

NORTHWEST ROUND 1 - COMMUNITY WORKSHOP AND OPEN HOUSE SUMMARY



*Clovis North High School, Fresno, CA
May 15, 2014 – 6:30pm-8:30pm*

SUMMARY

On Thursday, May 15, 2014, staff from the City of Clovis and PlaceWorks facilitated a community workshop aimed at introducing the City's Urban Greening Plan process and getting feedback from participants on their concerns and interest in developing the Plan in Northwest Clovis, further referred to here as "Northwest." Approximately 15 (14 signed in) members of the public or representatives from the development community attended the meeting, which began with a brief overview introducing the Urban Greening Plan, including the Proposition 84 funding provided to develop the Plan, common features found in greening plans in other areas, and draft goals and strategies identified for the Urban Greening Plan in Clovis.



Following the presentation, participants independently visited four urban greening stations facilitated by staff from the City of Clovis and PlaceWorks. The interactive stations were developed to gain feedback on preliminary urban greening features and community concerns. These stations included:

- **GOALS AND STRATEGIES** presented the draft goals and strategies developed by the City as guidelines for the Urban Greening Plan. Participants were encouraged to read through the goals and provide feedback by writing directly on the list or highlighting components that they agreed or disagreed with.



The station also included an interactive board where participants used stickers to vote on the environmental issues that they considered most important to themselves or their community.



The final interactive board of the station presented urban greening strategies from other areas. Using stickers, participants voted on which features they wanted to see in their community.

- **CIRCULATION** included a board with a map of Northwest and the surrounding areas, including downtown Clovis and the roads up to the foothills. Participants used a green marker to show the areas where they currently walk or bike, both inside and outside of Northwest. On the same map, participants used an orange marker to mark the places that they would like to walk or think will be future connections through the neighborhood. Participants additionally used a black marker to indicate areas where it was difficult to walk or potential circulation issues.



This station additionally included a board intended to gauge preference for trail design. New residential developments in Clovis have emphasized new pedestrian routes and paseos. Furthermore, Northwest is currently an active center for bicycling and is located along the popular cycling route from Clovis to the Sierra foothills. As development occurs in Northwest, the role of cycling and space for pedestrian passages will need to be considered and new trails and will serve a vital role. This board presented three types of trails that could be incorporated into new development: an open-air trail traveling along an irrigation canal; an enclosed, concrete paseo with lawn and trees; and a semi-enclosed concrete paseo with increased groundcover, shrubs and openings for residences along the trail.



- **URBAN GREENING NEEDS ASSESSMENT** displayed a draft map of greening opportunities in Northwest, as well as separate board of greening precedents corresponding to the types of potential opportunities in the neighborhood. Participants were asked to mark the sites that they liked or disliked, as well as mark any sites that were not presented but should be considered for greening opportunities.



A second interactive feature at this station asked participants to brainstorm words that they considered to represent their neighborhood and write them inside a blank map of the community. Since implementing urban greening efforts requires community support and endorsement, each neighborhood within the Urban Greening Plan will have a unique character tailored to the community it represents. This free-form activity was intended to provide a way for Northwest residents to start to define their neighborhood in their own terms and provide City Staff with a better understanding of how to shape the plan to match the character of the community. Since Northwest has not yet been branded with a new development identity, this board also served as way to get inspiration for new themes.



- **PLANT PALETTE** encouraged participants to think about the style of plant features they wanted to include in their neighborhood, as well as the layout of their streets. The station included one board representing qualities of different tree types. The exercise did not present specific trees, but rather the general shape and look that the participants wanted to see in the area. Using stickers, participants voted on the qualities that they preferred.



The station also included a second board presenting different views of streets trees and asking participants to vote on their preferred look, including large trees versus small trees and consistent plantings versus diverse species.

The final board at this station presented different configurations of a conceptual four-lane street in the neighborhood, such as Shepherd Avenue or the future layout of Minnewawa Avenue. The new configurations presented opportunities for new plantings and bike lanes. Participants used stickers to vote for their preferred street layout.



In addition to completing the scripted exercises listed above, facilitators at each station also encouraged participants to write comments directly on the boards or recorded their feedback on the exercise. In some situations, participants' responses fell beyond the scope of the exercise; however, this input was recorded as a means of tailoring future workshops to residents' concerns.

Since Northwest is currently in the planning stages for future development, many residents were curious about growth and development plan, as well as the timeline for receiving City services, such as water and sewage. The City brought the most recent draft land use map of the area to discuss the proposed development with the residents.

RESULTS FROM INTERACTIVE STATIONS

Goals and Strategies

On the board outlining the City's draft goals and strategies, participants showed support for a number of the greening strategies. They highlighted the following strategies and made notes, presented in brackets below, to further expand on the concept:

- Draw residents outdoors with pedestrian linkages and trails [Already happening. Part of good development.]
- Provide shading to encourage walking and bicycling [Basic design.]
- Overall beautification and neighborhood identity through planting
- Increase access to affordable fresh food [public relations for farms!]
- Improve stormwater management [See flood control...expand design ideas!]
- "Green Streets" pilot projects. Install permeable pavers, remove asphalt/concrete and provide planting/bioswales/rain gardens [Nice idea...public does not know what this look like...could be implemented adjacent to trails]
- Design for minimum maintenance
- Bicycle Transportation Master Plan: Increase utilitarian and recreational uses of bike system
- Partner with community-based non-profits and local businesses on greening efforts [Clovis Hills Community Church]
- Increase activity on and around affected corridors
- Pedestrian access from residential neighborhoods to everyday goods and services
- Improve air quality
- Promote alternative transit: biking, walking, public transit
- Offset impact of increasing impervious surfaces
- Provide water efficient plant palette for new development

Participants additionally added the following items:

- Community gardens – encourage local developers to implement [and offer] park credits or fee reductions
- Active sports

Participants noted some concerns with some of the goals including:

- High cost of green parking lots
- Limited soil capacity for using pervious paving, which is not very effective in this area



