

2.1 PROJECT LOCATION AND SETTING

REGIONAL LOCATION AND SETTING

The West Area Neighborhoods Specific Plan (also-known-as “Specific Plan”, “Plan Area”) encompasses approximately 7,077 acres (or a little more than 11 square miles) in the City of Fresno city limits and unincorporated Fresno County. The footprint of the Specific Plan is referred to as the “Plan Area.” Of the eleven square miles within the Plan Area, 6.9 square miles are in the city limits and 4.1 square miles are in the growth area. The growth area is land outside the city limits but within the City’s Sphere of Influence (SOI) boundary, which is the adopted limit for future growth.

The Plan Area is triangular in shape and located west of State Route 99. It is bounded on the south by West Clinton Avenue, and to the west by Grantland and Garfield Avenues. The Plan Area includes the southwest portion of Highway City adjacent to State Route 99. See Figure 2.0-1 for the regional location map and Figure 2.0-2 for the Plan Area vicinity map.

SPECIFIC PLAN AREA PHYSICAL CHARACTERISTICS

The Plan Area is relatively flat with natural gentle slope near State Route 99. The Plan Area topography ranges in elevation from approximately 283 to 315 feet above mean sea level. A large amount of land in the Plan Area is farmland or rural residential lots with large, uneven, and underutilized parcels.

The Plan Area has approximately eight different existing land uses which include the following:

- **Rural/Estate Residential:** Approximately 27 percent, or 1,911 acres, of the existing land uses within the Plan Area are currently used as rural/estate residential. Of the 6,109 acres of developable lands within the Plan Area, 1,640.68 acres are low-density single-family homes that are occupied lots with a size of two to nine acres per dwelling units.
- **Multiple Family Residential:** Approximately two percent, or 141 acres, of the Plan Area account for multi-family residential development. These uses are primarily located adjacent to arterial roads with easy access to State Route 99, and Fresno Area Express (FAX) service lines.
- **Single-Family Residential:** Approximately 21 percent of the existing uses within the Plan Area are currently developed with single-family residential uses. These uses are located primarily within the city limits.
- **Vacant Land:** Approximately 15 percent of the land in the Plan Area, or 911.34 acres, account for vacant lands. Vacant areas are located throughout the Plan Area, in both the city limits and SOI. Vacant areas represent infill opportunities within the Plan Area’s densest neighborhoods.
- **Public/Government Facilities:** Approximately six percent, or 337.83 acres, of land within the Plan Area contain public or government facilities. These land uses include Central Unified School District facilities, churches, the Dante Club, and the Hacienda facility.

- **Open Space/Agricultural Land:** Approximately 25 percent or 1,554.06 acres, in the Plan Area contain open space or agricultural land. While there are some open space land uses within the City, most of these uses are primarily located in the SOI. These uses include parks and ponding basins.
- **Industrial Uses:** Approximately one percent, or 57.33 acres, of the Plan Area account for industrial uses. The largest industrial land use in the Plan Area contains an agricultural business located at the intersection of West Dakota Avenue and North Grantland Avenue.
- **Commercial Uses:** Approximately three percent, or 219.76 acres, of the Plan Area account for commercial uses. Commercial uses are spread throughout the eastern and southeastern portions of the Plan Area, closer to State Route 99.

The Plan Area has approximately 3,070.95 acres of land that is classified as Urban and Built-Up, according to the State Department of Conservation Farmland Mapping and Monitoring Program. Prime Farmland is principally located outside of the Plan Area. The Plan Area has 285.65 acres of Farmland of Statewide Importance which is located primarily in the western edge of the Plan Area. Approximately 509.39 acres of Unique Farmland is located within the Plan Area, most of which is within the southwest portion of the Plan Area. Farmland of Local Importance is located throughout the entire Plan Area, and totals approximately 1,562.82 acres. Vacant or Disturbed Land and Rural Residential Land account for approximately 1,650.17 acres within the growth area.

See Figure 2.0-3 for an aerial view of the Plan Area.

SURROUNDING LAND USES ---

Surrounding land uses include State Route 99; the historic communities of Herndon and Highway City; incorporated areas of the City of Fresno to the north; incorporated areas of the City of Fresno to the east (including mostly industrial uses); unincorporated Fresno County and incorporated areas of the City of Fresno to the south (including farmland uses, rural residential uses, low density residential uses, and underutilized parcels); and unincorporated Fresno County to the west (including farmland and rural residential uses).

EXISTING GENERAL PLAN LAND USES AND ZONING ---

A portion of the Plan Area is located within the City of Fresno city limits, and a portion is within unincorporated Fresno County (within the City's SOI). The City of Fresno General Plan designates the Plan Area as: Low Density Residential; Medium Low Density Residential; Medium Density Residential; Urban Neighborhood Residential; High Density Residential; Community Commercial; General Commercial; Recreation Commercial; Office; Business Park; Light Industrial; Corridor/Center Mixed Use; Regional Mixed Use; Community Park; Open Space – Ponding Basin; Neighborhood Park; Open Space; Public/Quasi-Public Facility; Special School; Elementary School; Elementary, Middle & High School; and High School. See Figure 2.0-4 for the existing City General Plan land use designations.

The City of Fresno Zoning Map provides zoning for those portions of the Plan Area located within the city limits, but not for areas within the unincorporated County. Zoning designations are generally consistent with the existing General Plan land uses. The City zoning designations for the Plan Area

include: Residential Estate (RE), Residential Single-Family, Extremely Low Density (RS-1), Residential Single-Family, Very Low Density (RS-2), Residential Single-Family, Low Density (RS-3), Residential Single-Family, Medium Low Density (RS-4), Residential Single-Family, Medium Density (RS-5), Residential Multi-Family, Medium High Density (RM-1), Residential Multi-Family, Urban Neighborhood (RM-2), Residential Multi-Family, High Density (RM-3), Mobile Home Park (RM-MH), Commercial Community (CC), Commercial General (CG), Commercial Regional (CR), Commercial Recreation (CRC), Light Industrial (IL), Corridor/Center Mixed Use (CMX), Neighborhood Mixed Use (NMX), Regional Mixed Use (RMX), Business Park (BP), Office (O), Open Space (OS), and Park and Recreation (PR). See Figure 2.0-5 for the existing zoning designations.

In the unincorporated areas of the Plan Area, the Fresno County Zoning Map designates the portions of the Plan Area outside the city limits but within the SOI as: Rural Commercial Center (RCC), Central Trading (C4), General Commercial (C6), Light Industrial (M1), Exclusive Agricultural (AE20), Limited Agricultural (AL20), Rural Residential (RR), Single Family Residential Agricultural (RA), Single Family Residential (12,500) (R1B), and Trailer Park Residential (TP). Upon a proposal to annex unincorporated land into the city limits, the City of Fresno would prezone the land to a zone that is consistent with the General Plan land use. Once annexation occurs, the County zoning would no longer apply to the parcel.

2.2 PROJECT DESCRIPTION

INTRODUCTION

The proposed Specific Plan will establish the land use planning and regulatory guidance, including the land use and zoning designations and policies, for the approximately 7,077-acre Plan Area. The Specific Plan will serve as a bridge between the Fresno General Plan and individual development applications in the Plan Area.

The West Area Neighborhoods Specific Plan seeks to provide for the orderly and consistent development that promotes and establishes the Plan Area as a complete neighborhood with enhanced transportation infrastructure, development of core commercial centers, creation of additional parkland, and development of a diverse housing stock. The Plan Area does not currently have needed commercial amenities, causing residents to travel east of State Route 99 for retail services. The Plan Area also lacks a complete roadway network and parkland.

BACKGROUND

The proposed Specific Plan process officially started in September 2017 with the drafting of the existing conditions report. That document provides a detailed overview of the existing land uses within the Plan Area. Outreach to the Plan Area community started in early 2018 with individual meetings between City staff and community stakeholders, including residents, local agencies, institutional partners, elected officials, land owners, and developers. Public outreach included community stakeholder interviews, Steering Committee orientation sessions and meetings, community meetings and workshops, and an on-line survey.

The 11-member Steering Committee, established in March 2018 by the Fresno City Council, held regular public meetings to provide recommendations on the draft land use map and guiding principles based on input received from community members. Additionally, approximately 25 community stakeholders were interviewed from January 2018 to April 2018. Next, a kick-off survey regarding the Plan Area was released in April 2018. The survey covered topics such as quality of life, needed improvements, needed housing and commercial development, agritourism, and the overall future vision for the Plan Area. Two community conversations (i.e., workshops) were also held in order to receive feedback: Community Conversation No. 1 was held in May 2018, and Community Conversation No. 2 was held in June 2018. The Steering Committee then held meetings in June, July, August, November, and January 2018 in order to review and select the conceptual land use options. The draft land use map and guiding principles were released to the public on November 28, 2018. The draft land use map was then amended by the Steering Committee in January 2019. Lastly, an agritourism workshop was held in the spring of 2019.

RELATED PLANNING EFFORTS

The Specific Plan serves as the first major specific planning effort, environmental evaluation, and infrastructure analysis for the Plan Area. However, other past and in-progress planning efforts impacting the Plan Area have occurred and are described below.

The Highway City Neighborhood Specific Plan (1998)

The Highway City Neighborhood Specific Plan, which applies to about five percent of the Plan Area, was adopted on January 6, 1998 and was prepared to address problems, issues, and opportunities of the Highway City neighborhood. One of the guiding principles for the Highway City Neighborhood Specific Plan encouraged development of neighborhoods characterized by a diverse but compatible arrangement of residential, commercial, industrial, and public uses to be supported by existing single-family residential areas. The proposed Specific Plan will replace a portion of the Highway City Neighborhood Specific Plan, but will carry forward applicable area-specific policies.

The West Area Community Plan (2002)

The West Area Community Plan was adopted on February 1, 2002 as “Appendix W” of the 2025 General Plan and applies to the area encompassing the Plan Area and additional land to the east (to the railroad tracks east of Golden State Boulevard) and south (to Belmont Avenue and the railroad tracks south of Belmont Avenue). The core goals of the Community Plan were to develop the West Area as a planned community with a complete range of services, facilities, and public infrastructure development, and to minimize land use conflicts between agriculture and urban uses. The proposed Specific Plan would replace the Community Plan, updating and incorporating still-relevant policies.

The General Plan (2014)

The General Plan was adopted on December 18, 2014 and set a forward-looking course for the city focusing on infill development, Complete Neighborhoods, and multimodal transportation to achieve fiscally sustainable and environmentally responsible growth. It establishes the foundation for this Specific Plan, anticipating that this Plan will further refine the General Plan’s vision for the Plan Area.

One of the primary goals of the General Plan is to support established neighborhoods in Fresno with safe, well maintained, and accessible streets; public utilities, education and job training; proximity to jobs, retail services, health care, affordable housing, youth development opportunities, open space and parks, transportation options; and opportunities for home grown businesses. Another key goal of the General Plan that is reiterated in the West Area Neighborhoods Specific Plan is to resolve existing public infrastructure and service deficiencies, make full use of existing infrastructure, and invest in improvements to increase connectivity, competitiveness, and to promote economic growth.

To achieve its goals while maintaining orderly development, the General Plan designates a sequencing of development that calls for roughly half to occur in infill areas (defined as within the city limits on December 31, 2012) and permits half to occur in greenfield areas. For greenfield areas, development must first occur in parts of the Sphere of Influence defined as Growth Area 1, which is deemed to be infrastructure-ready. Growth Area 2, on the other hand, is in need of significant infrastructure investment that the City has not planned for nor funded. Development within the city and Growth Area 1 is supported by and based on planned infrastructure expansion, public service capacity, and financial considerations undertaken during the General Plan process. The Plan Area is within Growth Area 1 and therefore has capacity to support growth.

The General Plan's vision for the Plan Area is to create opportunities for the development of Complete Neighborhoods. The concept of Complete Neighborhoods is to enable Fresnoans to live in communities with convenient access to services, employment, and recreation within walking distance. It provides residents with amenities that make their neighborhood mostly self-sufficient and interconnected. Characteristics of a Complete Neighborhood, which can create an enhanced quality of life and increased property values, include:

- a) A range of housing choices;
- b) Neighborhood-serving retail;
- c) Employment opportunities;
- d) Public services, such as health clinics;
- e) Entertainment and cultural assets;
- f) Parks and public schools;
- g) Community services, such as a library, recreation center, senior center, and/or community garden;
- h) Sidewalks, bikeways, trails and other active transportation infrastructure;
- i) Public plaza/civic space; and
- j) Access to public transit.

Fresno Municipal Code Chapter 15: Citywide Development Code (2015)

The main purpose of the Development Code, which was adopted in 2015, is to implement the General Plan and other adopted plans. The Development Code is the City's zoning code, and it seeks to protect and promote the public health, safety, and general welfare of the residents of the city of Fresno. It classifies the city into districts, or "zones" that allow various land uses, including:

residential single-family, residential multi-family, mixed-use, commercial, public and semi-public, downtown, and employment districts.

ADA Transition Plan for the Right of Way (2016)

The 2016 Update to the ADA Transition Plan for the Right of Way (ROW Transition Plan) was adopted by Council on February 25, 2016. The goal of the ROW Transition Plan is to ensure that the City maintains accessible paths of travel in the ROW for people with disabilities. The ROW Transition Plan incorporates retrofitting Curb Ramps, Sidewalks, and Accessible Pedestrian Signals and replaces the 2003 Amended Curb Ramp Transition Plan.

The Active Transportation Plan (2017)

The Active Transportation Plan (ATP) was adopted on March 2, 2017 and serves as the City's comprehensive guide for active transportation. The ATP envisions a complete, safe, and comfortable network of trails, sidewalks, and bikeways that serve as a means for people to safely get to their destinations while reducing roadway congestion and improving the air quality. This also results in replacing vehicle miles traveled with walking or biking. Additional Class II bike lanes are planned for the Plan Area and Class I bicycle and pedestrian trails are to be constructed with four connection points over State Route 99 at Herndon Avenue, Veterans Boulevard, Gettysburg Avenue, and the Herndon Canal which is located near West Shaw Avenue.

The Parks Master Plan (2017)

The Parks Master Plan was adopted on December 14, 2017 and serves as a community-based vision and road map for achieving a complete park system in the city of Fresno. Through a public outreach process, examination of existing conditions, and analysis of the General Plan's goals, the Parks Master Plan determined the amount of parkland needed for the city's existing and future population.

LAND USE MAP AND MAXIMUM BUILDOUT POTENTIAL

The proposed Specific Plan refines the General Plan's land use vision for the Plan Area. The draft land use map proposes the relocation of higher density land uses away from the most western and southwestern portions of the Plan Area where they are distant from public transit and community amenities and transfers those higher density land use designations to major corridors. The West Area Neighborhoods Specific Plan land use plan utilizes the City's existing General Plan land use designations to maintain or re-designate some parcels in the Plan Area. See Table 2.0-1 for a summary of the existing and proposed land uses within the city limits, growth area, and Plan Area. See Figure 2.0-6 for the proposed General Plan land use designations.

As indicated in Table 2.0-1, the Specific Plan would result in an increase in land designated for employment, mixed use, open space and public facilities uses and a decrease in land designated for residential and commercial uses compared to the existing General Plan.

TABLE 2.0-1: PARCEL ACREAGES BY LAND USE CLASSIFICATION FOR GENERAL PLAN AND PROPOSED SPECIFIC PLAN

GENERAL PLAN LAND USE DESIGNATIONS	CITY LIMITS			GROWTH AREA			PLAN AREA TOTAL		
	GENERAL PLAN ACRES	SPECIFIC PLAN ACRES	DIFFERENCE IN CITY	GENERAL PLAN ACRES	SPECIFIC PLAN ACRES	DIFFERENCE IN GROWTH AREA	GENERAL PLAN ACRES	SPECIFIC PLAN ACRES	OVERALL CHANGE
Low	146.20	95.82	- 104.93	671.59	420.76	- 183.73	817.79	516.57	- 288.66
Medium Low	582.37	821.03		243.59	619.19		825.97	1,440.22	
Medium	1,460.88	1,316.66		896.13	801.34		2,357.00	2,118.00	
Medium High	261.09	229.03		88.33	51.24		349.42	280.27	
Urban Neighborhood	214.65	79.11		213.96	75.11		428.61	154.21	
High	28.00	46.61		37.76	0.00		65.76	46.61	
Subtotal - Residential	2,693.19	2,588.26		2,151.36	1,967.63		4,844.55	4,555.89	
Community	81.87	51.14	- 16.94	56.79	6.60	+ 12.10	138.66	57.74	- 4.82
Recreation	41.34	41.34		0.00	0.00		41.34	41.34	
General	141.59	155.38		1.63	59.69		143.21	215.07	
Regional	0.00	0.00		0.00	4.24		0.00	4.24	
Subtotal - Commercial	264.80	247.86		58.42	70.52		323.21	318.39	
Office	7.51	36.38	+ 26.35	0.00	45.87	+ 45.87	7.51	82.25	+ 72.22
Business Park	22.71	20.57		54.40	54.40		77.11	74.97	
Light Industrial	33.13	32.75		0.00	0.00		33.13	32.75	
Subtotal - Employment	63.35	89.70		54.40	100.27		117.75	189.97	
Neighborhood	0.00	263.59	+ 84.47	0.00	44.83	+ 69.06	0.00	308.43	+ 153.53
Corridor/Center	106.19	71.78		0.00	24.23		106.19	96.00	
Regional	144.72	0.00		0.00	0.00		144.72	0.00	
Subtotal - Mixed Use	250.90	335.37		0.00	69.06		250.90	404.43	
Pocket Park	2.45	1.55	+ 44.64	0.00	0.00	+ 34.55	2.45	1.55	+ 10.09
Neighborhood Park	36.67	39.22		47.04	47.04		83.71	86.26	
Community Park	24.20	24.20		13.98	0.00		38.18	24.20	
Regional Park	0.00	0.00		0.00	0.00		0.00	0.00	
Open Space	5.03	5.03		1.76	1.76		6.79	6.79	
Ponding Basin	67.06	110.04		40.12	19.55		107.18	129.59	
Subtotal - Open Space	135.41	180.05		102.90	68.35		238.31	248.40	
Public Facility	4.98	12.64	+ 32.05	16.81	14.78	+ 25.59	21.78	27.42	+ 57.65
Church	9.93	21.20		1.66	34.60		11.59	55.80	
Special School	4.50	4.50		13.88	13.88		18.38	18.38	
Elem. School	56.18	66.17		25.65	25.65		81.82	91.82	
Elem./Middle/High School	145.37	145.37		0.00	0.00		145.37	145.37	
High School	46.95	46.95		0.00	0.00		46.95	46.95	
Fire Station	0.20	3.32		5.32	0.00		5.52	3.32	
Subtotal - Public Facilities	268.10	300.15		63.32	88.91		331.41	389.06	
Grand Total	3,675.75	3,741.39	--	2,430.39	2,364.74	--	6,106.14	6,106.14	--

As previously indicated, the City of Fresno Zoning Map designates the Plan Area as: RE, RS-1, RS-2, RS-3, RS-4, RS-5, RM-1, RM-2, RM-3, RM-MH, CC, CG, CR, CRC, IL, CMX, NMX, RMX, BP, O, OS, and PR. The Fresno County Zoning Map designates the portions of the Plan Area outside the city limits as: RCC, C4, C6, M1, AE20, AL20, RR, RA, R1B, and TP. In conjunction with the approval of the Specific Plan, the parcels in the City which would have a changed land use designation as a result of the Specific Plan would be rezoned to the corresponding City zoning designation.

The parcels that are currently within the County will not be rezoned. Instead, upon a proposal to annex unincorporated land into the city limits, the City of Fresno would prezone the land to a zone that is consistent with the General Plan land use. Once annexation occurs, the County zoning would no longer apply to the parcel and the zoning established in the prezone would take effect.

Table 2.0-2 summarizes the existing General Plan land uses, the maximum number of units, and the maximum non-residential square footage that would be allowed under the existing General Plan. As shown, the existing General Plan land use designations for the Plan Area could result in up to 67,205 dwelling units (DU) and up to 44,419,656.60 square feet (SF) of non-residential uses within the Plan Area.

Table 2.0-3 summarizes the acreages of each land use, the maximum number of units, and the maximum non-residential square footage that would be allowed under the proposed Specific Plan. As shown in the table, the Specific Plan land use plan that was recommended by the Steering Committee would allow for the future development of up to 54,953 DU (including 67 DU in the commercial category, 47,072 DU in the residential category and 7,814 DU in the mixed use category), and 60,621,006.31 SF of non-residential uses. The proposed land use plan also designates public facility uses that are currently existing within the Plan Area, including schools and churches. In the northern portion of the Plan Area, Fire Station No. 18 is located off of West Bullard Avenue at 5938 North La Ventana Avenue. Fire Station 18 will be relocated to a permanent location on the south side of the 6000 block of West Shaw Avenue to maximize the department's response time goal. Additionally, the proposed land use plan would allow for approximately 248 acres of park, open space, and ponding basin uses. The Specific Plan also includes circulation and utility improvements, some of which are planned in the City's current program for capital improvements.

TABLE 2.0-2: MAXIMUM DEVELOPMENT POTENTIAL WITHIN WEST AREA NEIGHBORHOODS SPECIFIC PLAN AREA— EXISTING GENERAL PLAN

GENERAL PLAN LAND USE DESIGNATIONS (AND DENSITY/INTENSITY)	SPECIFIC PLAN ACRES	MAXIMUM DEVELOPMENT POTENTIAL	
		DWELLING UNITS	NON-RESIDENTIAL SF
Low (1-3.5 DU/AC)	817.79	2,862	--
Medium Low (3.5-6 DU/AC)	825.97	4,955	--
Medium (5-12 DU/AC)	2,357.00	28,284	--
Medium High (12-16 DU/AC)	349.42	5,590	--
Urban Neighborhood (16-30 DU/AC)	428.61	12,858	--
High (30-45 DU/AC)	65.76	2,959	--
<i>Subtotal - Residential</i>	<i>4,844.55</i>	<i>57,508</i>	<i>--</i>
Community (1.0 Max. FAR)	138.66	--	6,040,029.60
Recreation (0.5 Max. FAR)	41.34	--	900,385.20
General (2.0 Max. FAR)	143.21	--	12,476,455.20
Regional (1.0 Max. FAR)	0.00	0	0.00
<i>Subtotal - Commercial</i>	<i>323.21</i>	<i>0</i>	<i>19,416,870.00</i>
Office (2.0 Max. FAR)	7.51	--	654,271.20
Business Park (1.0 Max. FAR)	77.11	--	3,358,911.60
Light Industrial (1.0 Max. FAR)	33.13	--	1,443,142.80
<i>Subtotal - Employment</i>	<i>117.75</i>	<i>--</i>	<i>5,456,325.60</i>
Neighborhood (12-16 DU/AC; 1.5 Max. FAR)	0.00	0	0.00
Corridor/Center (16-30 UD/AC; 1.5 Max. FAR)	106.19	3,185	6,938,454.60
Regional (30-45 UD/AC; 2.0 Max. FAR)	144.72	6,512	12,608,006.40
<i>Subtotal - Mixed Use</i>	<i>250.90</i>	<i>9,697</i>	<i>19,546,461.00</i>
Pocket Park	2.45	--	--
Neighborhood Park	83.71	--	--
Community Park	38.18	--	--
Regional Park	0.00	--	--
Open Space	6.79	--	--
Ponding Basin	107.18	--	--
<i>Subtotal - Open Space</i>	<i>238.31</i>	<i>--</i>	<i>--</i>
Public Facility	21.78	--	--
Church	11.59	--	--
Special School	18.38	--	--
Elem. School	81.82	--	--
Elem./Middle/High School	145.37	--	--
High School	46.95	--	--
Fire Station	5.52	--	--
<i>Subtotal - Public Facilities</i>	<i>331.41</i>	<i>--</i>	<i>--</i>
Grand Total	6,106.14	67,205	44,419,656.60

TABLE 2.0-3: MAXIMUM DEVELOPMENT POTENTIAL WITHIN WEST AREA NEIGHBORHOODS SPECIFIC PLAN – PROPOSED WEST AREA NEIGHBORHOODS SPECIFIC PLAN

GENERAL PLAN LAND USE DESIGNATIONS (AND DENSITY/INTENSITY)	SPECIFIC PLAN ACRES	MAXIMUM DEVELOPMENT POTENTIAL	
		DWELLING UNITS	NON-RESIDENTIAL SF
Low (1-3.5 DU/AC)	516.57	1,808	--
Medium Low (3.5-6 DU/AC)	1,440.22	8,641	--
Medium (5-12 DU/AC)	2,118.00	25,416	--
Medium High (12-16 DU/AC)	280.27	4,484	--
Urban Neighborhood (16-30 DU/AC)	154.21	4,626	--
High (30-45 DU/AC)	46.61	2,097	--
<i>Subtotal - Residential</i>	<i>4,555.89</i>	<i>47,072</i>	<i>--</i>
Community (1.0 Max. FAR)	57.74	--	2,515,345.93
Recreation (0.5 Max. FAR)	41.34	--	900,316.07
General (2.0 Max. FAR)	215.07	--	18,737,081.61
Regional (1.0 Max. FAR)	4.24	67	184,521.12
<i>Subtotal - Commercial</i>	<i>318.39</i>	<i>67</i>	<i>22,337,264.74</i>
Office (2.0 Max. FAR)	82.25	--	7,166,022.23
Business Park (1.0 Max. FAR)	74.97	--	3,265,670.81
Light Industrial (1.0 Max. FAR)	32.75	--	1,426,584.42
<i>Subtotal - Employment</i>	<i>189.97</i>	<i>--</i>	<i>11,858,277.47</i>
Neighborhood (12-16 DU/AC; 1.5 Max. FAR)	308.43	4,934	20,152,641.61
Corridor/Center (16-30 UD/AC; 1.5 Max. FAR)	96.00	2,880	6,272,822.49
Regional (30-45 UD/AC; 2.0 Max. FAR)	0.00	0	0.00
<i>Subtotal - Mixed Use</i>	<i>404.43</i>	<i>7,814</i>	<i>26,425,464.11</i>
Pocket Park	1.55	--	--
Neighborhood Park	86.26	--	--
Community Park	24.20	--	--
Regional Park	0.00	--	--
Open Space	6.79	--	--
Ponding Basin	129.59	--	--
<i>Subtotal - Open Space</i>	<i>248.40</i>	<i>--</i>	<i>--</i>
Public Facility	27.42	--	--
Church	55.80	--	--
Special School	18.38	--	--
Elem. School	91.82	--	--
Elem./Middle/High School	145.37	--	--
High School	46.95	--	--
Fire Station	3.32	--	--
<i>Subtotal - Public Facilities</i>	<i>389.06</i>	<i>--</i>	<i>--</i>
Grand Total	6,106.14	54,953 DU	60,621,006.31 SF

The proposed Specific Plan land uses could result in a decrease in the number of residential units in the Plan Area and an increase in the amount of non-residential square footage. Specifically, the proposed Specific Plan could decrease the number of housing units by 12,252 DU (including a 10,436 DU reduction in the residential category, a 67 DU increase in the commercial category, and an 1,883 DU reduction in the mixed use category). The proposed Specific Plan could increase the amount of non-residential SF by 16,201,349.72 SF (including a 2,920,394.74 SF increase in the commercial category, a 6,401,951.87 SF increase in the employment category, and a 6,879,003.11 SF increase in the mixed use category).

The Specific Plan is designed to provide flexibility, so there are a number of variations/combinations for residential and non-residential development. However, the development potential identified within the table represents the maximum development that would be allowed based upon the

existing and proposed land uses and their associated densities and intensities without requiring a future amendment to the Specific Plan. In effect, this is very likely an overestimate of what will actually be developed, but for purposes of environmental analysis in the Environmental Impact Report (EIR) it represents the worst-case scenario.

It is noted that the proposed Specific Plan would amend the land uses for approximately half of the land within the Plan Area. The remaining parcels would maintain their existing land use and zoning designations. The parcels that are proposed for change by the proposed land use map are shown in Figure 2.0-7.

REVISIONS TO CORE GOALS

In addition to the proposed land use plan, the following are revisions to the core goals provided in the General Plan for the Plan Area:

1. West Shaw Avenue Town Center: The West Shaw Avenue Town Center (the Town Center) will extend from State Route 99 to the east side of Grantland Avenue and is envisioned to be comprised of mixed-use development supported by enhanced transit service. Land on the south side of West Shaw Avenue will provide additional neighborhood and commercial mixed-use opportunities.
2. Catalytic Corridors: The proposed Specific Plan designates higher density land uses along corridors for the purpose of providing easy access to major arterials and streets, retail centers, and community amenities. Catalytic corridors will include transit services. The corridors are designed to include neighborhood and pocket parks, commercial and retail uses, educational facilities, multi-family dwelling units, and professional offices. The corridors are located on the following streets:
 - a) West Shaw Avenue, from State Route 99 to Grantland Avenue;
 - b) West Ashlan Avenue, from State Route 99 to Grantland Avenue;
 - c) North Blythe Avenue, from West Shields to West Ashlan Avenue;
 - d) West Clinton Avenue from State Route 99 to North Brawley Avenue; and
 - e) Veterans Boulevard, from West Gettysburg Avenue to West Barstow Avenue.

PLAN ADOPTION AND REGULATION

The Specific Plan will include certain development regulations and standards that are intended to be specific to the Specific Plan Area. Where there is a matter or issue not specifically covered by the Specific Plan development regulations and design standards, the Fresno Zoning Code would apply (as set forth in Section 15-204-B of the City Code). Where there is a conflict between the Specific Plan and the Zoning Code, the Zoning Code would prevail.

The Specific Plan is intended to be adopted by the City Council and to serve as a tool for the City of Fresno to implement the General Plan. The Specific Plan is to be used by designers, developers, builders, and planners, to guide development of the Plan Area. The land use standards and development standards are provided to ensure that all proposed developments remain consistent with the vision established by the Specific Plan as the Plan Area is built over time. The Specific Plan development concepts and standards are in accordance with the City's General Plan, Municipal

Ordinances, and City Specifications. The Specific Plan shall be used to review, process, and approve development proposals for the Plan Area including but not limited to site specific development applications and site improvement plans.

PROJECT ENTITLEMENTS

The City of Fresno will be the Lead Agency for the proposed Specific Plan, pursuant to the State Guidelines for Implementation of the California Environmental Quality Act (CEQA), Section 15050. Actions that would be required from the City include, but are not limited to the following:

- Repeal of a portion of the Highway City Specific Plan that overlaps with the plan area boundaries;
- Repeal of the West Area Community Plan;
- Certification of the West Area Neighborhoods Specific Plan EIR and adoption of the Mitigation Monitoring and Reporting Program (MMRP);
- Approval of the West Area Neighborhoods Specific Plan;
- Amendment of the General Plan land use map to incorporate the planned land uses of the Specific Plan; and
- Rezone of all parcels proposed for land use changes within city limits of the Specific Plan area to a zone district consistent with the planned land use.

2.3 PROJECT GOALS AND OBJECTIVES

The objectives of the proposed Specific Plan include future development of land for a wide variety of land uses including: Low Density Residential; Medium Low Density Residential; Medium Density Residential; Medium High Density Residential; Urban Neighborhood Residential; High Density Residential; Community Commercial; Recreation Commercial; General Commercial; Regional Commercial; Office; Business Park; Light Industrial; Corridor/Center Mixed Use; Regional Mixed Use; Pocket Park; Neighborhood Park; Community Park; Open Space; Ponding Basin; Public Facility; Church; Special School; Elementary School; Elementary, Middle & High School; High School; and Fire Station uses, as well as the required transportation and utility improvements.

QUANTIFIABLE OBJECTIVES

The quantifiable objective of the proposed Specific Plan includes the future development of up to 54,953 DU (including 67 DU in the commercial category, 47,072 DU in the residential category and 7,814 DU in the mixed use category) and 60,621,006 SF of non-residential uses.

SPECIFIC PLAN GUIDING PRINCIPLES

The Specific Plan's guiding principles are designed to form the direction of the Specific Plan, and how the Plan can best benefit the future of the Plan Area. The guiding principles incorporate input received from community members and formal recommendations of the Steering Committee. The guiding principles of the Specific Plan are summarized as follows:

Transportation

- Accommodate and improve roadway access, connectivity and mobility among all modes of transportation, and prioritize roadway widening where bottlenecking exists.
- Accommodate planned transit services in the Plan Area by locating routes near or adjacent to the community centers, schools, parks, and retail centers.
- Provide a complete, safe, and well-maintained sidewalk network from residential neighborhoods to commercial centers, schools, parks, and community centers.
- Provide a complete, safe, and well-maintained roadway network that allows for efficient and smooth access from the Plan Area to other sections of the City and region.

Parks and Trails

- Create parks that are within existing and planned neighborhoods that are easily accessed by community members using pedestrian and bicycle pathways, transit services, or motor vehicles, consistent with the City of Fresno's Parks Master Plan.
- Provide for the location of a flagship Regional Park in the Plan Area that has components of the Plan Area's agricultural history through the planting of drought-resistant vegetation or trees, and the creation of public art that exhibits the Plan Area's contribution to the agricultural industry.

Agriculture

- Incorporate elements of agriculture in future parks by planting a mixture of native drought tolerant vegetation, shrubs, and trees that can serve to provide shade and enhance the streetscape.
- Encourage and provide land use opportunities for agritourism ventures to occur in the Plan Area.
- Encourage the development of harvest – producing community gardens.

Retail

- Attract desired and needed local retail establishments to serve the needs of the Plan Area community. Such establishments include grocery stores, bakeries, restaurants other than fast food places, and boutiques.
- Discourage the expansion of undesirable retail establishments such as liquor stores, tobacco and vapor stores, short-term loan and pawn shops, and adult stores.
- Encourage the development of retail establishments along commercial corridors.
- Encourage the orderly and consistent development of civic, parkland, retail and commercial, mixed-use, and multi-family uses along West Shaw Avenue, West Ashlan Avenue, Veterans Boulevard, West Shields Avenue, West Clinton Avenue, and Blythe Avenue.

Housing

- Encourage a variety of housing types and styles.

- Encourage the development of housing to accommodate an aging population including, multi-generational houses and other elder housing options.
- Reaffirm the City's commitment and obligation to affirmatively furthering access to fair and affordable housing opportunities by strongly encouraging equitable and fair housing opportunities to be located in strategic proximity to employment, recreational facilities, schools, neighborhood commercial areas, and transportation routes.

Education

- Attract much needed educational opportunities for the residents of the Plan Area, especially for post-secondary education, and access to programs for life-long learners.

Public Safety

- Provide for safe routes to schools for children, with the City and County working together with residents, to provide sidewalks in neighborhoods that have sporadic access.
- Work to promote Neighborhood Watch in all neighborhoods, and further assess the need for the location of emergency response facilities west of State Route 99.

These Specific Plan guiding principles functionally represent project objectives as required by CEQA Guidelines section 15124, subdivision (b).

2.4 USES OF THE EIR AND REQUIRED AGENCY APPROVALS

The City of Fresno will be the Lead Agency for the proposed Specific Plan, pursuant to the State Guidelines for Implementation of the CEQA, Section 15050. Actions that would be required from the City include, but are not limited to the following:

- Repeal of a portion of the Highway City Specific Plan that overlaps with the plan area boundaries;
- Repeal of the West Area Community Plan;
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- Approval of the West Area Neighborhoods Specific Plan;
- Amendment of the General Plan land use map to incorporate the planned land uses of the Specific Plan; and
- Rezone of all parcels proposed for land use changes within city limits of the Specific Plan area to a zone district consistent with the planned land use.
- Approval of the West Area Neighborhoods Specific Plan.

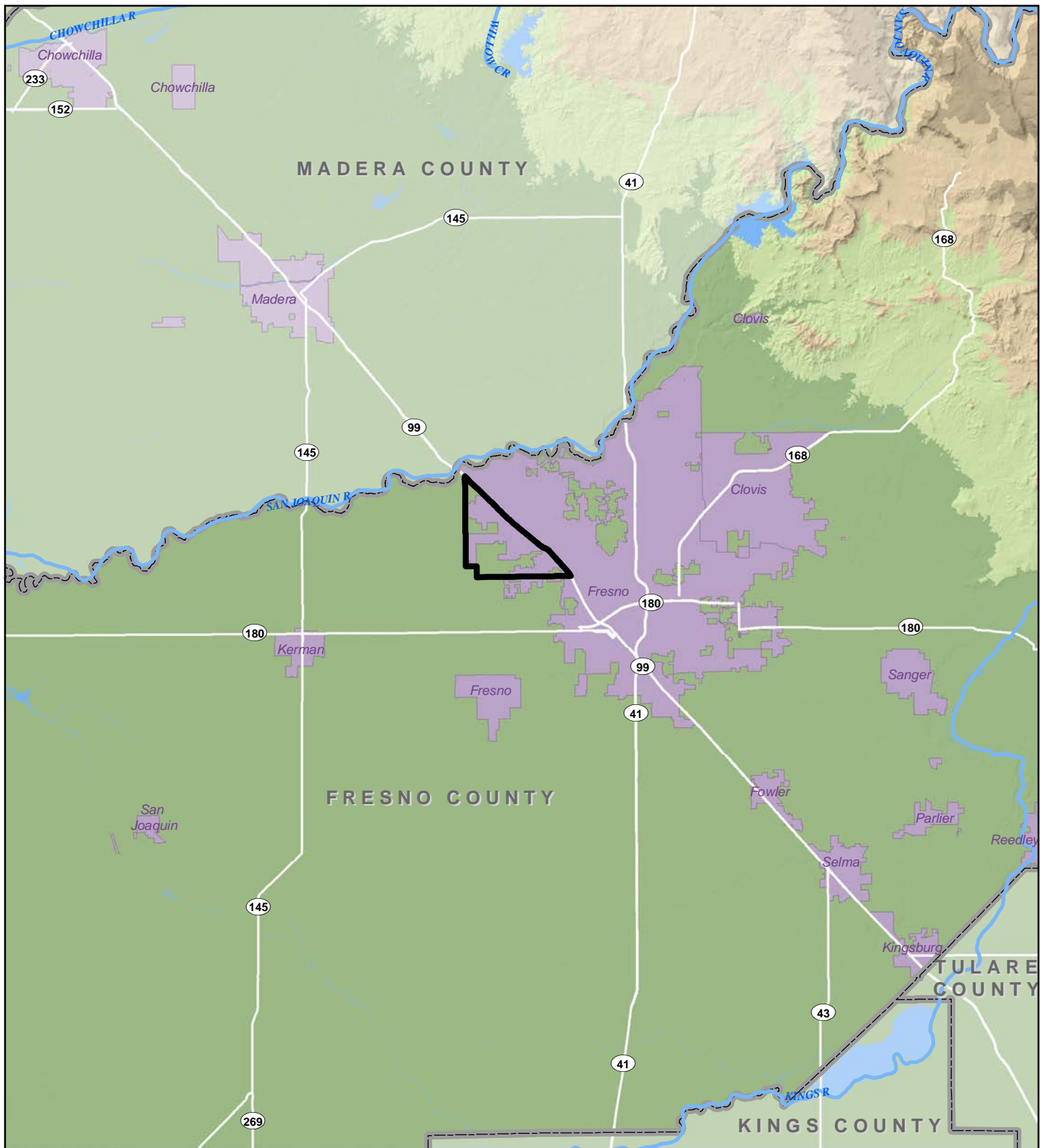
The following agencies are considered Responsible Agencies for this Specific Plan, and may be required to issue permits or approve certain aspects of the proposed Specific Plan:

- California Department of Fish and Wildlife (CDFW);
- California Department of Transportation (Caltrans);




- Central Valley Regional Water Quality Control Board – Clean Water Act Section 401 Water Quality Certification, National Pollution Discharge Elimination System (NPDES) general construction permit;
- Fresno Irrigation District (FID);
- San Joaquin Valley Air Pollution Control District – Approval of construction-related air quality permits, authority to Construct, Permit to Operate for stationary sources of air pollution;
- Central Unified School District – Approval of school sites.

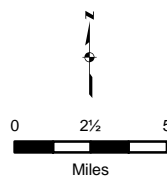
The California Department of Fish and Wildlife will also function as a trustee agency with respect to the proposed Specific Plan. The City is unaware of any other trustee agency, as the proposed Specific Plan would not affect any state owned “sovereign” lands, any units of the State Park System, or any sites within the University of California’s Natural Land and Water Reserves System.

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Legend

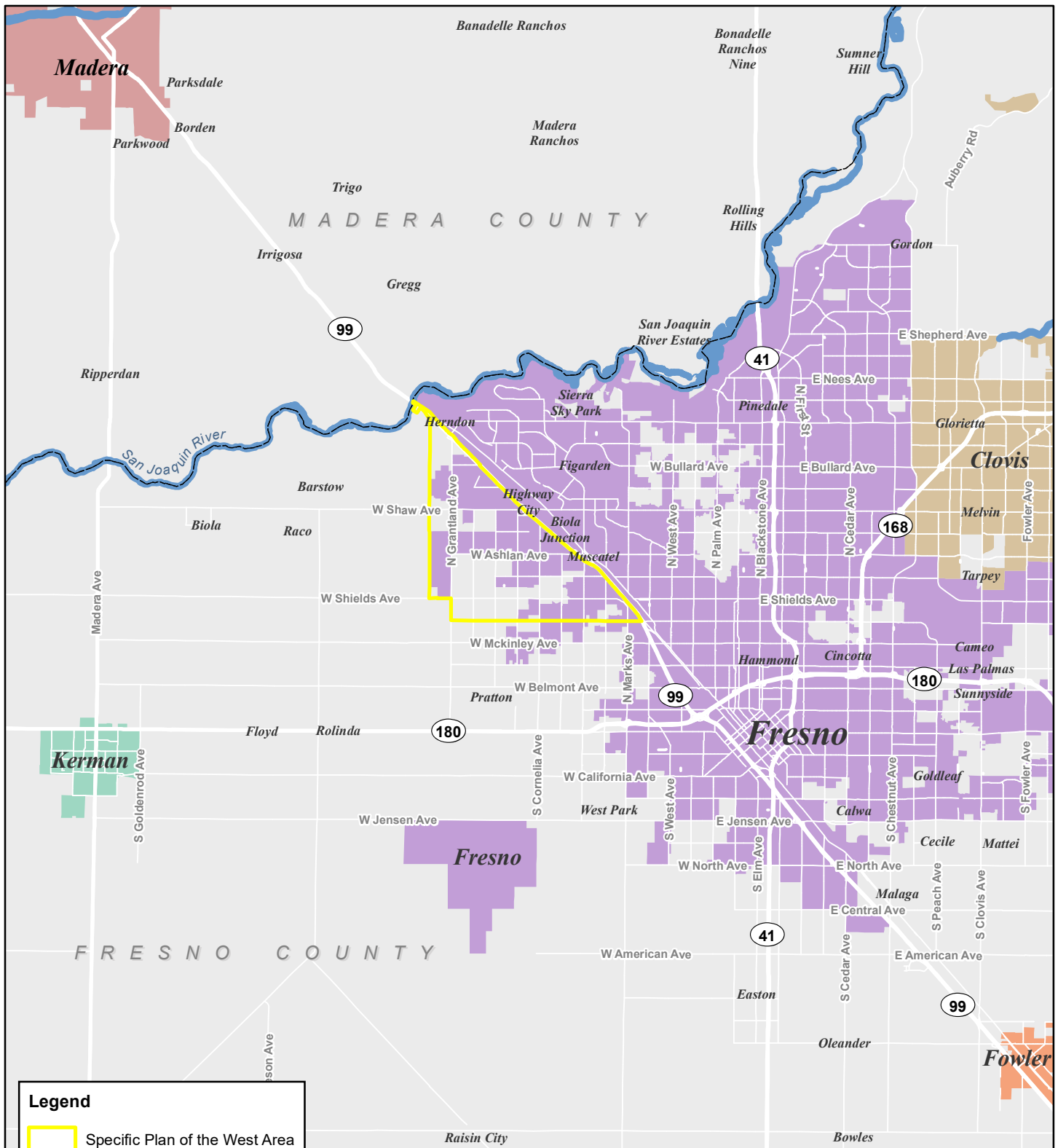
-  Specific Plan of the West Area
-  City Area
-  County Boundary



CITY OF FRESNO SPECIFIC PLAN OF THE WEST AREA

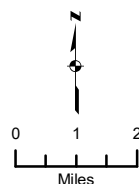
Figure 2.0-1. Regional Location Map

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Legend

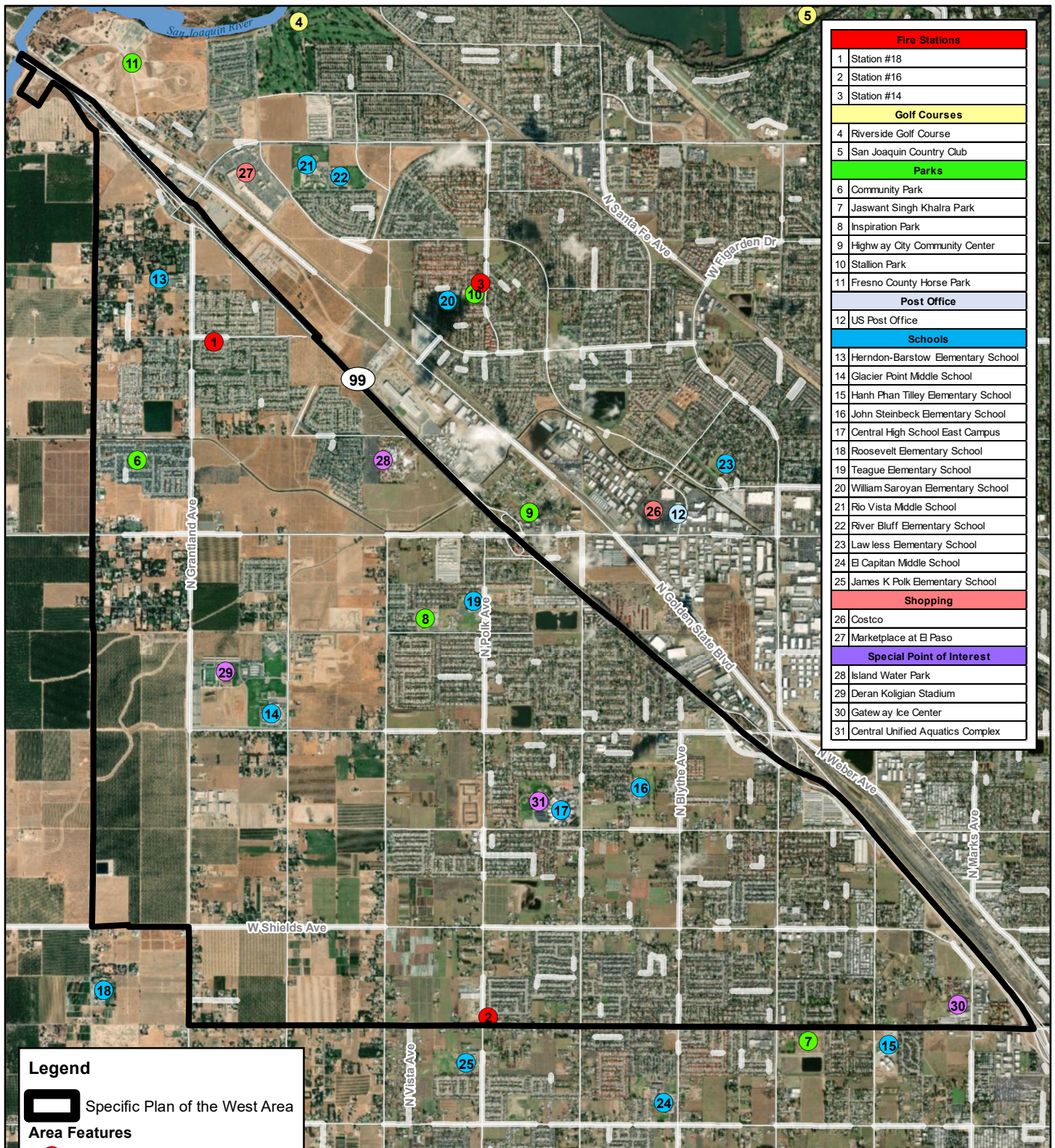
- Specific Plan of the West Area
- County Boundary
- City Areas**
 - Clovis
 - Fowler
 - Fresno
 - Kerman
 - Madera



CITY OF FRESNO SPECIFIC PLAN OF THE WEST AREA

Figure 2.0-2. Vicinity Map

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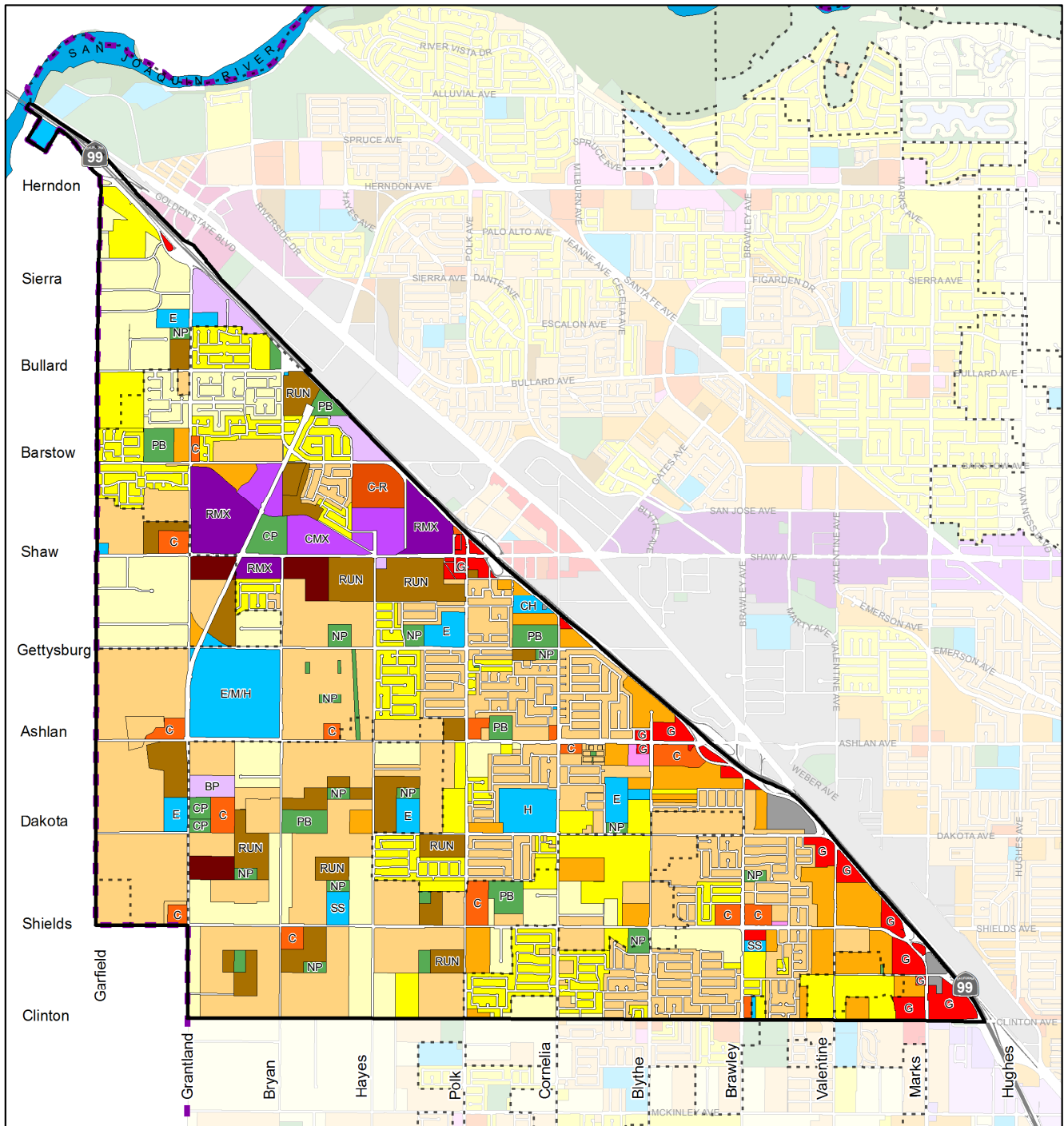


CITY OF FRESNO
SPECIFIC PLAN OF THE WEST AREA

Figure 2.0-3. Aerial View of Project Site

Sources: Fresno County; Google Maps; ArcGIS Online World Imagery Map Service. Map date: May 8, 2019. Revised: May 29, 2020.

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BOUNDARIES

- City Limits
- West Area Specific Plan Boundary
- Sphere Of Influence

RESIDENTIAL

- Low Density (1-3.5 D.U./acre)
- Medium Low Density (3.5-6 D.U./acre)
- Medium Density (5.0-12 D.U./acre)
- Medium High Density (12-16 D.U./acre)
- Urban Neighborhood (16-30 D.U./acre)
- High Density (30-45 D.U./acre)

PUBLIC FACILITIES

- Public/Quasi-public Facility
- SS Special School
- E Elementary School
- E/M/H Elementary, Middle & High School
- H High School
- CH Church
- FS Fire Station

EMPLOYMENT

- Office
- BP Business Park
- Light Industrial

MIXED USE

- CMX Corridor/Center Mixed Use
- RMX Regional Mixed Use

OPEN SPACE

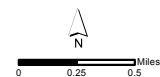
- CP Community Park
- PB Open Space - Ponding Basin
- NP Neighborhood Park
- Open Space
- P Park

COMMERCIAL

- Community
- Recreation
- General

CITY OF FRESNO SPECIFIC PLAN OF THE WEST AREA

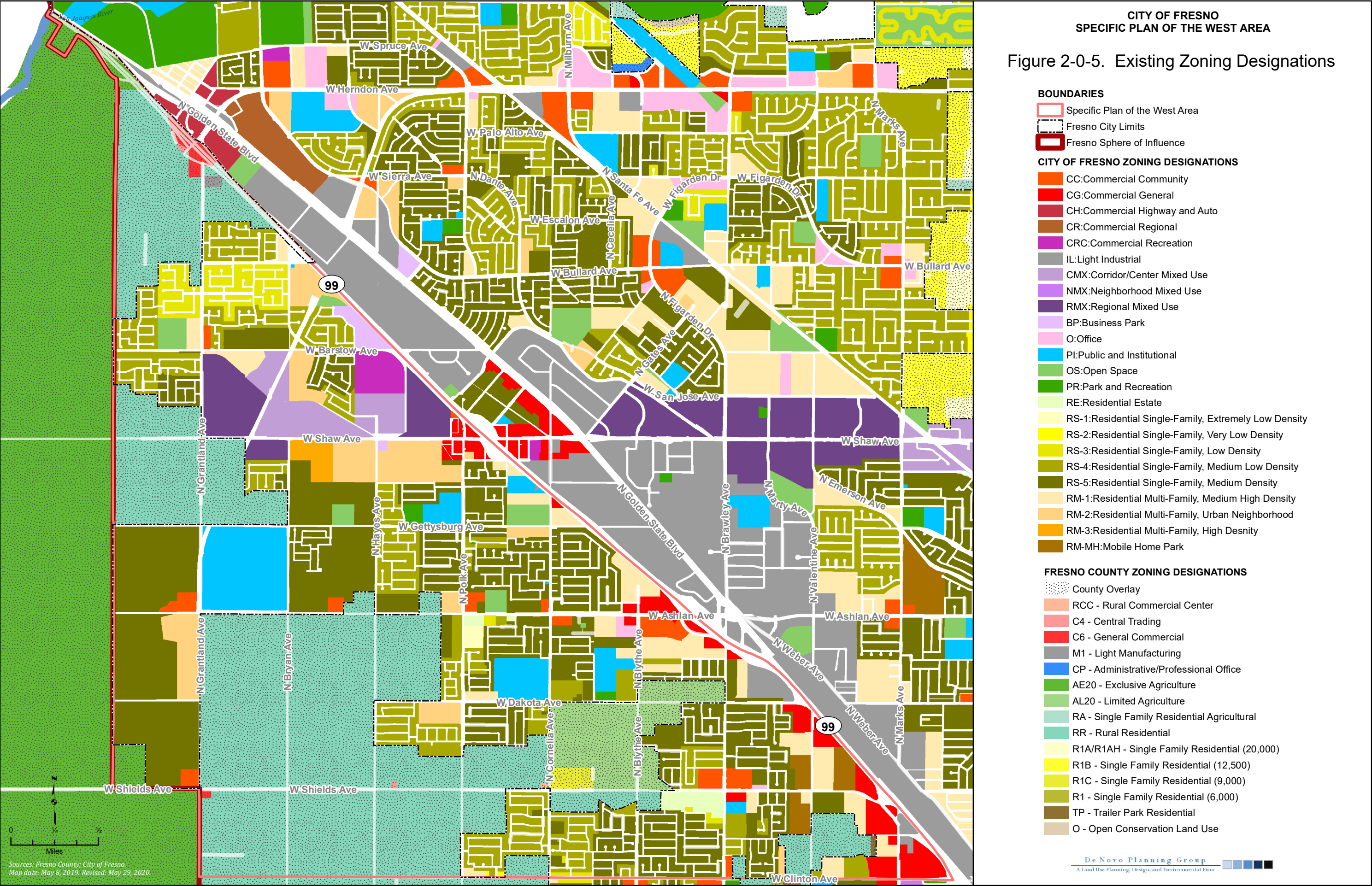
Figure 2.0-4. Existing General Plan
Land Use Designations



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CITY OF FRESNO
SPECIFIC PLAN OF THE WEST AREA

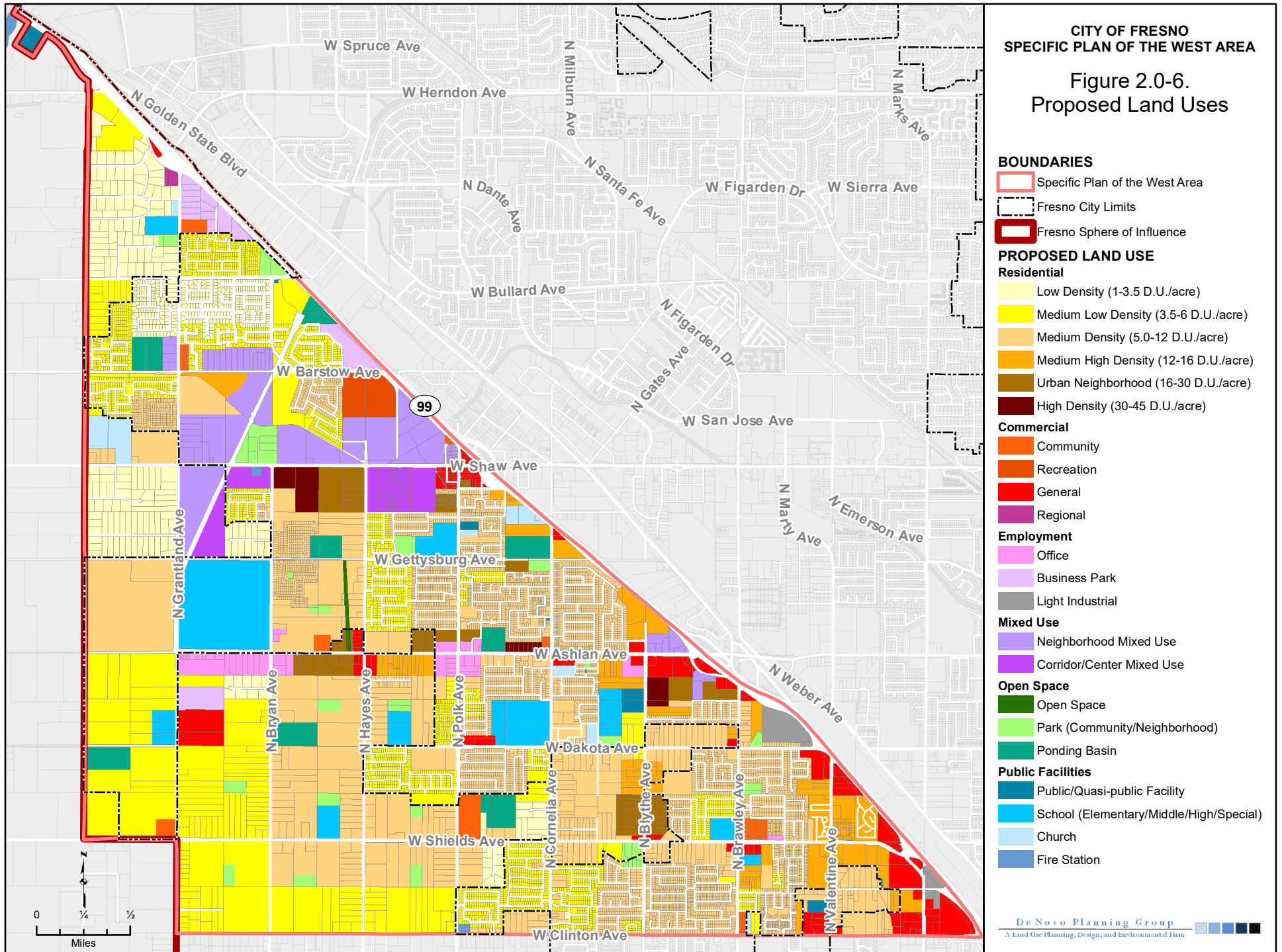
Figure 2-0-5. Existing Zoning Designations



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**CITY OF FRESNO
SPECIFIC PLAN OF THE WEST AREA**

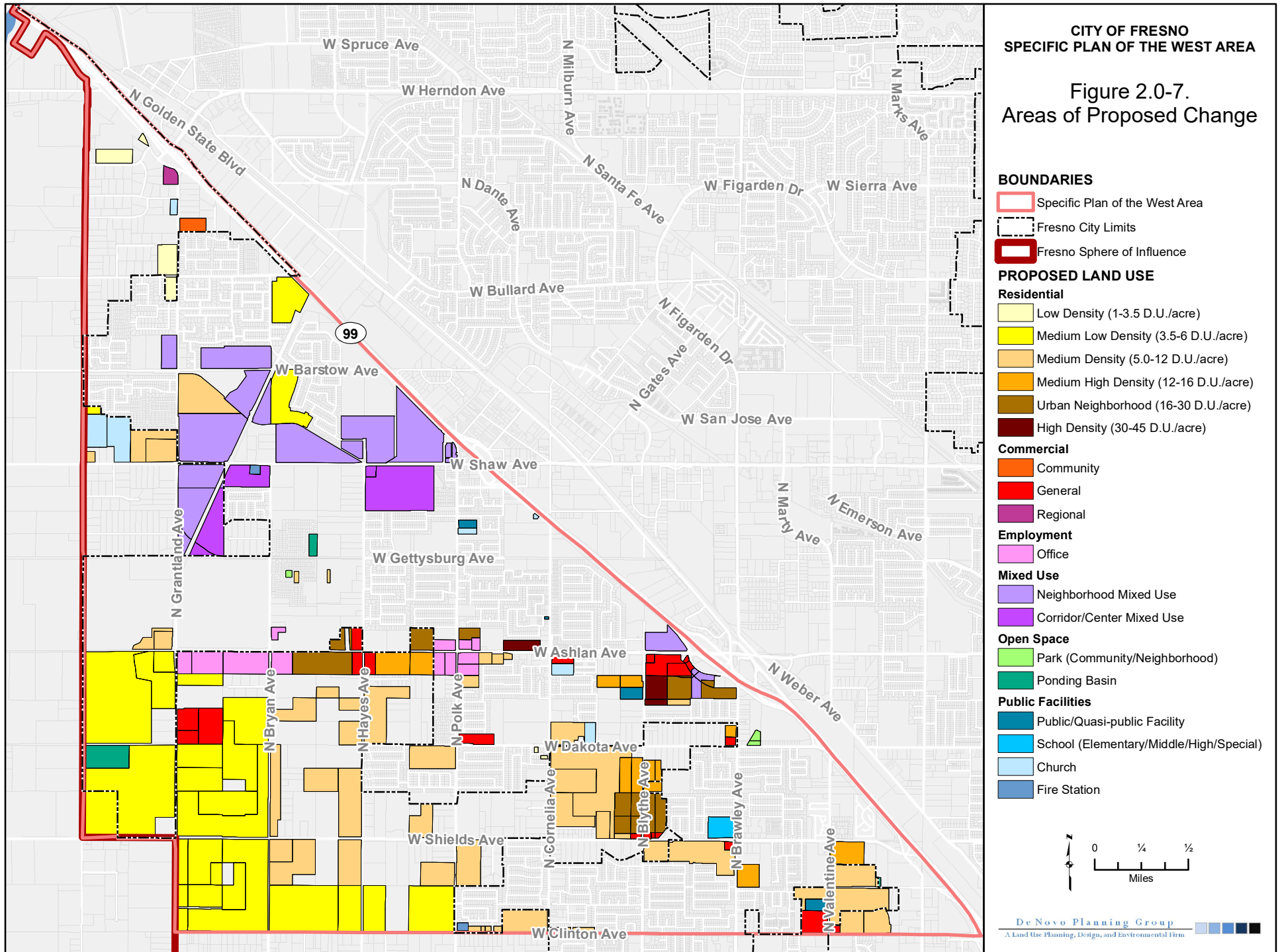
**Figure 2.0-6.
Proposed Land Uses**



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**CITY OF FRESNO
SPECIFIC PLAN OF THE WEST AREA**

**Figure 2.0-7.
Areas of Proposed Change**



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