

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.



The background image shows a vibrant city street scene during autumn. On the left, a person is seated at an outdoor cafe table. A blue bicycle is parked on the sidewalk. The ground is covered with fallen red and orange leaves. In the center, a tree with bright red foliage stands prominently. To the right, a building with a red awning and a rainbow flag is visible. A red recycling bin with an 'Alliance' logo is in the foreground. The overall atmosphere is warm and inviting.

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

➡ FRESH ➡
VEGETABLE
STRAWBERRY
FOR SALE




Kao's Strawberry Farm







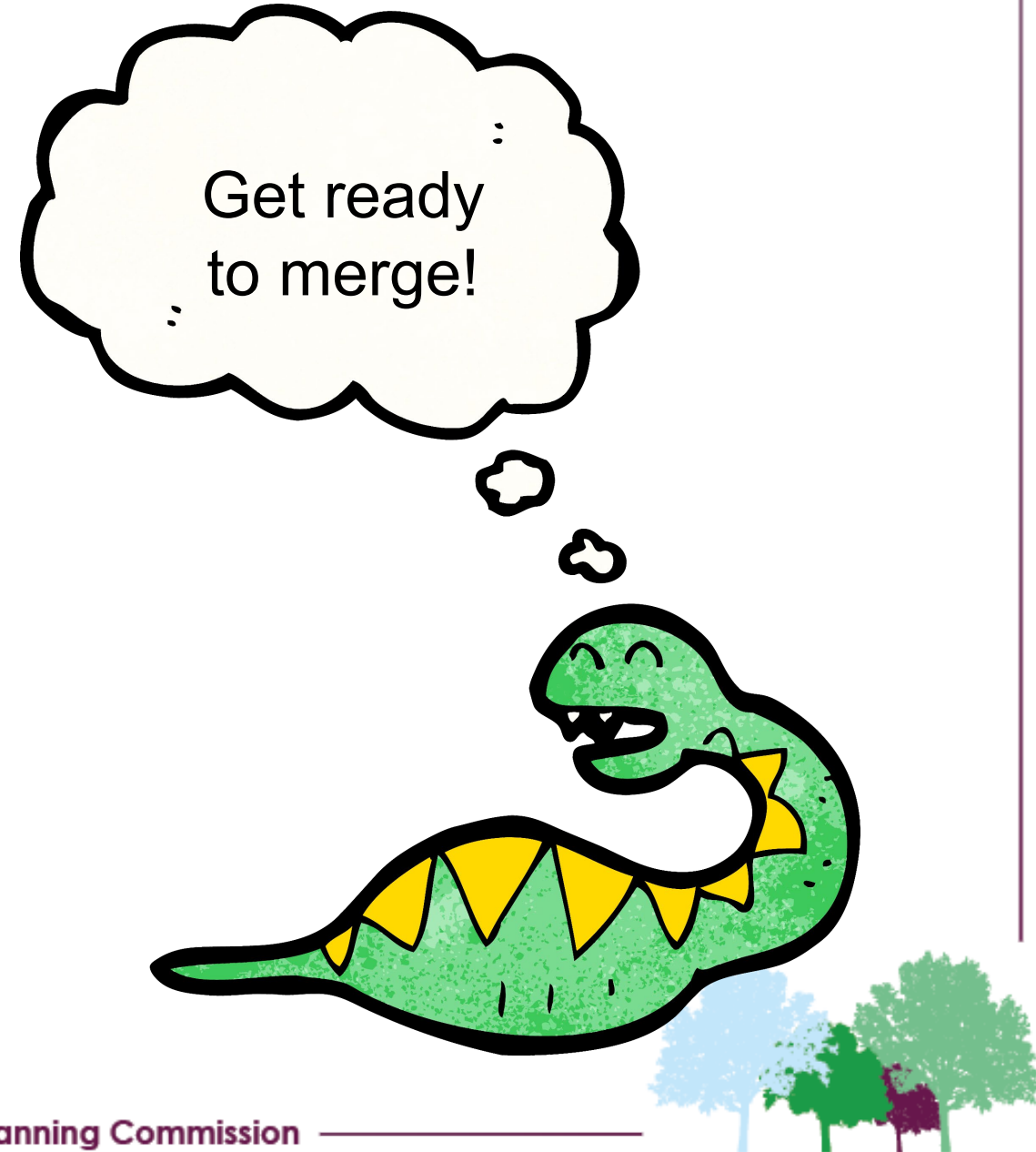








“Streets that look like boa constrictors after lunch”









DISCING
MOWING
276-2328

Hess Ave
←









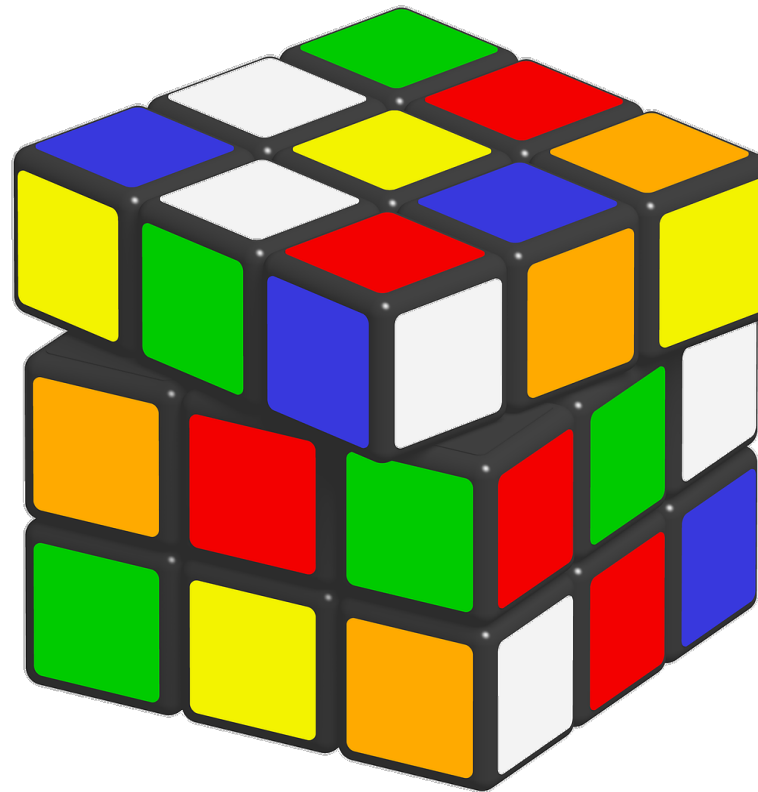
Veterans Boulevard

Image credit: KVPR



Future HSR
Overpass

Image credit: CAHSRA





Work Together





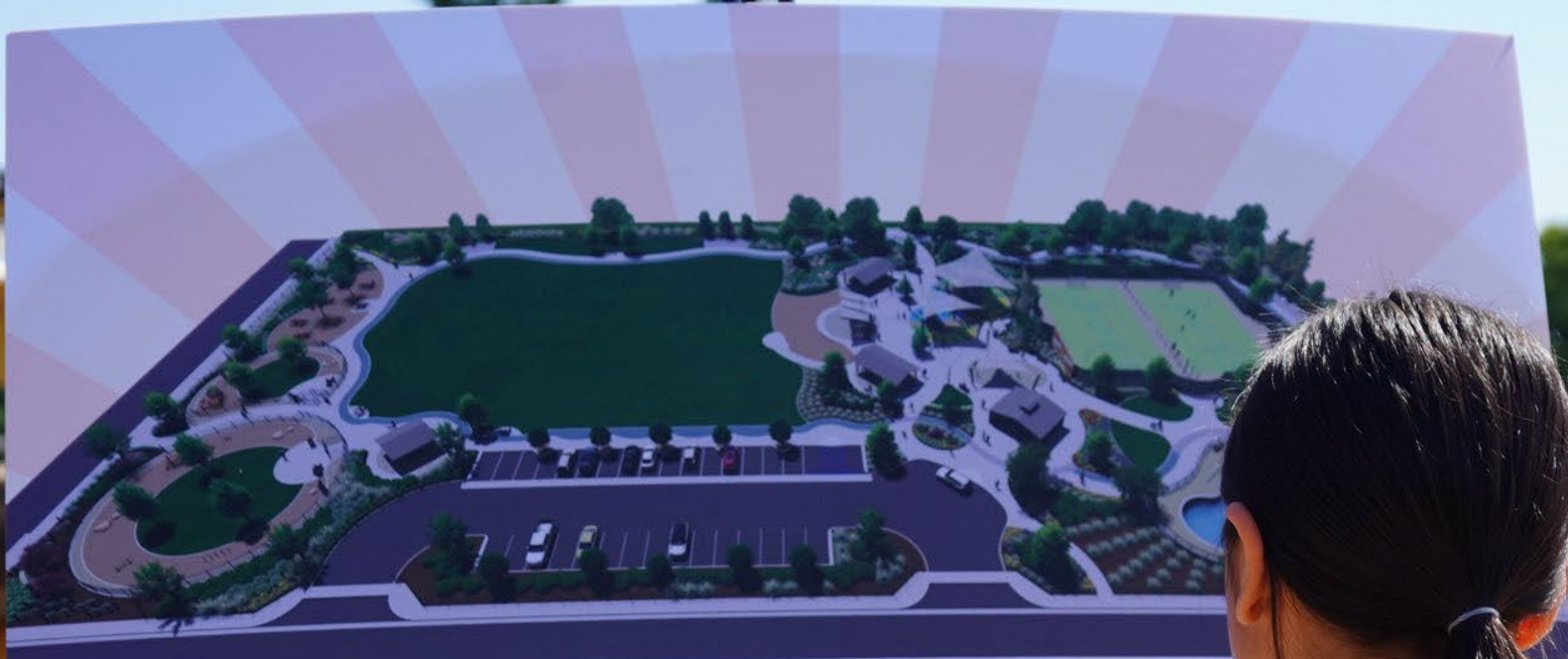




Powerline Trail



Inspiration Park



MASTER PLAN
DOLORES HUERTA PARK
CITY OF FRESNO





Herdon Canal



Example: Fancher Creek





CHICKEN



CROSSING



Clinton Ave. Stand



Garfield Avenue



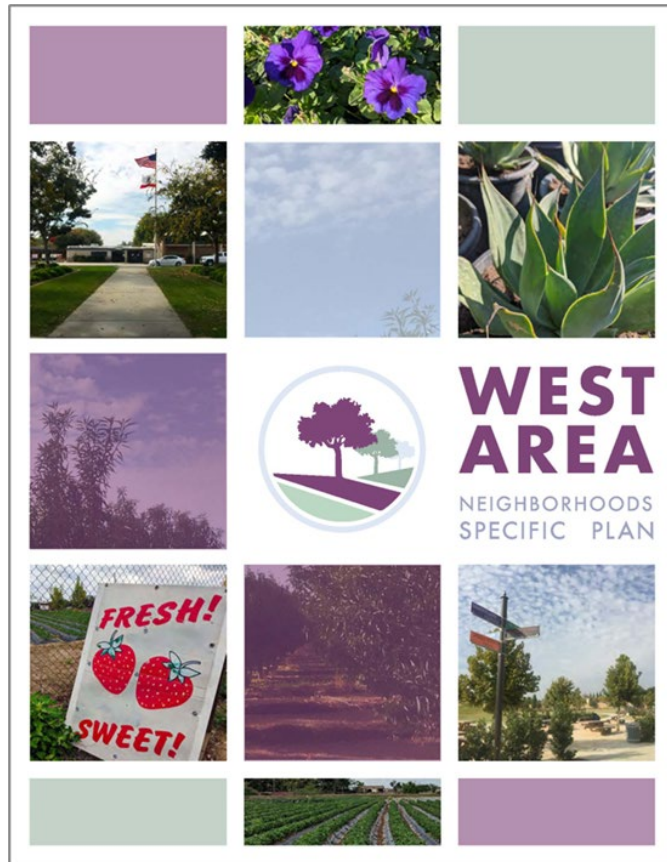
Image credit: Teague Community Resource Center





Community

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

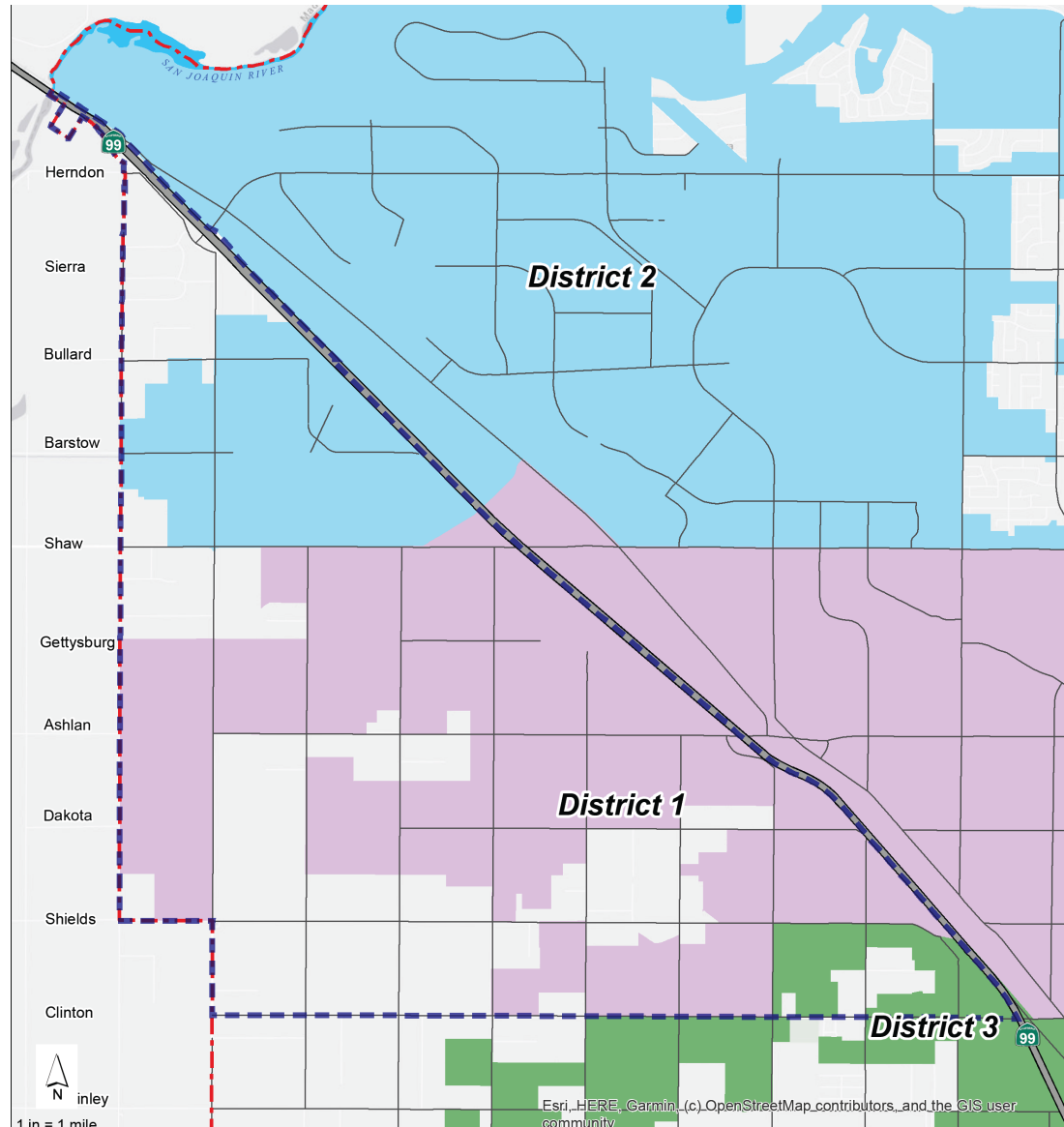


core commercial centers



3. About the Plan





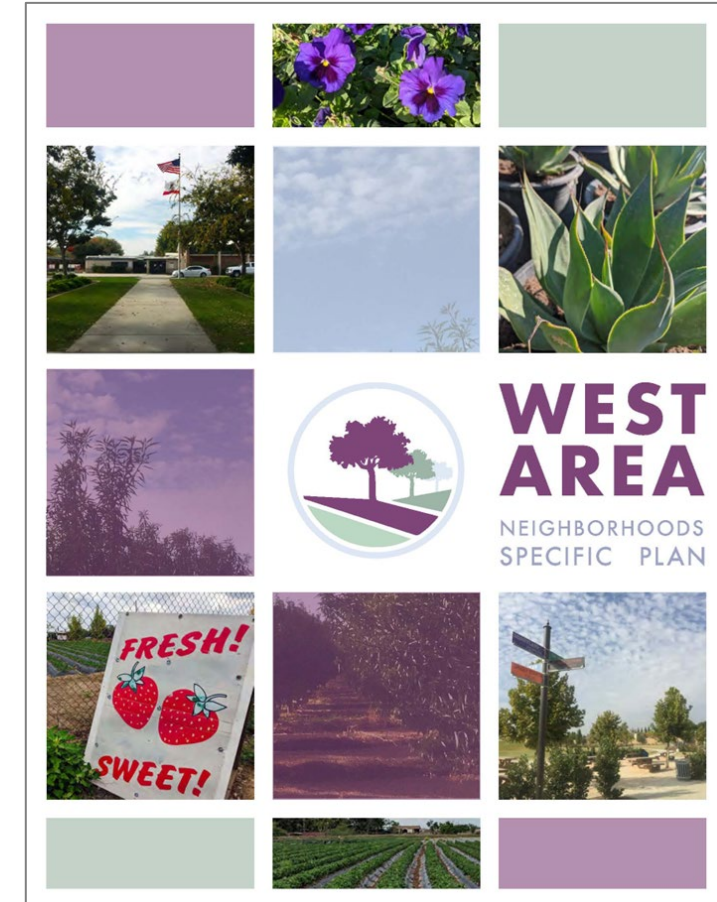
West Area Plan Boundary with Council Districts

- 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
2002: West Area Community Plan adopted
2014: General Plan adopted
2018: WANSF kick-off
2019: Plan initiated
2020: Plan and EIR drafted
2021: Draft Plan & EIR released
2022: Plan & EIR approved by Planning Commission

2022-2025: Plan & EIR Revised

2025: Recirculated EIR
Recirculated Draft Plan
Planning Commission
City Council



Guiding Principles



Transportation



Parks & Trails



Agriculture



Retail



Housing



Catalytic
Corridors



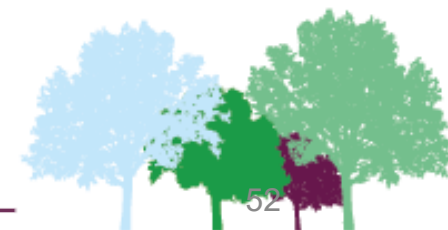
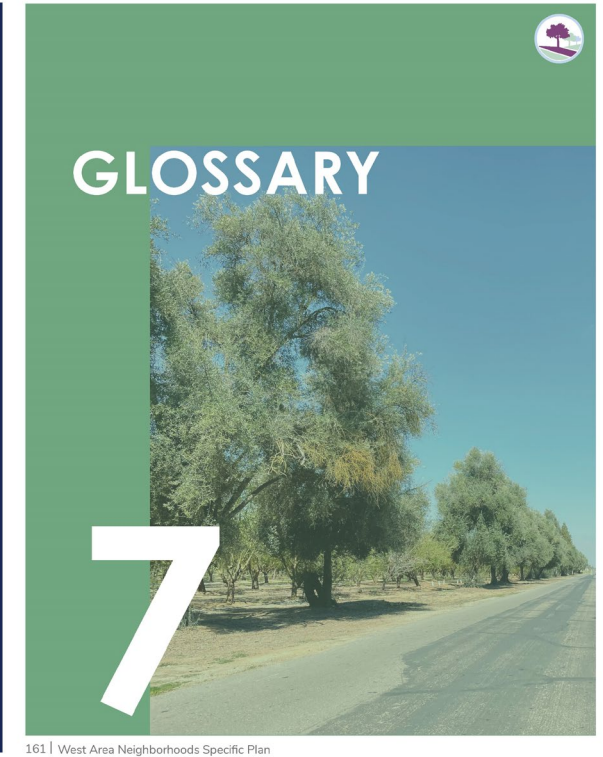
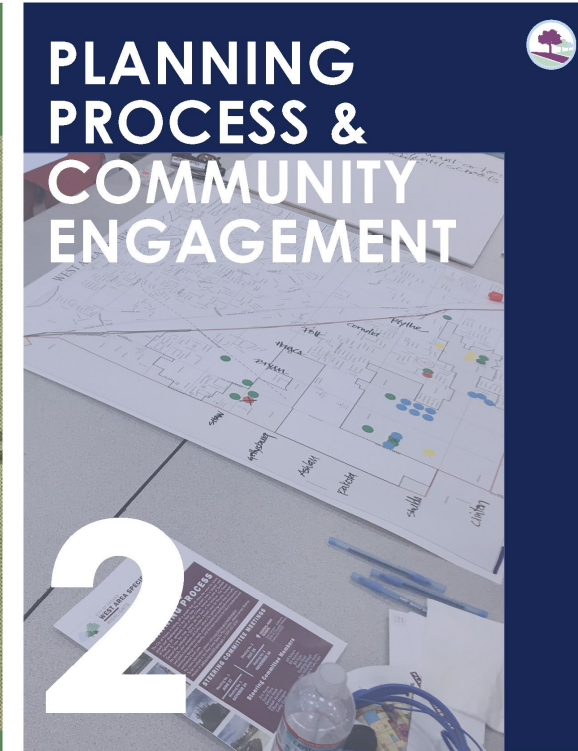
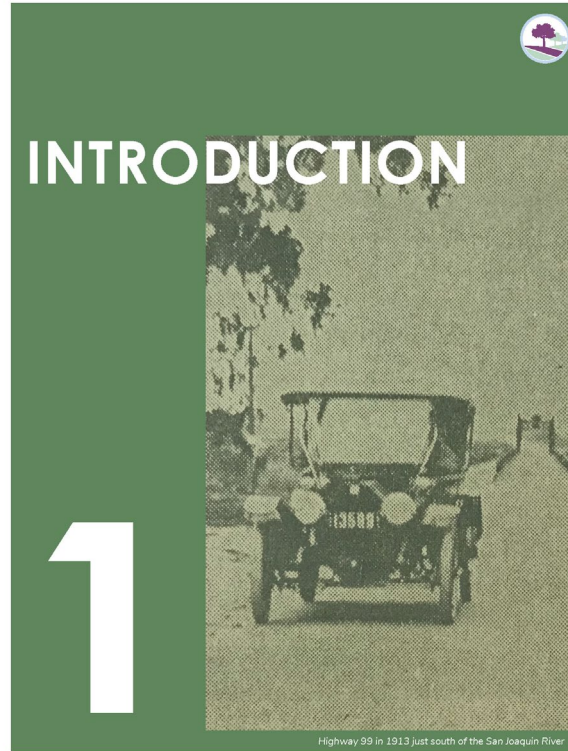
Education



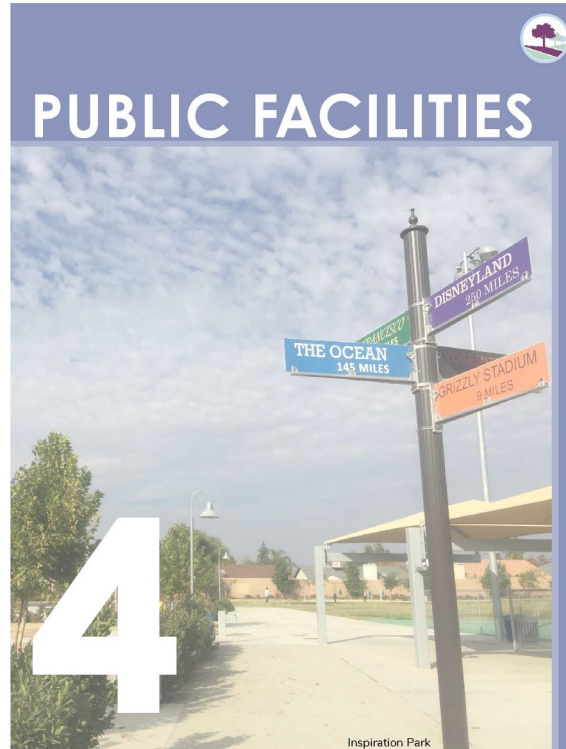
Public Safety



Information



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



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



Catalytic Corridors

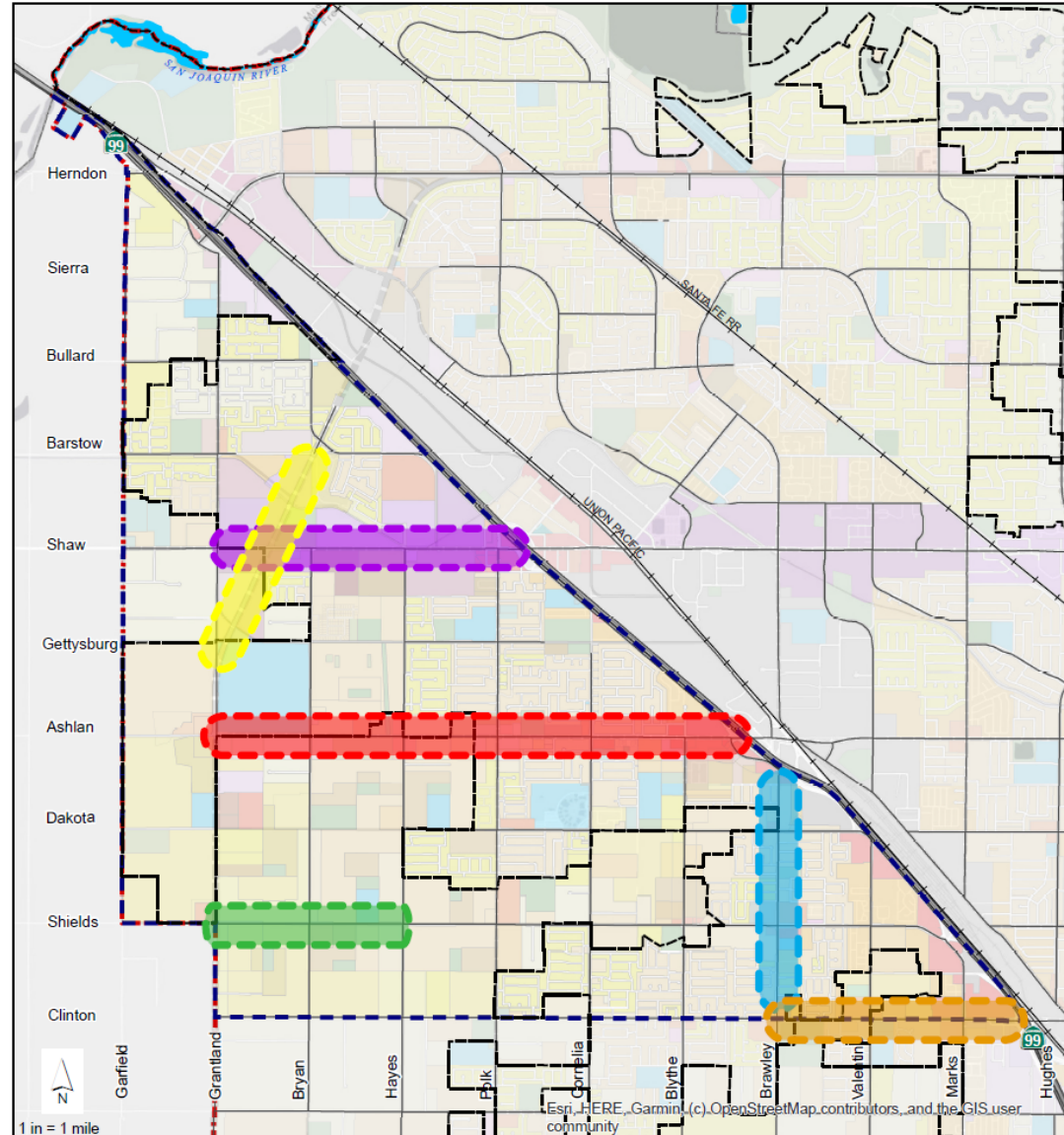
Centers or linear nodes, designed to create complementary investment to nearby and surrounding areas

*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
- SS Special School
- E Elementary School
- EM/HS Elementary, Middle & High School
- HS High School
- CH Church
- FS Fire Station

Source: City of Fresno
Planned Land Use, City of Fresno
County Region

EMPLOYMENT

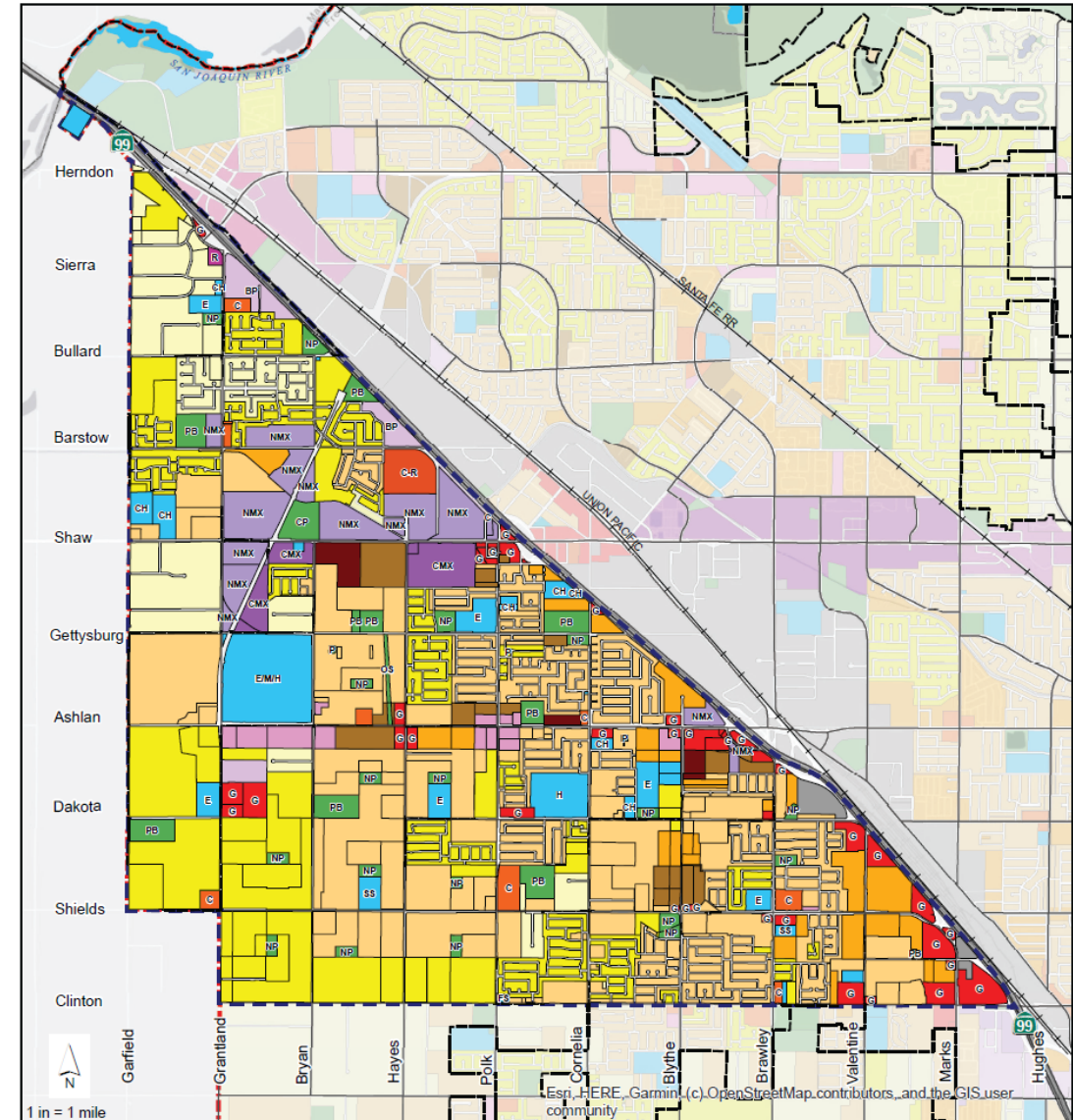
- Office
- BP Business Park
- Light Industrial

MIXED USE

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

OPEN SPACE

- CP Community Park
- NP Neighborhood Park
- 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 (12-16 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

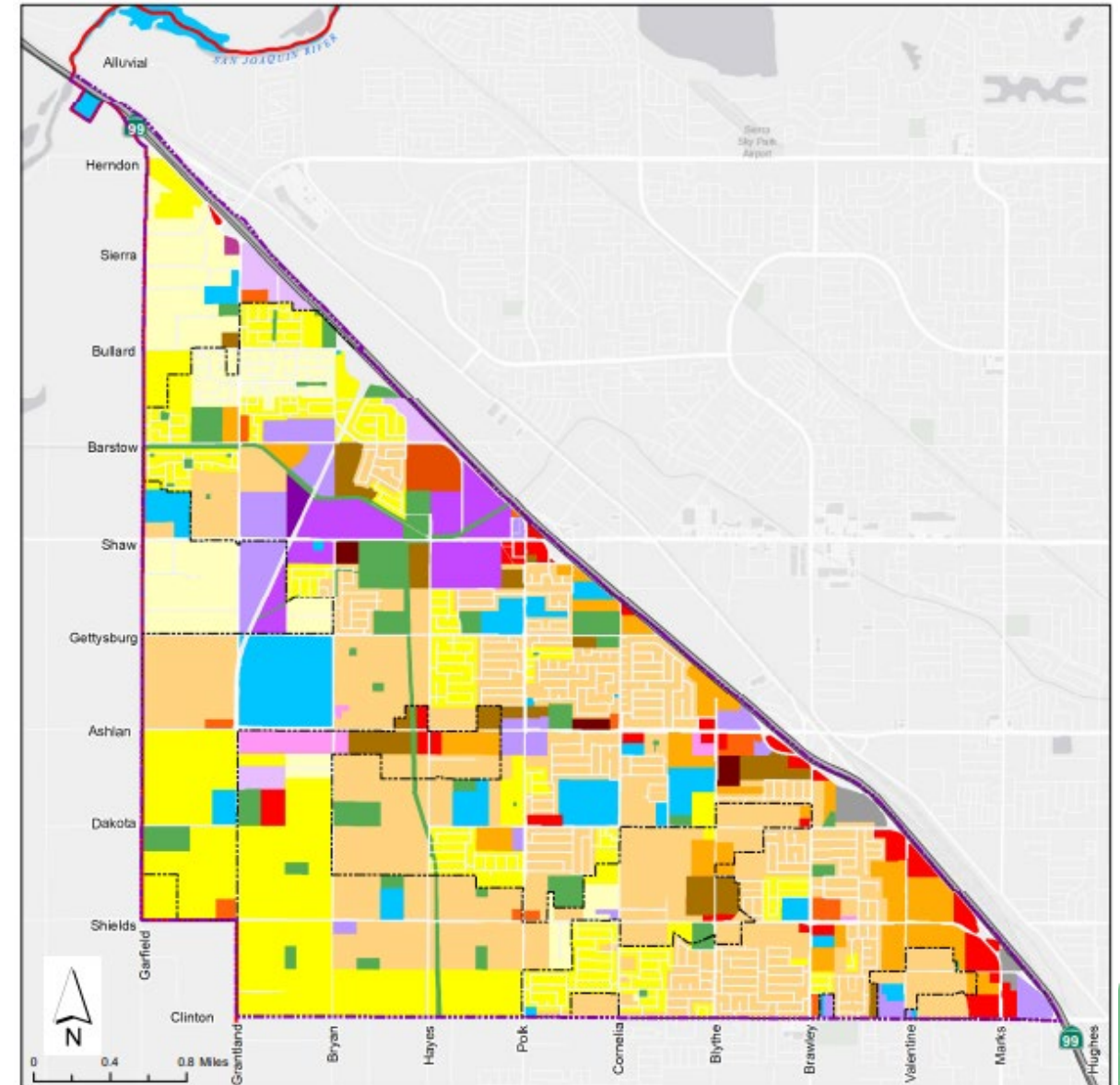
- Neighborhood Mixed Use
- Corridor/Center Mixed Use
- Regional Mixed Use

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





In California and around the country, cities are embracing agriculture as a feature of urban placemaking.

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 Pavilions is the largest year-round farmer's market in Tuscon, AZ. Four pavilions provide shade to a 5,000 sq. ft. vendor area. (Image Source: Arizona Daily Star)

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.

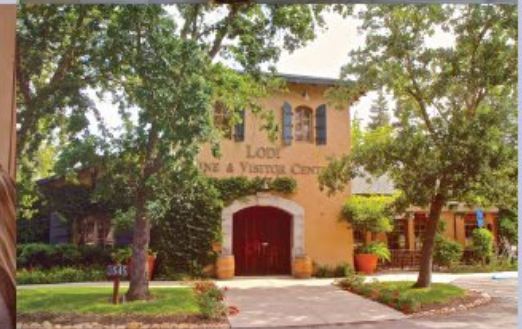


The Lodi Wine & Visitor Center promotes the region by providing information on local history and present-day attractions, including eateries and wineries. There is also a wine tasting room and café on-site. (Image Sources: California Grown and California Corks)



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)



4. Outreach & Engagement



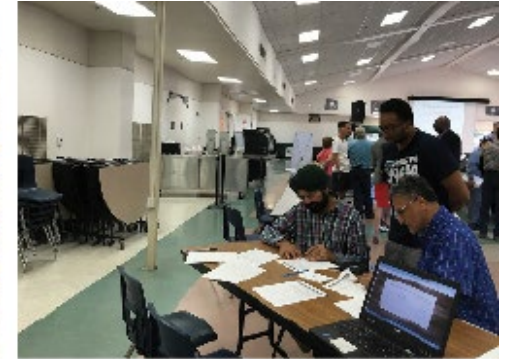
Outreach

- 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





Public Comment



5. Environmental Impact Report



Environmental Impact Report

Program-Level EIR

Notice of Preparation:	June 28, 2019
Public Scoping Meeting:	July 24, 2019
Circulation of Draft EIR: <ul style="list-style-type: none">• 9 comments received	February 10 – March 28, 2022
Final EIR released:	July 8, 2022
Recirculated Draft EIR <ul style="list-style-type: none">• 8 comments received	March 12, 2025



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



Q&A

