



MEMORANDUM

To: Mayor and Members of the Clovis City Council
Chair and Members of the Clovis Planning Commission

From: P-R Farms Planning Team

Date: April 25, 2011

Subject: Northwest Urban Center Draft Land Use Diagram

In an effort to share with you our vision for the Northwest Urban Center, we would like to update you to date on our progress and share our thoughts on this process moving forward.

We would like to thank the GPAC, staff, and the consultant team for their work and cooperation throughout this process. Some highlights of the major accomplishments over the past few months in planning the Northwest Urban Center include:

- A revised street network that provides more efficient circulation and allows for a potential connection from Clovis Avenue to Auberry Road.
- Identification of mixed use areas that will provide planning flexibility in the future, while drawing on the strategic opportunities afforded to this area.
- Introduction of major planning ideas such as mixed use village center at Willow and Shepherd and an academic village/educational main street near Willow and International.

We are at this time working with City staff on specific elements of the plan that we feel are critical to the long-term viability and success of the Northwest Urban Center. Generally speaking, the remaining key issues we would like to address include:

1. **Distribution of land uses throughout the plan area** – we recently submitted an alternative plan for consideration regarding residential land uses on property owned by P-R Farms. This alternative will only slightly reduce overall density, but is, in our opinion, much more realistic in terms of implementation.

2. **Overall density target of 9.0 units per acre** – it is our understanding that this Blueprint goal is intended to be reached by 2050, which will provide the needed time for market preferences to adapt to increased densities.
3. **Ability to build residential product that meets market demand** - the draft diagram as shown would result in approximately 64% of the dwelling units within the current Sphere of Influence (and 40% for the entire plan area) being developed as multi-family, attached product. This is a substantial shift from what the majority of people desire in terms residential product, and what has historically been considered the “Clovis Way of Life.”
4. **Importance of the Clovis Avenue to Auberry Road connection** – our team will be meeting with Supervisor Poochigian and County staff in the near future to further discuss the concept. We feel that this connection has several strategic advantages and reinforces Clovis as the “Gateways to the Sierras.”
5. **Further discussion of traditional neighborhood development** – we believe that this approach can improve the quality of residential neighborhoods if designed and implemented correctly. This includes traffic considerations, zoning standards, and strategic placement of non-residential uses (retail, office, and open space) in these areas.

We thank the Clovis City Council and Planning Commission for the opportunity to update the General Plan and for identifying the Northwest Urban Center as a key part of the future growth of Clovis. We look forward to working with staff and other stakeholders to further develop this plan and together bring forward a refined land use diagram in the near future. Thank you.