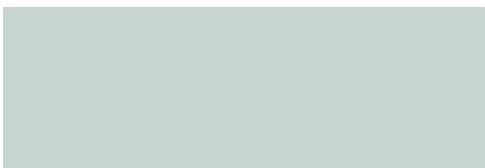


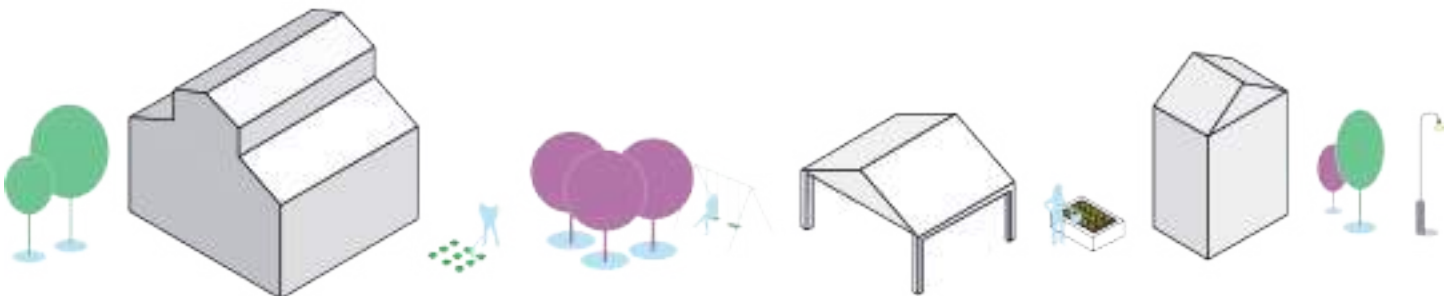


WEST AREA

NEIGHBORHOODS
SPECIFIC PLAN



*Thank you to all community members
who provided input throughout
the planning process.*



WEST AREA

NEIGHBORHOODS SPECIFIC PLAN

PLANNING COMMISSION DRAFT

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Planning and Development Staff at (559) 621-8515

www.fresno.gov/westareaplan

TABLE OF CONTENTS

1.0	INTRODUCTION	01
1.1	Introduction.....	02
1.2	History.....	06
1.3	Geographic Profile.....	12
1.4	Demographic Profile.....	20
1.5	Related Planning Efforts.....	25
1.6	Equity & Health.....	31
2.0	PLANNING PROCESS & COMMUNITY ENGAGEMENT	33
2.1	Introduction.....	34
2.2	Stakeholder Interviews.....	35
2.3	Workshops.....	37
2.4	Survey.....	38
2.5	Steering Committee.....	41
2.6	Guiding Principles.....	42
3.0	INFRASTRUCTURE & THE PUBLIC REALM	45
3.1	Introduction.....	46
3.2	Transportation.....	47
3.3	Streetscape Improvements.....	62
3.4	Water Resources & Natural Habitats.....	67
3.5	Goals & Policies.....	71
4.0	PUBLIC FACILITIES	75
4.1	Introduction.....	76
4.2	Parks & Trails.....	77
4.3	Schools.....	86
4.4	First Responders.....	88
4.5	Community Centers.....	91
4.6	Goals & Policies.....	93

5.0	LAND USE & HOUSING	97
5.1	Introduction.....	98
5.2	Land Use Vision.....	99
5.3	Land Use Maps.....	101
5.4	Within Walking Distance.....	113
5.5	Neighborhood Identity.....	123
5.6	Retaining Agriculture.....	124
5.7	Housing.....	126
5.8	Goals & Policies.....	131
6.0	IMPLEMENTATION	135
6.1	Introduction.....	136
6.2	Infrastructure Financing Plan.....	137
6.3	Goals and Policies.....	137
6.4	Implementation Summary Tables.....	137
7.0	GLOSSARY	161
7.1	Definitions.....	162
	ACKNOWLEDGEMENTS	167
	APPENDIX A - Maps	A-1
	APPENDIX B - Supplemental Materials	B-1
	APPENDIX C - Comprehensive Redline Summary	C-1

MAPS AND FIGURES

INTRODUCTION

MAPS:

- Map 1-1: West Area Plan Boundary..... 11
- Map 1-2: West Area Farmland..... 13
- Map 1-3: West Area Existing Land Use..... 15
- Map 1-4: West Area SB 535 Qualifying Census Tracts..... 17
- Map 1-5: Highway City Neighborhood Specific Plan Boundary..... 28
- Map 1-6: West Area Community Plan Boundary..... 29
- Map 1-7: West Area and General Plan Growth Areas..... 30

FIGURES:

- Figure 1-A: West Area Existing Land Uses..... 16
- Figure 1-B: West Area Race/Ethnicity..... 21
- Figure 1-C: West Area Population Pyramid..... 22
- Figure 1-D: West Area Spoken Languages..... 23
- Figure 1-E: West Area Employment by Sector..... 24
- Figure 1-F: Visualizing Equality and Equity..... 31

INFRASTRUCTURE AND THE PUBLIC REALM

MAPS:

- Map 3-1: West Area Planned Catalytic Corridors..... 50
- Map 3-2: West Area Active Transportation Plan Bike Paths..... 54
- Map 3-3: West Area Existing FAX Bus Routes..... 56
- Map 3-4: West Area Roadway Existing Bottlenecks..... 59
- Map 3-5: West Area General Plan Planned Circulation..... 60
- Map 3-6: West Area Existing Water Resources..... 69
- Map 3-7: West Area Existing Wastewater System..... 70

FIGURES:

- Figure 3-A: Active Transportation Project Prioritization Tool..... 49
- Figure 3-B: Classes of Bike Lanes..... 52
- Figure 3-C: Traffic Speed and Risk of Pedestrian Fatality..... 62
- Figure 3-D: West Fresno Community Landscape Plan Districts Map..... 66
- Figure 3-E: Community Landscapes Plan Forest District Tree & Plant Palette... 66

PUBLIC FACILITIES

MAPS:

- Map 4-1: West Area Parks Master Plan Existing Conditions Needs Gradient.. 78
- Map 4-2: Proposed Regional Park Location..... 82
- Map 4-3: West Area Existing and Proposed CUSD Schools..... 85
- Map 4-4: West Area Existing Police and Fire Stations with Fire Response
Coverage..... 89

LAND USE & HOUSING

MAPS:

- Map 5-1: Specific Plan Proposed Planned Land Use..... 105
- Map 5-2: General Plan Existing Planned Land Use..... 106
- Map 5-3: Parcels Changing Under the Specific Plan (Proposed)..... 107
- Map 5-4: Parcels Changing Under the Specific Plan (Current)..... 108
- Map 5-5a: West Area Bus Stops Walkshed with Planned Land Use..... 115
- Map 5-5b: West Area Bus Stops Walkshed with CalEnviroScreen 4.0..... 116
- Map 5-6a: West Area Schools Walkshed with Planned Land Use..... 117
- Map 5-6b: West Area Schools Walkshed with CalEnviroScreen 4.0..... 118
- Map 5-7a: West Area Commercial Uses Walkshed with Planned Land Use.....119
- Map 5-7b: West Area Commercial Uses Walkshed with CalEnviroScreen 4.0..120
- Map 5-8a: West Area Parks Walkshed with Planned Land Use..... 121
- Map 5-8b: West Area Parks Walkshed with CalEnviroScreen 4.0..... 122

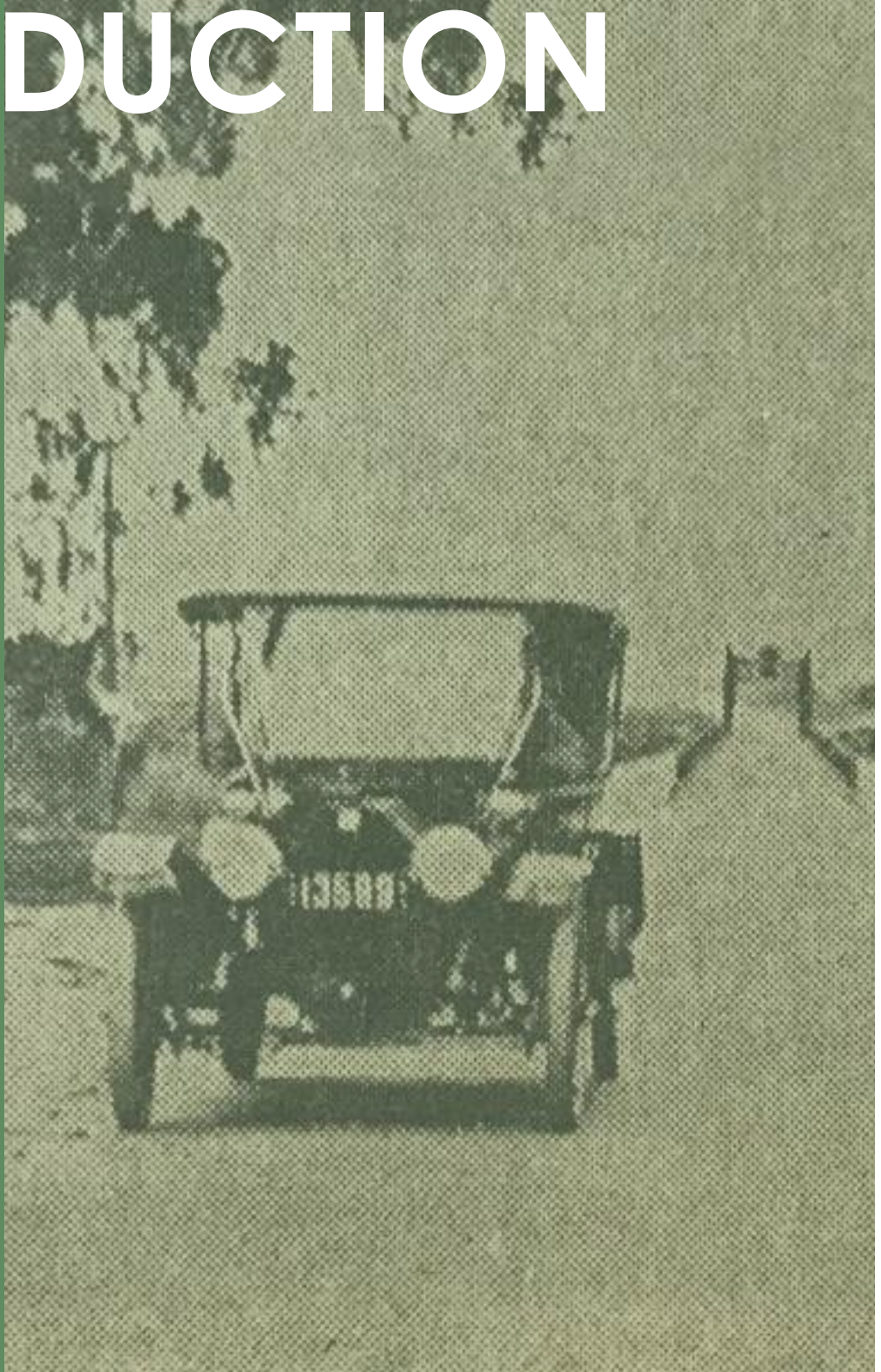
FIGURES:

- Figure 5-A: General Plan Figure UF-1: West Development Area Land Use
Diagram..... 99
- Figure 5-B: Connected vs. Disconnected Neighborhood Design..... 114
- Figure 5-C: Missing Middle Housing Spectrum..... 128
- Figure 5-D: In-Demand Jobs Median Salaries & Fair Market Rent in Fresno
MSA..... 130



INTRODUCTION

1



Highway 99 in 1913 just south of the San Joaquin River

1.1 | Introduction

The story of the **West Area** is one that encompasses a living history of Fresno's transition from a modest farm town to a growing regional **city**. While this success is a point of pride for our city, it is not one without tension. Where once there was the hum of agriculture, there is now the buzz of urban expansion and the West Area knows this tension well. It has often been called Fresno's final frontier given its amount of developable land, but its uneven development and lack of much-needed infrastructure and commercial amenities has made some residents feel that it is a forgotten frontier instead. The challenge before us, and which this **Specific Plan** endeavors to address, is to end the fragmentation of infrastructure, encourage orderly and balanced development that brings needed amenities, identify future public facilities that will enhance quality of life, and to implement this charge in a manner that respects the long-standing businesses and residents of the West Area.

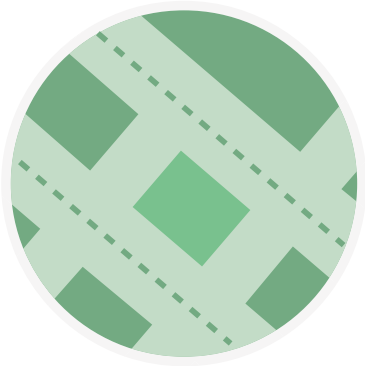
The West Area Neighborhoods Specific Plan (the Plan) both reaffirms and refines policies from the Fresno **General Plan** on a range of topics that include land use and development, transportation, public facilities, and public utilities. The Plan, shaped through community input, creates both a vision for the future development of the **Plan Area** as well as a policy foundation to be leveraged and evolved by all community stakeholders. It is intended to be used by policymakers to guide decisions about the future of the West Area, to make land use determinations, and to acquire federal and state grant funding for public projects. The Plan is also intended to be used by community organizations, developers, and residents as a base for future public and private partnerships as well as a tool for future community-led planning endeavors.

In this Chapter:

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

.....
Throughout this Plan a number of words and phrases appear in bold. This indicates a Glossary term that is defined in Chapter 7.
.....

CORE VISION FOR THE WEST AREA



enhanced
infrastructure



new development that
respects agriculture and long
existing rural residential development



diverse
housing stock



parkland



sense of community



core commercial centers



THIRD STANDARD LINE SOUTH of MOUNT DIABLO BASE LINE

1.2 | History

1.2.A | Early History & Settlement

The first people known to call the Plan Area (see [Map 1-1: West Area Plan Boundary](#)) home are the Yokuts, the indigenous people of the San Joaquin Valley, Sierra, and Diablo Ranges who are speakers of the Yokutsan languages (within the Penutian language family). In many of the Yokutsan dialects, the word yokuts or yokotch translates to people. Many groups and speakers of the Yokutsan language have been attached with Tribal appellation by early anthropological researchers.

The early economy of the indigenous peoples was sustained through skill with hunting, fishing, and gathering, but also through engaging in trade.¹ Following the Western colonization of California, the Yokuts persevered through the introduction of devastating diseases and years of forced displacement, first by the Spanish missions during 1769 until 1833, then by the creation of the U.S. Bureau of Indian Affairs in 1824, and through the 1887 General Allotment Act which lead to establishment of reservations and rancherias. Despite these unconscionable actions, their descendants are still strongly rooted in the geographic area that we today refer to as Tulare, Madera, Kings, and Fresno Counties, forming the communities of the Tule River Indian Reservation, Picayune Rancheria of Chukchansi Indians, Tachi-Yokut Tribe, Table Mountain Rancheria, Kings River Choinumni Farm Tribe, Traditional Choinumni Tribe, and Wuksache

Indian Tribe/Eshom Valley Band.

After California transitioned from Spain and, subsequently, Mexico to the United States, Fresno became established as a railroad town by the Central Pacific Railroad Company in 1872. Leland J. Stanford, a Director for the Railroad at the time, is credited with the site selection for the new station, having been thoroughly impressed by the 2,000-acre wheat field belonging to A. Y. Easterby. He is reported to have exclaimed, “Wonderful! Here we must build the town!”

During its earliest years, Fresno experienced a population boom, contributed to by settlers arriving from eastern and southern states as well as abroad. Among the early groups were immigrants from Armenia, China, Germany, Italy, and Japan, but over the course of time people would arrive from nearly every corner of the world. Today, Fresno is a proudly diverse community, with residents representing more than 70 different ethnic groups.

The West Area shares a similar history with the city as a whole, with families of many cultures settling in the Plan Area. Highway City and Jamestown, an African-American settlement near Ashlan and Hayes, are examples of early communities. The West Area also had one residential colony, the Muscatel Estate, and portions of two other colonies, the Dewitt and Victoria colonies.

1 Wallace, William J. (1978). “Northern Valley Yokuts.” In *Handbook of North American Indians*. Vol. 8, *California*, edited by Robert F. Heizer, 462-470. Smithsonian Institution.

Colonies were tracts of land that were subdivided, ranging from 20-acre to 40-acre parcels, irrigated from a system of canals, and often landscaped with boulevards of palms, eucalyptus, figs, walnuts, oranges, and drought-resistant trees. By 1903, the growing population of **Fresno County** was supported by forty-eight separate colonies, yet by 1910, the colony system had begun to lose its popularity and large holders sold portions of their land to farming families.²

One of the main attractions to Fresno for settlers was employment opportunity in the thriving agricultural industries. The following, excerpted from an exposé on “Fresno Vineyards” from *The San Francisco Examiner* on April 6, 1890, provides a narrative glimpse of Fresno’s early agricultural vibrancy:³

“...Here there are wheat fields - through which one may drive all day without reaching the end. Fruits of every variety flourish here, and yield prolifically. In this valley are grown and dried the finest white figs produced in the State. Peaches, pears, apricots and nectarines have all been planted and have produced marvelous results. / The product, however, which will cause the name and fame of Fresno to be sounded far and wide is the grape. Without exception, the natural advantages afforded here for the cultivation of vines, and especially for the curing of raisins, are unequaled in this State, if not in the whole world. Already Fresno wines and

Fresno raisins are famous throughout the length and breadth of the country.”

1.2.B | Golden State Highway

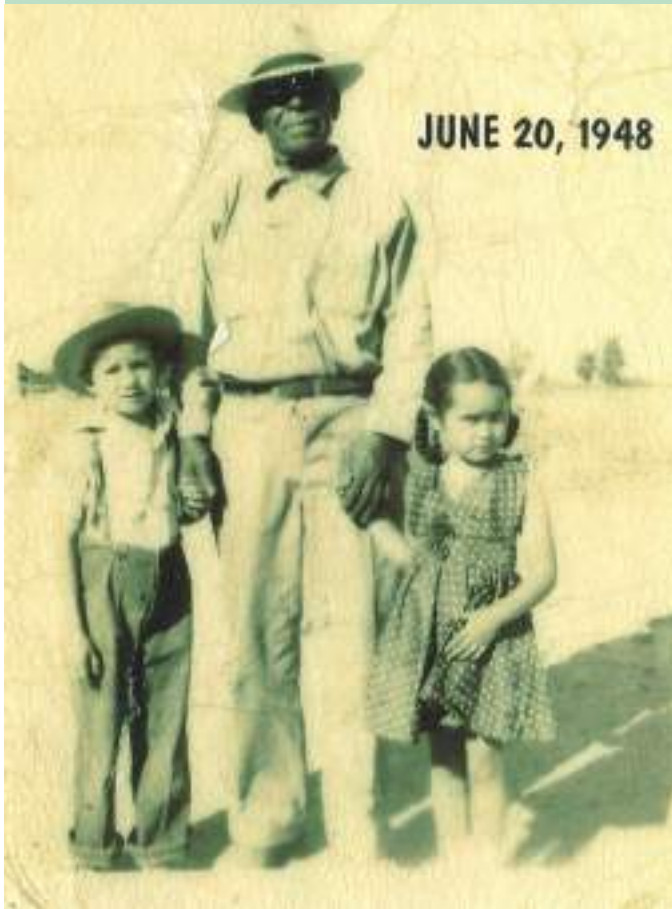
An early West Area community is Highway City, a neighborhood of industrial and farm workers that derives its name from its location straddling Highway 99. The highway is the eastern border for the Plan Area, therefore the southwestern portion of Highway City falls within the boundary of this Plan (see [Map 1-5: Highway City Neighborhood Specific Plan Boundary](#)). When it was established, Highway City was not incorporated or within the city limits of Fresno. Most of the land surrounding it and throughout the Plan Area remained in agricultural use until the 1970s.

The West Area currently has one historic resource from this era: the José Garcia Adobe, also referred to as the Brewer Adobe.⁴ It is located near the southwest corner of Shaw Avenue and Hayes Avenue- within the boundary of Highway City and fairly central within the West Area. The Garcia Adobe, which was determined to be eligible for the National Historic Register, was constructed between 1923 and 1937 as a residential property type and is the only extant example of a vernacular building in the Fresno area that employs three construction techniques: traditional adobe brick, board and batten over frame, and hardpan with brick masonry construction. José “Joe” Garcia was the first known building owner and tenant.

2 Thickens, Virginia Emily. “Pioneer Colonies of Fresno County.” Master’s thesis. (University of California, 1942).

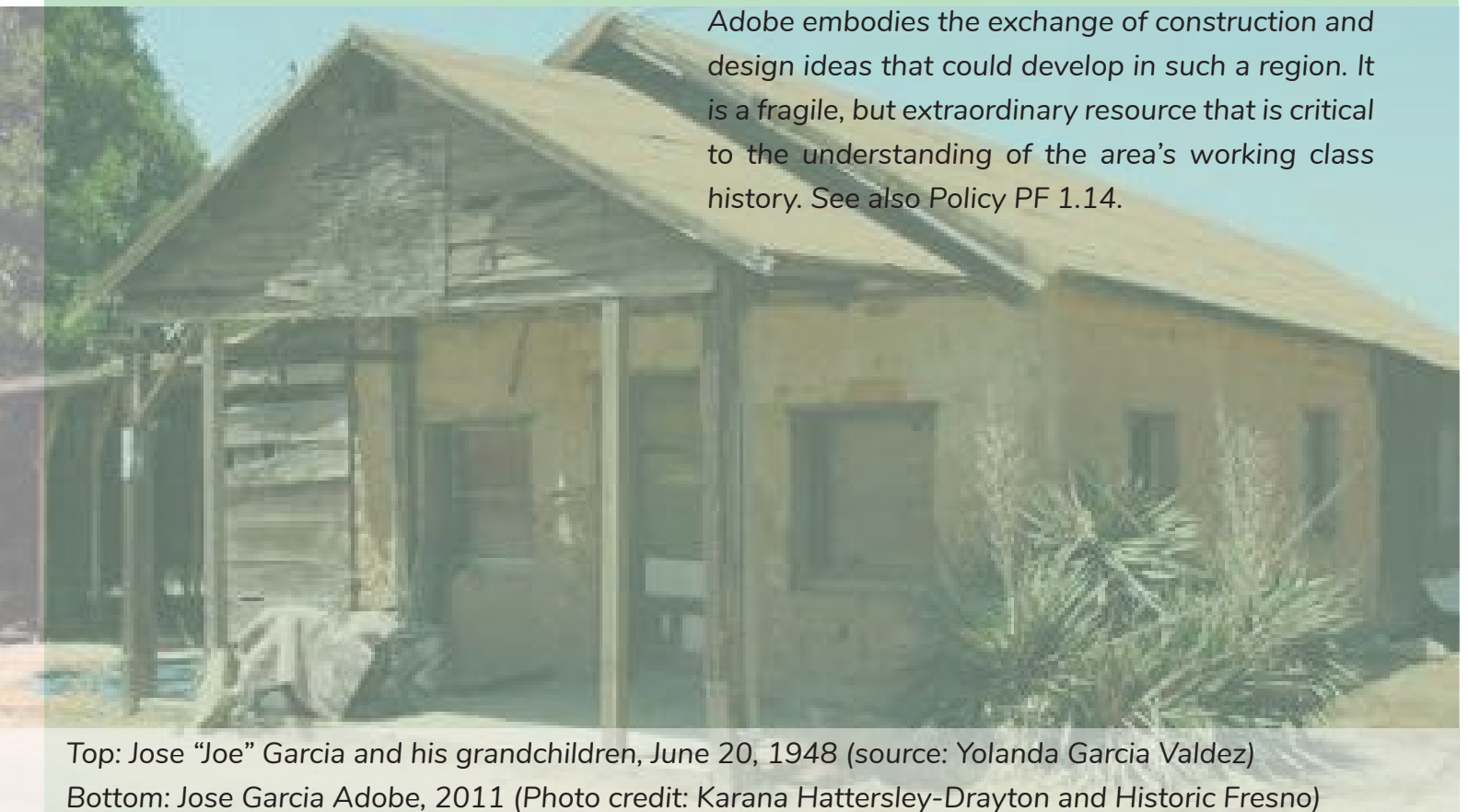
3 “Fresno Vineyards.” *The Examiner*, San Francisco. April 6, 1890.

4 Hattersley-Drayton, Karana. (2011). Status Report on Condition of the Brewer Adobe (HP#227) Located at 5901 West Shaw Avenue Pursuant to FMC-1606(2)(23) and 12-1626. City of Fresno.



Located in an area that was originally known as “Hardpan City”, the residents in this locale utilized building materials that were available to them, including adobe brick and hardpan. The Garcia Adobe exhibits a traditional Hispanic use of earthen materials in the construction of a house which closely resembles a bungalow. The fusion of these attributes became relatively common in the Central Valley by the 1920s, and interest in the use of adobe in particular increased by the economic Depression during the 1930s. Baldassare Forestiere’s Underground Gardens, another designated historic resource located less than a mile east of the Garcia Adobe, possibly influenced the use of hardpan as a building material.

Property research from 1997 revealed that within the area where the Garcia Adobe is located, there has been an ethnic diversity among residents, which included people of Mexican, Italian, and Swedish descent. It was found that the Garcia Adobe embodies the exchange of construction and design ideas that could develop in such a region. It is a fragile, but extraordinary resource that is critical to the understanding of the area’s working class history. See also Policy PF 1.14.



Top: Jose “Joe” Garcia and his grandchildren, June 20, 1948 (source: Yolanda Garcia Valdez)

Bottom: Jose Garcia Adobe, 2011 (Photo credit: Karana Hattersley-Drayton and Historic Fresno)



Above: Astro Motel Sign by John Margolies
 Right: Astro Motel by Jeff Brouws



The beloved Astro Motel sign was an eye-catching illumination located on the former Golden State Highway. The Motel was an example of the numerous motel strips that “sprang up at entryways to cities along the highway... The bright neon beckoned nighttime travelers to stop for the night and grab some shut-eye”.⁶

The property was first evaluated as a historic resource in 1996 and referred to as the Brewer Farm, after Les Brewer who purchased the parcel in 1958.

Even before the construction of the modern freeway system, Highway 99 was one of the main thoroughfares through town. Once the route's modern era began, it gained momentum at a rapid pace – “horses, carts, and stages gave way to railroads, and railroads then yielded to today's paved lanes”.⁵ “In its passage through the long, level stretch of the San Joaquin Valley,” also known as California's heartland, “Highway 99 was heralded as, and continues to be known as, the Golden State Highway.”⁶ Much of the highway through the Valley was widened to at least twenty feet by the early 1930s, but a portion near Fresno was widened to thirty feet to accommodate the Valley's heaviest agricultural traffic.⁷

The 1960s saw more drastic expansion when Golden State was turned into a freeway with dedicated entry and exit ramps. This furthered the importance of the road for freight, especially with Fresno's central location within the state, but it did so at the cost of bifurcating the city.

1.2.C | West of the 99

Like every city, improvements to transportation made expansion possible. By the middle of the century, Fresno had long since left its rail roots to become a growing auto-centric metropolis. In the 1970s this growth reached the Plan Area and annexations of land into the city have remained steady ever since. Yet despite the constancy of development, there still remains a large amount of developable land within the Plan Area, which is why some call it the final frontier for the city.

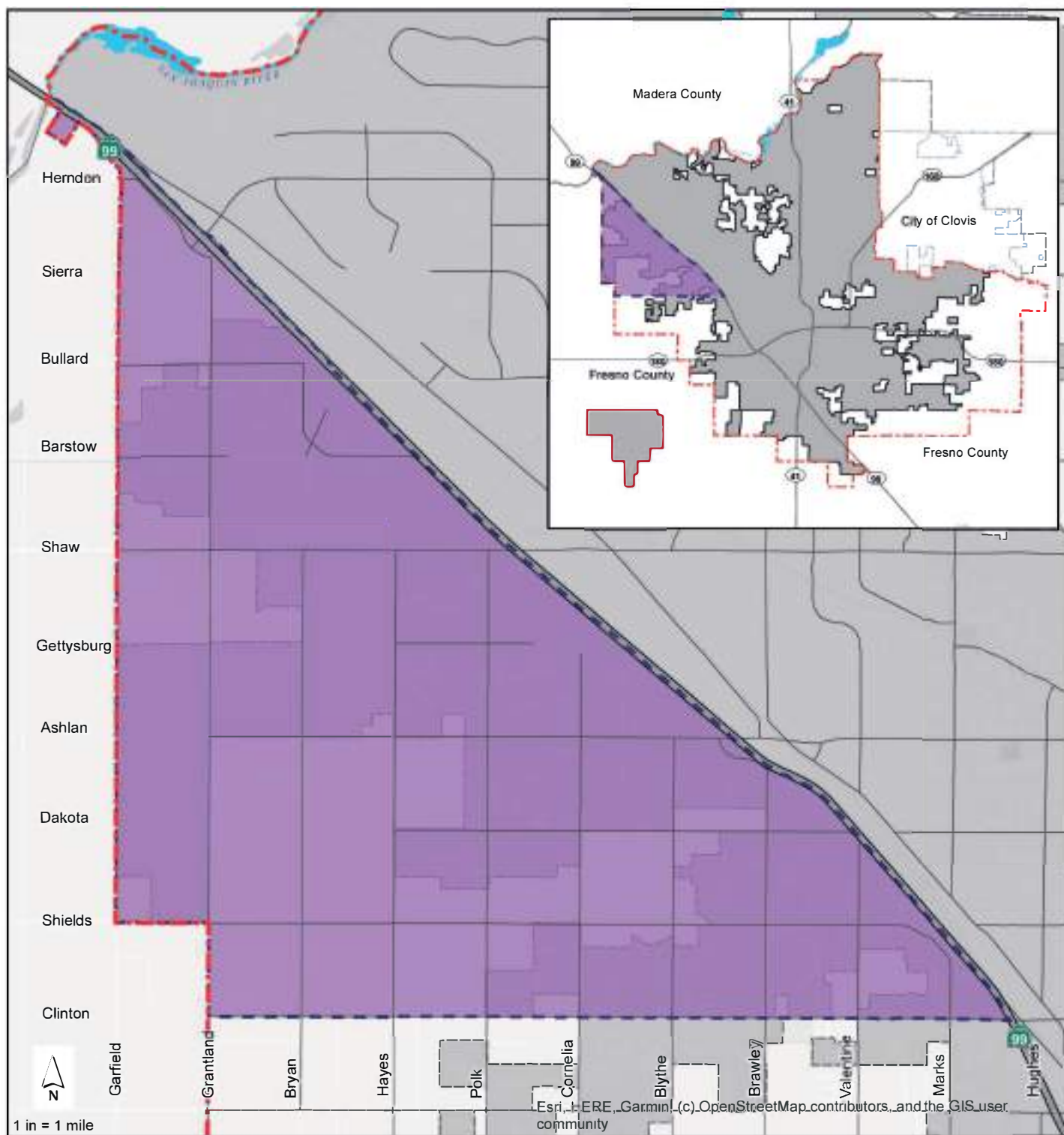
As we move into that frontier, in a place so rich with history, there will undoubtedly be more hidden gems and profound stories to uncover.



5 Provost, Stephen H. (2017). *Highway 99: The History of California's Main Street Volume 1 of California's Historic Highways Series*. Linden.

6 Buckley, Patricia R. (1987). *Highway 99: A California Chronicle*, 28. Pamphlet.

7 Livingston, Jill. *That Ribbon of Highway II: Highway 99 from Sacramento to the Mexican Border*, 60. Photos by Kathryn Golden Maloof. (Living Gold Press: Second Edition, 2010).



MAP 1-1 West Area Plan Boundary

- San Joaquin River
- Specific Plan Boundary
- Fresno City Limits
- Fresno Sphere of Influence

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

Source:
Specific Plan of West Area Boundary, Fresno City Limits, Fresno Sphere of Influence, Highways City of Fresno GIS data, Clovis City Limits, Clovis Sphere of Influence, Fresno County Boundary, Fresno County Regional GIS database, World Light Gray Canvas Base, Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community

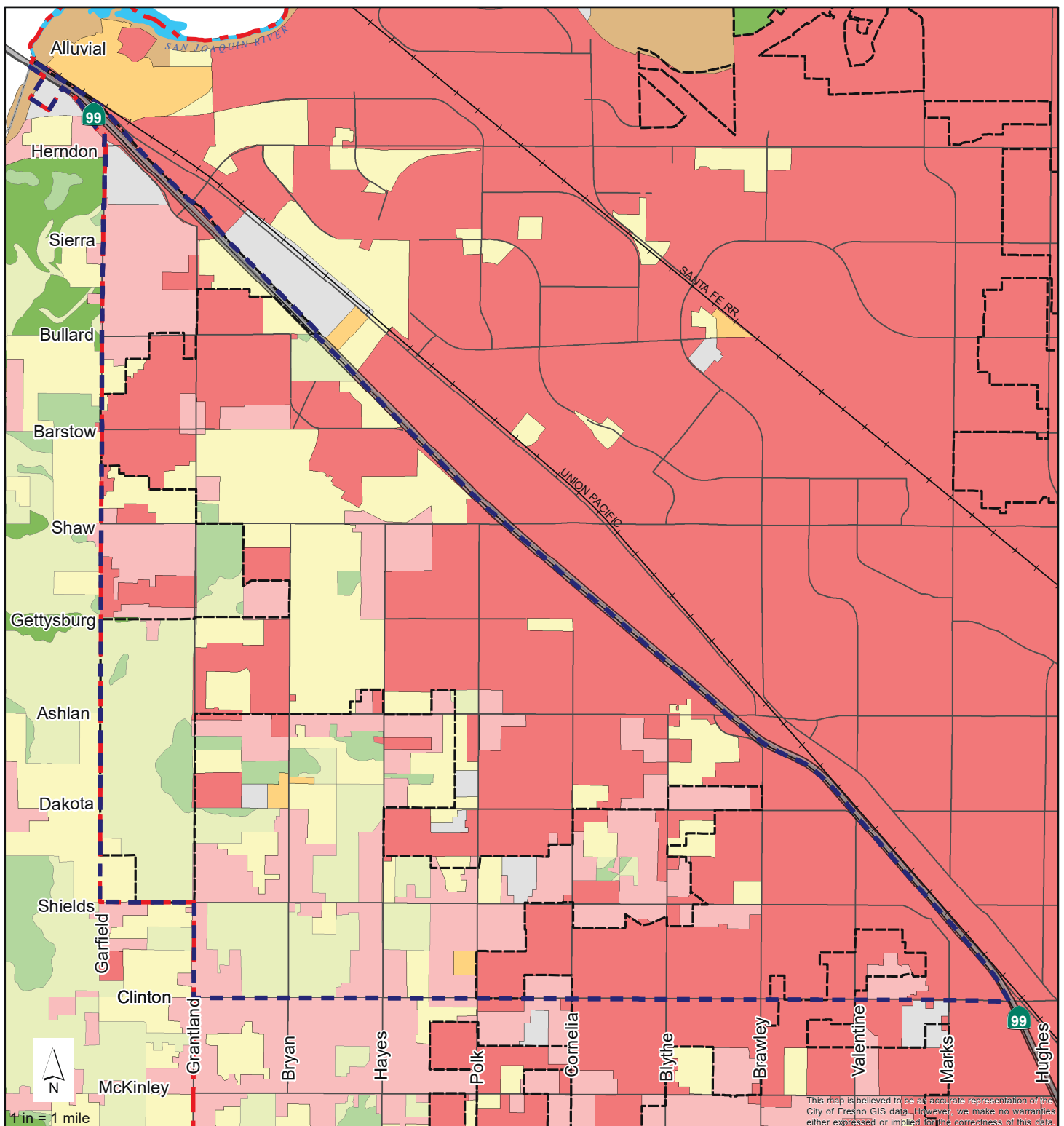
1.3 | Geographic Profile

The Plan Area is triangular in shape and located west of Highway 99. It is bounded on the south by Clinton Avenue, to the west by Grantland and Garfield Avenues, and to the north near the San Joaquin River. The Plan Area includes the southwest portion of Highway City adjacent to Highway 99. [Map 1-1: West Area Plan Boundary](#) shows the Plan Area in relationship to the city.

The West Area is vast in land acreage, encompassing 7,077 acres or approximately 11 square miles. For comparison, the size of the West Area is larger than the capital cities

of Maryland (Annapolis), New Jersey (Trenton), and Pennsylvania (Harrisburg), and Vermont (Montpelier). A significant amount of land in the Plan Area is **farmland** or rural residential lots. Of the 11 square miles, nearly seven square miles are located within the city limits while just over four 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.





MAP 1-2 West Area Farmland

Prime Farmland - 1.47 Acres	Semi-Agricultural and Rural Commercial Land - 24.51 Acres
Farmland of Statewide Importance - 193.83 Acres	Vacant or Disturbed Land - 122.89 Acres
Unique Farmland - 861.23 Acres	Rural Residential Land - 1,473.91 Acres
Farmland of Local Importance - 1,263.29 Acres	Urban and Built-Up Land - 3,134.06 Acres
Nonagricultural and Natural Vegetation - 2.14 Acres	Fresno City Limits
Specific Plan Boundary	Fresno Sphere of Influence

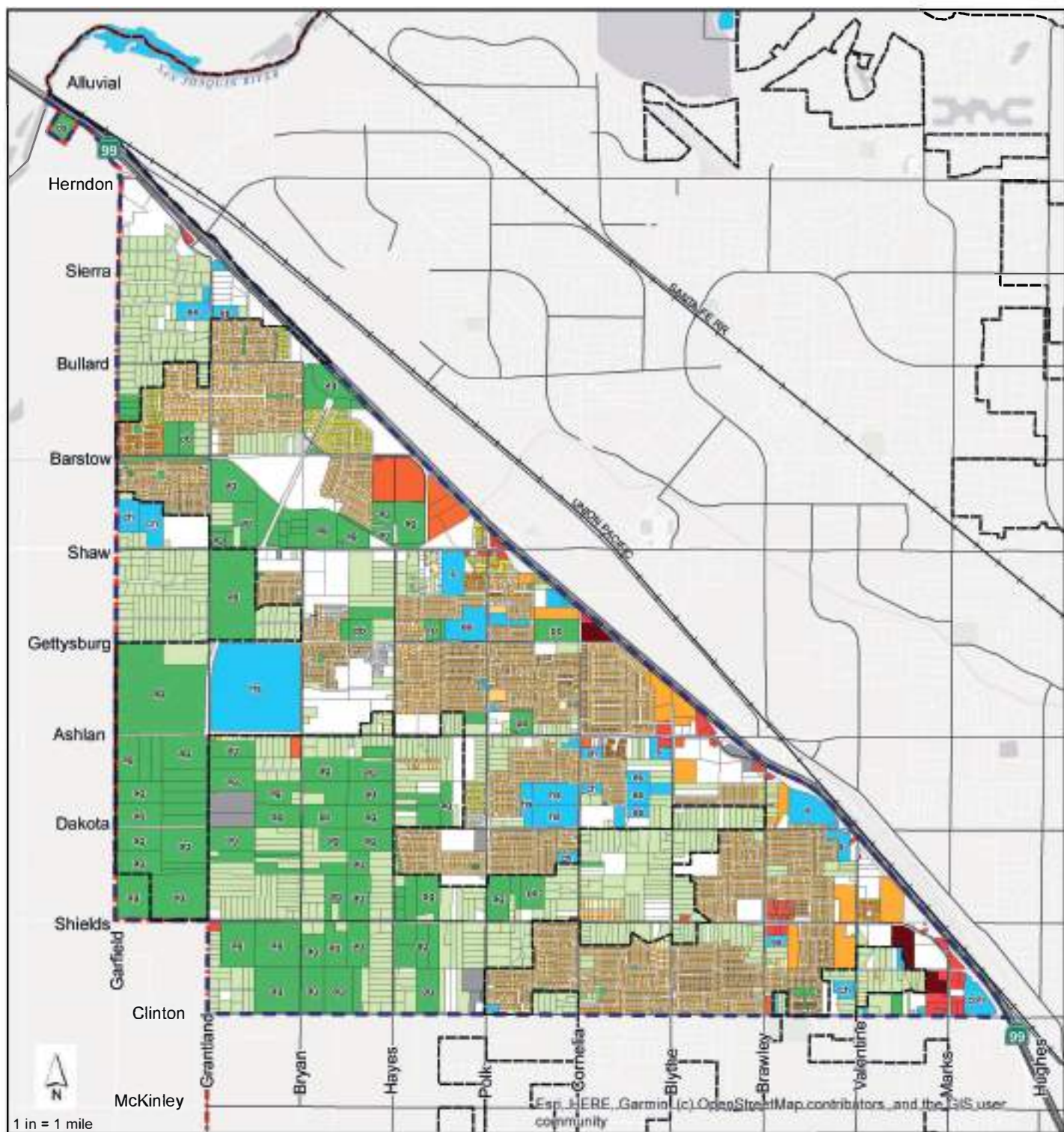
Source:
Specific Plan of West Area boundary, Fresno, City Limits, Fresno Sphere of Influence, Highways City of Fresno GIS 2017 data, Fresno County Boundary, Fresno County Regional GIS database, California Department of Conservation Division of Land Resource Protection Farmland Mapping and Monitoring Program 2016. Additional data is available at www.conservation.ca.gov/dlrp/fmmp, including detail on the program, full size PDF maps, map categories, statistics, field summaries, and GIS data for download.

1.3.A | Farmland

Fresno County is ranked as the top agricultural county in California and the nation. In 2019, county crops had over \$7.7 billion in value. A majority of the crops produced are various types of fruits and nuts. For many years, the West Area was largely fig orchards and other agricultural land, but currently residential and commercial development abuts or is approaching farmland. Because of its economic and cultural importance, this Plan will incorporate policies to sustain farmland and retain components of agriculture in the West Area's future.

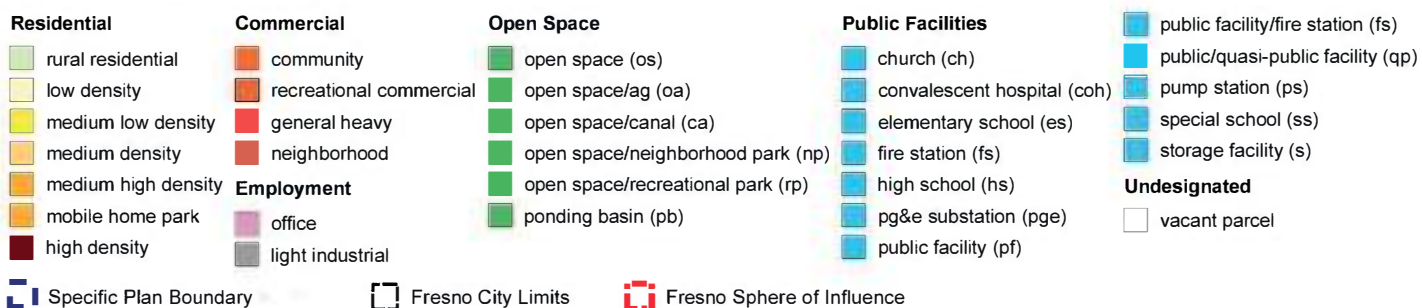
[Map 1-2: West Area Farmland](#) displays important farmland that is situated within the Plan Area. The West Area has approximately 3,134 acres of land classified as Urban and Built-Up, according to the State Department of Conservation. **Prime Farmland** is principally located outside of the Plan Area, but within the Plan Area there are 194 acres of **Farmland of Statewide Importance** along the western boundary, 861 acres of **Unique Farmland** located in the southwest area, and 1,263 acres of **Farmland of Local Importance** located throughout. The Plan Area also contains land classified as Vacant or Disturbed Land and Rural Residential Land that account for approximately 1,597 acres.





This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

MAP 1-3 West Area Existing Land Use

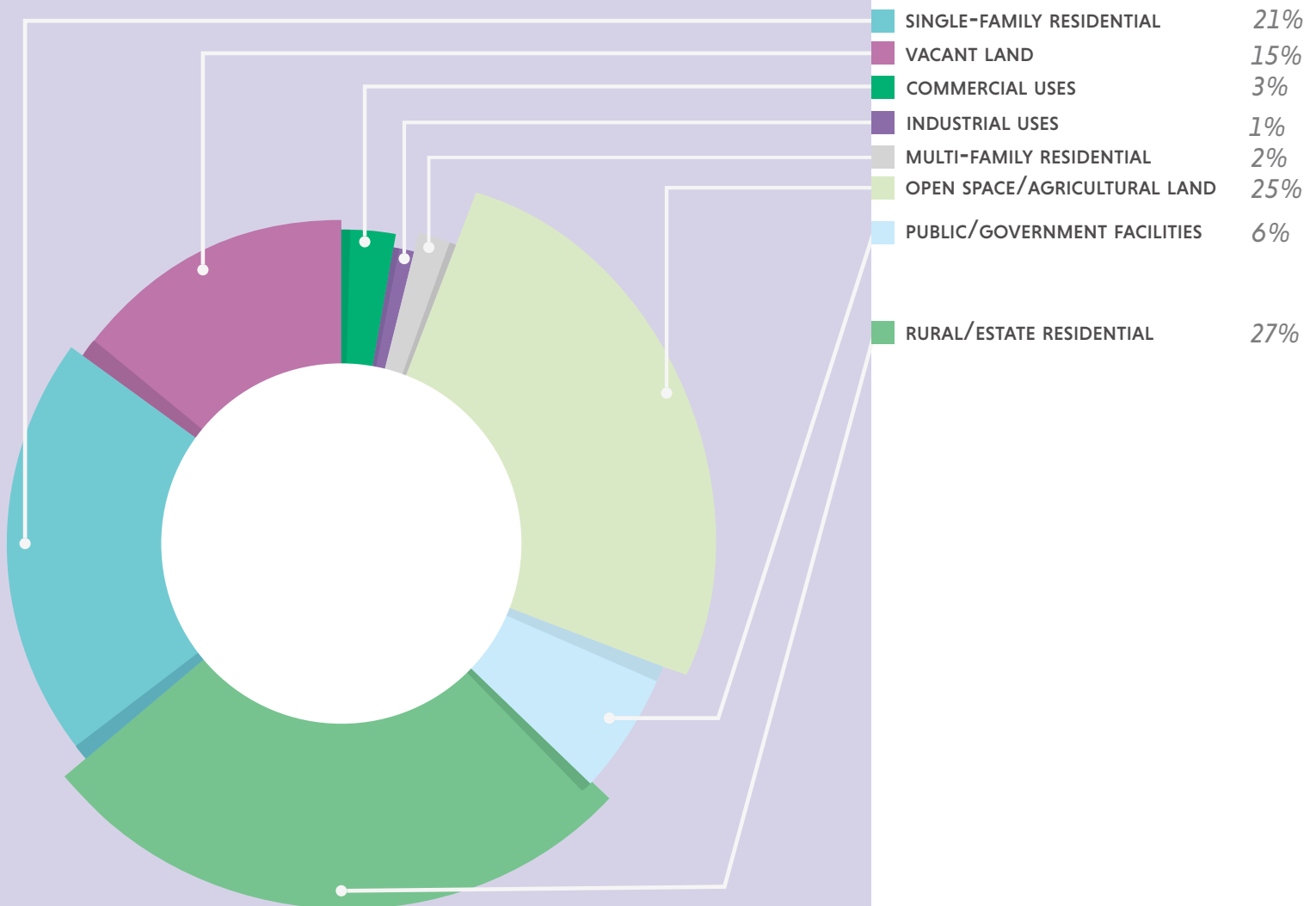


Source: Specific Plan of West Area boundary, Fresno, City Limits, Fresno Sphere of Influence, Streets, City of Fresno GIS 2017 data, Fresno County boundary, Railroads, Fresno County Regional GIS database.

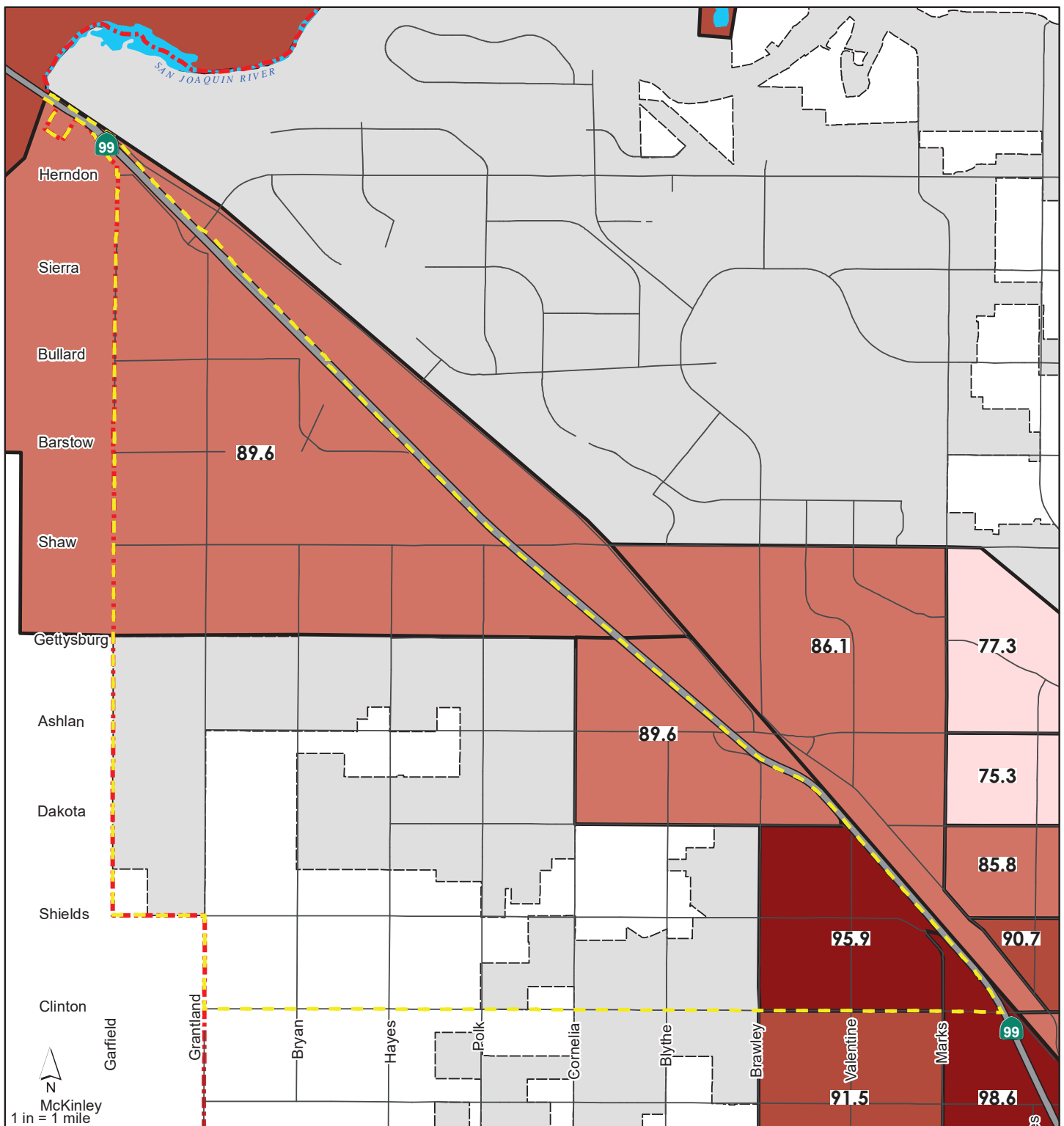
1.3.B | Existing Land Use

Existing land use in the West Area is categorized into eight land use types (see [Map 1-3: West Area Existing Land Use](#)). They include rural/estate residential (27 percent of the Plan Area), multi-family residential (two percent), single-family residential (21 percent), vacant land (15 percent), public/government facilities (six percent), open space/agricultural land (25 percent), industrial uses (one percent), and commercial uses (three percent).

Figure 1-A: West Area Existing Land Uses



This figure depicts the percentage share of existing land uses within the West Area.



1.3.C | Disadvantaged Communities

The term “disadvantaged community” is a technical one, embedded in State legislation (such as Senate Bill 535 [2012]) aimed at identifying existing conditions such as poverty, health, housing, and pollution burdens. However, it doesn’t paint the full picture of neighborhoods, which we know can still be vibrant and fulfilling. This section identifies disadvantaged communities, as defined by the State, to establish a spatial indicator of where focused efforts can generate improvements to health and welfare where they are needed the most (see also Section 1.6 Equity and Health, and the walkshed map series in Chapter 5 Section 5.4, Within Walking Distance).

A large portion of the overall Plan Area falls within the definition of a disadvantaged community (see [Map 1-4: West Area SB 535 Qualifying Census](#)

[Tracts](#)). The California Environmental Protection Agency designates the highest scoring 25 percent of census tracts from CalEnviroScreen 4.0 as disadvantaged communities. The percentile range of a census tract represents the amount of pollution exposure, environmental effects, sensitive populations, and socioeconomic factors relative to other census tracts. Higher percentiles indicate greater risk of pollution impacts on the local population. Adjacent census tracts can vary in their percentile range based on how they rank under the four aforementioned factors.⁸

The term *disadvantaged unincorporated community* refers to a fringe, island, or legacy community that meets the above criteria. According to the Fresno Local Agency Formation Commission 2020 Map Update, there are no disadvantaged unincorporated communities within the Plan Area.

8 For more information on CalEnviroScreen 4.0 visit <https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-40>





1.4 | Demographic Profile

1.4.A | Population

In 2010, the estimated population of the West Area was 33,257 people, while the total population of the city was 494,665. By 2020, the city's population grew to 538,195 residents (an increase of nearly nine percent) while the West Area grew to 39,608 (an increase of 19 percent) showing a more rapid pace of growth.⁹ By 2025 it is anticipated that the West Area will be home to approximately 42,225 residents.

The proposed land use configuration of this Plan (see Chapter 5, Section 5.3 Land Use Maps) would allow for up to 163,211 people to call the West Area home.¹⁰ However, increases in population are expected to occur over an expanded time period, as new housing units are developed.

1.4.B | Race/Ethnicity and Sex

Figure 1-B: West Area Race/Ethnicity shows the comparative racial and ethnic identities of the populations of the West Area, the city of Fresno and the **state of California**. Interestingly, the West Area has more even representation among various racial groups than the city or state, with a greater percentage of residents identifying as American Indian, Asian, Black, or Mixed Race.

With the distribution of the population according to sex, the West Area follows city and state patterns, showing a nearly even divide between

males and females.

1.4.C | Age and Family Size

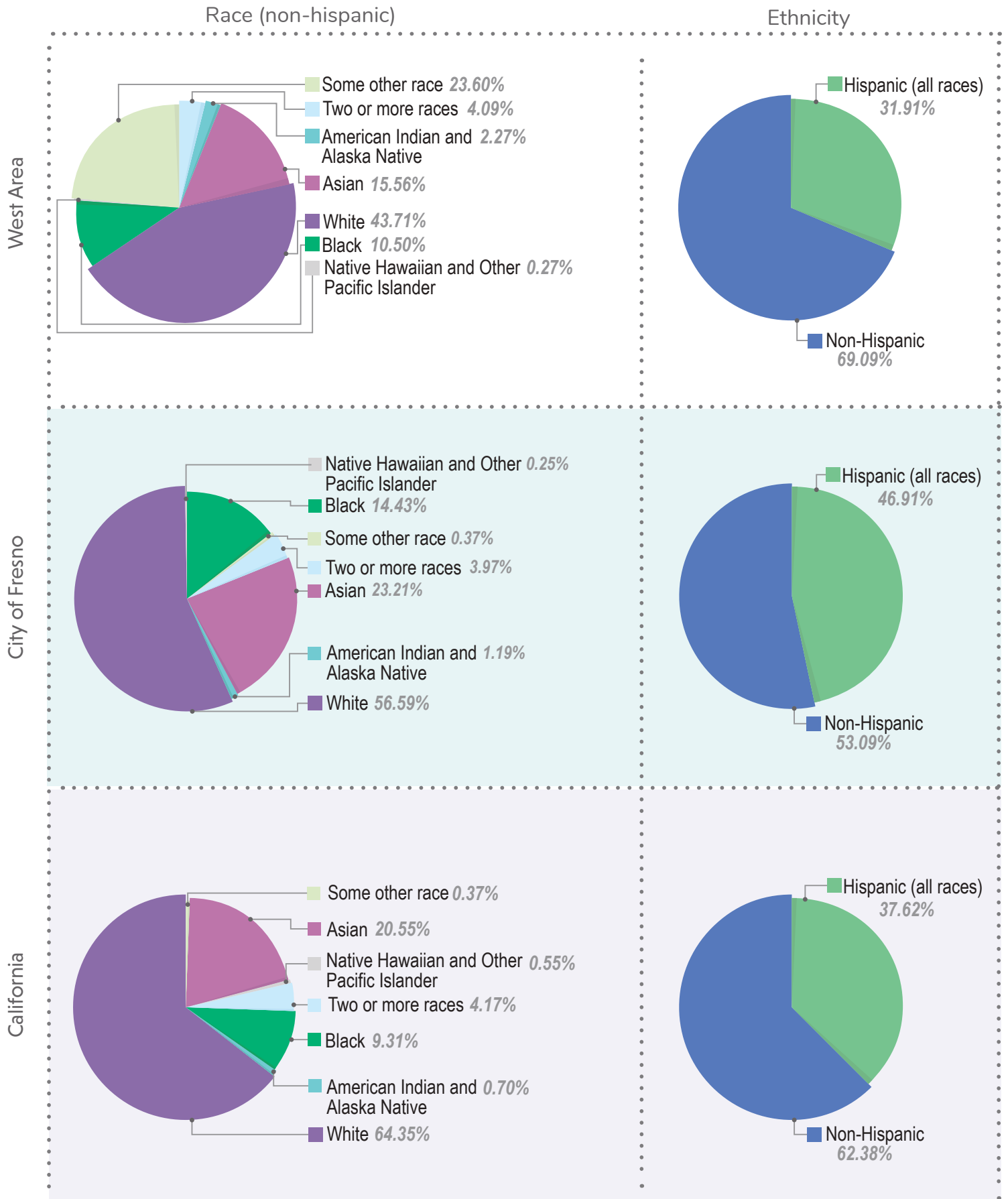
The median age of West Area residents is 30.6 years old and the average household size is between three and four people.¹¹ Close to a quarter of the population is 14 years of age or younger, with approximately 66 percent between 15 to 64 years old. Nine percent of residents are aged 65 or older. By comparison, the median age of all residents of Fresno is 31.7 years old and the average household size citywide is between three and four people. Approximately 23 percent of all Fresno residents are under 15 years of age, 64 percent is between 15 and 64 years old, and 12 percent are over 65. This means that the West Area currently trends slightly younger than the city as a whole.

9 2020/2025 ESRI Demographics Forecast

10 Based on the City's General Plan Housing Element estimate of approximately 2.97 persons per dwelling unit and the maximum buildout allowance of 54,953 dwelling units.

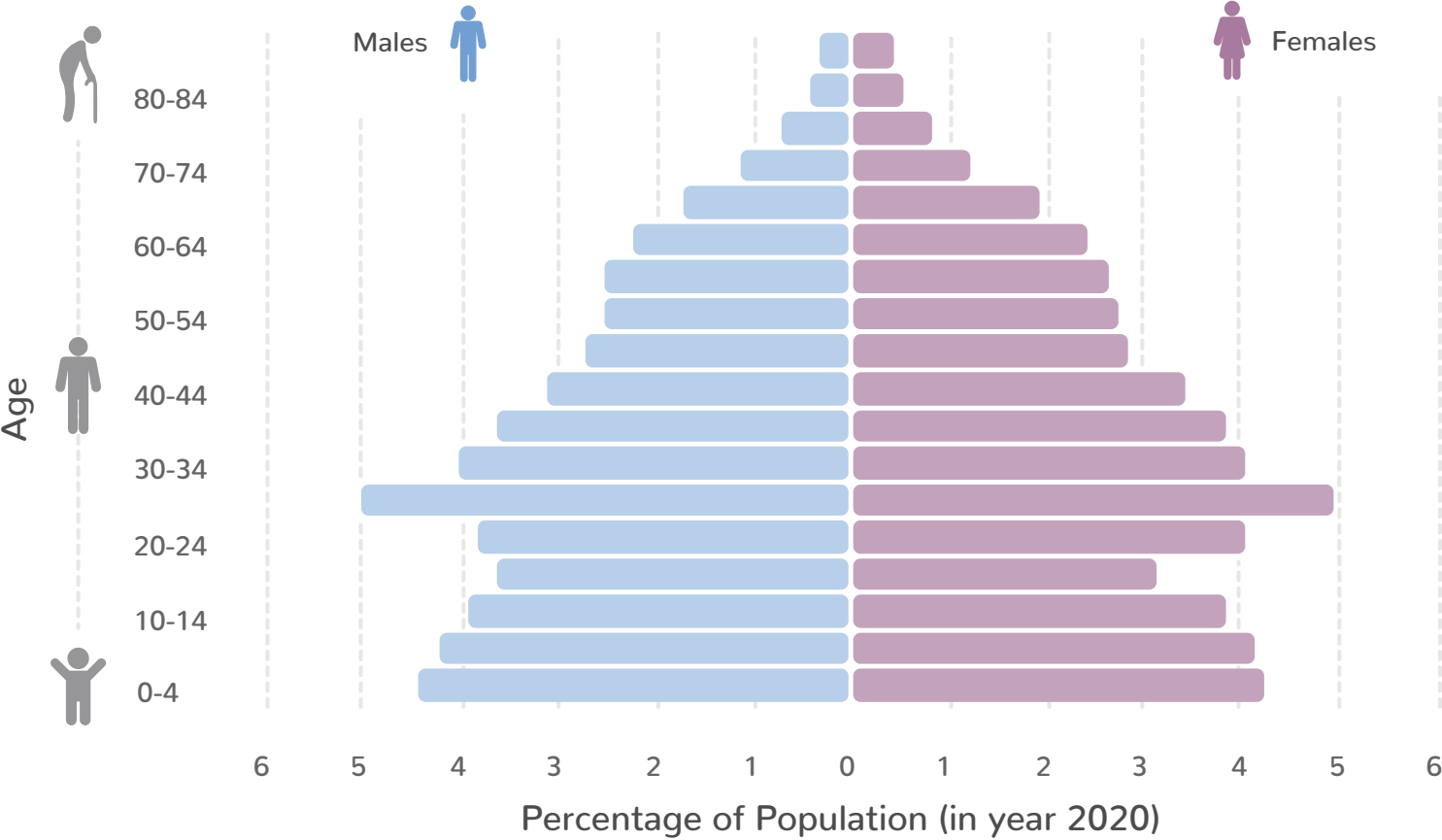
11 2020/2025 ESRI Demographics Forecast.

Figure 1-B: West Area Race/Ethnicity



This figure depicts the estimated percentage of people identifying by race/ethnicity (as reported by the 2010 Census) in the West Area, the city of Fresno, and the State of California.

Figure 1-C: West Area Population Pyramid



This figure depicts the population spread of the West Area based on birth and death rates, categorized by age range and sex.

1.4.D | Language

It is estimated that more than 24 languages are spoken in the Census Tracts that intersect the West Area,¹² serving as another demonstration of the rich diversity present in the community (see Figure 1-C West Area Spoken Languages). The languages most commonly spoken at home are English, Spanish, Other Indic Languages,¹³ and Hmong.

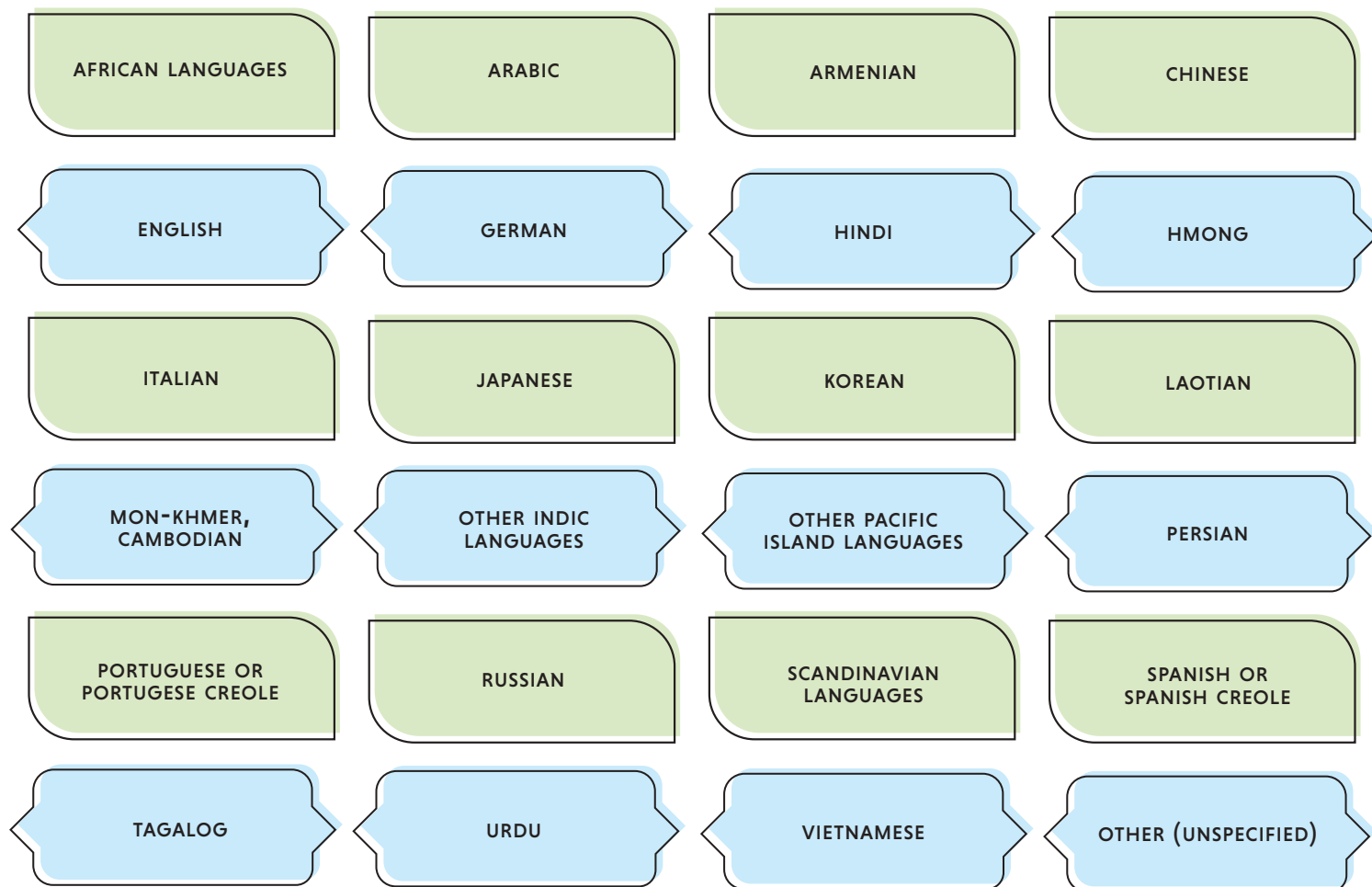
1.4.E | Education

In the Plan Area, 37 percent of residents have attained a high school education or higher, while approximately eight percent have attained a bachelor's degree or higher level. By comparison, 75 percent of Fresnoans have attained a high school education or higher, and 20 percent have attained a bachelor's degree or higher. At the state level, 82 percent of Californians have a high school education or higher and 31 percent have attained a bachelor's degree or higher.

12 2015 American Community Survey 5-Year Estimates.

13 This year of the American Community Survey does not disaggregate this category, however it is likely that Punjabi is highly represented within it.

Figure 1-D: West Area Spoken Languages



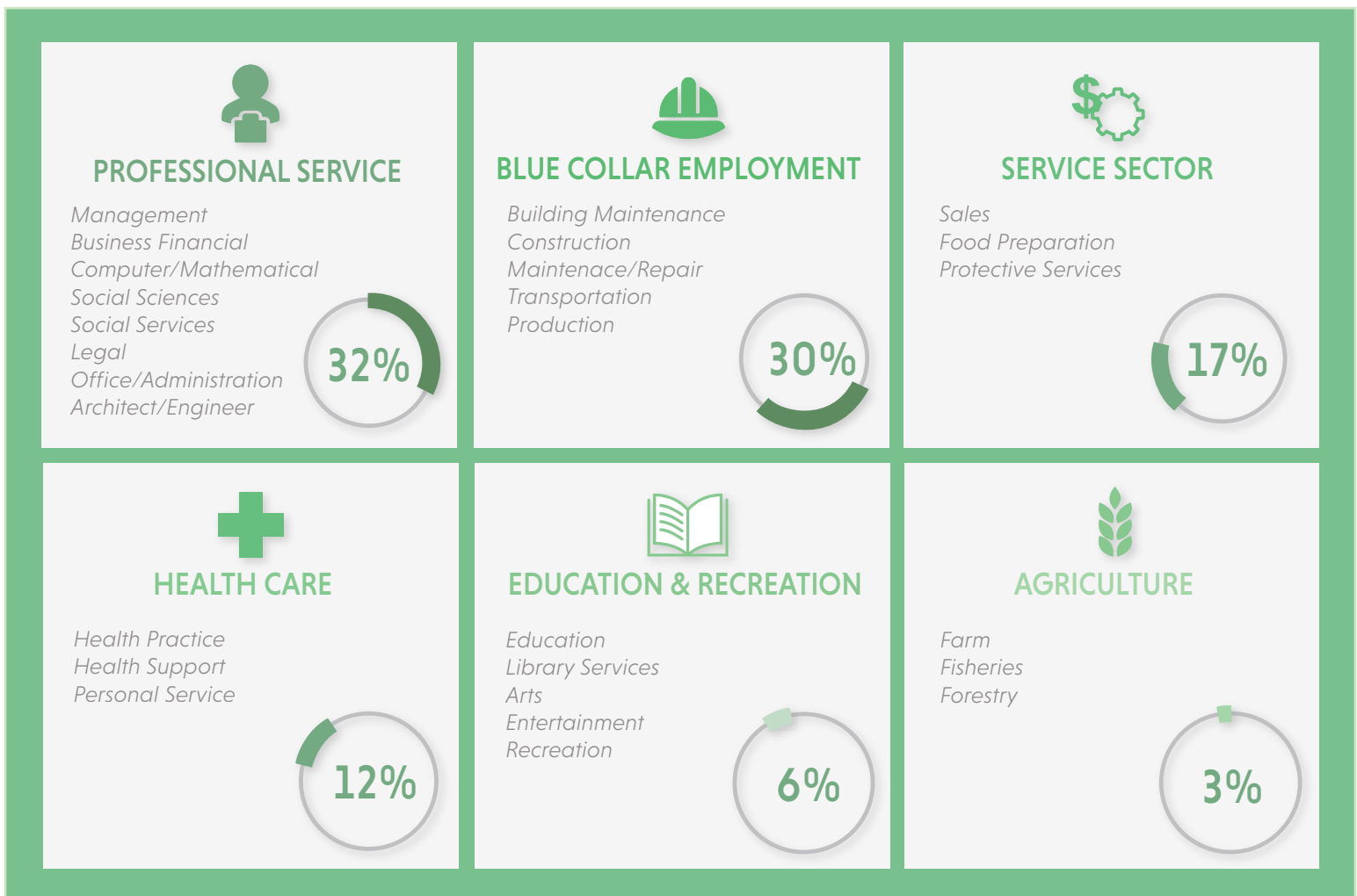
1.4.F | Income and Jobs

Although the traditional educational attainment level is lower than the city as a whole, median household income levels of the Plan Area are higher than the city's median household income level. The median household income for the city of Fresno is \$41,531 while the median household income in the Plan Area is \$59,482.

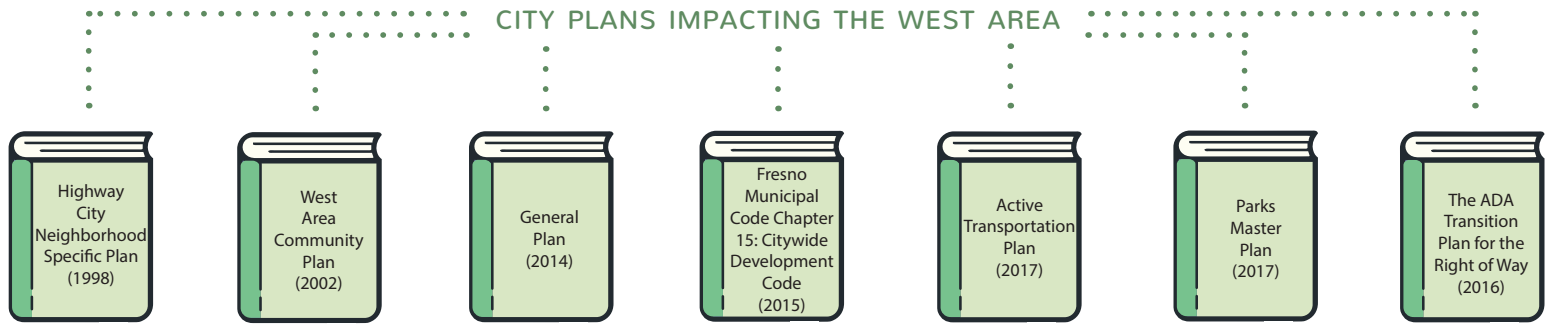
Thirty percent of the Plan Area's population is employed within blue-collar sector industries. Blue-collar employment is defined as a job that is not performed in an administrative setting and is skills-based such as a welder, plumber, or warehouse and maintenance personnel. The

West Area's strong representation in blue-collar jobs could explain its higher income levels. As an example, 44 percent of those working within the blue-collar sector have transportation jobs. According to a 2020 report from the American Trucking Association (ATA), the median annual wage for a truck driver who works for a private fleet is approximately \$86,000. This is one example of an industry where a job that does not require a bachelor's degree can have a higher earning potential than one that does.

Figure 1-E: West Area Employment by Sector



1.5 | Related Planning Efforts



This Plan serves as the first major specific planning effort, environmental evaluation, and infrastructure analysis for the West Area. However, other past planning efforts impacting the West 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 West Area, was adopted on January 6, 1998 and was prepared to address problems, issues, and opportunities of the Highway City neighborhood (see [Map 1-5: Highway City Neighborhood Specific Plan Boundary](#)). 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. This Specific Plan will replace the overlapping part of 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 covers a larger area than this Specific Plan, encompassing its boundaries plus the area generally between Grantland Avenue, Clinton Avenue, and Belmont Avenue (see [Map 1-6: West Area Community Plan Boundary](#)). 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. This Plan would repeal the Community Plan, while 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 Plan, anticipating that this Plan will further refine the General Plan’s vision for the West 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 will be reiterated in this 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 West Area is within Growth Area 1 and therefore has capacity to support growth (see [Map 1-7: West Area and General Plan Growth Areas](#)).

The General Plan's vision for the West 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.



The 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.



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 West Area and Class I bicycle and pedestrian trails are to

be constructed with four connection points over Highway 99 at Herndon Avenue, Veterans Boulevard, Gettysburg Avenue, and the Herndon Canal which is located near West Shaw Avenue.



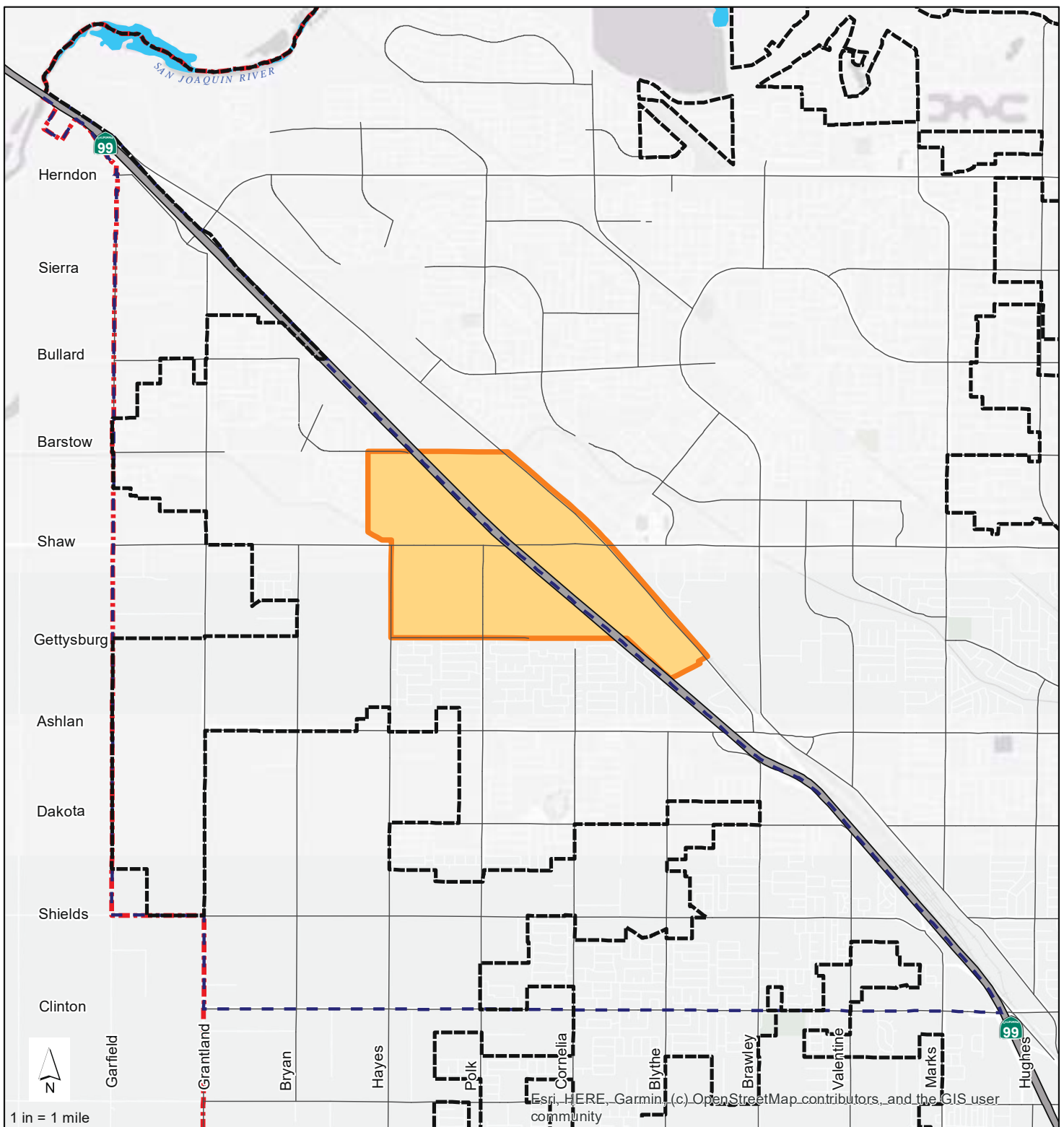
The Parks Master Plan (2017)

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.



The ADA Transition Plan for the Right of Way (2016)

The City Council adopted the 2016 Update to the Americans with Disabilities Act (ADA) Transition Plan for the Right of Way (ROW) on February 25, 2016. The Transition Plan incorporates retrofitting Curb Ramps, Sidewalks, and Accessible Pedestrian Signals and replaces the 2003 Amended Curb Ramp Transition Plan. The goal of the Transition Plan is to ensure that the City maintains accessible paths of travel in the ROW for people with disabilities. Through this and previous plans, the City of Fresno has made a significant and long-term commitment to improving the accessibility of the ROW. The Department of Public Works is the primary leader in these efforts, with collaboration from the Disability Advisory Commission (DAC) in prioritizing and providing input on the Transition Plan.

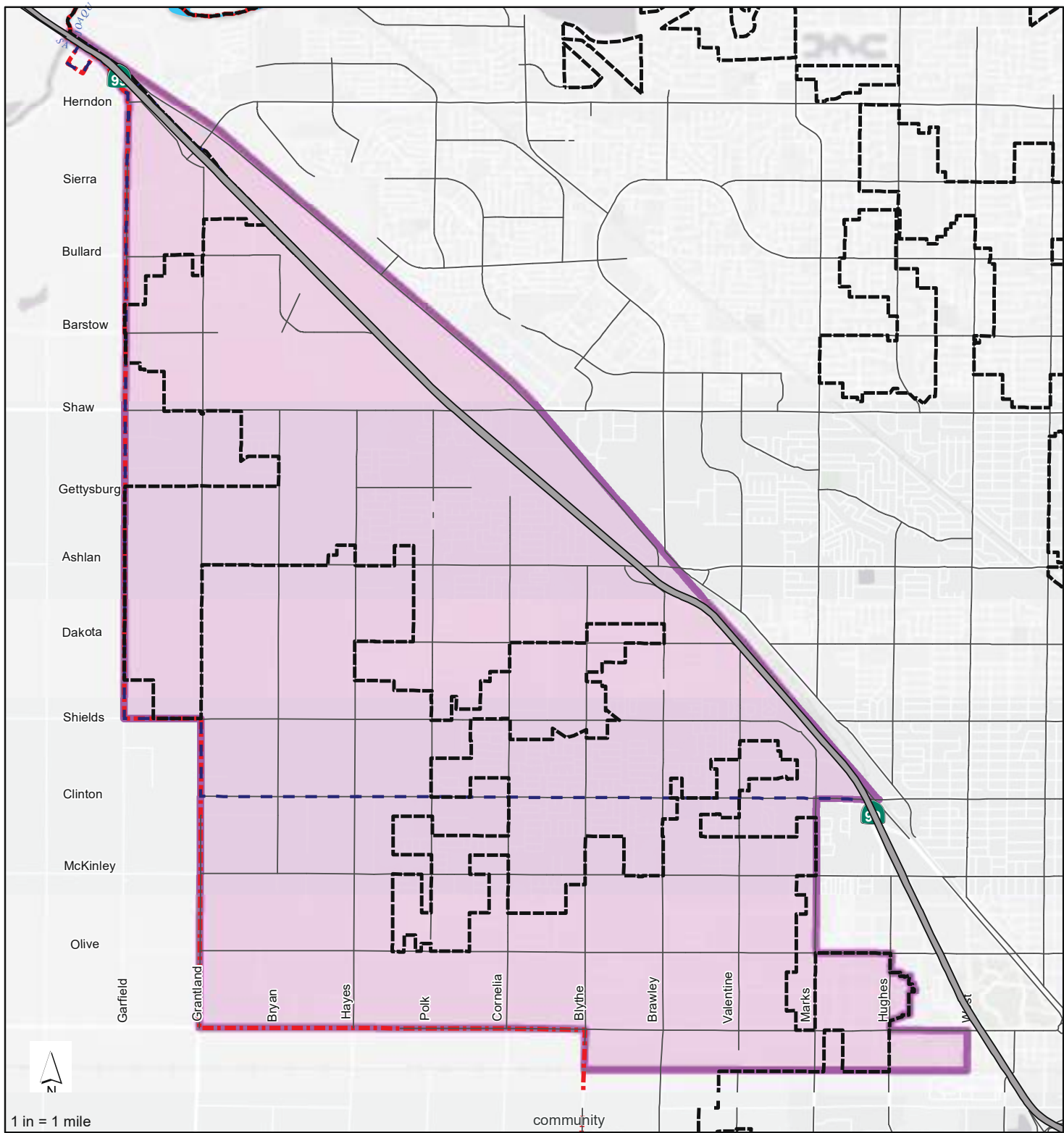


MAP 1-5 Highway City Neighborhood Specific Plan Boundary

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

- Fresno City Limits
- Specific Plan Boundary
- Highway City Neighborhood Specific Plan
- Fresno Sphere of Influence

Source:
Specific Plan Areas, Specific Plan of West Area Boundary, Fresno City Limits, Fresno Sphere of Influence, Highways,
City of Fresno GIS data. Fresno County Boundary, Railroad, Fresno County Regional GIS database. Nearmap Latest
February 27, 2021, nearmap_us, Copyright nearmap 2015.

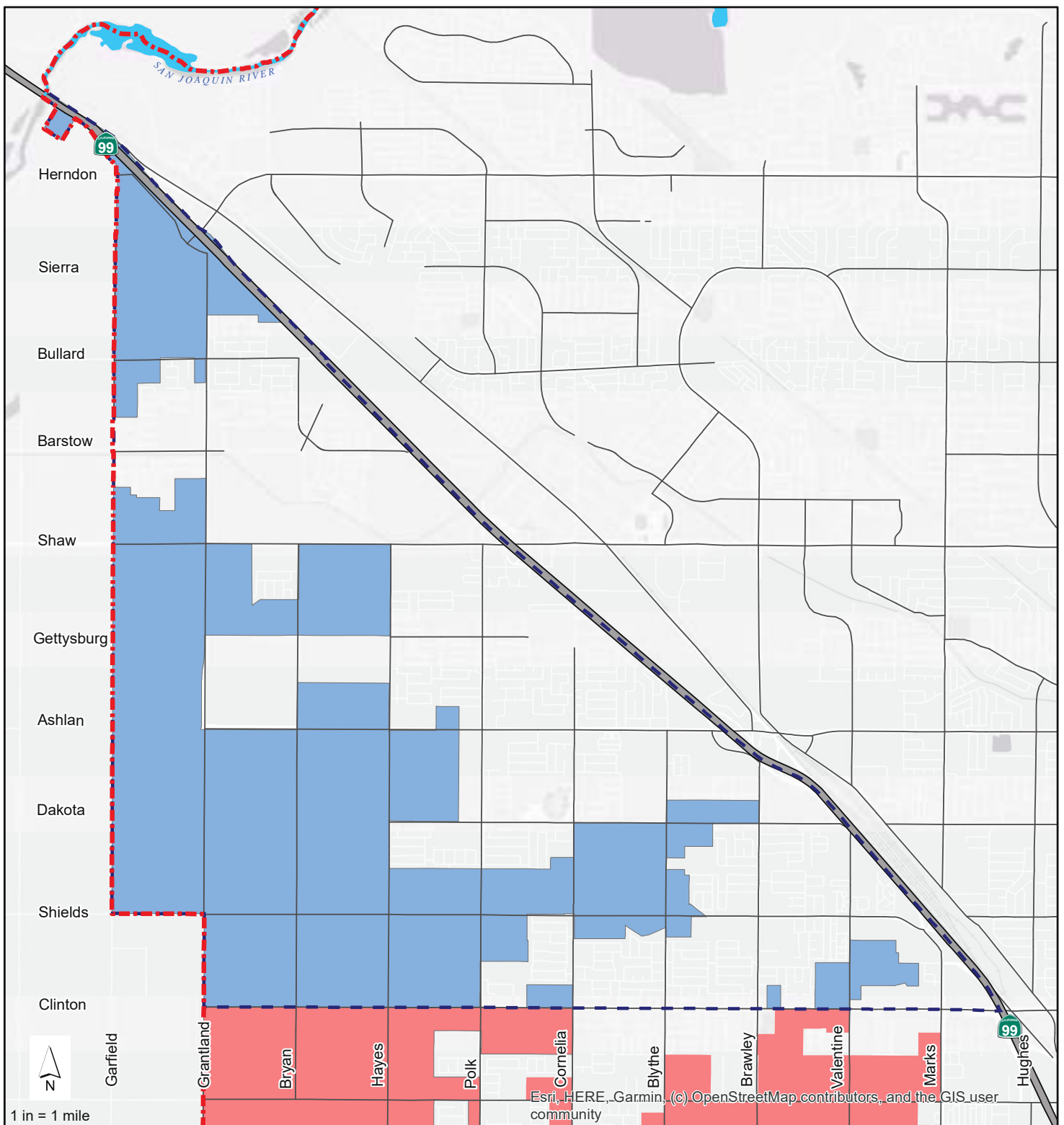


MAP 1-6 West Area Community Plan Boundary

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

- West Area Community Plan
- Fresno City Limits
- Specific Plan Boundary
- Fresno Sphere of Influence

Source:
Specific Plan Areas, Specific Plan of West Area Boundary, Fresno City Limits, Fresno Sphere of Influence, Highways,
City of Fresno GIS data. Fresno County Boundary, Railroad, Fresno County Regional GIS database. Nearmap Latest
July 20, 2020, nearmap_us, Copyright nearmap 2015.



This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

MAP 1-7 West Area and General Plan Growth Areas

- Growth Area 1
- Growth Area 2
- Specific Plan Boundary
- Fresno Sphere of Influence

Source:
General Plan IM-2: Growth Areas, Specific Plan of West Area Boundary, Fresno Sphere of Influence, Highways, City of Fresno GIS data. Fresno County Regional GIS database. World Light Gray Canvas Base, Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community.

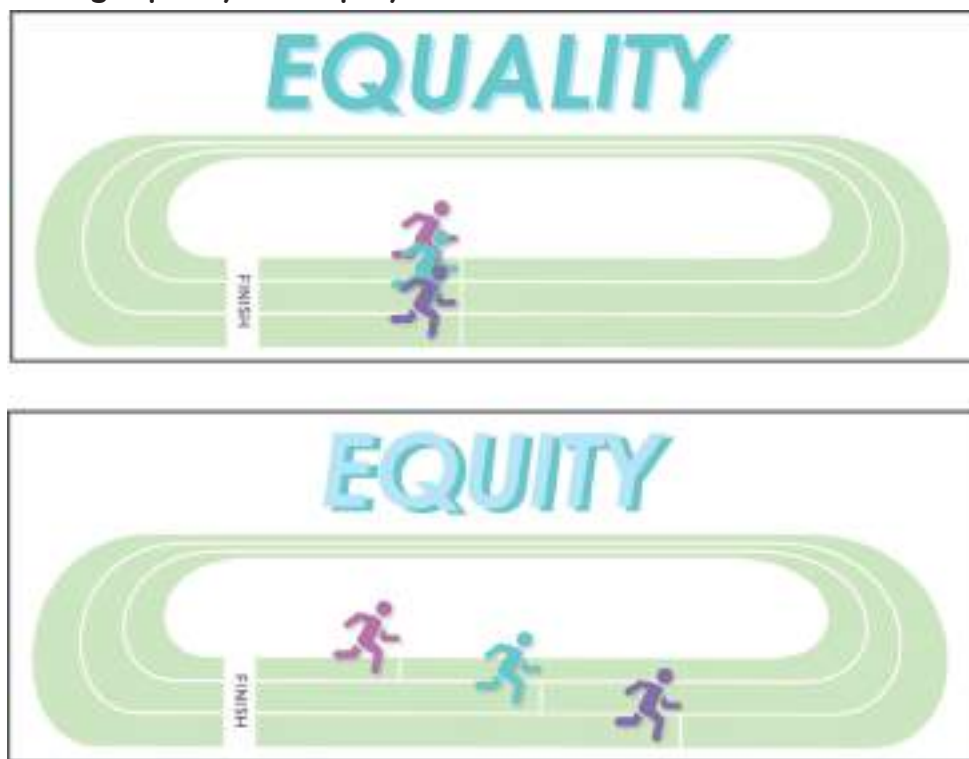
1.6 | Equity & Health

Equity and health (and their intersection with other aspects of our society from air quality to zoning) have been at the forefront of recent national dialogue. Here in Fresno we have also engaged in conversations to acknowledge how unjust decisions in our past have led to unequal outcomes in our present, and we have discussed ways to better shape our future so that every resident may experience success, health, and happiness.


Although this Plan does not include a formal analysis of the social disparities that may exist in the West Area, by building on the General Plan's emphasis of Complete Neighborhoods, it strives to provide policies and recommendations that will enable a built environment conducive to the well-being of all West Area residents. That being said, the City recognizes that more work will be needed beyond this Plan.

When discussing equity it is important to distinguish it from equality. While both are well-intentioned by their definition, policies that only strive for equality can still lead to a deeply stratified community. Equality is about treating everyone the same, but this only works if everyone starts from the same place- an impossibility given historic decisions that created today's disparities. Equity, on the other hand, is about giving everyone the unique resources they need to be successful.

Figure 1-F: Visualizing Equality and Equity



In this figure of runners on a track, the “equal” scenario where they start on the same line is actually unfair because the outside lanes are longer than the inside ones; the runner on the inside has an unfair advantage. In the “equitable” scenario, the runners realize that in order to have a fair race, the starting place needs to be adjusted for each runner. Source: Cultural Organizing.



A Complete Neighborhood is one where every resident has access to the resources they need to thrive -including access to jobs, education, transit, and open space- within walking distance. Walking distance is key, as it is economical and enhances physical, mental, and emotional health. Planning for Complete Neighborhoods will help support the provision of resources to neighborhoods where they are currently lacking or are under-resourced.





2.1 | Introduction

“Nothing about us without us.”

This phrase - popularized by disability rights activists in the 1990s who fiercely rejected exclusion from decisions that impacted their community - has become embraced as a standard to which planners and policymakers hold themselves accountable. As a reflection of this value, the planning process for the West Area Neighborhoods Specific Plan included multiple methods of outreach to the community. This led to an essential understanding of both the needs and aspirations that community members have for the West Area.

In this Chapter:

2.2 | Interviews

2.3 | Workshops

2.4 | Survey

2.5 | Steering Committee

2.6 | Guiding Principles

2.2 | Stakeholder Interviews

City staff interviewed community stakeholders during the early portion of the outreach process, learning their concerns about the Plan Area's limited amenities and housing, poor infrastructure, and lack of broader community identity. Staff also learned about the history of immigration to the area that dates back to the early 20th century and the community-based support systems that exist for new Americans. It was in these conversations that the concept of **agritourism** was introduced and well-received. Below are some of the key findings from the stakeholder interviews:

2.2.A | Positive Impressions

All of the community stakeholders interviewed shared positive perspectives of the West Area, with a common theme being that the West Area has the potential to preserve and enhance neighborhood cohesiveness as it continues to grow. Many of the residents interviewed reported feeling the connection to neighbors through events and activities hosted by the **Central Unified School District (CUSD)** or local religious facilities. Based on the feedback provided to City staff, the West Area community mainly relies upon these two institutions as the primary channels for people to develop close-knit relationships with their neighbors.

2.2.B | Roots Run Deep

Several stakeholders mentioned that the West Area is home to many first-generation families who have relocated from other countries, primarily Italy and India. Historically, one of the first things many new Americans did when they arrived in Fresno was acquire land to farm and

raise a family. Some community members who were interviewed shared that their families had a longstanding agricultural heritage and tradition that dates back to the early 1900's.

2.2.C | Principal Concerns

Principal concerns by community stakeholders included a lack of needed amenities and services in the Plan Area; limited crossings over Highway 99; fragmented and bottlenecked roads; a need for more quality parks, bike paths, and trails; and a need for greater housing diversity to promote long-term residency and neighborhood cohesion.

2.2.D | Agritourism

Agritourism is a mixture of two industries – agriculture and tourism. Agritourism has gained popularity in recent years and can be defined by activities occurring on or near farmland such as wagon rides, farm tours, bed-and-breakfast inns, wineries/breweries, farmers markets, wedding and special event venues, and much more. Stakeholders were supportive of this concept being incorporated into this Plan, as this could promote the West Area as a destination.

2.2.E | Plan Area Name

In speaking with community stakeholders, including longtime residents, there was general perplexity concerning the identity of the Plan Area. Some identified the area as simply West Fresno or the West Area. Some community members identified with recently developed or planned housing communities in the Plan Area. Although many potential names were considered, no single proposal rose to the top.



The Sikh Institute that is located within the Plan Area provides essential services to Indian immigrants looking to permanently settle in the United States.

2.3 | Workshops

City of Fresno Planning and Development staff held two Community Conversations workshops at Central High School – East Campus in May and June of 2018. At each workshop, staff shared information with community members and asked them to provide feedback in a charrette-style format.

In the first Community Conversation, held on May 3, 2018 with 165 attendees, City staff gave a presentation and community members shared input on various subjects at Ideas Stations. The Ideas Stations consisted of multiple locations around the room where participants gave feedback on desired amenities, what they liked and disliked about the West Area, the identity of their neighborhood, and identity of the West Area. In addition, a space was provided for community members to share their general comments and concerns about the West Area.

The second Community Conversation was held on June 14, 2018 with 75 attendees, and asked community members to provide input on the location of certain land uses within the Plan Area. Using a dot-map exercise, participants

were asked to place a green dot on a map of the West Area to indicate support or a red dot to indicate opposition to the location of various land use types, such as housing, retail and commercial development, higher education, and parks.

The outcomes of these workshops reinforced what was heard in the community stakeholder interviews and formed the Guiding Principles and land use approach that became the foundation of this Plan.

In addition to the two Community Conversations workshops, City staff also hosted a smaller “Coffee with the Clergy” meeting on May 30, 2018 to receive feedback from West Area religious leaders. This meeting hosted 15 religious leaders and clerical staff and provided a forum for leaders to discuss concerns brought forward from their congregations. Many of the concerns upheld what was heard during stakeholder interviews and the community workshops. In addition, religious leaders requested that recreation and after-school programs such as a Boys and Girls Club or YMCA be planned to support the West Area’s youth.



2.4 | Survey

To garner a wider lever of input, a 10-question survey was made available as a paper copy and online for community members. The survey collected 373 responses over the course of two months. Survey questions and a summary of responses received are discussed below.

What are your reasons for choosing to live and/or work in the Plan Area?

Respondents were allowed to select more than one answer. Affordable cost of living (49 percent), rural atmosphere (38 percent), and quality of education provided by CUSD (36 percent) were the top three most frequently selected reasons for choosing to live in the Plan Area.

What aspects would discourage you from remaining in the West Area?

Respondents were allowed to select more than one answer. Nearly 73 percent of the respondents indicated that an increase in crime would discourage them from remaining in the West Area. Lack of transportation infrastructure (46 percent), and lack of retail and recreational amenities (42 percent and 40 percent, respectively) would also serve as factors that would discourage residents from staying.

How satisfied are you with the quality of life within the West Area?

More than two-thirds of respondents are either satisfied (58 percent) or very satisfied (nine percent) with the quality of life in the West Area, while 23 percent of respondents were dissatisfied and eight percent were very dissatisfied. Two

percent of survey takers opted to select “not applicable” as their response to this question.

What improvements do you believe need to occur within the West Area?

For this open-ended question, responses were largely related to the desire to provide for additional or new commercial establishments within the West Area and the installation of transportation infrastructure to improve traffic flow.

The year is 2035, and the Fresno Bee is preparing an article on the improvements that have occurred within the West Area. What should the highlight of the article be?

Almost half of the respondents want the highlight of the article to be about improved traffic flow across Highway 99, especially at the Shaw Avenue interchange. This interchange is one of the main routes to gain access to Highway 99 and the east side of the highway, and is reported to be heavily congested.



What do you think about housing options within the West Area?

A plurality of the respondents (27 percent) felt that there are too many apartments, townhouses, or condominiums in the West Area. Respondents also said there are not enough luxury or custom housing options (23 percent) nor enough affordable housing (16 percent). Twenty percent of survey takers gave a write-in response, the sentiment of which varied widely. While some respondents were content with existing housing options, others wanted more housing of certain types. There were also respondents who felt that already too many new homes were in the Plan Area, and expressed concern about sprawl and pressure on existing schools and infrastructure.



What kinds of commercial development would you like to see within the West Area?

Twenty-four options for commercial development were listed and respondents were permitted to select as many as desired. The most popular choices included supermarkets (67 percent), movie theaters (57 percent), bakeries (50 percent), and restaurants (other than fast food) (66 percent).



Do you agree with the idea that West Shaw Avenue, from Highway 99 to Grantland Avenue, should serve as the town center for the West Area?

Close to 70 percent agreed with the idea that West Shaw Avenue should serve as the town center or main commercial hub for the West Area.





Agritourism is a mix of two industries – agriculture and tourism. Agritourism has gained popularity in recent years. Activities can include wagon rides, farm tours, bed-and-breakfasts, wineries/ breweries, farmers markets, wedding and special events venue, festivals, and much more. Do you believe the concept of agritourism should be incorporated into the Specific Plan of the West Area¹?

Approximately 80 percent of respondents supported the concept of agritourism being incorporated into this Plan.



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

Similar to the feedback received from other outreach activities, there was no consensus on a name for the West Area. Not one suggestion garnered support from more than half of the respondents.

-
- 1 The West Area Neighborhoods Specific Plan was formerly referred to as the Specific Plan of the West Area.



2.5 | Steering Committee

To facilitate the development of the Specific Plan in a way that reflects the experience of West Area stakeholders, the **City Council** established an 11-member Steering Committee with five members appointed by District 1 (which contains a majority of the Plan Area) and three members each appointed by Districts 2 and 3. Committee members represent West Area residents, businesses, and property owners.

The Committee held regular public meetings, convening nine times between April 2018 and February 2019 to develop the draft land use map and guiding principles, based on the input received from community members.



Glacier Point Middle School was host to many Steering Committee meetings.

2.6 | Guiding Principles

The Steering Committee recommended the following Guiding Principles to serve as a foundation for this Plan.

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 West 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 West Area to other sections of the city and region.

Parks & 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.

- Increase the tree canopy to improve air quality and health outcomes for residents while enhancing neighborhood streetscapes.

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 West Area.
- Encourage the development of harvest-producing community gardens.

Retail

- Attract desired and needed local retail establishments to serve the needs of the West Area community. Such establishments include grocery stores, bakeries, restaurants (other than fast food), 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.

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.

Catalytic Corridors

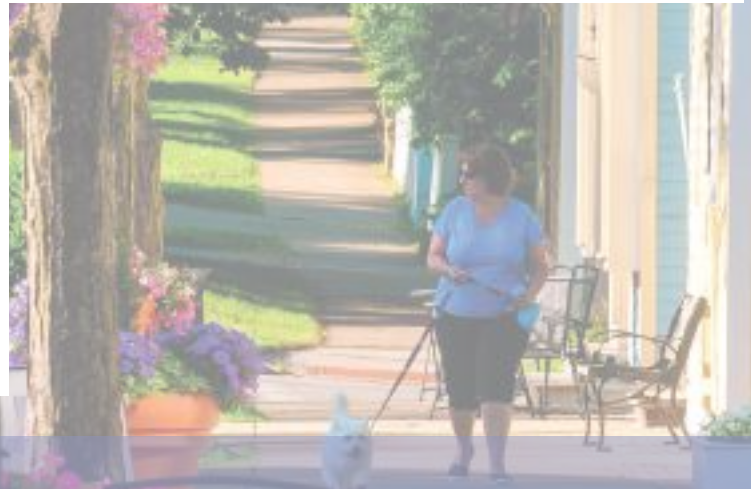
- Encourage the orderly and consistent development of civic, parkland, retail and commercial, mixed-use, and multi-family uses along West Shaw Avenue, West Ashlan Avenue, Veterans Boulevard, West Shields Avenue, West Clinton Avenue, and Brawley Avenue.

Education

- Attract much-needed educational opportunities for the residents of the West 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 Highway 99.



Catalytic Corridors are envisioned to be vibrant, highly walkable areas with broad sidewalks, trees and other landscaping, and local-serving uses with new buildings that step down in relationship to the scale and character of adjacent neighborhoods (see [Map 3-1: West Area Planned Catalytic Corridors](#) on page 50).

CATALYTIC CORRIDORS OF THE WEST AREA



The Corridors will have distinct themes, but consistent elements that provide visual clues (alongside land use designations) that will promote the Catalytic Corridors as the neighborhood hubs of the West Area. The elements for each Corridor can include a focus on pedestrian environments with trees and wide sidewalks; unique landscaping; and local-serving retail that is comfortably accessed by walking and biking from the adjacent neighborhoods.

Storm drain mural by Sarahlaine Calva via raleighnc.gov

"Open Streets Lyndale 2019" by Fibonacci Blue / CC BY (<https://creativecommons.org/licenses/by/2.0>)



INFRASTRUCTURE & THE PUBLIC REALM

3



Class 1 Bike/Pedestrian Path on Gettysburg Ave.

3.1 | Introduction

A city's infrastructure is the fulcrum, or lever, by which our activities are made possible, from our transportation system facilitating the movement of goods and people (and thus knowledge and labor) to the water and wastewater systems that provide us clean drinking water and ensure our sanitation and health. Some aspects of infrastructure, such as our roads and sidewalks, also compose an essential part of our public realm. The physical form of our public realm is significant, as it influences how we function within, and navigate through, our built environment. It has the potential to increase safety and reduce crime; motivate us to walk or bike; and instill a sense of identity with our neighborhoods.

In the West Area, the current infrastructure reflects years of what can be described as “patchwork” development, leading to uneven transitions between city and county roads and utilities. This has created a particularly problematic situation where sidewalks, bike paths, and travel lanes abruptly end, leading to bottlenecks for automobile traffic and dangerous conditions for pedestrians and cyclists.

One major goal of this Plan is to provide a policy framework in which the patchwork will be mended and urban-rural transitions will be harmonized through a shift to more orderly development patterns. While development occurs, efforts will be made to create a vibrant streetscape that enhances safety and provides a sense of place for West Area neighborhoods.

Finally, while the expansion of the city's infrastructure enables it to grow, providing more opportunities for residential, commercial, and employment uses, it does incur a substantial and lasting cost. In the past, such expansion was permitted without careful consideration of the long-term fiscal impacts to the City's budget. This occurred at the detriment of the city's established neighborhoods, which then lacked needed funding for maintenance as funds became stretched over the broadening city limits. In light of this issue, contemporary policies - like the establishment of **community facilities districts (CFDs)** - have sought to remedy this imbalance, asking that new development pay its fair share to both install and maintain infrastructure that benefit its users. However, additional efforts are needed; such as pursuing new tools and grants, to address infrastructure gaps that would lie outside the responsibilities of new development. As the West Area is primed for new growth, these policies must be continued and enforced.

In this Chapter:

- 3.2 | Transportation
- 3.3 | Streetscape Improvements
- 3.4 | Water Resources & Natural Habitats
- 3.5 | Goals & Policies

.....
The public realm is the physical environment that is accessible to and shared by the general public, whether privately or publically owned. Streets, sidewalks, parks, and plazas and all the amenities therein are part of the public realm.
.....

3.2 | Transportation

Like many other cities that developed in the same era and with similar geography, Fresno's transportation infrastructure and land use patterns prioritized the use of private autos. This prioritization has, in turn, reduced freedom of transportation mode choice due to the underinvestment in the infrastructure needed to use any other mode, such as walking, biking, or taking transit. In the West Area, approximately 256 miles of roadway is dedicated to motor vehicles, 19 miles for bike facilities, 110 miles for sidewalks, and the city's bus system, Fresno Area Express (FAX), uses 11 miles of the city's roadway system.¹

Given the history of the land use and infrastructure patterns in the West Area, it follows that the most dominant mode of travel is by private automobiles. However, through the outreach process for this Plan, many community members advocated for the expansion of active transportation infrastructure in order to improve their ability to bike, walk, or ride transit as a way to reach their places of employment, education, and recreation. As a note, support for active transportation does not mean the elimination of means to travel by private auto. Rather, the goal is to provide West Area residents with infrastructure for safe, accessible and reliable travel, no matter their choice of transportation mode.

3.2.A | Sidewalks

Sidewalks are critical infrastructure, as they enhance public safety and provide the ability to walk and roll (ex. via wheelchairs, mobility scooters, skateboards, push scooters, etc.) to key locations such as retail centers, parks, and schools- a fundamental component of Complete Neighborhoods. The West Area, however, currently lacks a continuous sidewalk network, sometimes forcing pedestrians to share a busy roadway with motorists. Unfortunately, these conditions have had fatal consequences and must be rectified. Key efforts to improve existing conditions have been undertaken. For instance, the Fresno **Active Transportation Plan (ATP)** and **ADA Transition Plan for the ROW** have identified areas within the Plan Area to have either a high, medium, or low priority level for infrastructure based on connectivity and safety needs (see [Map 3-2: West Area Active Transportation Plan Bike Paths](#)). Additionally, the Department of Public Works examines how individual developments can provide improved routes to K-12 schools through neighborhood-level pedestrian and bicycle infrastructure improvements.

Future development will facilitate the addition of sidewalks that will connect to existing and planned neighborhoods and add to the transformation of Catalytic Corridors within the Plan Area (see [Map 3-1: West Area Planned](#)

1 The City's Geographic Information Systems (GIS) data counts roadways as one line, regardless of how many lanes are present, whereas it counts both sides of the street for sidewalks and bike paths. To create a more apt comparison, 128 miles was multiplied by two to account for two-way travel, similar to how sidewalks and bike paths are calculated.

Catalytic Corridors). In order for new sidewalk networks to function well and be utilized, is imperative that new development projects provide the characteristics that make them desirable. This includes, but is not limited to: curb, curb ramps, gutter, streetlights, street trees, and sidewalks on both sides of the street; and pedestrian connections, sometimes called paseos, from neighborhoods to adjacent commercial uses and to major streets. If these characteristics are not completed alongside new development, the burden may fall on the City to pay for their installation later, or the neighborhood will likely experience barriers to walking through the indefinite future.

Other sidewalk amenities include those that enhance the pleasure of walking and rolling itself, and which create resiliency against a warming climate. These include wider sidewalks so that people may stroll either side-by-side or at a comfortable distance; trees to provide shade in

the hot summer months and to create a natural buffer from automobile traffic; and benches to take rest. In some areas, such as along Catalytic Corridors, water features (using rain or recycled water) and public art can add to the dynamism of the sidewalk and the wider public realm.

Where new development isn't expected or where development has already occurred without sidewalks, future improvements will be prioritized according to the Active Transportation Project Prioritization tool, created by the City of Fresno Department of Public Works. This matrix scores projects based on factors such as compatibility with Americans with Disabilities Act (ADA) standards, safe routes to schools, alignment with equity goals, and holistic network needs.

Through new development and prioritized retrofitting, the goal of a connected, safe, and pleasant pedestrian experience throughout the West Area can be achieved.

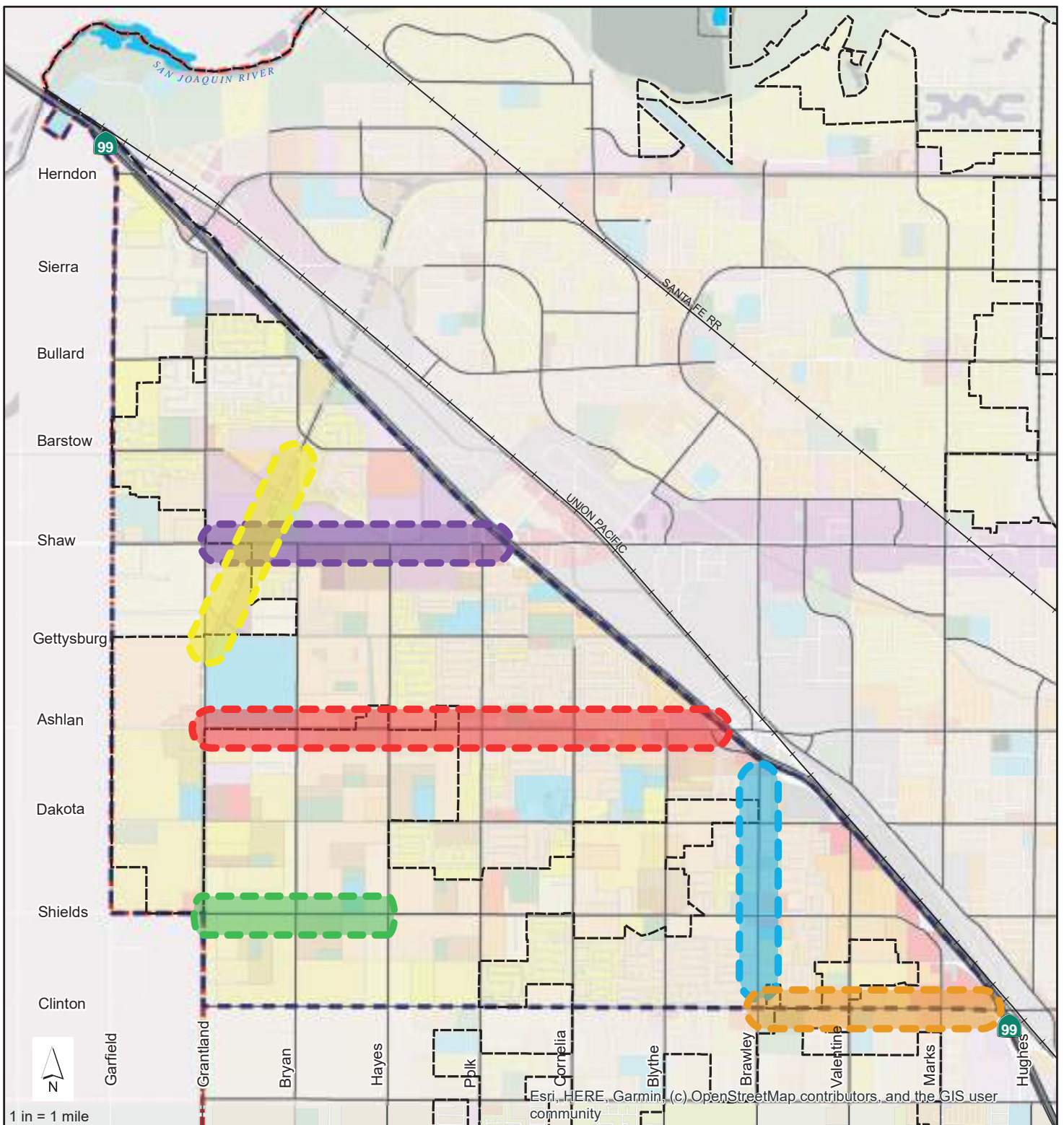


Figure 3-A: Active Transportation Project Prioritization Tool

Active Transportation Project Prioritization Tool			
Variables		Score	Description
Access and Equity			
A-1	Accessibility	5	Project addresses an accessibility complaint from a person with a disability filed with the office of the ADA Coordinator.
		4	Project addresses multiple existing barriers to access identified by the City of Fresno's ADA Transition Plan for the Public Right of Way or confirmed by the ADA Coordinator.
		2	Project address a single existing barrier to access identified by the City of Fresno's ADA Transition Plan for the Public Right of Way or confirmed by the ADA Coordinator.
		0	Project does not address any existing barriers to access.
A-2	Equity	18	Project is located within severely disadvantaged census tracts as determined by the CalEnviroScreen tool (score falls into 96 to 100 percentile range).
		13	Project is located within disadvantaged census tracts as determined by the CalEnviroScreen tool (score falls into 91 to 96 percentile range).
		8	Project is located within 1/2 mile radius of disadvantaged census tracts as determined by the CalEnviroScreen tool.
		0	Project does not provide direct access to disadvantaged community.
A-3	Community Identified Priority	5	Identified as a high priority in the Active Transportation Plan.
		4	Identified projects on behalf of the community through means such as FresGo and 621-City, community petitions, requests to City Staff and Council Members and community based organizations.
		3	Requested as part of a community planning process or adopted plan in the last 5 years.
		0	Not identified through a community planning process in the last 5 years or is identified as a low priority in the Active Transportation Plan.
A-4	Vehicle Ownership	2	The percent of households with zero automobiles in the project area is ≥ 50%.
		0	The percent of households with zero automobiles in the project area is < 50%.
Total:		30	
Connectivity			
C-1	Connectivity to Existing Network	3	Fills a network gap between any two existing bicycle or pedestrian facilities.
		2	Connects with one existing bicycle or pedestrian facility.
		0	Provides no connections to existing bicycle or pedestrian facilities or is immediately adjacent to existing & equivalent alternative path of travel.
C-2	Connectivity to Schools	15	Provides direct access to two or more K-12 schools within 1/4 mile radius of the project.
		12	Provides direct access to one K-12 school within 1/4 mile radius of the project.
		9	Provides direct access to two or more K-12 schools within 1/2 mile radius of the project.
		6	Provides direct access to one K-12 school within 1/2 mile radius of the project.
		0	Does not provide access to a K-12 school.
C-3	Connectivity to Public Transit	4	Located within 1/2 mile of public transportation including: FAX, Amtrak, Greyhound or High Speed Rail station.
		0	Does not provide direct access to public transit.
C-4	Connectivity to Parks	4	Project is located within 1/4 mile of an existing park.
		4	Project is <u>not</u> located within 1/2 mile of a park and is located within a community where for every 1,000 residents there are 1.02 acres of parkland or less.
		2	Project is located within 1/2 mile of an existing park.
		0	Project is not located near existing parks.
C-5	Connectivity to Key Destinations - excludes schools & parks	4	Located within 1/4 mile of grocery store, health provider, civic center, large employment center or other regional destination.
		4	Project is <u>not</u> located within 1 mile of grocery store, health provider, civic center, large employment center or other regional destination.
		3	Located within 1/2 mile of grocery store, health provider, civic center, large employment center or other regional destination.
		0	Does not directly provide access to an activity center.
C-6	Connectivity to Future Network	2	Fills a bikeway network gap between an existing and a funded near term (5 years) proposed facility of any type.
		0	Does not provide access to an existing bikeway or shared use paths.
C-7	Regional Significance	1	Provides connectivity within 1/4 mile of regional network in one or more neighboring jurisdiction(s).
		0	Project provides no direct connectivity to a neighboring jurisdiction's network.
C-8	Place Type	2	Anchored place type - location efficiency factors will increase over time; land use supports high levels of non-motorized travel and transit use.
		0	Transitional place type - location currently "evolving", likelihood of future development of the adjacent property.
Total:		35	
Traffic Control, Mode Shift and User Comfort			
T-1	Bicycle or Pedestrian Collisions	20	One fatality reported within 1/4 mile of project area in the last five years AND the proposed project provides countermeasures appropriate to collision type as determined by the Local Roadway Safety Manual.
		15	Three or more bicycle or pedestrian related collisions reported with 1/4 mile of proposed project area in the last five years AND the proposed project provides countermeasures appropriate to collision type as determined by the Local Roadway Safety Manual.
		10	Two bicycle or pedestrian related collisions reported within 1/4 mile of proposed project area in the last five years AND the project provides countermeasures appropriate to collision type as determined by the Local Roadway Safety Manual.
		8	One bicycle or pedestrian related collision reported within 1/4 mile of proposed project area in the last five years AND project provides countermeasures appropriate to collision type as determined by the Local Roadway Safety Manual.
		0	Proposed path that did not experience any bicycle or pedestrian related collisions within 1/4 mile of the project area in the last five years AND/OR the proposed project does not provide countermeasures appropriate to collision type(s) as determined by the Local Roadway Safety Manual.
		0	
T-2	Project Type	4	Project is ≥ 1 mile in length for Class II or IV facilities or project is ≥ 1/2 mile for Class I or sidewalk facilities or project creates a controlled crossing.
		0	Project does not meet above project type criteria.
T-3	Potential for Mode Shift and Greenhouse Gas Reduction	7	Greatest greenhouse gas reduction benefits anticipated, ADT on immediately adjacent corridor ≥ 24,000 vehicles.
		6	Greenhouse gas reduction benefits anticipated, current ADT on immediately adjacent corridor <24,000 to 12,001 vehicles.
		4	Greenhouse gas reduction benefits anticipated, current ADT on immediately adjacent corridor ≤12,000.
		0	Greenhouse gas reduction benefits negligible, current ADT on immediately adjacent corridor ≤1000 to vehicles.
T-4	Location Efficiency: Population Density	4	Population ≥ 30,000 within 1/2 mile radius of proposed project.
		3	Population ≥ 20,000 within 1/2 mile radius of proposed project.
		2	Population ≥ 10,000 within 1/2 mile radius of proposed project.
		1	Population > 1,000 to 9,999 within 1/2 mile radius of proposed project.
		0	Population ≤ 1,000 within 1/2 mile radius of proposed project.
Total:		35	
Total Points		100	

Adopted by Council - March 2, 2017

Adopted by Council - March 2, 2017



MAP 3-1 West Area Planned Catalytic Corridors

- Ashlan Avenue
- Brawley Avenue
- Clinton Avenue
- Shaw Avenue
- Shields Avenue
- Veterans Boulevard

- Fresno City Limits
- Specific Plan Boundary
- Fresno Sphere of Influence

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

3.2.B | Bike Paths

As mentioned, one of the goals of the General Plan - reiterated in this Specific Plan - is to provide more network balance and increase confidence that whatever mode of transportation residents choose, it will be safe and reliable. Part of achieving this vision, similar to sidewalks, is through the provision and connection of more bicycle infrastructure throughout the West Area.

The City of Fresno has made great strides increasing bicycle infrastructure throughout the city, earning it a Bronze status by the League of American Bicyclists. Furthermore, the Department of Public Works has adopted a **Complete Streets** policy that calls for the construction of both sidewalk and bicycle infrastructure alongside roadway improvements.² Examples include the installation of bike detectors that trigger intersection signal cycles and the dedication of road space for bike lanes. This policy will help provide new and improved bike infrastructure as development occurs in the West Area.

Through the implementation of the ATP, the West Area will see Class I bicycle and pedestrian paths and Class II bicycle lanes on **arterial** and **collector** streets that will connect to the existing and future network, integrating with other parts of the city to the east and south (see [Map 3-2: West Area Active Transportation Plan Bike Paths](#)). Class I bicycle and pedestrian paths, which are physically separated from automobiles, are also planned within proposed

housing developments and on the future Veterans Boulevard. Approximately 72 miles of Class II bike lanes, which are on-street facilities that use striping, stencils, and signage to denote exclusive use by cyclists, are planned for the West Area (see Figure 3-B: Bike Facilities for more information on the different types of bike facilities). Core design standards call for maximum bike lane widths (seven feet) when possible to allow bicyclists to pass other riders safely and navigate around parked cars and other road hazards. This Plan calls for the continued implementation of the vision provided in the General Plan and the ATP.

2 City of Fresno. Department of Public Works. (2019). Complete Streets Policy. <https://www.fresno.gov/publicworks/wp-content/uploads/sites/17/2019/10/Complete-Streets-091119.pdf>
Exceptions to this policy must meet certain criteria and be approved by either the Public Works Director or City Council.

Figure 3-B: Classes of Bike Lanes

Class I - off-street, separate path



Class II - on-street, designated lanes



Class III - on-street, shared roadway



Class IV - on-street, protected lanes



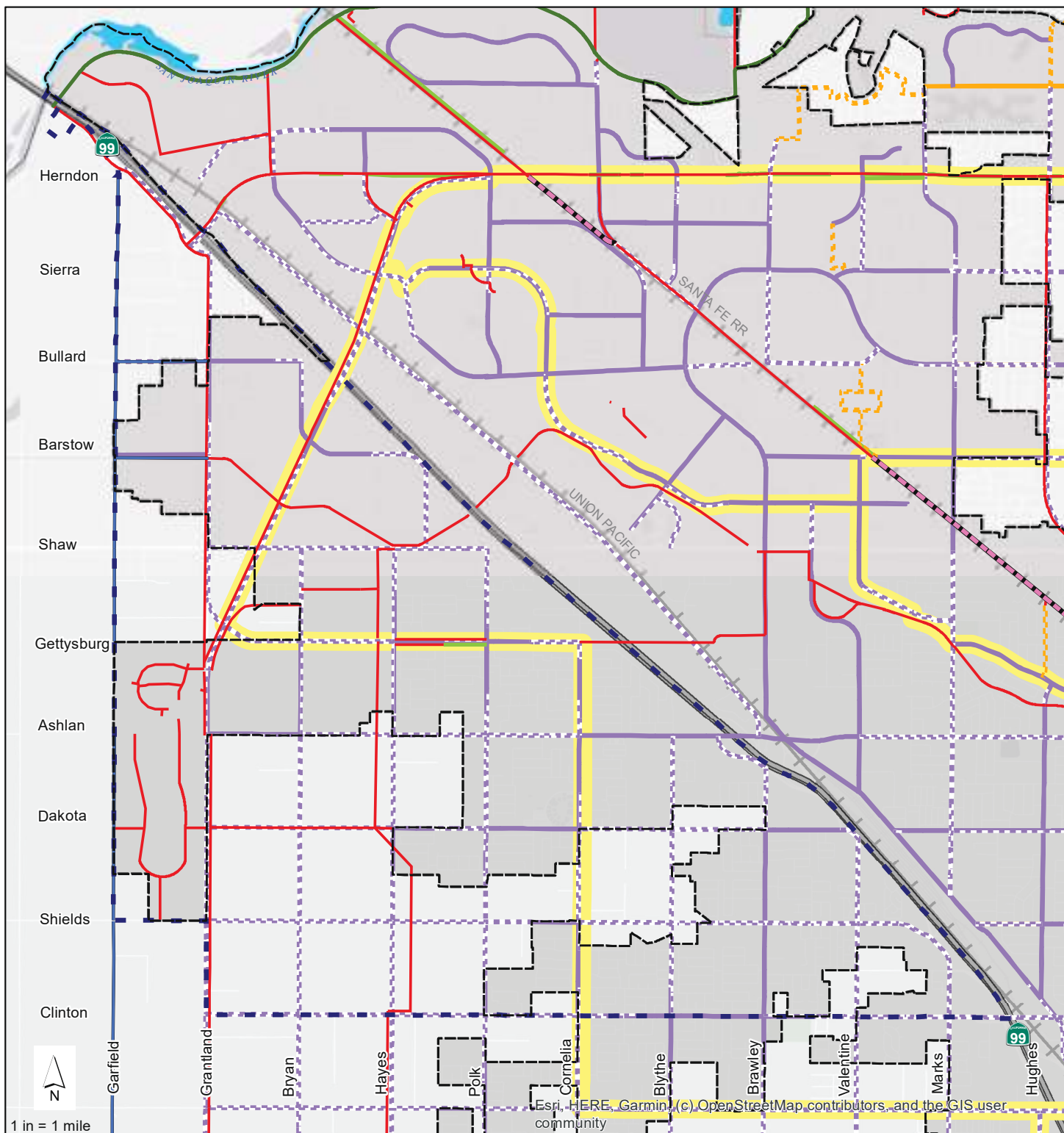
Made with StreetMix, CC BY-SA 4.0



A Class I Bike/Pedestrian Path along Gorma Avenue is a prominent feature of this future neighborhood



Extending Cornelia or Gettysburg (with bike lanes) under Highway 99 can help increase multimodal connectivity.



MAP 3-2 West Area Active Transportation Plan Bike Paths

General Plan (Figure MT-2)

- San Joaquin River Parkway Path and Trail¹
- Rails to Trails²
- County/City Trail³
- Class I Bicycle/Ped Path

- Specific Plan Boundary
- Fresno City Limits

ATP Planned Bicycle Facilities

- Class II Bike Lane
- Class III Bike Route
- Class IV Separated Bikeways
- Priority Bike Network

ATP Existing Bicycle Facilities

- Class I Bike Path
- Class II Bike Lane
- Class III Bike Route

1. Conceptual alignment of existing and proposed path and trail. All planned Parkway access and projects, their features, uses, and locations, are subject to the acquisition of lands and/ or easements from willing sellers, and project-specific, site-specific environmental review.
2. Required unless there is an existing railroad. Should existing railroad lines be vacated, they shall be converted to a greenbelt.
3. Conceptual alignment, subject to City/County cooperative planning adoption, and implementation. City preferred location depicted.

Source: City Limits, Sphere of Influence, Specific Plan of the West Area, City of Fresno Planning and Development Department, GIS Data 2019; Streets, City of Fresno Public Works Department; Fresno County boundary, Railroad, Fresno County Regional GIS database; Active Transportation Plan, February, 2016, Fehr and Peers. World Light Gray Canvas Base; Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community.

3.2.C | Public Transit

The City of Fresno Department of Transportation operates the city's public transit system, known as Fresno Area Express (FAX). FAX has grown from its origins as a horse-driven line in the late nineteenth century to today's system that runs eighteen fixed bus routes and Handy Ride, an on-call paratransit service that serves seniors and persons with disabilities. Within its fixed route service, FAX operates a Bus Rapid Transit line that runs north/south on Blackstone Avenue, from North Fresno to Downtown, and east/west from Downtown to Clovis Avenue on Ventura Avenue/Kings Canyon Road. Until the coronavirus pandemic emerged in the spring of 2020, FAX was on path for another year of record ridership since the great recession. While ridership has decreased during the pandemic, FAX expects to recover at a faster pace than other transit systems given that many Fresnoans rely on transit as a primary mode of travel.

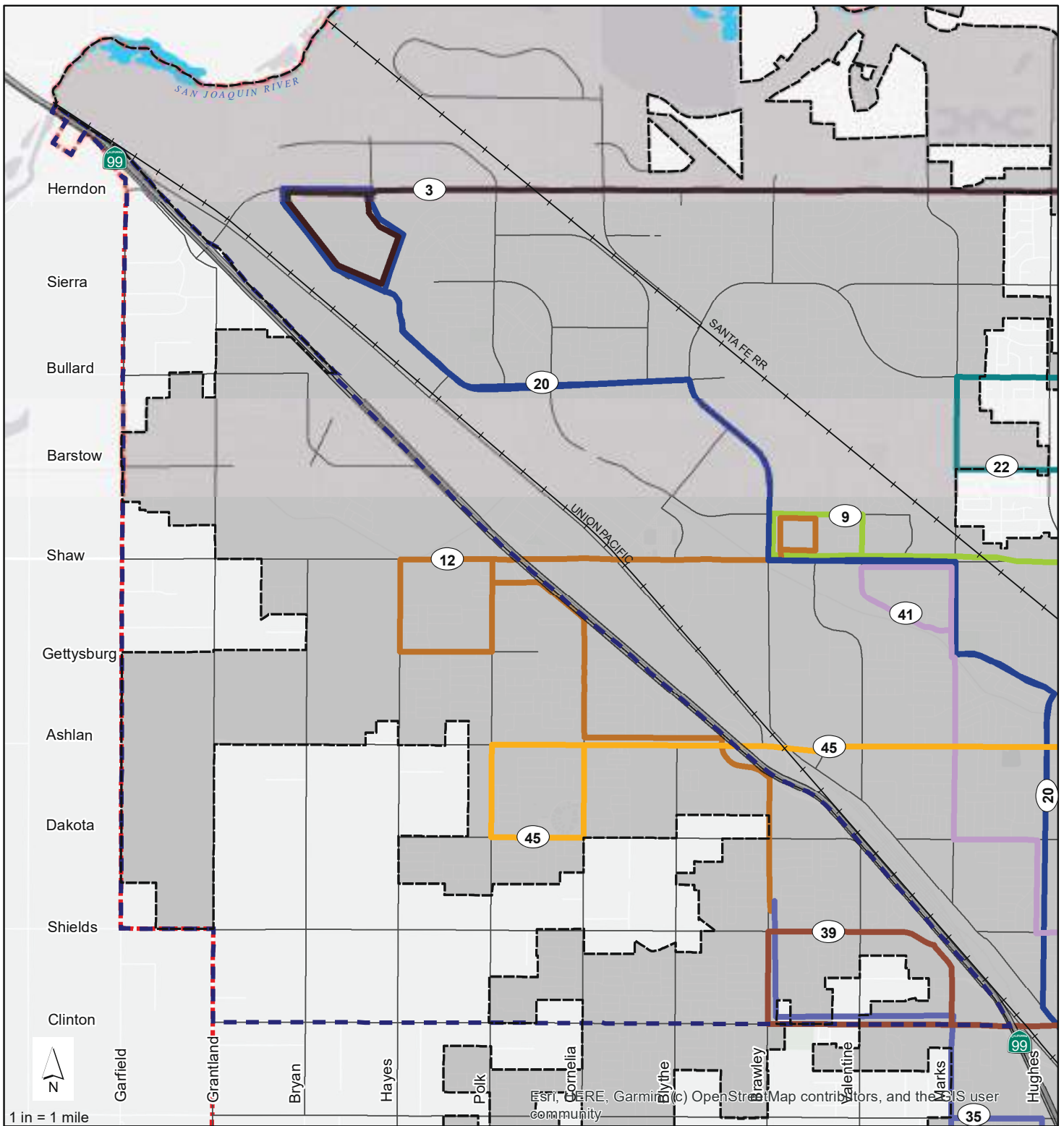
The West Area is currently served by bus Routes 12, 35, 39, and 45 (see [Map 3-3: West Area Existing FAX Bus Routes](#)). One of Route 12's key destinations is Inspiration Park, a universally accessible community park on Gettysburg Avenue near Hayes Avenue. An important stop for Route 39 is the Central Learning Adult/Alternative School Site (C.L.A.S.S.) near the intersection of Ashlan and Brawley Avenues. Meanwhile, the extended Route 45 creates a connection to Central High School East via Ashlan Avenue. Together, Routes 12, 35, 39, and 45 are within walking distance for roughly 66 percent of the West Area's residents (see also [Maps 5-5a and 5-5b: West Area Bus Stops Walksheds](#)).

The West Area routes have a one-transfer link with up to 12 other FAX routes, including Route

20, which connects the Shaw/Brawley area to the El Paseo shopping center via Figarden Loop and Riverside Drive. This is also where Route 3 intersects, connecting the West Area to Herndon Avenue with two transfers. Within the West Area, the interline of Routes 12 and 35 provide a seamless connection between the southern portion of Route 12 and the western segment of Route 35, resulting in a direct connection to the east for residents of the Plan Area via Olive Avenue.

As development continues to occur and the land uses along the Catalytic Corridors are intensified, FAX will review additional service changes to reach a wider constituency. For example, West Shaw Avenue between Highway 99 and North Grantland Avenue is envisioned to develop as a transit-oriented Town Center with enhanced bus service.

Under current procedures, new development does not typically contribute to the public transit system beyond an occasional requirement to improve transit-adjacent stops. In other words, there is a need to develop a methodology to determine a fair contribution from new development to the transit system, so that it may adequately serve the development's new residents, workers, and/or clients without needing subsidy or cuts from other parts of the system. Another supportive measure would be to work with large employers and educational institutions to provide transit passes to employees and students. FAX continually seeks grant funds and other revenue sources to sustain and expand its operations and improve its transit amenities, and will continue to explore resources and opportunities for additional service expansions in the West Area in the future.



MAP 3-3 West Area Existing FAX Bus Routes

- | | | |
|----------|----------|----------------------------|
| Route 03 | Route 35 | Specific Plan Boundary |
| Route 09 | Route 39 | Fresno Sphere of Influence |
| Route 12 | Route 41 | Fresno City Limits |
| Route 20 | Route 45 | |
| Route 22 | | |

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

Source:
Specific Plan of West Area Boundary, Fresno City Limits, Fresno Sphere of Influence, Highways, City of Fresno GIS data. FAX Bus Routes City of Fresno Department of Transportation, 2019; Fresno County Boundary, Railroads, Fresno County Regional GIS database. World Light Gray Canvas Base, Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community.

FAX is a vital transportation mode for many Fresnoans, especially for our youth who are too young to drive, for some of our older adults who no longer feel safe driving, and for people with disabilities. It serves everyone from people who have no other means of transportation to people who simply prefer public transit for economic, environmental, or personal reasons. Supporting the city’s public transit system thus not only moves us towards the goal of providing a balanced transportation infrastructure network for the West Area, it also helps Fresno become a more equitable city as well.



3.2.D | Roadways

One of the recurring concerns voiced through the public outreach process for this Plan was about the bottlenecking and congestion occurring at the points where the West Area connects across Highway 99. There are currently four access points in the Plan Area: an underpass on Herndon Avenue, and overpasses at Shaw Avenue, Ashlan Avenue, and Clinton Avenue. The primary pinch points are occurring at the Shaw/Polk intersection, Shaw/Highway 99 interchange, and the Ashlan/Parkway intersection.

Two additional crossing points are planned. The first is Veterans Boulevard, which will connect Herndon Avenue from east of Highway 99 to Grantland Avenue south of Shaw Avenue in the Plan Area. It is currently under construction. Once completed, it will serve as a **super arterial**, similar to Willow Avenue and Temperance Avenue. The second is Gettysburg Avenue, which is planned to underpass Highway 99 from the west to connect to Golden State Boulevard on the east.

.....

Residents also expressed frustration that they would clear the congestion at the Highway 99 and Shaw Avenue interchange only to be stopped again at the railroad tracks just on its east side. Future improvements funded through California High Speed Rail, which include a train overpass at Shaw Avenue and an underpass at Herndon Avenue, will help resolve this issue and provide for smoother traffic flow.

.....

Traffic congestion is not limited to Highway 99 crossing points; the West Area experiences a fragmented roadway network throughout, where portions of the roadway network transition abruptly from having three or more travel lanes down to one narrow travel lane in each direction. This creates, as one resident quipped, “streets that look like boa constrictors after lunch” (see [Map 3-4: West Area Roadway Existing Bottlenecks](#)). These conditions reflect the pattern of uneven development in the Plan Area, as roadway widening, traffic lights, and other transportation improvements are primarily the responsibility of incoming private development.

.....

Highway 99, running north and south, is the central roadway network for residents to access the other parts of the city and region for education and employment centers, medical facilities, and shopping and commercial centers. Yet because of the limited number and lengths of crossings, Highway 99 also serves as a barrier to the needed amenities east of the West Area.

Other proposed roadway improvements include extending Dakota Avenue from Hayes Avenue to Grantland Avenue, making Gettysburg Avenue a complete collector street from Highway 99 to Veterans Boulevard, and providing for a collector street on Garfield Avenue from Gettysburg Avenue to Shields Avenue (see [Map 3-5: West Area General Plan Planned Circulation](#)). For definitions of the various roadway types, see the Glossary in Section 7.1. The City and Caltrans are also preparing a feasibility study for the Highway 99 and Shaw Avenue interchange.

The City of Fresno, Fresno County, and the State of California are responsible for roadway maintenance within the Plan Area. The State oversees Highway 99, while the County and City maintain the roads within their respective boundaries.

3.2.E | Micromobility

Micromobility is a term that refers to lightweight vehicles including bikes, electric bikes, shared bikes, electric scooters, electric unicycles, and electric skateboards that typically run at speeds up to 15 mph. The rise of this form of transportation has improved connectivity for underserved communities, provided job opportunities for residents, and even holds promise to reduce pollution levels. In Portland, Oregon, a 2018 pilot study of e-scooters found that they replaced more than 300,000 vehicle miles traveled over a 120-day period.³ The study also found that more than 44,000 trips were taken with 243 e-scooters in an underserved area, equating to

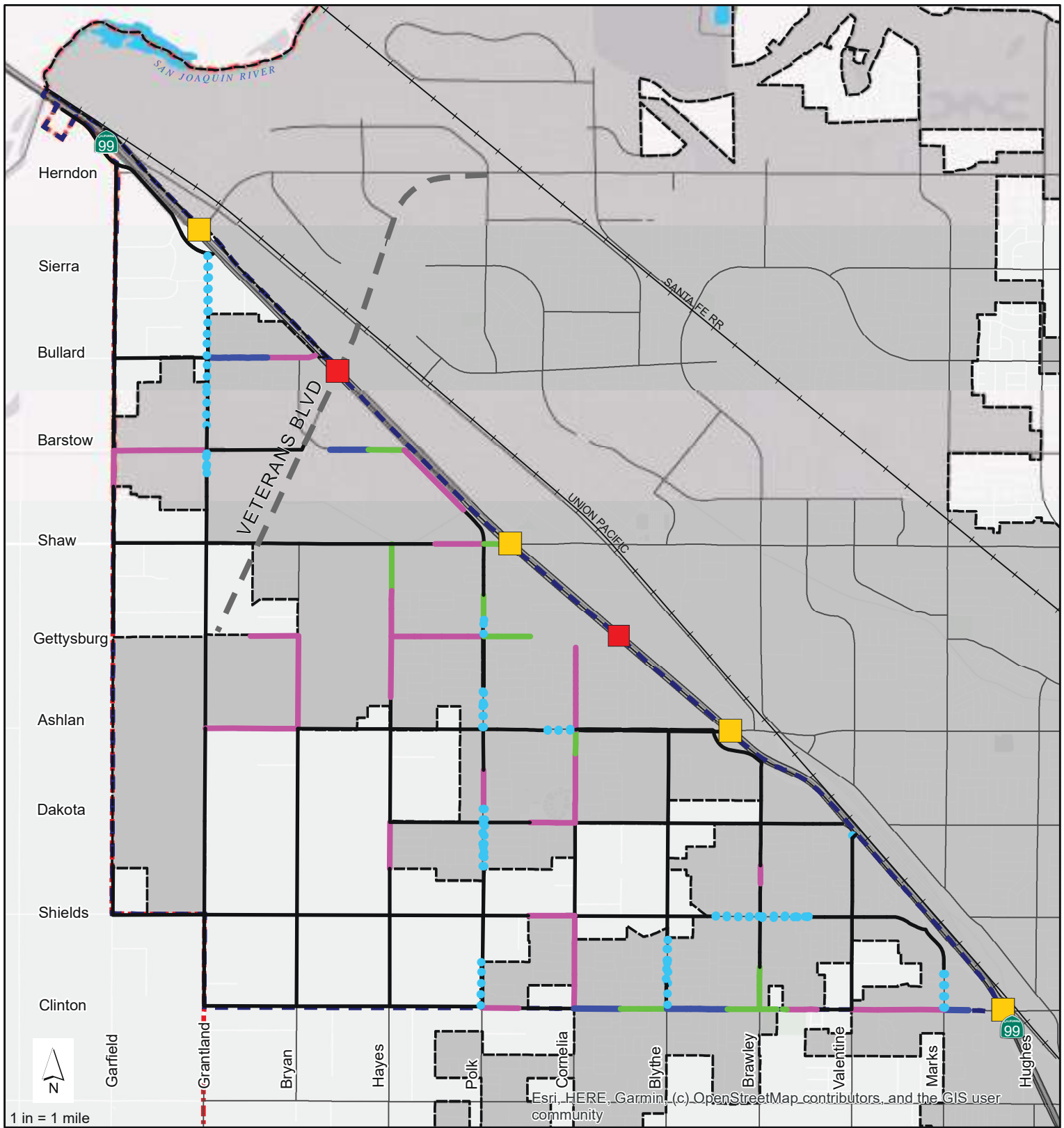
more than 366 trips per day or approximately 181 trips per scooter.

As with any nascent and emerging technology, there have been new challenges presented alongside their growing adoption. For instance, e-scooters gained early infamy for users who would leave them parked inappropriately. Another issue has been a conflict of shared space, where micromobility users will ride on sidewalks when they don't feel comfortable sharing the roadway with cars. However, many of these issues have been addressed in cities where micromobility is well established. For instance, some solutions have included installing protective barriers on bike lanes to increase rider comfort, designating parking spots for micro-vehicles, and restricting speeds and operating times. Beyond addressing these issues, many cities have found innovative ways to encourage micromobility such as letting users pay with their bus smart cards or mobile ticketing systems, installing shared mobility nodes near transit stops, and working with operators to provide affordable plans to people with limited income.

Although micromobility has not yet caught on en masse in Fresno⁴ the way it has in some other metropolitan areas, there is an opportunity to incorporate it into our infrastructure plans; to support it as another mode of transportation while reducing negative externalities. In the West Area, this can include planning for wider bicycle lanes in popular corridors, dedicating parking areas where micro-vehicles will not impede foot or vehicle traffic, restricting scooter operations

3 Portland Bureau of Transportation. 2018 E-Scooter Findings Report. <https://www.portlandoregon.gov/transportation/article/709719>

4 Note that Shared Mobility Devices are permitted pursuant to Chapter 9 Article 34 of the Fresno Municipal Code.



MAP 3-4 West Area Existing Roadway Bottlenecks

Number of Lanes

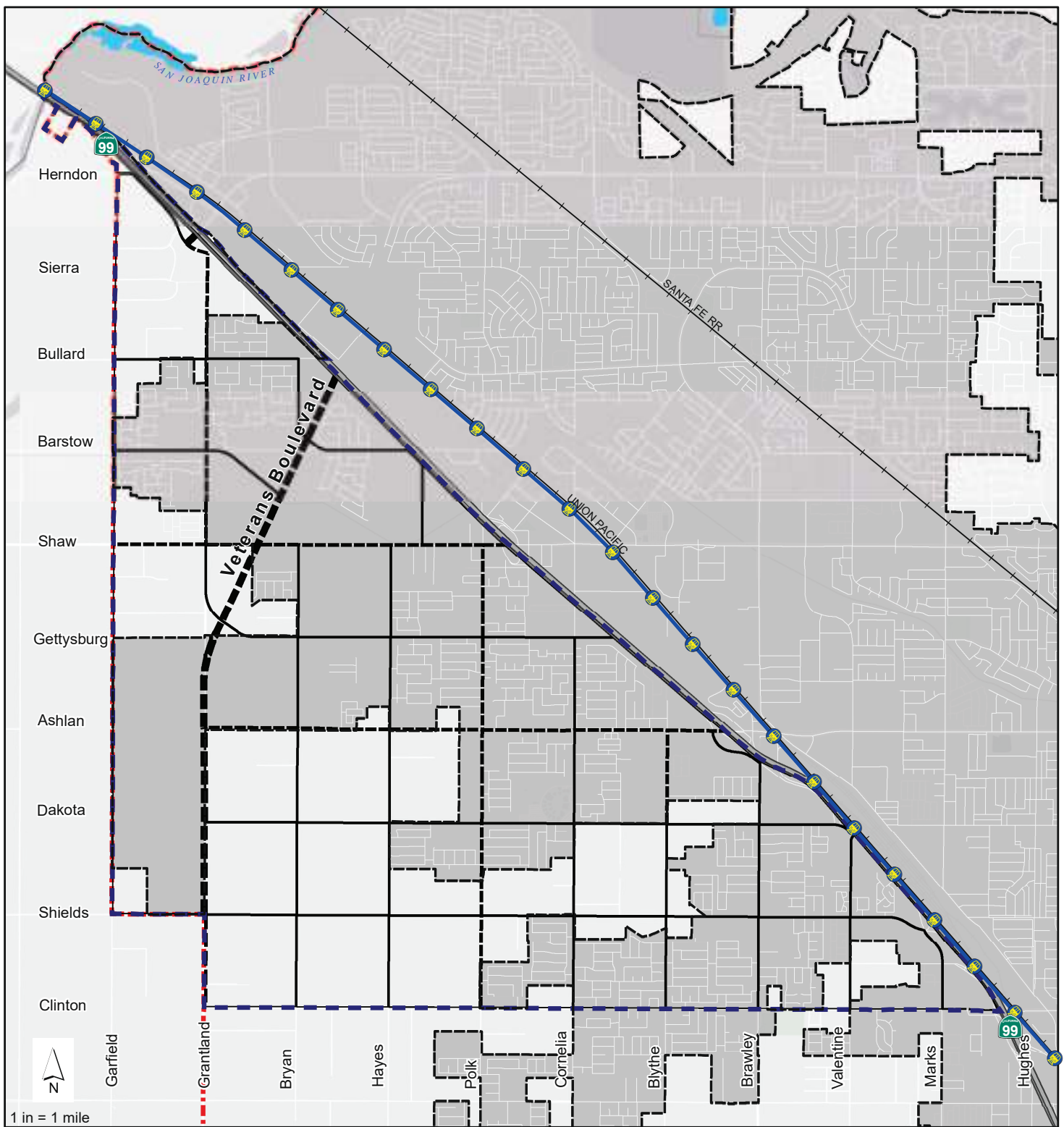
- 1 (Oneway or 1 lane ea. side of landscape or median future widening)
- 2 (2 lane ea. side of left turn median or local street)
- 3 (3 lane ea. side of left turn median or 2 lane w/ cont. left turn)
- 4 (2 lane ea. side off painted double divider line)
- 5 (4 lane w/ cont. left turn lane)
- Proposed Veterans Blvd

Highway 99 Crossings

- Existing
- Future
- Specific Plan Boundary
- Fresno Sphere of Influence
- Fresno City Limits

Source: Specific Plan of West Area Boundary, Fresno City Limits, Fresno Sphere of Influence, Highways, Highway 99 Crossing, City of Fresno, Planning and Development Department GIS data, Number of Lanes, City of Fresno Department of Public Works; Fresno County Boundary, Railroads, Fresno County Regional GIS database; World Light Gray Canvas Base, Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community.

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.



MAP 3-5 West Area General Plan Planned Circulation

- Freeway
- Super Arterial
- Arterial
- Collector
- High Speed Rail Alignment
- Specific Plan Boundary
- Fresno Sphere of Influence
- Fresno City Limits

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

Source:
City Limits, Sphere of Influence, Specific Plan of the West Area, City of Fresno Planning and Development Department, GIS Data 2019; Streets, General Plan Circulation Element, City of Fresno Public Works Dept.; The bridge inventory data obtained from Caltrans Structure Maintenance and Investigations (SMI) Database, as of April 15, 2015; Caltrans Division of Maintenance, Structure Maintenance: <http://www.dot.ca.gov/hq/structure/srmaint/>; Transportation, Rail network, California Region Timetable, 2013 California State Rail Plan in PDF file is available at website: <http://californiastaterailplan.dot.ca.gov/>; World Light Gray Canvas Base; Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community.

at night, and allowing room for shared mobility docks to be installed near major destination points. This can coincide with a general policy to promote micromobility as an affordable alternative to single occupancy vehicle commutes and as a first/last-mile connector.

.....

Single occupancy vehicle (SOV) is a term used to describe a single person utilizing a private automobile. Because most autos are built for two or more people, this leads to inefficiencies that impact the form of the built environment, requiring more space for fewer people.

.....

First/last mile is a term that refers to the distance between a person’s home, work, school, or other destination from a public transit stop.

.....



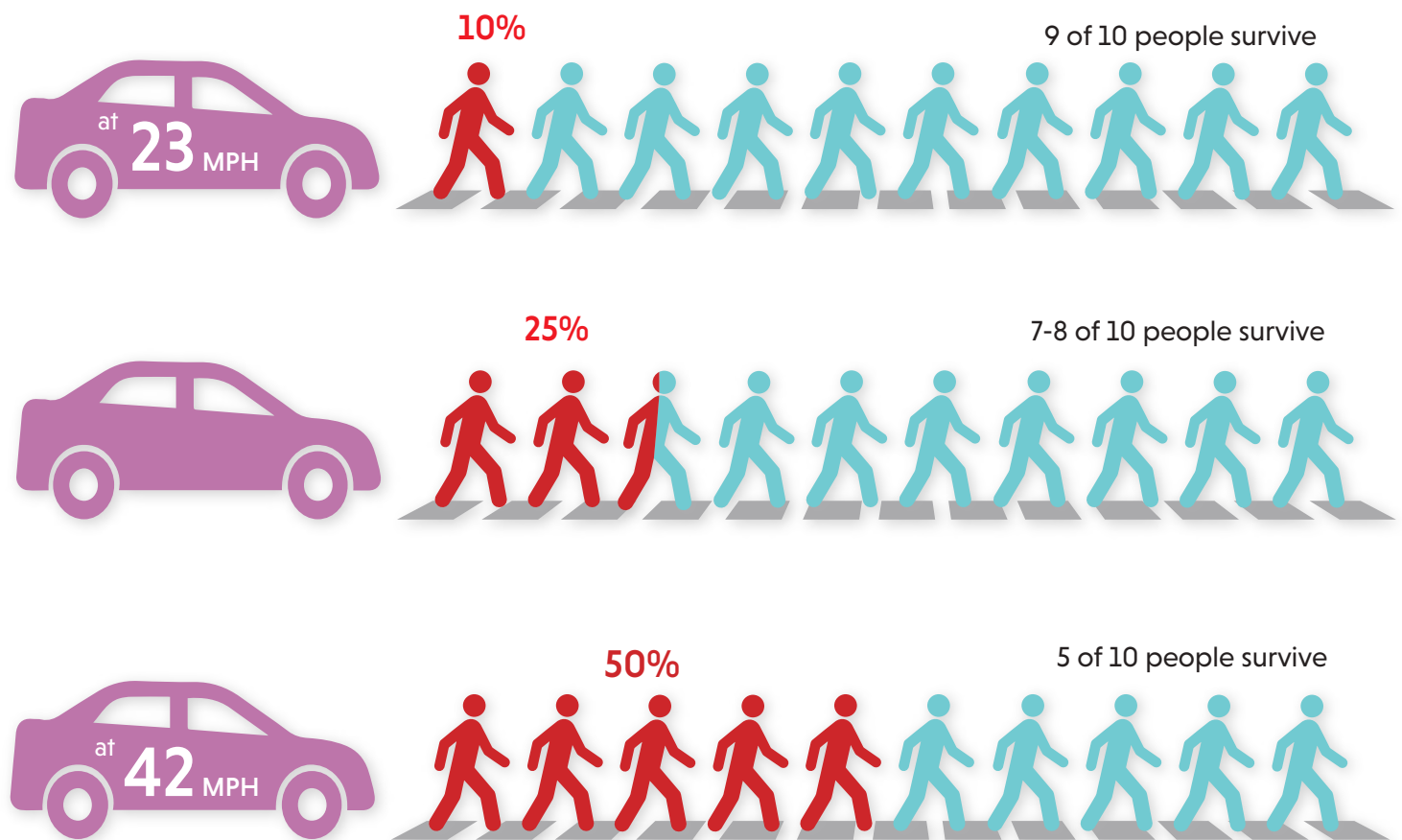
3.3 | Streetscape Improvements

The streetscape of the city forms a vast majority of its public realm and can influence feelings of access, safety, and sense of place within the areas we live, work, and recreate. Therefore it is vital that the streetscapes within the West Area are designed to connect and appropriately transition neighborhoods rather than serve as barriers between them.

3.3.A | Safety

Real and perceived safety can be influenced by the design of the streetscape. For instance, using physical elements like bulb outs and trees that make the road feel narrower to drivers have been shown to reduce speeding. Reduced speeds decrease the average risk of death, should someone be struck with a vehicle (see Figure 3-C: Traffic Speed and Risk of Pedestrian Fatality).

Figure 3-C: Traffic Speed and Risk of Pedestrian Fatality



Tefft, Brian. 2011. Impact Speed and a Pedestrian's Risk of Severe Injury or Death. Washington, DC: AAA Foundation for Traffic Safety.

This figure shows that slower speeds decrease the average risk of death for pedestrians when struck by vehicles. The speed limit for many streets in the Plan Area is 40 miles per hour; at this speed, the average risk of a pedestrian fatality is close to 50 percent.

.....

One way to think about an accessible built environment is to consider if any person from eight years old to 80 years old can use it comfortably and safely.

.....

At intersections, these elements can be augmented by Leading Pedestrian Intervals, which allow pedestrians a few seconds lead time to cross before auto traffic going the same direction. This increases the visibility of the pedestrians, leading to fewer collisions. At midblock crossings, especially near schools, median refuge islands and Pedestrian Hybrid Beacons (PHB) can further increase pedestrian safety. PHBs can be described as an on-demand stop light for midblock crossings. They are also sometimes called “HAWKs,” short for High Intensity Activated Crosswalks.



A new HAWK light being installed being installed at the trail crossing on Bryan Avenue

Pedestrian-scale lighting is another streetscape enhancement that can enable natural surveillance and provide a greater sense of safety. Such lighting should be provided with special consideration for transit stops, crosswalks, and along Catalytic Corridors. To lower the effects of streetlights on light pollution and save on energy costs the City can also research available options to dim lights when they are not needed.

Similar to lighting, the proper planting and care of landscaping within the streetscape can increase a neighborhood’s ability to have passive surveillance. For instance, shrubbery should not be so tall or dense as to impede visibility.

3.3.B | Sense of Place

While it is important to install crossings, lighting, and landscaping in a way that promotes safety, these elements of the streetscape can also be utilized to enhance a community’s sense of place.

First and foremost, our built environment must be welcoming and safe to all users, regardless of their age, ability, or language. This means that planning for the streetscape should include physical, visual, and audial elements that provide a meaningful experience for the users of the space. These experiences can then translate into feelings of connection.

The incorporation of art and history into a space are two ways to bring this vitality to the future streetscapes of the West Area. With intersections and midblock crossings, the City can work with residents to create artfully designed crosswalks that celebrate a local school or tie into West Area’s agricultural history. These designs can even be themed based on the identity of the

neighborhood and located as a motif throughout it. In highly visible corridors, murals can accomplish similar aspirations, and those located at a pedestrian level can incorporate tactile elements to additionally be enjoyed by people who are blind or visually impaired. Benches and trees add further invitation to enjoy these spaces. These elements should be prioritized where there is significant pedestrian activity at retail or commercial centers, schools, bus stops, public parks, community resource centers, the public library, and places of worship.

Another method to add visual identity to the West Area is to incorporate a banner program along major streets and other pedestrian-oriented areas. Similar to those seen in Downtown, banners are hung from streetlights to denote entrance into a particular district or to share information in a celebratory or honorific way. For example, a military service banner program would be a natural fit for Veterans Boulevard. The program allows families to hang a banner to honor the military service of a loved one. The banners are displayed for a specified period, which provides opportunity for more families to participate over time.

Finally, attention should be paid to the areas visible from Highway 99 that act as an unofficial gateway to the city. Beautification and wayfinding signage can promote the West Area as a destination, in particular for agritourism activities. As part of the latter, additional signage pointing to local wineries and farm stands can enhance the exploration aspect of wine and produce trails.

In order to retain the positive influences these ideas can generate, implementation should be accompanied by a long-term maintenance plan with identified funding sources.



Photo Credit: Chieko Hara, Porterville Recorder



3.3.C | Landscaping

Landscaping plays an important role in the aesthetic and utilitarian functionality of streetscapes. In addition to influencing the safety and sense of place within the public realm, the right kind of landscaping can also help recharge groundwater, protect against flooding, and reduce the urban heat island effect. Trees are essential for shade during Fresno’s hot summer months. Drought-resistant landscaping can also reduce maintenance and water costs. To achieve these benefits, the City should review and encourage the adoption of landscaping in new and retrofitted development that incorporates safety, social, and environmental benefits.

As part of the aforementioned review, the City should investigate refinement of Tree Fresno’s Community Landscapes Plan for West Fresno.⁵ In this Plan, Tree Fresno and other community partners, including Fresno Council of Governments, developed a concept plan for themed landscape districts within the West Fresno area.

The Community Landscapes Plan boundary and this Specific Plan boundary overlap, but are not congruent. However, the concepts could be refined to suit the Plan Area. This effort should be done through further resident engagement to align landscape districts with neighborhood identities and can also include neighborhood art strategies that incorporate planning for the design of crosswalks, location of murals, etc. Figure 3-C: West Fresno Community Landscapes Plan Districts Map and Figure 3-D: Community Landscapes Plan Forest District Tree & Plant Palette demonstrate just a few of the concepts that can be refined to a neighborhood level throughout the West Area.

.....
The Forest District concept includes vegetative barriers along busy corridors, such as Highway 99 to provide a buffer that can reduce noise while improving both air quality and landscape beautification.
.....



Garfield Avenue, lined with olive trees

5 Tree Fresno (2019). Community Landscapes Plan – West Fresno. Fresno Council of Governments. <https://www.fresnocog.org/wp-content/uploads/2016/05/West-Fresno-CLP-executive-V9-FINAL-101519-1.pdf>.

Figure 3-D: West Fresno Community Landscapes Plan Districts Map

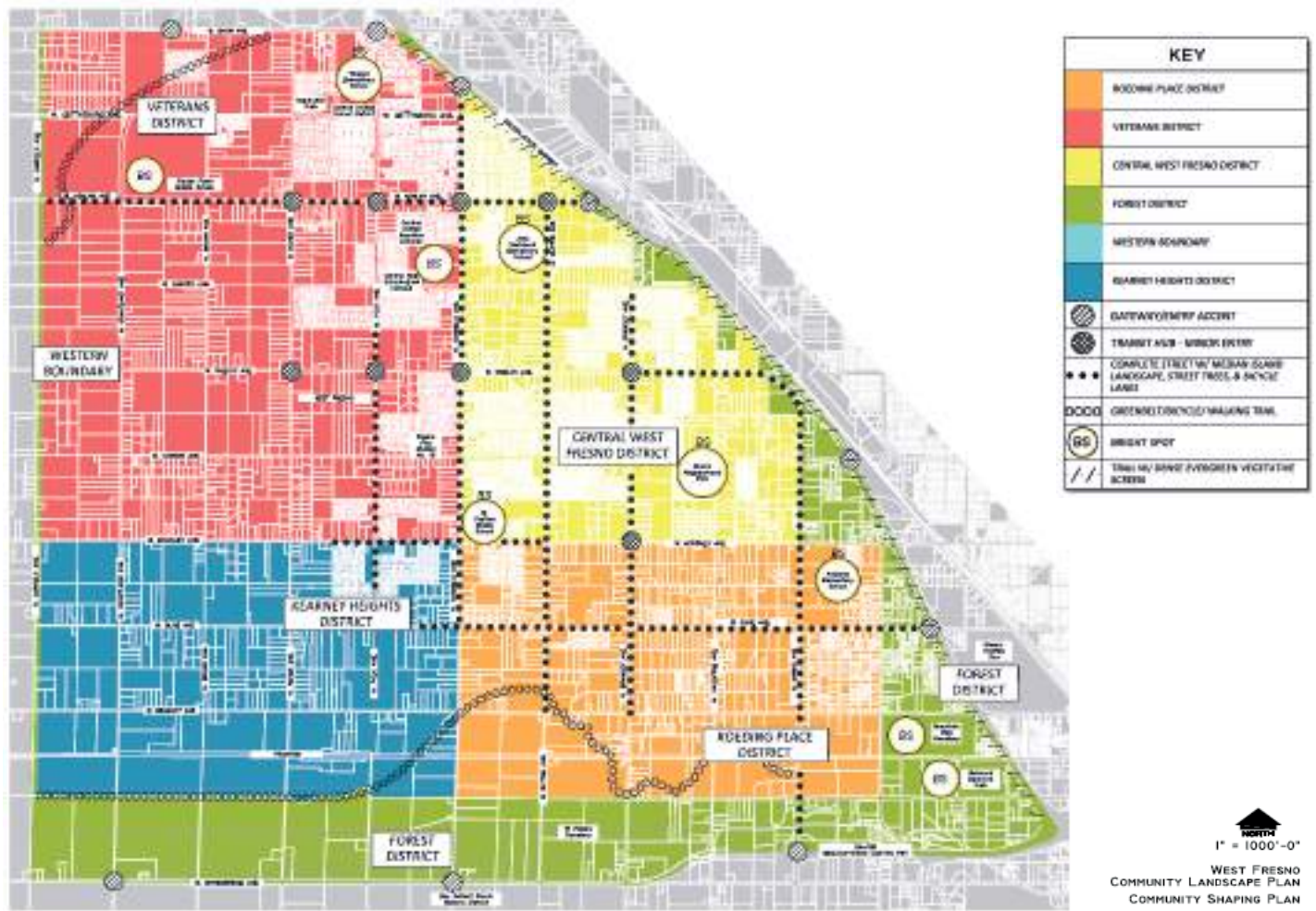


Figure 3-E: Community Landscapes Plan - Forest District Tree & Plant Palette



3.4 | Water Resources & Natural Habitats

Fresno's water and wastewater systems provide the minimum basic needs for residents to live healthfully within the city: clean drinking water and sanitary sewer systems. Promoting a continuous network, implementing recycled water systems, and maintaining a high level of service are priorities for the West Area.

3.4.A | Water

The City of Fresno Department of Public Utilities Water Division is tasked with providing potable water to Fresno residents and some residents located within Growth Area 1, which amounts to a customer base of over 500,000 residential, commercial, and industrial users. The primary water source is derived from the King's River Subbasin, a large underground water system that supplies many communities within the Central Valley and is Fresno's sole source aquifer. Over the last few years the City has been in the process of transitioning from sourcing groundwater to surface water in order to preserve water resources for long-term sustainability.

The City operates approximately 260 wells that draw water from the King's River Subbasin, which is then conveyed through several thousand miles of pipes. [Map 3-6: West Area Existing Water Resources](#) shows the location of active wells and water pipes within the West Area and surrounding neighborhoods to the east and south. Many neighborhoods within the Plan Area already utilize active water wells and future development will be required to build or contribute towards the expansion of systems to

meet the built-out capacity of the Plan Area. This may provide areas that are not presently served by the municipal water system an opportunity to connect. Immediate connection to the City's water system, however, is not required should an existing residential or commercial property be annexed into the city. It is only required when the existing well runs dry, is abandoned, or otherwise becomes unusable.

In addition to providing the community with safe drinking water, restoration of our groundwater supply and increasing our city's drought resilience are important goals for this Specific Plan. Water security and quality is driven by a collective effort among all residents, business operators, and municipal bodies - we must be good stewards of this resource. On an individual level, this might mean reducing lawn watering or taking shorter showers, but on the Plan Area level it can mean encouraging the installation of grey water systems, expanding **groundwater recharge** efforts, incorporation of drought-resilient landscaping, and reduction of nonporous surfaces in new subdivisions, commercial centers, and public streetscapes.

3.4.B | Wastewater

The Fresno-Clovis Regional Wastewater Reclamation Facility is the seventh largest facility in the state of California. Over 1,500 miles of sewer pipelines and other sanitary collection system infrastructure, such as lift stations and manholes, are necessary to help clean wastewater in order for it to be safely recycled. The system

treats approximately 68 million gallons of wastewater every day. In the future, some of the recycled water may be directed to 1,700 acres of ponding basins to percolate into the ground. The wastewater infrastructure located in the Plan Area includes sewer pipes from smaller than 12" in diameter to 33" or greater in diameter. A sewer lift station is also located in the Plan Area (see [Map 3-7: West Area Existing Wastewater System](#)).

The wastewater infrastructure in the West Area is anticipated to accommodate future growth and development. Some areas currently utilize septic systems and future development will provide an option to connect to the City's sewer system. As with water, new development will be required to build or contribute towards the design and construction of collections systems sufficient to serve the built-out capacity of the Plan Area. Should an existing residential or commercial property be annexed into the city, sewer connection would be required within three years after the annexation into the city took effect.

3.4.C | Recycled Water

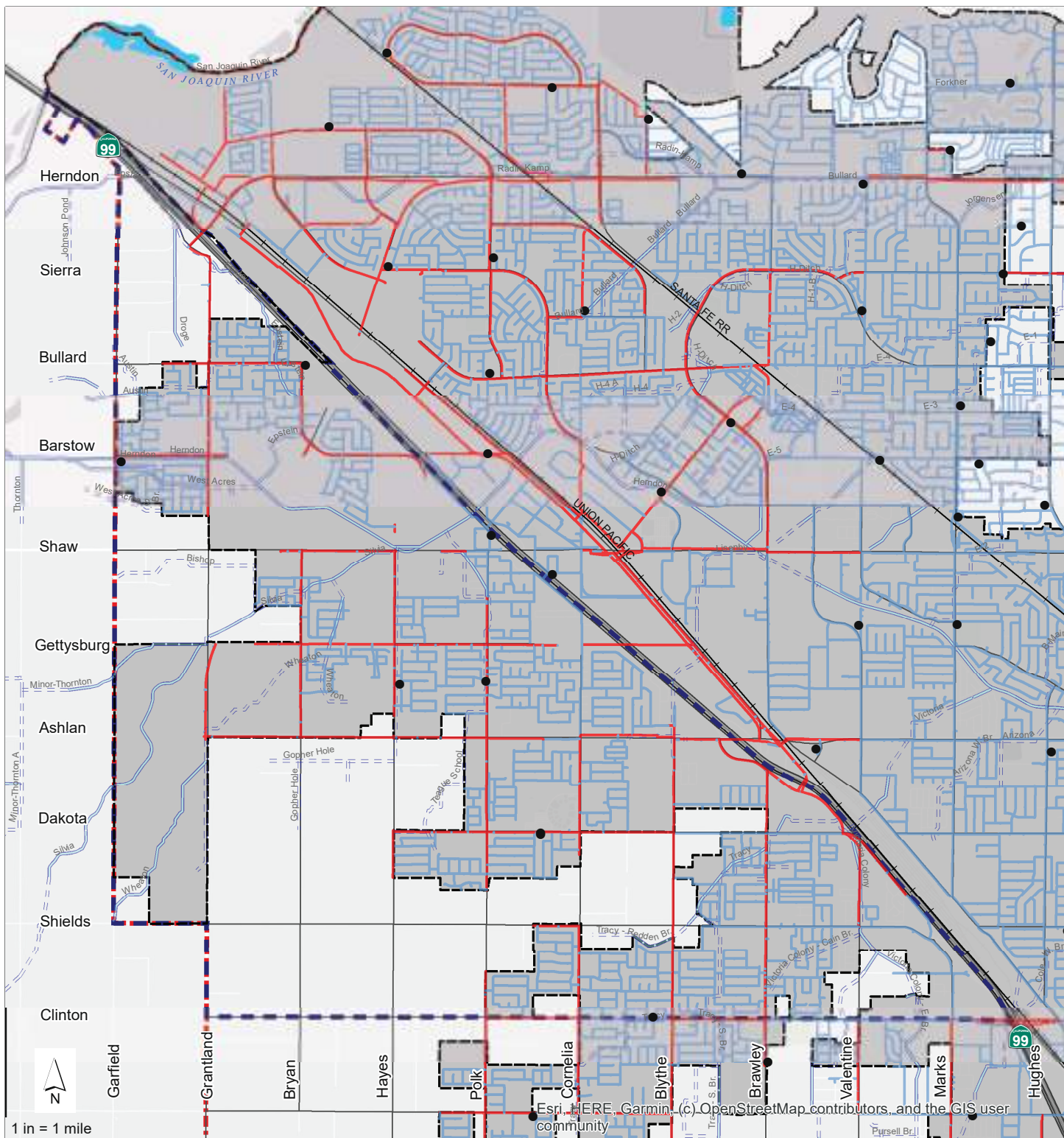
Use of recycled water is a large component of Fresno's strategy to ensure a sustainable water supply and reduce overuse of groundwater by treating and reusing water for non-potable purposes. Non-potable uses include watering golf courses, cemeteries, open space and parks, street medians, and other pervious surface areas throughout the region.

The City is in the process of planning and constructing a comprehensive Recycled Water System, which will include parts of the West Area. Many of the segments of the overall System are

either under construction or already completed, and a Water Reuse Master Plan is underway to evaluate all options and plan for the future use of recycled water throughout the city.

3.4.D | Natural Habitats

The public realm is not limited to urban, human-made environments. It also consists of natural habitats that require preservation to sustain species for future generations. As Fresno's urban landscape expands into uninhabited land, special attention must be paid to locating and protecting any existing, sensitive natural habitats.



MAP 3-6 West Area Existing Water Resources

Water Resources

- Active City Well
- <12" Diameter
- 12" - 30" Diameter

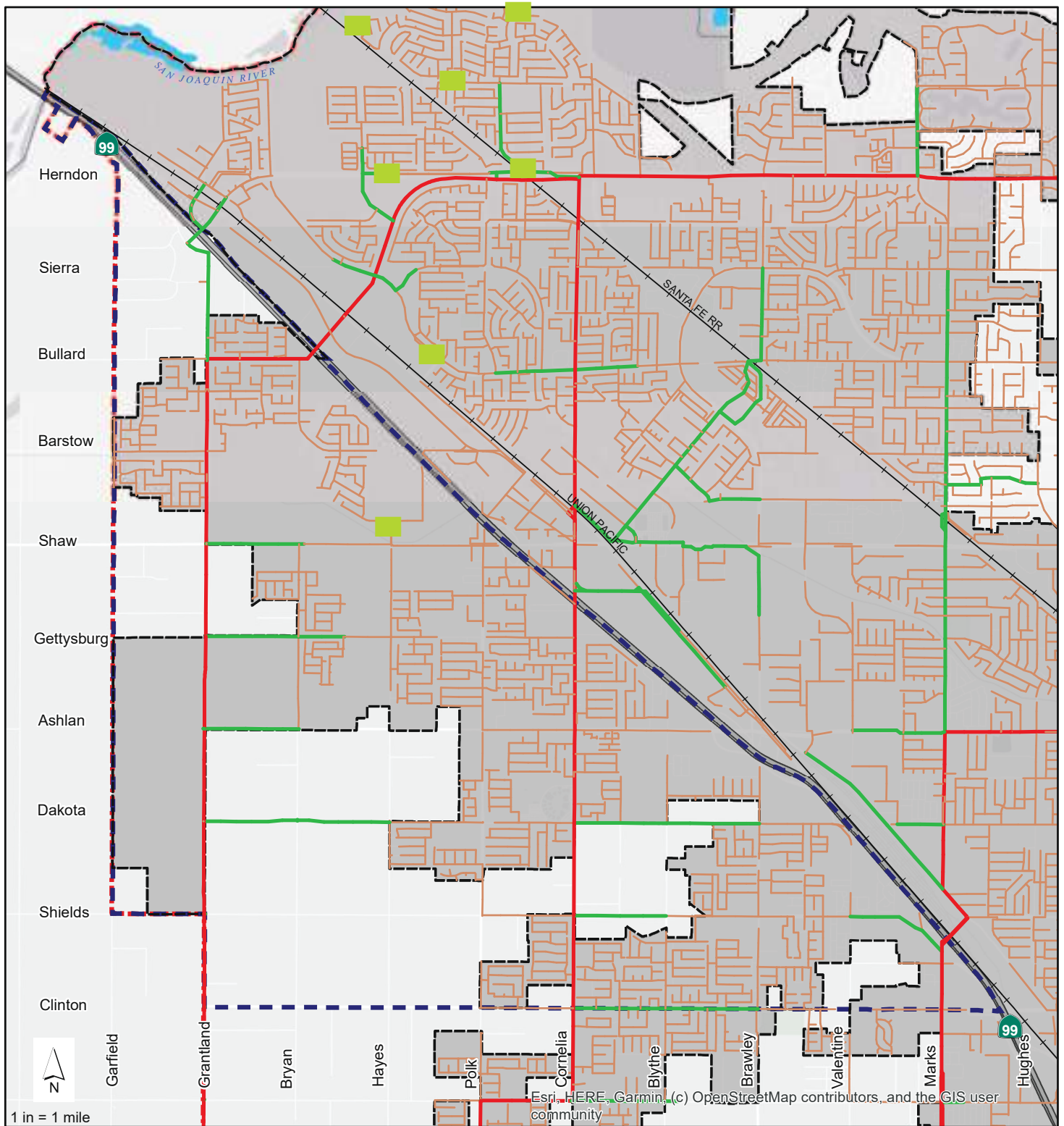
Fresno Irrigation District

- Canal
- Culvert
- ... Pipeline

- Fresno City Limits
- Specific Plan Boundary
- Fresno Sphere of Influence

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

Source: City Limits, Sphere of Influence, Specific Plan of the West Area, City of Fresno Planning and Development Department, GIS Data 2019; Streets, City of Fresno Public Works Dept.; Water Resources, City of Fresno Public Utilities Dept 2019; FID data, Fresno Irrigation District; World Light Gray Canvas Base; Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community.



MAP 3-7 West Area Existing Wastewater System

- Sewer Lift
- < 12" Diameter Sewer
- 12" - 33" Diameter Sewer
- > 33" Diameter Sewer
- Fresno City Limits
- Specific Plan Boundary
- Fresno Sphere of Influence

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

Source: City Limits, Sphere of Influence, Specific Plan of the West Area, City of Fresno Planning and Development Department, GIS Data 2019; Streets, City of Fresno Public Works Dept.; Waste Water Resources, Sewer Lift, City of Fresno Public Utilities Dept. 2019; FID data, Fresno Irrigation District; World Light Gray Canvas Base; Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community

3.5 | Goals & Policies

The goals and policies within this section are based on input from community members, the recommendations of the Steering Committee, and current best practices. They are intended to advance the functionality and vibrancy of the West Area. For purposes of readability, the phrase “Infrastructure & the Public Realm” will be abbreviated as “IPR” in this section. Each policy shall be interpreted as an affirmative and required action.

IPR Goal 1 Improve access, movement, and safety for all transportation modes in the West Area.

- IPR 1.1** Implement the Active Transportation Plan, ADA Transition Plan for ROW, and the General Plan to provide for complete, safe, and well-maintained sidewalk, bicycle, and trail networks that are compliant with the Americans with Disabilities Act, and which connect established and planned residential neighborhoods to destinations such as commercial and employment centers, schools, parks, and community centers.
- IPR 1.2** Identify and address existing infrastructure gaps in the West Area; target remedies through the creation of a priority areas list.
- IPR 1.3** Collaborate with Central Unified School District and Fresno County to support complete routes to schools by collecting family travel data, prioritizing infrastructure improvements near schools, and promoting annual Walk & Bike to School Days to encourage active transportation.
 - a. Priority routes to update include (but are not limited to) a. Ashlan from Cornelia to Hayes, b. Valentine from Shields to Clinton, c. Dakota from Brawley to Cornelia, and d. Polk from Clinton to Dayton.
- IPR 1.4** Create a connected, safe, and pleasant pedestrian experience by requiring the provision of curb, curb ramps, gutter, streetlights, sidewalks, and street trees on both sides of the street in and adjacent to all new developments.
- IPR 1.5** Encourage the provision of amenities that enhance the pedestrian experience, such as sidewalks that are 5-7 feet or wider to allow people to stroll both together or apart at comfortable distances, as well as benches, shade, greenery, and - in more prominent gathering places - water features (using rainfall or recycled water).
- IPR 1.6** Require the installation of bicycle-supportive infrastructure to future development and roadway improvements, including bike parking facilities as well as through lanes and detection loops at every signaled intersection where Class II and Class IV bike lanes are existing and planned.
- IPR 1.7** Where Class II and Class IV bike lanes currently exist and are planned on roads with

speeds of 30 mph or greater, add a painted buffer to the bike lane to provide improved safety and permit future installation of a protective barrier.

- IPR 1.8** Expand transit services in the West Area as development occurs, by locating routes near or adjacent to civic centers, schools, public parks, and retail centers and explore feasibility to create a West Area-Downtown Connector Route.
- IPR 1.9** When a project generates Vehicle Miles Traveled (VMT) above an established threshold, require mitigation consistent with the City's VMT Program. If consistent with the Program, mitigation could potentially include funding for active transportation improvements, such as upgrades to bicycle, pedestrian, and transit infrastructure, transit service extensions, or contributions to an active transportation fund.
- IPR 1.10** When a development project is planned at major intersections or along a Catalytic Corridor with existing or future transit service, require enhancements to transit stops, such as sidewalks, benches, lighting, trash cans, accessibility improvements, shelters, and/or shading.
- IPR 1.11** When improvements related to large employers or schools (defined as having 100 or more employees or students) are proposed, consider requiring a subsidized transit pass program for employees and students.
- IPR 1.12** Improve multimodal transportation access across Highway 99 by a) completing the Veterans Boulevard interchange project and the underpass at West Gettysburg Avenue, b) consider updating the ATP and General Plan to include potential future multimodal crossings (such as an extension of Cornelia Avenue either across Highway 99 or from Shaw to the future undercrossing at Gettysburg Avenue), and c) update Golden State Avenue in the ATP and General Plan to have enhanced bike facilities.
- IPR 1.13** Designate Grantland Avenue and Veterans Boulevard between Clinton Avenue and its overcrossing of the railroad tracks as a boulevard area, with a required 30-foot landscaped setback. Planned elements of the city's master trail system may be located partially within this setback.
- IPR 1.14** Reduce the impacts of freight trucks through a) examining truck routes in the West Area to provide a strategy to alter any routes that utilize lower-intensity residential roads or are near K-12 schools and b) reviewing the Development Code for potential improvements that will help mitigate health impacts from freight-related uses.
- IPR 1.15** Continue to support and coordinate with California High Speed Rail to create a railroad overpass at Shaw Avenue and underpass at Herndon Avenue.
- IPR 1.16** Work to reduce roadway bottlenecks and collaborate with Caltrans and other regional partners to improve the interchange at Highway 99 and Shaw Avenue.

- IPR 1.17 Address issues of vehicle congestion in the West Area through a) studying congestion patterns, location, and traveler characteristics to determine potential solutions. Furthermore, new development should strive to promote active transportation to reduce auto-dependency and overall traffic impacts.
- IPR 1.18 Encourage the use of micromobility in the West Area, consider it when designing or retrofitting transportation-related infrastructure, and explore potential for integration with public transit.
- IPR 1.19 As part of the next General Plan process, perform an analysis of access to transportation options across socio-economic factors to determine how to improve connections for currently under-resourced communities.
- IPR Goal 2 Provide streetscapes that are welcoming and safe to all users, instill a sense of place within the West Area, and contribute to the community's safety and quality of life.**
- IPR 2.1 Install traffic calming elements such as bulb outs and trees in pedestrian-oriented areas, such as at intersections and crosswalks to lower speeds and increase safety.
- IPR 2.2 Install pedestrian safety features such as midblock crossings, especially near schools; leading pedestrian intervals at intersections; median refuge islands along wider streets; scramble crossings in high pedestrian areas; and pedestrian-scale lighting along major corridors, at crosswalks, and at transit stops. Midblock crossings near schools should include Pedestrian Hybrid Beacons (PHB) and traffic signal timing changes.
- IPR 2.3 Build on the Highway 99 Beautification Master Plan and create attractive gateways from Highway 99 to the West Area.
- IPR 2.4 Collaborate with the Fresno County Office of Tourism, the Vintners and Distillers of Fresno County, Fresno County Farm Bureau, and other potential partners to incorporate wayfinding signage throughout the West Area that promotes agritourism activities, including highlighting the locations of local wineries and farm stands.
- IPR 2.5 Consider implementing a streetlight banner program along major streets and other pedestrian-oriented areas to promote spatial identity and local celebrations, including a military service banner program for Veterans Boulevard to permit families to apply to have a banner hung in honor of their loved one's military service.
- IPR 2.6 Collaborate with Central Unified School District to identify and facilitate needed streetscape improvements to add safety features, create unique landscapes, and enable student-led art projects to increase visibility and sense of place around local schools.
- IPR 2.7 Engage residents to identify cohesive neighborhoods within the West Area and develop landscape districts and arts strategies for each neighborhood.

- IPR 2.8 Encourage streetscape improvements to incorporate tactile, visual, and audial elements to allow broad enjoyment of the public realm and prioritize these elements where there is significant pedestrian activity at retail or commercial centers, schools, bus stops, public parks, community resource centers, and places of worship.
- IPR 2.9 Plant locally appropriate, drought-tolerant landscaping and, where possible, incorporate designs that can contribute to groundwater recharge, flood protection, and reduced urban heat island effects.
- IPR 2.10 Increase tree canopy coverage in the West Area, with prioritization for areas that a) currently have minimal tree coverage, b) have a high level of pedestrian activity (ex. near schools, commercial centers, etc.) and c) are disproportionately exposed to pollution.
- IPR Goal 3 Continue to plan for, properly manage, and preserve water resources and natural habitats in the West Area.**
- IPR 3.1 Encourage the incorporation of water conservation methods in new development, such as greywater systems, drought-resilient landscaping, and reduction of nonporous surfaces.
- IPR 3.2 Continue to evaluate Capital Improvement Programs and update them to add missing infrastructure and to meet the demand for new development.
- IPR 3.3 Continue to set appropriate conditions of approval for each new development proposal to ensure that water resource facilities are in place prior to construction and building occupancy.
- IPR 3.4 Continue to plan for, install, and operate recycled water systems to benefit the West Area and to support local resource conservation goals.
- IPR 3.5 Utilize existing regulations and procedures, including but not limited to, the Development Code and the environmental review process, in order to conserve any existing or discovered wetland, riparian, or other sensitive habitats within the Plan Area.
- IPR 3.6 Where sensitive biological habitats have been identified or are discovered on or immediately adjacent to a project site, the project shall include appropriate mitigation measures determined by a qualified biologist.
- IPR 3.7 Coordinate with the California Department of Fish and Wildlife, Fresno County, and local watershed protection groups to identify potentially impacted aquatic habitat within the Plan Area and to develop management guidelines to be implemented by development, recreation, and other projects adjacent to ponds, ditches, canals, and other waterways.
- IPR 3.8 Plan for a groundwater recharge greenway, with an incorporated Class 1 trail, near the western edge of the West Area boundary.



PUBLIC FACILITIES



4.1 | Introduction

No neighborhood is complete without access to the important services that public facilities provide. In this Chapter, we review the existing and planned public facilities in the West Area, including parks, trails, and open space; schools; police, fire, and medical facilities; and community centers. With astute planning, public facilities can become anchors within Complete Neighborhoods, contributing to the identity, health, safety, and overall quality of life for West Area residents.

In this Chapter:

4.2 | Parks & Trails

4.3 | Schools

4.4 | First Responders

4.5 | Community Centers

4.6 | Goals & Policies

4.2 | Parks & Trails

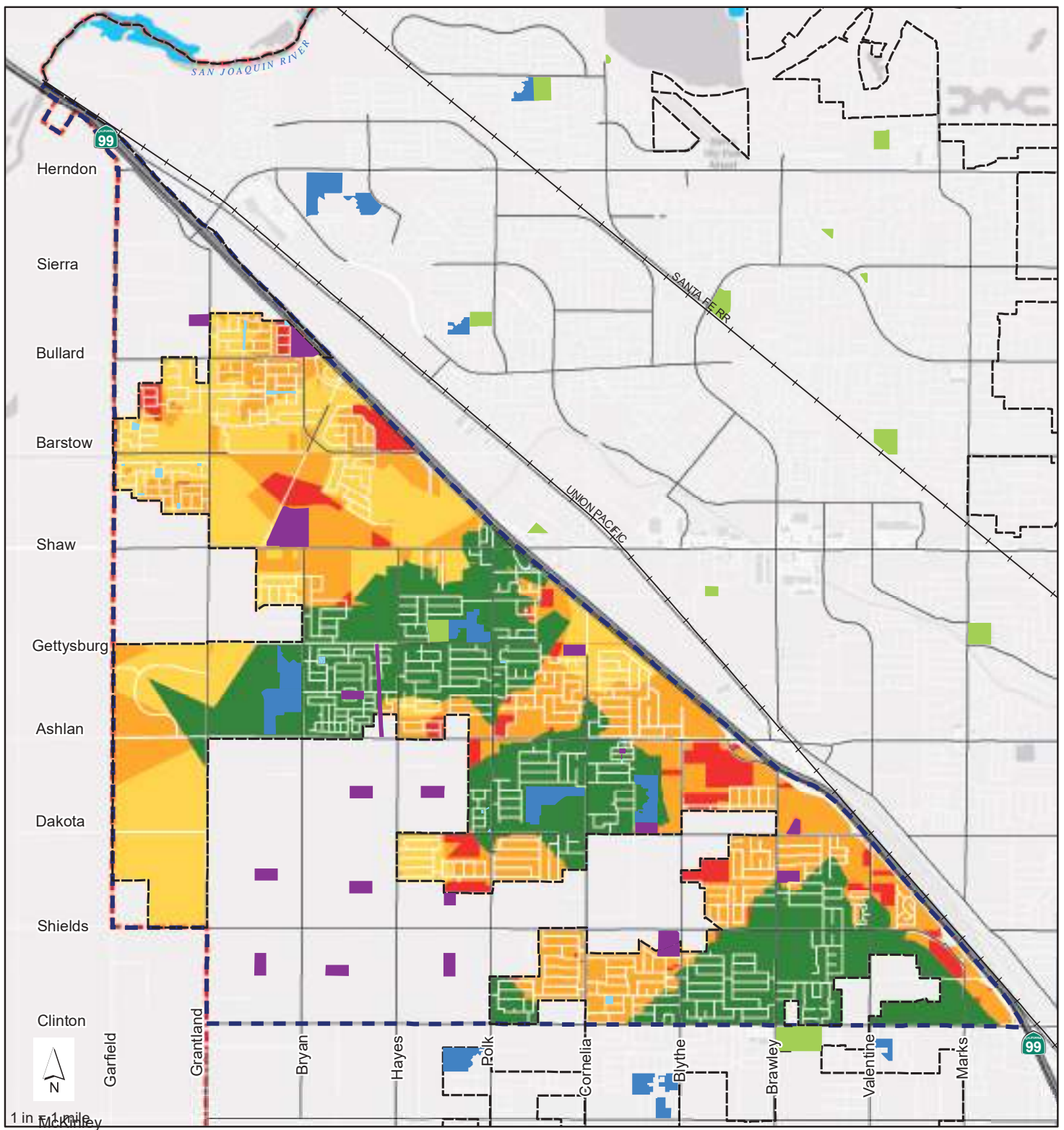
4.2.A | Existing & Planned Parks

The General Plan identified park needs based on acreage and population estimates, with the goal of having two acres per 1,000 residents for **regional, open space, and special use parks** and three acres of park space per 1,000 residents for **pocket, neighborhood, and community parks**.

Park Type	Typical Acreage	Description
Pocket	0.5 - 2	Intended to serve the needs of a smaller, specific neighborhood located within a half-mile radius of the pocket park. Pocket parks should include amenities to draw neighbors to the park such as a tot lot, picnic bench, or shade structure.
Neighborhood	2 - 10	Provides basic recreational activities for neighborhoods located generally within a one-mile radius. These parks contribute to neighborhood identity and accommodate a range of facilities.
Community	10 - 40	Helps define a community or district and is intended to serve the more active recreational needs of persons who live or work within a two to four-mile radius. These parks typically include facilities such as lighted sport fields and a community center building with a gym, meeting rooms, and restrooms.
Regional	40+	Meant to serve a large number of residents across a broad area of the city, or around 100,000 residents. Regional parks typically include community park features and/or unique recreational opportunities.
Open Space	Any	Undeveloped areas that serve the entire city of Fresno, providing opportunities for unstructured, low-impact recreation, and/or conservation.
Special Use	Any	Parks that include spaces that do not fall within a typical park type and usually serve a single purpose.

The 2017 City of Fresno Parks Master Plan found that there were 952 acres of regional, open space, and special use parks throughout the city, giving a ratio of 1.81 acres per 1,000 residents. This measurement is taken at a citywide scale as these parks are intended to serve a large number of residents across a broad area, however it should be noted that there are no regional parks located within the Plan Area. To address this, Section 4.2.B discusses the potential to add a regional park or special use park in the West Area.

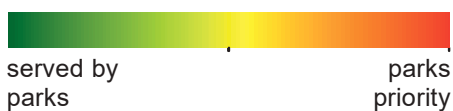
For pocket, neighborhood, and community parks, the West Area currently has one neighborhood park, Inspiration Park (7.92 acres), and 7.08 acres of pocket parks, which are located in newly established housing developments. The Parks, After School, Recreation and Community Services (PARCS) Department is in the planning stages for a new five-acre neighborhood park, to be located at Dakota and Milburn Avenues. The nearest community park to the Plan Area is Jaswant Singh Khalra Park, which is located just outside the Plan Boundary at the southeast



MAP 4-1 West Area Parks Master Plan Existing Conditions Needs Gradient

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

- Fresno City Limits
- Specific Plan Boundary
- Fresno Sphere of Influence



- CFD Parks and Open Space
- Existing Parks and Open Space
- Planned Parks and Open Space
- Public Schools with Open Campus

Source:
City Limits, Sphere of Influence, Specific Plan of the West Area, Existing Parks and Open Space, City of Fresno Planning and Development Department, GIS Data 2019; Streets, City of Fresno Public Works Department; Existing Conditions Needs Gradient Map, Public Schools with Open Campus, Planned Parks, Fresno Parks Master Plan, Adopted December 14, 2017; <https://www.fresno.gov/darm/general-plan-development-code/#tab-11>; World Light Gray Canvas Base; Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community.

corner of Clinton and Brawley Avenues. See [Map 4-1: West Area Parks Master Plan Existing Conditions Needs Gradient](#) for an estimate of the areas served and not adequately served by existing parks.

The combined 15 acres of pocket/neighborhood/community park space in the West Area equates to approximately 0.38 acres of park space per 1,000 residents. This does not include Central Unified School District (CUSD) campuses that are open to residents. To meet the General Plan's goal for the residential population in 2020, the West Area needs an increase of 104 acres, for a total of 119 acres (see Table 4-A: West Area Existing, Needed, and Proposed Park Acres). A future population of 163,211 residents will require a total of 490 acres of pocket, neighborhood, and community parks. The Specific Plan designates a total of 112 acres of pocket, neighborhood, and community parks,

seven acres of open space, and 130 acres of ponding basins, some of which may be able to function fully or partially as seasonal parks (see [Map 5-1: Specific Plan Proposed Planned Land Use](#)). Parks are permitted in all zone districts, so there is flexibility to add additional park space.



Rendering of Milburn-Dakota Park

Table 4-A: West Area Existing, Needed, and Proposed Park Acres

Park Type	Existing Acres	Existing Ratio ⁽¹⁾	Additional Acres Needed ⁽²⁾	Proposed Total Acres ⁽³⁾	Additional Acres Needed for Full Buildout ⁽⁴⁾
Pocket, neighborhood, and community parks	15 with CUSD: 97	.38 with CUSD: 2.5	104 with CUSD: 22	112 with ponding basins & open space: 248	378 with CUSD: 281

- 1. Calculated by dividing the park acres by the population and multiplying the factor by one thousand.
- 2. Calculated by dividing the park acre ratio goal by one thousand and multiplying the factor by the population and subtracting the product by the existing acres.
- 3. Should the preferred 74-acre regional park site be adopted, it would re-categorize approximately 24 acres from community park to regional park. This would be a net addition of 50 acres of parkland, which would create a total of 162 acres of proposed parkland.
- 4. Based on a future population of 163,211 residents; accounts for 112 planned acres; CUSD count does not include available acreage from future campuses.

Table 4-B: Citywide Existing, Needed, and Proposed Regional Park Acres⁽¹⁾

Park Type	Existing Acres	Existing Ratio	Additional Acres Needed
Regional/Open Space/Special Use	952	1.81	97

- 1. Data from 2017 City of Fresno Parks Master Plan.

4.2.B | West Area Harvest Park

The proposal of a regional park for the West Area responds to a request from the Steering Committee, supported by members of the community, who desire additional recreation space. Some amenities on the community wish list include lighted athletic facilities, picnic tables and benches, paved trails, playgrounds with universally accessible equipment, an indoor gym, chess/checkers tables, tennis courts, a putting green, fitness equipment for adults and kids, a concert amphitheater, basketball courts, practice fields, and pickle ball courts. The park could also contain a visitor's center.

Another potential feature of the park could be the incorporation of a demonstration farm or edible garden, integrated with a walk-through, open-air agricultural museum that showcases artifacts and interpretive signage that highlight the agricultural history of Fresno and the West Area. The scale of this "harvest park" component could be lower-intensity (ex. community garden), medium-intensity (ex. apple picking), or higher-intensity (ex. farm incubator). Should a component such as this be added, the park may also qualify as a special use park.

The Steering Committee suggested three potential locations for a flagship regional park (see [Map 4-2: Proposed Regional Park Location](#)):

Option A: in the most northern portion of the Plan Area;

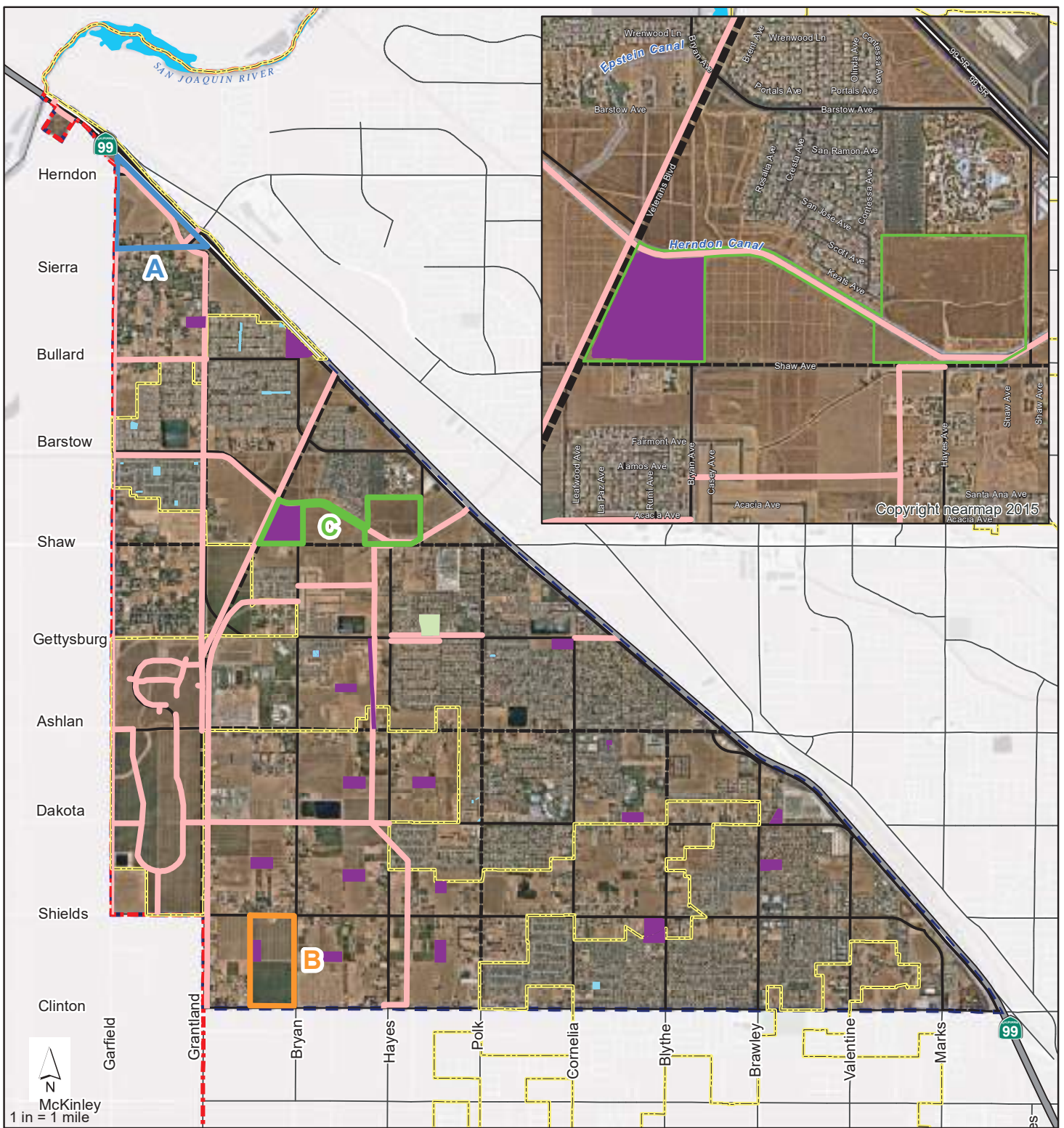
Option B: at the southwest corner of Shields and Bryan Avenues;

Option C: on undeveloped land that extends from Parkway Avenue along both sides of the Herndon Canal.

From a list of 13 criteria, Option C scored the highest (see Appendix B for more information). This site is 74 acres in size and incorporates undeveloped land already planned for a community park while extending along and including the Herndon Canal to the undeveloped parcels south of the waterpark. This site would be connected to transit, would support the use of the canal as a trail, and has the potential for a shared use agreement with the waterpark's parking lot. It is also situated in a location where there is a need for park space and where it is simultaneously cohesive with urban growth (as opposed to inadvertently spurring leapfrog development in a currently rural part of the Plan Area).

As this is proposed to be a regional park, this Plan affirms that its location, features, and amenities will need to be vetted through a citywide discussion.





MAP 4-2 Proposed Regional Park Location

- | | | |
|--|---|--|
| Option A | Fresno City Limits | Existing Parks |
| Option B | Fresno Sphere of Influence | CFD Parks and Open Space |
| Option C (proposed*) | Specific Plan Boundary | Planned Trails |
| | | Planned Parks and Open Space |

*The proposed location is a suggestion and will be vetted through a public review process

Source:
Specific Plan of West Area Boundary, Fresno City Limits, Fresno Sphere of Influence, Proposed Regional Park,
City of Fresno GIS data, Nearmap Latest July 20, 2020, nearmap_us, Copyright nearmap 2015, World Light Gray
Canvas Base, Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community.

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

4.2.C | Trails

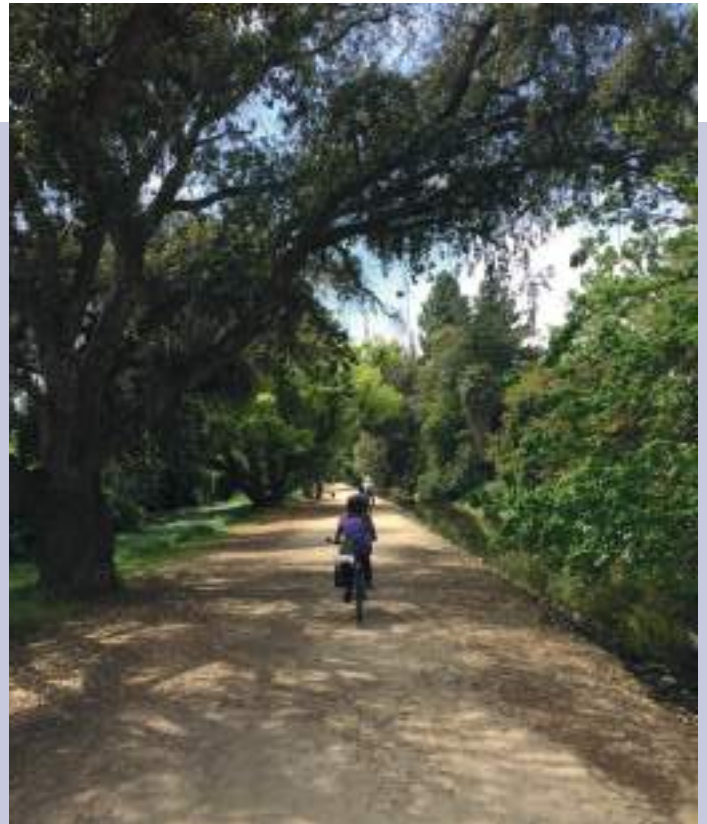
Although there are not many miles of Class I trails within the West Area today, a network that connects north, south, east, and west is anticipated under the build out of the Plan (see [Map 3-2: West Area Active Transportation Plan Bike Paths](#)). These trails will notably provide access to the San Joaquin River, to the area south of the Plan Area along Grantland Avenue, and to the east of Highway 99 along new crossings at Gettysburg Avenue and the Herndon Canal.



Herndon Canal in the West Area

The Herndon Canal presents a special opportunity to not only leverage its water feature as an attractive trail element, but to also be a unique connector for the West Area as it traverses across the city from the northwest to the southeast. It is already used by nearby residents as an area for recreation; it isn't hard to find people enjoying a jog or walking their dog along its banks.

The City can work with the Fresno Irrigation District to ensure that future development, or integration into a regional park, will further amplify the potential of this resource. For instance, planting trees and other greenery by the trail can create a shady and peaceful environment, similar to the Fancher Creek Canal Trail in Southeast Fresno.



*Fancher Creek Canal in Southeast Fresno
(Photo Credit: Matthew Woodward)*

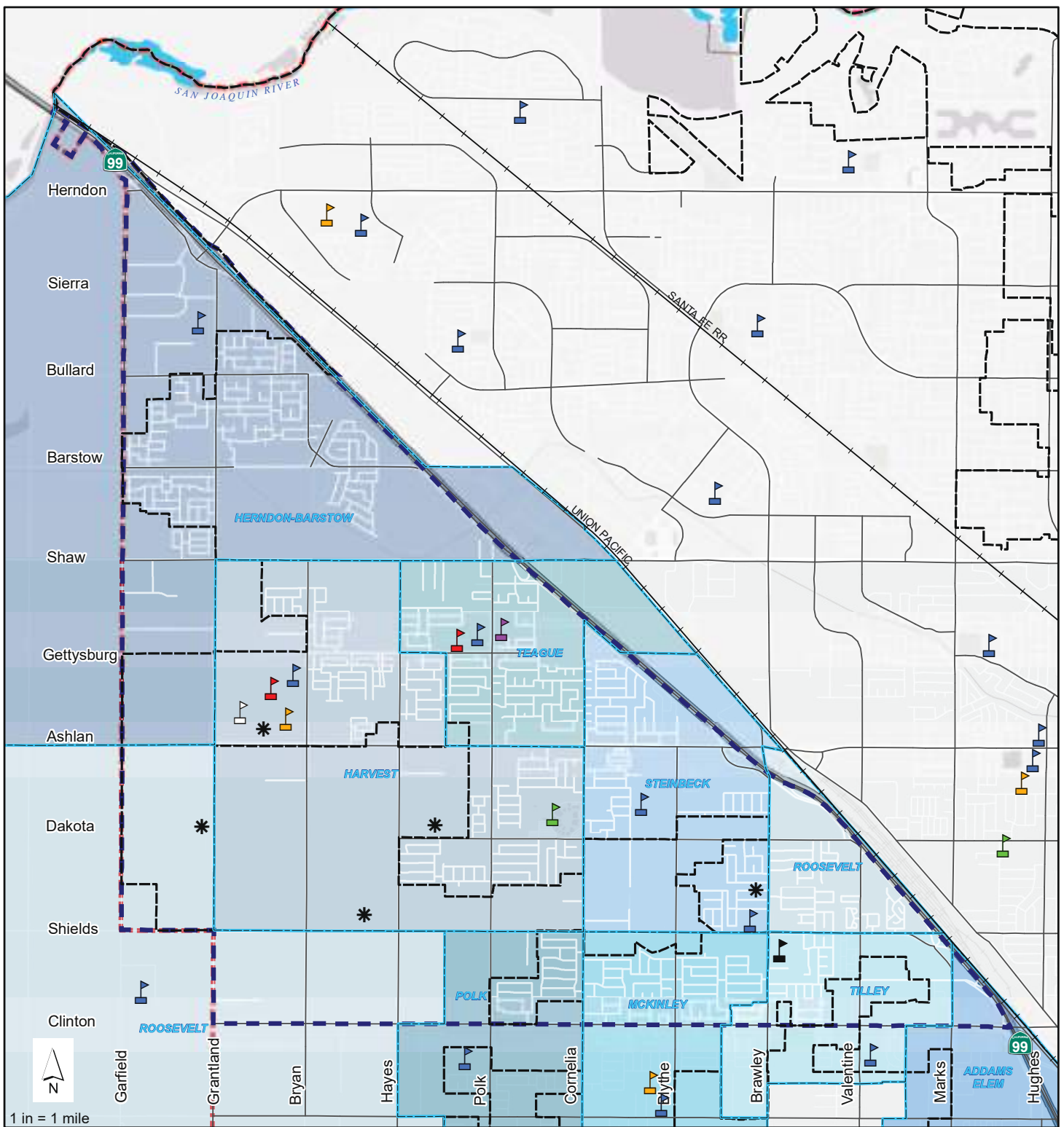
While the Herndon Canal provides a trail opportunity that connects to the east, there is room to also imagine a future trail that could link residents and visitors alike to the wineries and farm stands that lie both within and to the west of the Plan Area. Such a trail could emulate the successful concept of Fresno County's Blossom Trail and build on existing the wayfinding network created for the Fresno County Wine Journey.

4.2.D | River Access

The San Joaquin River is a principal amenity to the city, thus providing public access points to it is of high priority. The West Area does not have a formal access point to date, however, the northernmost portion of the Plan Area reaches to the San Joaquin River environs, establishing a prospect of creating the first river connection. This area, which includes the site of the future Aquarius Aquarium, is also connected by an informal path underneath the highway bridge and high speed rail viaduct to the eastside where Camp Pashayan and a future regional park are

located. Because this is a distinctive opportunity to build river and trail amenities and an additional access point from west to east, this Plan is supportive of creating a river access point that leverages the future aquarium and formalizes the existing pathway. Additionally, the area surrounding the aquarium site, though currently outside of the City's Sphere of Influence, is advocated to be future open space, enabling further recreation and river access for the West Area, while augmenting river conservation goals.





MAP 4-3 West Area Existing and Proposed CUSD Schools

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

School Facilities

- Head Start
- Elementary School
- Middle School
- High School
- Administration
- Alternative School
- Deran Koligian Stadium

*Proposed Schools (locations are approximate).

Boundaries

- CUSD Elementary Attendance Areas
- Fresno City Limits
- Specific Plan Boundary
- Fresno Sphere of Influence

Source:
City Limits, Sphere of Influence, Specific Plan of the West Area, General Plan Planned Land Use, City of Fresno Planning and Development Department, GIS Data 2019; Streets, City of Fresno Public Works Department; School Districts, School Facilities, City of Fresno Information Services Department; Central Unified School District Attendance Area, <http://www.fresnomls.net/wp/CentralUnified2012.pdf>; World Light Gray Canvas Base; Esri, HERE, Garmin, © Open StreetMap contributors, and the GIS user community.

4.3 | Schools

Schools are essential parts of the fabric of our neighborhoods and are natural community gathering places. This Plan encourages the interconnectivity between schools and neighborhoods and provides support for the addition of more higher education facilities within the West Area.

4.3.A | K-12

Although the Plan Area technically contains two school districts -Central Unified and Fresno Unified- the small portion of land to the northeast of Clinton and Marks Avenues that lies within Fresno Unified School District's boundary is predominately commercial and light industrial uses, therefore this section will focus on providing information about Central Unified School District (CUSD).

Seven of CUSD's 22 schools are physically located within the Plan Area, although a greater number of schools have overlapping boundaries with, and draw students from, Plan Area neighborhoods (see [Map 4-3: West Area Existing and Proposed CUSD Schools](#)). The following schools are those that are physically located within the Plan Area:

Central High School – East Campus. Serves grades 9-12 and is located on Cornelia Avenue at Dakota Avenue.

Central Learning Adult School Site (CLASS). CLASS is an alternative high school that utilizes a hybrid independent study program. It shares a campus with the adult school on Brawley Avenue at Shields Avenue.

Glacier Point Middle School. Serves grades 7 and 8 and is located on Bryan Avenue at Ashlan Avenue.

Harvest Elementary School. Serves grades K-6 and is located on Gettysburg Avenue at Bryan Avenue.

Herndon-Barstow Elementary School. Serves grades K-6 and is located on Grantland Avenue between Tenaya Avenue and Bullard Avenue.

Steinbeck Elementary School. Serves grades K-6 and is located on Milburn Avenue between Ashlan Avenue and Dakota Avenue.

Teague Elementary School. Serves grades K-6 and is located on Polk Avenue between Acacia Avenue and Gettysburg Avenue.

Preschool. Three preschool locations are provided at Herndon-Barstow and Teague Elementary Schools and the CUSD administrative offices.

In order to meet demand from new residential development, CUSD plans to construct three new schools in the Plan Area- two elementary schools and one high school. Justin Garza High School, located adjacent to Glacier Point Middle School at the intersection of Ashlan and Grantland Avenues, is projected to open prior to the start of the 2021-22 academic school year.

As schools and the neighborhoods that surround them are developed, the City must work closely with CUSD to ensure that their interface promotes the prioritization of pedestrian and bicycle connectivity. This can enhance the

already-central role they play in neighborhood and community cohesion, and will increase accessibility to the many public services these schools provide, from distributing free meals to hosting public meetings.

4.3.B | Postsecondary

The city of Fresno is home to several institutions of higher learning. California State University, Fresno, aka Fresno State, is located in the northeastern section of the city and offers undergraduate and graduate degrees in addition to non-degree educational opportunities such as certificate and lifelong learning programs. Fresno City College is a junior college providing associate degrees and vocational training. It is operated by the State Center Community College District (SCCCD) and located centrally in the city. A new SCCCDC campus is planned for construction south of the Plan Area in Southwest Fresno.

The West Area currently does not have any public postsecondary educational institutions; however, it is home to A-1 Truck Driving School, which provides training to students seeking a commercial driver's license to operate large commercial vehicles for employment.

During the outreach phase of this project, community members expressed a desire for a higher education facility to be located in the Plan Area. One suggestion that would fill two needs simultaneously is to establish a learning medical center that could double as a health care facility for West Area residents. This Plan is accommodating to this request by proposing land use designations that permit higher education facilities.

4.4 | First Responders

The City of Fresno provides police and fire protection for residents, while American Ambulance, a private company, provides paramedic and ambulatory services. Police and Fire make up the City's top two fiscal priorities with 42 percent and 15 percent of the City's FY2020 General Fund allocation, respectively.¹ The location of fire, police, and medical facilities impacts the time it takes for first responders to help a person in need. Meeting and exceeding baseline response times is a goal supported by this Plan and will demand ongoing attention as development progresses (see [Map 4-4 West Area Existing Police and Fire Stations with Fire Response Coverage](#)).

4.4.A | Police

The West Area is located in Police District 5 - Northwest. The district office is approximately 2.5 miles east of the Plan boundary at 3080 W. Shaw Avenue. There are currently no substations in the Plan Area.

During the outreach process for this Plan, some community members said they were concerned about a rise of crime in the West Area. To address this, there are several land-use related crime-prevention methods that can be employed as more people settle in the area. One of the primary methods is to design new neighborhoods in a manner that increases passive surveillance, or "eyes on the street." This is discussed further in the Land Use & Housing Chapter. A second

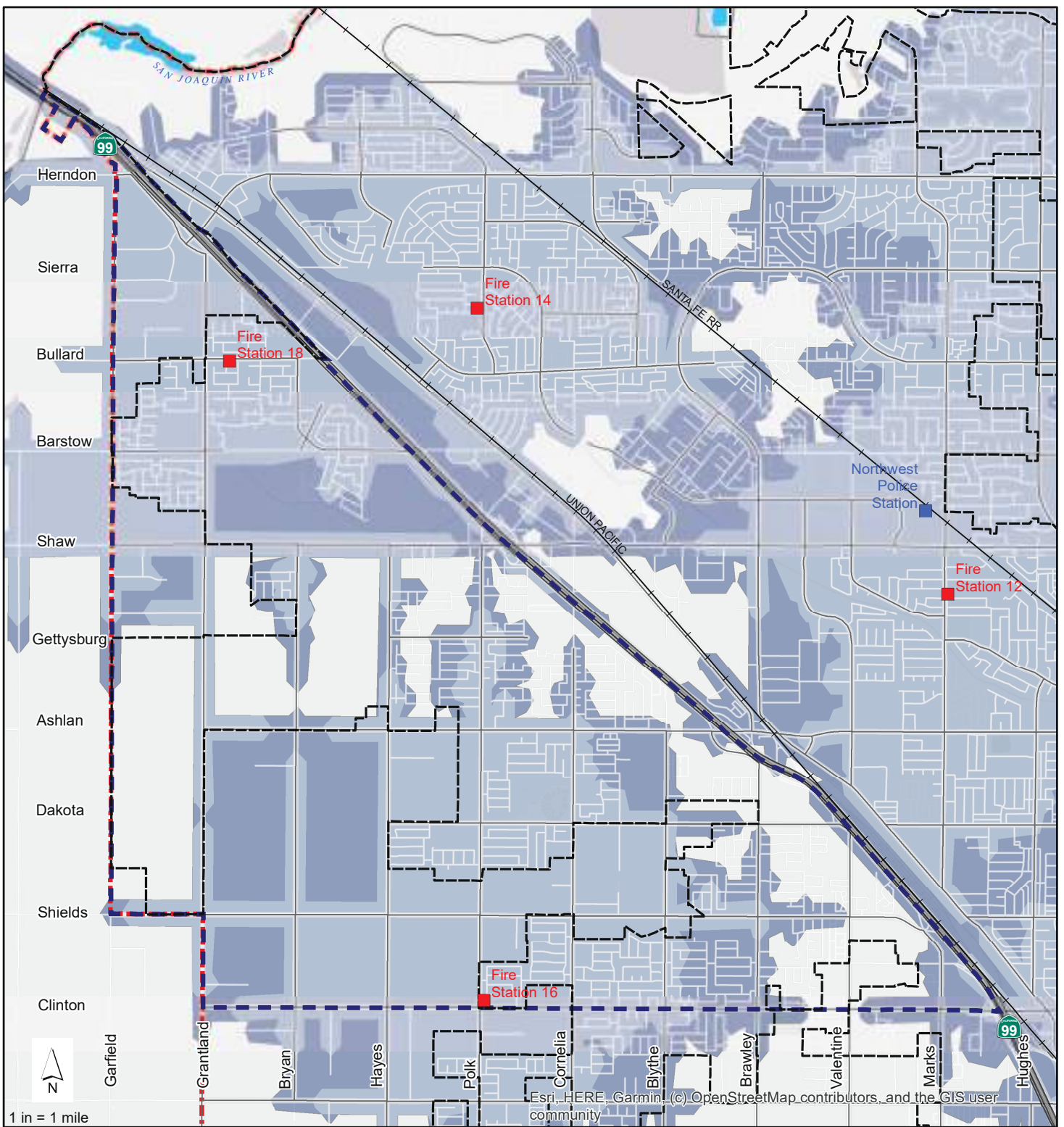
method is to ensure there are places within neighborhoods that can host activities such as after-school and job training programs. These methods can be the building blocks for robust, community-based crime prevention, lessening the need for direct police presence.

Should such presence become desired, however, there is a unique opportunity in the West Area to explore a more integrated model of community policing. Rather than building more substations where police facilities and neighborhoods are separated, the City can consider creating a koban system instead.



Koban are a type of police "station" that are small and integrated into neighborhoods (koban means "police box" in Japanese). Usually anywhere from two to a dozen officers will staff a koban, and officers routinely walk around the neighborhood, building relationships with residents and business

1 City of Fresno. Mayor's Adopted Fiscal Year 2020 Budget. <https://www.fresno.gov/finance/wp-content/uploads/sites/11/2019/10/FY2020AdoptedBudgetUpdated2.pdf>. Pg A-5.



MAP 4-4 West Area Existing Police & Fire Stations with Fire Response Coverage

- Police Stations
- Fire Stations
- 4 Minute Response Time (Friday at 5 pm)
- 4 Minute Response Time (Tuesday at 2 am)

- Fresno City Limits
- Specific Plan Boundary
- Fresno Sphere of Influence

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

Source:
City Limits, Sphere of Influence, Specific Plan of the West Area, City of Fresno Planning and Development Department; City of Fresno Police Stations, City of Fresno Police Department GIS Data; City of Fresno Fire Stations, City of Fresno Fire Department GIS Data; Streets, City of Fresno Public Works Department; Fresno County Boundary, Railroads, Fresno County Regional GIS database; World Light Gray Canvas Base; Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community.

owners. In fact, the word for police officer in Japanese translates to “the one who makes the rounds.” The koban themselves become informal community centers where bulletin boards are posted and people stop by to ask for advice or share concerns.

Undoubtedly a new approach such as this would require thorough conversations between the Police Department and community members and a pilot program would be warranted where the community can establish terms such as asking koban officers to complete cultural awareness training, to be unarmed, and/or to operate primarily as community liaisons.

As the West Area grows there will ultimately be a need for additional police facilities, yet the quantity and design of such may change depending on the crime-prevention mechanisms that can be facilitated through the built environment. As consideration is given towards this Plan and the discussion of orderly development in the West Area, it is an opportune time to discuss and deliberate these mechanisms.



4.4.B | Fire

The City of Fresno Fire Department has two stations located in the West Area. Fire Station No. 16 is situated at the northeast corner of West Clinton Avenue and North Polk Avenue at 2510 N. Polk Street. In the northern portion of the Plan Area, Fire Station No. 18 is located at a temporary site near Bullard and Grantland Avenues, however it will relocate to a permanent location at 6605 W. Shaw Avenue once construction of the new station is complete. The site of the new station, which broke ground in March 2020, will maximize the department’s “4 Minutes to Excellence” response time goal.

The City will continue its efforts to maintain this service coverage and response time goals for all new and existing development.

4.4.C | Medical

While there are two medical clinics currently in the Plan Area, both of which are located on West Ashlan Avenue between Cornelia Avenue and Blythe Avenue, the Area overall is underserved in terms of access to health care facilities. The Plan does afford opportunities to develop more, including hospitals, through its inclusion of certain Mixed Use, Commercial, Employment, and Public and Semi-Public land use designations where health care uses are permitted. Health care services could also be incorporated as an ancillary use at educational institutions and community centers.



4.5 | Community Centers

Community centers are highly valued facilities where neighbors are able to connect with one another and receive important services. These centers may be provided through the City- such as a community building within a park; through a school- for instance, a cafeteria that stays open late; or through community groups- such as within a place of worship. As touched on in Section 4.4.A, Centers can play a central role in community-based crime prevention, but also in community-based health interventions as well, by holding space for programs that engage and provide resources for members of the whole community.

4.5.A | Northwest Community Resource Center

One of the new community centers in the West Area is the Northwest Community Resource Center, created through an effort driven by Highway City Community Development in collaboration with private and public partners. Located directly east of Teague Elementary on Polk Avenue, north of Gettysburg, the Center includes a multi-purpose room, a new branch of the Fresno County Library, and a health office that provides wellness exams and dental and vision screenings. The Center is planned to accommodate future expanded services that will incorporate educational resources for parents and children within CUSD. Furthermore, it has become a popular food truck stop, adding to its function as

a community gathering space and to the West Area's culture of food-oriented entrepreneurship.

4.5.B | Places of Worship

The West Area, like the city as a whole, has numerous places of worship for different religions. Many of the places of worship in the West Area provide institutional resources in addition to meeting the spiritual and community needs of residents. Some of the assistance they provide includes community and economic development, employment and education resources, and addiction recovery. The Public Facilities land use designation for places of worship has increased 44 percent under this Plan, acknowledging the growth of these supportive, faith-based communities.



4.6 | Goals & Policies

The goals and policies within this section are based on input from community members, the recommendations of the Steering Committee, and current best practices. They are intended to advance the functionality and vibrancy of the West Area. For purposes of readability, the phrase “Public Facilities” will be abbreviated as “PF” in this section. Each policy shall be interpreted as an affirmative and required action.

PF Goal 1 Develop new parks, trails, and open space within the West Area.

- PF 1.1** Meet the General Plan standard for at least three acres of parkland per 1,000 residents for parks less than 40 acres in size and strive to provide park space within a 1/4 mile walk of at least 85 percent of all existing and future residential units.
- PF 1.2** Establish new parks and open space through enforcement of Municipal Code requirements for new residential development; through the utilization of vacant and undevelopable land; and through partnerships with landowners, residents, community groups, and public agencies.
- PF 1.3** Pursue and advocate for new and prioritized funding sources for parks, trails, and open space.
- PF 1.4** Ensure parks are accessible to community members by multiple modes of transportation - including via sidewalks, bicycle facilities (with bike parking), and transit services - consistent with the City of Fresno Parks Master Plan and Active Transportation Plan.
- PF 1.5** Encourage the inclusion of neighborhood-serving amenities such as playgrounds, dog runs, picnic tables, barbeques, benches, and produce-growing community gardens in new residential subdivisions; and review Development Code requirements to incorporate such amenities.
- PF 1.6** Plan for parks that collectively provide community members with passive and active recreation opportunities to be used by residents and visitors of all ages. These include, but are not limited to: illuminated practice fields and courts, fitness equipment, concert space, public gathering space, nature observation, walking/jogging paths, and seating areas.
- PF 1.7** Develop new trails according to the Active Transportation Plan and General Plan Figure MT-2 and explore additional future trails that can promote agritourism and access to the San Joaquin River.

- PF 1.8 Initiate a citywide community review of the proposed regional park designation as shown on [Map 4-2](#) and collaborate with residents to identify the desired amenities and agricultural features to be incorporated along with methods to fund its development.
- PF 1.9 Consider and explore the potential for shared parking and interconnected site design for the proposed regional park and adjacent existing and future commercial development to create efficient use of land and to generate a dynamic sense of activity between uses.
- PF 1.10 Develop the Herndon Canal as a Class I trail, on the north side of the canal west of Veteran's and on the south side east of Veteran's, and integrate it within the proposed regional park site while requiring new development abutting the segment between Highway 99 and Veteran's Boulevard to provide open space and active frontage (i.e. front doors, windows, balconies, etc.) to support active use and safety for the trail.
- PF 1.11 Provide trashcans and pet waste bins within parks and along trails to keep facilities tidy and enjoyable for all users.
- PF 1.12 Support the creation of an access point to the San Joaquin River to provide a wide range of unique recreational opportunities from fishing and boating/kayaking to nature viewing and general exercise.
- PF 1.13 Formalize the existing pathway connecting the West Area to the east of Highway 99, in alignment with the Active Transportation Plan, and advocate for the preservation of the area around the future aquarium between Herndon Avenue, Highway 99, and the River to be conserved as open space.
- PF 1.14 Through conditions of approval or other mechanisms and strategies, ensure the preservation and promotion of the José Garcia Adobe and other historic resources in the West Area.
- PF 1.15 Continue to support Central Unified School District's open campus policy, which provides recreational space for residents during non-school hours.
- PF Goal 2 Encourage the role of schools as interconnected, neighborhood-supportive facilities.**
- PF 2.1 Work cooperatively with Central Unified School District to find appropriate locations for future schools to meet the needs of students and neighborhoods in the West Area.
- PF 2.2 Encourage adjacency of proposed new school sites with parks and community centers.
- PF 2.3 Continue to promote joint-use agreements to support increased recreational opportunities and community-oriented programming for West Area residents.

PF Goal 3 Advocate for the expansion of educational opportunities within the West Area, especially for higher education.

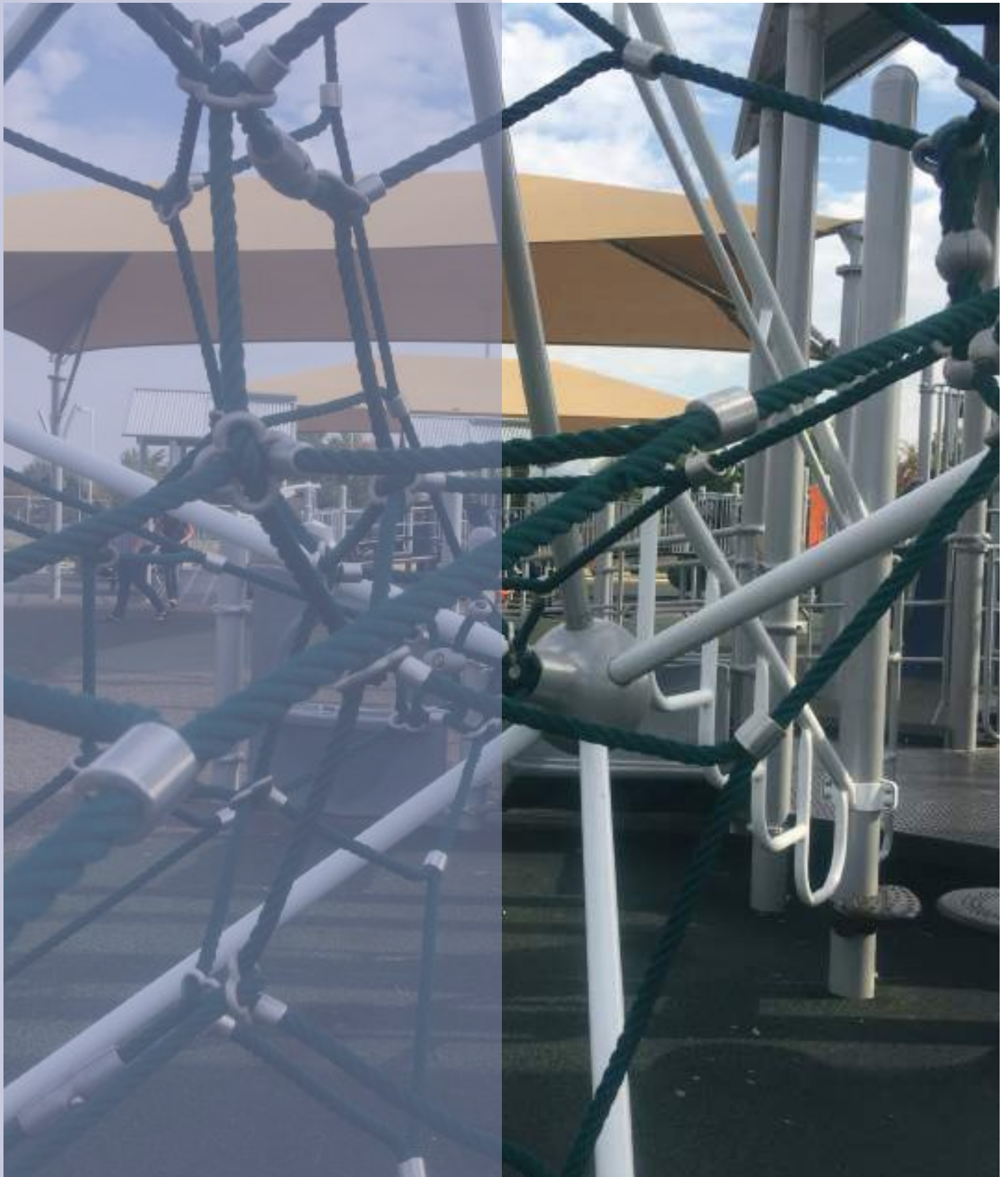
- PF 3.1 Provide land use designations that permit higher education uses.
- PF 3.2 Support strategies and programs of Central Unified School District and the Fresno County Office of Education that will provide access to alternative, vocational, and post-secondary education and support services.
- PF 3.3 Attract and encourage the location of postsecondary educational or vocational educational uses along Catalytic Corridors and support Central Unified School District sites to serve as satellite campuses to existing colleges and vocational schools.

PF Goal 4 Develop public facilities for first responders that increase service efficiency and enhance community safety.

- PF 4.1 Locate future public safety facilities according to their ability to meet efficiency and community safety goals.
- PF 4.2 With input from residents, consider co-locating new facilities with other first-responder facilities, parks, or other public facilities, as may be appropriate.
- PF 4.3 Discourage new development outside of existing service coverage/response time catchments, unless new facilities are planned for near-term construction that would provide adequate coverage to the development.
- PF 4.4 With input from residents, explore and support approaches to community-based alternatives to, and/or community supported forms of, police facilities.

PF Goal 5 Increase access to new and existing community centers within the West Area.

- PF 5.1 Partner with residents, developers, Central Unified School District, neighborhood groups, and faith communities to determine ideal locations for new community centers to serve existing and planned neighborhoods.
- PF 5.2 Encourage community centers to host a variety of programs and services, including community meetings, educational courses, edible gardens, senior services, activities for teens and youth programs; and to provide space for establishments that support daily needs such as medical clinics, day cares, libraries, and post offices.
- PF 5.3 Pursue and advocate for new and prioritized funding sources for community centers and programming.





LAND USE & HOUSING

5



5.1 | Introduction

The designation of planned land use and zoning districts provides for the allocation, management, and use of land that will meet community needs while minimizing potential conflict between uses. This includes providing capacity for a diversity of housing units to meet the needs of residents across the lifecycle spectrum.

This Chapter will summarize existing General Plan land use policy and will describe the changes proposed by this Plan, which were derived from conversations with the West Area community. It will also discuss strategies to enhance interconnectivity and transition within and between land uses.

In this Chapter:

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

5.2 | Land Use Vision

5.2.A | General Plan Vision

The General Plan envisioned the West Area being developed into Complete Neighborhoods, incorporating existing subdivisions as neighborhoods grew and evolved, and increasing the integration of the West Area with the east of Highway 99 through roadway connections and a future Bus Rapid Transit service corridor. The General Plan specifically called out development schemes for three future West Area neighborhoods.

West Shaw Avenue Corridor & Transit Village.

The General Plan envisioned the Shaw Avenue Corridor from Highway 99 to the Grantland Avenue intersection to be developed as a mixed-use corridor supported by enhanced transit service, which would include high density and urban neighborhood residential components, along with retail, employment, and civic uses. A proposal for a Community Park, up to 40 acres in size, was placed along the east side of Veterans Boulevard between Shaw Avenue and Barstow Avenue to anchor the West Shaw Transit Village.

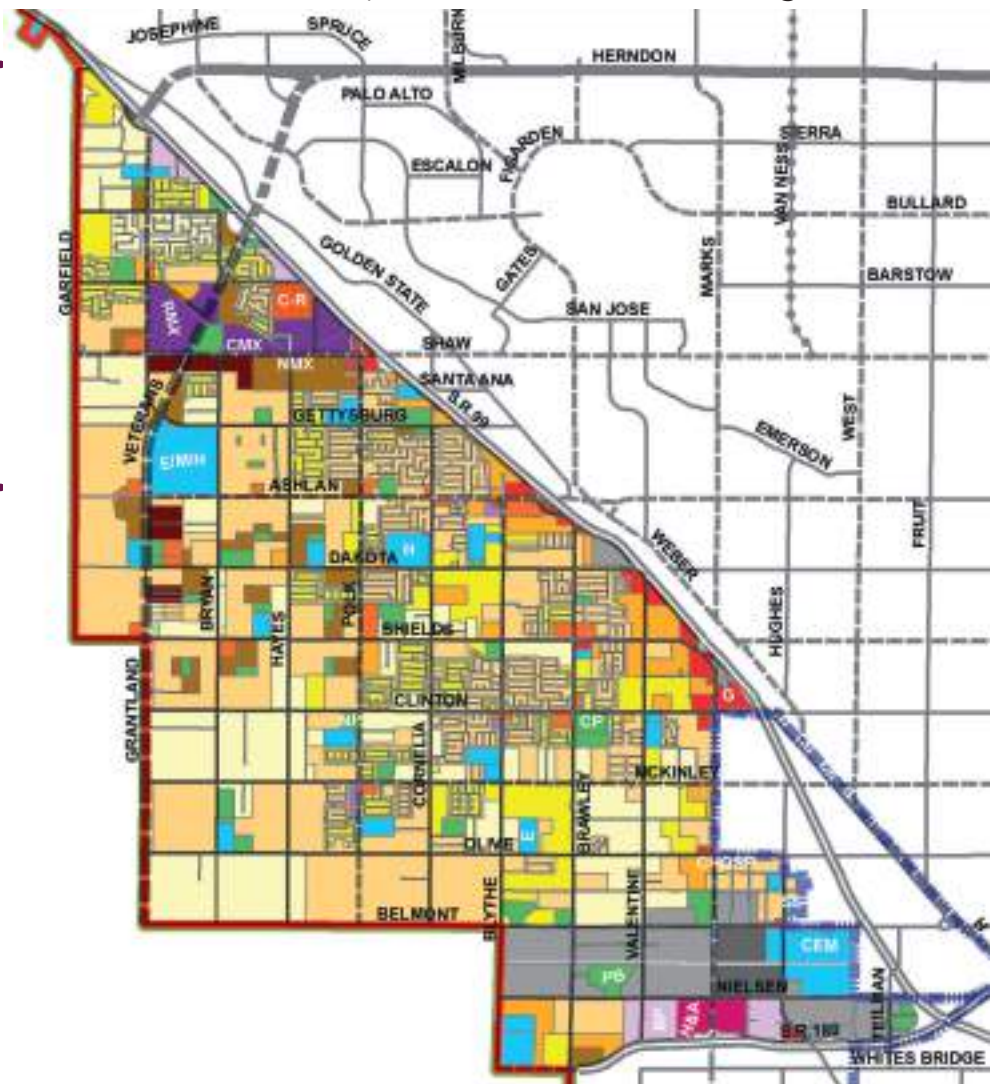
Figure 5-A: General Plan Figure UF-1: West Development Area Land Use Diagram*

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The Plan Area is technically a subset of the General Plan's West Development Area in which the original southern border was Highway 180 and not West Clinton Avenue.

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* To compare to the Specific Plan Proposed Planned Land Use map, see page 105.



Grantland-East Communities. The Grantland-East communities, generally bounded by Ashlan, Polk, Clinton, and Grantland Avenues, was planned to be coordinated with the Grantland Avenue Transit Village. The General Plan envisioned the communities to develop via concept plans that captured the Complete Neighborhood potential of these areas, with parks, and in some cases, a school, located at the center, and with housing density decreasing as it moved away from the core.

Grantland Avenue Transit Village. The General Plan contemplated a transit-oriented center along the east side of Grantland Avenue between Ashlan and Shields Avenue, as part of the previously proposed Grantland-East communities. The Grantland Avenue Transit Village was to be an area of focus for a Complete Neighborhood, as a high density and urban neighborhood with residential development around a 15-acre park, complementing a Central Unified School site on the west side of Grantland Avenue.

5.2.B | Specific Plan Vision

This Specific Plan proposes a refinement of the General Plan's land use vision for the West Area. While holding firm to the goal of achieving Complete Neighborhoods, this Plan proposes lowering and shifting higher density land uses away from the western and southwestern portions of the Plan Area to prime corridors. The following are refined development concepts for the Plan Area.

West Shaw Avenue Town Center. The West Shaw Avenue Town Center, extending from Highway 99 to the east side of Grantland Avenue, is envisioned to be a mixed-use corridor

supported by enhanced transit service. The Town Center will maintain higher density land uses on the south side of the street as proposed by the General Plan and the proposed community park on the east side of Veterans Boulevard remains as an anchor destination. The community park could potentially expand into a regional park, incorporating the future Class I Herndon Canal trail and land located to the south of the Island Waterpark.

Catalytic Corridors. This Plan proposes the designation of higher density land uses along strategic corridors to catalyze compatible development, enhance existing and planned transit services, create critical mass for a lively public realm along well-traveled corridors, and to reduce the dispersion of retail uses to fringe areas, where they are less accessible to all residents. The corridors are designed to enable Complete Neighborhoods, providing opportunities for neighborhood and pocket parks, commercial and retail uses, educational facilities, multi-family dwelling units, and professional offices. The Catalytic Corridors are designated as follows (see also [Map 3-1: West Area Planned Catalytic Corridors](#)):

- Shaw Avenue, from Highway 99 to Grantland Avenue.
- Ashlan Avenue, from Highway 99 to Grantland Avenue.
- Blythe Avenue, from Shields Avenue to Ashlan Avenue.
- Clinton Avenue from Highway 99 to Brawley Avenue.
- Veterans Boulevard, from Gettysburg Avenue to Barstow Avenue.

5.3 | Land Use Maps

This section contains the proposed land use map for the West Area and other maps that compare the transition from the General Plan designations. Upon adoption, the Specific Plan will amend the General Plan to provide consistency and any land within the city limits will be rezoned to match the new planned land use designation. A dual land use designation will be applied for all new parks, open space, and public facilities (such as school sites) so that if that facility is not needed, private and public development consistent with zoning and development standards may be approved. A description of each proposed land use and a summary table of the acreage per use are provided.

5.3.A | Land Use Descriptions

This section provides a description of the land uses that are proposed in this Specific Plan. If a land use is not included below it is because it is not proposed for the West Area. Table 5-A: West Area Land Use Classification Acreages provides a summary view of the total acreages for each land use designation.

Residential

Residential land uses permit a diversity of housing types from rural residential to urban neighborhoods.

Low Density. The Low Density residential land use designation permits 1 to 3.5 dwelling units per acre. This designation generally allows for a large residential structure built on a large tract of land. Many homes in this land use classification are described as rural residential.

Medium Low Density. This designation permits 3.5 to 6 dwelling units per acre. Medium Low Density usually only includes detached single-family structures.

Medium Density. Medium Density allows for 5 to 12 dwelling units per acre. This land use designation can accommodate a range of

residential housing types, including detached single-family homes, apartment houses, and townhomes.

Medium High Density. This designation permits 12 to 16 dwelling units per acre. This land use can accommodate single-family homes, but generally allows for compact single-family homes, apartment houses, townhouses, and multi-family buildings.

Urban Neighborhood (UN). Urban Neighborhood allows 16 to 30 dwelling units per acre. This land use accommodates attached single-family homes (ex. townhomes) and multi-family dwelling units.

High Density. This land use allows for 30 to 45 dwelling units per acre, accommodating multi-family dwelling units as well as planned communities with commercial and community amenities.

Commercial

A mixture of commercial uses is designed to serve individuals within and around the city of Fresno.

Community (CC). The Community Commercial land use designation is intended for commercial



Low.



Medium Low.



Medium.



Medium High.



Urban Neighborhood.



High Density.



Community Commercial.



Commercial Recreation.



Commercial General.



Regional Commercial.



Office.



Business Park.

development that primarily serves local needs such as convenience stores, day care centers, and professional offices.

Recreation (CRC). Commercial Recreation provides for private commercial recreation uses. Typical uses include, but are not limited to, bowling alleys, video arcade centers, driving ranges, golf courses, tennis clubs, skating rinks, waterparks, and family entertainment centers.

General (CG). This land use accommodates a wide range of commercial uses. Examples of permitted uses include: movie theaters, building materials stores, storage facilities with active storefronts, equipment rentals, and specialized retail not normally found in shopping centers.

Regional (CR). This land use designation allows for local and regional retail uses such as large-scale retail stores, professional offices, civic and entertainment uses, hotels and gas stations, along with some residential uses.

Employment

Employment uses are designated for industrial, office, research and development, and flexible commercial uses to strengthen the city's economic base by providing a range of employment opportunities for the current and future population of the city and the region.

Office (O). The Office designation is intended to provide sites for administrative, financial, business, professional, and medical offices. Some public and commercial uses are also permitted, including schools, day cares, religious facilities, restaurants, banks and credit unions, and grocery markets.

Business Park (BP). This land use designation is designed to provide for large offices or multi-tenant buildings.

Light Industrial (IL). The Light Industrial land use designation is intended to provide for a range of uses to include limited manufacturing and processing, research and development, fabrication, utility equipment and service yards, wholesaling, warehousing, and distribution activities.

Mixed-Use

Mixed-Use designations are intended to encourage infill and **pedestrian-oriented development**, consistent with the General Plan. The General Plan calls for transforming auto-oriented roadways into lively, diverse, and attractive multimodal corridors that support a mix of pedestrian-oriented retail, office, and residential uses in order to achieve an active social environment within a vibrant streetscape.

Neighborhood Mixed-Use (NMU). This land use designation provides for mixed-use residential uses that include small-scale, pedestrian-oriented commercial development, such as a boutique or professional office in a two- or three-story building. However, this land use allows for other kinds of uses such as produce stands, urban farm, bed-and-breakfast establishments, and community gardens.

Corridor/Center Mixed-Use (CMU). This land use designation is intended for mixed-use developments up to five or six stories, located along key circulation corridors in the city. While ground-floor retail and upper-floor residential or offices are the primary uses, many public and semi-public uses are also permitted.

Open Space

This designation applies to pocket parks, neighborhood parks, community parks, regional parks, open spaces areas, environmentally-sensitive land, trails, waterways, wetlands, and ponding basins. These uses accommodate a wide range of recreational opportunities throughout the city.

Public Facilities

The Public Facilities designation permits community and public uses, including hospitals, schools, places of worship, government offices, utility facilities, and cultural and institutional uses. These kinds of uses serve regional residents, visitors, and businesses. Examples of public facilities located in the Plan Area are Central Unified District schools, Fire Station 16 and Fire Station 18, and religious centers.



Light Industrial.



Neighborhood Mixed Use.



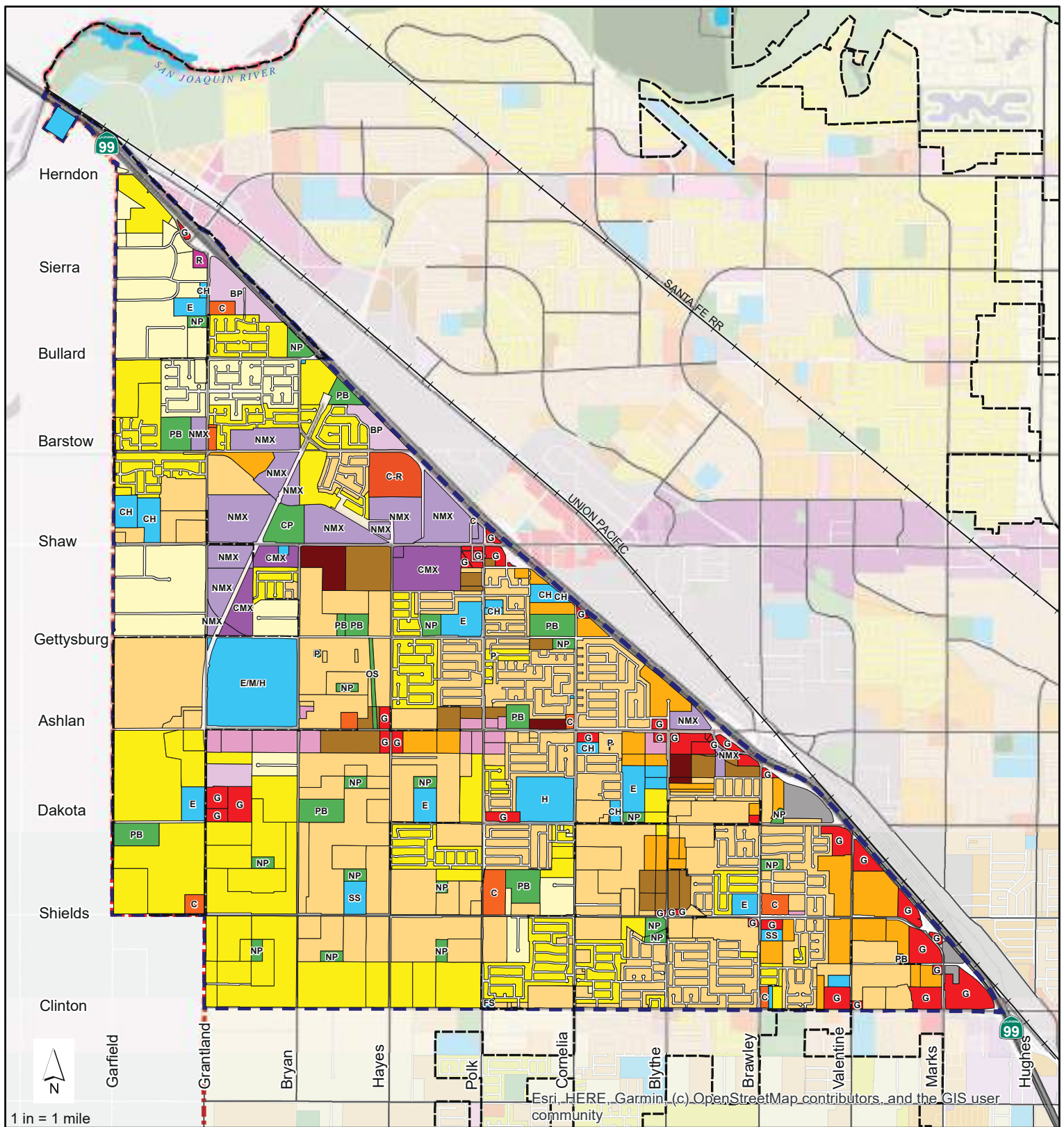
Corridor/Center Mixed Use.



Public Facilities.



Open Space.



MAP 5-1 Specific Plan Proposed Planned Land Use

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)

COMMERCIAL

- Community
- Recreation
- General

EMPLOYMENT

- Office
- Business Park
- Light Industrial

MIXED USE

- Neighborhood Mixed Use
- Corridor/Center Mixed Use

OPEN SPACE

- Community Park
- Neighborhood Park

Open Space

- Park
- Ponding Basin

PUBLIC FACILITIES

- Public/Quasi-public Facility
- Special School
- Elementary School
- Elementary, Middle & High School
- High School
- Church
- Fire Station

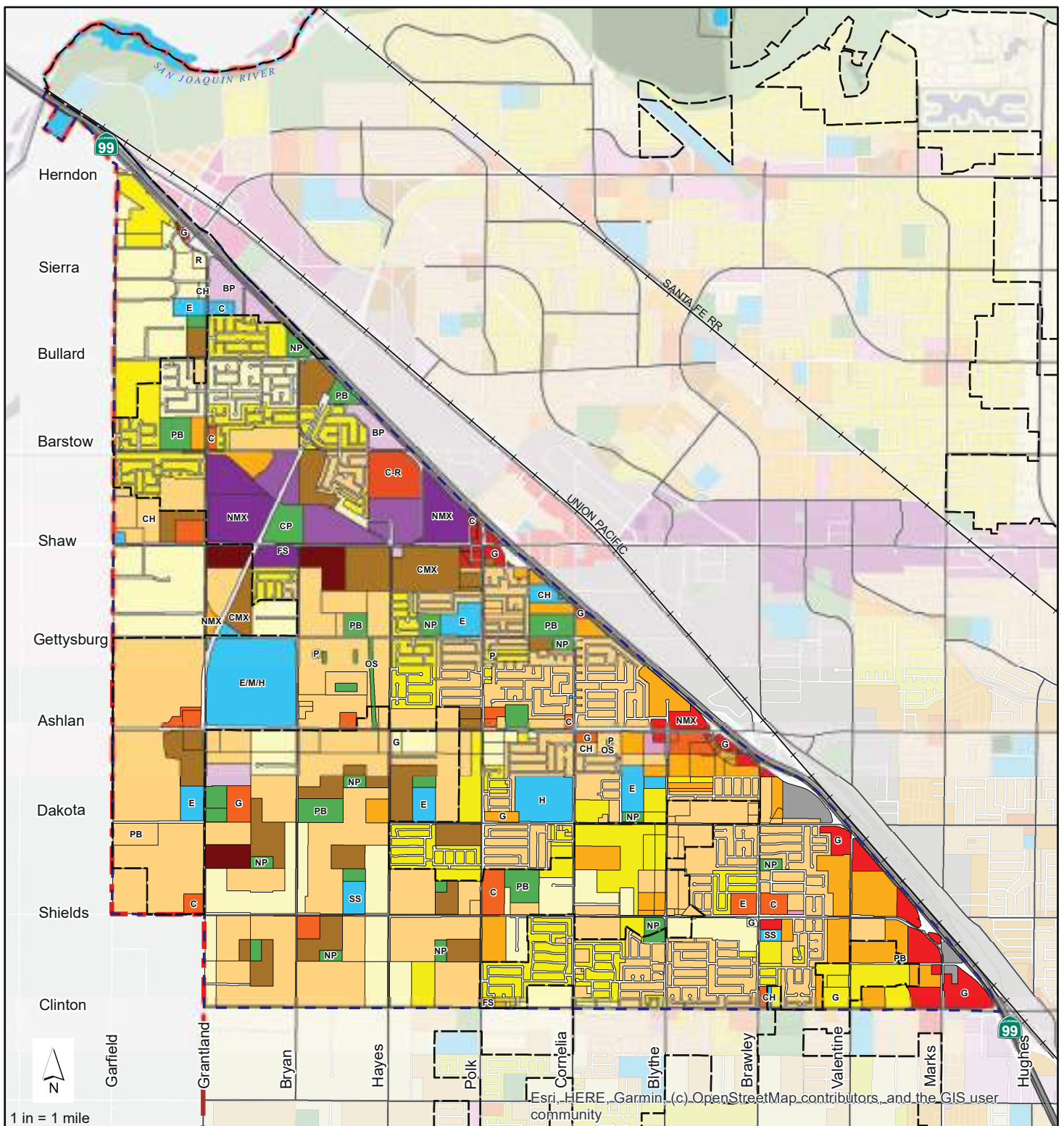
This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

Fresno City Limits

Specific Plan Boundary

Fresno Sphere of Influence

Source: City Limits, Sphere of Influence, Specific Plan of the West Area, General Plan Planned Land Use, Specific Plan of the West Area Steering Committee Proposed Land Use, City of Fresno Planning and Development Department, GIS Data 2019; Streets, City of Fresno Public Works Department, Fresno County Boundary, Railroads, Fresno County Regional GIS database; World Light Gray Canvas Base; Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community.



Map 5-2 General Plan Existing Planned Land Use

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)

COMMERCIAL

- Community
- Recreation
- General

EMPLOYMENT

- Office
- Business Park
- Light Industrial

MIXED USE

- Corridor/Center Mixed Use
- Regional Mixed Use

OPEN SPACE

- Community Park
- Neighborhood Park
- Open Space

P Park

PB Ponding Basin

PUBLIC FACILITIES

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

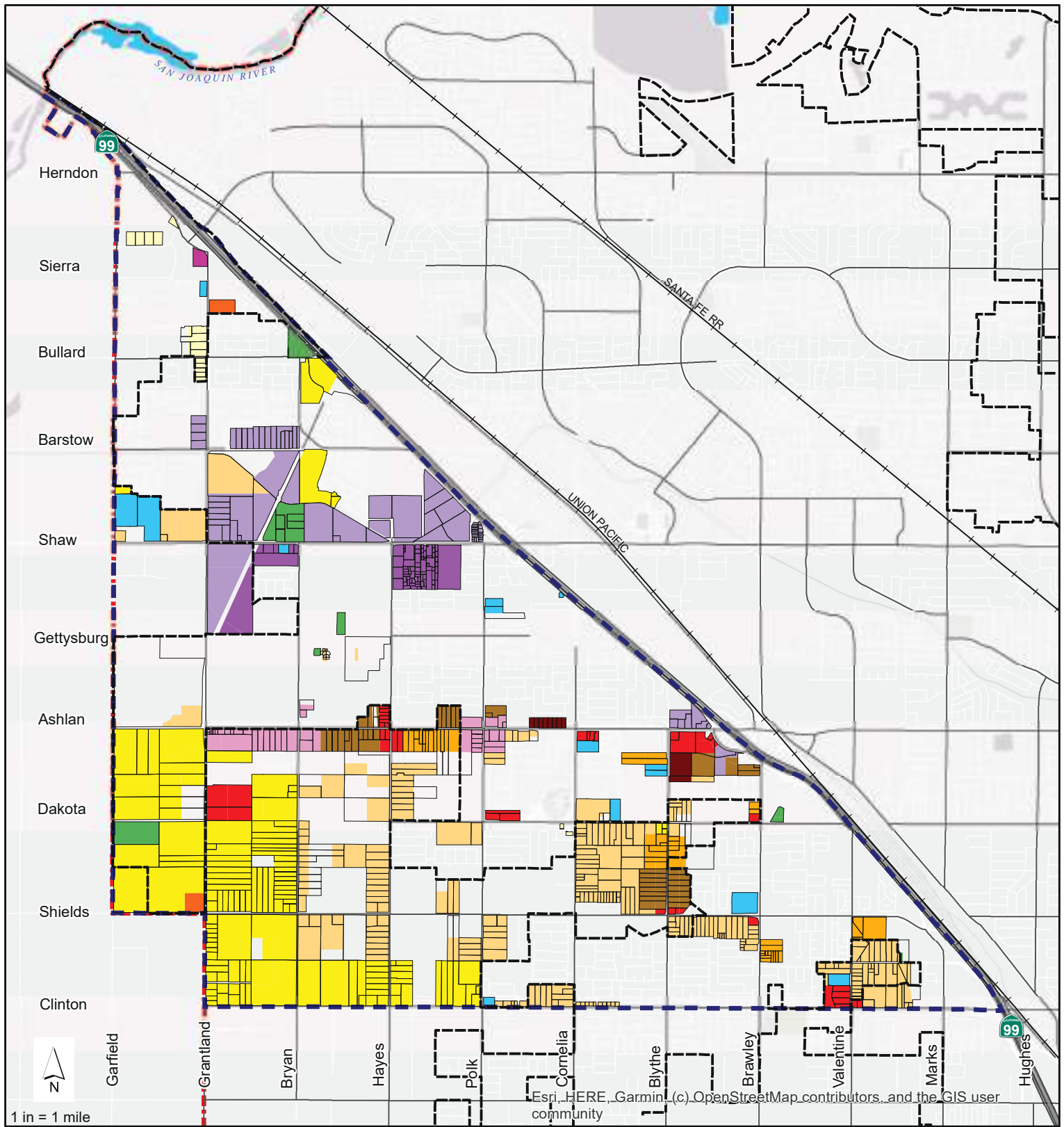
This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

Fresno City Limits

Specific Plan Boundary

Fresno Sphere of Influence

Source: City Limits, Sphere of Influence, Specific Plan of the West Area, General Plan Planned Land Use, Specific Plan of the West Area, Sleeping Committee Proposed Land Use, City of Fresno Planning and Development Department, GIS Data 2019; Streets, City of Fresno Public Works Department; World Light Gray Canvas Base; Esri, HERE, Garmin, © Open StreetMap contributors, and the GIS user community.



MAP 5-3 Parcels Changing Under the Specific Plan (Proposed Planned Land Use)

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

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)

COMMERCIAL

- Community
- General
- Regional

EMPLOYMENT

- BP Office

MIXED USE

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

OPEN SPACE

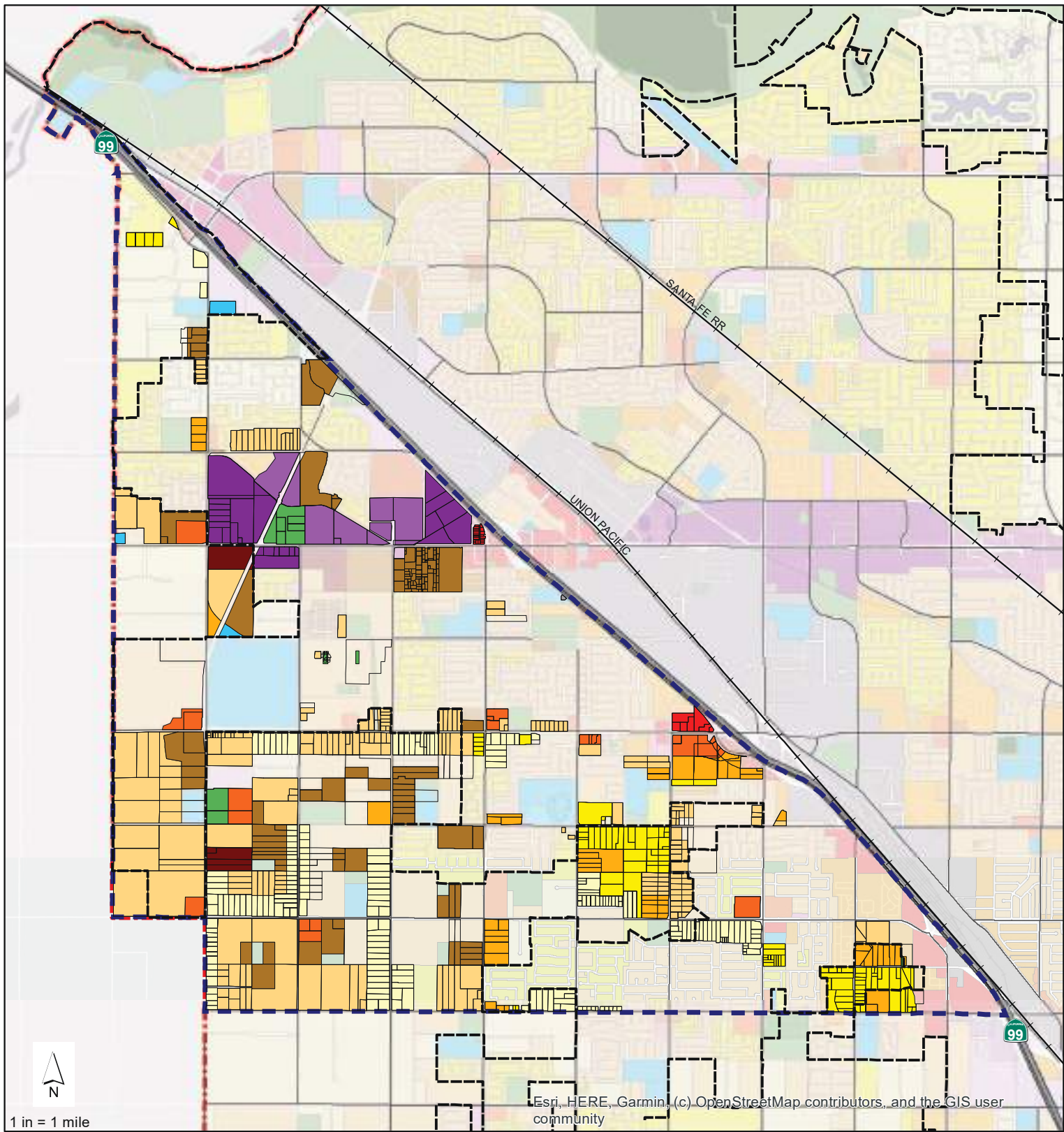
- CP Community Park
- NP Neighborhood Park
- P Park
- PB Ponding Basin

PUBLIC FACILITIES

- Public/Quasi-public Facility
- E Elementary School
- CH Church
- FS Fire Station

- Fresno City Limits
- Specific Plan Boundary
- Fresno Sphere of Influence

Source: City Limits, Sphere of Influence, Specific Plan of the West Area, General Plan Planned Land Use, Specific Plan of the West Area Steering Committee Proposed Land Use, City of Fresno Planning and Development Department, GIS Data 2019; Streets, City of Fresno Public Works Department; World Light Gray Canvas Base; Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community.



MAP 5-4 Parcels Changing Under the Specific Plan (Current Planned Land Use)

General Plan Planned Land Use

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)

COMMERCIAL

- Community
- General

EMPLOYMENT

- Business Park
- Light Industrial

MIXED USE

- Corridor/Center Mixed Use

Regional Mixed Use

OPEN SPACE

- Community Park
- Park
- Ponding Basin

PUBLIC FACILITIES

- Public Facility
- Fire Station

- Fresno City Limits
- Specific Plan Boundary
- Fresno Sphere of Influence

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

Source: City Limits, Sphere of Influence, Specific Plan of the West Area, General Plan Planned Land Use, Specific Plan of the West Area Steering Committee Proposed Land Use, City of Fresno Planning and Development Department, GIS Data 2019; Streets, City of Fresno Public Works Department; World Light Gray Canvas Base; Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community.

5.3.B | Land Use Classification Acreages

Table 5-A: West Area Land Use Classification Acreages*

Planned Land Use	General Plan Acreage	Specific Plan Acreage
Commercial Community	139	58
Commercial General	143	215
Commercial Recreation	41	41
Commercial Regional	0	4
Subtotal Commercial	323	318
Mixed-Use Neighborhood	0	308
Mixed-Use Corridor/Center	106	96
Mixed-Use Regional	145	0
Subtotal Mixed-Use	251	404
Residential Low	818	517
Residential Medium Low	826	1,440
Residential Medium	2,357	2,118
Residential Medium High	349	280
Residential Urban Neighborhood	429	154
Residential High	66	47
Subtotal Residential	4,845	4,556
Employment Office	8	82
Employment Business Park	77	75
Employment Light Industrial	33	33
Subtotal Employment	118	190
Open Space Parks	124	112
Open Space Ponding Basin	107	129
Open Space Other	7	7
Subtotal Open Space	238	248
Public Facility School	292	302
Public Facility Other	39	87
Subtotal Public Facility	331	389
Total	6,106	6,106

* Rounded to the integer.

Included in Table 5-A: West Area Land Use Classification Acreages is a comparison of the land use allocation from the General Plan to the Specific Plan. To summarize, this Plan will have the following impacts:

- Residential: A housing capacity decrease of approximately 10,437 housing units.
- Commercial: A commercial capacity increase of approximately 2,920,262 square feet and housing capacity increase of approximately 67 housing units (some commercial districts permit housing). Although the acreage designated as commercial is decreased overall in the Specific Plan, there is a gain in the amount of Commercial General, which has a higher **floor area ratio**, which increases the developable square footage.
- Employment: An employment capacity increase of approximately 6,401,578 square feet.
- Mixed-Use: A housing capacity decrease of approximately 1,883 housing units and commercial capacity increase of approximately 6,878,995 square feet.
- Open Space: An increase of approximately 10 acres of open space. Note: the proposed Regional Park is not included, as it will first need to be vetted with community members.
- Public Facilities: An increase of approximately 58 acres of land designated for public facilities.

Under the proposed land use configuration, the Specific Plan would allow for the future development of up to 54,953 housing units and 60,621,006 square feet of non-residential uses.

5.3.C | Supporting Commercial Development

One of the greatest needs in the West Area is the provision of new commercial amenities that will allow residents to fulfill both their daily and recreational needs without having to cross Highway 99. This includes additional sit-down restaurants, grocery markets, coffee shops, and clothing stores. The current commercial landscape in the West Area is dominated by strip-mall style commercial that is unevenly dispersed. The land use configuration proposed by this Plan aims to create more centered commercial corridors that will support neighborhood-oriented retail while having the potential to become experience-based shopping centers.

Over the last decade, the rise of online shopping has brought into question the viability of brick-and-mortar retail. Yet even alongside headlines of prominent store closures, we see an adaptive response shaping new formats of retail space. For instance, some brands have shifted from holding inventory in their physical stores, opting instead to have a showroom where customers try on apparel to find the right size and style, then completing their purchase online.

Other retail models that have gained popularity are open-air markets and food halls, where multiple businesses share a single structure, akin to a permanent farmers market or food truck plaza. The variety of shops and eateries is

.....
An experience-based shopping center is a retail node that gives customers a reason to linger by offering a diversity of activities within walking distance of one another. A local example is the Tower District, where visitors can dine, go to a show, window shop, and people watch.
.....



enticing to customers, and the smaller footprint of each retail space allows business owners a physical presence at a lower cost. The latter can be particularly helpful for starting entrepreneurs.

Creating adequate retail opportunities for local entrepreneurs is important, not only to help grow the economy, but to prevent “commercial cannibalism” where a store relocates from one neighborhood to another, leaving behind vacant buildings that are often hard to adapt to new uses.

As the commercial environment in the West Area develops, there is opportunity for retail centers to be designed in a way that facilitates experiential shopping while meeting residents’

daily needs, especially if the new centers can integrate community services, schools, and offices. Furthermore, emphasizing smaller yet adaptable buildings can help retain flexibility that can accommodate both upsizing and downsizing, and provide a lower cost to entry for new businesses.



5.4 | Within Walking Distance

The foundation of Complete Neighborhoods rests on locating most daily needs within walking distance, which in turn promotes health, safety, and civic connection. This requires having a range and variety of residential, commercial, public services, and employment opportunities within proximity of one another. It is important to note that Complete Neighborhoods can exist within an array of built form and density, from rural town centers to center-city nodes. What makes this possible is allowing flexibility for the scale of diverse uses. For example, a small neighborhood of low density residential could not typically support a large department store, however it could support a corner grocery or hardware store. Furthermore, the implementation of a robust multimodal system will allow residents to easily connect to any amenities not located within their own neighborhood.

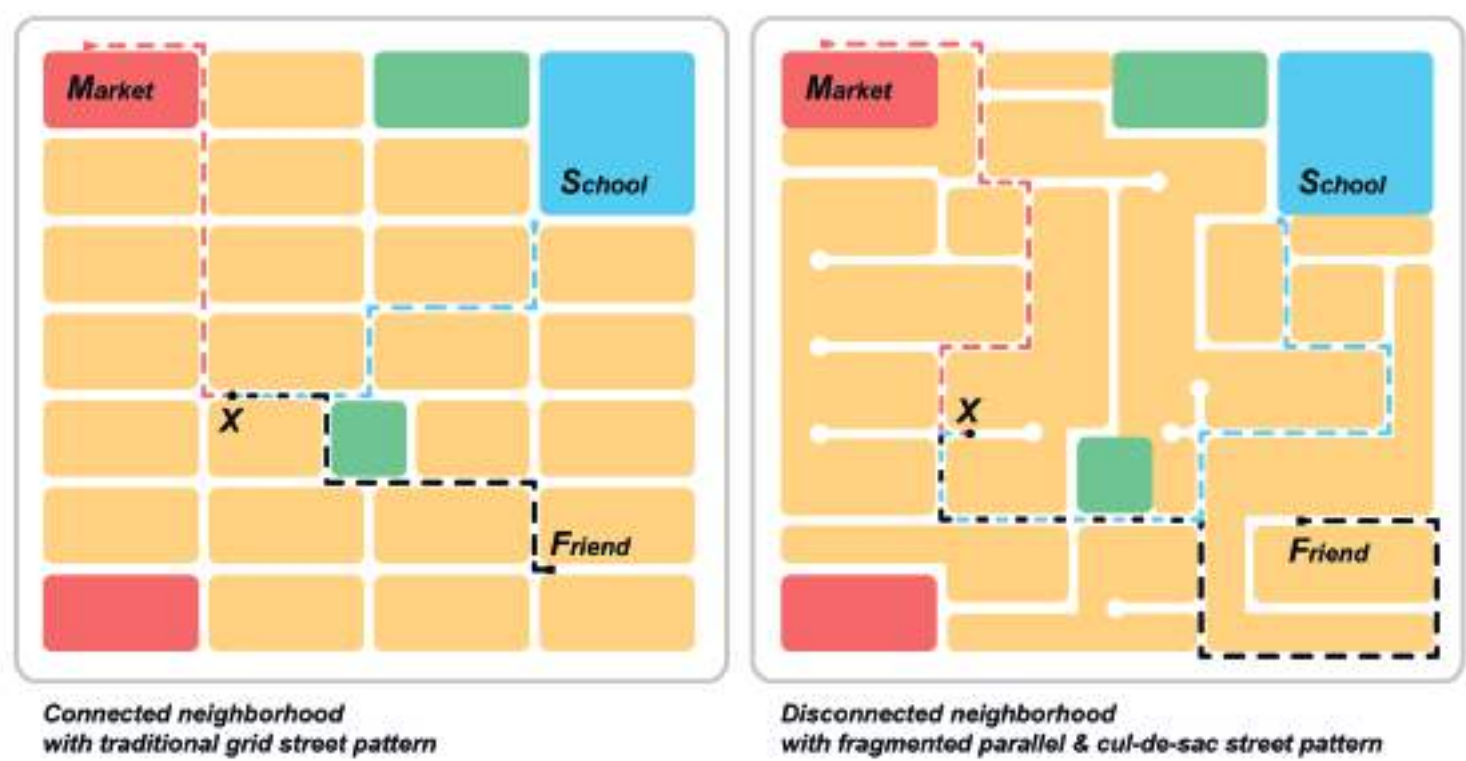
In order to determine where amenities are potentially needed to create Complete Neighborhoods in the West Area, the upcoming series of maps show a ½ mile walkshed (about a 10 to 15 minute walk) from existing and planned bus stops, schools, commercial uses, and parks.¹

The factors that lead to walkable neighborhoods often reinforce one another. For instance the desire to walk is usually dependent on having a destination to walk to, yet the pathway to get there is just as important. Pathways should be both convenient and enjoyable, meaning connections should be as direct as possible, visually interesting, and comfortable (i.e. can be

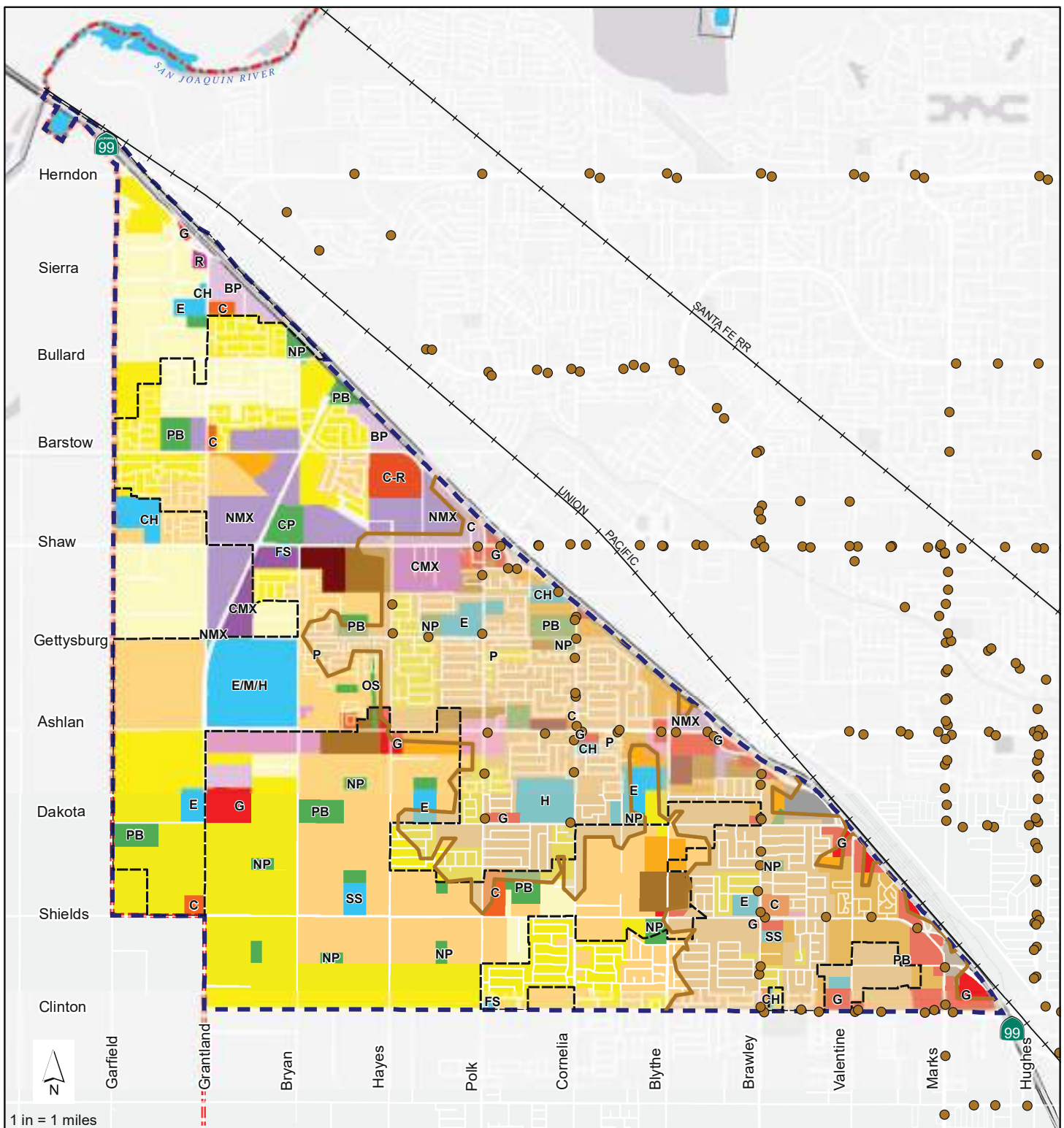
used safely by a person of any age or ability and in any season). Some ways to create pathways such as this, as they relate to the public realm, are discussed in Chapter 3 Section 3.3. However the private realm is also influential. For instance, modern subdivisions (and the codes that support them) routinely back houses onto major streets, creating a tunnel effect of monotonous fencing with no natural surveillance. Housing that orients towards the street, on the other hand, creates a more dynamic visual environment that permits more “eyes on the street.” Additionally, in the past many subdivisions created dead-end streets and long blocks that made it difficult to connect to amenities by walking, even if they were nearby. Newer standards, however, have sought to remedy this issue by emphasizing gridded street patterns and requiring direct pathways from residential neighborhoods to nearby destinations such as stores, schools, and bus stops, allowing for improved pedestrian and bike connectivity (see Figure 5-B: Connected vs. Disconnected Neighborhood Design). Increasing opportunity and convenience to walk and bike not only increases healthier transportation options, it provides an alternative that can allow for reduced traffic as fewer people need to drive to complete simple daily errands.

1 For existing uses a walkshed based on the existing sidewalk network was used. For planned uses, a geometric buffer of 1/2 mile was used to create the estimated walkshed.

Figure 5-B: Connected vs. Disconnected Neighborhood Design



This figure shows the difference between a connected neighborhood (left) with a traditional grid pattern providing shorter, more direct travel routes versus a disconnected neighborhood (right) that creates longer, more circuitous travel routes.



Map 5-5a: West Area Bus Stops Walkshed with Planned Land Use

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

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)

COMMERCIAL

- Community
- Recreation
- General
- Regional

EMPLOYMENT

- Office
- Business Park
- Light Industrial

MIXED USE

- Neighborhood Mixed Use
- Corridor/Center Mixed Use
- Regional Mixed Use

OPEN SPACE

- Community Park
- Neighborhood Park

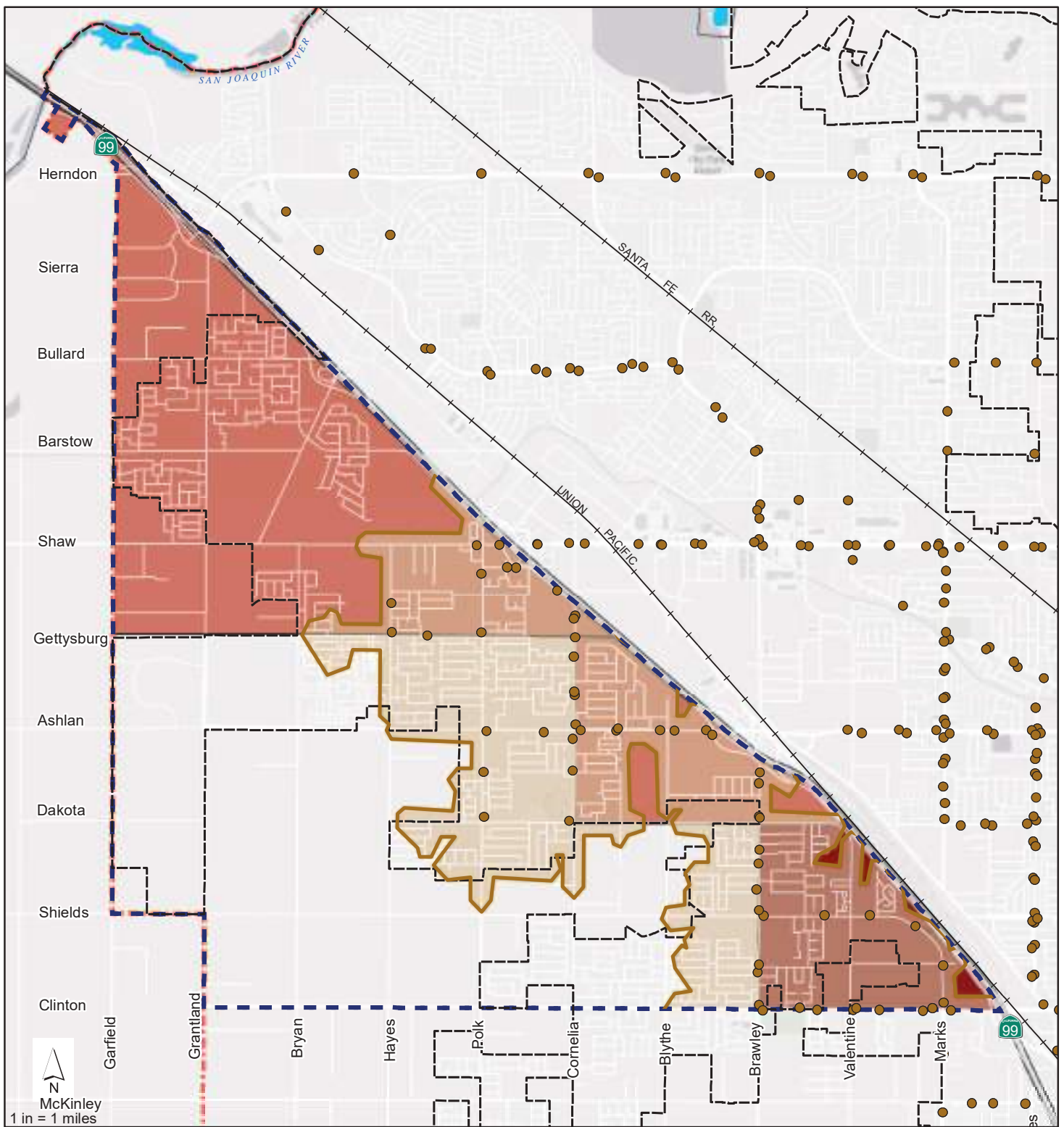
- Open Space
- Park
- Ponding Basin

PUBLIC FACILITIES

- Public/Quasi-public Facility
- Special School
- Elementary School
- Elementary, Middle & High School
- High School
- Church
- Fire Station

- Existing Bus Stops
- Half Mile Walksheds
- Specific Plan Boundary
- Fresno City Limits
- Fresno Sphere of Influence

Source:
Specific Plan of West Area Boundary, Fresno City Limits, Fresno Sphere of Influence, Highways, Schools, City of Fresno GIS data. Walksheds created using ESRI ArcGIS software ; Fresno County Boundary, Fresno County Regional GIS database. World Light Gray Canvas Base, Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community.



Map 5-5b: West Area Bus Stops Walkshed with CalEnviroScreen 4.0

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

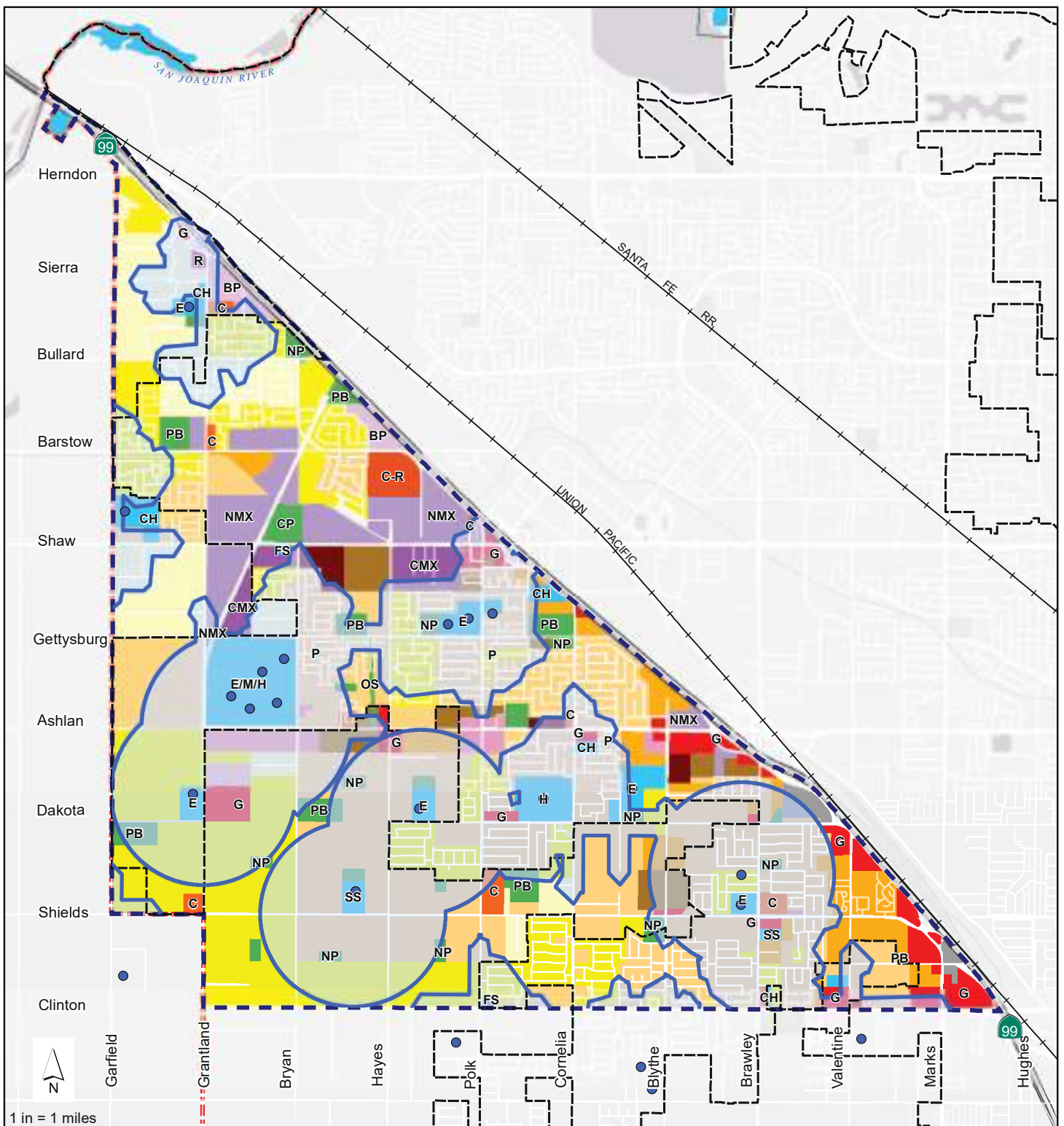
Legend

- Existing Bus Stops
- Half Mile Walksheds
- Specific Plan Boundary
- Fresno City Limits
- Fresno Sphere of Influence

CalEnviroScreen 4.0 Percentile Range

75 - 80%	85 - 90%
80 - 85%	90 - 95%
	95-100%

Source: Specific Plan of West Area Boundary, Fresno City Limits, Fresno Sphere of Influence, Highways, FAX Bus Stops, City of Fresno GIS data. Walksheds created using ESRI ArcGIS software ; Fresno County Boundary, Fresno County Regional GIS database, World Light Gray Canvas Base, Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community.



Map 5-6a: West Area Schools Walkshed with Planned Land Use

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

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)

COMMERCIAL

- Community
- Recreation
- General
- Regional

EMPLOYMENT

- Office
- Business Park
- Light Industrial

MIXED USE

- Neighborhood Mixed Use
- Corridor/Center Mixed Use
- Regional Mixed Use

OPEN SPACE

- Community Park
- Neighborhood Park

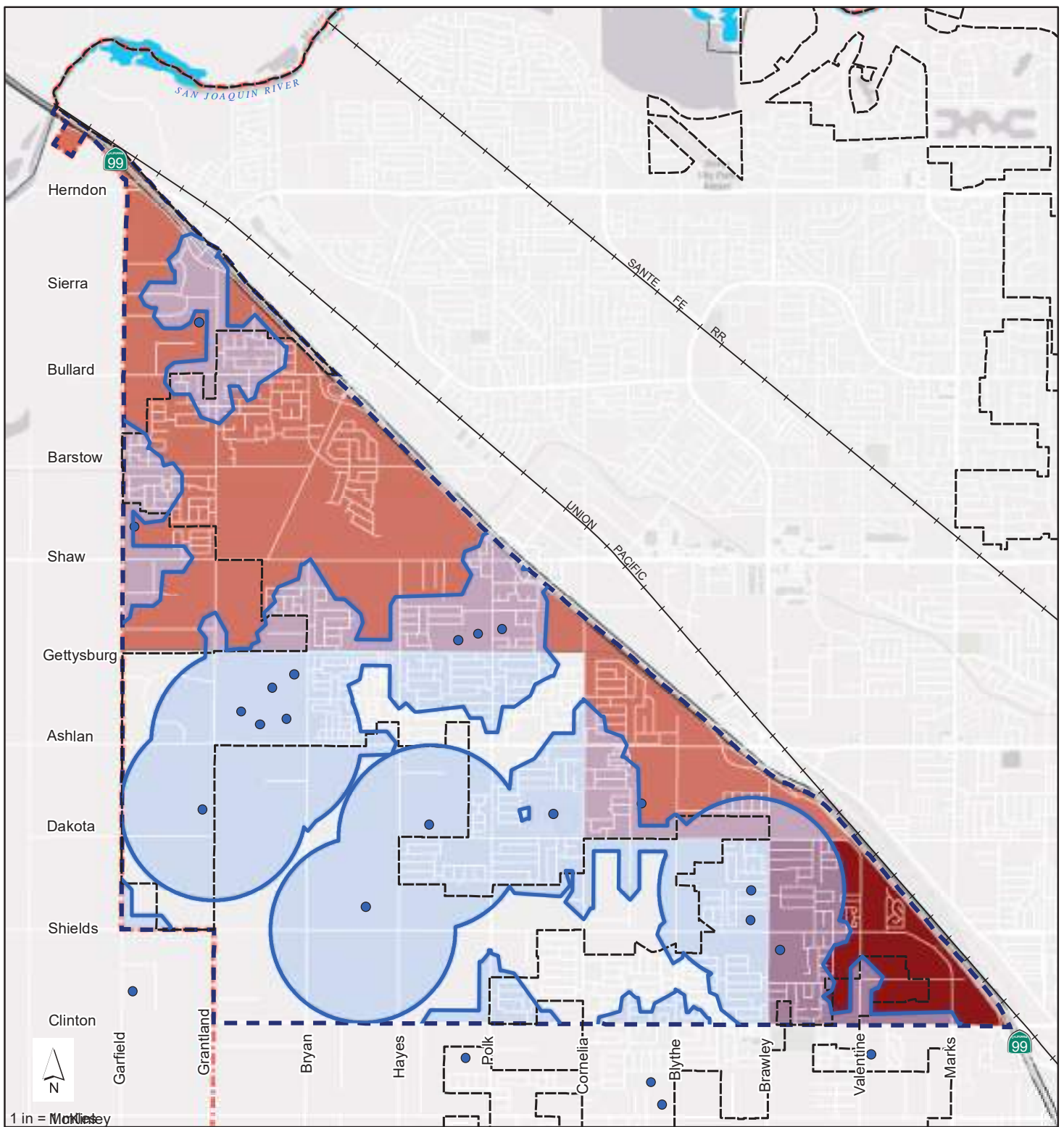
- OS Open Space
- P Park
- PB Ponding Basin

PUBLIC FACILITIES

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

- Planned and Existing Schools
- Half Mile Walksheds
- Specific Plan Boundary
- Fresno City Limits
- Fresno Sphere of Influence

Source:
Specific Plan of West Area Boundary, Fresno City Limits,
Fresno Sphere of Influence, Highways, Schools, City of Fresno
GIS data. Walksheds created using ESRI ArcGIS software ;
Fresno County Boundary, Fresno County Regional GIS database.
World Light Gray Canvas Base, Esri, HERE, Garmin, (c)
OpenStreetMap contributors, and the GIS user community.



Map 5-6b: West Area Schools Walkshed with CalEnviroScreen 4.0

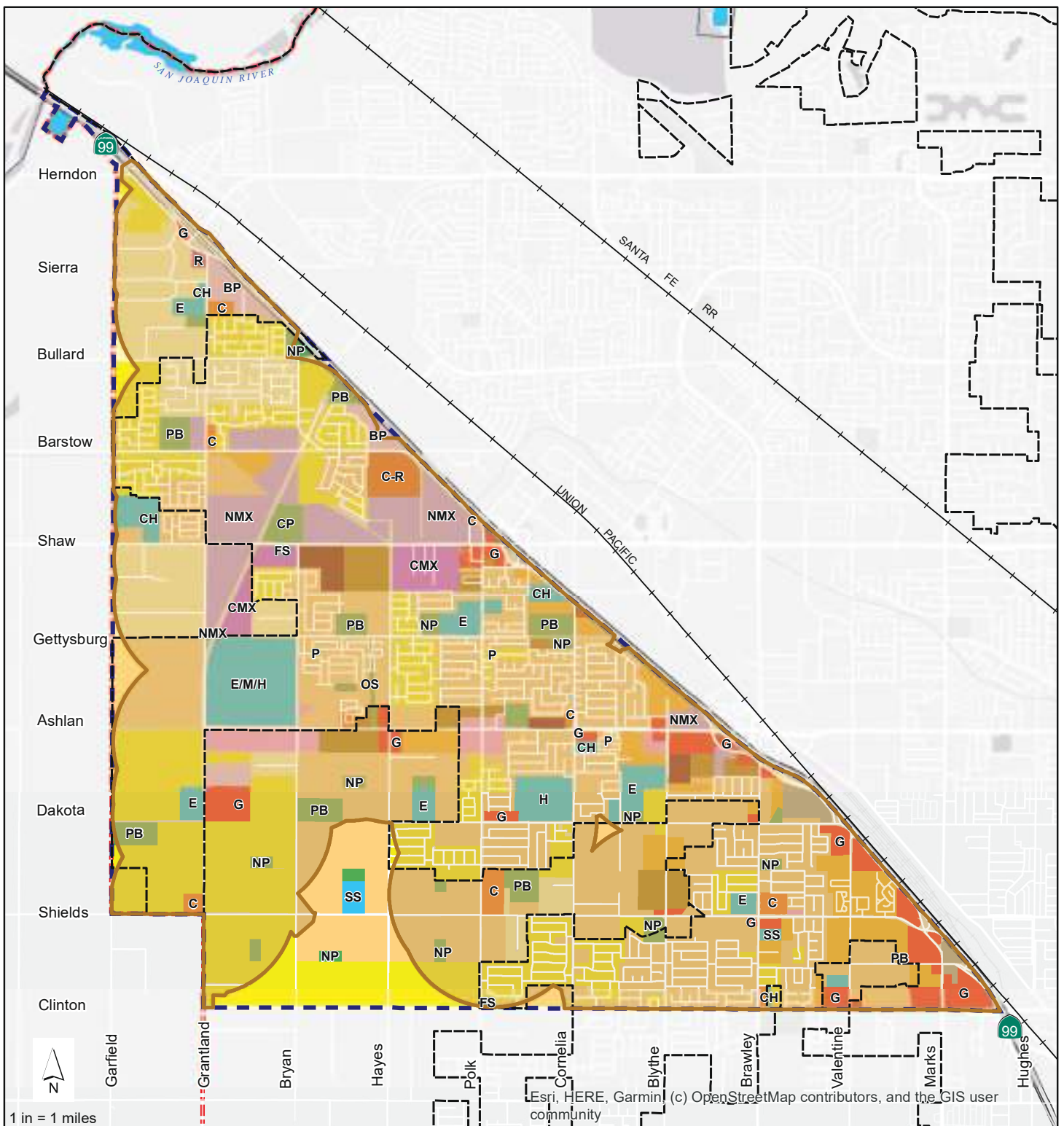
Legend

- Existing and Planned Schools
- Half Mile Walksheds
- Specific Plan Boundary
- Fresno City Limits
- Fresno Sphere of Influence

CalEnviroScreen 4.0 Percentile Range

- 75 - 80%
- 80 - 85%
- 85 - 90%
- 90 - 95%
- 95 - 100%

Source: Specific Plan of West Area Boundary, Fresno City Limits, Fresno Sphere of Influence, Highways, Schools, City of Fresno GIS data, Walksheds created using ESRI ArcGIS software ; Fresno County Boundary, Fresno County Regional GIS database, World Light Gray Canvas Base, Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community.



Map 5-7a: West Area Commercial Uses Walkshed with Planned Land Use

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)

COMMERCIAL

- Community
- Recreation
- General
- Regional

EMPLOYMENT

- Office
- Business Park
- Light Industrial

MIXED USE

- Neighborhood Mixed Use
- Corridor/Center Mixed Use
- Regional Mixed Use

OPEN SPACE

- Community Park
- Neighborhood Park

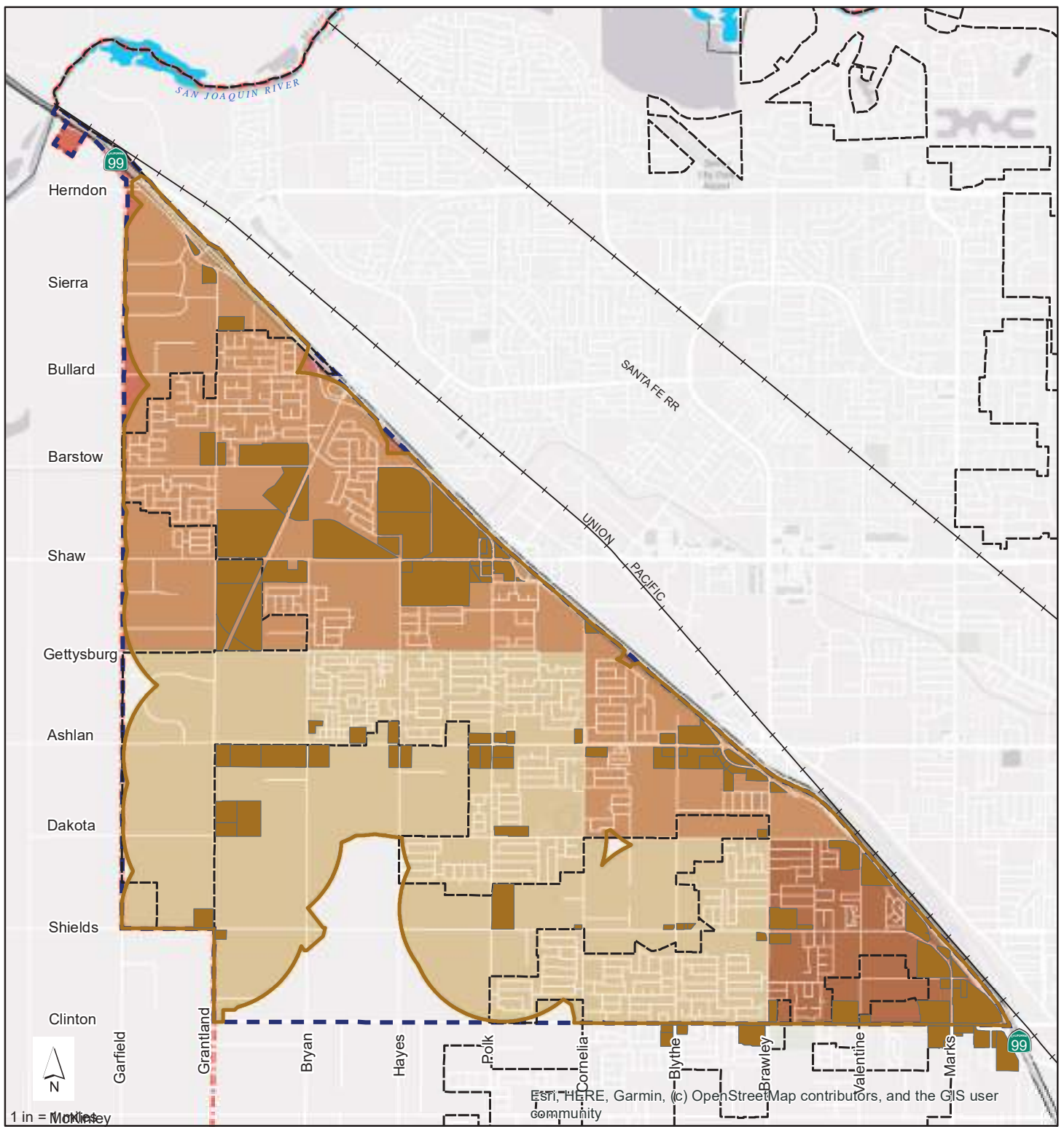
- Open Space
- Park
- Ponding Basin

PUBLIC FACILITIES

- Public/Quasi-public Facility
- Special School
- Elementary School
- Elementary, Middle & High School
- High School
- Church
- Fire Station

- Half Mile Walkshed from Existing and Planned Commercial Uses
- Specific Plan Boundary
- Fresno City Limits
- Fresno Sphere of Influence

Source: Specific Plan of West Area Boundary, Fresno City Limits, Fresno Sphere of Influence, Highways, Schools, City of Fresno GIS data. Walksheds created using ESRI ArcGIS software; Fresno County Boundary, Fresno County Regional GIS database; World Light Gray Canvas Base, Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community.



Map 5-7b: West Area Commercial Uses Walkshed with CalEnviroScreen 4.0

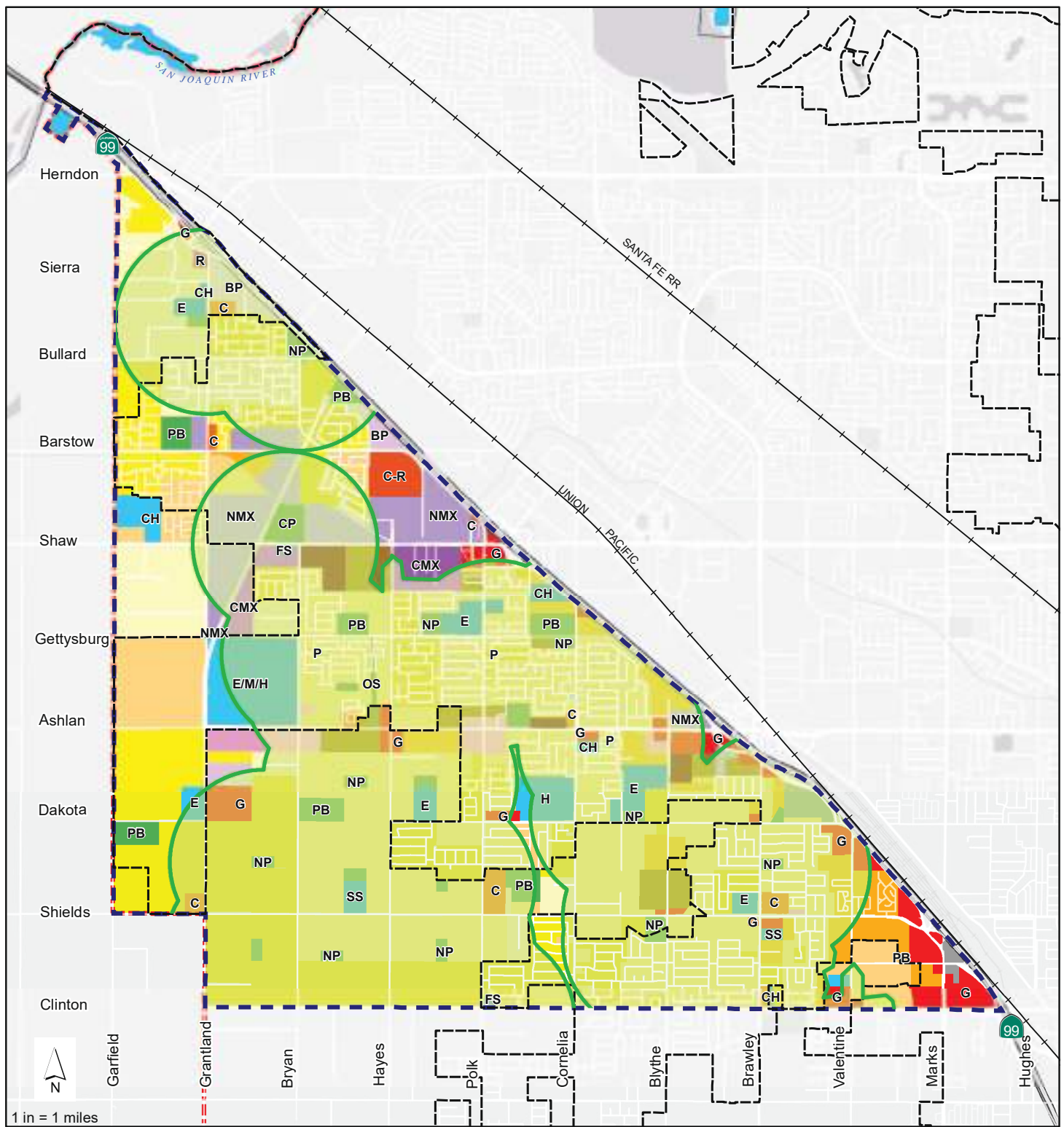
Legend

- Existing and Planned Commercial Uses
- Half Mile Walksheds
- Specific Plan Boundary
- Fresno City Limits
- Fresno Sphere of Influence

CalEnviroScreen 4.0 Percentile Range

- 75 - 80%
- 80 - 85%
- 85 - 90%
- 90 - 95%
- 95 - 100%

Source:
Specific Plan of West Area Boundary, Fresno City Limits, Fresno Sphere of Influence, Highways, City of Fresno GIS data. Planned Commercial Uses from: West Area Proposed Land Use. Land Use, Walksheds created using ESRI ArcGIS software; Fresno County Boundary, Fresno County Regional GIS database. World Light Gray Canvas Base, Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community.



Map 5-8a: West Area Parks Walkshed with Planned Land Use

This map is believed to be an accurate representation of the City of Fresno GIS data. However, we make no warranties either expressed or implied for the correctness of this data.

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)

COMMERCIAL

- Community
- Recreation
- General
- Regional

EMPLOYMENT

- Office
- Business Park
- Light Industrial

MIXED USE

- Neighborhood Mixed Use
- Corridor/Center Mixed Use
- Regional Mixed Use

OPEN SPACE

- Community Park
- Neighborhood Park

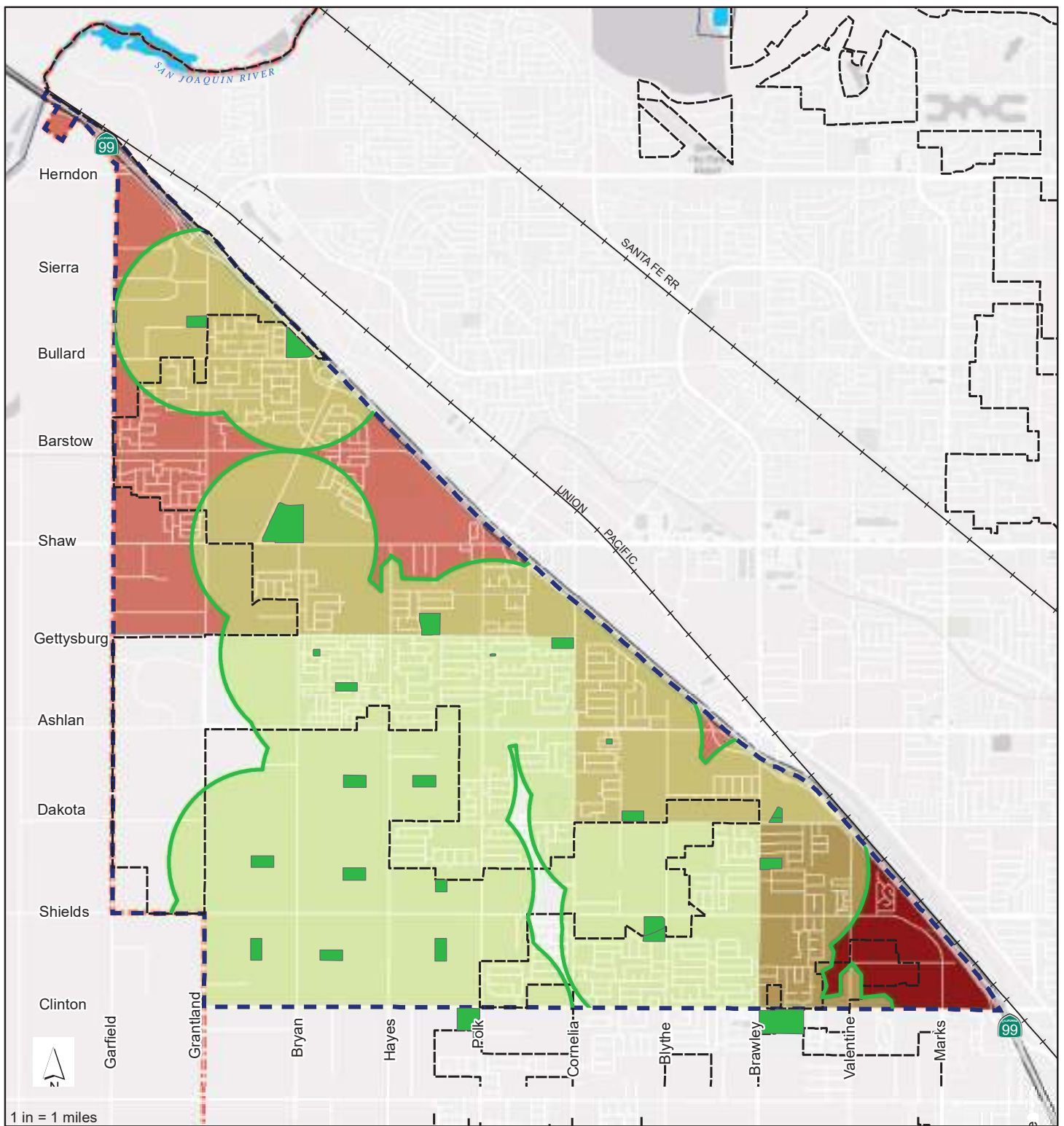
- Open Space
- Park
- Ponding Basin

PUBLIC FACILITIES

- Public/Quasi-public Facility
- Special School
- Elementary School
- Elementary, Middle & High School
- High School
- Church
- Fire Station

- Half Mile Walksheds From Existing and Planned Parks
- Specific Plan Boundary
- Fresno City Limits
- Fresno Sphere of Influence

Source:
Specific Plan of West Area Boundary, Fresno City Limits, Fresno Sphere of Influence, Highways, Schools, City of Fresno GIS data. Walksheds created using ESRI ArcGIS software ; Fresno County Boundary, Fresno County Regional GIS database. World Light Gray Canvas Base, Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community.



Map 5-8b: West Area Parks Walkshed with CalEnviroScreen 4.0

Legend

- Existing and Planned Parks
- Half Mile Walksheds
- Specific Plan Boundary
- Fresno City Limits
- Fresno Sphere of Influence

CalEnviroScreen 4.0 Percentile Range

- 75 - 80%
- 80 - 85%
- 85 - 90%
- 90 - 95%
- 95 - 100%

Source:
Specific Plan of West Area Boundary, Fresno City Limits, Fresno Sphere of Influence, Highways, City of Fresno GIS data, Planned Commercial Uses from: West Area Proposed Land Use, Land Use, Walksheds created using ESRI ArcGIS software; Fresno County Boundary, Fresno County Regional GIS database, World Light Gray Canvas Base, Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community.

5.5 | Neighborhood Identity

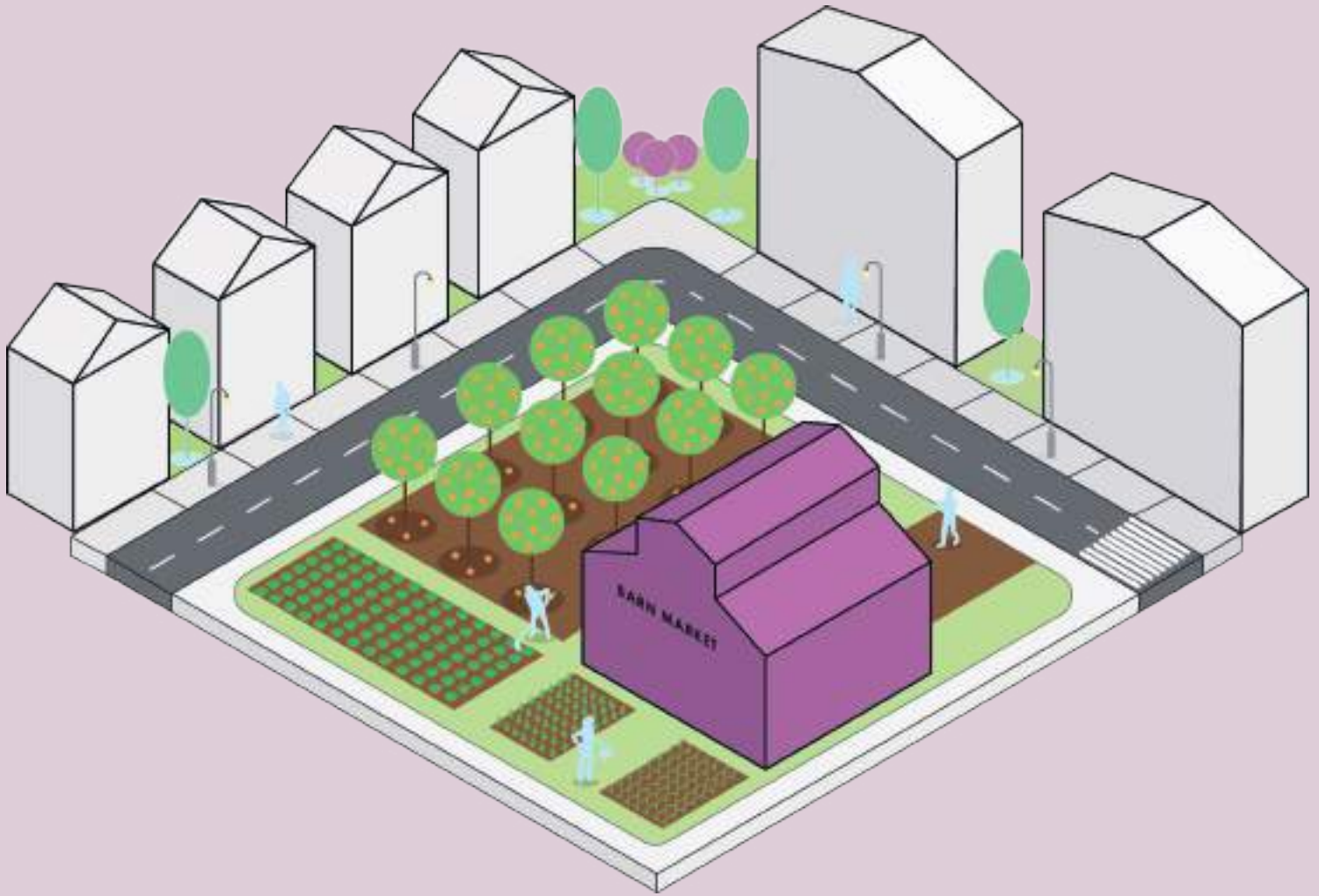
Do we live in a neighborhood or just a house on the street? Do we have amenities and events, like a local playground or garden or an annual block party, that help us get to know our neighbors, or are they strangers to us? Building community in the West Area is a priority of this Specific Plan, therefore special focus is given to the neighborhood as a basic “unit” of community gathering.

With few exceptions, Fresno does not have a tradition of defined neighborhoods. Instead, the name of a major intersection or a nearby school or shopping center is often used by residents to identify where they live and work. One of the discoveries during the Plan’s community engagement process is that the West Area does not have strong neighborhood identities and is therefore missing out on some of the benefits they can provide. Defined neighborhoods can facilitate community attachment and -with its spatial delineation- can also develop a sense of history, place, and pride. Establishing neighborhood boundaries can provide a foundation for

community and civic efforts, including the ability to measure key indicators over time, which can enable a more enriched understanding of how community resources can be leveraged. Creating neighborhood committees can further bring people together by being a platform for local needs and by hosting local events.

The City should partner with local educational institutions and community development organizations to create a basis for neighborhood identification in the West Area. This could be completed through research of the West Area’s history; ascertaining natural features, amenities and landmarks; surveys; and the collection of empirical data. Community members of each identified area could stay engaged through the establishment of neighborhood committees. The committees (which should aim for equitable representation) could be leveraged to fulfill the goals of the Plan and to provide information and guidance on evolving issues and opportunities in the West Area.





5.6 | Retaining Agriculture

Expansion into the Sphere of Influence will place pressure on farmland, including prime farmland, to convert to urban development. While the Plan Area is designated for such development, in order to retain the historical connection of the West Area to its agricultural roots - and also protect farmland of importance to the city, county, and state - the City will need to remain supportive of farmland preservation efforts, uphold the directive for orderly development, and continue to pursue methods to facilitate community-scale agriculture projects.

Within both existing and new development, there are ways in which agricultural uses can be actively expanded in the West Area. For instance, the Development Code permits the use of many agriculture-related businesses and activities, including: community gardens, urban farms, crop cultivation, produce stands, farmers markets, farm-to-table restaurants, farm tours and education courses, bed-and-breakfast establishments, wedding and special event farm/agriculture venues, wine tasting rooms, mead tasting rooms, and urban wineries and micro-

breweries. Building from this list, the City should also explore widening the allowance of animal keeping to include chickens, goats, and bees to enhance food production, access, and security for the community. This can also lead to more small-scale agriculture-based businesses in Fresno, sustaining our agricultural pride and heritage.

Another concept that has yet to be explored, but which has potential to perpetuate the West Area's farming roots, is the agricultural neighborhood, or **agrihood**. An agrihood is the incorporation of a working farm within a residential development. How the farm operates may vary. For instance, in one homeownership model the residents pay a fee as part of their monthly Homeowner's Association dues which support the salaries of on-site farmers. The farmers not only manage the farm, but host special events, tours, and cooking classes for residents and visitors alike. The residents also receive a monthly box of produce from the farm. Another model, however, offers a combination of for-sale and rental housing while supporting beginner farmers with

access to land and community. This agriculture-focused style of development could create a highly desirable amenity that's truly unique to the West Area, especially for Fresnoans seeking greater connection to the land and our region's history.

Finally, to support the growth of community farms and neighborhood gardens within existing areas, the City should consider adoption of an Urban Agriculture Incentive Ordinance. Pursuant to AB 465, the Ordinance would authorize the City to enter into contracts with landowners to restrict the use of vacant, unimproved, or blighted land for the small-scale production of agricultural crops and animal husbandry in exchange for reduced property tax assessments. In implementing this, there are certain State requirements that would need to be met, such as the length of the contract and size of the property. A local engagement process, however, would be required to help further define what a desired outcome of such contracts would look like for our neighborhoods.



5.7 | Housing

5.7.A | Urban-Rural Interface

Even though the West Area is rapidly developing, it is still home to many families who prefer a rural lifestyle, some of whom have lived in the Plan Area for generations. One way to permit new development in a way that respects existing rural uses is to soften the edge between them by creating a “rural/urban buffer” or transition space. Instead of installing tall, concrete walls to separate a new development from an existing rural use, the new development should provide open space, landscaping, or a boundary street. This should apply to all new development, but is especially pertinent to new housing subdivisions.



Current conditions



with landscaping



with open fences



with landscaped path



with boundary street

5.7.B | Housing Opportunity & Stability

An important outcome of this Plan is to increase housing opportunity and stability for existing and future West Area residents. Housing opportunity and stability is not just about housing affordability, it also means providing enough options for residents to not have to move out of their neighborhood when their life circumstances change. As an example, a resident may need to move into a larger home to meet the needs of a growing family or into a smaller one when becoming an empty nester, or perhaps to transition from being an owner to a renter should home maintenance become too burdensome. Housing variety that supports diversity can also lead to more secure neighborhoods, especially where seniors and parents of young children are not priced out. People who are a part these groups are more likely to be natural keepers of their neighborhoods by virtue of their active presence.

In order to promote housing opportunity in the West Area, the City should reexamine the regulations and incentives that either prevent or support the interlinked conditions of variety and affordability. For instance, the City can encourage the development of Accessory Dwelling Units (ADUs) alongside new housing, increasing opportunities for multi-generational living and providing new homeowners an option to utilize rental income to allocate towards their mortgage payments.

The City should also consider revising its Development Code to allow for **missing middle housing** by permitting by-right approval of small-scale multifamily in lower density zone districts, as long as the homes meet design guidelines.



*Local examples of missing middle housing
(Photo Credit: Dan Zack)*

Missing middle housing consists of multi-unit buildings that are comparable in scale to single-family homes. These include duplexes, townhomes, and bungalow courts among other similar kinds of housing types. In Fresno, the area around Fresno City College and the Tower District demonstrates the effective incorporation of missing middle housing where many duplexes and even triplexes are nearly indistinguishable from neighboring single-family homes.

The increase of housing variety in a neighborhood offers a greater range of price points for entry, with ADUs and missing middle housing types typically being more affordable. There are other regulatory actions, too, that the City can employ to improve both housing affordability and stability. The first is enacting a below-market-rate housing program that can require a small

percentage of units within larger housing projects to be provided for families whose incomes are less than the County median. Nearly 60 percent of renters and 27 percent of homeowners in the city are housing-cost burdened, meaning more than 30 percent of their household income is dedicated to housing. For many workers in Fresno, including those in the top five most in-demand jobs in the County, annual wages fall short of fair market rents.

An additional way the City can improve housing opportunity in the West Area and throughout Fresno is to approve a Tenant Opportunity to Purchase Act (TOPA). TOPAs vary from each city where they are enabled, but the basic premise is to give tenants better opportunities to purchase the homes they live in. Usually this is done by providing tenants the right of first offer and/or

Figure 5-C: Missing Middle Housing Spectrum



THIS IMAGE MAY ONLY BE USED WITH ACCOMPANYING ILLUSTRATION ATTRIBUTION TO OPTICOS DESIGN, INC.

This figure shows the wide spectrum of “missing middle” housing types that fit gently between single-family homes to mid-rise multi-family buildings. Source: Opticos Design, Inc. / CC BY (<https://creativecommons.org/licenses/by/4.0>)

the right of first refusal. For example, tenants in a multi-unit apartment building (or a single-family home) would be notified by the owner of their intention to sell. The tenants can then decide if they want to pool together their resources or work with a third party to be first in line to make an offer to the owner- this is the right of first offer. Should the offer be unacceptable to the seller, the building would go on the market in a normal manner and tenants would have one more opportunity to match a higher bid. With these rights, TOPAs help provide greater housing stability by giving tenants more opportunity to stay in their current neighborhoods. It should be noted that TOPAs do not apply to owner-occupied single-family homes (i.e. where the owner rents out a room) or property given to heirs.

Housing stability for our most vulnerable populations is a primary concern for the City. In the West Area especially, where residents feel there is a growing number of unsheltered

community members, the City will continue to support housing solutions for people experiencing homelessness. This support can include services that help community members become re-housed and programs that prevent homelessness, such as providing limited financial support through temporary hardships. A Local Housing Trust Fund can be an appropriate method by which to support such efforts, among other housing programs that increase housing opportunity and stability.

Repair and upkeep of homes is another important facet of both individual and neighborhood housing stability. In some cases homeowners may not know the current standards for home upkeep, or they may not have the financial or physical ability to maintain their homes to those standards. Beyond providing information and third-party resources to those owners, the City can continue to actively fund owner-occupied home repair programs.

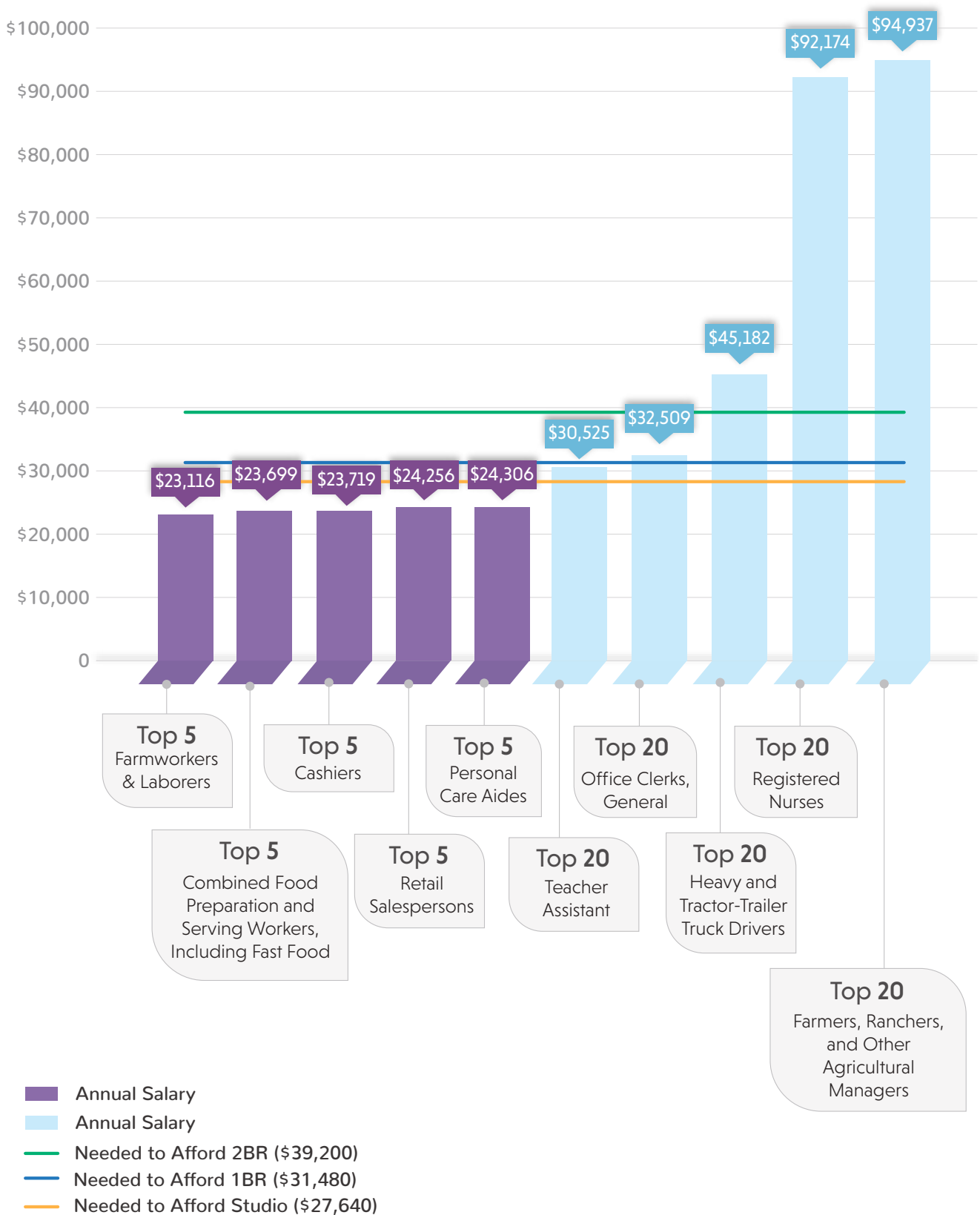
By the Numbers...

- Out of Fresno County's top five most in-demand jobs (shown as "Top 5" in Figure 5-B), not one pays enough to meet the fair market rent for a one-bedroom home. Even some of the top twenty most in-demand jobs fall short of affording a one- or two-bedroom home.¹
- More than 55 percent of city of Fresno residents are renters.²
- Sixty-one percent of the city's housing stock is detached, single-family housing.²
- Nearly 60 percent of city of Fresno renters and 27 percent of homeowners are housing-cost burdened.²

1 2020 HUD User Data and State of California Employment Development Department 2016-2026 Long-Term Occupational Employment Projections.

2 2018 American Community Survey 5-Year Estimates.

Figure 5-D: In-Demand Jobs Median Salaries & Fair Market Rent in Fresno MSA



5.8 | Goals & Policies

The goals and policies within this section are based on input from community members, the recommendations of the Steering Committee, and current best practices. They are intended to advance the functionality and vibrancy of the West Area. For purposes of readability, the phrase “Land Use & Housing” will be abbreviated as “LUH” in this section. Each policy shall be interpreted as an affirmative and required action.

LUH Goal 1 Promote the orderly development of the West Area.

- LUH 1.1 Continue to implement policies that encourage orderly development and discourage premature development (i.e. leapfrog development) of land near the planned urban fringe.
- LUH 1.2 Uphold the General Plan’s vision for the sequencing of development areas, focusing new development on land within the City Limits first followed by land within Growth Area 1.
- LUH 1.3 Promote development of vacant, underdeveloped, re-developable land within the Plan Area where existing and planned public infrastructure is available.
- LUH 1.4 Create a Small Area Plan for the West Shaw Avenue Town Center, which shall incorporate the Highway City Neighborhood Specific Plan Area, to further refine and support orderly, transit-oriented urban design and development.
- LUH 1.5 Maintain the General Plan’s requirement that new residential and commercial developments that require annexations pay their fair and proportional share of needed community improvements.
- LUH 1.6 Review annexation requirements for applications to demonstrate that they will not lead to peninsular or leapfrogged development patterns, where the urban edge intrudes into agricultural and undeveloped land on three sides.
- LUH 1.7 Review annexation requirements for applications to demonstrate they will not lead to fragmented infrastructure systems, including bottlenecked roadway networks.

LUH Goal 2 Increase opportunities to retain agricultural uses and promote agritourism within the West Area.

- LUH 2.1 Continue to recognize existing Agricultural Land Conservation Contracts (i.e., Williamson Act contracts) and promote the enrollment of all Prime Farmland outside of the Sphere of Influence.

- LUH 2.2 Partner with the Fresno County Farm Bureau and other agriculture-focused organizations to develop a strategy to fund, protect, and promote agriculture in the West Area. The strategy should include an examination of potential funding and grant opportunities as well as appropriate activities to support, including, but not limited to: agritourism, farmers markets, shipping container farms/markets, farm incubators, farmland preservation, marketing & wayfinding programs, etc.
- LUH 2.3 Promote the planting of home, school, and community gardens and consider revising the Development Code to remove provisions that prevent the keeping of chickens, bees, and goats.
- LUH 2.4 Continue to apply the ANX overlay to rural and agricultural properties annexed into the city until a subsequent subdivision, rezoning, or special permit is approved for the property. Upon application for such a subsequent entitlement, permitted uses will be reconsidered for conformance to city zoning standards.
- LUH 2.5 Encourage new developments to incorporate agricultural features, such as agrihood-style amenities, community gardens, container farms, farmers market plazas, or public art celebrating the West Area's agricultural heritage.
- LUH 2.6 Consider adopting an Urban Agriculture Incentive Ordinance to allow the reduction of property tax assessments on land dedicated to small-scale agriculture use, in alignment with AB 465.
- LUH Goal 3 Create Complete Neighborhoods in the West Area that provide a variety of amenities within walking distance to meet the daily needs of residents.**
- LUH 3.1 Attract desired and needed local retail establishments to serve the needs of the West Area community, such as grocery stores, bakeries, restaurants (other than fast food places), and boutiques - with a special focus on Catalytic Corridors.
- LUH 3.2 Support the formation of a group or committee – led by West Area community members with participation from City of Fresno staff, community groups, and community businesses – that works to identify specific types of retail and commercial development sought for the West Area, form ideas for specific projects, and promote their development. This group may be considered as a subcommittee to a neighborhood association and/or a Specific Plan Implementation Committee.
- LUH 3.3 Consider updating the Development Code to permit limited, small-scale neighborhood commercial uses within all residential districts, with restrictions on the sale of items such as liquor, tobacco, and other adult products.

- LUH 3.4 Support the co-location of community centers, such as libraries, within retail nodes to increase mutually supportive pedestrian activity.
- LUH 3.5 Encourage the development of more adaptable retail formats, such as open-air markets or stores with smaller square footage, especially where such formats provide affordable space for local entrepreneurs and contribute to walkable and lively commercial nodes.
- LUH 3.6 Continue to enforce strict application review processes and solicit community input regarding retail establishments with potential negative externalities such as liquor stores, tobacco and vapor stores, short-term loan and pawn shops, and adult stores.
- LUH 3.7 Develop incentives to encourage redevelopment activities within the Highway City neighborhood to create a wide range of housing types and attractive, pedestrian-oriented commercial nodes.
- LUH 3.8 Require transitions between land use types to emphasize the pedestrian experience. This should include, but is not limited to, attention to lighting, pathways, landscaping, fence types, and frequency of entry points.
- LUH 3.9 Encourage street patterns in new development that optimize connectivity, such as a gridded street pattern.
- LUH Goal 4 Identify West Area neighborhoods as a means to leverage resources and build community.**
- LUH 4.1 Partner with West Area residents and educational institutions to identify the individual neighborhoods of the West Area, incorporating the history, natural features, amenities, and landmarks of each.
- LUH 4.2 Following the completion of LUH 4.1, encourage community members to stay actively engaged through the establishment of neighborhood committees. The neighborhood committees can provide a platform for local needs and host events to bring community members together. Committees should provide mechanisms for equitable representation among their respective communities.

LUH Goal 5 Provide for urban edge transitions that respect existing rural residential and agricultural uses.

- LUH 5.1 Consider updating the Development Code so that when land proposed for urban development abuts active farmland, planned farmland, or rural residential, the new project shall include and provide for the maintenance of one of the following design features to provide a rural/urban buffer:
- Provide landscaping and setbacks to fully obscure the new development's buildings and fences.
 - Do not include fencing, or provide only see-through fencing no greater than four feet in height between the new development and the existing property.
 - Provide open space such as edible gardens, landscaped walkways, trails or rain gardens to be no less than 30 feet in width.
 - Locate boundary streets between the new and existing developments.

LUH Goal 6 Establish clean, safe, and stable housing opportunities that provide for a variety of housing types; are available to people of all incomes, ages, and family sizes; and strengthen the pride and identity of residential neighborhoods.

- LUH 6.1 Encourage the development of housing to accommodate multi-generational and aging households, including incorporating Accessory Dwelling Units into new housing designs.
- LUH 6.2 As part of the next General Plan process, perform an analysis of access to housing options across socio-economic factors to determine how to improve opportunities for currently under-resourced communities.
- LUH 6.3 Promote the use of porches, patios, stoops, balconies, etc. and require future residences to face parks, public streets, and/or public schools in order to provide natural surveillance ("eyes on the street") and security for all users.
- LUH 6.4 Continue to support and develop resources for property owners to improve and maintain the conditions and appearance of existing residential structures.



IMPLEMENTATION



6

6.1 | Introduction

Every plan is destined to fail if there is no commitment to its implementation. This Chapter therefore provides information regarding the Infrastructure Financing Plan, which will be an important implementation guide, and summary tables that detail each of the Specific Plan's goals and policies. Each of these are meant to be used as tools by community stakeholders, to measure the infrastructure needs and policy progress over time.

In this Chapter:

6.2 | Infrastructure Financing Plan

6.3 | Goals & Policies

6.4 | Implementation Summary Tables

6.2 | Infrastructure Financing Plan

Accompanying the Specific Plan is an Infrastructure Financing Plan (IFP) that will evaluate the cost of public infrastructure needed to support the Plan's Proposed Planned Land Uses. The IFP, provided under separate cover, will also include suggested phases and funding approaches to meet the costs.

6.3 | Goals & Policies

- I Goal 1** Pursue measures that implement the Goals of the Specific Plan.
- I 1.1** Establish a West Area Neighborhoods Specific Plan Implementation Committee with representatives from different areas within the Plan Boundary to pursue and evaluate implementing Policies.
- I 1.2** Investigate the establishment of an Enhanced Infrastructure Financing District (EIFD) for the West Area to financially support the development of parks, trails, and open space and to address critical infrastructure gaps for active transportation.
- I 1.3** Any **substantial changes** to the policies of this Plan shall occur through a robust public engagement process, which shall minimally include a) notifying community members in the Plan Area of proposed changes via direct mail, b) at least two **community meetings**, and c) solicitation of formal recommendations of the Specific Plan Implementation Committee and all District Review Committees representing the Plan Area.

6.4 | Implementation Summary Tables

To aid in tracking implementation efforts, this section provides summary tables that list each goal and its associated policies along with responsible parties and suggested measurements of progress. No timeframes are given as it is expected that progress will be made annually, based on available staff capacity and funding. In instances where no progress can be reported, an explanation should be provided with action steps to take for the following year. Reporting on these goals and policies will be done in tandem with the General Plan Annual Progress Report.

Through both incremental and dynamic change, and above all persistence and dedication, we will realize the vision for a rooted and vibrant future for the West Area.

IPR | Infrastructure & the Public Realm

IPR Goal 1

Improve access, movement, and safety for all transportation modes in the West Area.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
IPR 1.1	Implement the Active Transportation Plan, ADA Transition Plan for ROW, and the General Plan to provide for complete, safe, and well-maintained sidewalk, bicycle, and trail networks that are compliant with the Americans with Disabilities Act, and which connect established and planned residential neighborhoods to destinations such as commercial and employment centers, schools, parks, and community centers.	Public Works	# of projects funded, in process, and completed # of projects addressing fragmentation
IPR 1.2	Identify and address existing infrastructure gaps in the West Area; target remedies through the creation of a priority areas list.	Public Works/ Planning	# gaps identified # gaps/priority gaps closed
IPR 1.3	Collaborate with Central Unified School District and Fresno County to support complete routes to schools by collecting family travel data, prioritizing infrastructure improvements near schools and to promoting annual Walk & Bike to School Days to encourage active transportation. a. Priority routes to update include (but are not limited to) a. Ashlan from Cornelia to to Hayes. b. Valentine from Shields to Clinton, c. Dakota from Brawley to Cornelia and d. Polk from Clinton to Dayton.	Public Works, Police, PARCS/ Bicycle & Pedestrian Advisory Committee, CUSD, community groups	# of projects/ priority projects initiated/ completed # of schools/ students participating

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
IPR 1.4	Create a connected, safe, and pleasant pedestrian experience by requiring the provision of curb, curb ramps, gutter, streetlights, sidewalks, and street trees on both sides of the street in and adjacent to new developments.	Public Works/ private developers	# linear feet of new sidewalk, curb, gutter, bike lanes # new street trees, streetlights in new developments # gaps closed
IPR 1.5	Encourage the provision of amenities that enhance the pedestrian experience, such as sidewalks that are 5-7 feet or wider to allow people to stroll both together or apart at comfortable distances, as well as benches, shade, greenery, and - in more prominent gathering places - water features (using rainfall or recycled water).	Planning, Public Works/ private developers	# linear feet of sidewalk by width # of benches
IPR 1.6	Require the installation of bicycle-supportive infrastructure to future development and roadway improvements, including bike parking facilities as well as through lanes and detection loops at every signaled intersection where Class II and Class IV bike lanes are existing and planned.	Public Works	% bike detection loops at intersections # added through bike lanes
IPR 1.7	Where Class II and Class IV bike lanes currently exist and are planned on roads with speeds of 30 mph or greater, add a painted buffer to the bike lane to provide improved safety and permit future installation of a protective barrier.	Public Works, Police	# roads with reduced speed # painted buffers added # reduction in collisions

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
IPR 1.8	Expand transit services in the West Area as development occurs, by locating routes near or adjacent to civic centers, schools, public parks, and retail centers and explore feasibility to create a West Area-Downtown Connector Route.	FAX	# added transit stops route miles added % pop within 1/2 mile walk of transit stop % pop within 1/4 mile walk of transit stop
IPR 1.9	When a project generates Vehicle Miles Traveled (VMT) above an established threshold, require mitigation consistent with the City's VMT Program. If consistent with the Program, mitigation could potentially include funding for active transportation improvements, such as upgrades to bicycle, pedestrian, and transit infrastructure, transit service extensions, or contributions to an active transportation fund.	Planning, FAX, Public Works/ private developers	# upgrades creation of fund \$ added to fund Δ VMT
IPR 1.10	When a development project is planned at major intersections or along a Catalytic Corridor with existing or future transit service, require enhancements to transit stops, such as sidewalks, benches, lighting, trash cans, accessibility improvements, shelters, and/or shading.	Planning, FAX, Public Works/ private developers	# and type of added amenities
IPR 1.11	When improvements related to large employers or schools (defined as having 100 or more employees or students) are proposed, consider requiring a subsidized transit pass program for employees and students.	FAX/ large employers, schools	# participating entities # transit passes

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
IPR 1.12	Improve multimodal transportation access across Highway 99 by a) completing the Veterans Boulevard interchange project and the underpass at West Gettysburg Avenue, b) consider updating the ATP and General Plan to include potential future multimodal crossings (such as an extension of Cornelia Avenue either across Highway 99 or from Shaw to the future undercrossing at Gettysburg Avenue), and c) update Golden State Avenue in the ATP and General Plan to have enhanced bike facilities.	Public Works	% project completion
IPR 1.13	Designate Grantland Avenue and Veterans Boulevard between Clinton Avenue and its overcrossing of the railroad tracks as a boulevard area, with a required 30-foot landscaped setback. Planned elements of the city's master trail system may be located partially within this setback.	Public Works	n/a
IPR 1.14	Reduce the impacts of freight trucks through a) examining truck routes in the West Area to provide a strategy to alter any routes that utilize lower-intensity residential roads or are near K-12 schools and b) reviewing the Development Code for potential improvements that will help mitigate health impacts from freight-related uses.	Planning, Public Works/ Caltrans	% project progress # subject routes altered
IPR 1.15	Continue to support and coordinate with California High Speed Rail to create a railroad overpass at Shaw Avenue and underpass at Herndon Avenue.	Public Works, CAHSR	n/a
IPR 1.16	Work to reduce roadway bottlenecking and collaborate with Caltrans and other regional partners to improve the interchange at Highway 99 and Shaw Avenue.	Public Works/ Caltrans, regional partners	# bottlenecks remedied % project progress

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
IPR 1.17	Address issues of vehicle congestion in the West Area through a) studying congestion patterns, location, and traveler characteristics to determine potential solutions. Furthermore, new development should strive to promote active transportation to reduce auto-dependency and overall traffic impacts.	Public Works, Planning, FAX/ private developers	% project progress
IPR 1.18	Encourage the use of micromobility in the West Area, consider it when designing or retrofitting transportation-related infrastructure, and explore potential for integration with public transit.	Public Works, FAX/ Planning	# projects initiated/ completed
IPR 1.19	As part of the next General Plan process, perform an analysis of access to transportation options across socio-economic factors to determine how to improve connections for currently under-resourced communities.	Planning/ FAX, community groups	% project progress

IPR Goal 2

Provide streetscapes that are welcoming and safe to all users, instill a sense of place within the West Area, and contribute to the community's safety and quality of life.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
IPR 2.1	Install traffic calming elements such as bulb outs and trees in pedestrian-oriented areas, such as at intersections and crosswalks to lower speeds and increase safety.	Public Works/ private developers	# of projects initiated/ completed # reduction in collisions
IPR 2.2	Install pedestrian safety features such as midblock crossings, especially near schools; leading pedestrian intervals at intersections; median refuge islands along wider streets; scramble crossings in high pedestrian areas; and pedestrian-scale lighting along major corridors, at crosswalks, and at transit stops. Midblock crossings near schools should include Pedestrian Hybrid Beacons (PHB) and traffic signal timing changes.	Public Works/ private developers	# of projects initiated/ completed # reduction in collisions
IPR 2.3	Build on the Highway 99 Beautification Master Plan and create attractive gateways from Highway 99 to the West Area.	Planning, Public Works/ private developers	# of projects initiated/ completed at gateways
IPR 2.4	Collaborate with the Fresno County Office of Tourism, the Vintners and Distillers of Fresno County, Fresno County Farm Bureau, and other potential partners to incorporate wayfinding signage throughout the West Area that promotes agritourism activities, including highlighting the locations of local wineries and farm stands.	Public Works, Economic Dev./ Planning, named parties, ag. businesses	# of signs added

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
IPR 2.5	Consider implementing a streetlight banner program along major streets and other pedestrian-oriented areas to promote spatial identity and local celebrations, including a military service banner program for Veterans Boulevard to permit families to apply to have a banner hung in honor of their loved one's military service.	Public Works	# programs # banners
IPR 2.6	Collaborate with Central Unified School District to identify and facilitate needed streetscape improvements to add safety features, create unique landscapes, and enable student-led art projects to increase visibility and sense of place around local schools.	Public Works, CUSD/ community groups	# of projects initiated/ completed
IPR 2.7	Engage residents to identify cohesive neighborhoods within the West Area and develop landscape districts and arts strategies for each neighborhood.	Planning, Council, community groups/ Public Works	# strategies initiated/ completed
IPR 2.8	Encourage streetscape improvements to incorporate tactile, visual, and audial elements to allow broad enjoyment of the public realm and prioritize these elements where there is significant pedestrian activity at retail or commercial centers, schools, bus stops, public parks, community resource centers, and places of worship.	Planning, Public Works/ private developers	# added amenities
IPR 2.9	Plant locally appropriate, drought-tolerant landscaping and, where possible, incorporate designs that can contribute to groundwater recharge, flood protection, and reduced urban heat island effects.	Public Works, private developers	# projects initiated/ completed
IPR 2.10	Increase tree canopy coverage in the West Area, with prioritization for areas that a) currently have minimal tree coverage, b) have a high level of pedestrian activity (ex. near schools, commercial centers, etc.) and c) are disproportionately exposed to pollution.	Public Works/ Planning	% tree coverage

IPR Goal 3

Continue to plan for, properly manage, and preserve water resources and natural habitats in the West Area.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
IPR 3.1	Encourage the incorporation of water conservation methods in new development, such as greywater systems, drought-resilient landscaping, and reduction of nonporous surfaces.	Planning/ private developers	# conservation features % reduction in water usage
IPR 3.2	Continue to evaluate Capital Improvement Programs and update them to add missing infrastructure and to meet the demand for new development.	Public Utilities	# of projects addressing fragmentation
IPR 3.3	Continue to set appropriate conditions of approval for each new development proposal to ensure that water resource facilities are in place prior to construction and building occupancy.	Public Utilities	n/a
IPR 3.4	Continue to plan for, install, and operate recycled water systems to benefit the West Area and to support local resource conservation goals.	Public Utilities	# projects initiated/ completed # added pipes
IPR 3.5	Utilize existing regulations and procedures, including but not limited to, the Development Code and the environmental review process, in order to conserve any existing or discovered wetland, riparian, or other sensitive habitats within the Plan Area.	Planning, private developers	# of habitats identified
IPR 3.6	Where sensitive biological habitats have been identified or are discovered on or immediately adjacent to a project site, the project shall include appropriate mitigation measures determined by a qualified biologist.	Planning, private developers	# of habitats identified # of mitigation measures determined

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
IPR 3.7	Coordinate with the California Department of Fish and Wildlife, Fresno County, and local watershed protection groups to identify potentially impacted aquatic habitat within the Plan Area and to develop management guidelines to be implemented by development, recreation, and other projects adjacent to ponds, ditches, canals, and other waterways.	Planning/ California Department of Fish & Wildlife, Fresno County, FID, private developers	# of habitats identified management guidelines developed
IPR 3.8	Plan for a groundwater recharge greenway, with an incorporated Class 1 trail, near the western edge of the West Area boundary.	Planning/County, Public Works, FMFCD	plan completed

PF | Public Facilities

PF Goal 1

Develop new parks, trails, and open space within the West Area.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
PF 1.1	Meet the General Plan standard for at least three acres of parkland per 1,000 residents for parks less than 40 acres in size and strive to provide park space within a 1/4 mile walk of at least 85 percent of all existing and future residential units.	PARCS, Planning/ private developers	ratio parks to population % pop within 1/4 mile walk to park
PF 1.2	Establish new parks and open space through enforcement of Municipal Code requirements for new residential development; through the utilization of vacant and undevelopable land; and through partnerships with landowners, residents, community groups, and public agencies.	PARCS, Planning, Public Works/ private developers	# added parks by type # park acreage by type
PF 1.3	Pursue and advocate for new and prioritized funding sources for parks, trails, and open space.	PARCS, Public Works/ Planning, community groups	# grants applied \$ added % of cost for improvement achieved
PF 1.4	Ensure parks are accessible to community members by multiple modes of transportation -including via sidewalks, bicycle facilities (with bike parking), and transit services- consistent with the City of Fresno Parks Master Plan and Active Transportation Plan.	Private developers/ PARCS, Public Works, FAX	% of all multimodal options
PF 1.5	Encourage the inclusion of neighborhood-serving amenities such as playgrounds, dog runs, picnic tables, barbeques, benches, and produce-growing community gardens in new residential subdivisions.	Planning/ private developers	# added amenities

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
PF 1.6	Plan for parks that collectively provide community members with passive and active recreation opportunities to be used by residents and visitors of all ages. These include, but are not limited to: illuminated practice fields and courts, fitness equipment, concert space, public gathering space, nature observation, walking/jogging paths, and seating areas.	PARCS/ Planning, community groups	# parks planned # added amenities
PF 1.7	Develop new trails according to the Active Transportation Plan and General Plan MT-2 and explore additional future trails that can promote agritourism and access to the San Joaquin River.	Public Works/ ag. businesses, San Joaquin River Conservancy, community groups	# added trails
PF 1.8	Initiate a citywide community review of the proposed regional park designation as shown on Map 4-2 and cultivate a participatory strategy to identify the desired amenities and agricultural features to be incorporated along with methods to fund its development.	Planning, PARCS, community groups	% project progress # participants in outreach
PF 1.9	Consider and explore the potential for shared parking and interconnected site design for the proposed regional park and adjacent existing and future commercial development to create efficient use of land and to generate a dynamic sense of activity between uses.	Planning, PARCS	# agreements # shared spaces # gateways to park
PF 1.10	Develop the Herndon Canal as a Class I trail, on the north side of the canal west of Veteran's and on the south side east of Veteran's, and integrate it within the proposed regional park site. For the segment between Highway 99 and Veteran's Boulevard, additionally require new development to provide open space and active frontage (i.e. front doors, windows, balconies, etc.) to support active use and safety for the trail.	Public Works, Fresno Irrigation District/ PARCS, private developers	% project progress # compliant developments

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
PF 1.11	Provide trashcans and pet waste bins within parks and along trails to keep facilities tidy and enjoyable for all users.	PARCS	# bins
PF 1.12	Support the creation of an access point to the San Joaquin River to provide a wide range of unique recreational opportunities from fishing and boating/kayaking to nature viewing and general exercise.	San Joaquin River Conservancy/ private landowners, Public Works, PARCS, Planning	% project progress
PF 1.13	Formalize the existing pathway connecting the West Area to the east of Highway 99, in alignment with the Active Transportation Plan, and advocate for the preservation of the area around the future aquarium between Herndon Avenue, Highway 99, and the River to be conserved as open space.	San Joaquin River Conservancy/ Public Works, PARCS, Planning, Aquarius Aquarium	% project progress
PF 1.14	Through conditions of approval or other mechanisms and strategies, ensure the preservation and promotion of the José Garcia Adobe and other historic resources in the West Area.	Planning/ private developers, community groups	\$ committed % project progress
PF 1.15	Continue to support Central Unified School District's open campus policy, which provides recreational space for residents during non-school hours.	PARCS	n/a

PF Goal 2

Encourage the role of schools as interconnected, neighborhood-supportive facilities.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
PF 2.1	Work cooperatively with Central Unified School District to find appropriate locations for future schools to meet the needs of students and neighborhoods in the West Area.	Planning, CUSD	# schools planned # students per classroom
PF 2.2	Encourage adjacency of proposed new school sites with parks and community centers.	Planning, CUSD	# schools near parks, centers
PF 2.3	Continue to promote joint-use agreements to support increased recreational opportunities and community-oriented programming for West Area residents.	PARCS	# acres # amenities # programs # people served

PF Goal 3

Advocate for the expansion of educational opportunities within the West Area, especially for higher education.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
PF 3.1	Provide land use designations that permit higher education uses.	Planning	# acres where permitted
PF 3.2	Support strategies and programs of Central Unified School District and the Fresno County Office of Education that will provide access to alternative, vocational, and post-secondary education and support services.	Economic Dev./ CUSD, County Office of Education	# programs # people served
PF 3.3	Attract and encourage the location of postsecondary educational or vocational educational uses along Catalytic Corridors and support Central Unified School District sites to serve as satellite campuses to existing colleges and vocational schools.	Economic Dev./ CUSD	# higher ed. programs

PF Goal 4

Develop public facilities for first responders that increase service efficiency and enhance community safety.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
PF 4.1	Locate future public safety facilities according to their ability to meet efficiency and community safety goals.	PARCS, Fire, Police/ Planning	% service coverage
PF 4.2	With input from residents, consider co-locating new facilities with other first-responder facilities, parks, or other public facilities, as may be appropriate.	Fire, Police, community groups/ PARCS, Planning	# co-located facilities # participants in outreach
PF 4.3	Discourage new development outside of existing service coverage/response time catchments, unless new facilities are planned for near-term construction that would provide adequate coverage to the development.	Planning/ Fire, Police, private developers	n/a
PF 4.4	With input from residents, explore and support approaches to community-based alternatives to, and/or community supported forms of, police facilities.	Police, community groups	# alternative facilities # participants in outreach % police calls

PF Goal 5

Increase access to new and existing community centers within the West Area.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
PF 5.1	Partner with residents, developers, Central Unified School District, neighborhood groups, and faith communities to determine ideal locations for new community centers to serve existing and planned neighborhoods.	Planning, PARCS/ CUSD, community groups, private developers	# facilities planned # participants in outreach
PF 5.2	Encourage community centers to host variety of programs and services, including community meetings, educational courses, edible gardens, senior services, activities for teens and youth programs; and to provide space for establishments that support daily needs such as medical clinics, day cares, libraries, and post offices.	PARCS/ CUSD, community groups	# programs # people served
PF 5.3	Pursue and advocate for new and prioritized funding sources for community centers and programming.	PARCS/ Planning, community groups	# grants applied \$ added

LUH | Land Use & Housing

LUH Goal 1

Promote the orderly development of the West Area.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
LUH 1.1	Continue to implement policies that encourage orderly development and discourage premature development of land near the planned urban fringe.	Planning, Public Works	# annexations # added acres
LUH 1.2	Uphold the General Plan's vision for the sequencing of development areas, focusing new development on land within the City Limits first, followed by land within Growth Area 1.	Planning	% within city limits % in growth area # annexations # added acres # developments
LUH 1.3	Promote development of vacant, underdeveloped, re-developable land within the Plan Area where existing and planned public infrastructure is available.	Planning	# developments
LUH 1.4	Create a Small Area Plan for the West Shaw Avenue Town Center, which shall incorporate the Highway City Neighborhood Specific Plan Area, to further refine and support orderly, transit-oriented urban design and development.	Planning/ FAX	% project progress
LUH 1.5	Maintain the General Plan's requirement that new residential and commercial developments that require annexation pay their fair and proportional share of needed community improvements.	Planning	# annexations
LUH 1.6	Review annexation requirements for applications to demonstrate they will not lead to peninsular or leapfrogged development patterns, where the urban edge intrudes into agricultural and undeveloped land on three sides.	Planning	# annexations

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
LUH 1.7	Review annexation requirements for applications to demonstrate they will not lead to fragmented infrastructure systems, including bottlenecked roadway networks.	Planning	# annexations

LUH Goal 2

Increase opportunities to retain agricultural uses and promote agritourism within the West Area.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
LUH 2.1	Continue to recognize existing Agricultural Land Conservation Contracts (i.e., Williamson Act contracts) and promote the enrollment of all Prime Farmland outside of the Sphere of Influence.	Planning, Economic Dev./ County, ag. businesses, community groups	# promotion activities # enrolled farms # added acres
LUH 2.2	Partner with the Fresno County Farm Bureau and other agriculture-focused organizations to develop a strategy to fund, protect, and promote agriculture in the West Area. The strategy should include an examination of potential funding and grant opportunities as well as appropriate activities to support, including, but not limited to: agritourism, farmers markets, shipping container farms/markets, farm incubators, farmland preservation, marketing & wayfinding programs, etc.	Planning, Economic Dev./ Public Works, ag. businesses, community groups	% project progress # projects initiated/ completed
LUH 2.3	Promote the planting of home, school, and community gardens and consider revising the Development Code to remove provisions that prevent the keeping of chickens, bees, and goats.	Planning/ CUSD, community groups	# gardens % project progress # interactions w/promotional materials

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
LUH 2.4	Continue to apply the ANX overlay to rural and agricultural properties annexed into the city until a subsequent subdivision, rezoning, or special permit is approved for the property. Upon application for such a subsequent entitlement, permitted uses will be reconsidered for conformance to city zoning standards.	Planning	# added ANX to properties
LUH 2.5	Encourage new developments to incorporate agricultural features, such as agrihood-style amenities, community gardens, container farms, farmers market plazas, or public art celebrating the West Area's agricultural heritage.	Planning/ private developers	# added amenities
LUH 2.6	Consider adopting an Urban Agriculture Incentive Ordinance to allow the reduction of property tax assessments on land dedicated to small-scale agriculture use, in alignment with AB 465.	City Council/ Planning, Economic Development	% project progress

LUH Goal 3

Create Complete Neighborhoods in the West Area that provide a variety of amenities within walking distance to meet the daily needs of residents.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
LUH 3.1	Attract desired and needed local retail establishments to serve the needs of the West Area community, such as grocery stores, bakeries, restaurants (other than fast food places), and boutiques - with a special focus on Catalytic Corridors.	Private developers/ Economic Dev., Planning	# applications # approved

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
LUH 3.2	Support the formation of a group or committee – led by West Area community members with participation from City of Fresno staff, community groups, and community businesses – that works to identify specific types of retail and commercial development sought for the West Area, form ideas for specific projects, and promote their development. This group may be considered as a subcommittee to a neighborhood association and/or a Specific Plan Implementation Committee.	Community members/ Economic Dev., Planning, City Council	group formed # projects
LUH 3.3	Consider updating the Development Code to permit limited, small-scale neighborhood commercial uses within all residential districts, with restrictions on the sale of items such as liquor, tobacco, and other adult products.	Planning	% project progress
LUH 3.4	Support the co-location of community centers, such as libraries, within retail nodes to increase mutually supportive pedestrian activity.	Private developers/ Economic Dev., Planning	# co-located retail & community centers
LUH 3.5	Encourage the development of more adaptable retail formats, such as open-air markets or stores with smaller square footage, especially where such formats provide affordable space for local entrepreneurs and contribute to walkable and lively commercial nodes.	Private developers/ Economic Dev., Planning	# new and expanded businesses # local businesses # of “highly adaptable” businesses
LUH 3.6	Continue to enforce strict application review processes and solicit community input regarding retail establishments with potential negative externalities such as liquor stores, tobacco and vapor stores, short-term loan and pawn shops, and adult stores.	Planning	# applications # approved

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
LUH 3.7	Develop incentives to encourage redevelopment activities within the Highway City neighborhood to create a wide range of housing types and attractive, pedestrian-oriented commercial nodes.	Planning, Economic Dev.	% project progress # applications # approved
LUH 3.8	Require transitions between land use types to emphasize the pedestrian experience. This should include, but is not limited to, attention to lighting, pathways, landscaping, fence types, and frequency of entry points.	Planning	n/a
LUH 3.9	Encourage street patterns in new development that optimize connectivity, such as a gridded street pattern.	Planning	n/a

LUH Goal 4

Identify West Area neighborhoods as a means to leverage resources and build community.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
LUH 4.1	Partner with West Area residents and educational institutions to identify the individual neighborhoods of the West Area, incorporating the history, natural features, amenities, and landmarks of each.	Planning/ educational institutions	% project progress
LUH 4.2	Following the completion of LUH 4.1, encourage community members to stay actively engaged through the establishment of neighborhood committees. The neighborhood committees can provide a platform for local needs and host events to bring community members together. Committees should provide mechanisms for equitable representation among their respective communities.	Community groups/ Planning	# participants in outreach # committees

LUH Goal 5

Provide for urban edge transitions that respect existing rural residential and agricultural uses.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
LUH 5.1	<p>Consider updating the Development Code so that when land proposed for urban development abuts active farmland, planned farmland, or rural residential, the new project shall include and provide for the maintenance of one of the following design features to provide a rural/urban buffer:</p> <ul style="list-style-type: none">• Provide landscaping and setbacks to fully obscure the new development's buildings and fences.• Do not include fencing, or provide only see-through fencing no greater than four feet in height between the new development and the existing property.• Provide open space such as edible gardens, landscaped walkways, or rain gardens to be no less than 30 feet in width.• Locate boundary streets between the new and existing developments.	Private developers/ Planning	# and type of features used

LUH Goal 6

Establish clean, safe, and stable housing opportunities that provide for a variety of housing types styles available to people of all incomes, ages, and family sizes; and strengthen the pride and identity of residential neighborhoods.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
LUH 6.1	Encourage the development of housing to accommodate multi-generational and aging households, including incorporating Accessory Dwelling Units into new housing designs.	Planning/ private developers	# developments
LUH 6.2	As part of the next General Plan process, perform an analysis of access to housing options across socio-economic factors to determine how to improve opportunities for currently under-resourced communities.	Planning/ community groups, private developers	% project progress
LUH 6.3	Promote the use of porches, patios, stoops, gardens, balconies, etc. and require future residences to face parks, public streets, and/or public schools in order to provide natural surveillance (“eyes on the street”) and security for all users.	Planning	n/a
LUH 6.4	Continue to support and develop resources for property owners to improve and maintain the conditions and appearance of existing residential structures.	Planning, Code Enforcement	# interactions w/ resources # people served

I | Implementation

I Goal 1

Pursue measures that implement the Goals of the Specific Plan.

Policy #	Policy	Responsible/ Support Parties	Suggested Measurements
I 1.1	Establish a West Area Neighborhoods Specific Plan Implementation Committee with representatives from different areas within the Plan Boundary to pursue and evaluate implementing Policies.	City Council/ Planning	committee established
I 1.2	Investigate the establishment of an Enhanced Infrastructure Financing District (EIFD) for the West Area to financially support the development of parks, trails, and open space and to address critical infrastructure gaps for active transportation.	PARCS, Planning, Public Works / City Council	report on EIFD investigation complete EIFD established
I 1.3	Any substantial changes to the policies of this Plan shall occur through a robust public engagement process, which shall minimally include a) notifying community members in the Plan Area of proposed changes via direct mail, b) at least two community meetings, and c) solicitation of formal recommendations of the Specific Plan Implementation Committee and all District Review Committees representing the Plan Area.	Planning	n/a



GLOSSARY

7



7.1 | Glossary

Active Transportation Plan (ATP). Adopted March 2, 2017. The comprehensive guide outlining the vision for active transportation in the city of Fresno and a roadmap for achieving a complete, safe, and comfortable network of trails, sidewalks, and bikeways that serves all residents of Fresno.

Agricultural Buffer. A designated space designed to protect agricultural landscapes from non-agricultural uses such as commercial, office, residential, and other uses that increase pressure on the conversion of agricultural land.

Agrihood. A residential development that contains a working farm as a featured amenity.

Agritourism. Tourism activities that are centered on agriculturally based activities. Such activities can include wagon rides, farm tours, bed and breakfast lodging, wineries/breweries, farmers markets, wedding and special events venues, festivals, and more.

Catalytic Corridors. Streets in the West Area that are envisioned to be vibrant, highly walkable areas with broad sidewalks, trees and other landscaping, and local-serving uses with new buildings that step down in relationship to the scale and character of adjacent neighborhoods. The Corridors are West Shaw Avenue, West Ashlan Avenue, Veterans Boulevard, West Shields Avenue, West Clinton Avenue, and North Brawley Avenue.

Central Unified School District (CUSD). A school district located in Fresno County that serves the West Area.

City (Capitalized) and city (non-capitalized). Capitalized “City” refers to the municipal entity and its functions as a local government entity which is also referred to as “the City of Fresno.” Non-capitalized “city” refers to the geographical area or the people of Fresno which is also referred to as “city of Fresno.”

City Council. The City Council is the legislative branch of government of the City of Fresno and, except where expressly limited by the City Charter, is vested with all legislative powers in municipal affairs.

City Limits. The incorporated boundaries of the city of Fresno.

Community Facilities Districts (CFDs). Also known as Mello-Roos Districts after the Mello-Roos Community Facilities Act of 1982 (Government Code §53311-53368.3), these districts are used by public agencies to finance public infrastructure, community facilities, and public services.

Community Meeting. A meeting held in the Plan Area that is widely noticed at least two weeks prior to the meeting date.

Complete Neighborhoods. Refers to a neighborhood where one has safe and convenient access to the goods and services needed in daily life. Complete Neighborhoods encompass a variety of housing options, grocery stores and other commercial services, quality public schools, public open spaces and recreational facilities, active transportation options and civic amenities. An important element of a Complete Neighborhood is that it is built at a walkable and bikeable human scale and meets the needs of people of all ages and abilities.

Complete Streets. Streets which are designed and operated to enable safe, attractive, and comfortable access and travel for all users, including motorists, pedestrians, bicyclists, children, seniors, individuals with disabilities, and users of public transportation.

Connectivity. The quality of street patterns and pedestrian paths that allow for through movement between and within neighborhoods.

Farmland Typologies.

Farmland of Local Importance. Land of importance to the local agricultural economy as determined by each county's board of supervisors and a local advisory committee.

Farmland of Statewide Importance. Farmland similar to Prime Farmland but with minor shortcomings, such as greater slopes or less ability to store soil moisture. Land must have been used for irrigated agricultural production at some time during the four years prior to the mapping date.

Prime Farmland. Farmland with the best combination of physical and chemical features able to sustain long term agricultural production. This land has the soil quality, growing season, and moisture supply needed to produce sustained high yields. Land must have been used for irrigated agricultural production at some time during the four years prior to the mapping date.

Unique Farmland. Farmland of lesser quality soils used for the production of the state's leading agricultural crops. This land is usually irrigated, but may include non-irrigated orchards or vineyards as found in some climatic zones in California. Land must have been cropped at some time during the four years prior to the mapping date.

Fresno County. Fresno County refers to either the geographical area of the county or the government entity and its official functions, determined through the context of its usage.

General Plan. An integrated and comprehensive long-range set of goals, objectives, policies, and implementation measures and diagrams for the general physical development of the city and any land outside the city's boundaries which bears relation to the City's planning.

Greenfield. Land that has not previously been used for urban development and which is typically located on the outskirts of a city or town.

Groundwater Recharge. The natural process of infiltration and percolation of rainwater from land areas or streams through permeable soils into water-holding rocks that provide underground storage (i.e. aquifers).

Growth Area. All land within the City's Sphere of Influence, but located outside of the city limits that requires annexation to be incorporated into the city of Fresno.

Missing Middle Housing. Multi-unit buildings that are comparable in scale to single-family homes. These include duplexes, townhomes, and bungalow courts among other similar kinds of housing types.

Multimodal. Supporting more than one mode of transportation.

Park Typologies.

Community Park. A park of more than 10 and up to 40 acres in size (typically at least 20 acres), which helps define a community or district and is intended to serve the more active recreational needs of persons who live or work within a two- to four-mile radius. These parks typically include facilities such as lighted sport fields and a community center building with a gym, meeting rooms, and restrooms. Other features may include swimming pools, tennis courts, concession stands, plazas, and public art.

Greenbelts/Trails. Greenbelts/Trails can include paved and unpaved trails in parks and natural areas for people, domesticated animals, and wildlife that are open to the public and accessible from the city of Fresno. Multi-use trails accommodate pedestrian, bicycle and other non-motorized activity. Other types of trails include linear or loop trails within parks. This park-type can also include linear parks. These spaces may connect people to city attractions, commercial areas, cultural landmarks, recreation elements, open space, and natural areas. They are intended to be used for leisure, exercise and commuting purposes.

Neighborhood Park. A park of more than two and up to 10 acres in size, which provides basic recreational activities for neighborhoods located generally within a one-mile radius. These parks contribute to neighborhood identity and accommodate a range of facilities, such as play fields and courts, children's play structures, picnic tables, restrooms, and may include a small center with a multi-purpose room, but also passive recreational features such as walking trails, community gardens, or nature areas.

Open Space. Areas that serve the entire city of Fresno and surrounding communities, which are undeveloped areas (such as lands under power lines, around bodies of water, etc.), and contain natural resources that can be managed for recreation or natural resource conservation purposes such as protecting wildlife habitat, water quality, endangered species, etc. These areas provide opportunities for nature-based, unstructured, low-impact recreational opportunities like walking or nature viewing.

Pocket Parks. A park of one-half to two acres in size, which intended to serve the needs of a smaller, specific neighborhood located within a half-mile radius of the pocket park. Pocket parks should include amenities to draw neighbors to the park such as a tot lot, picnic bench, or shade structure.

Regional Park. A large park of more than 40 acres in size, which is meant to serve a large number of residents across a broad area of the city, or around 100,000 residents. Regional parks typically include community park features that allow for a variety of sports and active recreation. A park less than 40 acres in size may also be defined as a regional park if it provides unique recreational opportunities, such as a zoo or access to the San Joaquin River.

Special Use Park. Parks that include spaces that do not fall within a typical park type and usually serve a single purpose. These sites can be either stand-alone or may be located within another park.

Parks Master Plan. Adopted December 14, 2017. Articulates the community-based vision for planning a complete and functional park and open space system in Fresno.

Pedestrian-Oriented Development. Development designed with an emphasis on the sidewalk and on pedestrian access to buildings, rather than auto access and parking areas.

Plan Area. Refers to the land area addressed by the West Area Neighborhoods Specific Plan. This term is used interchangeably with West Area.

Specific Plan. A planning document that provides detailed policies and implementation tools for a specific area covered under the General Plan. A Specific Plan includes all regulations, conditions, programs, and proposed legislation that are necessary or convenient for the systematic implementation general plan elements. See also California Government Code Section 65450.

Sphere of Influence (SOI). A planning boundary that designates the probable future city limits and service area.

State of California (Capitalized) and state of California (non-capitalized). Capitalized State refers to the state government which is also referred to as the State of California. Non-capitalized state refers to the geographical area or the people of the state of California.

Street Typologies.

Arterial. Four- to six-lane divided (median island separation) roadways, with somewhat limited motor vehicle access to abutting properties, and with the primary purpose of moving traffic within and between neighborhoods and to and from freeways and expressways. Appropriately designed and spaced local street intersections may also allow left-turn movements to and from the arterial streets.

Collector. Collectors are primarily a two- to four-lane undivided (opposing travel lanes generally not separated by a median island) roadways, with the principal function of connecting local streets to arterials and neighborhood traffic generators. Collectors also provide access to abutting properties. Local street intersections and motor vehicle access points from abutting properties are allowed consistent with the City's engineering standards and accepted traffic engineering practices. Collectors typically have a center two-way left-turn lane.

Connector. Two- to three-lane undivided roadways planned to provide access between larger neighborhoods and one or more supporting uses, such as recreational open space, public facilities, and commercial areas.

Freeway/Highway. A roadway that is publicly maintained and for purposes of swift vehicular travel to regional destinations.

Super Arterial. Four- to six-lane divided (median island separation) roadways with a primary purpose of moving multiple modes of travel traffic to and from major traffic generators and between community areas.

Substantial Changes. In reference to policies: changes that alter or amend the intent of the policy as written, as determined by the City Attorney's Office. This definition is not inclusive of minor revisions (i.e. fixing typos or improving clarity of the language).

West Area. Refers to the land area addressed by the West Area Neighborhoods Specific Plan. This term is used interchangeably with Plan Area.

Within Walking Distance. When a destination is able to be reached in 10 to 15 minutes or less by walking; a distance of roughly a quarter-mile to a half-mile.

ACKNOWLEDGEMENTS

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