FRESNO, CALIFORNIA

Investment & Impact Opportunities

May 2018
AGENDA

- Overview—Fresno, California
- Opportunity Zone Tracts in Fresno
- Industrial Development
- Venture Investment
FRESNO, CALIFORNIA: POPULATION

CITY OF FRESNO:
538,330
Fifth largest city in California

FRESNO METRO AREA:
(Fresno, Madera, Tulare, & Kings Counties)
1,733,248

IN FRESNO, 59% OF POPULATION IS UNDER 35 YEARS OLD
FRESNO, CALIFORNIA: FAST GROWING

FRESNO IS ONE OF THE FASTEST GROWING REGIONS IN THE UNITED STATES:

Over 20% growth in population since 2000.
AN EASY DAY TRIP

● **DRIVE**

*from Fresno to...*

- SAN FRANCISCO: 188 miles
- SAN JOSE: 151 miles
- LOS ANGELES: 219 miles

● **FLIGHT TIME**

*from Fresno to...*

- SAN FRANCISCO: 38 minutes
- SEATTLE: 1 hour 47 minutes
- LOS ANGELES: 44 minutes
SAN JOAQUIN VALLEY TO SILICON VALLEY: CALIFORNIA HIGH SPEED RAIL ARRIVING IN 2029
FRESNO, CALIFORNIA: FOOD CAPITAL

FEEDING THE WORLD
SAN JOAQUIN VALLEY ANNUAL GROSS PRODUCTION VALUE:
$35 billion

FOOD & BEVERAGE MANUFACTURERS WITHIN FRESNO CITY LIMITS:
150

FRESNO COUNTY ANNUALLY PRODUCES:
350 Crops
GROWING & DIVERSIFYING ECONOMY

GROWING SUCCESSFUL TECH COMPANIES

The Fresno metropolitan region ranked third among ‘Tech/Info Leaders’ in California with a job growth of 20% in the tech sector since 2011.

Progressive Policy Institute
“The California Tech/Info Boom: How it is spreading across the state”
July 2015
HIGH QUALITY LIFESTYLE: OUTDOOR RECREATION

- Fresno: Ringed by 3 National Parks
  Yosemite, Kings Canyon, and Sequoia
- Fresno County has more lakes than any other county in California
- Located between 2 rivers
FRESNO HAS ONE OF THE BEST COMMUTES

Among the nation’s top 96 Large Metro areas, Fresno—at 5.6 miles—has the 7th shortest typical commute distance in the country.

Brookings Institute, March 2015
HIGH QUALITY LIFESTYLE: AFFORDABLE SPACE

SAN FRANCISCO HOUSE
- $700,000 (sold 4/15/16)
- Current Zillow estimate: $962,157
- 1,025 sq. ft.
- 3 bedroom
- 1 bathroom

Realtor.com, 1057 Bowdoin St., San Francisco, CA 94134

FRESNO HOUSE
- $530,000 (sold 8/26/16)
- Current Zillow est: $538,557
- 4,098 sq. ft.
- 6 bedrooms
- 3 bathrooms

Zillow.com, 9691 N Willey Ct, Fresno, CA
FRESNO’S OPPORTUNITY ZONE TRACTS - INDUSTRIAL DEVELOPMENT
INFILL DEVELOPMENT OPPORTUNITIES

- Fresno Station District
- Tower District Gateway
- Blackstone Corridor
- Community Hospital District
EXISTING CONDITIONS
FRESNO STATION DISTRICT: BY THE NUMBERS

3.1 MILLION SQUARE FEET OF SOFT PARCELS WITHIN 5 MINUTE WALK OF HSR STATION

1 MILLION SQUARE FEET OF ANTICIPATED DEMAND FOR REGIONAL RETAIL IN DOWNTOWN

$370 MILLION ANTICIPATED INVESTMENT IN STATION AREA INFRASTRUCTURE DEVELOPMENT
DOWNTOWN: DEVELOPMENT OPPORTUNITY

ZONING STANDARDS – DTC DISTRICT

ALLOWED USES: Residential, office, retail, restaurant
MAXIMUM HEIGHT: 15 stories
LOT COVERAGE: No Limit
FLOOR AREA RATIO: No Limit
RESIDENTIAL DENSITY: No Limit
RESIDENTIAL PARKING: 0.5 Per Unit
COMMERCIAL PARKING: None Required

NEW PLAZA
LARGE INFILL OPPORTUNITIES
SMALL INFILL OPPORTUNITIES
HSR STATION
DOWNTOWN NORTH: COMMUNITY REGIONAL MEDICAL CENTER
DOWNTOWN NORTH — HOSPITAL DISTRICT: BY THE NUMBERS

8,000
EMPLOYEES
AT THE COMMUNITY REGIONAL MEDICAL CENTER (CRMC) CAMPUS

OVER 300
MEDICAL STUDENT RESIDENTS PER YEAR THROUGH A PARTNERSHIP WITH UCSF

$1 BILLION INVESTMENT ANTICIPATED IN NEXT 10 YEARS TO RETROFIT AND GROW CRMC CAMPUS
COMMUNITY HOSPITAL DISTRICT: CURRENT CONDITIONS
COMMUNITY HOSPITAL DISTRICT: DEVELOPMENT OPPORTUNITIES

ZONING STANDARDS – RS-5 DISTRICT

ALLOWED USES: Single-family attached or detached.
MAXIMUM HEIGHT: 3 stories
LOT COVERAGE: 60%
RESIDENTIAL DENSITY: 12 du/ac
RESIDENTIAL PARKING: 1 per unit

COMMUNITY HOSPITAL

TOWNHOUSE OPPORTUNITIES

LARGE INFILL OPPORTUNITIES WITH LAND ASSEMBLY

SMALLER OPPORTUNITY SITES

BRT STATION
COMMUNITY HOSPITAL DISTRICT: DEVELOPMENT OPPORTUNITIES

ZONING STANDARDS – NMX DISTRICT

ALLOWED USES: Residential, office, retail, restaurant

MAXIMUM HEIGHT: 4 stories with TOD Bonus

LOT COVERAGE: No Limit

FLOOR AREA RATIO: 1.5

RESIDENTIAL DENSITY: 32 du/ac. with TOD Bonus

RESIDENTIAL PARKING: 0.75 per studio, 1 per 1-2 bed

COMMERCIAL PARKING: 1 per 600 s.f.
COMMUNITY HOSPITAL DISTRICT: DEVELOPMENT OPPORTUNITIES

ZONING STANDARDS – DOWNTOWN DISTRICT

ALLOWED USES: Residential, office, retail, restaurant.
MAXIMUM HEIGHT: 6 stories.
LOT COVERAGE: No Limit.
FLOOR AREA RATIO: No Limit.
RESIDENTIAL DENSITY: No Limit.
RESIDENTIAL PARKING: 0.5 Per Unit.
COMMERCIAL PARKING: None Required.
BLACKSTONE CORRIDOR: BY THE NUMBERS

22,000 STUDENTS AT FRESNO CITY COLLEGE, BLACKSTONE & MCKINLEY

11,000 ESTIMATED DAILY RIDERS ON NEW BUS RAPID TRANSIT SYSTEM LAUNCHING IN 2017

MAJOR RENOVATION UNDERWAY FOR OVER 1 MILLION SQUARE FEET REGIONAL SHOPPING CENTER
REFORMED DEVELOPMENT CODE AND PROCESSES

90% of site plans reviewed within 30 days

- 2035 General Plan adopted in December 2014
- Master Environmental Impact Report adopted in December 2014
- Citywide Development Code adopted in December 2015

“By right” development for most uses in Office, Business Park, Mixed Use and Industrial zone districts – NO CUPs REQUIRED!
ECONOMIC INVESTMENT OPPORTUNITIES
Fresno has capital, smart people with the will to bring their bright ideas into the world, and educational institutions with the right curriculum. Economic incentives will motivate investment in our entrepreneurs creating sustainable companies with attractive jobs.
CONNECTING LOCAL STARTUPS WITH MENTORSHIP & CAPITAL

Based in Fresno, created the “Best Market Research Tech Globally” according to Twitter with 7x return in 6 years to investors and 200 technology jobs in the Central Valley.

- Jamin grew up on a small vineyard in Madera
- Passionate about local rising unemployment
- Bootstrapped local software company, Decipher, which now serves 75% of Fortune 500 with ~$100m in annual revenue and over 200 local tech jobs
AND, DECIPHER IS NOT THE ONLY STORY. THERE ARE HUNDREDS OF LOCAL TECH ENTREPRENEURS

**BinWise Industries**
- Over 100,000 feet of tech office space.
- Over 3,500 students have taken coding courses
- Has helped start nearly 30 companies

**Aplos**
- The fastest growing nonprofit management software solution in the world.
- About 40 employees and adding more weekly.

**Bixly**
- Rapidly growing App development firm with impressive clients including Lockheed Martin