Specific Plan of the West Area
Steering Committee Meeting

April 22, 2021
5:30 – 7:30pm
Virtual Meeting via Zoom
1. Call to Order
Welcome

Translation services are available. **ALL** participants should join a language channel in order to listen to and communicate with all participants.

1) Select the Interpretation Globe at the bottom of your screen
2) Choose your preferred language
Welcome

Tonight’s meeting is being recorded and publicly broadcasted. It will be posted to www.fresno.gov/westareaplan

Participating in this meeting will be considered consent to be recorded.
Using Zoom

1. During public comment use the “Raise Hand” button or press *9 on your phone

2. The Q&A feature is on. Questions will be incorporated into an updated FAQ online at www.fresno.gov/westareaplan
Standard Meeting Procedures

1. The Committee Chair announces the agenda item
2. City staff makes a presentation, if applicable
3. Committee members discuss the item
4. Members of the public provide comments for the item
   • Comments may be limited to 3 minutes
5. The Committee takes action, if applicable
Roll Call

David Peña (Chair)
Deep Singh (Vice Chair)
Jeff Roberts
Bill Nijjer
Gurdeep Shergill
Joseph Martinez

Eric Payne
Dennis Gaab
John Kashian
Cathy Caples
Tiffany Mangum
Tina McCallister-Boothe (Alternate)
Feb. 27, 2019 Meeting Minutes

David Peña (Chair)       Eric Payne
Deep Singh (Vice Chair)  Dennis Gaab
Jeff Roberts            John Kashian
Bill Nijjer              Cathy Caples
Gurdeep Shergill        Tiffany Mangum
Joseph Martinez         Tina McCallister-Boothe
                         (Alternate)
2. Specific Plan Update
Specific Plan Update

1. Timeline of the process
2. Outline of the Specific Plan
3. How to submit comments
Timeline

April 2018
Steering Committee is appointed and holds its first meeting

May - July 2018
Public input was gathered through surveys & workshops

- 2 Community Conversations w/ 240 attendees
- Survey w/ 373 responses
- Stakeholder interviews
- Coffee with the Clergy
- 9 Steering Committee Meetings
Timeline

**August 2018**
Steering Committee selected a conceptual land use option

**Aug. - Nov. 2018**
City Staff drafted a proposed land use map based on the selected concept

**Nov. 2018 - Feb. 2019**
Public input was gathered on the draft proposed land use map

**February 2019**
Steering Committee modified & approved proposed land use map & guiding principles

**June 27, 2019**
City Council formally initiated the Specific Plan of the West Area

**June 2019 - Dec. 2020**
Environmental Impact Report (EIR) consultant selected; analysis performed

Specific Plan Update

**SPECIFIC PLAN OF THE WEST AREA**

April 22, 2021 - Steering Committe Meeting
Timeline

We Are Here
Staff & Consultants finish drafting the Specific Plan and EIR

April – July 2021
Public input will be gathered on the Draft Specific Plan

May – August 2021
Public feedback will be reviewed and incorporated

August 2021
Steering Committee will hear feedback from review period

Fall 2021
Specific Plan & EIR will be heard by Planning Commission & City Council

Following Adoption
Steering Committee will make recommendations on any new land use change requests

Specific Plan Update
Outline of the Specific Plan

Chapter 1 – Introduction
Chapter 2 – Planning Process & Community Engagement
Chapter 3 – Infrastructure & the Public Realm
Chapter 4 – Public Facilities
Chapter 5 – Land Use & Housing
Chapter 6 – Implementation
Chapter 7 - Glossary
Chapter 1 – Introduction

In this Chapter:

1.1 | Introduction
1.2 | History
1.3 | Geographic Profile
1.4 | Demographic Profile
1.5 | Related Planning Efforts
1.6 | Equity & Health
Chapter 2 – Planning Process & Community Engagement

In this Chapter:

2.1 | Introduction
2.2 | Interviews
2.3 | Workshops
2.4 | Survey
2.5 | Steering Committee
2.6 | Guiding Principles
Chapter 3 – Infrastructure & the Public Realm

In this Chapter:

3.1 | Introduction
3.2 | Transportation
3.3 | Streetscape Improvements
3.4 | Water Resources & Natural Habitats
3.5 | Goals & Policies
Chapter 4 – Public Facilities

In this Chapter:

4.1 | Introduction
4.2 | Parks & Trails
4.3 | Schools
4.4 | First Responders
4.5 | Community Centers
4.6 | Goals & Policies
Chapter 5 – Land Use & Housing

In this Chapter:

5.1 | Introduction
5.2 | Land Use Vision
5.3 | Land Use Maps
5.4 | Within Walking Distance
5.5 | Neighborhood Identity
5.6 | Retaining Agriculture
5.7 | Housing
5.8 | Goals & Policies
Chapter 6 – Implementation

In this Chapter:

6.1 | Introduction
6.2 | Infrastructure Financing Plan*
6.3 | Implementation Summary Tables

*The IFP will be delivered in Fall of 2021
Chapter 7 – Glossary
Highlighted Tools

Specific Plan of the West Area

The City of Fresno is developing a plan for future growth and development in the West Area. The project area is located west of Highway 99, generally north of Clinton Avenue and east of Garfield Avenue, as shown on the map below.

Proposed Land Use Slider Map

Use the slider map to view the current and proposed land use designations on an individual parcel level throughout the Plan Area. View the interactive map.

Documents

- Proposed Land Use Map
- West Area Initiation Report
- English Version Initiation Hearing 6272019 Planning Commission and City Council Hearing Notice

www.fresno.gov/westareaplan
How to Submit Comments

1. Use the Comment Card template
   • Will be available to download on www.fresno.gov/westareaplan

2. Submit a letter
   • Please include Goal/Policy #, Section #, and/or page number

3. Fill out a survey
   • Will be linked on www.fresno.gov/westareaplan
Steering Committee Comments
3. Specific Plan Official Name
Specific Plan Official Name

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

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<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
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<tr>
<td>River West</td>
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<tr>
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<tr>
<td>West Gardens</td>
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<tr>
<td>Westfield</td>
<td>10.19%</td>
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<tr>
<td>West Area</td>
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<tr>
<td>West Terrace</td>
<td>7.24%</td>
</tr>
<tr>
<td>Almond Villa</td>
<td>5.09%</td>
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Specific Plan Official Name

I would argue it is better to focus on identifying and developing neighborhoods within the Plan Area than focusing on branding the entire area under a single name. The proposed Plan Area includes a lot of territory, and there are distinct differences among different areas. The entire area could collectively be referred to as the "West Area Neighborhoods" or something like that, but again the emphasis should be on communities within the Plan Area.

Response from Kick-Off Survey – May 1, 2018
Specific Plan Official Name

Specific Plan of the West Area

West Area Neighborhoods Specific Plan?
Steering Committee Comments
Public Comments
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4. Community Outreach Strategy
• Weekly Community Conversations
• Specific Plan To-Go
  • Copy of the Plan
  • Pens, Highlighters, Post-Its
  • Survey
  • Comment Cards
  • Return Envelope
• Presenting at existing meetings
• Office Hours
Extending Outreach Efforts

1. Are there existing digital community meetings that we can present to?
2. Are there locations where community members can pick up materials?
3. Would your organization be willing to host a digital event on the Plan?
4. What other ideas do you have to help get the word out and receive input on the Draft Specific Plan?
5. What would ideal Office Hours be for you?
Steering Committee Comments
Public Comments
5. Steering Committee Announcements
6. Unscheduled Communications
Resources

Plan webpage:  www.fresno.gov/westareaplan

Project liaison:  Casey Lauderdale, Planner
                 Casey.Lauderdale@fresno.gov
                 (559) 621-8515

City of Fresno:  Long-Range Planning
                 2600 Fresno Street, Room 3065
                 Fresno, CA 93721