

GUIDING PRINCIPLES WORKSHOP #1

What role do the Guiding Principles play in the General Plan Update?

They will memorialize the community's values and serve as a point of reference for the development of the GPU's goals and policies. When we begin drafting the GPU's elements, we will use the Guiding Principles to ensure that the individual goals and policies are consistent with and support the community's values.

ANATOMY OF THE GENERAL PLAN: how elements address community values

The General Plan consists of various elements—Land use, Circulation, Housing, Open Space & Conservation, etc.—that describe how the City will address critical issues. Elements are composed of several topical goals (statements of desired future conditions) and supporting policies (statements that guide decision-making). Typically, General Plans also include proposed actions, individual steps taken to implement one or more of the policies and move the community toward achieving its goals.

Community values are expressed in these components, and often reside in a range of elements. Take, for instance, Education, a value that is clearly evident in Clovis. The size and prominence of school campuses, the quality of the facilities, and the high-caliber academic and athletic reputation of Clovis Unified School District are sources of community pride. To be sure, the 1993 General Plan recognizes Education as a core value and states: "We will be known for our powerful commitment to superior education at all age levels, and will design neighborhoods focused on learning centers and school attendance areas." So how can this value be reflected in the General Plan?

Land Use

Goal: We have...schools as centers of community

Policy: We should concentrate residential uses around new school sites, but also allow for a mix of compatible, local-serving commercial and retail uses

Action: CUSD will prepare and present an annual report on projected growth and facility needs

Circulation

Goal: We have...safe routes to schools

Policy: We require all neighborhood-scale development to provide pedestrian greenways and open space trails that link to existing networks serving school sites

Action: In conjunction with local serving school districts, the City will develop design guidelines to provide safe and accessible walking and biking routes to schools

Housing

Goal: We have...housing opportunities for all levels of school employees

Open Space & Conservation

Goal: We have...school facilities serving as the community's primary recreational sites

COMMUNITY VALUES AND THE GENERAL PLAN – Factors & Detractors

Factors

Based on the past GPAC workshops on the vision and values, here's what we've learned. The following are the top factors that contribute to Clovis's high quality of life. These factors represent the community's key values:

- Education
- Parks/Open Space/Trails
- Civic events
- Old Town
- Proximity to the Sierra
- Governance
- Strong social network
- Safety
- Small-town character
- Mix of housing types

Detractors

As well, we've heard about things that detract (or could detract) from Clovis's quality of life:

- Poor air quality
- Not enough diversity in housing
- Water use
- Few places and activities for 20-somethings
- High cost to maintain and operate infrastructure
- Lack of employment opportunities for skilled labor
- Perceived high cost of running a business (e.g., fees)

RESTATED COMMUNITY VALUES FROM THE 1993 GENERAL PLAN

Education: We value superior education for all age levels.

Diversity: We value diversity among residents and workers in Clovis.

Sense of Place: We value a strong sense of place in Old Town and throughout the community's neighborhoods, districts, and corridors.

Heritage: We value Clovis's heritage.

Community Centers: We value places that provide opportunities for people to gather, mix, and socialize.

Respect for Rights and Responsibilities: We value unyielding protection of life and property as well as service to those who need help.

Cost Effective Delivery of Services: We value timely and cost-effective provision of public facilities and services.

Leadership: We value Clovis providing leadership in the metropolitan area.

Employment: We value broad opportunities for employment across commercial, office, and industrial businesses.

Environment: We value a balance between development and nature and a common bond between stewardship and ownership.

Pride: We value opportunities for citizens to be involved in their community.

Partnerships: We value partnerships among government, business, developers, and citizens.

POSSIBLE NEW COMMUNITY VALUES FROM THE CURRENT GENERAL PLAN UPDATE PROCESS

Parks/Open Space/Trails

Civic Events

Natural Resources

Proximity to Sierra

Governance

Strong social network

Safety

Small-town character

Jobs suited to Clovis residents

Mix of housing types

Places and activities for 20-somethings

Infrastructure

TABLETOP EXERCISES (approximately 7 members/table + facilitator)

Exercise #1 – Defining Values

Each table will be assigned a color (Blue, Orange or Green), which corresponds to the values listed on the previous page. Each table will examine 8 values total.

As a group, please define each value in your own words. Write down descriptions of the value beginning with “We value...” or “We believe...” Look at the restated 1993 values as examples.

When you are done writing down these descriptions, narrow your definition by preparing concise statements (2-3 ideas that make up the core of the value).

Exercise #2 – What is really valued in Clovis?

Each GPAC member will be given 25 Clovis Family Dollars (one \$10, two \$5, and five \$1 bills) to spend however he/she wishes on what values are most important. You can put all of your money toward one value, split it evenly across the board, or divide it however you see fit.

Once everyone has spent all of their money, we will tabulate the results to determine the top 8-10 values.