Community-Driven Planning & Advocacy for Environmental Health & Opportunity Advancing Green Zones in Fresno, CA
Setting the Stage: General Plan & Zoning Ordinance Update
Specific & Community Plans

- Southwest Specific Plan
  - Iterative community engagement process
  - Comprehensive zone changes
  - Specific community investment priorities
  - Planning for implementation
- Parallel planning
  - Active Transportation Plan
  - Housing Element
- → Displacement Avoidance Advocacy
- Funding Readiness
  - Transformative Climate Communities
Challenges and Opportunities

- Follow through with implementation

- Developing statewide equity & climate goals v. “local control” mantra
  - Ongoing industrial & ag siting in DACs
  - Limited notice & community engagement requirements

- Distinct challenges & opportunities for DUCs & in rural and/or under-resourced jurisdictions
Contact Information:

Ashley Werner, Senior Attorney
Leadership Counsel for Justice & Accountability
awerner@leadershipcounsel.org
(559) 369-2786