

## Policies Carried to the West Area Neighborhood Specific Plan

This document lists the policies that were carried through and adapted, or which contain substantial similarities, from the West Area Community Plan and the Highway City Neighborhood Specific Plan to the new West Area Neighborhoods Specific Plan.

### West Area Community Plan

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<b>W-1-a. Policy:</b> Boundaries of planned urban uses should be drawn in order to prevent "peninsular effects" (i.e., intrusions of farmland into urban areas, or vice-versa).	<b>LUH 1.6</b> 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.
<b>W-1-b. Policy:</b> Develop a program to encourage project development proposals which, result in the in-filling of existing urban areas, including small parcels of farmland which have become surrounded by urban uses.	<p><b>LUH 1.2</b> 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.</p> <p><b>LUH 1.3</b> Promote development of vacant, underdeveloped, re-developable land within the Plan Area where existing and planned public infrastructure is available.</p>
<b>W-1-c. Policy:</b> The City of Fresno shall continue to implement its Urban Growth Management (UGM) policies, which encourage orderly development and discourage premature development of land near the planned urban fringe.	<b>LUH 1.1</b> Continue to implement policies that encourage orderly development and discourage premature development (i.e. leapfrog development) of land near the planned urban fringe.

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<p><b>W-1-d. Policy:</b> The City of Fresno shall continue to recognize existing Agricultural Land Conservation Contracts (i.e., Williamson Act contracts) and shall promote the enrollment of all prime farmland outside of the planned anticipated urban growth area.</p>	<p><b>LUH 2.1</b> 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.</p>
<p><b>W-1-e. Policy:</b> When land proposed for urban development abuts actively farmed land that is (1) in an agricultural land conservation contract (including land that is outside the city's sphere of influence boundary); and/or (2) designated in the city's General Plan for continued agricultural use, the development project shall include design features which provide an agricultural/urban buffer as follows:</p> <ul style="list-style-type: none"> <li>• building setbacks with fencing.</li> <li>• designated open space (including, but not limited to, densely landscaped strips, full-width multi-use trails or bikeways, and permanent on-site flood control/drainage facilities).</li> <li>• boundary streets.</li> </ul>	<p><b>LUH 5.1</b> 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"> <li>• Provide landscaping and setbacks to fully obscure the new development's buildings and fences.</li> <li>• 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.</li> <li>• Provide open space such as edible gardens, landscaped walkways, trails or rain gardens to be no less than 30 feet in width.</li> <li>• Locate boundary streets between the new and existing developments.</li> </ul>
<p><b>W-1-f. Policy:</b> County Zoning Ordinance requirements regarding uses permitted in County AE and AL zone districts shall remain in effect upon annexation to the city. Permitted uses in these county zone districts can be continued until a subsequent subdivision, rezoning, or special permit is approved for the agricultural property.</p>	<p><b>LUH 2.4</b> 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.</p>

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<p>Upon application for such a subsequent entitlement, permitted uses will be reconsidered for conformance to city zoning standards.</p>	
<p><b>W-2-b. Policy:</b> Public facilities shall be sited for greatest efficiency and economy. For instance, the geographic size of the West Area and the population of this area at buildout will require at least two police department substations to provide adequate response capability. Law enforcement substations (Police Department dressing stations) should be co-located with fire stations, parks, or other public facilities, as may be appropriate.</p>	<p><b>PF 4.2</b> With input from residents, consider co-locating new facilities with other first-responder facilities, parks, or other public facilities, as may be appropriate.</p>
<p><b>W-2-c. Policy (abbreviated):</b> Pursue the formation of a comprehensive city-managed funding program in the West Community Plan Area to provide needed public facilities (including, but not limited to streets, sidewalks, sewer and water infrastructure, law enforcement substations, and parks) in the incorporated and unincorporated portions of the plan area.</p>	<p><b>I 1.2</b> 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.</p>
<p><b>W-2-d. Policy:</b> Consider modifying Urban Growth Management policies to increase obligations for off-site improvements and to establish fees for additional needed public improvements. The following are possible additions to UGM requirements and fees:</p> <ul style="list-style-type: none"> <li>• provision of law enforcement substations.</li> <li>• funding to purchase and improve community level parks.</li> <li>• provision of pedestrian walkways to allow access along major streets between new subdivisions and</li> </ul>	<p><b>LUH 1.5</b> 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.</p>

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<p>neighborhood schools. provision of additional major street travel lanes (beyond the currently required two center lanes) when projected traffic volumes or safety conditions warrant.</p> <ul style="list-style-type: none"> <li>• establishment of a service area and UGM fee for design and construction of planned overcrossings of Freeway 99 and for north-south traffic flow improvements within the West Area, including the Grantland Diagonal.</li> </ul>	
<p><b>W-3-a. Policy:</b> Designate Grantland Avenue and the Grantland Diagonal between Shields Avenue and its intersection with the right-of-way of the Southern Pacific Railroad tracks as a boulevard area, with a 30-foot landscaped setback required. Planned elements of the city's master trail system may be located partially within this setback.</p>	<p><b>IPR 1.13</b> 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.</p>

## Highway City Neighborhood Specific Plan

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<b>1-1.</b> Stabilize and improve the conditions and appearance of existing residential neighborhoods.	<b>LUH 6.4</b> Continue to support and develop resources for property owners to improve and maintain the conditions and appearance of existing residential structures.
<b>1-2.</b> Support the revitalization of existing and planned, viable residential neighborhoods.	<b>LUH 6.4</b> Continue to support and develop resources for property owners to improve and maintain the conditions and appearance of existing residential structures.
<b>1-5.</b> Establish and maintain an orderly allocation of residential land uses with appropriate functional relationships and locations to meet immediate and long-term needs for an adequate supply of housing, and a healthy balance of lifestyles and community interests.	<b>LUH Goal 6</b> 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
<b>2-2.</b> Reinforce existing retail, service and office businesses.	<b>LUH Goal 3</b> Create Complete Neighborhoods in the West Area that provide a variety of amenities within walking distance to meet the daily needs of residents.
<b>3-3-3.</b> Encourage the formation of "incubator" industries.	<b>LUH 3.5</b> 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.
<b>3-5-4.</b> Industrial areas shall be designed such that industrial truck and vehicular traffic will not route through local residential streets or local streets adjacent to commercial recreational areas.	<b>IPR 1.14</b> 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

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	improvements that will help mitigate health impacts from freight-related uses.
<p><b>4.</b> Provide a balanced, effective, and comprehensive circulation system to accommodate growth and enhance the vitality and livability of the Highway City Community.</p>	<p><b>IPR Goal 1</b> Improve access, movement, and safety for all transportation modes in the West Area.</p>
<p><b>4-1.</b> Provide circulation facility improvements that support the orderly movement of people and goods.</p>	<p><b>IPR Goal 1</b> Improve access, movement, and safety for all transportation modes in the West Area.</p>
<p><b>4-1-1.</b> Maintain a level of service "D" (moderate congestion at peak traffic periods) as the acceptable level of traffic congestion on public streets, through implementation of a three-part mitigation program: a. Adjacent right-of-way dedication. b. Access improvements. c. Area-wide impact fees.</p>	<p><b>IPR 1.15</b> Work to reduce roadway bottlenecking and collaborate with Caltrans and other regional partners to improve the interchange at Highway 99 and Shaw Avenue.</p>
<p><b>4-1-5.</b> Support the development of the grade separation at the Shaw Avenue and Southern Pacific Railroad intersection on a priority basis:</p> <ul style="list-style-type: none"> <li>a. Identify and pursue financing strategies for the grade separation.</li> <li>b. Develop design alternatives which will provide a balance between circulation needs, treat the intersection as an important gateway for Highway City and areas to the west, and provide necessary access and visibility to adjacent properties and businesses.</li> </ul> <p style="padding-left: 40px;">Equal consideration in the design process shall be given to either an overpass (over the SPRR), or an underpass.</p>	<p><b>IPR 1.12</b> 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.</p> <p><b>IPR 1.14</b> Continue to support and coordinate with California High Speed Rail to create a railroad overpass at Shaw Avenue and underpass at Herndon Avenue.</p>

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<p>Motel Drive should be maintained as a through street, even with the potential development of a Golden State Blvd. / Cornelia diagonal street as shown on the Proposed Circulation Plan.</p>	<p><b>IPR 2.3</b> Build on the Highway 99 Beautification Master Plan and create attractive gateways from Highway 99 to the West Area.</p>
<p><b>4-1-6.</b> Support the redesign and improvement of the Freeway- 99 and Shaw Avenue access ramps on a priority basis:</p> <ul style="list-style-type: none"> <li>a. Encourage the selection of design alternatives that will provide the most efficient access to the freeway, while minimizing hardships to adjacent, developed properties.</li> <li>b. Identify and pursue financing strategies involving all local, state, and federal funding alternatives.</li> </ul>	<p><b>IPR 1.15</b> Work to reduce roadway bottlenecking and collaborate with Caltrans and other regional partners to improve the interchange at Highway 99 and Shaw Avenue.</p>
<p><b>4-2-4.</b> Design local street systems to minimize through traffic movements and avoid excessive street lengths to discourage speeding.</p>	<p><b>IPR 2.1</b> 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.</p>
<p><b>4-3.</b> Enhance the Highway City streetscapes, and create a positive community image as a livable, walkable area for residents, businesses, and visitors alike.</p>	<p><b>IPR Goal 2</b> 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.</p>
<p><b>4-3-1.</b> Promote safe, aesthetically-pleasing neighborhoods by utilizing sidewalks with park strips (of sufficient width to accommodate street trees) along both sides of local streets (except cul-de-sacs). Alternative sidewalk patterns without park strips may be considered subject to the design and implementation of an acceptable street landscape plan. Strive to reach a consensus with property</p>	<p><b>IPR 2.7</b> Engage residents to identify cohesive neighborhoods within the West Area and develop landscape districts and arts strategies for each neighborhood.</p>

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owners and residents in designing street improvements within established residential areas.	
<b>4-3-2.</b> Establish a “gateway” program to identify, design, and build gateway improvements which serve the Highway City area from local, regional, and state transportation systems.	<b>IPR 2.3</b> Build on the Highway 99 Beautification Master Plan and create attractive gateways from Highway 99 to the West Area.
<b>4-4.</b> Support public transportation through the design and development of an orderly, comprehensive street system and appropriate functional relationships with existing and planned land uses.	<b>IPR 1.8</b> 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.
<b>4-4-2.</b> Require new development to install indented curbs for bus turnouts, bus shelters, and. other transit-related public improvements, where appropriate.	<b>IPR 1.10</b> 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.
<b>4-4-5.</b> Develop express bus service to link Highway City with other major employment/activity centers in Metropolitan Fresno.	<b>IPR 1.8</b> 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.
<b>4-5.</b> Support the use of bicycles as an alternative mode of transportation for general access into and within the Highway City Area.	<b>IPR 1.6</b> 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.



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<p><b>5.</b> Provide a comprehensive parks, recreation, and open space system that enhances the vitality and livability of the Highway City Community.</p>	<p><b>PF Goal 1</b> Develop new parks, trails, and open space within the West Area.</p>
<p><b>5-1-2.</b> Expand the Community Center services for the Highway City area. Explore the potentials for upgrading and expansion of the existing Highway City Community Center on State Street.</p>	<p><b>PF 5.1</b> 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.</p> <p><b>PF 5.2</b> 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.</p> <p><b>PF 5.3</b> Pursue and advocate for new and prioritized funding sources for community centers and programming.</p>
<p><b>5-1-3.</b> Establish a joint use Neighborhood Park and Playground facility with the Central Unified School District at the Teague School Site.</p>	<p><b>PF 2.2</b> Encourage adjacency of proposed new school sites with parks and community centers.</p> <p><b>PF 2.3</b> Continue to promote joint-use agreements to support increased recreational opportunities and community-oriented programming for West Area residents.</p>

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<p><b>5-2.</b> Establish and maintain an open space network that maximizes and links the Highway City area's recreational and open space resources.</p>	<p><b>PF 1.4</b> 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.</p>
<p><b>6-2-1.</b> In recognition of the central location of Highway City with respect to Freeway 99, Shaw Avenue, and proposed urban areas to the west, potential locations for branch libraries, postal facilities, police dressing-stations, fire stations, etc., should be considered for Highway City locations.</p>	<p><b>PF Goal 4</b> Develop public facilities for first responders that increase service efficiency and enhance community safety.</p> <p><b>PF Goal 5</b> Increase access to new and existing community centers within the West Area.</p>
<p><b>7.</b> Conserve, revitalize, support and provide cultural and entertainment resources for the enjoyment and benefit of Highway City citizens and visitors.</p>	<p><b>LUH 3.7</b> 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.</p>
<p><b>7-2-7.</b> Where feasible and appropriate seek available funds and resources to preserve, restore, promote, repair and improve other historically significant properties within the Specific Plan Area.</p>	<p><b>PF 1.14</b> Through conditions of approval or other mechanisms and strategies, ensure the preservation and promotion of the José García Adobe and other historic resources in the West Area.</p>
<p><b>8-1.</b> Establish an on-going citizen advisory role in the plan implementation process to ensure that the ideas and hopes of the Highway City Specific Plan remain an active concern of the City of Fresno.</p>	<p><b>I 1.1</b> Establish a West Area Neighborhoods Specific Plan Implementation Committee with representatives from different areas within the Plan Boundary to pursue and evaluate implementing Policies.</p>