

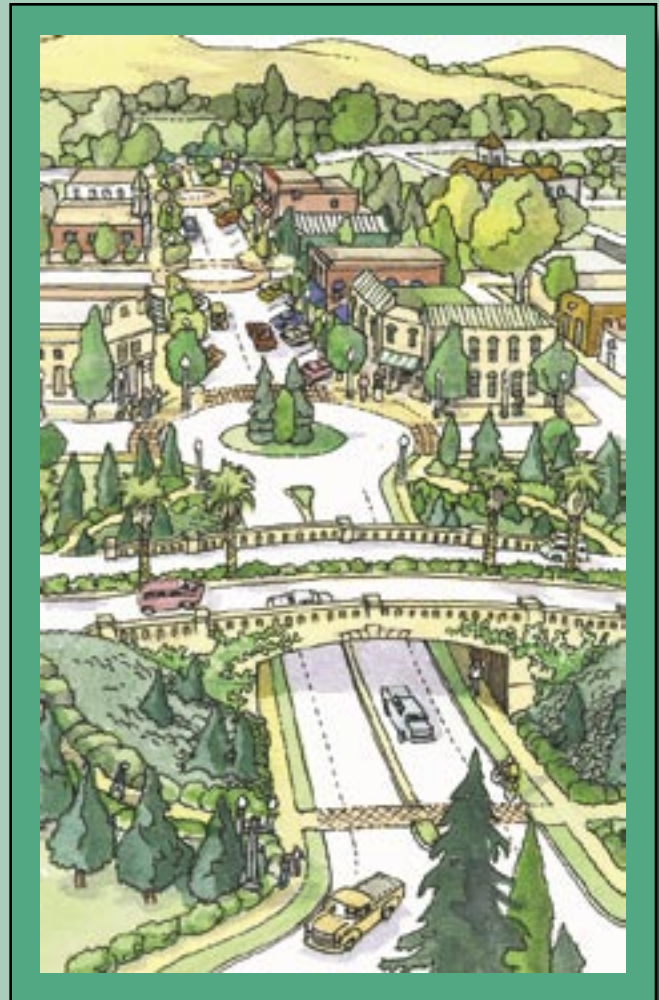
# “Smart Growth” sets high standards for balanced economic development

Seeking to balance culture and nature, the City of Clovis' Planning and Development Services Department sets high standards for the pace and design of economic development in the community. Clovis has the advantage of being a relatively young city, having only been incorporated since 1912. The opportunities for city development are wide open.

City officials also benefit from the latest ideas in urban planning. The Planning Department embraces “Smart Growth,” a new strategy that emphasizes a wide range of housing opportunities, walk-able neighborhoods, fostering of distinctive, attractive places, predictable and cost effective development, and a mix of land uses. Dwight Kröll, City Planner, explained that since Valley topography is flat, it lends itself to the potential of runaway sprawl, which can compromise the sense of community and the state of agriculture. The city, according to Kröll, is committed to “infill” – committing resources to revitalizing real estate already developed – before they allow expansion into new areas. For example, the Shaw Avenue Revitalization Project has succeeded in drawing business to that commercial district; both Lowe's and Wallgreens have recently completed development projects.

The Planning Department endeavors to protect the heritage of the Old West, build and rebuild infrastructure, and become a metropolitan leader in modern urban planning. The new “Rails to Trails” program provided the city with a 13-mile pedestrian and biking path that links residents to recreational areas, schools sites, Old Town Clovis, and other distinctive commercial districts along Shaw Avenue and Herndon Avenue.

The City sets a high priority on the small-town image of Clovis. This goal has led to the designation of three “villages” that are set for development. For example, the area southeast of Clovis near the Reagan Center is expected to house a population of 27,000. There the city is developing a unique residential area with a commercial district around a park much as you might find in Europe. The other “villages” will have similar



**This artist rendering of the Southeast Urban Village shows an underpass at Shaw Avenue and the urban center.**

unique residential and commercial characteristics.

New development north of Herndon Avenue has continued to follow the Herndon-Shepherd Specific Plan of 1988 with trail systems and parkways linking small residential neighborhoods. In addition, Kaiser opened a new medical center just east of Fowler Avenue on Herndon Avenue.

The City of Clovis continues a steady pace of sensible growth with great pressure on the city for new residential expansion due to population growth closing on 80,000. The city knows that what draws people to Clovis is the image of a small town with a western heritage, and yet all the amenities of metropolitan life. The city manages to remain in the balance on economic development. Residents have all the pleasures of small-town, family lifestyle, with a vibrant economy due to sound planning. Perhaps, the city's success also explains skyrocketing real estate values from \$95 million to \$350 million over the last 5 years.



**Lowe's new store at Shaw Avenue and Clovis Avenue is expected to draw commercial traffic to the area.**

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# Milestones

## CLOVIS

A PERIODIC ECONOMIC DEVELOPMENT PUBLICATION OF THE CITY OF CLOVIS

## **SBC commits to jobs, “connectivity” and community**

SBC recently opened new facilities in Clovis on Ashlan Avenue. The company constructed a 60,000-square-foot Construction and Engineering facility, which was completed in May 2001. The facility has the latest in state-of-the-art design, with high-tech workstations to increase worker productivity and motion sensitive lighting to maximize energy efficiency. In addition, there is an installation and maintenance facility for dispatching repair technicians.

The expansion was a significant step for SBC and the City of Clovis, representing a key move in the competitive telecommunications industry for SBC and a boost to services for Clovis residents. In their new support facilities, the company brings more than 275 employees to Clovis and is part of a greater regional district in Central California that extends from Bakersfield to Stockton and Santa Cruz to San Luis Obispo.

SBC brings to Clovis the latest wired and wireless technologies for phone service and internet, increasing regional connectivity. SBC maintains fiber and copper cable lines that offer broadband access to the Internet. Clovis residents are familiar with dial-up connections and the speedier DSL. Businesses welcome higher volume connections with T1 lines accommodating up to 24 telephone or computer connections, and DS3 lines linking as much as 670 standard phones and computers. Moreover, the Fresno area was one of the first five cities in California to receive GigaMAN technology that allows for the transfer of data at a billion bits per second. SBC recently entered the long-distance market in California and the company will soon offer SBC DISH Network, making it the first company to offer telephone, high-speed Internet access, wireless and video entertainment all on the same bill.

These regional facilities in Clovis' backyard mean more than jobs and “connectivity”; they also welcome a company with commitment to the community. Eric R. Johnson, Executive Director of the Central California Region, explained that SBC has been “a corporate citizen



**SBC's new facility on Peach Avenue south of Ashlan Avenue is the home for the installation and maintenance personnel and fleet.**



of Clovis with 75 years of service to the community.” Recently, the Clovis Chamber of Commerce awarded SBC for its 75 years of membership. The company is also a Lab Sponsor for the Center for Advanced Research and Technology (CART), having committed \$250,000 to development of the facilities and maintaining a mentoring program with CART students. Finally, SBC was a charter sponsor of Leadership Clovis, a program of the Clovis Chamber of Commerce designed to train residents for active leadership roles in the community.

Clovis ultimately benefits from having a Fortune 500 company that is dedicated to the development of the community. It puts Clovis on the map as a corporation friendly city and sets a model for dealing with other companies who might bring jobs and consumer spending to the local economy. Johnson praised the city for “making it easy to do site work and develop the facilities by sticking to timelines. It made the process predictable.” Clovis continues to cultivate viable commercial and community relationships with companies like SBC.

# Surface Water Treatment Plant swells water supply to 15 million gallons daily

In an effort to satisfy Clovis water needs, the City is constructing a new Surface Water Treatment Plant (SWTP) on Bullard and Leonard Avenues. The water dilemma is that currently Clovis pumps all of its water from the underlying aquifer. However, the ground water table is decreasing. Alan Weaver, Public Utilities Director, revealed that “the water table has fallen about 100 feet in the last 50 years.” This is very significant to Clovis because the bedrock under the east side of the City is fairly shallow. Consequently, the east side of Clovis does not have sufficient aquifer from which to draw water.

To complicate matters, Clovis is located between two rivers on an alluvial fan comprised largely of soils with heavy clay content. Since clay has a slow permeability rate, it inhibits quick replenishment of groundwater. The other alternative as a source of water is surface water from the Kings River.

Historically, Clovis has been entitled to Kings River water, but has not been able to use this source to its full extent. The goal behind the SWTP is to make the best use of Sierra Nevada run-off to supply water to the growing community. The new plant will make the most efficient use of available water resources.

In 1995, the City prepared a water master plan that incorporated a water balance that identified future demands and sources to meet those anticipated demands. Before the SWTP, the City had four reservoirs and wells with more than 4.5 million gallons of water reserves available.

The SWTP will add another reservoir that will hold 2.5 million gallons to the system. The City purchased the site for the new treatment plant in 1999, and construction is due to be completed by the summer 2004. The plant will help ensure that both necessary water volume and pressure will be maintained throughout Clovis.



Artist's drawing of the new SWTP facilities



Construction of the new reservoir is underway on Bullard and Leonard Avenues.

## Economic Development Strategy Advisory Committee reconvenes to update strategy

The Economic Development Strategy Advisory Committee (EDSAC) plans to meet for the first half of 2004 to revisit and update the city's economic development goals and objectives. In 1997, the City Council first formed a 17-member community committee made up of residents and business leaders. Their task was to develop a plan for retaining and expanding existing businesses, and attracting new businesses.

Members recommended a plan that included three target sectors of the economy: industry, commerce, and tourism. The 1997 Committee established a clear strategy for the retention and expansion of industry and labor force training. In addition, they set priorities for commercial development on shopper convenience and attracting commerce that generates tax revenue. Finally,

the 1997 Committee proposed a marketing strategy, which emphasizes the unique historic and commercial experience of Old Town and Clovis as a “Gateway to the Sierras.”

The plan is a living document and so intended to be refined as the political, social, and economic environment changes. The city has begun new meetings with the purpose of revisiting issues in economic development. EDSAC, a 21-member committee appointed by the City Council, will meet every first and third Tuesday at the Clovis Police and Fire Safety Building where experts in economic development will discuss issues such as job generation, marketing, tourism, land availability, financing economic development, and workforce and regional job development.

# CLOVIS Milestones

## Public art pays tribute to U.S. servicemen



*Photo courtesy of James Leyser*

**This close-up of a Korean War soldier shows Thomas King's careful attention to human anatomy.**

Clovis Memorial District recently erected a monument to the soldiers who fought in wars during the twentieth century. The bronze sculptures honor each branch of the service, and the statuary is stunning for the naturalness and realism so skillfully executed by sculptor Thomas King. The sculptures are perhaps the finest examples of Clovis' public art. If you wander down to the Memorial Building on Fifth Street and Hughes Avenue, the monument graces the central entry with six sculptures.

The monument as a whole is a sober reminder of the cost in lives and the sacrifices of soldiers in all the major conflicts of the twentieth century. It also pays tribute to each branch of the military. One soldier represents the Army in World War I. The Navy stands for the soldiers who fought in World War II. For the Korean War, a Marine kneels with flag in hand. The Air Force is represented in the Persian Gulf. The final piece, expected to arrive soon, represents the Coast Guard in Vietnam.

Planning of the project began two years ago. The Memorial District Board received a recommendation to

call Thomas King who is a sculptor working out of San Diego, California. Thomas arrived in the hot month of August with the design completed and safely stored in the trunk of his car. The heat was the undoing of his clay model, which had melted. King, in contrast, rose to the occasion. With ten minutes to go before his presentation, King reconstructed the model arm with all the detail to human anatomy of a Michelangelo. Judy Hille says "it was truly stunning." Perhaps, it is equally fascinating that King has never taken an art class. His sculptures are the work of a natural talent. Today, King's talents can be viewed in the entry of the building. King himself donated the boot with helmet and perched rifle at the front of the monument.

On closer inspection of the sculpture, viewers are struck by the distinctive emotions King wanted to preserve for posterity: sorrow, remorse, reverence, anger, condolence, and devotion to duty. The memorial, in short, is an apt reminder that war in the twentieth century was an unholy bloodbath and wholly unlike conflicts in earlier centuries.

Public art has long brought communities together. The memorial seems to be no exception. "The boots, rifle and helmet, that represent the fallen Americans were not in the original plan, but seems to be the piece to which people are responding," muses King. "You never can tell what people need."



*Photo courtesy of James Leyser*

**The entire monument features each branch of the military and the five conflicts of the last century**

## Shawn Miller: Business Development Manager sees growth without compromise



**Shawn Miller joins the Clovis Community Development Agency**

like to see Clovis grow without compromising the values I've known all my life."

Miller's duties are broadly defined. In addition to heading business development, he takes an active role in helping businesses find that niche in Clovis that fosters long-term establishment. His position also explores methods and marketing to attract prosperous businesses to the Clovis community. City staff and Old Town merchants rely on Miller as their liaison to whom they can address concerns of the commercial district. Finally, Clovis tourism will receive a boost as Miller directs his energies to attract interest in Clovis as an end destination for conferences, tourists and nightlife. The new Business Development Manager has set tourism as a high priority.

Miller has extensive experience in marketing and advertising, having worked with Armadillo Advertising for five years before joining the Clovis Community Development Agency. Armadillo is based in Old Town Clovis and so that experience gives Miller insight into the interests of the merchant communities.

Having lived for 34 years in Clovis, Shawn understands that the quality of life sets this city and community apart from other Valley communities. Most of all, the city's role has been to provide a safe environment, an affordable cost of living, the best schools and strong family values. He hopes to help foster vitality in the business community so that Clovis might continue to uphold the high standards set by community leaders and residents. Now intimately involved in the Clovis's economic development, Shawn reflects that "the city has done a great job in retaining the quality of life." His job as liaison with the business community, he feels, is integral to that effort.

## Clovis' master plan creates a bicycle-friendly city

Having recognized a nationwide increase in the use of bicycles as a means of transportation, the city of Clovis has implemented a Bicycle Master Plan (BTMP) to improve the city's bicycling facilities. The goals of the BTMP are to create a comprehensive and safe system of bicycle facilities, increase and encourage bicycle travel, promote safety, and implement the plan as part of the Clovis General Plan



**The Old Town Trail includes the most scenic parts of Clovis**

Circulation Element, which includes passenger vehicles, trucks, pedestrian, bicycles, transit and potential rail.

Bicycle facilities extend from Dakota Avenue in the south to Copper Avenue in the north. The City Engineering Division estimates that a total of 32 miles of bike lanes and 10 miles of paths have been developed in the city that covers roughly 18 square miles. A key part of the plan is to connect the path with major recreational and commercial centers. There are elementary and high schools, universities, parks and recreational areas that will be linked



**Rider enjoys the Clovis' bike trail near Alluvial Avenue.**

with the bike facilities. In fact, the "Rails to Trails" project provides a 7-mile scenic pedestrian and bike path from Dakota Avenue to Willow Avenue.

The city believes that the new bicycle routes will increase bicycle use and, so, help to reduce air pollution, improve individual health, and promote family living. In addition, bicycle maintenance is inexpensive, and it is a fuel-free means of transportation. Since most commuters live within 10 miles of work, the time spent traveling to work is not compromised. The City is striving to provide continuous bike routes that will promote the greater use of bicycles by Clovis residents, thus moving Clovis into the 21st century.