
CITY OF FOWLER GENERAL PLAN UPDATE

LAND USE ALTERNATIVES WORKSHOP SUMMARY

April 30, 2021

On April 28th, 2021, the consultant team for the City of Fowler General Plan Update conducted a public workshop to present land use alternatives and solicit community feedback on proposed land use changes being considered as part of the update process. The workshop was held virtually, via Zoom webinar between the hours of 6:00 and 7:30 P.M. To generate interest and attendance at the workshop, announcement flyers were emailed to a previously established participants list. Staff with the Fresno County Department of Public Health also helped generate interest by calling and emailing residents and assisting them with signing up for the participant email list. Notices were also mailed to those who own property in areas identified for potential changes in land use.

The primary workshop activity consisted of a PowerPoint presentation, live polling, a live question and answer session, and the presentation of a project story map. The story map also includes an interactive map exercise where residents are encouraged to leave parcel-specific feedback.

The purpose of this memo is to provide a summary of these outreach efforts, including:

- Live poll results
- PowerPoint presentation content
- Story map content and instructions

SUMMARY OF PRESENTATION

The PowerPoint presentation was given by the project team via video screen share during the live Zoom webinar. Each presentation slide was provided in English and Spanish and live verbal Spanish translation services were provided via the interpretation function through Zoom. Participants were able to pre-register or join at any time during the meeting. Participants were notified of the meeting and its content via the project website, mailed property owner notices, as well as via email. Participants were also able to join via phone conference.

The presentation content included instructions on how to navigate the Zoom webinar, how to initiate translation services, as well as the following General Plan Update topics:

- Project timeline
- Summary of the previous workshop held in November of 2020
- Proposed land use changes
- Introduction of the project story map and interactive land use map

43 community members attended either by video or phone conference. All were able to view or hear the presentation and were given the opportunity to provide feedback via live polling. Participants were also able to ask questions or provide comments via online chat or live during several question-and-answer sessions. The voting results of each poll are summarized below. In some cases, not all participants responded to each poll question. A live recording of the workshop is available on the project website.

LIVE POLL RESULTS

Four poll questions were asked during the presentation. Each question was designed to confirm community preferences expressed during the November 2020 workshop activities around preferred planning priorities, supporting principles, development of infill versus growth area properties, and preferred growth locations. The poll questions and results are summarized in **Figures 1-4** below.

Figure 1: Poll Question 1, Preferred Supporting Principle

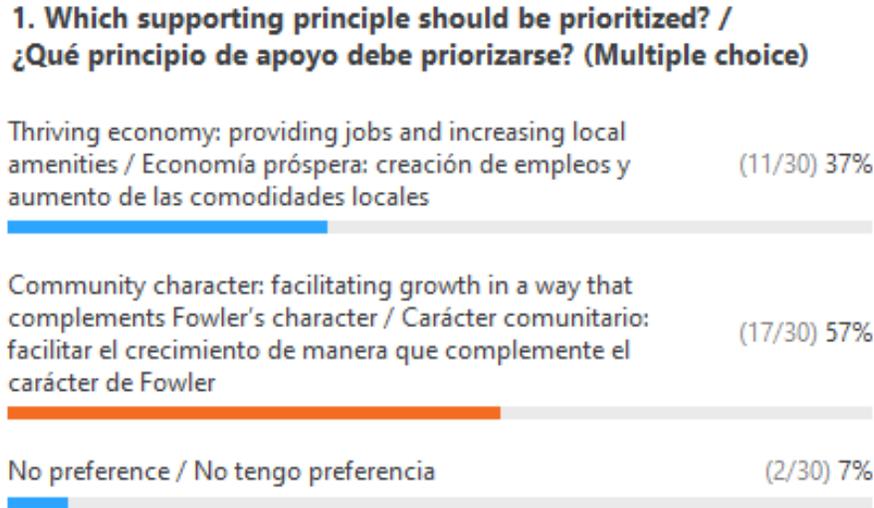


Figure 2: Poll Question 1, Land Use Planning Priorities

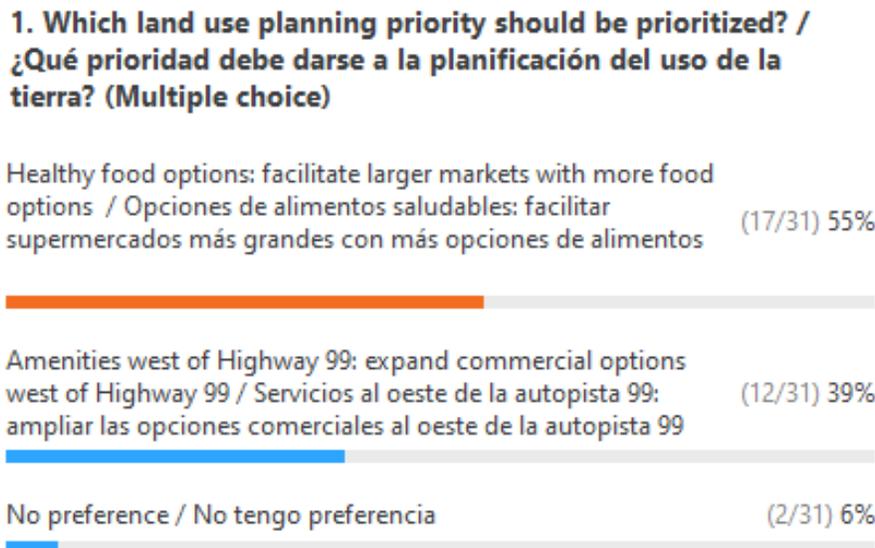


Figure 3: Poll Question 3, Development Type Priority

1. What type of development should be prioritized? / ¿Qué tipo de desarrollo debe priorizarse? (Multiple choice)

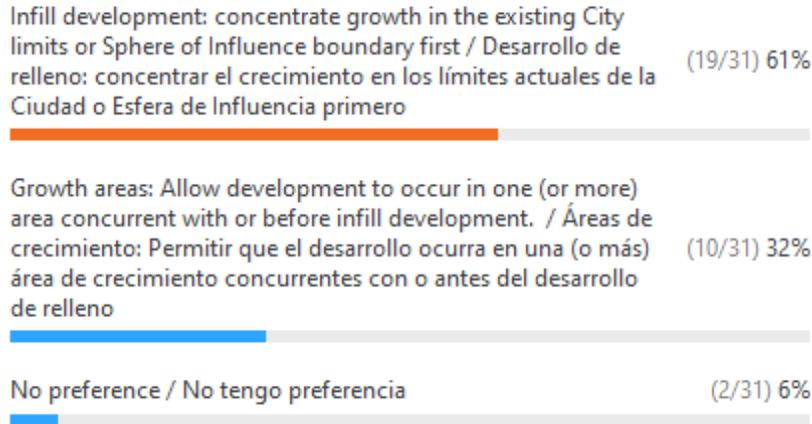
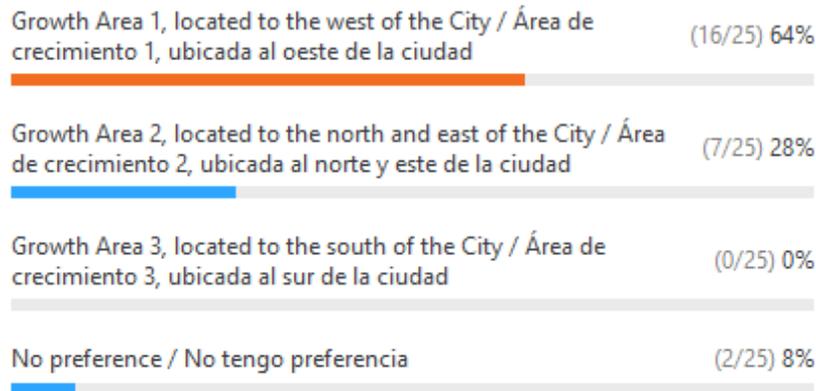


Figure 4: Poll Question 4, Preferred Growth Area

1. Should the City decide to add growth area(s), which one should be prioritized? / ¿Si la Ciudad decide agregar área(s) de crecimiento, cuál debe ser priorizada? (Multiple choice)



SUMMARY OF STORY MAP & INTERACTIVE LAND USE MAP

A story map is a digital web-based storytelling platform that combines text, graphics, maps, and interactive multimedia content. The story map for the Fowler General Plan Update was developed by the project team as a web-based companion to the live presentation. The story map link was posted to the project website and presented during the Zoom webinar.

All the content presented in the PowerPoint presentation was also formatted into a story map, including project background, timelines, summary of common terms, proposed land uses, growth areas, and a summary of proposed land use designations. Content is provided in both English and Spanish. The story map also includes an interactive land use map showing the proposed land use plan and the boundaries of each potential growth area and change area, as shown in **Figure 5: Interactive Land Use Map**.

Users of the map can navigate to specific parcels by either zooming in and clicking on a parcel, entering an address into the search bar, or looking up a property's assessor's parcel number (APN). Once a specific parcel is selected, participants are able to view its current land use designation, its proposed land use designation, and its size, among other details. In addition, participants were encouraged to leave parcel-specific feedback by entering comments into the dialogue box, as shown in **Figure 6**.

Links to the story map and instruction sheets were posted to the City's project web page the day of the workshop and will be available to the public to review and leave comments through May 5th, 2021. An additional reminder to make use of the interactive map was also included in a follow up email announcement sent after the workshop. Once the public comment period has ended, the project team will consolidate all comments and include them as part of the Land Use Alternatives Summary Report, scheduled to be presented to Planning Commission and City Council on June 3rd and June 15th, respectively.

