

## A Clovis Community Redevelopment Update



### Old Town welcomes Turn-of-the-Century Building

Old Town Clovis will receive a new addition to its turn-of-the-century look. Blair, Church and Flynn Consulting Engineers has begun plans to construct a new building on Clovis Avenue and Fifth Street, bringing welcome new development to Old Town and the civic and commercial center. Architectural design of the structure complements the signature image that has become Old Town Clovis.

Blair, Church and Flynn plan to build a 34,000 square foot building on the northeast corner of Clovis Avenue and Fifth Street which is currently a temporary parking lot. The building is projected to house seven or eight offices and retail outlets on the ground floor. Blair, Church and Flynn will occupy the second floor. The city intends to develop a new parking area south of Fifth Street and east of Clovis Avenue to triple the number of spaces lost to the building site.

Community architect Ron Marlette of Marlette Associates designed the new structure with careful attention to turn-of-the-century architecture. Marlette explained that “a close study of period construction in both Fresno and Clovis revealed multi-storied structures with awnings, ornate trim and gutter guards.” Moreover, major corners of the early twentieth century tended to be impressively large buildings and often housed financial institutions. The new structure, while maintaining the integrity of past design, will accommodate only two stories and streamline the ornate trims to suit modern tastes and methods of construction. The new building, in short, will merge turn-of-the-century design into the twenty-first century. Marlette stressed that “the Clovis community image is Old Town,” and so it is important to maintain those “architectural elements of old, yet appeal to modern sensibilities.”

The new structure will contribute to the draw of Old Town, which today brings antique seekers and holiday shoppers to merchants on Pollasky and Clovis Avenues. Blair, Church and Flynn’s new office, and other businesses and retail spaces are expected to increase consumer and business traffic in the area. The construction of this new building, in short, will help to rebuild and refocus commerce onto streets which have traditionally been a crossroads for the Clovis

# Clovis Housing Projects

New housing projects continue to provide construction of new homes, revitalization of old homes and home improvement for properties for low-income families and seniors on limited incomes. These housing projects are collaborative efforts. The Clovis Community Development Agency works with many volunteer and non-profit organizations to negotiate the complex business of land development, construction and financing of new and rehabilitated homes. This year the City of Clovis has partnered with non-profit and collegiate organizations to provide affordable living for 42 low-income and 118 senior households.

## Building a neighborhood

With the Magill Heights Self-Help Housing Project, 10 Clovis families will break ground this year on land located on Duke, Phillip and Manila Avenues. Self-Help Enterprises provides expertise on the construction process, and families work collectively to build all 10 houses. Each family commits to 40 hours of work a week until the houses are completed. A professional construction supervisor advises the group, but family members bring their muscle and sweat to the building process – i.e. trenching, pouring cement, framing, and siding. Each family receives \$10,000 in “sweat-equity” for the hours of labor contributed, which is included in the financing for their home.

## Maintaining city landscapes

In the Summer Youth Program, 27 students from local high schools participated in landscaping pocket parks and improving streetscapes throughout the city. They also helped 83 senior citizens to clear, plant, and refurbish their yards and painted 10 homes, giving a new look to homes owned by low-income and senior citizens. Youth leaders – coaches, youth pastor and professional painter – not only provide expertise in painting and landscape, but also have experience in counseling and training teenagers.

## Rehabilitating homes for City of Clovis residents

Four homes are in various stages of completion on Cherry Lane, Bullard Avenue, and Manila Avenue. These projects are fine examples of a concerted effort on the part of the city to work with local college groups and programs and non-profit organizations.

The City of Clovis built a new home on Cherry Lane in collaboration with University Hope Foundation. Volunteer groups from Fresno State University contributed hours to the construction of this three-bedroom residence; Clovis Rotary also provided

## Homes for local seniors

The ground breaking will soon happen for the Hotchkiss Manor which will provide 75 units of affordable living for seniors. Southern California Presbyterian Homes (SCPH) is the developer on the project. SCPH will manage the apartment complex charging seniors a maximum of a third of their income for rent and utilities.

## Opportunity for luxury living

The construction of 140 units – 28 of which will rent to low-income households – is well underway on Coventry Avenue near Temperance Avenue. Coventry Place offers one-, two-, three-, and four-bedroom, luxury apartments, many with garages attached. The complex includes two pools, club house and spa room. The city’s goal is to give 28 low-income families access to affordable housing opportunities.



expertise and assistance on the larger tasks in the construction process. In collaboration with the Building Trades Program at Fresno City College, the two homes on Bullard Avenue are being constructed.

Coalition for Urban Renewal and Excellence (CURE) joined as a partner on the Manila Avenue home. These homes, in short, reflect the vitality and strength of the Clovis community in partnership with non-profit organizations to provide decent affordable housing for low-income families.



# Old Town Community Activities

## Big Hat Days

In April every year, the Chamber of Commerce's Big Hat Days kicks off rodeo month in Old Town Clovis. Last year, the festival drew crowds of up to 130,000 people to Old Town where more than 300 booths offered an international food experience and arts and crafts of all genres. A country-western theme in music, artwork, and décor punctuates the weekend in every store and restaurant. Restaurants and clubs provide live western entertainment. With so much home-grown entertainment and activities, it is not surprising that Big Hat Days appeals to families and vacationers from communities throughout California's Central Valley. Big Hat Days begins a month that leads to the Clovis



## Clovis Rodeo

The rodeo itself is one of the top choices in the nation for cowboys on the Winter Pro-Rodeo Tour. It is one of the last events in the season and can make or break a cowboy's record. The \$150,000 in prizes also attracts the nation's leading professional riders, ropers, and steer wrestlers, and draws a large crowd from around the state and nation. The parade is a two-hour affair, so well attended that space along the parade route is at a premium. Bands, horse riders, clowns, and floats wind along Old Town streets, ending at the rodeo arena. Western entertainment in clubs and restaurants complement the two day event that takes place on the last full weekend in April.

## Old Town celebrates winter holidays

This year the Children's Christmas Parade, co-sponsored by the Chamber of Commerce and City of Clovis, takes place on December 5, 2003 at 5:00 p.m. – 8:30 p.m. It is the largest electrical parade in the Central Valley. All the bands, floats and dance troops are lit up, giving a glow to the winter holiday celebration. Spectators come with hot chocolate in hand to watch the parade as it makes its way along Clovis and Pollasky Avenues in Old Town. It is a festive way to start the holidays.

In addition, Starlene's Storyteller Images at 320 Pollasky Avenue will host Santa's House this year. Children can talk to Santa and have a picture taken. There will also be a horse-drawn carriage available on weekends from November 28 – December 21, 12:00 p.m. - 4:00 p.m. Carriage rides are free and provide a tour of the Old Town area decorated for the holiday season with lights, holly and festive window displays. These Old Town events not only draw Clovis families and community together, but also attract holiday revelers from adjoining cities and rural enclaves.

## Clovis Tarpey Depot welcomes visi-

Tarpey Depot welcomes tourists from around the community, state, nation, and world. It is the tourism and information center of Clovis. The Depot provides assistance to both residents and visitors. They have the latest information on entertainment and events, directions to shops, schools, civic buildings, and vacation spots in the Sierra Nevadas. Located at Fourth Street and Clovis Avenue, Tarpey Depot provides an excellent starting place for tourists seeking information about the region. Starting in December, tourist information hours will be 10 a.m. – 2 p.m. on Monday, 10 a.m. – 6 p.m. Tuesday to Saturday, and 10 a.m. – 2 p.m. on Sunday.

## Workshops develop vision for Old Town

In Old Town workshops, community leaders have met to explore new avenues to enhance and publicize Clovis's old town charm and create a vision for the future. Recent action plans have focused on new murals and signage. The committee on murals is exploring programs in other cities to find models for Clovis' mural program. The committee hopes to place plaques on many buildings with a brief history of the building. Moreover, marketing efforts are currently focused on attracting shoppers to the antiques and collectibles shops, making Old Town into a night-time destination, and finding an "anchor" to help diversify shopping opportunities. The committee broadly agrees that marketing efforts should be directed at Central Valley tourism, but they also hope to bring new hotels to the area that will support a wider population of visitors. Workshop participants expressed a desire to have Old Town designated a historic district. As soon as the historic district has been approved by the State, Caltrans can locate signs along Highway 168. Publicizing Old Town as a historic center is making clear progress.

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REDEVELOPMENT PROJECT AREAS