



Shaw Avenue and the Clovis Urban Greening Plan

A Joint Project Open House

A JOINT WORKSHOP

- Two projects, one meeting
- Geographic proximity and related components between Shaw Avenue Corridor and Urban Greening; both relate to the General Plan Update
- Brief update on Shaw Avenue efforts
- Overview of urban greening
- Open house with topic stations to solicit feedback

SHAW AVENUE CORRIDOR



- City of Clovis, Fresno State, Fresno Housing Authority, Fresno COG, Fresno Co. Dept of Public Health, Economic Development Corp. of Fresno County, Clovis Chamber of Commerce

SHAW AVENUE CORRIDOR

- General Plan Update and Corridor Plan for Shaw Avenue (adoption August 2014)
- Goal: Reimagine & revitalize the city's main commercial corridor
- Outreach started in late 2011
 - Post card, website, factsheet, and stakeholder interviews
 - 5 public workshops (including tonight)
 - Surveys of businesses, property owners, students, and residents (over 500 responses)

SHAW AVENUE CORRIDOR

- Shaw Avenue Overlay Zone
 - Expand development opportunities
 - Base zoning rights remain
- Pedestrian and Bicycle Improvements
- Commercial Corridor Pattern Book
 - Identify optional tools and designs that property and business owners can use to improve Shaw Avenue





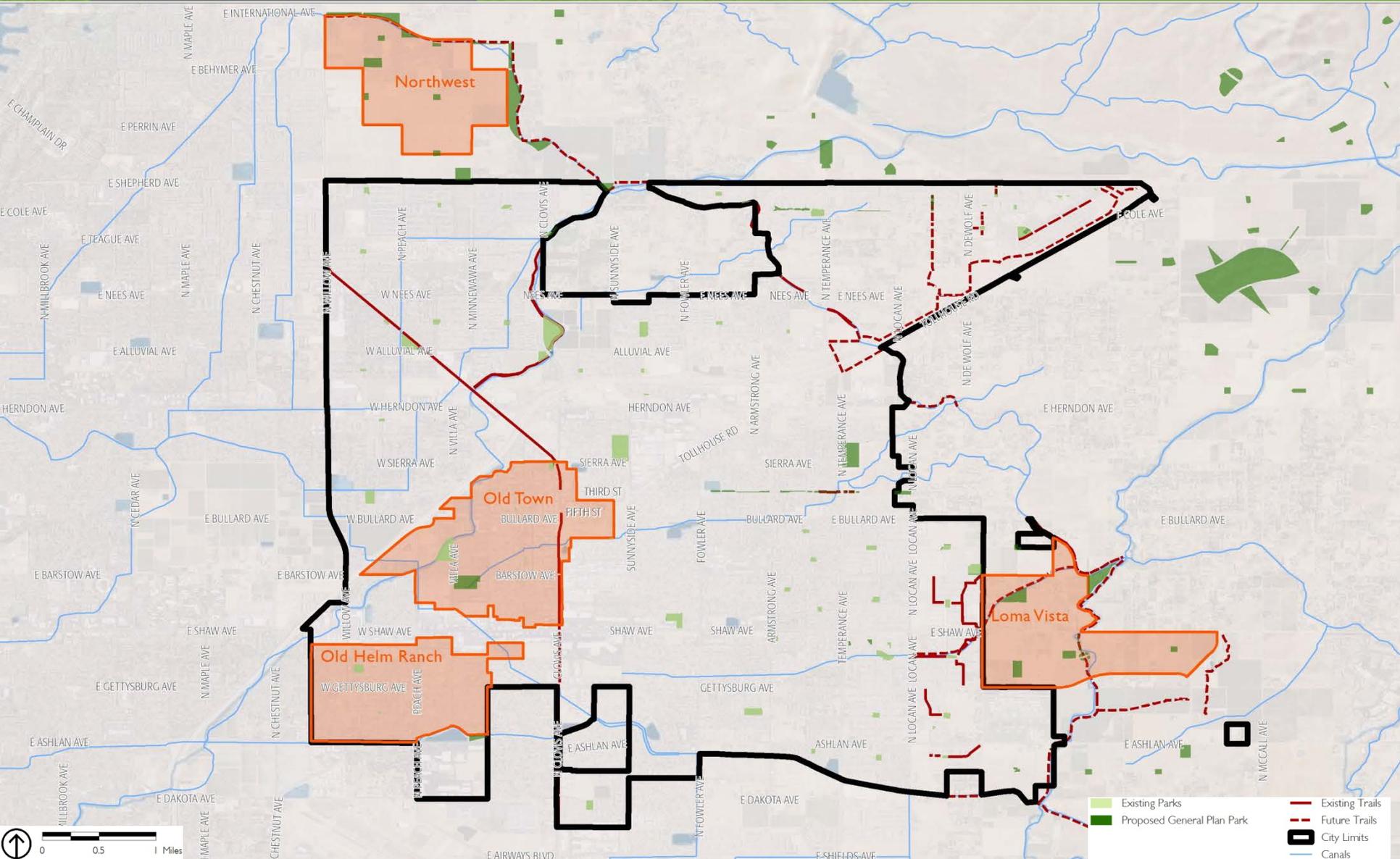
Clovis Urban Greening Plan

Round 1 Community Workshop #1 – Helm Ranch

URBAN GREENING PLAN

- What is an Urban Greening Plan?
 - A guide to help the City to improve quality of life for residents
 - Identification of needs, opportunities and goals for creating a greener, more environmentally sustainable and livable City
 - Strategies to address identified goals
 - It is a plan and is opportunity-based – implementation over time

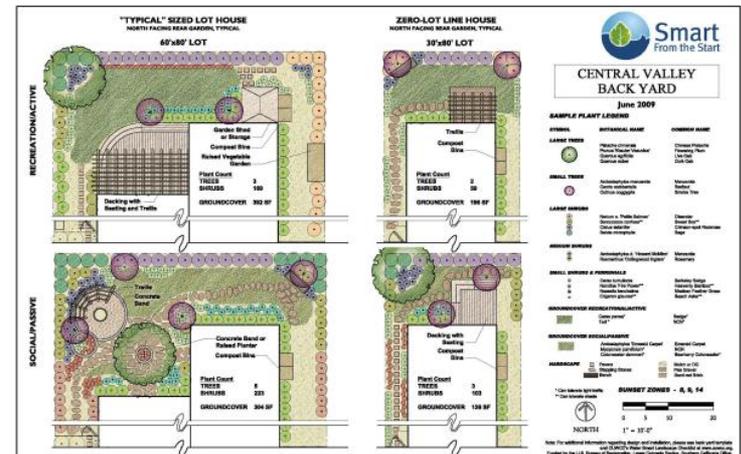
CITY OF CLOVIS



- Existing Parks
- Proposed General Plan Park
- Existing Trails
- Future Trails
- City Limits
- Canals

URBAN GREENING PLAN

- Smart growth strategy – near doubling of population in past 30 years – that provides a plan for:
 - More green space
 - Improved community connections
 - Maintainable plant palette and guidelines
- Improve air and water quality, reduce natural resource and energy consumption, and encourage healthy lifestyles



BENEFITS OF URBAN GREENING

■ Environmental

- Improve stormwater management
- Recharge ground water
- Improve air and water quality
- Reduce urban heat island effect

■ Community Quality of Life

- Beautify urban sites
- Shade street users
- Facilitate walking and biking
- Encourage local access to fresh food
- Improve public health



BENEFITS OF URBAN GREENING

- **Economic and Fiscal**
 - Reduce infrastructure costs
 - Economic development
 - Amenities for existing community members
 - Attract investment and economic activity
- **Other....**
 - Implement the City General Plan, Bicycle Transportation Plan, Parks Master Plan and other efforts



DRAFT PROJECT GOALS

- Increase public health, community amenities and quality of life
- Improve government operations
- Implement recommendations from other planning efforts and plans
- Engage the community



DRAFT PROJECT GOALS

- Educate the community and businesses
- Improve pedestrian experience
- Provide environmental benefits
- Implement sustainable development and smart growth strategies
- Maximize opportunities for partnerships



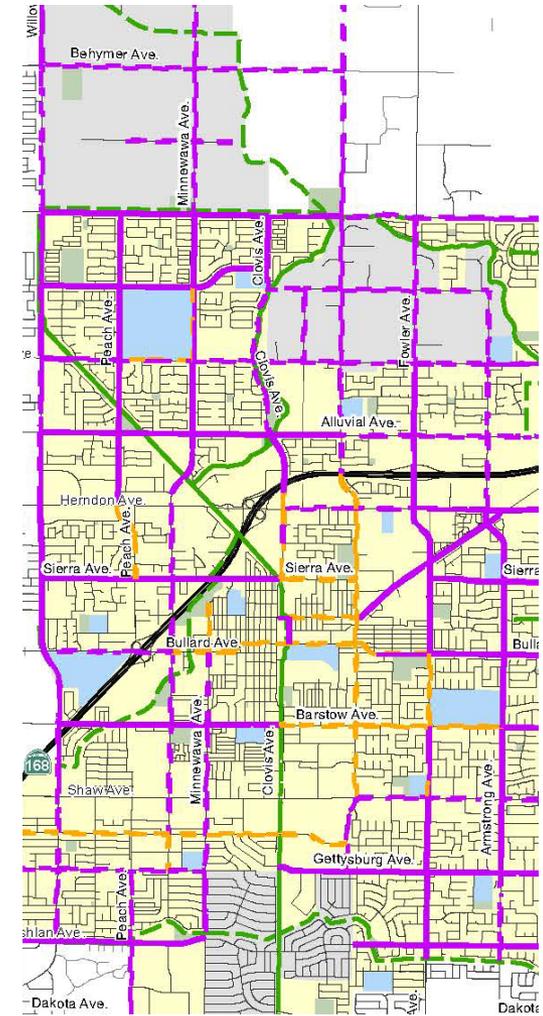
POTENTIAL STRATEGIES

- Overall beautification and neighborhood identity through water conserving, low maintenance, and aesthetic plantings and street trees
- Provide shading to encourage walking and bicycling
- Identify opportunities to green up existing policies and practices
- Partner with community-based non-profits and local businesses on greening efforts



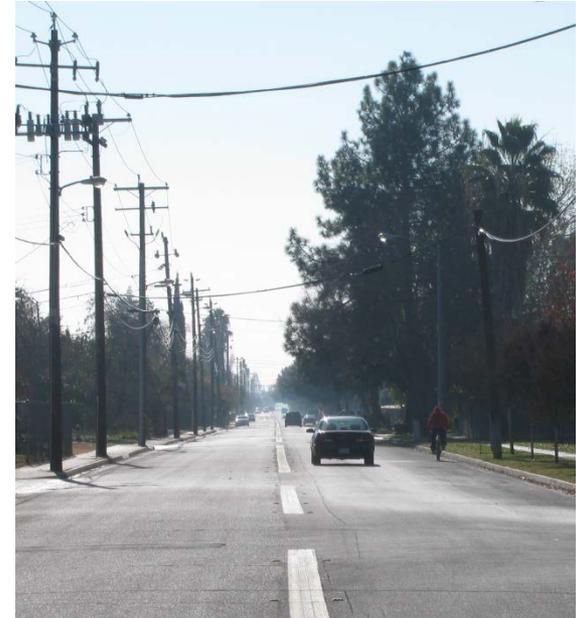
IMPLEMENT RECOMMENDATIONS

- Urban Forest Resources Analysis
 - 2,512 available planting sites
- Bicycle Transportation Master Plan
 - Increase utilitarian and recreational uses of bike system
- Draft Parks Master Plan
 - New open space opportunities



KEY ISSUES

- High summer temperatures and arid air conditions
- Water supply: current drought emergency/future limitations
- Exposed (i.e. not shaded) pedestrian and bicycle routes
- Limited Rights of Way
- Pedestrian and bicycle connectivity to parks and green spaces



KEY ISSUES

- Limited City capacity for maintenance/O&M
- Rely on private land/residents for tree planting and maintenance
- ROW and maintenance limits for increasing street trees
 - Limit interference with overhead lines
 - Easily maintained
 - Prefer fewer shrubs and groundcover to easily mow under trees



KEY ISSUES

- Varied soils with duripan issues
- Population Growth
- Maintaining 4.9 acres/1,000 residents
- Connecting new areas to Old Historic Town through non-vehicular modes



PRELIMINARY MAP OF GREENING OPPORTUNITIES

- Preliminary opportunities based on:
 - Preliminary observation
 - City-identified needs and opportunities
 - Available mapping data
- Map is preliminary:
 - Feasibility not yet evaluated
 - Will be revised to reflect additional input from:
 - Open house comments
 - Additional stakeholder and other input

PROJECT SCHEDULE 2014

- April 30: Round 1 community workshop –Helm Ranch together with Shaw Avenue Corridor Plan
- May 1: Round 1 community workshop – Old Historic Town
- May 14: Round 1 community workshop –Loma Vista
- May 15: Round 1 community workshop - Northwest
- May – July: Update comprehensive map of opportunity sites
- May – July: Refine goals and strategies, draft Urban Greening Plan
- July/August: Round 2 community workshops

PROJECT SCHEDULE 2014

- September: Round 3 community workshops for Helm Ranch and Old Historic Town
- October/November: Review hearings
- December: Publish Final Plan

OVERVIEW OF TODAY'S OPEN HOUSE

- Urban Greening Stations
 - Urban Greening Needs
 - Circulation
 - Goals and Strategies
 - Plant Palette and Street Trees
- Shaw Corridor Stations
 - Background/Info
 - Circulation
 - Design and Improvement Options