



# Memorandum

**DATE** January 19, 2010

**TO** David Fey, Deputy City Planner  
City of Clovis

**FROM** Jeffrey Harlan  
Senior Planner

**SUBJECT** Guiding Principles - DRAFT

**PROJECT NO.** CLO-14.0L

Based on our conversation on January 15, 2010, we have revised the seven Guiding Principles and supplemental narratives for further consideration.

The principles are intended to be the action form of the community's values. Generally, these Guiding Principles reflect the values that received the most votes at the workshop. However, they also incorporate other values that support the overall topic. For example, Small Town Character includes references to community centers, sense of place, and heritage because each of these values reinforces the overarching theme. Similarly, Lifecycle Community is a combination of employment, mix of housing types, diversity, eldercare, and activities/places for twentysomethings.

Provided you have no further comments, we anticipate these draft Guiding Principles to be submitted to the GPAC for its review and consideration at the January 26, 2010 meeting.

## **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.

# creating better places



### **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.*

Clovis is well regarded as a place to raise a family. Young adults often move elsewhere for employment and social activities. And an aging population will create new housing, transportation, and healthcare challenges. To create 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.

### **Parks, Open Space & Trails**

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

Clovis' trails network furnishes residents with an accessible, recreational resource that connects users to the natural environment. To foster a healthy community, new development should link directly to and enlarge this network. Where resources are available, the network should expand to underserved areas, and connect to schools which house the majority of community recreational facilities.

### **Natural Resources**

*Foster stewardship as the primary means of conserving and enhancing natural resources, and respect the role of environmental regulation.*

Clovis' proximity to the Sierra and its agricultural heritage are important from a visual and psychological perspective. Easy access to, views of, and recreational opportunities provided by our mountain neighbor are important to Clovis residents and businesses. The city and its property owners should work cooperatively and collaboratively to maintain these features.