

**City of Fresno**  
**Notice of Availability of a Draft Program Environmental Impact Report**  
**for the Proposed Southeast Development Area Specific Plan Project**  
**and Notice of Public Drop-In Events**  
**to Solicit Comments on the Environmental Document**

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**Date:** July 14, 2023

**To:** State Clearinghouse and Interested Public Agencies, Parties, and Organizations

**From:** Sophia Pagoulatos, Planning Manager, City of Fresno

**Subject:** Notice of Availability of a Draft Program Environmental Impact Report for the Proposed Southeast Development Area Specific Plan Project (State Clearinghouse [SCH] No. 2022020486) and Notice of Public Drop-In Events

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**NOTICE IS HEREBY GIVEN** that, pursuant to the requirements of the California Environmental Quality Act (CEQA), the City of Fresno (Lead Agency) has prepared a Draft Program Environmental Impact Report (Draft PEIR) for the proposed Southeast Development Area Specific Plan Project (proposed project), which is now available for public review.

**Document Availability**

The Draft EIR, including the technical appendices, can be reviewed at the following website: <https://ceqanet.opr.ca.gov/2022020486> and [www.fresno.gov/SEDA](http://www.fresno.gov/SEDA). A hard copy of the Draft PEIR and technical appendices can also be reviewed at these locations during business hours (Monday through Friday 8:00 a.m. – 5:00 p.m.):

City of Fresno  
c/o Adrienne Asadoorian, Planner  
2600 Fresno Street  
Third Floor, Room 3065  
Fresno, CA 93721

Fresno County Public Library  
2420 Mariposa Street  
Fresno, CA 93721 City of Fresno

**45-Day Comment Period on Draft Program EIR**

The City of Fresno is soliciting comments from responsible agencies, trustee agencies, public agencies, organizations, and members of the public regarding the Draft PEIR. In accordance with the time limits established by CEQA, the Draft PEIR public review period will begin on **July 14, 2023**, and end on **August 28, 2023**. Please provide your written/typed comments (including name, affiliation, telephone number, and contact information) via US mail or email to the address shown below by 5:00 p.m. on **Monday, August 28, 2023**:

City of Fresno  
Planning and Development Department  
Adrienne Asadoorian, Planner III  
2600 Fresno Street, Room 3065  
Fresno, CA 93721  
Email: [Adrienne.Asadoorian@Fresno.gov](mailto:Adrienne.Asadoorian@Fresno.gov)

(559) 621-8339

## Project Description

The proposed project is a Specific Plan for the SEDA that would provide for increased density and accelerate housing production throughout the Plan Area. The proposed project would offer flexibility in meeting the evolving needs of households in the region through a multimodal transportation network and diverse housing types and affordability levels. It has the potential to accommodate approximately 45,000 homes and 37,000 jobs within the nearly 9,000-acre planning area by the year 2050. The proposed project is framed with three interrelated goals: fiscal responsibility, social equity, and environmental sustainability. The proposed project would link a series of complete communities and mixed-use town centers with a multimodal transportation network. Additionally, the proposed project would include diverse residential districts, employment districts, open space, agriculture, and green infrastructure. **Project Location:** the Plan Area is bounded by the Gould Canal on the north, Highland and McCall Avenues on the east, Minnewawa, Temperance, and Locan Avenues on the west, and Jensen and North Avenues on the south.

## Mixed-Use Land Uses

The proposed project is based upon a hierarchy of walkable, mixed-use town centers supported by a multimodal transportation network. Town Centers, which would serve as commercial and civic focal points for the Plan Area, are designed to include a mixture of uses with varying intensities. Town Centers are human-scaled and defined by quality design features. They incorporate living and working opportunities with entertainment, cultural activities, and shops serving the daily needs of residents and employees. There are three types of Town Centers, including Regional Town Centers, Community Town Centers, and Neighborhood Town Centers.

## Residential Land Uses

The Plan Area includes residential communities that support mixed-use centers and include a variety of housing types and affordability levels. The proposed project would distribute a variety of housing types across the Plan Area to accommodate current and future housing needs. The range of housing types and densities throughout the communities would provide flexibility to meet the evolving needs of households in the region. There are four types of residential land uses, including Mixed Residential, Neighborhood Residential, Rural Residential, and Rural Cluster Residential.

## Employment Land Uses

The proposed project would provide opportunities to attract diverse, high-quality employers and job opportunities while meeting the environmental challenges associated with growth in the City and the Central Valley. Many jobs would be located within a short distance to amenities in Regional and Community Town Centers, Office Centers, and in Flexible Research and Development Districts. In these locations, employment opportunities can be closely linked to regional transit service and trail systems. The proposed project would put a significant portion of Plan Area residents within walking distance of major employment areas and high-capacity transit services that link to regional employment centers, including Downtown Fresno. Reducing reliance on automobiles for work trips

would significantly reduce GHG emissions, playing a significant role in meeting the proposed project’s sustainability goals.

### **Circulation and Access**

The proposed project’s multimodal circulation network would include a hierarchy of transportation options, ensuring that residents would have realistic choices for their daily travel needs. The proposed project would be served by high-capacity public transit and safe bicycle and pedestrian routes. Arterials, collectors, and local streets would provide safe, convenient access for local trips. Non-auto options are integrated throughout the plan, with dedicated bicycle/pedestrian trails and a network of bicycle-priority “Bicycle Boulevards.”

### **Parks and Open Spaces**

The proposed project’s open space system would provide places for active and passive recreation and includes corridors for trails and paths that would connect many areas of the Plan Area.

### **Sustainable Infrastructure**

Sustainable infrastructure components capture and retain runoff, then treat the runoff by allowing it to move slowly through natural systems, such as constructed wetlands and rock filters. Stormwater management systems help reduce impacts on the environment. Regional infrastructure systems can also be designed as visual and active amenities for residents in the Plan Area.

### **Community Farming and Agriculture**

The proposed project would integrate community-scale farming and agriculture into the urban fabric. Agricultural activities would range from neighborhood gardens to agricultural education and from small farming operations in green belts to those on the Rural Cluster edge.

## **Public Drop-In Events**

During the 45-day review period, the City of Fresno will hold three in-person public drop-in events to provide additional information on the proposed project and an opportunity for public comment on the Draft PEIR for the Southeast Development Area Specific Plan Project. The events will be held by the City of Fresno at the following times and places:

#### **Drop-In #1**

Monday, July 24, 2023, 5:00 – 7:00 p.m.  
Hmong Alliance Church  
8234 E. Belmont Ave  
Fresno, CA 93727

#### **Drop-In #2**

Thursday, July 27, 2023, 5:00 – 7:00 p.m.  
Sequoia Elementary School  
1820 S. Armstrong  
Fresno, CA 93727

**Drop-In #3**

Saturday, August 12, 10:00 am – 12:00 p.m.  
Young Elementary School  
3140 N Locan Ave  
Fresno, CA 93737

In addition, a **webinar** will be held on Wednesday, August 16, 2023 from 6:00 – 7:30 p.m. To join the meeting via Zoom, please use the following link: <https://tinyurl.com/SEDA-Webinar>

The meeting facilities will be accessible to persons with disabilities.