



Memorandum

DATE February 19, 2010

TO David Fey, Deputy City Planner
City of Clovis

FROM Jeffrey Harlan
Senior Planner

SUBJECT Guiding Principles - REVISED

PROJECT NO. CLO-14.0L

Based on the input received at the February 9, 2010 General Plan Advisory Committee (GPAC) meeting, we have revised the Guiding Principles and supplemental narratives. While there was general support for the principles themselves, the GPAC offered several comments about the narratives. We have added an eighth principle—Economic Prosperity—to reflect the GPAC’s recommendation to highlight the need for more focus on the city’s jobs/housing imbalance.

Provided the GPAC accepts these Guiding Principles, we anticipate the GPAC to recommend them to the Planning Commission for its consideration and approval. Below are an abbreviated list of the Principles, and a separate list including the full narrative descriptions.

Small Town Character

Preserve the authenticity of Old Town and plan new development that creates a communal sense of place.

Education

Supply all Clovis residents with access to superior education.

Long-term Governance

Incorporate long-term thinking into short-term decision-making.

Lifecycle Community

Create housing, employment, and lifestyle opportunities for all ages and incomes of residents.

Social Capital

Strengthen social networks that create pride within the Clovis community.

Public Parks, Open Space & Trails

Use and design public open space resources for trails, parks, and recreation where people live and work.

Natural Resources

Promote connections to the Sierra, and foster stewardship as the primary means of conserving and enhancing natural resources.

Economic Prosperity

Foster economic growth that provides employment opportunities suited to capabilities of current and future residents and housing opportunities for those who work in Clovis.

creating better places



Small Town Character

Preserve the authenticity of Old Town and plan new development that creates a communal sense of place.

The charm and heritage of Old Town imbues the larger city with the feel of a small town. As the city grows, new development should add to the overall small town character. Neighborhoods, villages, and community centers should provide elements that create a unique sense of place, such as gathering and socializing places, activity centers, public art and monuments, and common architecture. Walking and biking trails, as well as safe convenient streets, should connect the city's neighborhoods and rural areas beyond Clovis' boundaries.

Education

Supply all Clovis residents with access to superior education.

The partnership between the city, schools, and the community has built one of the state's leading educational systems. High quality facilities serve as the focus of communities, provide cultural venues and recreational resources, and instill pride in the surrounding neighborhoods. Clovis should build on its powerful commitment to education and provide future opportunities for lifelong learning, collaborate with all levels of educational institutions, and design safe routes to schools.

Long-term Governance

Incorporate long-term thinking into short-term decision-making.

Most public decisions have long lasting implications, and Clovis governs for the next generation not just the next election. Long-term thinking results in stability and continuity in leadership. This perspective also promotes fiscal sustainability. Maintaining Clovis' high quality of public services and facilities requires fiscal management grounded in current realities, not the promise of new growth. New development brings new demands for services and does not always pay for itself. Clovis should examine the long-term implications of its everyday decisions, and understand the range of commitments tied to infrastructure investments and development decisions.

Lifecycle Community

Create housing, employment, and lifestyle opportunities for all ages and incomes of residents.

Typically viewed as a bedroom community to Fresno, Clovis is well regarded as a place to raise a family. Young adults, however, often move elsewhere for employment and social activities. And the city's aging population, which will expand significantly over the next few decades, will create new housing, transportation, and healthcare challenges. To strike a better lifecycle balance, the community should accommodate these groups' needs without compromising the city's family-friendly atmosphere.

Social Capital

Strengthen social networks that create pride within the Clovis community.

Civic events, volunteering, homegrown public-private partnerships, community organizations, and school activities have created a strong reserve of social capital. For example, this reserve has resulted in strong support for school bonds and a public commitment to the General Plan. To maintain and strengthen social capital, the community should cultivate new opportunities for civic engagement, new developments should provide



community meeting facilities, and the public and private sector should work together to address community challenges.

Public Parks, Open Space & Trails

Use and design public open space resources for trails, parks, and recreation where people live and work.

Public open space, whether used for walking and biking to connect people to the natural environment or for parks and active recreation, contributes to the community's high quality of life. Clovis' trails network furnishes residents with an accessible, recreational resource that connects users to public parks and open space. To foster a healthy community, new development should link directly to and enlarge this network. Where resources are available public parks and open space should be provided in proximity to where people live and work, and the trails network should expand to underserved areas and connect to school campuses, which house the majority of community recreational facilities.

Natural Resources

Promote connections to the Sierra, and foster stewardship as the primary means of conserving and enhancing natural resources.

As the "Gateway to the Sierra," Clovis enjoys a historical and visual link to its mountain neighbor. Residents and businesses cherish easy access to the abundance of natural resources and outdoor recreational opportunities found in the foothills and the Sierra. Within the city's borders, the community values the conservation and enhancement of its natural resources such as views, land, water, and air. The city and its private property owners should work cooperatively and collaboratively to maintain these features.

Economic Prosperity

Foster economic growth that provides employment opportunities suited to capabilities of current and future residents and housing opportunities for those who work in Clovis.

A majority of Clovis residents leaves the city for work each day, reinforcing the Clovis' image as a bedroom community. At the same time, many workers commute into Clovis each day, reflecting a lack of housing opportunities for those with lower skills and lower wage jobs. Such commuting contributes to increased traffic, reduced time for involvement in community life, and the Central Valley's poor air quality. The geographic disconnect between place of work and home also means that the municipal revenues generated by economic activity support public services where many residents work, not where they live. The community should energetically pursue economic growth to create a better balance between jobs and housing, allowing a choice for those who would prefer to live closer to work, and to broaden the City's tax base, providing revenues for the public services.