

# Planning Commission

September 17, 2025



## Information Packet

### ITEMS

### File ID 25-1227

Workshop: West Area Neighborhoods Specific Plan - Planning and Development Department

### Contents of Supplement:

*Supplemental Exhibit A – Presentation*

#### **Supplemental Information:**

Any agenda related public documents received and distributed to a majority of the Commission after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the Planning Commission meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available online on the City Clerk's website.

#### **Americans with Disabilities Act (ADA):**

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

*Supplemental Exhibit A*

# West Area Neighborhoods Specific Plan

## Planning Commission Workshop

September 17, 2025



# Presentation Outline

1. Why Plan?
2. West Area Story
3. About the Plan
4. Outreach & Engagement
5. Environmental Impact Report
6. Early Wins
7. Next Steps
8. Q & A



# 1. Why Plan?





**“If you don't know  
where you are going,  
you'll end up  
someplace else.”**

**Yogi Berra**



# Benefits of Specific Plans



Improves the General Plan with a more fine-grain approach.



Helps streamline land use and CEQA to incentivize desired projects.



Policies can help acquire funding.



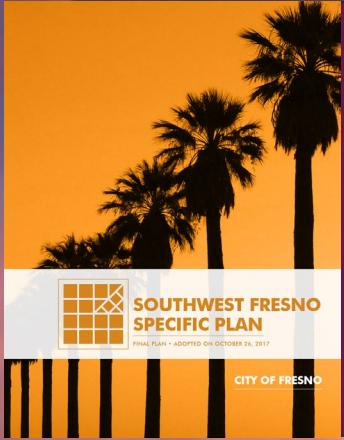
Provides a foundation for community-led investment and organizing.





## Tower District Specific Plan

Preserved Tower as a walkable  
community with a diversity of  
homes and businesses



## Southwest Fresno Specific Plan

Instrumental in securing \$70M  
TCC grant and Fresno City  
College West Fresno Campus



Image credit: Fresno City College

## 2. West Area Story





Highway City, 1937

Image credit: Fresno State MALT



**José Garcia Adobe**



**Sikh Institute**





Kao's Strawberry Farm





Hwy 99 South  
GRANTLAND



Image credit: [Homes.com](https://www.homes.com)

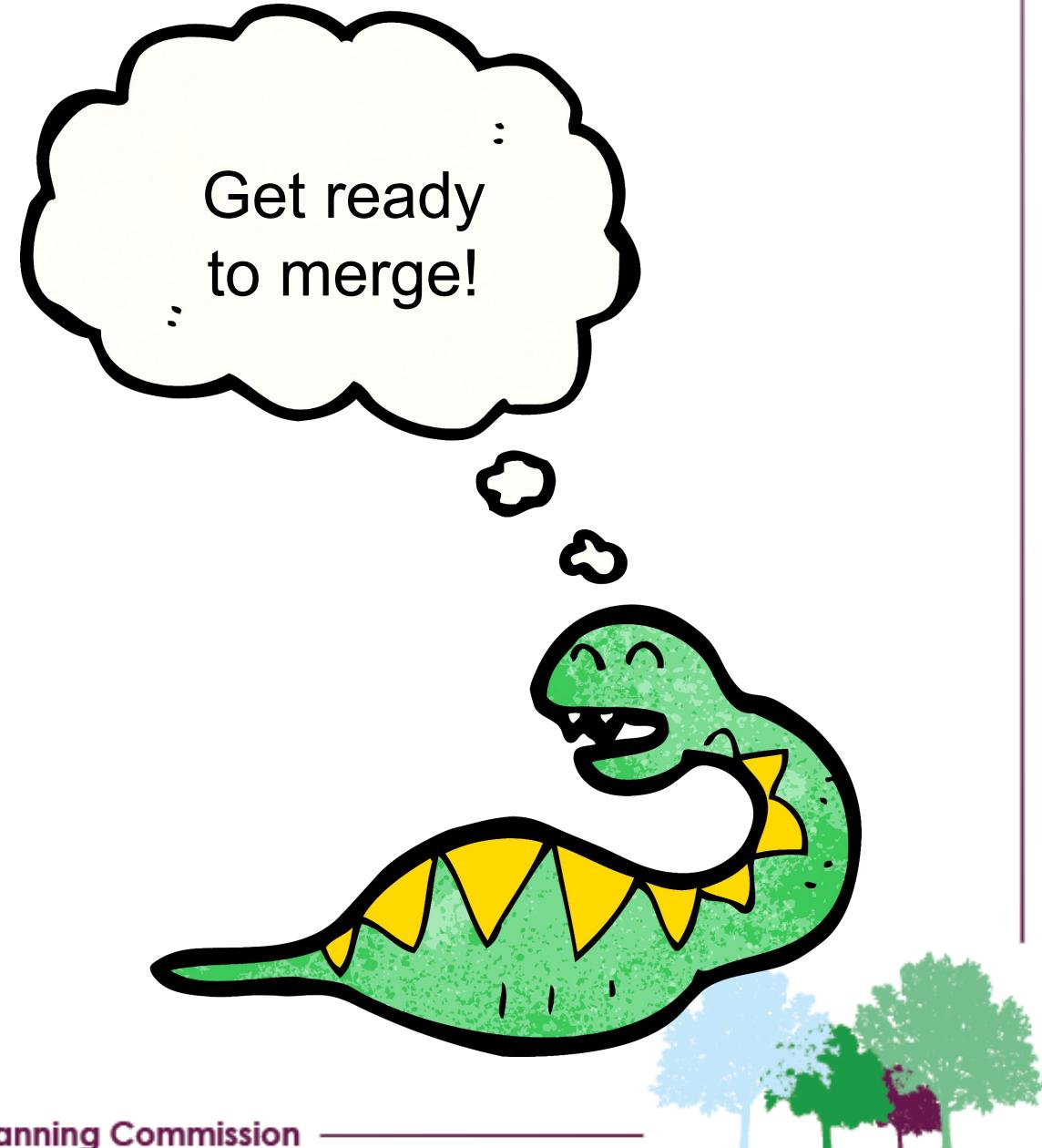








“Streets that look like boa constrictors after lunch”







Shaw & Polk



Mesa  
Ave









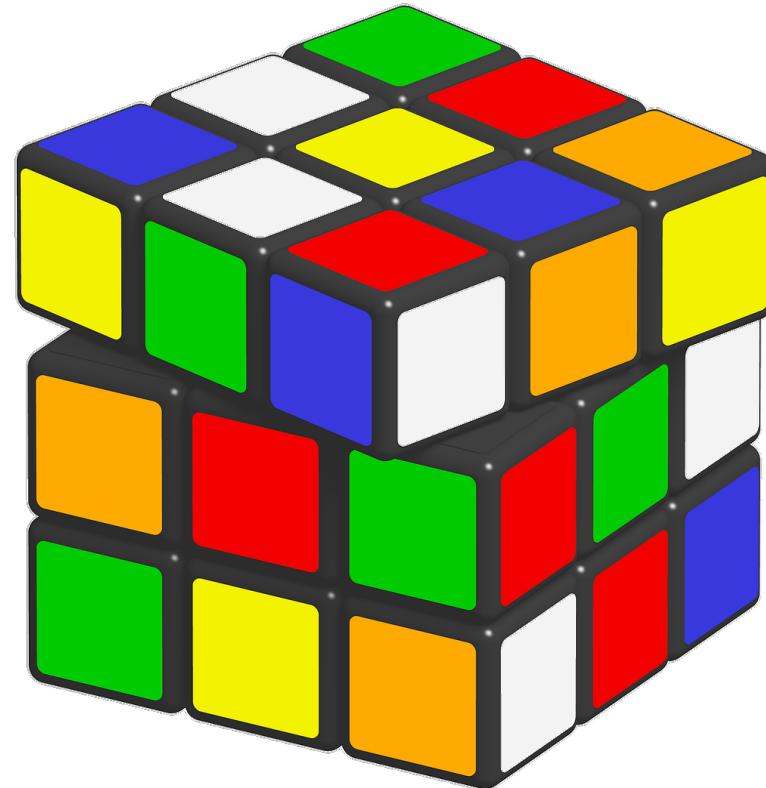
Veterans Boulevard

Image credit: KVPR



Future HSR  
Overpass

Image credit: CAHSRA



Work Together



County 4-H President Community Santa  
Barbara

DRINKS  
CAFE







Powerline Trail



Inspiration Park



MASTER PLAN  
**DOLORES HUERTA PARK**  
CITY OF FRESNO





Herdon Canal



Example: Fancher Creek





CHICKEN



CROSSING



Clinton Ave. Stand





Garfield Avenue



Teague Community Resource Center



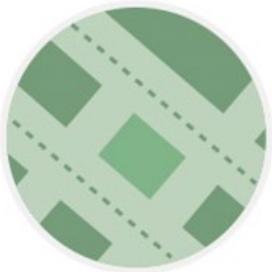


Image credit: Teague Community Resource Center



Community  
Walls

## 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

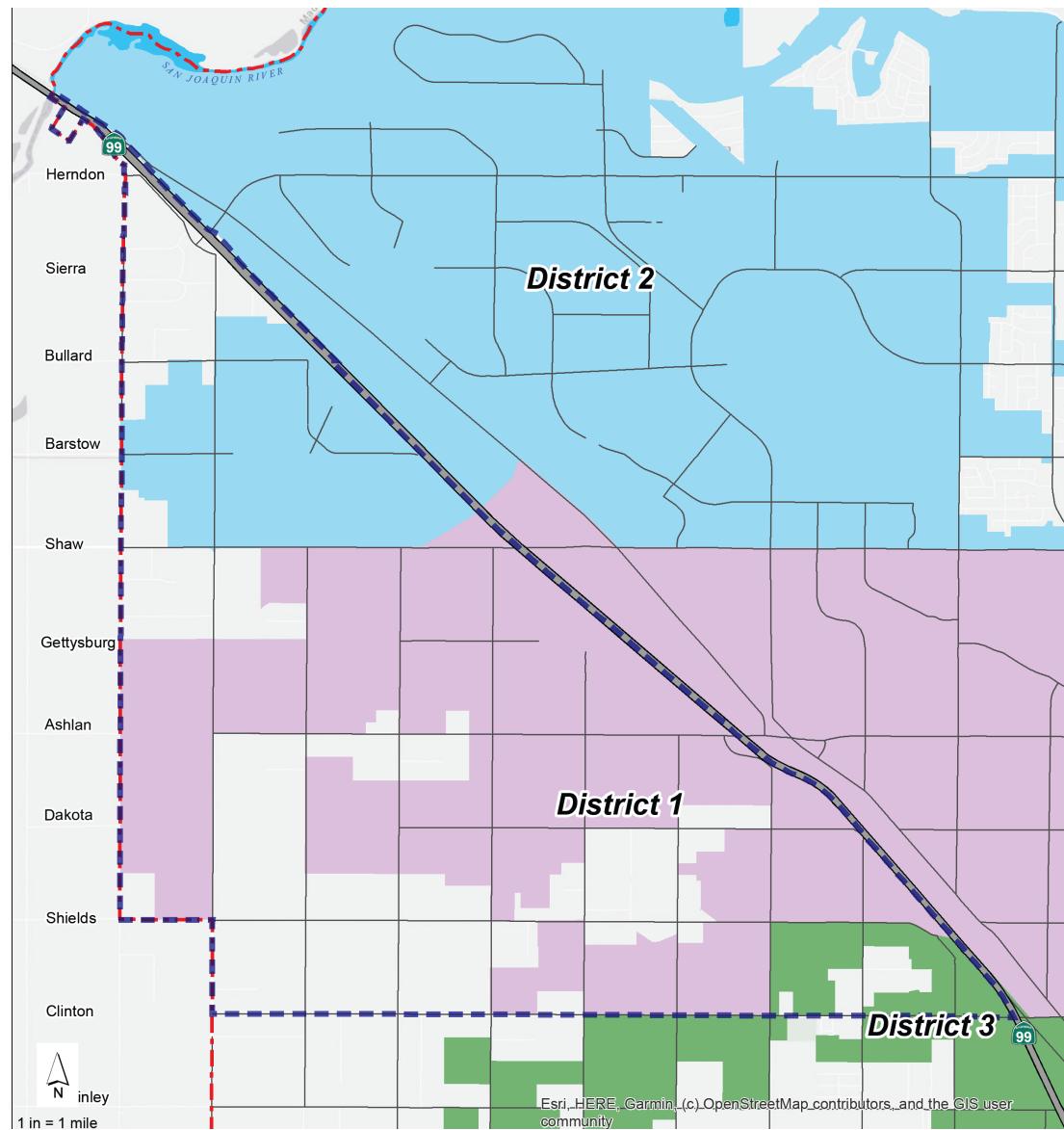


core commercial centers



### 3. About the Plan





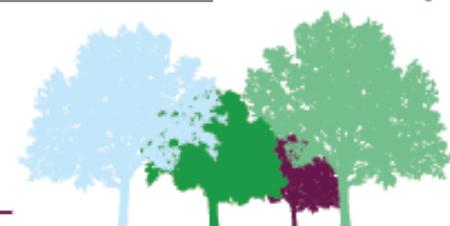
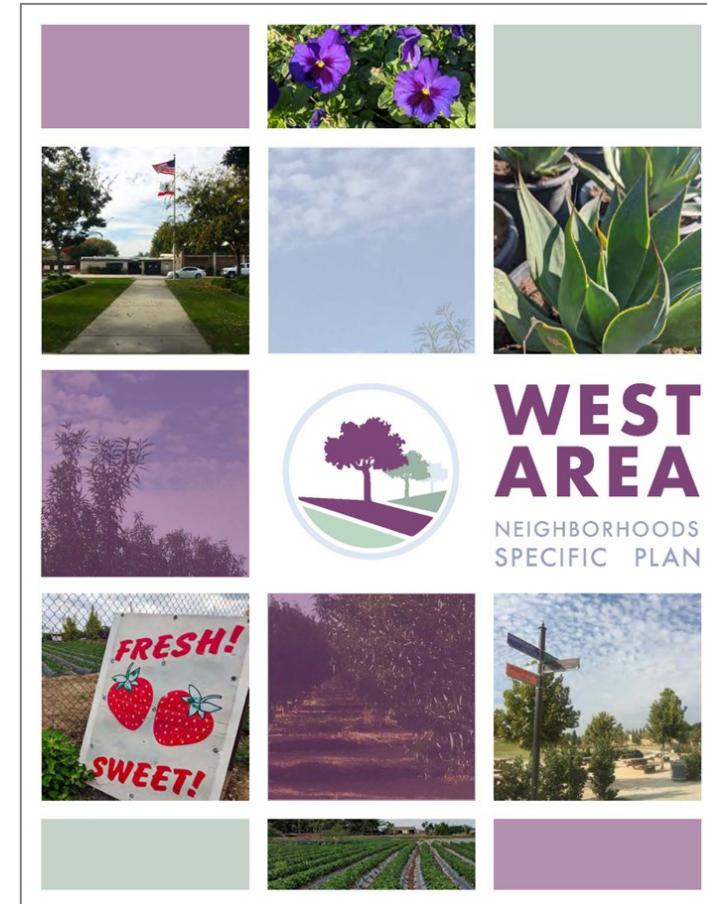
### West Area Plan Boundary with Council Districts

- District 1
- District 2
- District 3

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

# Purpose

- Refine the General Plan for the West Area
- Regulate Land Use
- Create focused policies to address unique needs and community vision



# Milestones

1998:	Highway City Plan adopted	2022-2025: Plan & EIR Revised
2002:	West Area Community Plan adopted	
2014:	General Plan adopted	2025: Recirculated EIR
2018:	WANSP kick-off	Recirculated Draft Plan
2019:	Plan initiated	Planning Commission
2020:	Plan and EIR drafted	City Council
2021:	Draft Plan & EIR released	
2022:	Plan & EIR approved by Planning Commission	



# Guiding Principles



Transportation



Parks & Trails



Agriculture



Retail



Housing



Catalytic  
Corridors



Education



Public Safety

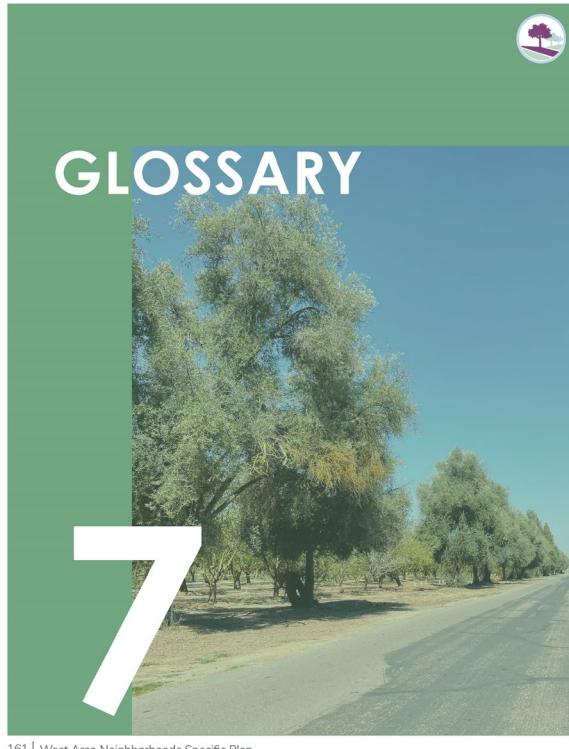
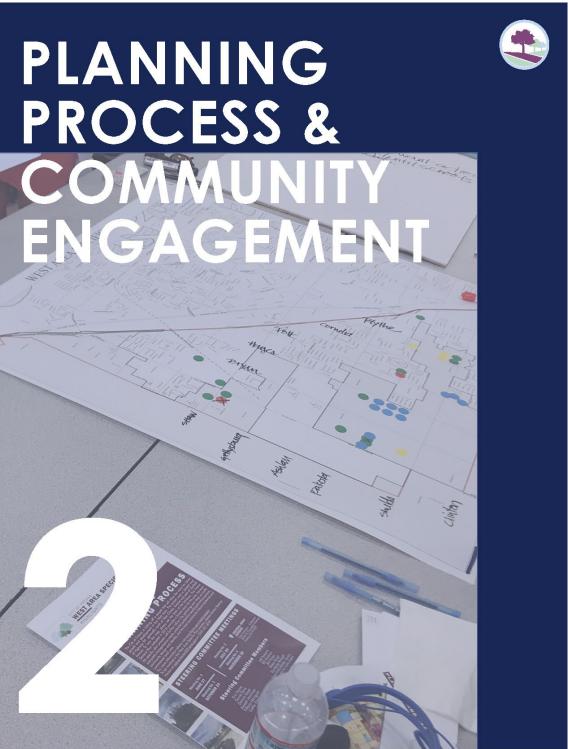
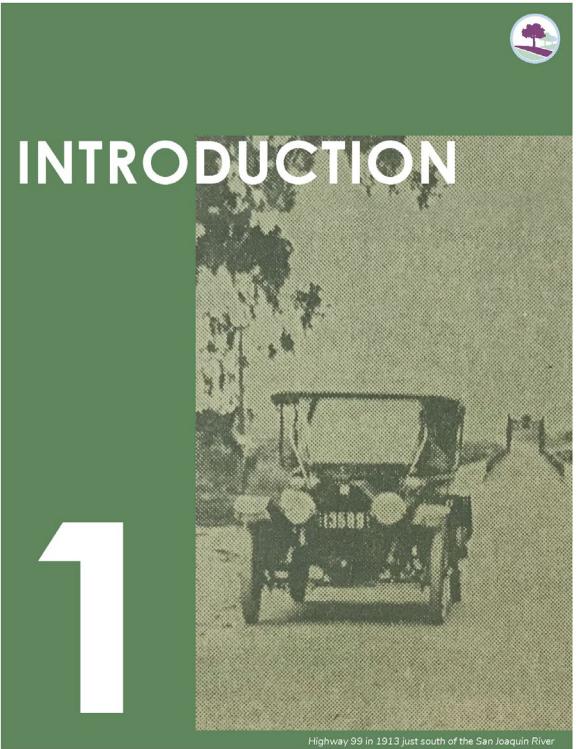


# Information

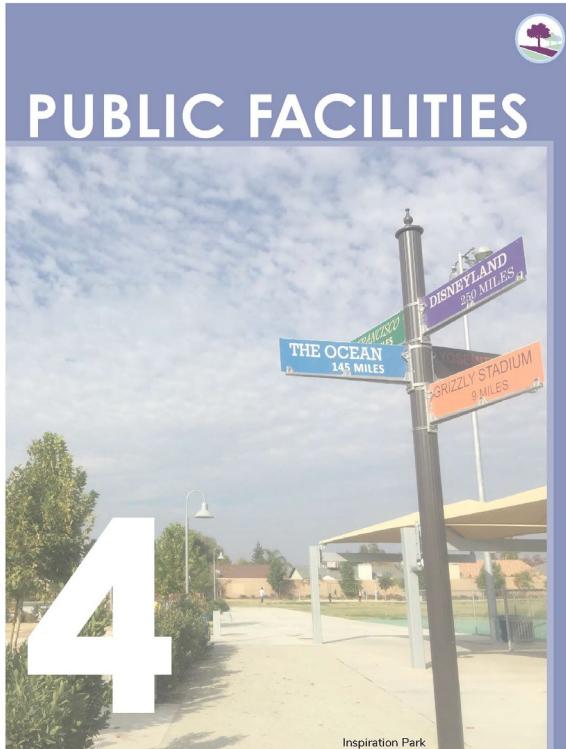
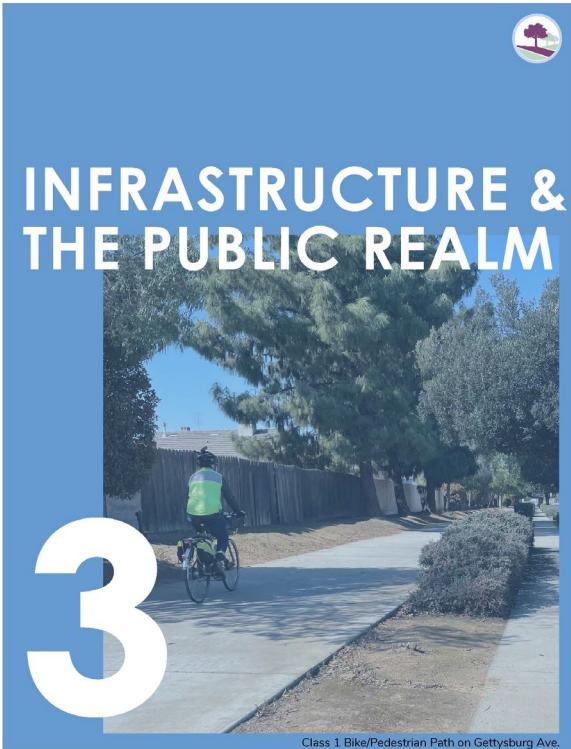


## WEST AREA

NEIGHBORHOODS  
SPECIFIC PLAN



# Goals & Policies



# Goals & Policies

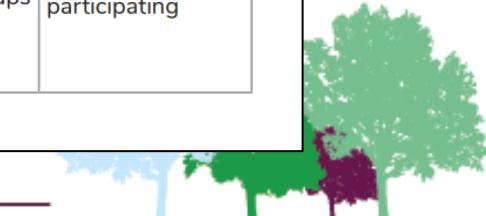


## IPR | Infrastructure & the Public Realm

### 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 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.	Public Works, Police, PARCS/ Active Transportation Advisory Committee, CUSD, community groups	# of projects/ priority projects initiated/ completed # of schools/ students participating

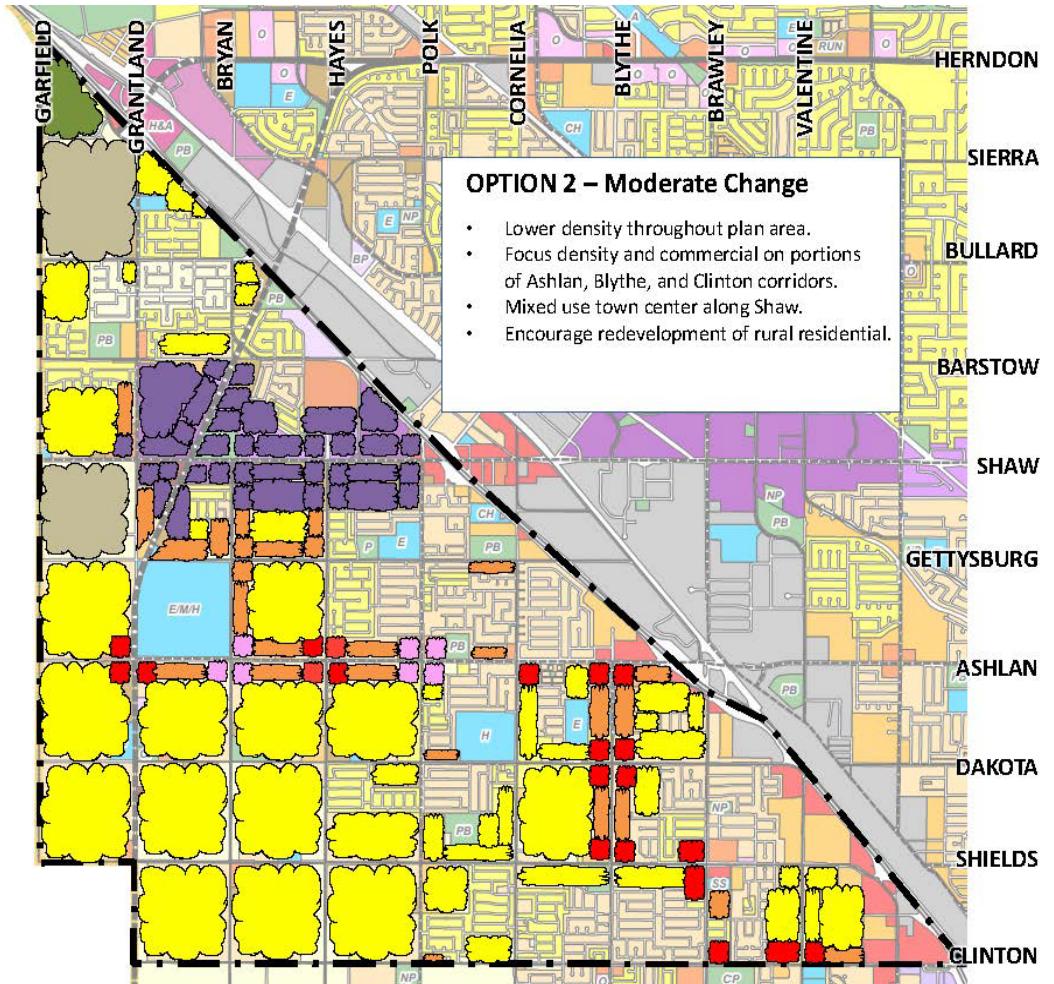


# Transect



# Land Use Vision

- Moderate Level of Change
- Urban to rural transition
- Catalytic Corridors
- Flagship Regional Park



# Catalytic Corridors

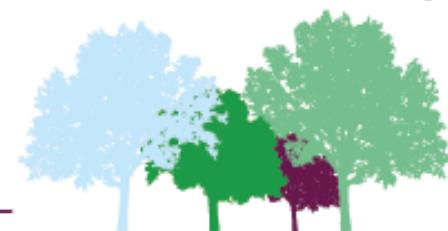
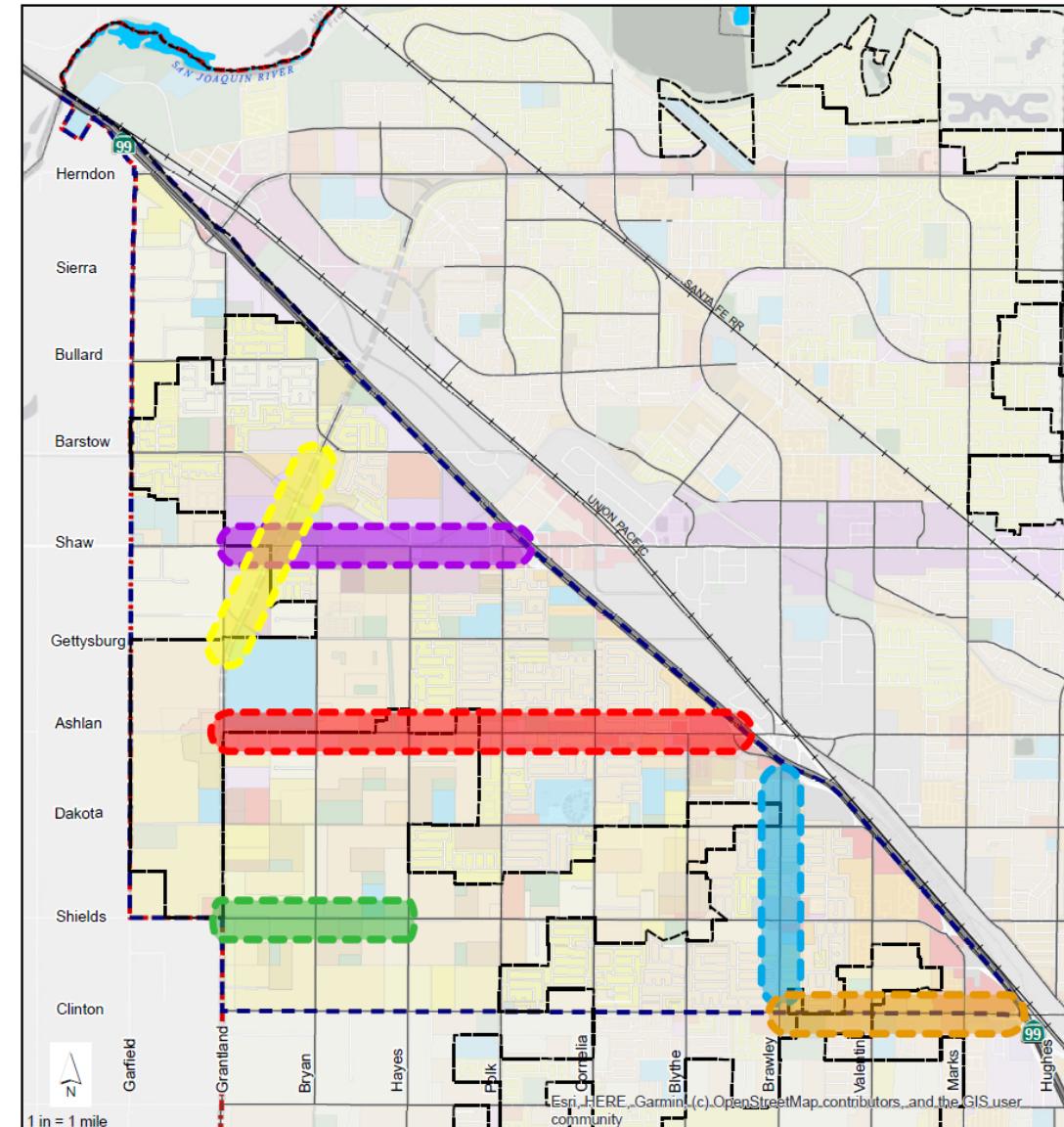
Centers or linear nodes, designed to create complementary investment to nearby and surrounding areas

*Lancaster Boulevard  
Lancaster, CA*



# Catalytic Corridors

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



# 2019 Specific Plan Proposed 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

## PUBLIC FACILITIES

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

Source: City L  
Planned Land  
Use, City of F  
City of Fresno  
County Regor

## EMPLOYMENT

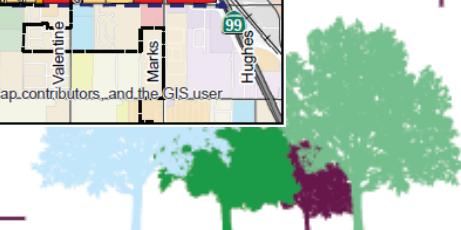
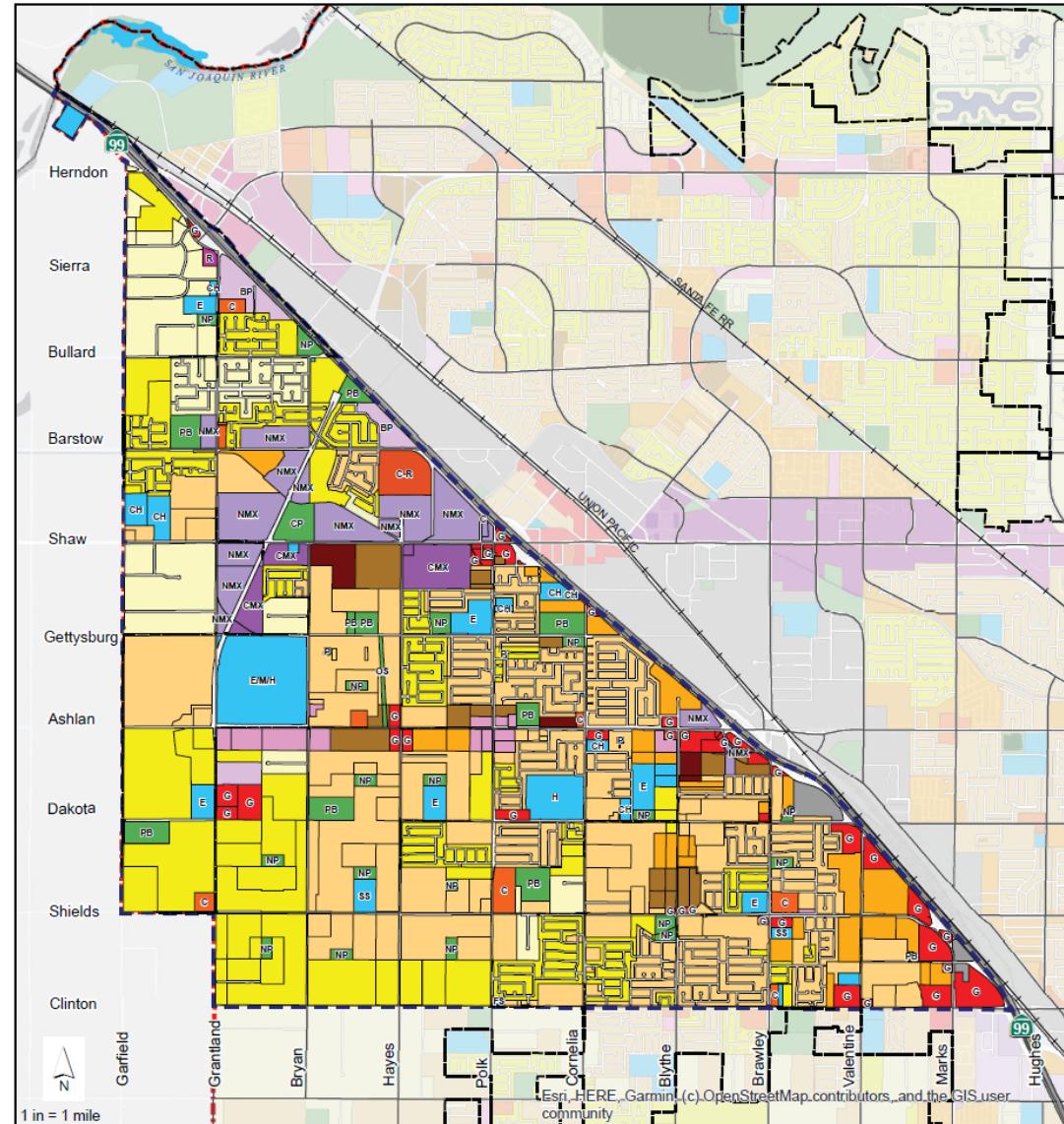
- Office
- Business Park
- Light Industrial

## MIXED USE

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

## OPEN SPACE

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



# 2025 Specific Plan Proposed 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 (12-18 D.U./acre)
- Urban Neighborhood (16-30 D.U./acre)
- High Density (30-45 D.U./acre)

## COMMERCIAL

- Community
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## EMPLOYMENT

- Office
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## MIXED USE

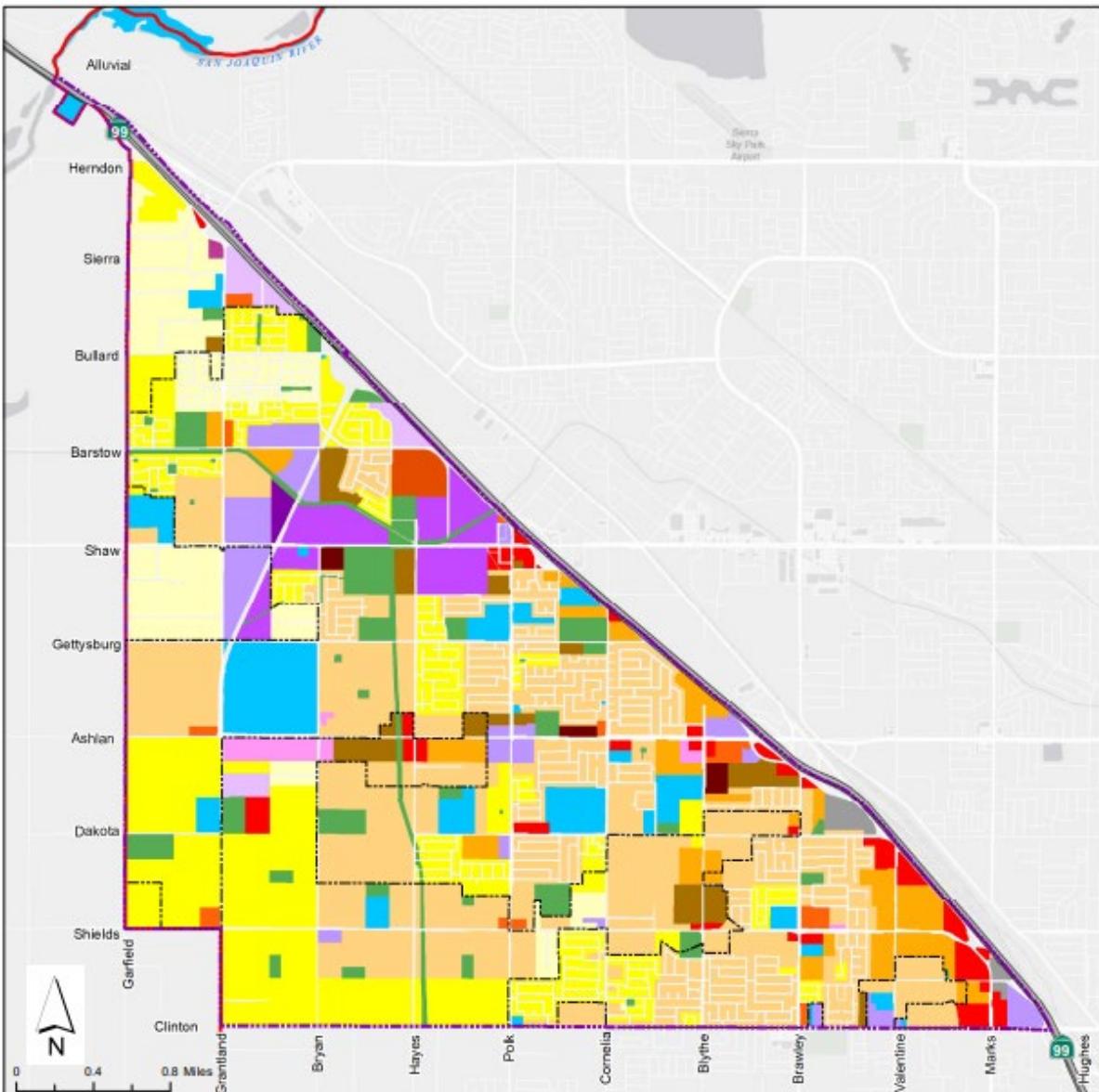
- Neighborhood Mixed Use
- Corridor/Center Mixed Use
- Regional Mixed Use

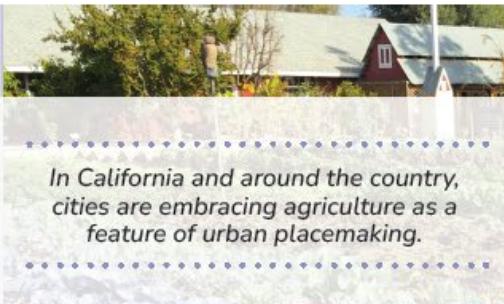
## OPEN SPACE

- 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





Windy City Harvest and the Farm on Ogden are part of the urban agriculture program run by the Chicago Botanic Garden. The program improves access to healthy food, cooking and nutrition classes, urban gardening classes, paid job training, youth apprenticeships, and urban farm incubation.

(Image Sources:  
Chicago Botanic  
Garden and Booth  
Hansen)



Oxbow Public Market in Napa features vendors with fresh fruits and vegetables, specialty products such as artisan cheeses and meats, and several restaurants. It is a destination for locals and visitors alike.



The Rillito Park Farmers Market Pavillions is the largest year-round farmer's market in Tucson, AZ. Four pavillions provide shade to a 5,000 sq. ft. vendor area. (Image Source: Arizona Daily Star)

The Lodi Wine & Visitor Center promotes the region by providing information on local history and present-day attractions, including eateries and wineries. There is also a wine tasting room and café on-site. (Image Sources: California Grown and California Corks)



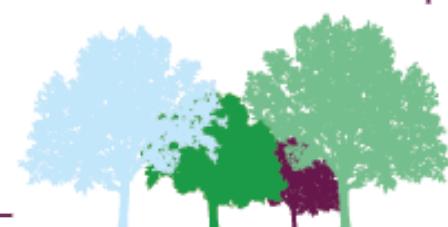
A future West Area Regional Park provides an opportunity to promote "agritourism" - tying our ag roots to sense of place in a way that builds the local economy.

## 4. Outreach & Engagement



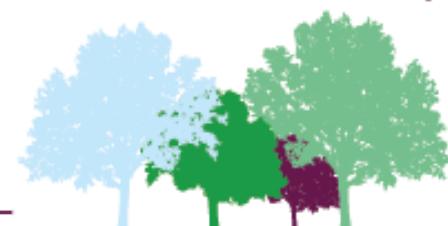
# Outreach

- Email
- Direct mail
- Flyers
- Specific Plans To-Go
- Tabling events
- Social media
- Radio announcement
- Webpage
- Legal notices
- Committee presentations



# Engagement

- Steering Committee Meetings
- Community Meetings
- Tabling Events
- Committee Presentations
- Surveys
- Mailers





# 5. Environmental Impact Report



# Environmental Impact Report

## Program-Level EIR

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Notice of Preparation:	June 28, 2019
Public Scoping Meeting:	July 24, 2019
Circulation of Draft EIR:	February 10 – March 28, 2022
• 9 comments received	
Final EIR released:	July 8, 2022
Recirculated Draft EIR	March 12, 2025
• 8 comments received	



# Impact Areas Analyzed

- **Aesthetics and Visual Resources**
- **Agricultural Resources**
- **Air Quality**
- Biological Resources
- Cultural and Tribal Resources
- Geology, Soils and Seismicity
- Greenhouse Gases, Climate Change, and Energy
- Hazards and Hazardous Materials
- Hydrology and Water Quality
- Land Use
- Noise
- Population and Housing
- **Public Services and Recreation**
- **Transportation and Circulation**
- **Utilities**



# 6. Early Wins





the  
**SAFE  
STREETS** project





# Save the Date!

## PLANNING COMMISSION

Wednesday, October 1, 2025  
6:00 pm *or thereafter*

## CITY COUNCIL

Thursday, October 16, 2025  
10:00 am *or thereafter*

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

# Q&A

