

# Specific Plan of the West Area

## Steering Committee Meeting

April 22, 2021

5:30 – 7:30pm

Virtual Meeting via Zoom



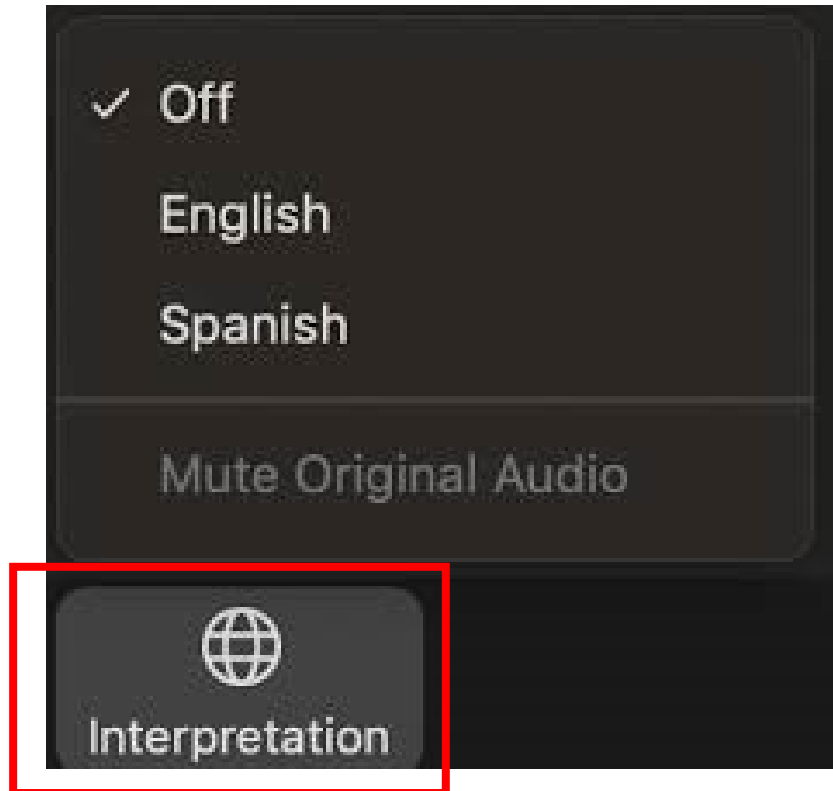


# 1. Call to Order





# 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](http://www.fresno.gov/westareaplan)

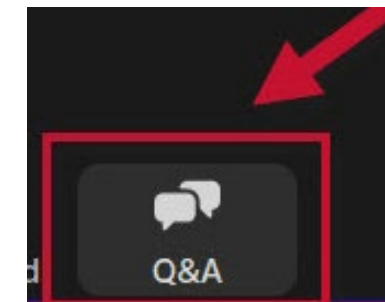
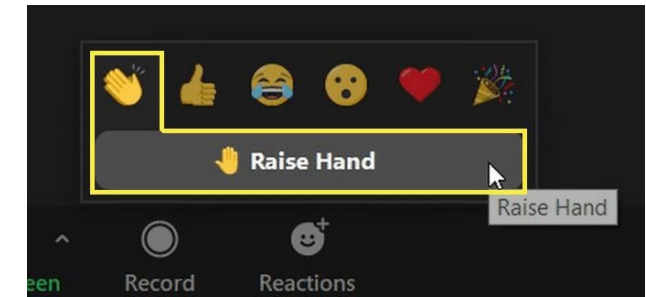
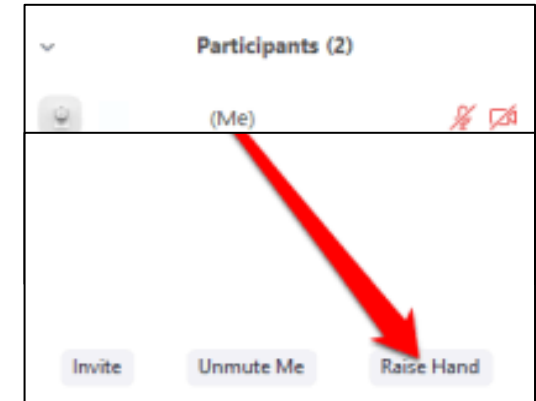
**Participating in this meeting will be considered consent to be recorded.**





# 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](http://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*)

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*)





## 2. Specific Plan Update






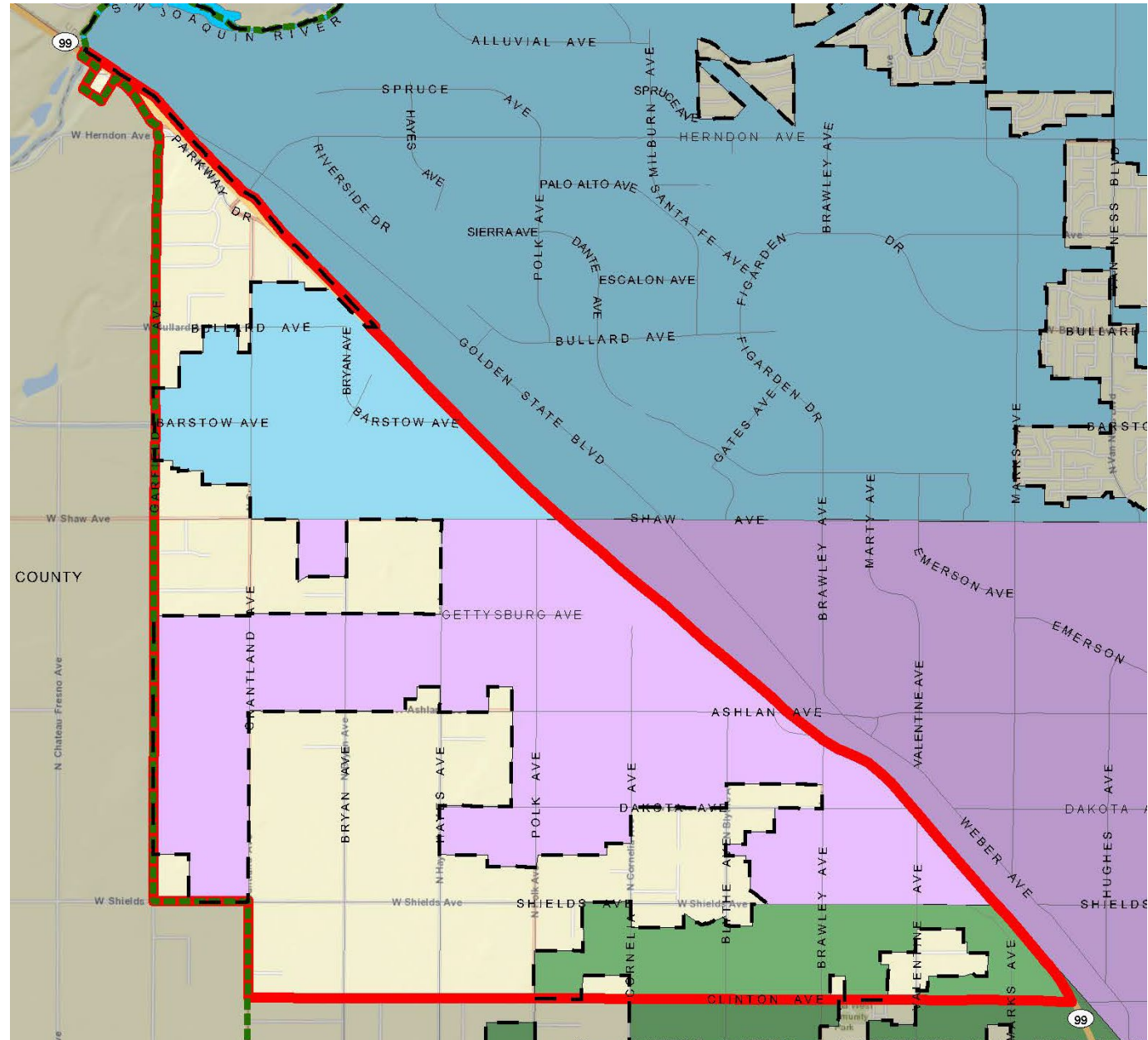


## Boundaries

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

## Council Districts

-  District 1
-  District 2
-  District 3





# Specific Plan Update

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





# Timeline

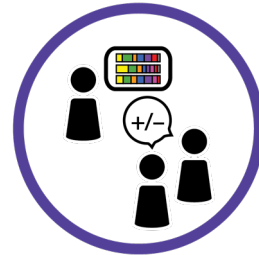
### April 2018

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

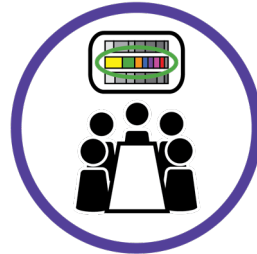




## Timeline

### 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



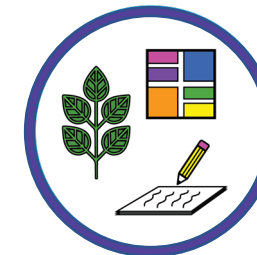
### June 27, 2019

City Council formally initiated the Specific Plan of the West Area



### June 2019 - Dec. 2020

Environmental Impact Report (EIR) consultant selected; analysis performed





## 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



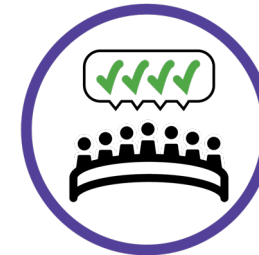
### August 2021

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





# 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

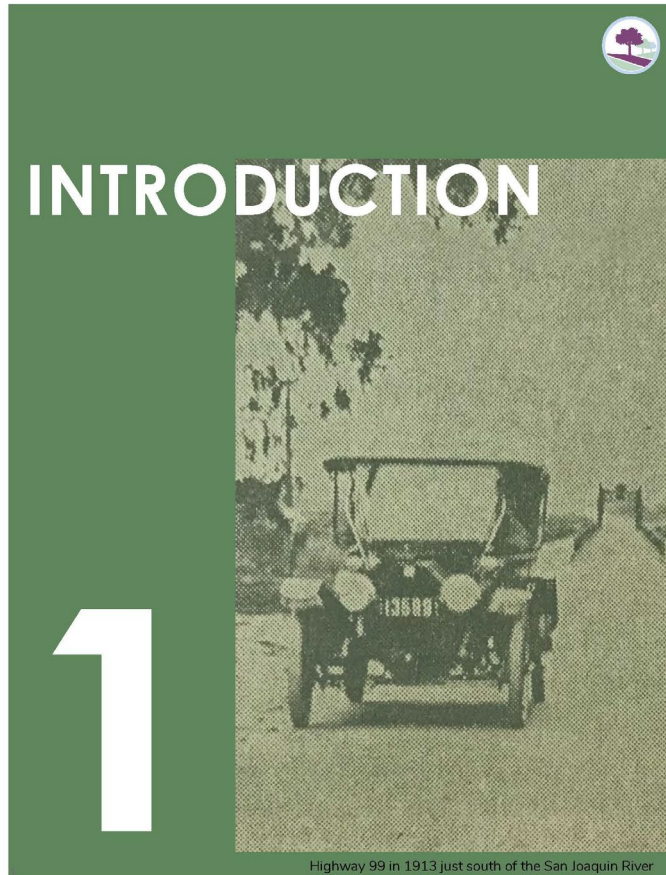
Chapter 6 – Implementation

Chapter 7 - Glossary





# Chapter 1 – Introduction



## In this Chapter:

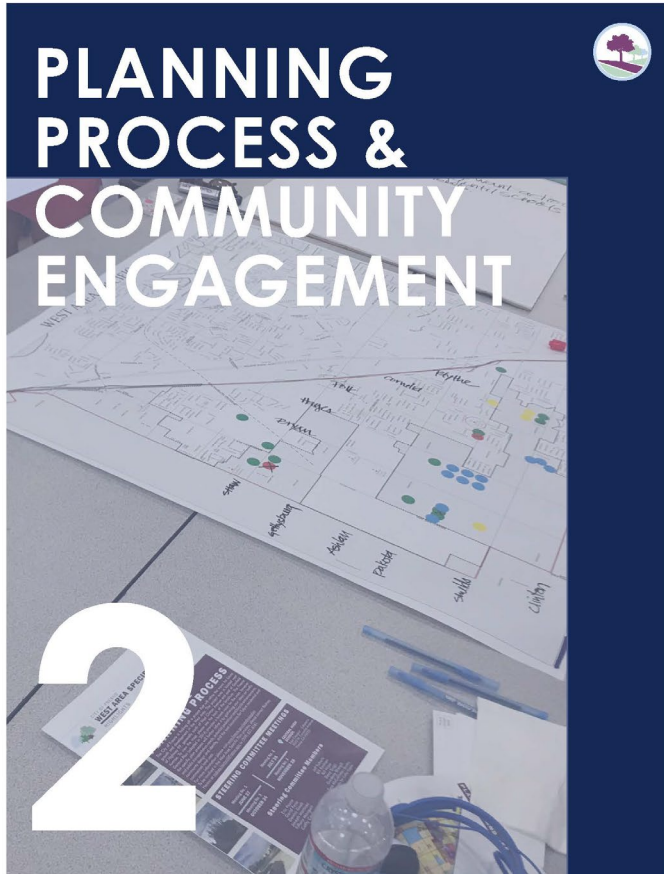
- 1.1 | Introduction
- 1.2 | History
- 1.3 | Geographic Profile
- 1.4 | Demographic Profile
- 1.5 | Related Planning Efforts
- 1.6 | Equity & Health





# Chapter 2 – Planning Process & Community Engagement

Specific Plan Update



## 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

Specific Plan Update



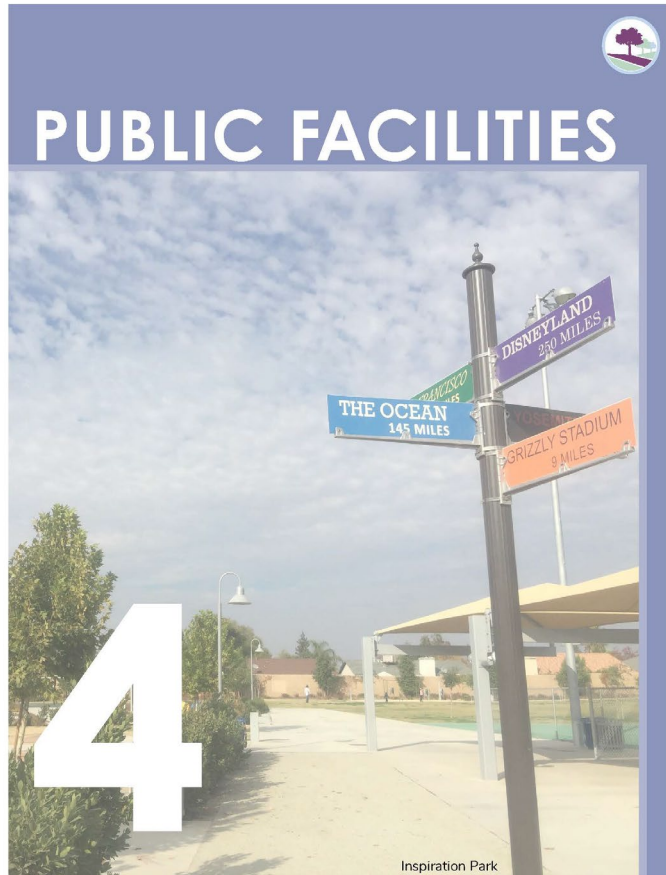
## In this Chapter:

- 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

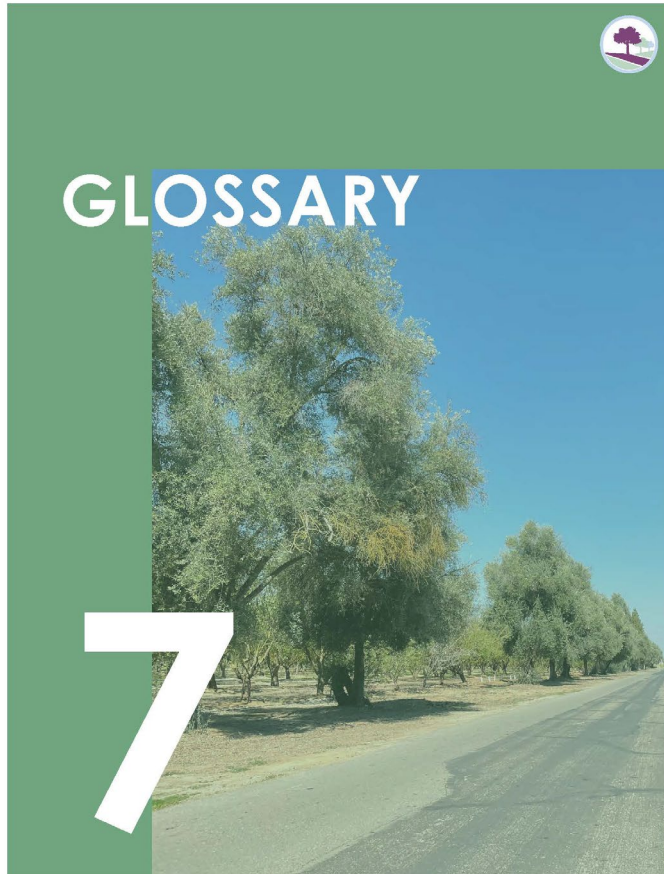
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\*The IFP will be delivered in Fall of 2021





# 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](http://www.fresno.gov/westareaplan)





# How to Submit Comments

1. Use the Comment Card template
  - Will be available to download on [www.fresno.gov/westareaplan](http://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](http://www.fresno.gov/westareaplan)





# Steering Committee Comments





# Public Comments





### 3. Specific Plan Official Name





# Specific Plan Official Name

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

Answer Choices	Responses	
River West	34.85%	130
Other (please specify)	20.64%	77
West Gardens	12.06%	45
Westfield	10.19%	38
West Area	9.92%	37
West Terrace	7.24%	27
Almond Villa	5.09%	19





# Specific Plan Official Name

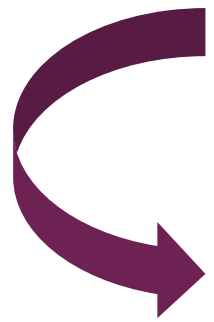
I would argue it is better to focus on identifying and developing neighborhoods within the Plan Area than focusing on branding the entire area under a single name. The proposed Plan Area includes a lot of territory, and there are distinct differences among different areas. The entire area could collectively 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





# Specific Plan Official Name

David Peña (*Chair*)

Deep Singh (*Vice Chair*)

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John Kashian

Cathy Caples

Tiffany Mangum

Tina McCallister-Boothe  
(*Alternate*)





## 4. Community Outreach Strategy





# 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

You are invited to attend a series of community meetings to discuss the Public Draft of the Specific Plan of the West Area which will be released in April. To download or request a printed copy of the Plan, please see the webpage and contact info provided below.

**Save the Dates!**

**Steering Committee Meeting**  
THURSDAY, APRIL 22, 2021  
5:30-7:30 PM

**Come Learn about the Specific Plan**  
Register here:  
<https://tinyurl.com/4duvdb6u>  
or Scan the QR Code



**Community Conversations Zoom Series**

Can't make the meeting or have more questions? Drop in on a Community Conversation. Community Conversations are a series of workshops that will cover topics addressed in the Specific Plan of the West Area and the Central Southeast Specific Plan. Each Conversation will provide a chance to learn about the plans and to share your feedback. Scan the QR to register for all of the Community Conversations or register for individual Conversations using the link provided. Register here: [tinyurl.com/4t4rv5k9](https://tinyurl.com/4t4rv5k9) or Scan the QR Code:



MAY 4TH 5:30-7 PM	Equity and Health	MAY 11TH 5:30-7 PM	Land Use & Housing
MAY 18TH 5:30-7 PM	Parks, Open Space, and Public Facilities	MAY 25TH 5:30-7 PM	Transportation & Infrastructure
JUNE 1ST 5:30-7 PM	Implementation	JUNE 15TH 5:30-7 PM	Reserved time for community-requested topics

For More information:  
[www.fresno.gov/westareaplan](http://www.fresno.gov/westareaplan)  
[casey.lauderdale@fresno.gov](mailto:casey.lauderdale@fresno.gov) | 559.621.8515



SPECIFIC PLAN OF THE WEST AREA





# 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](http://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

