

# Northwest Urban Center

## November 2010 Comments

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1. The discussion of alternatives needs to have a stronger regional context
  - a. Connection of circulation system to the State Route 65 transportation corridor and/or to the circulation system in Madera County (River Crossing study).
  - b. Need to address congestion relief for Willow Avenue which is projected to have a failing level of service in future years.
  - c. East West connection to Freeway 168.
  - d. Impact of development in Friant and in southern Madera County
2. Need to review the Willow Avenue access agreement with the City of Fresno
3. Minimize signalized intersections through the design of the street network and the use of alternatives such as traffic circles. The creation of a 1/8 mile street system can dramatically reduce the need for block sound walls and the need for median island landscaping. The later reduction can reduce city maintenance costs.
4. Create ½ mile walkable service areas for community centers (commercial, business, and services). This is critical to addressing the required reductions in VMT which will be required by AB 32 greenhouse house reductions.
5. To attract the public into higher density mixed use developments the amenities provided will need to exceed that of traditional SFR subdivisions. The trail system started in Clovis will be a key element in this area. Trail need to be as uninterrupted as possible. To the extent they can be moved away from major streets the more popular they are. The trail system should be a defining element of the plan and needs to connect into the adjacent areas and regional trails.
6. This four square mile area can't just be a monotone of higher density development. There will be far too many lower density options in the region. The area is in a strategic location and if the area is developed with a mix of land use types and densities which form real neighborhoods and community centers it will be more than competitive in the regional market. The Harlan Ranch has begun to demonstrate this point. Master plans have been required for quarter section development in the community. That policy can be expanded to address the mixture and connectedness of developments to assure strong community outcomes. Mile after mile of small lot development would be no more attractive than lower lot development. Some of best developed areas have a mixture of density, product types and land uses within quarter sections.
7. Business space needs to be provided within the plan area. The area will not be a major jobs center, but can provide smaller business space to meet area needs. Demand exists particularly for smaller parcels. The Willow avenue corridor is the strongest area to meet this need and to provide a jobs base within the plan.
8. The plan should consider the incorporation of an enhanced all electric vehicle system. This system being directed at lower speed short distance all electric vehicles. It could be connected with the efforts begun in the Copper River ranch development.
9. A compromise needs to be developed to address CUSD concerns, yet meet the needs for regional uses at Copper and Willow and to provide for the substantial student population at the Community college campus.

10. Need a basis for selecting an alternative, or for developing the elements of a preferred alternative. Suggest the use of the Blueprint Smart growth Principles and the six HUD livability Principles
11. Need to take the time to let this cook a bit. We have some time and some additional funding. This is the critical element of the GP Update.

## Comments on Alternatives:

The core street system in Alt. 1 is the best starting point for the circulation plan. Better regional connection needs to be shown. The plan does not clearly address the failing level of service projected for Willow Avenue. A 1/8 mile grid needs to replace the 1/2 mile arterial and collector pattern now in use. Behymer needs to be narrowed east of Clovis Avenue and again in the section north of the FMFCD basin. The plan has too many schools. A third mixed use center needs to be added at Shepherd and Clovis Avenues. A smaller convenience and community services center needs to be provided in the area in the Clovis avenue extension between Behymer and International. This could be a good location for uses such as the elementary school a fire station and neighborhood center.

The level of assembly and or cooperation required under Alternative 2 is unlikely in this area unless a few major developers propose such an undertaking. It does not address regional transportation needs

Alt. 3 does not meet regional transportation needs. While provided a very attractive place in the one urban village it leaves most of the area's residents outside a 1/2 mile walking/biking radius. The finer street pattern does offer a workable alternative to the 1/2 mile street network, which concentrates traffic. This alternative would leave much higher traffic volumes on Minnewawa Avenue.

