



Wednesday, June 27, 2018 Meeting Summary
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 93723.

Voting Session.

1. CALL TO ORDER

The Steering Committee meeting was called to order at 6:10 p.m. An announcement of translation services in Hmong, Punjabi, and Spanish was made by Orchid Interpreting, Inc.

2. MASTER ROLL CALL:

MEMBERS:

PRESENT 8 – Cathy Caples, Jeff Roberts, John Kashian, Tiffany Mangum, Joseph Martinez, Gurdeep Shergill, Deep Singh, and David Pena

ABSENT 3 – Eric Payne, Bill Nijjer, and Dennis Gaab

CITY STAFF PRESENT:

Jennifer K. Clark, *Director, DARM*

Talia Kolluri, *Supervising Deputy City Attorney, City Attorney's Department*

Andrew Benelli, *Assistant Director, Public Works Department*

Sophia Pagoulatos, *Planning Manager, DARM*

Jill Gormley, *Public Works Manager, Public Works Department*

Michael Andrade, *GIS Specialist, DARM*

Leonor Ayala, *Engineer, Public Works Department*

Kara Hammerschmidt, *Service Aide, DARM*

Rodney Horton, *Planner, DARM*

3. ELECTION OF OFFICERS:

ELECTION OF CHAIRPERSON:

Staff briefly explained that the role of the chairperson is to help facilitate steering committee meetings with assistance from City staff. Staff also informed the Steering Committee that nominations may be made for the position of chairperson. If more than

two nominations are made, then votes will be cast by each member stating the last name of the candidate they wish to vote for when their name is called.

NOMINATIONS:

Member Roberts nominated Member Pena for the position of Chairperson. Member Pena accepted the nomination. No other nominations were made by the Steering Committee.

MOTION:

Moved by Member Caples, seconded by Member Kashian to close nominations and unanimously elect Member Pena chairperson of the West Area Specific Plan Steering Committee. Motion passed on a voice vote (TALLY 7 – AYES, 0 – NOES, 0 – ABSTENTIONS). Member Mangum was not present for the vote.

NOMINATION AND ELECTION OF VICE CHAIRPERSON:

Member Shergill nominated Member Singh for the position of Vice Chairperson. Member Singh accepted the nomination. No other nominations were made by the Steering Committee.

MOTION:

Moved by Member Caples, seconded by Member Kashian to close nominations and unanimously elect Member Singh Vice Chairperson of the West Area Specific Plan Steering Committee. Motion passed on a voice vote (TALLY 7 – AYES, 0 – NOES, 0 – ABSTENTIONS). Member Mangum was not present for the vote.

4. ADOPTION OF COMMITTEE RULES

Staff provided a brief explanation of the proposed committee rules that were submitted for consideration. Chairperson Pena called for a motion after an opportunity for discussion was provided to the Steering Committee.

MOTION:

Moved by Member Caples, seconded by Member Roberts to officially adopt the proposed committee rules as written and presented to the Steering Committee.

ROLL CALL VOTE

CHAIRPERSON PENA	AYE
VICE CHAIRPERSON SINGH	AYE
MEMBER CAPLES	AYE
MEMBER ROBERTS	AYE
MEMBER MANGUM	NOT PRESENT
MEMBER KASHIAN	AYE
MEMBER MARTINEZ	AYE
MEMBER SHERGILL	AYE

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

5. REVIEW COMMUNITY FEEDBACK & IDENTITY FOR THE WEST AREA

Staff presented the feedback of the 1st and 2nd Community Conversations and the results of the kick-off survey results. The 1st Community Conversation was held on Thursday, May 3, 2018. The Steering Committee received the key points of the 1st Community Conversation which included concerns about traffic and congestion, limited connectivity to eastside of Highway 99, fragmented sidewalks, high amounts of litter and blight, and the desire to decrease higher density planned land uses on the western edge of the plan area. Attendees also wanted more sidewalks to improve pedestrian safety, and an organization for youth in the plan area.

Staff also presented the feedback from the 2nd Community Conversation which was held on June 14, 2018. The 2nd Community Conversation was an interactive workshop that allowed attendees to express their opinion as to where certain uses should or should not be located within the Plan Area. Uses included different types of housing, higher education, parks and open space, commercial and retail, and medical facilities. The Steering Committee received the key points of the 2nd Community Conversation that included the need for additional medical facilities, more public schools, more regional and community parks, more mixed-use, dog parks, improved river access, additional transit oriented development, and single-family designation closer to the fringe.

Next, staff presented results of the kick-off survey. Nearly 50% of the survey respondents chose to live and or work in the plan area because of the cost of living. A little more than 70% felt that an increase in the crime rate would discourage them from remaining the West Area. A little more than 67% of the respondents are either satisfied or very satisfied with the quality of life within the West Area. A significant amount of the respondents felt as though more retail and commercial establishments were needed in the Plan Area, and improvements were needed to existing roadway infrastructure.

Respondents to the survey felt as though there are too many apartments and would like to see more luxury or custom built homes. Respondents would like to see more commercial development to occur within the West Area to include supermarkets, bakeries, restaurants other than fast food eating establishments, movie theaters, and postal service establishments. Nearly 70% felt that West Shaw Avenue from Highway 99 to Grantland Avenue should serve as the town center for the West Area. Next, close to 80% felt as though Agri-tourism should be incorporated into the West Area Specific Plan. Finally, survey respondents did not completely settle on a name or identity for the Plan Area with River West taking the lead with close to 35% and “other” at 21%.

Chairperson Pena opened the floor for discussion. Member Caples inquired as to whether there was a way to determine if results were skewed based on a number of responses from a particular area. Staff informed her that the program did not have the ability to track location of survey respondents. She also wondered if there was a way to

determine if survey respondents took the survey multiple times. Staff explained the difficulty in retaking the survey.

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 more fitness related equipment located in parks, and safe access to the river. She would like fitness to be integrate into new parks.

Frances Cathapp

4938 N. Garfield Avenue

Ms. Cathapp believes roads need to be improved before commercial development occurs in order to prevent gridlock.

John Endara

7108 W. Rialto Avenue

Mr. Endara would like to make sure that the concerns of the individuals that live in the rural area are taken into account during the plan process.

Unnamed Person

This speaker is concerned about development impacting water and traffic. She would like to see more expressways.

Daniel Brannick

4701 W. Griffith Way

Wanted a little clarity as to why only Shaw Avenue was chosen for the town center, and wanted to know if there will be additional surveys throughout the plan process.

Amanda Conley

4276 N. Babigian

Ms. Conley would like to have health and air quality as a part of the Plan process.

6. SELECTION OF LAND USE FRAMEWORK

Staff presented three land use frameworks for the Steering Committee to review and consider as the basis for the Specific Plan. The three frameworks presented were transect, concentric, and catalytic corridors/centers.

TRANSECT

The transect framework allows for a flow from a natural zone to an intense urban core zone with higher densities and commercial development. Images of each zone were provided to everyone within the PowerPoint presentation slides.

CONCENTRIC

The concentric model divides up the city or portion of the city into five different concentric circles expanding from the downtown or economic center to the suburbs. Steering Committee members were informed that this model shows that the further a person is away from the core of the city, the longer a person's commute will be.

CATALYTIC CORRIDORS/CENTERS

Steering Committee members were informed about the concept of catalytic corridors/centers. This concept illustrates how a strategic development can spur more development and transform an area. The City of Lancaster, CA and Seattle, WA were used as examples of catalytic corridors and centers, respectively. Staff provided local examples of catalytic corridor with Shaw Avenue and Blackstone Avenue.

Steering Committee members engaged in discussion and asked questions about the different concepts. Member Caples asked questions about the transect concept. Member Roberts discussed how the City has planned for some sort of urban center to occur in the West Area. Member Shergill discussed his concerns for transportation infrastructure to be improved before development continues. Member Caples requested to receive more information about the impact of the Parks Master Plan on the Plan Area.

MAP EXERCISE

Steering Committee members were provided a blank map of the Plan Area. They were instructed to write on the map where single-family, multi-family, mixed-use, and commercial uses should be located within the Plan Area. The members had the opportunity to utilize the dot maps created during the 2nd Community Conversation to help guide their thought process in this exercise. The exercise lasted for approximately twenty-five (25) minutes, with Steering Committee members looking at the dot maps and discussing ideas with each other and the public.

SUMMARY OF REPORTING OUT

Steering Committee members reported out where they would like to see retail, hospital or medical services.

Chairperson Pena started the report out with stating that retail should be located in the area of Shaw Avenue from Highway 99 to Grantland Avenue, Shields Avenue between Hayes and Bryan Avenues, Ashlan Avenue, between Brawley and Valentine Avenues, and along Veterans Boulevard.

Member Kashian stated he would like to see retail on main traffic intersections and roads. Higher education should be along the visible corridors near the freeway system or Veterans Boulevard. He would like to see new housing development incorporate trail

systems to the town center so that people can walk or ride their bike to retail or service establishments. And there should be more linear parks connected to a trail system.

Member Martinez would like to see urgent care facilities along the major corridor (Shaw, Ashlan, and or Shields), as well as mixed-use along major corridors.

Member Shergill expressed how he was impressed with the community's input during the 2nd community conversation. He would like to see more grocery stores and additional retail space scattered throughout the Plan Area. The Plan Area needs more trails so that people can exercise without having to do it in the street. He would like to see more urgent care facilities scattered throughout the Plan so that there is easy access for people who live in the Plan Area.

Member Singh stated he wanted to see traffic flow improvements to Shaw Avenue before developments occur. He mentioned the West Area has one of the longest commutes to higher education because of limited connection to those services.

Member Caples would like to see Veterans Boulevard have a park near or the surrounding area. She would like to see a transect model that goes from rural to general urban zone, and a mixed-use catalytic corridor.

Member Roberts echoed the comments of the other members, and requested the existing park ratio deficit for the Plan Area. He would like to focus on Shaw Avenue, Veterans Boulevard, and Grantland Avenue area for higher education, commercial, mixed-use, and medical facilities.

Member Mangum stated she would like to focus on not having higher density land use adjacent to existing low density single-family homes. She would also like to see better access to the river.

Steering Committee members did not settle or relate to the concentric model. There was discussion that centered on T2 rural zone, T3 suburban zone, and T4 general zone. Members did discuss the possibility of a T5 urban center zone along a major corridor within the Plan Area.

PUBLIC COMMENT:

Naomi Hernandez

Ms. Hernandez would like to see more agricultural components within parks in the Plan Area.

Daniel Brannick

Mr. Brannick spoke to magnet cores that were used in the Southwest Fresno Specific Plan.

Amanda Conley

Ms. Conley expressed concern about improving health, and focusing on infill development.

Gen Guerrero

5050 W. Willis Avenue

Ms. Guerrero liked the idea of focusing on corridors within the Plan Area, and she believes the town center should not be located on Shaw Avenue it is too top heavy and located too far north. She prefers the town center to be located on Ashlan Avenue.

Lisa Jura

5545 W. Dakota Avenue

Ms. Jura would like to see more commercial along the corridors adjacent to Highway 99. And she liked the idea of incorporating agricultural elements into parks.

Ginger Rainey

7108 W. Rialto Avenue

Ms. Rainey believes that the City should prevent sprawl by discouraging development from occurring in the West Area. She is opposed to this plan.

Unnamed speaker

The speaker stated she was thankful to have an opportunity to be a part of the plan process.

Linda Fisher

4565 W. Dakota Avenue

Ms. Fisher stated she experiences significant traffic in the Plan Area that a park at Dakota & Milburn was promised by the City, and that she supports fitness in parks and community gardens.

Jon Endara

Mr. Endara believes that as development increases, so will the taxes. He wants the Steering Committee to consider the quality of life.

Cori Galvan

Ms. Galvan mentioned she would like to see agriculture with a mix of suburban living. Thinks knowing one's neighbors is a very important asset that will exist in the West Area.

MOTION:

Moved by Member Roberts, seconded by Member Caples to:

- a) Recommend City staff incorporate the transect framework (T2 zone, T3 zone, and T4 zone), and
- b) Recommend City staff incorporate catalytic corridor land uses on Ashlan Avenue, Shaw Avenue, Veterans Boulevard, and Shields Avenue
- c) Recommend City staff incorporate agricultural components into open space corridors, trails and parks.

ROLL CALL VOTE

CHAIRPERSON PENA	AYE
VICE CHAIRPERSON SINGH	AYE
MEMBER CAPLES	AYE
MEMBER ROBERTS	AYE
MEMBER MANGUM	AYE
MEMBER KASHIAN	AYE
MEMBER MARTINEZ	AYE
MEMBER SHERGILL	AYE

ROLL CALL TALLY 8 – AYES, 0 – NOES 0 – ABSTENTIONS

7. UNSCHEDULED COMMUNICATIONS

Daniel Brannick

Mr. Brannick would like to see a built environment inventory of commercial and institutional assets within the Plan Area.

Unnamed Speaker

This speaker would like to find facilities that will have a long-term investment and commitment to the Plan Area.

8. ADJOURNMENT

Moved by Member Roberts, seconded by all members to adjourn the meeting at 9:00 p.m. (TALLY 8 – AYES, 0 – NOES, 0 – ABSTENTIONS).

Respectfully Submitted,



Rodney Horton
Staff Representative

- Enclosures: Land Use Concepts
- Transect
 - Concentric
 - Catalytic Corridors