

2024 Conference



California
community
land trust
network

Los Angeles
Sept 12–13, 2024

An aerial photograph of a densely populated urban neighborhood, likely San Francisco, showing a mix of residential buildings and greenery. The image is overlaid with a semi-transparent blue filter. The text "Community Organizing to Activate Vacant Lots" is prominently displayed in white, bold, sans-serif font on the left side of the image.

Community Organizing to Activate Vacant Lots

Today's Presenters

Moderator:, Germán Quiñonez, Community Development Manager, South Tower CLT

Kiel Lopez-Schmidt, Executive Director, South Tower CLT

Germán Quiñonez, Community Development Manager, South Tower CLT

Luis Sarmiento, Program Director, THRIVE Santa Ana CLT

Yaynicut Franco, Director of Culture and Land Stewardship, Wukchumni Tribe



SOUTH TOWER
community land trust

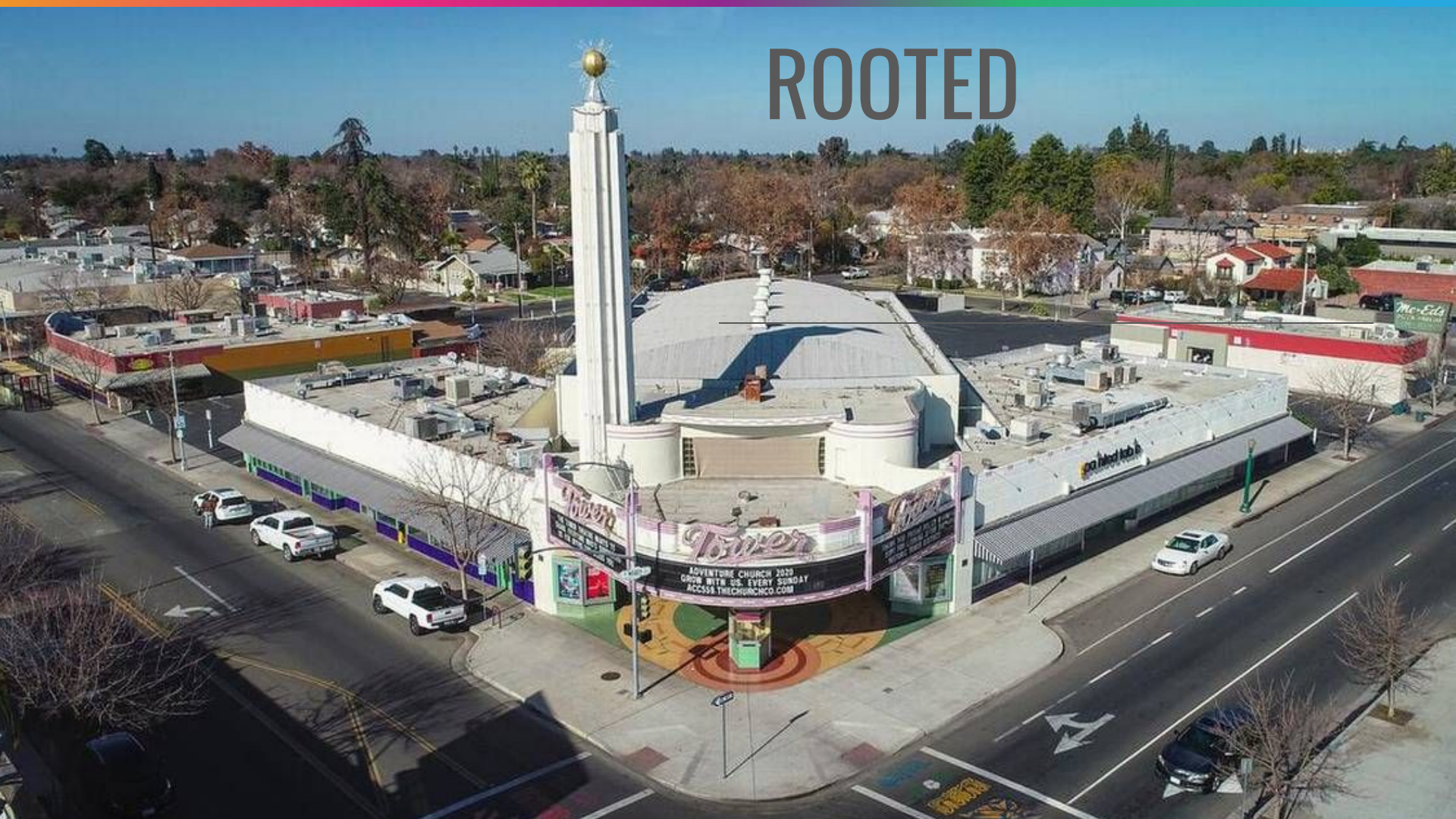


**THE STORY OF BROADWAY PARQUE
AND BIRTH OF AN ORGANIZATION**

A man with long hair and a beard, identified as Kiel Lopez-Schmidt, is sitting on the concrete steps of a porch. He is wearing a black t-shirt with a colorful butterfly design and dark pants. He has a small orange flower in his hair. The porch is surrounded by lush greenery, including large potted plants and climbing vines. A red wooden bench is visible to the right, and a small wicker basket hangs from a vine above it. The background shows a wooden door and yellow siding.

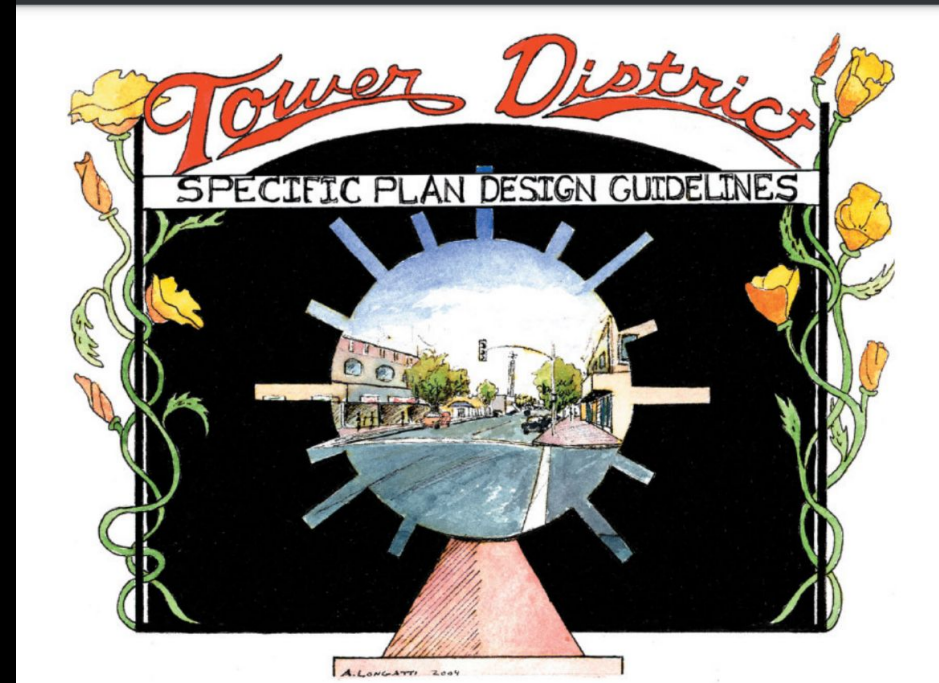
Kiel Lopez-Schmidt, he/they
Founding Executive Director

ROOTED

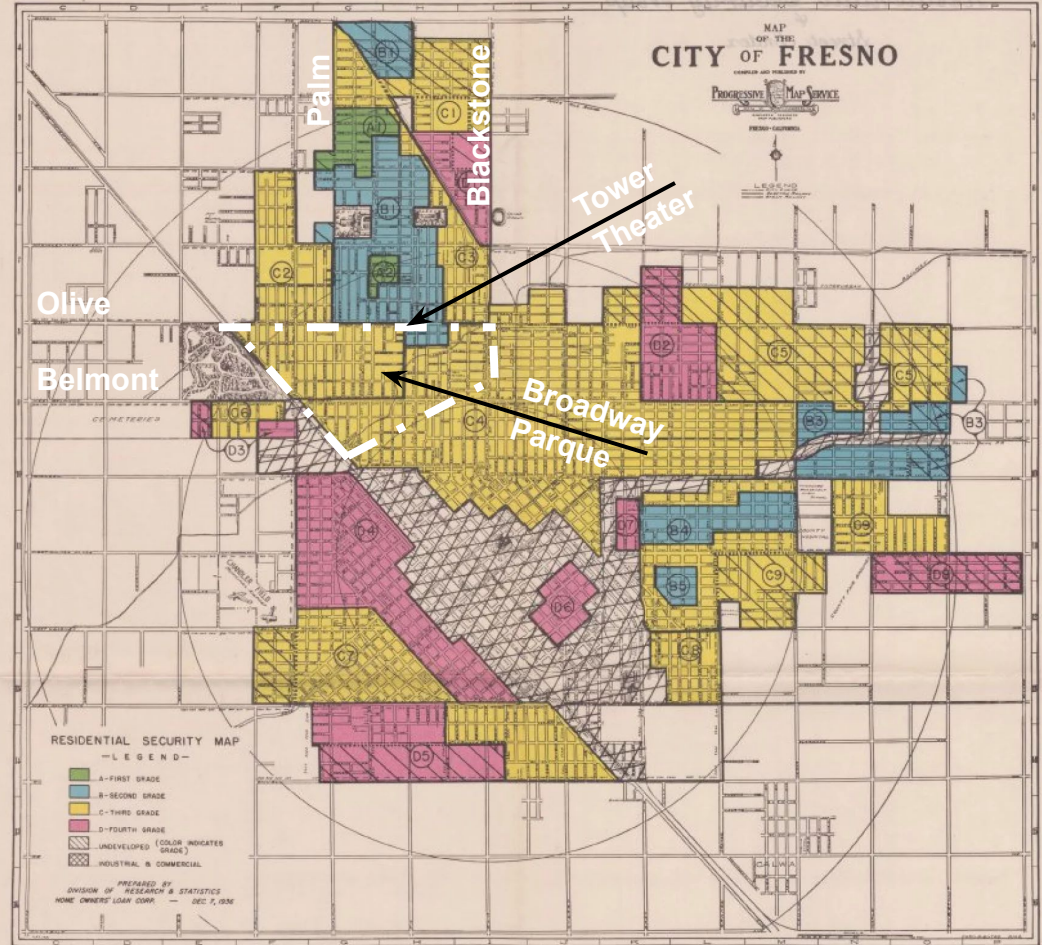


1991

- Tower District Specific Plan adopted
- Design Review Standards adopted 2004



- # FRESNO CITY STREET MAP

[illegible]

Households in South Tower?



Median. household income: **\$44,295**



Avg. Rent Paid: **\$1,499**

Nearly 50% of monthly income

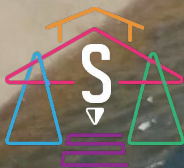


Around **62%** of South Tower residents are renters

25% Youth

8% Seniors

28% in Poverty



1/3 acres of parks
per 1,000 people



BROADWAY PARK

A Chronological Story by
The Broadway Parque Committee





The Beginning



MAY 2017

CITY OF FRESNO - DEVELOPMENT AND RESOURCE MANAGEMENT DEPARTMENT
REQUEST FOR COMMENTS AND ENV
AND ENTITLEMENT APPLIC
PLAN AMENDMENT APPLICATION NO. A-17-004
TEXT AMENDMENT APPLIC

Retu
Ambr
Email

Deve
2600
Fres

City of Fresno
General Plan &
Zoning Clean-up No. 5
Development and Resource Management Department

PROJECT DESCRIPTION AND LOCATION:

Plan Amendment Application No. A-17-004, Rezo
Amendment Application No. TA-17-004 were filed
Resource Management Director and pertain to ±174.6
Plan Amendment Application No. A-17-004 propose
Bullard, Fresno High, McLane, Roosevelt, Edison, Hoove
Plans, the Tower District and Fulton Corridor Specific P
Use Compatibility Plan. The purpose of the amendments
direction from February 2016 allowing property owners
planned land use equivalent to that existing under th
consistent with General Plan policy and would not ca
purpose of the remaining 107.28 acres of the plan am
Master Development Plan in order to remove potentia
Fulton Corridor Specific Plan and the Downtown
Application No. R-17-006 pertains to approximately 67
to zone districts equivalent to that existing under the p
be consistent with General Plan policy and would not c
Amendment Application No. TA-17-004 makes minor c
improve functionality, clarity, internal consistency, an
information regarding these applications see the attach

APNs: Various

ZONING: Various

DATE ROUTED: May 5, 2017

WILL THIS PROJECT AFFECT YOUR AGENCY/JURISDICTION?

SUGGESTION(S) TO REDUCE IMPACTS/ADDRESS CONCERNS

REQUIRED CONDITIONS OF APPROVAL:

IS ANY ADDITIONAL INFORMATION NEEDED FOR YOU TO CO

REVIEWED BY: _____
Name and Title



City of Fresno General Plan Amendment and Rezones - May 2, 2017

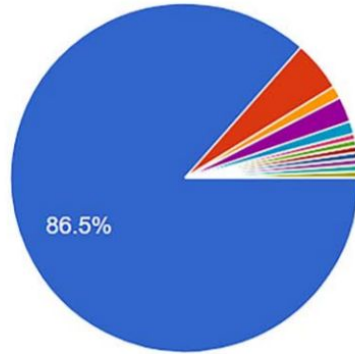
#	Description	APN	Acres	Post Zoning	Current		Proposed	
					Planned Land Use	Zoning	Planned Land Use	Zoning
					Prefix	Description	Prefix	Description
1	2955 S. MLK, at North Ave	12816427 12916132 12916133 12916146	1.88	C-5	RM	Residential - Medium Density	RS-5	Residential Single Family - Medium Density
2	Broadway at Elizabeth	43711434T	0.55	R-5	PD	Public Facility - Police Department	PF	Public Facility
3	122740 F Belmont at Palm	41901171 45902403	0.57	C-6	CMS	Commercial - Main Street	CMS	Commercial - Main Street
4	Van Ness at Belmont	41904303 45904323 41904336	0.56	C-6	CMS	Commercial - Main Street	CMS	Commercial - Main Street
5	Area bounded by Browning, Valentine, and HNSF Railroad	415641015-165, 415642015-205, and 415851015-165	9.12	R-5	RM	Residential - Medium Density	RS-5	Residential Single Family - Medium Density
6	Hendon at Hayes	50409130 50409131 50409132 50409133 50409134	11.37	C-P	RUN	Residential - Urban Neighborhood	RM-2	Residential Medium Density Urban Neighborhood
7	Van Ness at San Joaquin River	40503009 40503010 40503015 40503015 40503016	15.19	AE-20	GM	Open Space - Multi-Use	PR	Parks and Recreation
8	Olive at Clovis	45663015	20.23	C-6	CMX	Corridor - Center Mixed Use	CMX	Corridor/Center Mixed Use
9	2902 Venture and environs	60811102 60811102 60811103 60811104 60811105 60814001 60814002	1.55	C-6	RM	Residential - Medium Density	RS-5	Residential Single Family - Medium Density
10	Church at Maple	48020120	2.52	C-1	RM	Residential - Medium Low Density	RS-4	Residential Single Family - Medium Low Density
11	McKinley and Cedar	44620409	0.54	C-1	RM	Residential - Medium Density	RS-5	Residential Single Family - Medium Density
12	McKinley and Cedar	44723902 44723903 44723905	0.31	C-1	RM	Residential - Medium Density	RS-5	Residential Single Family - Medium Density
13	Blackstone between Shields and Princeton	44312220 44310408 44310409 44310425 44318209 44318222 44803111 44803125 44510226 44510229 44510303 44510322 44510323	2.60	P, R-2, R-2-A	RM	Residential - Medium Density	RS-5	Residential Single Family - Medium Density
14	Sierra and Fresno	40906073 40906071 40906049 40906050	1.00	R-2	RM	Residential - Medium Density	RS-5	Residential Single Family - Medium Density
15	Repeal Fresno Civic Center Master Development Plan							

Total: 67.32



My 1st preference for the former police sub station at Broadway and Elizabeth is to be:

171 responses

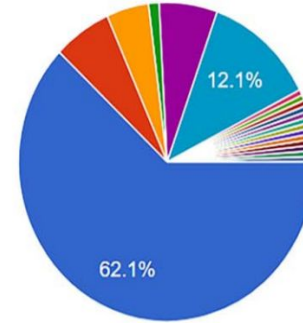


- neighborhood park
- single family homes (3 hou...
- duplexes or multifamily hou...
- commercial use
- library
- not sure
- I'd zone it as half park, half...
- Consider projects that will...

1/2

Do you live or work walking distance from Broadway & Elizabeth?

172 responses



- Home
- Work
- Home and Work
- School
- Visit neighborhood often
- No
- owne rental homes
- I lived on Elizabeth with my...

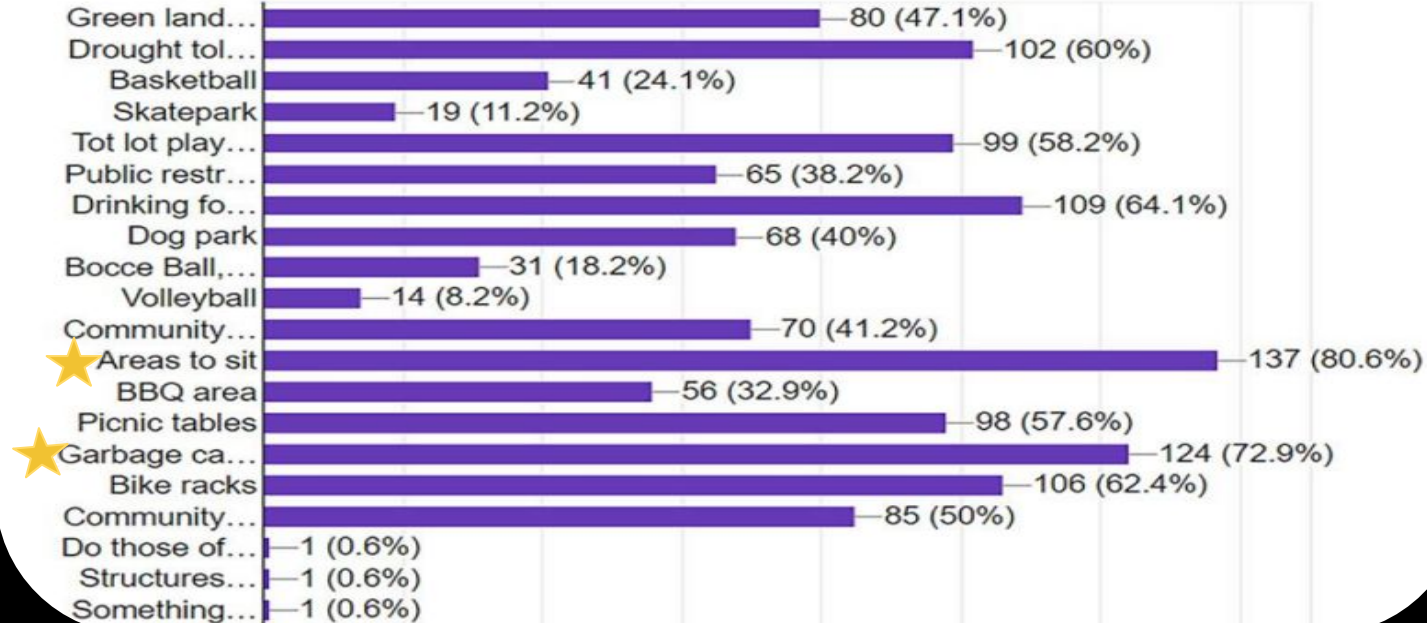
1/3



A neighborhood survey is conducted in June 2017

If there was a park at Broadway & Elizabeth, what types of uses would you like to see there?

170 responses



Highest ranking wants are incredibly simple in ask



Police Sub-Station is demolished in 2017.

We asked a simple question:
“Broadway Park, coming soon?”



Because of community advocacy the land remains zoned as Public Facilities.



The Idea Begins to Gain Traction and Community
Takes Responsibility for the now Vacant lot.

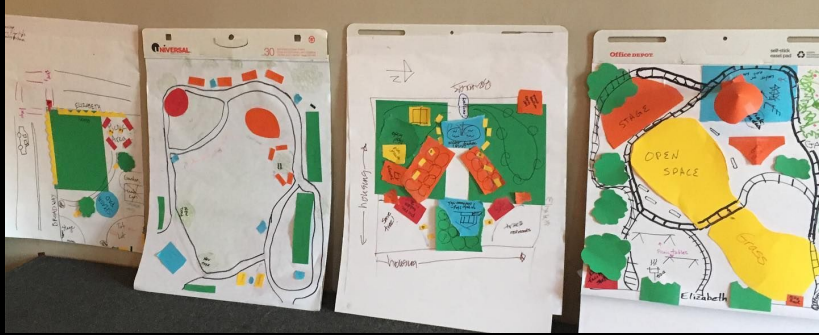


- Door to door surveys & flyers
- Posters
- Social media
- Email list
- Word of mouth

Community Design Process, Outreach

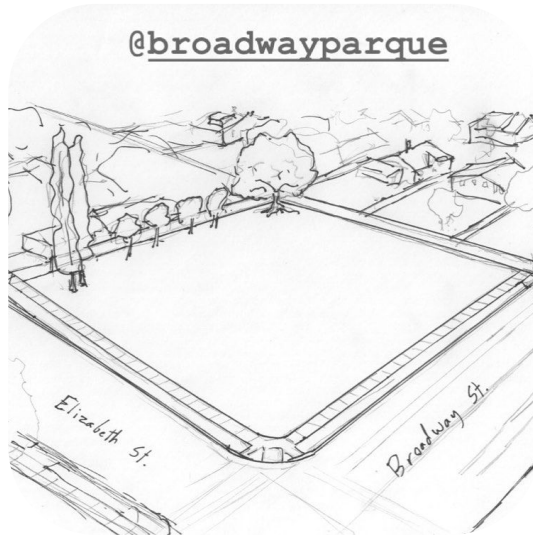


- Presentation of case studies
- Brainstorm desired features
- 5 Groups designed park from scratch
- Voted of preferred features

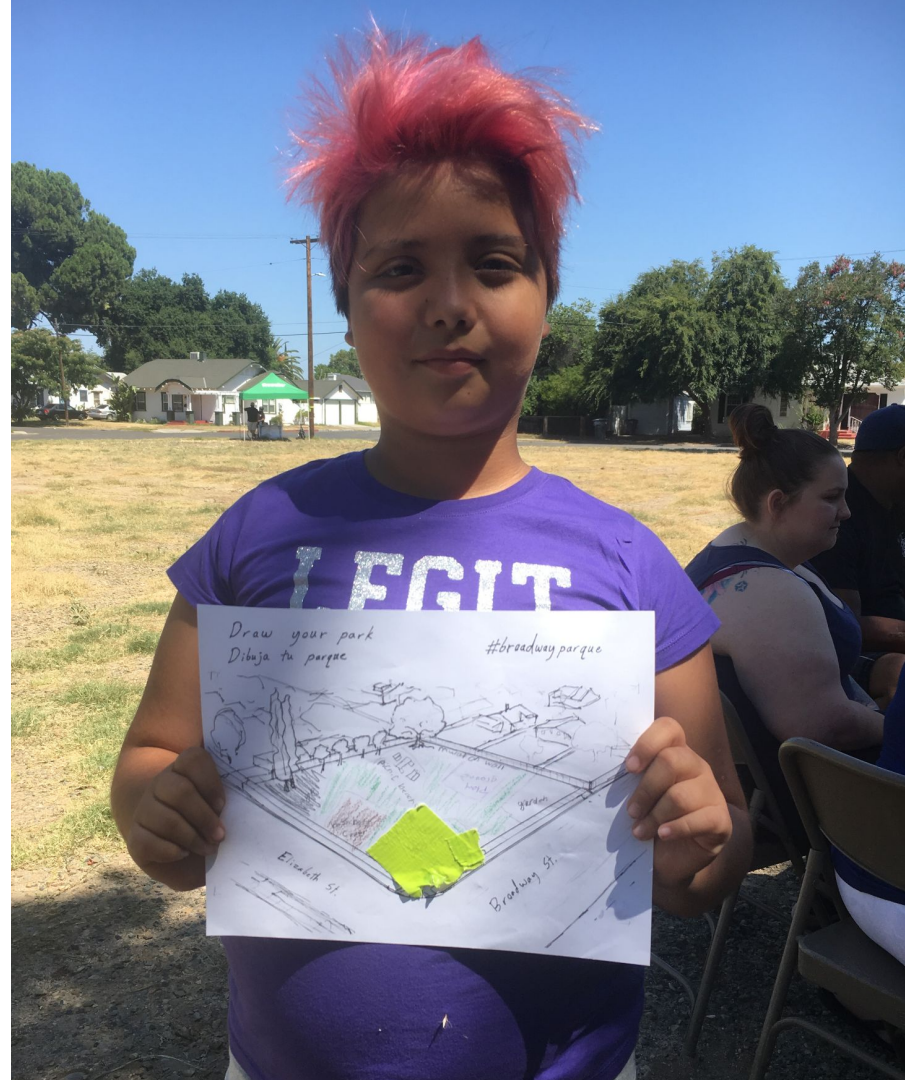


Community Design Process, Part 1 on 6/27/2019

- On site of park
- Draw our ideal park
- Ground truthing ideas
- 4th of July BBQ



Community Design Process, Part 2 on 7/4/19



- Present 3 alternatives by landscape architect
- Group break out to add to favorite alternative
- Groups present back
- Vote for preferred alternative

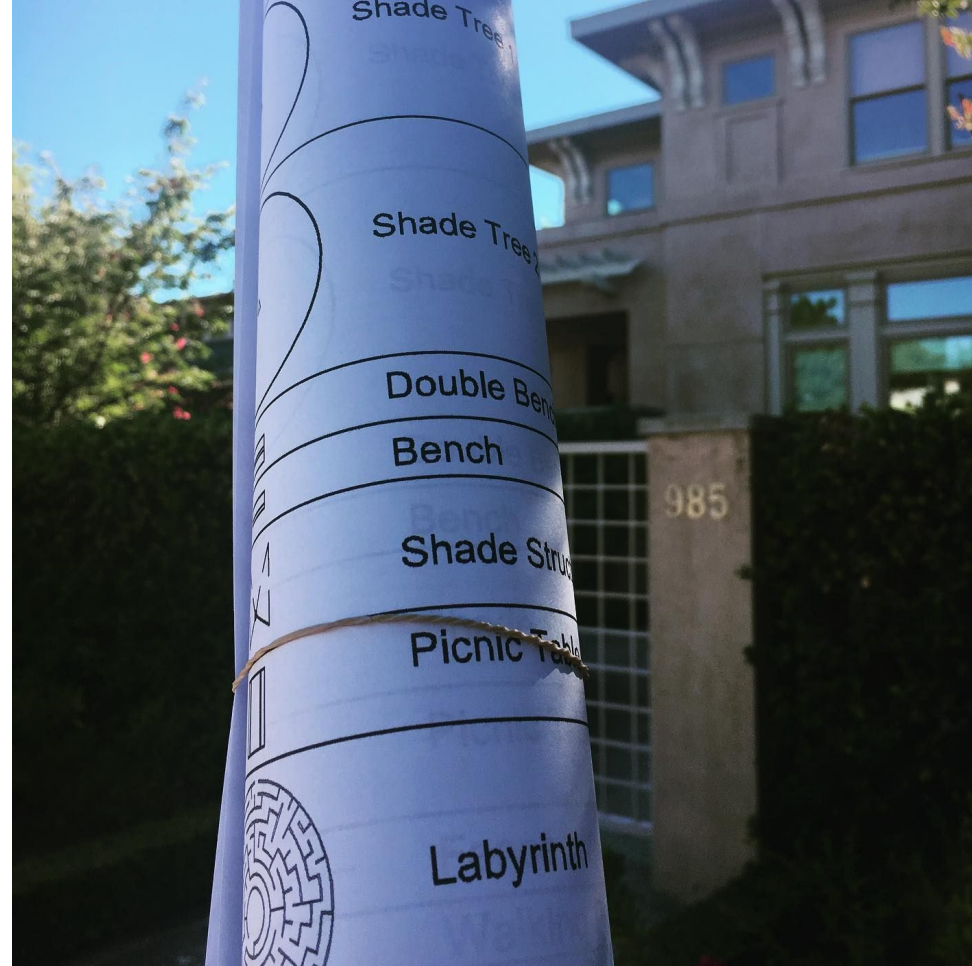
After multiple iterations & community voting,
Final Design is established on July 2019

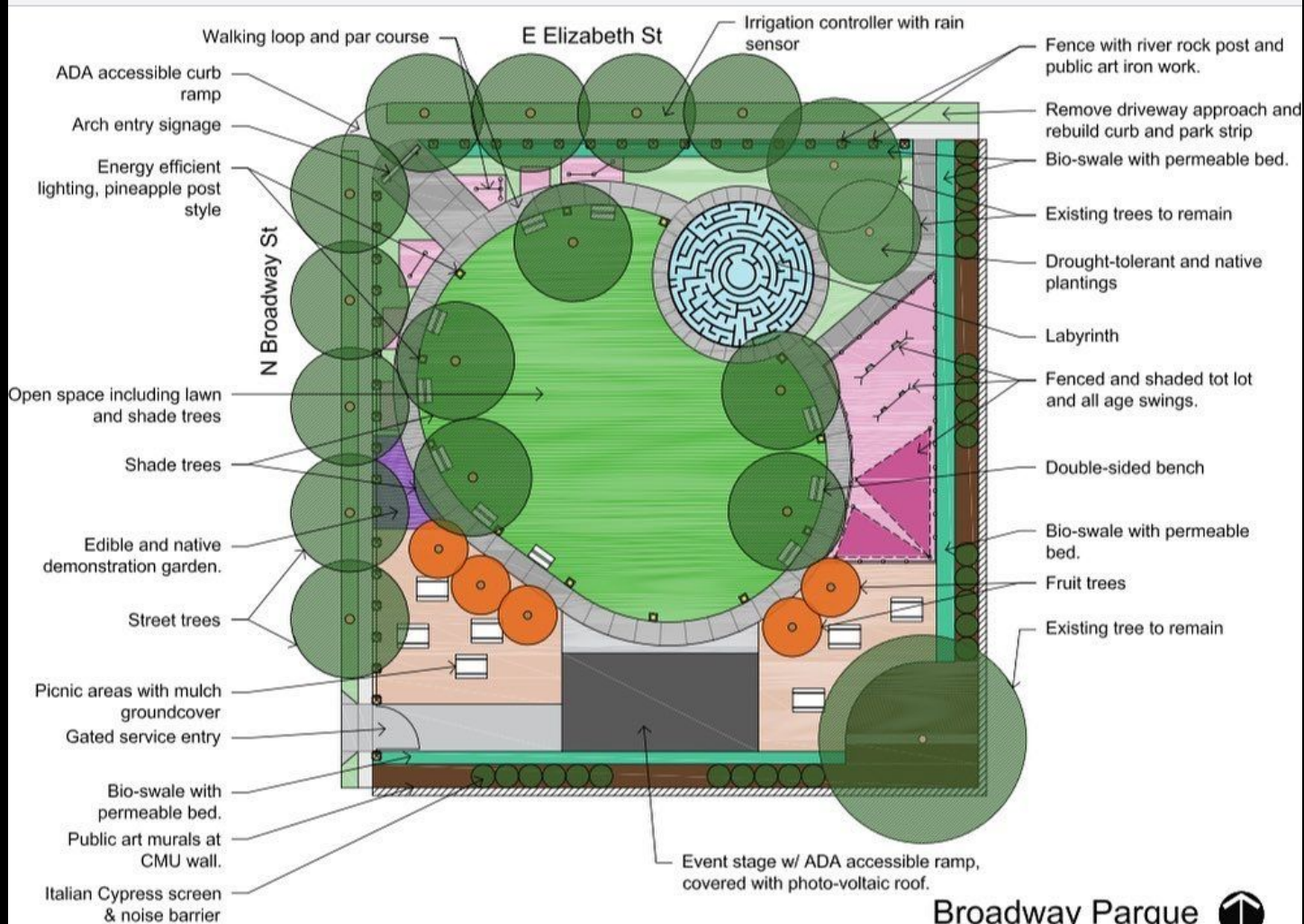


Community Design Process, Part 3 on 7/13/2019

**Robert Boro, Landscape Architect,
completed the community's preferred
park design pro-bono.**

**He is a 3rd generation Tower resident
with an office 2 blocks from the park.**





Broadway Parque



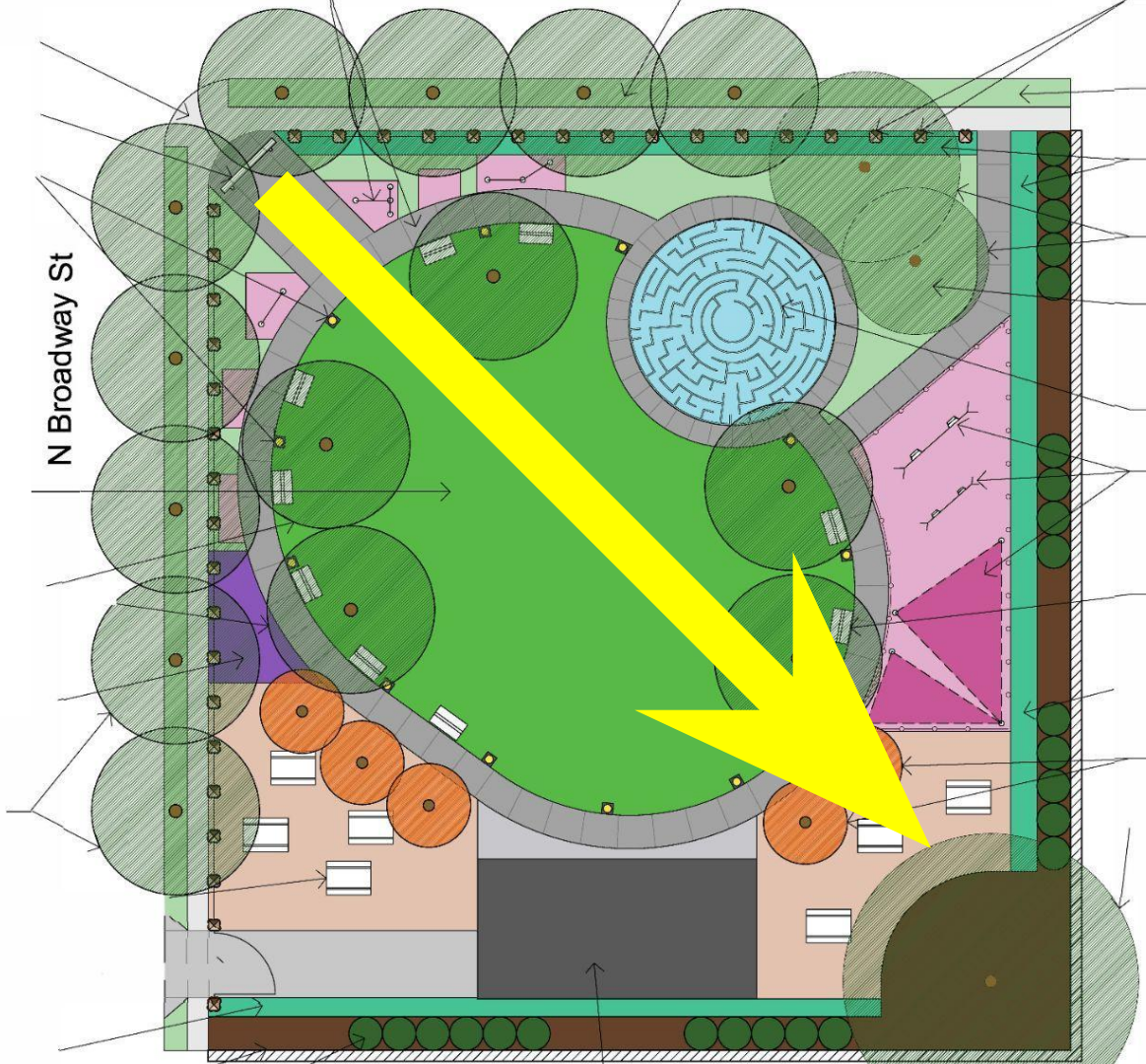
Design Features:

Formal Entry Arch
at corner

Defines space

Diagonal makes
park feel bigger

Craftsman style



Design Features:

Stage for community events of all sizes

Stage face open to green space

Can close street for larger events

Ease load in load out access gate to stage from Broadway

Birthday parties
Practice space
Rogue Festival
Reggae in the Park
Blues Fest
Reel Pride
etc.

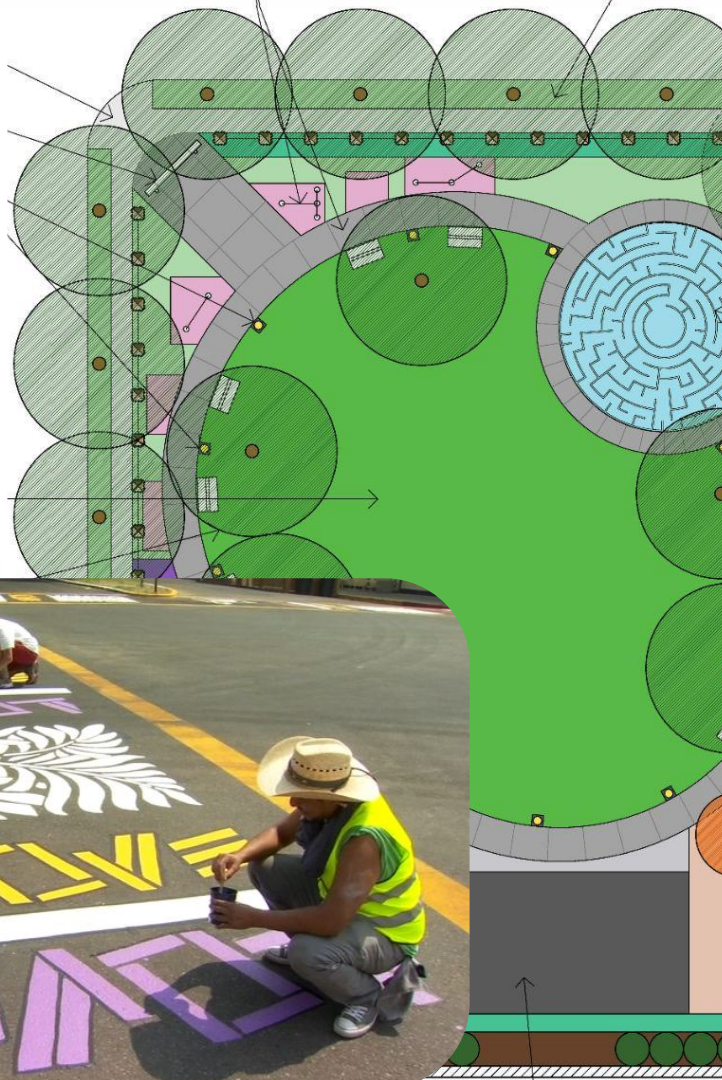


Public Art:

Murals on Walls

Sculpted Iron Work
Perimeter Fence

Art Crosswalk on
Broadway





- 1st application for Prop 68 funding failed



2020

- Virtual and socially distanced organizing continues
- City refuses to allow 2nd application for Prop 68 funding



- California Surplus Land Act

Taking the Fight to City Hall



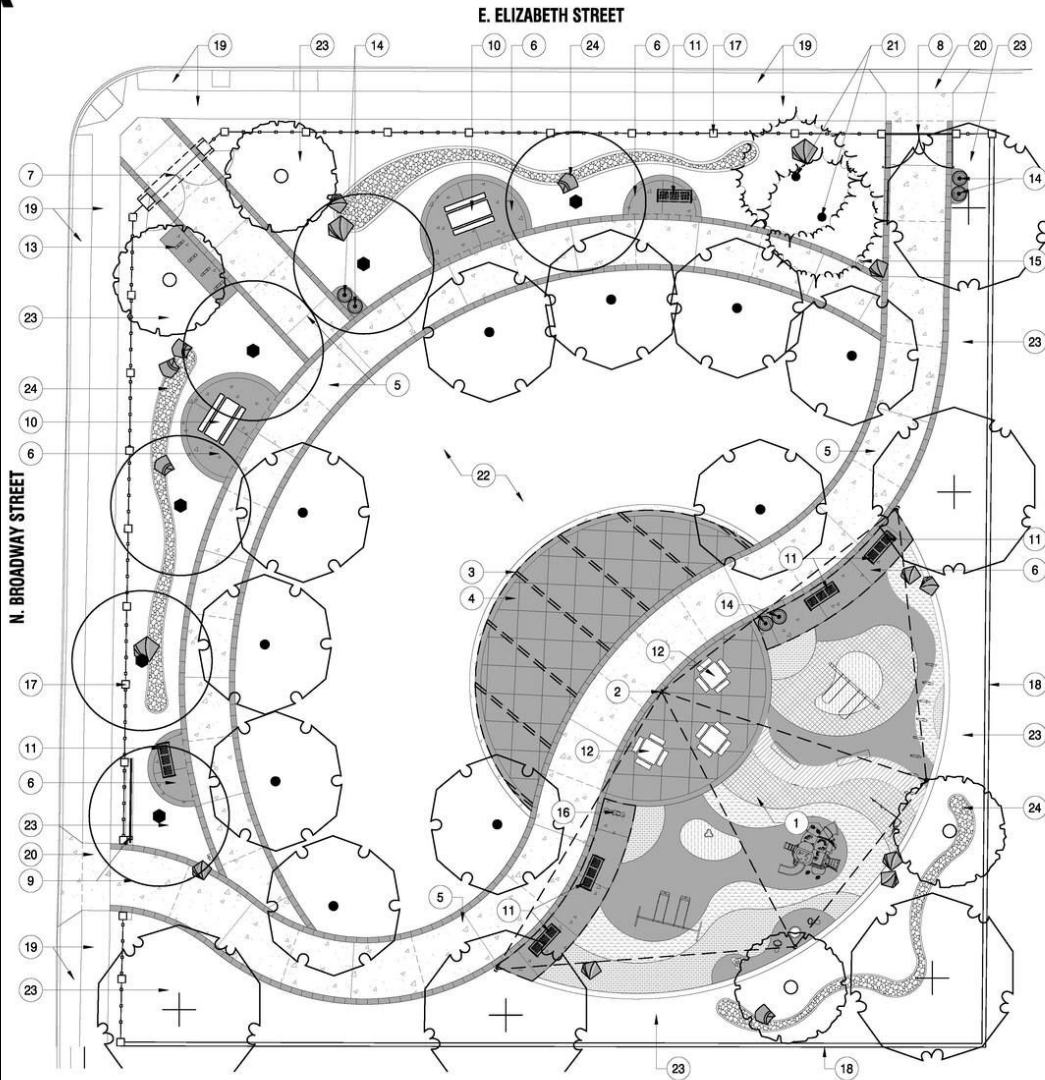
Press Conference with Councilmember Arias

- Fresno voters passed Measure P
- Sales Tax for Parks and Arts
- After 4 Years of collaborative work Broadway Parque received \$2.3 million in Measure P funding



30% Design

- Persistence
- Pop Up Events
- Sound Study
- Clean Ups



South Tower Park @ Broadway / Elizabeth

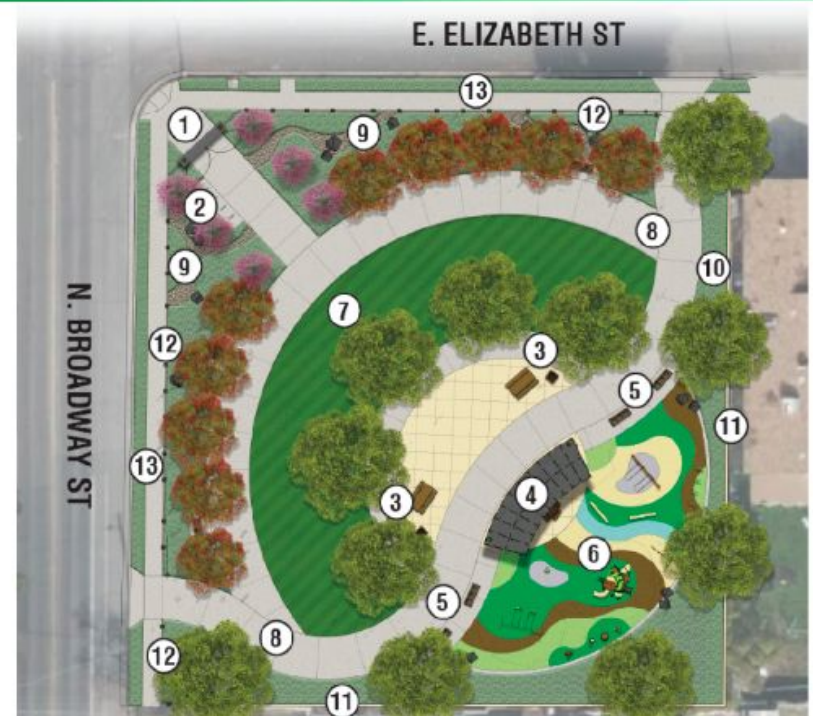
- ☒ 30% Schematic Design **COMPLETE**
- ☒ 60% Design Development **COMPLETE**
- ☐ 90% Construction Plans **IN PROGRESS**
- ☐ 100% Construction Plans (4 mo)
- ☐ Bidding + Contractor Award (4 mo)
- ☐ Construction (summer 2024)

*due
Aug 2023

***Approximate Cost - up to \$3m*

Additional FY24 Funding Requested

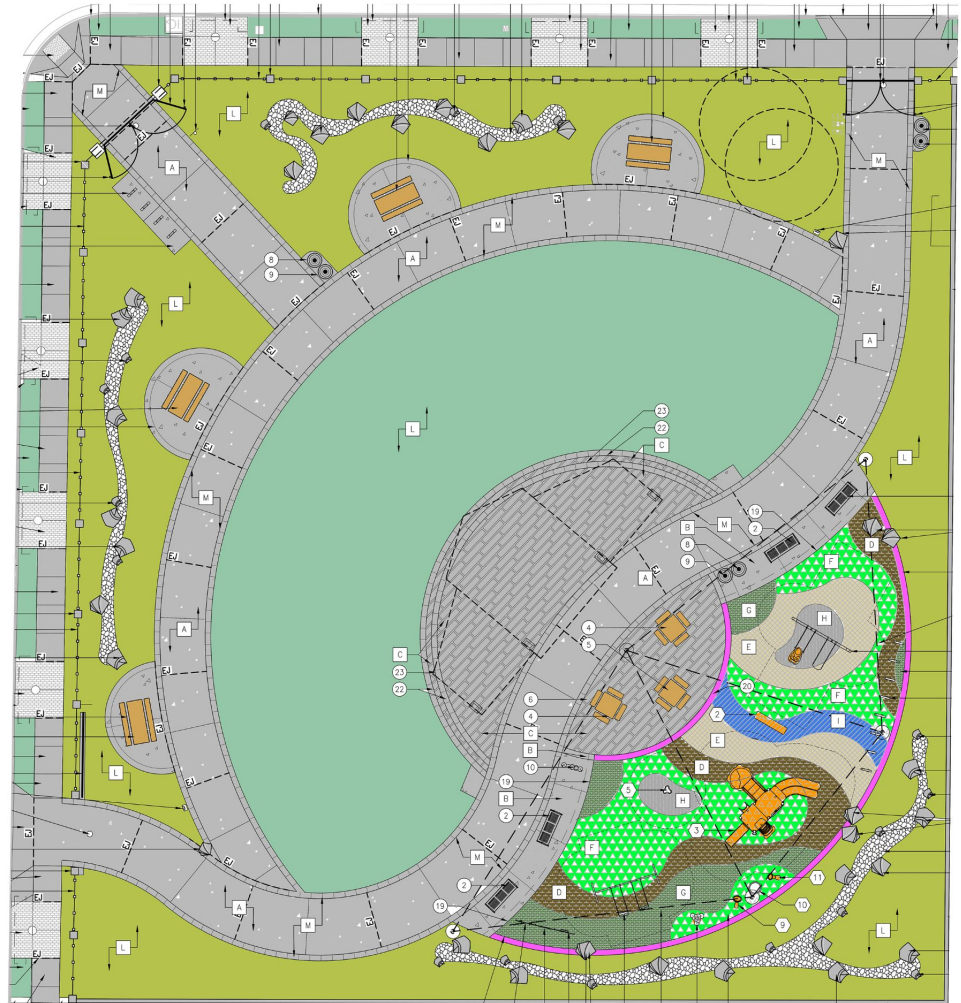
(see FY24 Budget, Pg 10 of Mayor's Message, B-121, C-3)



- | | |
|--------------------------|------------------------------------------|
| 1. Main Entry | 8. Walking Loop |
| 2. Bike Racks | 9. Natural Cobblestone |
| 3. Picnic Area with BBQs | 10. Shrub Border |
| 4. Covered Seating Area | 11. Improved Soundwall + Community Art |
| 5. Park Benches | 12. Decorative Fencing |
| 6. Playground | 13. Sidewalk and Park Strip Improvements |
| 7. Open Lawn Area | |

90% Design

- Persistence
- Attention to Details
- Clean Ups
- Celebrate
- What's next?



TOOLS EMPLOYED

1. District Design Review Committees
2. City staff relationships
3. Door to door outreach
4. Social media outreach
5. E-mail list
6. Community design workshops
7. Process/power mapping
8. CA Surplus Land Act
9. Custom postcards to City Council
10. Community clean ups
11. Pop up events
12. Patience/perseverance/hope/joy



Ground Breaking

- 9/18, 1PM
- \$219,300 Design & Engineering
 - O'Dell Engineering
- \$2,480,119 Construction
 - Stockbridge General Contracting
- \$2,700,000 Total
 - Source: Sales Tax from Measure P



MISSION & VALUES

The mission of South Tower Community Land Trust is to build community control of land, buildings, and civic resources centered in the South Tower neighborhood.

We envision a barrier free South Tower, creatively building shared prosperity & health.

- DIGNITY
- CREATIVITY
- COLLABORATION
- TRUST



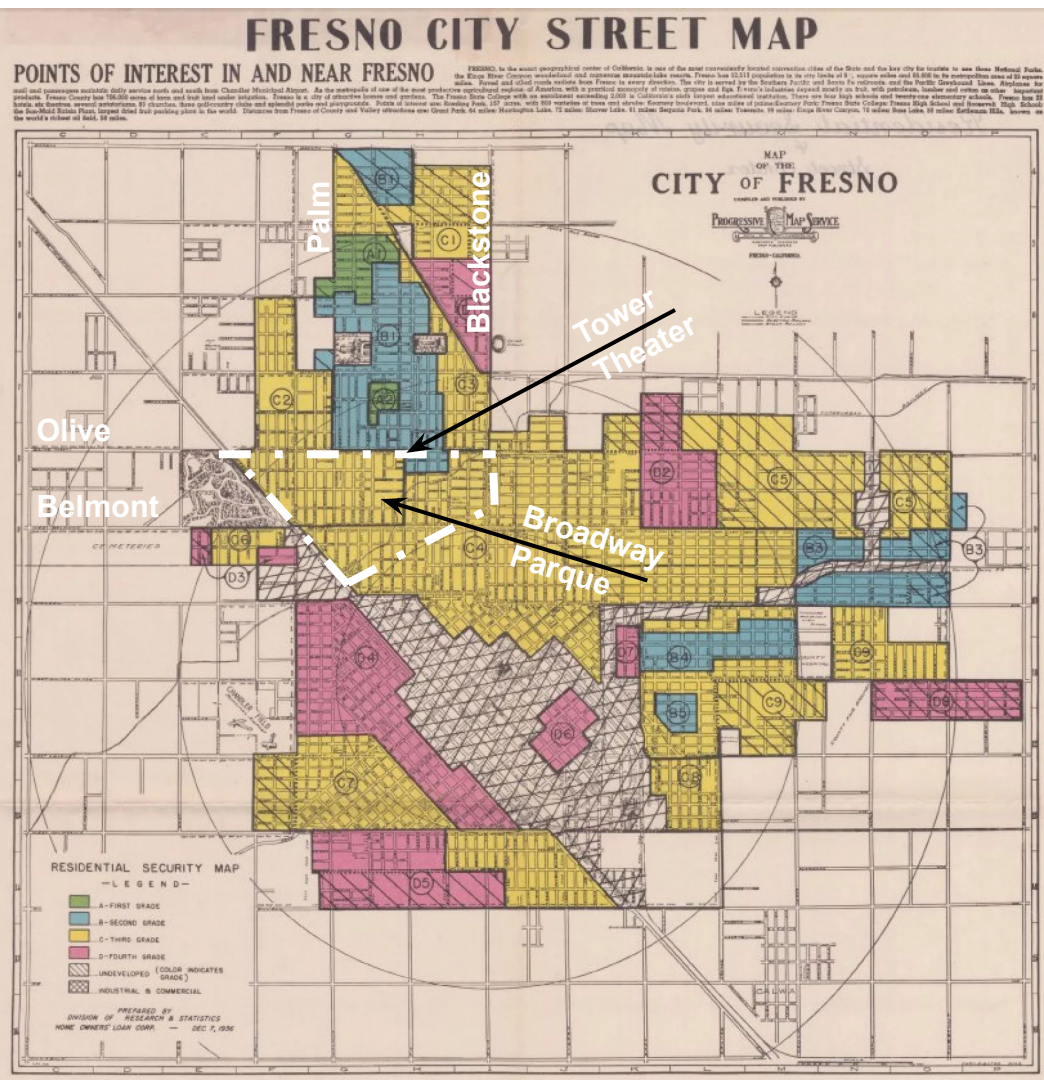


Germán Quiñonez, he/him
Community Development Manager

PHASED CONCEPTUAL
PLAN ALTERNATIVE
MARTIN PARK

THE STORY OF WEBSTER PARK

- **REDLINING**
- **180 FREEWAY IMPACT**
- **CONCENTRATION OF POLLUTION**
- **CONCENTRATION OF POVERTY**
- **FOOD DESERT**
- **SLUMLORDS**
- **FIRES**



Households in Webster



**Median Household
Income: \$22,428**



Median Gross Rent \$821



**36% Youth, 8% Seniors,
52.6% Poverty**



Convene



Connect



Sustain



Measure

How the project started

- Resident
- Community Intermediary
- Consultant

Process

Community Organizing (Phase 1)

- Surveyed 1500 doors (60% census tract)
- 12 community meetings
- 250 learning conversations w/residents+stakeholders
- Existing conditions Assessment

Community Design (Phase 3)

- Prop 68
- Community Design workshops
- Feasibility Study
- Architecture Design (Pro-bono)
- Final rendering design (3D)

Land Acquisition (Phase 2)

- Presented Community findings
- The landowner did not want to sell/donate to developers
- Established MOU
- Land Acquisition contract

Development (Phase 4)

- Secured Funding sources
- Construction
- Activation

ACTIVITY MAP OF EXISTING CONDITIONS

**DRAW WHAT YOU WOULD LIKE TO SEE ON THE
WEBSTER PARK PROJECT /
DIBUJA LO QUE TE GUSTARÍA VER EN EL
PROYECTO DE WEBSTER PARK /
KOS DUAB QHOV KOJ XAV POM HAUV LUB
WEBSTER QHOV CHAW UA SI**





WEBSTER
PARK.
SCHEMATIC
PROGRAM

















Webster Park

- ✓ 30% Schematic Design **COMPLETE**
- ✓ 60% Design Development **COMPLETE**
- ✓ 100% Construction Plans **COMPLETE**
- ✓ Construction **(2023)**
- ✓ 90% **COMPLETE**

**** Approximate Cost-up to \$8m**

(Funding sources: grants/fundraising)



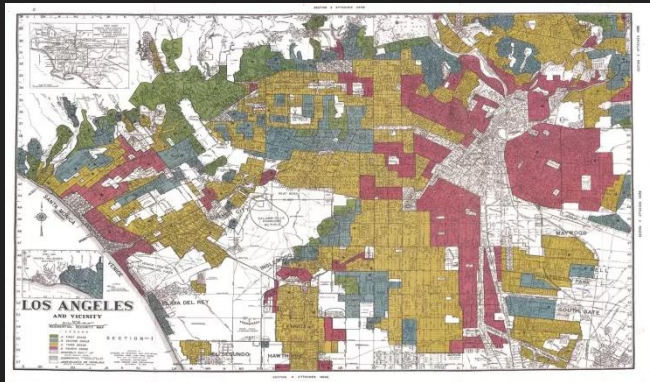
ACCESS TO PUBLIC, VACANT LAND IN SANTA ANA, Orange County



THRIVE Santa Ana CLT

Context of the Development Process

History of top-down economic models, red-lining, extractivism, and displacement



19, page 38 of Miscellaneous Maps, records of Orange County, California.

The above described property is conveyed subject to the conditions that said land or any portion thereof shall not be leased or rented to any person other than of the Caucasian Race, nor shall any person or persons other than of the Caucasian Race be permitted to occupy said land, it being understood that the term "other than persons of the Caucasian Race", includes Japanese and Mexicans.

Context of the Development Process



Displacement of small latinx serving businesses in Downtown Santa Ana; Evictions

WHICH IS THE RIGHT WAY TOWARDS SUSTAINABLE DEVELOPMENT?

LACK OF OPEN SPACES

Santa Ana is one of the most park poor cities in the US, with only **1.6 acres** of park space per every **1,000 residents**. In comparison, Irvine has 37 acres of park space per every 1,000 residents.



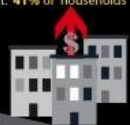
BUSINESS DISPLACEMENT

Even though over **\$12 Million** has been invested in revitalizing the downtown, **35+ latino** serving businesses have closed in the past 6 years.



HOUSING CRISIS

6 out of 10 apartments spend **30% or more** of household income on rent. **41%** of households have more than 5 people.



IF WE KEEP GOING THIS WAY... WHERE WILL WE END UP?



ECONOMIC INEQUALITY

The median income for Santa Ana households is \$20,000 below the median for Orange County. In the Lacy neighborhood, 1 in 10 households survives on less than \$10,000 a year.



DANGEROUS STREETS

Santa Ana has a population largely dependent on walking, biking, and public transit to get to school, work, and shopping. However, Santa Ana streets are among the least secure to walk and bike. In 2010, there was a reported total of **285 injuries** and **6 deaths** due to vehicle & pedestrians/bicycle accidents.



HEALTH

1 in 2 ninth graders in Santa Ana Unified School District are overweight or obese. **10%** of adults in Santa Ana have Diabetes, the highest rate in the County and among the highest in the state.



OPEN SPACES

Santa Ana can provide much needed open space to families in park-poor neighborhoods using collaborative models, such as the community-public-private partnership that facilitated the development of the Familias Corazones Verdes Park and Community Center and the school-city partnerships that fund jointly used facilities throughout the city.



MICROFARMING

Community gardening and urban farming provide healthy food, exercise opportunities, and supplement the economy of local families.

AFFORDABLE HOUSING

A community land trust can take land off the market and put it into the community's hands. Santa Ana can create housing that is permanently affordable.



COMPLETE STREETS

In 2015, the City secured more than \$11.5 million in funds to improve bike safety with the support of Bike It! youth, and in Spring 2016 a campaign was launched to develop a Central Santa Ana Complete Streets Plan with the support of the Santa Ana Active Streets coalition. These partnerships must continue.

COMMUNITY LANDS, IN COMMUNITY HANDS

TRABAJOS DIGNOS

The City has an ability to require living wage jobs and local hire programs on projects with public support, or on City-owned land.



Community-Driven Development

Sustainable development meets the needs of local residents, leveraging the expertise of community members and partners. Healthy communities require long term vision and much collaboration...



Community-Driven Development

2008: Triada in the Station District

2010: Santa Building Healthy Communities

2012: The Sunshine Ordinance

2013: The Wellness Corridor

2014: Five-Year Strategic Plan

2015: Wellness District Resolution

2016: Community Lands in Community Hands Campaign /
Incorporate THRIVE Santa Ana CLT

2018: Santa Ana Thrive Conference / ENA with City of Santa Ana

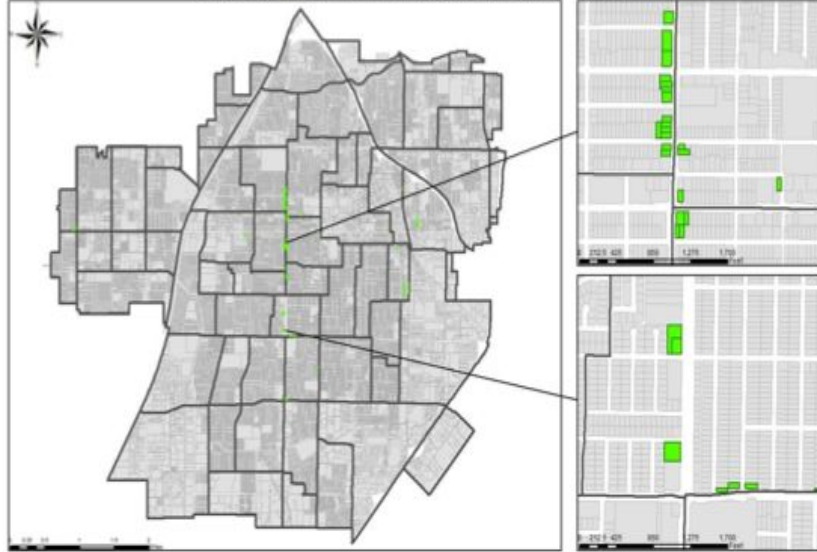
2020: DDA with City of Santa Ana

2022: 99-Year Lease for Walnut and Daisy Lot

Community Lands in Community Hands



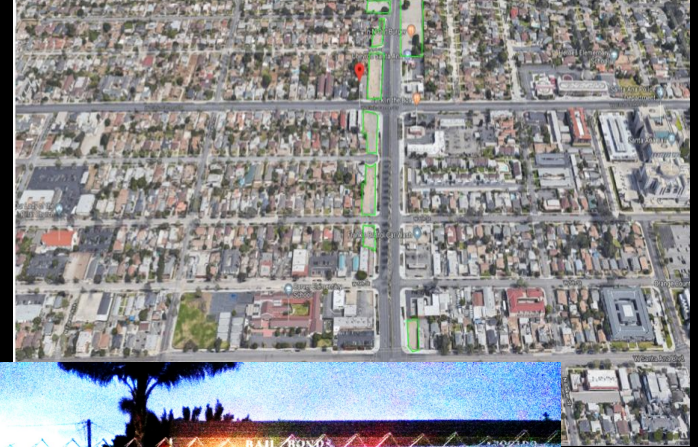
Empty Lots in Santa Ana, California, United States (2012)



Land Use in Santa Ana, California

- Empty Lots
- Santa Ana Tracts
- Santa Ana Parcel
- Santa Ana City Boundary

Authors: Elijah Lapid, Lena Nam, Daniel Palafox and Maria Torres
Source: Southern California Association of Governments 2012

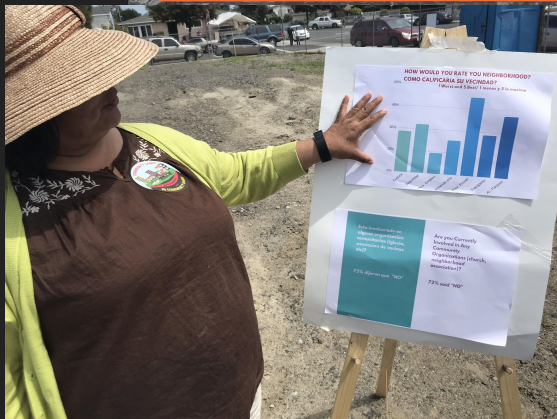


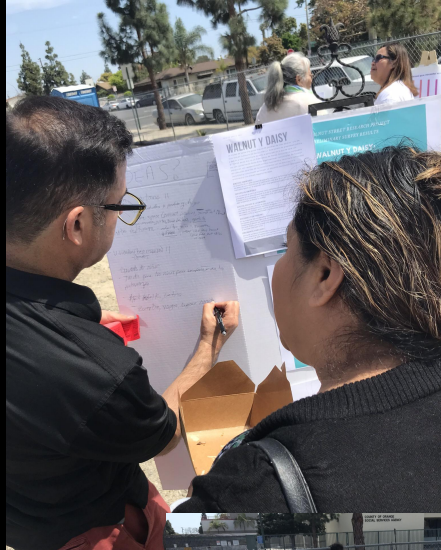
First CLT Project in Santa Ana



Resident-Driven Development

- ▶ From 2016 - 2018, THRIVE conducted door-to-door surveys and over 20 community outreach events, and used community art projects to engage residents







First CLT Project in SA



What is the Walnut and Daisy Urban Farm?

1) **Urban farming:**
a strategy for healthier,
more sustainable,
locally-owned and
produced food systems,
drawing on deep
knowledge in our
communities



What is the Walnut and Daisy Urban Farm?

2) **Community-Ownership:** incubation space for **worker-owned businesses, aka cooperatives,** as economic development strategy

3) **Community Land Trust (CLT) model** for resident-led development



What is the Walnut and Daisy Urban Farm?

4) Selected as CERF Pilot Project by the State of California

Press Release

California Awards Nearly \$40 Million for Communities to Build Industries of the Future

Published: 5/24/2023

SACRAMENTO – Today, Governor Gavin Newsom announced \$39 million in state funding going to economic development projects across the state that support California's transition to a low-carbon, green growth future. The funds, awarded through the



OVERVIEW LOOKING AERIAL

kpff



CITY FABRICK

ARDURF



CRECE
URBAN FARMS



ALL-AMERICA/
CONSTRUCTION SOLUTIO

PROXIMAMENTE PARA USTED VECIN@

AGRICULTURA URBANA CAFE Y PRODUCTOS LOCALES ESPACIO COMUNITARIO

Escanea
para más
información:



thrivesantaana.org
(714) 987-2009

Scan for
more
information:



OVERVIEW LOOKING AERIAL



Dungich Art



CRECE
URBAN FARMS



URBAN AGRICULTURE COFFEE & LOCAL PRODUCTS COMMUNITY SPACE

COMING SOON FOR OUR NEIGHBORHOOD

Thank you



luis@thrivesantaana.org
(714)987-2009
thrivesantaana.org/wyd

Wukchumni Tribe

Visalia, CA

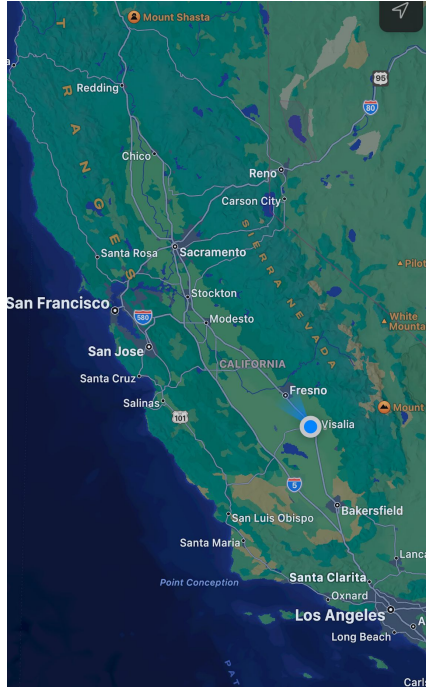
Quaker Oaks Farm

40+ years utilizing land
for ceremonies

Farming since 2020 on $\frac{1}{2}$
acre of land

Adjacent to a village site
and oak preserve

3 acres designated for
Wukchumni ceremonies,
no formal agreement













Three Shorter Points Description

Sub-headline to describe finer points here

✓ **Point Number 1**

Yada yada

✓ **Point Number 1**

Yada yada

✓ **Point Number 1**

Yada yada

Another Slide Format

Sub-headline to describe finer points here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

2024 Conference



California
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Los Angeles
Sept 12–13, 2024