

**-- GPAC Old Town Subcommittee Discussion Draft --**  
**The Central Clovis Specific Plan and Old Town**  
**5/17/2011**

**Introduction**

This document is comprised of several major elements which support a refreshed look at Old Town and its surrounding area. The first part repeats the adopted General Plan update planning principles that guide the Citizens' Advisory Committee's work on the Clovis General Plan and Old Town.

The second part is comprised of the objectives of the General Plan Advisory Committee's Old Town Subcommittee. These objectives are used to guide the subcommittee's analysis as it takes a look at the development policies that effect the Old Town portion of the Central Clovis Specific Plan.

The last part of this document is the draft development policy for the General Plan Central Clovis Specific Plan as it relates to Old Town and the many neighborhoods and activity areas that surround it. The development policy contains background information about the general and specific plans and offers long-term policies to direct city resources toward the improvement of this area.

After public review of this document, the General Plan Advisory Committee will consider this document, public comments, and will make its recommendation to staff. This will be ultimately presented to the Planning Commission and City Council for final action. At this point in the general plan update process, we are looking for public participation and input. All meetings of the Advisory Committee, Planning Commission, and City Council are open to the public. Please refer to the project website at [www.clovisgeneralplan.com](http://www.clovisgeneralplan.com).

Thank you for interest in Clovis and Old Town. If you have any questions, please feel free to contact David Fey at 559 324-2338 or [davidf@cityofclovis.com](mailto:davidf@cityofclovis.com), or George González.

**General Plan Update Planning Principles for the  
Central Clovis Specific Plan  
and Old Town**

*General Plan Update Framework Objective:* Maintain authenticity while preserving, enhancing and expanding the heart of Clovis as a clearly identifiable village.

*Small Town Character:* Preserve the authenticity of Old Town and plan new development that creates a sense of community and place.

*Long Term Governance:* Incorporate long term thinking into short term decision making to create a sustainable community.

*Lifecycle Community:* Create housing, employment and lifestyle opportunities for all Clovis residents.

*Social Capital:* Strengthen social networks that create pride and a commitment to action within the Clovis community.

*Public Parks, Open Space and Trails:* Use and design public open space resources for trails, parks and recreation where people live work and play.

*Economic Prosperity:* Foster Economic Growth.

### **GPAC Subcommittee Policies for its Old Town Work**

- Analyze and build upon the success of Old Town
- Build Upon the Success of Old Town, “don’t change course”
- Identify and enhance multiple venues
- Encourage walk ability throughout the Old Town area
- Park once and use Old Town as a multi-faceted pedestrian environment
- Enhance “Gateways” to Old Town
- Take advantage of destination uses to strengthen Old Town
- Create walk able links to between Old Town residents and service uses

### **Proposed General Plan Land Use Element Language**

Based on the May 3, 2011 GPAC public meeting, comments by the public and committee members have resulted in modifications to the draft document that reflect GPAC comments are underlined.

### **The Central Clovis Specific Plan and its relationship to the General Plan**

The Central Clovis Specific Plan (CCSP) was adopted in 1983 to revitalize this important area of the city. It covers an area roughly 640 acres in size and was intended to address twenty-five goals developed by a citizens’ Downtown Steering Committee. The goals related to land use, circulation, housing, design, social needs, and economics to provide an overall image of what the city hoped to accomplish through implementation of the CCSP.

The CCSP is complemented by the Clovis Community Development Agency’s Project Area 1, which was established in 1982. Redevelopment project areas identify the public sector activities that are necessary to revitalize the Central Business District by acquiring land, when reasonable, providing financial assistance, when possible, and assisting the private sector in the development process. The objectives are to provide needed public improvements, mitigate the disuse and under-use of lands caused by irregular and unusual parcelization patterns, provide for the rehabilitation of deteriorated commercial, industrial, and residential structures, correct adverse impacts caused by shifting uses, eliminate traffic and circulation deficiencies, and generally provide for economic development in the project area.

In the intervening decades since the CCSP and Project Area 1 were approved, tremendous positive change has occurred in the specific plan area. Of particular interest is the effect of the planning process on the Central Business District, otherwise known as “Old Town.” Public improvements have facilitated private investment and civic pride has been boosted by regular festivities in and around Old Town.

The intent of the specific plan in the early 1980s to revitalize the Central Business District is largely complete. It is now intended to build on that success with the following General Plan Goal for the Central Clovis Specific Plan:

*The authentic heart of Clovis and its complementary surrounding uses are maintained, preserved, and enhanced.*

The general plan will be implemented by the CCSP and any future updates of this specific plan. To facilitate consistency between the general and specific plans, the general plan provides a policy framework for the detailed treatment of issues addressed in the specific plan. The general plan land use diagram depicts the boundaries of the CCSP and notes,

*Specific plan land uses are shown on this diagram for illustrative purposes. Please consult the CCSP for information regarding the distribution and location of land uses, major components of public and private utilities and services, and development standards.*

The CCSP will continue to be complemented by Project Area 1 activities, which will continue to be implemented by the Clovis Community Development Agency.

General Plan Central Clovis Goal 1:

The authentic heart of Clovis and its complementary surrounding uses are maintained, preserved, and enhanced.

This will be accomplished by the following objective:

Objective 1: The Central Clovis Specific Plan will be used to implement this goal.

## **PROPOSED CENTRAL CLOVIS SPECIFIC PLAN LANGUAGE**

### **Draft Revisions/Updates of the CCSP as Directed by the General Plan update**

Overall the CCSP will undergo changes to the format, update of information and a revised context that shifts from revitalization to the long-term improvement and maintenance of Central Clovis and its supportive uses. Additional changes to the policy structure are recommended as follows:

CCSP Part Three: Goals and Policies

*Goal 1: The long-term improvement and maintenance of Central Clovis and its supportive uses.*

Policy 1.1. Identify and support Old Town neighborhoods and institutions that contribute to the area's distinct urban character.

Examples of current and potential supportive uses, neighborhoods and institutions are:

- Pollasky Avenue at 5<sup>th</sup> Street as the focal point for civic events
- Bullard Avenue couplet as focal point for additional events and/or venues
- Clovis Memorial District
- Clovis Unified School District
- Clovis Rodeo Association:
  - Coordinate with the CRA for its events and long-term operations. Issues include parking, site access, FMFCD infrastructure timing, sewer and water service improvements, and site development improvements for a broader range of CRA events.
  - Encourage CRA to develop long-range business plan that includes priority for its capital improvements.
- Crossroads Shopping Center: Reinforce this community-level shopping center's vitality by strengthening its link to Old Town with design guidelines
- Our Lady of Perpetual Help Church
- Proposed "SoFi" (south of Fifth) District as an arts/boutique/youth-oriented area, oriented to the CSUF
- Proposed transitional historic district on south Pollasky. Support the opportunity to use moved-in, adaptively-reused historic structures as offices in this area. (Facilitated by California Historic Building Code (Sections 18950 to 18961 of Division 13, Part 2.7 of Health and Safety Code (H&SC); Include in EIR description of this area to facilitate environmental analysis; Create development guidelines for new structures.
- North and South Pollasky Avenues will be evaluated for site-specific land use planning

*Goal 2: Old Town and its environs will provide enhanced and efficient circulation and accessibility.*

Policy 2.1: Create a pedestrian corridor along Bullard between Bullard/Minnewawa commercial center and downtown; anchor one leg of corridor with the development of the old DMV site (east side of Pollasky/Bullard).

Implementation Measures

- Create land development design guidelines, direct capital improvements for sidewalks, shade trees, and other public

Policy 2.2. Create a walkable connection with the commercial center at the southwest corner of Bullard and Minnewawa to Old Town to serve residents of the area.

Implementation Measures

- Direct capital improvements for sidewalks, shade trees, and other public improvements from the Old Town area to this center.

Policy 2.3. Establish appropriately-scaled commercial uses along the north and south sides of Bullard Avenue.

Implementation Measures

- Review this area's zoning and adjust if needed
- Create design guidelines

Policy 2.4: Establish gateways to Old Town at the following locations:

Implementation Measures

- Gateways to Old Town are designated at the following locations
  - North gateway at Sierra/Clovis;
  - West gateway at Bullard/Dry Creek Canal;
  - South gateway at Jefferson/Clovis; and
  - East gateway at 5<sup>th</sup>/Sunnyside.
- Direct capital improvements and merchant investments to acquire properties for gateways and construct attractive monumentation.

Policy 2.5: Consider ½-mile walkable radius from Clovis and Fifth as downtown area.

Policy 2.6: Create a unified streetscape within a defined geographic area to unite Clovis Avenue with Old Town environs.

Policy 2.7: Enhance the relationship of Old Town and Central Clovis to CSUF

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