The City of Fresno is kicking off a project that will refine the vision for future growth and development in the West Area. The project area is located west of Highway 99, generally north of West Clinton Avenue and east of Garfield Avenue. To view the map, please see the back of the brochure. The Fresno General Plan (adopted in 2014) provides a broad vision for the area, however the specific plan process will further refine it by gathering your ideas on traffic and public transportation needs, potential pedestrian and bicycle enhancements, community design and identity, and the best locations for future residential and commercial land uses.

For more information please visit: www.fresno.gov/westareaplan
To be involved in the West Area Specific Plan process, please contact Rodney Horton at rodney.horton@fresno.gov or (559) 621-8181.

Please e-mail WestAreaPlan@fresno.gov or call (559) 621-8181 should you have any questions or comments. The meeting venue is compliant with the Americans with Disability Act. If special assistance is required, please contact Rodney Horton at least three business days in advance of the meeting.

Rodney Horton, Planner
(559) 621-8181
rodney.horton@fresno.gov

CITY OF FRESNO
WEST AREA SPECIFIC PLAN
HIGHLIGHTS

BE A PART OF THE PLANNING PROCESS

STEEERING COMMITTEE MEMBERS

David Pena, Chairperson
Deep Singh, Vice Chairperson
Cathy Coples
Gurdeep Shergill
Bill Nijjer
Joseph Martinez
Jeff Roberts
Eric Payne
Tiffany Mangum
Bill Kashian
Dennis Gaab
Tina McCallister-Bothe, Alternate for Cathy Coples
The purpose of this document is to provide a simple and easily readable objective report on the existing planning and development conditions for the West Area. This document lays the foundation for the creation of a Specific Plan for the West Area.

**Race/Ethnicity**

- **West Area:** 49% White, 28% Hispanic/Latino, 14% Asian, 9% American Indian and Alaska Native, 5% Mixed Race
- **City of Fresno:** 51% White, 42% Hispanic/Latino, 14% Asian, 2% American Indian and Alaska Native, 5% Mixed Race

**Gender**

- **West Area:** 49% Female, 51% Male
- **City of Fresno:** 51% Female, 49% Male

**Education**

- **West Area:** 37% High School or Higher, 8% Bachelor’s Degree or Higher
- **City of Fresno:** 75% High School or Higher, 20% Bachelor’s Degree or Higher

**Median Household Income**

- **West Area:** $59,482
- **City of Fresno:** $41,531

**Driving Distances to Higher Education Facilities**

- **West Area:**
  - Fresno Pacific University: 12 Miles, 23 Minutes
  - Fresno City College: 13 Miles, 22 Minutes
  - CSUF: 13 Miles, 22 Minutes
  - San Joaquin Valley College: 12 Miles, 22 Minutes

- **City of Fresno:**
  - Fresno Pacific University: 12 Miles, 22 Minutes
  - Fresno City College: 13 Miles, 22 Minutes
  - CSUF: 13 Miles, 22 Minutes
  - San Joaquin Valley College: 12 Miles, 22 Minutes

**Total Jobs of Residents Living in Plan Area**

- Professional Service: 32%
- Blue Collar Employment: 30%
- Service Sector: 17%
- Health Care: 12%
- Education & Recreation: 6%
- Agriculture: 3%

**Exisiting Land Use**

- Rural Residential: 27%
- Multi-Family Residential: 2%
- Single-Family Residential: 21%
- Vacant Land: 15%
- Public/Government: 6%
- Open Space/Agriculture: 25%
- Industrial: 1%
- Commercial: 3%