

West Area Specific Plan Steering Committee Meeting No. 1



STEERING COMMITTEE MEMBERS

ERIC PAYNE
DAVID PENA
DENNIS GAAB
JOSEPH MARTINEZ
TIFFANY MANGUM

BILL NIJJER
DEEP SINGH
GURDEEP SHERGILL
JOHN KASHIAN
JEFF ROBERTS
*CATHY CAPLES

TINA MCCALLISTER – BOOTHE, **ALTERNATE FOR CATHY CAPLES*



CALL TO ORDER



- 1. ANNOUNCEMENT OF TRANSLATION SERVICES**
- 2. REVIEW OF MEETING PROTOCOLS**



ELECTION OF COMMITTEE OFFICERS



1. ELECTION OF CHAIRPERSON

2. ELECTION OF VICE CHAIRPERSON



ADOPTION OF COMMITTEE RULES

- ❖ The Steering Committee is an advisory body to the Fresno City Council.
- ❖ Quorum. A quorum of the West Area Specific Plan Steering Committee (Steering Committee) shall be six (6) or more members.
- ❖ The Steering Committee will elect a Chairperson and Vice Chairperson at the first meeting.
- ❖ The term of service for Chairperson and Vice Chairperson shall be for the duration of the plan process, or until the member resigns.
- ❖ Only one person may speak at a time, the Chairperson should recognize Steering Committee members and members of the general public to speak at the appropriate time of the meeting.
- ❖ In the absence of the Chairperson, the Vice Chairperson will run the meeting.
- ❖ In the absence of the Chairperson and the Vice Chairperson, the remaining members will select someone to facilitate the meeting.
- ❖ All motions introduced require a second from another member of the Steering Committee.
- ❖ A majority of the members present is required for a motion to prevail.
- ❖ Meetings must be noticed in accordance with the Brown Act and other applicable laws of the City of Fresno and the State of California.
- ❖ Votes may be cast by roll call, hand raise, or voice vote. Secret ballot votes are not allowed.



REVIEW PUBLIC INPUT



COMMUNITY CONVERSATION NO. 1
MAY 3, 2018, CENTRAL HIGH – EAST CAMPUS

COMMUNITY CONVERSATION NO. 2
JUNE 14, 2018, CENTRAL HIGH – EAST CAMPUS

KICK – OFF SURVEY RESULTS
APRIL 19TH – JUNE 15TH



Community Conversation No. 1

- Traffic/congestion
- Limited connectivity to east side of Highway 99
- Trails and parks
- Sidewalks
- Mixed reactions to potential names for the area
- High amount of litter
- Organizations for youth in the plan area (i.e., Boys and Girls Club)
- Need to eliminate blight
- More landscaping is needed to beautify area
- Need for more retail and restaurants
- Grocery stores
- Decrease higher density planned land uses on the fringe of the plan area



Community Conversation No. 2



FEEDBACK FROM THE COMMUNITY

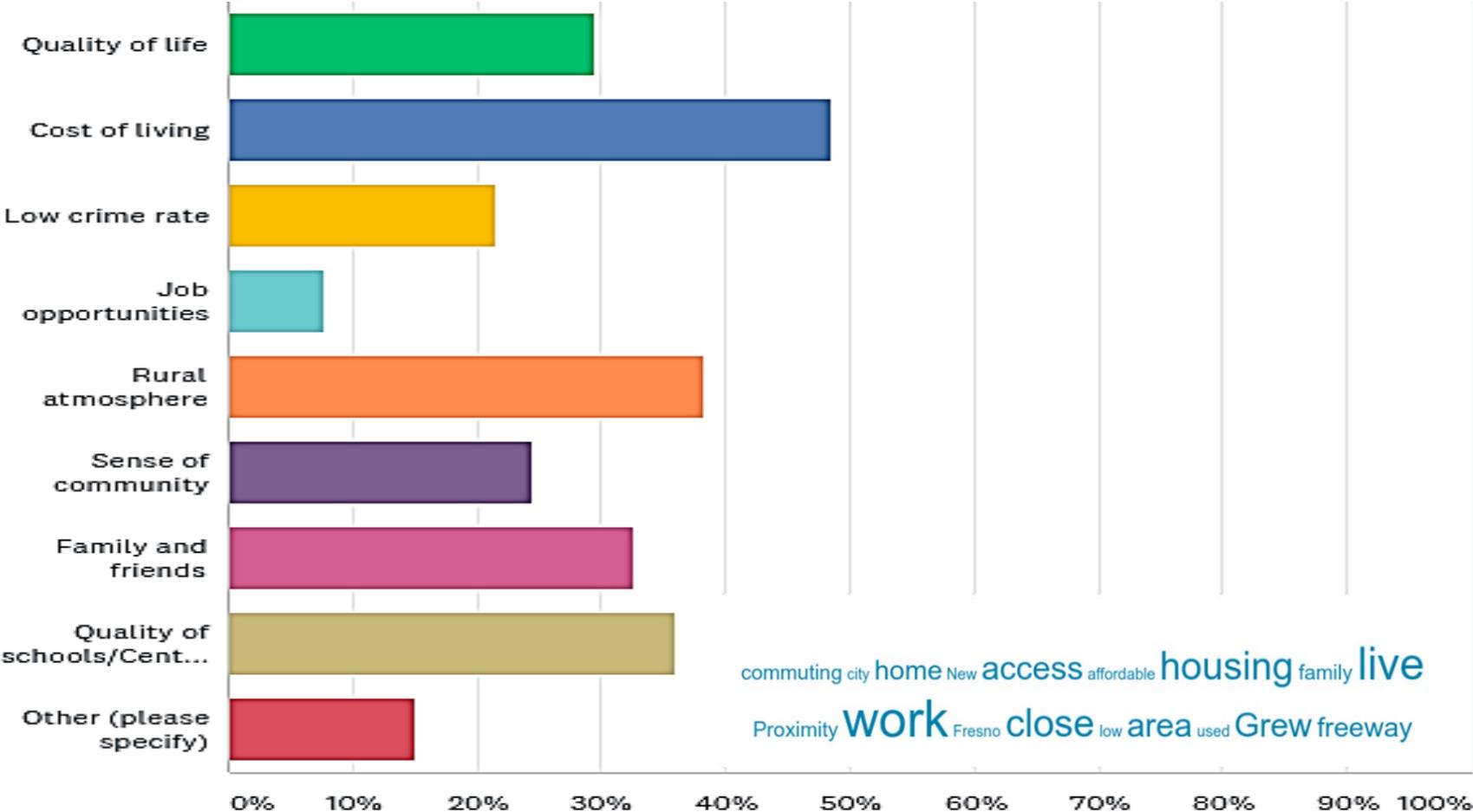
- Want medical facilities
- Need to build more schools
- Need more safe and secure regional and community parks
- Higher education facilities are needed, and such facilities should be located near transit hubs
- More mixed-use buildings
- No additional mixed-use buildings
- Speed of vehicles are a concerns
- River access
- Dog parks
- More benches and shade
- Single family designation closer to the fringe
- More transit oriented development



KICK – OFF SURVEY RESULTS

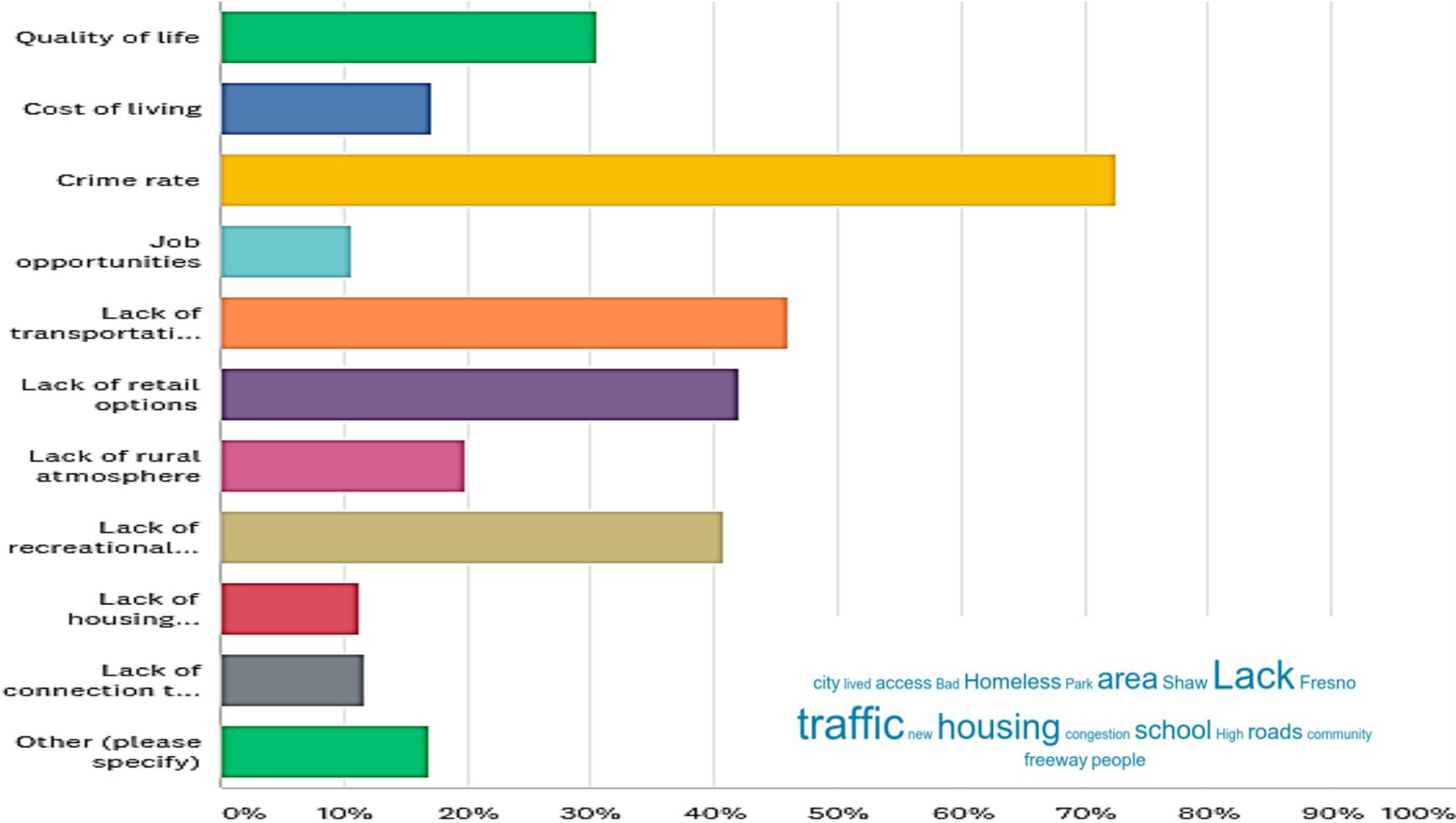


Q1: What are your reasons for choosing to live and/or work in the Plan Area? Please check all that apply.



commuting city home New access affordable housing family live
 Proximity work Fresno close low area used Grew freeway

Q2: What aspects would discourage you from remaining in the West Area? Please check all that apply.



Q3: How satisfied are you with the quality of life within the West Area?



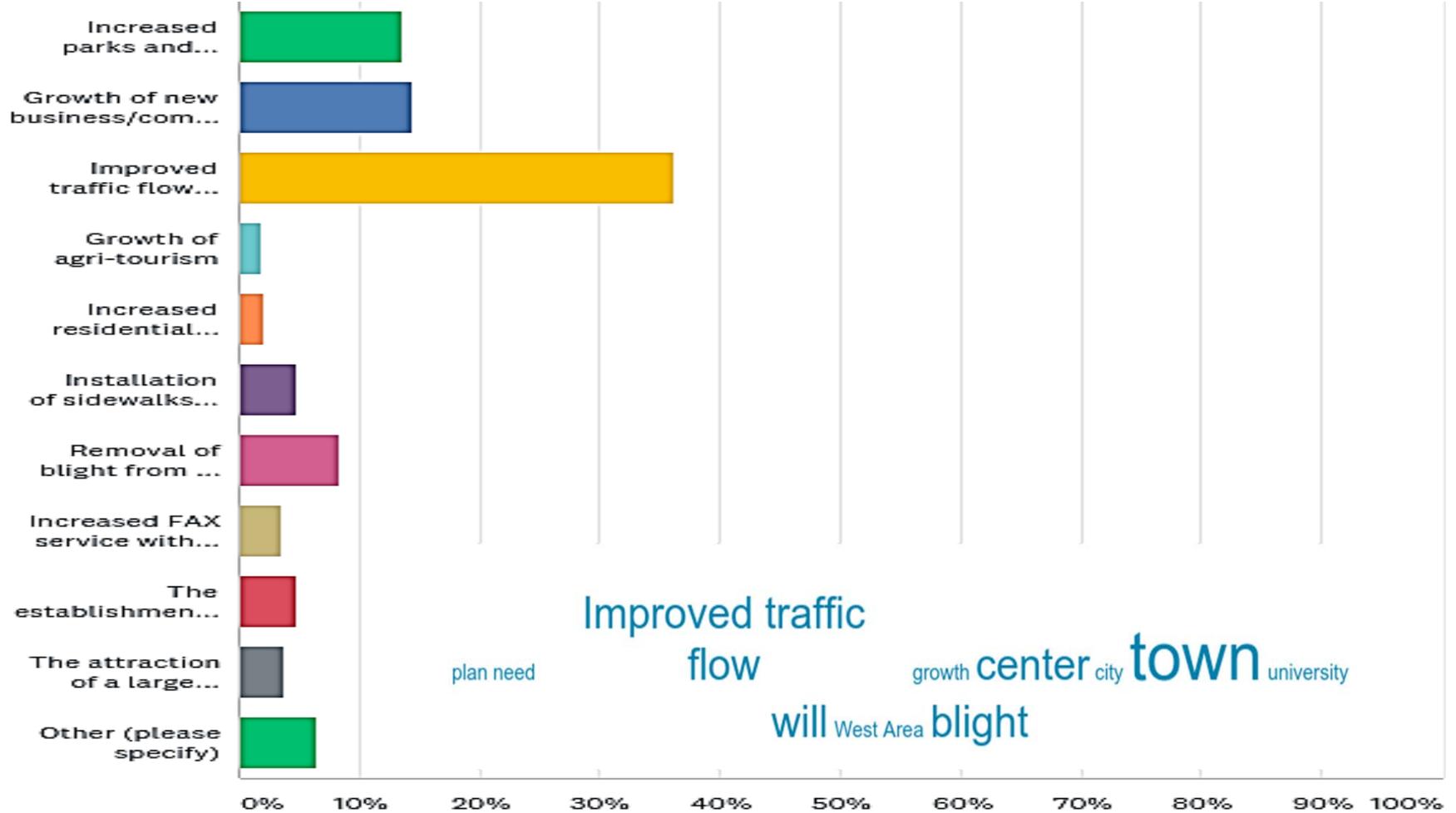
	VERY SATISFIED	SATISFIED	DISSATISFIED	VERY DISSATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
(no label)	9.38% 35	57.91% 216	22.79% 85	7.77% 29	2.14% 8	373	2.30

What improvements do you believe need to occur within the West Area?

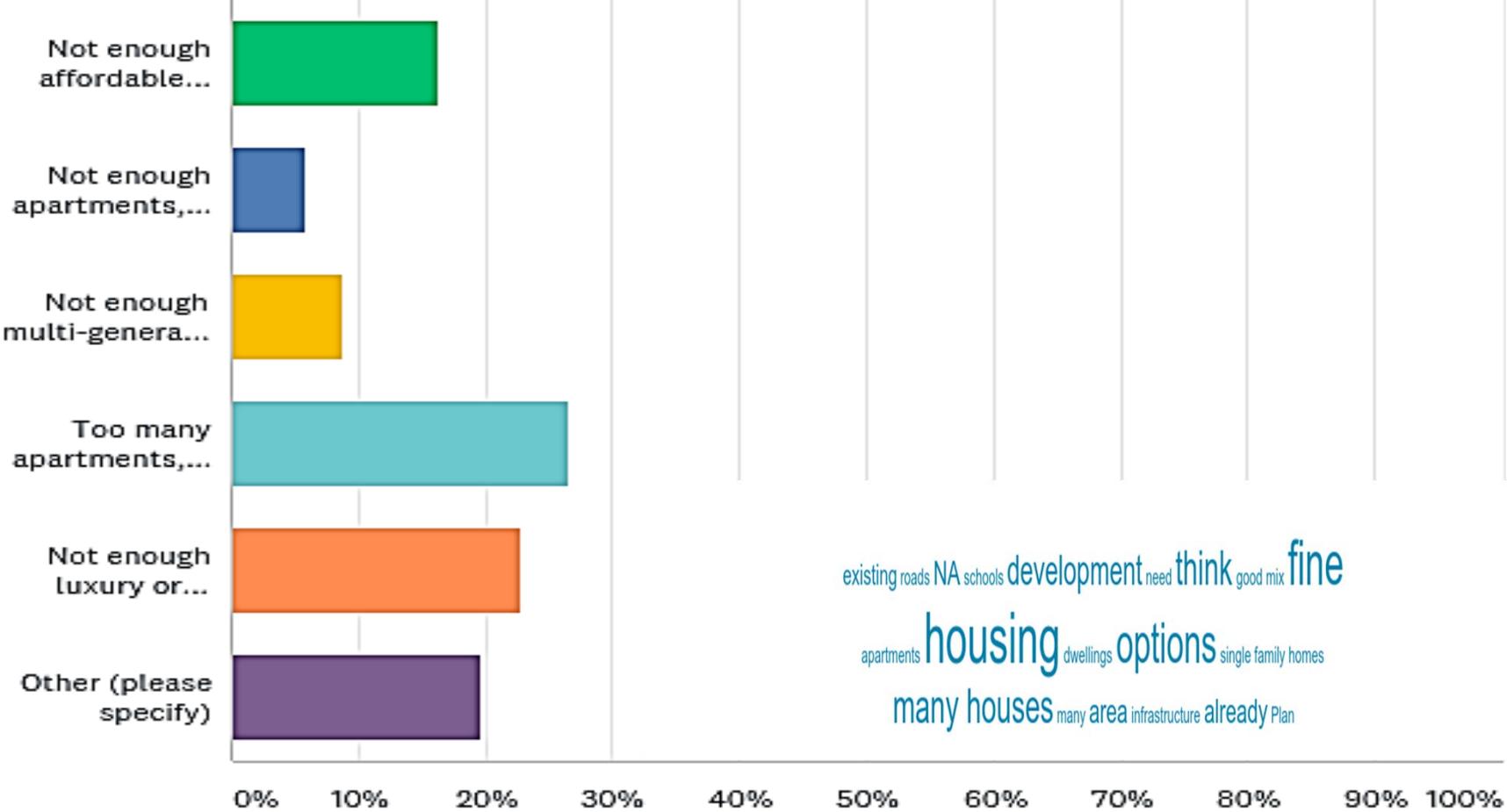


also improved retail built Shaw grocery store roads school
area clean need sidewalks traffic housing parks
Herndon Better infrastructure street west

Q5: The year is 2035, and the Fresno Bee is preparing an article on the improvements that have occurred within the West Area. What should the highlight of the article be?



Q6: What do you think about housing options within the West Area?



existing roads NA schools development need think good mix fine
 apartments housing dwellings options single family homes
 many houses many area infrastructure already Plan

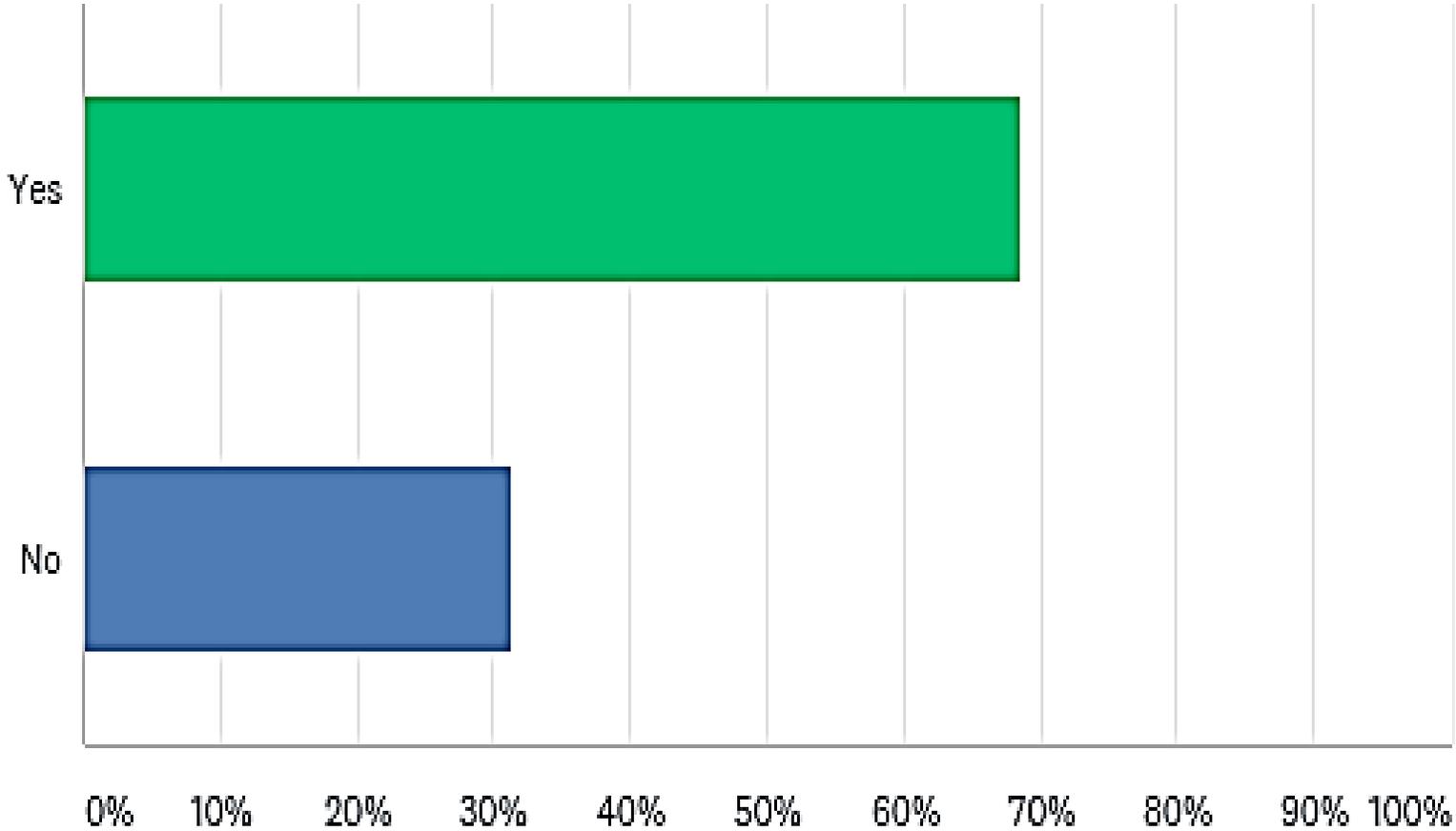
Q7: What kinds of commercial development would you like to see within the West Area? Please check all that apply.



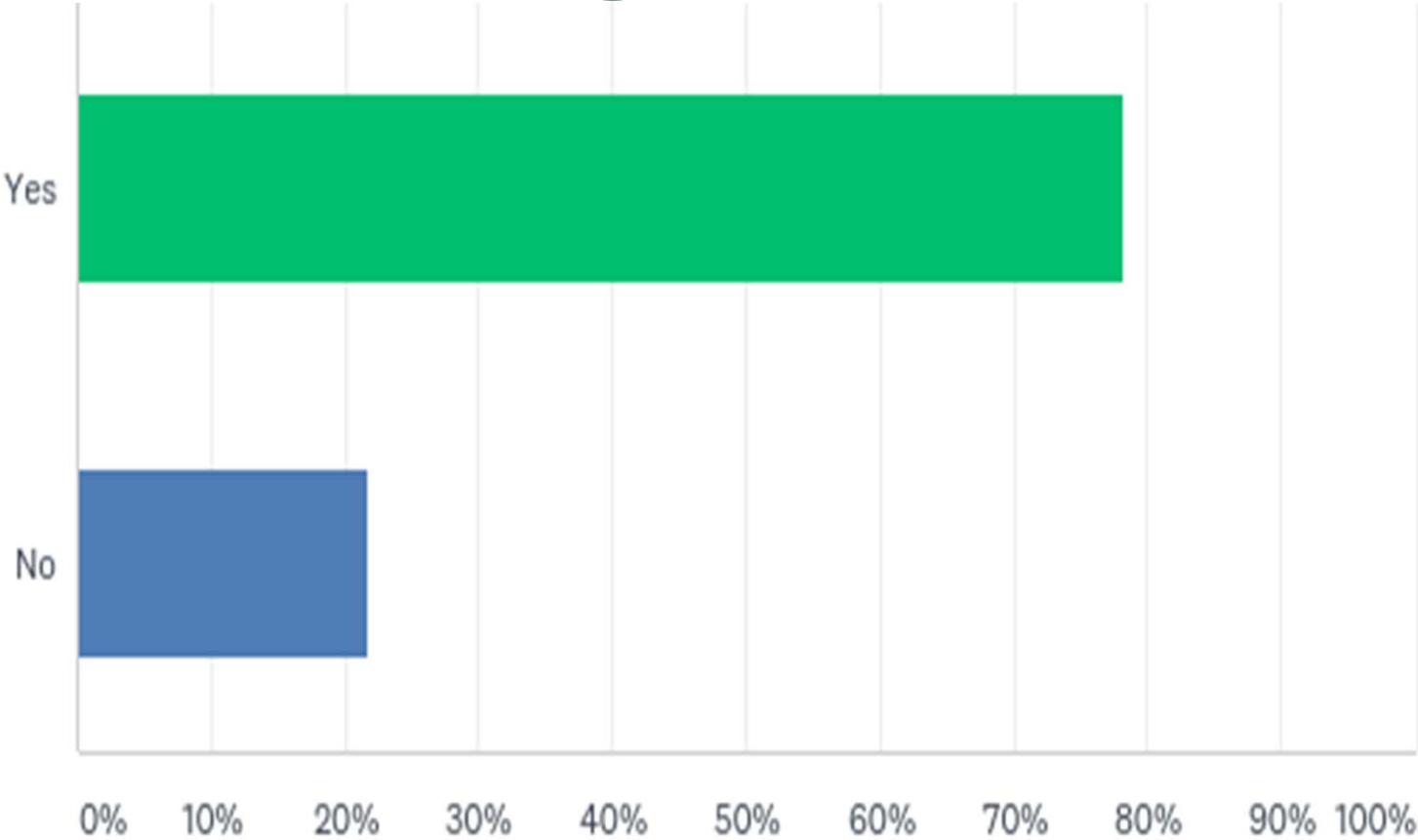
ANSWER CHOICES	RESPONSES	
Car repair shops	7.77%	29
Supermarkets	67.29%	251
Movie theaters	57.37%	214
Sporting goods	17.16%	64
Hotels/Motels	8.85%	33
Auto dealers/service stations	7.24%	27
Fast food restaurants	27.61%	103
Drug stores	17.16%	64
Hardware & lumber	29.76%	111
Banks & financial institutions	36.73%	137
Discount stores	13.40%	50
Gas stations	30.29%	113
Post office/postal service establishments	48.79%	182
Restaurants other than fast food	66.22%	247
Breweries	30.03%	112
Agri-tourism	18.77%	70
Antique stores	10.72%	40
Shopping malls	28.95%	108
Colleges and or vocational schools	33.24%	124
Personal service stores (i.e., salons)	24.40%	91
Book stores	27.61%	103
Hobby shops	29.49%	110
Bakeries	50.40%	188
Other (please specify)	14.48%	54
Total Respondents: 373		

public None Coffee people area center Library Trader
 stores type shops etc businesses foods need

Q8: Do you agree with the idea that West Shaw Avenue, from Highway 99 to Grantland Avenue, should serve as the town center for the West Area?



Q9: Agri-tourism is a mix of two industries - agriculture and tourism. Agri-tourism has gained popularity in recent years. Activities can include wagon rides, farm tours, bed-and-Breakfasts, wineries/breweries, farmers markets, wedding and special events venue, festivals, and much more. Do you believe the concept of agri-tourism should be incorporated into the West Area Specific Plan?



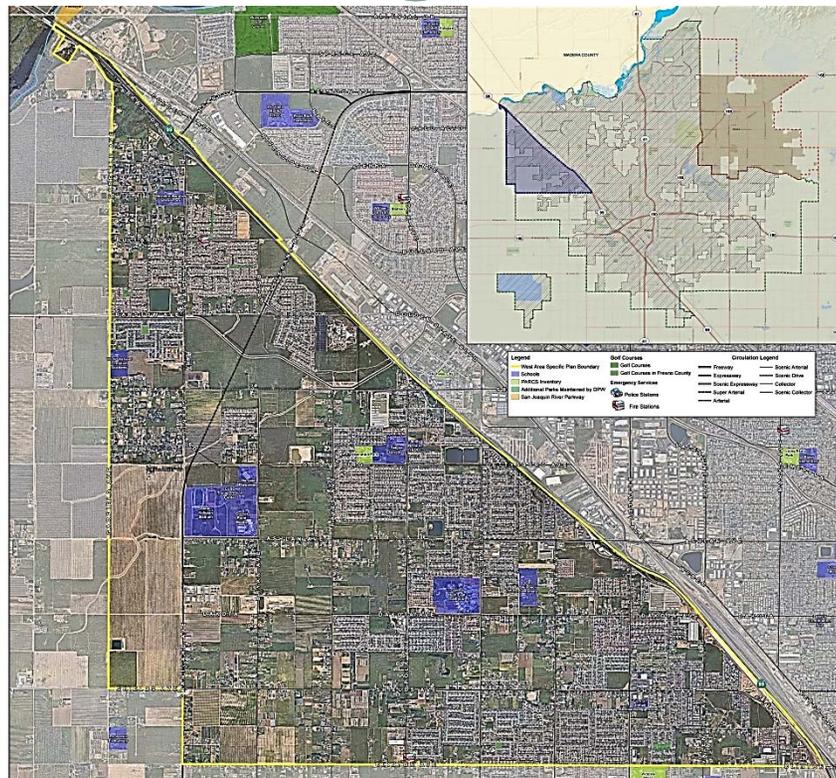
Q10: What name do you think should be used to identify the West Area?



ANSWER CHOICES	RESPONSES	
River West	34.85%	130
Westfield	10.19%	38
Almond Villa	5.09%	19
West Area	9.92%	37
West Gardens	12.06%	45
West Terrace	7.24%	27
Other (please specify)	20.64%	77
TOTAL		373

something Northwest name side **Fresno** View **West** Garden
 Area Grantland River Country North

LAND USE CONCEPTS



TRANSECT FRAMEWORK

This concept allows for a flow from rural/country lands through six (6) transact zones which are commonly referred to as T-zones.



TRANSECT, CONTINUED



NATURAL ZONE

T1 is a natural zone with no or limited human habitation.



RURAL ZONE

T2 is a rural zone that includes single family homes on large tracts of land.



TRANSECT, CONTINUED

SUB-URBAN ZONE

T3 is a suburban zone, increases density from the rural zone.



GENERAL URBAN ZONE

T4 is general urban zone which allows for residential development on smaller parcels with some commercial activity occurring.



TRANSECT, CONTINUED



URBAN CENTER

T5 is urban center zone that allows for mixed-use or some other neighborhood center or town center.

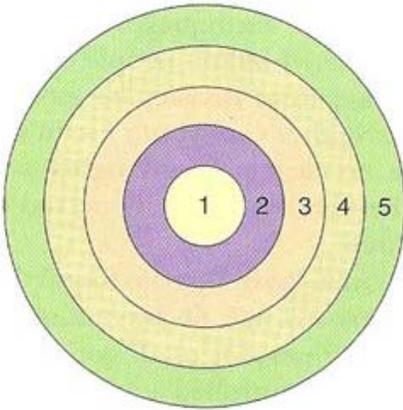
URBAN CORE ZONE

T6 is urban core zone that serves the region (i.e. a downtown).

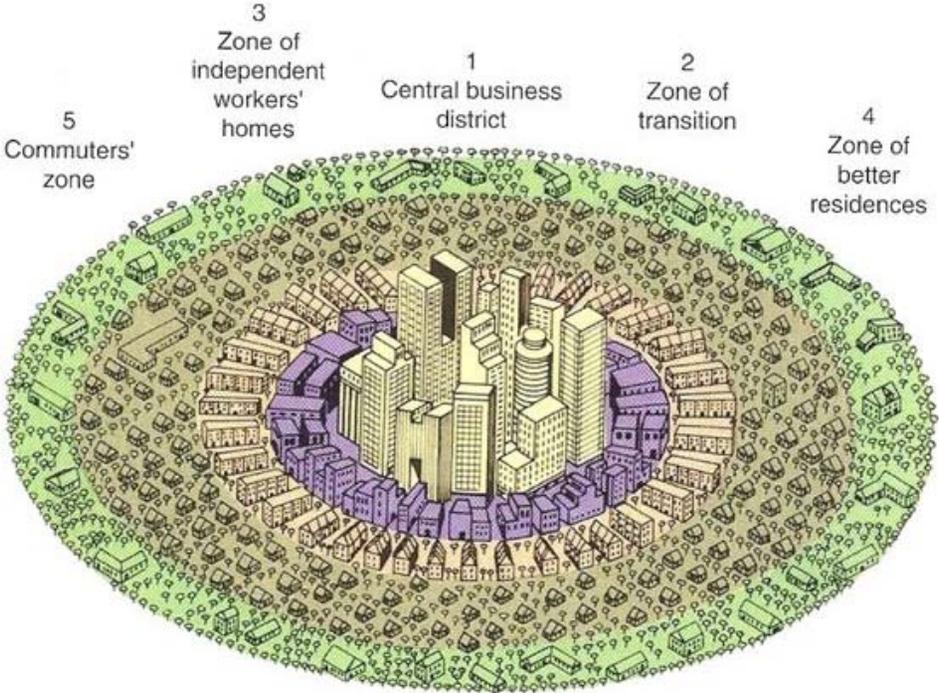


CONCENTRIC

This model divides a city or area of the city into circles expanding from the downtown or economic center to the suburbs.



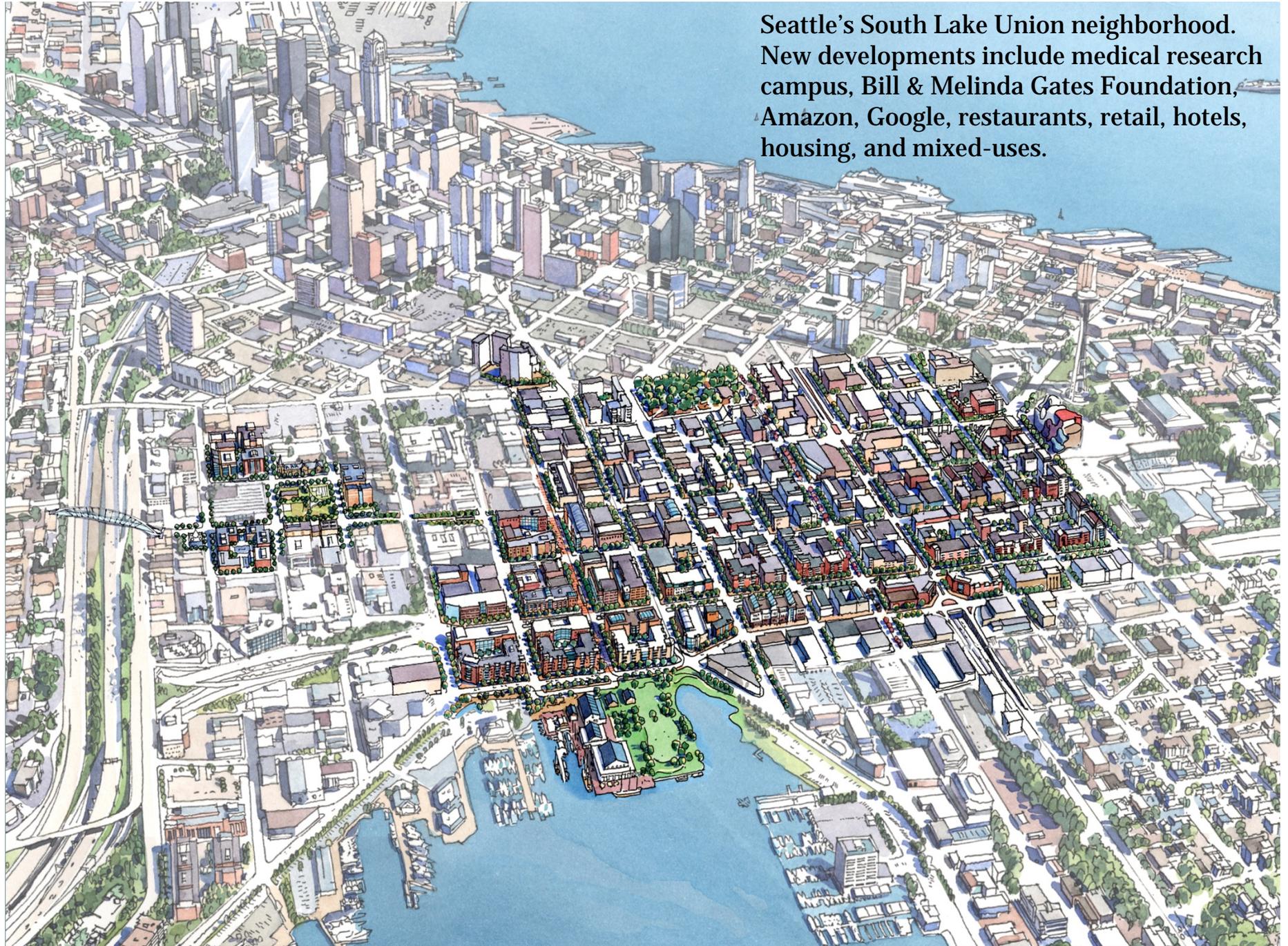
- 1 Central business district
- 2 Zone of transition
- 3 Zone of independent workers' homes
- 4 Zone of better residences
- 5 Commuters' zone



CATALYTIC CORRIDORS/CENTERS

Catalytic corridors or centers are planned and designed to cause a corresponding and complementary reaction on surrounding properties and areas.





Seattle's South Lake Union neighborhood. New developments include medical research campus, Bill & Melinda Gates Foundation, Amazon, Google, restaurants, retail, hotels, housing, and mixed-uses.

STEERING COMMITTEE MAPPING EXERCISE



SELECTION OF LAND USE FRAMEWORK



- **TRANSECT MODEL**
- **CONCENTRIC MODEL**
- **CATALYTIC CORRIDORS/CENTERS MODEL**

UNSCHEDULED COMMUNICATIONS



- 1. STATE YOUR NAME AND ADDRESS FOR THE RECORD**
- 2. PLEASE LIMIT YOUR COMMENTS TO TWO MINUTES**

ADJOURN



Next meeting:

July 25, 2018, 6:00 p.m. – 9:00 p.m.

Glacier Point Middle School

4055 N. Bryan Avenue

