Fresno County

Sustainable Communities Strategy (SCS) Public Workshop





People. Choices. Community.

Project Background

- Senate Bill 375
- Regional Transportation Plan (RTP)
- Greenhouse gas emission reduction through integrated transportation & land use planning



What's a SCS?

"a forecasted development pattern for the region, which, when integrated with the transportation network, and other transportation measures and policies, will reduce the greenhouse gas emissions from light trucks and cars, to achieve, if feasible, the greenhouse gas emission reduction targets approved by the Air Resource Board"

Senate Bill 375





Growth Projection

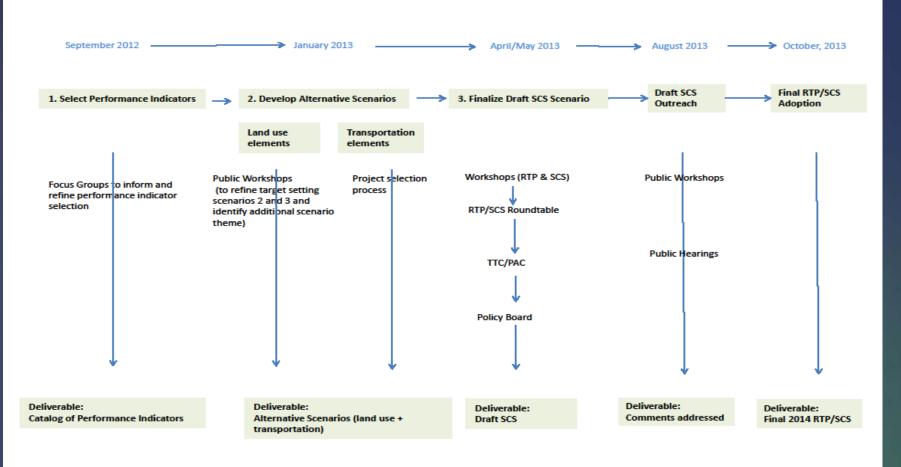




- Population: 1,373,679
- Housing: 435,375
- Employment: 468,464

SCS Process

Fresno COG SCS Development Process





Traditional Approach

The Present



The Future

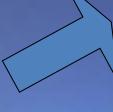


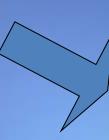


Scenario Approach

Plausible stories about the future













Develop a Range of Scenarios

A









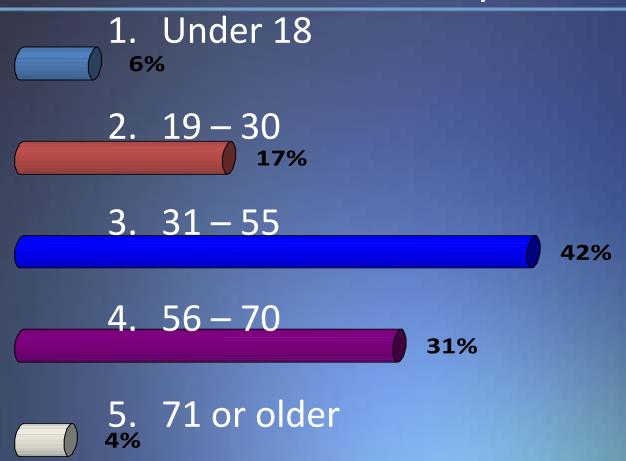
Instant Polling! - Getting Familiar with the Keypads

- There are no right or wrong answers!
- You will have a short time to review each question...
- Go with your "gut reaction!"



Let's try it...

Instant Polling! - Getting Familiar with the Keypads How old are you?



Where do you live?

- 1. Fresno/Clovis Metropolitan Area
 - **78%**
- 2. In one of the incorporated cities **east** of
- 5% Highway 99
 - 63. In one of the incorporate cities west of Highway 99
 - 11%
 - 4. In an unincorporated rural communities

How do you get around?









When shopping or running errands I like to.....

- 1. Park within sight of each destination 19%
- 2. Park once and walk between shops

60%

3. Walk, bike or bus to my destinations

21%

What makes people walk?

WalkableDistances



What makes people walk?

Practical Destinations



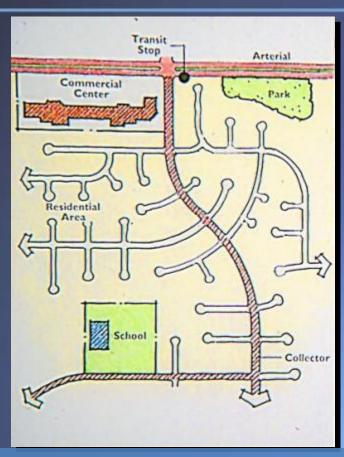
What makes people walk?

Pleasant andInterestingEnvironment, aHuman Scale

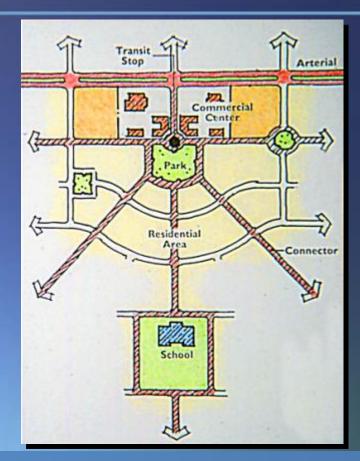




Walkable Neighborhoods



In most conventional suburban development, streets separate uses, discouraging walking and forcing even local trips onto arterial roads.



Walkable neighborhoods have streets that connect uses, with arterials reserved for through traffic.

Have you ridden on transit in the past six months?



If you answered yes to the last question, why did you ride transit?

1. It is convenient

62%

2. It is cheap

23%

3. It is my only option

15%

If you didn't ride transit, why?

1. It is too slow 34% 2. Doesn't serve my destinations 24% Not a pleasant experience 9% 4. There is no stop or station close to my home 32%

What do you think is the highest priority for transportation spending?

- 1. Building new and widening existing streets

 16%
- 2. Improve/Increase bus service

21%

- 3. Build more sidewalks, bikes lanes and trails
- 4. Improve transportation for the disabled and elderly
- 5. None of the above

What is the most important issue to you in the SCS process?

- 1. Offering different transportation choices
- 2. Improve air quality
- 31%
- 3. Provide increased housing choices
 - 12%
- 4. Conserve valuable farmland
- 5. None of the above
 - 7%

We have plenty of room in the region so we shouldn't worry about cities spreading out as they grow.



I am willing to have more people live in my neighborhood so that less open space outside existing city boundaries will have to be developed.

1. Strongly agree

43%

2. Agree

21%

3. Neutral

14%

4. Disagree

7%

5. Strongly disagree

11%

6. Don't know

3%

Purpose of the Workshop

Bottom-up process

Input collection

Public outreach



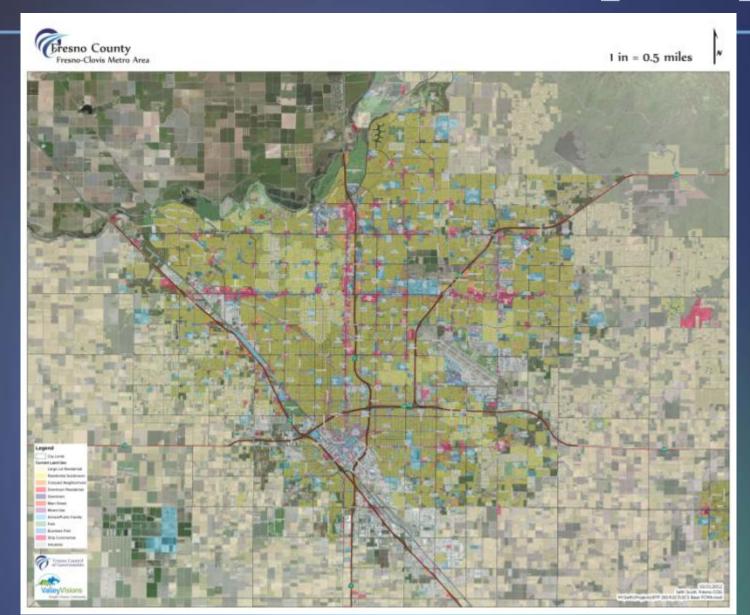
Interactive Mapping Exercises

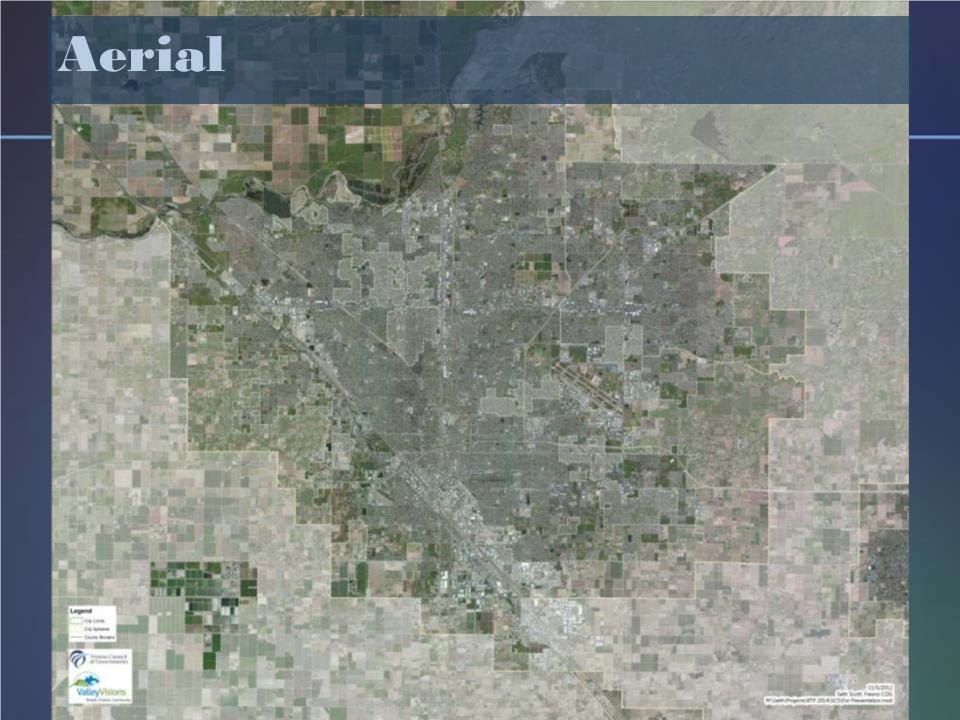
Groups of 8 to 10 will work together



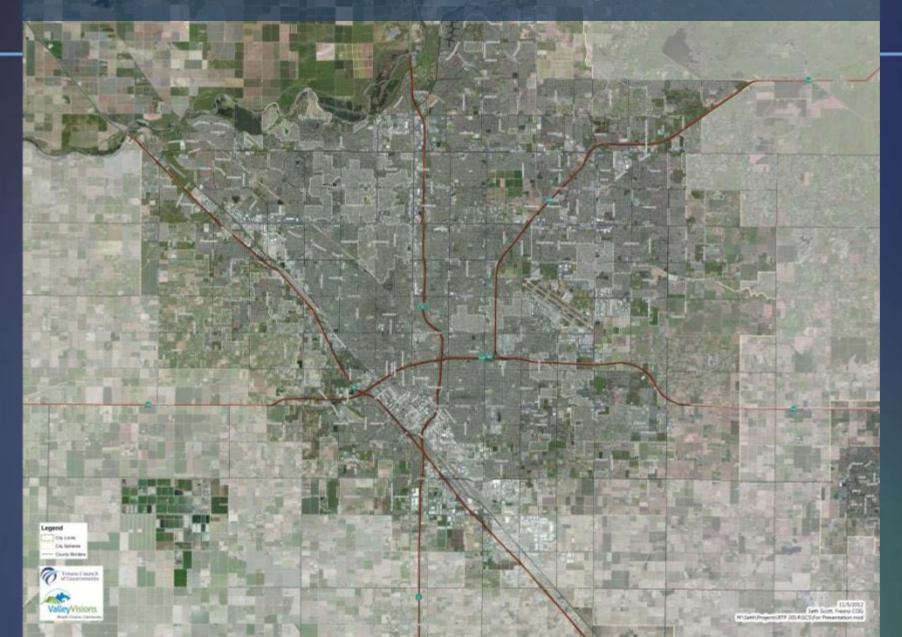


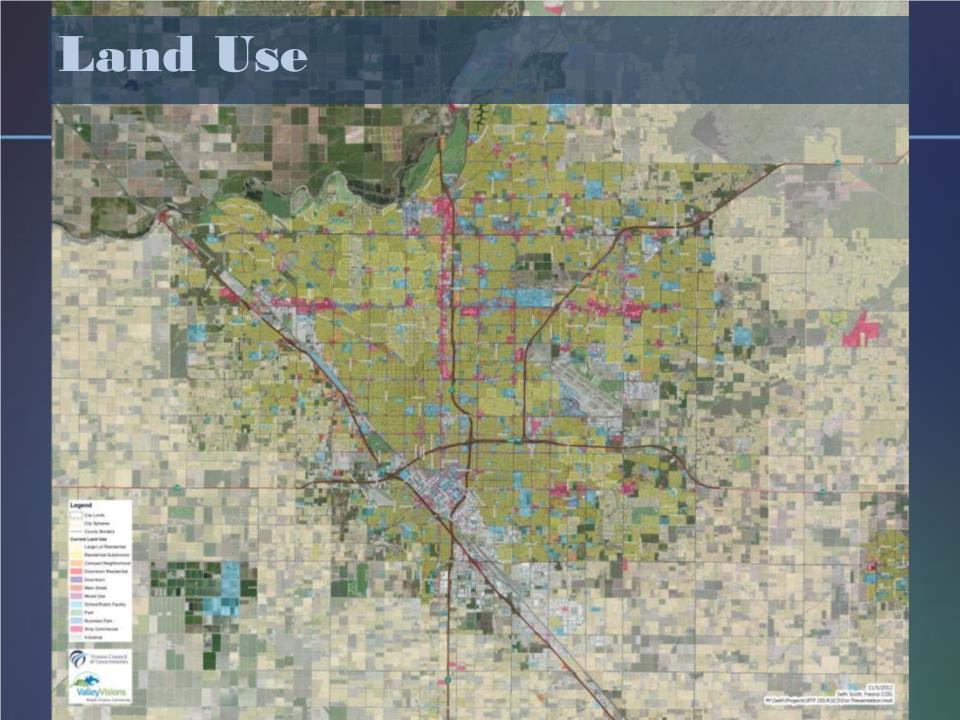
Fresno/Clovis Workshop Map



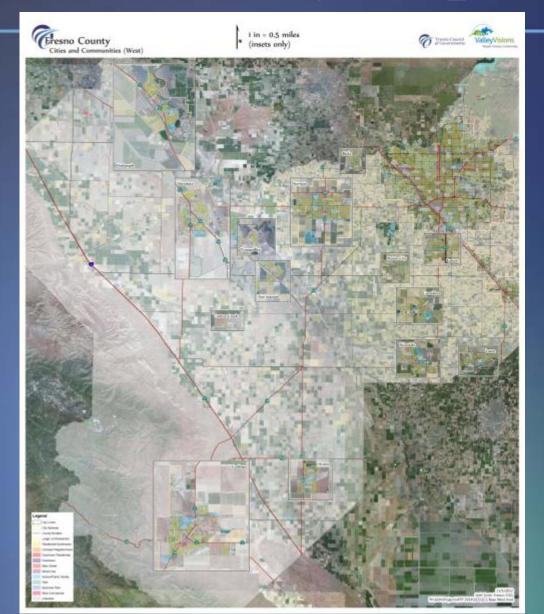


Major Roads and Highways

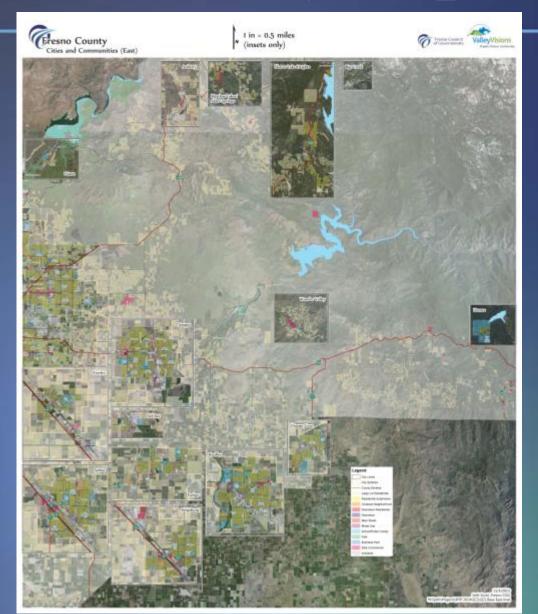




West County Map



East County Map





Workshop Game Pieces

Employment Types



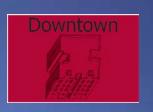






Mixed-Use Types

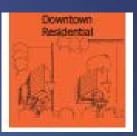


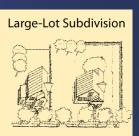






Residential Types









Chip Menus are on your Table

Strip Commercial



160 Acres # Households ~ # hh / ac

Jobs - # jobs / ac

Strip commercial development takes a linear form along both sides of a major road or highway. Connections in this development type consist mostly of highways and frontage roads.









Activity Center



160 Acres

Households ~ # hh / ac # Jobs ~# jobs / ac Activity centers include an applomeration of large-acate retail buildings, office buildings and multifamily housing. Land uses are separated from each other by parking areas, fretways or arterials. Activity centers are usually positioned at intersections of highways or arterials, sometimes along major transit confidors.









Industrial



160 Acres

Households - 0 hh / ac

Jobs ~ # jobs / ac

The Industrial development type is made up of a mix of low and medium density industrial buildings. This type often consists of industrial yards and campuses separate from other uses due to the nature of the industrial use. This development type is often near highways with large surface parking for autos and trucks.









Business Park



160 Acres 0 Households - 0 hh / ac # Jobs - # jobs / ac Business Parks are comprised of low to medium density office buildings surrounded by surface parking. Generally located near highways for easy auto-access, transit and walking options are limited. Business parks, lack residential or retail uses.





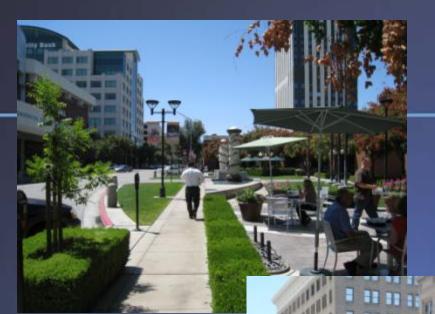












Downtown



Downtown:

60 acres

66 Households~ 11 hh / ac

6,300 Jobs ~ 105 jobs / ac





Business Park









2,640 feet

Business Park:

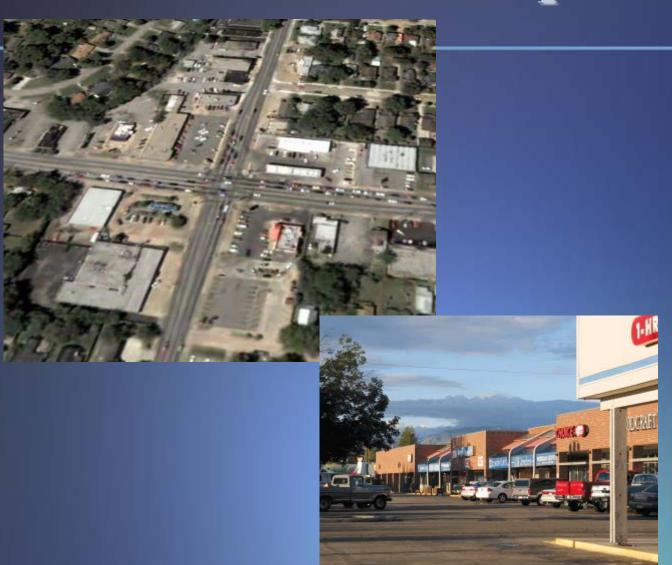
160 Acres

0 Households ~ 0 hh / ac

5,440 Jobs ~ 34 jobs / ac



Strip Commercial





5,280 feet

Strip Commercial:

160 Acres

0 Households ~ 0 hh / ac

2,080 Jobs ~ 13 jobs / ac





Activity Center





Activity Center:

160 Acres

0 Households ~ 0 hh / ac

3,040 Jobs ~ 19 jobs / ac







Industrial







2,640 feet

Industrial:

160 Acres

0 Households ~ 0 hh / ac

1,440 Jobs ~ 9 jobs / ac



Mixed Use Corridor







5,280 feet

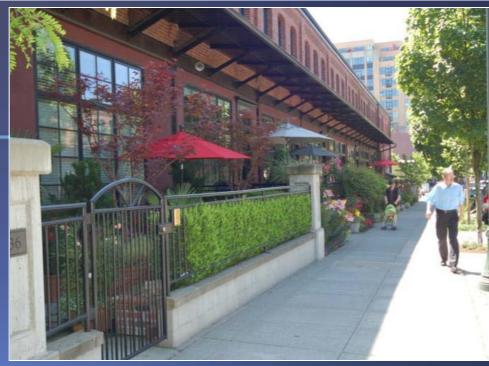
Urban Corridor:

160 Acres

2,240 Households~14 hh / ac

6,080 Jobs ~ 38 jobs / ac









Is this building appropriate for the Fresno region of the future?

1. Yes

81%

2. No

9%

3. Maybe

9%



Is housing in mixed use buildings a good fit for Fresno County?

- 1. Yes, throughout the area
 - 59%
- 2. Yes, only in Fresno and Clovis
 - 9%

3%

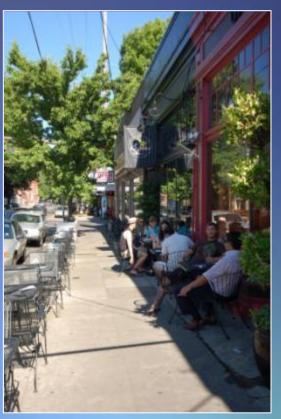
- 3. Yes, only in commercial centers and along transit corridors
- 4. No, it is not compatible
- 5. I don't know





Neighborhood Center







2,640 feet

Neighborhood Center:

160 Acres

2,080 Households~ 13 hh / ac

3,040 Jobs ~ 38 jobs / ac





Main Street





5,280 feet

Main Street:

160 Acres

983 Households

~ 9 hh / ac

973 Jobs

~ 9 jobs / ac













Compact Neighborhood







2,640 feet



160 Acres

1,280 Households ~ 8 hh / ac

0 Jobs~ 0 jobs / ac

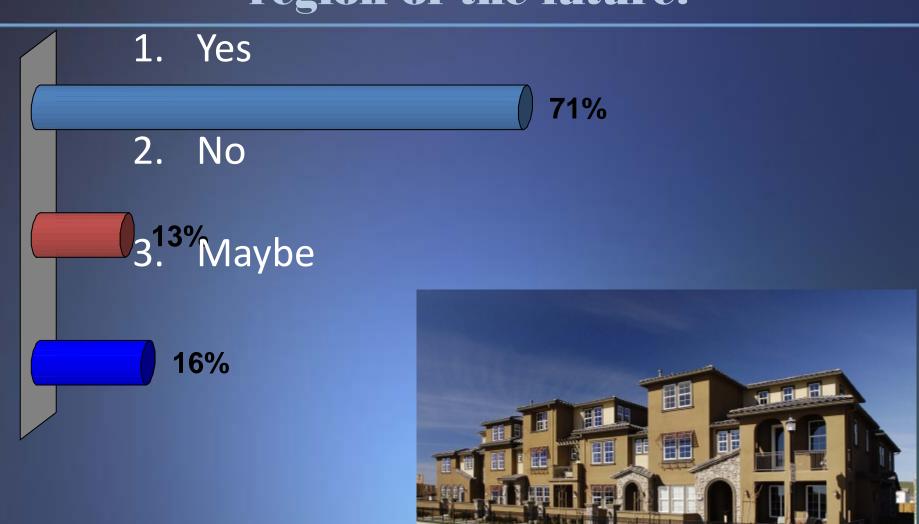








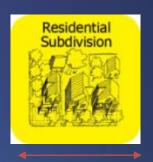
Is this housing style appropriate for the region of the future?





Residential Subdivision





2,640 feet

Residential Subdivision:

160 Acres

800 Households~ 5 hh / ac

0 Jobs~ 0 jobs / ac



Large-Lot Subdivision





2,640 feet

Large-Lot Subdivision:

160 Acres

230 Households~ 2 hh/ac

0 Jobs~ 0 jobs / ac

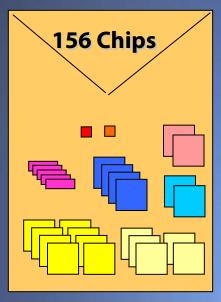




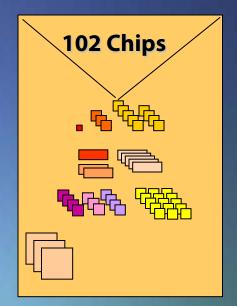
The Chipsets

The chip sets are the physical area covered by forecasted construction

Trends Continue



Complete Neighborhoods

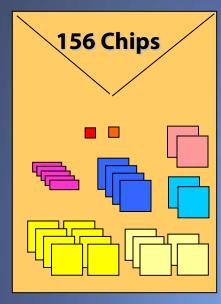


There are 2 packets



The Chipsets

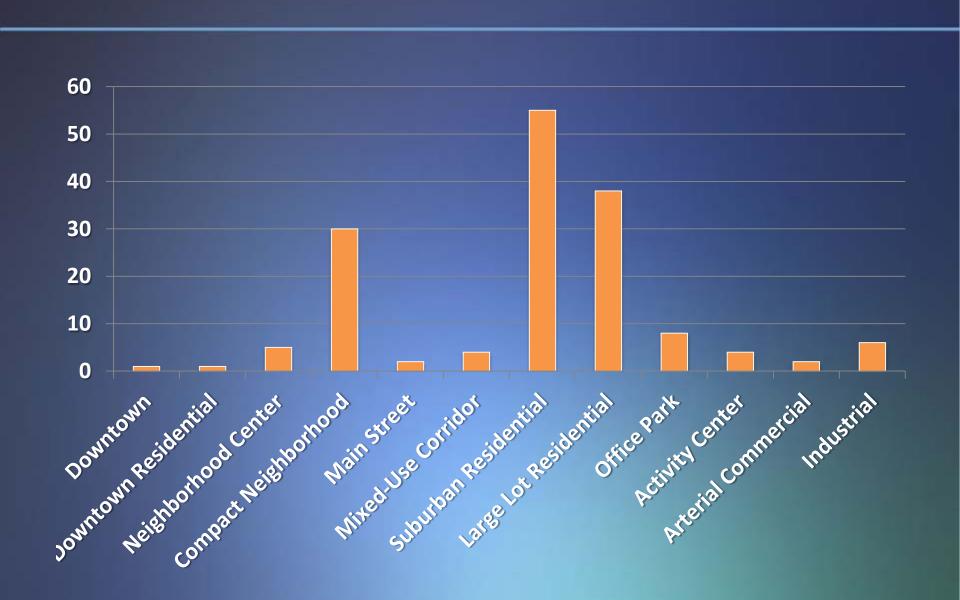
Trends Continue



Chipset: Trends

- Job growth continues primarily outside of downtown
- Housing is predominantly single-family in residential subdivisions
- Development is primarily single-use and autooriented

Trends: 156 Chips





Existing Trends in Development

- Big-box retail
- Large parking lots oriented to major highways





Existing Trends in Development

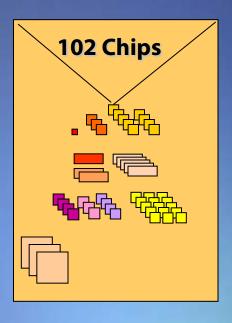
 Housing separated from shopping and jobs





The Chipsets

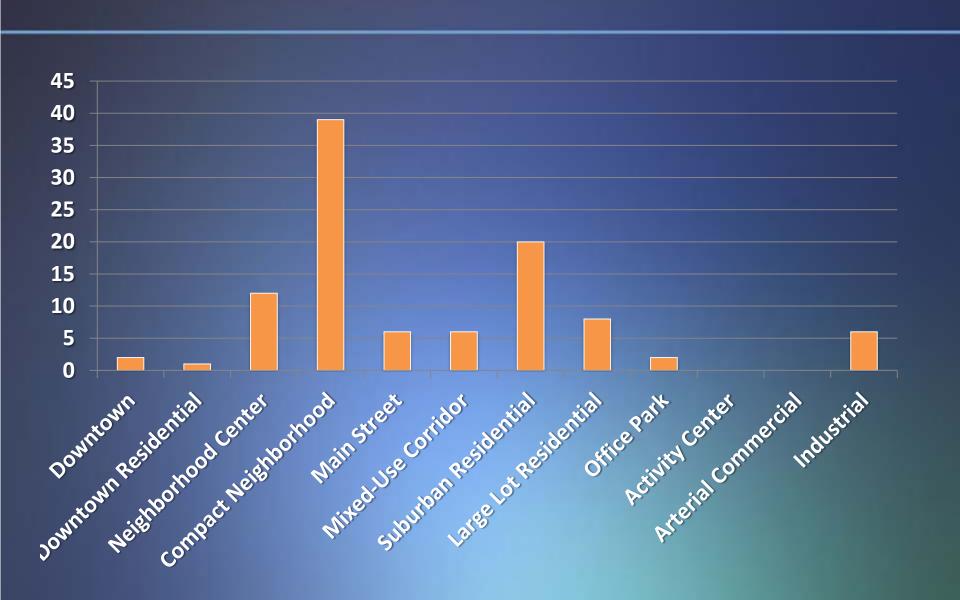
Complete Neighborhoods



Chipset: Complete Neighborhoods

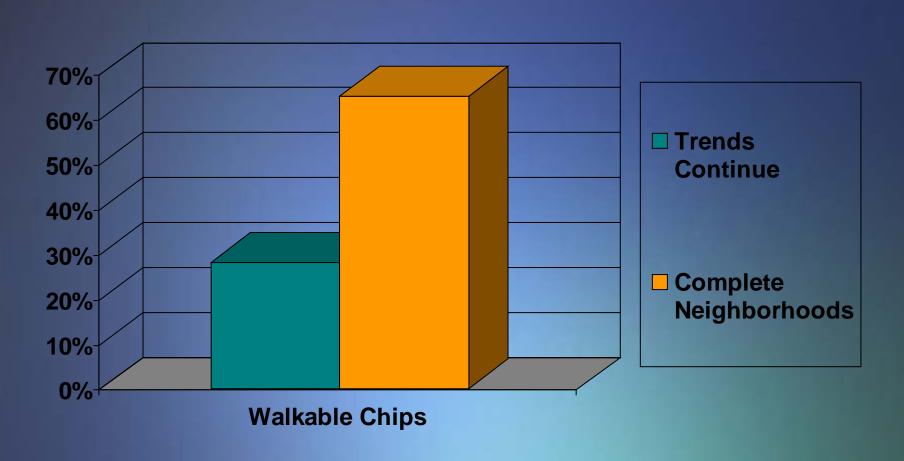
- New jobs and housing are directed downtown and along main streets
- Focus on neighborhood revitalization, transit, and infill
- Housing includes a wide mix of apartments, condominiums, townhomes and compact single family homes.

Complete Neighborhoods: 102 Chips



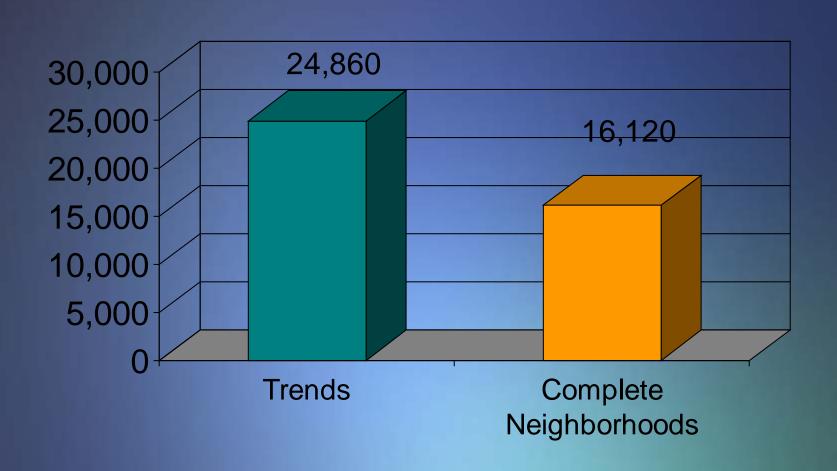
Chipsets Compared

Percent "Walkable" Chips



Chipsets Compared

Acres of Land Consumed





The Workshop Exercise

Participants build their own growth scenarios

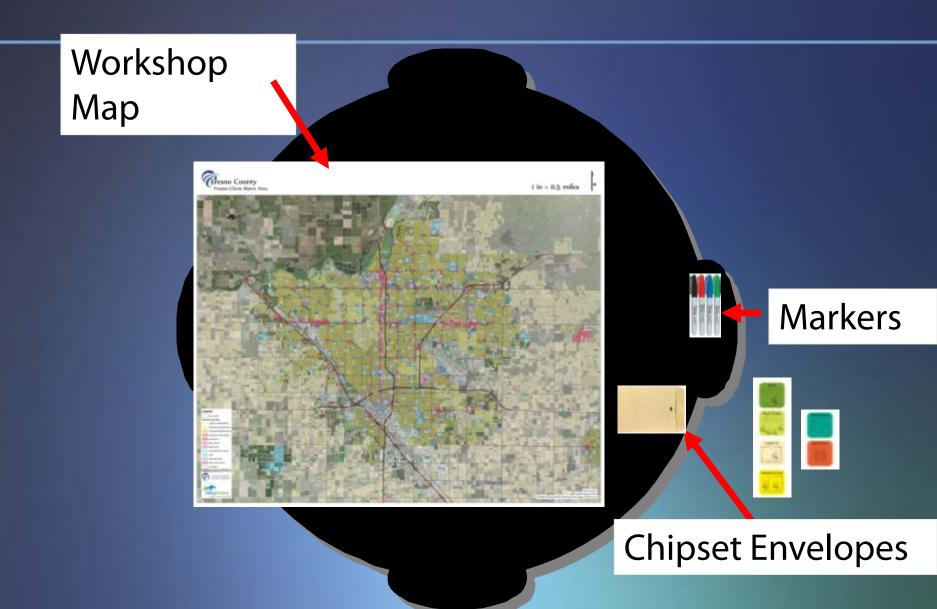
PROCESS:

- Decide where NOT to grow
- 2. Choose a starter chip set
- 3. Arrange chips on map
- 4. Trade chips
- 5. Draw in roads and transit needed
- 6. Present map to group





Get Familiar with the Materials





Decide where NOT to grow

Designate desired:

- Open space, green corridors and conservation areas
- Historic districts and other significant areas





Draw transportation infrastructure

Bicycle & Pedestrian Networks

Transit

Roadways & Highways

Especially in areas you expect to have new jobs or housing!





The Workshop Exercise

Choose a Starter Set and Place Chips on Map



What if the chip is too big?

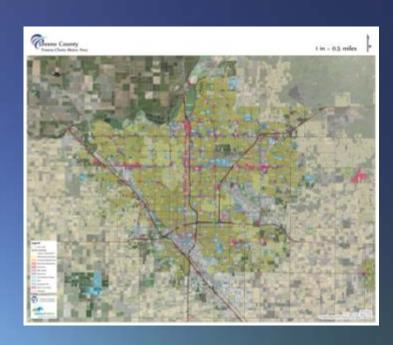
Feel free to cut the chip in half, or in quarters



Experiment with Chip Arrangements

 Cut out chips and begin placing them in strategic locations – but don't stick them down yet!







Name Your Map and Choose a Presenter





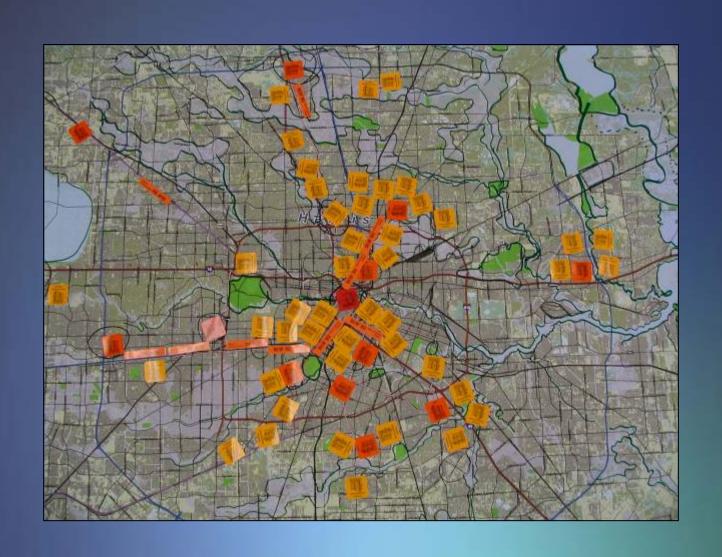








What happens after the Workshops?



Each table's plan is analyzed and recorded...



Then we use the maps to build scenarios

Your Input



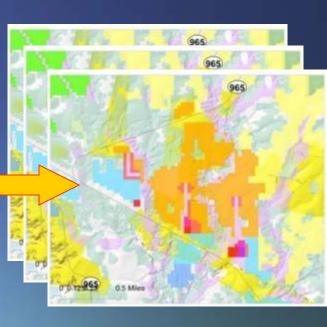


Concepts and Analysis

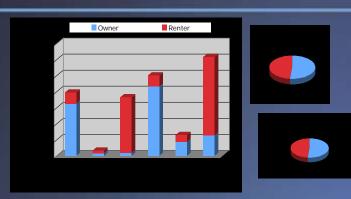




Growth Scenarios



The scenarios are evaluated for performance



Market Constraints
Development Program
Commercial Demand
Housing Needs



Land Use Scenario

Development





Sustainability Urban Design



Transportation Analysis Roadway Impact Ridership

How can you follow up?

Scenarios will be released in February, 2013

Public workshops in March/April, 2013

Policy Board adoption in April/May, 2013

www. Fresnocog.org

Fresno COG Staff Contacts

RTP: Barbara Steck bjsteck@fresnocog.org

SCS: Kristine Cai kcai@fresnocog.org

Outreach: Brenda Veenendaal

brendav@fresnocog.org

www.fresnocog.org