FRESNO COG 2012 TARGET SETTING SCENARIO RESULTS

Creation Method for Scenario 1:
General Plan + Trend Forecast

- ***Quantity of Growth Determined By:***
  - 2008-2035 Trend-based Growth Forecast (Planning Center)
  - 387,000 additional population,103,000 additional housing units and 98,000 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

Creation Method for Scenario 2:

Draft General Plans and Small Area Plans for Fresno and Clovis + Forecast

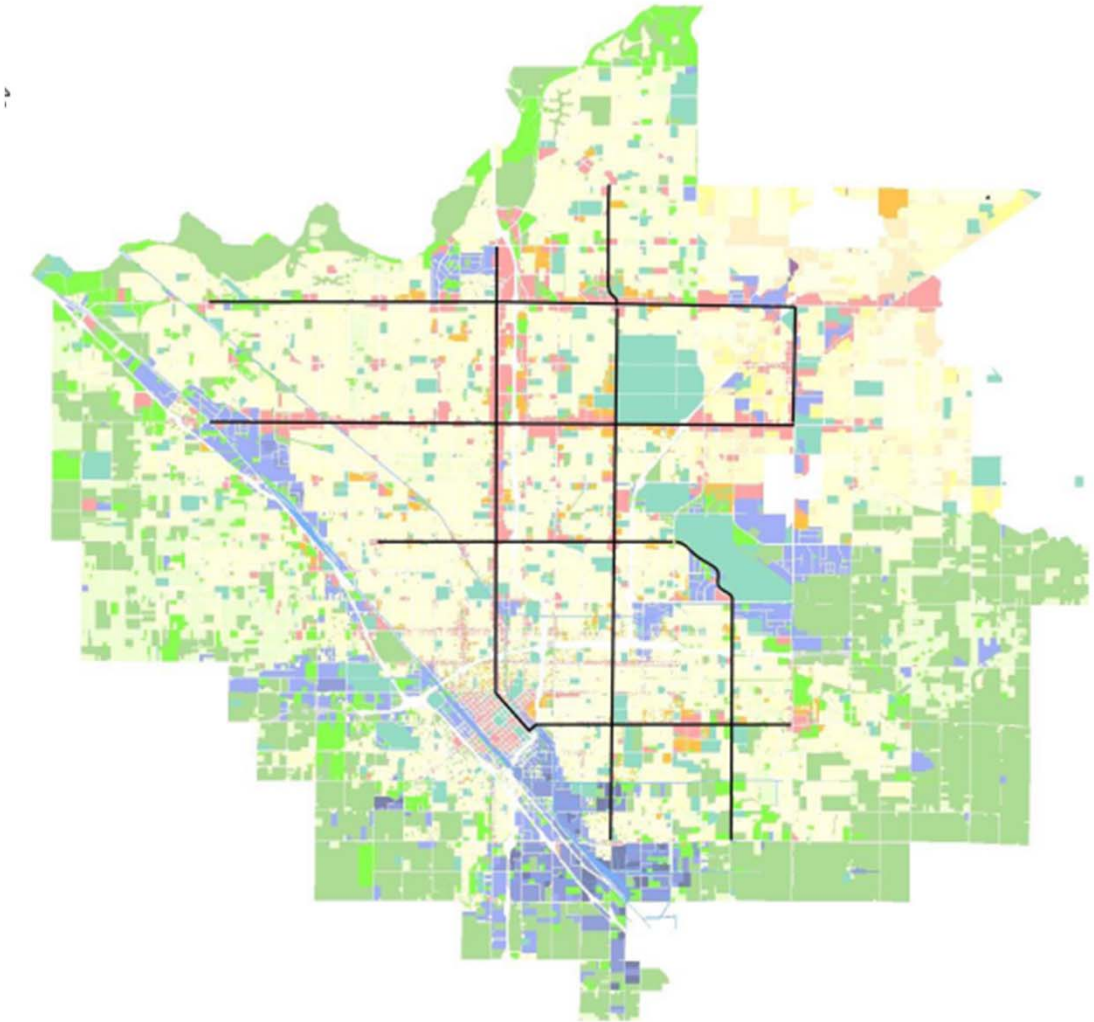
- ***Quantity of Growth Determined By:***
  - 2008-2035 Trend-based Growth Forecast (Planning Center)
    - Shifts in SF/MF split based on more aggressive infill plans
  - 387,000 additional population,104,000 additional housing units and 98,000 additional employees
- ***Location of Growth Guided By:***
  - Draft General Plans + Small Areas Plans for Fresno and Clovis
  - Existing General Plans, Community Plans and County Zoning for other Jurisdictions and Unincorporated – No Change from Scenario 1 except Friant Ranch
- Growth still primarily on vacant land but with more infill
  - Infill in downtown Fresno, Blackstone corridor, Shaw Ave, and several new Mixed Use areas of Clovis
- Still predominately low density, single-use land uses, with modest increases in moderate mixed-use development

Creation Method for Scenario 3:

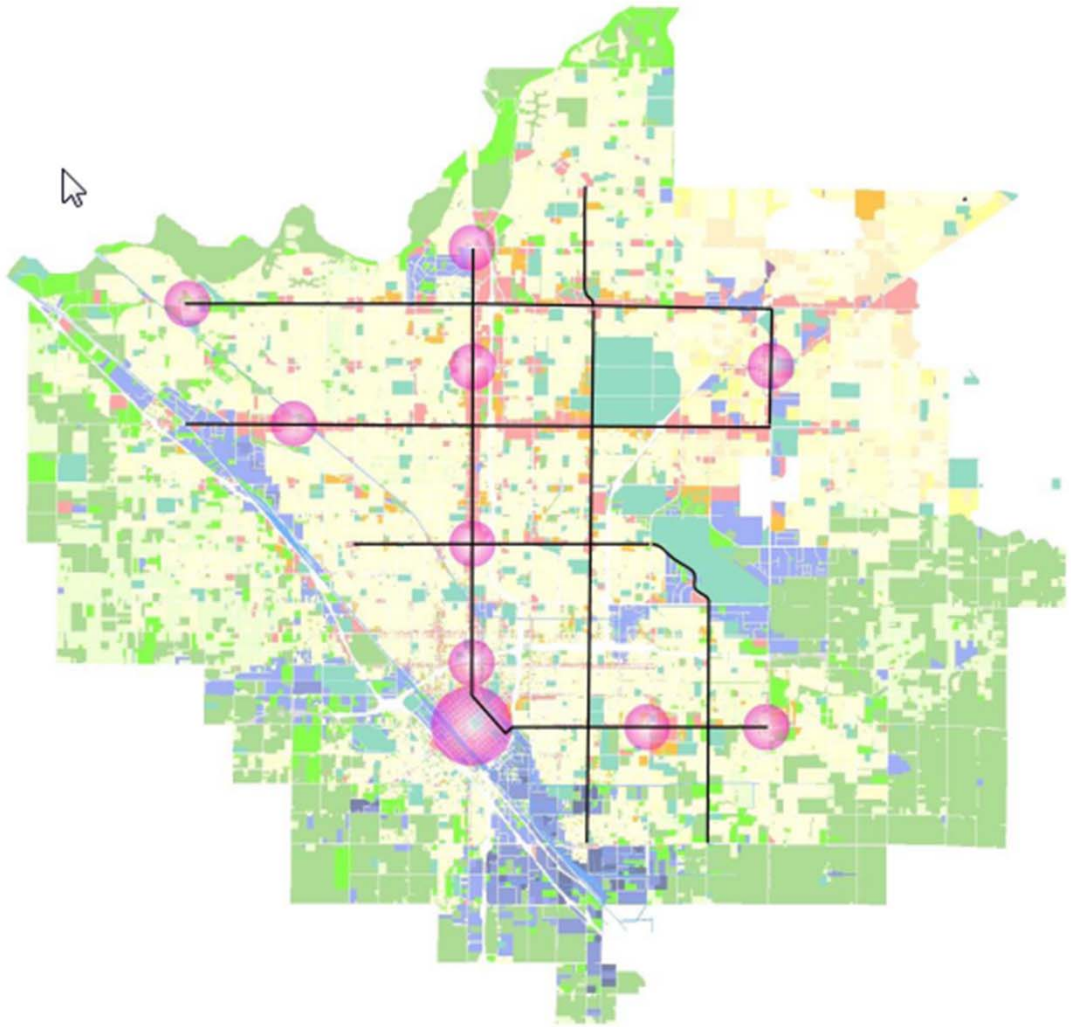
Complete Neighborhoods

- ***Quantity of Growth Determined By:***
  - 2008-2035 Trend-based Growth Forecast (Planning Center)
    - Shifts in SF/MF split based on more aggressive infill plans
  - 387,000 additional population,106,000 additional housing units and 98,000 additional employees
- ***Location of Growth Guided By:***
- Infill along proposed BRT and frequent bus routes
  - Infill in downtown Fresno, Blackstone corridor, Kings Canyon, Shaw, Herndon, and several new Mixed Use areas of Clovis
- Balanced neighborhoods
  - Jobs/Housing balance analysis - add jobs to residentially rich areas, vice versa
- Increased growth in infill locations, some on vacant land
- A shift to increasing multi-family and mixed-use development
- Shift most of the growth in unincorporated areas to BRT corridors

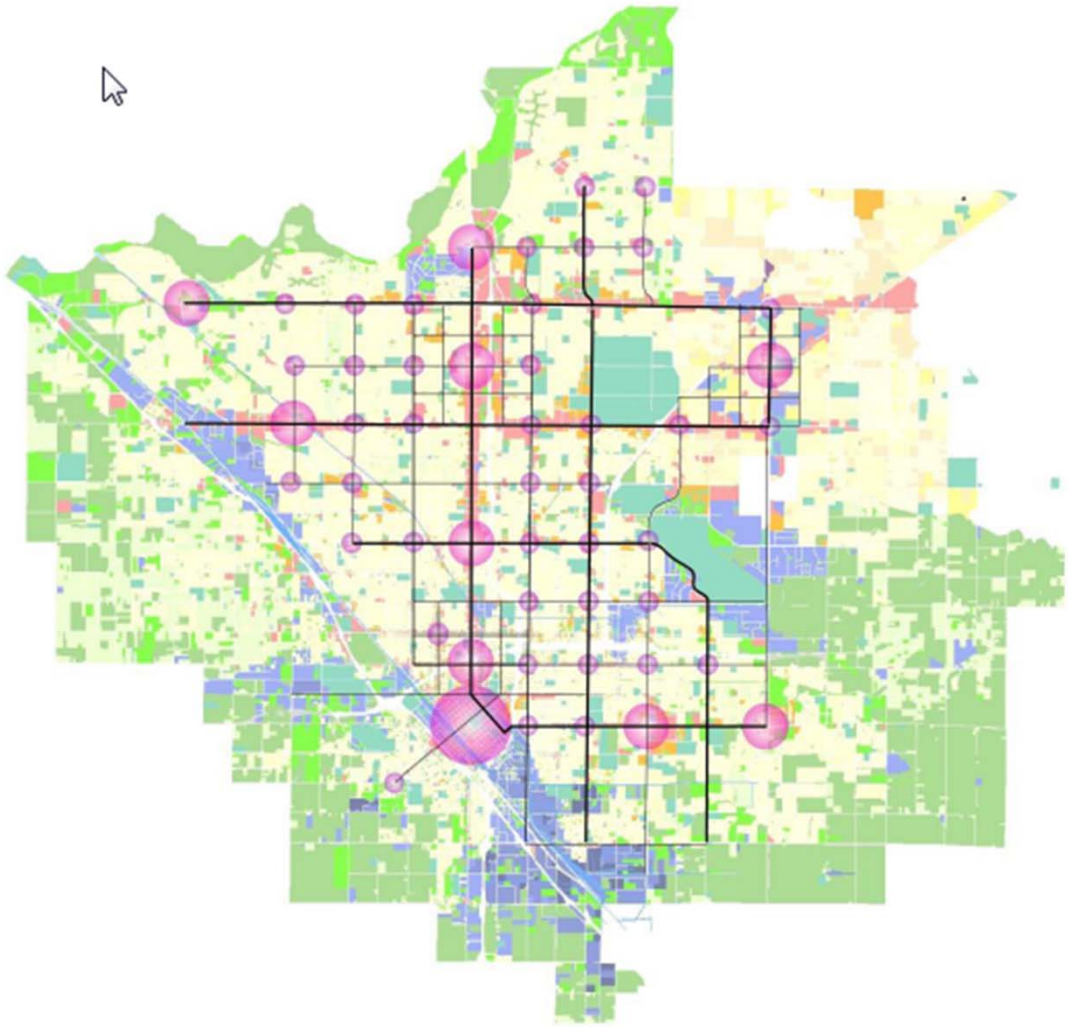
BRT Study Corridors



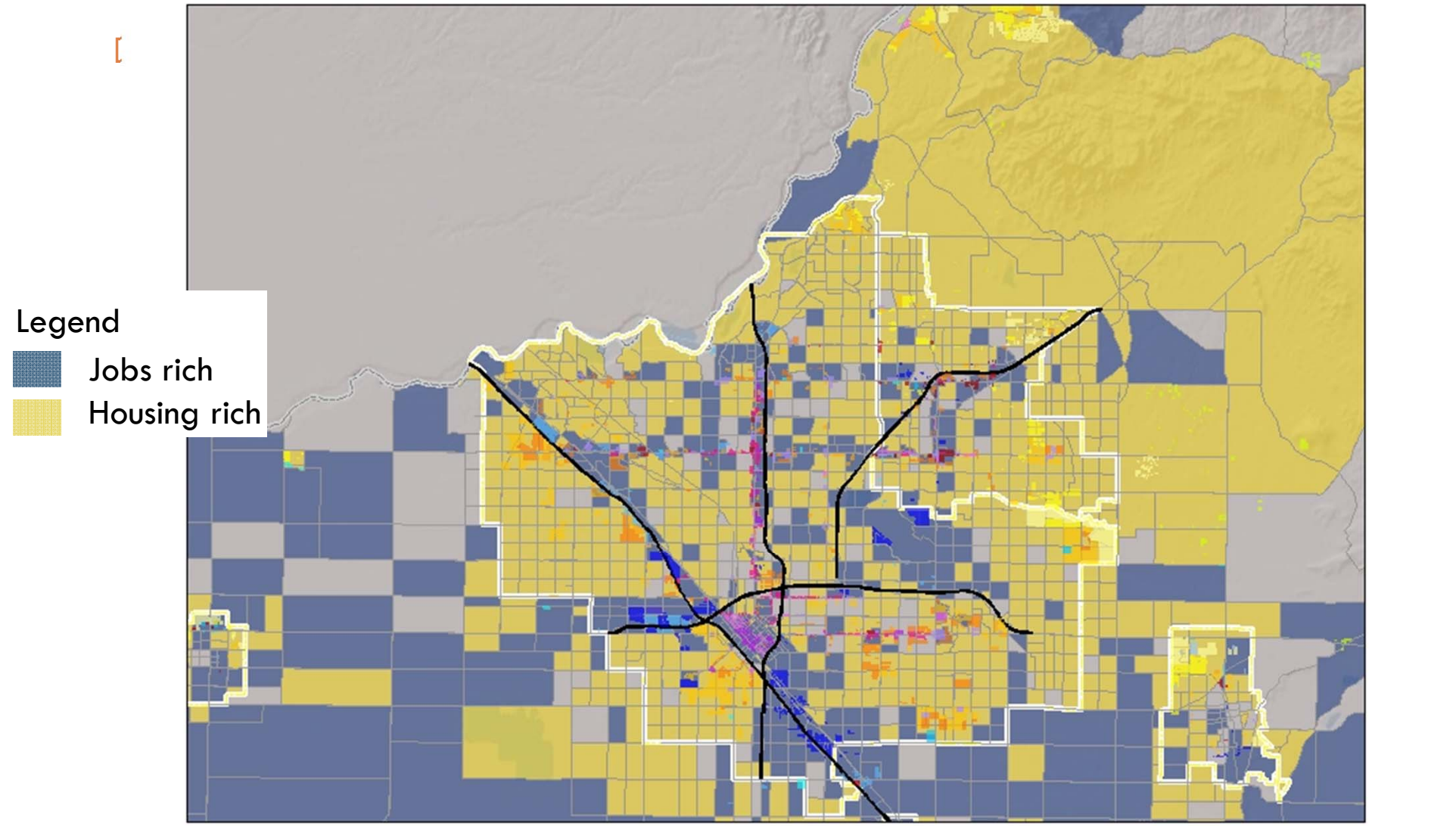
Major Centers



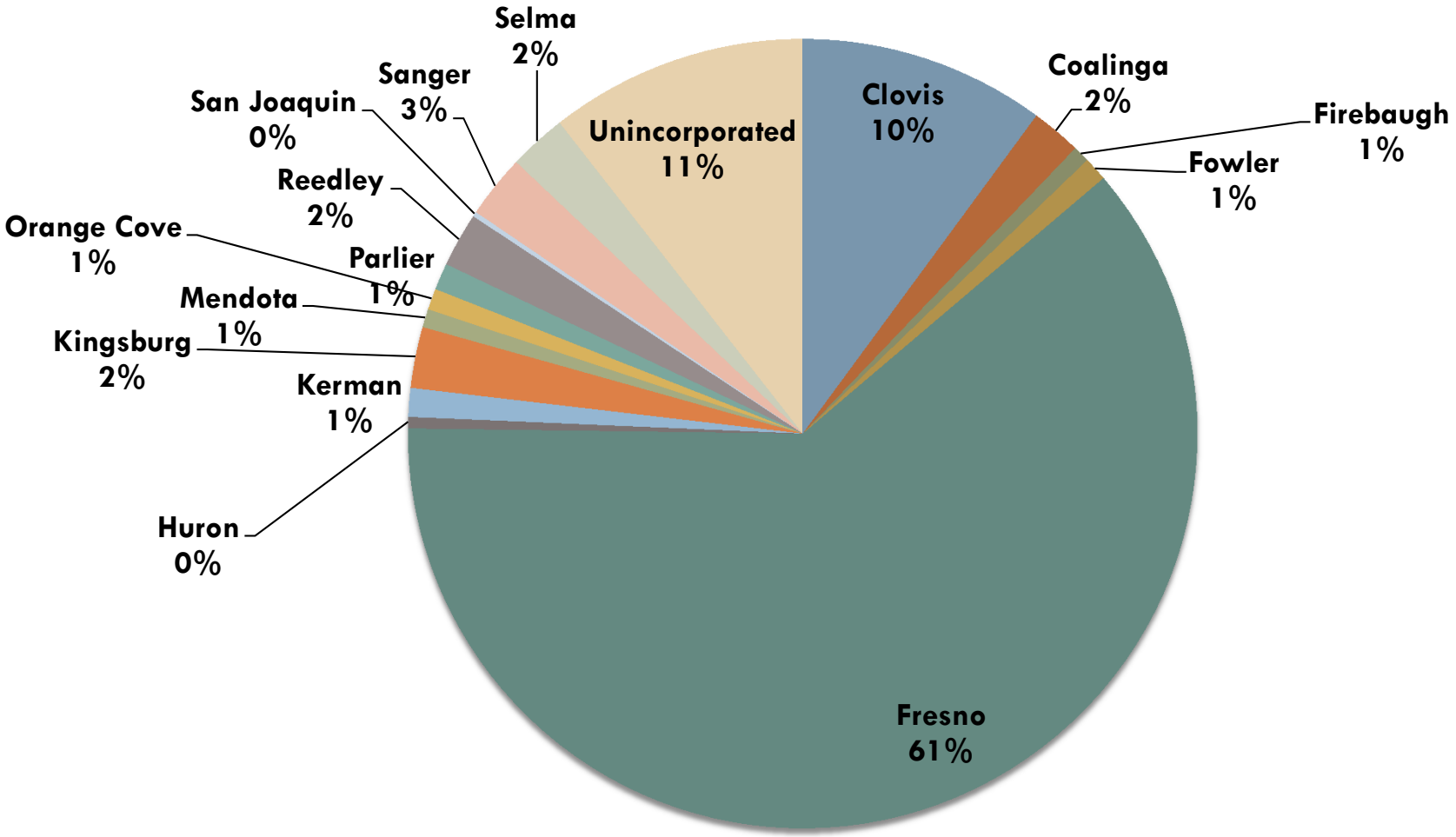
Neighborhood Centers



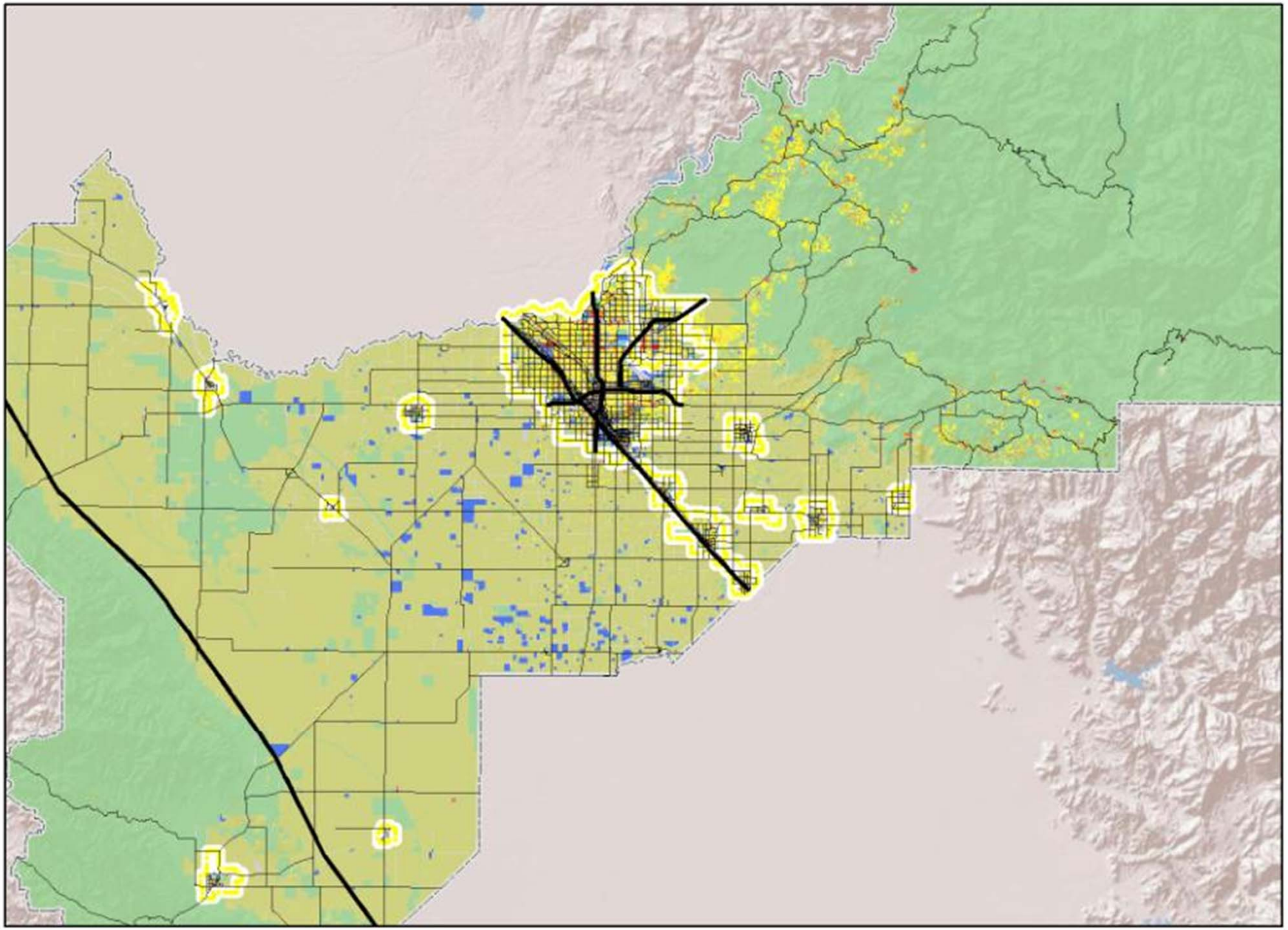
Jobs and housing balance as a guide



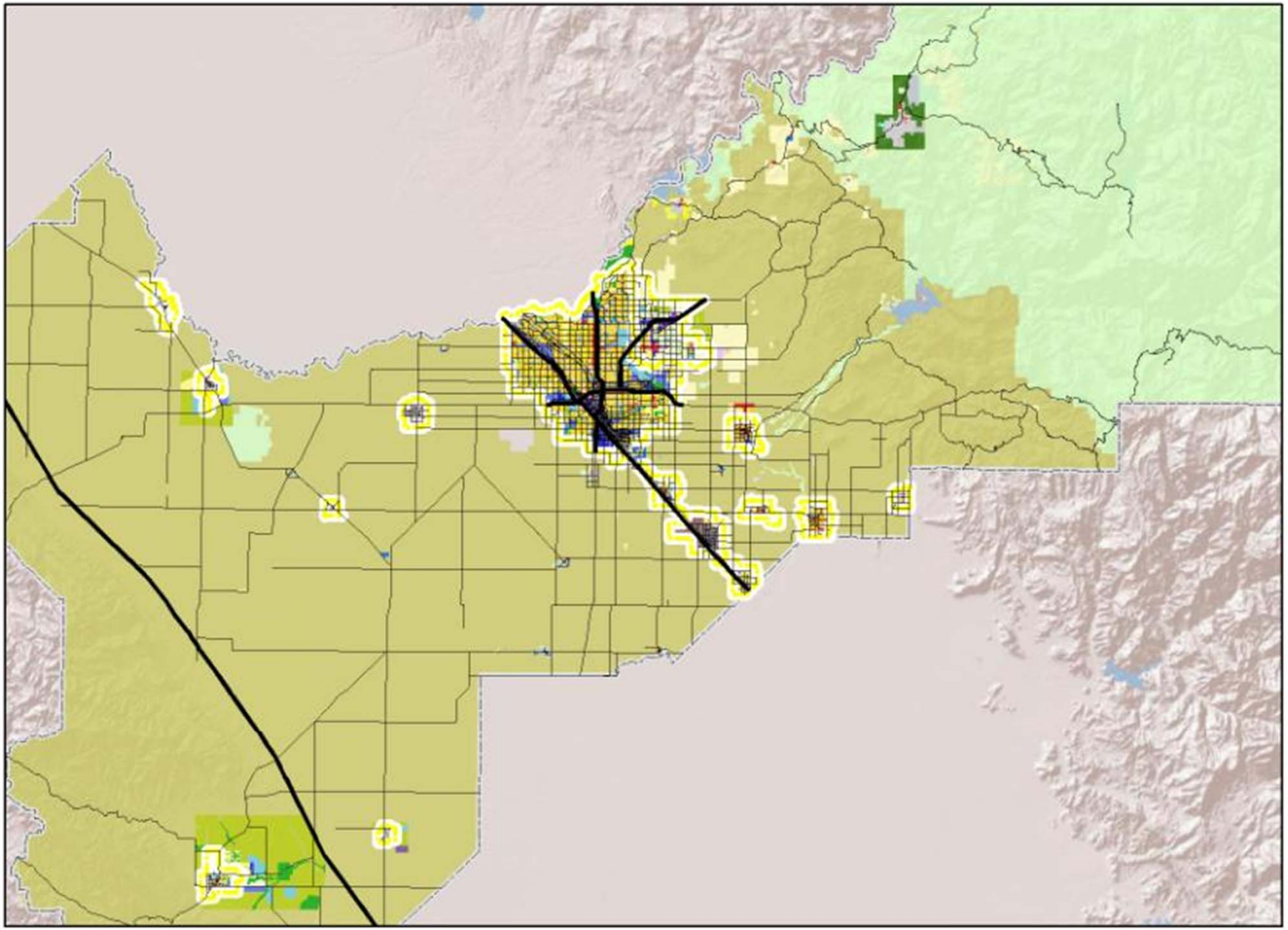
Housing Unit Forecast by SOI



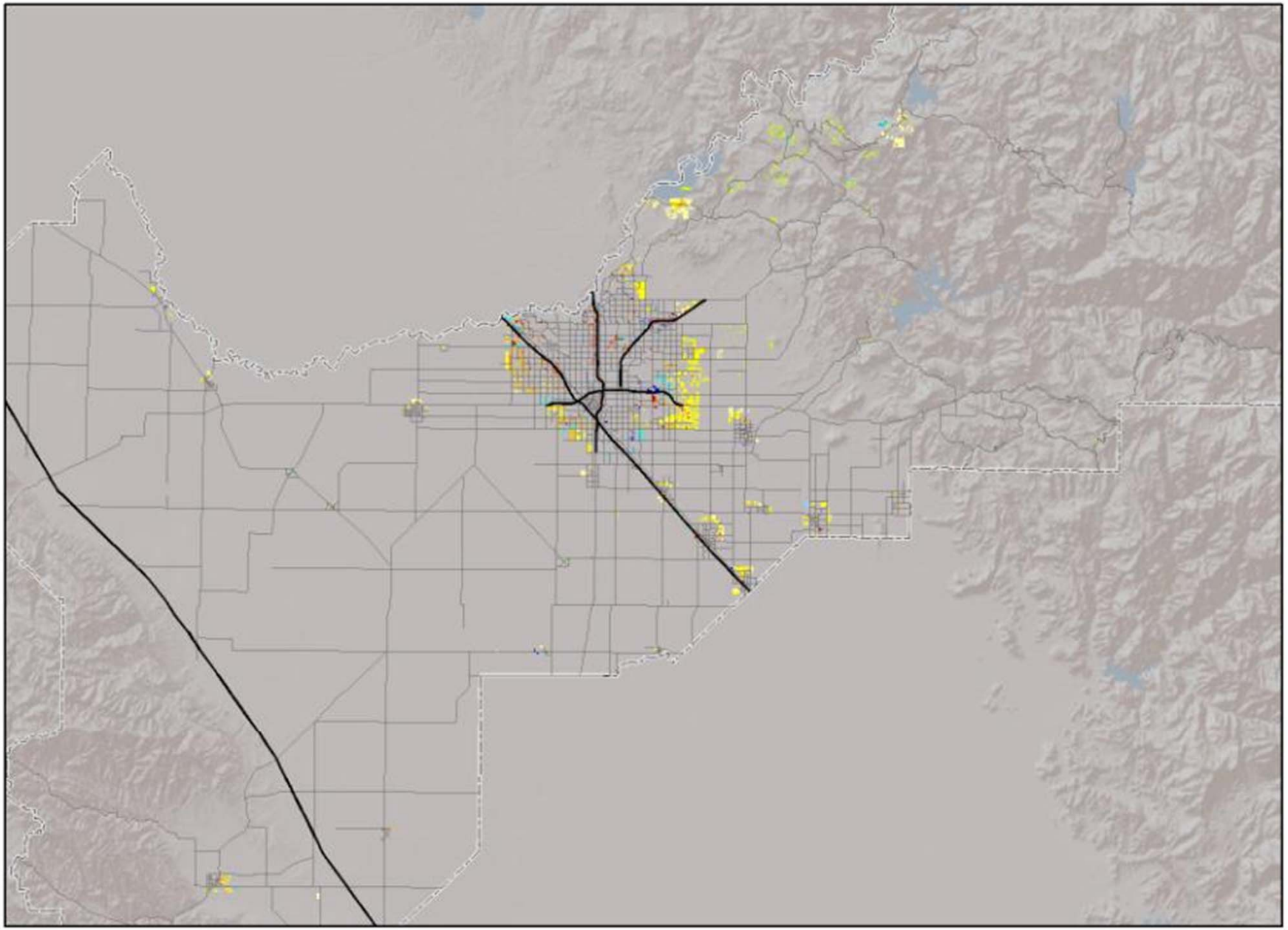
County// Existing Land Use



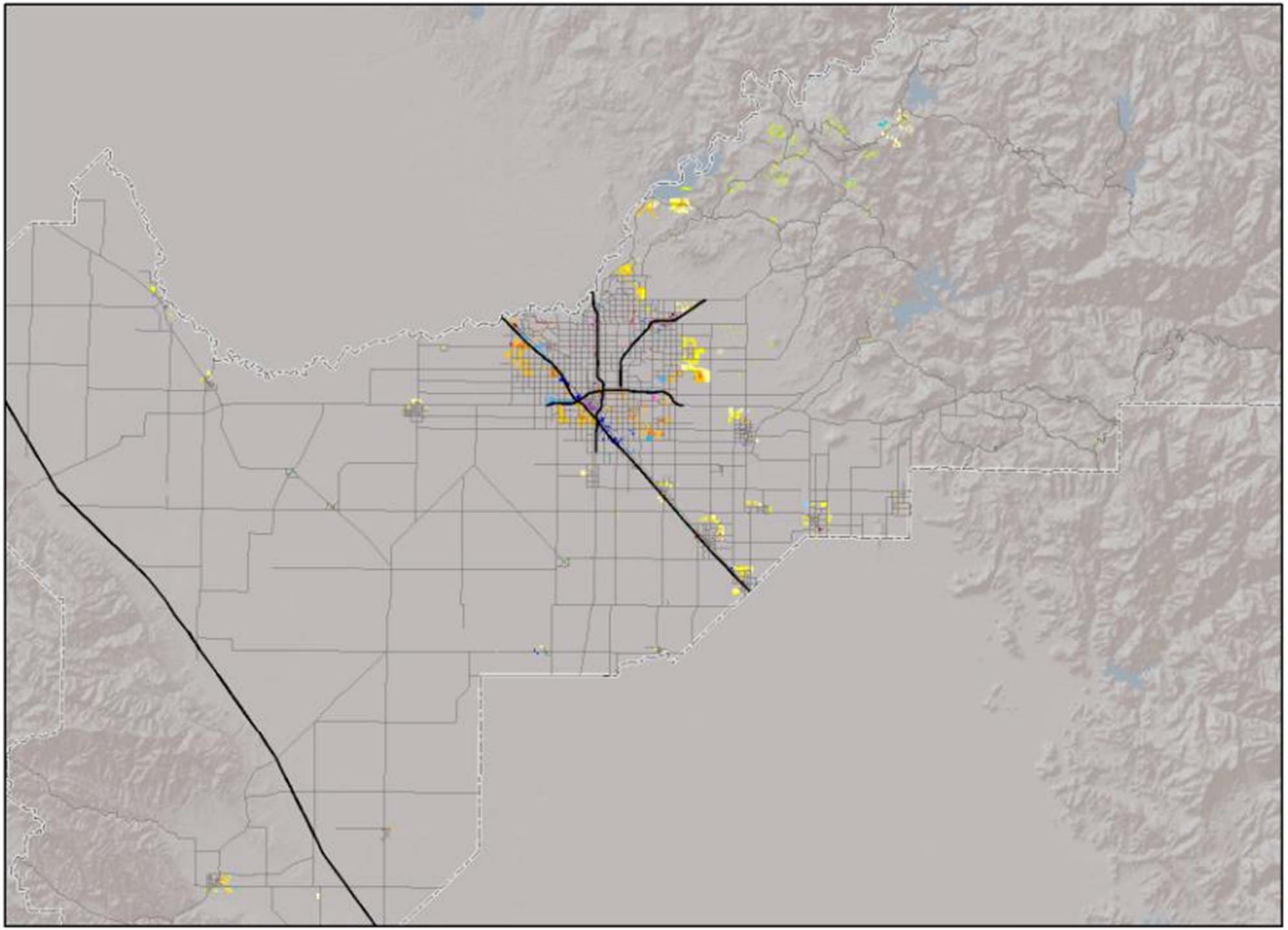
County// General Plans



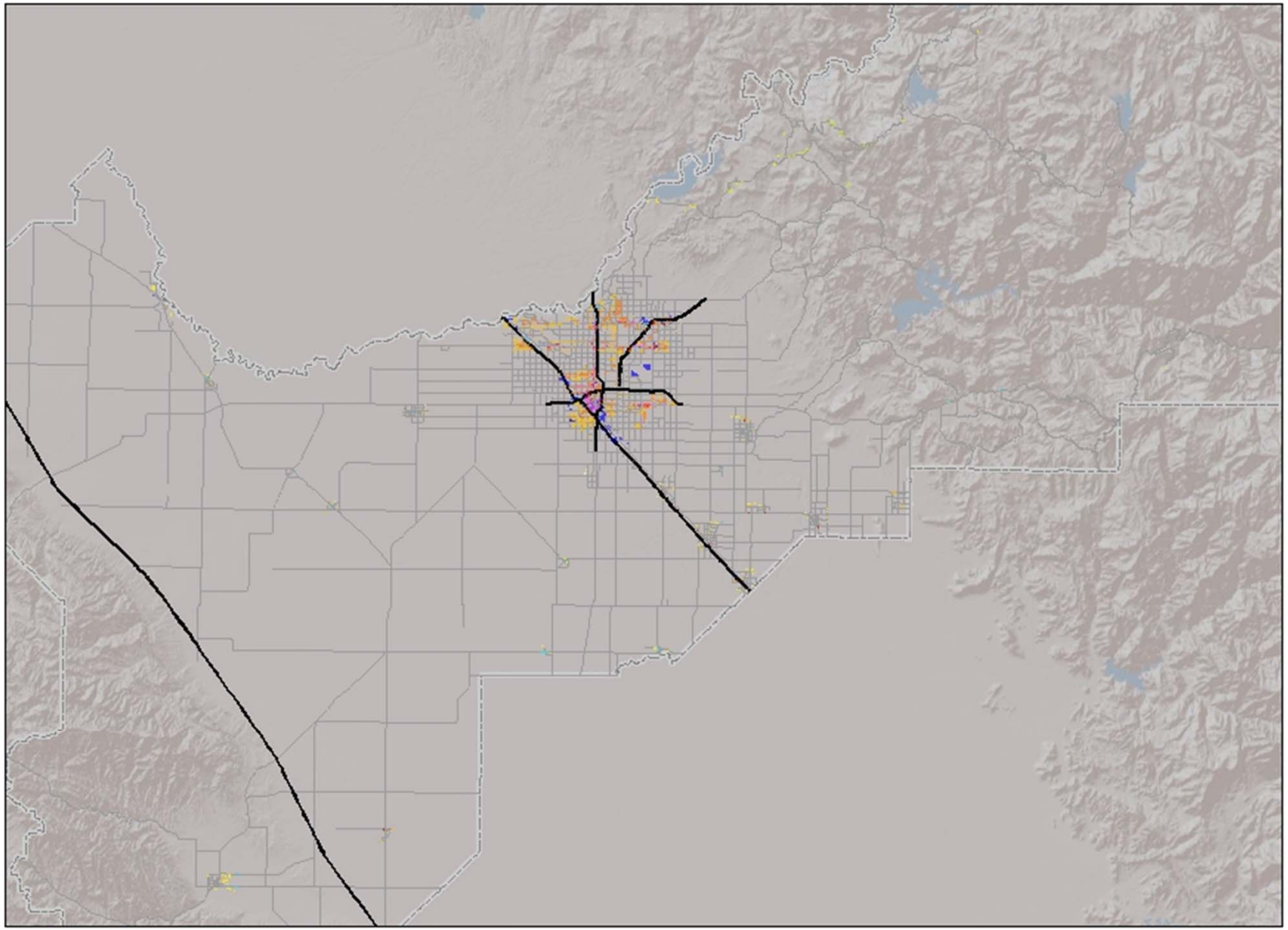
Fresno & Clovis SOI // Scenario 1



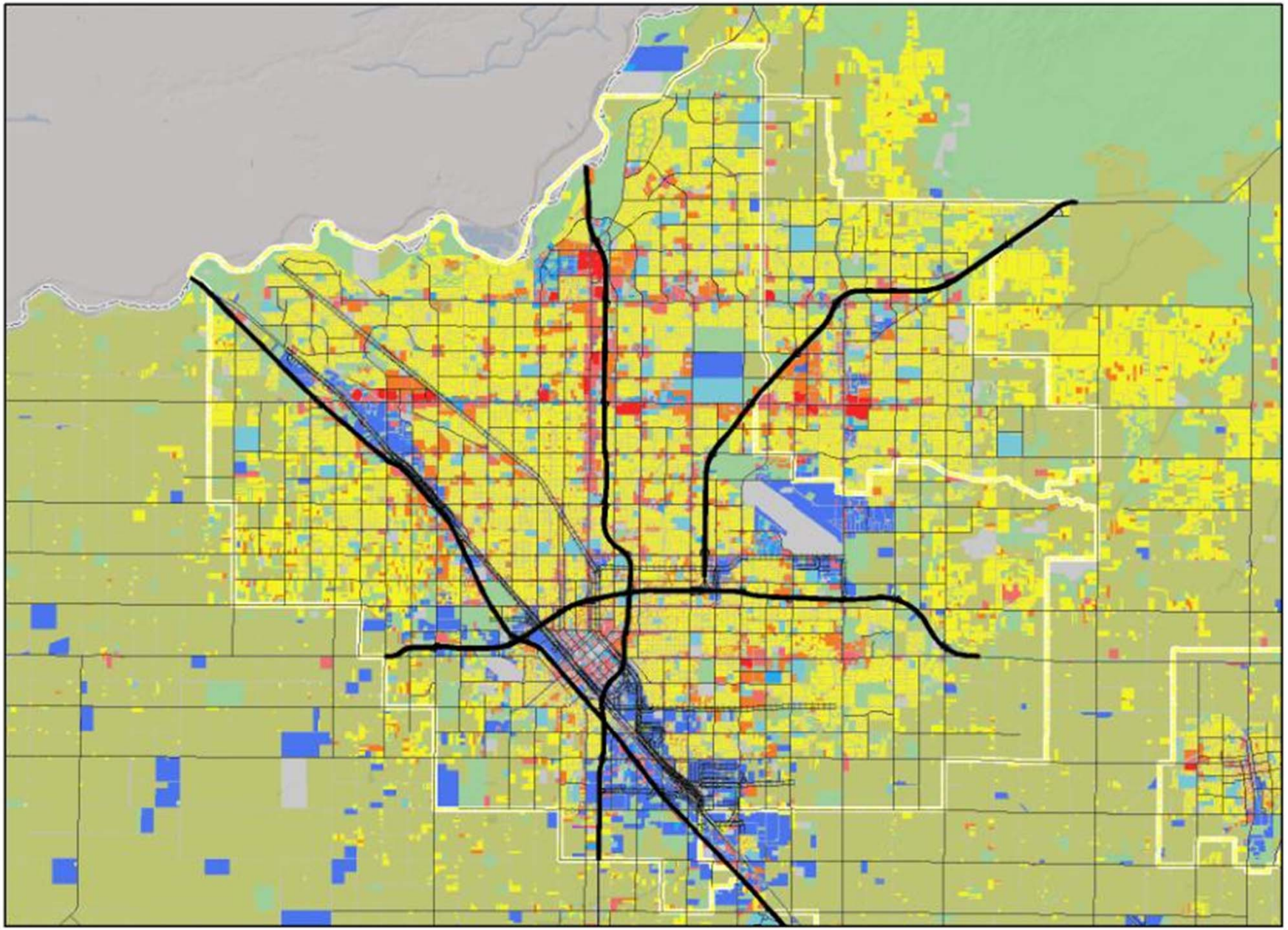
Fresno & Clovis SOI // Scenario 2



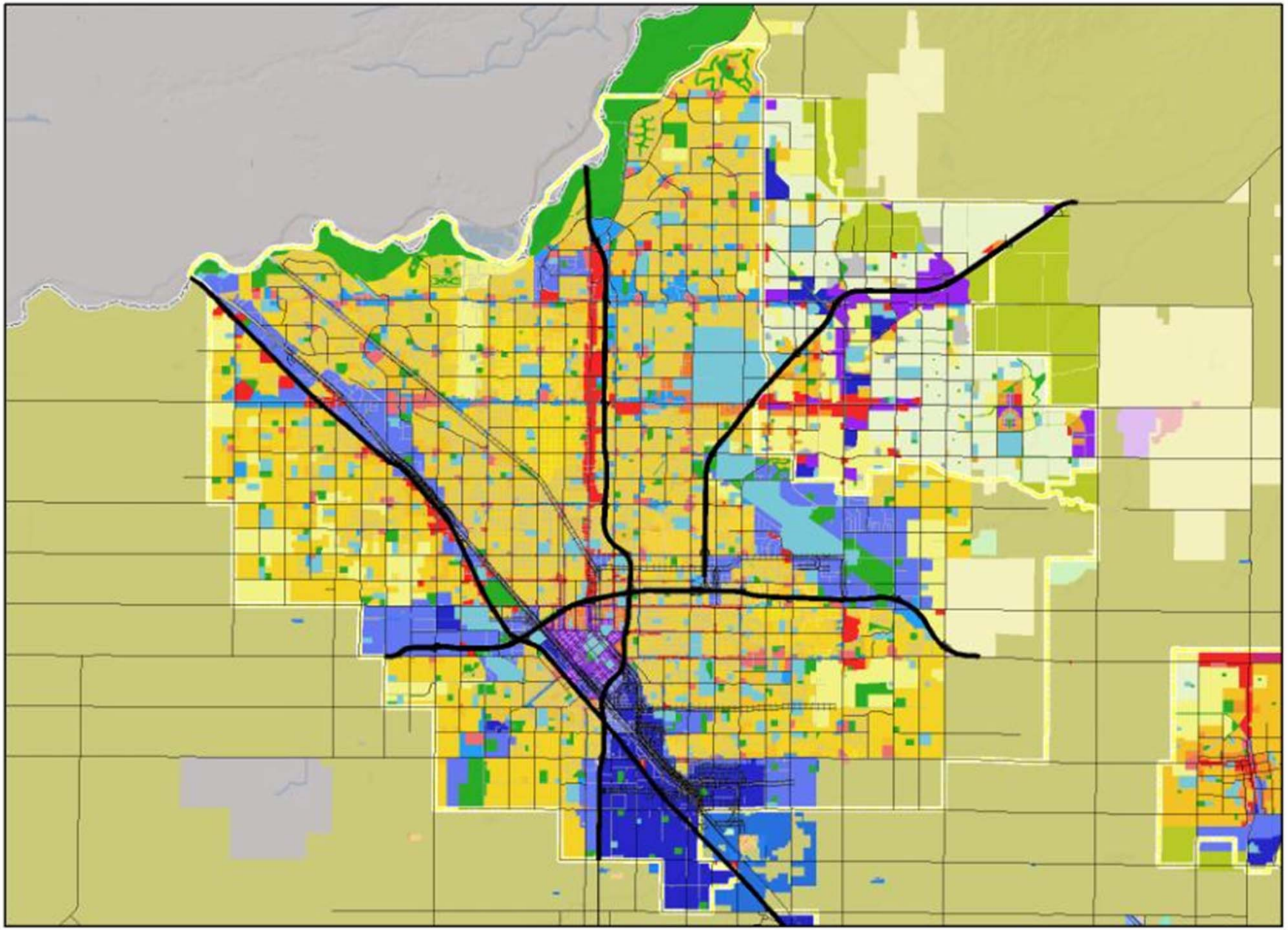
Fresno & Clovis SOI // Scenario 3



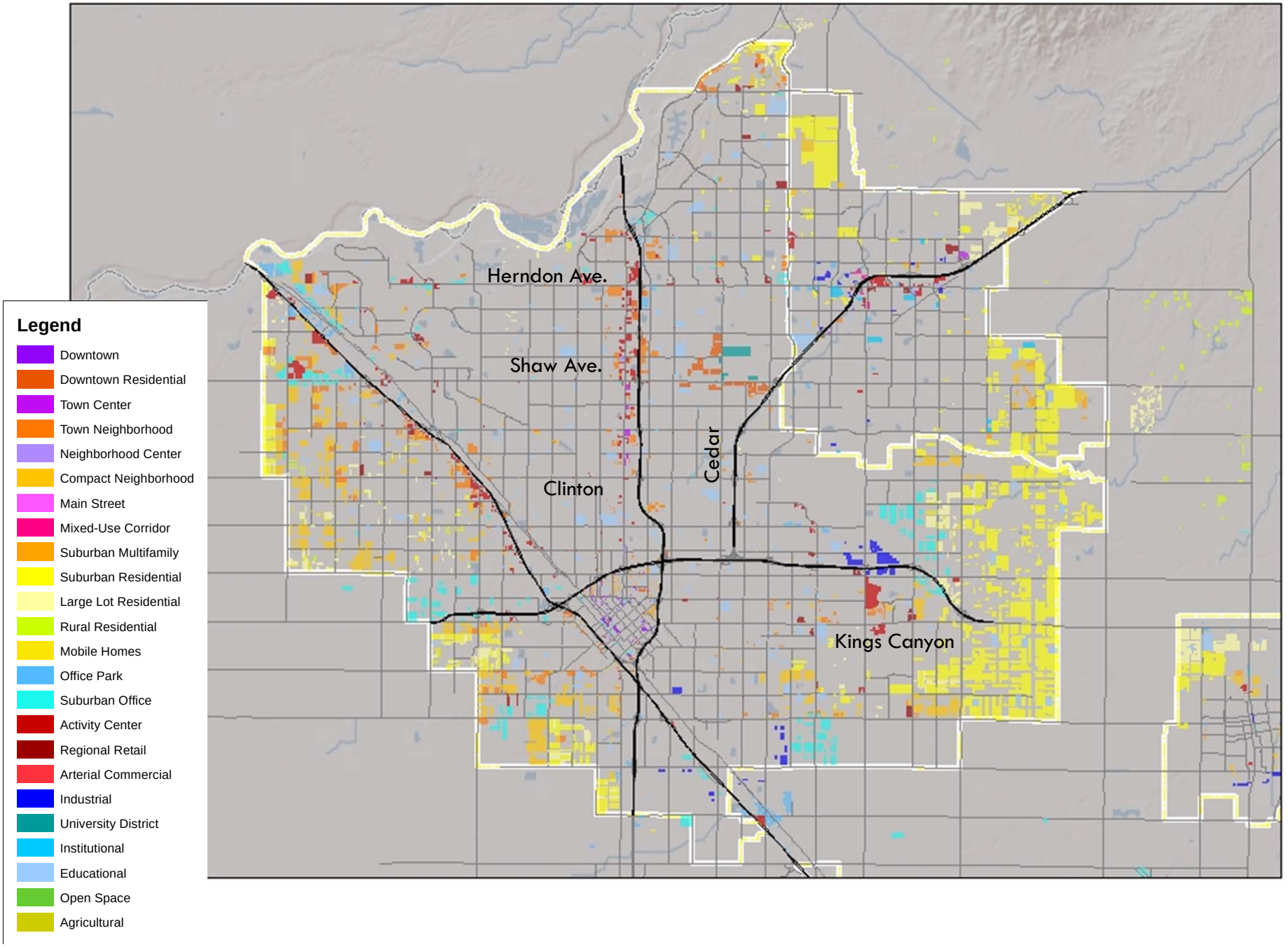
Fresno & Clovis SOI // Existing Land Use



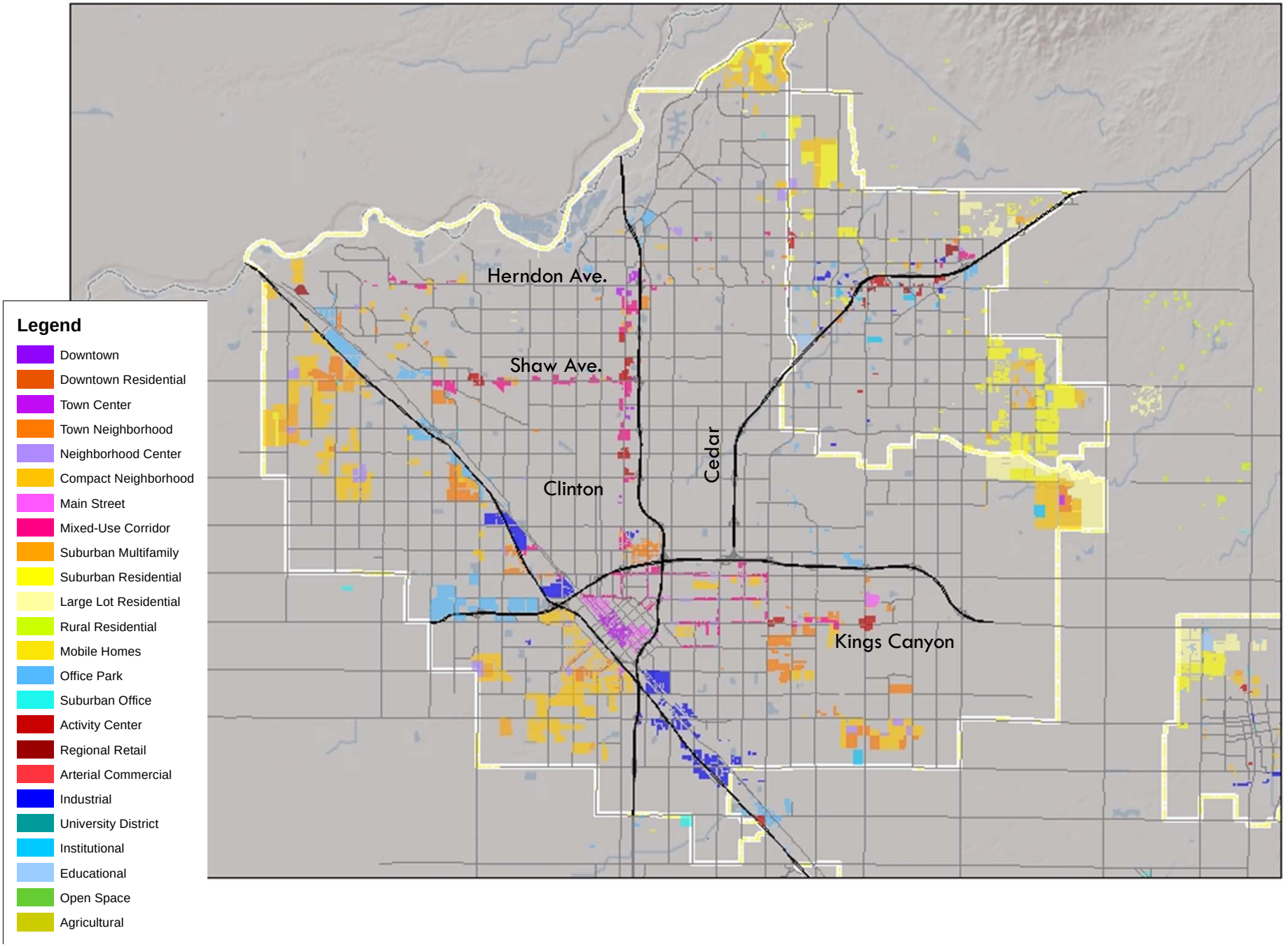
Fresno & Clovis SOI // Existing General Plan Maps



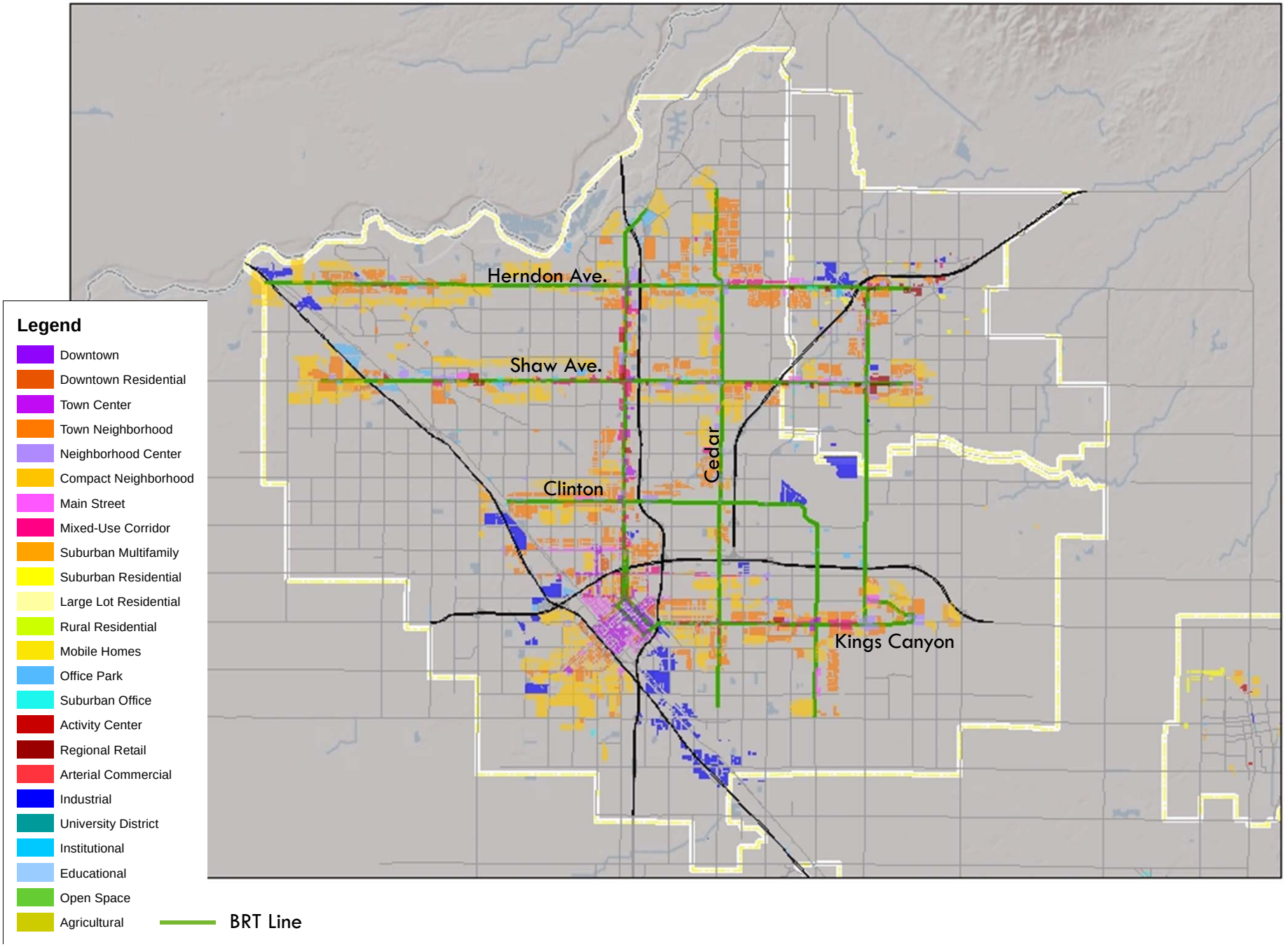
Fresno & Clovis SOI // Scenario 1



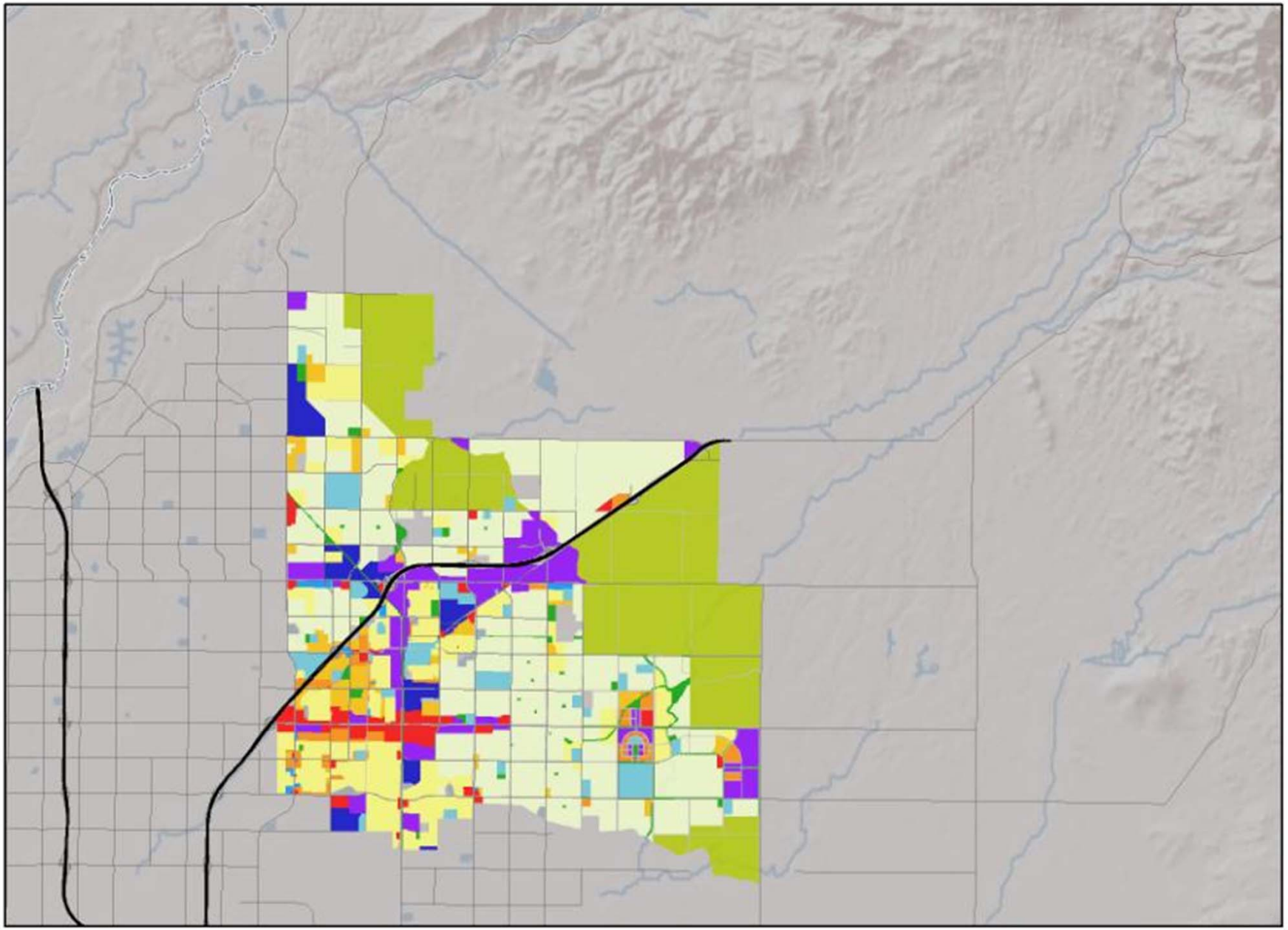
Fresno & Clovis SOI // Scenario 2



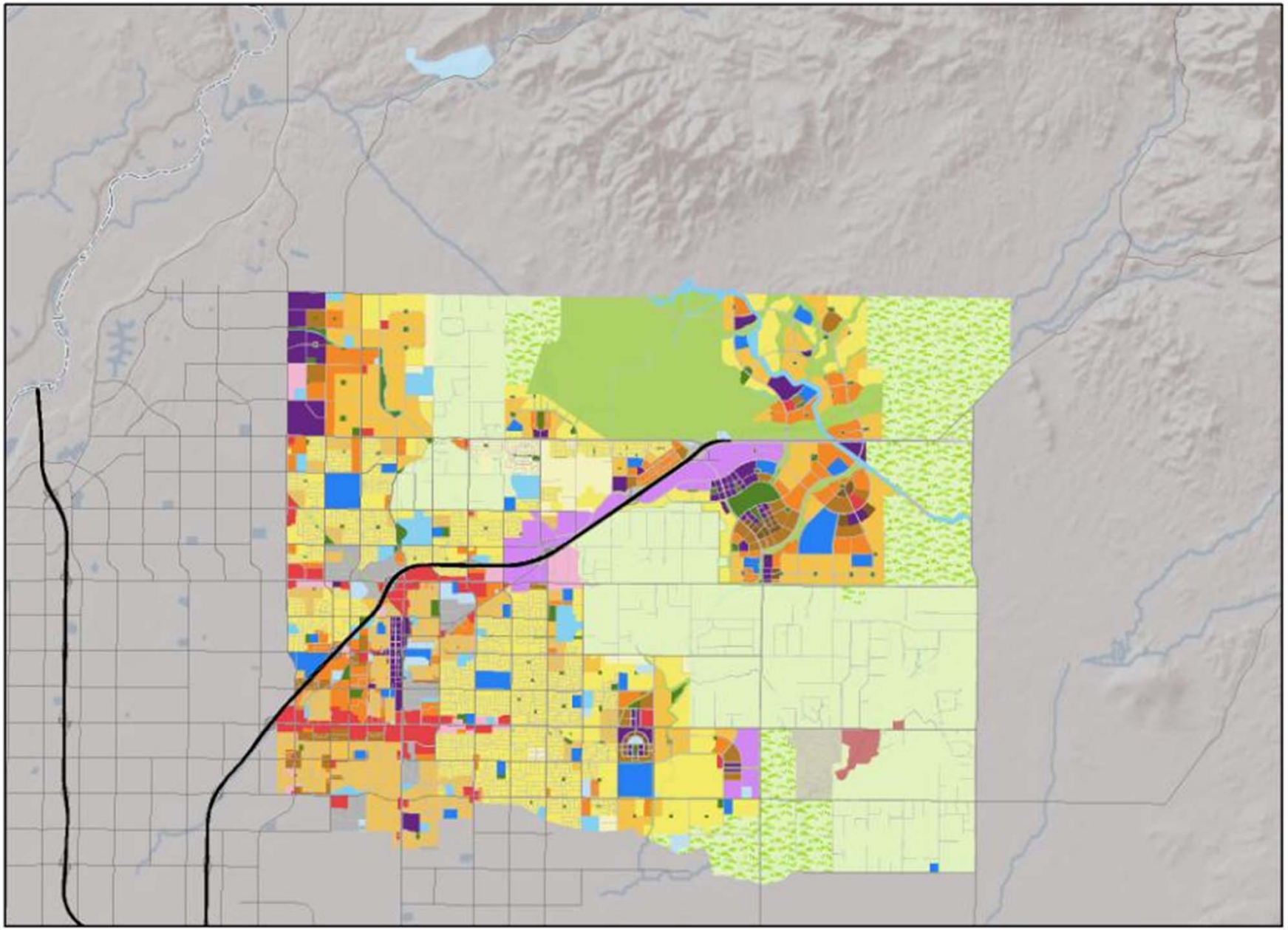
Fresno & Clovis SOI // Scenario 3



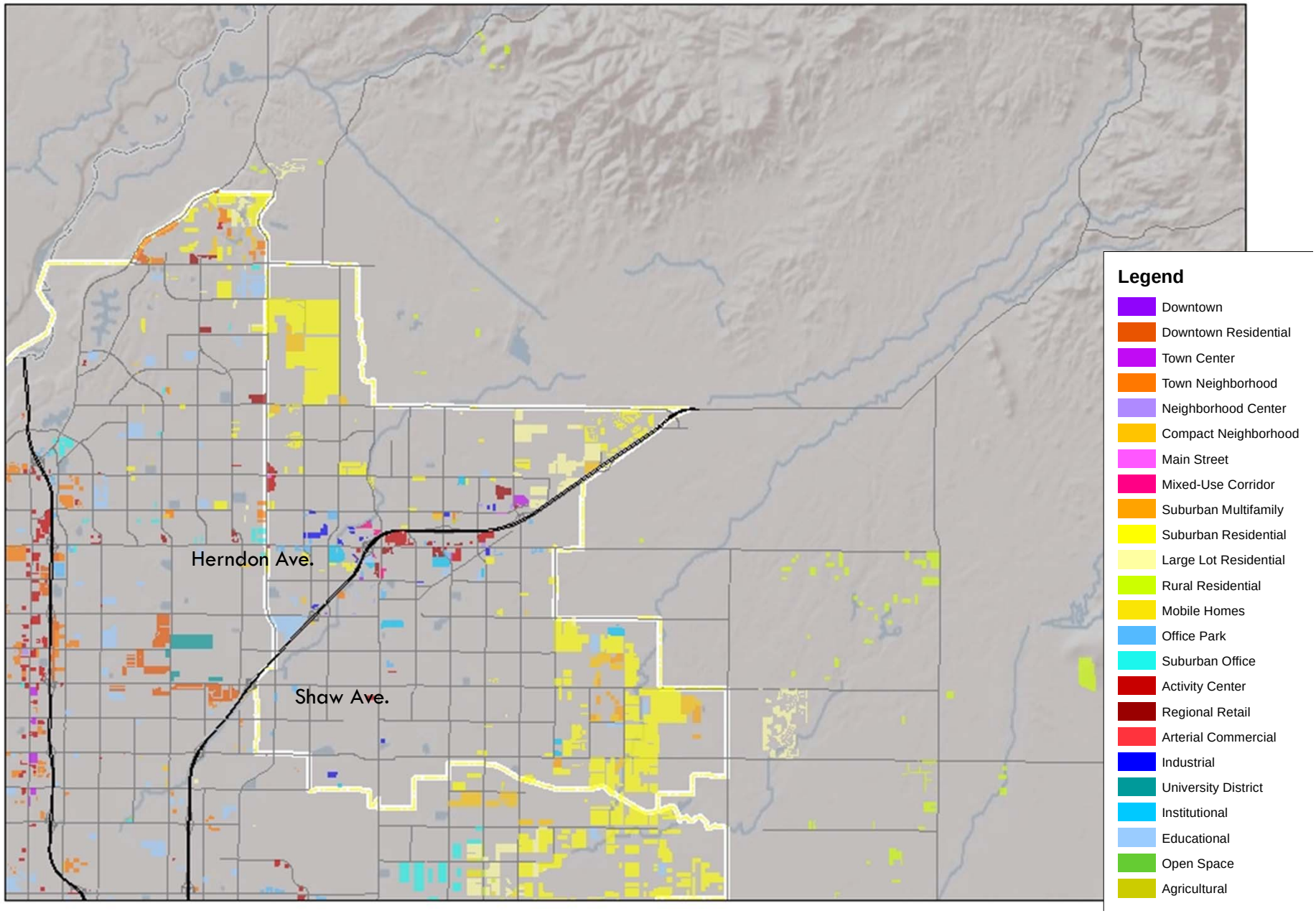
Clovis Adopted General Plan



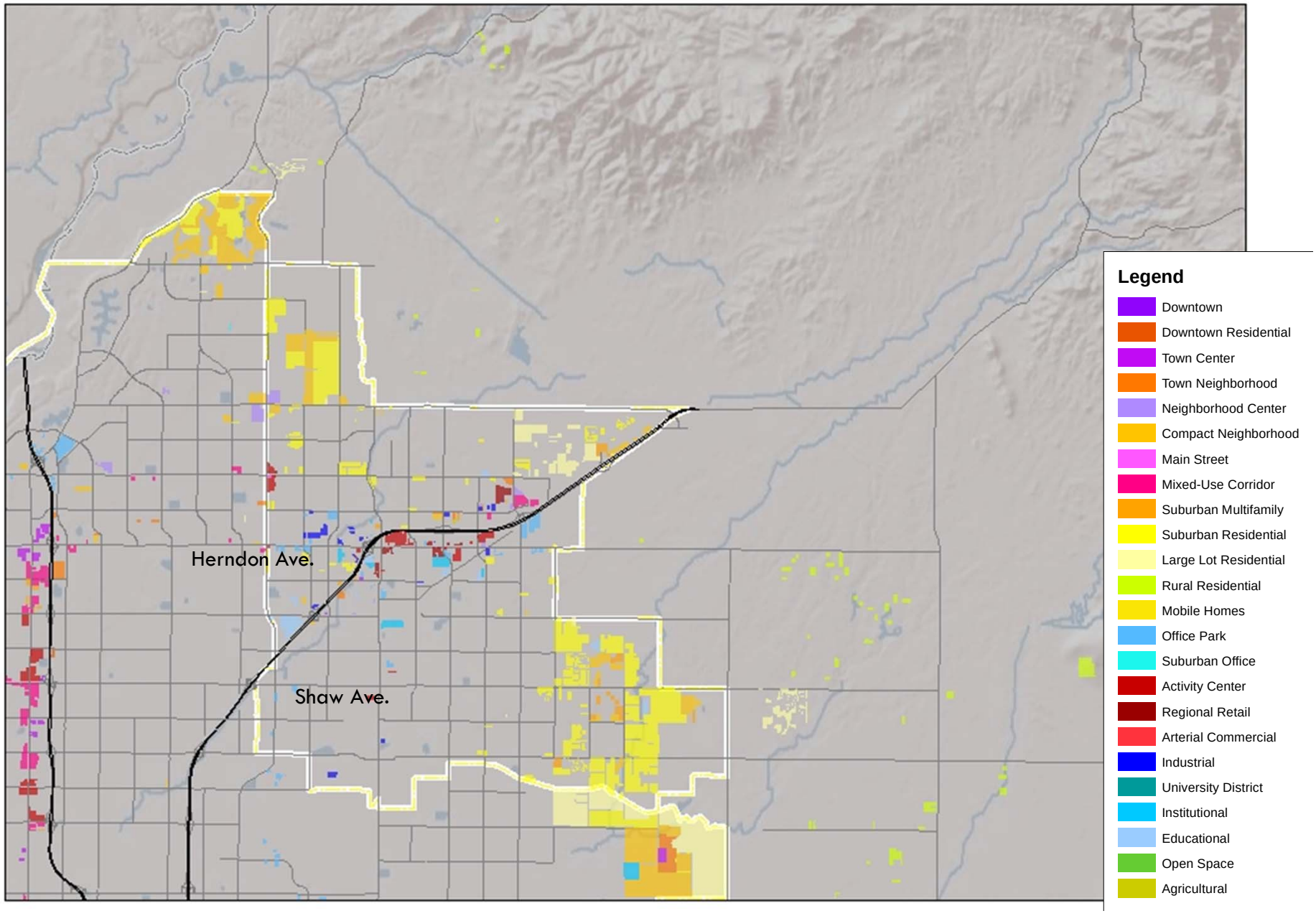
Clovis Draft General Plan



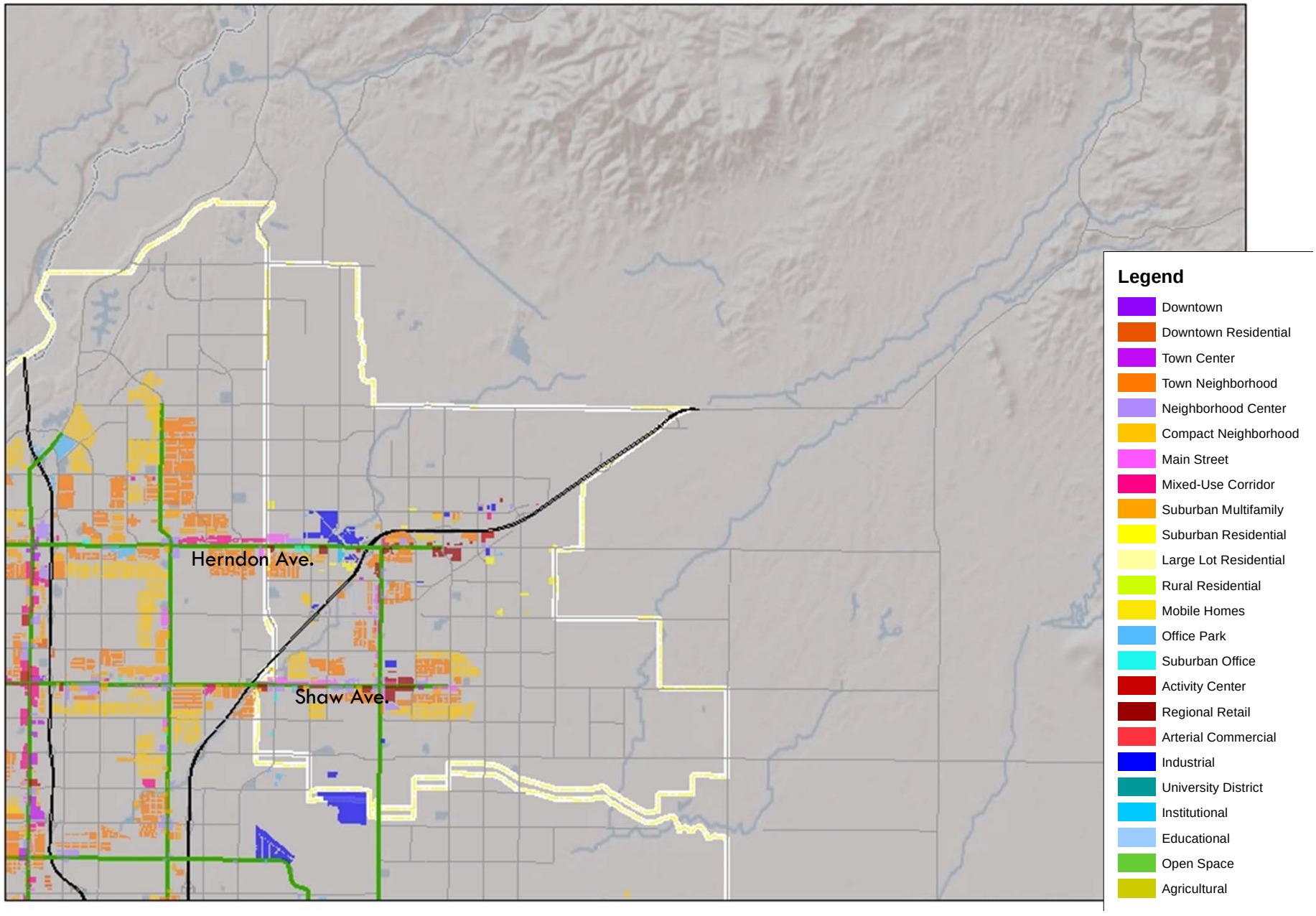
Clovis SOI // Scenario 1



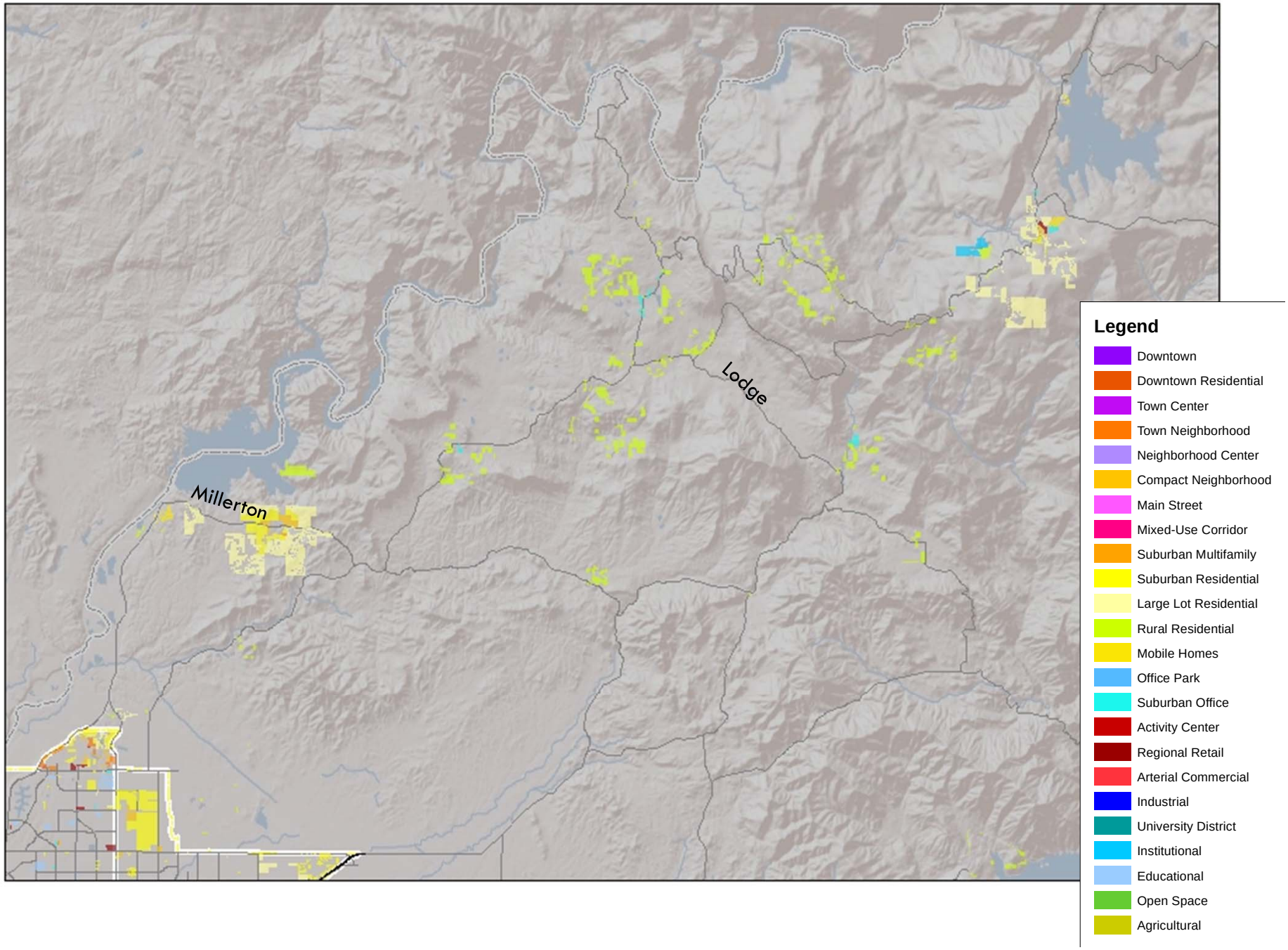
Clovis SOI // Scenario 2



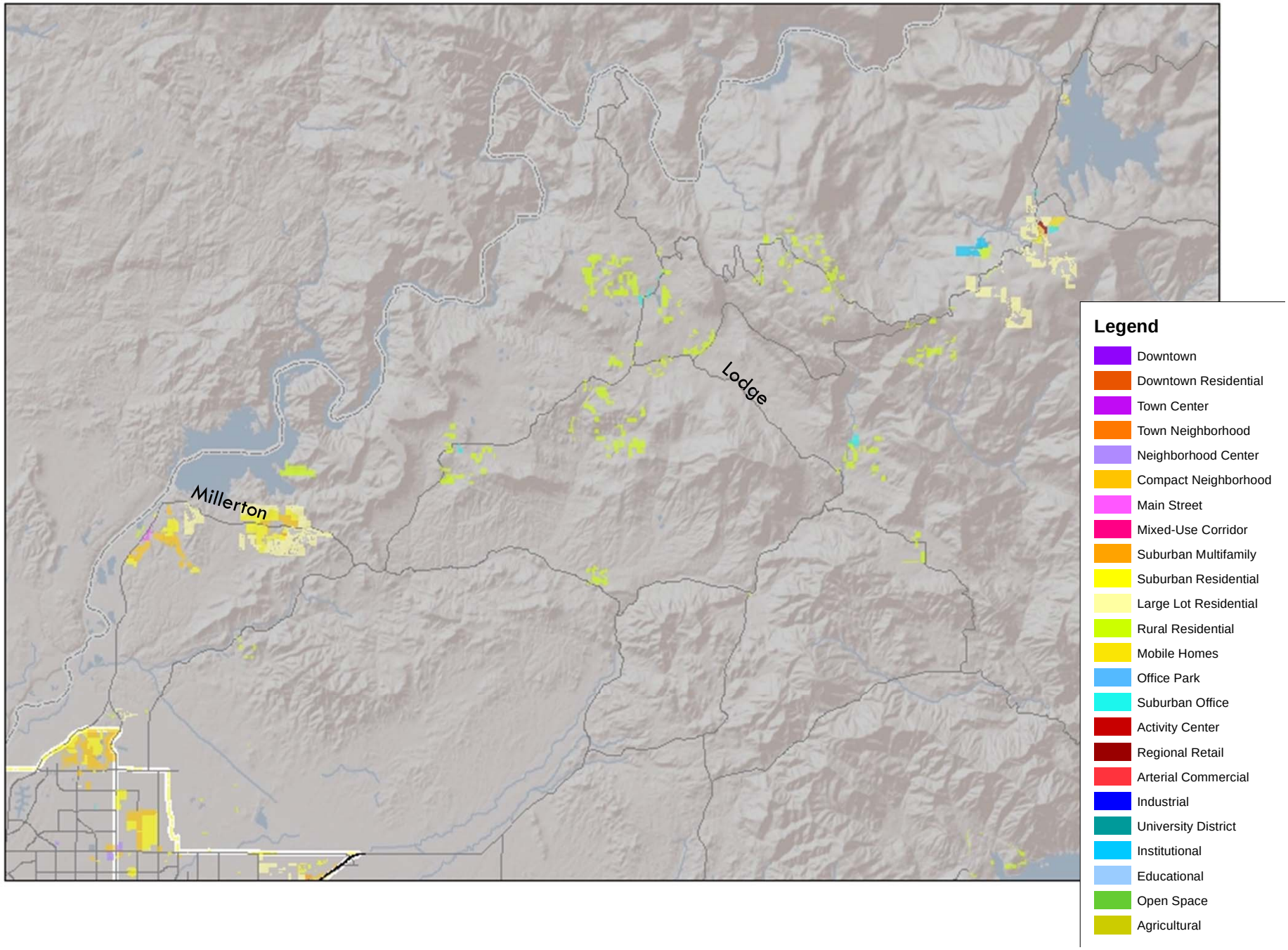
Clovis SOI // Scenario 3



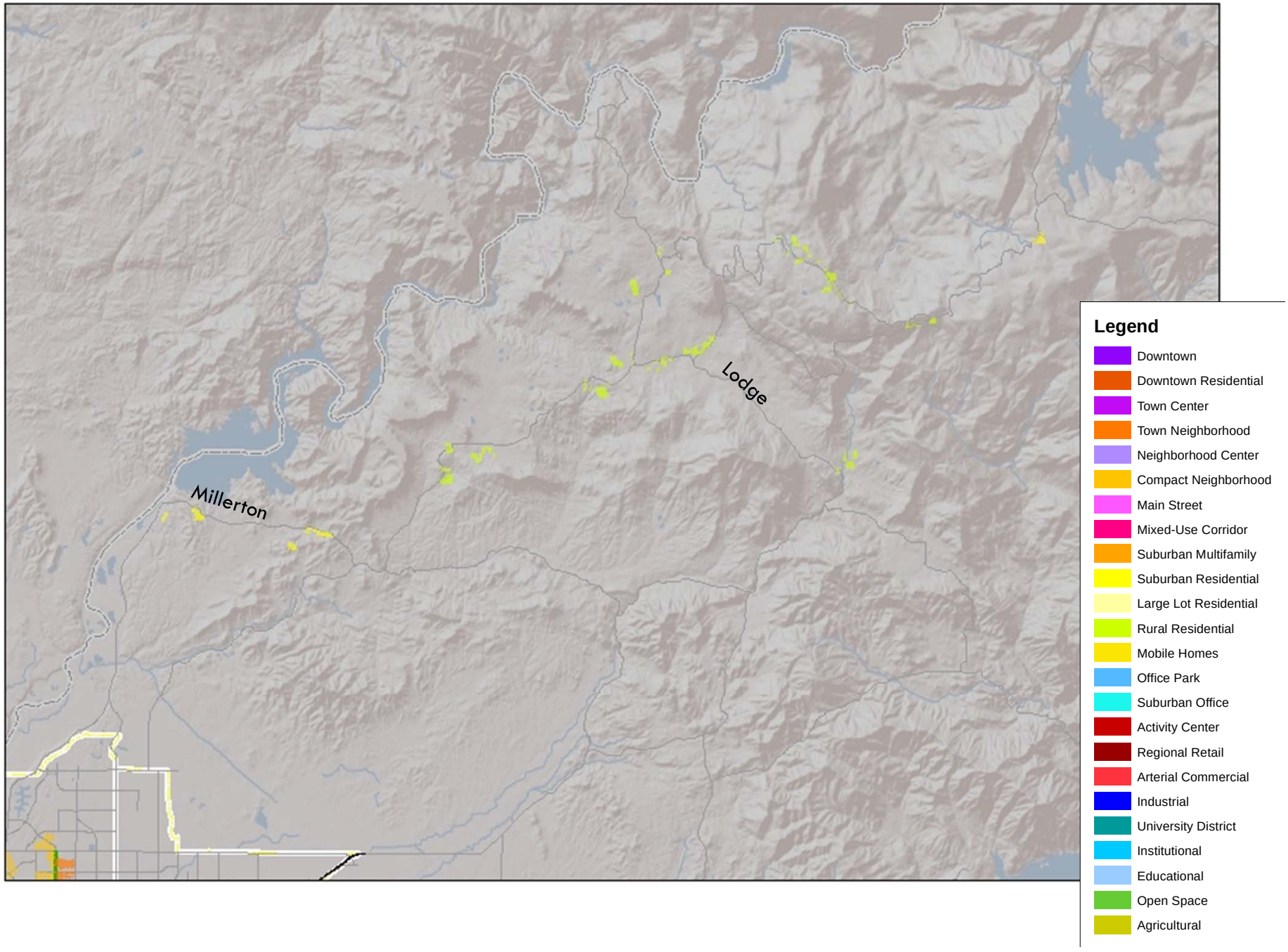
Foothills Area (Unincorporated)// Scenario 1



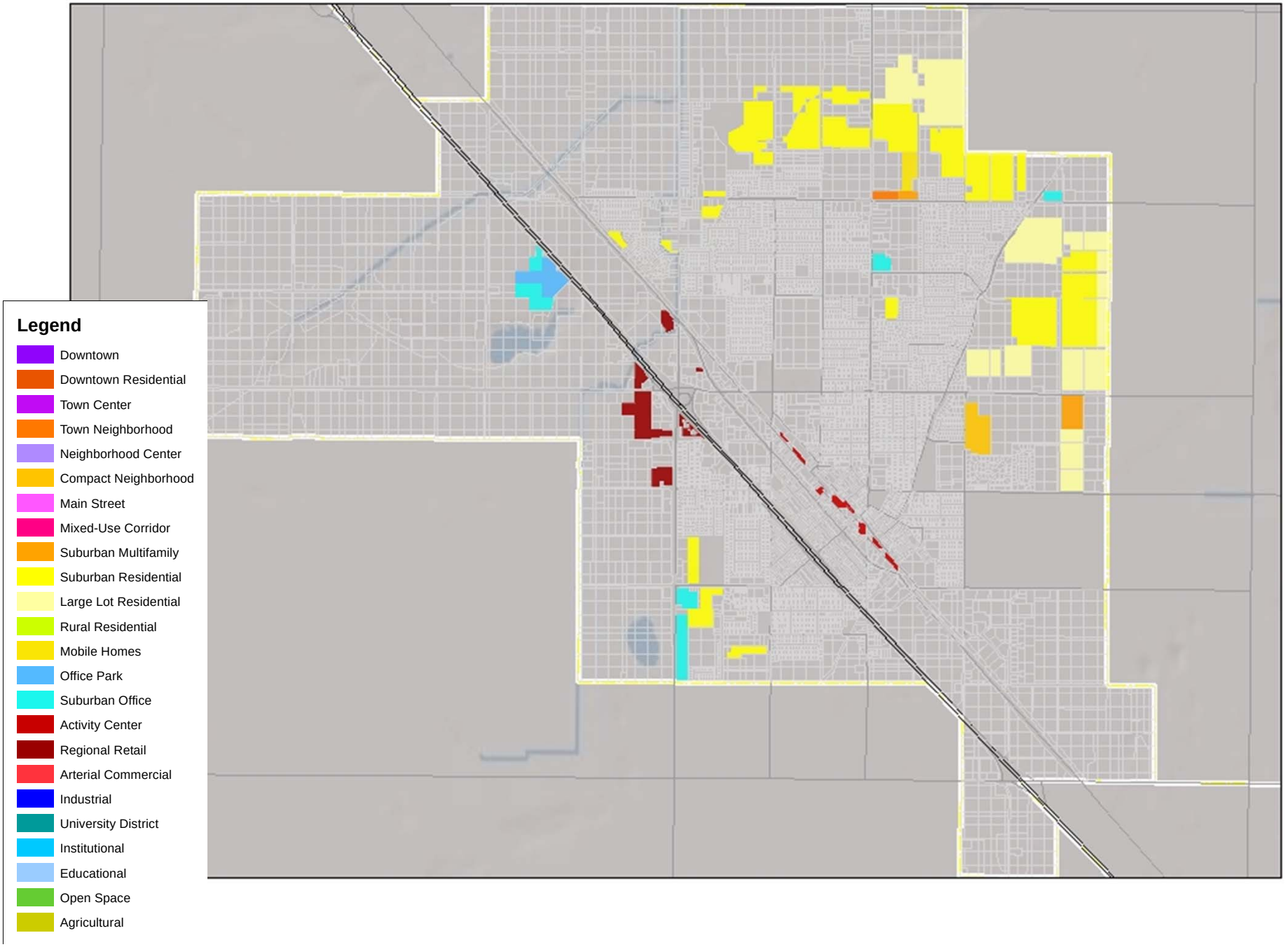
Foothills Area (Unincorporated) // Scenario 2



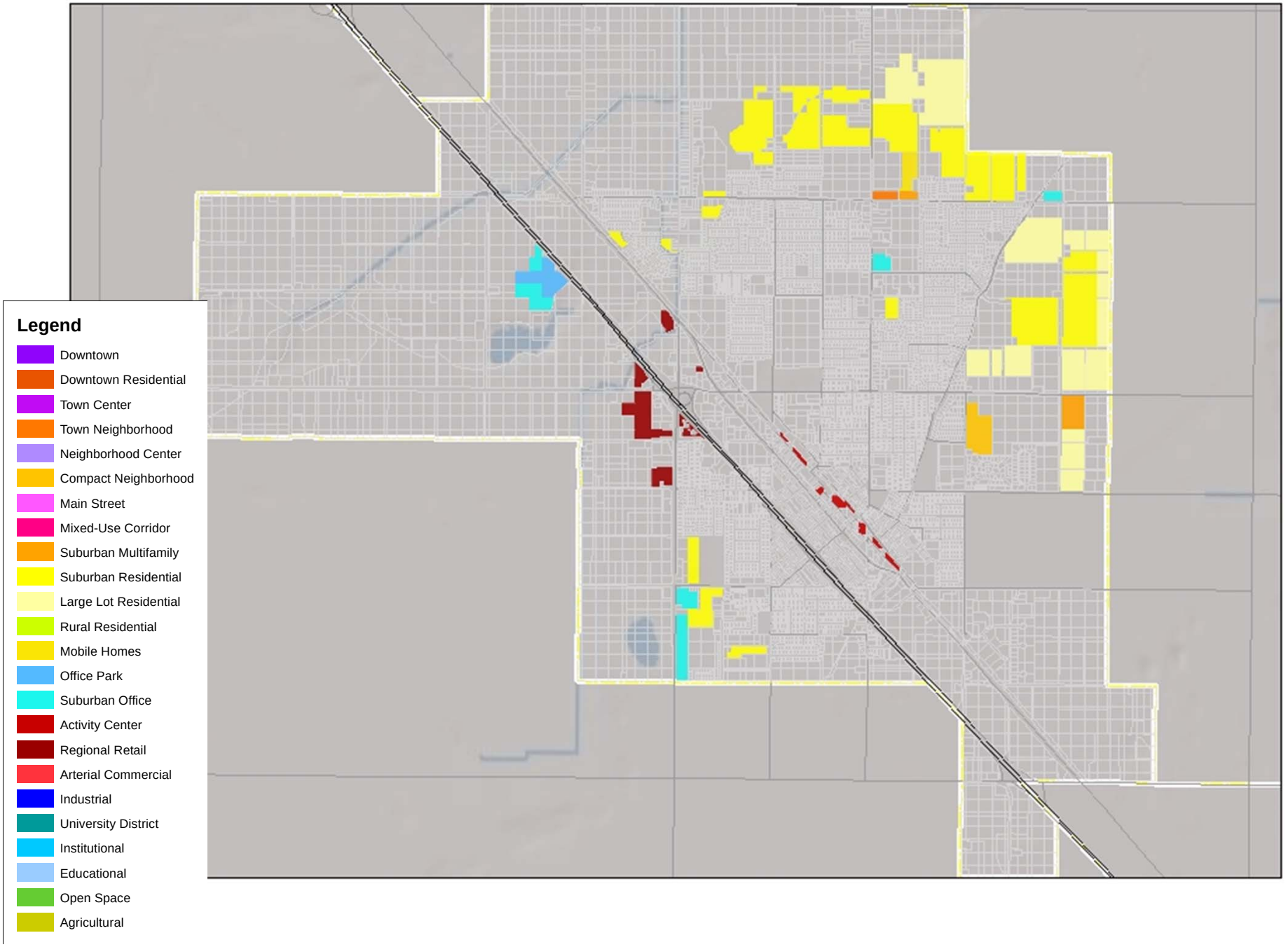
Foothills Area (Unincorporated) // Scenario 3



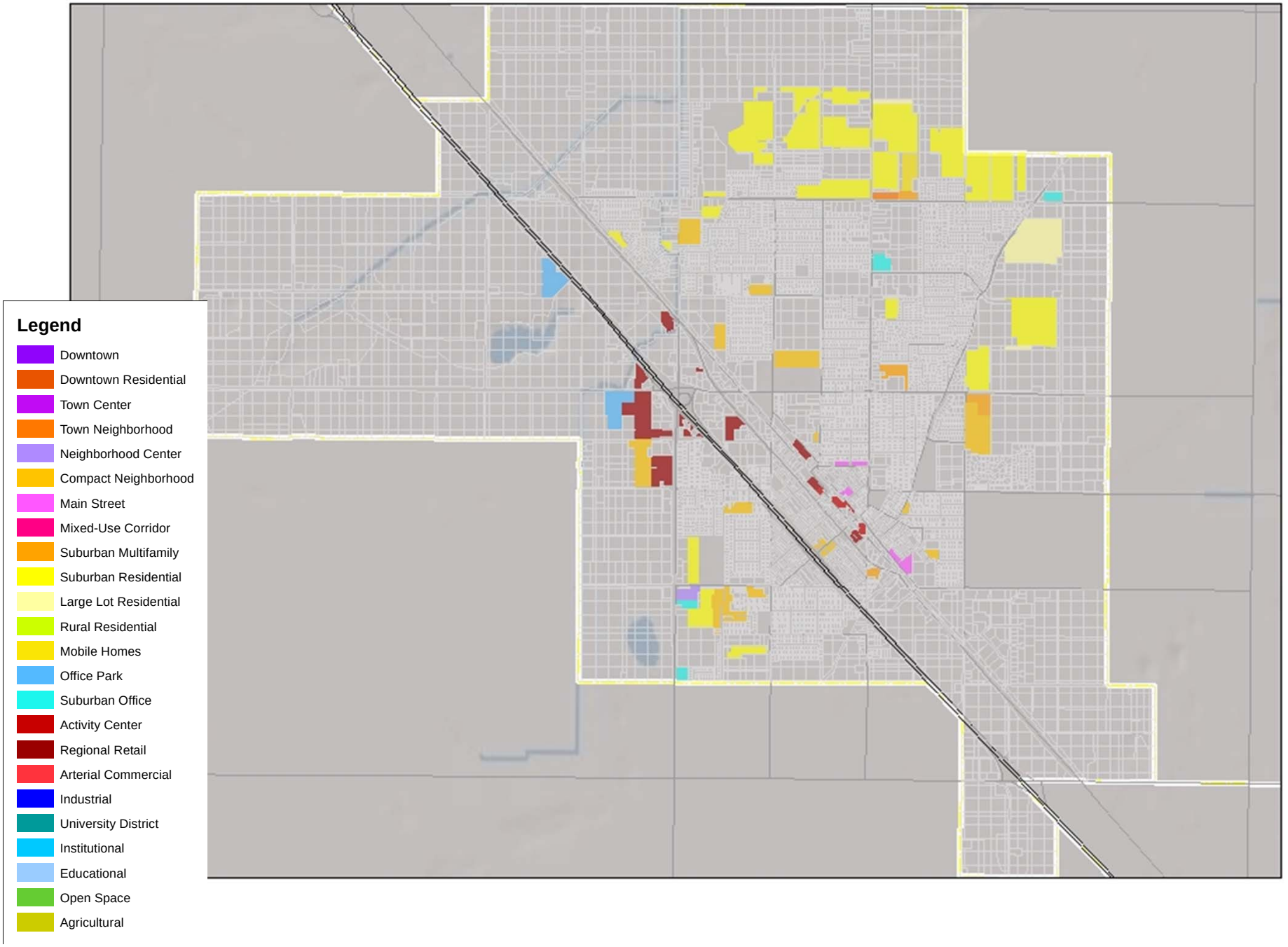
Selma SOI // Scenario 1



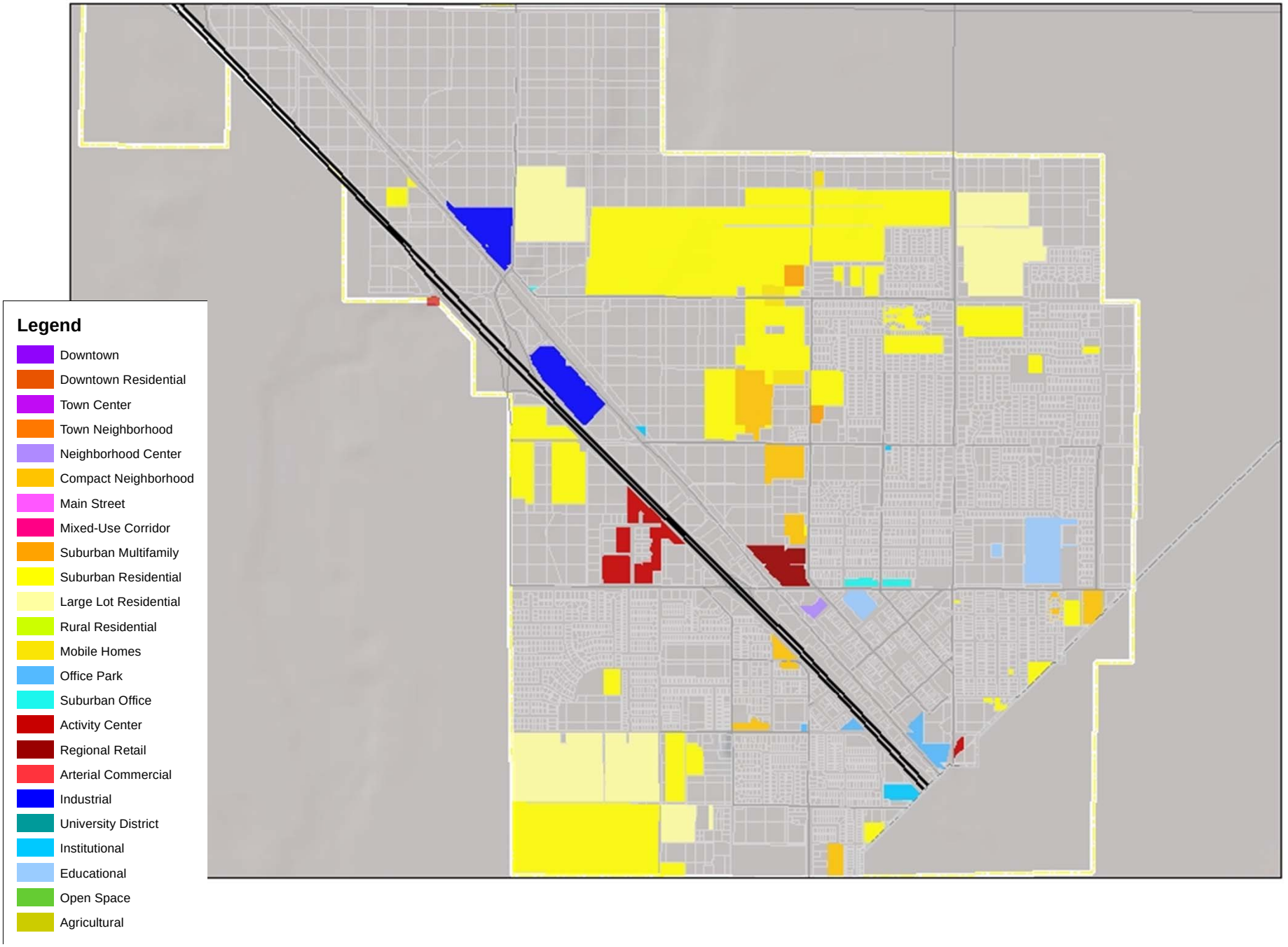
Selma SOI // Scenario 2



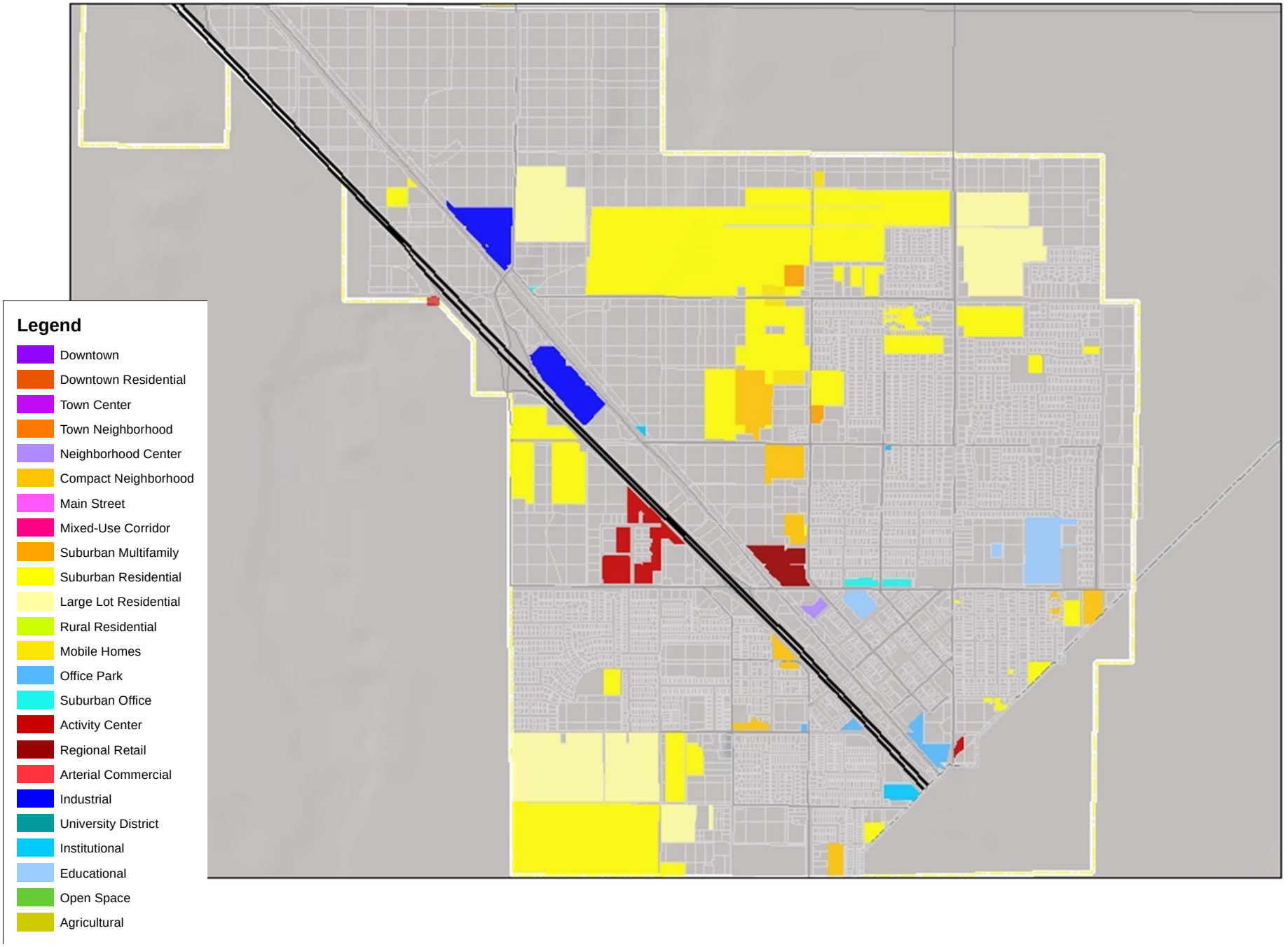
Selma SOI // Scenario 3



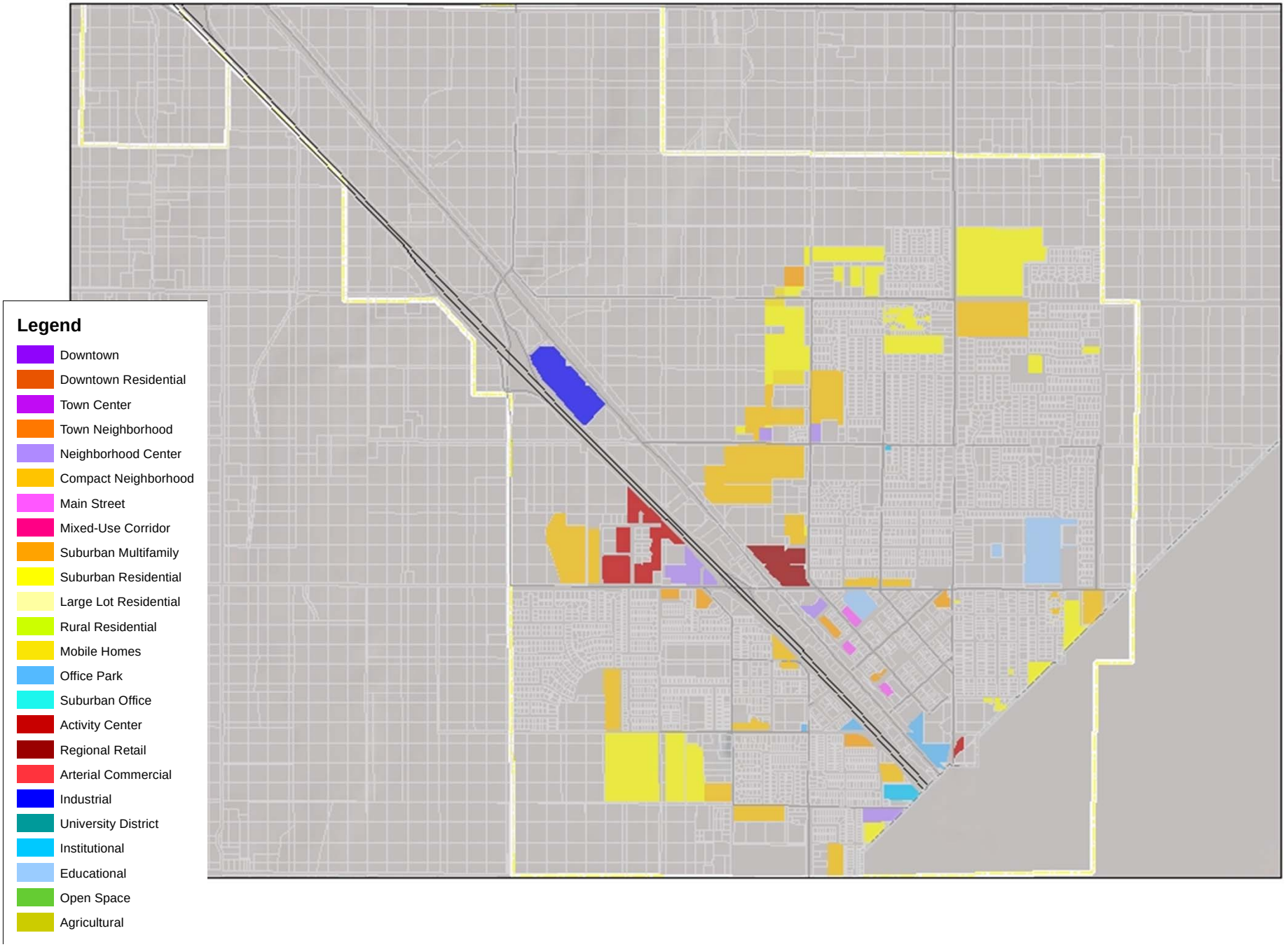
Kingsburg SOI // Scenario 1



Kingsburg SOI // Scenario 2



Kingsburg SOI // Scenario 3

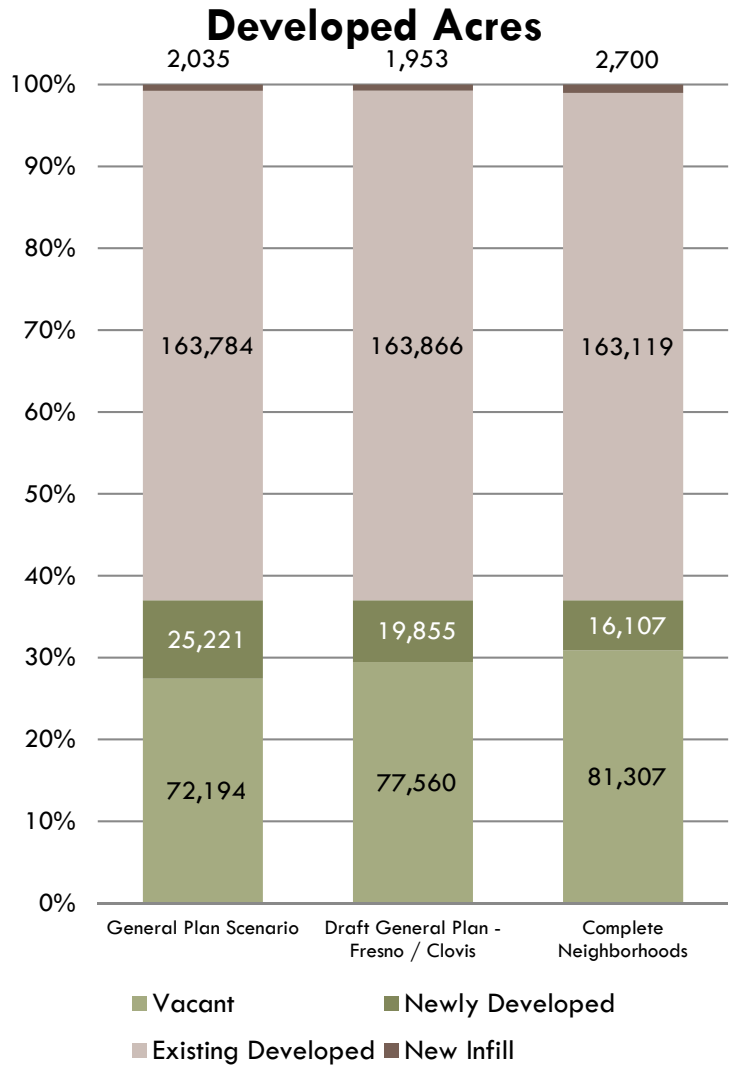


Small Jurisdiction Strategies

- Bring some anticipated growth on the fringe instead to downtowns and existing commercial centers
- Increase the density of residential and move it closer to existing development
  - Shift some large lot residential to suburban residential
  - Shift some suburban residential to compact neighborhood
  - Place compact neighborhood in and around existing neighborhoods
- Locate residential and jobs closer together where possible

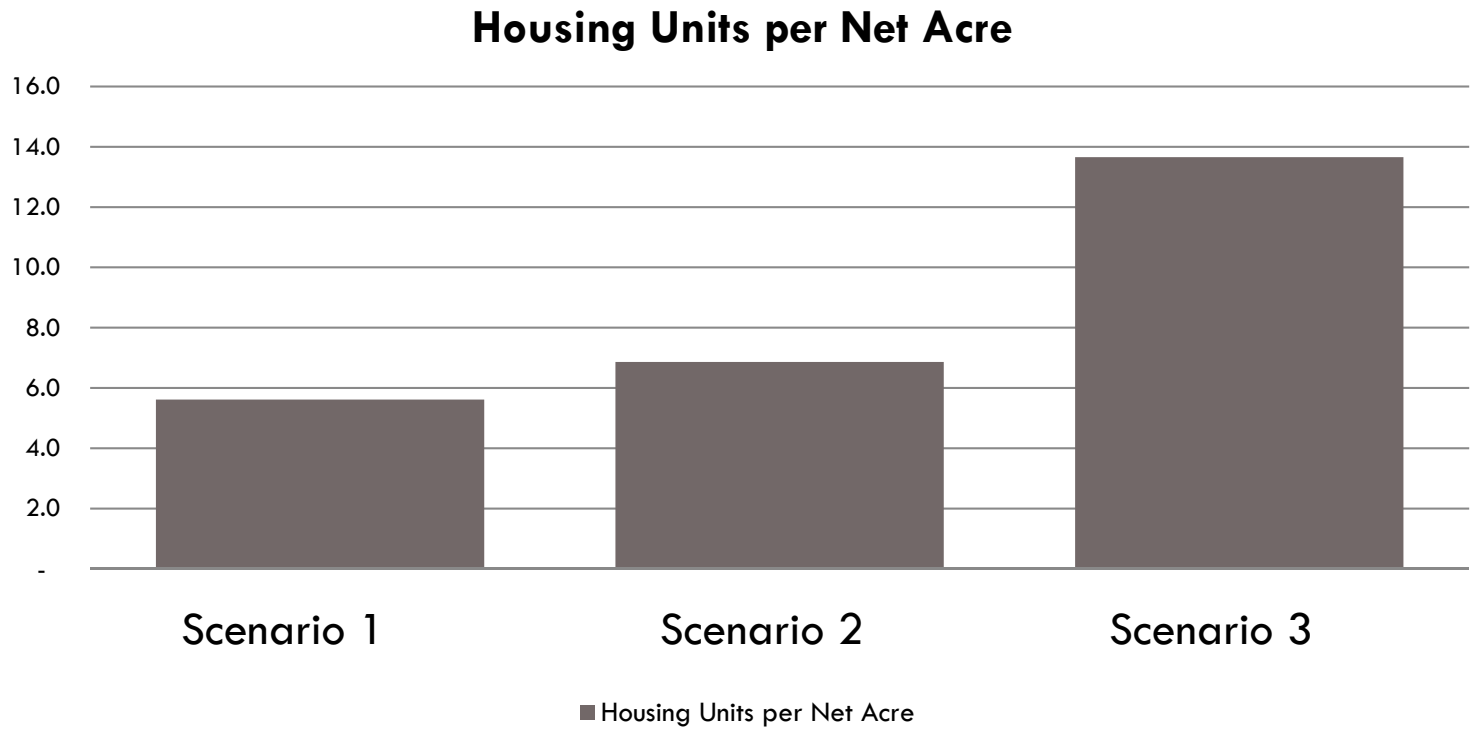
Land Consumption

- Scenario 1: 15% increase in urban area
- Scenario 2: 12% increase
- Scenario 3: 10% increase
  - Scenario 3 has a 35% increase in infill over scenario 1 & 2



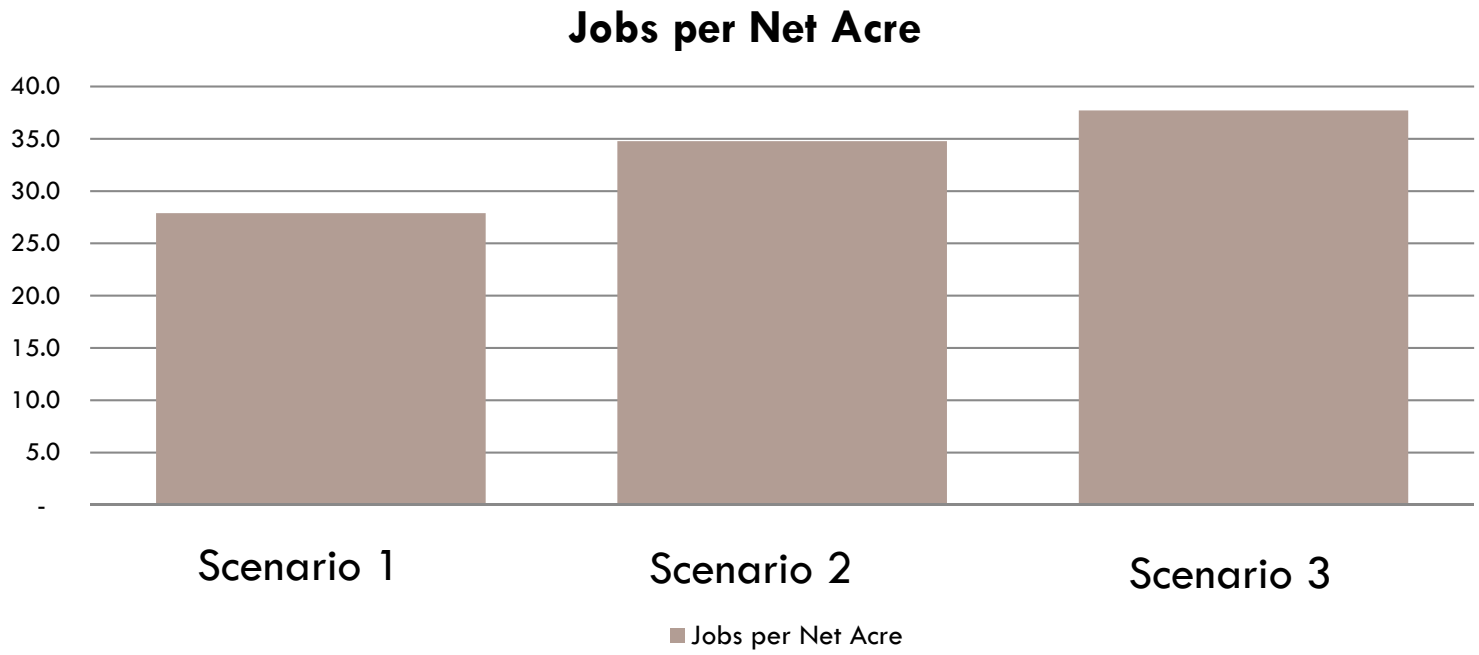
Housing Density

- Continued increase in overall housing density
- Scenario 3: significantly shifts to smaller units and increases modest density multifamily



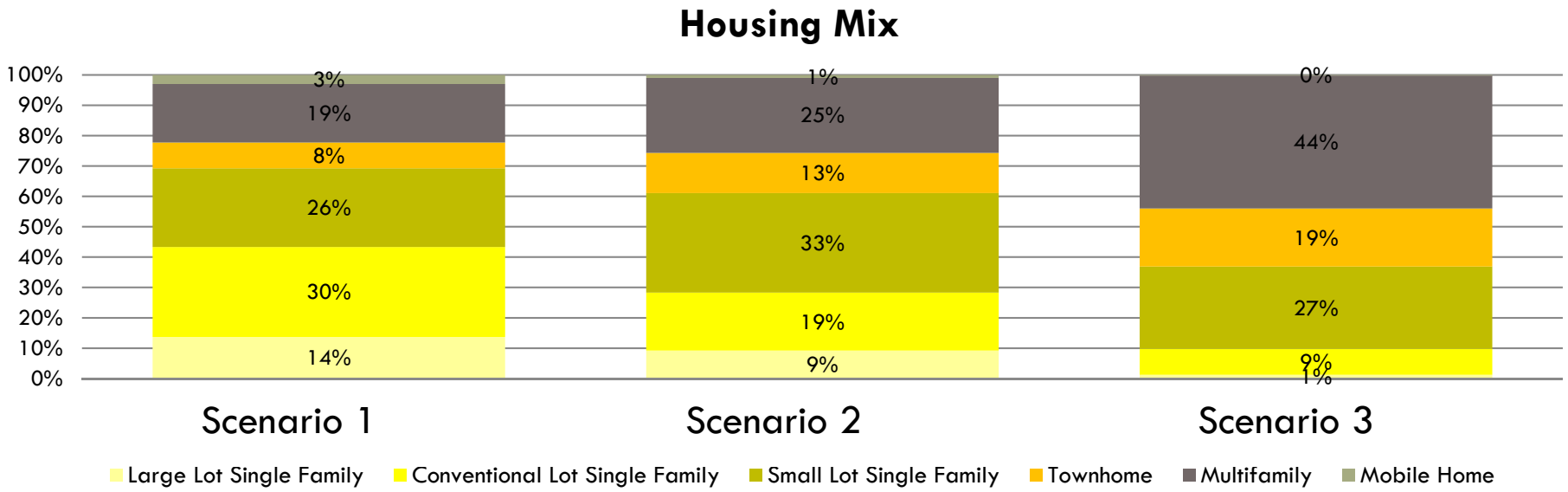
Job Density

- Interestingly, job density did not increase significantly.

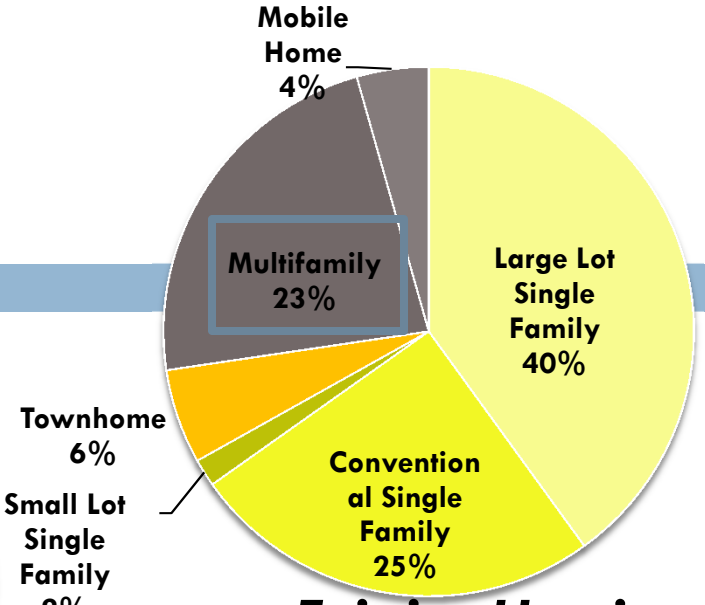


Housing Mix

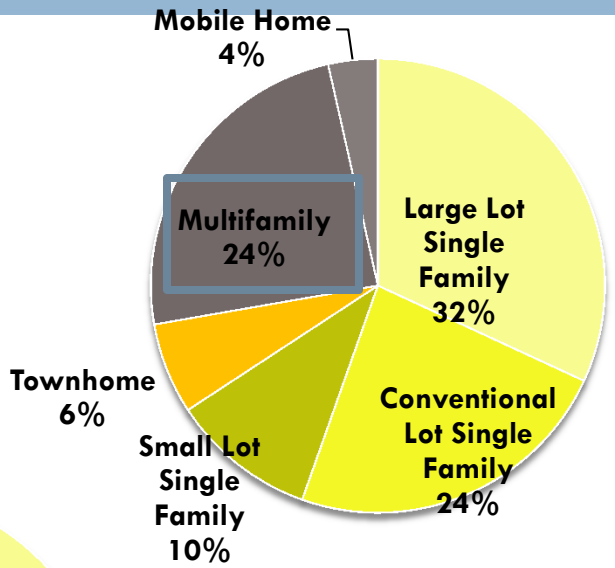
- Increase in multifamily housing types in Scenario 3
  - Particularly *Multifamily*



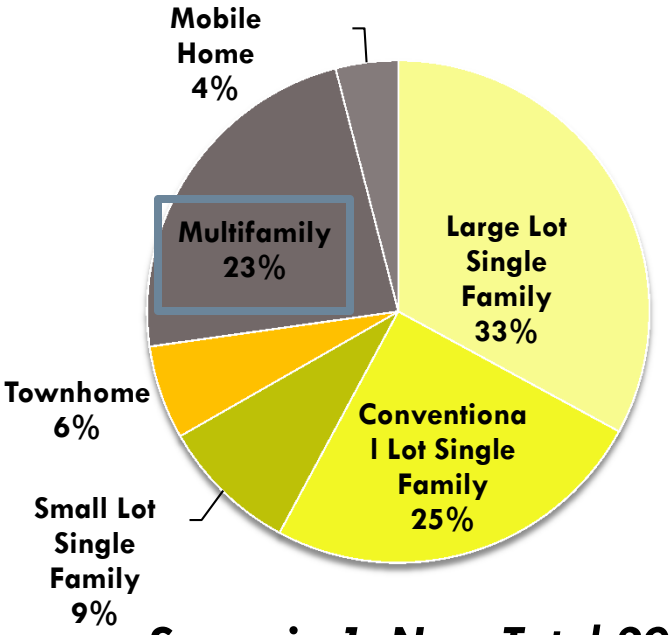
Fresno County
Existing Housing Mix



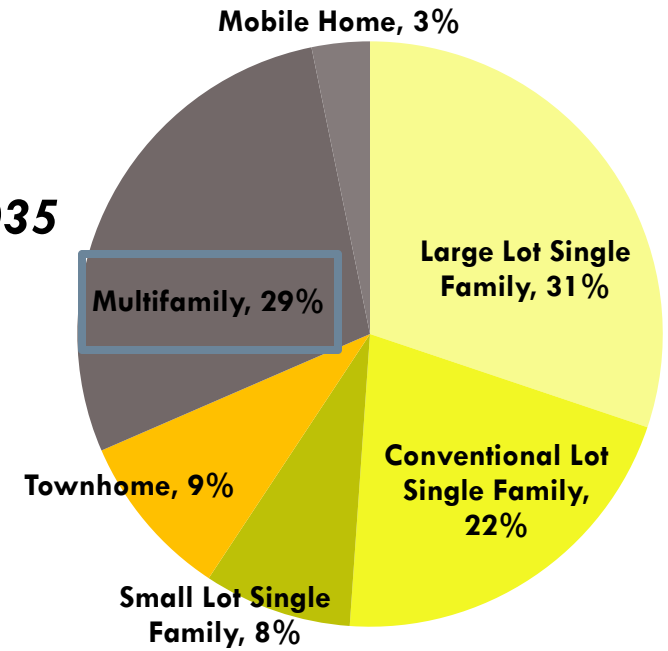
Existing Housing



Scenario 2: New Total 2035

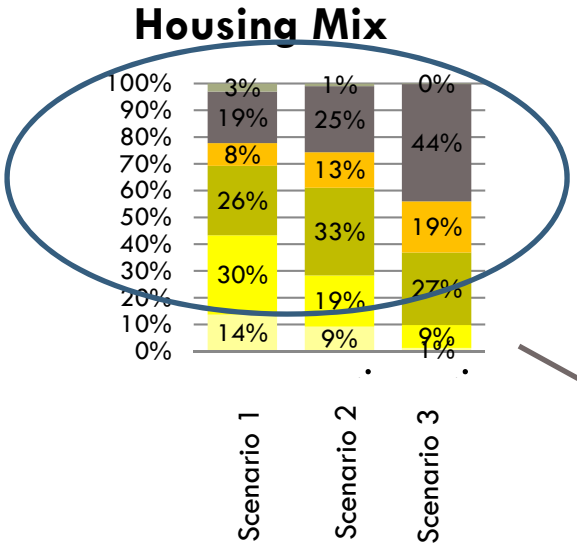


Scenario 1: New Total 2035

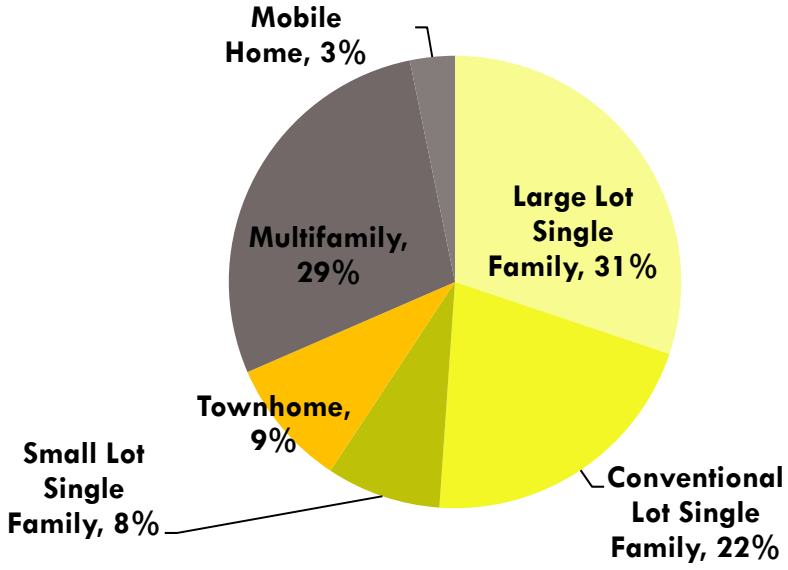


Scenario 3: New Total 2035

Incremental plus existing-scenario 3

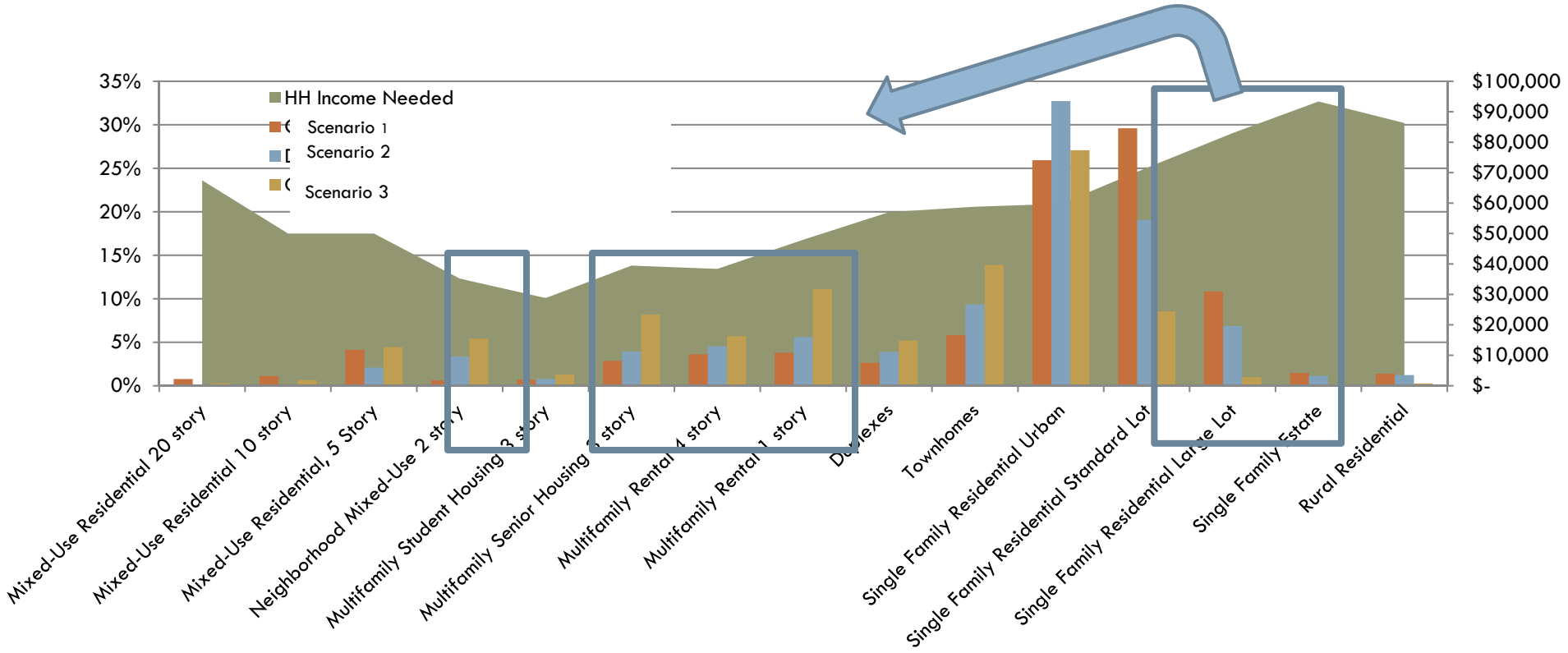


- 10 percent of new increment is large lot or conventional single family
- 50 percent is single family when added to existing

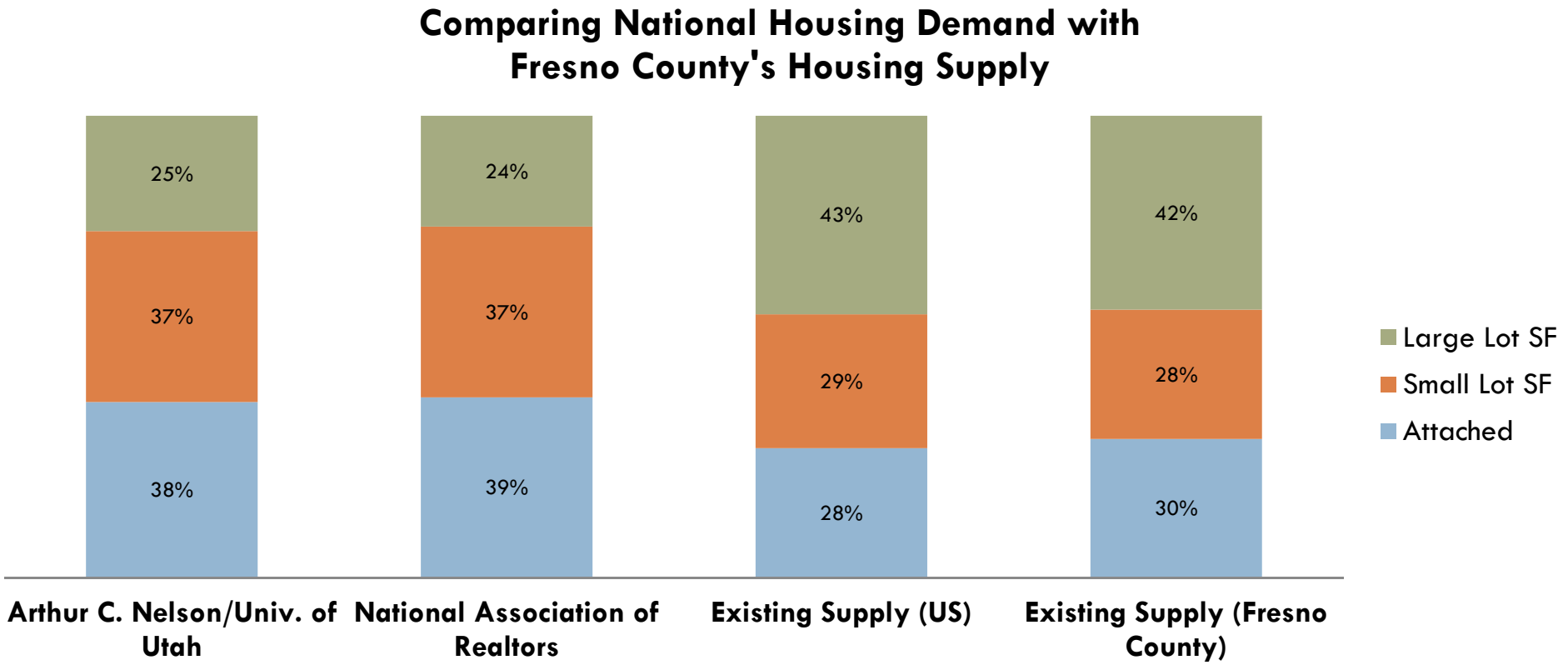


Housing Affordability

- Average NEW home cost: Scenario 1: $240,166 | Scenario 2: $234,887 | Scenario 3: $222,208
  - Similar to self reported 2010 Census Home Value figure; Double current average home prices
- Median income needed to afford average NEW home :
  - Scenario 1: $62,384 | Scenario 2: $59,575 | Scenario 3: $53,677

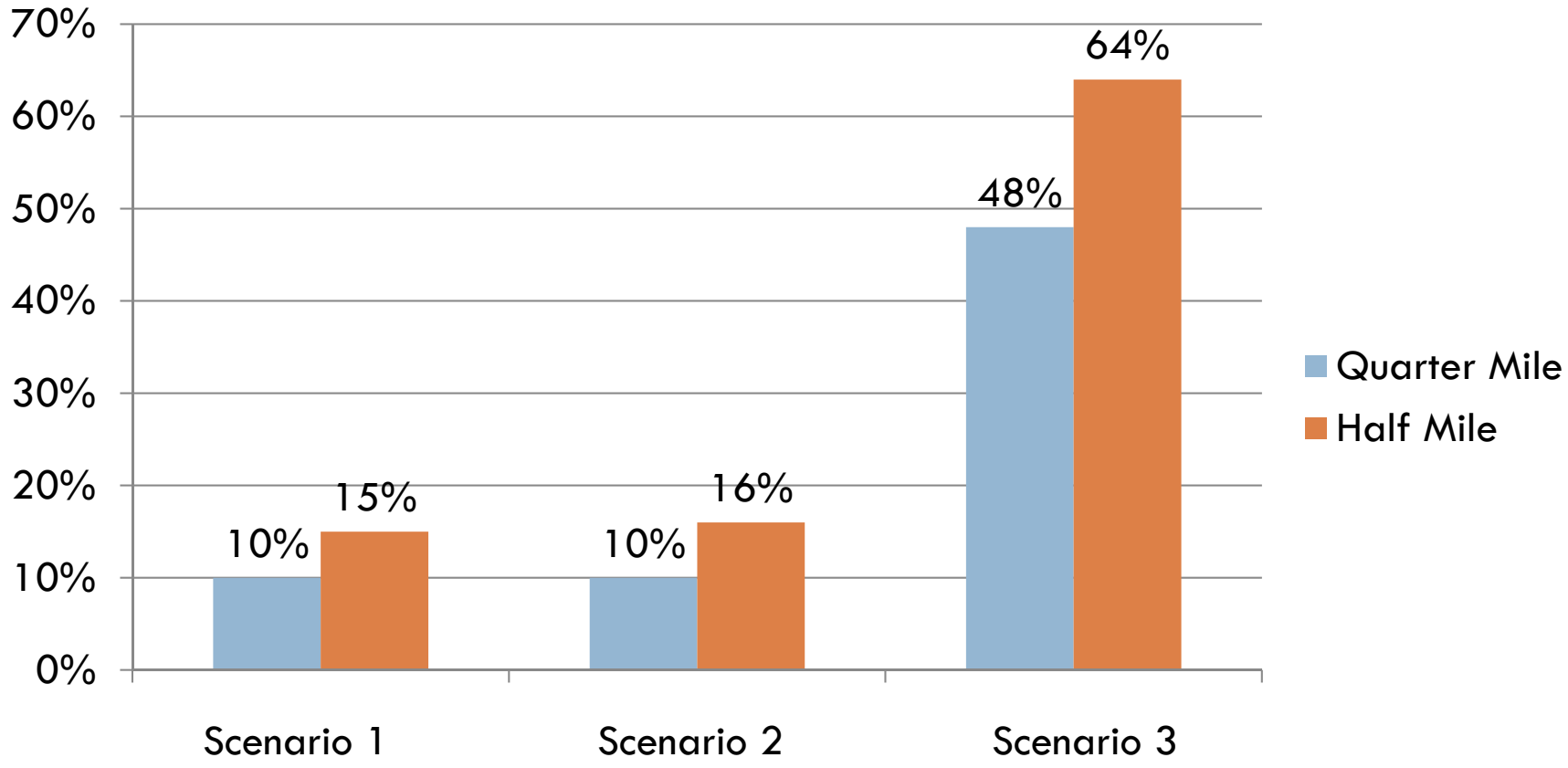


Comparing National Housing Demand with Fresno County's Housing Supply



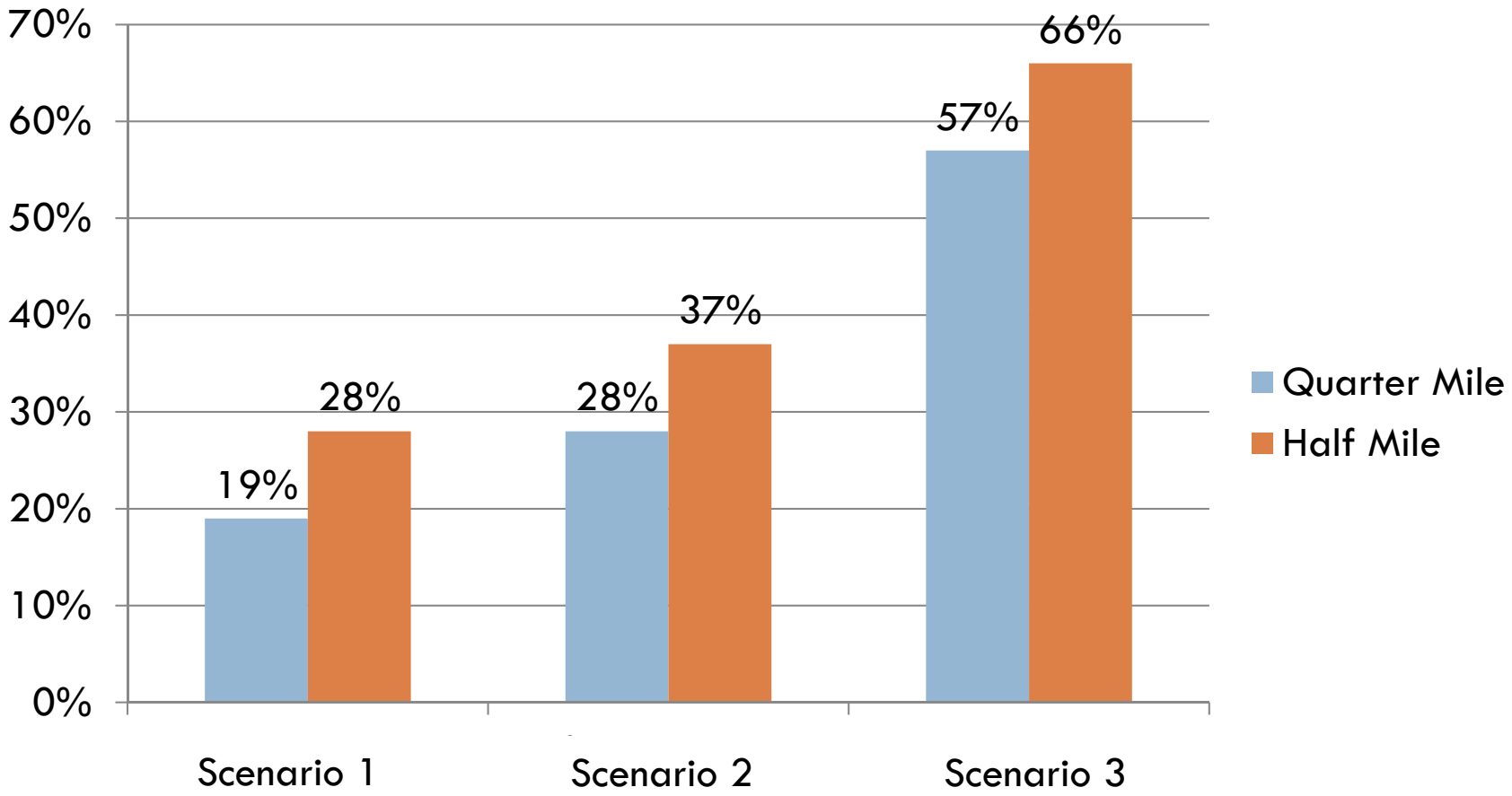
Source: Nelson (2006), RCLCo (2008), NAR (2011), ACS (2010

Percent Housing Units within BRT corridor buffer



Percentage of new growth

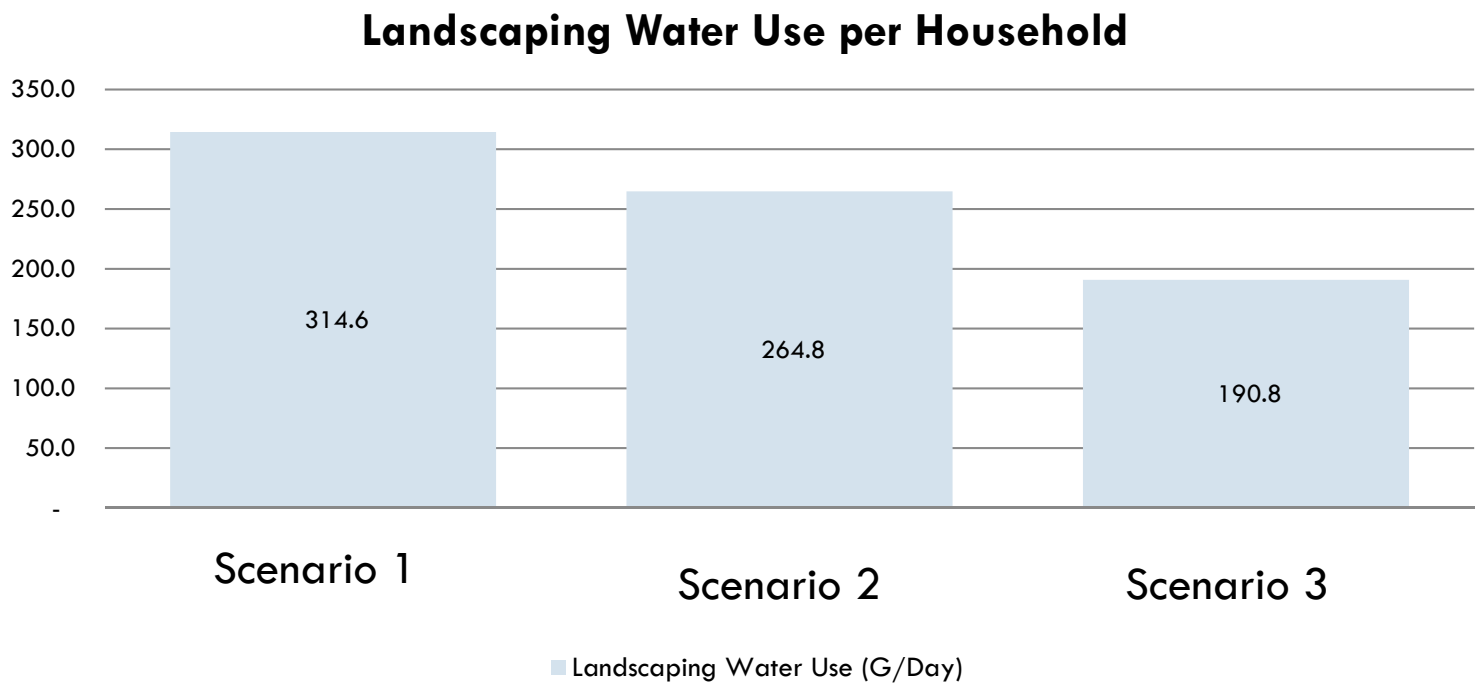
Percent Employment within BRT corridor buffer



Percentage of new growth

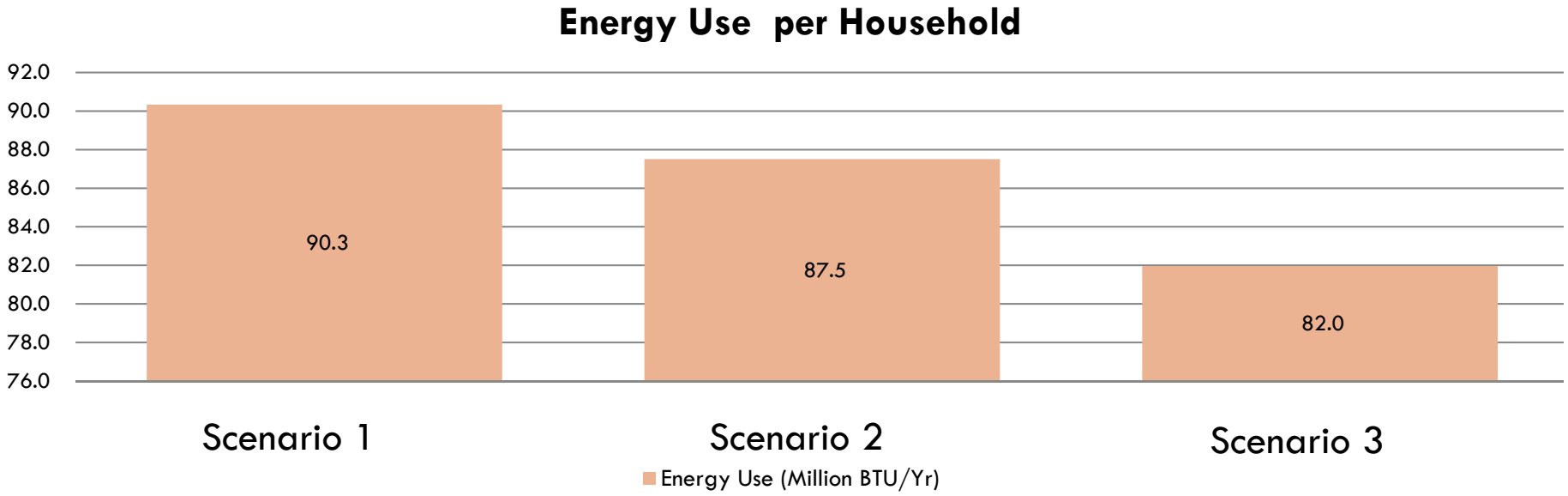
Landscaping Water Use

- Significant reduction in lawn area between scenarios



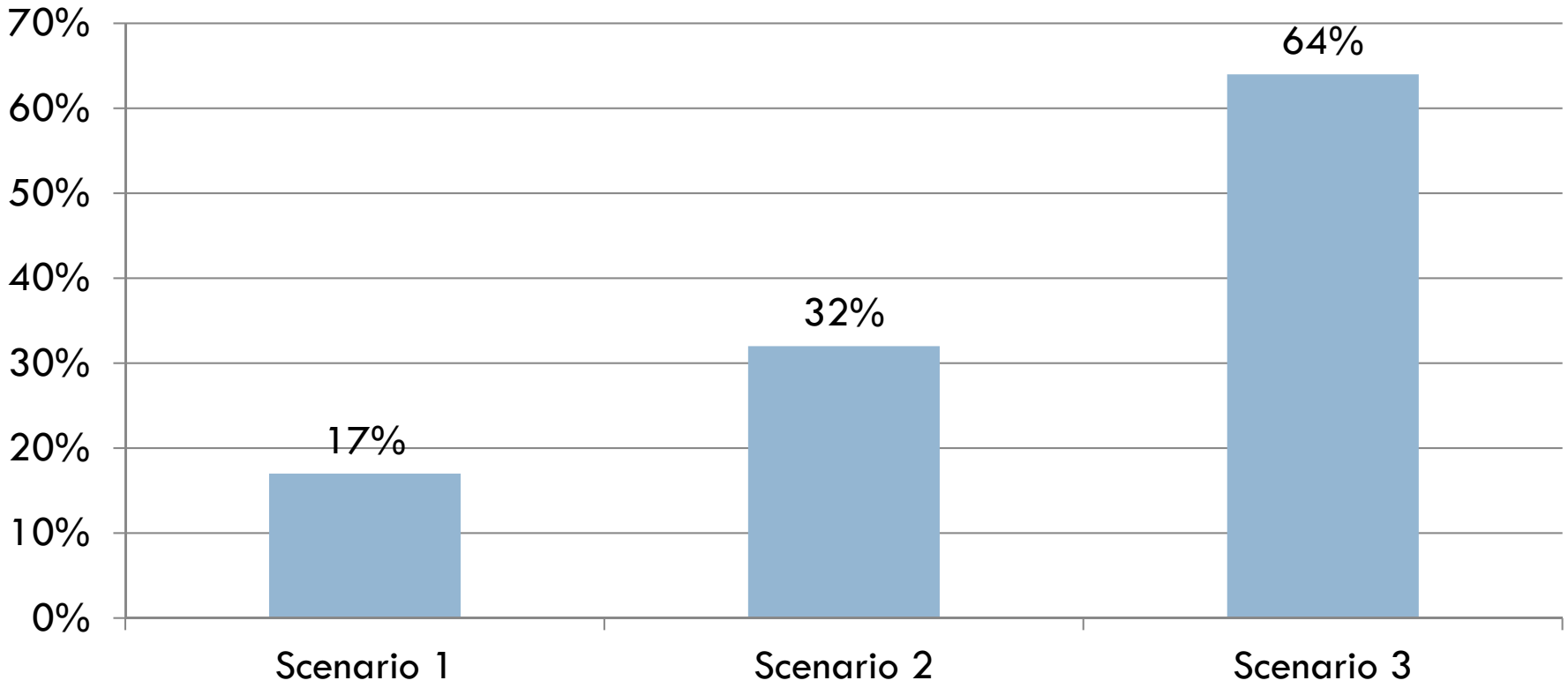
Building Energy Use

- Energy efficiency increases with smaller units and shared walls in multifamily



Land Use Mix – Walkability

- Land area with high degree of mixed-use
- Tripling of mixed-use between Scenario 1 – 3



GHG Per Capita Reduction Compared to 2005

	2020	2035
Scenario 1	-4.7%	-7.7%
Scenario 2	-5.7%	-9.4%
Scenario 3	-8.3%	-13.3%

VMT Per Capita Reduction Compared to 2005

	2020	2035
Scenario 1	-3.9%	-6.4%
Scenario 2	-4.7%	-7.6%
Scenario 3	-7.4%	-12.1%

Transit Mode Share

	Base Year	Scenario 1	Scenario 2	Scenario 3
2005	1.5%			
2020		1.5%	1.5%	1.7%
2035		1.4%	1.5%	1.8%

Bike & Ped Mode Share

	Base Year	Scenario 1	Scenario 2	Scenario 3
2005	7.3%			
2020		7.4%	7.6%	7.9%
2035		7.4%	7.7%	8.1%

Transportation Projects

- Scenario 1:
  - BRT along Blackstone-Kings Canyon-Venture corridor
  - Expanded current practice with TSM, TDM & non-motorized transportation
- Scenario 2:
  - BRT along Blackstone-Kings Canyon-Venture corridor
  - Aggressive deployment with TSM,TDM & non-motorized transportation
- Scenario 3:
  - BRT along Blackstone-Kings Canyon-Venture corridor
  - BRT along Shaw Ave from Grantland to Clovis
  - BRT along Herndon Ave from Polk to Fowler
  - BRT along Cedar Ave from Shepherd to Church
  - BRT along Clinton Ave from Weber to Peach, and continuing on Peach from Clinton to Jensen
  - Aggressive deployment with TSM,TDM & non-motorized transportation

Other Modeling Elements

- EMFAC2011 was used
- Future fuel prices consistent with the 4 Big MPOs
- Target numbers did not include Pavley I & Low Carbon Fuel measures