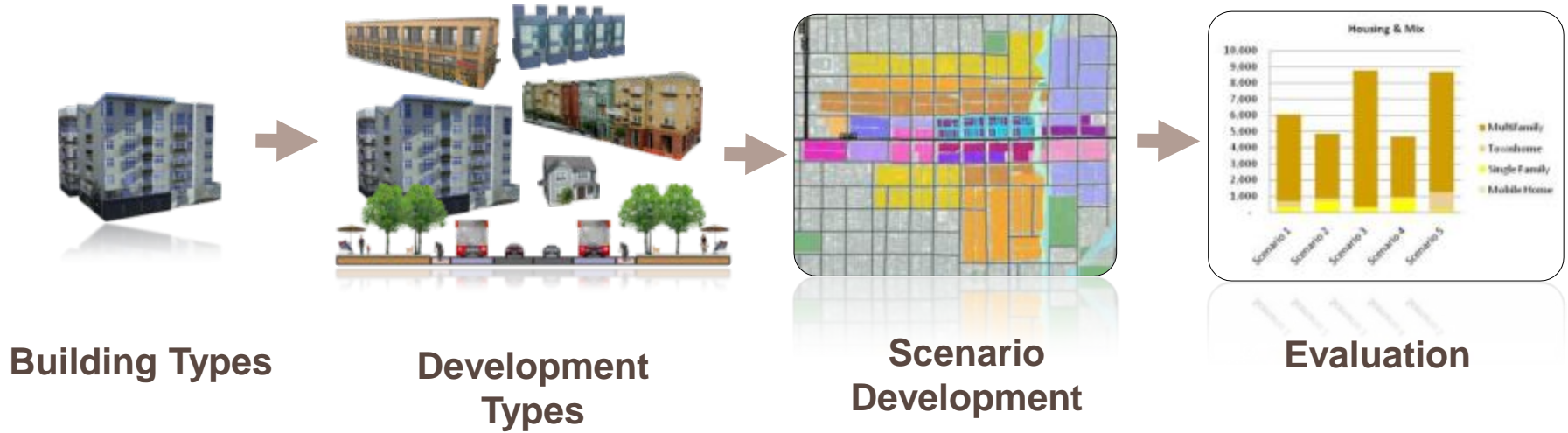




# DRAFT SCENARIO 1: EXISTING GENERAL PLANS

Alex Joyce & CJ Gabbe // Fregonese Associates Inc.

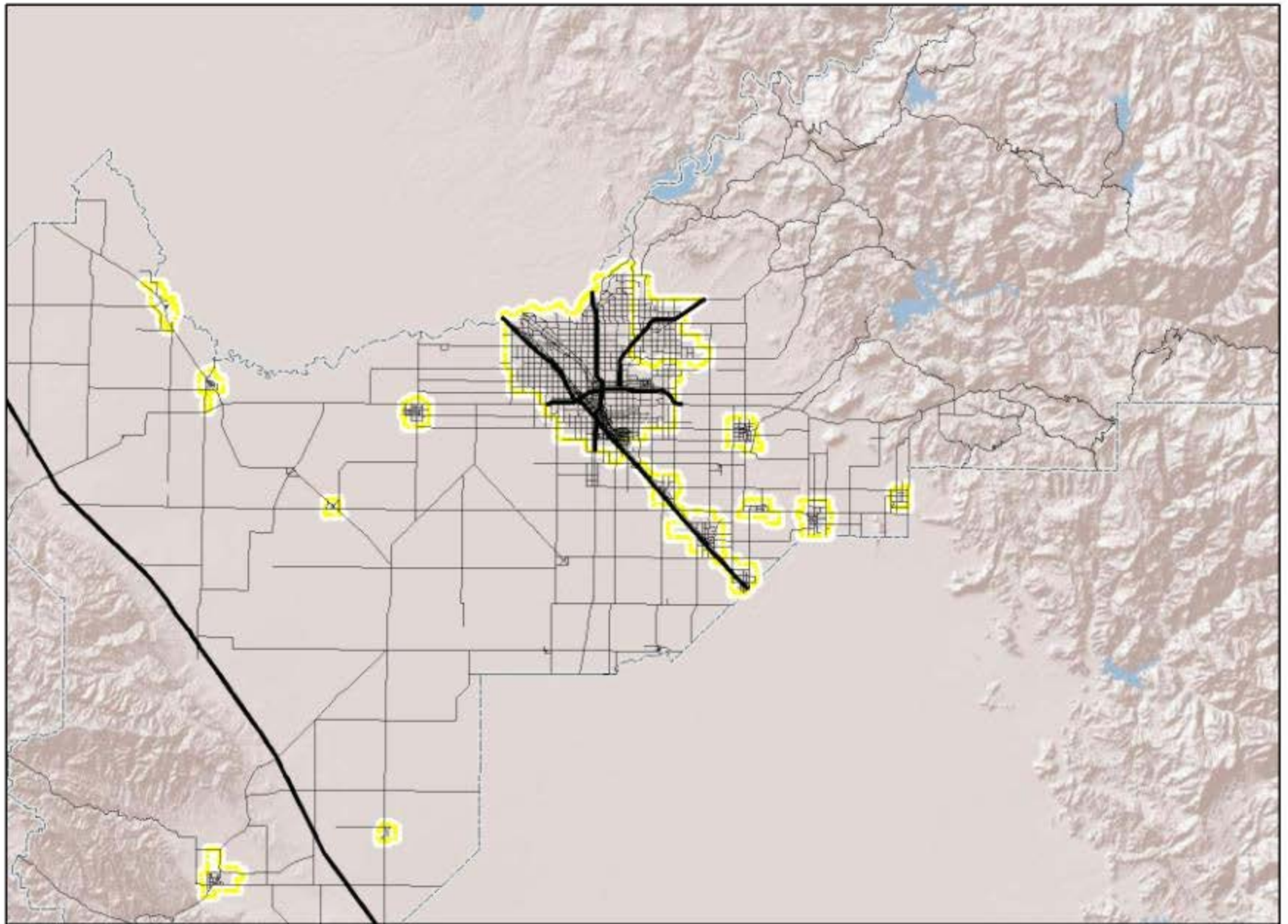
# Scenario Building Process



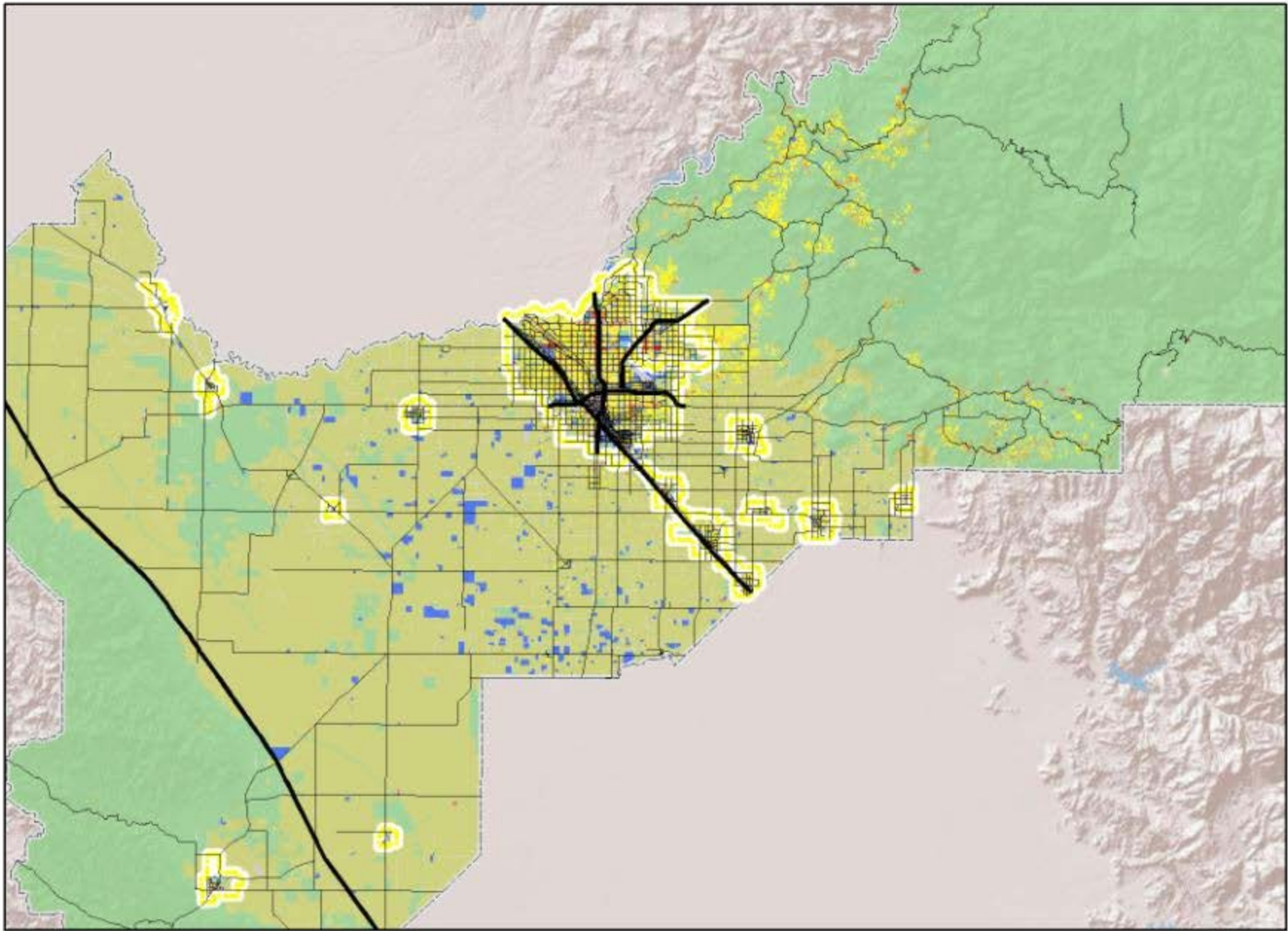
# Creation Method for Scenario 1: *General Plan + Trend Forecast*

- **Quantity of Growth Determined By:**
  - ▣ 2008-2035 Trend-based Growth Forecast (Planning Center)
  - ▣ 108,000 additional housing units and 102,000 additional employees
- **Location of Growth Guided By:**
  - ▣ Existing General Plans, Community Plans and County Zoning
- Growth on primarily vacant land at urban edge
- Low density, single-use land uses
- Limited infill development – small amount in downtown Fresno and Blackstone

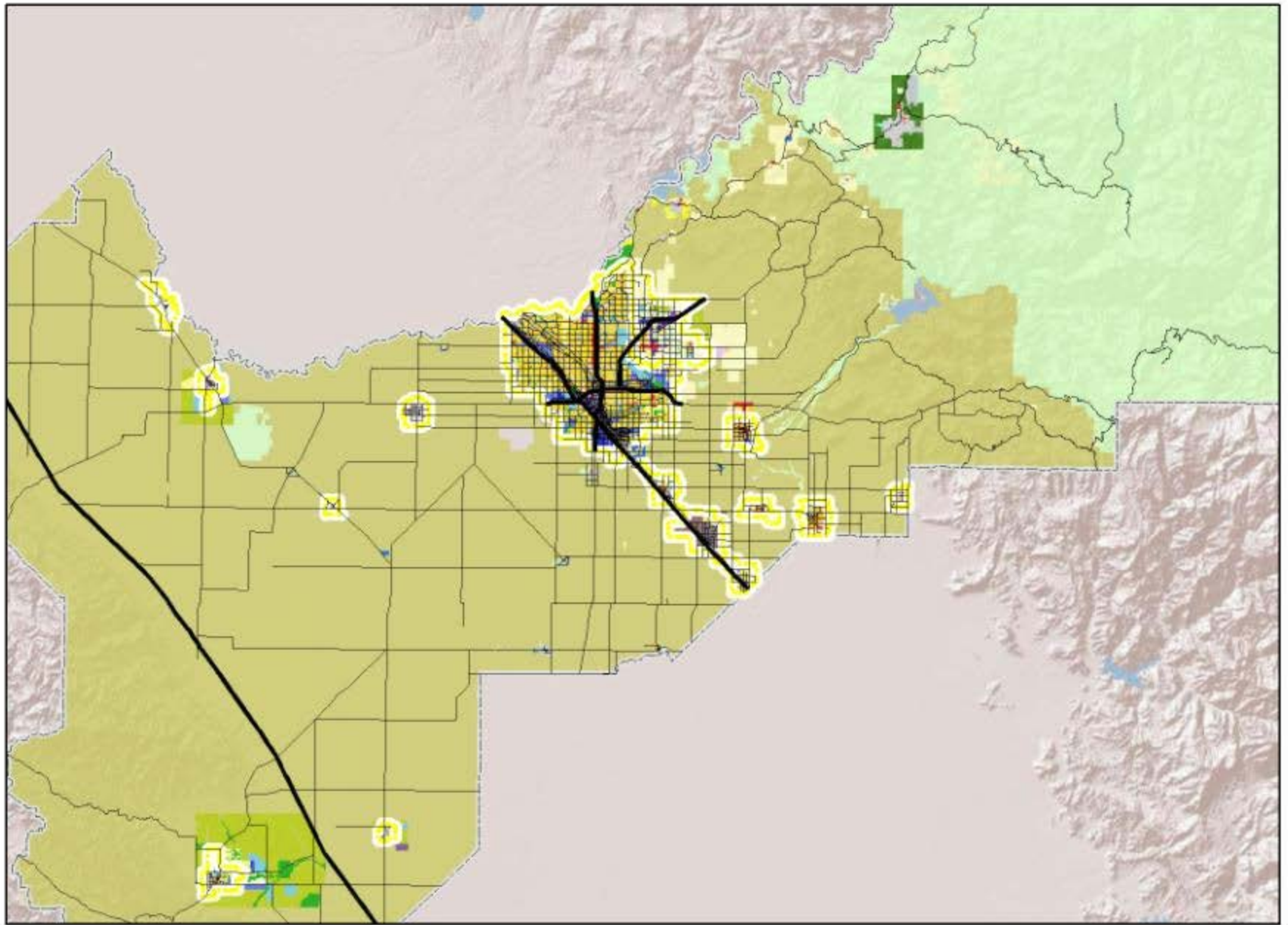
# County// Sphere of Influence (SOI)



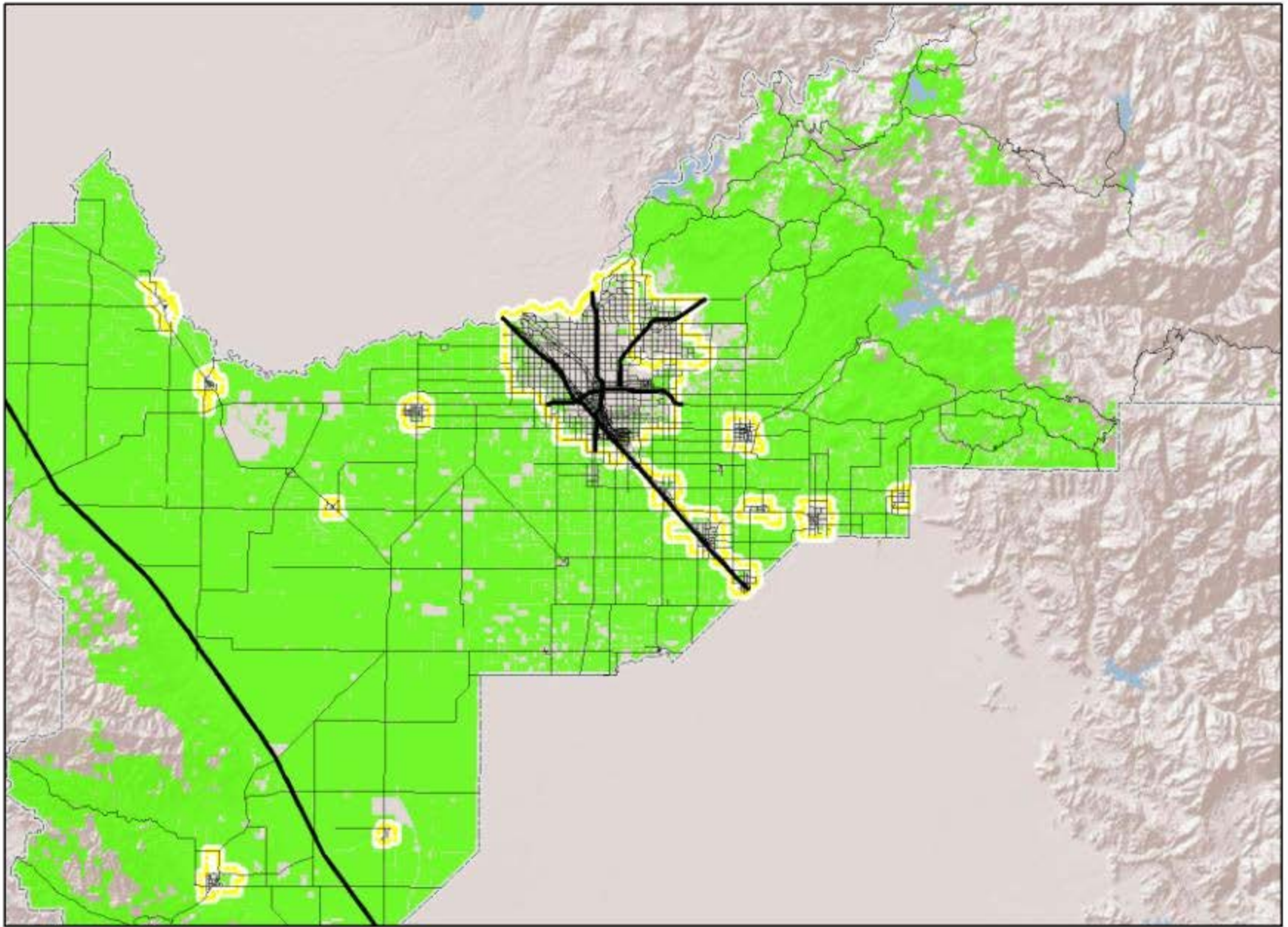
County// Existing Land Use



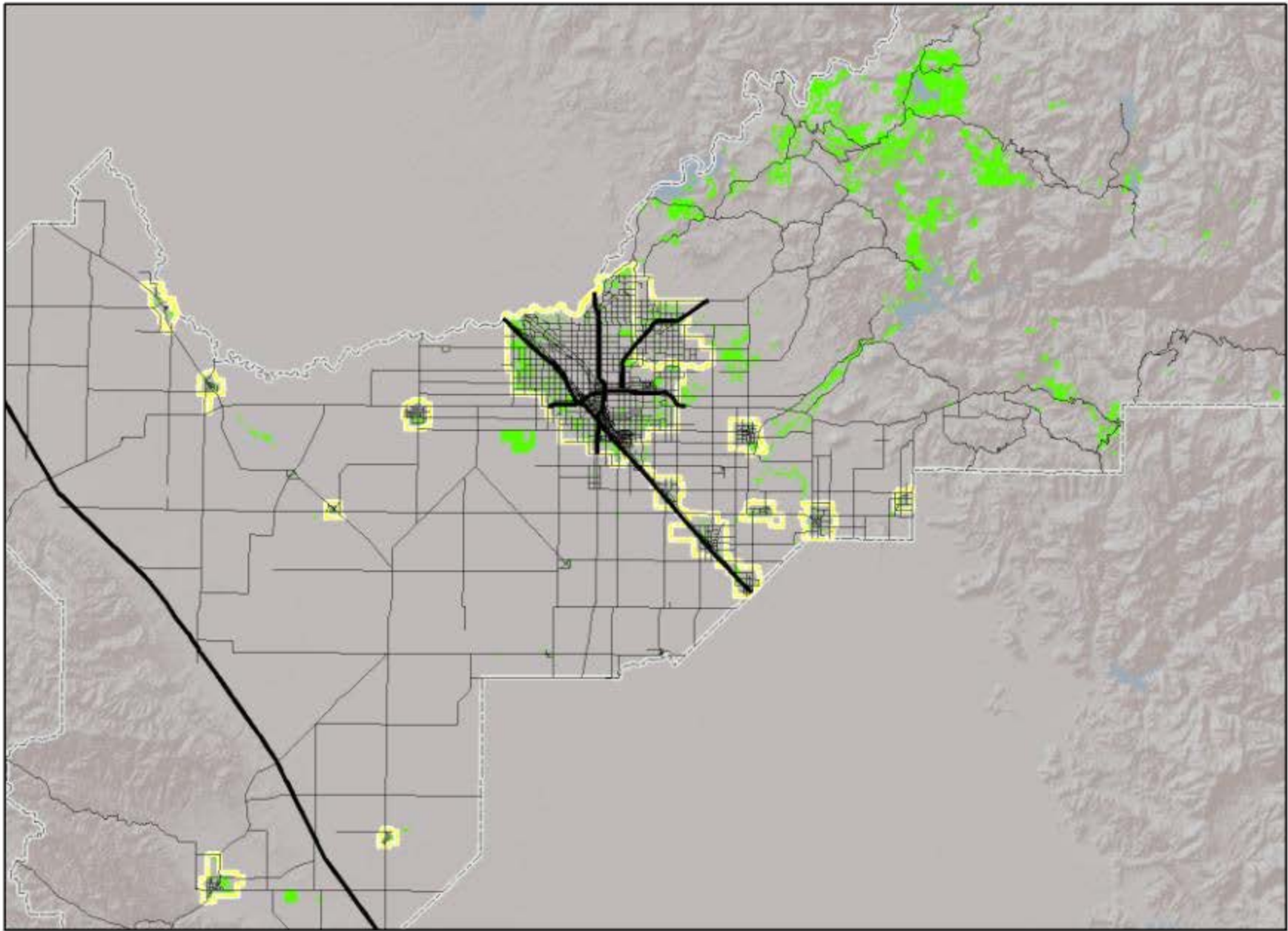
# County// General Plans



# County// Unbuilt Lands

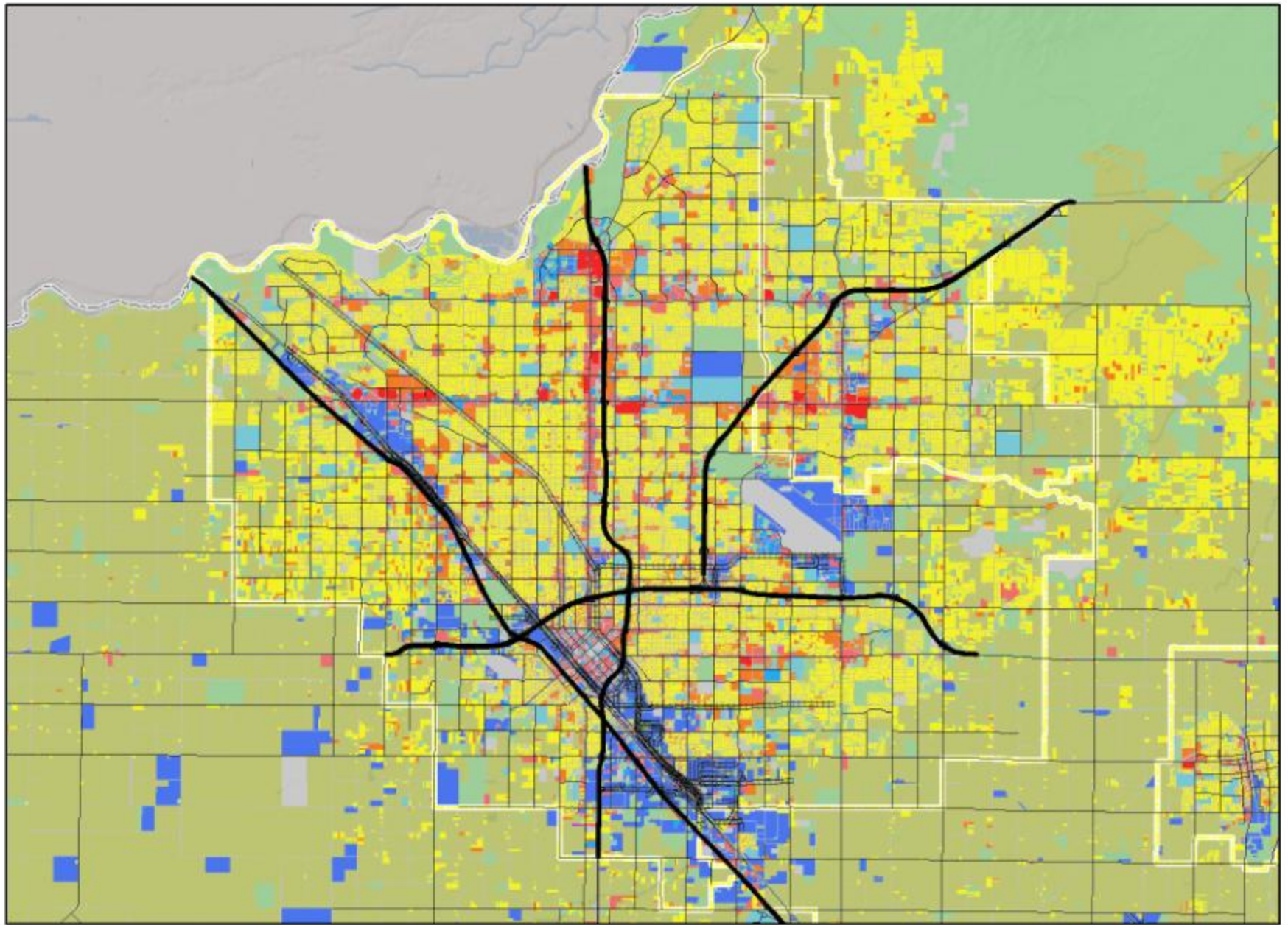


County// Non-Ag General Plan Buildable Area

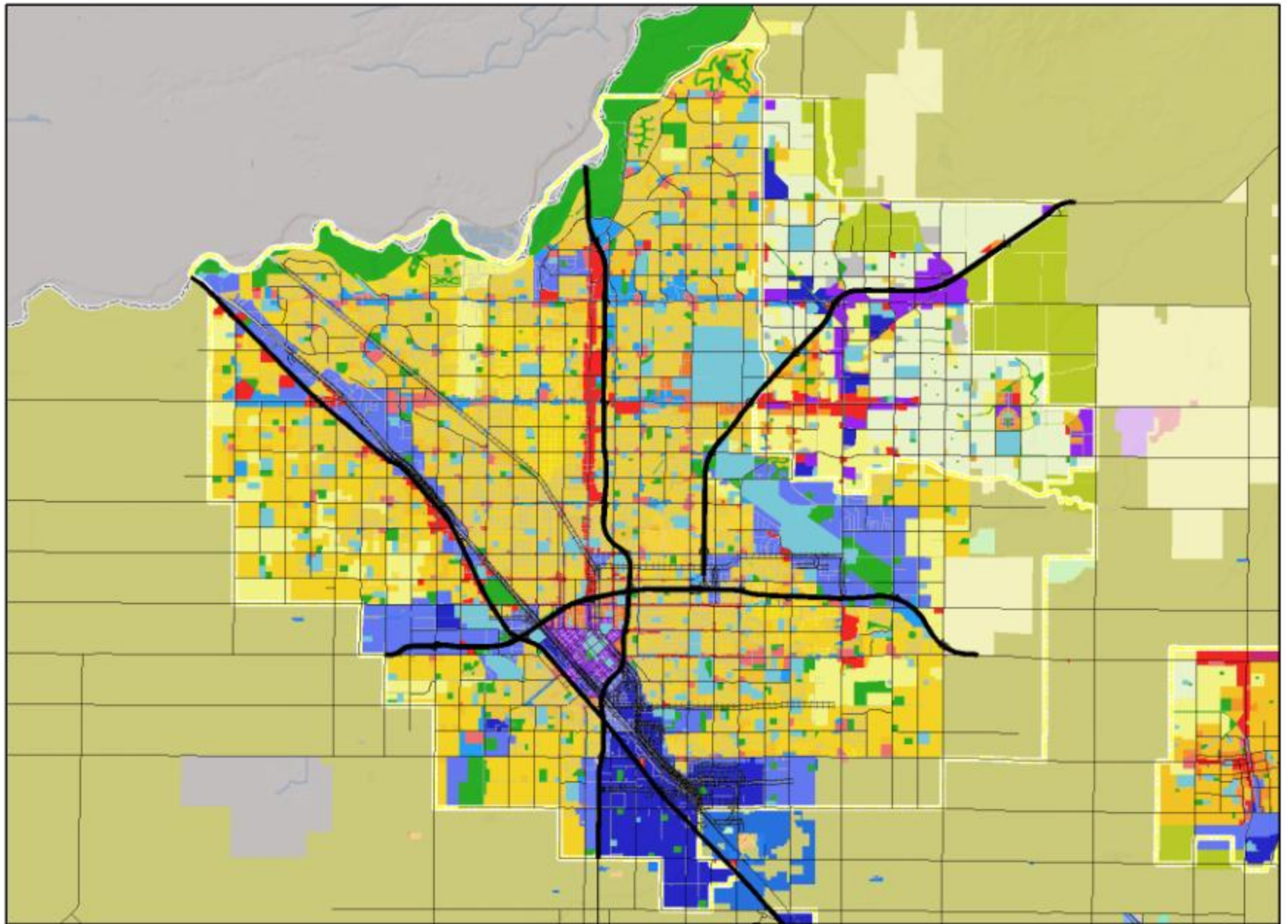




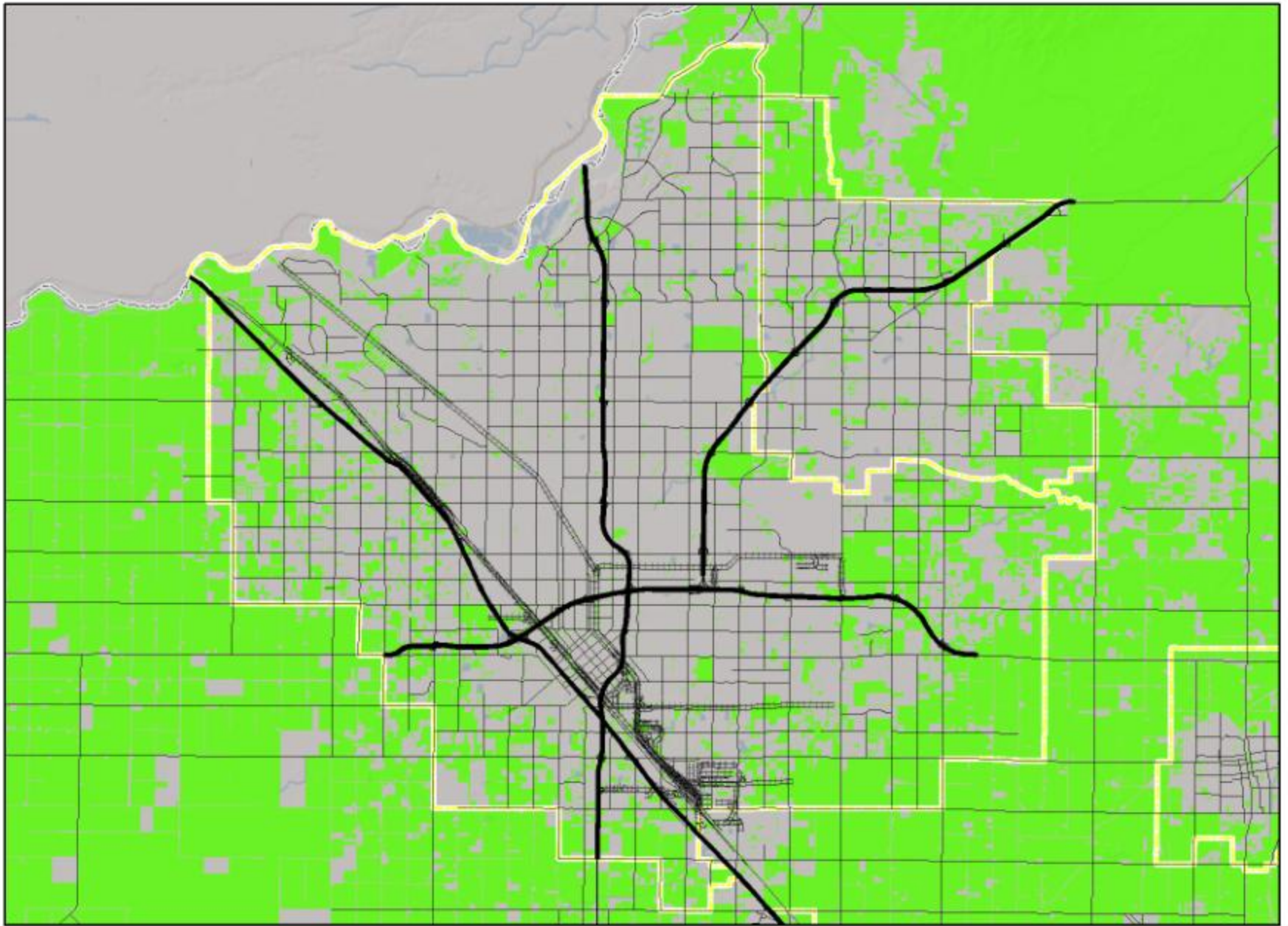
# Fresno & Clovis SOI // Existing Land Use



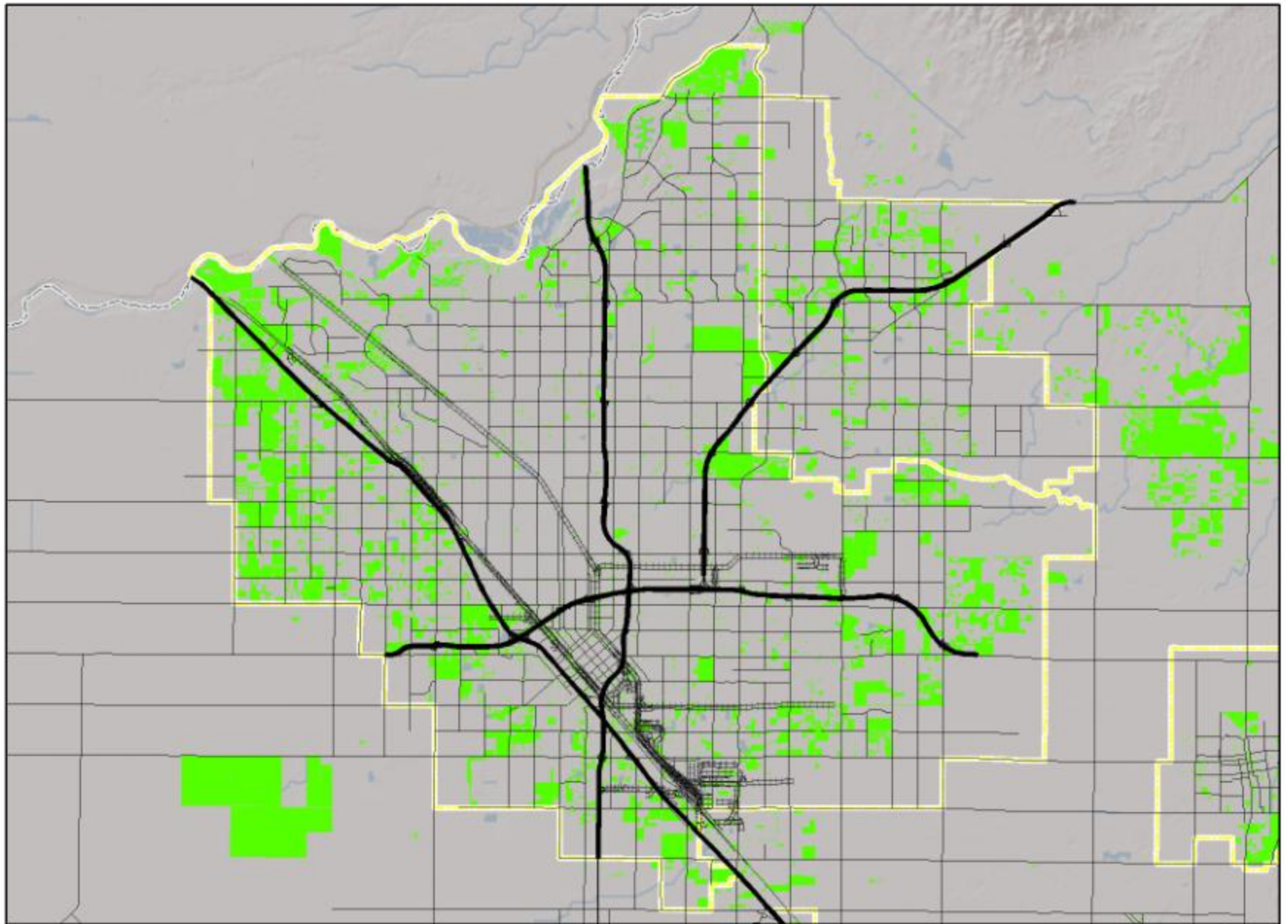
# Fresno & Clovis SOI // Existing General Plan Maps



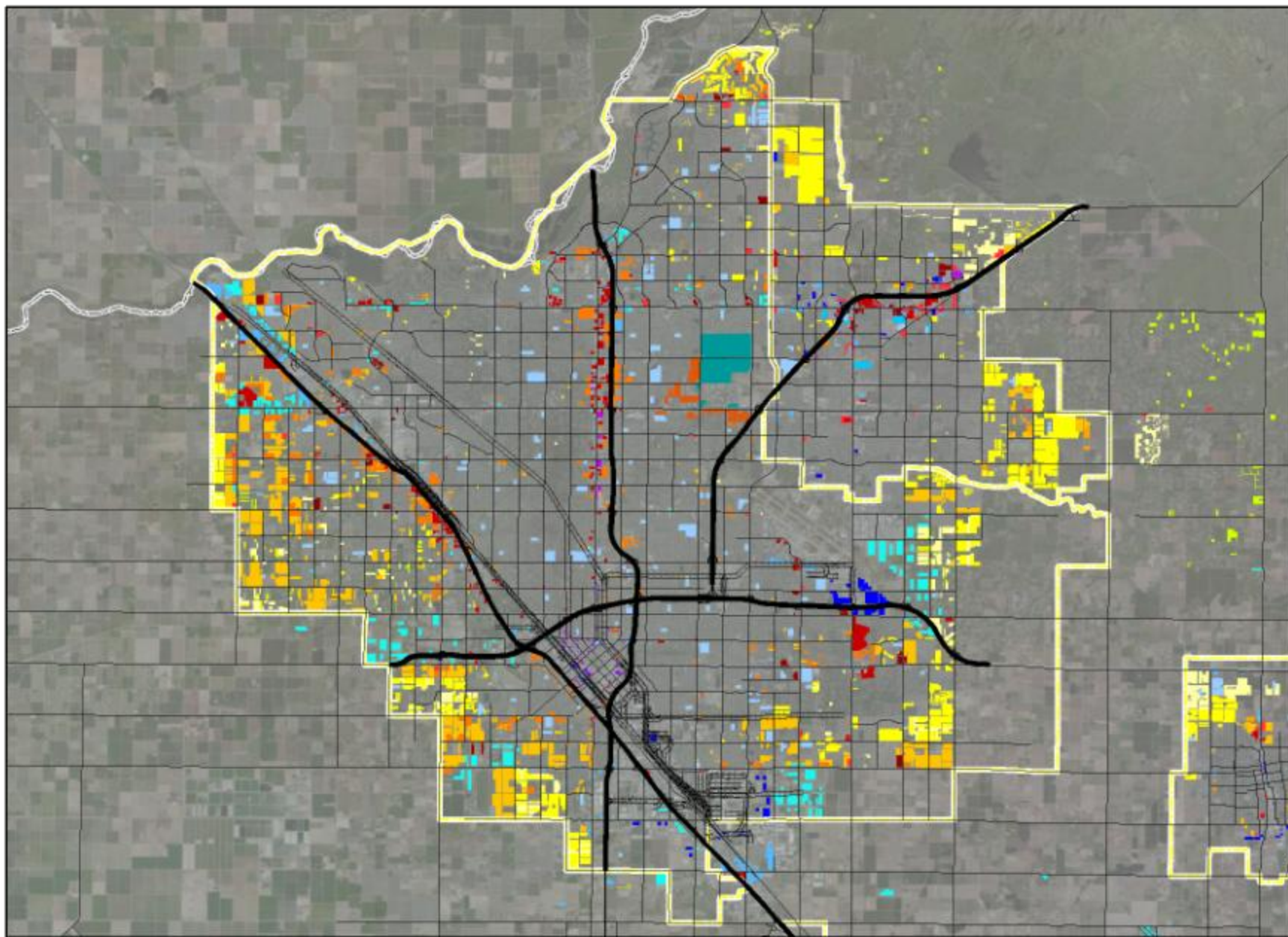
# Fresno & Clovis SOI // Existing Vacant Lands



# Fresno & Clovis SOI // Existing Non-Ag Lands

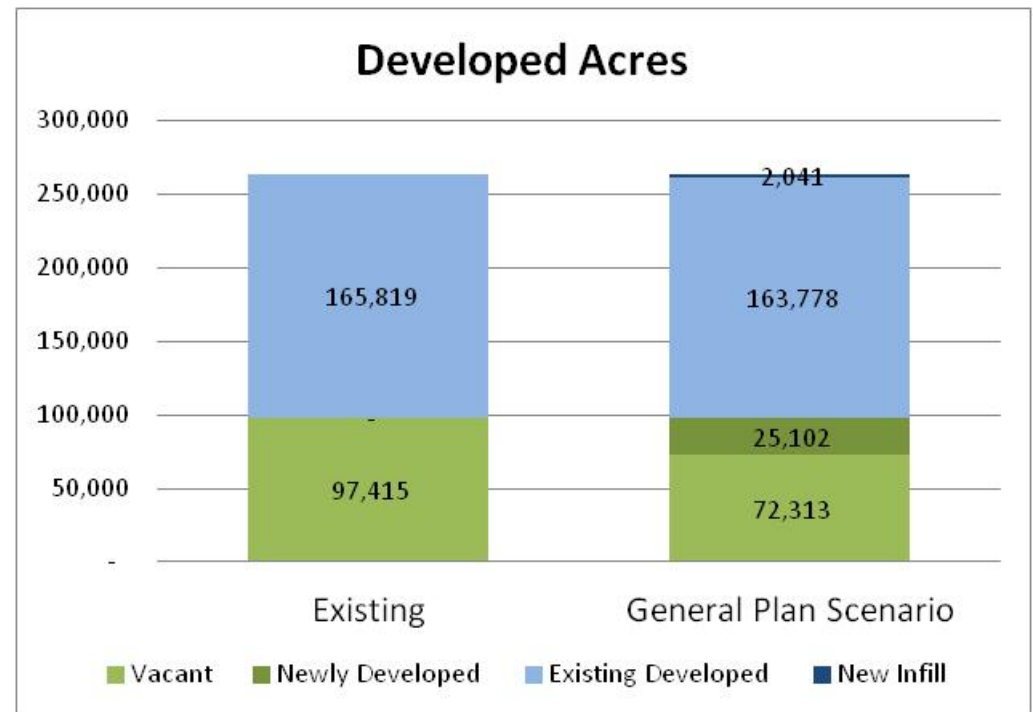


# Fresno & Clovis SOI // Draft Scenario 1: Existing General Plans



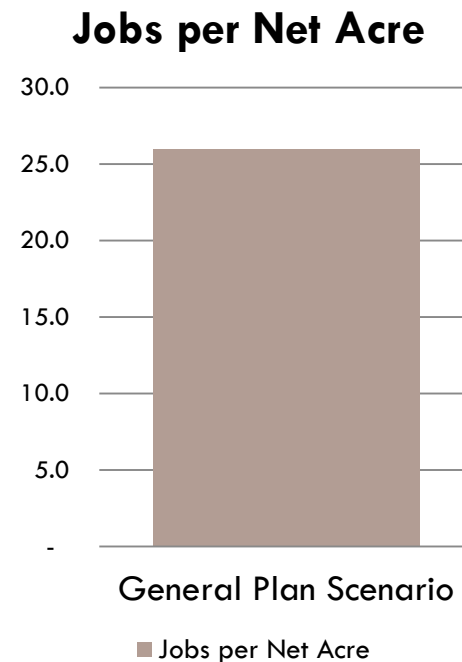
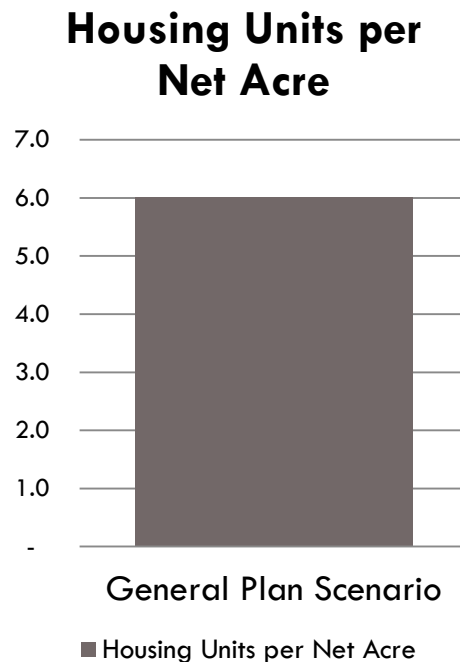
# Acres Consumed

- 24,348 additional acres developed
  - 15% increase in the urbanized area
- 92% of land consumed is vacant



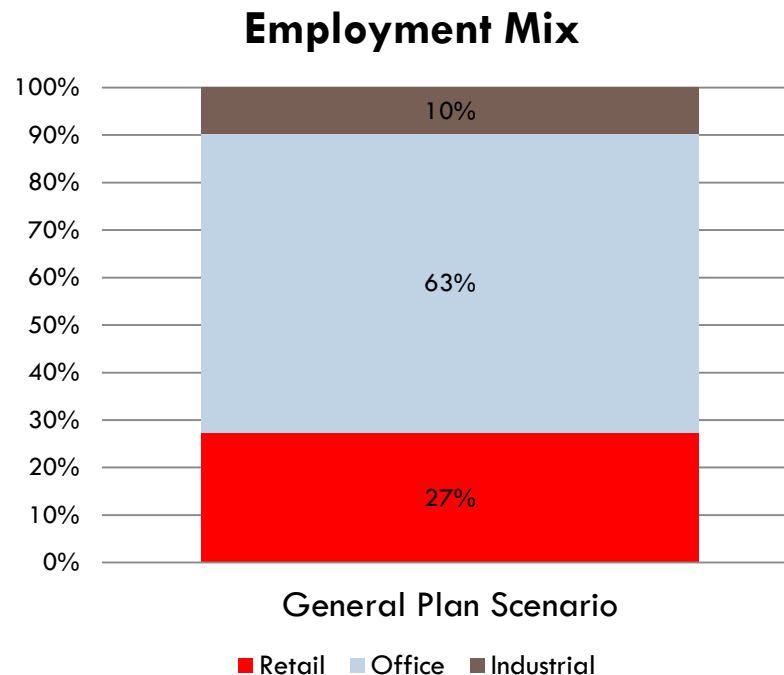
# Housing and Job Density

- Maintains existing patterns of growth
  - ▣ 6 units per acre is typical subdivision
  - ▣ 25 jobs per acre is typical for mix of suburban retail and office



# Employment Mix

- Forecast and General Plans weighted heavily towards retail employment
  - ▣ Typical regional retail share: 15-18%

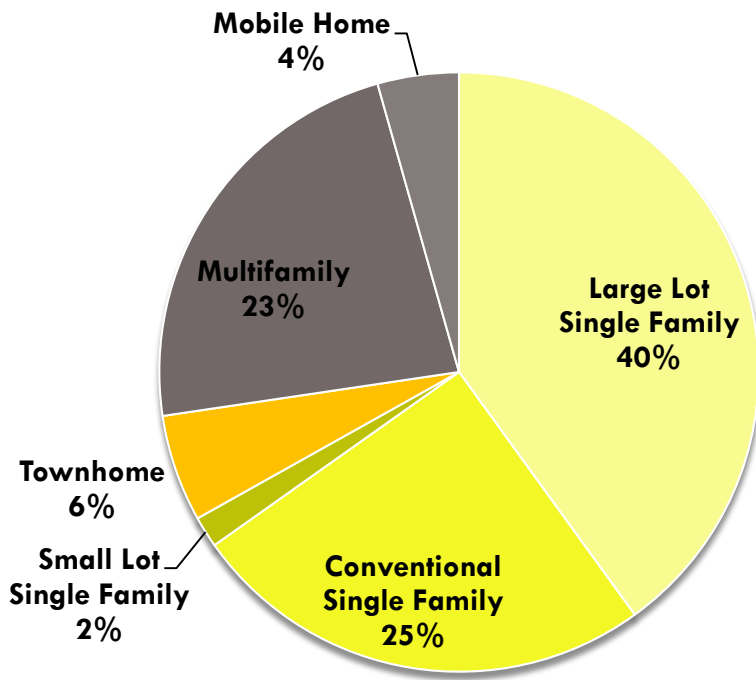




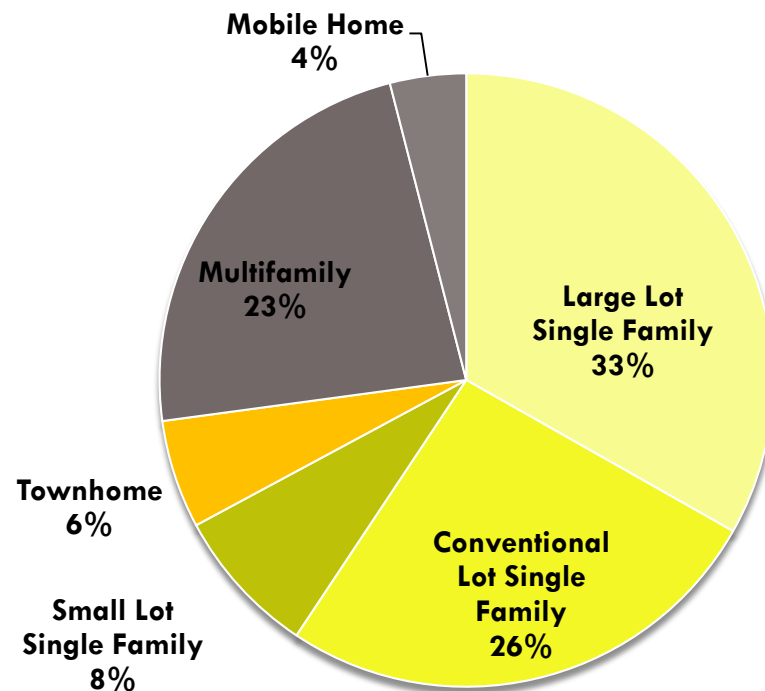
# Fresno County

## Existing Housing Mix

- 67% of Existing Homes are Single Family
  - ▣ 40% are Large Lot – over 7,000 sq ft



**Existing Housing**



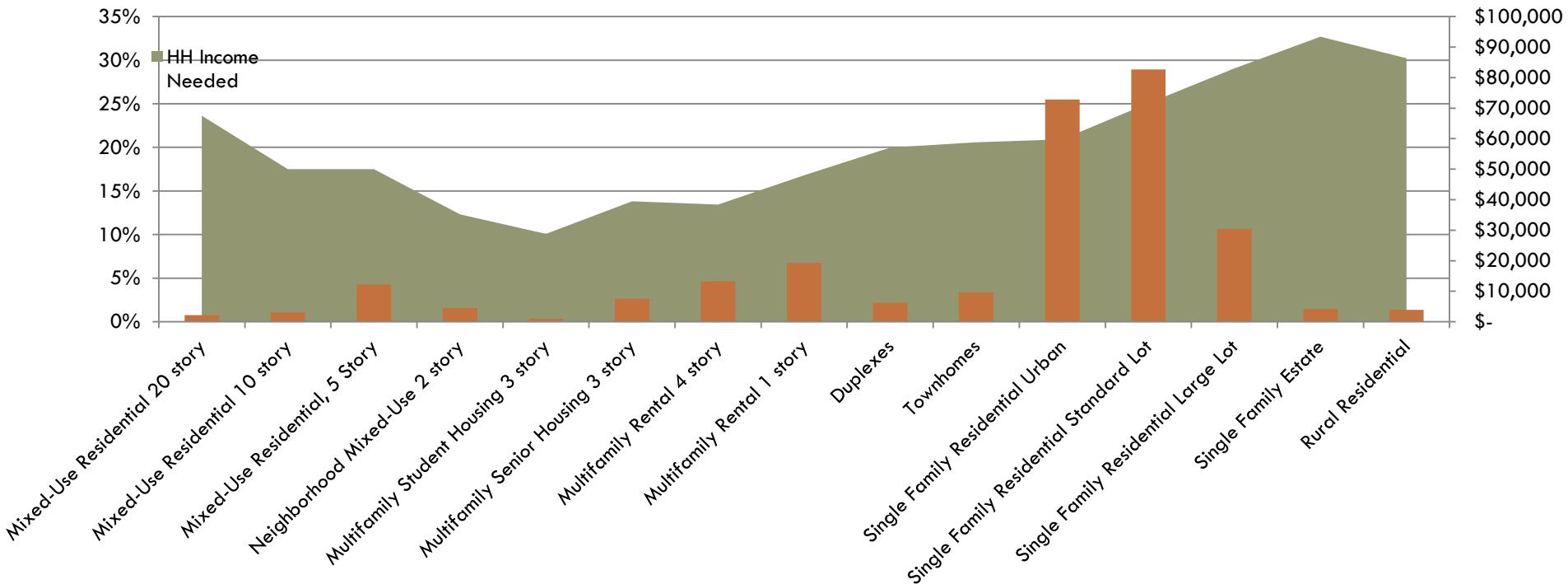
**Scenario 1: New Total 2035**

# Single family prototypes in the scenario compare with new(ish) homes in Fresno County



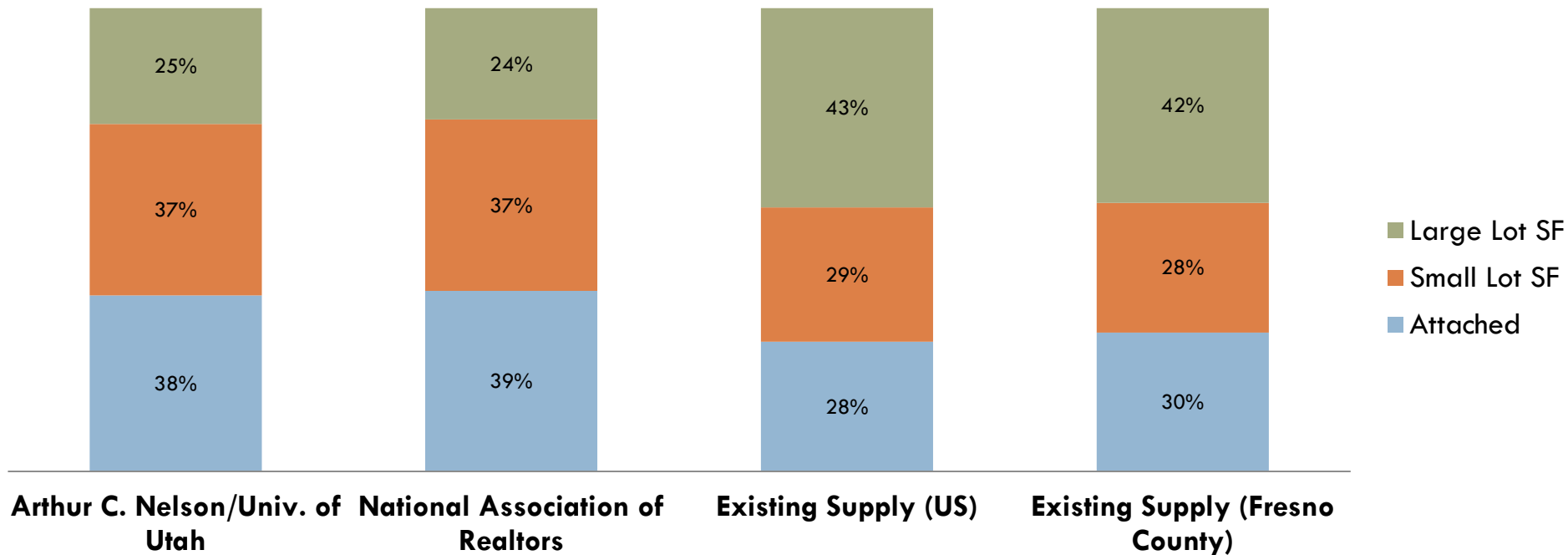
# Housing Affordability

- Average NEW home cost: \$240,000
  - ▣ Similar to self reported 2010 Census Home Value figure; Double current average home prices
- Median income needed to afford average NEW home: \$61,500
  - ▣ Current median household income for Fresno County: \$44,000

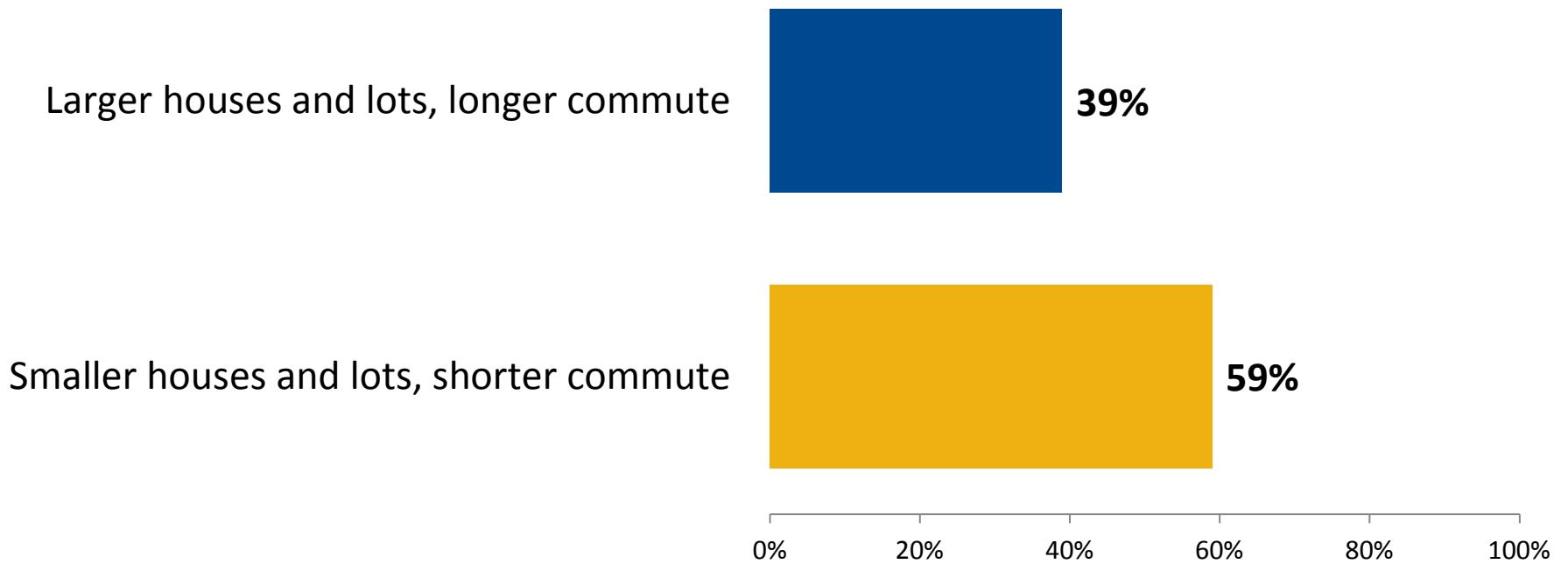


# Comparing National Housing Demand with Fresno County's Housing Supply

## Comparing National Housing Demand with Fresno County's Housing Supply



# NAR 2011 Survey: Space v. Commute Time



Source: National Association of Realtors 2011.

# Livability Demand Coefficients

|   |            |
|---|------------|
| <b>Demand to walk/bike to work,<br/>shopping, transit access</b>  | <b>25%</b> |
| <b>Demand for opportunities to live<br/>accessible to transit even if it<br/>means higher-density options</b> | <b>25%</b> |
| <b>Support for and desire to live in<br/>“smart growth” (aka livable)<br/>communities</b>                     | <b>50%</b> |

# Fresno County's Aging Population

