



MEMORANDUM

TO: STEERING COMMITTEE CHAIRPERSON AND MEMBERS  
West Area Specific Plan

FROM: RODNEY HORTON, PLANNER III  
Development and Resource Management Department

DATE: August 16, 2018

SUBJECT: AUGUST 22, 2018 MEETING PACKET

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I am pleased to submit the August 22, 2018 meeting packet for your review. As a member of the Steering Committee, this packet of information will prepare you for the discussion and decisions that will occur at the public meeting. At this meeting, the Steering Committee will be asked to make the following decisions:

1. Approve the Meeting Summary
  - a) July 25, 2018, Meeting (voting meeting)
2. Recommend a Conceptual Land Use Option

For the information of the members, the next scheduled meeting for the Steering Committee will be October 24, 2018 at 6:00 p.m. at the Glacier Point Middle School.

Finally, the quorum for this eleven (11) member Steering Committee is six (6) members. Six (6) Steering Committee members must be present in order for the abovementioned decisions to be made.

Should you have any questions or concerns, please do not hesitate to contact me at [rodney.horton@fresno.gov](mailto:rodney.horton@fresno.gov) or 559-621-8181.



## WEST AREA SPECIFIC PLAN

### STEERING COMMITTEE MEETING AGENDA - FINAL

Wednesday, August 22, 2018

6:00 PM – 9:00 PM

Glacier Point Middle School, Cafeteria  
4055 N. Bryan Avenue, Fresno, CA 93723

#### Steering Committee Members:

David Pena, *Chairperson*  
Joseph Martinez  
Tiffany Mangum

Deep Singh, *Vice Chairperson*  
Eric Payne  
Tina McCallister – Boothe, *Alternate*

Jeff Roberts  
Dennis Gaab

Bill Nijjer  
John Kashian

Gurdeep Shergill  
Cathy Caples

1. Call to Order
  - i. Announcement of Translation Services
  - ii. Review Meeting Protocol
  - iii. Approval of Meeting Summary for July 25, 2018 (voting meeting)
  - iv. Overview of Plan Process and Conceptual Plan Options
2. Public Comment on Conceptual Land Use Options
3. Selection of a Conceptual Land Use Option
4. Unscheduled Communications
5. Steering Committee Announcements
6. Next Steps
7. Adjournment

Next Meeting - Wednesday, October 24, 2018, 6:00 PM – 9:00 PM, Glacier Point Middle School, Cafeteria

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, signers, assistive listening devices, or translators should be made one week prior to the meeting, however every effort will be made to accommodate later requests. Please call Development and Resource Management Department staff at 559-621-8181. The agenda and any related staff reports are available at [www.fresno.gov](http://www.fresno.gov).

El cuarto de la reunión es accesible a los físicamente incapacitados y los servicios de un traductor pueden ser hechos disponible. Peticiones para servicios adicionales para los incapacitado, los firmantes, aparatos de escuchar o los traductores deben ser hechos una semana antes de la reunión. Por favor llame a el Departamento de la Planificación y el Desarrollo en 559-621-8277 o 621-8062.

Chav sablaj muaj rau cov tibneeg xiam ooqhab, thiab muaj tibneeg txhaislus rau cov uas xav tau kev pabcuam. Yog thov kev pabcuam rau cov tibneeg xiam ooqhab, cov hlua ntsaws pobntseg mloog haislus, los yog tibneeg txhaislus, nej yuav tau hais tuaj ib asthiv los yog ib limpiam ua ntej lub rooj sablaj. Nej hu tau rau peb cov tubtxib ntawm tus xovtooj: 559-621-8181.



## WEST AREA SPECIFIC PLAN

### ORDEN DEL DÍA DEL COMITÉ DIRECTIVO - FINAL

Miércoles 22 de agosto de 2018

6:00 p. m. – 9:00 p. m.

Glacier Point Middle School, cafetería

4055 N. Bryan Avenue, Fresno, CA 93723

#### Miembros del comité directivo:

David Pena, *presidente*  
Joseph Martinez  
Tiffany Mangum

Deep Singh, *vicepresidente*  
Eric Payne  
Tina McCallister – Boothe, *suplente*

Jeff Roberts  
Dennis Gaab

Bill Nijjer  
John Kashian

Gurdeep Shergill  
Cathy Caples

8. Apertura de la sesión
  - v. Anuncio de servicios de traducción
  - vi. Revisión del protocolo de reunión
  - vii. Aprobación de la reunión sumaria para el 25 de julio de 2018 (reunión de votaciones)
  - viii. Vista general del proceso del plan y opciones del plan conceptual
9. Comentario público sobre las opciones de uso del suelo
10. Selección de opciones de uso del suelo
11. Comentarios del comité directivo
12. Comunicaciones no programadas
13. Próximos pasos
14. Clausura

Próxima reunión: miércoles 24 de octubre de 2018, 6:00 p. m. – 9:00 p. m., Glacier Point Middle School, cafetería

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## WEST AREA SPECIFIC PLAN

### PAB PAWG COJ KOM MUS TAUS RAU YAV TOM NTEJ ROOJ SAB LAJ LUS YUAV THAM – DAIM KAWG

Wednesday, 8 hlis ntuj hnuv tim 22, xyoo 2018

6:00 teev tsaus ntuj – 9:00 teev tsaus ntuj

Glacier Point Middle School, Cafeteria (Chav Noj Mov)

4055 N. Bryan Avenue, Fresno, CA 93723

#### Pab Pawg Coj Kom Mus Taus Rau Yav Tom Ntej Cov Tswv Cuab:

David Pena, *Tus Tswj*  
Joseph Martinez  
Tiffany Mangum

Deep Singh, *Tus Loo Tswj*  
Eric Payne  
Tina McCallister – Boothe, *Alternate*

Jeff Roberts  
Dennis Gaab

Bill Nijjer  
John Kashian

Gurdeep Shergill  
Cathy Caples

1. Qhib Rooj Sab Laj
  - i. Tshaj Tawm tias Muaj Cov Txhais Lus
  - ii. Tshuaj Ntsuas Kev Cai Sab Laj Muaj Kev Sib Hwm
  - iii. Los Mus Txais Yuav Tej Kev Teev Lus Tseg Rooj Sab Laj thaum lub 7 hli ntuj tim 25, xyoo 2018 (rooj tsa xaiv)
  - iv. Rov Saib Xyuas Kev Npaj Tau Tias Yuav Ua Li Cas Rau Li Cas thiab Tej Kev Yuav Ua Mus Raws Li Cas
2. Cia Sawv Daws Tawm Suab Txog Seb Yuav Siv Thaj Av Mus Raws Li Cas
3. Pab Pawg Coj Kom Mus Taus Rau Yav Tom Ntej Kev Tawm Suab
4. Kev Xaiv Seb Yuav Siv Thaj Av Mus Raws Li Cas
5. Kev Sib Tham Uas Tsis Tau Teev Tseg Ua Ntej
6. Kauj Ruam Tom Ntej
7. Kev Sib Tham Xaus

Rooj Sab Laj Tom Ntej - Wednesday, Lub 10 hlis ntuj, hnuv tim 24, xyoo 2018, 6:00 teev tsaus ntuj – 9:00 teev tsaus ntuj, ntawm Glacier Point Middle School, Chav Noj Mov (Cafeteria)

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**WEST AREA SPECIFIC PLAN**



**MEMORANDUM**

TO: STEERING COMMITTEE CHAIRPERSON AND MEMBERS  
West Area Specific Plan

FROM: RODNEY HORTON, PLANNER III  
Development and Resource Management Department

DATE: August 16, 2018

SUBJECT: INPUT

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I am providing you with a copy of the public input City staff has received since the July 25, 2018 Steering Committee meeting.

Feedback has been received from the following individuals:

1. Gen Guerrero  
Resident of the West Area
2. Pastor Chip Ross  
Westwood Baptist Church
3. Cathy Caples  
Steering Committee Member

West Area Specific Plan  
 From: Gen Guerrero, Fresno, CA 93722 (Resident of the West Area)  
 Phone: 831-774-2458

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## FEEDBACK AND INPUT

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### Preferred Options – Draft Land Use Options

1. Gen's **overall preference** is for Option 3. The "available sites" are Ashlan, Dakota, Shields, Clinton, Blythe. Second choice is Option 2, Third choice is Option 1.
2. Gen likes Option 1 with 67 percent less multifamily residential. (The 67 percent figure is a change from the 50 percent I expressed at the last steering committee meeting on July 25, 2018. I prefer 67 percent less upon consideration.)
3. On Option 2, I like it with the following changes:
  - a. Redevelopment of rural residential up to 25 percent max redevelopment.
  - b. For Ag/Rural residential, I would like to see development of Agritourism (only) up to 50 percent max of Ag/Rural residential.
4. Overall, I prefer "infilling" and "retrofitting" existing available sites on "corridors" and elsewhere in terms of development and infrastructure.

Multi-family is apartments, condos, row homes, garden apartments.

### Questions and Core Anchor Suggestions

1. Town Center: Can we please have another Monkey Survey to re-vote on the Town Center location so we can see what other options there are besides Shaw Avenue? Survey question #8 only provided one location to vote on which is Shaw Avenue. What is the rationale for placing the Town Center on West Shaw? What is the exact proposed location on West Shaw? [It may be Shaw Avenue is best, but I am hoping to see other options as well.]
2. Naming the West Area: Since 160 people voted for other names besides the top three (River West, Westfield, West Gardens) a re-vote could change the outcome if we do a re-vote for ONLY the top 3: River West, Westfield, West Gardens. Can we have a Monkey Survey re-vote on the three top scoring names?
3. Gen's 5 Core Anchor Suggestions or Core Concerns for the West Area:
  - A. **Town Center** – location to be determined.
  - B. **University** – a UC Davis satellite campus would be great because UC Davis specializes in Agriculture. Also, I think it would be great to bring on a specialized academy to train young people in Cyber Security since there is a national shortage of skilled labor in this area. Naturally, all the traditional educational options should be provided as well such as a BA in Business Management, BS in Management of Information Systems and other standard career degrees. These are 4-year college degree ideas.
  - C. **Job Training Center** – this is separate from #B (University). My suggestion is to primarily focus on trades as an anchor training endeavor e.g. welder, carpentry, electrician, ironworker, masonry, roofer, cement and concrete finisher. Secondarily, train people about manufacturing such as machinist, metal fabrication, assembly. Don't just train people to be janitors, food service workers, and low level jobs like a lot of job training centers do. There is a shortage of 51,000 truck drivers nationwide and they can earn up to 80k a year. How about opening a truck driving training course sponsored by the City of Fresno and encouraging young people to sign up? How about training people to be Administrative Assistants? This is a job position that is always available year-round nationwide for job seekers with good MS Word and Excel skills? How about a certificate program which trains people in Restaurant Management? Create low-cost, high-quality certificate programs for these jobs.

Good lots for a Job Training Center:

- First Choice: Either of the two lots on Ashlan Avenue between North Cornelia Avenue and North Mitre Avenue. The lots are to the right of Heritage Self Storage, 4485 West Ashlan Ave.
- Second Choice: Corner of Dakota Avenue and Cornelia Avenue. Huge lot across from Central H.S. – East Campus
- Third Choice: Empty lot on Shaw Avenue across from Pamoist Pet Hospital, 5591 W. Shaw Avenue, very near the intersection of Polk Avenue and Shaw Avenue.

**NOTE: Please do not use the very large lot located directly across the street from Yosemite Falls Café on Ashlan Avenue, or the lot located to the immediate left of Walgreen's on the corner of Ashlan and Cornelia. Both of these locations are undesirable.**

- D. **Trash/Homeless** – Work with the City of Fresno (COF) to pick up the trash. The COF needs to be more proactive by knowing where the hot spots are for illegal dumping. The City works well with the tickets the public opens on the FresGo website, however, it seems they operate in a reactive rather than a proactive mode. **[If we don't take care of the trash problem CONCURRENT to the implementation of the West Area Specific Plan, it will be like laying 18 karat gold over garbage. It doesn't work and it won't last. There has to be better, aggressive code enforcement on the part of the City of Fresno. Without this happening, a positive change will be short-lived in West Fresno due to the garbage and homeless problems.]** I would like to see the City of Fresno use their GIS department to identify prevalent and/or illegal dumping trash "hot spots" and general trashy areas that need continual clean-up by the city crews. Don't just rely on the FresGo website for the public to open tickets. In short, please be a lot more proactive to help curtail this enormous and demoralizing problem. This goes hand-in-hand with the Homeless problem. Please see photos beginning on Page 7.
- E. **Landscaping** – Concurrent to development please implement more landscaping to beautify the area such as drought resistant trees and bushes.

4. Ashlan Inn: What is happening with Ashlan Inn, 4278 West Ashlan Avenue, Fresno? Since 12/2016 it has been in a state of stunted renovation. Very little to nothing is happening there. On 7/31/2018, I spoke to "Ramiro" the manager of the Yosemite Falls Café which is connected to the Inn and he told me the owner is in Los Angeles and he is supposed to hire a company to come in and renovate the Ashlan Inn, however Ramiro doesn't know when the work is going to be done. **Problem:** The ongoing delayed renovation of Ashlan Inn creates a stagnant, non-growth atmosphere which is not conducive to the transformation of the West Area under its Specific Plan. Can the Steering Committee address this issue with the City of Fresno and negotiate a commitment from the owner that the Ashlan Inn will be completed by "X" date. This delayed renovation is irresponsible and it cannot be allowed to go on and on and on with no completion date in site. In particular, because the Ashlan Inn is on one of the main "corridors" for the West Area Specific Plan, it has a compounding negative impact.

### **Suggestions For New Businesses or Entities**

1. Ceramic Studio with classes for kids and adults on how to make pottery and ceramics
2. Nursery

3. Art Galleries
4. Senior Center – **sorely needed!**
5. Plant more trees along the existing corridors, make it look nice
6. Library
7. Post Office
8. IKEA (big hit in Sacramento!)\*
9. REI (camping store)
10. Bookstore (specializing in older books plus newer books)
11. Thrift Store
12. Natural Foods Co-Op. Sacramento's as an example: <https://sac.coop/> (big hit in Sacramento!)
13. Microbrewery or two
14. Print Shop
15. Donut Shop
16. Bagel Shop – just for bagels or bagel sandwiches of all kinds
17. Popcorn Gourmet Shop
18. Perfumery
19. Water Refill Stations, several
20. Drive-Thru Coffee Kiosk (smaller, for drive-thru only)
21. Anna's Linens
22. Farmer's Market Location
23. Restaurants: Olive Garden, Cracker Barrel Old Country Store, Marie Callendars, The Golden Corral buffet restaurant, an Indian restaurant
24. University / University Satellite Campus
25. Job Training Center (a separate entity from the University / University Satellite Campus)
26. Empty Storefronts: Fill empty storefronts with new businesses.
27. Agritourism: As a suggestion regarding agritourism venues, each farm which participates should have a family history / nostalgia bio brochure that can be handed out to all agritourists so they can establish an emotional connection with the farm or ranch. Details should include family name, the meaning of the name, where is their ancestral homeland or did their ancestor come from another state (where?), any family traditions especially those that are farm related, what crops they grow, who in the family founded the farm, how long it has been in existence, what they like about farming, what they like about the Fresno area and its agricultural environment, and any other nostalgic tidbits that would be interesting to visitors such as famous relatives or local contributions or charitable work in Fresno County or the state as a whole. Also list the goods they will sell to public visitors.

\*IKEA: consider using the abandoned property at 3636 Grantland Avenue, Fresno which is the old Lamanuzzi-Pantaleo Dehydrator plant:

Lamanuzzi-Pantaleo Dehydrator, LLC  
3636 N. Grantland Avenue  
Fresno, CA 93723  
559-275-6131  
Fax: 559-275-5892  
**lampan@pacbell.net**  
Gino Lamanuzzi, Vice President

The following shows three photos of the plant.



### **Suggestions – Other / Comments – Other**

1. Shotspotter – please implement this crime prevention technology in West Fresno; it's already being used by Fresno P.D.
2. Provide free drought landscaping classes by the City of Fresno in our area.
3. Please outlaw all fireworks in the City of Fresno limits. Only have them at large, free venues for the public. People are continuing to use them for weeks and weeks after Independence Day and it's a nuisance.

## Concerns

1. The Homeless. The City of Fresno needs to deal with the homeless more proactively. Get the churches involved!!
2. Trash and Illegal Dumping. The City of Fresno needs to be more proactive about driving around and picking up trash, and not waiting for people to report trash via the Fresno website or app. Also, I would like to see the City of Fresno start an advertising campaign (tv, radio, newspapers) such as "Keep Fresno Clean!" (my idea) focusing on all residents and business owners to keep their respective areas picked up and free of trash. The campaign should be in English, Spanish, Hmong, Vietnamese. [The State of California did something similar with the Flex Your Power campaign during all the blackouts and brownouts in the early 2000s.] Why not do the same for trash in Fresno? [Please see photos beginning on page 7.](#)
3. Too many loose animals. On loose animals esp. dogs running around, start an advertising campaign (tv, radio, newspapers) to have your animals spayed and neutered AND to be kind to animals; also, the City of Fresno Animal Services needs to convert to a no kill shelter like the County of Fresno has. There's no reason this cannot be done.
4. Between Hwy. 180 and Clinton Avenue. The part of the city directly to the south of the West Area (i.e., between Highway 180 and Clinton Avenue) does not have a Specific Plan. Why not? I'm very concerned because this is a crime-ridden area full of drugs and prostitution --- and it is right next door to the West Area. The potential for crime from that area to "bleed over" into the West Area and other areas should be considered. If the City of Fresno wants to do this job the right way, they also need to revitalize the area between Highway 180 and Clinton Avenue, and basically clean it up. The whole area of old, seedy motels / hotels on Highway 99 in the area of Belmont and Olive Avenues is a really bad eyesore that discourages new businesses from coming to Fresno. It's ugly and it all needs to be demolished. **All of it**. That whole area needs to be cleaned up. Anyone who drives through Fresno on Highway 99 and sees those seedy motels / hotels develops a totally bad impression of Fresno as a whole. [Please see photos.](#)
5. **Going forward, please do not permit** these types of businesses into the West Area:
  - No Dollar-type Stores
  - No Payday Loan stores
  - No Title Loan stores
  - No Check Cashing stores
  - No Pawn Shops
  - No Boost Mobile or other mobile stores
  - No Car washes
  - No Tattoo parlors
  - No Tire shops
  - No Auto repair shops
  - No Convenience stores
  - No Drug stores
  - No Motels / Hotels
  - No U-Haul Stores
  - No Gas stations
  - NO liquor stores
  - Only a limited number of taquerias i.e., two (2) max. "Nicer" Mexican restaurants are ok. ("No" Mexican restaurants is even better. There are already PLENTY to choose from in Fresno, zillions of them, this is coming from an American of Mexican descent, me.) Existing taquerias or Mexican restaurants are ok to leave alone, of course.

6. Existing Conditions Report. The following are significant problems with the Existing Conditions Report:
- a. Pg. 29. Air pollution colors are all in shades of blue and do not match the colors on the State's website. Also, the State's scale is not explained e.g. "good" or "bad" air quality for the color indicated. It's preferable to use the San Joaquin Valley Air Pollution Control District's scale where the different colors are actually explained: <http://www.valleyair.org/aqinfo/forecast.htm>
  - b. Problems with the West Area are not listed and prioritized in the report. You can't fix a problem if you don't identify what that problem is first. When I asked the City of Fresno, I was told the problems are not identified in the Existing Conditions Report. However, I was verbally told the West Area problems are:
    - Lack of Amenities (library, retail, post office)
    - Lack of Pride in Community
    - Lack of Identity
    - Lack of Cohesiveness

**The problems, from the City of Fresno's perspective need to be identified and documented in the report so we can have a baseline to work from.**

7. Keep It Rural. Many of the comments from residents state to "keep it rural" referring to the West Area. I agree. *Nothing good comes from urban sprawl – it's the people who live there who suffer due to cost, blight, eventual deterioration, and other factors.*
8. Business Signs. Business signs need to be kept in good condition, or it brings down the neighborhood. **Please see photo of Ashlan Valentine Business park sign which is in a state of deterioration.**

## **TRASH PHOTOS / OTHER PHOTOS**

There is a theory in criminology known as the broken window theory that states "maintaining and monitoring urban environments to prevent small crimes such as vandalism, public drinking and toll-jumping helps to create an atmosphere of order and lawfulness, thereby preventing more serious crimes from happening."

And "an ordered and clean environment —one that is maintained— sends the signal that the area is monitored and that criminal behavior is not tolerated. Conversely, a disordered environment —one that is not maintained (broken windows, graffiti, excessive litter)— sends the signal that the area is not monitored, and that criminal behavior has little risk of detection."

### **LOT TO THE RIGHT OF 6819 W. ASHLAN AVENUE, FRESNO – 1 OF 2.**

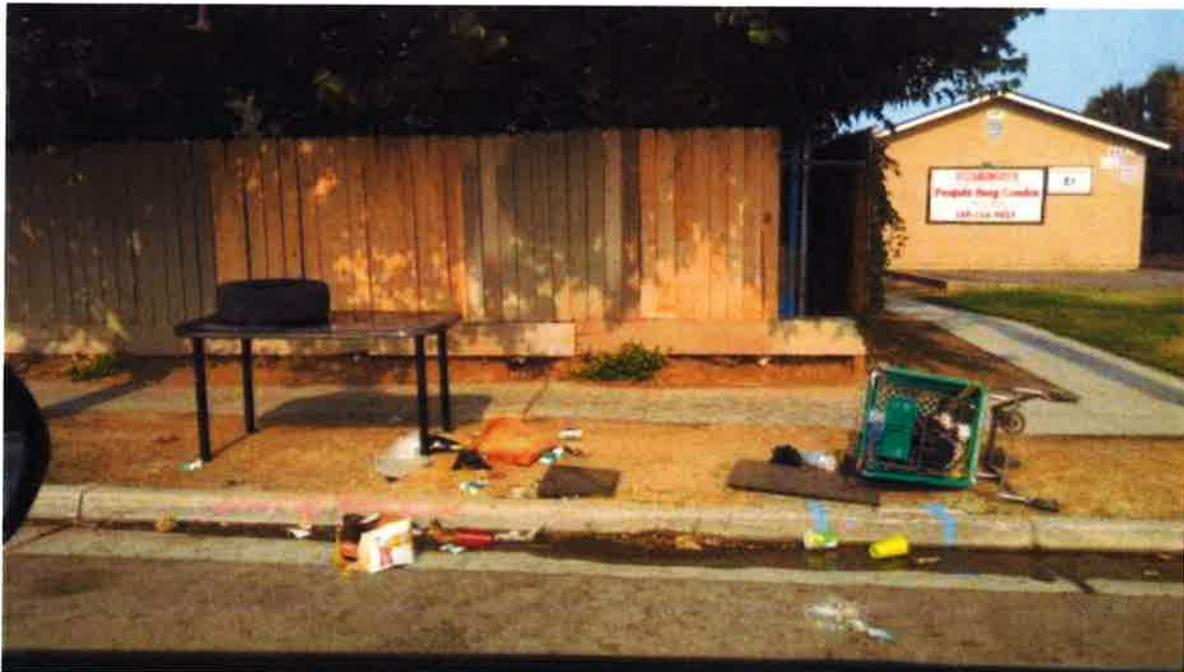


***HOW HAS THIS BEEN ALLOWED TO REMAIN THIS WAY???***

**2 OF 2.**



**TRASH DUMPED ON THE SIDEWALK AT 4887  
N. POLK AVENUE, FRESNO - 1 OF 1**



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**LOT BEHIND JOHNNY QUIK FOOD MART, 4395  
W. ASHLAN AVE., FRESNO – 1 OF 2**

**CODE ENFORCEMENT TICKETS HAVE BEEN  
SUBMITTED BUT NOTHING CHANGES. IT  
DEMORALIZES THE WEST AREA.**

July 26, 2018



**LOT BEHIND JOHNNY QUIK FOOD MART, 4395  
W. ASHLAN AVE., FRESNO – 2 OF 2**

July 26, 2018



**THE GARBAGE IN THE LOT WRAPS ALL THE  
WAY AROUND THE BACK OF THE JOHNNY  
QUIK FOOD MART.**



**LOT TO THE LEFT OF BEDROSIAN'S TILE AND  
STONE, 3567 W. SHAW AVENUE, FRESNO, CA  
93711 – 1 OF 2.**

**MUCH CLEANER THAN THE LOT BEHIND  
JOHNNY QUIK. WHY IS CODE ENFORCEMENT  
ACTIVE HERE AND NOT AT THE JOHNNY QUIK  
LOT?? SOMETHING'S WRONG.**

August 11, 2018



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**LOT TO THE LEFT OF BEDROSIAN'S TILE AND  
STONE, 3567 W. SHAW AVENUE, FRESNO, CA  
93711 – 2 OF 2.**

August 11, 2018



**DUMPED TRASH NOT WITHIN THE WEST AREA  
BUT STILL IN THE CITY OF FRESNO LIMITS  
NEAR WEST AND MCKINLEY, FRESNO – 1 OF 2.  
A COMMON PROBLEM THROUGHOUT FRESNO  
AND INTO THE RURAL COUNTRYSIDE  
SURROUNDING FRESNO. IN FACT, THE  
DUMPED TRASH PROBLEM IS COUNTYWIDE.**

WEEK OF AUGUST 6, 2018



**DUMPED TRASH NOT WITHIN THE WEST AREA  
BUT STILL IN THE CITY OF FRESNO LIMITS  
NEAR WEST AND MCKINLEY, FRESNO – 2 OF 2.**



WEEK OF AUGUST 6, 2018



**SEEDY, OLD, CRIME-RIDDEN MOTELS AND HOTELS ALONG HWY. 99 **SOUTHBOUND** NEAR THE BELMONT AND OLIVE AVENUE EXITS, FRESNO – 1 OF 2.**

**THIS IS WHAT PEOPLE SEE WHEN THEY DRIVE THROUGH FRESNO. A MAJOR EYESORE. IT LEAVES A BAD IMPRESSION ON PEOPLE DRIVING THROUGH. IF WE WANT TO BRING GOOD BUSINESSES AND FAMILIES TO FRESNO, THIS WHOLE LANDSCAPE NEEDS TO BE CHANGED. IT ALL NEEDS TO BE DEMOLISHED. IT'S UGLY, UNAPPEALING, AND DEMORALIZING TO THE CITIZENS OF FRESNO. IT AFFECTS THE QUALITY OF LIFE OF EVERYONE. ALL OF IT NEEDS TO GO. DEMOLISH IT.**



**SEEDY, OLD, CRIME-RIDDEN MOTELS AND  
HOTELS ALONG HWY. 99 **NORTHBOUND**  
SOUTH NEAR THE BELMONT AND OLIVE  
AVENUE EXITS, FRESNO – 2 OF 2.**



**DRIVING ON THE HWY. 99 SOUTHBOUND  
SHAW AVENUE ON-RAMP ALONG PARKSIDE  
DRIVE IN THE WEST AREA (WHICH IS ON THE  
OTHER SIDE OF THE FENCE)...THE TRASH IS  
ON THE RIGHT-SIDE OF THE ON-RAMP. 1 OF 1.**



**HWY. 99 SOUTHBOUND BETWEEN THE SHAW  
AVE. ON-RAMP AND THE ASHLAN AVE.  
OFF-RAMP. 1 OF 3.**



**HWY. 99 SOUTHBOUND BETWEEN THE SHAW AVE. ON-RAMP AND THE ASHLAN AVE. OFF-RAMP. 2 OF 3.**



**HWY. 99 SOUTHBOUND BETWEEN THE SHAW AVE. ON-RAMP AND THE ASHLAN AVE. OFF-RAMP – LOOKING BACK IN THE OPPOSITE DIRECTION. 3 OF 3.**



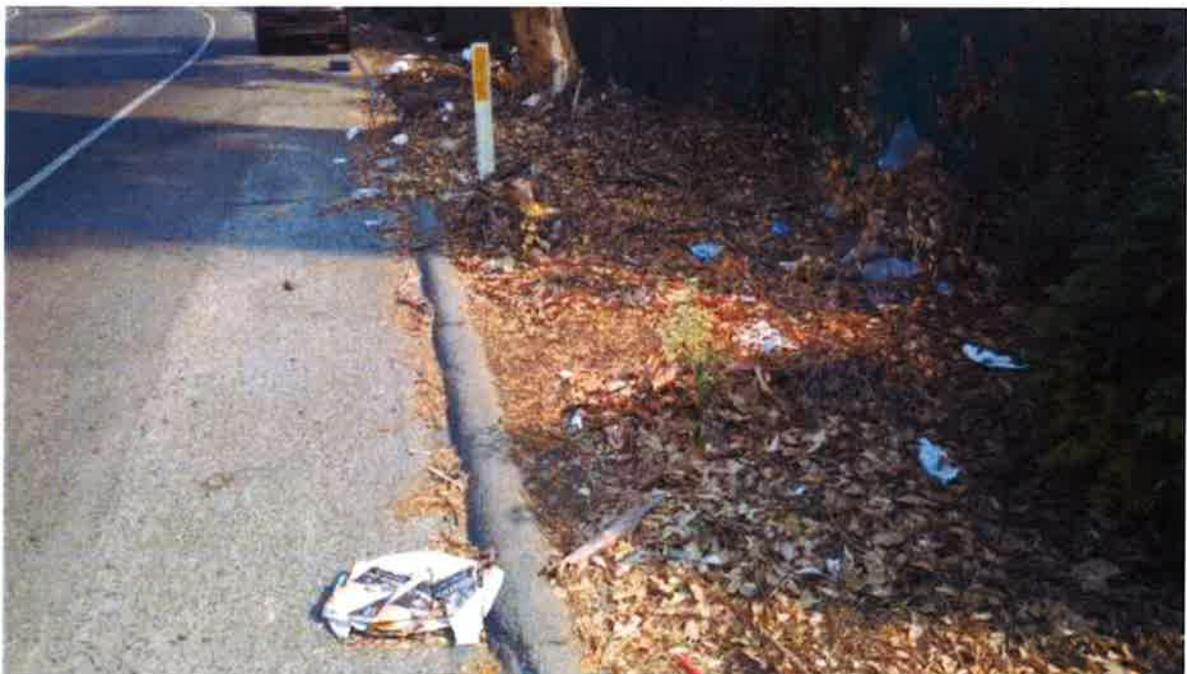
**“ASHLAN VALENTINE BUSINESS PARK” SIGN IN A STATE OF DETERIORATION. AGAIN, IT AFFECTS QUALITY OF LIFE. CODE ENFORCEMENT SHOULD ENFORCE BUSINESS SIGNS THAT ARE WELL MAINTAINED AND IN DECENT CONDITION.**

AUGUST 9, 2018



**HWY. 99 NORTHBOUND SHAW AVE. ON-RAMP  
NEXT TO MOTEL 6 ON WEST SHAW AVENUE.  
LOTS OF TRASH. THERE ARE 5 PHOTOS.**

ALL FIVE PHOTOS ARE DATED AUGUST 4, 2018.





**CITY OF FRESNO JURISDICTION NOT  
WITHIN THE WEST AREA SPECIFIC PLAN  
AREA BUT IT STILL AFFECTS WEST AREA  
RESIDENTS' QUALITY OF LIFE: ACROSS  
THE STREET FROM 3088 WEST ASHLAN  
AVENUE AND TO THE RIGHT OF THE  
ASHLAN VILLA SHOPPING CENTER AT  
THE CORNER OF MARKS AND ASHLAN.  
THERE ARE 5 PHOTOS DATED 7/26/2018.**



**A CONTINUAL “HOT SPOT” OF TRASH.**



**AN AD HOC “CAR LOT” AT THE END OF NORTH CORNELIA AVENUE BEFORE IT BECOMES N. PARKWAY DRIVE. AGAIN, THIS AFFECTS THE QUALITY OF LIFE OF WEST AREA RESIDENTS. A FRESGO (CODE ENFORCEMENT) TICKET #4291053 WAS OPENED WITH THE CITY OF FRESNO ON 6/4/2018, HOWEVER, NOT MUCH ACTION HAS OCCURRED. TRASH IS BEING DUMPED THERE AS WELL.**







**THIS LOCATION IS THE HWY. 99 SOUTHBOUND WEST ASHLAN AVE. ON-RAMP RIGHT NEXT TO FOSTER'S FREEZE IN THE WEST AREA. AFTER TRASH WAS PICKED UP BY CALTRANS OUTSIDE THE FENCE LINE, THE TRASH INSIDE THE FENCE STILL REMAINS. THEREFORE, I OPENED FRESGO TICKET 3916312 ON SUNDAY, 3/18/2018 TO ADDRESS THE TRASH WHICH REMAINS TRAPPED BEHIND THE FENCE AND ON THE COMMERCIAL PROPERTY ITSELF WHERE FOSTER'S FREEZE IS LOCATED. ISN'T THIS THE RESPONSIBILITY OF THE COMMERCIAL PROPERTY OWNER TO PICK IT UP? THERE SEEMS TO BE NO ACTION BY CITY OF FRESNO CODE ENFORCEMENT. AGAIN, THIS AFFECTS OUR QUALITY OF LIFE. NO ONE WANTS TO SEE ALL THIS TRASH ON THE SIDE OF THE HIGHWAY ON-RAMP. IT'S DEMORALIZING TO THE RESIDENTS AND TO VISITORS OF FRESNO. WHERE IS THE CITY OF FRESNO CODE ENFORCEMENT TEAM ON THIS??? WHEN ASKED, THE CITY OF FRESNO SAYS IT'S A WORK IN PROGRESS **BUT THERE IS NO "PROGRESS"**.**

**THE PHOTOS CANNOT CAPTURE WHAT THE EYES SEE WHEN ONE DRIVES BY THIS AREA. IT'S TRULY FILTHY.**

**(CONT. OF FOSTER'S FREEZE PHOTOS.)**

**ALL OF THE FOLLOWING TEN PHOTOS ARE DATED JULY 31, 2018.**

**PHOTOS SHOW TRASH WHICH IS BOTH INSIDE AND OUTSIDE THE COMMERCIAL PROPERTY FENCE LINE. BECAUSE THE CITY OF FRESNO HAS TAKEN LITTLE TO NO ACTION SINCE 3/18/2018 WHEN THE TICKET WAS FIRST OPENED. THE TRASH OUTSIDE THE FENCE LINE (ON THE ON-RAMP SIDE) HAS PILED UP AGAIN AND CALTRANS WILL HAVE TO COME OUT AGAIN TO CLEAN UP THEIR SIDE. THEREFORE, THE PROBLEM NEVER GETS ANY BETTER.**







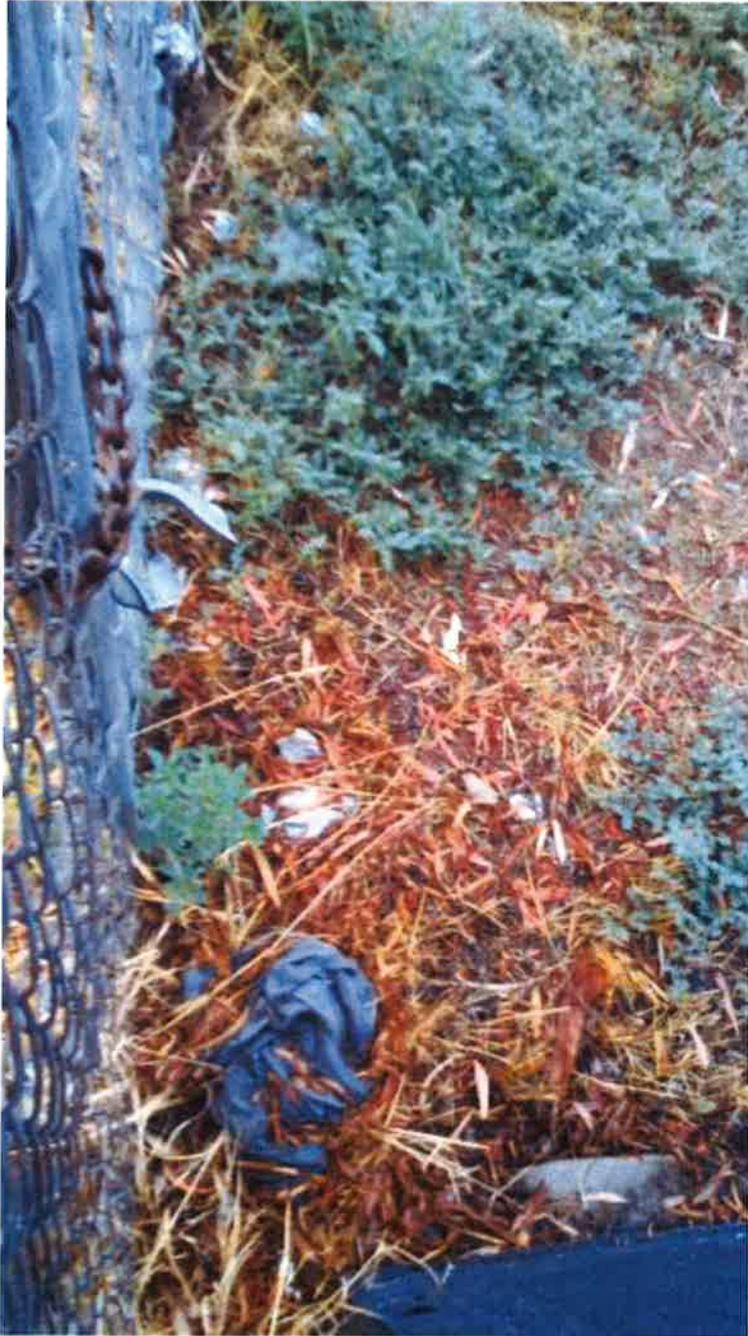












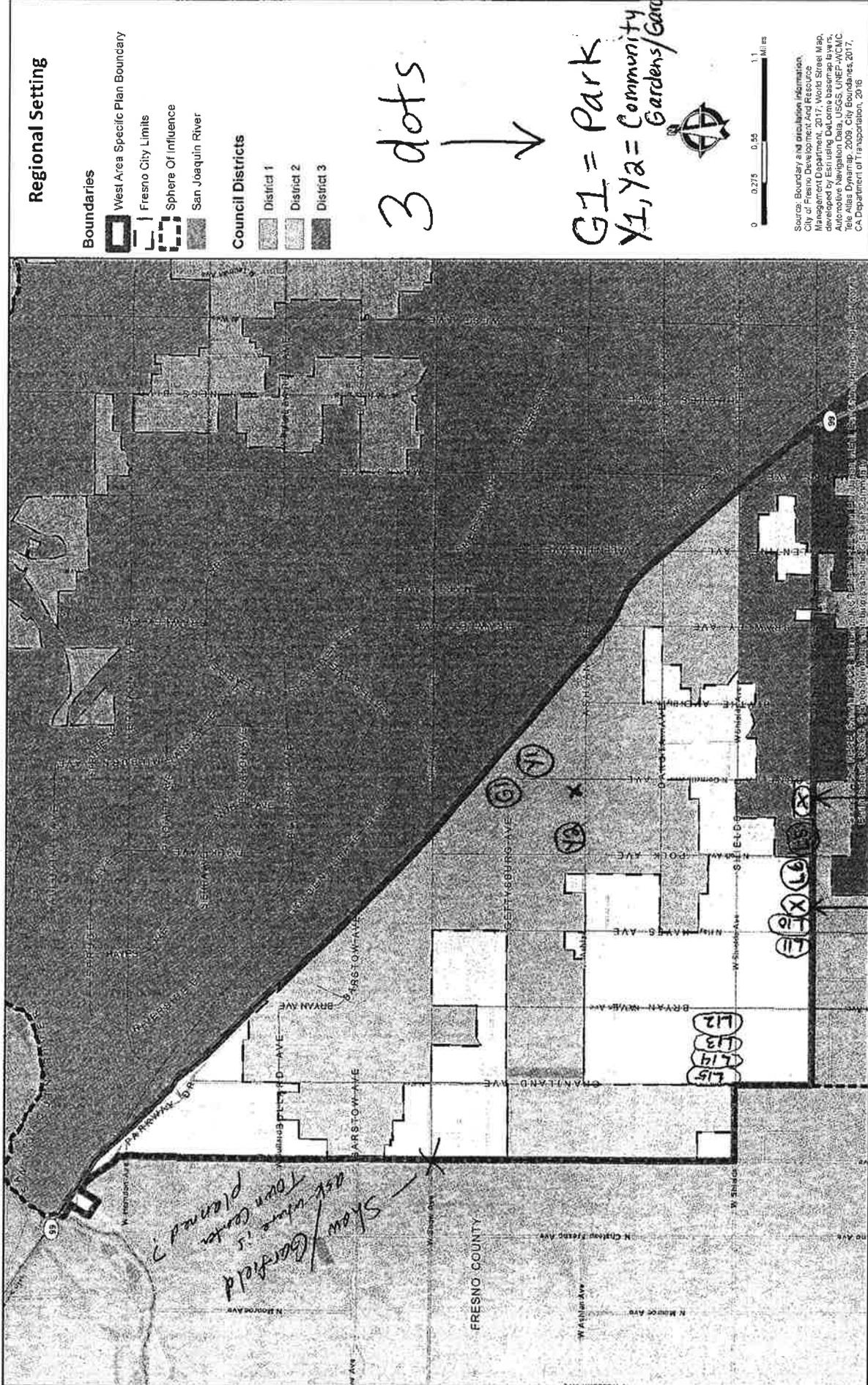


END.

Green Dot = Parks  
 Yellow Dot = Community Gardens/Gardens  
 Blue Dot = Agritourism

Board 1, Parks and Green Space

# FRESNO WEST AREA SPECIFIC PLAN



Skaw/Garfield  
 are where center is planned?

X = My House

47-17

67-17

8/15/2018



Red Dot = Retail  
 Blue Dot = Commercial  
 Yellow Dot = Medical Facilities

Board 3, Retail

# FRESNO WEST AREA SPECIFIC PLAN



Look for  
 agri-tourism  
 locations,  
 W. Shaw.  
 Use pencil dot.  
 I dot  
 BI = Commercial\*

\* This is the old Lamanuzzi - Pantaleo Distributor Deyhydrator Plant at 3636 N. Grantland Avenue Fresno, CA 93723. A good site for IKEA! Outside it reads: "Raisins - Grantland Receiving Station".

7/25/2018

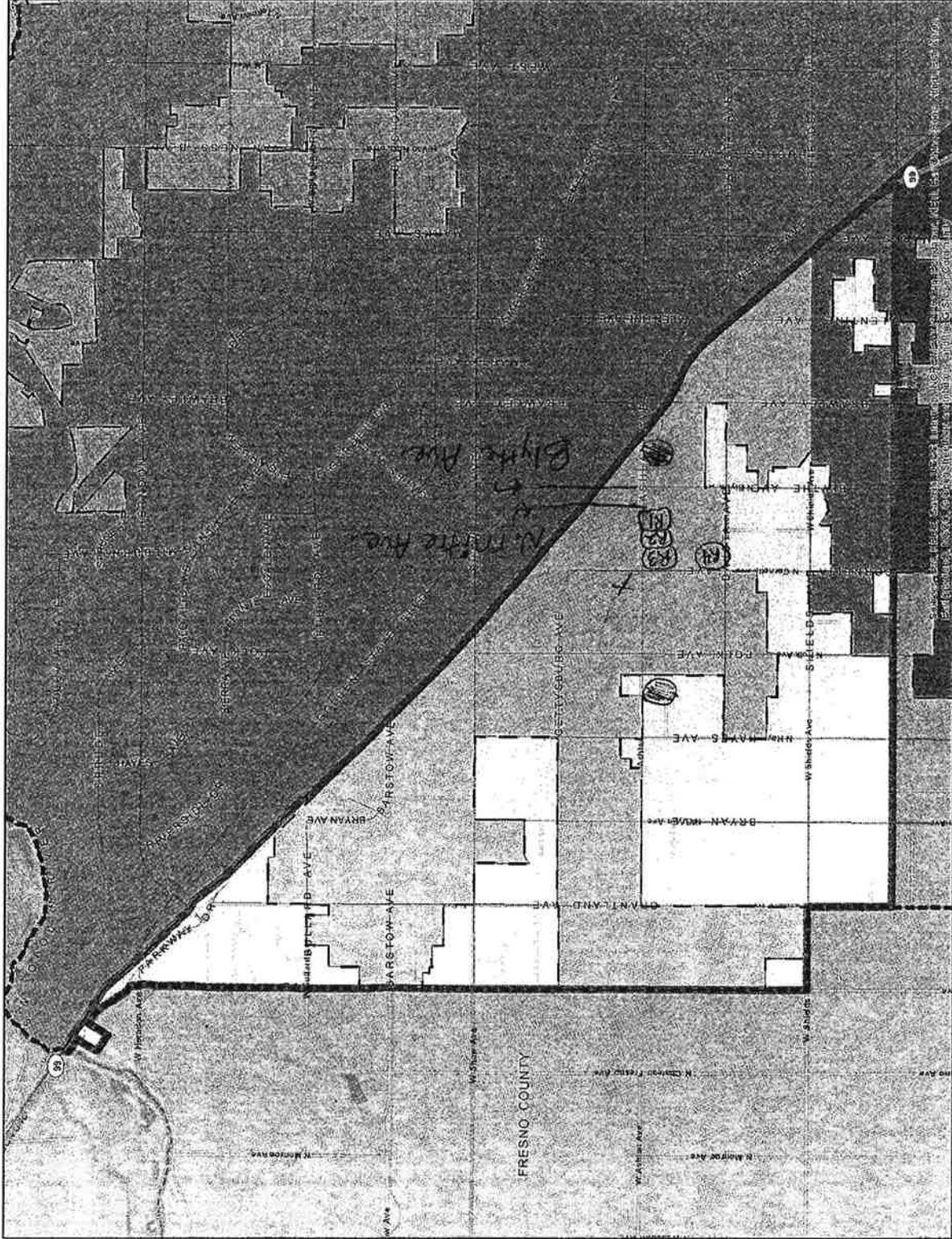
X = My House

Grantland  
 X  
 AS  
 10/1/2018

Red Dot = Higher Education

Board 4, Higher Education  
Critical

# FRESNO WEST AREA SPECIFIC PLAN



## Regional Setting

### Boundaries

- West Area Specific Plan Boundary
- Fresno City Limits
- Sphere Of Influence
- San Joaquin River

### Council Districts

- District 1
- District 2
- District 3

Some one put red dot here.

4 Dots

R1 - R4 = Higher Education



Source: Boundary and circulation information, City of Fresno Department of Planning, 2017; World Street Map, developed by Esri Using Data from Esri's base map; AutoNavi Navigation Data, USGS, UNEP-WC/MC, Tele Atlas Dynamap, 2009; City Boundaries, 2017, CA Department of Transportation, 2016

X = My House

7/25/2018

## Rodney Horton

---

**From:** Chips Ross <chippychoppy@gmail.com>  
**Sent:** Wednesday, August 08, 2018 10:53 AM  
**To:** Rodney Horton  
**Subject:** Re: West Area Specific Plan - Conceptual Land Use Options

Hello Rodney,

Thank you for faithfully emailing me. I know I haven't responded after the Coffee with the Clergy meeting. I really found that meeting fascinating, and it tremendously helped my understanding of my ministry area.

My wife and I had lived in a remote area in Northern California. We adjusted to the lengthy drives to get groceries and other city errands; we figured out how to get ice cream home without melting. So when God moved us to Fresno, we were excited - a city! Grocery stores and other amenities will be very close! But as we moved into West Fresno, we were really puzzled - everything seemed so far away. And the people in our church didn't seem at all bothered, like it was normal to drive 30 minutes for a doctor visit. So, it wasn't that too big of an adjustment for us to live in West Fresno; we just lowered our 'city' expectations and resumed the remote grocery shopping mentality.

It wasn't until meeting with you that light bulbs begin to go off. That's why things are the way there. It makes so much more sense!

I did take the survey, and I shared that survey with our church. I also summarized some of the topics from the Coffee with the Clergy for them. Quite a few were also fascinated and intrigued.

For the most part, our church will not be able to participate in the meetings, as they're held on Wednesday nights - the same time as our mid-week church meeting.

My own personal two cents on the West Area is this: develop towards agro-tourism. One of the things my wife and I love about where we live is that it's not a concrete jungle. Again, we recently moved from a remote area, where we were surrounded more by trees than by buildings; we lived off a dirt road too. So, having open spaces, fields, farms is a huge positive to us. I realize more asphalt is needed for infrastructure, and more concrete for some closer grocery stores, gas stations, medical services and others; I'm in favor of that. But I think what makes our area of Fresno distinct is the connection with the farming, the fields, the open space. If we are going to have our unique identity within the city of Fresno, then I think it has to be along those lines. Because of this, I would want to see the name of this area have something to do with agriculture or openness; maybe West Vista.

Thank you again for including me! Many blessings to you!

Chips Ross

Pastor, Westwood Baptist Church

On Thu, Jul 26, 2018 at 2:31 PM, Rodney Horton <[Rodney.Horton@fresno.gov](mailto:Rodney.Horton@fresno.gov)> wrote:

### WEST AREA SPECIFIC PLAN



Dear Friends of the West Area:

August 9, 2018

To: Rodney Horton

Members of the West Area Specific Plan Steering Committee

From: Cathy Caples

RE: Input into Options 1-3 for August 22, 2018 meeting

Following the presentation of the 3 options at our July 24<sup>th</sup> meeting, I was troubled by the plans presented as they didn't connect with the information we had gained from the community input through the survey and two community meetings as well as comments at the 2 steering committee meetings. So I decided to do some reading of the specific plans created by other steering committees. I can see by reading the specific plans for others areas that the city planners so a great deal of work after determine the direction that we want to go. But in reading the two documents I have embedded below, I do not see that we are working on defining a vision for what we want the West Area to be and prioritizing what we need to thrive as a community.

<https://fresno.gov/darm/wp-content/uploads/sites/10/2016/11/The-Downtown-Neighborhoods-Community-Plan.pdf>

<https://fresno.gov/darm/wp-content/uploads/sites/10/2016/10/SouthwestFresnoBookPublicReviewDraft051017red.pdf>

After reviewing these documents, I decided to call a neighborhood meeting to discuss the 3 options presented us and gather more feedback on priorities for my neighbors and here is what they said. These are not in a prioritized order but as discussed:

- **West Area is a neighborhood based residential area** for families who primarily work outside the area. Big box stores should be east of 99 in places like the El Paseo Shopping Center and along existing retail on Shaw Ave. Industrial and manufacturing also belong East of Shaw to keep traffic congestion to a minimum.
- **Public Safety:**
  - the closest police substation is at Marks and Shaw, and there are 2 deputies assigned to our area in District 3. Response time is slow.
  - The new fire station planned for Shaw is mid-block instead of a corner lot. This will cause traffic congestion when the firetrucks have to back into the fire station rather than pulling in from the back with access to the side street.
  - Safe Routes to Schools – with a mix of roads and limited sidewalks, children must walk in the street on the way to school or cross busy intersections to get to the sidewalk side of the streets.
  - Access to service with good traffic control and safe access to East of 99 and railroads.
- **Blight:** concern over transformation from county rural- residential to city neighborhoods. There is blight with untended properties that are not maintained including piles of junk that may cause fire hazards and infestations. How will code enforcement be handled with RR zoning? There needs to be space between RR and single and multi family new neighborhoods, a road or natural green space.
- **Respect for Agriculture and long time residents:** Change is challenging, many people in the area moved here for a rural atmosphere. As we plan, we need to consider what that meant to them and preserve what we can – which means good traffic control, lots of trees and trails with green space between new neighborhood and existing Rural residential designations.

- **Health:** a healthcare facility is needed in the West Area and lots of trees to improve our air quality.
- **Parks and Open Space:** there is very little vacant land to build new parks and it must be set aside for this purpose as we plan not as an afterthought. This will help improve poor air quality caused by a mix of highway and agriculture. The Fresno Master Plan for Parks approved by the city states this about the west area on page 37 DA1-N. "The population is significantly increasing and is project to experience 83.1% population growth over the next 18 years. With population significantly growing, investments in park and recreation services in DA-1N must be strategic, aggressive and forward thinking." Some additional information - Age segmentation in the DA-1 North is very broad with the largest group being 18-34, the second largest group being 25-54 and the 3 largest 0-12. Additionally, 20% of the population will be 55+ by 2035. This is significant because program and facilities will need to be focused on a multitude of age segments simultaneously and equally challenging is they have different likings towards activities. Parcs will need to provide services that focus on low cost with exceptional customer service. A diversity of funding sources will be needed. On the Planned Use Map, a portion of this land was already a planned park around Bryan.
- **Education:** According the City studies, the West Area population only has 37% of the population with a high school education or above compared to 75% of the city of Fresno and the closest higher education facility is CSUF at 12 miles one way. We need to have a state center community college site or other facility for higher learning in our area.
- **Agri-tourism:** We are the section of Fresno County that welcomes travelers to our areas from the north – We should be a destination with a welcome center, inviting and educating people on what Fresno County has to offer in the way of agri-tourism and business. There are some plans in the works for a welcome center and a farm based event center as well as the aquarium on the Bluff. We should take advantage of this opportunity as we plan for our area.
- **Water:** There was concern from a member of the City Water Department in attendance that we would not have the water infrastructure for options 1 and 2 to be sustainable.

### **Modified Option 3**

With these priorities in mind, we have created a modified option 3 for the steering committee to consider as we move through our planning process. We found some building and churches missing on the map that we know won't be moving so we have added them in.

It is challenging to redraw the maps because of the colors so I am going to try to describe our ideas and I have drawn what I could and scanned it. I am happy to meet with city staff in advance of the August 22<sup>nd</sup> meeting to prepare using their programs. Because I represent District 3 on the steering committee most of the specific recommendations are in the northern part of the West Area.

### **Herndon and 99 area**

- Great opportunity for a Welcome Center, many travelers will be getting off the freeway to go to El Paseo. On the map, we are missing at Baptist Church at the SB Freeway entrance of 99. On the west side of Grantland south of Sierra, a church and an elementary school need to be added. Derrell's mini storage owns the land on the West side of Grantland to the Dante Club, currently

proposing 4 acres of that land become the county animal shelter. Currently proposing single family residences needs to be changed to business park.

- Propose RR on south side of Bullard be moved to single family residential.
- Remove multi family residential on current RR property E side of PB on grantland. When RR leaves complete the block with single family high density.
- E side of Grantland at Barstow was supposed to be retail – or can be single family high density.
- Adjacent to 99 south of PB retail restaurant spaces for traffic coming SB on 99

#### **West of Grantland and South of Barstow**

- There is a church on Shaw Av adjacent to the new Lennar development and a RR home on corner of Garfield and Shaw.
- There is a church on N Garfield just south of current Lennar development.
- Remove the multi family housing along Grantland it is part of the Lennar development.

#### **Blocks South of Barstow, North of Shaw and East of Grantland to 99**

- This large block is the only amount of concentrated vacant land in the West Area. With the information gained from the Fresno Parks Master Plan, we think a regional park should be planned for this area. The park would extend from the SE corner of Barstow and Grantland along the canal stretching to its eastern entrance south of the island water park. With Veteran's Blvd trail system on each side of the road – to the western end with all the single family residences – could be park geared more toward the younger families with perhaps a tennis or basketball court (we currently have 6 portable basketball hoops on our block in the streets) and as the park heads east it could become an arboretum trail and garden highlighting the trees of our Valley including agriculture. At the NE corner of Grantland and Shaw the current fruit stand area could be turned into a community garden as part of the Community College complex adjacent on the SE corner of Grantland and Shaw.
- On the community survey 100% of the respondents said that Shaw Avenue should be the Town Center of the West Area. In order to accomplish this goal, the congestion at the intersection of Shaw and 99 needs to be considered as well as existing Highway City retail establishments.
- If the town center were to extend from E of Veterans Blvd to Highway City on the north side with one row of buildings and on the S side with the 2 rows, it could accomplish a town center. We would like to see a village type center with a focus on locally owned businesses and office space. It would be great to add some Bitwise type office space to encourage incubation of new businesses.

#### **Grantland South of Shaw to High School Campus**

- To consider the long time neighbors, we think the space west of Veterans Blvd and wrapping along the northside of the ed complex is ideal for Community College site. Being close to schools offers service learning opportunities for college students.
- On Byran, the multifamily complex on the E side to Ashlan needs to be erased as Wathen Castanos is developing WesTerra, a single family residence neighborhood.

#### **Along 99 at Gettysburg**

- Between PB and Church could be green space
- Across from PB mixed use

### **Ashlan east to Highway 99**

- Last narrow RR on s side of Ashlan could become office space. And the square RR on the SW corner of Ashlan and Bryan is an event center and should be blue gray on map
- Along north side of Ashlan to W side of Polk mixed office and retail but no multifamily respect for RR on S side.
- E side of Polk next to both sides of ponding basin could be parkland.
- Northside of Ashlan at 99 retail and behind Senior residence mixed use

### **The rest of the west area**

As mentioned earlier, we concentrated on District 3 in our discussions but there were a few things we wanted to call out.

- Ponding basins are a good place to add park space adjacent especially when they aren't recharge basins and empty during the dry months.
- At Dakota and Milburn – Steinbeck Elementary is on the wrong side of the street and St Mary's Catholic Church is missing.
- South of Ashlan at Blythe behind Steinbeck is the VFW complex and adjacent is vacant
- The Ashlan exit area would be a good area for a medical facility instead of single family homes. And Instead of multifamily homes suggest mixed use allowing for office and retail together.
- Along Clinton and Valentine area, it seems that the rural residential next to the freeway could become another urban corridor with mixed use instead of putting apartments so close to the freeway
- Along Clinton by NE corner of Polk that is an awfully small multi-family housing.
- Remove rural designation and go to RR zoning on the rest of the north side of Clinton.
- Clinton and Cornelia where the RR is make commercial.

HERNDON

SIERRA

BULLARD

BARSTOW

SHAW

GETTYSBURG

ASHLAN

DAKOTA

SHIELDS

GLINTON

VALENTINE

BRAWLEY

BLYTHE

CORNELIA

POLK

HAYES

BRYAN

GRANTLAND

GARFIELD

### OPTION 3 - Less Change

#### MODIFIED

- Lower density throughout plan area.
- Focus density and commercial on available sites on major street corridors.
- Mixed use town center along Shaw.
- Preserve rural residential.

Ensure Green Space and Parks

#### LEGEND

Ag/Rural Res.

Rural Res.

Single Family Res.

Multifamily Res.

Retail

Office / Business P.

Mixed Use

PARK

PUBLIC BLDG / CHURCH

STRIPED  
AREA PARKS  
& GREEN SPACE

COMMUNITY  
GARDEN

Wo Terra

Drawn by Cathy Caples

**WEST AREA SPECIFIC PLAN**



**MEMORANDUM**

**TO:** STEERING COMMITTEE CHAIRPERSON AND MEMBERS  
West Area Specific Plan

**FROM:** RODNEY HORTON, PLANNER III  
Development and Resource Management Department

**DATE:** August 16, 2018

**SUBJECT:** AGENDA ITEM # 1: CALL TO ORDER

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**ANNOUNCEMENT OF TRANSLATION SERVICES**

The meeting is scheduled to be called to order at 6:00 p.m. or as soon as there is a quorum of at least (6) members. The chairperson will call the meeting to order and request Hmong, Punjabi, and Spanish translators to make an announcement of translation services. Each of the three translators will make an announcement in the language they are translating for.

**MEETING PROTOCOL**

After the translation announcement is complete, the chairperson will call on City staff to review the meeting agenda and protocol for the evening.

**MASTER ROLL CALL**

After the meeting protocol is announced by City staff, the chairperson will call on City staff to do an attendance roll call.

**APPROVAL OF MEETING SUMMARY FOR JULY 25, 2018 (VOTING MEETING)**

For the information of the members, the draft meeting summary for July 25, 2018 (voting meeting) is included in your packets. As has been previously done, a motion and a second are needed to approve the meeting summary. If there are no comments or corrections, the chairperson may do a voice vote or request a roll call vote.

**OVERVIEW OF PLAN PROCESS & CONCEPTUAL LAND USE OPTIONS**

The chairperson will call on City staff to present an overview of the plan process and conceptual land use options. City staff will review the work that was completed to this point, and provide a timeline for next steps in the plan process.



Wednesday, July 25, 2018 Meeting Summary – DRAFT  
Steering Committee

David Pena, <i>Chairperson</i>	Deep Singh, <i>Vice Chairperson</i>	Dennis Gaab	Joseph Martinez
Tiffany Mangum	Cathy Caples	Jeff Roberts	John Kashian
Bill Nijjer	Eric Payne	Gurdeep Shergill	
Tina McCallister – Boothe, <i>Alternate</i>			

**The Steering Committee met on Wednesday, June 27, 2018, 6:00 p.m. at Glacier Point Middle School, Cafeteria/Multipurpose Room, 4055 N. Bryan Avenue, Fresno, CA 93721.**

**Voting Session.**

**1. CALL TO ORDER:**

Chairperson Pena called the Steering Committee meeting to order at 6:25 p.m. An announcement of translation services in Hmong, Punjabi, and Spanish was made by Orchid Interpreting, Inc.

**2. MASTER ROLL CALL**

MEMBERS:

**PRESENT 7** – Chairperson David Pena, Vice Chairperson Deep Singh, Bill Nijjer, Cathy Caples, Eric Payne, Gurdeep Shergill, and Joseph Martinez

**ABSENT 4** – Dennis Gaab, Jeff Roberts, John Kashian, and Tiffany Mangum

CITY STAFF PRESENT:

Sophia Pagoulatos, *Planning Manager, DARM*

Michael Andrade, *GIS Specialist, DARM*

Leonor Ayala, *Engineer, Public Works Department*

Kara Hammerschmidt, *Service Aide, DARM*

Rodney Horton, *Planner, DARM*

**3. PARKS MASTER PLAN VISION FOR THE WEST AREA**

As a follow-up from the Steering Committee meeting held on June 27, 2018, staff provided a brief presentation on the Parks Master Plan vision for the West Area. The Steering Committee was informed about the ratio used in the Parks Master Plan. Current park space needs are determined using the population estimate of 35,317 for 2018, and the population estimate of 64,650 for 2035. Pocket/neighborhood/community parks use the ratio of 3 acres of park space per 1,000 incorporating current and future population estimates, and regional/open space/special use parks use the ratio of 2 acres of park space per 1,000 using current and future population estimates. The Parks Master

Plan identifies the West Area Specific Plan project area being situated within Development Area – 1 North. Development Area – 1 North currently has 15 acres of existing pocket/neighborhood/community parks, and 0 regional/open space/special use parks.

The 15 acres of pocket/neighborhood/community parks include Inspiration Park and Jaswant Singh Khalra Park (formerly named Victoria West). Currently, Development Area – 1 North is in need of 106 acres total acres of pocket/neighborhood/community parks, and in 2035 the need will be 179 acres. Currently, with the 15 acres of pocket/neighborhood/community, the need is approximately 91 acres. Staff shared that the development area currently has a need for 71 acres of regional/open space/special use parks, and using the 2035 population estimates the need increases to 129 acres. The Steering Committee was informed that Central Unified School District has an open campus policy. This allows use of the space during non-school hours. This accounts for approximately 82 acres, reducing the current total need for pocket/neighborhood/community parks to approximately 9 acres.

Member Martinez shared that if school is not in session, the District hasn't reserved the facility or field, and or no one has reserved a facility or field, then the public is able to use the area. Planning Manager Pagoulatos reiterated that the Parks Master Plan did not identify where new parks or trails should be located. She mentioned that the conceptual land use options would spur future discussion on the location of additional park space within the Plan Area. She also mentioned that the Parks Master Plan was available on [www.fresno.gov/parksplan](http://www.fresno.gov/parksplan).

Chairperson Pena opened the floor to the public and received the following comments:

Naomi Hernandez  
3279 N. Berlin Avenue

Ms. Hernandez doesn't believe the 82 acres of property owned by the Central Unified School District should be counted toward meeting the park needs within the West Area. She would also like to see the City place park space on conceptual land use maps in the future.

Tina Boothe  
Grantland/Roberts

Ms. Boothe commented that more people should know or be made aware of the District's open campus policy. Member Martinez clarified the District's open campus policy and regulations concerning facilities use request.

Amanda Conley  
4276 N. Babigian

Ms. Conley is familiar with the shared use agreement because she attended the press conference. She questioned the 82 acres being counted toward meeting park needs in the Plan Area.

Daniel Brannick  
4701 W. Griffith Way

Mr. Brannick stated that he resides near Steinbeck Elementary, and uses the facility for exercise purposes, and that he doesn't have the best experiences with the shared-use agreement with that school as delivering additional park space for the Plan Area.

Unnamed Speaker

Speaker inquired about the acreage used for Central Unified's open campus policy as to whether it was just greenspace or if it included buildings.

Jeanette Heinrichs  
4225 W. Dayton Avenue

Ms. Heinrichs inquired about the Parks Master Plan vision. She stated she is frustrated that the City of Fresno only has two parks in the West Area. She feels as though the West Area is ignored.

Terry Cox  
Central Unified School District Trustee, Area 6

Trustee Cox provided clarity on the District's open space policy. She mentioned that a facilities use request is if a person is going to have an event for over 100 people. However, for a family or individual – the space is available to use if not used by the District or reserved by someone else. She also mentioned that there are only three sites that have a joint use agreement with the City of Fresno. The agreements also include blue space.

Jason Paul  
4015 N. Dickenson Avenue

Mr. Paul inquired about the timeframe and length of the Parks Master Plan.

#### 4. APPROVAL OF MEETING SUMMARIES

Moved by Member Martinez, seconded by Vice Chairperson Singh to approve the meeting summary of April 25, 2018 (non-voting meeting), and the meeting summary of June 25, 2018 (voting meeting). No discussion was held. At the request of Chairperson Pena, City staff conducted a roll call vote:

##### ROLL CALL VOTE

CHAIRPERSON PENA	AYE
VICE CHAIRPERSON SINGH	AYE
MEMBER NIJER	AYE
MEMBER CAPLES	AYE

ROLL CALL VOTE, CONTINUED

MEMBER PAYNE AYE  
MEMBER SHERGILL AYE  
MEMBER MARTINEZ AYE

ROLL CALL TALLY: 7 – AYES, 0 – NOES, 0 – ABSTENTIONS

**5. PRESENTATION OF DRAFT LAND USE CONCEPTS**

City staff provided a brief presentation to the Steering Committee on three proposed conceptual land use options and a description of land use terms. All of the three options presented to the Steering Committee and public included maintaining mixed-use along Shaw Avenue. Option #1 (More Change) proposes preservation of agricultural/rural residential uses in the southwest corner of the Plan Area, minimizes single family uses away from busy corridors, and lowers land use density within the interior of the quarter-sections. Option #2 (Moderate Change) proposes to lower land use density throughout the Plan Area, and focuses higher density and commercial uses on portions of key corridors. Option #3 (Less Change) proposing lower density throughout the Plan Area, and focuses on available sites on major streets. Steering Committee Members engaged in general discussion and took no action on the selection of a conceptual land use plan.

Chairperson Pena opened the floor to the public and received the following comments:

Naomi Hernandez  
3279 N. Berlin Avenue

Ms. Hernandez would like to see greenspace and parks planned for first, before land uses.

Amanda Conley  
4276 N. Babigian

Ms. Conley wants to see parks addressed early in the plan process.

Gen Guerrero  
5050 W. Willis Avenue

Ms. Guerrero prefers option #3, and possibly a blend of options #2 and #3. She also would like to see agri-tourism on existing rural residential parcels. And she would like to see the issue of trash addressed in the Specific Plan process.

Daniel Brannick  
4701 W. Griffith Way

Mr. Brannick thought option #1 had too much multifamily land use. He would like to see default park shapes added in for each conceptual land use option. He likes option #2 but would like to see more mixed-use and commercial land use options on key corridors.

Roseanne Saragoza

4310 N. Parkway

Ms. Saragoza would like to see park space added to conceptual land use options, and she favors option #3.

Rick Terrace

2858 N. Cleo Avenue

Mr. Terrace asked general questions about the proposed land use options.

Jason Paul

4015 N. Dickenson Avenue

Mr. Paul believes a lot of mixed-use on Shaw Avenue is unrealistic without traffic improvements.

Linda Fisher

4565 W. Dakota Avenue

Ms. Fisher clarified the issue pertaining to trash collection in Fresno County. She would like to see agri-tourism in the Plan Area.

Jeanette Heinrichs

4225 W. Dayton Avenue

Ms. Heinrichs would like to see the Steering Committee push for more additional parks in the Plan Area. When people talk about Fresno, they talk about crazy drivers and trash, nothing positive.

Lisa Jura

5545 W. Dakota Avenue

Ms. Jura would like to see the conceptual land use options reflect current land development projects. She would also like to see traffic improvements in the West Area.

Tina Boothe

Grantland/Roberts

Ms. Boothe would like to see safety personnel involved in the plan process. She also would like to see projected population numbers shown for each conceptual land use plan.

## **6. CONTINUE SELECTION OF A LAND USE OPTION UNTIL AUGUST**

Staff reminded the public and Steering Committee that the selection of a land use concept will occur at the next meeting which will be held on Wednesday, August 22, 2018.

## **7. UNSCHEDULED COMMUNICATIONS**

Member Caples shared that the Fresno County Planning Commission will be discussing the proposed animal kennel that will be located on North Grantland Avenue on Thursday, July 26, 2018, 8:45 a.m. in the Hall of Records, Room 309.

Member Payne wanted to thank the public for attending the Steering Committee meeting, and assured them that their concerns will be heard. He also thanks staff for putting together the presentation. He mentioned he will make himself available to the public after the meeting to answer any questions or hear any concerns they may have.

Member Shergill thanked the public and staff. He encouraged everyone to invite their friends and neighbors to attend the meeting. He wants the community to be able restore pride in itself by uplifting the image of neighborhoods in the West Area.

#### 8. ADJOURNMENT

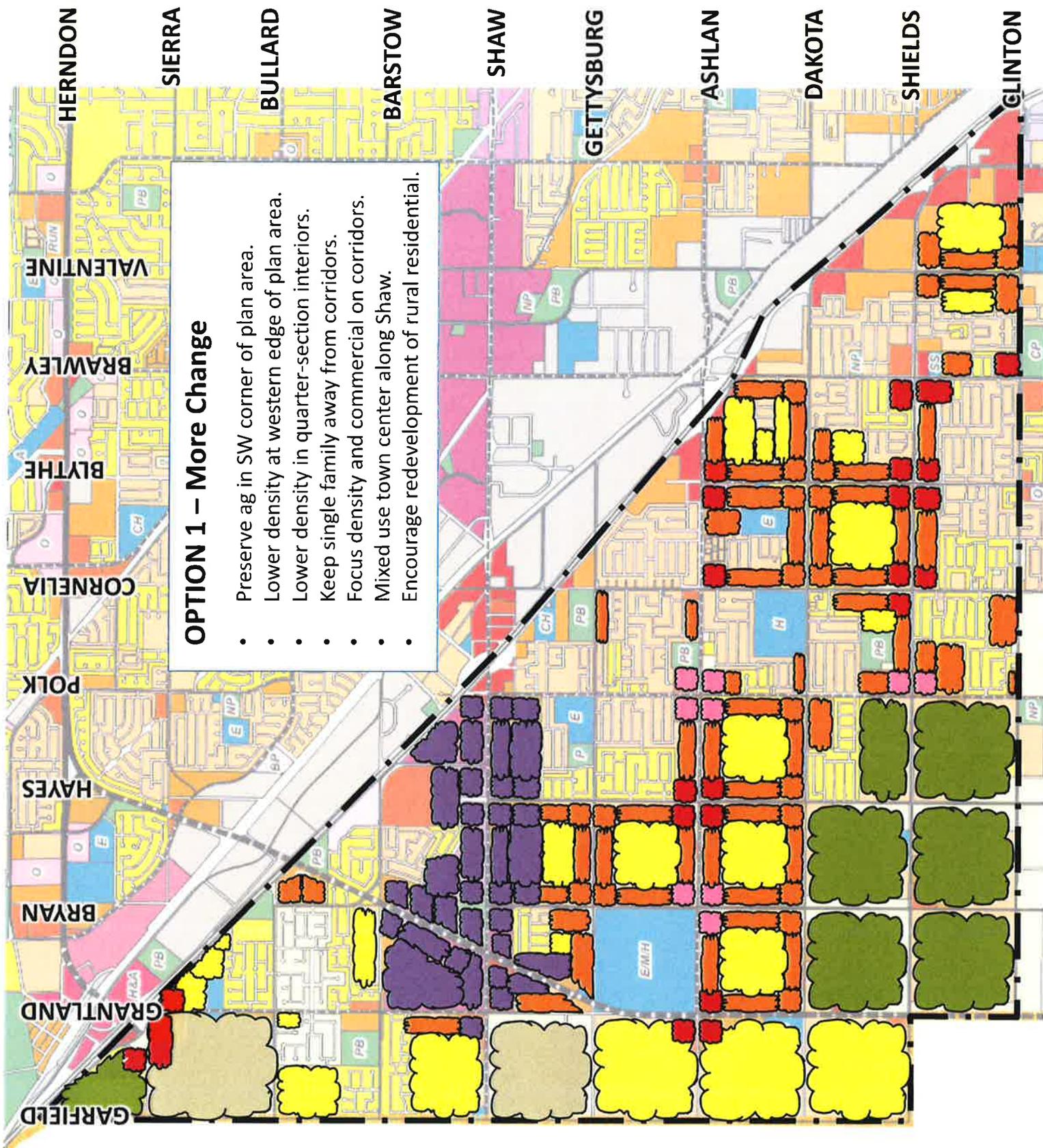
The meeting adjourned at 8:35 p.m. on an adjournment motion offered by Member Nijjer, with a second by Member Caples. (VOICE VOTE TALLY 7 – AYES, 0 – NOES, 0 – ABSTENTIONS).

Respectfully Submitted,



Rodney Horton  
Staff Representative

Enclosures:   Conceptual Land Use Option #1  
                  Conceptual Land Use Option #2  
                  Conceptual Land Use Option #3

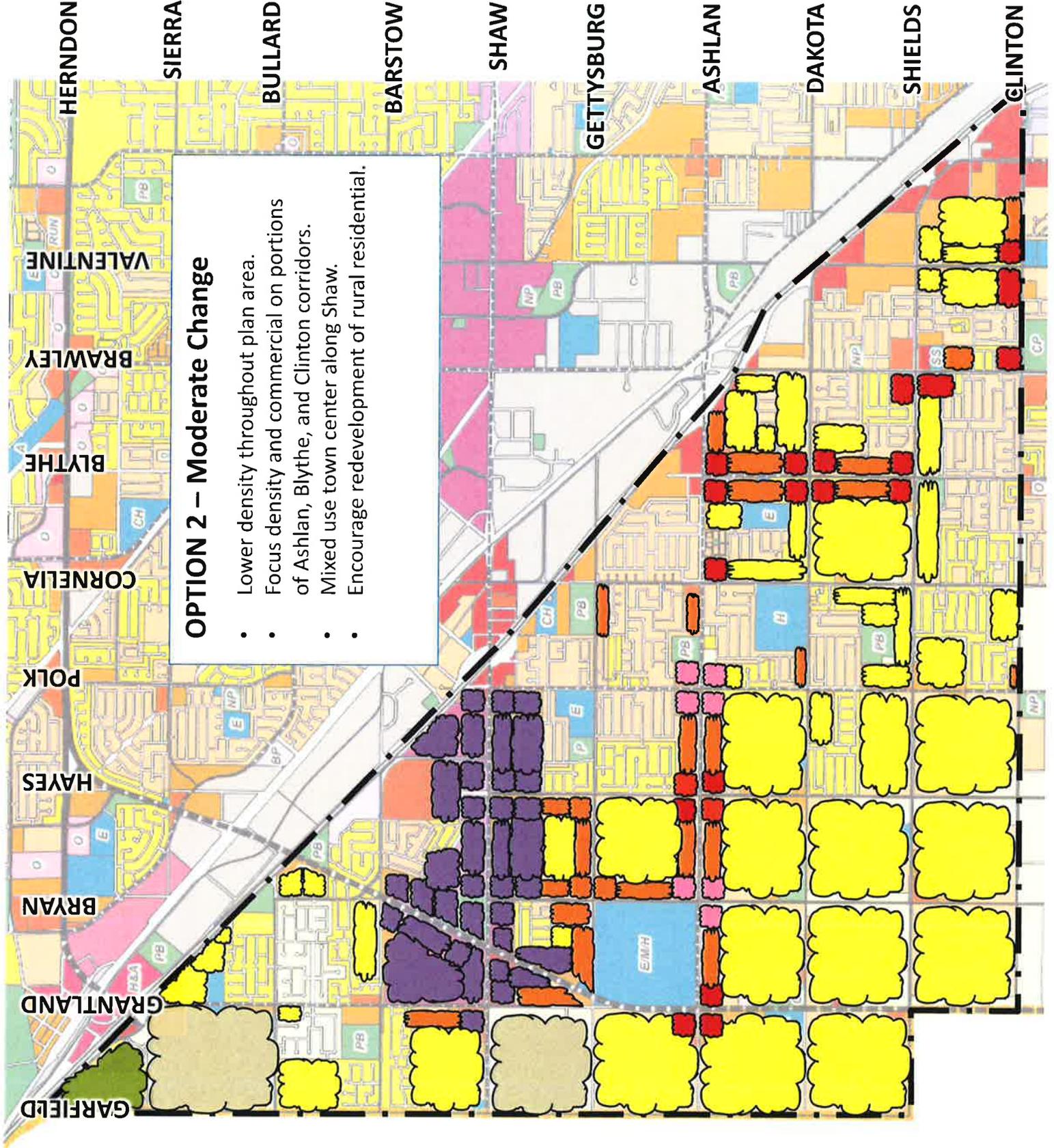


**OPTION 1 – More Change**

- Preserve ag in SW corner of plan area.
- Lower density at western edge of plan area.
- Lower density in quarter-section interiors.
- Keep single family away from corridors.
- Focus density and commercial on corridors.
- Mixed use town center along Shaw.
- Encourage redevelopment of rural residential.

**LEGEND**

-  Ag/Rural Res.
-  Rural Res.
-  Single Family Res.
-  Multifamily Res.
-  Retail
-  Office
-  Mixed Use

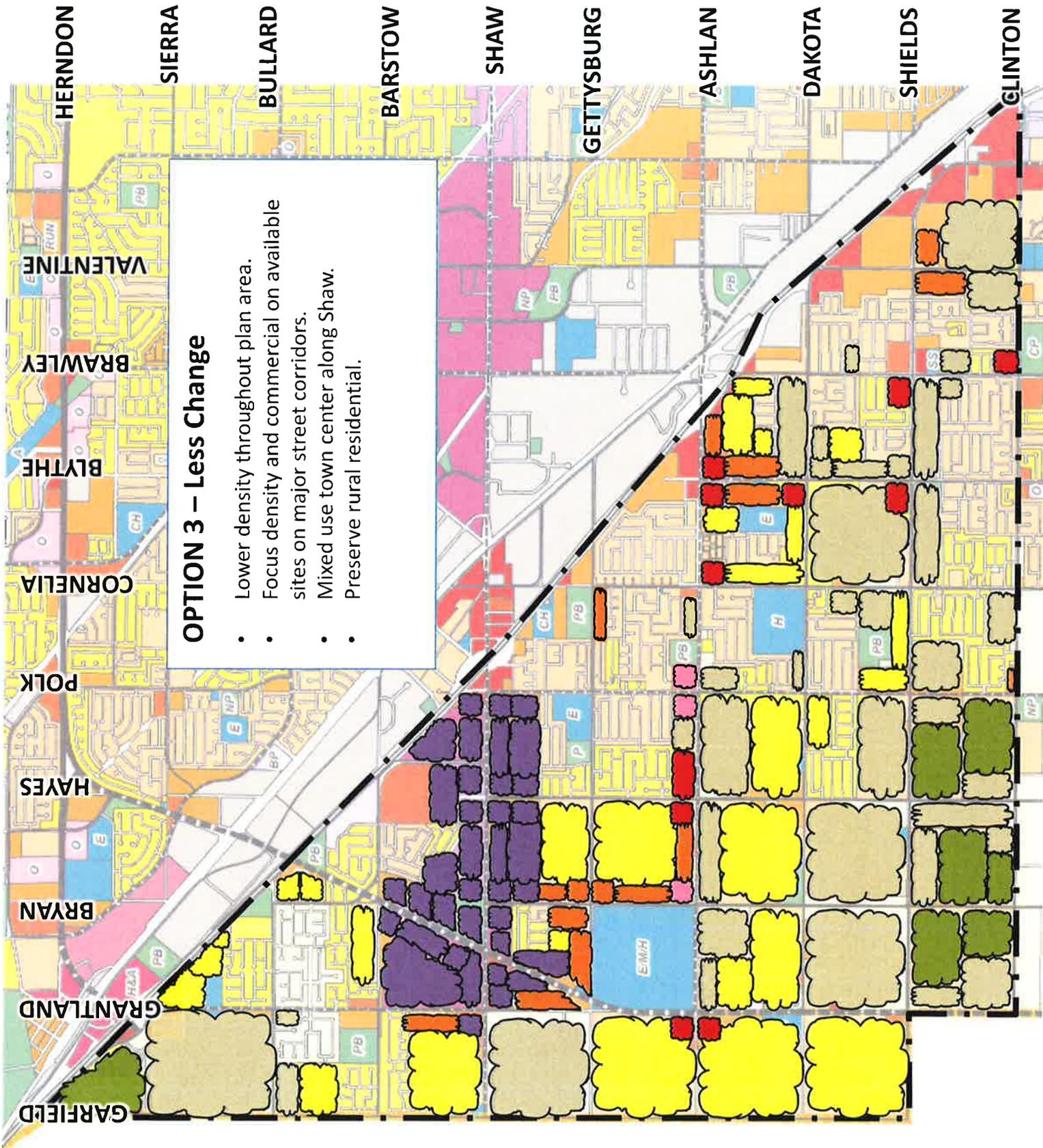


**OPTION 2 - Moderate Change**

- Lower density throughout plan area.
- Focus density and commercial on portions of Ashlan, Blythe, and Clinton corridors.
- Mixed use town center along Shaw.
- Encourage redevelopment of rural residential.

**LEGEND**

- Ag/Rural Res.
- Rural Res.
- Single Family Res.
- Multifamily Res.
- Retail
- Office
- Mixed Use



**OPTION 3 - Less Change**

- Lower density throughout plan area.
- Focus density and commercial on available sites on major street corridors.
- Mixed use town center along Shaw.
- Preserve rural residential.

**LEGEND**

-  Ag/Rural Res.
-  Rural Res.
-  Single Family Res.
-  Multifamily Res.
-  Retail
-  Office
-  Mixed Use

**WEST AREA SPECIFIC PLAN**



**MEMORANDUM**

**TO:** STEERING COMMITTEE CHAIRPERSON AND MEMBERS  
West Area Specific Plan

**FROM:** RODNEY HORTON, PLANNER III  
Development and Resource Management Department

**DATE:** August 16, 2018

**SUBJECT:** AGENDA ITEM #2: PUBLIC COMMENT ON CONCEPTUAL LAND USE  
OPTIONS  
AGENDA ITEM #3: SELECTION OF A CONCEPTUAL LAND USE OPTION  
AGENDA ITEM #4: UNSCHEDULED COMMUNICATIONS  
AGENDA ITEM #5: STEERING COMMITTEE ANNOUNCEMENTS  
AGENDA ITEM #6: NEXT STEPS  
AGENDA ITEM #7: ADJOURNMENT

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**PUBLIC COMMENT ON CONCEPTUAL LAND USE OPTIONS**

Before the Steering Committee deliberates on a land use option, the public will have another chance to weigh-in. Speakers will be limited to speaking on the conceptual land use options only within three (3) minutes; staff will bring a timer to ensure every speaker is within that timeframe.

**SELECTION OF A CONCEPTUAL LAND USE OPTION**

As you may recall, City staff provided three conceptual land use options at the July 25, 2018 for the Steering Committee to consider at the August 22<sup>nd</sup> meeting. Since the presentation, the public has provided input that will aid City staff in the drafting of a land use map. It is important to understand that the recommended conceptual land use option will provide guidance to City staff in creating a draft land use map. Please understand, this part of the process is meant to be very high level. Staff will do the technical work of adjusting planned land use on parcels within the plan area after receiving the preferred conceptual land use option from the Steering Committee.

The Steering Committee will have the following options:

1. Recommend Conceptual Land Use Option No. 1: "More Change."

Preserves agricultural uses in the southwest corner of the Plan Area, and lowers the density at the western edge and quarter section interiors. This option places higher density planned land uses along commercial corridors.

2. Recommend Conceptual Land Use Option No. 2: "Moderate Change."  
This option proposes lowering density throughout the Plan Area, with higher density on Ashlan, Blythe, and Clinton corridors.
3. Recommend Conceptual Land Use Option No. 3: "Less Change."  
This option lowers density throughout the Plan Area, with added density on available sites on major street corridors.
4. Recommend a Hybrid Conceptual Land Use Option.

#### UNSCHEDULED COMMUNICATIONS

Unscheduled communications is reserved for the public to be able to speak on matters that may or may not be on the agenda. In order to allow others a chance to speak, speakers are limited to speaking no more than three (3) minutes. Please be advised, the meeting room is booked for a maximum of three (3) hours with CUSD staff needing time to rearrange the cafeteria for normal usage the next day.

Speakers must provide their name and address for the record before going into their remarks. Once the three (3) minute speaking time has expired, the chairperson must recognize the next speaker.

#### STEERING COMMITTEE ANNOUNCEMENTS

This portion of the agenda is reserved for Steering Committee members to provide any additional brief comments they may have before moving to the next agenda item.

#### NEXT STEPS

City staff will provide the public with a brief presentation of the next steps. Assuming the Steering Committee makes a recommendation on a conceptual land use option at the August 22<sup>nd</sup> meeting, the next step will be to create a draft land use map and draft specific plan. The draft map and plan will be publicly released at the October meeting.

#### ADJOURNMENT

A motion and a second are needed to adjourn the meeting. Should we lose a quorum; the chairperson can simply adjourn the meeting. As always, City staff will prepare the draft meeting summary for your review prior to the next meeting.

Next Meeting – Wednesday, October 24, 2018, 6:00 p.m. – 9:00 p.m., Glacier Point Middle School, Cafeteria.

# Steering Committee Meeting



## STEERING COMMITTEE MEMBERS

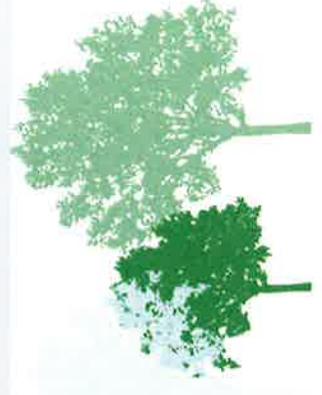
David Pena, *Chairperson*  
Deep Singh, *Vice Chairperson*

Eric Payne  
Tiffany Mangum  
John Kashian

Gurdeep Shergill  
Cathy Caples  
Bill Nijjer

Dennis Gaab  
Jeff Roberts  
Joseph Martinez

\*Tina McCallister – Boothe, *Alternate for Cathy Caples*



# Agenda Item #1: Call to Order

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- œ Announcement of Translation Services
- œ Review of Meeting Protocol
- œ Master Roll Call
- œ Overview of Plan Process & Conceptual Plan Options

# Agenda Item #1.4



Overview of Plan Process and Conceptual  
Plan Options

# Overview of Plan Process Work Completed/Started



- ∞ West Area Specific Plan project officially started in September 2017 with the drafting of the existing conditions report
- ∞ Approximately 25 community stakeholders were interviewed from January - April 2018
- ∞ Steering Committee established in March 2018
- ∞ Survey released in April 2018, results are available at: [www.fresno.gov/westareaplan](http://www.fresno.gov/westareaplan)
- ∞ Steering Committee held orientation session in April 2018
- ∞ Community Conversation No. 1 was held in May 2018
- ∞ Community Conversation No. 2 was held in June 2018
- ∞ Steering Committee has held meetings in June, July, and August

# Overview of Plan Process

## Next Steps

---

- ∞ Recommendation from the Steering Committee on conceptual land use option (August 2018)
- ∞ Produce a draft land use map (October 2018)
- ∞ Draft the specific plan (October 2018)
- ∞ Public release of draft specific plan (October 2018)
- ∞ Recommendation on the draft specific plan from the Steering Committee (November 2018)
- ∞ Plan initiation by Planning Commission/City Council (Winter 2019)
- ∞ Environmental Impact Report & Economic Analysis (December 2019)
- ∞ Plan Adoption (Spring 2020)

# Overview of Conceptual Land Use Options

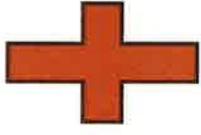


# Overview of Plan Process

## Public Input



Public input from  
community  
meetings and kick-  
off survey



Conceptual Land  
Use Option



Draft Land Use Map

# Trade-Offs

Giving up one thing in exchange for another.

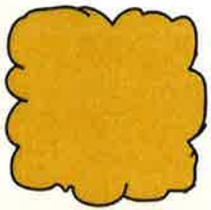


Through public input, City staff is learning what the potential trade-offs are in the West Area:

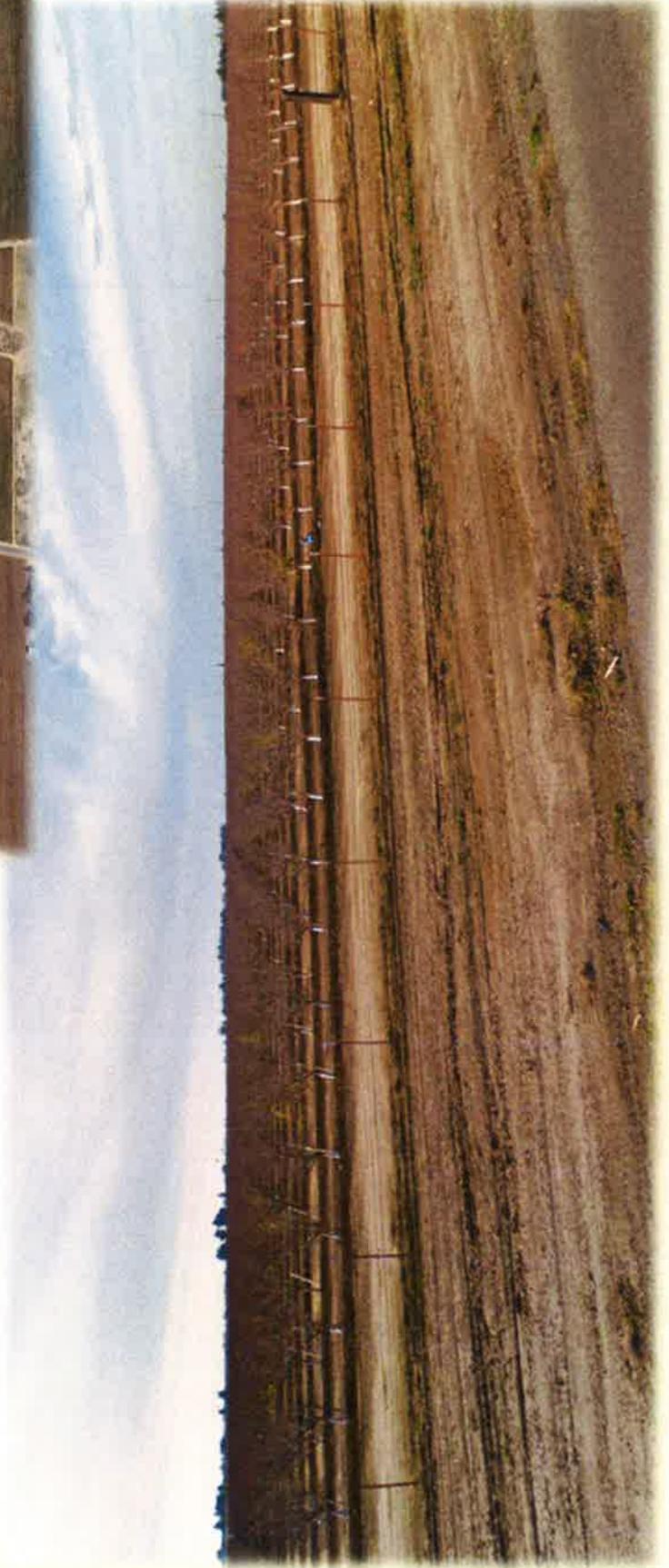
Example #1: More residential development attracts commercial amenities that is lacking in the Plan Area

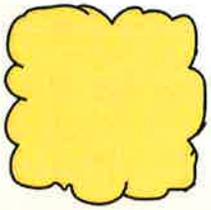
Example #2: Lower density on the western edge of the Plan Area, maintain higher density on Shaw Avenue

Example #3: Southwest Fresno reduced industrial uses (jobs) to improve public health

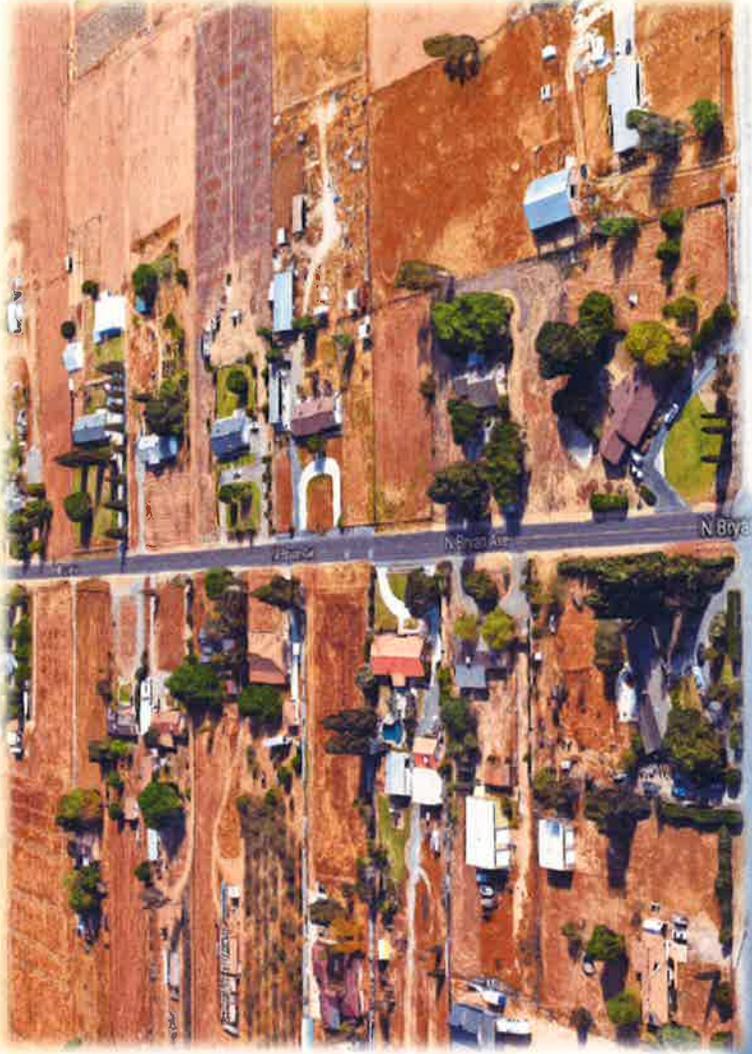


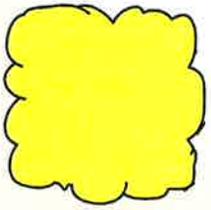
# Ag/ Rural Res.



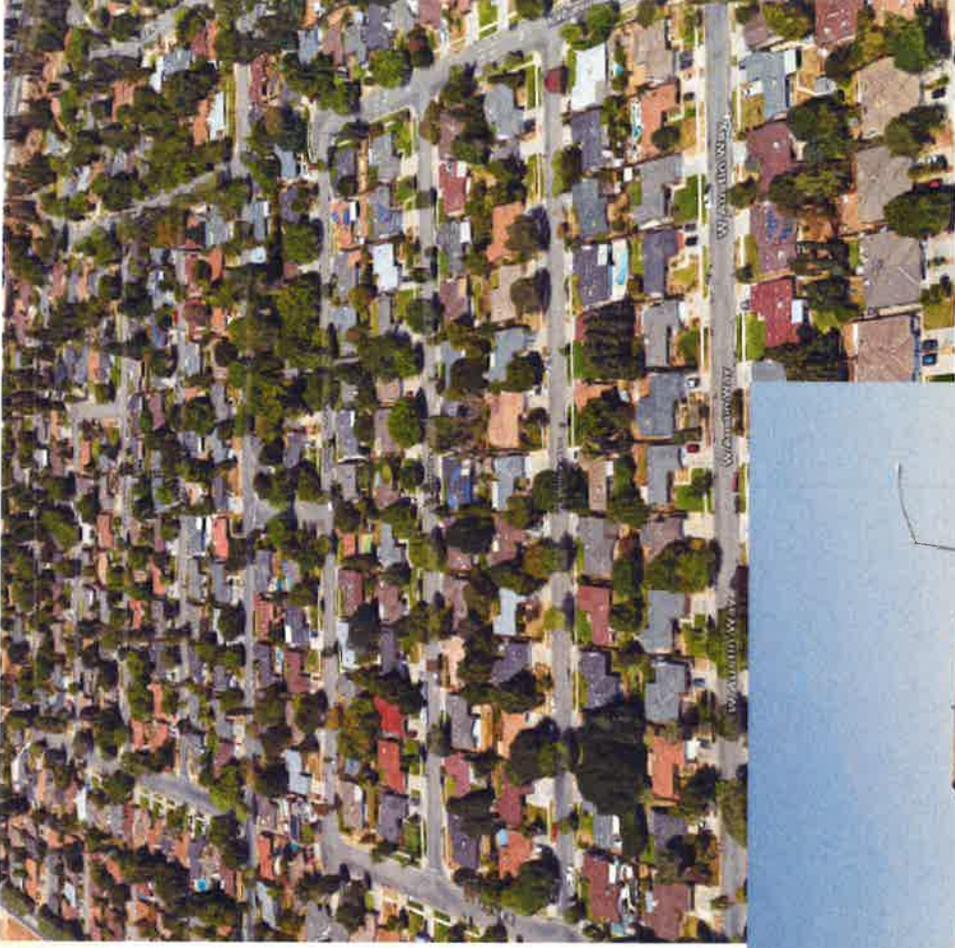


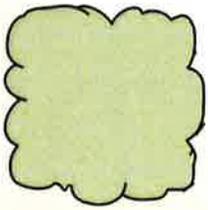
# Rural Res.





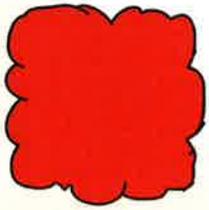
# Single Family Res.



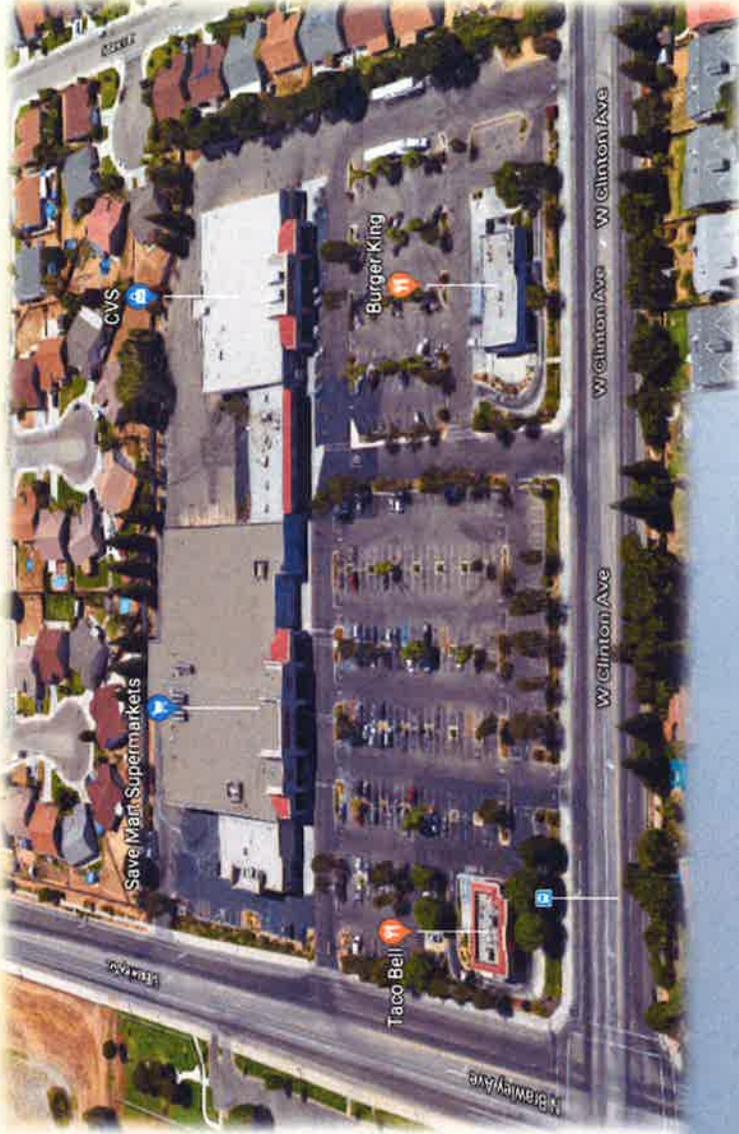


# Multifamily Res.



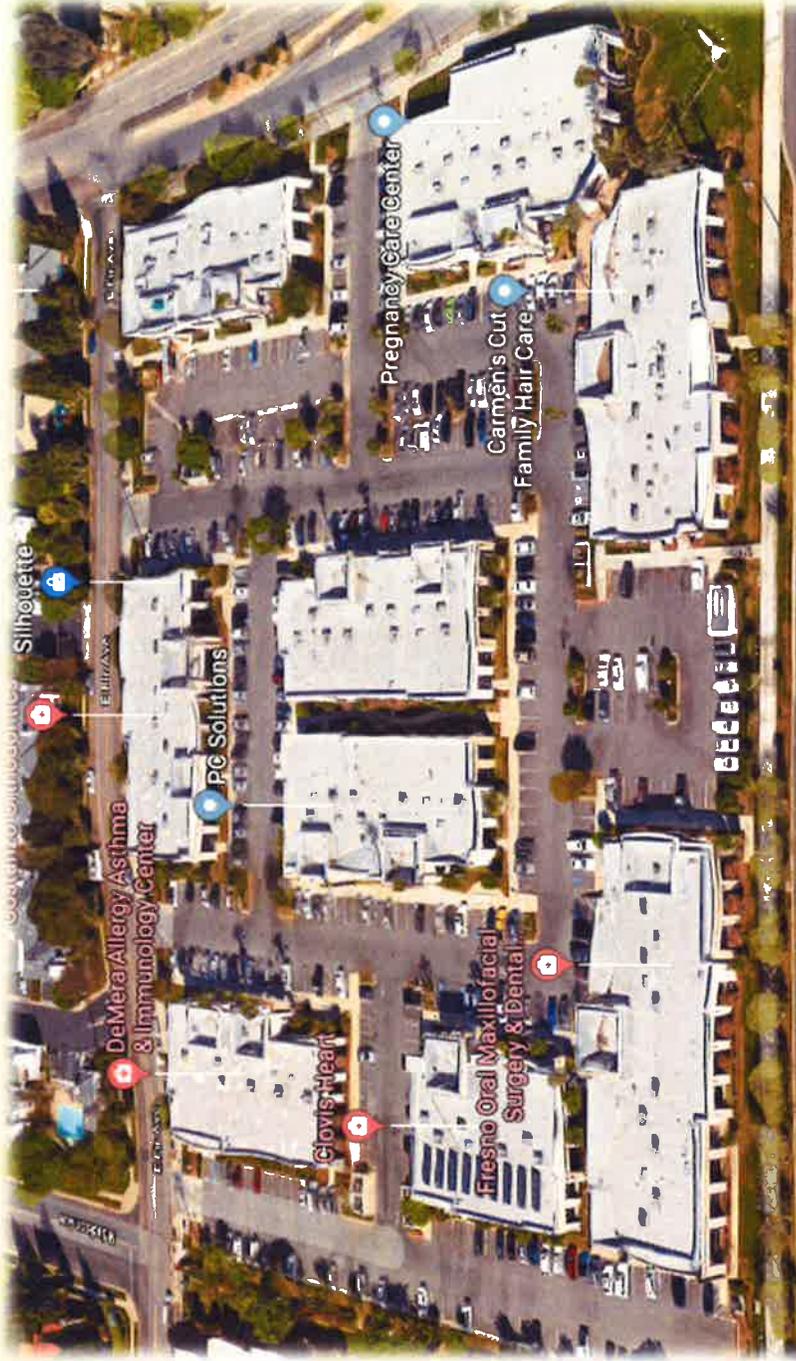


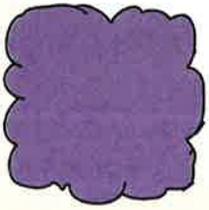
# Retail



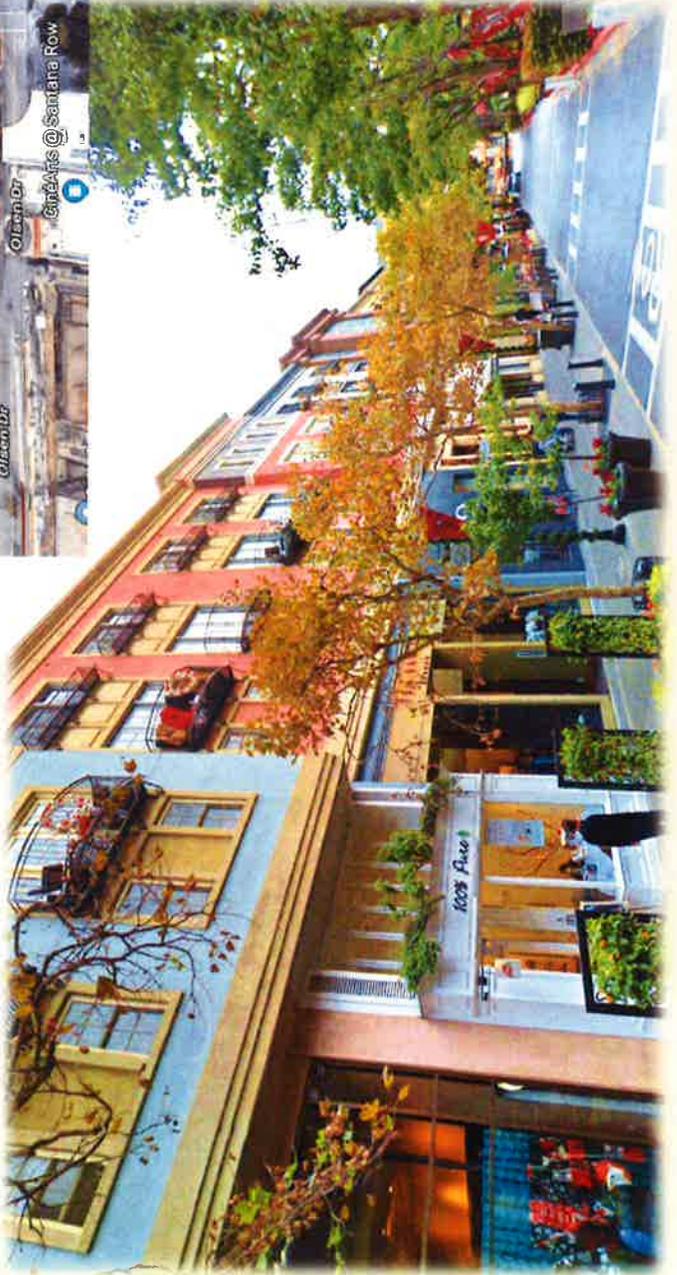
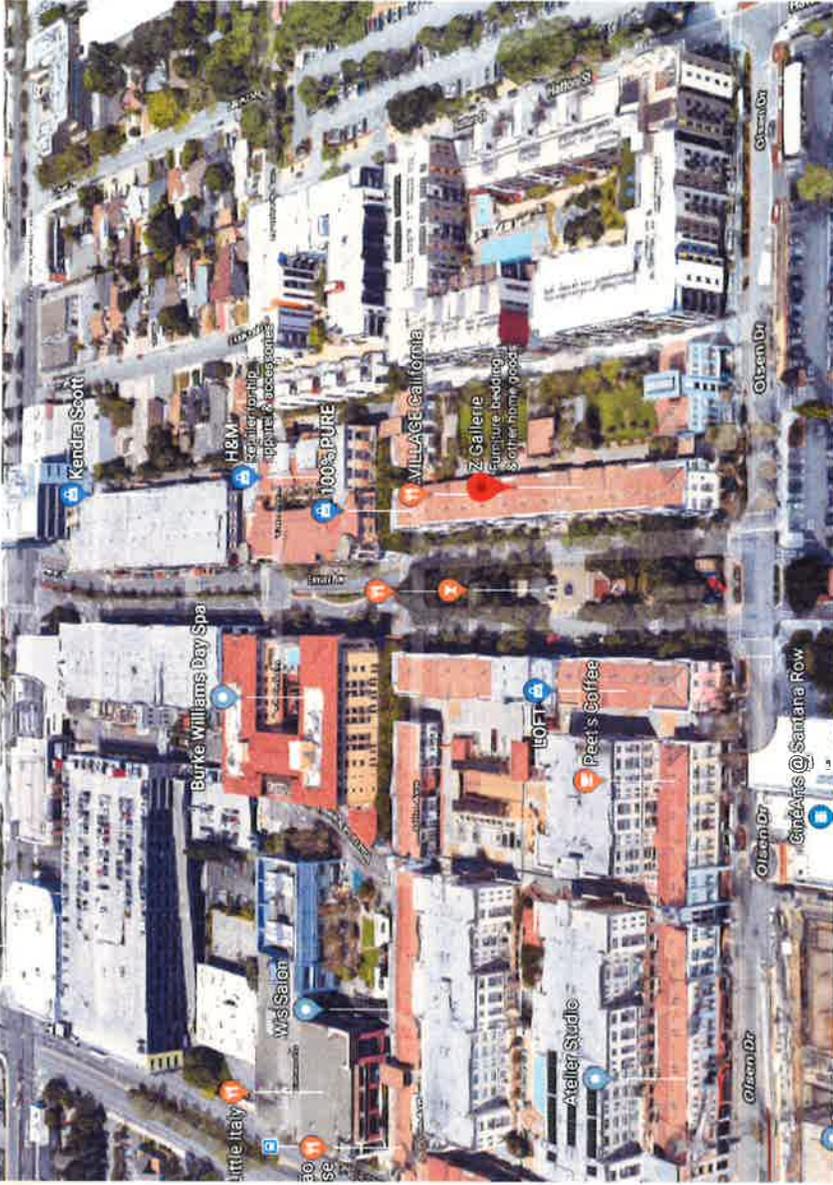


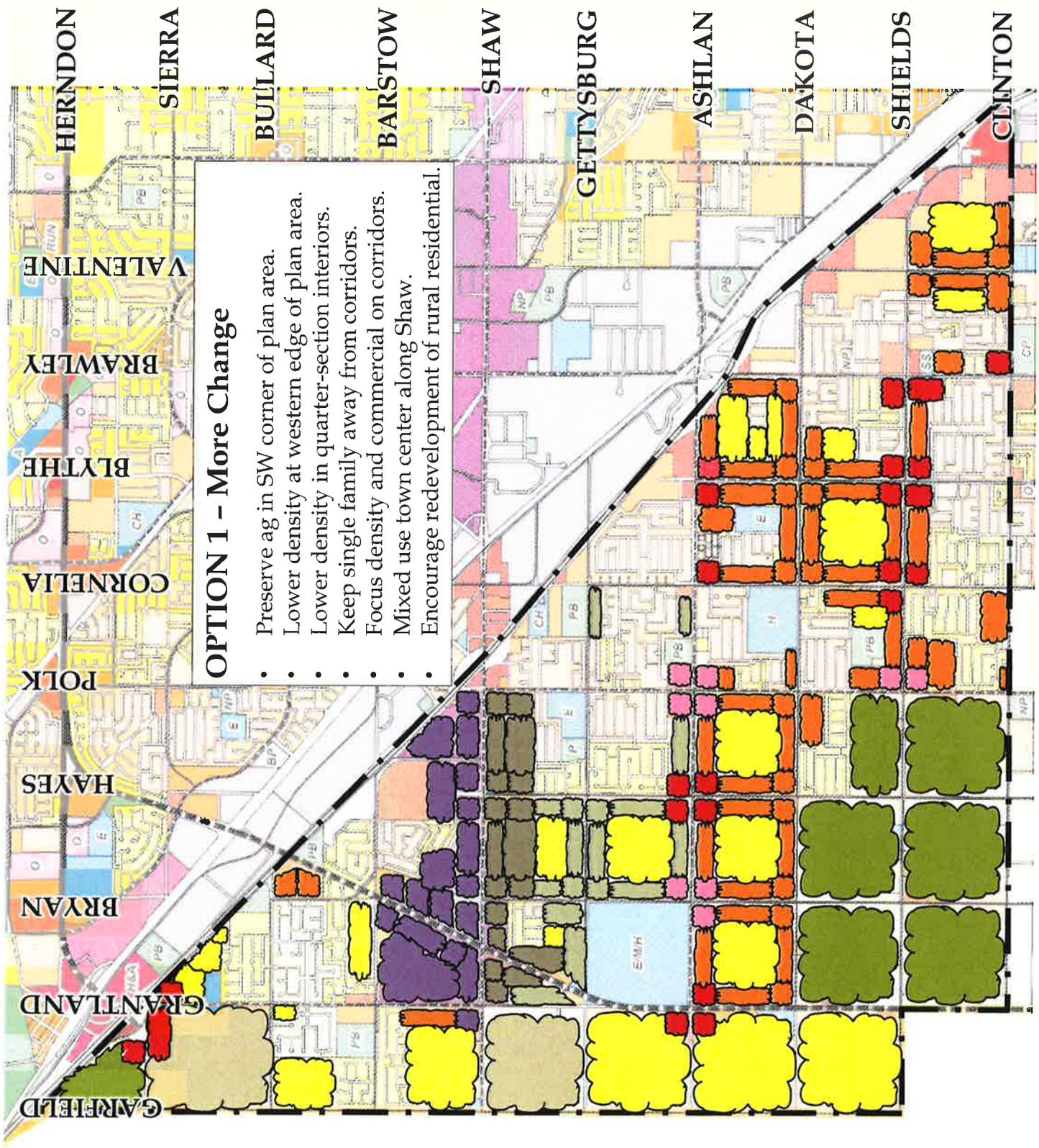
# Office





# Mixed Use



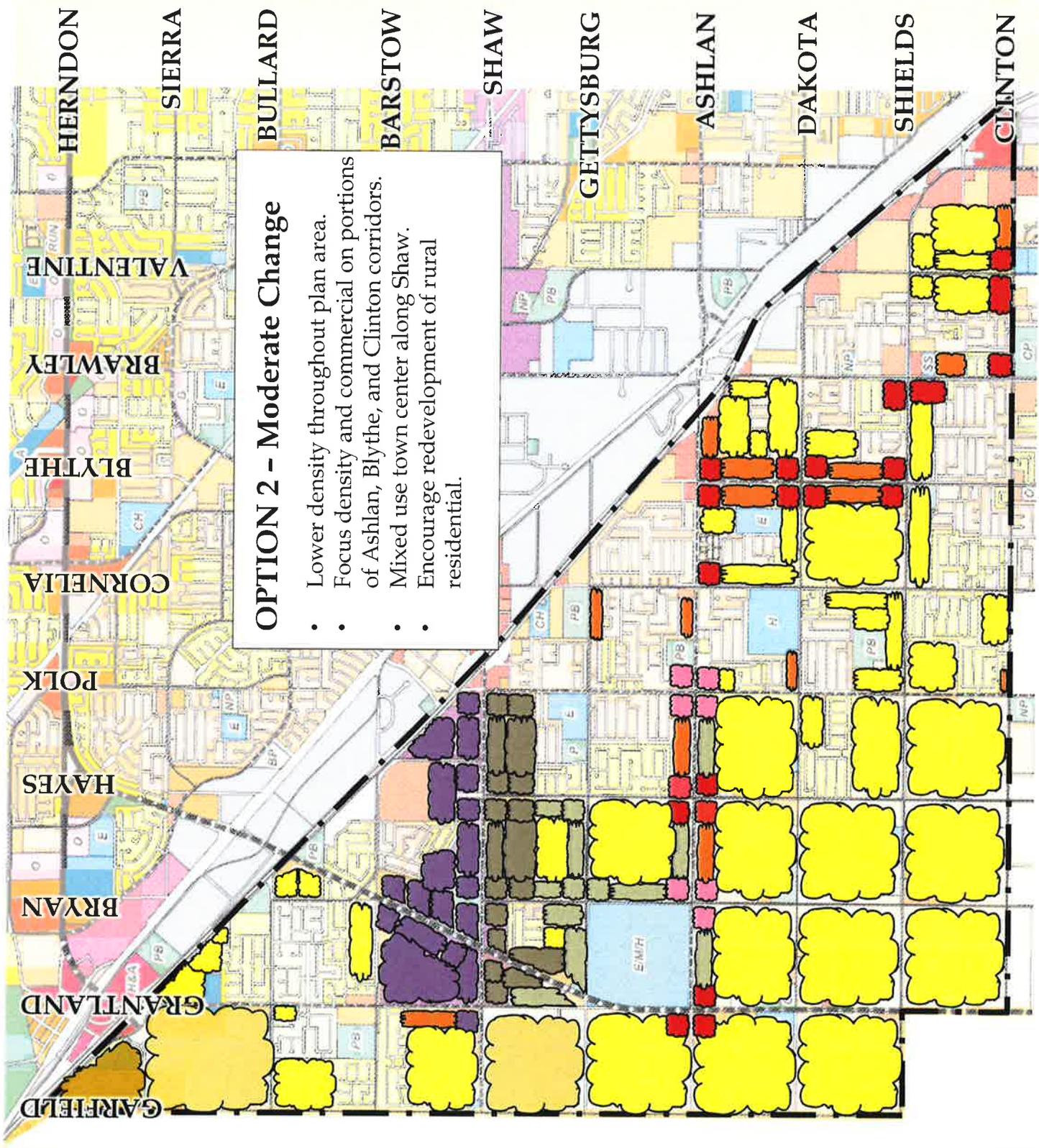


**OPTION 1 - More Change**

- Preserve ag in SW corner of plan area.
- Lower density at western edge of plan area.
- Lower density in quarter-section interiors.
- Keep single family away from corridors.
- Focus density and commercial on corridors.
- Mixed use town center along Shaw.
- Encourage redevelopment of rural residential.

**LEGEND**

- Ag/Rural Res.
- Rural Res.
- Single Family Res.
- Multifamily Res.
- Retail
- Office
- Mixed Use

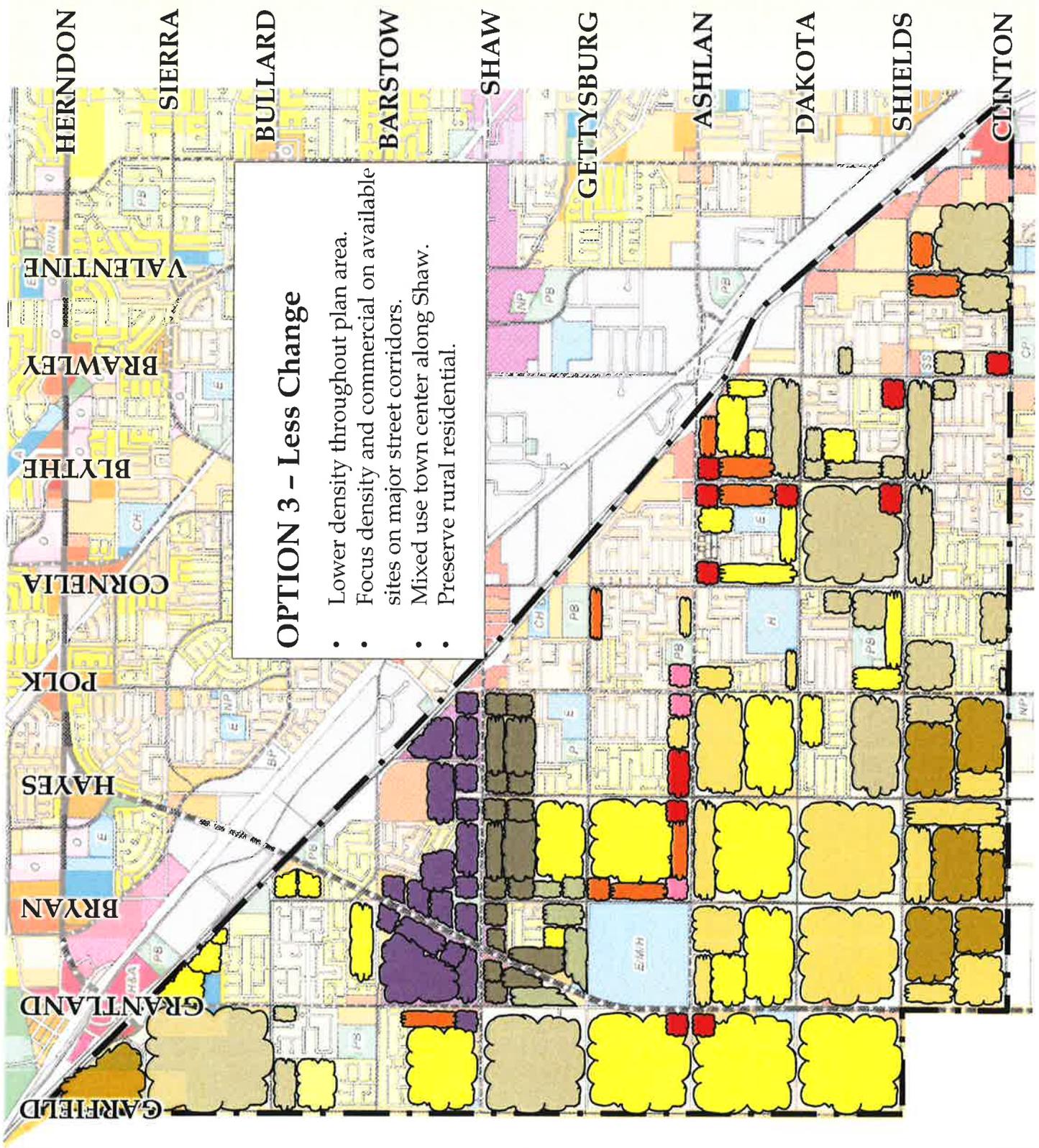


**OPTION 2 - Moderate Change**

- Lower density throughout plan area.
- Focus density and commercial on portions of Ashlan, Blythe, and Clinton corridors.
- Mixed use town center along Shaw.
- Encourage redevelopment of rural residential.

**LEGEND**

- Ag/Rural Res.
- Rural Res.
- Single Family Res.
- Multifamily Res.
- Retail
- Office
- Mixed Use



**OPTION 3 - Less Change**

- Lower density throughout plan area.
- Focus density and commercial on available sites on major street corridors.
- Mixed use town center along Shaw.
- Preserve rural residential.

**LEGEND**

-  Ag/ Rural Res.
-  Rural Res.
-  Single Family Res.
-  Multifamily Res.
-  Retail
-  Office
-  Mixed Use

# Agenda Item #2:



Public Comment on Conceptual Land  
Use Options

\* 3 minutes per speaker

# Agenda Item #3

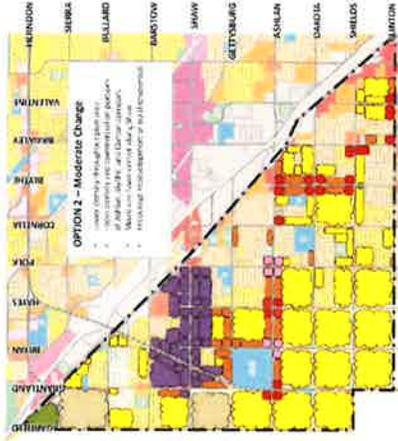


Selection of Conceptual Land Use Option

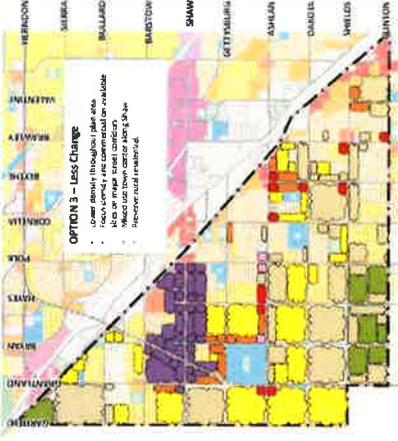
# SELECTION OF CONCEPTUAL LAND USE OPTION



OPTION 1



OPTION 2



OPTION 3

OPTION 4: Hybrid

# Agenda Item #4



## Unscheduled Communications

**\*3 minutes per speaker**

# Agenda Item #5:



## Steering Committee Announcements

# Agenda Item #6

## Next Steps



- ∞ Staff will create the draft land use map and draft Specific Plan
- ∞ The draft land use map and specific plan will be released to the public at the October 24, 2018 Steering Committee meeting

# Agenda Item #7:



## Adjournment

Next Meeting:      October 24, 2018, 6:00 PM – 9:00 PM  
Glacier Point Middle School, Cafeteria