

CITY OF CLOVIS
GENERAL PLAN EXCERPTS

INTRODUCTION
AND
LAND USE

The City of
CLOVIS
General Plan Program

General Plan

Adopted
April 26, 1993

*"The one thing we cannot afford
is lost opportunity."*

— Mayor David Lawson

1 INTRODUCTION

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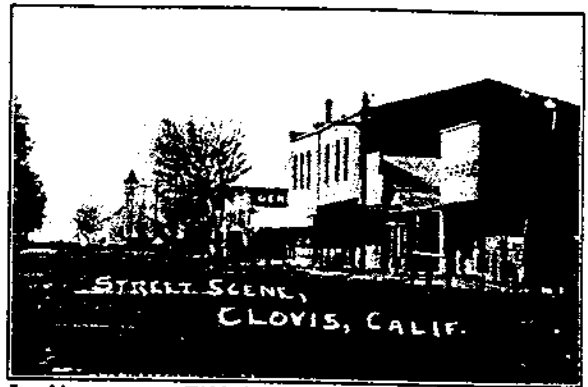
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Looking west on Fifth Street, c. 1912

Chapter 1

INTRODUCTION

Purpose

California State law (Government Code Section 65302) requires each city and county to have an adopted general plan. In essence, a city's general plan serves as the blueprint for future growth and development. The general plan must address many issues which are directly related to, and influence land use decisions. The law specifies that each general plan address seven issue areas: land use, circulation, open space, conservation, housing, safety and noise.

The Clovis General Plan provides comprehensive planning for the future. It encompasses what the City is now, and what it intends to be, and provides the overall framework of how to achieve this future condition. Estimates are made about future population, household types and employment base, so that plans for land use, circulation and facilities can be made to meet future needs. The General Plan represents an agreement on the fundamental values and a vision that is shared by the residents and the business community of Clovis and the surrounding area of interest. Its purpose is to provide decision makers and staff of the City of Clovis with direction for confronting present issues as an aid in coordinating planning issues with other governmental agencies, and for navigating the future.

- The Land Use Element provides the central policy context on which to base all land use decision-making in Clovis. It is through the implementation of the goals and actions that the future land use pattern of Clovis will continue to be shaped.
- Transportation routes (including the proposed beltway and tiered transportation system), design standards for streets, the transit corridor and current and future traffic levels on City streets are among the issues covered in the circulation section of the general plan.
- The housing section looks at current and future need for housing units, the capacity in the City for additional units, the types of households that will need some form of assistance or special housing, and ways to perpetuate existing housing.
- Conservation issues include strategies for an orderly transition from agriculture to urban uses, re-use of water and wastewater, conservation of ground water resources, and commitment to conservation of agricultural lands in a regional context.
- Open space and conservation issues include discussion of parks and recreation resources, targeted growth of these facilities, and targeting open space to function in a multi-use capacity.

- Existing and future noise from traffic and other activities are issues discussed in the noise section.
- The safety section of the general plan analyzes conditions in the city and surrounding study area that may be hazardous to those who live and work there, such as flood inundation, fire and hazardous materials.

Each of these issue areas have goals, policies and implementation measures designed to provide a safe and pleasant environment in the future. Clovis' general plan contains not only the seven issue components required by state law, but also several chapters. These include: public facilities, and air quality. Each general plan chapter covers an aspect of the City's growth and development. Components of each section are interrelated and therefore must be consistent with each other. Taken together, they provide the guidance for all aspects of planning for the future.

Having adopted the General Plan, the City assumes the responsibility to implement it, to report on its continuous status, and to communicate with citizens and other agencies regarding the Plan's policies.

Organization of the General Plan

This General Plan is an update, expansion and reorganization of the 1974 General Plan, the 1986 Parks and Recreation Element and the 1991 Housing Element. Significant changes to the 1974 Planning Area have occurred, expanding the boundaries of the new planning area to the north and east to include both a Sphere of Influence and a Study Area beyond the Sphere. Pressure for development in the Metropolitan Area in and around the City of Clovis, the need for linkage to the regional transportation network, and the desire to establish Clovis in a pivotal position in the regional context warrant the decision to greatly expand the Planning Area as the foundation for the update and augmentation of the General Plan.

The Clovis General Plan consists of three separate documents - a general plan document, the environmental impact report and technical appendices. The general plan document contains eight (8) chapters, each consisting of three or four sections. The "core" of each element consists of goals, policies and actions associated with the major issue areas. In some chapters there may be issues which are best addressed

at a more focused level, such as at the Sphere of Influence or Study Area tier. The "core" is preceded by a definition of the issues and discussion of intent of the General Plan to deal with these issues. Some of the elements contain related background information required by State law. The environmental impact report presents the three alternatives and documents how the proposed plan will impact the environment as compared to the alternative plans. The technical appendices contain technical reports, and background information which provide a "state of the Project Area" analysis.

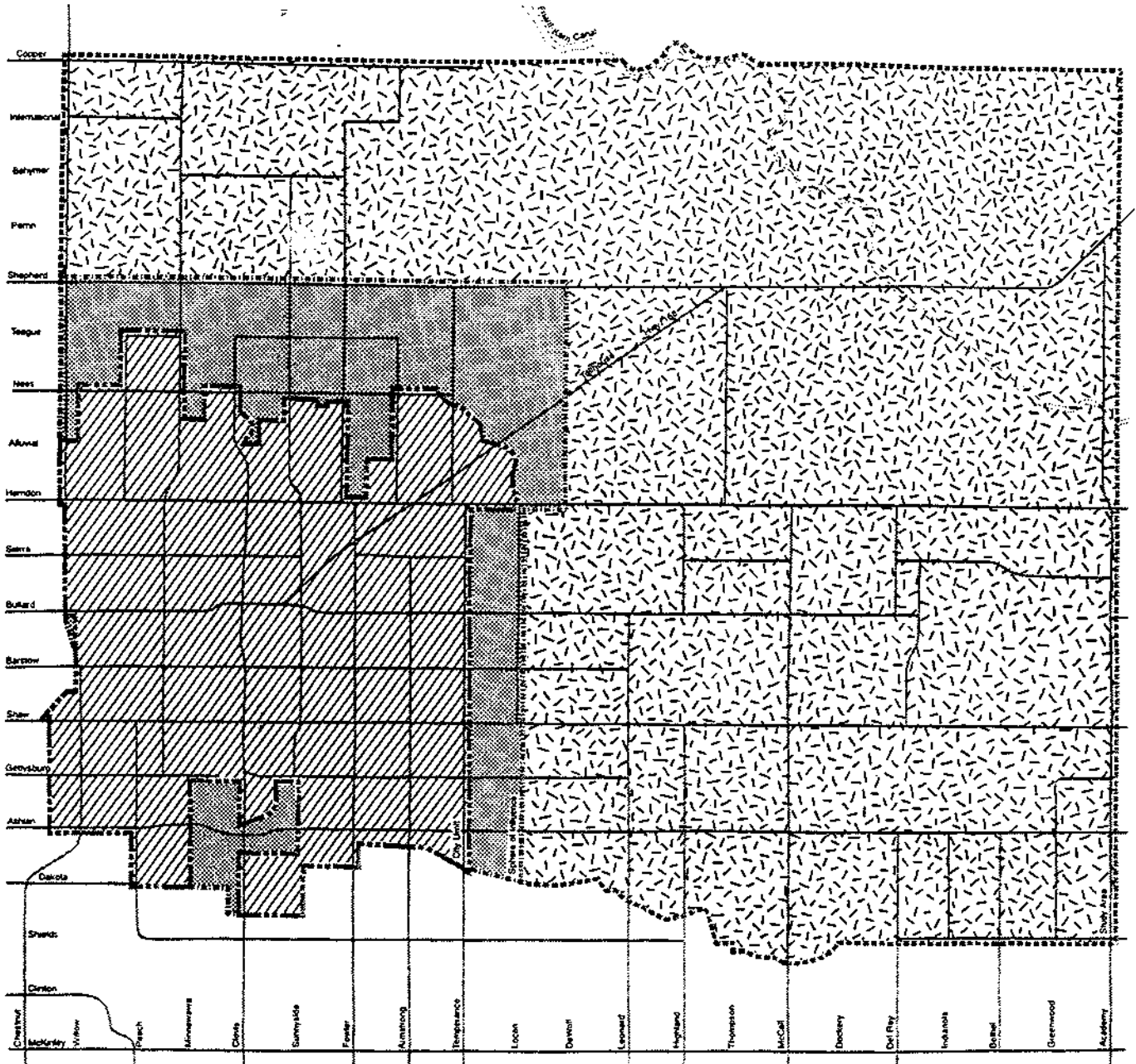
Context




The Clovis General Plan Project Area is located within northern Fresno County, approximately seven miles southeast of Madera County. The Clovis General Plan covers a 74.17 square mile Project Area which encompasses the City of Clovis and unincorporated Fresno County, inclusive of the City's Sphere of Influence. All lands outside of the City's Sphere of Influence are regulated by the Fresno County General Plan and zoning designations. However, State law requires that cities plan for areas outside of its immediate jurisdiction, if the areas have a direct relationship to planning needs.

The Clovis Project Area consists of three distinct geographical areas: The "City" which represents the incorporated City within the City limit boundaries; the Sphere of Influence which corresponds to the City's existing Sphere of Influence; and the Study Area, which includes unincorporated Fresno County lands outside of the City's Sphere of Influence.

Immediately beyond Clovis to the northeast are the western foothills of the Sierra Nevada Mountains. The City of Fresno and its Sphere of Influence are located to the southwest of the Project Area. The southwestern portion of the Project Area is characterized by mostly urbanized land uses, whereas the northern and eastern portions of the Project Area are predominantly rural in nature, comprised of agriculture, rural residential and vacant land uses. Because of Clovis' proximity to the job market of Fresno, many of the residents of Clovis commute to jobs out of town.

Jurisdictional Boundaries



-  City of Clovis
-  Clovis Sphere of Influence
-  Unincorporated Fresno County

The City of
CLOVIS
 General Plan Program



Intent of the Plan

This General Plan was developed through a cooperative effort involving the City Council and Planning Commission, City staff and their consultants, and interested citizens who participated at Community Forums and responded to the Community Attitude Survey. The General Plan Update process disclosed that expansion of employment, recreation and residential opportunities, and the establishment of Clovis in a pivotal position in the region constitute pervasive concerns which have been instrumental in shaping the Plan. Key concepts emphasized by the Plan include:

- Build Upon Existing Character of Incorporated City
- Sustainable Quality Neighborhoods
- Neighborhood Building Blocks
- "Small Town" Sense of Place
- Three Well Defined Urban Center Specific Plan Areas consisting of a network of Urban Villages
- Old Town as the Central Focal Point of Community
- Urban Villages consisting of neighborhoods Centered Around Multi-Use Activity Centers
- Activity Centers as Focal Point of Urban Villages
- Employment Centers as Cornerstone of Economic Development
- Beltway and Tiered Transportation System
- Transit Corridors
- Commitment to Agriculture on Regional Basis
- Orderly Transition from Agriculture to Urban Use
- Use of Agricultural Land and Rural Residential to Define Urban Villages
- Multi-Use Open Space
- Regional Role

The single greatest difference between this Plan and the 1974 General Plan is the geographic coverage of each plan. This General Plan addresses future land use to the north and east of the land encompassed by the previous General Plan. This Plan provides for approximately 62,435 housing units and 182,775 population at buildout, based on land use, with 89,238

employment opportunities generated. The predominant land use is residential, the majority of which are single family dwellings. Residential densities further decrease at the community's edges, where the primary uses are agriculture, open space and rural residential. Employment generating uses would take the form of office, commercial and industrial development, often designated as mixed-use, which also provides for higher density residential development to facilitate future transit opportunities, as well as a wider range of housing opportunities for its residents. Employment Centers are primarily located along the inner and outer beltway system and transit corridors to maximize regional and local access, as well as downtown. Agriculture will retain its significance to the community, comprising 20% of the total Project Area, primarily within the northern and eastern portions of the Study Area. The General Plan stresses the need for maintenance and enhancement of the downtown as well as establishment of employment and community serving uses along the transportation corridors. Landscaped buffers, a type of environmental corridor, will be used along the inner and outer beltway system.

Administering the General Plan Program

Once adopted, the General Plan does not remain static. It is important to evaluate and report the effectiveness of programs to decision-makers so programs can be continued, modified or replaced in order to continue progress toward goals. State law provides direction on how cities can maintain the plan as a contemporary policy guide. Government Code Section 65400 [b] directs the Planning Department to report annually to the City Council on the status of the plan and progress in its implementation.

Over time it may be necessary to re-evaluate the goals, policies and actions and modify them due to changes in the environment, regional considerations, and the economy. Up to four general plan amendments per year for each mandatory element are permitted by State law. It is required that any decision on a general plan amendment be supported by findings of fact.

Vision for a Community

A pervasive concern throughout the preparation of the General Plan Update has been the establishment of a

means to achieve and maintain the high quality of life for Clovis' residents. This visionary goal has been an underlying theme in the discussion and debate on potential City policies and programs. It reflects a consensus that there are current conditions which may affect the quality and character of the City's physical, economic and social environments, and that there needs to be a conscientious and aggressive strategy to protect and enhance the quality of life envisioned for the community.

Purpose of the Vision

The purpose of this vision statement is to declare a commitment to a quality of living that substantially exceeds what would otherwise occur. It provides a foundation for the Clovis General Plan Update. It will enable future community leaders and citizens to recall and endorse the meaning of the Plan and maintain diligence in carrying out its intent.

Many people will play a role in achieving this Vision. It will take many years; yet, each new year is an important step in accomplishing the objectives of the Vision. How can those who inherit community responsibilities many years from now know what was envisioned by this effort? How can they understand what values and priorities drove the deliberations which resulted in the Plan after time and change caused memories to fade? This Vision Statement answers those questions.

What is Community Vision?

Vision for a community is a mental picture of its future created by anticipating or conceiving important desired community characteristics.

It is imaginative in that it envisions conditions that may not now exist. The Vision may well include certain existing characteristics to be preserved, as well as those yet to be achieved. It anticipates the results of numerous future events and actions.

It is practical in that it requires specific actions to be taken and must have continuing support by community leaders and opinion makers. This can occur only if the Vision reinforces community values that can be sustained over a long period of time.

The Vision of Clovis provides guidance to the City's General Plan Update by indicating broad goals which must be translated into plans, policies, programs and actions. Many of these qualify in satisfying requirements of the California Government Code for General Plan "elements"—subjects required or allowed to be covered in general plans. Others go beyond strict legislative purview because the Community Vision deals with much broader dimensions of community potential. It is more than merely adding up the elements typically appearing in general plans.

In order to address the factors important to a community, it is important to think comprehensively. Though challenging, it is the most practical approach in the long run. While focus on physical development planning is necessary, it is also necessary to view the community as: an economic system; an environmental system; a society; a governmental jurisdiction; and a symbol. A Vision made up of these fundamental aspects of community leads to the formulation of objectives, policies, programs and actions which are intended to make the Vision real by guiding the forces of change so that they lead toward the selected Vision.

The Vision for Clovis

An overall Vision for Clovis could be stated as a community which is:

- A high quality community that has good schools and parks;
- A comfortable place in which to raise a family;
- A place where you feel safe anytime, anywhere;
- A place where a high quality of life is maintained;
- A place where high levels of service are provided for residents.

The Vision Statement for Clovis follows:

Vision and Community Values

A Vision For Clovis: A City that is committed to the Clovis Community Family, their needs, their values and a quality way of life for all; reflecting that commitment in how it develops and in the activities it undertakes.

One word symbolizes Clovis of the past, present and future more than any other: **FAMILY**—not only the conventional definition, but all of the individuals and households who make Clovis their home or work place. In other words:

The Clovis Community Family.

The physical place called Clovis will continue to reflect the central value of The Community Family as it moves from this century into the next. The Vision for Clovis is the building block of our neighborhoods, schools, and civic institutions and provides the motivation for everything the City and its leaders do jointly to shape the future.

The Clovis Community Family idea embraces the following Community Values:

- **Education:** 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;
- **Diversity:** Individuals, single parent families, traditional families and extended families of all ethnic and cultural backgrounds will be welcomed, leading to a variety of housing types and costs as well as job opportunities;
- **Sense of Place:** A strong sense of place will exist in the Old Town and in neighborhoods;
- **Heritage:** The artifacts of our past will be preserved as a reminder of the values which made Clovis special;
- **Community Centers:** There will be extensive opportunities for people to gather and mix according to their interests, with places and spaces throughout the City for this to occur;
- **Respect for Rights and Responsibilities:** We will respect rights and accept responsibilities, leading to unyielding protection of life and property through reliable law enforcement and active, sensitive service to those members of the Community Family who need help;

- **Cost Effective Delivery of Services:** Delivery of public facilities and services will be timely and cost effective, leading to high levels of volunteerism and fair-share allocation of costs to those who benefit;
- **Leadership:** Clovis will be a leader in the metropolitan area;
- **Employment:** We will have broad opportunities for employment and generate effective levels of public revenue with expanded commercial, office and industrial development;
- **Environment:** We will be sensitive to the balance between development and nature, through development standards and patterns, thereby creating a sustainable community in which stewardship and ownership find a common bond;
- **Pride:** We will be proud to be a part of the Clovis "Community Family", with sustained programs for involving citizens in their community; and
- **Partnerships:** We will be involved in partnerships between government and business, developers and citizens, leading to increased economic, social, and environmental benefits.

These values have shaped the Clovis of today. They remain valid. The dynamics of growth will make some dimensions of our vision easier to achieve and others more difficult.

Through this "Vision For Clovis", the citizens of Clovis acknowledge their ownership of these beliefs and express a unity of purpose in sustaining them.

With this Vision as its foundation, the task of the General Plan is to answer the question: "How can Clovis continue to grow and sustain the values which make it special?"

Why a Vision for Clovis? To state the most desirable qualities that will prevail in the Clovis of the future, capitalizing on its values and opportunities, and inspiring its citizens to achieve the community's potential.

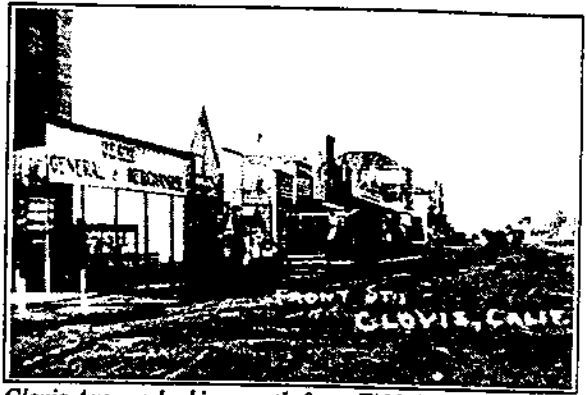
General Plan Consistency

California State law requires all General Law cities to adhere to specific regulations governing the community general plan. These laws dictate that the plan be reviewed periodically. This Update has been developed in the context of Government Code Section 65300.5 which mandates the City's duty to provide an integrated, internally consistent, and compatible statement of policies to be employed in making land use decisions in concert with physical, social, and economic changes in the City and regional environment. The contents of this Update supersede the existing plan adopted in 1974.

As a comprehensive strategy for the management of a city's diverse physical, economic, and social resources, there is a high level of interrelationship among the topics and elements of the General Plan. The Land Use Element provides for the types, intensity and density, and distribution of development. The Land Use Element establishes the baseline from which all other Elements of the Plan are founded. The Housing Element provides for the manner in which existing housing will be conserved and new housing will be produced, in the context of the areas permitted for development by the Land Use Element. The Circulation Element identifies the types and specifies the means by which circulation

infrastructure will be provided to support the uses established by the Land Use Element. Its provisions support the goals, policies and proposals of the Land Use Element and also has direct relationships with the Housing, Open Space, Noise and Safety Elements. The Open Space and Conservation Element defines the range of recreational services and open space areas needed to support the City's residents, businesses and visitors, as well as define policy for the protection of significant resources in the context of land use development. The Open Space and Conservation Element overlaps provisions found in the Land Use, Safety and Circulation Elements. Due to the close interrelationship between content and goals and policies of the mandated Open Space and Conservation Elements, these components are integrated into one all-encompassing Element. The Safety Element and Noise Elements provide for the protection of humans and uses from the adverse effects of natural and man-related hazards. The Noise Element is closely related to the Land Use, Circulation and Safety Elements, as land use compatibility with noise is an important consideration in the planning and design process for land uses and circulation infrastructure. The Safety Element has direct relationships with the Land Use, Open Space and Conservation, and Circulation Elements.

2 LAND USE



Clovis Avenue looking north from Fifth Street, c. 1912

Chapter 2

LAND USE

Introduction and Authorization

The Land Use Element establishes land use goals and policies, supported by implementation programs, for the manner in which new development will occur and existing uses and resources will be preserved in the Clovis Project Area. The future land use configuration of Clovis will be shaped through the implementation of this Element. The Land Use Element has the broadest scope of the elements required by the Government Code. Since it regulates how land is to be utilized, most of the issues and policies contained in all other plan elements are integrated and synthesized by this Element.

The goals, policies and action programs of the Land Use Element are intended to support and reinforce the current quality of life in the City as a "Community of Families" in a "small town" atmosphere. The Land Use Element promotes the achievement of goals by establishing clear direction for future land use. The Element accomplishes this through the Land Use Plan Map, narrative text and quantifying tables. The key element of the Land Use policy is the Land Use Plan Map, which depicts the location of the permitted type and density/intensity of all land uses within the Project Area. The land use policies contained in this Plan, establish order and focus for the City's land use pattern

and provide the framework for future land use planning and decision making in the City.

Government Code Section 65302(a) requires that a General Plan include a Land Use Element which designates the general distribution and general location and extent of various types of land uses. The Land Use Element includes a statement of the standards of population density and building intensity for the various districts and other territory covered by the Plan.

The reader is referred to the Environmental Impact Report, Section 4.6, for detailed descriptions of existing land use, relevant plans and programs, and impact analysis of the Land Use Element's Land Use Plan.

Setting

The Clovis General Plan Project Area encompasses 47,468 acres, which contains the City of Clovis, its 1992 Sphere of Influence, and adjacent lands within unincorporated Fresno County. The Project Area is generally bounded by Copper Avenue to the north, Academy Avenue to the east, Dakota Avenue and the Gould Canal to the south, and Willow Avenue to the

west. The Regional Location Exhibit illustrates the City's location in the region.

Regional access to the Study Area is provided by State Highways 99 and 41. The Fresno Air Terminal located near the southern boundary of the Study Area provides commercial airline service. Local access is provided by numerous streets which connect Clovis with the City of Fresno and to rural areas located to the east and north. The largest of these streets are Clovis Avenue, Shaw Avenue, and Herndon Avenue.

Clovis was historically a lumber milling and agricultural community. Approximately 64 percent of the total Project Area, including unincorporated Fresno County lands outside of the City limits and the City's 1992 Sphere of Influence, is currently vacant or agriculture. Low density residential land use dominates the built area, comprising 37 percent of the incorporated portion of the Project Area. Clovis' commercial development is concentrated downtown along the Clovis Avenue corridor that includes Old Town, and along the Shaw Avenue Corridor. Clovis' open space and park lands within the incorporated area include 12 park sites, as well as 182 acres of ponds and associated water retention/flood control facilities. The City places a great deal of emphasis on its education system and the provision of public and semi-public facilities, with approximately 5 percent of the land currently apportioned for such community services.

Issues and Intent

The City of Fresno, as the County Seat, has grown significantly in the past two decades as an employment center. As the City of Fresno transitioned to an area with more concentrated employment activity, the City of Clovis also experienced a tremendous rate of growth. Significant growth in the region continues to exert development pressures on the City and surrounding environs. The City responded to increased development pressures by adopting nine Specific Plans within the boundaries of the City and the Sphere. Through the Specific Plan process, the City is capable of directing growth to desired areas. The Specific Plans were intended to comprehensively guide development in an orderly manner and assure adequate infrastructure and public facilities support for a population within a geographically defined area.

The City of Clovis has taken advantage of its location in the Fresno/Clovis Metropolitan Area, and has recently demonstrated its attractiveness to industry. Among the factors that have attracted industry are affordable housing, availability of public services, excellent public education system, and adequate infrastructure to support development. The small town characteristics of the City have attracted employment to the Clovis area. However, although the City of Clovis has experienced recent growth in the employment sector, concurrent perception of Clovis as a bedroom community exists. The maintenance of the small town atmosphere in Clovis is a principal objective of the Plan.

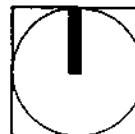
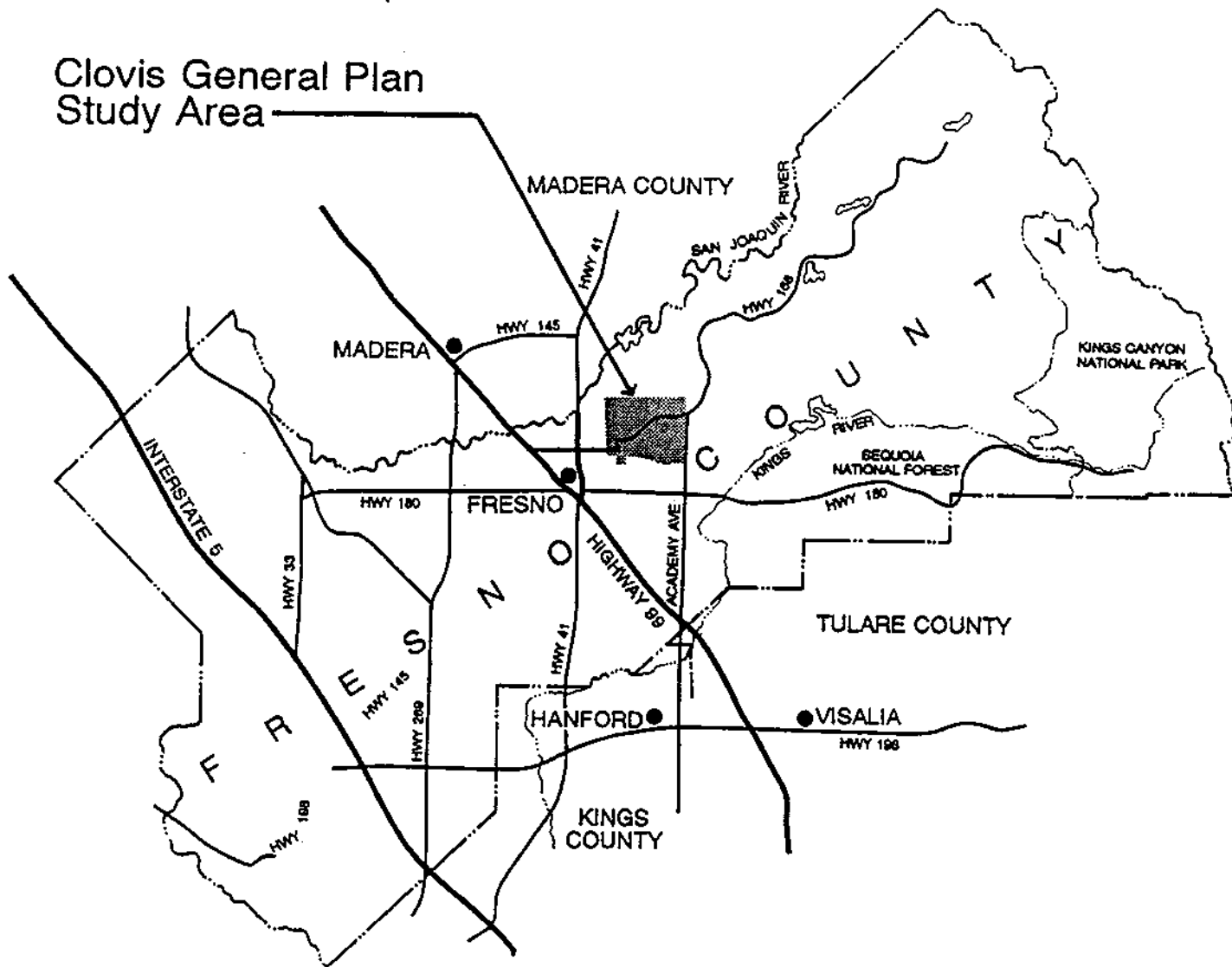
This Land Use Element establishes land use designations in conjunction with goals and policies that reflect Clovis' intentions for: managed growth; expansion of employment, recreation and residential opportunities; protection of the small town atmosphere; the establishment of a pivotal position in a regional context; and the conservation of resources. The Land Use Element provides the central policy framework for all land use decision-making in Clovis. Clovis' Land Use Plan is based on the overall objective to establish a series of urban villages, activity and employment centers throughout the community.

The General Plan envisions maintenance of a small town atmosphere concurrent with managed response to growth pressures, and a balanced level of employment opportunities and housing that offers affordability and variety. Clovis intends to achieve a community that balances open space and productive agricultural lands with urban uses. Clovis wants to revitalize its Old Town as the focal point of the community, supplemented by enhanced mixed-use and commercial opportunities along downtown business corridors. The strategic placement of Transit Centers along these corridors is intended to further strengthen the downtown.

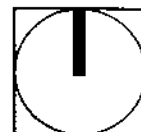
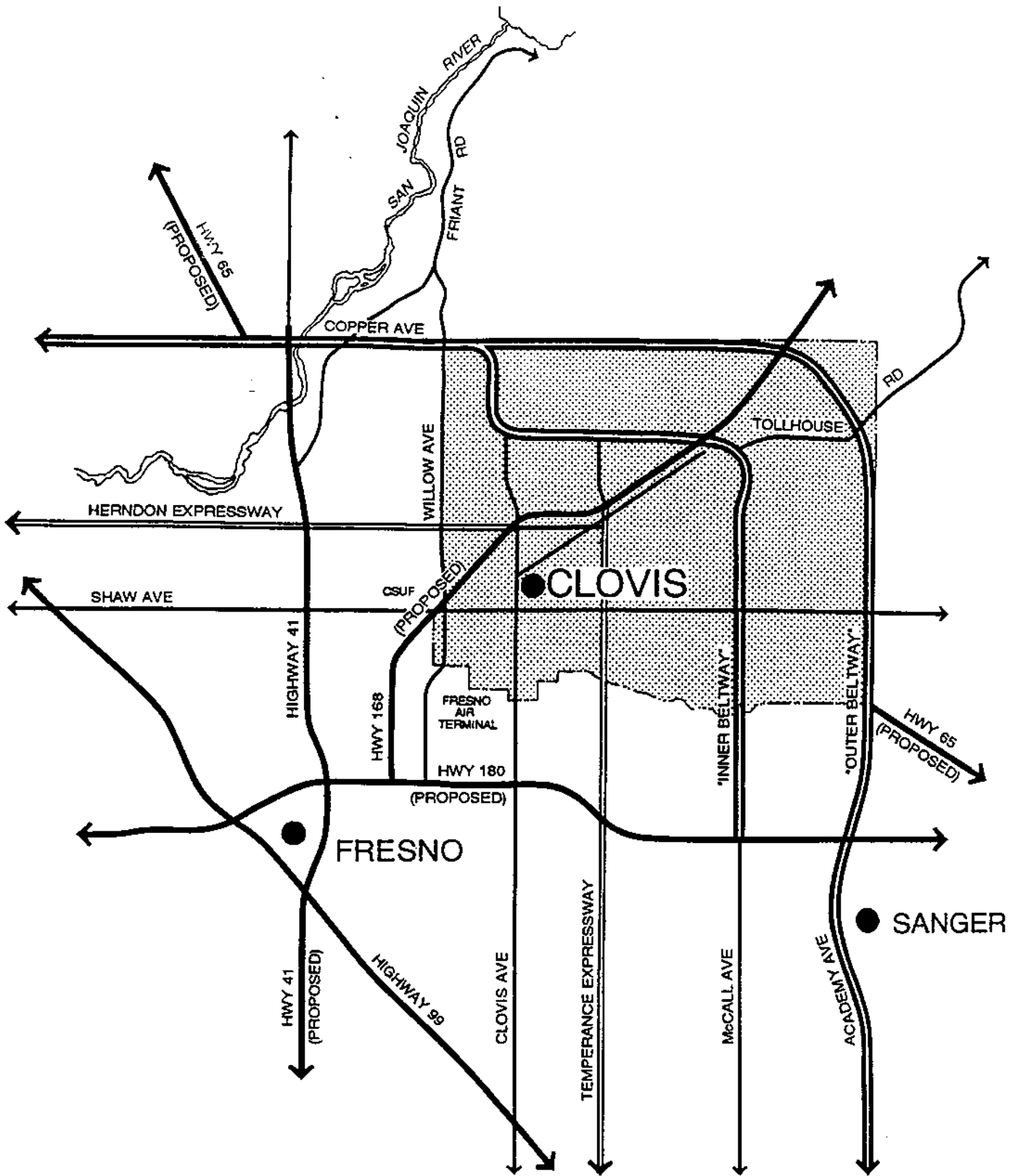
Regional Role

Both the City of Clovis and Fresno County have an interest in the manner and timing of development within the City of Clovis' General Plan Area. The Vision Statement for the City presented in Chapter 1, Introduction, recognizes the importance of taking responsibility for its future by establishing a strong, leadership position in regional planning. The City's

Regional Location



Regional Concept



leadership role is one that must ensure equity in meeting the needs of both the City and Fresno County. The General Plan envisions Clovis' role in the region by the extension of the Project Area beyond the limit of immediate development (next 20 years) in order to place themselves in a position which will be capable of influencing the decisions which will directly affect the City. The expanded Project Area safeguards the preservation of right-of-way for the outer and inner beltway system, and the Highway 168 extension, envisioned as key transportation links to existing and future regional transportation routes, and leverages control of development design, phasing and infrastructure provision in outlying areas. The General Plan Project Area also contributes opportunities for employment and sustainable quality neighborhoods accomplished in the establishment of three Urban Centers and employment centers along major transportation corridors, supported by transit centers. The Regional Concept Exhibit illustrates Clovis' important regional role.

Beltway and Tiered Transportation System

Clovis' long range goals reflect its recognition that its location in the Fresno/Clovis Metropolitan Area will continue to affect the way the community grows. The General Plan promotes a tiered transportation system which is contingent on the ultimate completion of a number of major transportation linkages, including Highways 168 and 180. The completion of Highway 168 to directly link to the proposed UC Campus and the Sierras is a fundamental assumption of the circulation system. The circulation system includes an inner and outer beltway, and two transit corridor alignments, which increase Clovis' accessibility in the Fresno/Clovis Metropolitan Area and makes Clovis more attractive to employment and regional commercial uses.

Beltway System

The outer beltway is intended to link Clovis to State Highway 99, in both a northerly and southerly direction. The outer beltway is aimed primarily to serve through traffic in a regional framework. The inner beltway, which generally follows the McCall-Shepherd right-of-way, provides local and internal circulation for the community, ties the three new Urban Center Specific Plan areas together, and connects with the outer beltway in the vicinity of the northwestern

City limits and the proposed Highway 180 to the south. The tiered beltway system intercepts the two proposed transit corridors providing access and employment opportunities. The Sierra Beltway concept exhibit illustrates the role of the beltway system in establishing Clovis' position in the regional circulation system.

Transit Corridors

Highway 168 is intended to ultimately provide access to the potential UC site. This route is conceived as a central transit corridor through the Project Area, linking local traffic to the inner and outer beltway. Right-of-way is preserved for multi-modal transit alternatives, including light rail. Four Transit Centers are proposed in conjunction with this transit corridor. The Transit Center provides access to transportation facilities such as transit stops and park and ride facilities. Transit Centers are sited in areas in which multiple activities, increased pedestrian orientation and reduction in automobile demand are considered desirable objectives. Transit Centers are intended as a means to access and stimulate employment opportunities in the community where a concentration of mixed-use, commercial and industrial land uses have been designed.

A second transit corridor is proposed along the old Southern Pacific rail-line right-of-way, which corresponds to the Clovis Avenue commercial corridor, accesses Old Town, transects the industrial area to the northeast of Old Town, following Chestnut Avenue, ultimately intersecting the Outer Beltway. Five Transit Centers are planned along this corridor, supporting the revitalization effort envisioned for the Clovis Avenue commercial corridor and Old Town as a central focal point of the City.

Proposed University of California Campus (Academy Site)

As illustrated by the UC Academy/Clovis Study Area Overlap Exhibit, a small portion of the Project Area overlaps the proposed UC Academy Site. Currently, this site is being researched by the University of California as a potential campus site for the San Joaquin Valley. Although a concept plan has been designed for the site, final decision regarding the location of the site as well as final design has not been made. The General Plan establishes an agricultural land use designation for that area which reflects the County's adopted policy for the area. The agricultural

designation is not consistent with the Academy site concept plan for the site. If the Academy site is chosen by the University of California, the City of Clovis intends to work closely with the University and the County of Fresno to design the site and surrounding areas for consistency with the General Plan. Upon final design and adoption of the site plan, a General Plan amendment would be processed.

Character of Community

As discussed in the Introduction, the Vision for Clovis states: "A City that is committed to the Clovis Community Family, their needs, their values and a quality way of life for all; reflecting that commitment in how it develops and the activities it undertakes." One word symbolizes Clovis of the past, present and future more than any other: FAMILY. The underlying axiom that the City of Clovis perceives itself as a community of families establishes the neighborhoods, schools, civic institutions, employment centers, recreation facilities and community amenities, as the building blocks of the community and provides the motivation for everything the City and its leaders do to jointly shape the future. The Land Use Plan has descended from the overall Vision of a community of families. There are several components of the Land Use Plan concept which contribute towards the character of Clovis in achieving the goals of a Community of Families."

The Plan builds upon the pattern of development that already exists within the current City boundaries. The intent of the Plan is to provide a network of sustainable quality neighborhoods which are integrated into a balanced community that provides housing, employment, agricultural, industrial, educational, health care and recreational opportunities. The community is subscribing to a tiered system of Urban Centers in which to focus its growth. The ultimate objective is a series of three communities, termed Urban Centers, designed as clusters of villages consisting of neighborhoods that are interconnected via multi-purpose corridors. The Urban Center concept offers an opportunity for this integration - a series of small villages woven into one. Agricultural land and rural residential subdivisions are maintained as buffers between the pockets of more concentrated development and to sustain opportunities for the pastoral lifestyle many residents desire.

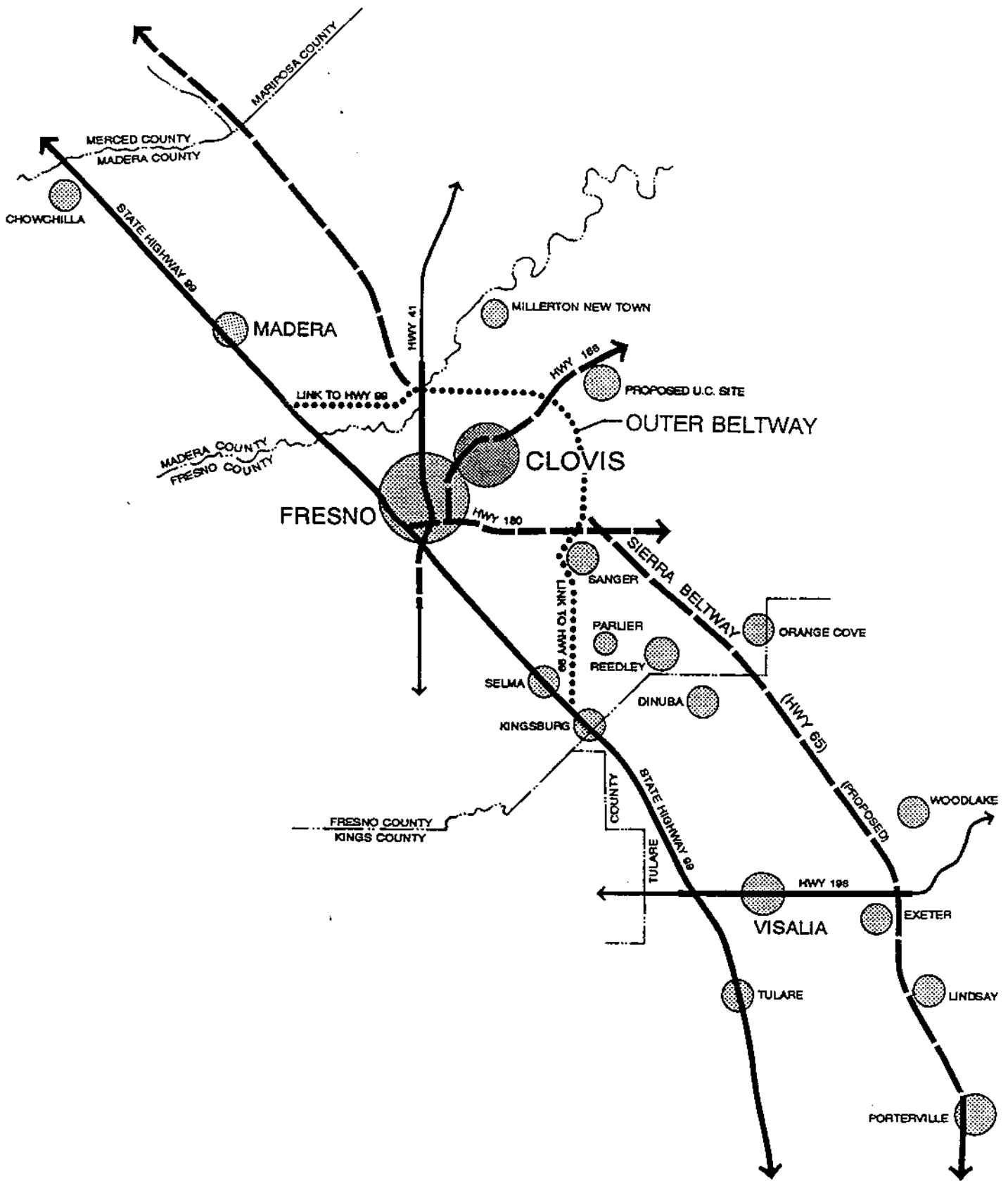
The Urban Centers will require generation of a Specific Plan to implement development. An Urban Center is basically comprised of a network of Urban Villages and their supporting Village Centers, as well as: employment and commercial centers; transit centers; schools and "superschool" campus facilities; open space, parks and recreation areas; and residential neighborhoods of varying densities. Each Urban Center is typified by a "superschool" complex, which integrates elementary, middle and senior high school facilities with playfields and recreation facilities, and serves as a focal point within the Urban Center.

The term Urban Center refers to the entire acreage encompassing the Urban Village network. Individual activity centers serve as gathering places around which the next level of the community hierarchy, the Urban Village, is formed. Neighborhoods are the building blocks of the Urban Villages. Neighborhoods within each Urban Village are planned and developed with a combination of land uses for a self-sustaining community. The Village Centers, around which the neighborhoods are clustered, are envisioned as approximately 10 acre areas which provide quasi-public support services such as day care centers, community centers, religious institutions, recreational facilities, and other pedestrian-oriented uses to the surrounding neighborhoods, and create a community focal point. It should be kept in mind that any acreage specification for the Urban Villages is a target planning parameter to guide future land use planning and shape the Urban Villages based on neighborhood building blocks. Actual acreages may vary.

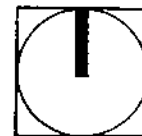
The Old Town and downtown Clovis will remain the distinct "destination oriented" focal point of the community. Arterials will provide links between outlying major activity centers and the community core. Activities within and between Urban Centers and the community core will be linked via bicycle or alternative modes of transportation in conjunction with transit corridors.

Employment centers are incorporated as the cornerstone of the economic development strategy for the City of Clovis. Employment Centers, as illustrated on the Major Employment Center exhibit, are designed to provide a cluster for industrial, business, research and support commercial uses. They will serve corporate needs for professional and administrative office demand, as well as commercial opportunities for the community and the region. Employment Centers

Sierra Beltway Concept



The City of
CLOVIS
General Plan Program



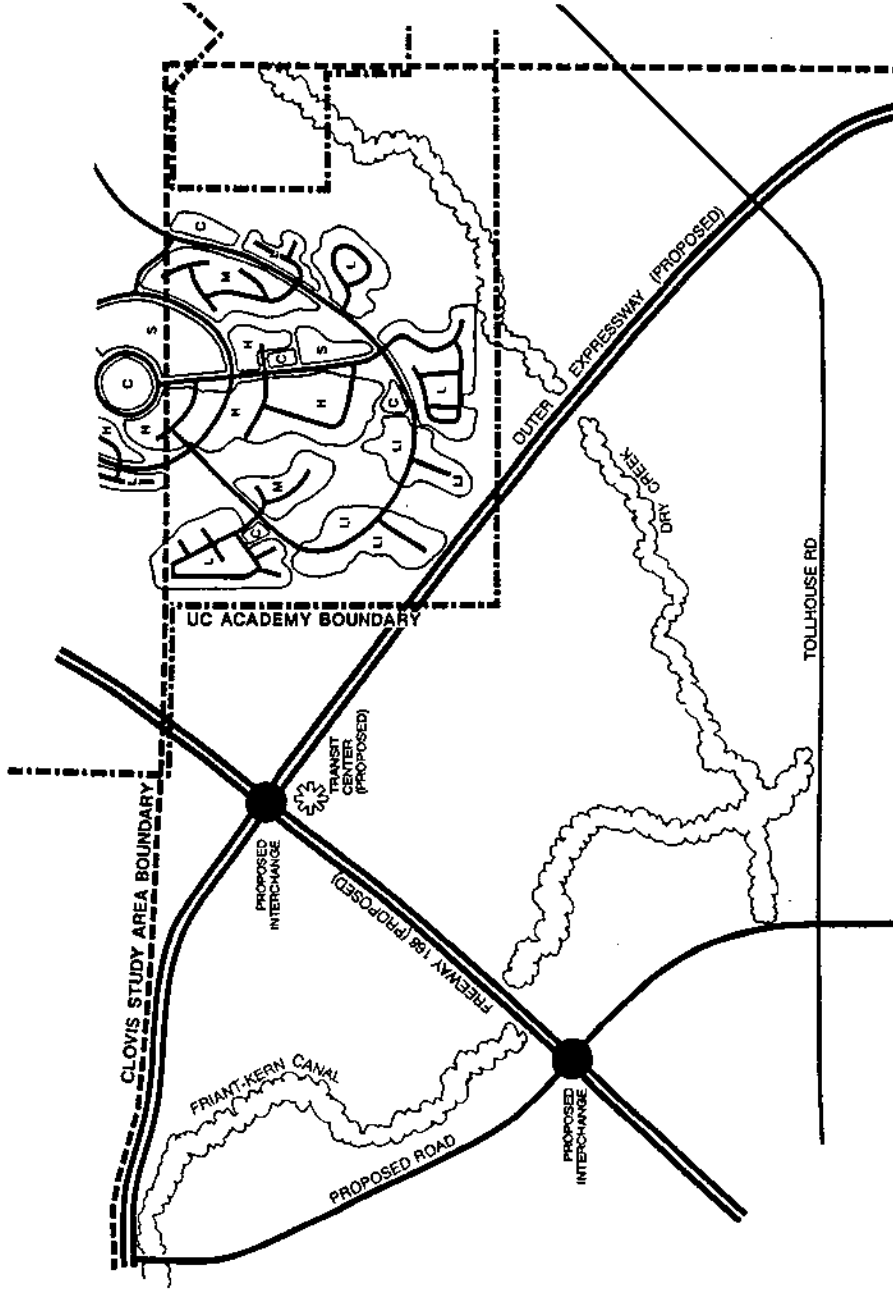
THE PLANNING CENTER

NOT TO SCALE

UC Academy Site/Clovis Study Area Overlap

UC Academy Land Use Designations

- L** Low Density Residential
- M** Medium Density Residential
- H** High Density Residential
- C** Commercial/PRT Station
- S** School
- U** Light Industrial

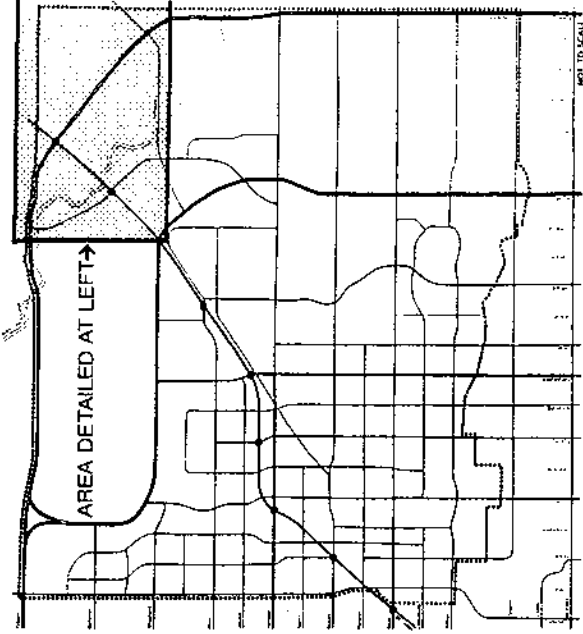


Source: "Academy Campus Community", Fresno County Public Works & Development Services Dep.

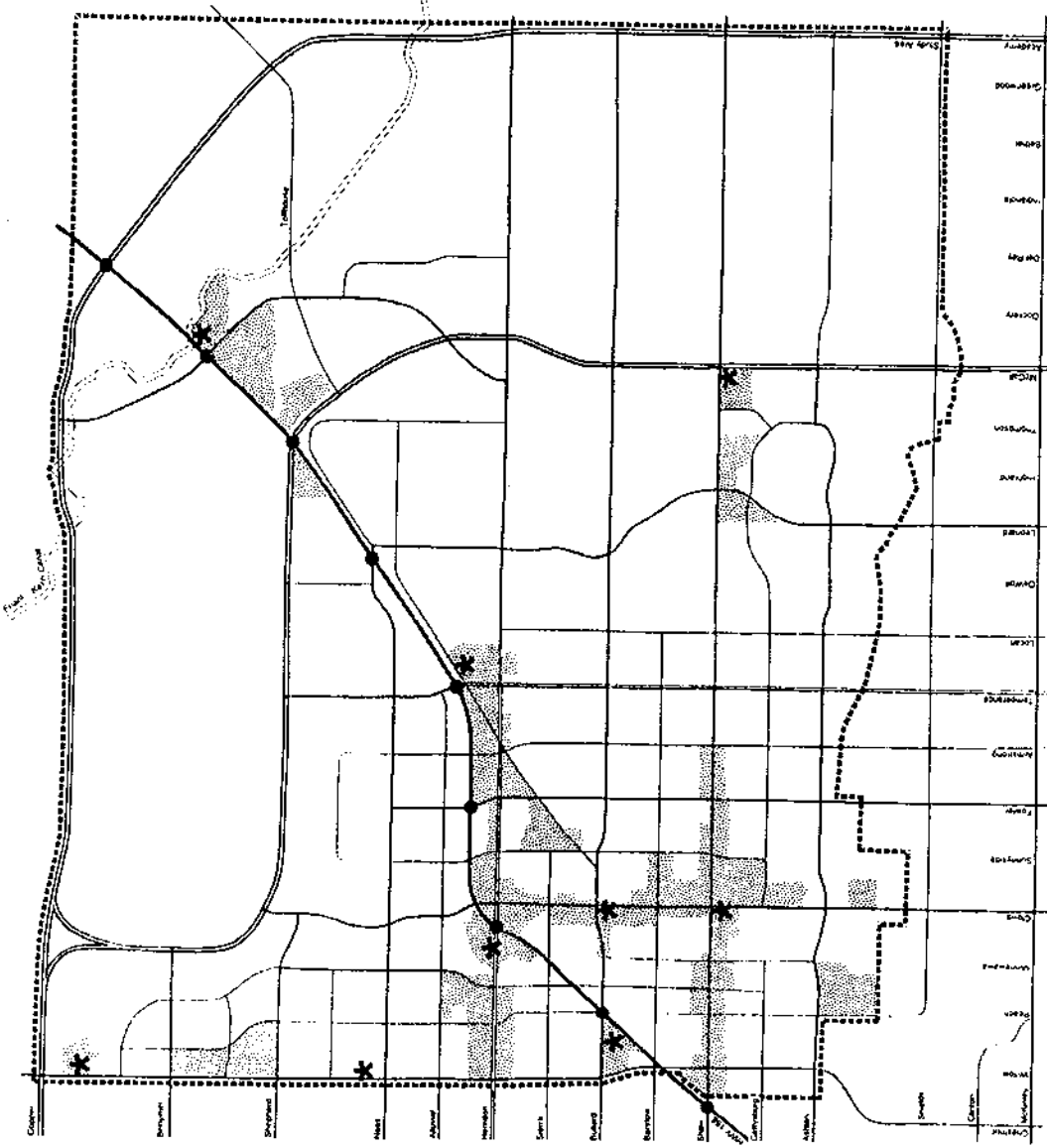
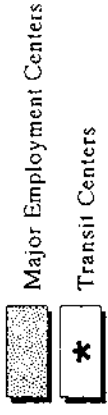
The City of
CLOVIS
 General Plan Program



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Major Employment Centers



The City of
CLOVIS
 General Plan Program



are concentrated to correspond to major transportation routes along the inner beltway, Highway 168 and Old Tollhouse Road, as well as the business corridors along Clovis Avenue, Herndon Avenue and Shaw Avenue for ease of access within Clovis as well as neighboring communities. Employment Centers preserve the small town integrity of the Urban Villages by concentrating employment in nodes associated with transportation routes.

Transit centers are located to complement a number of employment centers at the intersections of: Clovis and Shaw Avenues; Clovis and Bullard Avenues; Herndon Avenue and Highway 168; Temperance Avenue and Highway 168; Bullard Avenue and Highway 168; Highway 168 and a proposed roadway alignment between Del Rey and Dockery Roads, located to the southwest of the Friant-Kern Canal; the inner beltway and Shaw Avenue; and Chestnut Avenue to the south of the outer beltway. At Nees Avenue at Chestnut Avenue, a Transit Center is sited without a corresponding employment center, although it is located in between two major employment center areas.

The land use concept promotes a small town sense of place by:

- Preserving blocks of agriculture and the rural residential developments which are already developed;
- Focusing growth within Urban Centers based on networks of Urban Villages in which family values can be maintained;
- Emphasizing school campus and public facilities as a cornerstone of the three Urban Centers;
- Minimizing the transportation impacts on the existing community associated with growth;
- Predicating development on the ability to provide adequate water supply, sewer and stormwater infrastructure; public services and transportation system connections, and planning in a comprehensive manner under Specific Plan approval;
- Conceiving villages as satellite communities which can stand alone, yet preserving Old Town as the central focus and "small town" atmosphere symbol of the Clovis community;

- Absorbing employment and services demand as population increases by situating Employment Centers on transit corridors.

Resource Strategy

The General Plan reflects a resource strategy which responds to the issues of agricultural preservation under increasing pressures for development, a need for the provision of recreation and open space amenities, and uncertain water resources and quality.

Agriculture

Following the logging era, the traditional use of the Clovis area is agriculture, with uses ranging from small hobby farms to large scale agricultural operations. The smaller hobby farms are located within the Clovis City limits and the rural residential areas. The larger agricultural operations are located in the unincorporated Fresno County portion of the Project Area, in lands designated for Agricultural Use. The majority of these lands are designated Agriculture by Fresno County.

The Plan provides for the continuation of commercial agriculture for as long as the areas are not subdivided into smaller parcels via the maintenance of concentrations of agricultural activities in the northern and eastern portions of the Study Area. The Plan utilizes blocks of agricultural land as a permanent buffer between the satellite Urban Centers and the essentially developed nature of the City, as well as a permanent land use buffer between residential land uses and the proposed Outer Beltway. The conversion of lands presently designated as Agriculture by the Fresno County General Plan to Rural Residential and Low Density Residential, as well as higher intensity residential, public, mixed use and industrial uses in connection with transit corridor nodes represents an orderly transition from agriculture to urban uses. The use of Specific Plans for the three Urban Centers, buffered with permanently preserved agricultural lands, supplemented by the potential adoption of a "Right-to-Farm" ordinance and the potential for acquisition of development rights provides for the preservation of agricultural lands.

Open Space

Open space resources are preserved in connection with water resources, canals and transit corridors. The

emphasis of the Plan is threefold: regional recreation facilities are achieved by the preservation of a total of 1,791 acres of land primarily in the northern portion of the Study Area adjacent to the dam for dual uses - flood control and active recreation. In the southeast quadrant of the Study Area open space preserved in conjunction with water basins; canals are designated open space for establishment of a trails network; and the use of transportation corridors to accommodate near and long term public facilities (stormwater detention), managed wildlife habitat, and passive and active recreational opportunities (bicycle and hiking trails) in natural, semi-natural and agrarian settings. A total of 1,091 acres are designated for water basins, some of which will provide recreation opportunities.

Goals and Policies

The goals and policies which follow reflect Clovis' desire for a balanced community that is economically vital, provides for a variety of housing needs, and retains its agricultural and small town character, while at the same time maintaining a predominant position in the region.

Goal 1:

A Self-sustaining Community Which Provides A Full Range Of Land Uses And Related Amenities.

Policy 1.1: Concentrate growth around Urban Centers.

Policy 1.2: Promote neighborhoods that provide a balanced mix of land uses and development types that are supportive of community lifestyle and "small town" character.

Policy 1.3: Encourage creative mixed-use development through zoning and development standards.

Policy 1.4: Provide flexibility in land use planning to be responsive to market demands.

Policy 1.5: Provide opportunities for neighborhood interaction.

Actions:

- Establish a primary land use focus or theme within each of the three Urban Centers.
- Utilize Specific Plans to implement and regulate development of Urban Centers. Specific Plans shall be regulatory and shall specifically establish uses allowed and the configuration of uses.
- Prepare and adopt Design Guidelines as part of the Specific Plan process for each Urban Center.
- Establish a network of Urban Villages within each Urban Center, based on the concept of neighborhood building blocks, comprised of approximately 160 acre neighborhoods situated around a Village Center mixed use activity core, which provide public activities and services within 1/4 mile to 1/2 mile distance to higher density residential.
- Require adequate park, open space, connections with communitywide and regional trail systems, and recreational facilities within each Urban Village neighborhood.
- Develop land use compatibility criteria that ensure compatibility between uses in mixed-use projects.
- Provide for an adequate amount of institutional land uses to meet the social, economic, cultural, spiritual and educational needs of the residents through education "campuses" as the focal point within each Urban Center, with the Village Centers as the core within each Urban Village.
- Incorporate safe and direct pedestrian linkages in the design and development of residential areas to school sites, parks and community activity centers.
- Cluster commercial uses and mixed-uses in Employment Centers.

Goal 2:

Future Land Uses of High Quality Design That Are Compatible With Existing Development And Are Sensitive To Existing Natural Resources.

Policy 2.1: Emphasize quality development designed as part of the City's neighborhood concept.

Policy 2.2: Promote a diversity of land use densities and intensities in appropriate areas of the City.

Policy 2.3: Encourage higher density residential development as a component of mixed-use activities.

Policy 2.4: Require new urban development to be designed around the Urban Village neighborhood concept.

Policy 2.5: Provide for the permanent preservation of open space lands that contain important natural resources and water features.

Policy 2.6: Place the major responsibility of achieving land use compatibility and buffering on the higher density/intensified land use.

Policy 2.7: Allow flexibility of land use options with quality assured through performance standards and design guidelines.

Policy 2.8: Continue to mandate the use of the Specific Plan process for new areas of urban development.

Actions:

- Revise the Zoning Code to be consistent with the General Plan land use designations.
- Develop performance standards and design guidelines that establish land use compatibility criteria for residential, commercial, industrial and open space land uses for incorporation into the City's Zoning Ordinance.
- Establish a Mixed Use Overlay Zone which provide incentives to vertical development and a range of housing opportunities, which allows for intensification of land that is developed in the Mixed Use designation.

Goal 3:

A Variety of Residential Uses That Accommodate a Range of Household Needs and Styles

Policy 3.1: Conserve areas for lower density semi-rural residential character as well as providing for further development of variable lot size subdivisions to meet the continuing demand for housing in Clovis.

Policy 3.2: Retain the integrity of existing residential neighborhoods by protecting them from incompatible land uses.

Policy 3.3: Require residential development to contribute to and become a part of a neighborhood defined by a central park feature, a school complex, a hierarchy of streets, pedestrian pathways, and other neighborhood amenities.

Policy 3.4: Maintain a mix of residential uses consistent with capabilities of the City and other agencies to provide public facilities and services.

Actions:

- Utilize the General Plan Mixed-Use designation and Zoning Ordinance to provide for a variety of residential products, including senior, low income, and creative applications of higher density housing types with densities up to 43 dwelling units per acre in association with provision of lower income housing in proximity to transit centers.
- Locate rural residential and lower density residential adjacent to open space and agricultural areas and locate higher density residential development in proximity to Activity Centers in Urban Villages, Transit Centers and Employment Centers .

Goal 4:

A Revitalized Old Town Area which continues to be the "Center" of the community.

Policy 4.1: Support the development of land uses that provide both daytime and evening activities.

Policy 4.2: Emphasize human scale and pedestrian shopping activity.

Policy 4.3: Ensure quality turn-of-the century design in the Old Town area.

Policy 4.4: Encourage specialty retail uses which attract the regional market.

Policy 4.5: Allow for the adaptive re-use of existing commercial and industrial structures consistent with the adopted design theme.

Policy 4.6: Require design review for new development proposed in the Old Town.

Actions:

- Designate Old Town as the origination point for public celebrations.
- Prepare comprehensive urban design guidelines for the Old Town area.
- Adopt and implement a plan for the railroad right-of-way through the downtown area.

Goal 5:

A well-balanced and diversified economy that provides a variety of economic and employment opportunities.

Policy 5.1: Seek the development of expanded commercial and industrial land uses that are consistent with the economic needs and goals of the City.

Policy 5.2: Promote the development of a range of commercial and clean industrial land uses that provide a diversity of employment opportunities.

Policy 5.3: Provide for the development of quality employment centers rather than relatively inefficient strip commercial development.

Policy 5.4: Concentrate employment centers primarily at Transit Centers, at circulation interchanges on transit corridors, at interchanges along the inner and outer beltway, and along the Clovis Avenue, Herndon Avenue and Shaw Avenue business

corridors, in order to protect residential neighborhoods from disruption due to vehicular through traffic.

Policy 5.5: Reserve areas designated as employment centers until comprehensive development can be undertaken.

Policy 5.6: Locate expanded, well designed, aesthetically pleasing and environmentally sensitive industrial development in multiple centers throughout the Project Area, with emphasis on proximity to transit corridor or business corridor access.

Policy 5.7: Require buffering between industrial and commercial land uses, high traffic corridors and adjacent residential neighborhoods.

Actions:

- Establish a mixed-use zoning designation which allows for a combination of uses (e.g. commercial, service, office, high density residential, light industrial, public or quasi-public).
- Prepare commercial and industrial development design guidelines which promote lot consolidations and comprehensive master planning.
- Develop a program which provides economic incentives to property owners to improve the appearance of existing commercial and industrial areas.
- Adopt and enforce design guidelines for the physical appearance of buildings, grounds and signage of all industrial and commercial sites.

Goal 6:

Revitalized Areas Currently Characterized By A Mix of Vacant and Underutilized Properties, Outdated Design or Poorly Maintained Development.

Policy 6.1: Assist in and promote the development of vacant infill and underutilized parcels in the City.

Policy 6.2: Provide for the continued revitalization and intensification of selected opportunity areas within the City.

Policy 6.3: Promote the conservation and rehabilitation of existing land uses.

Policy 6.4: Strengthen existing viable uses by seeking the redevelopment or redesign of adjacent incompatible land uses.

Policy 6.5: Promote parcel consolidation or coordinated planning of adjacent parcels through incentive programs and planning assistance.

Actions:

- Continue the activities of the Clovis Redevelopment Agency in focusing on key projects where a public/private partnership is welcomed.
- Focus revitalization activity along the Shaw Avenue, Herndon Avenue and Clovis Avenue business corridors.
- Work with local merchants within the Redevelopment Area to develop a strategy for developing and retaining businesses in the downtown, utilizing Redevelopment Agency revenues to encourage desired uses to locate in the downtown area.
- Promote the development of commercially designated areas in the central and southwest areas of the City before expanding into new development areas.

Goal 7:

The Conservation And Management of Agriculturally Productive Lands.

Policy 7.1: Support continued agricultural use of prime agricultural lands within the region where it can be sustained at an operational scale.

Policy 7.2: Retain agricultural land in economically viable sized parcels.

Policy 7.3: Incorporate agricultural uses for greenbelts, buffers between land uses, and as part of multiple use water management areas.

Actions:

- Consider undertaking a study of the impacts of the acquisition of development rights to provide long-term preservation of agricultural lands.
- Consider a study of the impacts of the adoption of a "Right to Farm Ordinance" which contains performance standards for protection of farming uses from encroaching urban uses.
- Consider the practice of providing land use buffers to separate productive agricultural land from land uses that are sensitive to agricultural practices.
- Consider the requirement of a minimum parcel size of 20 acres in the Agricultural land use designation.

Goal 8:

The Orderly Conversion of Agricultural Lands to Urbanized Land Uses.

Policy 8.1: Allow agricultural lands within the Project Area to be converted to planned urban uses in a gradual, phased and orderly manner.

Actions:

- Develop design standards to achieve the transition from agricultural land uses to urbanized land uses.
- Establish a growth management program that provides for the orderly development of agricultural lands planned for urban use through the Specific Plan process.

Goal 9:

Control In the Development of Lands Within Clovis' Project Area.

Policy 9.1: The City of Clovis shall take a leadership role in the land use planning for the entire Clovis Project Area.

Policy 9.2: Ensure development is well-planned and well-developed.

Policy 9.3: Plan for the conservation and development of designated urban areas in and around Clovis.

Actions:

- Fresno County, City of Fresno, and the City of Clovis shall mutually designate the City of Clovis as the lead agency for purposes of processing, reviewing and approving all urban development within the Sphere of Influence.
- Continue participation in the Joint Resolution on Metropolitan Planning with The County of Fresno and the City of Fresno to deal with growth, orientation of development (transit corridors, Urban Centers, Employment Centers, highway extensions) and the balance of land uses in areas currently under County control.
- Coordinate with the University of California on the design and adoption of a Site Plan for the potential UC at the Academy site.
- Pursue annexation and urban growth in a manner which is mutually beneficial to Clovis and other governmental entities within the region.

Goal 10:

Sound City fiscal conditioning underlying growth conditions.

Policy 10.1: Require that new development is funded so as not to have a negative fiscal impact on the City's General Fund.

Policy 10.2: Require a fiscal impact analysis of all specific plans and major development proposals.

Policy 10.3: If a project supplies housing that meets very low and low income housing needs, significant open space, job creation, and other public benefits, they may be used in calculating fiscal impact.

Actions:

- Continue to prepare a multi-year capital improvement and services budget.
- Establish a Development Monitoring Program and an annual reporting system to track development and infrastructure/service improvement needs and provision.

Land Use Plan Designations

State law requires general plans to include a land use diagram that designates the general location, intensity and use of lands within the community's project area. The Land Use Plan represents the graphic guide for the development of the community. The land use patterns and areas identified are intended to provide the basis for more detailed land use designations, densities, requirements and standards established in the zoning Ordinance. The Land Use Plan is separated into eleven major land use designations, within which the Residential designation is further differentiated into seven categories.

Many of the land use categories reflected in the current Land Use Plan have been consolidated to help simplify the general plan. The proposed Land Use Plan focuses on the use of density ranges. By focusing on the use of density ranges, in conjunction with performance standards, a creative approach to land use planning can be achieved.

The following Table 2-1 presents acreage for each of the land use designations represented by the Land Use Plan Map. Residential densities are expressed as an average of the allowable range of dwelling units per gross acre, which correlates to a generalized lot size per acre. Residential density ranges are identified for each residential category. For Non-Residential designations, building intensities are expressed in floor area ratio (FAR), which corresponds to the ratio of the area of the structure to the total land area of the parcel on which it stands. The overall acreage, and density/intensity of each land use represents the basis for establishing the nature of the plan. Table 2-2, General Plan/Zoning Correlation, shows the zoning districts which currently correspond to each land use designation and recommended future zoning classifications.

**TABLE 2-1
CLOVIS GENERAL PLAN
LAND USE SUMMARY**

Land Use ¹	Density Range/ FAR ²	Gross Acres	DUs/ Sq.Ft. ³	H.H./Size/ Sq.Ft./Job	Pop.	Jobs	Percent of Total
RESIDENTIAL							
Agriculture (1 DU/20AC)	1 DU/20 AC	9,599	480	3.2	1,538	373	20.2
Rural (1 DU/2AC)	.5 DU/AC	10,695	5,348	3.2	17,114		22.5
Very Low (2 DU/AC)	6-2.0 DU/AC	2,615	5,230	3.2	16,736		5.5
Low (2.7 DU/AC)	2.1-4.0 DU/AC	6,789	18,330	3.2	58,657		14.3
Medium (4.1 DU/AC)	4.1-7.0 DU/AC	3,169	12,993	3.2	41,577		6.7
Medium High (10.2 DU/AC)	7.1-15.0 DU/AC	690	7,038	2.8	19,706		1.5
High (17.1 DU/AC)	15.1-25.0 DU/AC	455	7,781	2.0	16,562		1.0
Mixed-Use (Residential)	7.1-25.0 DU/AC ⁷	335	4,722	2.3 ⁴	10,859		.7
Subtotal ⁵		34,347	61,922	2.7 avg.	181,749	373	72.4
NON-RESIDENTIAL							
Commercial	.25	623	6,337,826	350		18,108	1.3
Office	.25	144	1,855,447	250		7,422	0.3
Mixed Use	.25-1.0	1,135	12,294,187	250 -350		38,383	2.4
Village Center - Mixed Use	N/A	120	513	2.0/20		2,828	0.3
Industrial	.35	1,109	13,262,972	500-1,500		16,904	2.3
Public	N/A	144	N/A	20		2,939	0.3
Schools	N/A	851	N/A	2.3-3.3		2,281	1.8
Parks	N/A	548	N/A	N/A			1.2
Open Space	N/A	1,791	N/A	N/A			3.8
Water Basin	N/A	1,091	N/A	N/A			2.3
Beltway	N/A	1,204	N/A	N/A			2.5
Major R.O.W.	N/A	4,366	N/A	N/A			9.2
Subtotal	N/A	13,126	33,750,432	N/A	1,026	88,865	27.7
TOTAL⁶	N/A	47,473	62,435 DUs 33,750,432 sf	N/A	182,775	89,238	100.0%

¹ Densities reflect an average gross density based on the permitted range of dwelling unit per acre for each category.

² Building intensities are expressed in Floor Area Ratio (FAR) which corresponds to the ratio of the area of the structure to the total area of the parcel on which it stands. Residential density is expressed in dwelling units per gross acre (DU/AC), although gross acres include land which must be removed for local streets, parks, collector and arterial roads and infrastructure.

³ Non-residential square footage is determined by multiplying the net acres by the appropriate FAR.

⁴ Reflects the average of the household size for each permitted density within individual mixed-use areas.

⁵ Totals may not agree with sum of independent entries due to rounding.

⁶ Total number of dwelling units and population differs between the Land Use Summary of the General Plan and the Land Use Summary of the EIR. The General Plan reflects the actual proportion and density of residential uses in the Mixed-Use designation. The EIR assumes a worst-case scenario of high density residential within the Mixed-Use designation.

⁷ The 7.1 - 25.0 du/ac represents a target density range. Under the proposed mixed use overlay zone, densities up to 43 du/ac may be achieved in specific mixed use areas adjacent to transit centers. The specific acreage and location of these mixed use areas with higher density potential is yet to be determined on a case-by-case basis.

The Land Use Plan projects a total of 62,435 housing units at buildout, with a population of 182,775 based on average target densities and proposed land use distribution within the Mixed Use areas. These numbers closely reflect actual potential buildout, although application of density bonus provisions and development at the maximum density range to ensure provision of affordable housing may increase the buildout potential. The Land Use Plan and associated housing units at buildout contained in the EIR represent a maximum density buildout scenario in the mixed use areas. An anticipated 89,238 employment opportunities are generated.

It is estimated that build-out of the General Plan would take place in approximately the year 2030, based on: economic conditions and assumptions; state job growth; and an increasingly important role of the San Joaquin Valley region in the State economy. Annual population growth during the 1992-2000 period is projected at 1,944, increasing to 4,814 by the year 2020-2030. The projected annual average growth rates for population which range from 2.7 percent in the 1992-2000 period to 2.9 percent in the 2020-2030 period are significantly lower than the historic population growth rate of 3.4 percent per year. The General Plan places Clovis in the position of a regional employment center, with employment expansion reflecting this new role. It is projected that incremental jobs will increase by 974 per year between 1992-2000, increasing to 2,218 per year from 2020-2030. Employment growth rates are projected to be the same as the 1980-92 rates during the 1992-2000 period, with a gradual downward trend.

The ratio of population per housing unit is estimated at an average of 2.72 persons per housing unit, with a range from 2.0 for High Density Residential and Mixed-Use High Density Residential to 3.2 persons per dwelling unit in the lower density residential ranges. The employment ratio per housing unit increases from .83 jobs per household in 1992 to a projected 1.18 jobs per household in 2030.

The land use designations are described as follows:

Residential

Agricultural

The agricultural category has been established to help conserve productive agricultural lands within the

Project Area. One dwelling unit per 20 acres is the maximum density permitted.

Rural Residential (0-.5 du/ac)

The rural residential category provides for the development of residential uses at a maximum density of up to .5 dwelling units per acre, or one dwelling unit per 2 acres. Many areas within this designation have underlying zoning which requires a minimum of 5 acres per dwelling unit. This category allows very low density residential uses and small scale agricultural operations. Rural residential uses may be dispersed uniformly across the land or be sited so to leave more acreage for orchards, pastures, or other agricultural or open space activities.

Very Low (.6-2.0 du/ac)

The very low density category provides for development of large lot single family residences and appurtenant structures within an identifiable residential neighborhood.

Low (2.1-4.0 du/ac)

The low density category provides for the development of conventional single family detached houses.

Medium (4.1-7.0 du/ac)

The medium density category provides for the development of medium density single family uses. Detached and attached single family homes, patio homes or zero lot line homes are allowed within this category. The permitted level of density will be based upon the achievement of performance standards.

Medium-High (7.1-15.0 du/ac)

The medium-high density category provides for the development of moderately dense residential uses, such as multi-family apartments, duplexes, townhouses and small lot single family detached uses. The permitted level of density will be based upon the achievement of performance standards.

High (15.1-25.0 du/ac)

The high density category provides for the development of multiple family apartments and condominiums.

**TABLE 2-2
GENERAL PLAN/ZONING CORRELATION**

Proposed General Plan Land Use Category	Corresponding Existing Zoning Categories	Proposed Zone Categories
Agricultural		A
Rural Residential (.5 du/ac)	R-A 24,000	RR
Very Low (.6 - 2.0 du/ac)	R-1-A R-1-Ah 18,000	R-1-A
Low (2.1 - 4.0 du/ac)	R-1-B 12,000 R-1-C 9,000	R-1 6,000 R-1-B R-1-C
Medium (4.1 - 7.0 du/ac)	R-1 6,000	R-1
Medium-High (7.1 - 15.0 du/ac)	R-2 R-2-A	R-2 R-2-A
High (15.1 - 25.0 du/ac)	R-3 R-3-A	R-3 R-3-A
Office	C-P	C-P
Mixed Use	C-P C-2 C-3 C-M M-1 M-2	R-2 R-2-A R-3 R-3-A R-4 MP C-R
Commercial	C-1 C-2 C-R P-C-C	C-1 C-2 C-R P-C-C
Industrial	C-M M-1 M-2 M-P	C-M M-1 M-2 M-P
Public Facilities	C-R P-F	C-R P-F
Schools	P-F	P-F
Parks	O	O
Open Space	O	O
Water Basin	P-F	P-F
Transit Center	---	P-F
Beltway	---	P-F
Village Center	---	Part of Specific Plan for Urban Center ²

--- = No Existing Category

1 The City may choose to create a Mixed-Use Overlay Zone, or a Planned Community/Planned Commercial Zone to implement the Mixed-Use Designation.

2. The Village Center designation does not require a correlative zoning classification. The Village Center will be addressed within the specific plans required to implement the Urban Centers.

Non-Residential

Office

The office category provides for the development of professional offices, corporate headquarters, research and development, medical facilities and limited related retail uses.

Mixed Use

The mixed use category provides for the development and/or redevelopment and enhancement of already developed areas of a complementary and creative mix of retail, professional office, industrial, business park, medical facilities and higher density residential uses that are located on the same parcel or within the same project area. The intent of the mixed use category is to provide the opportunity for combinations of land uses which achieve superior design or functional standards not typical of individual land uses. Mixed use projects may either be free-standing within a project area, or combined in one single building. All land uses proposed within the mixed use category will be subject to special review procedures which require a site plan or development plan. The mixed use designation will be implemented by a Mixed Use Overlay Zone or similar mechanism, which may apply density bonus provisions for inclusion of low income housing in mixed-use projects.

Thirty-five mixed use areas, as well as a number of Village Centers, have been identified within the Clovis General Plan. The following Mixed Use Exhibit identifies the Mixed Use areas by number. The Mixed Use Design Guidelines in Table 2-3 establish the primary uses, secondary uses, maximum building height, floor area ratios, residential densities, design features and specific comments. "Not to Exceed" targets for the percentage of the total site area which should be devoted to the secondary land use are reflected in the Secondary Use column. Secondary uses are considered those uses which are compatible with the primary use, yet never exclusively make up more than the primary use. Special uses are called out for areas with unique conditions such as a proposed transit center or a hotel. Floor area ratios (FAR) are "targets" and do not represent fixed ratios. However, development should attempt to be within a reasonable range of the recommended FAR. Mixed use areas containing residential uses have been assigned a general density which is compatible with the surrounding uses and/or commensurate with the other

recommended uses. Special sign regulations for areas along major highways or encouragement of pedestrian oriented development such as street-side cafe's are examples of features and elements which have been called out under design features and comments.

Commercial

The commercial category provides for the development of commercial retail uses at a neighborhood, community and regional level of scale. This category would include commercial uses that are typically permitted within the existing neighborhood commercial, community commercial, regional commercial categories, and planned commercial center designation. Commercial uses will be permitted based on their compatibility with surrounding land uses.

Industrial

The industrial category provides for the development of a wide variety of heavy industrial, light industrial, business park, research and development uses. The specific types of industrial uses allowed in this category will be based on zoning and performance standards that minimize environmental impacts and compatibility with the surrounding community.

Public Facilities

The public facilities category provides for the development of various public and quasi-public uses such as city hall facilities, corporate and maintenance yards, cemeteries, churches, meeting halls and the rodeo grounds.

Schools

The school category depicts the location of existing, proposed and needed schools. School sites not existing or proposed are conceptually located in a general area of need. Public and private schools are a permitted use in all single family residential areas. More specific sites will be identified through the Urban Center Specific Plan process.

Parks

The parks category depicts existing and proposed park sites located in the City. The Conservation and Open Space Element reflects the conceptual location of

**TABLE 2-3
MIXED USE DESIGN GUIDELINES**

Area No.	Primary Use	Secondary Uses ¹	Special Uses	Max. Height/ Stories	F.A.R./ Residential Density	Design Features and Comments
Village Centers	Quasi Public Facilities	25% Residential 25% Recreation Facilities	Senior Housing in conjunction with religious institution	2	.5/High	<ul style="list-style-type: none"> • Pedestrian Orientation • Shared Parking • Serves Immediate Community
1	Office	25% Residential 25% Commercial	Transit Station Hotel	5	.75/High	<ul style="list-style-type: none"> • Entry Treatment Opportunity • Transit Orientation • Pedestrian Orientation • Special Sign Regulations • Water Basin Recreation Opportunity • Shared Parking • Connect with Regional Trail Network
2	Community Commercial	25% Residential		3	.5/Medium-High	<ul style="list-style-type: none"> • Entry Treatment Opportunity • Serves Regional Community • Adjacent Residents
3	R & D Incubator Industrial	20% Residential 50% Office		3	.5/High	<ul style="list-style-type: none"> • Special Sign Regulations • Connect with Regional Trail Network
4	Park & Ride Facility	Freeway Commercial Office Hotel (25% Total)		3	.5	<ul style="list-style-type: none"> • Special Sign Regulations
5	Freeway Commercial	25% Office 25% Hotel		3	.75	<ul style="list-style-type: none"> • Shared Parking • Connect with Regional Trail Network • Special Sign Regulations • Historic Design Features • Pedestrian Orientation
6	Retail/Commercial	25% Prof. Office 25% Residential		2	1/High	<ul style="list-style-type: none"> • Historic Design Features • Pedestrian Orientation • Shared Parking • Re-Use of Existing Buildings
7	Hotel/Conference Center	Sports Complex	University Facilities	10	1.0	<ul style="list-style-type: none"> • Special Sign Regulations • Entry Treatment Opportunity • Shared Parking
8	Retail/Commercial	40% Prof. Office 25% Residential	Auto-Related Uses	2	1.0/High	<ul style="list-style-type: none"> • Transit Orientation • Shared Parking • Historic Design Features • Pedestrian Orientation
9	Community Commercial	15% Residential		2	.5/High	
10	60% Retail/Commercial	40% Prof. Office		2	.8	<ul style="list-style-type: none"> • Transitional Area • Shared Parking
11	Community Center	20% Residential	Mobile Home Park	2	.5/High	<ul style="list-style-type: none"> • Entry Treatment Opportunity
12	Industrial	40% Commercial	Residential along Minnewawa	3	.5/Medium-High	
13	Residential	70% Commercial		3	.5/Med.High	<ul style="list-style-type: none"> • Adjacent to inner beltway • Connect with regional trail network
14	Freeway Commercial	Mid-Rise Office Hotel (40% total)		3	.5	<ul style="list-style-type: none"> • Special Sign Regulations
15	Retail/Commercial	40% Office		2	.25	<ul style="list-style-type: none"> • Special Sign Regulations • Buffer Adjacent Residential
16	Office	25% Comm./Retail 10% Residential	Hotel	3	.5/High	<ul style="list-style-type: none"> • Special Sign Regulations
17	Business Park	20% Comm./Retail 10% Residential	Hotel	3	.5/High	<ul style="list-style-type: none"> • Special Sign Regulations
18	Business Park	25% Comm./Retail 10% Residential	Hotel	3	.5/High	<ul style="list-style-type: none"> • Special Sign Regulations



¹ Percentage shown represents a "not to exceed" usage percentage for the secondary permitted uses within mixed use areas up to which the maximum shown will be considered.

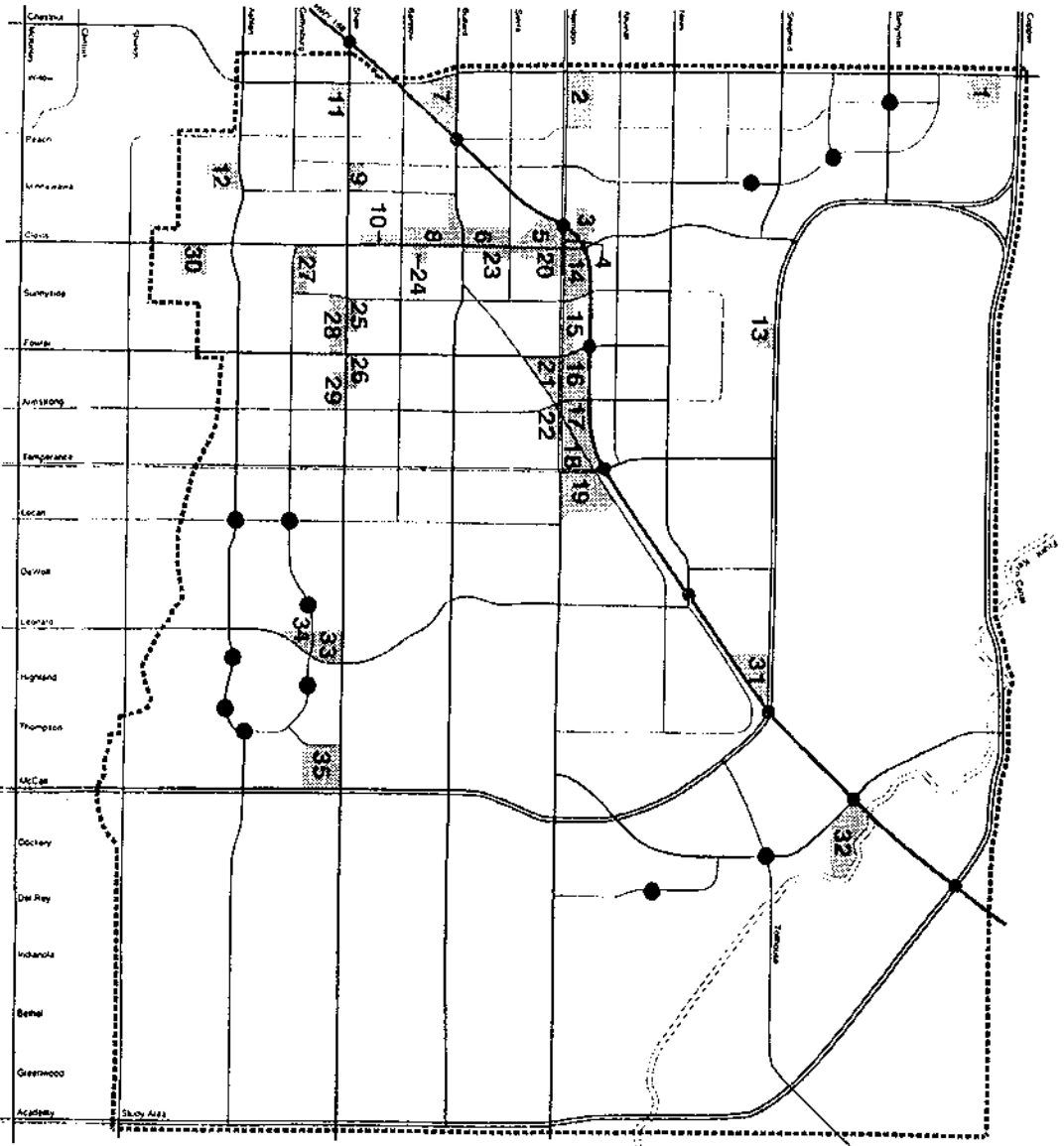
**TABLE 2-3
MIXED USE DESIGN GUIDELINES**

Area No.	Primary Use	Secondary Uses ¹	Special Uses	Max. Height/ Stories	F.A.R./ Residential Density	Design Features and Comments
19	Medical Facilities	10% Educ. Facilities 30% Office	Convalescent Home Hospice Facility; Congregate Care; Hotel; Extended Care Facility	5	.75/High	<ul style="list-style-type: none"> • Transit Orientation • Protect Adjacent Single Family Development • Connect with Regional Trail Network • Special Sign Regulations • Entry Treatment Opportunity • Pedestrian Orientation
20	Freeway Commercial	20% Office 10% Hotel		2	.8	<ul style="list-style-type: none"> • Shared Parking • Historic Design Features • Pedestrian Orientation
21	Residential	10% Water Resources 20% Commercial	Comm. Rec. Facilities Tennis Club	3	.5/Medium	
22	Office	25% Residential 25% Retail	--	3	.5/Medium	<ul style="list-style-type: none"> • Buffer Adjacent Residential
23	Retail/Commercial	25% Prof. Office 25% Residential	CCDA Residential	2	.8/High	<ul style="list-style-type: none"> • Shared Parking • Historic Design Features • Pedestrian Orientation
24	Retail/Commercial	40% Incubator Bus. 20% Prof. Office 10% Residential	Auto Service Area Quasi-Retail	2	.25/Medium- High	<ul style="list-style-type: none"> • Transit Orientation • Shared Parking • Historic Design Features • Pedestrian Orientation
25	Office	40% Residential	Banks; Motel/Hotel; Restaurants	2	.25/Medium- High	<ul style="list-style-type: none"> • Buffer Adjacent Residential
26	Office	25% Residential	Restaurants; Banks	2	.25/Medium- High	<ul style="list-style-type: none"> • Buffer Adjacent Residential
27	Commercial/Retail	40% Office 25% Residential	High Rise Residential	5	.75/High	<ul style="list-style-type: none"> • Serves Regional Community • Shared Parking • Entry Treatment Opportunity • Pedestrian Orientation • Density Bonus or R-4 Zoning may apply
28	Office	40% Residential	Senior Housing	2	.25/Medium- High	<ul style="list-style-type: none"> • Buffer Adjacent Residential
29	Office	25% Residential		2	.25/Medium- High	<ul style="list-style-type: none"> • Buffer Adjacent Residential • Owner Occupied Units
30	Specialty Retail/Commercial	25% Office	Gymnastic School	3	.5/Medium- High	<ul style="list-style-type: none"> • Re-Use of Existing Buildings • Historic Design Features • Entry Treatment Opportunity • Pedestrian Orientation
31	Residential	25% Office 25% Retail	Residential	3	.75/High	<ul style="list-style-type: none"> • Connect with Regional Trail Network • Special Sign Regulations • Entry Treatment Opportunity
32	Commercial/Retail	25% Office 25% Residential		5	.75/High	<ul style="list-style-type: none"> • Shared Parking • Transit Orientation • Connect with Regional Trail Network • Special Sign Regulations • Entry Treatment Opportunity • Pedestrian Orientation
33	Commercial/Retail	40% Office	Public Facility	3	.5	<ul style="list-style-type: none"> • Connect with Regional Trail Network • Pedestrian Orientation
34	Office	25% Residential	Public Facility	3	.5/Medium- High	<ul style="list-style-type: none"> • Pedestrian Orientation
35	Commercial/Retail	25% Residential		5	.75/High	<ul style="list-style-type: none"> • Connect with Regional Trail Network • Transit Orientation • Shared Parking • Special Sign Regulations • Entry Treatment Opportunity • Pedestrian Orientation

¹ Percentage shown represents a "not to exceed" usage percentage for the secondary permitted uses within mixed use areas up to which, the maximum shown will be considered.

Mixed Use Areas

-  Mixed Use
-  Mixed Use Village Center



needed park facilities. Parks are a permitted use in all residential areas.

Open Space

The open space category is applied to areas that provide active and passive open space opportunities. The open space category is applied along multi-use corridors, canals, large easements and commercial recreational uses.

Water Basin

The water basin category is applied to existing and planned retention ponds located in the Project Area. The water basins are intended in many cases to be a joint use facility providing flood control and recreational opportunities, wherever possible. Water basins are an allowable land use in all categories of the General Plan.

Transit Center

The Transit Center category identifies areas in the City where facilities which provide access to transportation facilities such as transit stops and park and ride facilities may be located. The transit center category is applied to areas in which multiple activities, increased pedestrian orientation and reduction in automobile demand are considered desirable objectives.

Beltway

The beltway category is intended to serve a multitude of functions. A regional highway system, transit systems, regional trail network, utility easements, and drainage facilities will be largely located within the beltways. The beltways are also designed to serve aesthetic and buffering purposes. An urban forest and other formal and naturally landscaped areas will provide an enjoyable visual experience and visual amenity for people traveling along the beltways. Agricultural uses are also allowed in the beltways.

Village Center

Village Centers are areas which provide quasi-public support services to the surrounding neighborhood. Village Centers are located within large residential areas to create a local community focal point. Land uses allowed in the Village Centers include; churches, day care centers, recreation centers and community centers. High density residential uses providing

opportunities for senior housing are also permitted. The Village Centers are intended to be pedestrian oriented and linked to surrounding neighborhoods by a bicycle and pedestrian trail network.

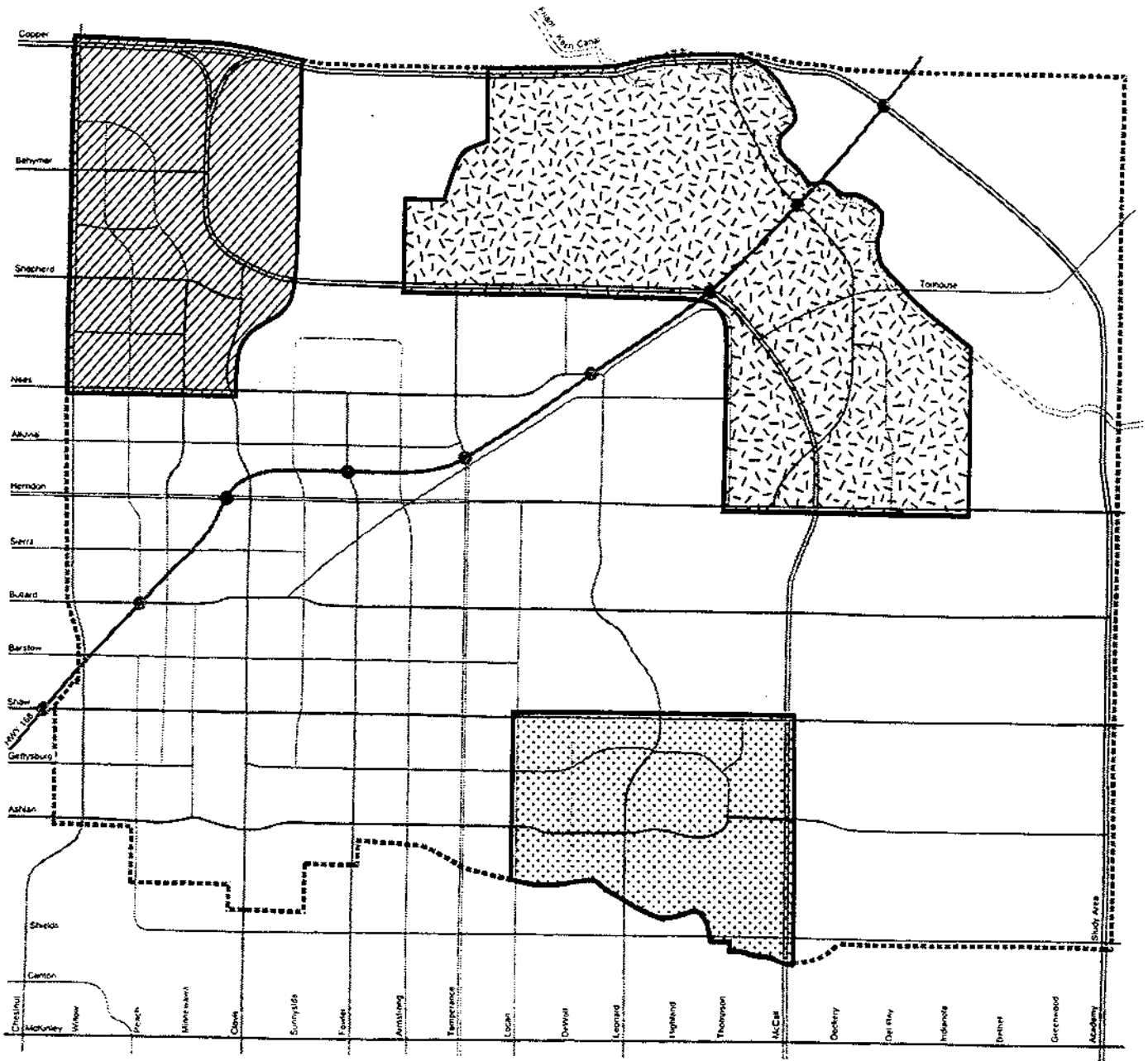
Urban Center Specific Plan Areas




The Plan identifies several areas which merit special attention at a more detailed level of planning. These include the three Urban Centers located within the outlying Study Area, which will require the implementation of a specific plan, or joint authority agreements between the City and the County to ensure future effective implementation of General Plan policy. This process is intended to:

- Facilitate high quality development;
- Allow for coordination of planning efforts between several property owners;
- Allow for infrastructure cost sharing arrangements;
- Provide developments which are sensitive to the environment and integrate open space and recreation facilities requirements.

Development within an Urban Center shall occur in accordance with the adoption of a specific plan, as defined by Sections 65450-65457 of the California Government Code. Preparation of multiple specific plans may be permitted within the context of a comprehensive specific plan for the Urban Center when the City finds it to be the interest of the public due to ownership pattern, size of the Urban Center, timing of development, completion of the circulation system, or other factors. Once a specific plan is adopted, discretionary approvals (such as subdivision maps, rezoning or design review) may be granted by the City. Following are descriptions of the Urban Centers. The mix and locations of land uses are intended to be relatively general in nature where the circulation network is currently incomplete. However, development must adhere to the concept of an Urban Center being comprised of a network of Urban Villages, which contain approximately 160-acre neighborhoods established around a 10 acre Village Center. The land use breakdowns of each of the Urban Centers are tabulated in Table 2-4.

Proposed Urban Center Specific Plan Areas



-  Northwest Urban Center
-  Northeast Urban Center
-  Southeast Urban Center

The City of
CLOVIS
 General Plan Program



THE
 PLANNING
 CENTER



**TABLE 2-4
URBAN CENTER LAND USE SUMMARIES**

Land Use	Urban Center #1	Urban Center #2	Urban Center #3
Agriculture	802	453	1,380
Rural	78	0	0
Very Low	116	490	1,142
Low	1,138	554	620
Medium	206	307	217
Medium High	82	85	67
High	49	62	63
Commercial	22	19	24
Office	0	0	0
Mixed-Use	68	136	95
Village Center	30	60	20
Industrial	203	59	313
Public	0	0	0
Schools	160	160	211
Park	39	22	285
Open Space	6	10	1,476
Water Basin	219	0	417
Beltway	138	37	192
TOTAL ACRES	3,356	2,454	6,522

Northwest Urban Center

The Northwest Urban Center is located in the northwest corner of the Project Area, adjacent to unincorporated lands within the County of Fresno. The Northwest Urban Center extends south from the northwestern-most tip of the Project Area, (at the junction of Copper Avenue [the outer beltway] and Willow), along the old rail right-of-way transit corridor to Nees Avenue, easterly along Nees Avenue to Clovis Avenue, and northerly from Clovis Avenue along the Dry Creek Canal to the juncture of the canal and the inner beltway. From this juncture, an eastern Urban Center boundary is drawn across agricultural land to the outer beltway. The area contains approximately 3,356 acres. Existing land uses consist of agricultural/rural residential, vacant and a scattering of very low density residential uses. Both the Dry Creek and Enterprise Canals cross the site.

This Urban Center should be developed via a Specific Plan providing for a network of Urban Villages situated around three mixed-use Village Center cores. Village Centers provide for housing opportunities for

seniors. The Northwest Urban Center includes major regional industrial and mixed use employment generating centers, and two Transit Centers along the old Southern Pacific rail line right-of-way transit corridor. Development potential should be preserved through the designation of 802 acres as Agriculture. Residential land uses range from Rural and Very Low to High with the majority designated for Low and Medium. Higher density residential is located in close proximity to the Village Centers. A 160 acre school campus and park sites shall be reserved with access to the trail systems proposed along the Dry Creek and Enterprise Canals. The proposed inner beltway will transect the agricultural portion of the Urban Center from the low density residential development areas to the west and south.

Southeast Urban Center

The Gould Canal represents the southerly boundary of the Southeast Urban Center. Locan Avenue to Shaw Avenue forms the western boundary. Shaw Avenue to McCall Avenue forms the northern edge of the site.

The eastern perimeter generally follows McCall Avenue from Shaw Avenue to Shields Avenue. As the inner beltway forms the eastern perimeter of the Urban Center, it buffers the agricultural uses to the east from more intense development to the west.

This Urban Center should be developed according to a Specific Plan. The concept for the Southeast Urban Center envisions seven Urban Villages, each concentrated around a Mixed Use Village Center. Residential uses are comprised primarily of rural residential, very low and low density designations, with lower densities along the southern perimeter and adjacent to agricultural designated land. Medium and higher density residential areas are concentrated around the Mixed Use designations of the Village Centers, the Employment Center and associated Transit Station at the junction of the inner beltway and Shaw Avenue, and the 160 acre education campus, which serves as a focal point of the Urban Center. Senior residential housing opportunities are provided in the Village Centers. Development potential is reserved through the designation of 458 acres of agricultural. This Urban Center delineates a limited amount of land, 195 acres, for Employment Center and mixed uses, focusing the concentration at the juncture of the inner beltway and Shaw Avenue, and along Shaw Avenue.

Northeast Urban Center

The third Urban Center Specific Plan area is the largest in acreage - 6,522 acres - with a relatively low development intensity proposed. This Urban Center is located in the northeastern sector of the Project Area. The Friant-Kern and Dog Creek Canals form the eastern boundary of the Urban Center, Herndon Road the far southern edge, the outer beltway is the northern border, and the existing 1992 Sphere of Influence line comprises the western perimeter. The extension of Highway 168 and the inner beltway transect the Northeast Urban Center, providing both local and regional accessibility. Existing land uses are predominantly vacant, with scattered rural residential and agricultural pockets. The northern portions of the site are situated within the floodplain of the Dry Creek Reservoir. To the east of the site are vacant agricultural lands.

The intent of this Urban Center is to provide a mix of residential, industrial, agricultural mixed-use and open space uses which are compatible with the adjacent Dry

Creek Reservoir and the agricultural areas to the east. This Urban Center contains a large proportion of agriculture and very low density residential land uses which retains the rural character of the area.

The intensity of residential development should increase with proximity to the two mixed-use Village Centers and the Employment Center at the juncture of Highway 168 and the presently unnamed alignment between Del Rey and Dockery Avenues southwest of the Friant-Kern canal. Approximately 1,476 acres within the flood inundation area of the Dry Creek Reservoir are preserved for open space and recreation purposes, with 417 acres designated as Water Basin with limited recreation potential. A Junior College and school campus are proposed as focal points of the community, with trail connections to the Friant -Kern Canal regional trail. A sizable industrial concentration derives access from a proposed interchange of Highway 168, buffered from residential uses by the Dry Creek and Kern/Friant Creek Canal.