

Places Matters: SJV Regional Equity Forum

By: Keith Bergthold
City of Fresno

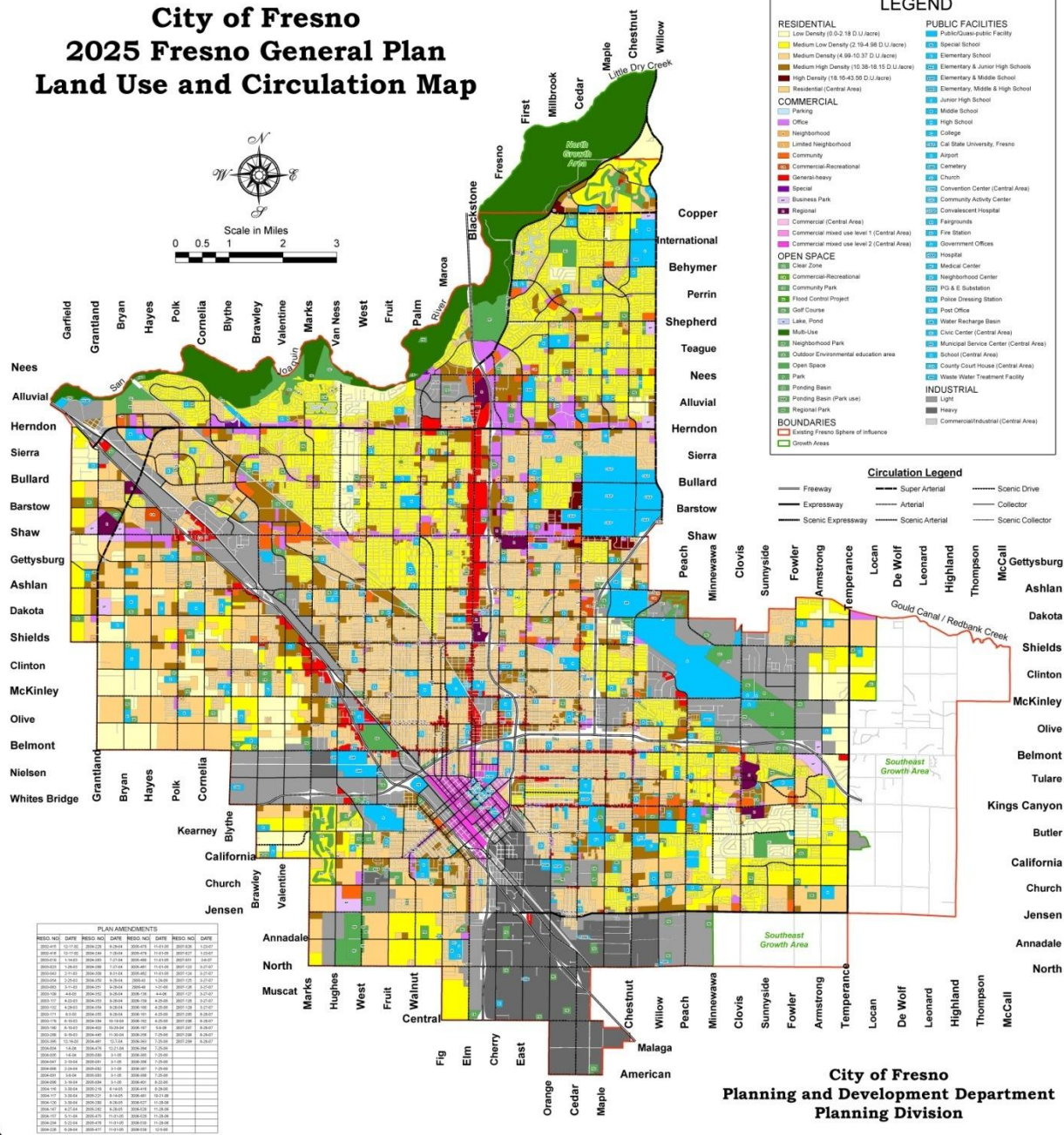
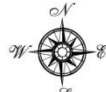
2035 General Plan Update Strategic Goals and Policies Framework

- Economy
- Transportation
- Air Quality
- Demography
- Quality-of-Institutions and Quality-of-Life
- Suburban Form-
- Water and Energy Resources
- Non-Strategic and Fragmented Local Governments
- Non-Integrated Planning and Performance Systems

2035 General Plan Update Strategic Goals and Policies Framework

- Secular Threats
 - Rising Cost of Capital and Commodity Inflation -
 - Costs Persistently Overwhelm Revenues
 - Lack of Unified Leadership and Strategic Action
- Opportunities Now
 - Economy
 - Compact and Sustainable Urban Form
 - Systematically Link Sustainable Planning, Fiscal Policy, and Economic Development with Everything
 - Capture Low Long-Term Financing Rates Now

City of Fresno 2025 Fresno General Plan Land Use and Circulation Map



LEGEND

RESIDENTIAL

- Low Density (0.5-2.9 D.U./acre)
- Medium Low Density (2.10-4.98 D.U./acre)
- Medium Density (4.99-10.27 D.U./acre)
- Medium High Density (10.28-18.15 D.U./acre)
- High Density (18.16-43.56 D.U./acre)
- Residential (Central Area)

COMMERCIAL

- Neighborhood
- Limited Neighborhood
- Community
- Commercial-Recreational
- General-heavy
- Special
- Business Park
- Regional
- Commercial (Central Area)
- Commercial mixed use level 1 (Central Area)
- Commercial mixed use level 2 (Central Area)

OPEN SPACE

- Clear Zone
- Commercial-Recreational
- Community Park
- Flood Control Project
- Golf Course
- Lake, Pond
- Multi-Use
- Neighborhood Park
- Outdoor Environmental education area
- Open Space
- Park
- Pending Basin
- Pending Basin (Park Use)
- Regional Park
- Growth Areas

BOUNDARIES

- Existing Fresno Sphere of Influence
- Growth Areas

PUBLIC FACILITIES

- Public/Quasi-public Facility
- Special School
- Elementary School
- Elementary & Junior High Schools
- Elementary & Middle School
- Elementary, Middle & High School
- Junior High School
- Middle School
- High School
- College
- Cal State University, Fresno
- Airport
- Cemetery
- Church
- Convention Center (Central Area)
- Community Activity Center
- Convalescent Hospital
- Fairgrounds
- Fire Station
- Government Offices
- Hospital
- Medical Center
- Neighborhood Center
- PG & E Substation
- Police Dressing Station
- Post Office
- Water Recharge Basin
- Civic Center (Central Area)
- Municipal Service Center (Central Area)
- School (Central Area)
- County Court House (Central Area)
- Waste Water Treatment Facility

INDUSTRIAL

- Light
- Heavy
- Commercial/Industrial (Central Area)

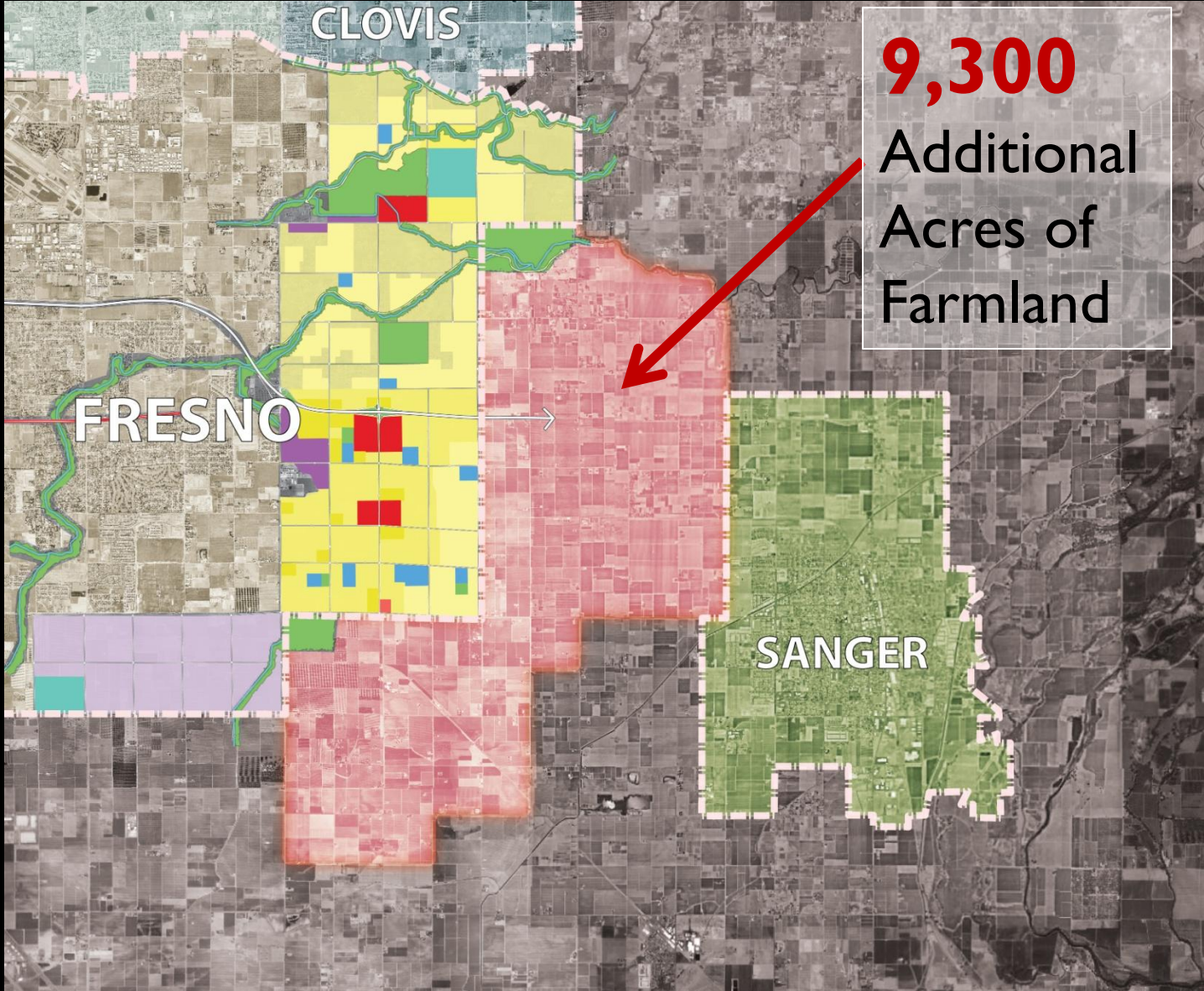
Circulation Legend

- Freeway
- Expressway
- Scenic Expressway
- Super Arterial
- Arterial
- Scenic Arterial
- Scenic Drive
- Collector
- Scenic Collector

PLAN AMENDMENTS							
RESO NO.	DATE	RESO NO.	DATE	RESO NO.	DATE	RESO NO.	DATE
2016-01	12-22-16	2016-02	12-22-16	2016-03	12-22-16	2016-04	12-22-16
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2016-09	12-22-16	2016-10	12-22-16	2016-11	12-22-16	2016-12	12-22-16
2017-01	12-22-16	2017-02	12-22-16	2017-03	12-22-16	2017-04	12-22-16
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2019-01	12-22-16	2019-02	12-22-16	2019-03	12-22-16	2019-04	12-22-16
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2022-09	12-22-16	2022-10	12-22-16	2022-11	12-22-16	2022-12	12-22-16

City of Fresno
Planning and Development Department
Planning Division

Alternative I



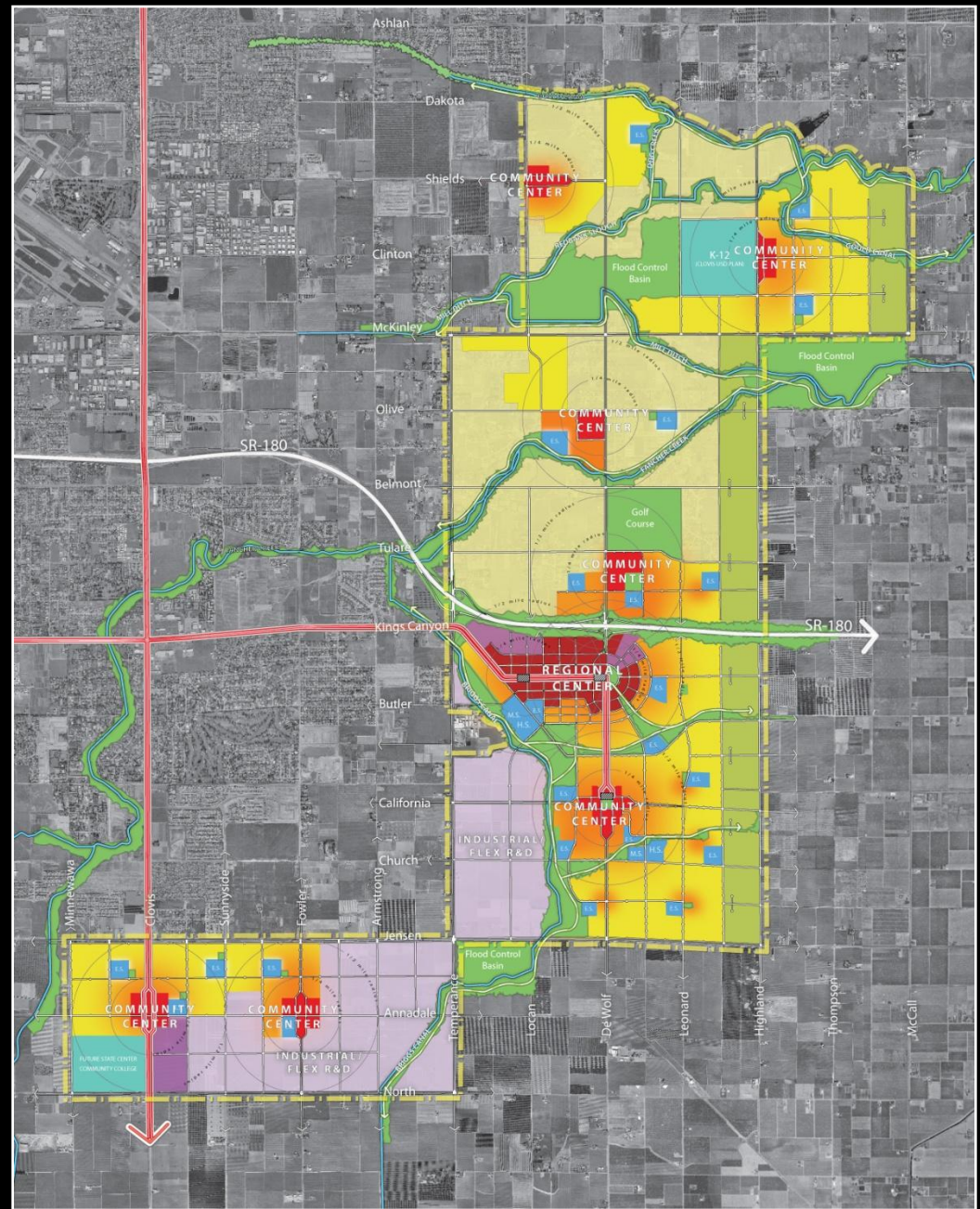
9,300
Additional
Acres of
Farmland

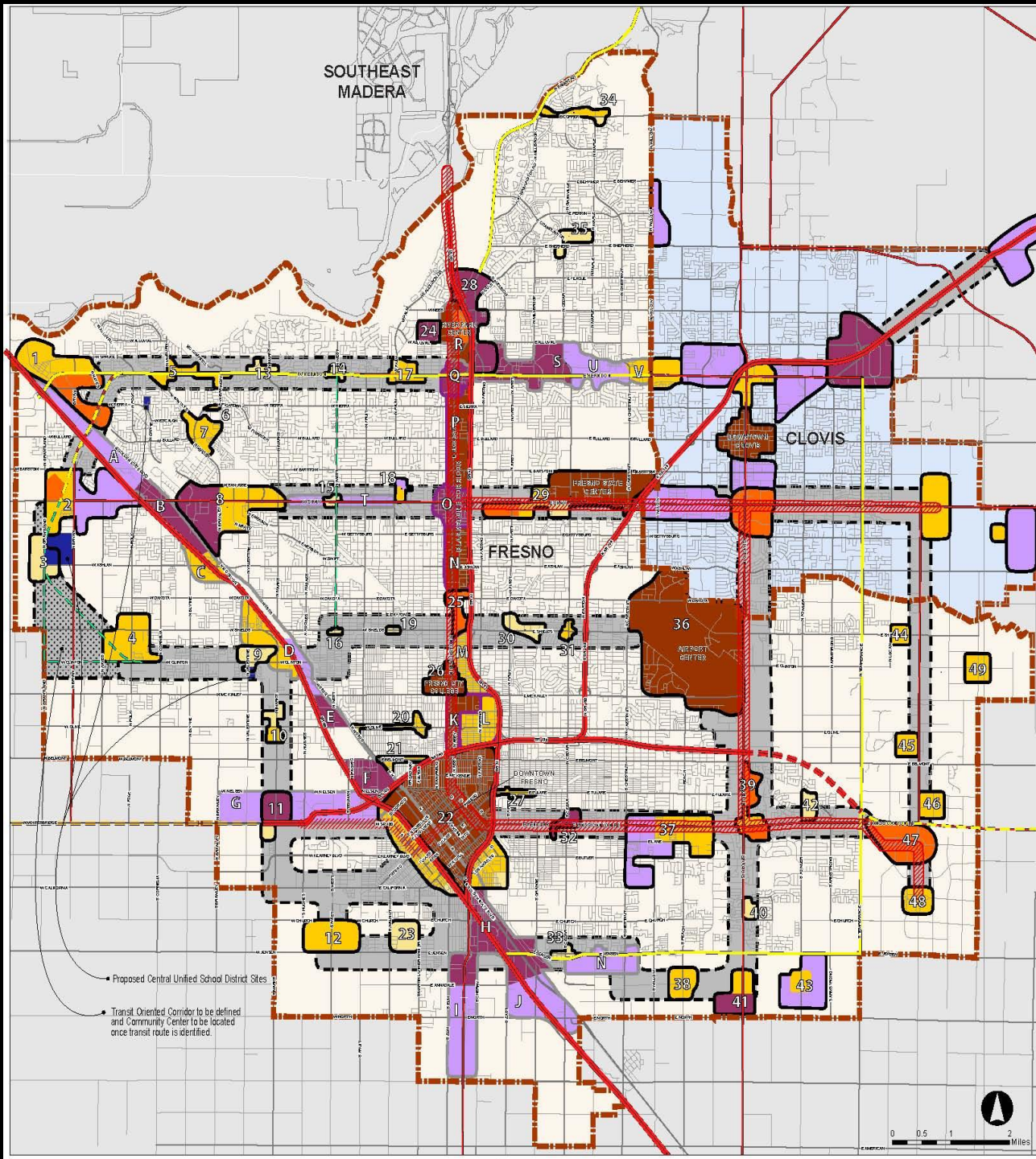
Alternative 2

Design Alternative

43,800 Homes

35,500 Jobs





Existing Condition

East 14th Street San Leandro, California



Street Improvements & Infill Townhomes

East 14th Street San Leandro, California



Street Improvements & Infill Mixed Use East 14th Street San Leandro, California



Center and Corridor Types

- **Community & Regional Centers**
 - mixed use areas of retail, entertainment, office, residential, and other uses
 - vary in terms of intensity of use and the reach of their market area



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Existing Conditions

Hydraulic Road Charlottesville, Virginia



CD+A and UA

Multimodal Avenue & Infill Commercial

Hydraulic Road Charlottesville, Virginia



CD+A and UA

Main Street & Infill Mixed Use

Hydraulic Road Charlottesville, Virginia



New Urban Form Metrics

- Environmental – Air Quality & Climate
- Water & Energy
- Economic
- Fiscal
- Health
- Social