



Media Release

For Immediate release

October 17, 2007

Community called to participate in the California Avenue Master Plan Process

What:	California Avenue Community Design Workshop
When:	Wednesday, October 17, 2007. 6 PM; Door Open 5:30 PM
Where:	Cecil Hinton Center (at Church, between MLK and Walnut) <u>2385 S. Fairview Ave Fresno, CA 93706</u>
Contact:	Tate Hill , Fresno West Coalition for Economic Dev. (559) 485-1273 <u>tateh@fwced.org</u>

Fresno, CA- The Fresno Housing Authorities and Fresno West Coalition for Economic Development (FWCED) will host the California Avenue Community Design Workshop tonight at the Cecil Hinton Community Center starting at 6 PM.

This will be one of three workshops scheduled to gather community input surrounding the development of a California Avenue Master Plan. The Fresno Housing Authorities is leading the process designed to develop a community-based vision for physical improvements and development—housing, commercial and retail along California between West Avenue and Martin L. King Blvd. The plan will hopefully assist the City of Fresno and landowners in charting a course for the future of the California Avenue neighborhood.

“West Fresno is full of optimism as the community continues to grow and we see major housing and economic development on the horizon” says Keith Kelley, FWCED CEO/President. Sparked by the \$20M federal HOPE VI grant, the Housing Authorities’ *Villages at California* development that includes hundreds of new residential units and the newly constructed community enrichment center & preschool is changing the face of California Avenue and ultimately West Fresno. Keith continues, “The California Avenue Master Plan process is a key opportunity for stakeholders to participate in shaping our community for the better”. The workshop, facilitated by Design Community & Environment is an extension of the successful *West Fresno Vision Plan* adopted by the City of Fresno in 2004.

The workshop will include comments from community leaders, a group discussion and breakout sessions. Spanish and Hmong interpreters will be on site. Refreshment will be provided.

Fresno West Coalition for Economic Development (FWCED) is a nonprofit community development corporation striving to improve the physical and socio-economic conditions of southwest Fresno. This is achieved through advocacy and with programs in housing, employment and business development. For more information, visit us at www.fwced.org

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