for the SEDA Plan identified the Consolidated Business Park Alternative as the Environmentally Superior Alternative. During the legislative process in 2025, the City Council provided direction for additional Specific Plan refinement. Revisions to the Specific Plan resulted in a Modified Consolidated Business Park Alternative, as shown in Map 2.5, with a focus on two development areas in South SEDA: East of Temperance and South of Jensen.

The areas East of Temperance and South of Jensen provide a variety of land uses that concentrate residences, local serving amenities and jobs in proximity to one another. East of Temperance provides a variety of residential land uses from neighborhood residential to mixed residential land uses, while incorporating Neighborhood and Community Town Center land uses that serve the immediate area with local serving retail and businesses. South of Jensen provides Flexible Research and Development, Office Center and Institutional land uses. This area is intended to promote light manufacturing, product testing centers and office development while

supporting the existing Lone Star Elementary school at its current location.

As referenced previously, development will only be permitted in South SEDA areas East of Temperance and South of Jensen. All other areas within the SEDA Plan boundary will be identified as Future Reserve Areas. Development will not be permitted to occur in Future Reserve Areas until thresholds identified in Chapter 9, Implementation have been met.

The 4 Ds: The Relationship Between Land Use and Travel Behavior

How and where we travel is influenced by the way communities are planned and the distances and transportation choices available between housing and key destinations like schools or job centers. If distances are short and bike, pedestrian and transit facilities are available, walking, bicycling, and transit trips will increase, resulting in reductions in auto trip generation, reduced costs related to traffic congestion and air quality and increased health outcomes for our communities.

Four critical characteristics of land use (the 4 Ds) drive these trip reductions: a mix of land uses (diversity), residential and commercial densities (density), a connective street and pedestrian network (design), and accessibility to regional destinations (destination).

Diversity: Land use diversity means a good mix of land uses that support a balance of jobs, housing, shopping, education, and recreation within a short walking or cycling distance.

Density: Land use density means encouraging higher numbers of residents and employees per acre.

Design: Design refers to the layout and appearance of blocks. Well-connected streets and pedestrian networks encourage walking and bicycling.

Destination: Destination accessibility describes the relationship between communities and other critical activity centers in the SEDA region.

Creating a Flexible Development Framework

One of the goals of the SEDA Specific Plan is to create a framework that provides the tools to adapt to future economic changes. Flexibility is built into the

land uses in SEDA, as they allow a broader variety of uses than typical single-use frameworks. In order for this flexible land use vision to occur, a Development Code update (an update to the City's zoning code) is required to occur. This update will consist of a new set of zone districts tailored to implement the SEDA vision. In the end, the goal is to provide flexibility for the City, land owners, and developers to adapt to changes within future economic cycles.

How this Section is Organized

This Chapter is divided into two sections: Objectives and Policies and the SEDA Development Code. The Objectives and Policies section contains the policies that define the land use and transportation plan for the SEDA, including general principles that guide design and development decisions. The SEDA Development Code section provides a description of the regulations and guidelines for how land uses and streets are envisioned within the Plan Area. For ease of readability, the term Urban Form will be abbreviated as "UF" in this section.

While the overarching goals, objectives and policies identified in each Chapter of this Plan remain, they should be applied with the understanding that development will only be permitted in the South SEDA areas East of Temperance and South of Jensen until thresholds identified in Chapter 9 – Implementation have been met.

Objectives and Policies

OBJECTIVE UF-1

Create complete that integrate housing, business and retail amenities. Balance and mix housing, jobs, commercial businesses, services, and public facilities to help meet existing thresholds for lower vehicle miles traveled, reduced air pollution, and the efficient use of groundwater resources.

POLICY UF-1.1 LAND USE DIVERSITY.

Update the Citywide Development Code to include the new SEDA zone districts and associated development standards to encourage land use diversity within the Plan Area.

POLICY UF-1.2 JOBS-HOUSING BALANCE.

Maintain a target jobs-housing balance of at least 1 job to 1.25 housing units within the Plan Area.

POLICY UF-1.3 EMPLOYMENT CENTERS.

Promote employment-generating development within the Plan Area to expand Fresno's employment base beyond traditional industries (as specified in the policies of the Economic Opportunity Chapter).

POLICY UF-1.4 HOUSING CHOICES.

Encourage a variety of housing types that could support more affordable options accessible to a range of Fresno residents by implementing the housing policies identified in Chapter 3 – Housing Choice and Affordability.

POLICY UF-1.5 PUBLIC FACILITIES AND OPEN SPACES.

Support the development of public infrastructure, facilities, and parks that meet the needs of Plan Area residents according to the policies and standards set in the Open Space, Schools and Public Facilities Chapter and the General Plan.

POLICY UF-1.6 RIGHT-TO-FARM.

Establish right-to-farm practices in accordance with the Fresno County Right-to-Farm Ordinance to allow the continued operation of agricultural activities which occur adjacent to new residential developments. Require buffers between new residential development and existing farmlands to protect ongoing farming operations. Existing, legal agricultural activities as established within Fresno County are permitted to continue operations in perpetuity.

POLICY UF-1.7 BUFFERS BETWEEN USES.

Require buffers between new industrial development and existing neighborhoods. Investigate opportunities to develop resilient green buffers between existing industrial and residential uses. Light industrial areas may serve as buffers between heavy industrial and other land uses.

OBJECTIVE UF-2

Provide a mix of Regional, Community, and Neighborhood Town Centers where individuals can live, work and play.

Create a system of Mixed-Use Districts supported by a multi-modal transportation network. Centers are designed to include a mix and intensity of uses and serve as commercial and civic focal points for the SEDA. Centers will be smaller scaled and defined by quality design features and a rich mixture of uses that incorporate living and working opportunities with entertainment, cultural activities, and shops serving the daily needs of residents and employees.

The Regional Town Center will feature SEDA region-serving retail and office activity, as well as medium- and higher- density housing. Community Town Centers will support the daily commercial and business needs of the SEDA neighborhoods. Neighborhood Town Centers will accommodate local-serving retail, civic, and educational uses.

POLICY UF-2.1 NETWORK OF TOWN CENTERS.

The SEDA will include Mixed-Use Districts of Regional, Community, and Neighborhood Town Centers that form a network of complementary employment, commercial, cultural, and civic opportunities linked by multi-modal transportation systems.

POLICY UF-2.2 DEVELOPMENT CODE UPDATE.

The size, density, composition, and building character of Mixed-Use Districts will be consistent with the new zone district standards set forth in the SEDA Development Code update. In addition, the Plan will call upon the City of Fresno's Department of Public Works Standards, the Active Transportation Plan, and the Fresno Area Express (FAX) transit plans to implement streetscape design and non-auto circulation elements.

POLICY UF-2.3 DESIGN AND DEVELOPMENT PRINCIPLES.

The following principles are provided to guide the creation of public and private spaces within the Plan Area. More specific guidelines and regulations regarding many of these elements are found in

the SEDA Development Code update section of this Chapter.

Pattern of Streets, Blocks, and Buildings

The centers will be designed with pedestrian oriented streets, blocks, buildings, and public spaces based on the block connectivity and size standards specified in the SEDA Development Code update, including a transportation network which will be based on a high-density grid system. Public spaces and civic buildings shall be arranged along streets in order to create a network of civic spaces of varying size and function.

Building Character and Orientation

The character, massing, and orientation of buildings will contribute to a cohesive urban fabric that reinforces public spaces, creates a sense of intimacy, and visually distinguishes the center from surrounding districts.

As shown in Figure 2.1 regarding building orientation, the front edges of buildings shall meet or approach front and side property lines. Visual diversity will be created through variations in setback, massing, and architectural details. In addition, solar exposure and orientation shall be considered in the layout and design of all streets, blocks, and buildings to maximize energy and resource efficiency.

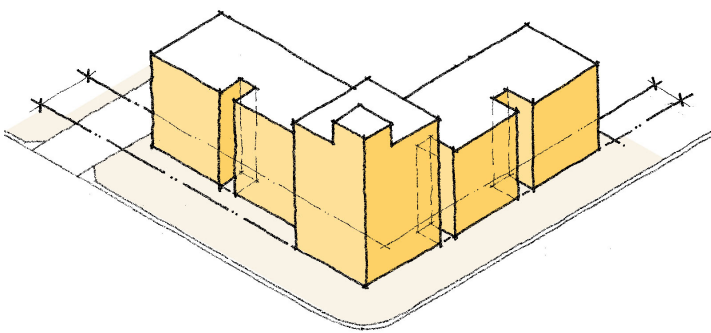


Figure 2.1 Building Orientation Center Core

Each town center will feature a core that provides a common gathering place not only within the center, but surrounding districts as well. The core will accommodate the highest capacity for retail, employment, civic, and pedestrian activity of each center, and will design streets and buildings with pedestrian comfort and visual interest at the forefront.

Location and Orientation of Commercial Activity

Commercial activity is permitted throughout Regional and Community Town Centers, but the highest-intensity commercial uses (and/or ground floor commercial) will be located along all Arterials and Collector Streets and in the core area of the town center. Small convenience retail establishments, such as corner stores, can also occupy a portion of the ground floors of residential and office buildings outside of the core of centers. Ideally, office uses should be clustered around public transit stations.

Location and Orientation of Large-Format Retail Activity

Large-format retail establishments (i.e., “big box” retail) may be located in the Regional Town Center but are discouraged in Community or Neighborhood Town Centers in order to preserve the local neighborhood character of those areas. The urban design and parking standards of large-format retail stores will be consistent with the standards and policies of these districts. Large-format retail establishments served by surface parking will be located at the edges of the Regional Town Center, preferably adjacent to major regional roadways or highways.

Character, Location, and Orientation of Public Spaces

Public gathering places that provide visual relief and passive recreation should be located in Mixed-Use Districts and should be surrounded by civic buildings and any commercial or mixed-use buildings located in the town center.

Location and Orientation of Civic Buildings

Major civic buildings (e.g., libraries, schools, and government offices) will serve as focal points of public spaces within centers. Providing attention to distinctive building details, entry features and varying setbacks will allow civic buildings to stand out from other structures in the center. Wherever possible, civic buildings will be located in proximity to and open onto public spaces.

OBJECTIVE UF-3

Foster a community of tight knit residential districts.

Create a fabric of complete residential communities that support mixed-use areas and include a diversity of housing types. The SEDA Specific Plan distributes a variety of housing types across the Plan Area to accommodate future housing needs. Neighborhood Town Centers will form the heart of many residential neighborhoods, placing civic and institutional facilities within walking distance of each home.

POLICY UF-3.1 VARIETY OF RESIDENTIAL DISTRICTS.

The SEDA will include a variety of residential districts composed of a mixture of housing product types necessary to meet the evolving needs of Fresno residents. Residential Districts include: Mixed Residential, Neighborhood Residential, Rural Residential, and Rural Cluster Residential Districts.

POLICY UF-3.2 DEVELOPMENT CODE UPDATE.

The size, density, composition, and building character of Residential Districts will be consistent with the new SEDA zone district standards implemented through a Development Code update. Streets and non-auto circulation elements will be implemented according to the standards set in the Development Code.

POLICY UF-3.3 EXISTING RURAL RESIDENTIAL DEVELOPMENT.

There are approximately 2,160 acres in the SEDA Plan Area currently developed as very low-density rural residential homes and ranchettes – the majority of which have been designated in the Plan as Rural Residential. Upon annexation into the City, the existing land use on these parcels will remain protected under the Annexed Rural Residential Transitional Overlay District as referenced in Fresno Municipal Code (FMC) Section 15-1606, which allows rural residential uses to continue upon annexation to the City until such time as the properties are further developed consistent with the Base District.

In the event of a conflict between regulations in FMC Section 15-1606 regarding the Annexed Rural Residential Transitional Overlay District and existing Rural Residential regulations as established by Fresno County, the Fresno County Rural Residential regulations shall supersede FMC Section 15-1606. Any use legally established as part of Fresno County regulations, including but not limited to, agricultural operations and animal keeping, shall continue to remain in perpetuity.

POLICY UF-3.4 HORSE KEEPING.

As part of the Development Code update, potential locations for allowing horse keeping will be identified and protected through the Equine Overlay District, as referenced in FMC Section 15-1607.

POLICY UF-3.5 COMMUNITY BENEFIT FUND

Create a community benefit fund that would pay for connection fees for existing SEDA residents to City water and sewer. This would apply to existing single unit rural residential properties in use at the time of Plan adoption.

POLICY UF-3.6 EXISTING WATER WELLS (CITY SERVICE AVAILABLE)

Single-unit rural residential properties with active water wells can continue use of each well until water resources have are no longer available. At that time, should City services be available, property owners will be required to connect to available water utilities within five years of installation of said utility pipe.

POLICY UF-3.7 EXISTING WATER WELLS (CITY SERVICE UNAVAILABLE)

Single-unit rural residential properties with active water wells can continue use of each well until water resources have are no longer available. At that time, if City services are not available, property owners can continue to obtain a Well Permit with the Fresno County Department of Public Works to deepen the existing well to access local water.

POLICY UF-3.8 SEPTIC TANKS (CITY SERVICE AVAILABLE)

Single-unit rural residential properties with existing septic tanks can continue the use for residential sewage waste. At that time, should City services be available, property owners will be required to connect to available utilities within five years of installation of said utility pipe.

POLICY UF-3.8 SEPTIC TANKS (CITY SERVICE UNAVAILABLE)

Single-unit rural residential properties with existing septic tanks can continue the use for residential sewage waste. At that time, if City services are not available, property owners can continue to use existing septic tanks for residential sewage waste.

OBJECTIVE UF-4

Attract high-profile businesses to create bustling and desirable Employment Districts.

Develop Employment Districts that provide a variety of research, office, and industrial employment opportunities in the SEDA. The highest concentrations of employment activity will be located in close proximity to housing and retail services and well-integrated into and around Mixed-Use Districts along primary road and/or transit corridors to facilitate non-auto access to job centers.

POLICY UF-4.1 EMPLOYMENT DISTRICTS.

The SEDA will provide a variety of land uses that could support employment opportunities to meet the needs of residents and employers. Employment activity will be located in the Mixed-Use Districts, as well as Office Centers and Flexible Research and Development Districts.

POLICY UF-4.2 DEVELOPMENT CODE UPDATE.

The size, density, composition, and building character of Employment Districts will be consistent with the proposed SEDA zone district standards set forth in the SEDA Development Code update. Streets and non-auto circulation elements will be implemented

according to the standards set in the Development Code.

OBJECTIVE UF-5

Provide a well-balanced transportation network accessible to all users.

Create a balanced, complete network of multi-modal corridors and local circulation that provides a range of transportation options for all residents and employees. The SEDA transportation network will shape the travel choices of residents and employees in and around the SEDA, reinforcing the environmental, fiscal, and community goals of the Specific Plan. Arterials incorporating high-capacity public transit and safe bicycle and pedestrian routes will serve as a strong framework for site land uses, while other Arterials, Collectors, and Local Streets will provide safe, convenient access for local trips. Representative of the walkable and bikeable nature of this Plan, non-auto options are integrated throughout the Plan Area, with dedicated bicycle/pedestrian trails and a network of bicycle-priority "Bicycle Boulevards."

POLICY UF-5.1 CIRCULATION PLAN AND STREET STANDARDS.

Implement a circulation plan which provides a variety of transportation options necessary to meet the needs of residents and employees within the SEDA.

In order to promote connectivity throughout the Plan Area, all SEDA street rights-of-way shall be publicly accessible and shall not include gates or access controls, except where permitted through special review by the City of Fresno.

POLICY UF-5.2 TRANSIT SERVICE.

Safe, convenient and frequent transit service will be provided to and within the SEDA via regional transit connections along the Kings Canyon Boulevard alignment and potentially, along existing rail right-of-ways. Local service will be provided along primary internal circulation corridors, including Arterials and Collectors.

Regional Transit Planning

Thoughtful transit planning must occur in order to incorporate the primary centers, particularly the Regional Town Center along Kings Canyon. A Bus Rapid Transit (BRT) extension study including planning, design and environmental analysis should be completed to evaluate the potential costs and benefits of extending the BRT to the SEDA Plan Area.

Station Location

The location of transit stations and stops will better serve local community members if they are placed within or adjacent to major activity centers, schools, medical facilities, public places such as libraries, parks, senior centers, and recreation facilities, commercial uses and high-density residential and employment areas.

Station Connectivity and Accessibility

To provide opportunities for the highest possible transit use, stations will feature a convenient and accessible path of travel and will include pedestrian and bicycle connections to the surrounding street network and transit transfer points. Bus stops and stations will be oriented toward major streets and public spaces, with primary commercial entrances opening directly toward bus stops. Important to ensuring all members within the SEDA community have access to transit opportunities, bus stops and stations will comply with the accessibility requirements of the Americans with Disabilities Act (ADA).

POLICY UF-5.3 BICYCLE AND PEDESTRIAN TRAVEL.

As part of the future Parks and Trails Master Plan, a network of pedestrian and bicycle routes, including dedicated trails, multi-purpose paths, and priority Bicycle Boulevards will serve work, school, and recreational trips and provide options for healthier outcomes within the community. In addition, both existing and proposed regional trails will be coordinated in tandem within this walkable and bikeable network. The Fresno General Plan Figure MT-2: Paths and Trails and the Active Transportation Plan (ATP) identify active trails.

POLICY UF-5.4 SAFE STREETS.

Streets are designed for drivers, pedestrians, bicyclists and transit users within the Southeast Development Area and will enhance safety within the community. SEDA street design will reflect best practice standards as included in the City of Fresno Complete Streets Policy.

POLICY UF-5.5 RANKING OF TRAVEL MODES.

In order to create a cohesive network between all modes of travel within the SEDA, the Plan will prioritize the following travel modes:

- Pedestrian
- Bicycle
- High-capacity transit
- Automobile

POLICY UF-5.6 PERFORMANCE STANDARDS AND EVALUATION.

The following criteria shall guide the evaluation of facilities within the SEDA.

Transit

Transit will be provided as demand warrants. Upon Plan buildout or when warranted, 10-minute peak-period headways will be provided along the BRT corridor (e.g., Kings Canyon), and 15-minute peak-period headways shall be provided for high-priority transit routes (e.g., De Wolf, Clovis).

In addition, all other transit routes in the planning area shall be operated at 30-minute headways upon Plan completion.

Extended hour or late-night service shall be provided at 60-minute headways.

Bus stop locations are generally placed at ¼ mile spacing. Bus stop placement will be prioritized at:

- Schools and medical facilities
- Libraries, parks, senior centers, and recreation facilities
- Concentrated commercial areas
- Concentrated residential and employment areas

Bicycles

A user-friendly bicycle network will be provided to welcome all riders throughout the entire Plan Area. Bicycle lanes including Class II and Class IV facilities should be provided on all Super Arterials, Arterials, and Local Streets. A designated bicycle network should be designated on Neighborhood or Local Streets. Ensuring the safety of vulnerable users will be an important priority, as the Plan will seek to create a network of easy to use, lower stress amenities that provide the ability to connect riders to key destinations throughout the City, as described in the Fresno Active Transportation Plan.

Pedestrians

As part of the future Parks and Trails Master Plan, a first-class pedestrian system shall be provided, including sidewalks on all streets, bicycle/pedestrian trails, and other design elements that prioritize safety and convenience for pedestrians, as described in the Fresno Active Transportation Plan.

Vehicles

A highly connected, grid-based roadway system shall be provided for efficient vehicular travel. Please see Section 13-206 of the Fresno Municipal Code, the Complete Streets Policy 240.3 and the City of Fresno's Department of Public Works Standard Drawings for additional information.

POLICY UF-5.7 LEVEL OF SERVICE (LOS).

To promote complete streets and provide safe mobility for all users throughout the entire SEDA, streets will be designed with no more than four through lanes and a continuous two-way left-turn lane (portions of Jensen and Temperance Avenues may have more than four lanes). In addition, these LOS standards are complemented by several other transportation related policies to reduce overall vehicle miles traveled (such as complete streets and transportation demand management). The following LOS standards apply to SEDA roadways:

- LOS 'E' for Arterials, Collectors, and Local (both intersection and segment operations) during peak traffic hours.

- LOS 'F' Exception. LOS 'F' in areas with ample transit, pedestrian, and/or bicycle options, including in and around the Mixed-Use Districts of the SEDA, particularly if achieving a LOS with less delay would violate the four-lane maximum as described above.

OBJECTIVE UF-6

Integrate urban form with a multi-modal transportation network.

Thoughtfully integrating land use and transportation systems in combination with one another is essential to meeting the goals of the SEDA Plan.

The SEDA will be characterized by a variety of Mixed-Use Districts, Residential Districts, and Employment Districts that provide local and regional destinations, capturing a majority of work, shopping, recreation, and service trips. By purposefully linking the multi-modal transportation network to this wide array of land use types and intensities, the Plan will maximize active transportation opportunities and minimize energy, air pollution, transportation cost, and greenhouse gas impacts.

POLICY UF-6.1 LAND USE AND CIRCULATION INTEGRATION

The network of streets within the Mixed-Use Districts, Residential Districts and Employment Districts will link districts to one another throughout the Plan Area. Table 2.1 below shows the variety of street classifications that will be present in each of the Districts located throughout the Southeast Development Area.

Table 2.1 Network of Streets

	Arterial	Collector	Local
Mixed-Use Districts			
Regional Town Center	X	X	X
Community Town Center	X	X	X
Neighborhood Town Center	-	X	X
Residential Districts			
Mixed Residential	X	X	X
Neighborhood Residential	-	X	X
Rural Residential	-	X	X
Rural Cluster Residential	-	X	X
Employment Center			
Office Center	X	X	X
Flexible Research and Development	X	X	X
Institutional	X	X	X

OBJECTIVE UF-7

Create a parking strategy to address current and future needs.

While it is important to respond to and provide for parking demand, the Plan must also support a variety of transportation options with parking requirements that encourage non-automotive travel modes within the SEDA.

POLICY UF-7.1 PARKING STUDY AND POLICY DEVELOPMENT.

Develop, facilitate, and monitor an ongoing and comprehensive parking program within the SEDA.

The City of Fresno Planning and Development Department should take a hands-on approach to understanding the parking needs of the SEDA in order to establish accurate parking maximums that cap the number of parking spaces associated with certain land uses or developments. Less demand for parking will reduce VMT and align with the City's VMT Guidelines. A parking study will be completed through the Development Code update.

POLICY UF-7.2 PARKING PROVISIONS.

Encourage tight knit, walkable communities by capping the quantity of parking a development is required to provide based on parking demand for future development.

Parking Reductions

The parking study to be completed by the City of Fresno shall establish and adopt parking reduction standards to encourage a variety of transportation options. Reduction standards shall be applied to, but not limited to:

Transit. Applicable to all land uses within one half mile of major transit infrastructure.

Mixed-Use Districts. Applicable to all land uses within Regional, Community, and Neighborhood Town Centers as well as other mixed-use zones as defined by the SEDA Specific Plan.

Transportation Demand Management Plan (TDM). Applicable to all land uses with TDM policies.

On-Street Parking Inclusion

All on-street parking stalls may be counted towards meeting parking requirements if they achieve the following criteria:

- On-street parking stalls must be publicly accessible and meet City of Fresno and SEDA standards for parking.
- Stalls must not already be counted toward another development's parking supply total.
- At least 50% of the area of the on-street stall must be located in front of the project, calculated from the front (street-side) corner of the development parcel, perpendicular to the closest adjacent street centerline.
- Where on-street parking is provided on the block perimeter and the parking is marked, metered, or parking pay stations are provided, accessible parking spaces shall be provided in accordance with the Pedestrian Rights of Way Accessibility Guidelines (PROWAG).
- Stalls must obtain designation as "counted" supply by the City of Fresno Planning and Development Department, but will be retained as property of, and subject to regulation, maintenance, redesign, and operation by the City of Fresno; subsequent elimination by the City of a "counted" on-street stall shall not translate into additional parking requirements so long as that development remains in the same use.

POLICY UF-7.3 PARKING DESIGN.

Support vibrant, walkable, and accessible communities by successfully integrating and managing parking facilities within the urban fabric.

Surface Lot Standards

Integrate a site design that is pleasant, convenient, and unobtrusive to the streetscape.

Connecting walkways shall be provided to afford convenient pedestrian access from the interior of parking areas to nearby buildings or open spaces.

Landscaped setbacks with a minimum width of 10 feet shall be provided wherever a surface parking lot abuts a street; this may include the use of landscape

material, land forms, rockeries, trellises, colonnades, and other elements.

Pedestrian walks shall be striped across drive lanes.

Landscaped islands shall be installed at the ends of all on-grade parking bays and shall contain one tree per adjacent stall.

Landscaped medians shall have a minimum width of 8 feet from back of curb to back of curb.

Paving and planting materials shall be approved by the Planning and Development and Public Works Directors.

Structured Lot Standards

Enable structure design similar to the surface lot standards that is pleasant, convenient, and unobtrusive to the streetscape.

Residential parking structures should be shielded from the street on all sides by other uses.

Public parking structures within one block of Super Arterials and Arterials of the Regional or Community Town Centers shall provide ground floor retail, commercial, office, or other pedestrian-compatible uses for at least 70% of their street frontage (except to the extent that frontage minimums interfere with minimum access requirements).

Minimize Heat Island Effect and Urban Stormwater Runoff

Install planting, shading and paving techniques to minimize environmental impacts of parking facilities. For vegetative shading, please refer to City of Fresno Performance Standards for Parking Lot Shading (Fresno Development Code Section 15-2421).

Soil and planting materials on surface lots shall serve to:

- Suppress sediment movement
- Trap sediment-attached substances
- Encourage infiltration
- Encourage nutrient-fixing and absorption of flushed surface contaminants during detention and infiltration

- Enhance water-cooling effect by shading runoff during detention and infiltration

Paving in high-density and commercial areas should consist of pervious pavement systems or equivalent technology, achieving a reduction of not less than 50% net impervious cover, for at least 50% of total pavement area as compared to a typical concrete or asphalt paving system.

Materials with a minimum Solar Reflectance Index (SRI) of 29 should be used on at least 50% of all impervious parking surfaces (including roofing over covered parking stalls).

Accessible Parking

The Plan Area will provide for accessible parking in accordance with the ADA Standards, Title 24 California Building Code and best practices of the Pedestrian Rights of Way Accessibility Guidelines (PROWAG).

Preferential Parking

Provide preferential parking to encourage more sustainable travel behavior.

Develop pro-rata requirements for the provision of preferential non-residential parking for, but not limited to, all of the following modes of transportation in order of importance (high to low):

- Bicycles
- Motorcycles
- Carshare vehicles
- Electric vehicles
- Carpools/vanpools

POLICY UF-7.4 PRICING AND FEE SHARING.

Develop a comprehensive fee and pricing strategy for parking within the SEDA that uses market pricing, a variety of financing strategies, and incentives to support non-auto travel and encourage the efficient use of land.

Pricing. Support metering, variable pricing, differential pricing, and other market mechanisms to efficiently use parking resources.

Incentives. Enable in-lieu fees and consolidated parking provisions (i.e., public lots and garages) to efficiently utilize land within commercial, retail, and Mixed-Use Districts.

Affordability. Allow unbundling, cash-out programs, and density bonuses to encourage developers and/or employers to reduce their parking load and increase affordability.

OBJECTIVE UF-8

Manage transportation demand as it occurs.

Use a comprehensive set of transportation demand management (TDM) strategies to increase overall system efficiency through design improvements, land use planning, and single-occupancy vehicle (SOV) trip reduction programs. Policies will be flexible and utilize incentives to reduce unnecessary trips, shift flexible trips, and lower development costs while making the most efficient use of land and streets. Implementing TDM policies will help reduce emissions and roadway impacts in not only the SEDA, but beyond.

POLICY UF-8.1 SEDA TRANSPORTATION DEMAND MANAGEMENT PROGRAM.

Develop a comprehensive TDM strategy for the SEDA as follows:

Develop a TDM Plan consistent with the City's VMT program. A mix of uses are intended in the Plan which seek to create a more compact lifestyle and reduce VMT to meet state requirements.

The program should include physical design credits (i.e. bicycle storage, on-site showers, shared parking), lifestyle credits (i.e. on-site childcare, telecommuting, flex hour programs), and credits for auto-alternative programs (i.e. shuttle service, subsidized transit, guaranteed ride home programs).



Bicycle parking facilities at Fresno State University

Transportation Demand Management Programs

With its focus on Mixed-Use Districts, diverse residential neighborhoods, and rich multi-modal transportation options, the SEDA Plan significantly reduces reliance on the automobile for many daily trips. A Transportation Demand Management Plan further reduces vehicle trips by ensuring that employers and other major users in the Plan Area provide programs and incentives to facilitate non-auto travel. TDM policies provide disincentives to driving alone and incentives to using other modes of transportation for commute and other daily trips. Such policies are implemented in cities across the United States and are a safe and cost-effective means of reducing demands on roadway infrastructure, making best use of transit service, and reducing pollution and other harmful effects of automobile travel.

SEDA Development Code Update

This section of the SEDA Specific Plan provides a description of the regulations and guidelines for how the development of land uses and streets are envisioned within the Plan Area in addition to how these regulations will be implemented.

Application of the Development Code Update

New standards and requirements set forth in the SEDA Specific Plan Development Code update will

guide how this Specific Plan is implemented. All development proposals will be required to adhere to these new standards and requirements.

The standards and regulations of the Development Code update govern land uses and development within the Plan Area. These standards and regulations should supersede and/or replace any previous zoning designations, allowable use designations, and block, parcel, or lot/site design standards. Processes currently included within the City of Fresno Municipal Code, such as those including but not limited to Site Plan Reviews, Conditional Use Permits and Variances, which are not addressed by the Development Code update shall remain processes which are allowed to occur within the SEDA.

If a conflict arises between the requirements of the SEDA Specific Plan and the Development Code, the more stringent and regulating standard shall apply. In compliance with the Fresno Municipal Code Section 15-104-B-4, in the event of a conflict between this Development Code update and any other operative plans, the Development Code shall supersede the General Plan and applicable Specific and Community Plans.

Components of the SEDA Development Code Update

As part of this amendment, four interrelated components are to be included within the SEDA Specific Plan: the Land Use Map, new zone district standards, street and circulation standards, and a description of the development process. Each of these components are described throughout the remainder of this Chapter.

Land Use Map - Modified Consolidated Business Park Alternative

As mentioned previously, the environmental analysis for the SEDA Plan identified the Consolidated Business Park Alternative as the Environmentally Superior Alternative. During the legislative process in 2025, the City Council provided direction for additional Specific Plan refinement. Revisions to the Specific Plan resulted in a Modified Consolidated Business Park Alternative, as shown in Map 2.5, with a

focus on two development areas in South SEDA: East of Temperance and South of Jensen.

The Modified Consolidated Business Park Alternative Map (Map 2.5) identifies various land use designations throughout the Plan Area, which would be described and regulated by a set of zoning standards that describe the appropriate mix of uses, compatibility of uses, maximum block size, and other standards impacting the public realm within each district. As referenced previously, development will only be permitted in South SEDA areas East of Temperance and South of Jensen. All other areas within the SEDA Plan boundary will be identified as Future Reserve Areas. Development will not be permitted to occur in Future Reserve Areas until thresholds identified in Chapter 9, Implementation have been met.

Land Use, Zone Districts and Standards

Land use designations and associated zone district standards establish the type and mix of uses permitted in each district. Parcels within the Specific Plan Area shall be occupied by land uses allowed for the district in which they are located, however, existing legal uses which have previously been operating within the SEDA before the updated Plan adoption are permitted to remain in perpetuity.

These zone district standards also regulate how blocks are created and developed visually. New standards are to be created with each separate district in mind and as such, vary according to each zone district designation. They define general block characteristics including maximum block size, building height, setbacks and building features.

Block Standards and Guidelines

The following standards provide guidance for the layout of the blocks within all the proposed SEDA zone districts. They are critical in creating well-designed urban spaces to ensure a highly connected and walkable block and street pattern throughout the Plan Area.

Connectivity

Street connectivity is essential to the successful implementation of the SEDA Plan. To ensure this

success, it is important that streets are not only interconnected within the Plan Area itself, but outside the SEDA as well. The connection and alignment of arterials and collectors are designated on Map 2.6, the SEDA Proposed Major Street Circulation and are shown with no greater than 1/2-mile spacing between alignments.

Street Stub-Outs

Street stub-outs must be provided when adjacent sites are vacant and must be coordinated with adjacent landowners and developers.

Cul-de-Sacs

In order to promote connectivity throughout the Plan Area, cul-de-sacs are discouraged. Approval by the City of Fresno is required for all cul-de-sacs. Ownership boundaries are not considered a physical condition that would otherwise allow a cul-de-sac.

Alleys

Alleys are allowed within all districts except Rural Cluster. Alleys may cross a pedestrian pass-through, but alley pavement must be raised at the crossing to the level of the pass-through.

Block Layout

Block layout should meet the criteria defined for blocks within each zone district, including maximum block size.

Maximum Block Lengths (feet)

Blocks should be less than 500 feet long (measured from street centerline to street centerline). Blocks longer than 500 feet must provide a public, pedestrian pass-through, at least 25' in width. A pass-through should be perpendicular to the long block-face, centered on that face to the extent possible, and connected to other circulation elements through and adjacent to the block.

Edge Blocks

Blocks adjacent to significant open space features such as parks, canals, or trails should face the natural feature.

Gated Neighborhoods

Residential developments should not be isolated from the adjacent community by fencing, walls, or gates. In limited circumstances, gating of vehicle circulation may be allowed, but bicycle and pedestrian connectivity to the public realm must remain unobstructed.

Allowable Uses

Uses within the SEDA will abide by the use categories for each zone district proposed pursuant to this Plan as part of the subsequent Development Code update. If a use is not listed, it is not allowed within the Specific Plan Area. Similarly, if a land use is not listed within a specific district, it will not be allowed within that district. However, existing legal uses that have previously been operating within the SEDA area before the updated Plan adoption are permitted, pursuant to FMC Section 15-404.

Development shall occur in the South SEDA areas East of Temperance and South of Jensen as the first phase within the SEDA Planning Area. East of Temperance and South of Jensen include the following mix of land uses:

Table 2.2 Land Use Acreage for East of Temperance and South of Jensen

East of Temperance

Land Use	Acreage
Neighborhood Residential	407 acres
Mixed Residential	41 acres
Neighborhood Town Center	10 acres
Community Town Center	11 acres

South of Jensen

Land Use	Acreage
Flexible Research & Development	1,369 acres
Institutional	116 acres
Office Center	63 acres

While the following descriptions of each land use prescribe land uses as part of the entire SEDA Planning Area which encompasses all 9,000 acres, they should be applied with the understanding that development will only be permitted in the South SEDA areas East of Temperance and South of Jensen until thresholds identified in Chapter 9 – Implementation have been met.

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Regional Town Center



Typical Size: 100 – 175 acres

Description

The Regional Town Center is at the top of the Mixed-Use District hierarchy in the SEDA, serving 40,000 to 60,000 households across the site and within the surrounding communities. There are approximately 310 acres of Regional Town Center in the SEDA.

The Regional Town Center will be located south of State Highway 180 along the realigned Kings Canyon Arterial. The center will be focused around one or more major transit stations linked to the regional rapid-transit network. The Regional Town Center will be given priority as the primary mixed-use employment center, retail destination, and host to major cultural attractions in the SEDA. SEDA region-serving civic amenities and medium to higher-density housing will help to foster a complete and vibrant mixed-use environment in the Regional Town Center.

Maximum Average Net Density

70 dwelling units per acre

Recommended Block/Building Types

Mixed-Use (Office/Retail, Residential/Retail), Commercial (Office, Retail), Multifamily Residential, Townhome, Live/Work.

Street and Frontage Standards

All streets should include parallel parking.

Parking lot frontage should be minimized to the extent possible and placed internal to the block, or along secondary or side street infrastructure.

Parking lot frontage should be broken or screened as much as possible with buildings, plantings, stormwater elements, plazas, public art, or other design features.

Access

Each block-face shall have a maximum of one non-alley curb-cut.

Additional curb-cuts shall be permitted for public and private parking structures.

Curb cuts should be minimized to the extent possible and placed along secondary or side street infrastructure.

Access drives should be shared between multiple uses, where possible.

Access drives should be aligned across streets, where possible.

Public Realm Standards

Public civic spaces (e.g., squares, plazas) should be sited in central and prominent locations.

Semi-private civic spaces (e.g., community gardens, pocket parks, tot-lots) should be sited at the heart of a neighborhood in order to be protected by, and accessible to, their users.

Regional Town Center blocks longer than 500' should incorporate a perpendicular, mid-block pass-through for pedestrian and bicycle circulation.

Connective, multi-block pedestrian and bicycle thru-ways should be encouraged, especially to link non-residential nodes within short distances from one another.

Buildings should be oriented parallel or nearly parallel to adjacent streets.

Primary facades should face civic plazas and/or the most active street. For streets, the general order of highest to lowest intensity and use is:

- Arterial
- Collector
- Local (with Bicycle Blvd. status)
- Local (standard)

Community Town Centers



Typical Size: 40 – 75 acres

Description

The SEDA Specific Plan includes seven Community Town Centers dispersed across the Plan Area. Each center will provide commercial, civic, and other services to meet the needs of multiple neighborhoods and Community Town Center residents and employees. Community Town Center services will support between 5,000 and 10,000 households. There are approximately 290 acres of Community Town Centers in the SEDA.

Community Town Centers will feature grocery stores and personal and business services, and a variety of medium- density housing options. Some Community Town Centers are focused around major rapid-transit stations. Community Town Centers will be located based on surrounding population density and proximity to other centers.

Maximum Average Net Density

55 dwelling units per acre

Recommended Block/Building Types

Mixed-Use (Office/Retail, Residential/Retail), Commercial (Office, Retail), Multifamily Residential, Townhome, Live/Work, Single Family (Green Court/Paseo Court, Small Lot)

Street and Frontage Standards

All streets should include parallel parking.

Parking lot frontage should be minimized to the extent possible and placed internal to the block, or along secondary or side street infrastructure.

Parking lot frontage should be broken or screened as much as possible with buildings, plantings, stormwater elements, plazas, public art, or other design features.

On streets where parallel parking is provided, accessible parking for people with disabilities will also be provided, in accordance with the best practices of the Pedestrian Rights of Way Accessibility Guidelines (PROWAG).

Access

Each block-face should have a maximum of one non-alley curb-cut.

Additional curb-cuts should be permitted for public and private parking structures.

Curb cuts should be minimized to the extent possible and placed along secondary or side street infrastructure.

Access drives should be shared between multiple uses, where possible.

Access drives should be aligned across streets, where possible.

Public Realm Standards

Public civic spaces (e.g., squares, plazas) should be sited in central and prominent locations.

Semi-private civic spaces (e.g., community gardens, pocket parks, tot-lots) should be sited at the heart of a neighborhood in order to be protected by, and accessible to, their users.

Community Town Center blocks longer than 500' should incorporate a perpendicular, mid-block pass-through for pedestrian and bicycle circulation.

Connective, multi-block pedestrian and bicycle thru-ways should be encouraged, especially to link non-residential nodes within short distances from one another.

Buildings should be oriented parallel or nearly parallel to adjacent streets.

Primary facades should face civic plazas and/or the most active street. For streets, the general order of highest to lowest intensity and use is:

- Arterial
- Collector
- Local (with Bicycle Blvd. status)
- Local (standard)

Neighborhood Town Centers



Typical Size: 20 – 30 acres

Description

Neighborhood Town Centers are dispersed throughout the SEDA and serve as focal points of adjacent residential areas. Neighborhood Town Centers will include some employment and residential uses, but primarily provide the majority of SEDA residents with essential walk, bike, transit, and short-drive access to civic services and amenities, including elementary schools, local parks, community gardens, and other services.

The spacing and frequency of Neighborhood Town Centers will be based upon requirements for the provision of elementary schools as determined by surrounding school districts. Each Neighborhood Town Center shall serve approximately 1,500 to 2,000 households. There are approximately 520 acres of Neighborhood Town Center in the SEDA.

Maximum Average Net Density

30 dwelling units per acre

Recommended Block/Building Types

Mixed-Use (Office/Retail, Residential/Retail), Commercial (Office, Retail), Multifamily Residential, Townhome, Live/Work, Single Family (Green Court/Paseo Court, Small Lot)

Street and Frontage Standards

All streets should include parallel parking.

Parking lot frontage should be minimized to the extent possible and placed internal to the block, or along secondary or side street infrastructure.

Parking lot frontage should be broken or screened as much as possible with buildings, plantings, stormwater elements, plazas, public art, or other design features.

Access

Curb cuts should be minimized to the extent possible and placed along secondary or side street infrastructure.

Access drives should be shared between multiple uses, where possible.

Access drives should be aligned across streets, where possible.

Public Realm Standards

Public civic spaces (e.g., squares, plazas) shall be sited in central and prominent locations.

Semi-private civic spaces (e.g., community gardens, pocket parks, tot-lots) should be sited at the heart of a neighborhood in order to be protected by, and accessible to, their users.

Neighborhood Town Center blocks longer than 500' should incorporate a perpendicular, mid-block pass-through for pedestrian and bicycle circulation.

Connective, multi-block pedestrian and bicycle thru-ways should be encouraged, especially to link non-residential nodes within short distances from one another.

Buildings should be oriented parallel or nearly parallel to adjacent streets.

Primary facades shall face civic plazas and/or the most active street. For streets, the general order of highest to lowest intensity and use is:

- Arterial
- Collector
- Local (with Bicycle Blvd. status)
- Local (standard)

Mixed Residential



Typical Size: 20 - 120 acres

Description

Mixed Residential Districts will support the Regional and Community Town Centers with a variety of medium- and higher-density housing, including a diverse mix of attached and detached single family and multifamily dwellings. There are approximately 1,090 acres of Mixed Residential in the SEDA.

Maximum Average Net Density

25 dwelling units per acre

Recommended Block/Building Types

Mixed-Use (Residential/Retail), Multifamily Residential, Townhome, Live/Work, Single Family (Green Court/ Paseo Court, Small Lot), Accessory Units

Street and Frontage Standards

All streets should include parallel parking.

Parking lot frontage should be minimized to the extent possible and placed internal to the block, or along secondary or side street infrastructure.

Parking lot frontage should be broken or screened as much as possible with buildings, plantings, stormwater elements, plazas, public art, or other design features.

Access

Curb cuts should be minimized to the extent possible and placed along secondary or side street infrastructure.

Access drives should be shared between multiple uses, where possible.

Access drives should be aligned across streets, where possible.

Public Realm Standards

Public civic spaces (e.g., squares, plazas) should be sited in central and prominent locations:

Semi-private civic spaces (e.g., community gardens, pocket parks, tot-lots) should be sited at the heart of a neighborhood in order to be protected by, and accessible to, their users.

Mixed Residential blocks longer than 500' shall incorporate a perpendicular, mid-block pass-through for pedestrian and bicycle circulation.

Connective, multi-block pedestrian and bicycle thru-ways should be encouraged, especially to link non-residential nodes within short distances from one another.

Buildings should be oriented parallel or nearly parallel to adjacent streets.

Primary facades shall face civic plazas and/or the most active street. For streets, the general order of highest to lowest intensity and use is:

- Arterial
- Collector
- Local (with Bicycle Blvd. status)
- Local (standard)

Gated and/or access restricted neighborhoods are prohibited in Mixed Residential Districts.

Neighborhood Residential



Typical Size: 20 – 120 acres

Description

Neighborhood Residential Districts will surround Neighborhood Town Centers and support the retail, employment, and other services provided throughout the SEDA Plan. Neighborhood Residential areas include a diversity of detached and attached single family housing types, as well as some multifamily housing options. There are approximately 1,520 acres of Neighborhood Residential in the SEDA.

Maximum Average Net Density

20 dwelling units per acre

Recommended Block/Building Types

Retail, Multifamily Residential, Townhome, Live/Work, Single Family (Green Court/Paseo Court, Small Lot) Accessory Units

Street and Frontage Standards

All streets should include parallel parking.

Parking lot frontage should be minimized to the extent possible and placed internal to the block, or along secondary or side street infrastructure.

Parking lot frontage should be broken or screened as much as possible with buildings, plantings, stormwater elements, plazas, public art, or other design features.

Access

Curb cuts should be minimized to the extent possible and placed along secondary or side street infrastructure.

Access drives should be shared between multiple uses, where possible.

Access drives should be aligned across streets, where possible.

Public Realm Standards

Public civic spaces (e.g., squares, plazas) should be sited in central and prominent locations.

Semi-private civic spaces (e.g., community gardens, pocket parks, tot-lots) should be sited at the heart of a neighborhood in order to be protected by, and accessible to their users.

Neighborhood Residential blocks longer than 500' shall incorporate a perpendicular, mid-block pass-through for pedestrian and bicycle circulation.

Connective, multi-block pedestrian and bicycle thru-ways should be encouraged, especially to link non-residential nodes within short distances from one another.

Buildings should be oriented parallel or nearly parallel to adjacent streets.

Primary facades should face civic plazas and/or the most active street. For streets, the general order of highest to lowest intensity and use is:

- Arterial
- Collector
- Local (with Bicycle Blvd. status)
- Local (standard)

Rural Residential



Typical Size: 1-10 acres

Description

There are approximately 2,160 acres in the Plan Area currently developed as very low-density rural residential homes, small farms, and ranchettes, the majority of which have been designated in the plan as Rural Residential. Upon annexation into the City, the existing land use on these parcels will remain protected under the Annexed Rural Residential Transitional Overlay District as referenced in Fresno Municipal Code (FMC) Section 15-1606, which allows rural residential uses to continue upon annexation to the City until such time as the properties are further developed consistent with the Base District.

Maximum Average Net Density

1 dwelling unit per lot

Recommended Block/Building Types

Single Family

Street and Frontage Standards

No loading should be permitted on a public road, street or highway.

Parking lot frontage should be minimized to the extent possible and placed internal to the block, or along secondary or side street infrastructure.

Parking lot frontage should be broken or screened as much as possible with buildings, plantings, stormwater elements, plazas, public art, or other design features.

Access

Vehicular access should be provided from a dedicated and improved road or approved private road to off-street parking facilities on the property requiring off-street parking.

Adequate turning area should be provided on lots facing on and having access to Collector or Arterial roads or expressways to permit motor vehicles to enter the roadway in a forward direction.

Public Realm Standards

Connective, multi-block pedestrian and bicycle thru-ways should be encouraged, especially to link residential nodes within short distances from one another.

Rural Cluster Residential



Typical Size: 20 – 120 acres

Description

Rural Cluster Districts, located along the eastern edge of the SEDA, will concentrate residential lots within a small, clustered area of a larger parcel or grouping of parcels. This clustering of homes serves to preserve the continuity and viability of the surrounding land for active recreation, habitat conservation, and agricultural uses. Rural Cluster will be used as a transitional buffer between more intense urban uses within the SEDA, and the commercial agricultural operations outside the Plan Area. There are approximately 810 acres of Rural Cluster Residential in the SEDA.

In Rural Cluster Districts, the property area typically covers 20 – 40 acres, but homes cluster on lots (less than 1 acre) on a small portion of the property.

Maximum Average Net Density

0.5 dwelling units per acre

Recommended Block/Building Types

Single Family (Medium Lot, Cluster Lot)

Street and Frontage Standards

All streets should include parallel parking.

Parking lot frontage should be minimized to the extent possible and placed internal to the block, or along secondary or side street infrastructure.

Parking lot frontage should be broken or screened as much as possible with buildings, plantings, stormwater elements, plazas, public art, or other design features.

Access

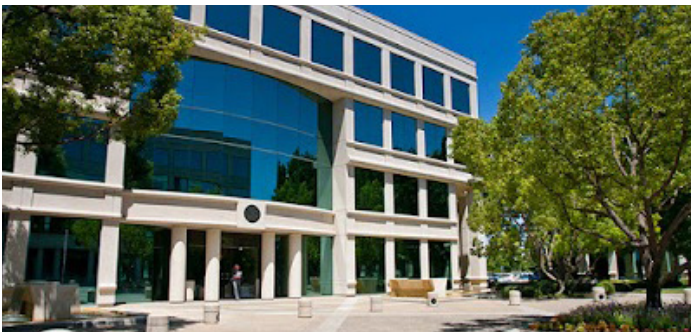
Access drives should be shared between multiple uses, where possible.

Access drives should be aligned across streets, where possible.

Public Realm Standards

Connective, multi-block pedestrian and bicycle thru-ways should be encouraged, especially to link residential nodes within short distances from one another.

Office Center



Typical Size: 50 - 120 acres

Description

Office Center areas will be located adjacent to Regional and Community Centers or along regionally significant transportation corridors (e.g. State Highway 180, Kings Canyon Avenue, Clovis Avenue). Office Centers will accommodate professional office and compatible commercial uses such as restaurants, coffee shops, cafes, banks, book shops, and dry cleaners. There are approximately 160 acres of Office Center in the SEDA.

Recommended Block/Building Types

Mixed-Use (Office/Retail), Commercial (Office, Retail)

Street and Frontage Standards

All streets should include parallel parking.

Parking lot frontage should be minimized to the extent possible and placed internal to the block, or along secondary or side street infrastructure.

Parking lot frontage should be broken or screened as much as possible with buildings, plantings, stormwater elements, plazas, public art, or other design features.

Access

Each block-face should have a maximum of one non-alley curb-cut.

Additional curb-cuts should be permitted for public and private parking structures.

Curb cuts should be minimized to the extent possible and placed along secondary or side street infrastructure.

Access drives should be shared between multiple uses, where possible.

Access drives should be aligned across streets, where possible.

Public Realm Standards

Public civic spaces (e.g., squares, plazas, etc.) should be sited in central and prominent locations.

Semi-private civic spaces (e.g., community gardens, pocket parks, tot-lots, etc.) should be sited at the heart of a neighborhood in order to be protected by, and accessible to their users.

Office Center blocks longer than 500' should incorporate a perpendicular, mid-block pass-through for pedestrian and bicycle circulation.

Connective, multi-block pedestrian and bicycle thru-ways should be encouraged, especially to link non-residential nodes within short distances from one another.

Buildings should be oriented parallel or nearly parallel to adjacent streets.

Primary facades should face civic plazas and/or the most active street. For streets, the general order of highest to lowest intensity and use is:

- Arterial
- Collector
- Local (with Bicycle Blvd. status)
- Local (standard)

Flexible Research and Development



Typical Size: 50 - 300 acres

Description

Flexible Research and Development areas will primarily be located west of the Briggs Canal and/or south of Jensen Avenue and are intended to contain uses such as research and development, light manufacturing, product testing centers, and office development. The area could also include compatible commercial uses such as restaurants, coffee shops, cafes, printing and publishing, dry cleaners, and supporting businesses. Access to regional transportation corridors (both road and rail) is critical. Residential uses will not be allowed in this District, however, buffer standards will be included between uses as needed to ensure land use compatibility. There are approximately 1,380 acres of Flexible Research and Development in the SEDA.

Recommended Block/Building Types

Mixed-Use (Office/Retail), Commercial (Office/Retail), Research and Development/Light Industrial

Street and Frontage Standards

All streets should include street right-of-way adequate for inclusion of parallel parking.

Parking lot frontage should be minimized to the extent possible and placed internal to the block, or along secondary or side street infrastructure.

Parking lot frontage should be broken or screened as much as possible with buildings, plantings, stormwater elements, plazas, public art, or other design features.

Access

Curb cuts should be minimized to the extent possible and placed along secondary or side street infrastructure.

Access drives should be shared between multiple uses, where possible.

Access drives should be aligned across streets, where possible.

Public Realm Standards

Public civic spaces (e.g., squares, plazas, etc.) should be sited in central and prominent locations.

Connective, multi-block pedestrian and bicycle thru-ways should be encouraged, especially to link non-residential nodes within short distances from one another.

Buildings should be oriented parallel or nearly parallel to adjacent streets.

Primary facades should face civic plazas and/or the most active street. For streets, the general order of highest to lowest intensity and use is:

- Arterial
- Collector
- Local (with Bicycle Blvd. status)
- Local (standard)

Institutional



Typical Size: 3 - 40 acres

Description

Institutional districts include existing and planned educational facilities.

Institutional districts could also be located at the edges of Regional and Community Town Centers along medium- and high-capacity transportation connections. Institutional areas could house K-12 schools and university or state community college functions, while providing a limited but compatible series of commercial uses. There are approximately 280 acres of institutional in the SEDA.

Recommended Block/Building Types

Civic, Educational

Street and Frontage Standards

All streets must include parallel parking.

Parking lot frontage should be minimized to the extent possible and placed internal to the block, or along secondary or side street infrastructure.

Parking lot frontage should be broken or screened as much as possible with buildings, plantings, stormwater elements, plazas, public art, or other design features.

Access

Curb cuts should be minimized to the extent possible and placed along secondary or side street infrastructure.

Access drives should be shared between multiple uses, where possible.

Access drives should be aligned across streets, where possible.

Public Realm Standards

Public civic spaces (e.g., squares, plazas) should be sited in central and prominent locations throughout each center.

Institutional blocks longer than 500' should incorporate a perpendicular, mid-block pass-through for pedestrian and bicycle circulation.

Connective, multi-block pedestrian and bicycle thru-ways should be encouraged, especially to link non-residential nodes within short distances from one another.

Buildings should be oriented parallel or nearly parallel to adjacent streets.

Primary facades should face civic plazas and/or the most active street. For streets, the general order of highest to lowest intensity and use is:

- Arterial
- Collector
- Local (with Bicycle Blvd. status)
- Local (standard)



Street And Circulation Standards

The Proposed Major Street Circulation Map (Map 2.6) identifies alignments and connectivity for Arterials and Collectors. Each roadway type is subject to City of Fresno's Department of Public Works Standards.

The public right-of-way includes the area between parcel boundaries and sidewalks, landscaping, and streets. All streets in the Plan Area will need to utilize the City of Fresno's Department of Public Works Standards for the planning and design of streets.

Multi-Modal Circulation System

The SEDA Proposed Major Street Circulation (Map 2.6) also defines the major circulation elements of the SEDA Plan for Arterials and Collectors. Alignments for Local Streets, while not defined by the Circulation Plan Map, must adhere to the dimensions and connectivity standards of the City of Fresno's Department of Public Works Standards or as specified in the Development Code update for SEDA.

Bicycle / Pedestrian Trail

Trail systems connect regional and sub-regional destinations for bicyclists, pedestrians, and equestrians (where appropriate) and seek to provide safe, comfortable paths, which accommodate recreational activity and non- automobile travel for daily trips. In addition, multi-use trails will be located next to canals and other open space networks within the SEDA and will further help to direct storm water runoff into natural basins.

Bicycle Routes (Bicycle Priority Streets)

Bicycle Routes are located on either Collector or Local Streets and will aim to optimize bike travel and improve bicycle safety through traffic calming, intersection control, special signage and street markings. Bicycle Routes provide direct, prioritized routes for bicyclists, minimizing stop signs, discouraging auto travel and cut-throughs, and providing traffic light and curb extensions to help bicyclists cross busy streets. Crossing elements and other traffic calming features slow vehicular traffic and allow both experienced and young riders to ride safely and comfortably. Distinctive signage and pavement markings also help to alert automobiles that the route prioritizes for bicyclists.

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Development Process

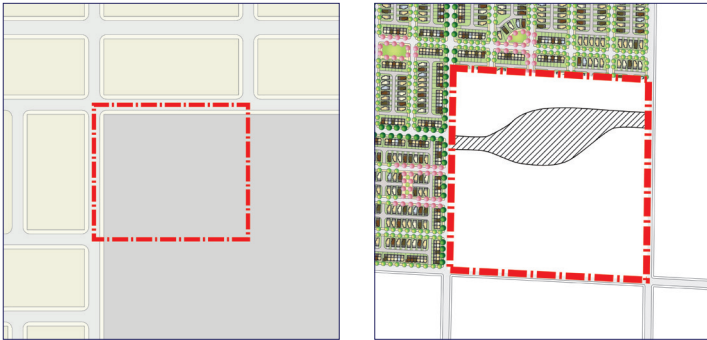
This section describes the tools for how the SEDA Development Code can be used to file an application within the SEDA for various Subdivision, Site Development Plans and/or Sub-Area Implementation Plans.

Procedure for Subdividing Land

Many existing parcels within the SEDA exceed two to six acres (excluding civic lots) and must be subdivided further to meet the requirements of the specific zone district standards in which the parcel is located. The following describes a process for subdividing parcels within the SEDA in order to create a series of smaller, more connected blocks, as would be required by the zone district standards.

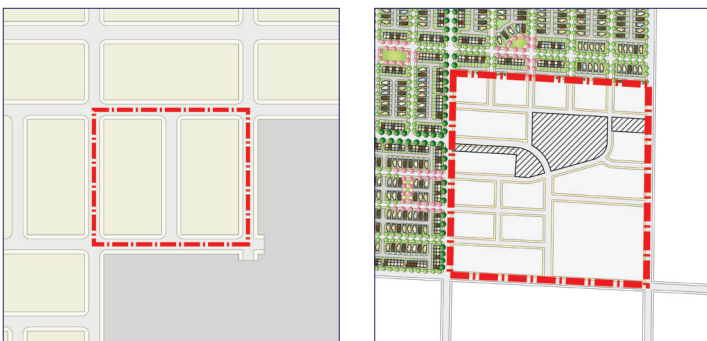
Site

Parcels exceeding 2 to 6 acres should be subdivided or provide bicycle and pedestrian circulation through the project site.



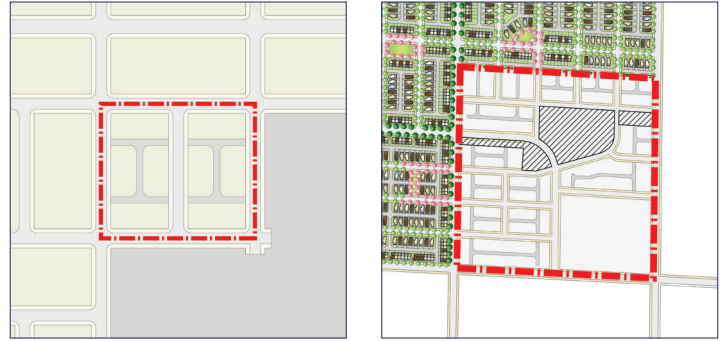
Introduce Streets

Streets break each property into smaller blocks that meet the standards established by the proposed zone districts. The SEDA Proposed Major Street Circulation Map identifies major circulation elements such as collector street alignments.



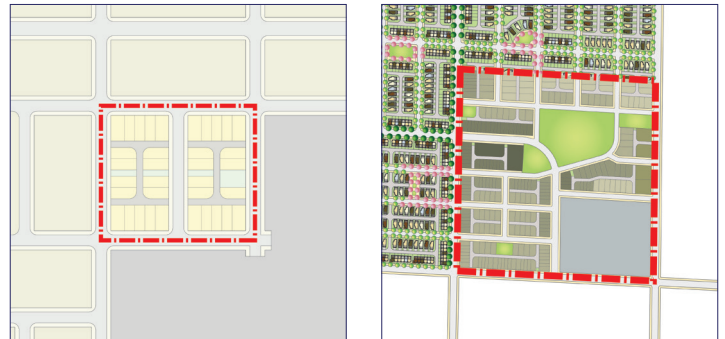
Introduce Alleys

The interior of blocks and individual parcels are encouraged with access primarily by alleys. Reducing curb-cuts along block-faces promotes safer, more attractive streetscapes that meet the standards established by the zone districts.



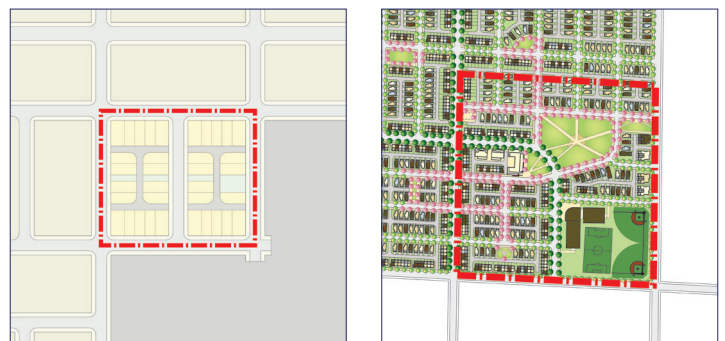
Introduce Lots

Based on the type(s) of blocks created, lots or parcels should be introduced that conform to the allowable building types.



Introduce Building Types

After each lot receives a building type, the building should incorporate additional standards for frontage, landscaping and architectural standards.



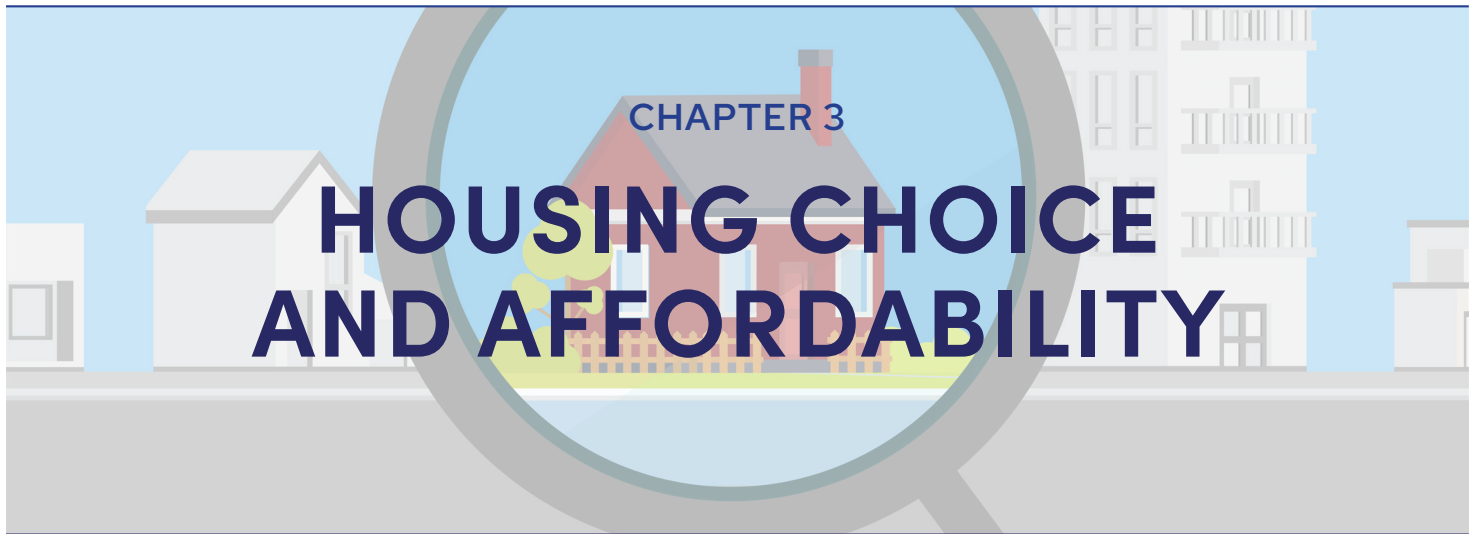
Sub-Area Implementation Plans

Sub-Area Implementation Plans may be utilized in cases where large areas or districts of the SEDA undergo comprehensive, coordinated detailed planning and design. This could occur when multiple property owners come together to plan for larger portions of the SEDA site and is most applicable (though not limited) to the Regional Town Center, Community Town Centers, and Neighborhood Town Centers. Sub-Area Implementation Plans can ensure that critical areas of the SEDA are planned cohesively.

Sub-Area Planning Process

In coordination with developers, builders, and landowners, the City could participate in the creation of Sub-Area Plans.

Planning and design teams for the Sub-Areas should include expertise in land use and urban design, transportation system and roadway design, transit station design and access (where required), landscape architecture (where required), infrastructure planning, and financing. Each team should work closely with associated infrastructure agencies and providers throughout the development of the Sub-Area Plan.



As discussed throughout the Chapter 2 – Urban Form, the way in which land uses are designated and allocated throughout a community affects how and where housing is developed. As a long-range plan, the SEDA Specific Plan presents a rare opportunity to comprehensively address housing needs.

The Plan accommodates a diverse range of housing types, from medium- and higher-density multifamily types, to small and medium-lot single family options. It provides land uses that seek to align with the unique housing market to better support a variety of housing options. The Plan also builds on a definition of affordability that considers household transportation, energy and utility bill burdens as components of housing costs.

Housing in Fresno County

In recent years, the average sale price of a home in Fresno has increased by upwards of 19 percent. Although trends of overpayment in the city of Fresno have decreased since the 2010's, Fresno still had a higher rate of cost burdened households than the county as a whole in recent years, with 41.3 percent of all households in the city overpaying for housing compared to 37.8 percent across the county. These factors, coupled together with a local median household income of approximately \$53,568 compared to the California statewide median household income of approximately \$78,672, can lead

to difficult conditions for Fresno residents seeking housing opportunities.

Responding with a Spectrum of Housing Types

The Southeast Development Area Plan calls for higher densities across all residential and mixed-use areas except Rural Residential and Rural Cluster. Residential development will exceed conventional suburban development densities and will provide for a greater spectrum of product types. A small percentage of total development calls for lower density lots in the Rural Cluster land use that serve as a buffer between urban uses and conventional agricultural uses outside the Southeast Development Area.

In addition, providing a more diverse, higher density mix of housing in the SEDA Plan benefits major employers, who can locate in proximity to a range of qualified employees. Increasing the housing diversity within the Southeast Development Area will provide employers with a range of employee profiles that will allow employers to fill a diverse set of jobs.

Minimizing Household Costs and Increasing Access to Transit and Employment

A key measure of household affordability is based on linking housing, transit and jobs in proximity to one another in order to minimize transportation costs and vehicle miles traveled. Communities where people have more travel options—where they can walk, bike, take transit, or take a short drive to where they work, play, shop, and go to school—can have a significant impact on household transportation costs. Moreover, communities that include smaller-lot single family

options, as well as multi-family and townhome choices, save residents and businesses on water, energy, and other utility bills. Measures of housing affordability must incorporate these multiple factors into the cost of owning and operating a home.

Protecting Agricultural Lands

The Southeast Development Area is known for its rich agricultural history. Representative of the SEDA today, multi-generational farming practices are still deeply engrained in the culture of the community.

As a region, we cannot plan for the Southeast Development Area without ensuring the agricultural heritage is harmoniously integrated within the fabric of new development. As part of this Plan, the Rural Cluster Residential land use is proposed to serve as an agricultural buffer between the developed areas of the SEDA and the agricultural lands to the east. In addition, development will only be permitted in the South SEDA areas East of Temperance and South of Jensen until thresholds identified in Chapter 9 – Implementation have been met. All other areas within the SEDA Planning Area will be identified as Future Reserve Areas – further preserving the existing agricultural lands located throughout the SEDA today.

In addition, the SEDA Specific Plan will incorporate single and multi-unit housing developments in close coordination with micro-scale agricultural farms and community gardens which not only seek to preserve existing agricultural practices, but to provide healthier, farm-to-table food options for SEDA residents and the surrounding region.

The objectives and policies of this Chapter reflect the priorities and vision for housing within the Southeast Development Area. They provide measures to ensure a variety of housing types are available to serve the community over time. For ease of readability, the phrase “Housing Choice” will be abbreviated to “HC” throughout this Chapter.

While the overarching goals, objectives and policies identified in each Chapter of this Plan remain, they should be applied with the understanding that development will only be permitted in the South SEDA areas East of Temperance and South of Jensen until

thresholds identified in Chapter 9 – Implementation have been met.

OBJECTIVE HC-1

Diverse Housing Types

Mix housing types and designs throughout the Plan Area to respond to the needs of all household types. The Southeast Development Area Specific Plan accommodates a diverse range of household demographics and preferences with housing types that range from higher-density multi-family homes to medium-lot single family homes.



The Alegre Commons. Low-density affordable housing located on Barstow Avenue



541 South Tower. Medium-density affordable housing located on Fulton Street



The Link at Blackstone. High-density mixed-use affordable housing located on Blackstone Avenue

POLICY HC-1.1 AGE IN PLACE HOUSING.

Plan for housing suitable for different stages of life, including first-time buyers, singles, young couples, families, and older homeowners, as well as opportunities for multi-generational housing, housing for seniors and long-term care/assisted living facilities.

POLICY HC-1.2 FAMILY AND LARGE HOUSEHOLD HOUSING.

Encourage the development of housing to serve larger households and households with children, particularly in areas served by high-capacity transit.

POLICY HC-1.3 ACCESSORY DWELLING UNITS.

To align with State Law, continue to allow the development of accessory dwellings or “granny flats” to increase density and affordability while maintaining character.

POLICY HC-1.4 ACCESSIBLE HOUSING.

Construct housing with practical features that provide basic access and functionality for people of all ages and various mobility and ambulatory capabilities.

POLICY HC-1.5 HOUSING DIVERSITY.

Encourage the inclusion of housing opportunities which provide for a range and diversity of housing types.

POLICY HC-1.6 COMPATIBILITY BETWEEN USES.

Provide for urban edge transitions that protect existing rural residential and agricultural uses from new development.

OBJECTIVE HC-2

Affordable Housing

Provide land uses which allow for a variety of housing choices that could be made available to a mix of incomes, age groups, and lifestyles.

POLICY HC-2.1 PROVISION OF AFFORDABLE HOUSING.

Provide funding assistance, partnership support, and take other actions as necessary to support the construction of new affordable housing within the SEDA.

The Housing Element details a comprehensive set of programs to provide an adequate supply of affordable housing. Programs entail actions by the Planning and Development Department, Fresno

Housing (previously known as the Fresno Housing Authority), private and non-profit developers and others as applicable. Development in the SEDA shall be consistent with the Housing Element. Current programs prioritizing housing affordability include, but are not limited to:

- Provide incentives for housing development
- Pursue state and federal funding sources for housing development
- Strengthen partnerships and relationships with affordable housing developers
- Support the establishment of local Community Land Trusts to acquire and/or build affordable housing
- Continue to release City-owned land designated as surplus for the development of affordable housing and other uses consistent with the California Surplus Lands Act

For more detailed information, please refer to the Fresno General Plan Housing Element.

POLICY HC-2.2 PUBLICLY OWNED LAND.

The City will continue to release City-owned sites as available for affordable housing development projects.

POLICY HC-2.3 DISTRIBUTION OF HOUSING.

Promote affordable housing opportunities that are distributed throughout the Southeast Development Area to avoid concentration in any one area.

POLICY HC-2.4 ECONOMIC INCENTIVES.

The City shall advocate for the provision of special needs housing, including disabled-accessible units and housing for persons with mental and physical disabilities. Develop economic incentives to encourage private sector developers and residential developments to construct accessible units in excess of the minimums. Economic incentives could include density bonuses, parking requirement reductions, and streamlined permitting.

Make incentives available to all new residential developments that target at least 25% of new units as accessible.

POLICY HC-2.5 SECURE AFFORDABILITY.

Maintain long-term affordability by using covenants and deeds, equity sharing, and other mechanisms by supporting the establishment of local Community Land Trusts and continuing to release City-owned sites for affordable housing development projects.

OBJECTIVE HC-3

Coordinating Housing and Transportation

Link housing and transportation together to limit family expenditures on both housing and transportation. The multi-modal transportation network connects housing and jobs within the Southeast Development Area and to other major regional centers, facilitating internal travel by non-automobile means. Chapter 2 – Urban Form addresses the location, distribution, and standards for transportation infrastructure investment, combining transportation options with appropriate development patterns to ultimately lower travel costs for SEDA residents and employees.

POLICY HC-3.1 COORDINATED LAND USE AND TRANSPORTATION PLANNING.

Support regional and citywide planning efforts that encourage the development of housing near new and existing public transportation investments.

POLICY HC-3.2 TRAVEL.

Encourage accessible, mixed-use development that incorporates housing and jobs, while lowering daily vehicle miles traveled.

POLICY HC-3.3 SMART LAND USES.

Build smaller-lot single family and multi-family housing types which use less energy and water than larger units.

CHAPTER 4

OPEN SPACE, SCHOOLS AND PUBLIC FACILITIES

Parks and other open spaces are essential elements of vibrant and healthy communities that promote a range of social, health, economic, and environmental benefits when integrated well into communities.

Beyond primary recreational functions, parks and open spaces can also serve as critical “green infrastructure” elements in a community, capturing and filtering stormwater runoff and reducing the need for traditional piped systems. The SEDA Plan recognizes—and builds upon—these many benefits. A high-quality, accessible open space system will be an integral component within the Southeast Development Area, as well as a significant contributor to improved quality of life.

Schools, libraries, and facilities for other essential civic services help define and anchor communities. Through their development, the City of Fresno and other public agencies possess key opportunities to positively impact the stability, sustainability, safety, and health of our communities. To ensure that public facilities respond optimally to community needs, the SEDA Plan outlines standards for the location, accessibility, and design of key facilities. With a sensitivity to fiscal constraints, the SEDA Plan also recommends joint-use arrangements—primarily between parks and schools—that can optimize capital outlays, maintenance costs, and public benefits. The SEDA open space system will consist of parks and other green spaces interspersed throughout its mixed-use

areas and residential neighborhoods. To ensure that parks respond to community needs and are developed in a fiscally efficient manner, their planning shall be closely coordinated with other aspects of land use, transportation, public facilities, and infrastructure planning. Park design and development will be guided by the objectives and policies established within this Chapter, as well as those established in the Fresno Parks Master Plan and the Parks, Open Space and Schools Element of the Fresno General Plan.

Parks, open space, and schools complement each other well when placed in proximity to one another. Together, they facilitate education in a vibrant, interactive and real-world setting. Bringing diverse learning opportunities to life through environmental education associated with parks can improve academic achievement and children’s cognitive development.



The pond at Oso de Oro Park

Parks and Open Space in the SEDA

The SEDA will feature a range of parks of different sizes and roles, from small pocket parks to large, natural open spaces and agricultural areas. These will serve active and passive recreation needs, from playgrounds and sports fields to trails for walking and nature study. At the same time, these spaces will facilitate community gatherings and, in some areas, accommodate community farms and related educational programs. Overall, this open space system is envisioned as a vibrant outdoor public realm that plays a vital role in anchoring neighborhoods and supporting community life.

Open Space Features

The SEDA open space system will include, among others, larger community parks, schools for joint-use opportunities and other civic facilities.

The SEDA open space system will include a variety of community parks, schools for joint-use and open spaces that serve stormwater management functions, including ponding basins and community gardens. Additionally, the open space system will be strengthened by the Rural Cluster land use which will serve as an agricultural buffer at the eastern edge of the Plan Area to These areas will conserve land for agricultural uses.

This vision for a multi-functional, integrated open space system requires collaboration at all stages, from land acquisition, to facilities, infrastructure, and landscape planning, to ongoing programming and

maintenance. Joint-use arrangements, developer-led projects, and public-private partnerships will all play roles in bringing the SEDA open space system to reality. The locations for future parks and open spaces in the SEDA as outlined throughout this Chapter will be established through the future Parks and Trails Master Plan.

Park Standards

The first stage – siting parks – will be guided by standards for acreage and accessibility as provided in the Fresno Parks Master Plan and the General Plan, which requires a minimum of 3 acres of pocket, neighborhood and community parks and 2 acres of regional parks, trails and greenways per 1,000 residents.

While Fresno currently maintains service targets for its park system, its park acreage is limited. With 2.9 acres of park space per thousand residents, Fresno falls far short of the 13.4 -acre national average for cities of comparable population density (Trust for Public Land, 2020), as well as the 9.9-acre typical municipal standard (NRPA, 2021). With the SEDA, Fresno has an opportunity to provide its future communities with the green spaces they need to thrive. As they are built, new parks within the SEDA will add to Fresno's total inventory.

In its many forms, the SEDA open space system will provide a diverse array of recreational opportunities. Ongoing parks planning through the future Parks and Trails Master Plan will ensure that the facilities and services provided respond closely to community needs. Taken together, the variety of open spaces defined within the objectives and policies of this chapter will comprise an invaluable part of the SEDA.

For ease of readability, the phrase “Open Space” will be abbreviated to “OS” throughout this Chapter.

While the overarching goals, objectives and policies identified in each Chapter of this Plan remain, they should be applied with the understanding that development will only be permitted in the South SEDA areas East of Temperance and South of Jensen until thresholds identified in Chapter 9 – Implementation have been met.

OBJECTIVE OS-1

Inter-Agency Collaboration

Collaborate with local and regional agencies and organizations to create and support the elements of the SEDA open space network.

POLICY OS-1.1 JOINT USE OF OPEN SPACES.

Establish agreements to share facilities between the City of Fresno and Fresno Metropolitan Flood Control District, Fresno Irrigation District, and other local and regional agencies and organizations. At a minimum, and as early as possible with respect to development plans, the City of Fresno shall:

- Establish joint-use agreements with Clovis Unified and Sanger Unified school districts to provide shared community access to school grounds and City-owned facilities.
- Establish joint-use agreements with the Fresno Metropolitan Flood Control District to provide access to storm drainage/recharge basins for recreational use, where appropriate.
- Establish joint-use agreements with the Fresno Irrigation District to provide public access to areas adjacent to canals and creeks. These agreements should address issues associated with the provision of canal side trails, where appropriate.
- Coordinate with Fresno County and the City of Clovis to provide regional recreational opportunities where potential exists.
- Pursue joint-use and partnership opportunities with other public and private agencies to help finance, manage, or provide services within the SEDA open space system.

Oso de Oro Park

Constructed in 1995, this award-winning nine-acre park combines its primary purpose of stormwater detention with secondary purposes of groundwater recharge and recreation. Visitors to the park can enjoy the adjoining pond as a visual amenity.



Recreational facilities at Oso de Oro Park

OBJECTIVE OS-2

Multi-Use Open Space Network.

Create and maintain an open space network that serves multiple purposes, including recreation, stormwater management, community farming, and environmental preservation.

POLICY OS-2.1 ACTIVE OPEN SPACE.

Maximize active recreational opportunities. Active space includes playgrounds, fields, hardcourts, pools, and other facilities for sports and other physical activities.

POLICY OS-2.2 PASSIVE OPEN SPACE.

Support natural landscapes and wildlife habitat corridors by maintaining passive open spaces.

Work with local land trusts to establish conservation easements that preserve land.

POLICY OS-2.3 STORMWATER MANAGEMENT FEATURES.

Maximize the use of green stormwater management infrastructure—such as ponds, basins, swales, and other low-impact systems—within the open space system.

Coordinate with Fresno Metropolitan Flood Control District (FMFCD) to incorporate green infrastructure within City parks and trails.

POLICY OS-2.4 COMMUNITY FARMING AND AGRICULTURE.

Support community farming and agriculture in appropriate locations. See Chapter 5 - Community Farming and Agriculture for details about the SEDA agricultural land typology.

Pursue partnerships with local organizations to promote agricultural uses in the open space network.

POLICY OS-2.5 RENEWABLE ENERGY GENERATION.

Support renewable energy technology systems in open spaces, where appropriate.

Pursue arrangements with public agencies and private partners to accommodate renewable energy systems, such as solar arrays, in areas that can serve a joint use as passive open space.

OBJECTIVE OS-3

Hierarchy of Parks

Develop a hierarchy of parks in the SEDA that provides for a diverse range of recreation opportunities for all, and is well served by public transit, bike paths, and dedicated trails.

POLICY OS-3.1 HIERARCHY OF PARKS.

Provide active and passive open spaces within parks at a range of scales, from community parks to pocket parks. Standards for proximity and access, described here for each park type, will guide the parks siting process. This is accomplished by providing more, smaller parks within walking or short-drive distance of the majority of homes within the SEDA.

Community Parks



Community parks, such as Roeding Park in Fresno pictured here, vary from 10 to 40 acres and serve residents within up to a four-mile radius. Community parks contain facilities for specific recreational purposes, including athletic fields, swimming pools, tennis courts, sport courts, extreme sports amenities, recreation centers, loop trails, picnic areas, picnic shelters, shade structures, pavilions, large turfed and landscaped areas and playgrounds.

Community center buildings are often at the heart of these parks. In addition, these parks may include one or more revenue facilities (such as a pool, pavilion, etc.). Other signature amenities may include a custom element that meets demographic needs of the neighborhood, unique public art, and courtyard or plaza space. In the SEDA, all homes must be within four miles of a community park. Community parks can adjoin the trail network and larger swaths of passive open space and must be served by transit.

Neighborhood Parks



Neighborhood parks, such as the Westerra Neighborhood Park located in the Westerra Development in West Fresno, vary from 2 to 10 acres and primarily serve the recreational needs of residents within a ½-mile radius. Along with an elementary school, a neighborhood park can form the core of a Community or Neighborhood Town Center. Common features of neighborhood parks should include a multi-purpose room, center or hall, restroom and drinking fountain facilities. These sites may include small event space, play areas, play elements, benches, picnic areas, shade elements, water features, loop trails, security lighting, and landscape elements that enhance the park identity, use, or experience. These facilities will also have staffing and maintenance requirements.

In the SEDA, all new homes should be within ½ mile (10-minute walking distance) of a neighborhood park. Neighborhood parks should be located in every Community and Neighborhood Town Center and within residential districts to meet the proximity standard. Park size will vary depending on context—typically, parks in Mixed-Use Districts are smaller

than three acres. Parks outside centers and adjoining the greenway network can be as large as 10 acres. All neighborhood parks must be easily accessible by safe walk and bike routes, with some also accessible via the dedicated bicycle/pedestrian trail network.

Pocket Parks



The smallest park type in the SEDA, pocket parks, such as Turtle Bay Park pictured here in Northwest Fresno, are smaller than two acres in size and can be interspersed throughout Mixed-Use Districts, residential neighborhoods, and other areas. They can include park space, plazas, playgrounds, and may feature public art. Pocket parks may be privately owned and maintained by homeowners' or business associations, or other groups. In the SEDA, pocket parks should be developed where possible to provide variety and interest to environments for residents and workers.

Greenways



Greenways, such as the trail along DeWolf Avenue at

the Gould Canal pictured here, typically include a minimum 20-foot width and are connected to open spaces.

Schoolyard Facilities



In the SEDA, schoolyard facilities, such as those located at Lonestar Elementary, typically range from 3 to 48 acres and play an important role in meeting recreation needs. Shared school facilities are open to the community after school hours, on weekends, and during the summer when school is out of session.

Joint Use Parks and Flood Control



Flood control and groundwater recharge basins can play secondary roles as parks during the dry season, such as the athletic facility shown here at Harry Goorabian Park in Fresno.

Community Gardens



Community gardens, such as Yo'Ville Community Garden pictured here in Southwest Fresno, are typically located adjacent to or contained by community parks, neighborhood parks, or schools.

Regional Center Green



Unique to the SEDA, the Regional Center Green will be an important focus of activity in the Regional Town Center. As an urban park, similar to Woodward Park located in Northeast Fresno, it should contain facilities suitable for community events and gatherings. This type of park is 40-70+ acres (can be less than 40 acres if the site provides a unique regional serving opportunity, i.e. river access, etc.). Regional Parks serve the entire City of Fresno and surrounding communities. They provide active and passive recreation opportunities and unique public facilities for use by the greater Fresno area. Typical amenities and facilities can include all of those found in a Neighborhood or Community Park, with active and passive recreation opportunities and programming for a variety of ages. Enhanced landscape elements, public restrooms, drinking fountains, and security lighting are all typical (Fresno Parks Master Plan).

POLICY OS-3.2 PARK DESIGN FOR SAFETY.

Promote the use of Crime Prevention Through Environmental Design (CPTED) principles in park design. CPTED principles include natural surveillance, access control, territorial reinforcement and space management in promoting safety and discouraging crime. Please see the Fresno Parks Master Plan, Design Guidelines for Safety.

POLICY OS-3.3 PARK DESIGN FOR ACCESSIBILITY.

Maximize the use of parks and trails by people of all ages and levels of physical ability, following Americans with Disabilities Act (ADA) design standards and the Title 24 California Building Code requirements as applicable.

POLICY OS-3.4 CONCURRENT DEVELOPMENT.

Park acquisition and development should be concurrent with residential development.

POLICY OS-3.5 PARTICIPATORY PARK PLANNING.

To the greatest extent possible, engage the public in the parks planning process to ensure that parks respond to community needs.

OBJECTIVE OS-4

PARKS AND TRAILS MASTER PLAN

Prior to the design and construction of the SEDA trail system, a SEDA Parks and Trails Master Plan will need to be completed that would define the final location and alignment of trails that encompass the following open space opportunities below:

Multi-Use Trails

- Establish a planned network of multi-use greenway trails. These trails will serve bicyclists, pedestrians, and, where appropriate, equestrians.
- Cross sections and width requirements will be provided for specific conditions—including canal side, open space, streetside, and farm side trails.

Regional Trails

- Coordinate regional trail planning with Fresno County, the City of Clovis, and other jurisdictions as appropriate. The City of Fresno Active Transportation Plan calls for Class I Bicycle Paths along each canal in the SEDA. A regional Rails to Trails Bicycle Path is planned to run parallel to California Avenue should existing railroad lines be vacated.

Trail Standards

- Trails shall be designed with features that encourage use, provide safety, and are resource efficient. Trail standards shall address shading, low-water landscaping, fencing, paving and surface materials, lighting, seating and furniture, ADA access requirements, signage, and intersection treatments.

Trail Segments

- Trail segments will not be constructed until all necessary property or easements are acquired for an entire segment.

Trail Security

- Trails will be designed with privacy and security in mind for adjacent property owners.

OBJECTIVE OS-5

Environmental Preservation

Promote the preservation of sensitive natural environments.

POLICY OS-5.1 ENVIRONMENTALLY SENSITIVE DESIGN.

Design parks and open space areas to respect unique natural features.

POLICY OS-5.2 HABITAT CORRIDORS.

Establish contiguous areas of passive open space to provide habitat corridors for local wildlife, including but not limited to riparian and canal greenway corridors, greenway/trail corridors, and parks and flood control facilities throughout the SEDA Plan. Habitat preservation shall be consistent and coordinated with the findings of the SEDA Environmental Impact Report and subsequent environmental studies and findings.

OBJECTIVE OS-6

Resource Efficiency of Open Space Facilities

Ensure that all park, trail, and recreational facilities make the most efficient use of energy, water, and other natural resources.

POLICY OS-6.1 GREEN BUILDING.

As important civic structures, park buildings shall conform to green building standards for energy and water efficiency.

POLICY OS-6.2 LANDSCAPE IRRIGATION.

Minimize potable water use by using drought-tolerant species, recycled water, and water-efficient irrigation systems.

POLICY OS-6.3 RENEWABLE ENERGY SYSTEMS.

Explore developing renewable energy systems to provide power to park facilities.

Schools in the SEDA

Schools will play a vital role in the physical structure of the SEDA, and so should be sited, designed, and built with the utmost attention on a school-by-school basis. As major daily destinations, school locations have a significant bearing on overall travel patterns and their cumulative impacts on community safety, air quality, and greenhouse gas emissions. Too often, schools are located such that families do not have viable non-automotive travel options. Siting schools so that they are accessible by safe pedestrian, bike, and transit routes promotes these modes of transportation and reduces the negative environmental effects associated with automobile travel. Beyond the environmental effects of school trips, enabling children to walk, bike, or take transit to school can have a range of other benefits, including greater community interaction and children's increased mobility and independence.

As the siting, design, and construction within the SEDA Specific Plan has occurred, elementary, middle, and high schools have been sited for locations which provide the highest amount of access. The number of schools included in the SEDA Plan was calculated using the pupil generation rates of the Clovis and Sanger Unified School districts, the two districts that cover the SEDA. Each of the school districts have 5-year master plans in which they identify the need for and location of future schools.

As they serve a major public function, the location and size of schools play an integral role in the success of Fresno's future communities. For this reason—to ensure that new school development aligns with the SEDA goals in that they are designed with appropriate infrastructure including safe routes to schools, and that SEDA planning responds appropriately to the needs of school districts—this Plan encourages a high level of collaboration between the City and school districts.

One existing elementary school, Lone Star Elementary, is located within the South of Jensen area. As such, the Plan provides buffer requirements for future developments located adjacent to the existing school facility to ensure a safe and cohesive environment for students and faculty.

Other Public Facilities

Depending on their function, other public facilities will be held to similar criteria for community integration and urban design as those set for schools. Civic uses, such as libraries and community centers, should be located strategically in the mixed-use areas of the SEDA, where they can form hubs of activity. To the greatest extent possible, joint-use arrangements in which facilities can be shared between schools and other community uses should be pursued. Sharing facilities allows a greater efficiency of land use and can also result in significant financial savings for the partner agencies involved.

The objectives and policies of this Chapter serve to facilitate inter-agency collaboration regarding schools and civic facilities. For the provision of other essential public services, including police, fire, solid waste collection, and dry utilities, the SEDA Plan generally aligns with the policies of the General Plan. Wet utilities, including water supply, wastewater management, and stormwater management are addressed in Chapter 6 – Greenhouse Gas Reduction and Conservation.

OBJECTIVE OS-7

Inter-Agency Collaboration

Collaborate with school districts and local agencies to develop schools and other public facilities that meet the Southeast Development Area's goals for community, fiscal, and environmental sustainability.

POLICY OS-7.1 SCHOOL DISTRICT COORDINATION.

The City of Fresno is available to meet with surrounding school districts to establish specific locations for school facilities to ensure infrastructure is available.

POLICY OS-7.2 JOINT USE OF SCHOOL AND COMMUNITY FACILITIES.

Pursue agreements to share facilities between schools and other community-serving institutions. Since the provision of shared facilities affects the siting, size, and design of schools, joint-use arrangements

should be considered early on in the facilities planning process.

Create a master joint-use agreement that establishes the parameters for shared use between the City of Fresno/Fresno PARCS and school districts. Thereafter, create site-specific cooperative agreements for each facility.

Establish joint-use agreements with schools to make school grounds (playfields and outdoor recreation areas) available for community use during non-school hours.

Pursue partnerships among school districts, governmental agencies, higher education, and/or nonprofit organizations to fund and develop joint-use facilities with schools, such as multipurpose rooms, gymnasiums, childcare facilities, elder care facilities, adult education facilities, libraries, teacher education facilities, and schoolyard community gardens.

POLICY OS-7.3 LOCATION OF CIVIC FACILITIES.

Civic facilities should be located in proximity to parks and schools, even if facilities are not shared.

OBJECTIVE OS-8

School Siting, Access and Design

Integrate educational facilities into the urban fabric of centers and communities, where they will be served by public transit, walk and bike routes, and dedicated trails. Encouraging walk, bike, and transit travel through school location and design minimizes vehicle miles traveled, reduces transportation costs and helps to mitigate air quality impacts and greenhouse gas emissions.

POLICY OS-8.1 LOCATION AND ACCESSIBILITY.

In coordination with surrounding school districts, site educational facilities in proximity to homes, transit, and civic amenities to promote walk, transit, and bike trips.

Elementary Schools

Elementary schools anchor Neighborhood Town Centers and can also be located in or adjacent to

Community Town Centers. All new homes in the Southeast Development Area should be located within ¼ to ½ mile (5- and 10-minute walking distances) of the entrance to an elementary school. Elementary schools must be accessible by transit and safe pedestrian and bicycle routes.

Middle Schools

Middle schools are located within, or in close proximity to, Regional and Community Town Centers. The SEDA Plan places middle schools within roughly two miles of most homes. Middle schools should be linked to the dedicated trail network, as well as local bike, pedestrian, and transit routes.

High Schools

High schools are located within, or in close proximity to, the Regional and Community Town Centers. The SEDA Plan places high schools within roughly two miles of most homes. High schools must be linked to the dedicated trail network, as well as local bike and pedestrian routes. High schools should be located along connector streets and be served by local transit. Middle and high schools share the same standards for accessibility.

Other Educational Facilities

Accessibility by transit and non-auto travel options is important for all educational facilities, from early childhood to adult education, and including public and private schools. These facilities should be located in or adjacent to Mixed-Use Districts, with access to transit and local bike and pedestrian routes, and the dedicated trail network, if possible.

POLICY OS-8.2 SAFE ACCESS.

Create safe environments on streets adjacent to schools to promote walk, bike, and transit travel.

Where warranted, streets shall feature pedestrian crossing lights.

Traffic calming features shall be installed in collaboration with the City of Fresno Public Works Department Streets Division.

Safe Routes to Schools Program development is encouraged.

POLICY OS-8.3 BUFFERS AROUND SCHOOLS

Require the placement of loading docks and emission generating equipment to be located away from homes and schools.

POLICY OS-8.4 BUFFERS AROUND SCHOOLS

Require the installation of solid barriers or vegetative buffers between emissions sources and schools.

POLICY OS-8.5 SAFE ROUTES TO SCHOOLS

Install crosswalks and traffic calming measures near schools.

Decrease Distance and Increase Safe Travel to Schools

Far fewer children walk and bike to school today than in generations past. A majority of parents cited distance from school, followed by traffic safety concerns, as the primary reason their children did not walk. The SEDA Plan seeks to get more children walking and biking again by centrally locating schools where they can be easily reached by safe walk, bike, and transit routes.

With elementary schools located within a half-mile walking or biking distance from all homes, and middle and high schools located on transit lines and trail corridors, all students in the SEDA will have a wide array of travel options.

OBJECTIVE OS-9

Existing and Planned Facilities

Coordinate with the surrounding school districts to ensure development compliments existing and future school facilities.

POLICY OS-9.1 CLOVIS UNIFIED EDUCATIONAL CENTER.

Work with the Clovis Unified School District to ensure that the design of the Clovis Unified Terry Bradley

Educational Center relates to the surrounding community.

OBJECTIVE OS-10

Civic Facilities

Civic facilities, such as libraries, community centers, senior centers, post offices, and other civic buildings, will be integrated into the urban fabric of centers and communities, and will be well-served by public transit, paths, and trails.

POLICY OS-10.1 JOINT USE OF COMMUNITY FACILITIES.

Pursue agreements to share facilities among community-serving institutions, including schools. Joint-use arrangements may involve partnerships among school districts, governmental agencies, higher education, and/or nonprofit organizations to fund, develop, and/or manage joint-use facilities such as multipurpose rooms, gymnasiums, childcare facilities, elder care facilities, adult education facilities, libraries, teacher education facilities, and schoolyard community gardens.

Since the provision of shared facilities affects the siting, size, and design of civic facilities, joint-use arrangements should be considered early on in the facilities planning process.

POLICY OS-10.2 AVAILABILITY OF CIVIC FACILITIES.

Civic facilities will be located in proximity to homes, transit, safe pedestrian and bicycle routes, and clustered with other facilities (such as parks) and services as appropriate. The SEDA Plan contains standards for the location of civic uses within Mixed-Use Districts and Residential Districts.

All civic facilities must meet accessibility standards as established by the Americans with Disabilities Act (ADA) Standards and Title 24 California Building Code.

Community Recreation Centers

All homes within the SEDA will be located within 4 miles of a community recreation center. Community

recreation centers must be accessible by safe pedestrian and bicycle routes and be served by local transit.

Libraries

Libraries must be accessible by safe pedestrian and bicycle routes and be served by local transit.

POLICY OS-10.3 DESIGN AND ORIENTATION.

Civic facilities should be designed to complement the centers or districts in which they are located.

POLICY OS-10.4 SAFE ACCESS.

Streets adjacent to civic facilities should incorporate safety features as appropriate to promote walk, bike, and transit travel for facility users. (For instance, a lighted pedestrian crossing may be installed to serve a senior center).

Traffic calming features shall be installed in collaboration with the City of Fresno Public Works Department.

POLICY OS-10.5 ON-SITE RENEWABLE ENERGY GENERATION.

Pursue opportunities to develop renewable energy systems for civic facilities.

OBJECTIVE OS-11

Police and Fire Services

Provide the necessary levels of police and fire services in accordance with the Fresno General Plan.

POLICY OS-11.1 PROVISION OF POLICE SERVICES.

Provide police services in the SEDA in accordance with the policies of the Fresno General Plan. If deemed necessary, the City of Fresno Planning and Development Department, through coordination with public safety agencies, can make adjustments to these policies.

POLICY OS-11.2 PROVISION OF FIRE SERVICES.

Provide fire services in the SEDA in accordance with the policies of the City of Fresno General Plan. If

deemed necessary, the City of Fresno Planning and Development Department, through coordination with public safety agencies, can make adjustments to these policies.

POLICY OS-11.3 COORDINATION WITH POLICE AND FIRE DEPARTMENTS.

The City of Fresno Planning and Development Department shall work with the Police and Fire departments as appropriate to promote safe environments throughout the SEDA and ensure that services can be provided in a manner that is sensitive and responsive to the needs of the community. Coordination may address:

- Evaluation of design features for safety and crime prevention
- Siting of police and fire substations
- Facilitation of a citizen involvement processes

OBJECTIVE OS-12

Solid Waste Services

Provide solid waste services and facilities in accordance with the City of Fresno General Plan.

POLICY OS-12.1 SOLID WASTE FACILITIES AND SERVICES.

Provide solid waste facilities and services for the collection, transfer, recycling, and disposal of refuse in accordance with the policies of the City of Fresno General Plan.

OBJECTIVE OS-13

Dry Utility Infrastructure

Provide electricity and telecommunications infrastructure necessary to serve development in the SEDA.

POLICY OS-13.1 PROVISION OF ELECTRICITY INFRASTRUCTURE.

The City of Fresno shall work with Pacific Gas and Electric Company (PG&E) to provide the

necessary electricity and gas infrastructure to serve development in the SEDA.

POLICY OS-13.2 PG&E TRANSMISSION LINES.

Per the July 15, 2008 SEDA Preferred Alternative Recommendation Report and numerous communications with PG&E, the City of Fresno shall work with PG&E to relocate or otherwise plan for the integration of the transmission lines that run from Highland and Church along the diagonal south of Kings Canyon and Temperance, into the SEDA Plan, in an attempt to remove these lines as barriers to the development intensity and circulation pattern of the SEDA Plan.

POLICY OS-13.3 PROVISION OF TELECOMMUNICATIONS INFRASTRUCTURE.

AT&T, Comcast, and Xfinity provide telephone, fiber, and cable services to the Plan Area. The City of Fresno shall work with these service providers to establish the telecommunications infrastructure necessary to serve the residents and employers of the SEDA.

OBJECTIVE OS-14

Wet Utility Infrastructure

Provide water, stormwater, and wastewater infrastructure necessary to serve development in the SEDA.

POLICY OS-14.1 PROVISION OF WATER, STORMWATER, AND WASTEWATER INFRASTRUCTURE.

Provide water, stormwater, and wastewater infrastructure in accordance with policies in Chapter 6 – Greenhouse Gas Reduction and Conservation.

POLICY OS-14.2 STREET INFRASTRUCTURE.

Require all necessary infrastructure, such as curb, gutter, sidewalk, street trees, public benches, bike parking and amenities to be installed prior to the development of new residential neighborhoods and associated facilities, as established by the Department of Public Works Complete Streets Policy.

CHAPTER 5



COMMUNITY FARMING AND AGRICULTURE

In order to thoughtfully guide the SEDA Plan to success, the rich agricultural heritage of the community should serve as a guiding principle in the planning and design of the Southeast Development Area.

The SEDA Specific Plan and its policy framework strive to balance the needs of urban development with the need to conserve the economic, cultural, and historic value of agricultural land in the Fresno metropolitan area.

Through its compact land use patterns and associated policies, the SEDA Plan addresses agriculture at both the regional and local scales. As referenced previously throughout this Plan, development will only be permitted in the South SEDA areas East of Temperance and South of Jensen until thresholds identified in Chapter 9 – Implementation have been met, as identified in the Modified Consolidated Business Park Alternative Map (Map 2.5). Remaining areas within SEDA Planning Area are identified as Future Reserve Areas and will not be contemplated for development at the time of Plan adoption. As such, the Modified Consolidated Business Park Alternative and South SEDA focus further preserves existing agricultural lands within the SEDA Planning Area. At the regional scale, the SEDA Plan eases development pressure on surrounding agricultural land while maintaining a durable urban-rural edge. At the local scale, the SEDA Plan integrates agricultural land uses within the urban area to strengthen community

connections to agriculture and provide a range of social, economic, and health benefits.

Preserving Productive Farmland

By 2050, as many as 323,000 acres are projected to be converted into low-density urban and rural residential uses in the San Joaquin Valley (American Farmland Trust). Each acre of land taken out of agricultural use diminishes both production capacity and the long-term economic base of the region. In addition, there are approximately 1300 acres located in the SEDA with existing Williamson Act Contracts. The Williamson Act, also known as the California Land Conservation Act of 1965, encourages the preservation of agricultural lands and restricts the uses of agricultural and open space lands to farming and ranching. The Plan supports the continued presence of agricultural uses in the Southeast Development Area by incorporating the Fresno County Right-to-Farm Ordinance, applying the Annexed Rural Residential Transitional Overlay District and establishing the Rural Cluster Residential land use along the eastern boundary of the SEDA to serve as an agricultural buffer.

To address the potential future loss of existing agricultural uses, the SEDA Plan seeks to cluster homes and jobs at more than twice the density of current trend development. Accommodating the approximately 45,000 homes and 37,000 jobs within the SEDA Plan at current development patterns would require an additional 9,300 acres of farmland beyond the SEDA – an economic loss of which would be detrimental to the region's local economy.

Supporting Farmers

Farmland preservation is essential not only to retaining broad economic value, but for protecting the livelihood of small farmers throughout the SEDA. While agricultural land loss threatens existing farms and diminishes the opportunity for small farmers to gain access to land, the SEDA Plan will operate in accordance with the Fresno County Right-to-Farm Ordinance. This ordinance allows the continued operation of agricultural activities by requiring new subdivisions which come within 300 feet of an agricultural related zone district to record a covenant which requires the residents of those properties to accept the inconveniences and discomfort associated with normal farm activities.

To promote the goals and objectives of the Fresno General Plan and counter the effects of agricultural land conversion—which will happen in the SEDA—the Plan will continue to reaffirm policies which seek coordination with the counties of Fresno and Madera, in addition to the City of Clovis and other public agencies to actively seek to conserve as much agricultural land as possible.

It is necessary to establish policy structures that support the viability of small farming. Creating spaces for agricultural training programs, farmers' markets, and other institutions that foster small farms and entrepreneurship, as well as agricultural research and environmentally sensitive farming practices, can provide much-needed economic opportunities. The SEDA Plan seeks to synergize these opportunities with benefits to the broader community—namely, access to local foods and a tangible relationship with their production.

Integrating Agriculture into the SEDA: From Community and Neighborhood Gardens to Small Farms

To complement the preservation of regional agricultural land, and in support of small-scale and community farming, the SEDA Plan supports the integration of agriculture within the urban sphere. As planned, this community-scale agriculture can take many forms, including school and neighborhood gardens, community orchards, agricultural education

centers, and small farming operations along the rural cluster edge. Bringing these facilities into or near communities can provide economic opportunities as well as strengthen physical and social ties to the land, the benefits of which are even more visible as greater attention is focused on the connections between the environment and health.

Increasing Access to Local Foods

Despite Fresno's abundant agricultural production, the ability for Fresnoans to access and afford healthy food is a concern. Food insecurity is exhibited not just as a lack of food, but also by an abundance of unhealthy food choices.

The Southeast Development Area has an opportunity to combat food insecurity. The Plan Area's long-standing and high producing agricultural base can provide locally available fresh food from community farms, which are a primary component in the SEDA's hierarchy of urban agricultural types. These agricultural types, which range in size and function, can be established throughout the SEDA to better cater to community needs.

By supporting different forms of agriculture within the SEDA, the City can nurture a robust local food system that meets the needs of a full range of residents and consumers and identifies Fresno within the growing market demand and social movement towards local and organic production. Rising concerns over the impacts of transporting foods from afar (the average food item travels 1,500 miles to the American table) has increased the demand for local foods. Small-scale and community agriculture in the SEDA can bring fresh foods closer to more Fresno homes and businesses. Moreover, Fresno can leverage its unparalleled success as the center of the most agriculturally productive county in the United States to become a center of locally grown and marketed agriculture.

Managing the Urban-Agricultural Interface

The SEDA Plan includes policies that address the interface between urban and agricultural areas, both within and at the edge of the SEDA. To successfully integrate farming activities into the communities of the SEDA, it is essential to ensure compatibility between uses. Compatibility is addressed through

standards for the location and access of agricultural areas relative to land use and district types.

To maintain a durable urban edge at the eastern border of the SEDA, a quarter mile wide buffer has been established on the eastern edge of the Plan Area called Rural Cluster Residential. Featuring clustered residential development surrounded by land conserved for agricultural or recreational use, this land use acts as a transitional buffer between the urban areas of the SEDA and the larger-scale agricultural uses beyond. Unlike the patchwork of rural ranchette development that is typically found at the rural outskirts of cities, the Rural Cluster Residential buffer discourages outward sprawl by clearly delineating the urban-rural edge and further protecting existing agricultural farmland.

Policies for Agricultural Preservation

The objectives and policies of this Chapter aim to preserve the viability of agriculture through many channels. Through thoughtful and integrative land use patterns, the SEDA Plan supports the preservation of existing agricultural lands by aligning with policies such as the Williamson Act, the Fresno County Right-to-Farm Ordinance and the City of Fresno Annexed Rural Residential Transitional Overlay District. Additionally, the Plan allows for flexibility in the location, form, and function of diverse agricultural types within communities. Through its designation of the Rural Cluster Residential land use which will serve as a buffer at the eastern edge of the Plan Area, the SEDA Plan establishes a healthy transition between the urban area of Fresno and the surrounding agricultural land. Taken together, these policies aim to preserve agriculture and provide the physical framework to support the value of local food production in the SEDA and its surroundings. For ease of readability, the phrase “Community Farming” will be abbreviated to “CF” throughout this Chapter.

While the overarching goals, objectives and policies identified in each Chapter of this Plan remain, they should be applied with the understanding that development will only be permitted in the South SEDA areas East of Temperance and South of Jensen until

thresholds identified in Chapter 9 – Implementation have been met.

OBJECTIVE CF-1

Conservation of Strategic Farmland

Conserve strategic farmland outside the Southeast Development Area most likely to sustain economically viable agriculture over the long term. While the efficient, compact development pattern of the SEDA Specific Plan reduces development pressure on surrounding agricultural land, it must be bolstered by policies that directly limit farmland conversion. These policies require inter-governmental coordination between the cities of Fresno, Sanger, Clovis, Fresno County, and other neighboring cities.

POLICY CF-1.1 EFFICIENT LAND USE.

Reduce development pressure on farmland outside the City of Fresno Sphere of Influence (SOI) by adopting the compact, efficient land use pattern of the SEDA Specific Plan. The SEDA Plan clusters homes and jobs at more than twice the density of current trend development.

POLICY CF-1.2 FUTURE GROWTH PLANNING.

Support planning efforts that channel new growth to areas already committed to urban uses inside the current SOIs of incorporated cities in Fresno County.

POLICY CF-1.3 CONVERSION OF FARMLAND TO NON-AGRICULTURAL USES.

The City of Fresno will strongly discourage the conversion of strategic farmland outside its current SOI.

POLICY CF-1.4 WILLIAMSON ACT CONTRACTS.

The City of Fresno will not initiate the termination of existing Williamson Act Contracts in the SEDA and will continue ongoing coordination with Fresno County regarding the enforcement of said Contracts.

OBJECTIVE CF-2

Urban-Agricultural Buffer

Create a long-term transition zone between urban uses in the City of Fresno and agricultural land in Fresno County. Buffering urban and adjoining agricultural land uses reduces conflicts that can arise due to noise, pollution, or traffic.

POLICY CF-2.1 RURAL CLUSTER DISTRICTS.

Establish Rural Cluster Districts at the eastern edge of the site, as depicted in the SEDA Plan. Rural clusters consist of clustered residential development surrounded by common land held under easements for agricultural or recreational use.

Rural Cluster Farming. Allow small-scale and community farming within Rural Cluster Districts.

POLICY CF-2.2 PASSIVE RECREATION.

Encourage the creation of open spaces in Rural Cluster Districts that connect urban uses to agricultural uses with trails for pedestrians, bicyclists, and equestrians.

What is the Role of Rural Cluster Development?

A Transitional Buffer. Urban areas and large agricultural operations cannot always sit side-by-side. Noise, dust, and pesticides from farms can pose health concerns for residents, while farmers need space to move machinery and goods. Rural clusters along the eastern edge of SEDA form a transition between the urban area and agricultural lands beyond.

An Attractive Residential Option. Rural clusters offer a rural lifestyle within an environmentally responsible land use framework that promotes active farming and open space preservation.

A Means to Preserve Land. Rural cluster lands can be used for organic small-scale farming, equestrian activities, or other uses compatible with the nearby homes. The majority of the land is preserved as viable agricultural land or open space.

OBJECTIVE CF-3

Community Farming

Promote community farming to provide opportunities for entrepreneurs and families to grow food for commercial and household production. Community farming is intended, in part, to diversify agriculture and provide SEDA residents with opportunities to become stakeholders in the agricultural success of Fresno County.

POLICY CF-3.1 ORGANIC AND PESTICIDE-FREE FARMING.

Promote ecologically sensitive farming methods that are safe for farm workers, consumers, and residents by limiting pesticide use and promoting integrated pest management practices within the SEDA.

POLICY CF-3.2 SMALL FARMS.

Create opportunities for entrepreneurs to grow food for commercial production on small plots of land (2 to 20 acres) that can provide economic opportunities for current and future Fresno residents.

Location. Small farms in the SEDA should be located adjacent to and within open space corridors and within Rural Cluster Districts. If located within a Planned Development or Multi-Family Residential Complex, the Homeowner's Association and/or property management company shall be responsible for the site and shall designate a liaison between the property owner(s) and the City, as referenced in Fresno City of Fresno Municipal Code Section 15-2720.

Access. Public access to small farms should be limited or completely restricted; fencing may be required.

Management. Management structures of small farms shall be determined as appropriate. Small farms may be privately owned or managed by non-profit organizations.

POLICY CF-3.3 COMMUNITY FARMING.

Create and expand a viable community farming program that promotes an appreciation of food and local ecology, instills a sense of stewardship and community, and provides a recreational activity.

Community/Neighborhood Gardens



Create and support neighborhood gardens within local communities. Neighborhood gardens, such as Yo'Ville Community Garden in Southwest Fresno as shown here, are woven into the fabric of centers and residential areas, providing households with opportunities to grow some of their own produce and meet with other members of the community.

Location. Neighborhood gardens shall be integrated into Neighborhood Centers, open spaces, and other locations that place them within walking distance of most residents' homes.

Access. Access to community spaces can vary. Gardens can be open to the public, or only to designated users.

Management. Management structures of community spaces shall be determined as appropriate. Neighborhood gardens can be owned by a city or county agency or by a private landowner, and operated by a neighborhood collective, community garden association, non-profit, or city/county parks and recreation department that leases small plots of the garden to community members. Some neighborhood gardens are independent entities, while some jurisdictions have neighborhood garden programs that oversee all the gardens in a jurisdiction.

Funding and Staff Assistance. The City of Fresno shall encourage neighborhood organizations to seek funding for a neighborhood garden program.

School Gardens



Support and foster the integration of school gardens within neighborhood schools, such as the school garden located at Kepler Neighborhood School in Downtown Fresno. School gardens can serve as outdoor classrooms where students learn about soil, botany, natural cycles, nutrition, and basic gardening principles in a hands-on setting.

Location. School gardens should be located on school grounds, or within a very short walk of a school. When possible, school gardens should be planned upon new school construction in order to maximize joint-use opportunities with the City of Fresno PARCS Department.

Access. Access should be controlled based on school district policies.

Management. Management structures shall be determined as appropriate. School gardens are typically managed by at least one garden coordinator who works closely with school administration or one or more dedicated teachers.

School Gardens Working Group. Create a working group of teachers, students, and residents to explore the development of school garden programs with surrounding school districts.

Community Orchards



Support and preserve community orchards for both new and existing orchards within the SEDA. Community orchards can be integrated into the community's open space network, serving as park-like features and enhancing connections to agriculture.

Location. Community orchards can be integrated into public open spaces or associated with private development.

Access. Community orchards should be unfenced, with high levels of public access.

Management. Management structures shall be determined as appropriate. In a typical model, residents help to care for the orchards and pay fees to fund professional maintenance.

OBJECTIVE CF-4

Support of Local Agriculture

Support Fresno agriculture, agricultural industries, and farm employees through economic development, educational training, and social programs within the Southeast Development Area.

POLICY CF-4.1 ECONOMIC COMPETITIVENESS.

Support efforts to promote and market agricultural products to maintain the long-term viability of Fresno-area farmers.

Direct Marketing. Implement direct marketing of locally grown produce from Fresno County and the Southeast Development Area through farmers markets, community-supported agricultural programs, farm- to-restaurant programs, produce stands, and other mechanisms.

Branding of Local Produce. Utilize the opportunities in SEDA to support and establish Fresno as a center for locally-grown produce serving the Central Valley and California. Establish a "Fresno Grown" brand and support the "California Grown" program to promote locally-grown produce.

Agricultural Tourism. Encourage agricultural tourism in the SEDA to educate visitors and generate income and support for local farms.

Value-Added Processing and Distribution. Provide the opportunity for area farmers to utilize Flexible Research and Development Districts for agricultural processing and distribution.

POLICY CF-4.2 EDUCATIONAL TRAINING.

Support education and technical assistance for farm employees and aspiring farm owners through direct relationships with educational and non-profit institutions.

Public Institutions. Encourage public institutions, including Fresno State University, the State Center Community College District, and other educational institutions, to provide assistance and training to farm employees.

Non-Profit Institutions. Develop relationships with non-profit agricultural training organizations and encourage those organizations to locate in the Southeast Development Area.

and ranchers; residents of disadvantaged or low-income communities; or California Native American Tribes

POLICY CF-4.3 FARM WORKER HOUSING AND SOCIAL SERVICES.

Encourage the long-term economic viability of Fresno County agriculture by supporting the housing and social service needs of farm workers.

Housing. Provide safe, affordable, efficient housing for farm workers, permitting housing on agricultural lands and other appropriate sites within the current Sphere of Influence.

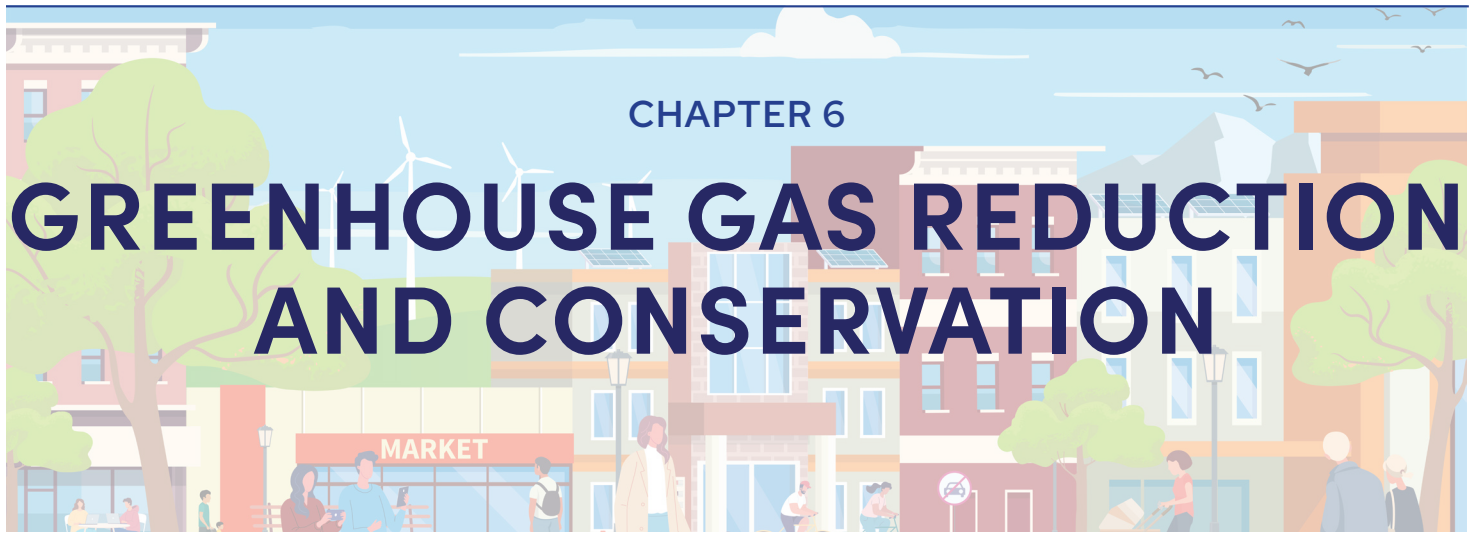
Social Services. Encourage organizations that support farm workers through family assistance programs, translation assistance, financial literacy training, medical assistance, and other services, to locate within the Southeast Development Area.

POLICY CF-4.4 STRATEGIC PLAN FOR AGRICULTURE.

Encourage the long-term economic viability of Fresno County agriculture by creating a strategic plan that comprehensively addresses the needs of farmers and farmworkers. The plan should be developed in partnership with the County and private agricultural institutions. The plan should focus on, but is not limited to:

- Develop a pathway for protection of agricultural land at risk of conversion to nonagricultural uses through a review of why and to what extent agricultural land is being converted to other uses
- Identify how to support agricultural land conservation and what economic, environmental, public health benefits arise from conservation
- Analyze the existing agricultural land base and its function in the regional food system
- Recognize and protect environmental benefits of conserving agricultural lands and analyze how to reduce greenhouse gas emissions
- Identify the benefit of agricultural land for priority populations such as beginning or Veteran farmers

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CHAPTER 6

GREENHOUSE GAS REDUCTION AND CONSERVATION

Conservation of resources is key to creating a livable, equitable, economically vibrant and resilient community. Resource conservation has become imperative in the context of climate change, and now includes reductions in greenhouse gas (GHG) emissions as an organizing framework.

This Chapter will describe SEDA objectives and policies that are aimed at protecting existing resources, conserving water and energy, and diverting waste, which together reduce greenhouse gas emissions. The conservation of farmland, another key resource in the SEDA, is described in Chapter 5 – Community Farming and Agriculture.

The Fresno General Plan includes strategies that address ways in which the City can achieve a sustainable future through conservation efforts. This includes placing an emphasis on the ability to adapt to the climate and changing resource conditions, in addition to understanding how effectively using energy, water, land, buildings, natural resources and fiscal resources can strengthen the long-term sustainability of the Fresno region. At the regional level, the San Joaquin Valley Air Pollution Control District (SJVAPCD) regulates local emissions and establishes air pollution reduction programs. In addition, the California Air Resources Board (CARB) establishes requirements for clean vehicles and fuels in addition to providing solutions to effectively reduce harmful air pollutants and reduce greenhouse

gas emissions. Furthermore, Senate Bill 32 sets a statewide goal of reducing GHGs by 40% below 1990 levels by 2030 –this is a new interim target intended to ensure alignment with the previously established target of achieving an 80% reduction below 1990 levels by 2050. The City of Fresno coordinates with each of these plans, regulations and agencies to achieve compliance with local air quality targets and establish implementable reductions in greenhousegas emissions.

This section will focus on local measures for GHG reduction and conservation that can be achieved through implementation of the SEDA Plan, which are mostly tied to reducing vehicle trips, but also include increasing energy efficiency, water conservation and waste diversion. The SEDA has great potential to help the City accomplish its goals, as transportation planning and newer high efficiency building codes can be applied on a larger scale. For purposes of readability, the phrase “Resource Conservation” will be abbreviated as “RC” in this section.

While the overarching goals, objectives and policies identified in each Chapter of this Plan remain, they should be applied with the understanding that development will only be permitted in the South SEDA areas East of Temperance and South of Jensen until thresholds identified in Chapter 9 – Implementation have been met.

OBJECTIVE RC-1

Greenhouse Gas Reductions

Meet statewide targets set for greenhouse gas emissions reductions in compliance with the Fresno General Plan and set forth by the San Joaquin Valley Air Pollution Control District and California Air Resources Board.

POLICY RC-1.1 LAND USE STRATEGIES.

Link land use and transportation by incorporating the following components into SEDA's land use plan:

- **Compact Development.** Maximize opportunities in the SEDA for compact, higher density development in order to provide more housing, conserve resources, and reduce travel distances.
- **Design the Neighborhood, Community and Regional Town Centers in the SEDA as Mixed-Use Districts** that include ground floor retail, civic and other commercial uses and upper floors of office and residential uses. Locate mixed-use development along High-Quality Transit Corridors such as the Kings Canyon Corridor that will serve SEDA's Regional Town Center. Incentivize developments that are mixed-use, defined as pedestrian-friendly development that blends two or more residential, commercial, cultural or institutional uses, one of which must be residential.
- **Pedestrian-Oriented Development.** Providing pedestrian-friendly infrastructure such as sidewalks, paths, and direct connections to neighboring uses such as shopping, schools, libraries and parks increases the potential for people to make trips on foot, bicycle or transit instead of by car. New development should include all sidewalks, paths, trails and facilities required by the General Plan, the Active Transportation Plan and the SEDA Plan.
- **Incentives for Pedestrian-Oriented Anchor Retail.** Consider adopting and implementing incentives for new pedestrian-friendly anchor retail to be applied within the SEDA's Regional, Community, and Neighborhood Town Centers.
- **Complete Streets.** Ensure that all streets in the SEDA comply with the City's Complete Streets Policy.

- **Transit Oriented Development.** Design land uses and integrate development along High-Quality Transit Corridors such as the Kings Canyon Corridor, with transit-oriented development that supports transit ridership and convenient pedestrian access to bus stops and station stops.

POLICY RC-1.2 TRANSPORTATION FACILITIES STRATEGIES.

Provide the following interconnected transportation facilities to encourage use of alternative modes of transportation and reduce vehicle trips:

Transit Facilities. Ensure adequate transit routes and facilities are provided in the SEDA through coordination between the Planning and Development and FAX Departments. Planned facilities should include bus stops, multimodal transfer centers and information kiosks.

Pedestrian and Bicycle Infrastructure. Ensure the SEDA is well-served by pedestrian and bicycle infrastructure, including sidewalks, bicycle lanes, and safe crossing infrastructure pursuant to the Active Transportation Plan.

Traffic Calming Measures. Design features and strategies to reduce vehicle speeds and reduce conflicts with pedestrians to encourage more walking. Slower speeds encouraged by traffic calming can also improve safety and increase bicycling. Where appropriate, provide on-street parking or street trees and landscaping to separate vehicles from pedestrians to improve walkability.

POLICY RC-1.3 TRANSPORTATION DEMAND STRATEGIES.

Transportation Demand Strategies focus on commute trips and provide both incentives for using alternative modes of transportation and disincentives for use of the gas powered single-occupant vehicles. Examples include Transportation Demand Management (TDM) programs, parking strategies, and electric vehicle charging stations. The following strategies should be considered for implementation in the SEDA:

Reinforce the San Joaquin Valley Air Pollution Control District's Rule 9410 by requiring a Transportation

Demand Management (TDM) Plan prior to issuance of certificates of occupancy at employer sites with 100 or more employees. TDM programs include making physical improvements to work sites, such as adding showers and lockers to encourage biking to work, free transit passes, carpool services, and preferential parking.

Consider requiring employers with 50 or more employees to implement TDM programs in the SEDA.

The City of Fresno and the San Joaquin Valley Air District should jointly fund a TDM Coordinator that would assist large employers in Fresno to develop and maintain TDM programs. This position would also support the creation of maintenance of these programs in the SEDA.

Develop a trip reduction parking strategy in the SEDA that would encourage the use of alternative transportation modes. Such a program might include parking pricing at worksites, paid parking structures, and limited parking requirements.

Develop minimum requirements for electric vehicle charging stations to be installed at worksites over a given size (50-100 employees).

POLICY RC-1.4 ENERGY CONSERVATION STRATEGIES.

Although new residential development now must meet zero net energy requirements, there is still a need to conserve energy in order to reduce GHG emissions. Energy use in buildings is the second largest generator of GHG emissions after transportation. The following policies will help accomplish needed GHG reductions:

Consider developing an incentive program in the SEDA for new buildings that exceed the California Energy Code requirements by 15%.

Encourage and reward compliance with voluntary energy conservation certification programs such as LEED, EnergyStar or Greenpoint Rating systems.

Promote compliance with State law mandating disclosure of a building's energy data and rating of the previous year to prospective buyers and lessees of the entire building or lenders financing the entire building.

Partner with PG&E or other organizations to offer a home energy retrofit program to existing homeowners

in the SEDA. Ensure that solar retrofits are made available to existing homeowners.



Building Green Housing

Communities across California have become pillars in meeting zero net energy requirements and can serve as examples for development within the SEDA. The Green at West Village Student Housing Project, located at the University of California, Davis, is a 34-acre zero-net energy community, complete with a 5.5 Megawatt solar canopy atop surface parking lots. The Green at West Village offers nearly 3,300 beds and 1.3 million square feet of student housing and amenity space. The expansive electric solar arrays situated within the project contribute to the overall neighborhood goal of net-zero energy annually, as the project will generate as much energy as it uses within a year. Bicycle commuting for students is encouraged, as the project offers reduced areas for car parking, in tandem with low impact development xeriscape practices located throughout the community. In addition, all project costs came from the proceeds of a tax-exempt bond sale – the largest bond sale ever for a student housing project in the United States.

Clean Energy and Conservation

Photovoltaic systems, otherwise known as solar energy systems, can make the most of Fresno's sunny climate. Solar energy and smart battery storage projects located at the Fresno-Clovis Regional Wastewater Reclamation Facility, the Northeast Surface Water Treatment Facility and Southeast Surface Water Treatment Facility provide a combined

27 Megawatts in size and are expected to save over \$122 million in ratepayer dollars over the next 20 years. The 19.6 Megawatt system located at the Fresno-Clovis Regional Wastewater Reclamation Facility, as shown in the photo below is the largest commercial solar and battery system in the United States to date.



POLICY RC-1.5 WASTE DIVERSION, RECYCLING AND ENERGY RECOVERY.

Establishing programs and actions that promote recycling and diversion of waste from landfills can reduce energy consumed in the transport and handling of waste material and can reduce the greenhouse gases that are emitted during the decomposition of organic waste.

The State of California has adopted increasingly stringent mandates for the percentage of solid waste that can be disposed in landfills.

In addition, certain landfills have been mandated to install methane capture systems to result in greenhouse gas reductions from these sources. The effects of methane are powerful – as it is 21 times more effective than carbon dioxide in retaining heat in the atmosphere. Methane can be flared, producing mainly carbon dioxide or used in combustion devices to generate heat or power that can be used for productive purposes displacing the use of fossil fuels. The following policies are recommended in the SEDA to reduce GHGs and conserve energy:

- Maintain current targets for recycling and re-use of all types of waste material in the City and enhance waste and wastewater management practices to

reduce natural resource consumption, including the following measures:

- Continue to require recyclable material collection and storage areas in all residential development.
- Establish recycling collection and storage area standards for commercial and industrial facilities to size the recycling areas according to the anticipated types and amounts of recyclable material generated.
- Provide educational materials to residents on how and what to recycle and how to dispose of hazardous waste.
- Provide recycling canisters and collection in public areas where trash cans are also provided.
- Institute a program to evaluate major waste generators and identify recycling opportunities for their facilities and operations.
- Continue to partner with the California Integrated Waste Management Board on waste diversion and recycling programs and the CalMax (California Materials Exchange) program.
- Evaluate the feasibility of a residential, restaurant and institutional food waste segregation and recycling program to reduce the amount of organic material sent to landfills and minimize the emissions generated by decomposing organic material.
- Evaluate the feasibility of “carbon footprinting” for the City’s wastewater treatment facilities, biomass and composting operations, solid waste collection and recycling programs to evaluate current carbon emissions and identify reduction areas where feasible.
- Expand yard waste collection to divert compostable waste from landfills.
- Study the feasibility and cost-benefit analysis of a municipal composting program to collect and compost food and yard waste to comply with the provisions of SB 1383, which requires separation of organic waste from trash.
- Continue to pursue opportunities to reduce air pollution by using methane gas from the old City landfill and the City’s wastewater treatment process.

POLICY RC-1.6 MUNICIPAL FACILITIES.

SEDA will include a range of municipal facilities from streetlights to parks and open spaces to community centers and police and fire facilities. It is important to include greenhouse gas reductions and energy conservation at City facilities, over which the City has direct control and can allocate resources for this purpose. In addition, implementing these measures at City facilities also establishes the City as a leader in GHG reduction and conservation, which is important as it implements these measures on a citywide basis. The following are potential citywide actions that can be initiated within the SEDA, as opportunity allows:

- Improve energy efficiency in City operations.
- Exceed Title 24 energy efficiency standards for new City buildings.
- Install renewable energy systems on City facilities.
- Implement City operated transportation demand management for City employees.
- Purchase green vehicles for City fleets.
- Enhance reduction, reuse and recycling efforts at City facilities.
- Implement water efficient landscaping in City parks and facilities.
- Establish a green purchasing program.

POLICY RC-1.7 URBAN FORESTRY PROGRAM.

Encouraging the integration and protection of new and existing mature trees within our communities can lead to significant reductions in the urban heat island effect and energy required for cooling. As another significant benefit, trees also store harmful carbon as they grow, in a process known as sequestration. As these trees continue to grow, mature and sequester carbon, it is also important for urban forestry projects to consider potential tree emissions that result from the maintenance and ultimate disposition of trees to ensure a net decrease in greenhouse gas emissions occurs.

Maintaining trees, vegetation and plants throughout City parks is important to the success and longevity of these publicly owned spaces. In addition, these areas provide opportunities for new tree planting

and replacement of tree species that possess a low potential to store carbon, with tree species that possess higher carbon storage potential.

Development of the SEDA will present many opportunities for the strategic planting of trees while aligning with the City of Fresno Urban Forest Management Plan, as noted below:

- Develop a tree palette for the SEDA that reinforces its sense of place, reflects native species, and includes tree species with high carbon storage potential.
- Meet parks shading targets noted in the Parks Master Plan.
- Plant shade trees to delineate corridors and the boundaries of urban areas, and to provide tree canopies for bike lanes, sidewalks, parking lots, trails, and transit stops.

Water Resources

All communities have an imperative to plan for the efficient, sustainable use of water. In Fresno, this need is especially pronounced. Groundwater, a major component of the water supply in the Southeast Development Area, is now regulated by the Sustainable Groundwater Management Act. Ensuring a safe, reliable, and cost-effective water supply is becoming increasingly challenging. At the regional or watershed level, new demand must be completely mitigated by efficiency measures and the development of new supplies. These proposals underscore that everyone—from providers to developers to homeowners and all other users—must act to manage water responsibly.

Land Use and Water Demand

Minimizing infrastructure costs and water demand through efficient land use is a fundamental first step towards water conservation. Low-density, large-lot development presents the compound problem of high-water demand and high infrastructure costs and in addition, landscaping accounts for about 50 percent of average household water use. Since irrigation demand relates directly to lot size, compact neighborhoods of small-lot single family and multifamily homes use significantly less water.

Large lots also entail higher infrastructure costs. A typical low-density suburban pattern takes a huge toll on infrastructure systems in that it requires extensive networks of new pipes not only to reach dispersed development, but to span the distances between large lots. Longer pipes not only cost more to build and maintain, but also lose more water through leaks. Compact development requires significantly less pipe, and with significant cost savings. An American Planning Association analysis showed that the annual cost of providing water and sewer service to a lot in a highly dispersed development was \$472 per household, while the cost to serve the same size lot in a centrally located, compact development was only \$283. When added up at the city, regional, and state levels, the differences in water consumption and infrastructure costs resulting from low-density development are substantial.

Reducing Indoor and Outdoor Water Use

There is great potential to conserve water at all levels. Outdoor demand can be significantly reduced through climate-appropriate landscape design and more efficient irrigation technologies, while indoor demand can be reduced by other sustainable building choices such as efficient fixtures and appliances. Building and district-scale water recycling systems can further reduce the need for potable water. These strategies for water conservation, efficiency, and reuse are supported by the SEDA Plan, which incorporates smart land use and infrastructure planning to ensure the sustainability of our water supply. The state is also ensuring conservation by establishing increasingly restrictive per-capita indoor water use standards of 55 gallons per day per capita in 2023, 47 gallons in 2025 and 42 gallons in 2030.

Water Planning

Given the limited and variable water supply available to the City of Fresno, the SEDA Plan requires infrastructure planning that makes the most efficient use of our water resources. This goal is achieved in large part through an integrated water system that ties groundwater usage to groundwater recharge, maximizes the capture and quality of stormwater for groundwater recharge, utilizes treated wastewater where appropriate, and minimizes per capita water demand.

In accordance with state requirements, the City of Fresno recently adopted its 2020 Urban Water Management Plan (UWMP). This Plan addresses current and projected future water supply availability and reliability relative to demands through the year 2045. The UWMP guides water infrastructure planning throughout the City and describes both water conservation and water shortage contingency programs and plans.

The SEDA water resources strategy is intended to fit within the framework of analysis and planning of the UWMP, addressing a full range of actions necessary to help ensure a safe, sustainable water supply for the SEDA. From efficient land use to innovative infrastructure planning, to development standards that regulate building and landscape water usage, the following objectives and policies establish a rigorous and sustainable approach to water management for the years ahead.

OBJECTIVE RC-2

Cooperative Water Planning

Integrate water supply, treatment and delivery, and flood control and stormwater planning in the Southeast Development Area.

POLICY RC-2.1 ENERGY PLANNING.

Support cooperative, multi-agency water and energy resource planning involving the City of Fresno and other local jurisdictions, water and flood control agencies, the San Joaquin Valley Clean Energy Organization and Pacific Gas and Electric Company.

POLICY RC-2.2 SHARED WATER RESOURCES AND INFRASTRUCTURE.

Develop methods and systems to share water resources and infrastructure to capture the highest possible value for all planning, water delivery, and water-using agencies.

Joint Use of Water Facilities

Active open space, recreation and groundwater recharge at Oso de Oro Park in Fresno.



OBJECTIVE RC-3

Water Conservation

Promote water conservation and the long-term sustainability of water resources within the Southeast Development Area.

POLICY RC-3.1 SMART, COMPACT LAND USE.

Build compact communities that include more small-lot and multifamily housing options which require less water for outdoor irrigation.

POLICY RC-3.2 SITE AND BUILDING EFFICIENCY STANDARDS FOR WATER USE.

Green building standards contain a spectrum of strategies to conserve water, including site measures to encourage the planting of species that require minimal water. All new construction in the SEDA is required to meet existing local and state laws with regard to water conservation and any additional measures needed locally to respond to drought conditions as determined by the City of Fresno Department of Public Utilities.

POLICY RC-3.3 WATER RECYCLING.

Use treated wastewater for irrigation and other uses, consistent with applicable regulations, to minimize the required surface and groundwater needs of SEDA homes and businesses.

Public Facilities

Require the use of tertiary-treated wastewater to irrigate parks, golf courses, and public landscaping, as specified in the Open Space, Schools and Public Facilities Chapter.

Municipal Purple Pipe. Establish a site- or district-wide purple pipe system that conveys recycled water.

Commercial Landscaping

Require the use of treated wastewater to irrigate commercial landscaping, adhering to the standards included in the California Code of Regulations, Title 22.

Residential Landscaping

Where appropriate, encourage the use of tertiary treated wastewater to irrigate residential landscaping.

Small Farms and Community Farming

Use secondary- and tertiary-treated wastewater for agricultural irrigation in the SEDA and within the immediate vicinity, consistent with applicable laws and regulations.

POLICY RC-3.4 IMPLEMENTATION AND MONITORING.

Support and monitor water conservation policies and programs.

Technical Support

Developer shall abide by all state and local requirements for water use efficiency standards.

OBJECTIVE RC-4

Groundwater Recharge

Ensure that there will be no adverse effects on regional groundwater levels by minimizing groundwater extraction and replenishing groundwater used to serve the Southeast Development Area.

Maximize multiple uses of open space by encouraging new recharge facilities to be accessible to the public.

POLICY RC-4.1 MINIMIZING GROUNDWATER EXTRACTION.

Use available surface water supplies to meet as much of the SEDA's potable water demand as possible, limiting groundwater extraction to extreme periods.

POLICY RC-4.2 REPLACEMENT OF EXTRACTED GROUNDWATER.

The North Kings Groundwater Sustainability Plan illustrates the decrease in groundwater levels in the region as a result of decades-long over pumping. All groundwater drawn to serve development in the SEDA shall be replaced with at least an equal volume via infiltration recharge. Recharge need not necessarily occur the same year as withdrawals, however, over time, total recharge must at least match total withdrawals. Recharge and withdrawals need not occur within the same groundwater aquifer but must be within the same groundwater basin, but should occur near the same area to best mitigate the negative effects of the groundwater pumping.

POLICY RC-4.3 MAXIMIZING GROUNDWATER RECHARGE.

Establish integrated systems within the SEDA open space network to maximize recharge using stormwater, treated wastewater, and excess surface water supplies. Facilitate increased porosity and in-route stormwater recharge through the use of porous conveyance methods such as bioswales, naturalized channels, and layered basins. Recharge and related systems shall be addressed in the SEDA Public Facilities Financing Options Report.

POLICY RC-4.4 UTILIZATION OF RECREATION AND OPEN SPACES AS GROUNDWATER RECHARGE AREAS.

Support recreation opportunities with a range of parks and multi-use trails by establishing joint-use agreements with Fresno Metropolitan Flood Control District to allow access to storm drainage/recharge basins for recreational use, when appropriate

(see Chapter 4 – Open Space, Schools and Public Facilities).

OBJECTIVE RC-5

A Safe Water Supply

Protect surface and groundwater supplies from major sources of pollution.

POLICY RC-5.1 STORMWATER RUNOFF.

Implement stormwater management practices that minimize stormwater runoff impacts on the Tulare Lake Watershed.

Compact Development. Limit impervious cover by clustering new, higher density development within the SEDA, directing growth away from undeveloped portions of the watershed.

Parking Demand Management. Reduce the demand for parking stalls to lower the amount of impervious surface and environmental impacts.

Low Impact Development Practices

Implement development practices such as natural conveyance, bioswales, raingardens and xeriscape as shown in the photos below, that minimize, slow, and filter street runoff and remove pollutants, lowering peak volume and reducing the size and cost of stormwater infrastructure.



POLICY RC-5.2 HAZARDOUS MATERIALS AND PESTICIDE REDUCTION.

Prevent contamination of the groundwater table and surface water resources and discourage pesticide use for agricultural and landscaping uses within the SEDA.

Signage

Install appropriate signage to deter the discharge of hazardous materials into storm drains.

Pollution Prevention

Provide information to SEDA residents on appropriate ways to dispose of hazardous materials and chemicals.

Pesticide Reduction

Discourage all pesticide use for agricultural and landscaping uses within the SEDA.

Remediation

Encourage rapid clean-up of contaminated groundwater consistent with applicable laws and regulations.

POLICY RC-5.3 CONSTRUCTION EROSION.

Erosion and Sedimentation Control Plan

Require all construction projects to create and implement a plan using state and local best management practices for erosion and sedimentation control.

Runoff Control

Prevent loss of soil by stormwater runoff and sedimentation of storm sewers or receiving streams.

OBJECTIVE RC-6

Cost-Effective, Low-Impact Water Infrastructure

Develop sufficient wet utility infrastructure to meet the demand created by new development within the Southeast Development Area, applying cost-effective and low-impact strategies to the extent possible.

POLICY RC-6.1 WATER SUPPLY AND DELIVERY.

Evaluate the potential surface water, groundwater resources and infrastructure needs necessary to meet the Southeast Development Area demand.

Site and Development-Level Water Supply

Establish estimates for water supply and demand for all development proposals, reducing demand (as appropriate) through site design and efficiency measures.

Delivery Systems

Proposed water supplies and delivery systems shall be identified at the time of development project approval to the satisfaction of the City of Fresno.

Water Demand Reductions. The City of Fresno and the developer or builder will identify specific demand

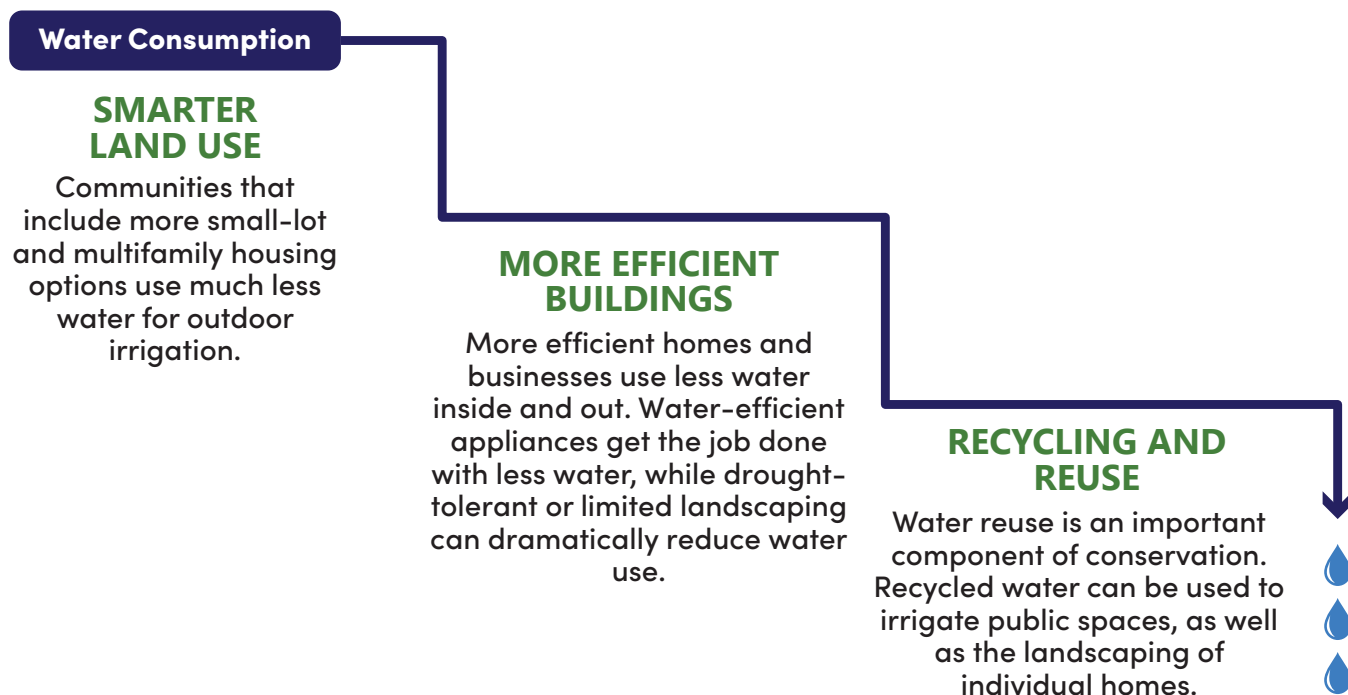


Figure 6.1 Strategies to Reduce Water Use

reduction measures required for the development proposal to move forward. Technical assistance will be provided by the City as needed.

Detailed Engineering. Infrastructure planning and engineering will be conducted with the proposed demand reduction factors included.

POLICY RC-6.2 WASTEWATER TREATMENT AND DELIVERY.

Evaluate the potential wastewater treatment and infrastructure needs necessary to meet Southeast Development Area demand and require treatment facilities to separate wastewater solids for energy generation and water for irrigation in the SEDA.

Site Water Treatment

Establish site-wide estimates for water treatment demand, reducing demand (as appropriate) after incorporating site design and efficiency measures.

Site Plan Delivery

Proposed wastewater supplies and delivery systems shall be identified at the time of development project approval to the satisfaction of the City of Fresno.

Wastewater Reductions. The City of Fresno and the developer will identify specific wastewater reduction measures required for the development proposal to move forward. Technical assistance will be provided by the City as needed.

Detailed Engineering. Infrastructure planning and engineering will be conducted with the proposed demand reduction factors included.

POLICY RC-6.3 FLOOD CONTROL AND STORMWATER MANAGEMENT.

Support the Fresno Metropolitan Flood Control District to evaluate and provide infrastructure to minimize community flood risk, enhance water quality, and provide locations for active recreation.

Stormwater Runoff Reductions. In coordination with the Fresno Metropolitan Flood Control District, the City of Fresno and the developer will identify specific reduction measures required for the development proposal to move forward.

Detailed Engineering. The Fresno Metropolitan Flood Control District will direct infrastructure planning and engineering with the proposed demand reduction factors included.

Water, Wastewater and Stormwater Infrastructure Systems

An analysis of infrastructure requirements for water, wastewater, and stormwater systems are included in technical studies that are appended to the SEDA Program EIR and are also incorporated into this plan by reference.

The technical studies include:

- Water Supply Assessment, Blair, Church & Flynn Consulting Engineers, June 2023
- Water Technical Study, Blair, Church, & Flynn Consulting Engineers, June 2022
- Wastewater Technical Study, Blair, Church, & Flynn Consulting Engineers, June 2022
- Storm Drain Technical Study, Blair, Church, & Flynn Consulting Engineers, June 2022
- Recycled Water Technical Study, Blair, Church, & Flynn, June 2022

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The concept of economic development is one in which long term programs and policies are created that seek to sustain and generate jobs, secure future community investment and establish a stable economic base.

Creating healthy and robust economic development programs can serve to nurture existing businesses and local entrepreneurs and attract new business growth that serve the community's vision for the future. The goals of the Southeast Development Area Plan build on Fresno's current strengths and are designed to create more economic opportunity in an environmentally responsible way for current and future residents and businesses.

Local Economic Development – Building on Strengths and Opportunities

With the Southeast Development Area Plan, the City has an opportunity to pursue economic development strategies that synergize new development potential with the competitive advantages it currently has. In particular, both the Southeast Development Area and the City as a whole are well positioned to become a hub for agricultural technology and clean energy. Health care, social services, transportation, warehousing, and waste management and remediation are also identified as high-growth industries for Fresno, according to the California Economic Development Department (2021).

The region's strong agricultural base—which grosses more in agricultural value than any other county in the country—can provide a foundation for growth in many industries, including agricultural research and technology, biomass-fueled energy generation, organic food production, and others. The region's abundant sunshine also places Fresno in an ideal location for the use and development of solar energy technologies. Moreover, the presence of higher education institutions, such as Fresno State University, can attract outside investment in research and business incubation as well as provide workforce training. Although the SEDA is one area within this much larger region, the agricultural identity of the Southeast Fresno community provides this area with the potential to become a significant contributor to a healthy and robust economic base. These strengths within the SEDA, coupled with Fresno's central location and planned stop along California's high-speed rail network, position Fresno and the SEDA favorably to attract investment and grow local businesses and jobs.

Growth and Employment in the Southeast Development Area

This Chapter of the SEDA Specific Plan highlights the physical features and regulatory policies of the SEDA around which local economic development strategies can be structured. As referenced previously throughout this Plan, development will only be permitted in the South SEDA areas East of Temperance and South of Jensen until thresholds identified in Chapter 9, Implementation have been met. The area South of Jensen includes approximately 1,400

acres of land for Office and Flexible Research and Development. Phasing the development of South of Jensen in tandem with the residential areas East of Temperance locates employment centers in proximity to residential areas and regional transit connections to reduce vehicle miles traveled and greenhouse gas emissions and further positions the City of Fresno to strategically attract and promote economic generating uses and jobs. At full buildout, the SEDA is projected to accommodate approximately 37,000 jobs, the majority of which will be located in Mixed-Use and Flexible Research and Development Districts. This new framework of interconnected town centers and neighborhoods will offer easy access and amenities that can attract and retain employers and new residents, while the Flexible Research and Development Districts of the Plan will enable the formation of industry clusters to serve new and emerging sectors.

Ultimately, the SEDA is envisioned to become a significant economic generator for Fresno. Within the framework of its land use and transportation elements, opportunities exist to stimulate and host a range of economic activities, and the way in which activity and investment is steered to Districts within the SEDA will be crucial to the success of its communities. As a result, the following objectives and policies of this Chapter serve to identify opportunities presented by the SEDA Plan. For purposes of readability, the phrase “Economic Opportunity” will be abbreviated as “EO” in this section.

While the overarching goals, objectives and policies identified in each Chapter of this Plan remain, they should be applied with the understanding that development will only be permitted in the South SEDA areas East of Temperance and South of Jensen until thresholds identified in Chapter 9 – Implementation have been met.

OBJECTIVE EO-1

Equitable Economic Development

Development of the SEDA provides an opportunity to bring the One Fresno vision of reducing economic inequality and supporting wealth creation to much needed fruition. In previous years, Fresno has ranked 59th out of 59 for economic and racial disparity, according to economic mobility research from The

Urban Institute. To reverse this last-in-place standing, the following policies will be implemented.

POLICY EO-1.1 BROADEN ACCESS TO SMALL BUSINESS FINANCING.

Expand on the City’s microlending programs to support small, local businesses.

POLICY EO-1.2 SUPPORT TRAINING AND UPSKILLING OF THE WORKFORCE.

Build on Fresno’s current workforce development efforts by providing career technical education, apprenticeship, and other upskilling opportunities for those who live or work in the SEDA.

POLICY EO-1.3 COLLABORATE WITH OTHER COMMUNITY ORGANIZATIONS THAT ARE WORKING TO REDUCE INEQUALITY AND RACISM.

Support initiatives that seek to increase equity and inclusion in the local economy.

OBJECTIVE EO-2

Targeted Growth Industries

POLICY EO-2.1 ENHANCING THE ECONOMIC STRENGTH OF THE SEDA.

Promote industry clusters that build on Fresno’s local strengths. The SEDA Plan presents opportunities for each of the following clusters: Advanced Manufacturing, Clean Energy, Construction, Food Processing, Healthcare, Information Processing, Logistics & Distribution, Software Development, Tourism, and Water Technology. This list may evolve as Fresno grows and changes.

POLICY EO-2.2 LOCAL AND REGIONAL ECONOMIC DEVELOPMENT.

Coordinate with other local and regional economic development efforts to build on opportunities presented by new development in the SEDA. This includes plans and programs within the City of Fresno Economic Development Department, as well as any related efforts.

Attracting Investment to Fresno

Fresno's location and workforce are well-suited to support agricultural technologies and services. But Fresno is also home to major brands in supply chain management, food innovation and processing facilities, water technology, and other precision manufacturers. Other markets include medical device design and manufacturing and green industries such as solar, biofuels, recycling, and other forms of alternative energy. SEDA offers the opportunity to attract key economic generators designed to enhance the local economy, as further noted in the objectives and policies below.

OBJECTIVE EO-3

Clean Energy and Agricultural Technologies

Support growth in clean energy and agricultural technologies, tapping into broad demand from the local to national level and beyond. Citywide strategies should be developed to align with and build upon the goals and policies of the Southeast Development Area Specific Plan.

POLICY EO-3.1 COLLABORATION WITH THE SAN JOAQUIN VALLEY CLEAN ENERGY ORGANIZATION (SJVCEO).

Work with the SJVCEO to attract projects and investments to the SEDA, promoting it as a key location in which to implement emerging clean energy. Local renewable energy projects can capitalize on Fresno's abundant solar and biomass resources.

POLICY EO-3.2 COORDINATION WITH CALIFORNIA STATE UNIVERSITY, FRESNO.

Build on partnerships with California State University, Fresno to develop programs and projects to attract funding for research and development in the following areas:

- Agricultural technology
- Clean energy technology
- Green building technology
- Value-added manufacturing technology
- Water and wastewater technology

- City and regional planning

POLICY EO-3.3 COORDINATION WITH STATE CENTER COMMUNITY COLLEGE.

Build on partnerships with the State Center Community College to promote workforce training programs that can support local business growth.

POLICY EO-3.4 PUBLIC-PRIVATE PARTNERSHIPS.

Pursue public-private partnerships to develop and support green technology for public building and infrastructure projects.

POLICY EO-3.5 GRANT FUNDING.

Pursue federal, state, and foundation grant funding to support public demonstration projects.

POLICY EO-3.6 VENTURE CAPITAL INVESTMENTS.

Help attract and bring investment to local companies by supporting the development of a research park in the SEDA.

Growing the Green Economy Stimulating Economic Growth with Environmental Responsibility

California's targets for reduced greenhouse gas emissions, better energy efficiency, and increased renewable energy generation are beginning to stimulate innovation and economic growth throughout the state.

Clean Energy and Environmentally Sustainable Jobs



Green collar jobs—service jobs in businesses whose products and services improve environmental quality—can fill an important role in Fresno’s economy as high-quality employment with accessible entry requirements. Green collar jobs can be supported by coordinating local job training programs with businesses in the growing green sector. Job areas can include:

- Bicycle repair and bike delivery services
- Car and truck mechanic jobs, production jobs, and gas-station jobs related to bio-diesel, vegetable oil and other alternative fuels
- Energy retrofits to increase energy efficiency and conservation
- Food production using organic and/or sustainably grown agricultural products
- Furniture making from environmentally certified and recycled wood
- Green building (i.e. architecture, construction)
- Green waste composting on a large scale
- Hauling and reuse of construction and demolition materials and debris
- Hazardous materials clean up
- Green (sustainable) landscaping

- Manufacturing jobs related to the large-scale production of technologies (i.e. solar panels, bike cargo systems, green waste bins, etc.)
- Materials reuse/producing products made from recycled, non-toxic materials
- Non-toxic household cleaning in residential and commercial buildings
- Parks and open space maintenance and expansion
- Printing with non-toxic inks and dyes and recycled papers
- Public transit jobs
- Recycling
- Solar installation and maintenance
- Tree cutting and pruning
- Peri-urban and urban agriculture
- Water retrofits to increase water efficiency and conservation
- Whole home performance (i.e: HVAC, attic insulation, weatherization, etc.)
- Small scale/boutique manufacturing or “maker” spaces

OBJECTIVE EO-4

Sustainable Industries and Services

Promote sustainable industries and services in the Southeast Development Area.

POLICY EO-4.1 LOCAL SUSTAINABLE INDUSTRIES.

Support the establishment or growth of local businesses that can respond to the SEDA’s policies for environmental sustainability, e.g. solar installation companies for sustainable building.

POLICY EO-4.2 LOCAL SUSTAINABLE GOODS AND SERVICES.

Support the establishment or growth of local businesses that provide goods or services in an environmentally responsible manner (e.g. eco-friendly dry cleaning, organic food production, sustainable businesses that manage waste responsibly).

Leverage City resources to stimulate the development of local sustainable businesses.

OBJECTIVE EO-5

Economic Development in Key Locations

Expand the economic base and fiscal sustainability of the City by supporting high sales, property values, and employment intensity per acre for economic development in key locations throughout the Southeast Development Area.

POLICY EO-5.1 EMPLOYMENT IN MIXED-USE DISTRICTS.

Develop Mixed-Use Districts with targeted sales, property value, and employment intensity.

- Attract office-based employment.
- Support the development of small businesses. Encourage developments that can accommodate small-scale enterprises.

POLICY EO-5.2 EMPLOYMENT IN OFFICE CENTERS AND FLEXIBLE RESEARCH & DEVELOPMENT DISTRICTS.

Develop Office Centers with targeted sales, property value, and employment intensity.

- Attract office-based employment.
- Support partnerships between the State Center Community College and companies in the local area.
- Incentivize “maker” spaces: collaborative workspaces for making, sharing, learning, and exploring that usually contain a variety of shared tools, technology and space.

POLICY EO-5.3 EMPLOYMENT IN FLEXIBLE RESEARCH & DEVELOPMENT DISTRICTS.

Develop Flexible Research & Development Districts with targeted sales, property value, and employment intensity.

- Promote the growth of manufacturing, distribution and research and development employment in the areas of the SEDA where these uses are allowed.

- Promote the development of a research park that can support new ventures.
- Encourage the formation of industry clusters.
- Attract large employers.
- Support partnerships between the State Center Community College and companies in the local area.

POLICY EO-5.4 EMPLOYMENT IN OPEN SPACE NETWORKS.

Develop the open space network to support employment opportunities.

- Support small-scale farms in rural cluster areas.
- Support agricultural research in open space areas.
- Support the development of clean energy systems within the open space network (e.g. solar farms in parks, flood basins).

OBJECTIVE EO-6

Office Employment

Cultivate an attractive and business-friendly environment to draw office-based employers to the Southeast Development Area.

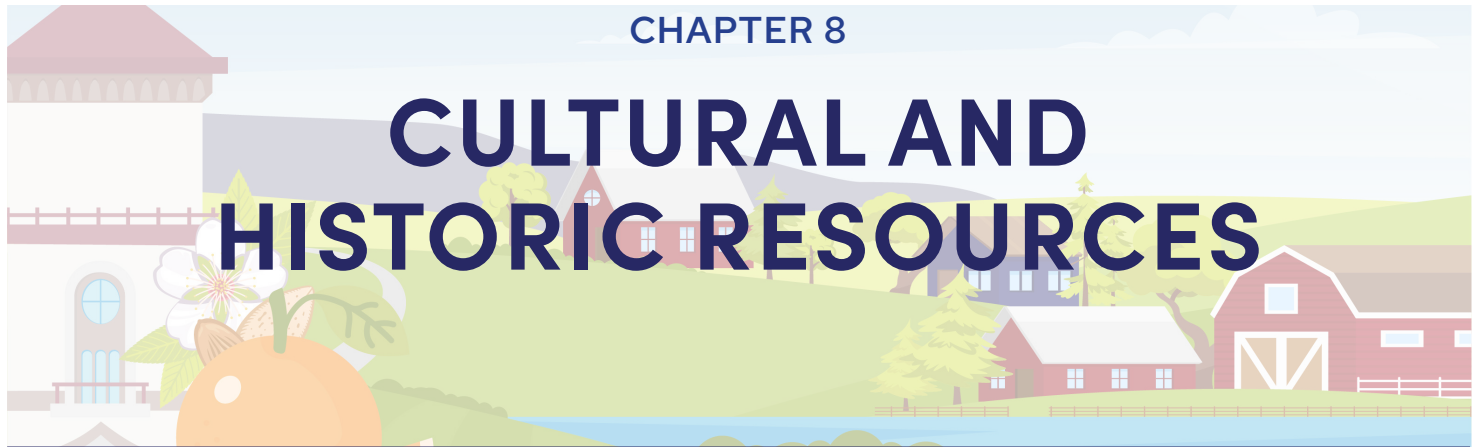
POLICY EO-6.1 FOCUSED ACTIVITY.

Concentrate office employment in the Regional and Community Town Centers and along transit corridors as detailed in the SEDA Plan.

POLICY EO-6.2 CO-LOCATION OF SERVICES AND EMPLOYMENT.

Co-locate services and employment to foster a walkable environment and allow for multi-purpose trips.

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Historically significant buildings, districts, sites, landscapes, and other features can reveal the unique identity of a city and contribute to its sense of place. The Southeast Development Area Plan is sensitive to the need to preserve elements of the area's past as resources to enrich its future.

Though new growth will substantially transform the area, the city has sought to identify key features to retain or build upon, whether physically or by reference. Blanketed by farmsteads and interlaced with irrigation canals, the SEDA's most salient visible features are those that signify the agricultural heritage of Fresno and the region.

Preserving the Heritage of Fresno and the Region

Fresno contains a wealth of structures and landscapes of historical and cultural significance. The City's Local Register of Historic Resources names over 300 buildings, structures, objects, sites, and districts of significant value. The local register includes a range of buildings and features, including the Kearney Boulevard Gateway and the Old Fresno Water Tower. The local register does not currently include any sites within the Southeast Development Area, as it is not yet within the jurisdiction of the City. As detailed planning and development in the SEDA proceeds, the City will continue to evaluate the cultural and

historic significance of built and natural features within the area.

By restricting the first phase of development to the areas East of Temperance and South of Jensen, the SEDA Plan supports the preservation of rural landscapes and resources located both inside and outside the SEDA Planning Area.

An early environmental analysis for the SEDA Plan identified potentially significant historic resources. This analysis included a "windshield" survey of the site, a literature review, and a historical records search with the Southern San Joaquin Valley Information Center at Bakersfield. There is also the potential for additional historic or prehistoric resources (e.g. Native American occupation sites) to be found in the SEDA, as detailed surveys are conducted on a parcel-by-parcel basis before development takes place. In addition, sub-surface resources may be uncovered during excavation associated with project construction.

Maintaining Links to Fresno's Agricultural Heritage

Development in the SEDA can maintain elements of Fresno's rich agricultural history through the direct preservation of structures and inclusion of architectural and design elements which pay tribute to the area's surrounding resources. Agricultural and open space elements of the Plan, in particular, can be designed to complement or enhance existing built and natural features. These include the network of historic canals, along which greenways will extend; farmhouses and other buildings around which community gardens, parks, or other public spaces can be built; and

landscape features that can be highlighted by new development. With the SEDA, Fresno will continue to build its history.

As such, the objectives and policies of this Chapter support ongoing efforts to retain historically significant features in the design of new communities within the SEDA. For purposes of readability, the phrase Cultural Resources will be abbreviated as “CR” in this section.

While the overarching goals, objectives and policies identified in each Chapter of this Plan remain, they should be applied with the understanding that development will only be permitted in the South SEDA areas of East of Temperance and South of Jensen until thresholds identified in Chapter 9 – Implementation have been met.

OBJECTIVE CR-1

Landscape Preservation

Preserve the region’s culturally significant landscapes outside the Southeast Development Area by reducing development pressure on those landscapes.

POLICY CR-1.1 FUTURE GROWTH.

Channel new growth to areas already committed to urban uses. This includes areas currently inside the Fresno Sphere of Influence (SOI) and those designated as SOI expansion areas in the Fresno General Plan.

POLICY CR-1.2 CONVERSION OF NON-URBAN USES.

Limit the conversion of culturally significant rural areas outside the current Fresno SOI.



Canals of Fresno and the Valley. Wittenberg Family, Fairmead Colonies 1913



Canals of Fresno and the Valley. Herndon Canal, today

Fresno’s Historic Canals

Built to supply desperately needed water to Central Valley farmers, Fresno’s canals form an integral part of the landscape and a tangible connection to the area’s historic cultural and economic life.

As a semi-arid region, the Central Valley’s earliest settlers found land fertile but needing dependable water resources. Starting in 1871, Fresno’s early residents began the process of irrigating the San Joaquin Valley—a process that has continued to the present day.

Originally undertaken by companies incorporated for the express task of constructing canals, the process

continued into the 20th century under the State of California and then the federal government.

Canals were a primary driver of growth in the Fresno area. They represent an important link to Fresno's history, as they have outlived many of the agricultural uses they were built to serve. With the SEDA Plan, the canals present an opportunity to connect the urban fabric of Fresno with the region's strong links to farming and agriculture—a reminder of the role agriculture and water resources play in the Fresno of today and yesterday, and the Fresno for decades to come.

OBJECTIVE CR-2

Incorporating Agriculture

Bridge the past and future identity of Fresno residents by bringing small-scale agriculture back into our communities.

POLICY CR-2.1 SMALL FARMS AND COMMUNITY FARMING.

Support opportunities for entrepreneurs and families to grow food for commercial and household production within the SEDA (as specified in the Community Farming and Agriculture Chapter).

POLICY CR-2.2 EDUCATIONAL FARMING AND SCHOOL GARDENS.

Encourage schools and other institutions to emphasize agricultural processes, preservation and interpretation of farming history within the SEDA (as specified in Community Farming and Agriculture Chapter).

The Strong Agricultural Heritage of the San Joaquin Valley

The landscape of Fresno today stands as a testament to the San Joaquin Valley's agricultural past and present. In the city and the region, and the homes and fields, agriculture has played a decisive role in forming the landscape of today's Fresno.



Fairmead Colonies, Madera County 1913



Orchard, Fresno County Blossom Trail

Early changes to the Valley were undertaken with an eye to making it easier, more attractive, and more profitable to settle and farm. Where there was no water, an extensive canal system was dug; where there was no access, rail was laid and roads were built; and where the opportunity presented itself, small farmers purchased land to carve out a life for themselves and their families. As large companies shaped the valley for agricultural opportunities, so too did the small farmer shape his homestead and acreage to create the greatest yield from his land. Fields and pastures were sited based on what they could most productively produce, while streams and narrow corridors were often left wild to create windbreaks or to prevent erosion.

Maintaining Fresno's Agricultural Heritage

Agriculture and its essential cultural and economic role in Fresno and the Valley continue to affect how and where development can occur. The San Joaquin Valley's landscape represents a physical outgrowth of the heritage of agriculture and provides a real and living connection with its past. The SEDA Plan strengthens the connection to Fresno's agricultural heritage by integrating small farms and community-scale gardens into its diverse neighborhoods and centers, and by strategically locating urban uses in order to preserve and support viable commercial agriculture in Fresno and the Valley.

OBJECTIVE CR-3

Preservation of Cultural and Historic Resources

Identify and protect significant structures, sites and landscapes within the Southeast Development Area.

POLICY CR-3.1 CULTURAL RESOURCE SURVEYS.

Conduct surveys for cultural resources. For all activities in the SEDA meeting the California Environmental Quality Act (CEQA) definition of a "project," the City of Fresno shall ensure that a qualified professional archaeologist; and historian or architectural historian as appropriate based on site conditions has conducted focused surveys of the project site before issuing grading permits. If cultural resources (prehistoric or historic) are identified as a result of the survey, a qualified professional archeologist/historian shall evaluate the significance of the finds and recommend appropriate mitigation measures for significant resources. The City shall ensure the project applicant or designee implements these mitigation measures. Mitigation may include, but shall not necessarily be limited to, the avoidance of significant and potentially significant resources through changes in project design and/or subsurface testing and data recovery. Such efforts, particularly those involving testing and excavation, shall be conducted in consultation with appropriate Native American representatives identified by the Native American Heritage Commission (NAHC).

POLICY CR-3.2 DISCOVERY OF CULTURAL RESOURCES.

Protect cultural resources discovered during construction. If previously undocumented cultural materials such as historic building or structure remains; historic artifact deposits or scatters; or prehistoric artifacts such as stone tool flaking debitage, mortars, pestles, shell, or bone are encountered during construction in the SEDA, all ground-disturbing activity shall be suspended temporarily within a 100-foot radius of the find or a distance determined by a qualified professional archaeologist to be appropriate based on the potential for disturbance of additional resource-bearing soils. A qualified professional archaeologist shall identify the materials, determine their possible significance, and formulate appropriate mitigation measures. Appropriate mitigation may include no action, avoidance of the resource, and potential data recovery. Ground disturbance in the zone of suspended activity shall not recommence without authorization from the archaeologist.

POLICY CR-3.3 DISCOVERY OF REMAINS.

Appropriately address human remains that could be found during construction. If human remains are uncovered during construction in the SEDA, all ground-disturbing activities shall immediately be suspended within a 100-foot radius of the find or a distance determined by a qualified professional archaeologist to be appropriate based on the potential for disturbance of additional remains.

POLICY CR-3.4 STATE RESOURCES.

Identify any resource listed in, or eligible for listing in, the California Register of Historical Resources, including archeological sites, during the Environmental Impact Report.

POLICY CR-3.5 LOCALLY SIGNIFICANT RESOURCES.

The City of Fresno shall identify additional cultural resources in road, utility, and other agency and public rights-of-way in the SEDA significant to the San Joaquin Valley and Fresno, such as historic canals and tree-lined boulevards. The City shall convey

information on these resources, and appropriate protection measures, to developers, utility companies, and other implementing agencies or stakeholders that might affect these resources.

POLICY CR-3.6 RESOURCE PROTECTION.

Incorporate historic sites, infrastructure and landscape features into new developments in order to conserve resources and preserve the area's vernacular landscape and "sense of place."

POLICY CR-3.7 RESOURCE RELOCATION.

The relocation of historic structures should be considered as a last resort for preservation and only when retention in place is infeasible. Moved properties should adhere to the Secretary of Interior's recommendations.

POLICY CR-3.8 ALTERNATE PUBLIC IMPROVEMENT STANDARDS.

Develop Alternate Public Improvement Standards (APIs) for historic landscaped roads, if appropriate, to preserve the historic context of the SEDA area.

OBJECTIVE CR-4

Using Vernacular Design

Develop new mixed-use communities that reflect and establish a regional identity in the design of new buildings and complexes.

POLICY CR-4.1 WAYSIDE EXHIBITS.

Incorporate wayside exhibits within new developments that depict the history of the site or region through photographs and text.

Fresno's Vernacular Architecture

Unique architectural elements in Fresno speak to the history of economic and cultural life in the San Joaquin Valley. Some of these elements, such as the distinctive water-holding tankhouses and the use of adobe as a building material, addressed environmental conditions. The working structures—the barns and worker housing—tell the story of life in the Valley.

Building materials and forms had to evolve to function in a physical setting with limited water resources and few sources of timber for building. Adobe is one widely-known locally-designed adaptation used in the Southwestern United States—the San Joaquin Valley was no exception. Adobe was widely used, from the earliest Mexican structures in the area, to the homes of wealthy landowners and peasant farmers.



The Magarian-Hiyashi Tankhouse

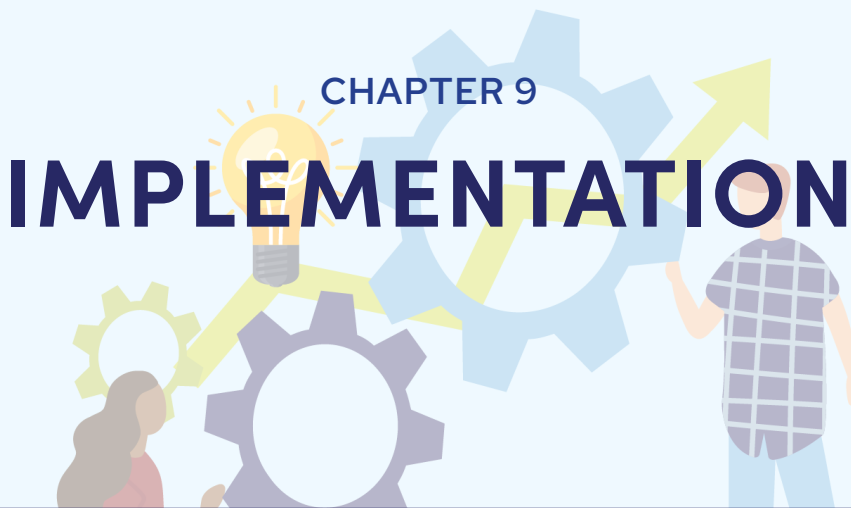
Adobe's availability and ease of use has made it infinitely malleable in the harsh environment of inland California. Up until the 1940's, it was used by architects looking to reflect a "California colonial" aesthetic, as in the Old Fig Garden of Fresno.

Tankhouses, though less well-known outside of California, represent another element of inland California distinction. In an area with scarce water resources, both city and country homes depended on tankhouses for their water. Using a windmill, and later gasoline engines, to pump water up to a holding tank on an upper floor, they provided a constant source of water for the household. Remaining tankhouses speak to a time when water was far more difficult to come by in the San Joaquin Valley and the difficulties the early inhabitants faced in finding and securing those scarce water resources.

Life in the Valley is also reflected in the vernacular styles of historic structures. Working buildings like the barns on many inland farms and small workers cottages (hall & parlor houses) are reminiscent of the common experiences of life in the Valley. These

working structures communicate what life was like for the average worker in historic Fresno.

Incorporating and acknowledging these elements of the region's past in the Southeast Development Area can help to firmly ground new development into its place in Fresno and the San Joaquin Valley. Referencing this time tested locally inspired design can provide a sense of continuity between Fresno's environment and history and the area's modern, urban residents.



CHAPTER 9 IMPLEMENTATION

The first phase of development and implementation of the SEDA will be limited to the South SEDA areas East of Temperance and South of Jensen.

Phasing and Thresholds

As referenced throughout this Plan, while plan adoption will include the full 9,000-acres within the SEDA boundaries, the Plan and associated land use map have been revised to reflect the Modified Consolidated Business Park Alternative as the Proposed Land Use Map, with a focus on two development areas in South SEDA:

- **East of Temperance:** bounded on the west by Temperance Avenue, on the north and east by the Briggs Canal and on the south by Jensen Avenue.
- **South of Jensen:** bounded on the west by Minneawawa Avenue, on the north by Jensen Avenue, on the east by Temperance Avenue and on the south by North Avenue.

While the overarching goals, objectives and policies identified in each Chapter of this Plan remain, they should be applied with the understanding that development will only be permitted in South SEDA areas East of Temperance and South of Jensen until following thresholds have been met:

- Phased approach: development will first occur in the South SEDA areas East of Temperance and South of Jensen.
- All other areas within the SEDA Plan boundary will be identified as "Future Reserve Areas."

- Before development can be permitted in a Future Reserve Area, 75% of the residential land uses in the current phase must be developed and occupied. This shall be measured by 75% of the total acreage dedicated for residential land uses in each phase in addition to the available occupancy rate.
- Once 75% of the residential is developed and occupied, a new supplemental EIR and financing analysis will be required to analyze future environmental impacts and costs associated with development in the next identified Future Reserve Area. This shall be initiated by and at the responsibility of the City of Fresno.
- Selection of boundaries for Future Reserve Areas. This will identify where future development should occur.
- Following completion of a supplemental EIR and fiscal analysis, the Council could schedule a voter referendum to approve the next area ready for development.

General Implementation Strategy

Adoption of the SEDA Specific Plan is the first step of many needed for successful long term, phased implementation. Next steps include adoption of established thresholds prohibiting development in Future Reserve Areas until thresholds have been met, updates to the Development Code to include new zoning, completion of a Parks and Open Space Master Plan, selection of future financing mechanisms, and completion of engineering and design for sewer, water, transportation and facilities.

The general approach to implementing the Plan incorporates several guiding principles:

Development needs to pay its own way. The City of Fresno will not subsidize new development. Development projects will pay their fair share for public facilities and services using developer-constructed improvements, development impact fees (DIFs), community facilities districts (CFDs), or other funding and financing mechanisms.

Annexation will occur gradually and strategically. Annexation is anticipated to occur in tandem with surrounding development.

Existing uses will continue to have protections. Legally established uses which have occurred prior to the adoption of the Specific Plan will be permitted to remain in perpetuity. The City will continue to enforce the Annexed Rural Residential Transitional Overlay, Fresno County's Right-to-Farm Ordinance and support parcels with existing Williamson Act contracts.

Funding and Financing Tools

Accompanying the Specific Plan is a Public Facilities Financing Options Report – this will provide various options in which the City Council could pursue to determine how public infrastructure improvements will be funded. This Plan also includes suggested phases and funding approaches to meet upfront costs.

Implementation Action Plan

Table 9.1 sets forth the implementation action plan for the Southeast Development Area Specific Plan. As referenced previously, while the planning and implementation process involves certification of the EIR and adoption of the Plan, development will only be permitted in the South SEDA areas East of Temperance and South of Jensen. Established thresholds will provide strategic and thoughtful guidance on when, and if, development in future reserve areas within the SEDA Planning Area should be accommodated.

To aid in tracking implementation efforts, this section provides a table that lists each goal and its associated policies along with responsible parties and suggested measurements of progress. In instances where no progress can be reported, an explanation

should be provided with action steps to take for the following year. Reporting on these goals and policies will be done in tandem with the General Plan Annual Progress Report.

The Action steps that are needed before development can commence in the SEDA are the following:

- Certification of the EIR and adoption of the Southeast Development Area Specific Plan
- Adoption of Development Code amendments to implement new zoning consistent with the SEDA Specific Plan
- Adoption of the SEDA Parks and Trails Master Plan
- Construction of up-front infrastructure needed for the South SEDA areas East of Temperance and South of Jensen

Chapter 2 - Urban Form

Policy #	Policy	Responsible/Support Parties	Suggested Measurements
UF-1.5	Public Facilities and Open Spaces	Planning, PARCS	# of projects funded, in process and completed
UF-2.2	Development Code Update	Planning	Text Amendment to Development Code
UF-3.2	Development Code Update	Planning	Text Amendment to Development Code
UF-4.2	Development Code Update	Planning	Text Amendment to Development Code
UF-5.1	Circulation Plan and Street Standards	Planning, FAX	# of transportation options provided # of publicly accessible rights of way
UF-5.2	Transit Service	FAX	# and frequency of transit stops
UF-5.4	Safe Streets	Planning, Public Works	# of streets designed in compliance with the City of Fresno Complete Streets Policy
UF-7.2	Parking Provisions	Planning, Public Works, private developers	% reduction in parking requirements for private developments # of TDM plans implemented # of on street parking stalls utilized toward private development count
UF-7.4	Pricing and Fee Sharing	Planning, City Council	# of fees collected for parking amount of fees generated (in dollars)
UF-8.1	SEDA Transportation Demand Management Program	Planning, FAX, private developers	Implemented TDM Plan % reduction in VMT # of physical design, lifestyle and auto-alternative credits and programs utilized

Chapter 3 – Housing Choice and Affordability

Policy #	Policy	Responsible/Support Parties	Suggested Measurements
HC-2.1	Provision of Affordable Housing	Planning, private developers	# of affordable units developed
HC-2.2	Publicly Owned Land	Planning, City Manager, Mayor, private developers	# of publicly owned parcels purchased for development # of affordable units developed
HC-2.4	Economic Incentives	Planning, Economic Development, private developers	# of incentives for development used # of developments with 25% new units accessible
HC-3.1	Coordinated Land Use and Transportation Planning	Planning, FAX	# of units developed near transit

Table 9.1 Implementation Matrix

Chapter 4 – Open Space, Schools and Public Facilities

Policy #	Policy	Responsible/Support Parties	Suggested Measurements
OS-1.1	Joint Use of Open Spaces	Planning, Fresno Metropolitan Flood Control District (FMFCD), Fresno Irrigation District (FID), Clovis Unified, Sanger Unified	# of joint-use agreements for shared community access
OS-2.3	Stormwater Management Features	Planning, Public Works, FMFCD, PARCS	# of projects funded, in process and completed
OS-3.1	Hierarchy of Parks	Planning, PARCS	# of projects funded, in process and completed
OS-7.1	School District Coordination Task Force and Joint Committee	Planning, Clovis Unified, Sanger Unified, private developers	Establishment of joint committee
OS-7.2	Joint Use of School and Community Facilities	Planning, PARCS, Clovis Unified, Sanger Unified	# of partnerships established to fund and develop joint-use facilities
OS-11.3	Coordination with Police and Fire Departments	Planning, Fresno Police, Fresno Fire	# of police and fire facilities sited
OS-12.1	Solid Waste Facilities and Services	Public Utilities	# of solid waste facilities to serve the SEDA
OS-13.2	Provision of Electricity and Natural Gas Infrastructure	Planning, Public Utilities, PG&E	# of infrastructure installed
OS-13.2	PG&E Transmission Lines	Planning, Public Utilities, PG&E	# of transmission lines running from Highland and Church along the diagonal south of Kings Canyon and Temperance into the SEDA
OS-13.3	Provision of Telecommunications Infrastructure	Planning, Public Utilities	# of telecommunications infrastructure installed
OS-14.1	Provision of Water, Stormwater, and Wastewater Infrastructure	Planning, Public Utilities	# of infrastructure installed
OS-14.2	Street Infrastructure	Planning, Public Works	% of street infrastructure installed

Chapter 5 – Community Farming and Agriculture

Policy #	Policy	Responsible/Support Parties	Suggested Measurements
CF-1.2	Future Growth Planning	Planning	% of projects funded, in process and completed inside SOI
CF-1.3	Conversion of Farmland to Non-Agricultural Uses	Planning, Fresno COG	% of strategic farmland

Chapter 6 – Greenhouse Gas Reduction and Conservation

Policy #	Policy	Responsible/Support Parties	Suggested Measurements
RC-1.2	Transportation Facilities Strategies	Planning, FAX	# of transit facilities, pedestrian and bicycle infrastructure and traffic calming measures installed
RC-1.3	Transportation Demand Strategies	Planning, San Joaquin Valley Air District, FAX, private developers	# of TDM programs implemented
RC-1.6	Municipal Facilities	General Services, PARCS, Public Works, Public Utilities	% increase in energy efficiency
RC-1.7	Urban Forestry Program	Public Works, PARCS	% of tree canopy, # of new trees planted
RC-2.2	Shared Water Resources and Infrastructure	Planning, Public Utilities, PARCS	% reduction in surface and groundwater use
RC-4.3	Maximizing Groundwater Recharge	Public Utilities, FMFCD	# of recharge systems installed
RC-4.4	Utilization of Recreation and Open Spaces as Groundwater Recharge Areas	Public Utilities, PARCS, FMFCD	# of joint-use agreements established
RC-6.1	Water Supply and Delivery	Public Utilities, Planning	# of infrastructure installed
RC-6.2	Wastewater Treatment and Delivery	Public Utilities, Planning	# of infrastructure installed
RC-6.3	Flood Control and Stormwater Management	Public Utilities, FMFCD	# of infrastructure installed

Chapter 7 - Economic Opportunity

Policy #	Policy	Responsible/Support Parties	Suggested Measurements
EO-1.1	Broaden Access to Small Business Financing	Economic Development	# of local businesses using microlending programs
EO-2.2	Local and Regional Economic Development	Economic Development	# of new business/investment
EO-3.1	Collaboration with the San Joaquin Valley Clean Energy Organization (SJVCEO)	Economic Development, SJVCEO	# of projects/investment
EO-3.2	Coordination with California State University, Fresno	Economic Development, Fresno State	# of projects funded, in process and completed

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