AGENDA ITEM: X-1

- CITY OF CLOVIS - REPORT TO THE PLANNING COMMISSION

TO: Clovis Planning Commission

FROM: Planning and Development Services

DATE: August 25, 2016

SUBJECT: Consider Approval, Res, 16-___, A request to consider the 2016 Central Clovis Specific Plan and Master Plan Community (M-P-C) Zoning District for property generally bounded by Sunnyside Avenue to the east, Barstow Avenue to the south, Minnewawa Avenue to the west, and State Route 168 and the Old Town Trail to the north.

ATTACHMENTS:

Figure 1:	Location Map
Attachment 1:	Draft Resolution
Exhibit "B:"	2016 Central Clovis Specific Plan

CONFLICT OF INTEREST

None.

RECOMMENDATION

Staff recommends that the Planning Commission:

- Approve the 2016 Central Clovis Specific Plan; and
- Approve the Master Plan Community (M-P-C) Zoning District.

EXECUTIVE SUMMARY

The 2014 Clovis General Plan approved an action item to refresh the Central Clovis Specific Plan that was initially adopted in 1983. With a financial assistance from a Proposition 84 grant by the State of California, staff was able to design and develop the draft 2016 Central Clovis Specific Plan through the guidance of the appointed advisory committee and public comments.

BACKGROUND

The Planning Commission and City Council received two (2) update reports at important stages of the Central Clovis Specific Plan Update process.

On April 13, 2015, the Planning Commission and City Council received a progress report outlining the proposed draft goals for the 2016 Central Clovis Specific Plan. Additionally, staff provided a list of opportunities, constraints, strengths, and weaknesses developed through a design charrette session.

On January 19, 2016, the Planning Commission and City Council received a summary report and voting results from two (2) community workshops conduced at Clark Intermediate School on November 12, 2015 and December 3, 2015. Furthermore, staff presented draft action items and design charrette results from a Fresno State workshop.

PROPOSAL AND ANALYSIS

Through the 2014 Clovis General Plan update, the City identified its 1983 Central Clovis Specific Plan as a focus area for more detailed study and analysis. The Specific Plan holds in its center the City's Old Town, the community's primary social and cultural heart, and older, economically disadvantaged neighborhoods within the project area.

The 2016 Central Clovis Specific Plan Update seeks to build upon the success of the existing 1983 Central Clovis Specific Plan and to refine and update the community vision to guide the future growth and development of Old Town for the next 20 years.

The final draft plan includes updated goals and action items, which support the General Plan community values and guiding principles. Additionally, the plan identifies opportunities for improvements and physical constraints within the plan area.

The plan incorporates the Parking and Business Improvement Area (PBIA) and the important role of the Business Organization of Old Town (BOOT) in promoting the Old Town area.

The community design development standards establish a specific vision for gateways, circulation, street sections, and active transportation, which includes trail sections and pedestrian/ bicycle facilities.

Furthermore, the draft plan identifies twelve (12) Planning Areas (PAs) within the boundaries of the specific plan with unique land use development standards and an overview of existing parks, open space and public places.

The approval of the 2016 Central Clovis Specific Plan also establishes actions items necessary for the implementation of the policies and goals of the plan.

Consistency with General Plan Goals and Policies

Staff has evaluated the Project in light of the General Plan Land Use goals and policies. The following goals and policies reflect Clovis' desire to maintain Clovis' tradition of responsible planning and well managed growth to preserve the quality of life in existing neighborhoods and ensure the development of new neighborhoods with an equal quality of life. The goals and polices seek to foster more compact development patterns that can reduce the number, length, and duration of auto trips.

Goal 1: The quality of buildings and neighborhoods within the older parts of Clovis is in the same class as the quality of those in recently developed areas.

Policy 1.1 **Long term plans.** Establish and implement long term plans for areas identified on Figure LU-5 as older areas that may not be on par with recently developed areas.

Policy 1.2 **Open to changes.** Be open to potential changes in land use, circulation, and development standards to reposition areas identified on Figure LU-5 if necessary for revitalization and redevelopment.

Policy 1.3 **Priority for public investments.** Assign a high priority to public investments (infrastructure, services, facilities, and open space) in areas identified in Figure LU-5.

Goal 2: A thriving Old Town continues to be the authentic heart of the community.

Policy 2.1 **Primary location for celebrations.** Designate Old Town as the primary location for major public celebrations.

Policy 2.2 **Diverse businesses and activities.** Encourage a diverse range of businesses and activities in Old Town, including businesses that operate in daytime and evening hours.

Policy 2.3 **Walkability and human scale.** Maintain the walkability of Old Town and expand the human-scale building form and pedestrian orientation to areas south of Fifth Street (specifically, this means attached buildings fronting onto the right-of-way instead of on-site parking).

Policy 2.4 **Public spaces.** Create and maintain public spaces in Old Town.

Policy 2.5 **Independent retailers.** Encourage independent retailers that complement the authenticity of Old Town.

Policy 2.6 **Regional destination.** Promote and market Old Town as a regional destination.

Goal 5: A city with housing, employment, and lifestyle opportunities for all ages and incomes of residents.

Policy 5.1 **Housing variety in developments.** The Clovis General Plan has been planned to provide a variety of housing product types suitable to each stage of a person's life. Each development should contribute to a diversity of housing sizes and types within the standards appropriate to the land use designation. This policy does not apply to projects smaller than five acres.

Policy 5.3 **Innovative housing.** Encourage innovative housing product types, including multigenerational, cooperative, and variations on live-work housing.

Policy 5.4 **Transit oriented development.** Encourage the provision of retail and employment opportunities in areas served by transit, recognizing the needs of the transit-dependent population.

Policy 5.5 **Jobs for residents.** Encourage development that provides job opportunities in industries and occupations currently underserved in Clovis.

Policy 5.6 **Workforce housing.** Encourage the development of workforce housing that serves the needs of those working in Clovis.

Goal 6: A city that grows and develops in a manner that implements its vision, sustains the integrity of its guiding principles, and requires few and infrequent amendments to the General Plan.

Policy 6.2 **Smart growth.** The city is committed to the following smart growth goals.

A. Create a range of housing opportunities and choices
B. Create walkable neighborhoods
C. Encourage community and stakeholder collaboration
D. Foster distinctive, attractive communities with a strong sense of place
E. Make development decisions predictable, fair, and cost-effective
F. Mix land uses
G. Preserve open space, farmland, natural beauty, and critical environmental areas
H. Provide a variety of transportation choices
I. Strengthen and direct development toward existing communities
J. Take advantage of compact building design
K. Enhance the economic vitality of the region
L. Support actions that encourage environmental resource management

California Environmental Quality Act (CEQA)

The Project is in substantial conformance with the environmental impact report performed for the 2014 Clovis General Plan Update. No major revisions will be required with the adopted Environmental Impact Report to accommodate the proposed project, therefore, subject to CEQA Sections 15162 and 15182 no further environmental review is required for this project.

The City published notice of this public hearing in The Business Journal on Wednesday, August 10, 2016.

FISCAL IMPACT

None.

REASONS FOR RECOMMENDATION

The specific plan and master plan community zoning district will establish the Clovis community vision of Old Town for the next 20 years. This plan seeks to build upon the successes and accomplishments of former efforts and reinforce the importance of the Central Clovis area.

ACTIONS FOLLOWING APPROVAL

This item will continue on to the City Council for final consideration.

Prepared by: George González, MPA, Associate Planner

Reviewed by: Bryan Araki
City Planner

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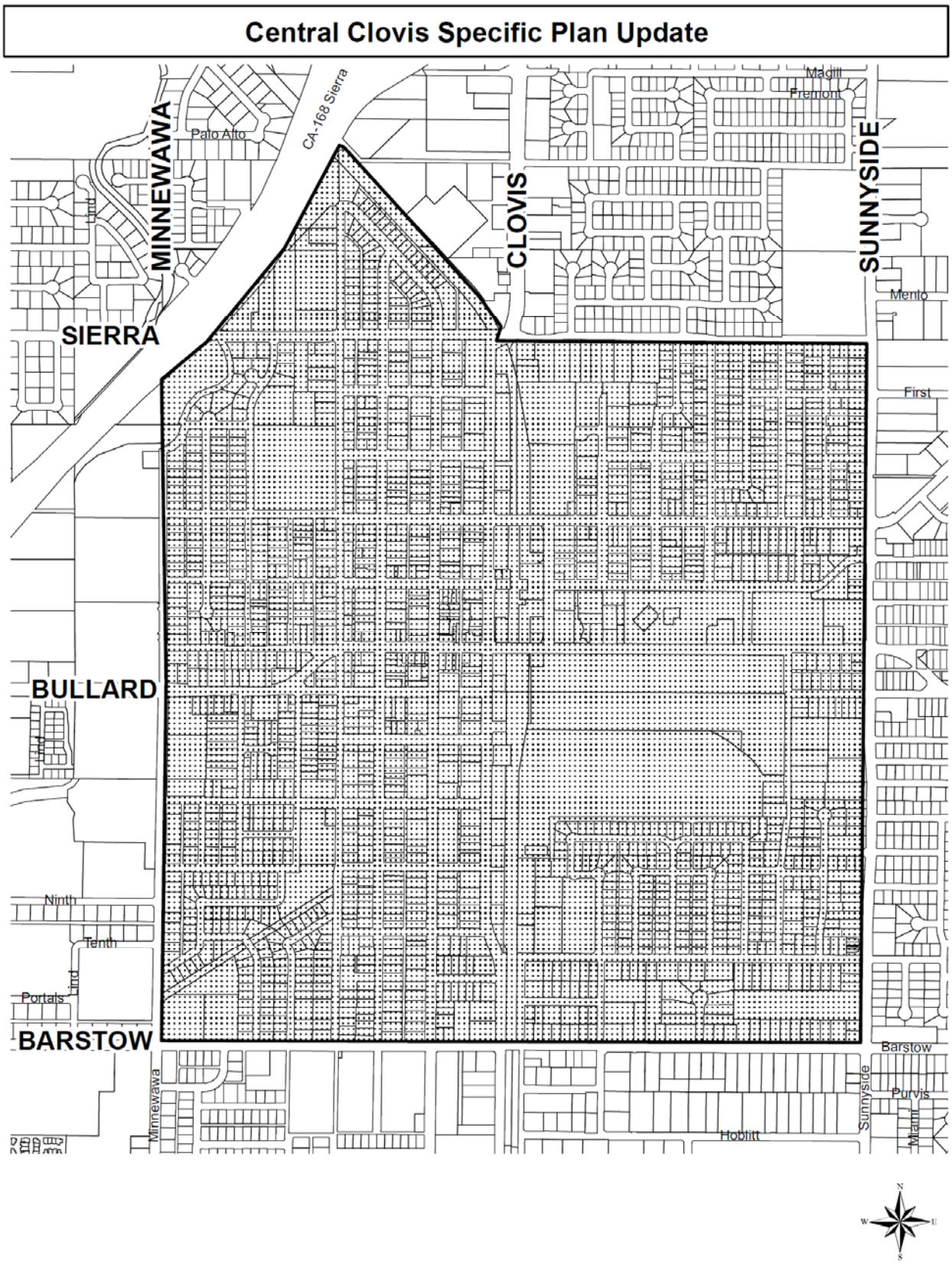
FIGURE 1
PROJECT LOCATION MAP



RESOLUTIONS

ATTACHMENT 1

DRAFT
RESOLUTION 16-__

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CLOVIS RECOMMENDING APPROVAL OF THE 2016 CENTRAL CLOVIS SPECIFIC PLAN AND MASTER PLAN COMMUNITY (M-P-C) ZONING DISTRICT FOR PROPERTY GENERALLY BOUNDED BY SUNNYSIDE AVENUE TO THE EAST, BARSTOW AVENUE TO THE SOUTH, MINNEWAWA AVENUE TO THE WEST, AND STATE ROUTE 168 AND THE OLD TOWN TRAIL TO THE NORTH

WHEREAS, City of Clovis Planning Division, 1033 Fifth Street, Clovis, CA 93612, has prepared the 2016 Central Clovis Specific Plan and Master Plan Community (M-P-C) Zoning District document; and

WHEREAS, The City prepared an update to the 1983 Central Clovis Specific Plan for property generally bounded by Sunnyside Avenue to the east, Barstow Avenue to the south, Minnewawa Avenue to the west, and State Route 168 and the Old Town Trail to the north, in the City of Clovis, County of Fresno, California; and

WHEREAS, the proposed 2016 Central Clovis Specific Plan and Master Plan Community (M-P-C) Zoning District (Project) is in substantial conformance with the environmental impact report performed for the 2014 Clovis General Plan Update. No major revisions will be required with the adopted Environmental Impact Report to accommodate the proposed project, therefore, subject to CEQA Sections 15162 and 15182 no further environmental review is required for this project; and

WHEREAS, a public notice was sent out to property owners within the specific plan boundaries ten days prior to said hearing; and

WHEREAS, a duly noticed hearing was held on August 25, 2016; and

WHEREAS, on August 25, 2016, the Planning Commission considered testimony and information received at the public hearing and the oral and written reports from City staff, as well as other documents contained in the record of proceedings relating to the 2016 Central Clovis Specific Plan and Master Plan Community (M-P-C) Zoning District which are maintained at the offices of the City of Clovis Department of Planning and Development Services; and

WHEREAS, after hearing evidence gathered by itself and on its behalf and after making the following findings, namely:

a. The Project is consistent with the Clovis General Plan land use diagram; and

b. The Project is in keeping with the intent and purpose of the Zoning Ordinance.

c. The Project is approved subject to 2016 Central Clovis Specific Plan document set forth in the attached Exhibit “B.”

d. That the Project is in substantial conformance with the environmental impact report performed for the 2014 Clovis General Plan Update.

NOW, THEREFORE, BE IT RESOLVED that the Clovis Planning Commission does recommend approval of the 2016 Central Clovis Specific Plan and Master Plan Community (M-P-C) Zoning District.

* * * * * *

The foregoing resolution was approved by the Clovis Planning Commission at its regular meeting on August 25, 2016, upon a motion by Commissioner _____, seconded by Commissioner _____, and passed by the following vote, to wit:

AYES:
NOES:
ABSENT:
ABSTAIN:

PLANNING COMMISSION RESOLUTION NO. 16-_____
DATED: August 25, 2016

_____
Vongsavanh Mouanoutoua, Chair

ATTEST: _____
Dwight Kroll, AICP, Secretary

CENTRAL CLOVIS SPECIFIC PLAN

CITY OF CLOVIS 2016

V081816

Central Clovis Specific Plan Acknowledgements

Central Clovis Advisory Committee
Arakel Arisian, Chair
Alma Antuna, Vice Chair
Nina Acosta
Anthony Alcocer
John Bland
Joan Daggett
Julie Glenn
DeAnn Hailey
Jeni-Ann Kren
Grant Rabenn
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Richard Snow
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Stephanie Andersen, GIS Specialist
Mike Harrison, Interim City Engineer
Shawn Miller, Business Development Manager

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This plan was prepared by the City of Clovis Planning and Development Services staff. Illustrations by Dwight Kroll.

Disclaimer:
The statements and conclusions of this report are those of the Grantee and/or Subcontractor and not necessarily those of the Strategic Growth Council or of the Department of Conservation, or its employees. The Strategic Growth Council and the Department of Conservation make no warranties, express or implied, and assume no liability for the information contained in the succeeding text.

TABLE OF CONTENTS

1. INTRODUCTION

1.1 Central Clovis Specific Plan Introduction
1.2 Vision and Intent
1.3 General Plan Community Values and Guiding Principles
1.4 Specific Plan Goals and Action Items
1.5 Site Description and Analysis
Project Location
Existing Conditions, Land Use and Development
1.6 Form, Image, Opportunities and Constraints
1.7 Relationship to General Plan
1.8 Parking Business and Improvement Area and Business Organization of Old Town
1.9 Public Parking Facilities

2. COMMUNITY DESIGN DEVELOPMENT STANDARDS

LANDSCAPE FRAMEWORK PLAN
2.1 Gateways
STREETSCAPE DEVELOPMENT PLAN
2.3 Circulation Plan
STREET SECTIONS
2.4 Clovis Avenue – Storefront Commercial
2.5 Clovis Avenue – Old Town Service
2.6 Bullard Avenue – SoFi
2.7 Bullard Avenue – West Entry
2.8 Woodworth Avenue – Bicycle Residential
2.9 Pollasky Avenue – Storefront Commercial
2.10 Pollasky Avenue – Gateway Office Residential
2.11 Pedestrian Residential Tiny Street
2.12 Barstow Ave/Third St – Community Bicycle Route
ACTIVE TRANSPORTATION
2.13 Bicycle Circulation Plan
2.14 Trail Sections
2.15 Pedestrian and Bicycle Facilities

3. LAND USE DEVELOPMENT STANDARDS

PLANNING AREAS
3.1 Planning Areas (PA) Key
3.2 PA1 – Old Town Storefront Commercial
3.3 PA2 – Gateway Office Residential
3.4 PA3 – Low Density Residential; Historic
3.5 PA4 – Transitional Residential/Commercial
3.6 PA5 – Mixed Office Residential
3.7 PA6 – Central Clovis Service
3.8 PA7 – Pedestrian Residential
3.9 PA8 – Garden Residential
3.10 PA9 – Landmark District
3.11 PA10 – Gateway Office/Commercial
3.12 PA11 – Civic District
3.13 PA12 – Rodeo District
PUBLIC AREAS
3.14 – Parks, Open Spaces and Public Places
3.16 – Public Art

4. MASTER DEVELOPMENT PLAN ADOPTION, ADMINISTRATION AND IMPLEMENTATION

4.1 Master Development Plan Administration
4.2 Implementation and Action Items

5. APPENDIX/DESIGN GUIDELINES

5.1 Old Town Storefront Commercial

CENTRAL CLOVIS SPECIFIC PLAN

Engmire Brothers Livery Stable, Front Street (Clovis Avenue) between 4th and 5th Streets

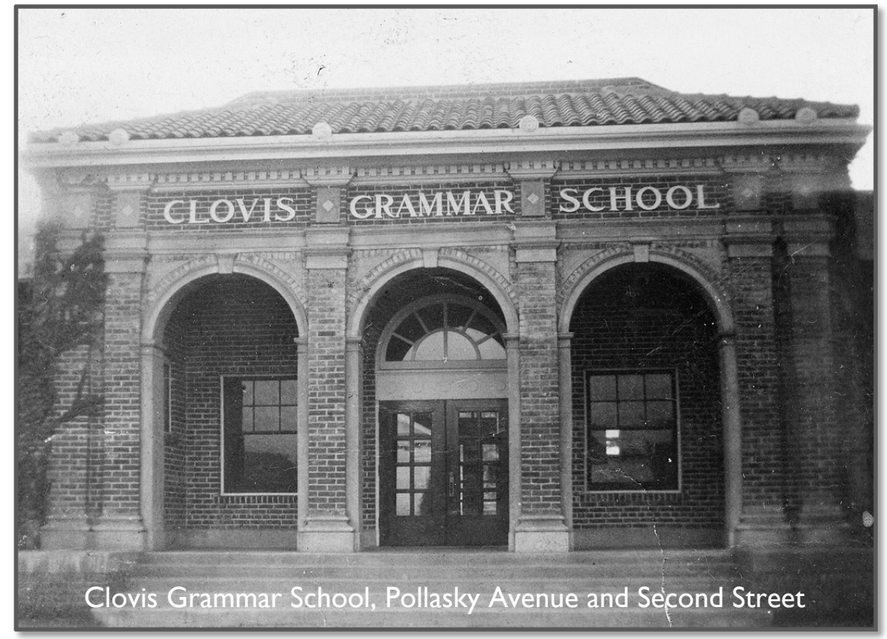
INTRODUCTION

Introduction

Central Clovis is the area that sparked the creation of this successful and well-loved community. Settled in the latter part of the 1800's Clovis began with dry land wheat farming and 20 acre homestead parcels in colonies made possible by irrigation water. Among Clovis Cole's first purchases in 1873 were roughly 480 acres in what is now Central Clovis. His holdings eventually reached 40,000 acres. In 1890 the Pineridge Flume and Irrigation Company set out to build a 42-mile flume to bring lumber from the Sierra Nevada. The flume was completed in 1894. Clovis was rightly said to be a 'lumber town'. At the same time, and aided by land from Clovis Cole, the San Joaquin Railroad was constructed to move wheat, lumber and other goods to and from the growing community. In 1892 local businessmen hired surveyor Inyroot Trilman to lay out a land map for the community. The population grew from about 500 people in 1905 to around 1,000 by 1911. The community incorporated on February 27, 1912. Clovis became 'a way of life' and a new sense of community enveloped the area. That sense of community has held strong for more than 100 years. The first half-century of the city's growth was defined by agriculture and the resources of the nearby Sierra Nevada, to which Clovis become a gateway. The second half-century of growth was inspired by the new Fresno State campus and the unification of local school districts. Quality education and excellent government services made it a desirable place for families and has been an impetus for the city's continued growth. From early pioneers to residents today, Clovis is a community of enduring stories and bold vision.

As with many communities throughout California, the central core can be susceptible to decline and decay as newer and attractive portions of the City are built. This was the case with Central Clovis until in the early 1980's. Efforts were made to revitalize and re-establish the Central Clovis area as the heart of the community. The 1983 Central Clovis Specific Plan, in conjunction with the establishment of a redevelopment agency, began the successful efforts to reinvigorate this area.

This plan seeks to build upon the successes and accomplishments of former efforts by continuing to celebrate the unique and treasured facets of Old Town and to reinforce the importance of the Central Clovis Area.



Clovis Grammar School, Pollasky Avenue and Second Street

Clovis Fire Station #1 based upon Clovis Grammar School 2009

Vision and Intent

Vision

The Central Clovis Specific Plan encompasses and embraces the historic heart of the Clovis Community. This area is comprised of a unique and broad variety of land uses that exemplify the character and values shared throughout the City. Incorporated in 1912, the one square mile of the original City has sparked the creation of a community of over 100,000 residents. Over the years it has flexed to accommodate historic events and cultural changes, has accommodated new citizens and new technologies, has weathered and rebounded from economic difficulties and yet has consistently served as the heart of Clovis.

This plan seeks to recognize, celebrate and preserve the unique culture and history of the central Clovis area while building upon the successes achieved over the past 100 years. It also seeks to embrace the vision of the 2014 General Plan Update; *"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"*.

Intent

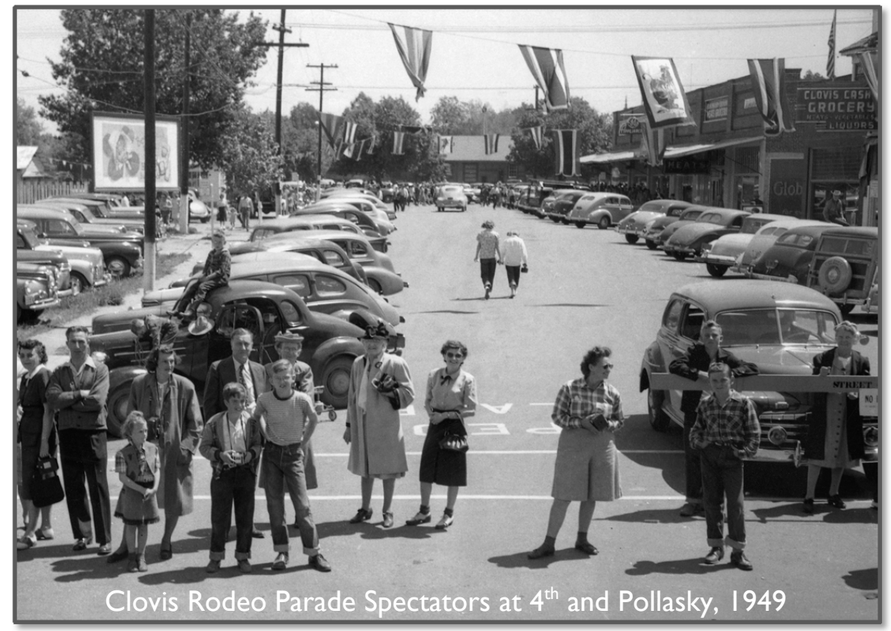
This plan is intended to implement the *Vision, Values, Guiding Principles, Goals and Policies* of the Clovis General Plan Update of 2014. As well it is intended to provide specific guidance in land use and the design of public and private improvements within the plan area to substantiate its importance as the "hub" of the Clovis community. It is intended to inform citizens, property owners, project designers and applicants of the community's expectations and preferences for the quality and character of development as well as serving as the foundation for the City staff review and Planning Commission and City Council consideration of projects.

This document will function in two ways:

- The officially adopted Master Planned Community (MPC) Zoning District; and
- The official development standards.

This plan also:

- Identifies acceptable and desirable land uses
- Sets forth an overall theme and quality for Central Clovis
- Illustrates and directs the intended architectural, landscape and site elements
- Provides criteria and examples of expected design qualities and treatments
- Refines and implements the Goals and Objectives of the Clovis General Plan.



Clovis Rodeo Parade Spectators at 4th and Pollasky, 1949

Amgen Tour Spectators at 4th and Pollasky, 2009

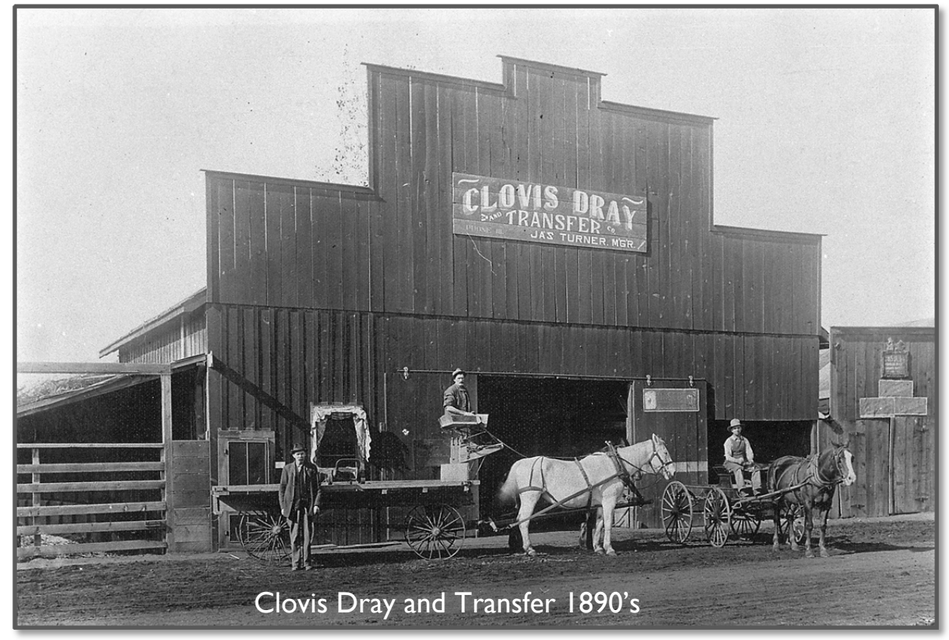
General Plan Community Values and Guiding Principles

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 through this century. 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 guiding principles:

- **Small Town Character** Preserve the authenticity of Old Town and plan new development that creates a sense of community and place.
- **Education** Support access to superior lifelong education for all Clovis residents.
- **Long-term Governance** Create a sustainable community through incorporating long-term thinking into short-term decision-making.
- **Lifecycle Community** Create housing, employment, and lifestyle opportunities for all ages and incomes of residents.
- **Social Capital** Strengthen social networks that create pride and a commitment to action within the Clovis community.
- **Public Parks, Open Space & Trails** Use and design public open space resources for trails, parks, and recreation where people live, work, and play.
- **Natural Resources** Foster stewardship as a primary means of conserving and enhancing natural resources, and promoting connections to the Sierra.
- **Economic Prosperity** Foster economic growth.
- **Regional Engagement** Support regional efforts to work interconnectedly to improve the economy and the quality of life in the San Joaquin Valley.



Clovis Dray and Transfer 1890's

Clovis Rodeo Parade 1940's

Specific Plan Goals and Action Items

A thriving local economy enriched with successful businesses.

- Study and identify compatible retailers and services that can provide value for specific downtown districts.
- Facilitate a permit process for outdoor/sidewalk dining.
- Study and identify strategies for encouraging expanded evening hours of activity.
- Promote Old Town as a bicycle and pedestrian environment that is easily accessible from metropolitan area trails.
- Consider incentives to encourage quality business, mixed use and residential development.

A pedestrian and bicycle friendly downtown that connects to regional assets and all transportation modes.

- Study opportunities for "road diets" allowing for greater pedestrian and bicycle usage.
- Study opportunities, strategies and best practices for pedestrian access across Clovis Avenue.
- Encourage and identify areas for bicycle parking and bicyclist facilities throughout the Old Town area.
- Develop a pedestrian and bicycle oriented wayfinding program for Old Town that also identifies the location of area parking facilities.
- Encourage community events that celebrate pedestrians, bicyclists and those with disabilities.

An entertainment, art and cultural center for the region that preserves, promotes and celebrates the historic heritage of Clovis.

- Promote both public and private venues for local artists and poets.
- Include performing arts as an event in Old Town.
- Encourage events that celebrate the cultural diversity of the metropolitan area.
- Catalog area auditoriums, lecture halls and other venues in the Old Town vicinity and integrate their use with Old Town events.
- Connect Old Town to the Fresno State events center, the Fresno airport, area hotels and outlying events through a bus/shuttle service.

A place with distinctive gateways and thematic elements.

- Design distinctive tree and landscape pallets for significant streets in Old Town.
- Visually delineate the original city boundaries of Clovis.
- Identify gateway points and develop thematic elements which identify one's arrival and departure in Old Town.
- Provide distinctive way finding to Old Town from State Route 168.
- Develop distinct districts in Old Town through streetscape and architectural design as well as unique sets of land uses.

An authentic heart of the Clovis Community that offers employment, housing and lifestyle opportunities for all ages and incomes.

- Develop architectural guidelines for the various districts in Old Town that celebrate the authentic character of the community.
- Facilitate a variety of housing opportunities to serve the needs of the spectrum of community residents.
- Consider opportunities for new residential development and the development of underutilized properties.
- Incorporate safety services as an authentic function in Old Town.

Community Outreach, November 2015

Site Description and Analysis

Project Location

The Central Clovis Specific Plan envelopes the original one square mile that was incorporated in 1912 as the City of Clovis. The site is both physically and symbolically considered to be the heart of the present day Clovis community and is recognized throughout the region as "Old Town Clovis". Clovis is historically known as the "Gateway to the Sierras" symbolized by the grammatically incorrect but well-loved sign that is suspended over Clovis Avenue in Old Town.

The City of Clovis lies in the center of California's San Joaquin Valley and within the Clovis/Fresno Metropolitan Area which has a population of over 600,000.

The Central Clovis Specific Plan is bounded by Sunnyside Avenue to the east, Barstow Avenue to the south, Minnewawa Avenue to the west and State Route 168 and the Old Town Trail to the north.

Existing Conditions, Land Use and Development

The Central Clovis Specific Plan area contains a broad variety of existing land uses and is nearly 100% developed. As the original incorporated area of the City of Clovis, a full spectrum of land uses were developed including commercial, service, industrial and a variety of existing housing types. Initial development of this area began in the late 1800's with the development of agricultural and lumber industries. Catalyzed by the expansion of the San Joaquin Valley Railroad in 1891, shops offering goods and services began to appear near the intersection of Clovis Avenue and Fifth Street. The area became a trading center for residents of the nearby agricultural areas. Development of educational and Civic facilities soon followed.

Substantial development of vacant land in the plan area continued through the 1960's culminating with the improvement of "Countryside Estates"; a residential subdivision located near Sierra and Sunnyside Avenues. During the 1970's, however, the City center began to decline as newer shopping and residential areas developed elsewhere in the metropolitan area. This produced a vacancy rate of nearly 40% by 1979 in the commercial core.

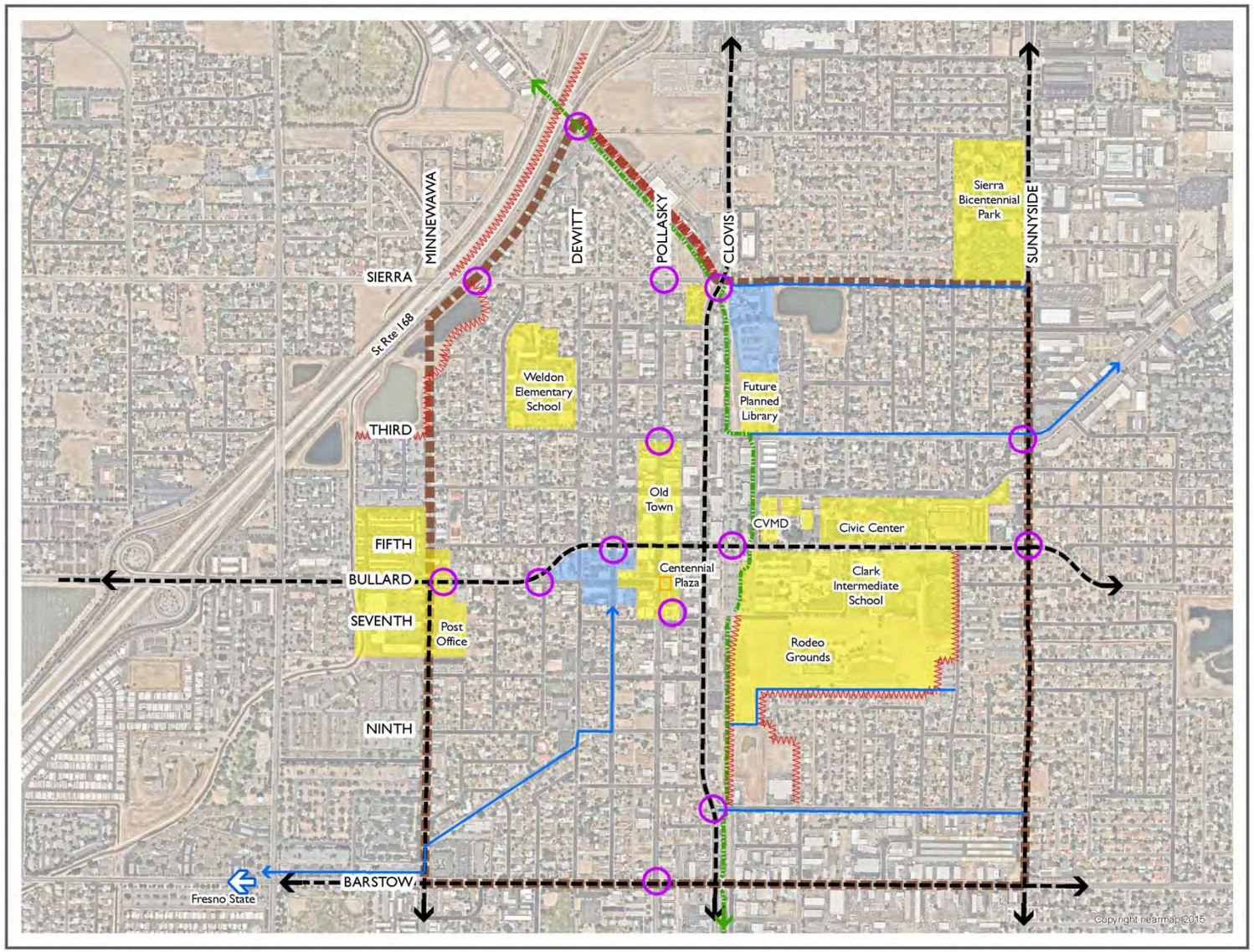
In the early 1980's the Clovis Community Development Agency (redevelopment) was created and the Central Clovis Specific Plan was prepared and adopted in 1983. This effort has led to substantial reinvestment in the "Old Town" commercial core as well as surrounding neighborhoods. Today the area is once again the authentic vital heart of Clovis with a nearly 0% vacancy rate. The project site contains 676 acres.

Clovis in 1939

Clovis in 2016

Form, Image, Opportunities and Constraints

Various elements create the physical image of the plan area as well as define opportunities for improvement and physical constraints. These elements are outlined here and serve as the basis for the specific plan development.



Gateway

Gateways are clear entryways into the design area. They mark a pathway and set the tone for the area being entered. Gateways carry the bulk of the people who see the downtown and are responsible for a lasting impression people have of the downtown.

Edge Barrier

Edges/Barriers represent strong linear changes in the physical environment, either built or natural, which create distinct boundaries for the area such as State Route 168 located along the northwest boundary of the project area. Because edges are strong elements, they should be used for a positive effect and not overlooked or avoided.

Major Street

Major Streets are basic parts of the transportation system serving the downtown area. Through their design these streets have the potential to carry traffic through the downtown efficiently, or to guide visitors to specific locations.

Pedestrian Path

Pedestrian/Bicycle Paths delineate areas exclusively designed and built for such use that also connect to the greater community.

Opportunity Area

Opportunity Area

Opportunity areas are locations that can be enhanced to integrate with and serve the Old Town area. Areas may be developable sites or locations where trails, bike lanes or other transportation enhancements can occur.

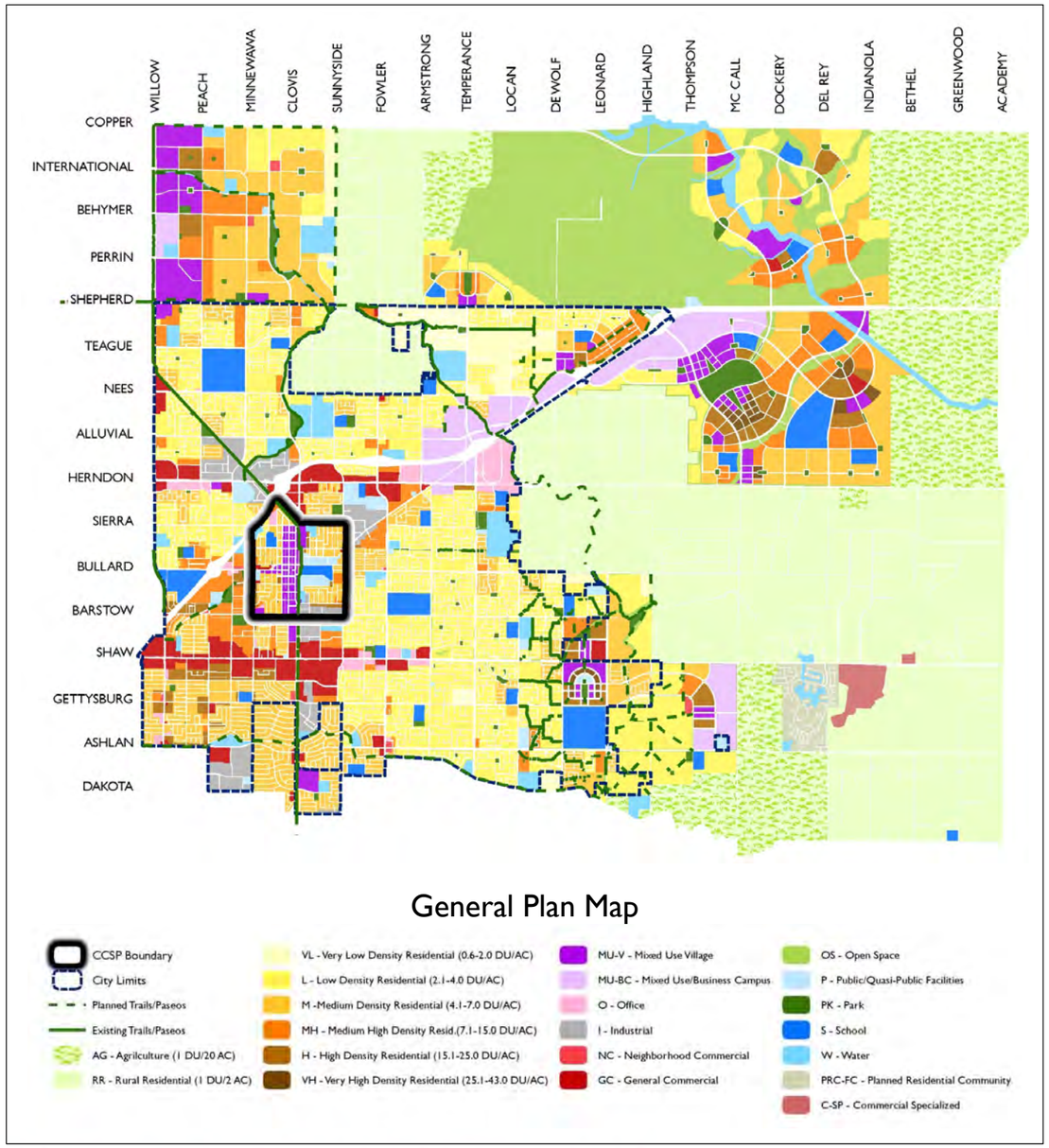
Activity Generator

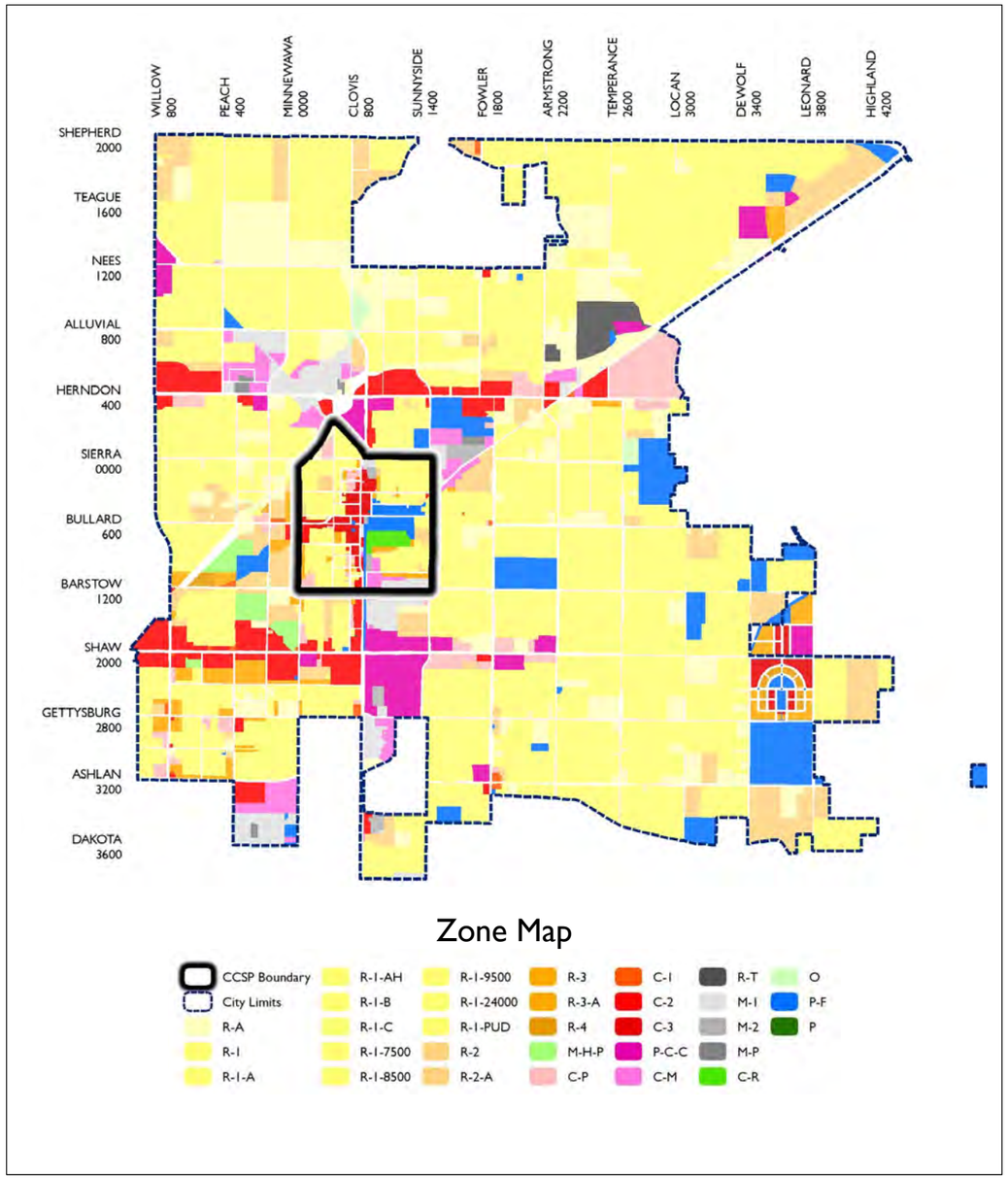
Activity Generators are public or private land uses which tend to pull people into the planning area. The value of activity generators goes beyond their ability to bring people in; they are also instrumental in establishing an overall impression of the area. Examples of existing activity generators include the Rodeo Grounds, Clovis Veterans Memorial District and Clark Intermediate School.

CCSP Boundary

Relationship to the General Plan

The Central Clovis Specific Plan refines and implements the General Plan. This plan provides specific guidance to land uses designated by the General Plan and adopts specific zoning standards for the plan area. Those areas not specifically identified as Planning Areas (PA's) shall utilize the Clovis General Plan for development guidance.



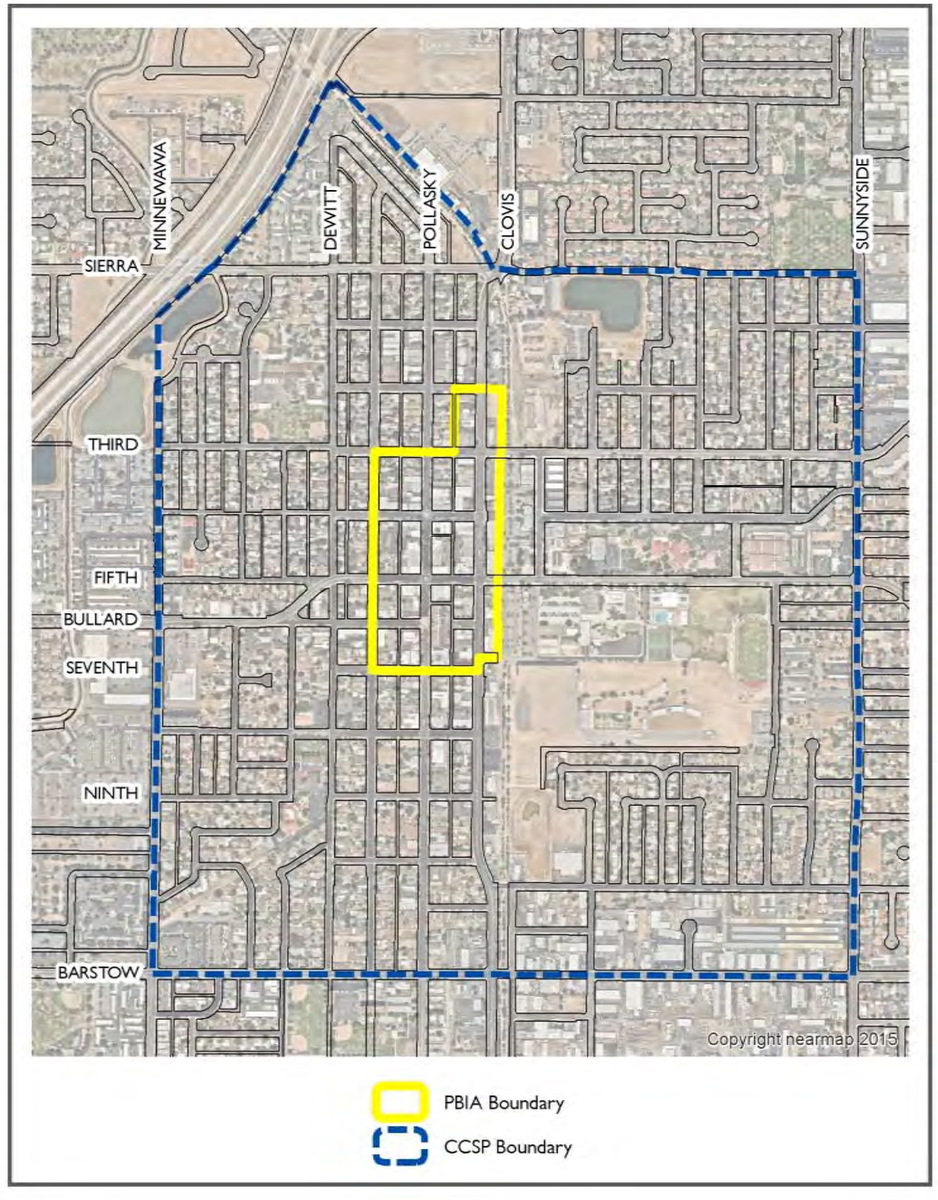


Parking and Business Improvement Area (PBIA) and The Business Organization of Old Town (BOOT)

Established in 1975, the PBIA is an assessment district for portions of "Old Town" that waives off-street parking requirements for individual businesses. Assessments contribute to the development, maintenance and parking enforcement of public parking facilities. Portions of assessment funding also support marketing efforts for this area and the Business Organization of Old Town (BOOT).

BOOT was formed in 1989 as a merchant's organization with the goal of promoting the Old Town area. Boot has been pivotal in revitalization efforts by planning, promoting and managing the summertime Friday Farmer's Markets, the National Pole Vaulting Championships, antique and collectable fairs, wine walks, sidewalk sales and a variety of other Old Town events.

L.W. Gibson Store 1902



Public Parking Facilities

Public parking is found throughout the Central Clovis Specific Plan area. Most land uses, with the exception of those developed within the Parking Business Improvement Area (PBIA), also provide on-site parking. The historic core of the plan area had generally developed prior to automobile use and thus made no provision for business related parking facilities, the PBIA was established in 1975 to assist in addressing automobile parking needs.

The City currently provides seven no fee public parking facilities in the central business district area containing a total of 837 off-street parking spaces. Additionally, the City provides approximately 510 no-fee on-street parking spaces within the PBIA. In conjunction with 535 privately developed spaces, 1,882 spaces are available.

The PBIA contains approximately 425,000 square feet of gross leasable area (GLA) and would require 2000 spaces to meet a standard commercial parking ratio of 4.7 stalls per 1000 square feet of GLA. Thus 118 parking stalls are needed. Parking facilities found at the Clovis Rodeo Grounds, Clark Intermediate School, Clovis Veterans Memorial District and Clovis Civic Center and not included in this parking count but assist in overflow demand on weekends and after business hours.

Parking Lot 1 is located within the block bounded by Clovis and Pollasky Avenues and Fourth and Fifth Streets and contains 68 spaces.

Parking Lot 2 is located within the block bounded by Pollasky, Bullard and Woodworth Avenues and Fifth Street and contains 60 spaces.

Parking Lot 3 is located within the block bounded by Pollasky and Woolworth Avenues and Fourth and Fifth Streets and contains 66 spaces.

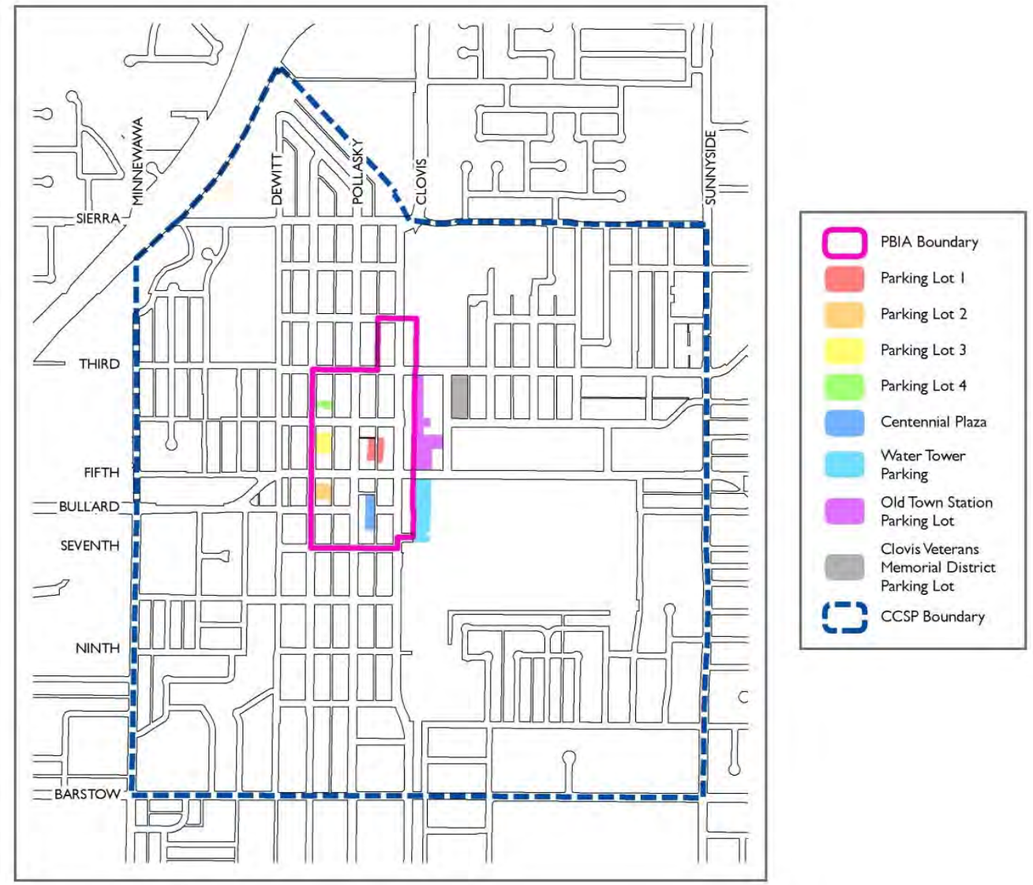
Parking Lot 4 is located north of Fourth Street and east of Woodworth Avenue and contains 21 spaces.

Centennial Plaza is located on the east side of Pollasky Avenue between Fifth and Seventh Streets and contains 69 spaces.

Water Tower Parking Lot is located east of Clovis Avenue between Fifth Street and Rodeo Drive and contains 156 spaces.

Old Town Station Parking Lot is located west of Veterans Parkway between Third and Fifth Streets and contains 397 spaces.

Clovis Veterans Memorial District Parking Lot is located east of Veterans Parkway between Third and Fifth Streets and contains 140 spaces.



With the loss of redevelopment funding in California and limited financial resources available, the development of additional parking stalls or stalls within multi-floor structures is highly unlikely. Some permanent spaces might be developed through cooperative agreements between entities such as the Clovis Veterans Memorial District, Clovis Unified School District and the Clovis Rodeo Association. However, other measures may be appropriate.

- **Heighten public identification of existing parking facilities.** While adequate public parking spaces are available within a five minute walk to any property within the PBIA area, finding spaces and locating parking lots may be problematic, particularly to those visiting Old Town for the first time. Parking Maps, parking finder applications and improved parking lot signing can assist in identification efforts and should be considered as implementation measures.
- **Limit periodic on-street and off-street parking hours.** Old Town currently utilizes some parking time limitations both on-street and within parking lots. Expanded two to three hour limitations coupled with active parking enforcement can ensure that a parking space become "cycled" for efficiency throughout the day and discourages shop owners and employees from parking adjacent to their businesses and consuming spaces that could be utilized by customers and patrons.
- **Encourage the use of public and active transportation services and facilities.** Old Town Clovis is serviced by significant bicycle, trail and public transportation services and facilities. The Old Town Trail and substantial bicycle lanes and routes connect Old Town to the greater City as well as the metropolitan area. Class I, II and III facilities are found throughout the area as well as amenities including bicycle racks, bicycle service facilities, drinking fountains and restrooms With recommendations being made under the Bicycle Circulation Plan (page 2.13) these facilities will be conveniently located throughout the area.
- **Encourage use of Public Transit.** Clovis Transit currently operates one route through the Old Town area. This route connects to three other City routes as well as a Fresno Area Express (FAX) route. A public transit center and hub are being planned as part of the "Landmark" district near the northeast corner of Third Street and Clovis Avenue. Being built in conjunction with a new Clovis Regional Library and City of Clovis Senior Center, this development will directly connect to all City bus routes as well as the potential for public transit to outlying acres such as Yosemite and Sequoia National Parks. This facility should reduce the need for parking by providing public transit access to a point within easy walking distance to uses in the PBIA area.

Northwest corner of Clovis Avenue and Fifth Street, circa 1935

CENTRAL CLOVIS SPECIFIC PLAN

Looking west on 5th Street from Front Street (Clovis Avenue).

COMMUNITY DESIGN DEVELOPMENT STANDARDS

Introduction

The Central Clovis Specific Plan area is the authentic heart of Clovis and contains facets of Clovis' first one hundred years of history. Along with its genuine building architecture, streetscapes also portray the depth of history found here.

Successful enhancement and development of this unique district requires visual cues that distinctly set this area apart from other portions of Clovis. It is important that visitors know when they are entering and exiting "Old Town" as well as helping them perceive where they are at when they have arrived. To a large part this is accomplished with the creation of thematic gateways and distinctive street themes.

Gateways

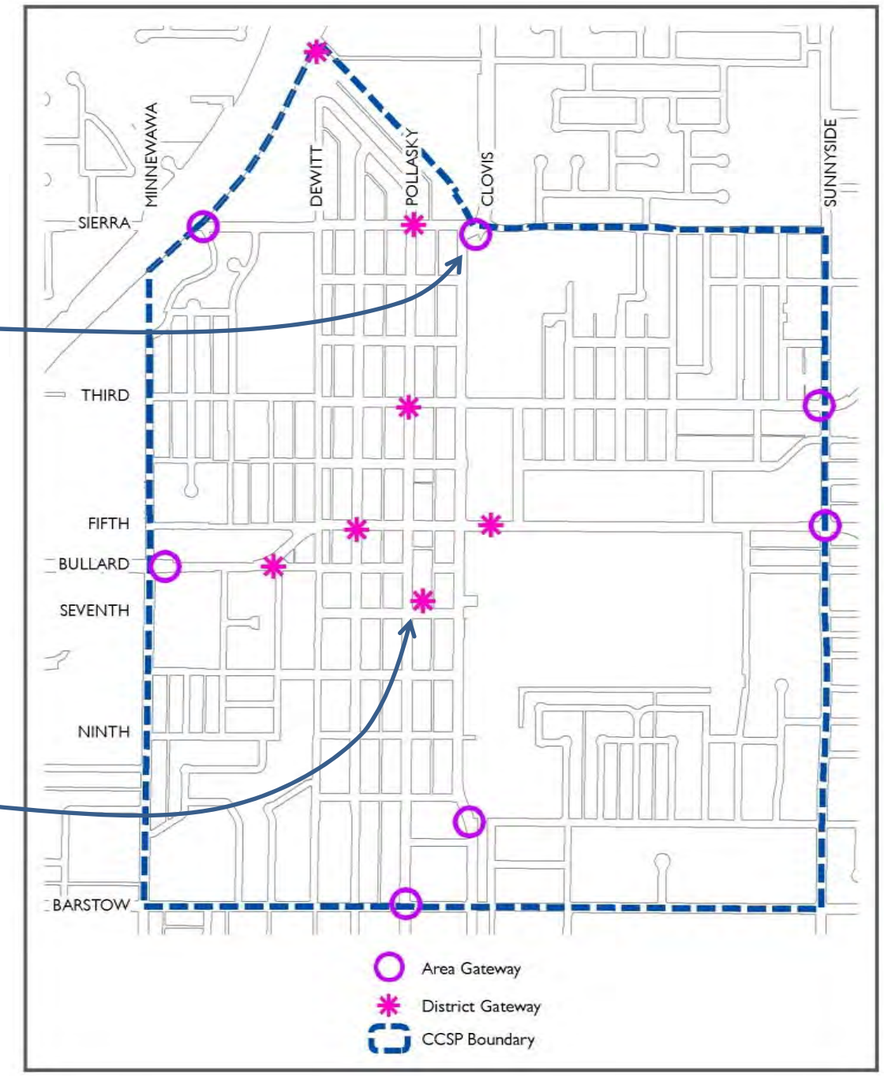
Gateways are marked by intensified landscape and hardscape treatment at an appropriate scale. These unique entrances are intended to establish a sense of place, arrival and departure. Two types of gateways are identified; Area and District Gateways.

Area Gateways are located at the periphery of the plan area and highlight the boundary of the historic core. These gateways are generally more automobile oriented although will contain some pedestrian scale amenities. Iconography such as the "lamppost" logos as well as monument features would be appropriately located here.

District Gateways help users understand what area of the plan they are entering and can include a combination of distinctive pedestrian scale amenities that can include lighting, landscaping and architectural form.

Area Gateway (Clovis & Sierra)

District Gateway (Pollasky & Seventh)



Gateways Examples

Many gateways currently serve their intended purpose by announcing the arrival and departure from the Central Clovis area. However several gateways could be transformed to meet specific purposes of the plan update.

An example of this is the area and district gateways on Bullard Avenue east of Minnewawa Avenue.

Today the area gateway at Minnewawa Avenue is poorly defined. There are no visual clues that inform the public that they are coming upon "Old Town" and that the circulation preference is changing from an automobile orientation to a more pedestrian and bicycle friendly environment. Consequently unique monumentation, the narrowing of streets, and a change in landscape palette can define the entry and establish driver expectations of "Old Town". It can also inform drivers that more efficient through routes may be found elsewhere rather than traversing through "Old Town". A key feature here would be to "mirror the existing Valley Oak with a complimentary Oak creating a landscape threshold into "Old Town."

The district gateway found at the Bullard Avenue/Fifth Street "couplet" currently gives priority to vehicular traffic and diminishes the safety of bicyclists and pedestrians. A modification to this "couplet" could prioritize the pedestrian and bicycle use to the entertainment district found to the east while encouraging a slower vehicular flow.

All gateways in the Central Clovis area should be evaluated for their applicability in reinforcing the plan's goals, policies and action items. Specific design development and approval will be required for each gateway.

Bullard/Minnewawa Area Gateway Concept

Before

After

- Narrow Bullard to two lanes of traffic with bike lanes and a center left turn lane.
- Create a landscape "threshold" by mirroring the existing Valley Oak with one on the north side of the street.
- Widen pedestrian ways and create a tree shaded canopy to improve the walking experience to shopping opportunities to the west.
- Introduce "Old Town" monumentation, thematic lighting and unique street signs west of Minnewawa Avenue.
- Underground utilities.

Bullard/Fifth Couplet District Gateway Concept

Before

After

- Change vehicular exit to a pedestrian and bicycle entrance to the "SoFi" (South of Fifth) District to the east.
- Allow for a low speed "T" shaped vehicular intersection.
- Introduce "Old Town" monumentation, thematic lighting and an entry feature.
- Underground utilities.

Circulation Plan

The circulation plan for the Central Clovis area is made up of a variety of street sections. These roadways are unique to the project area and are intended to enhance connectivity for pedestrians, bicycles and automobiles. They are also important for moving vehicle traffic through the community.

Additionally the design of streets, including streetscape furniture, landscape palettes, and sidewalk designs, is pivotal to creating the unique pedestrian environment found in the various districts.

Street Sections

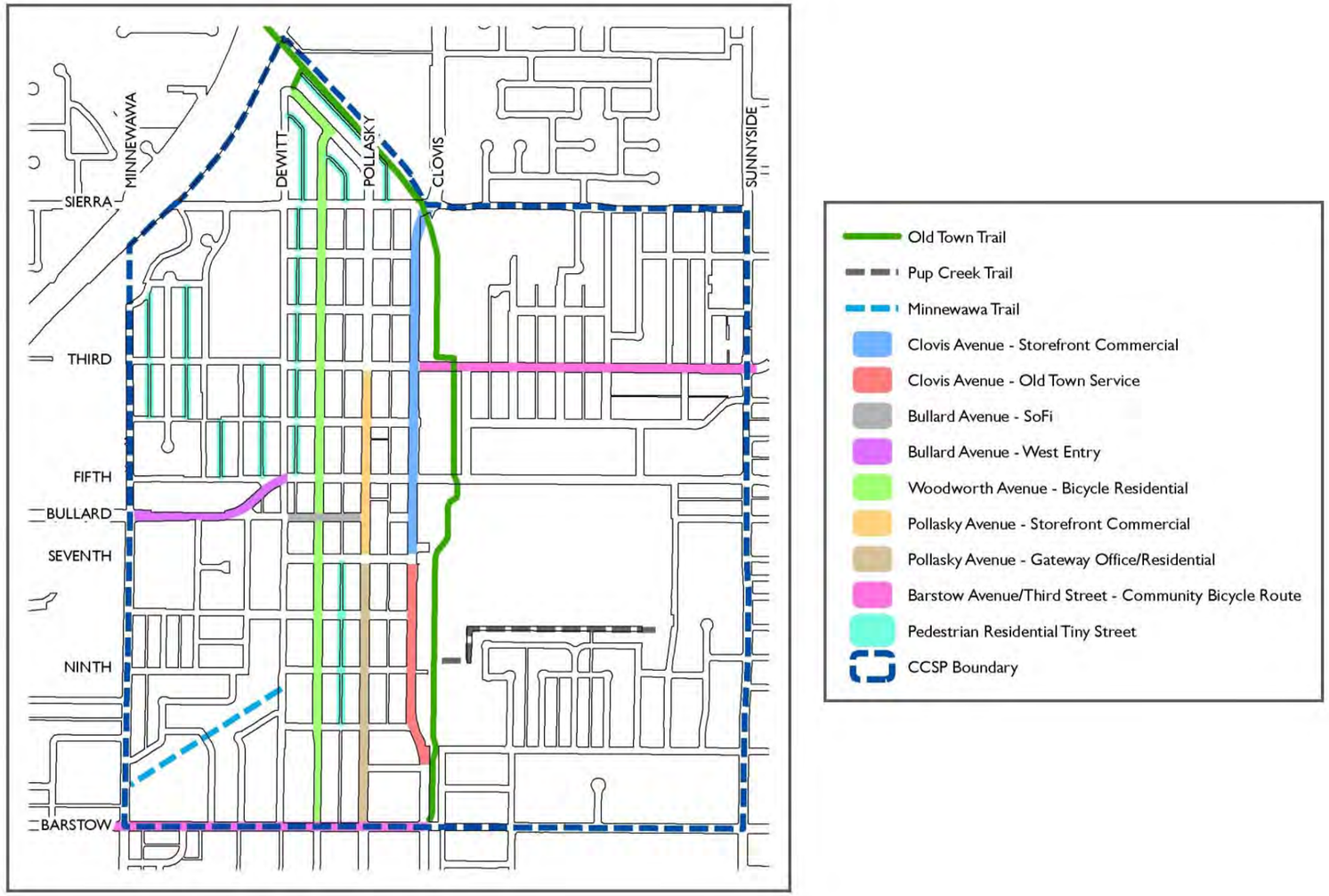
Street sections illustrate the format of various important streets in the plan area. These sections define the balance between vehicular travel ways and pedestrian spaces for specific locations. They also include, when warranted, bicycle paths and lane configurations.

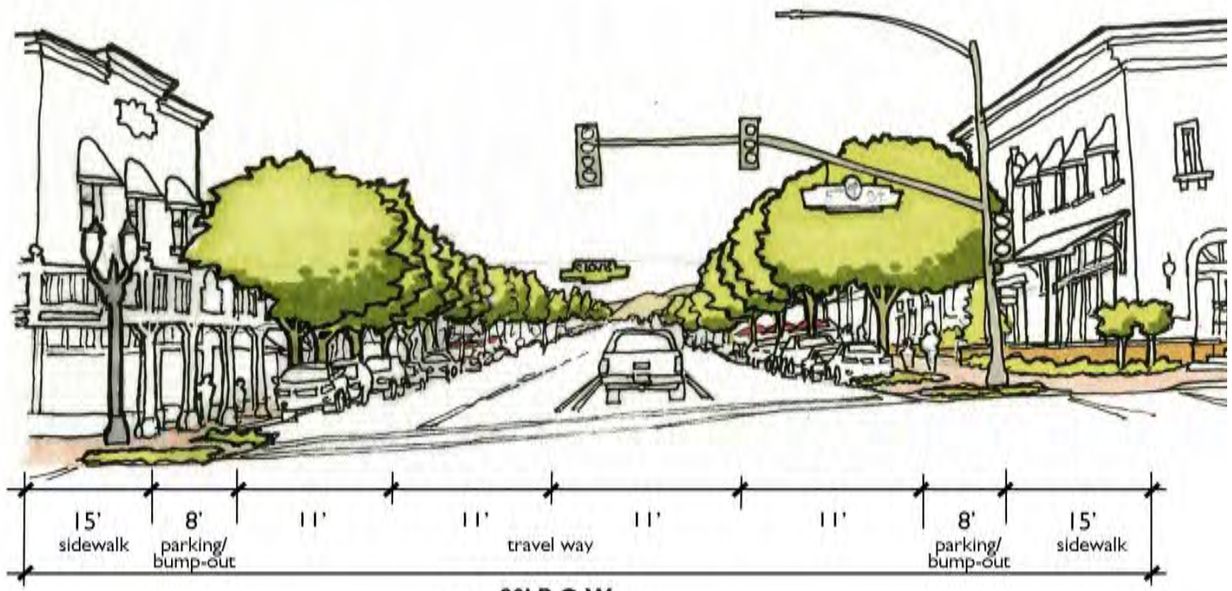
Many streets do not have detailed street sections and are intended to remain in their present format or to be guided by the General Plan Circulation Element.

Trail Sections

The plan area incorporates the Clovis Old Town Trail. While presently developed, the plan provides additional guidance in how new development should address the trail.

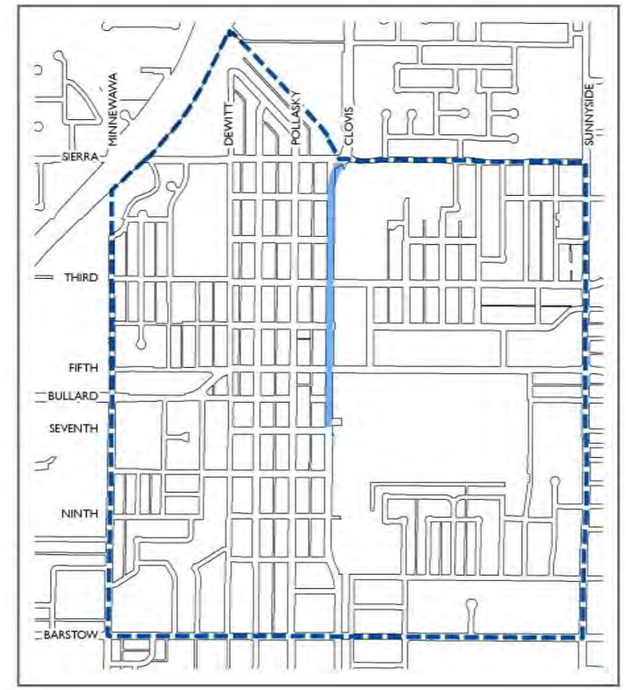
Opportunities also exist for additional trail development. Design concepts for these trails are included here.





90' R.O.W.
Clovis Avenue

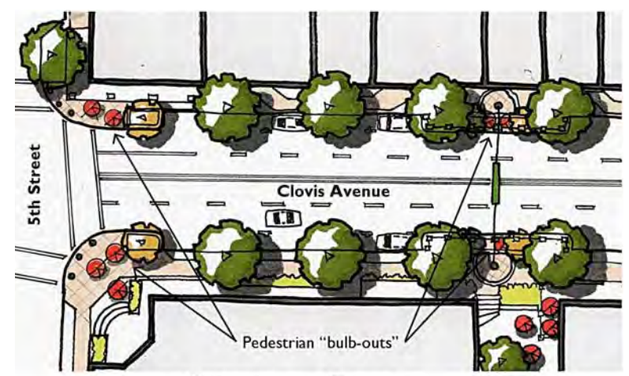
Key Map



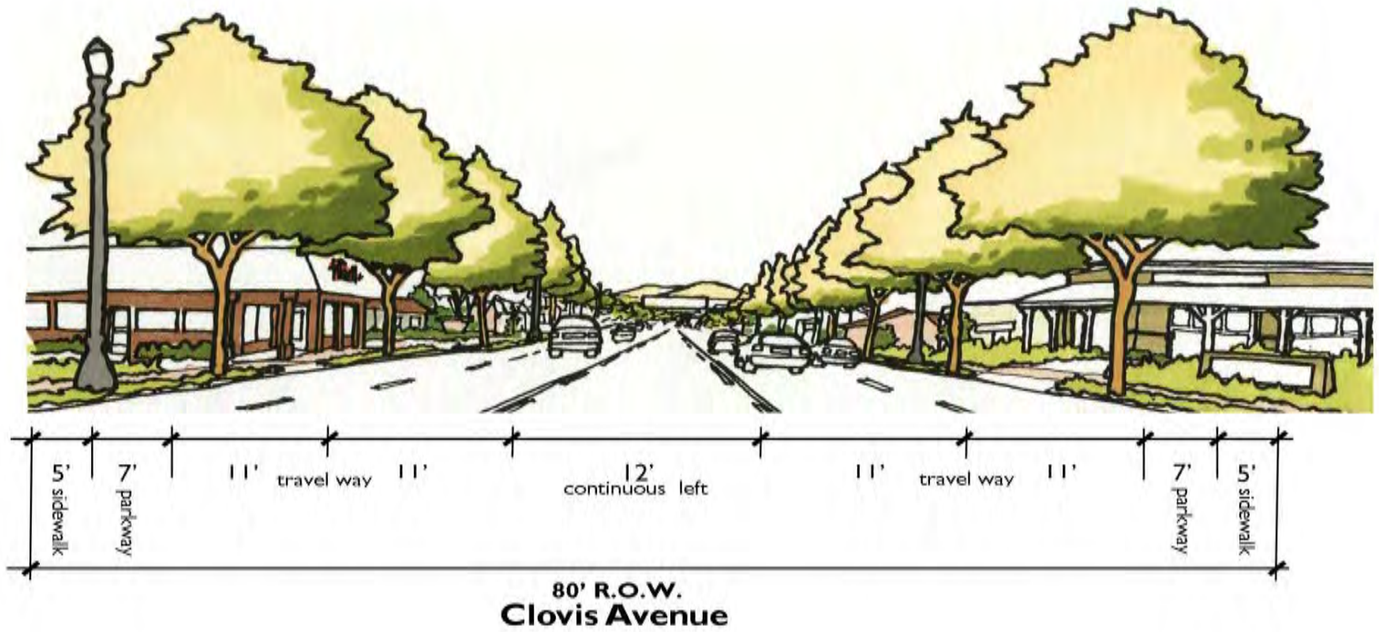
LANDSCAPE	
Tree Palette* *Tree Type(s) selected shall be consistently planted	Chinese Pistache
Pattern/Spacing	50' min
Groundcover	---
Tree Well	5x5' Gravel

LIGHTING	
Light Model with banner pole option	New Frontier Post with Reading Luminaire, single fixture. Two fixtures at street intersections
Placement and spacing	To be determined at final site plan review

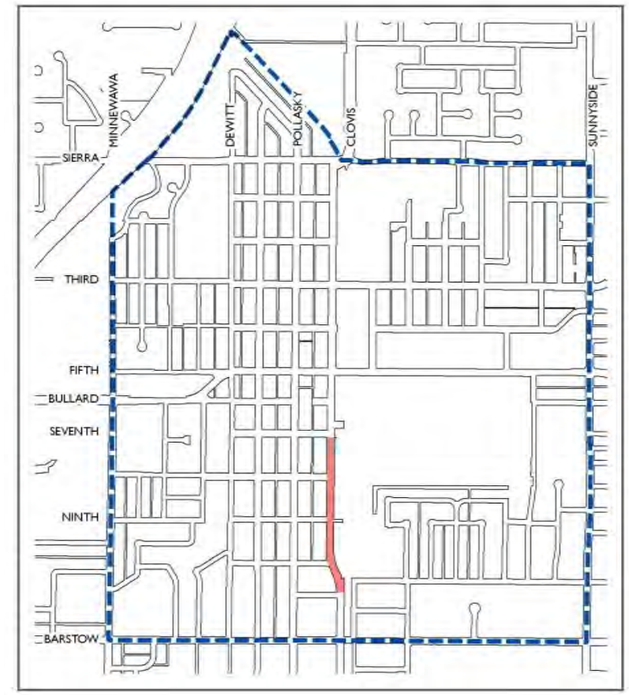
STREETSCAPE FURNITURE/OTHER	
Furnishing(s)	6' 'Pullman' Bench (P26) by Keystone Ridge Designs or equivalent; 'Midtown' Litter Round Receptacle by Keystone Ridge Designs or equivalent, size per City of Clovis standards. Color-charcoal or equivalent.
Street Sign Post	Per site plan review
Other	All other street furniture, such as newsracks, drinking fountains, bollards and bike racks, shall complement the color and design of other features. Illuminated iconic street signs shall be placed at all signalized intersections.



Streetscape Concept



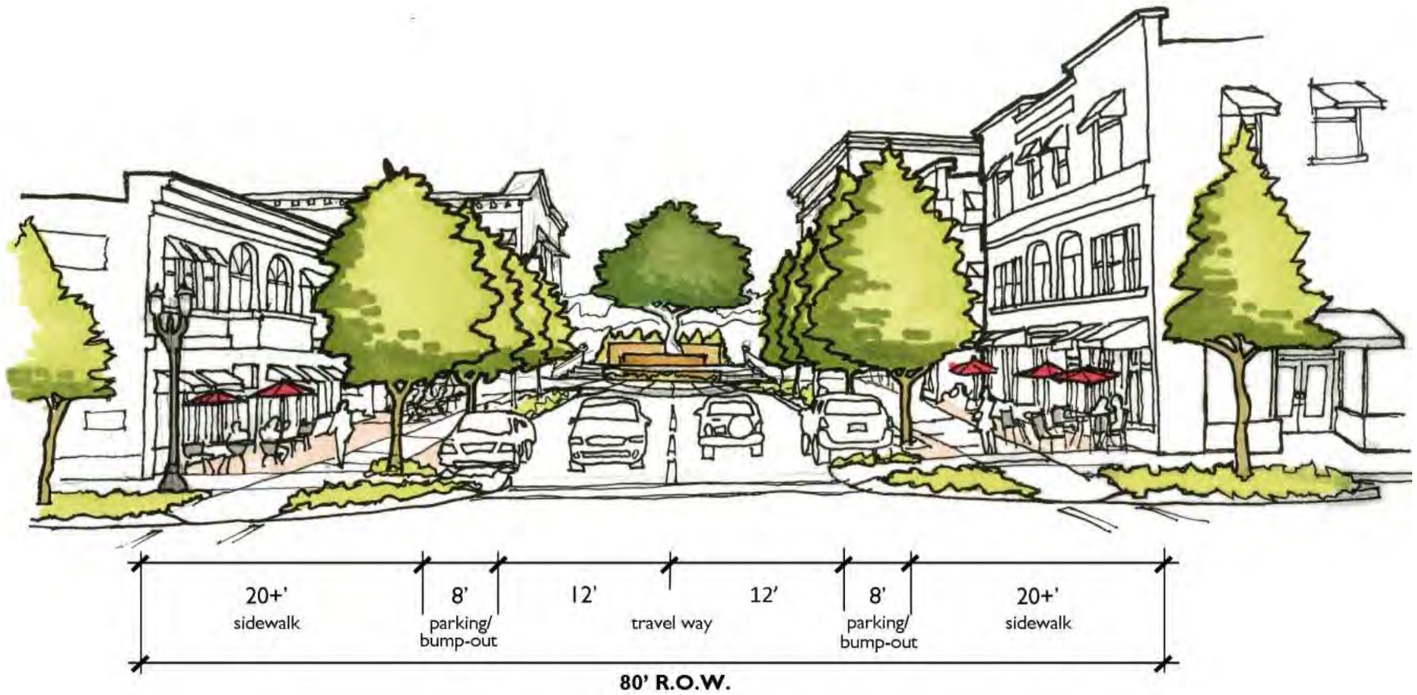
Key Map



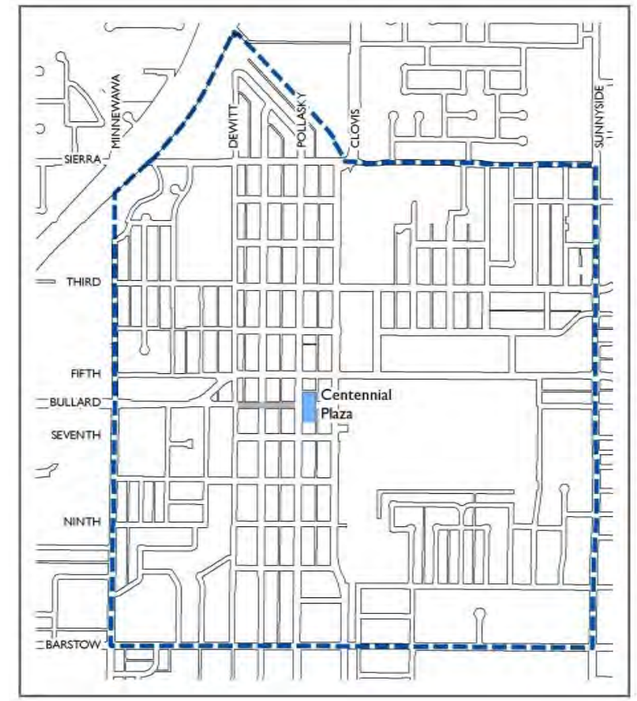
LANDSCAPE	
Tree Palette* *Tree Type(s) selected shall be consistently planted	London Plane Tree
Pattern/Spacing	70' min
Groundcover	---
Tree Well	5x5' Gravel

LIGHTING	
Light Model with banner pole option	New Frontier Post with Reading Luminaire, single fixture. Two fixtures at street intersections
Placement and spacing	To be determined at final improvement plan approval.

STREETSCAPE FURNITURE/OTHER	
Furnishing(s)	6' 'Pullman' Bench (P26) by Keystone Ridge Designs or equivalent; 'Midtown' Litter Round Receptacle by Keystone Ridge Designs or equivalent, size per City of Clovis standards. Color-charcoal or equivalent.
Street Sign Post	Per site plan review
Other	All other street furniture, such as newsracks, drinking fountains, bollards and bike racks, shall complement the color and design of other features.



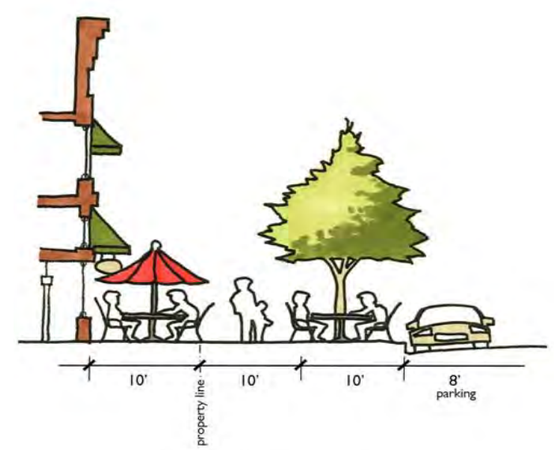
Key Map



LANDSCAPE	
Tree Palette* *Tree Type(s) selected shall be consistently planted	Chinese Pistache
Pattern/Spacing	50' min
Groundcover	---
Tree Well	5x5' Gravel

LIGHTING	
Light Model with banner pole option	New Frontier Post with Reading Luminaire, single fixture. Two fixtures at street intersections
Placement and spacing	To be determined at final site plan review

STREETSCAPE FURNITURE/OTHER	
Furnishing(s)	6' 'Pullman' Bench (P26) by Keystone Ridge Designs or equivalent; 'Midtown' Litter Round Receptacle by Keystone Ridge Designs or equivalent, size per City of Clovis standards. Color-charcoal or equivalent.
Street Sign Post	Per site plan review
Other	All other street furniture, such as news racks, drinking fountains, bollards and bike racks, shall complement the color and design of other features. Streetscape shall utilize Centennial Plaza as a focal point. Outdoor dining should be established in a manner that reinforces the use of the plaza as an entertainment venue.



Sidewalk Dining Concept

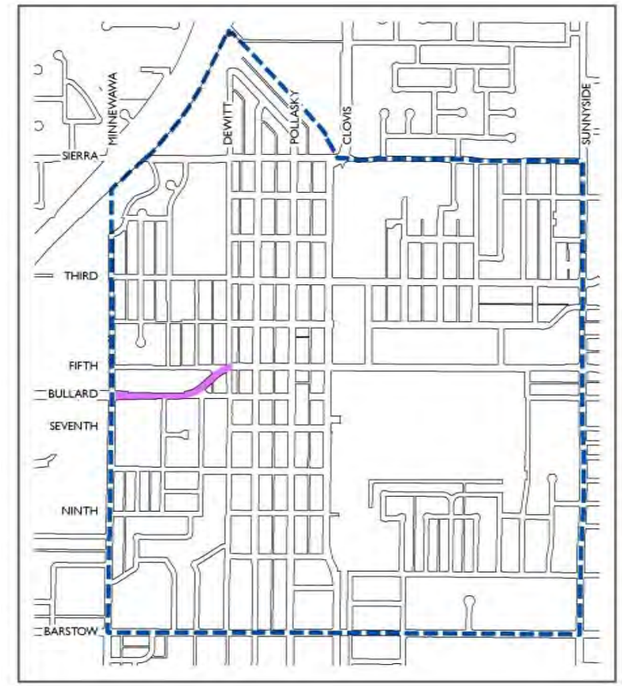
entry feature

7' sidewalk	7' parkway	8' bike lane	12' travel lane	12' continuous left	12' travel lane	8' bike lane	7' parkway	7' sidewalk

entry feature

80' R.O.W.
Bullard Avenue

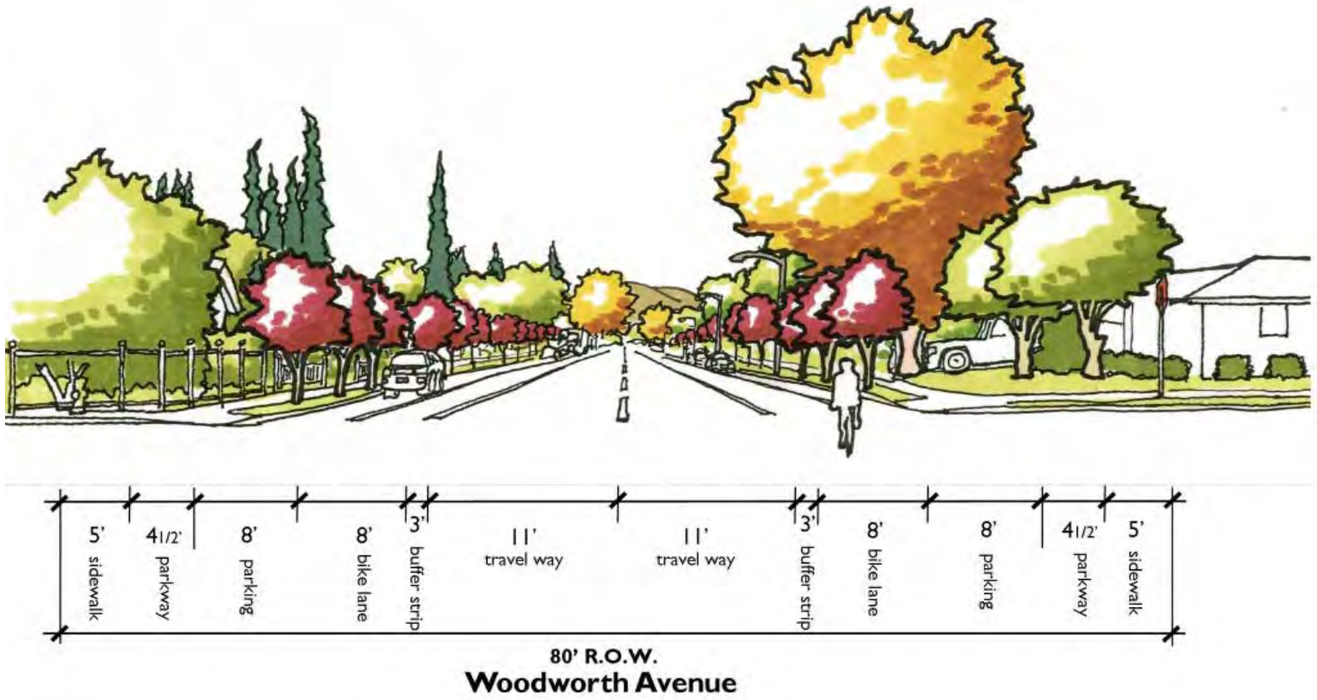
Key Map



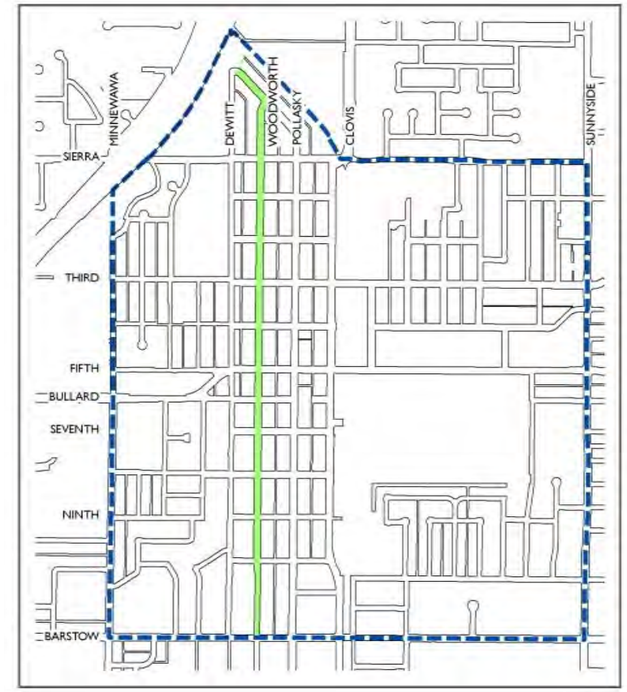
LANDSCAPE	
Tree Palette* *Tree Type(s) selected shall be consistently planted	London Plane Tree Valley Oak "Gateway" Tree
Pattern/Spacing	70' min
Groundcover	---
Tree Well	5x5' Gravel

LIGHTING	
Light Model with banner pole option	New Frontier Post with Reading Luminaire, single fixture. Two fixtures at street intersections
Placement and spacing	To be determined at final site plan review

STREETSCAPE FURNITURE/OTHER	
Furnishing(s)	6' 'Pullman' Bench (P26) by Keystone Ridge Designs or equivalent; 'Midtown' Litter Round Receptacle by Keystone Ridge Designs or equivalent, size per City of Clovis standards. Color-charcoal or equivalent.
Street Sign Post	Per site plan review
Other	All other street furniture, such as news racks, drinking fountains, bollards and bike racks, shall complement the color and design of other features and enforce this as a walkable Boulevard. Entry features and illuminated iconic street signs shall be placed at the intersection with Minnewawa Avenue. "Mirror" existing Valley Oak as entry feature.



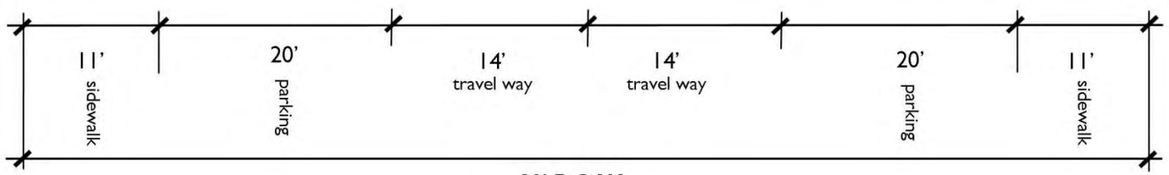
Key Map



LANDSCAPE	
Tree Palette* *Tree Type(s) selected shall be consistently planted	Crepe Myrtle or equivalent Valley Oak "Gateway" Tree
Pattern/Spacing	40' min
Groundcover	---
Tree Well	4.5x5' Gravel

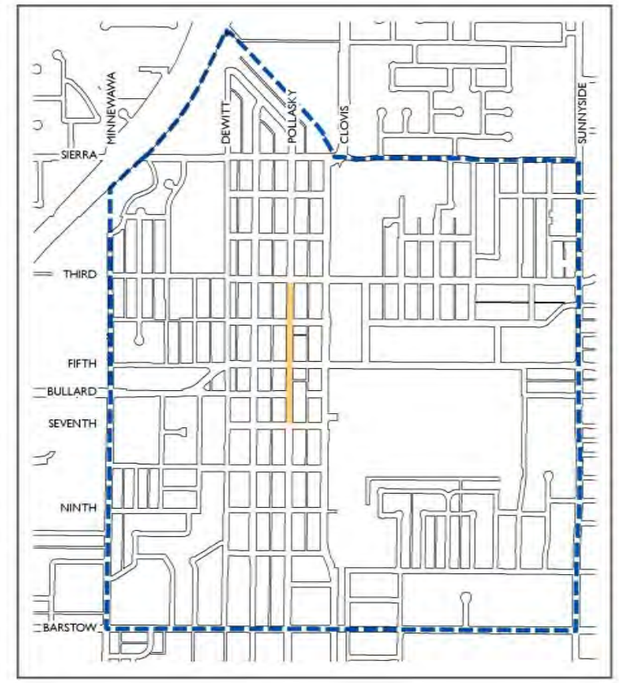
LIGHTING	
Light Model with banner pole option	PG&E supplied Hallophane single glove or equivalent.
Placement and spacing	To be determined at final site plan review

STREETSCAPE FURNITURE/OTHER	
Furnishing(s)	N/A
Street Sign Post	Per site plan review
Other	Portions of Woodworth Avenue that have diagonal parking shall utilize "sharrows" for bicycle travel.



80' R.O.W.
Pollasky Avenue

Key Map



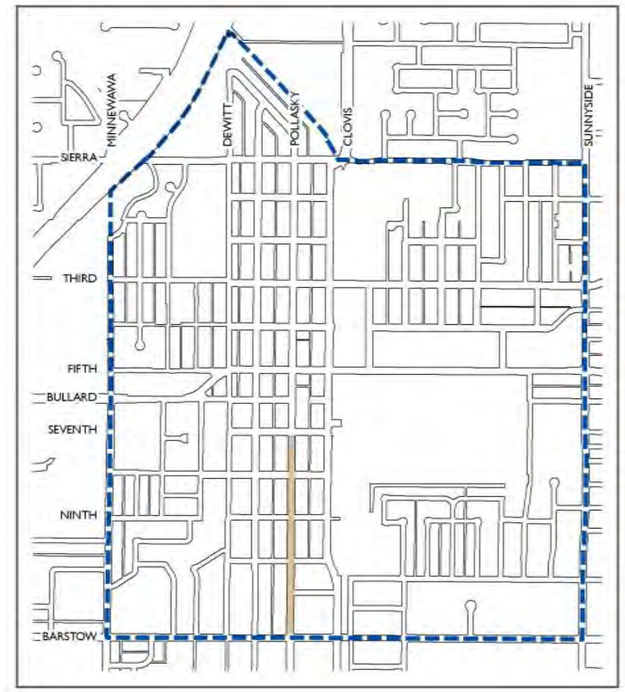
LANDSCAPE	
Tree Palette* *Tree Type(s) selected shall be consistently planted	Chinese Elm Crepe Myrtle
Pattern/Spacing	70' min
Groundcover	---
Tree Well	5x5' Gravel

LIGHTING	
Light Model with banner pole option	New Frontier Post with Reading Luminaire, single fixture. Two fixtures at street intersections
Placement and spacing	To be determined at final site plan review

STREETSCAPE FURNITURE/OTHER	
Furnishing(s)	6' 'Pullman' Bench (P26) by Keystone Ridge Designs or equivalent; 'Midtown' Litter Round Receptacle by Keystone Ridge Designs or equivalent, size per City of Clovis standards. Color-charcoal or equivalent.
Street Sign Post	Per site plan review
Other	All other street furniture, such as news racks, drinking fountains, bollards and bike racks, shall complement the color and design of other features.

80' R.O.W.
Pollasky Avenue

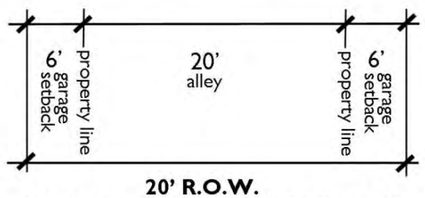
Key Map



LANDSCAPE	
Tree Palette* *Tree Type(s) selected shall be consistently planted	Southern Live Oak
Pattern/Spacing	70' min
Groundcover	---
Tree Well	5x5' Gravel

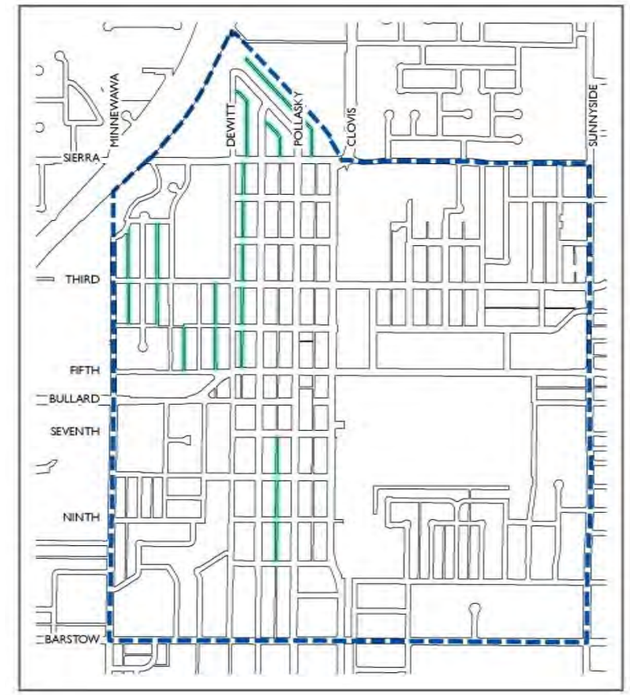
LIGHTING	
Light Model with banner pole option	PG&E provided Hallophane single globe or equivalent.
Placement and spacing	To be determined at final site plan review

STREETSCAPE FURNITURE/OTHER	
Furnishing(s)	6' 'Pullman' Bench (P26) by Keystone Ridge Designs or equivalent; 'Midtown' Litter Round Receptacle by Keystone Ridge Designs or equivalent, size per City of Clovis standards. Color-charcoal or equivalent.
Street Sign Post	Per site plan review
Other	All other street furniture, such as news racks, drinking fountains, bollards and bike racks, shall complement the color and design of other features.



20' R.O.W.
Pedestrian Residential Tiny Street

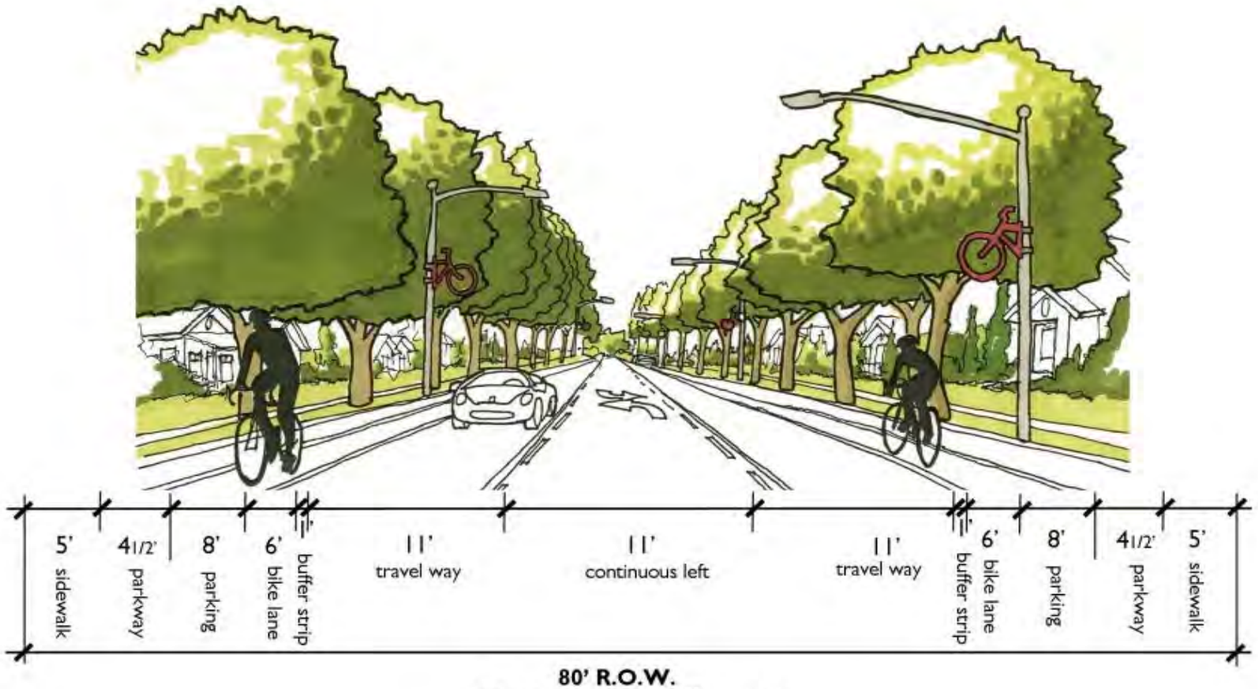
Key Map



LANDSCAPE	
Tree Palette* *Tree Type(s) selected shall be consistently planted	Trees to be planted on private property, Shading trees encouraged
Pattern/Spacing	---
Groundcover	---
Tree Well	---

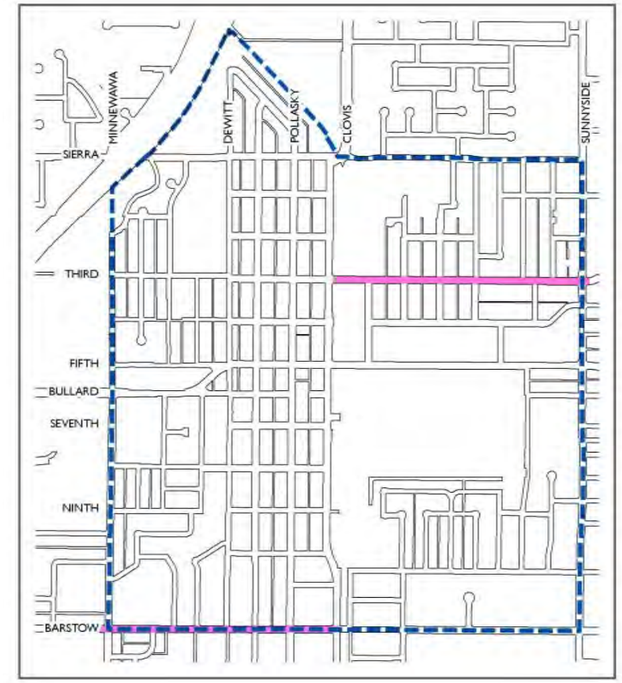
LIGHTING	
Light Model with banner pole option	Standard PG&E LED
Placement and spacing	To be determined at final site plan review

STREETSCAPE FURNITURE/OTHER	
Furnishing(s)	___
Street Sign Post	At end of each Alley
Other	



80' R.O.W.
Community Bikeway

Key Map



LANDSCAPE	
Tree Palette* *Tree Type(s) selected shall be consistently planted	London Plane Tree Valley Oak "Gateway" Tree
Pattern/Spacing	70' min
Groundcover	---
Tree Well	5x5' Gravel

LIGHTING	
Light Model with banner pole option	Standard P.G & E. LED lighting.
Placement and spacing	To be determined at final site plan review

STREETSCAPE FURNITURE/OTHER	
Furnishing(s)	N/A
Street Sign Post	Street signs shall be both standard for automobile traffic and bicyclist oriented. Bicyclist oriented signs should provide directions to specific destinations as well as distances.
Other	In conjunctions with bicyclist oriented signs, identifiable "emblems' shall be attached to street lighting poles to assist in identifying these rights of ways as high traffic community bicycle routes. All bicycle lanes as well as left turn pockets shall be provided with passively activated signal sensing equipment that are identified with street markings.

GENERAL DESCRIPTION

Community bicycle routes provide for moderate levels of both automobile and bicycle traffic. They are intended to provide a pleasant bicycling environment and to encourage bicycle use between key destinations such as Fresno State University and Old Town through the use of bicyclist oriented signage, signal activating equipment, pole mounted bicycle "emblems", and accentuated bicycle lane striping.

Street lighting should be analyzed for adequacy in handling nighttime bicycle traffic and deciduous shade trees used to create shade during periods of warm weather and open to the sky during winter. A one foot buffer strip shall be utilized to separate bicycle and automobile traffic.

Bicycle Circulation Plan

The Clovis General Plan designates various categories of bicycle circulation ways throughout the City. These circulation ways are further specified for the Central Clovis area.

- **Class I Trails and Bikeways** are shared use trails intended to accommodate all pedestrians and bicyclists regardless of age. This includes the Old Town Trail and potential development of the Minnewawa and Pup Creek trails.
- **Class II Community Bicycle Route** is a street containing on-street bicycle lanes as well as "amplifying" elements such as bicyclist oriented directional signing and wayfinding, lighting, bicycle oriented traffic control equipment and bicyclist oriented amenities such as repair and refreshment stations. Barstow Avenue's connection to Fresno State University makes it a prime thoroughfare in facilitating and encouraging bicycle travel to and from Old Town.
- **Class II Bicycle Lanes** are exclusive on-street lanes of at least 6' in width allowing bicycle traffic to flow with the direction of vehicular traffic.
- **Class II "Sharrow" Streets** is a street marked to inform automobile drivers that bicyclists have equal access to travel lanes and indicate where people should preferably cycle.
- **Class III Bicycle Routes** are streets signed as a preferred route for bicycle travel but do not have designated bicycle lanes.

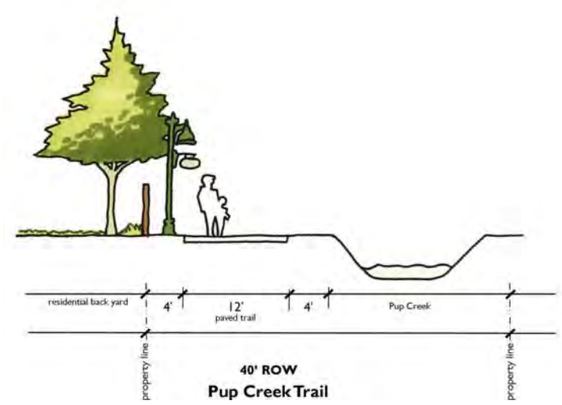
Clovis Old Town Trail

LANDSCAPE	
Tree	Varies
Pattern/Spacing	40' maximum
LIGHTING	
Light Model	Sun Valley CS-6411 green or equivalent
TRAIL FURNITURE/OTHER	
Furnishings	Keystone green or equivalent.
Other	Utilize trail icon identifiers on light fixtures

A 2 to 3' graded shoulder is encouraged to accommodate runners and joggers.

Potential Pup Creek Trail

LANDSCAPE	
Tree	London Plane Tree
Pattern/Spacing	70' maximum
LIGHTING	
Light Model	Sun Valley CS-6411 green or equivalent
TRAIL FURNITURE/OTHER	
Furnishings	Keystone green or equivalent.
Other	Utilize trail icon identifiers on light fixtures



Potential Minnewawa Trail

LANDSCAPE	
Tree	Chinese Pistache
Pattern/Spacing	60' maximum
LIGHTING	
Light Model	Sun Valley CS-6411 green or equivalent
TRAIL FURNITURE/OTHER	
Furnishings	Keystone green or equivalent.
Other	Utilize trail icon identifiers on light fixtures

TRAIL SECTIONS

Pedestrian and Bicycle Facilities

Pedestrian and bicyclist facilities are an important component in attracting and facilitating non-automobile use in the Central Clovis area. Many of these improvements currently exist in the form of bicycle racks, restrooms and water fountains, however additional improvements are needed throughout the area to create a more "user friendly" environment. Two important additions to consider are on street bicycle racks and bicycle service stations.

- **On street bicycle racks** can be placed at the ends of blocks of parking stalls where residual area is available outside of vehicular parking stalls and travel lanes. The placement of bicycle racks in these locations reinforces the image of Old Town streets as bicycle friendly, provides bicycle parking closer to business destinations and does not add additional street furniture to pedestrian sidewalk areas.

- **Bicycle service stations** provide the bicyclist the ability to conduct brief maintenance on the bicycles such as inflating tires, tightening and adjusting seats and providing a service rack for chain lubrication. Such stations are more applicable to trail locations and should be developed in conjunction with shade and water facilities.

As with vehicular parking, a program for assisting users in locating these facilities is important. Such programs could include publically accessible maps or smartphone apps.

Locations of existing and future facilities are identified on the adjacent map.

CENTRAL CLOVIS SPECIFIC PLAN

Looking south on Front Street (Clovis Avenue) at the 4th Street intersection

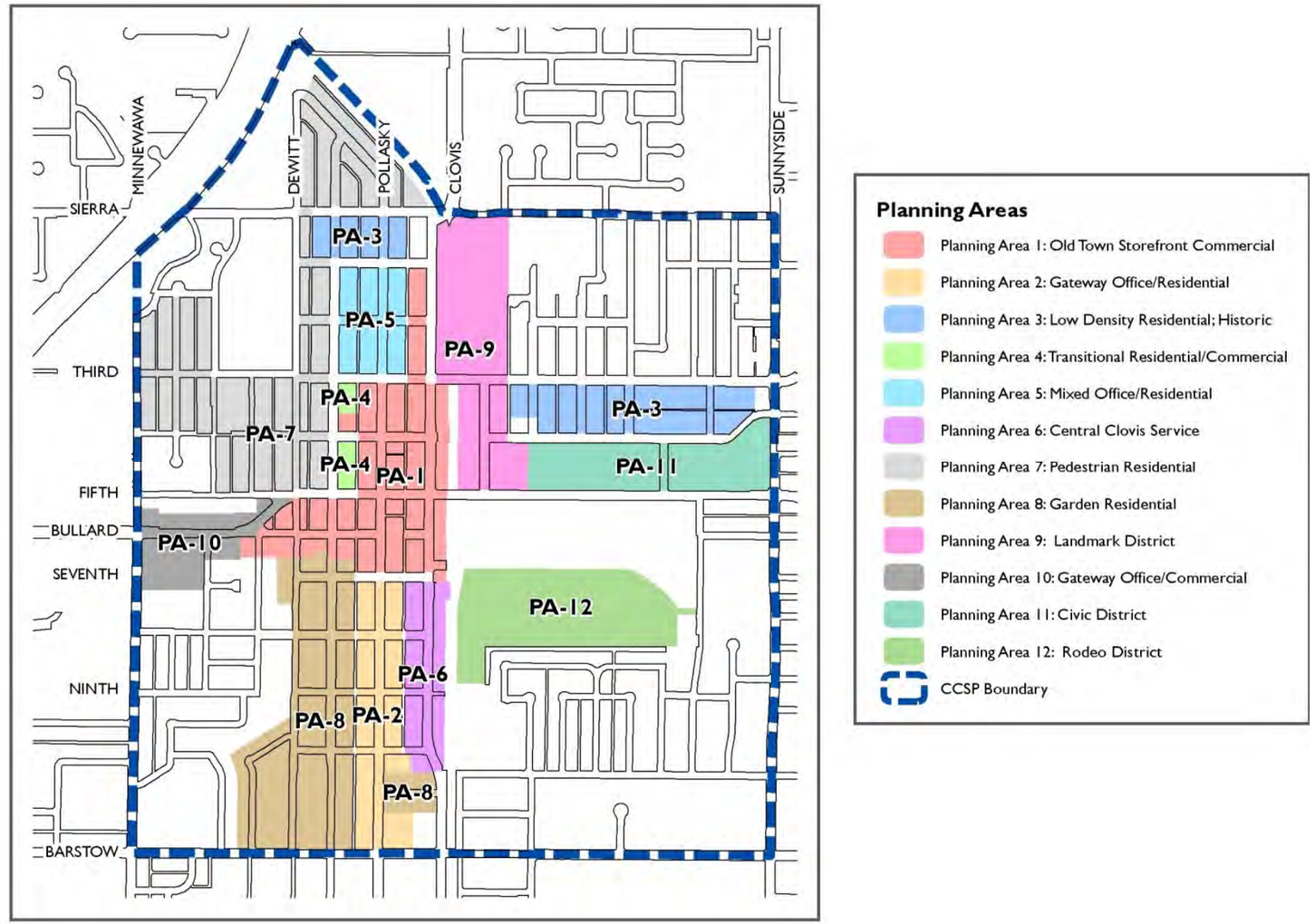
LAND USE DEVELOPMENT STANDARDS

Planning Areas

While many portions of the specific plan rely on the underlying General Plan land use designations for development guidance, several areas are provided with more detailed direction. This is done with the intent of preserving and accentuating unique "districts" with specific development characteristics.

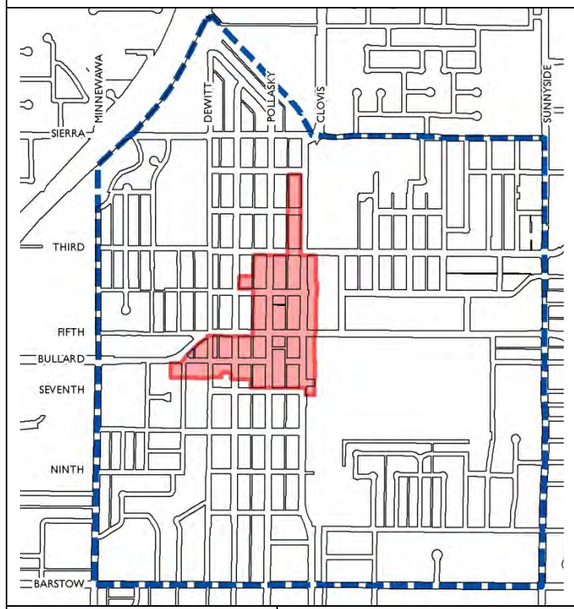
The Central Clovis Specific Plan is composed of twelve planning areas that are also overlying zoning districts. Each planning area includes a description of the "district", a use schedule and associated development standards.

Key Map



RESIDENTIAL LAND USE

KEY MAP



OTC (Old Town Storefront Commercial)	LAND USE TOTAL AREA
	53.10 acres

DESCRIPTION

OTC (Old Town Storefront Commercial) is a "historic" neighborhood of pedestrian oriented commercial uses. This commercial neighborhood was created with a pedestrian and equine orientation and has an authentic connection to the "turn-of-the-century" history of Clovis.
This district is the "defining historic element" of Old Town Clovis and forms the visual backdrop to community events.
The OTC District maintains the pedestrian quality of the area and particular architectural attention is required in refurbishing and maintaining existing structures as well as in new construction.

PERMITTED USES

*All Uses not specifically identified in the list to the right are prohibited,

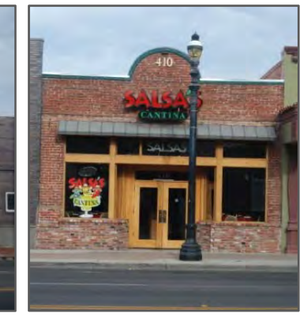
The use of land designated OTC shall comply with those uses identified in the C-3 (Central Trading District) Zone District and those listed under Permitted Uses

LAND USE / PRODUCT — DEVELOPMENT STANDARDS

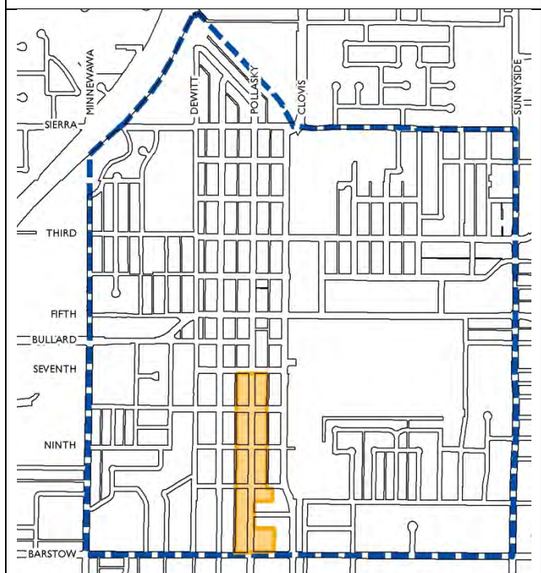
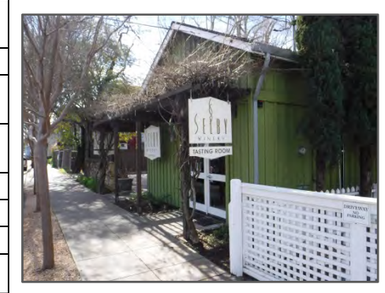
OTC (Old Town Storefront Commercial)	STANDARD	NOTES
DESIGNATION		
Planning Area(s)	I	
Zone District	C-3	
GP Density Range	15.0+ du/ac	
Dwelling Units		Second floor and above with conditional use permit
Land Use	The use of land designated SFC shall comply with those uses identified in the C-3 (Central Trading District) Zone District.	
BUILDING INTENSITY		
Minimum Lot Area	None	
Minimum Lot Width	None	
Minimum Lot Depth	None	
Maximum Coverage	None	
Maximum Height	50 ft./4 stories	Additional Floors are allowable with a Conditional Use Permit.
Curved/Cul-de-sac/Corner Lot	None	
BUILDING SETBACKS		
Front Yard	None	Structures should be sited directly upon the front property line.
Side Yard (Interior)	None	Structures may be sited directly upon the side property line however provision of private patios and open space is allowable.
Corner Lot/Reversed Corner Lot	None	Structures should be sited directly upon the side property line however patios and open space is allowable.
Rear Yard	None	
GARAGES/STREETS/PARKING		
Sidewalks		See Streetscape Development Standard Section.
Parking	Off Street Parking	See Parking Standards of the C-3 Zone District
	Within PBIA (Parking Business Improvement Area)	None required when participating with PBIA requirements. (see page 1.8)
Streets		See Streetscape Development Standard Section.
On-Street Parking		See Streetscape Development Standard Section.
ACCESSORY USES		
Outdoor Activities		
Sidewalk Dining and Merchandising		Requires approved sidewalk merchandising permit.
Building Mounted Signs (including fascia, window and canopy mounted signs)	1sq. per lineal foot of frontage with a public entrance up to 50 sq.ft.	See Storefront Commercial Design Standards
Pedestrian Oriented Signs	2 sq. ft./1 per business.	See Storefront Commercial Design Standards

IMAGERY / PRODUCT SITE PLAN PROTOTYPE

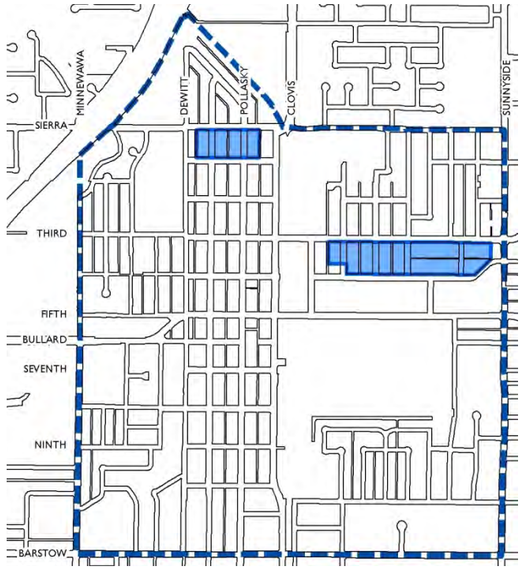
ARCHITECTURE



The Imagery conveys samples of the architectural character intended for these neighborhoods.

RESIDENTIAL LAND USE		LAND USE / PRODUCT	DEVELOPMENT STANDARDS		IMAGERY / PRODUCT SITE PLAN PROTOTYPE
KEY MAP		**GOR (Gateway Office Residential**	**STANDARD**	**NOTES**	**ARCHITECTURE**
		**DESIGNATION**			
		Planning Area(s)	2		
		Zone District	C-P		
		GP Density Range	N/A		
		Dwelling Units	N/A		
		Land Use	The use of land designated GOR shall comply with those uses identified in the C-P (Professional Office) Zone District.		
		BUILDING INTENSITY			
		Minimum Lot Area	None		
		Minimum Lot Width	None		
		Minimum Lot Depth	None		
		Maximum Coverage	None		
		Maximum Height	35 ft./2 stories	Additional Floors are allowable with a Conditional Use Permit.	
		Curved/Cul-de-sac/Corner Lot	None		
		BUILDING SETBACKS			
		Front Yard	10'	Structures should be oriented toward the Pollasky Avenue frontage with the front yard setback fully landscaped. No parking is allowed within this setback	
		Side Yard (Interior)	5'		
GOR (Gateway Office Residential)	**LAND USE TOTAL AREA**	Corner Lot/Reversed Corner Lot	10'	Street side yard setback shall be fully landscaped. No parking is allowed within this setback.	
	19.08 acres	Rear Yard	None		
DESCRIPTION		**GARAGES/STREETS/PARKING**			
GOR (Gateway Office Residential) provides a "boutique" office, residential and specialty commercial district that serves as the southern "Gateway" to the "Old Town" area. This land use type encourages the preservation and adaptive reuse of historic residential structures for both residential and office/commercial uses in a pedestrian friendly setting. Buildings are encouraged to face onto the Pollasky Avenue street frontage while utilizing private alley accessible parking facilities. Existing residential uses can be accommodated.		Sidewalks		See Streetscape Development Standard Section.	
		Parking and Garages	Off Street Parking	See Parking Standards of the C-P, R-1 and R-2 Zone Districts.	
		Streets		See Streetscape Development Standard Section.	
		On-Street Parking		See Streetscape Development Standard Section.	
PERMITTED USES		**ACCESSORY USES**			
*All Uses not specifically identified in the list to the right are prohibited,	The use of land designated SFC shall comply with those uses identified in the C-P (Professional Office) Zone District.	Outdoor Activities		Required Administrative Use Permit.	
		Sidewalk Dining and Merchandising		Requires approved sidewalk merchandising permit.	
		Building Mounted Signs (including fascia, window and canopy mounted signs)	1sq. per lineal foot of frontage with a public entrance up to 50 sq.ft.		
		Pedestrian Oriented Signs	2 sq. ft./1 per business.		The Imagery conveys samples of the architectural character intended for these neighborhoods.

RESIDENTIAL LAND USE	LAND USE / PRODUCT	DEVELOPMENT STANDARDS		IMAGERY / PRODUCT SITE PLAN PROTOTYPE
KEY MAP	**LDRH (Low Density Residential; Historic)**	**STANDARD**	**NOTES**	**ARCHITECTURE**



LDRH (Low Density Residential; Historic)	**LAND USE TOTAL AREA**
	23.78 acres

DESCRIPTION

LDRH (Low Density Residential; Historic) is a "historic" neighborhood of single family detached homes. These neighborhoods have an authentic connection to the history of the Central Clovis area.
Many homes in this district contain non-standard elements including garages and setbacks as well as heritage trees. The preservation and authentic enhancement of these homes is important in preserving the character of the area.
The current configuration of these homes shall be deemed conforming.

PERMITTED USES

*All Uses not specifically identified in the list to the right are prohibited, including on-site storage of recreational vehicles.

- Single Family dwellings of a permanent nature and accessory uses with not more than 1 du/lot
- All uses permitted under an R-1 zone
- Temporary sales offices and model homes
- Home occupations
- Open space

LDRH (Low Density Residential; Historic)	STANDARD	NOTES
DESIGNATION		
Planning Area(s)	3	
Zone District	R-1	
GP Density Range	2.1 – 7.0 du/ac	Low/Medium Density Residential
Dwelling Units		One per lot excepting accessory and "Alley Neighborhood" units.
Land Use	The use of land designated LDRH shall comply with those uses listed under Permitted Uses (see bottom left)	
BUILDING INTENSITY		
Minimum Lot Area	6,000sqft	
Minimum Lot Width	60'	*No lot shall have a maximum lot width to depth ratio of four to one.
Minimum Lot Depth	100'	
Maximum Coverage	45% / 50%	Two-story (*convertible plan N/A)/Single-story; includes all buildings, accessory and structures.
Maximum Height	35'	
Curved/Cul-de-sac/Corner Lot		For street frontage/For lot depth on one side of lot; lot to provide adequate building envelope
BUILDING SETBACKS		
Front Yard (Collector or Local)	20' min* / 12' min	To garage/To living area and side loaded garages *To garage measured from street, not corner cut off, for lots located at entry or roundabout.
Side Yard (Interior)	5' min	
Corner Lot/Reversed Corner Lot	5' min/10' min	To side yard fence/To living area; not applicable to Community Collectors
Rear Yard	15'min	
GARAGES/STREETS/PARKING		
Sidewalks	5' wide	Sidewalks between parkway/PL; alongside yards between parkway/landscape easement.
Garages	2-car	20'x22'*min
	3-car	30'x22'* min or 20'x22'* min w/ tandem 10'x18' min; swing-in garage 10'x20'min
	*Historic garages shall be found conforming under an approved Administrative Use Permit	
Streets	N/A	Curb-to-curb; reference *Street Sections.*
On-Street Parking	1 space/home min	Parking allowed on both sides of the street.
ACCESSORY USES		
Walls/Fences	6'high max	Fencing style should be reflective of the era of the home.
Trellises	12' high max	
Pools and Spas	5' minimum setback	Water portion to rear and side property lines. Pool and spa may not be located in front yard.
Equipment	Pool, spa and fountain equipment allowed in side yard easement.	
Detached Covered Structures	12' high max	Covered structures and building additions are allowed provided that lot coverage standards are not exceeded and that a rear yard encroachment permit is obtained if encroachment into rear yard occurs. Covered Structures and additions should harmonize with the architecture of the main structure

The Imagery conveys samples of the architectural character intended for these neighborhoods.

RESIDENTIAL LAND USE	LAND USE / PRODUCT	DEVELOPMENT STANDARDS		IMAGERY / PRODUCT SITE PLAN PROTOTYPE
KEY MAP	**TRC (Transitional Residential/ Commercial)**	**STANDARD**	**NOTES**	**ARCHITECTURE**

TRC (Transitional Residential Commercial))	**LAND USE TOTAL AREA**
	2.24 acres

DESCRIPTION

TRC (Transitional Residential Commercial) allows for the transition of pedestrian oriented commercial uses into established residential neighborhoods. The primary use within this planning area is single family residential homes. Commercial conversion of homes may be allowed subject to a conditional use permit when the use can be found consistent with the findings of fact and that adequate parking can be accommodated on-site. The use of residential (wood) fencing for commercial operations may be used subject to approval of a conditional use permit.

PERMITTED USES

*All Uses not specifically identified in the list to the right are prohibited, including on-site storage of recreational vehicles.

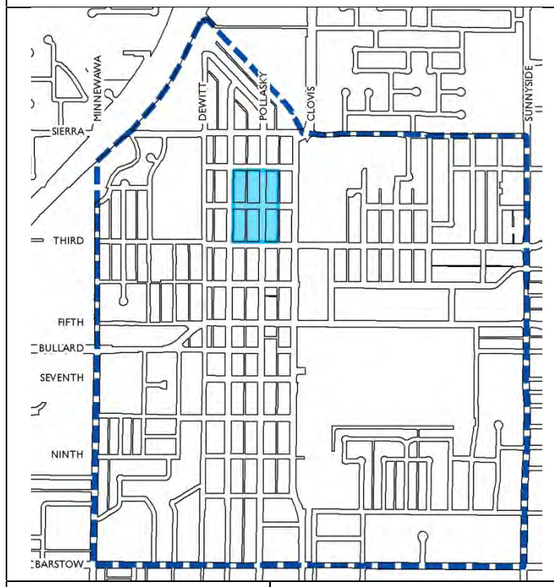
- Single Family dwellings of a permanent nature and accessory uses with not more than 1 du/lot
- All uses permitted under an R-1 zone
- Temporary sales offices and model homes
- Home occupations
- Open space
- Commercial uses that appear to adaptively reuse existing residential structures subject to a

DESIGNATION		
Planning Area(s)	4	
Zone District	R-1	
GP Density Range	4.1 – 7.0 du/ac	Medium Density Residential
Dwelling Units		One dwelling unit per lot excepting accessory residential units.
Land Use	The use of land designated TRC shall comply with those uses listed under Permitted Uses (see bottom left)	
BUILDING INTENSITY		
Minimum Lot Area	6,000sqft	
Minimum Lot Width	60'	*No lot shall have a maximum lot width to depth ratio of four to one.
Minimum Lot Depth	100'	
Maximum Coverage	45% / 50%	Two-story (*convertible plan N/A)/Single-story; includes all buildings, accessory and structures.
Maximum Height	35'	
Curved/Cul-de-sac/Corner Lot		For street frontage/For lot depth on one side of lot; lot to provide adequate building envelope
BUILDING SETBACKS		
Front Yard	20' min* / 12' min	To garage/To living area and side loaded garages.
Side Yard (Interior)	5' min	
Corner Lot/Reversed Corner Lot	5' min/10' min/20'	To side yard fence/To living area/To face of garage.
Rear Yard	15'min	
GARAGES/STREETS/PARKING		
Sidewalks	5' wide	Sidewalks between parkway/PL; alongside yards between parkway/landscape easement.
Garages	2-car	20'x22'*min
	3-car	30'x22'* min or 20'x22'* min w/ tandem 10'x18' min; swing-in garage 10'x20'min
	*Historic garages shall be found conforming under an approved Administrative Use Permit	
Streets	N/A	Curb-to-curb; reference *Street Sections.*
Off-Street Commercial Parking	5 spaces/1000 sq.ft.	Parking allowed in rear yard setback; not allowed within side or front yard setbacks.
ACCESSORY USES		
Walls/Fences	6'high max	Fencing style should be reflective of the era of the home.
Trellises	12' high max	
Pools and Spas	5' minimum setback	Water portion to rear and side property lines. Pools and spas may not be located in front yard.
Equipment	Pool, spa and fountain equipment allowed in side yard easement.	
Detached Covered Structures	12' high max	Covered structures and building additions are allowed provided that lot coverage standards are not exceeded and that a rear yard encroachment permit is obtained if encroachment into rear yard

The Imagery conveys samples of the architectural character intended for these neighborhoods.

RESIDENTIAL LAND USE

KEY MAP



MOR (Mixed Office/Residential	LAND USE TOTAL AREA
	11.06 acres

DESCRIPTION

MOR (Mixed Office/Residential) encompasses an area that historically has accommodated office, apartment and single family residential development. The character of this area is generally single floor development utilizing single family residential setbacks.
For Multiple Family and Office uses, parking shall be only accessible from the alley with no drives fronting onto streets.

PERMITTED USES

*All Uses not specifically identified in the list to the right are prohibited, including on-site storage of recreational vehicles.

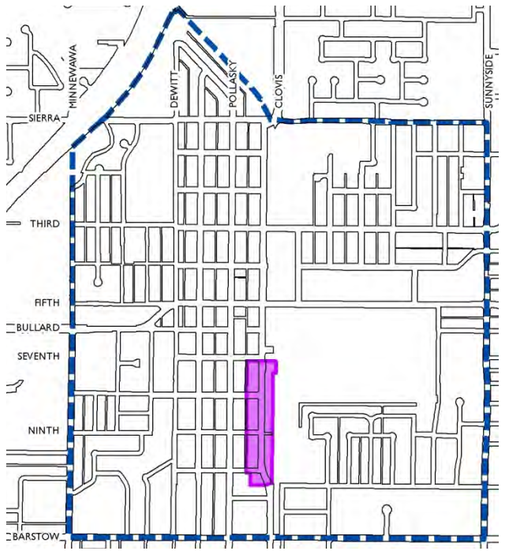
- Single family residential homes up to two floors
- Single floor office projects
- Single floor multiple family residential complexes
- Home occupations

LAND USE / PRODUCT	DEVELOPMENT STANDARDS	
MOR Mixed Office/Residential	**STANDARD**	**NOTES**
DESIGNATION		
Planning Area(s)	4	
Zone District	R-1	
GP Density Range	4.1 – 7.0 du/ac	Medium Density Residential
Dwelling Units		
Land Use	The use of land designated MOR shall comply with those uses listed under Permitted Uses (see bottom left)	
BUILDING INTENSITY		
Minimum Lot Area	6,000sqft	
Minimum Lot Width	60'	*No lot shall have a maximum lot width to depth ratio of four to one.
Minimum Lot Depth	100'	
Maximum Coverage	45% / 50%	Two-story (*convertible plan N/A)/Single-story; includes all buildings, accessory and structures.
Maximum Height	35'	
Curved/Cul-de-sac/Corner Lot		For street frontage/For lot depth on one side of lot; lot to provide adequate building envelope
BUILDING SETBACKS		
Front Yard	20' min* / 12' min	To garage/To living area and side loaded garages.
Side Yard (Interior)	5' min	
Corner Lot/Reversed Corner Lot	5' min/10' min/20'	To side yard fence/To living area/to face of garage.
Rear Yard	15'min	
GARAGES/STREETS/PARKING		
Sidewalks	5' wide	Sidewalks between parkway/PL; alongside yards between parkway/landscape easement.
Garages	2-car	20'x22'*min
	3-car	30'x22'* min or 20'x22'* min w/ tandem 10'x18' min; swing-in garage 10'x20'min
	*Historic garages shall be found conforming under an approved Administrative Use Permit	
Streets	N/A	Curb-to-curb; reference *Street Sections.*
Off-Street Office Parking	4 spaces/1000 sq.ft.	Parking allowed in rear yard setback; not allowed in side or front yard setbacks.
ACCESSORY USES		
Walls/Fences	6'high max	Fencing style should be reflective of the era of the home.
Trellises	12' high max	
Pools and Spas	5' minimum setback	Water portion to rear and side PLs. Pool and spa may not be located in front yard.
Equipment	Pool, spa and fountain equipment allowed in side yard easement.	
Detached Covered Structures	12' high max	Covered structures and building additions are allowed provided that lot coverage standards are not exceeded and that a rear yard encroachment permit is obtained if encroachment into rear yard occurs. Covered Structures and additions should harmonize with the architecture of the main structure

IMAGERY / PRODUCT SITE PLAN PROTOTYPE

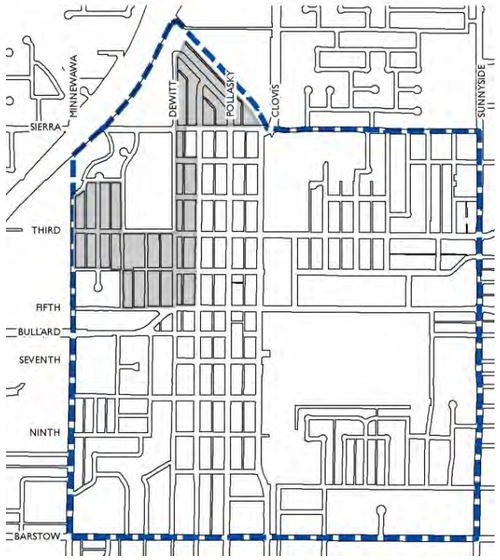
ARCHITECTURE

The Imagery conveys samples of the architectural character intended for these neighborhoods.

RESIDENTIAL LAND USE		LAND USE / PRODUCT	DEVELOPMENT STANDARDS		IMAGERY / PRODUCT SITE PLAN PROTOTYPE
KEY MAP		**CCS Central Clovis Service**	**STANDARD**	**NOTES**	**ARCHITECTURE**
		**DESIGNATION**			
		Planning Area(s)	4		
		Zone District	C-2		
		GP Density Range	N/A		
		Dwelling Units	N/A		
		Land Use	The use of land designated OTS shall comply with those uses listed under the C-2 Community Commercial Zone District.		
		BUILDING INTENSITY			
		Minimum Lot Area	6,000sqft		
		Minimum Lot Width	60'	*No lot shall have a maximum lot width to depth ratio of four to one.	
		Minimum Lot Depth	100'		
		Maximum Coverage	45% / 50%	Two-story (*convertible plan N/A)/Single-story; includes all buildings, accessory and structures.	
		Maximum Height	35'	Not to exceed two floors.	
		Curved/Cul-de-sac/Corner Lot			
		BUILDING SETBACKS			
		Front Yard	10'	Shall be fully landscaped.	
		Side Yard (Interior)	5' min		
CCS (Central Clovis Service)	**LAND USE TOTAL AREA**	Corner Lot/Reversed Corner Lot	10'	Shall be fully landscaped.	
	11.90 acres	Rear Yard	0'	When located adjacent to the Old Town Trail, buildings shall be architecturally treated on all elevations.	
DESCRIPTION		**STREETS/PARKING**			
CCS (Central Clovis Service) provides for an area where automobile service and community level commercial uses may be located. The intent of this district is to provide for uses that require customers to stay for a moderate period of time (such as a tire store or oil change business) and where the customer may take advantage of the amenities of the pedestrian oriented Old Town area during their wait. The architecture of service uses should enhance the historic nature of the Old Town area. When located adjacent to the Old Town Trail, uses should also orient and connect to and enhance the trail frontage.		Sidewalks	10' wide	Reference *Street Sections* and *Landscape Palette*.	
			*		
		Streets		Reference *Street Sections* and *Landscape Palette*.	
		Off-Street Commercial Parking	5 spaces/1000 sq. ft.	Parking allowed in rear yard setback; not encouraged in side or front yard setbacks.	
PERMITTED USES		**FENCES/SIGNS**			
All uses allowed in the C-2 Community Commercial Zone District.		Walls/Fences	6'high max	Fencing style should be reflective of the building architecture.	
		Stored Materials		Shall be visually screened from all public view	
		Signs		Shall comply with the commercial sign ordinance. All signs shall either be externally illuminated or utilize individual channelized lettering in a style that harmonizes with the architecture of the building.	The Imagery conveys samples of the architectural character intended for these neighborhoods.

RESIDENTIAL LAND USE

KEY MAP



PR (Pedestrian Residential)

LAND USE TOTAL AREA

58.16 acres

DESCRIPTION

PR (Pedestrian Residential) allows for standard Single Family Residential homes as allowed under the R-1 Zone District development standards. When an alley or side street access is available, it allows for an additional (or second) residential unit up to 400 square feet. This Planning Area encourages the creation pedestrian scale neighborhoods facing onto alleys and trails. Each second unit shall have at least one 9' x 20' covered or uncovered parking space dedicated to that unit.
Separate utilities are not required.

PERMITTED USES

*All Uses not specifically identified in the list to the right are prohibited, including on-site storage of recreational vehicles.

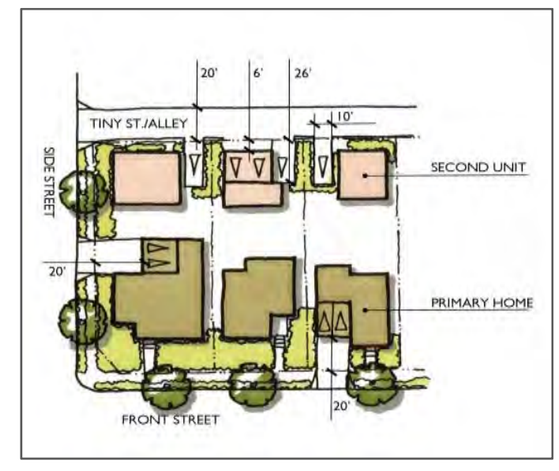
- Single Family dwellings of a permanent nature and accessory residential uses with not more than 2 du/lot
- All uses permitted under an R-1 zone
- Temporary sales offices and model homes
- Home occupations
- Open space

LAND USE / PRODUCT — DEVELOPMENT STANDARDS

Pedestrian Residential	STANDARD	NOTES
DESIGNATION		
Planning Area(s)	7	
Zone District	R-1	
GP Density Range	4.1 – 7.0 du/ac	Medium Density Residential
Dwelling Units		One dwelling unit per lot. Lots with side street or alley access may have one additional unit not to exceed 400 square feet.
Land Use	The use of land designated PR shall comply with those uses listed under Permitted Uses (see bottom left)	
BUILDING INTENSITY		
Minimum Lot Area	6,000sqft	
Minimum Lot Width	60'	*No lot shall have a maximum lot width to depth ratio of four to one.
Minimum Lot Depth	100'	
Maximum Coverage	50%	
Maximum Height	35'	
Curved/Cul-de-sac/Corner Lot		For street frontage/For lot depth on one side of lot; lot to provide adequate building envelope
BUILDING SETBACKS		
Front Yard	20' min* / 12' min	To garage/To living area and side loaded garages.
Side Yard (Interior)	5' min	
Corner Lot/ Reversed Corner Lot	0'/10'/20' min 15'/15'/20' min	To side yard fence/To living area/To face of garage.
Rear Yard	20'min	Excepting garages and second units subject to a rear yard encroachment.
GARAGES/STREETS/PARKING		
Sidewalks	5' wide	Sidewalks between parkway/PL; alongside yards between parkway/landscape easement.
Garages	2-car	20'x22'*min
	3-car	30'x22'* min or 20'x22'* min w/ tandem 10'x18' min; swing-in garage 10'x20'min
	*Historic garages shall be found conforming under an approved Administrative Use Permit. Minimum 26'back-up area from garage door.	
Streets	N/A	Curb-to-curb; reference *Street Sections.*
ACCESSORY USES		
Walls/Fences	6'high max	Fencing style should be reflective of the era of the home.
Trellises	12' high max	
Pools and Spas	5' minimum setback	Water portion to rear and side PLs. Pool and spa may not be located in front yard.
Equipment	Pool, spa and fountain equipment allowed in side yard easement.	
Detached Covered Structures	12' high max	Covered structures and additions should harmonize with the architecture of the main structure

IMAGERY / PRODUCT SITE PLAN PROTOTYPE

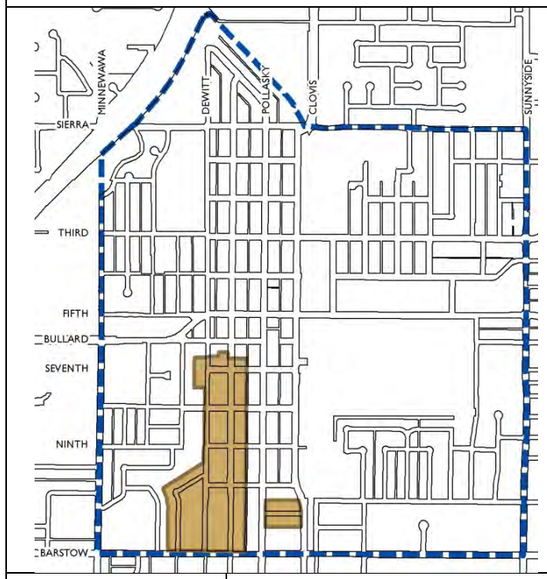
ARCHITECTURE



The Imagery conveys samples of the architectural character intended for these neighborhoods.

RESIDENTIAL LAND USE

KEY MAP



GR (Garden Residential)	LAND USE TOTAL AREA
	3.34 acres

DESCRIPTION

GR (Garden Residential) is a unique "historic" neighborhood of boutique scale single family detached homes. This neighborhood originally provided an area of worker housing serving the lumber mill and ancillary businesses and has an authentic connection to the history of the Central Clovis area. This area is intended to further provide boutique scale housing in context with the "SoFi" (South of Fifth) commercial district with an orientation toward pedestrian oriented home grown produce sales.

Many homes in this district contain non-standard elements including garages and setbacks as well as heritage trees. The preservation and authentic enhancement of these homes is important in preserving the character of the area.

Multiple Family residential uses may be considered subject to a conditional use permit.

PERMITTED USES

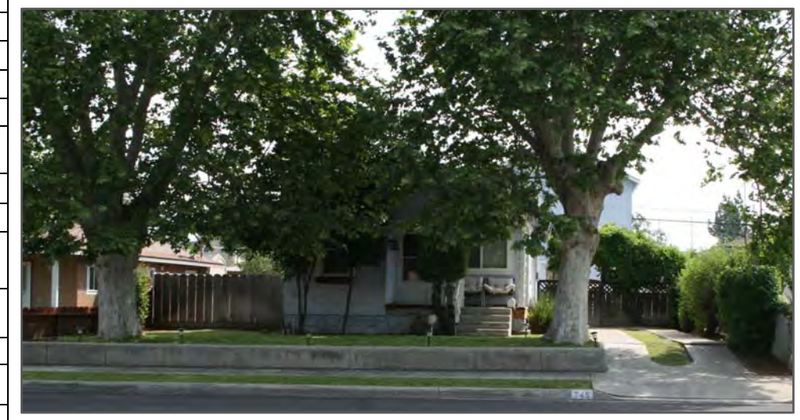
*All Uses not specifically identified in the list to the right are prohibited, including on-site storage of recreational vehicles.

- Single Family dwellings of a permanent nature and accessory uses with not more than 1 du/lot
- All uses permitted under an R-1 zone
- Temporary sales offices and model homes
- Home occupations
- Open space
- Locally grown produce sales subject to an Administrative Use Permit
- Low Density Multiple Family Residential attached housing subject to a conditional use permit.

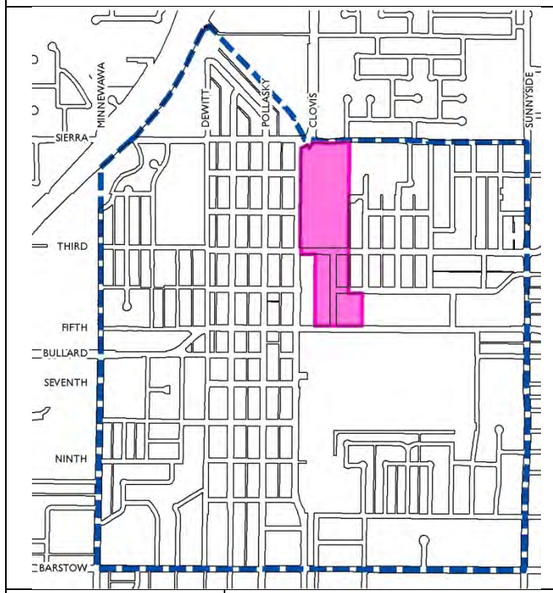
LAND USE / PRODUCT	DEVELOPMENT STANDARDS	
GR (Garden Residential)	**STANDARD**	**NOTES**
DESIGNATION		
Planning Area(s)	8	
Zone District	R-1-MD	
GP Density Range	2.1 – 7.0 du/ac	Low/Medium Density Residential
Dwelling Units		
Land Use	The use of land designated G R shall comply with those uses listed under Permitted Uses (see bottom left)	
BUILDING INTENSITY		
Minimum Lot Area	4,000sqft	
Minimum Lot Width	50'	*No lot shall exceed a lot width to depth ratio of four to one.
Minimum Lot Depth	90'	
Maximum Coverage	45% / 50%	Two-story (*convertible plan N/A)/Single-story; includes all buildings, accessory and structures.
Maximum Height	35'/2 1/2 stories	
Curved/Cul-de-sac/Corner Lot		For street frontage/For lot depth on one side of lot; lot to provide adequate building envelope
BUILDING SETBACKS		
Front Yard (Collector or Local)	20' min* / 12' min	To garage/To living area and side loaded garages *To garage measured from street, not corner cut off, for lots located at entry or roundabout.
Side Yard (Interior)	5' min	
Corner Lot/Reversed Corner Lot	5' min/10' min	To side yard fence/To living area; not applicable to Community Collectors
Rear Yard	15'min	
GARAGES/STREETS/PARKING		
Sidewalks	5' wide	Sidewalks between parkway/PL; alongside yards between parkway/landscape easement.
Garages	2-car	20'x22'*min
	3-car	30'x22'* min or 20'x22'* min w/ tandem 10'x18' min; swing-in garage 10'x20'min
	*Historic garages shall be found conforming under an approved Administrative Use Permit	
Streets	N/A	Curb-to-curb; reference *Street Sections.*
Off-Street Parking	2 space/home min	At least one space shall be covered.
ACCESSORY USES		
Walls/Fences	6'high max	Fencing style should be reflective of the era of the home.
Trellises	12' high max	
Pools and Spas	5' minimum setback	Water portion to rear and side property lines. Pool and spa may not be located in front yard.
Equipment	Pool, spa and fountain equipment allowed in side yard easement.	
Detached Covered Structures	12' high max	Covered structures and building additions are allowed provided that lot coverage standards are not exceeded and that a rear yard encroachment permit is obtained if encroachment into rear yard occurs. Covered Structures and additions should harmonize with the architecture of the main structure

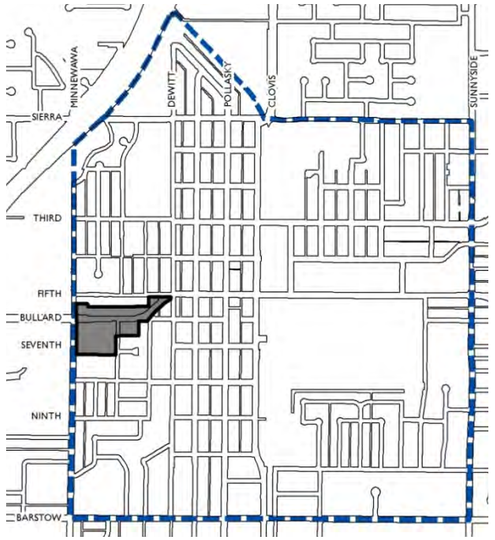
IMAGERY / PRODUCT SITE PLAN PROTOTYPE

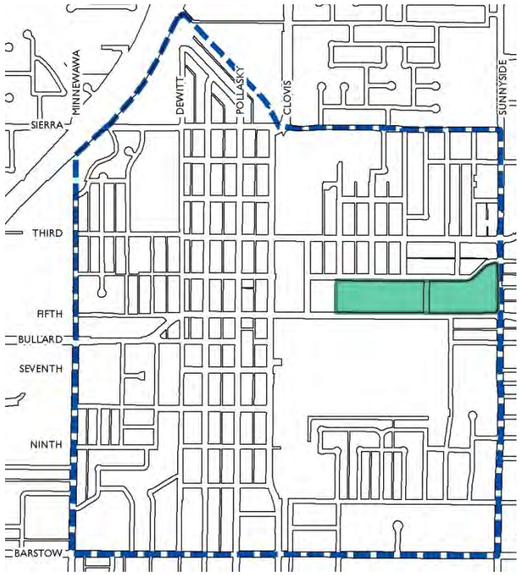
ARCHITECTURE



The Imagery conveys samples of the architectural character intended for these neighborhoods.

RESIDENTIAL LAND USE		LAND USE / PRODUCT	DEVELOPMENT STANDARDS		IMAGERY / PRODUCT SITE PLAN PROTOTYPE
KEY MAP		**L-D (Landmark District)**	**STANDARD**	**NOTES**	**ARCHITECTURE**
		**DESIGNATION**			
		Planning Area	9		
		Zone District	M-U		
		GP Density Range	15.0+25 du/ac	Residential not to exceed 50% of Planning Area	
		Dwelling Units		Second floor and above with conditional use permit	
		Land Use	See permitted uses.		
		BUILDING INTENSITY			
		Minimum Lot Area	None	Established through Mixed Use Zone District master plan.	
		Minimum Lot Width	None	Established through Mixed Use Zone District master plan.	
		Minimum Lot Depth	None	Established through Mixed Use Zone District master plan.	
		Maximum Coverage	None	Established through Mixed Use Zone District master plan.	
		Maximum Height	50 ft./4 stories	Additional Floors are allowable with a Conditional Use Permit.	
		Curved/Cul-de-sac/Corner Lot	None		
		BUILDING SETBACKS			
		Front Yard	None	Established through Mixed Use Zone District master plan.	
		Side Yard (Interior)	None	Established through Mixed Use Zone District master plan.	
L-D (Landmark District)	**LAND USE TOTAL AREA**	Corner Lot/Reversed Corner Lot	None	Established through Mixed Use Zone District master plan.	
	28.60 acres	Rear Yard	None		
DESCRIPTION		**GARAGES/STREETS/PARKING**			
The Landmark District is an area of historic significance representing the railroad and lumber industry that catalyzed Clovis and contains active community serving uses with an opportunity for transit oriented residential development. Predominant uses include public facilities such as a library, senior center, transit center and a community museum. Secondary uses include residential and ancillary supportive commercial. This site is a major community attractor to "Old Town" and requires a defining and comprehensive architectural style built upon the railroad, lumber and agricultural warehousing industries as well as contemporary architecture. Development design shall incorporate the "Old Town" trail and transit center as pivotal transportation opportunities.		Sidewalks		Established through Mixed Use Zone District master plan.	
		Parking	Off Street Parking	Established through Mixed Use Zone District master plan.	
			Within PBIA (Parking Business Improvement Area)	None required when participating with PBIA requirements. (see page **1.8**)	
		Streets		Established through Mixed Use Zone District master plan.	
		On-Street Parking		Established through Mixed Use Zone District master plan.	
PERMITTED USES		**ACCESSORY USES**			
Planning Area 9 requires the adoption of a Mixed Use (M-U) Zone District to establish a master plan a site specific land uses.	General Land Uses include; ❖ Public Facilities ❖ Supportive commercial ❖ Residential not to exceed 50% of the site	Outdoor Activities		Established through Mixed Use Zone District master plan.	
		Sidewalk Dining and Merchandising		Established through Mixed Use Zone District master plan.	
		Building Mounted Signs (including fascia, window and canopy mounted signs)		Established through Mixed Use Zone District master plan.	
		Pedestrian Oriented Signs		Established through Mixed Use Zone District master plan.	The Imagery conveys samples of the architectural character intended for these neighborhoods.

RESIDENTIAL LAND USE		LAND USE / PRODUCT	DEVELOPMENT STANDARDS		IMAGERY / PRODUCT SITE PLAN PROTOTYPE
KEY MAP		**GOC Gateway Office/Commercial**	**STANDARD**	**NOTES**	**ARCHITECTURE**
		**DESIGNATION**			
		Planning Area(s)	10		
		Zone District	C-3		
		GP Density Range	15.0+ du/ac		
		Dwelling Units		Second floor and above with conditional use permit	
		Land Use	The use of land designated GOC shall comply with those uses identified in the C-3 (Central Trading District) and C-2 (Community Commercial) Zone Districts.		
		BUILDING INTENSITY			
		Minimum Lot Area	None		
		Minimum Lot Width	None		
		Minimum Lot Depth	None		
		Maximum Coverage	None		
		Maximum Height	50 ft./4 stories	Additional Floors are allowable with a Conditional Use Permit.	
		Curved/Cul-de-sac/Corner Lot	None		
		BUILDING SETBACKS			
		Front Yard	10'	Measured from property line to parking or building.	
		Side Yard (Interior)	5'		
GOC (Gateway Office/Commercial)	**LAND USE TOTAL AREA**	Corner Lot/Reversed Corner Lot	5'	Measured from property line to parking or building.	
	11.97 acres	Rear Yard	5'	When adjacent to residential, the adjacent residential setback shall be used.	
DESCRIPTION		**GARAGES/STREETS/PARKING**			
GOC (Gateway Office/Commercial) provides for a boulevard style commercial/office district that serves as the western gateway to the "Old Town" area. This corridor also serves as a link between community shopping and service facilities at Minnewawa and Bullard Avenues and neighborhoods in the Central Clovis area. Buildings are encouraged to face onto Bullard Avenue however parking facilities should be accessible from the street. Grouped driveways are encouraged when practical.		Sidewalks		See Streetscape Development Standard Section.	
		Parking	Off Street Parking	See Parking Standards of the C-2 and C-3 Zone Districts.	
		Streets		See Streetscape Development Standard Section.	
		On-Street Parking		See Streetscape Development Standard Section.	
PERMITTED USES		**ACCESSORY USES**			
*All Uses not specifically identified in the list to the right are prohibited.	The use of land designated GOC shall comply with those uses identified in the C-3 (Central Trading District) and C-2 Community Commercial Zone Districts and those listed under Permitted Uses. Drive-in and Drive-through uses are prohibited.	Outdoor Activities		Requires Administrative Use Permit	
		Sidewalk Dining and Merchandising	n/a	Not allowed	
		Building Mounted Signs (including fascia, window and canopy mounted signs)	1sq. per lineal foot of frontage with a public entrance up to 50 sq.ft.		
		Pedestrian Oriented Signs	2 sq. ft./1 per business.		The Imagery conveys samples of the architectural character intended for these neighborhoods.

RESIDENTIAL LAND USE		LAND USE / PRODUCT	DEVELOPMENT STANDARDS		IMAGERY / PRODUCT SITE PLAN PROTOTYPE
KEY MAP		**Civic District (CD)**	**STANDARD**	**NOTES**	**ARCHITECTURE**
		**DESIGNATION**			
		Planning Area(s)	11		
		Zone District	P-F		
		GP Density Range	N/A		
		Land Use	The use of land designated CD shall comply with those uses identified in the P-F (Public Facilities) Zone.		
		BUILDING INTENSITY			
		Minimum Lot Area	None		
		Minimum Lot Width	None		
		Minimum Lot Depth	None		
		Maximum Coverage	None		
		Maximum Height	40 ft./3 stories	Maximum heights for accessory structures shall be determined by the Director.	
		Curved/Cul-de-sac/Corner Lot	None		
		BUILDING SETBACKS			
		Front Yard	35'		
		Side Yard (Interior)	10'	Measured from any residential district.	
Civic District	**LAND USE TOTAL AREA**	Corner Lot/Reversed Corner Lot	10'	Measured from any residential district.	
	19.50 acres	Rear Yard	10'	Measured from any residential district.	
DESCRIPTION		**GARAGES/STREETS/PARKING**			
CD (Civic District) contains the Clovis Civic Center Complex and uses along the western Sunnyside Avenue frontage. The purpose of this planning area is to sustain and amplify the combining characteristics of the Civic Center. A focal point of the planning area shall be on Fifth Street adjacent to the Civic Center. Bus stops, pedestrian drop-off areas and a civic plaza are encouraged in this area and should integrate with Clark Intermediate School on the south side of Fifth Street.		Sidewalks		See Streetscape Development Standard Section.	
		Parking	Off Street Parking	See Parking Standards of the P-F Zone District	
		Streets		See Streetscape Development Standard Section.	
		On-Street Parking		See Streetscape Development Standard Section.	
PERMITTED USES		**ACCESSORY USES**			
*All Uses not specifically identified in the list to the right are prohibited.	The use of land designated CD shall comply with those uses identified in the C-P (Public Facilities) Zone District.	Outdoor Activities		Civic events with ancillary food service.	
		Sidewalk Dining and Merchandising		Requires approved sidewalk merchandising permit.	
		Building Mounted Signs (including fascia, window and canopy mounted signs)		See Clovis Municipal Code, Division 9, Development Code standards.	

Entry and Plaza Concept

The Imagery conveys samples of the architectural character intended for these neighborhoods.

RESIDENTIAL LAND USE

KEY MAP

Rodeo District	LAND USE TOTAL AREA
	27.36 acres

DESCRIPTION

RD (Rodeo District) contains the Clovis Rodeo Grounds located on the east side of Clovis Avenue, south of Clarke Intermediate School. The purpose of this planning area is to sustain and amplify the facility that accommodates the annual Clovis Rodeo.

This land use and facility is a significant focal point to the "Old Town" area and a major attractor during Rodeo Weekend. The underlying C-R (Commercial Recreation) Zone District allows the Rodeo as a permitted use with the ability to have additional entertainment and outdoor functions with a temporary use permit or conditional use permit.

Development of Clovis Avenue should amplify the entrance to this facility at 7th Street.

PERMITTED USES

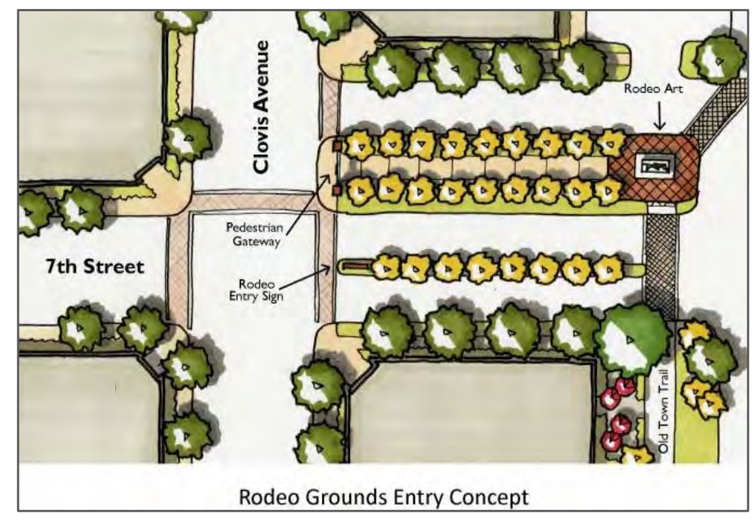
*All Uses not specifically identified in the list to the right are prohibited.

The use of land designated CD shall comply with those uses identified in the C-R (Commercial Recreation) Zone District.

LAND USE / PRODUCT — DEVELOPMENT STANDARDS

Rodeo District (RD)	STANDARD	NOTES
DESIGNATION		
Planning Area(s)	12	
Zone District	C-R	
GP Density Range	N/A	
Land Use	The use of land designated RD shall comply with those uses identified in the C-R (Commercial Recreation) Zone.	
BUILDING INTENSITY		
Minimum Lot Area	4 acres	
Minimum Lot Width	100	
Minimum Lot Depth	150	
Maximum Coverage	33%	
Maximum Height	35 ft./4 stories	Maximum heights for accessory structures shall be determined by the Director.
Curved/Cul-de-sac/Corner Lot	None	
BUILDING SETBACKS		
Front Yard	30' structures 20' parking	
Side Yard (Interior)	(see front yard)	Measured from any residential district.
Corner Lot/Reversed Corner Lot	(see front yard)	Measured from any residential district.
Rear Yard	None	
GARAGES/STREETS/PARKING		
Sidewalks		See Streetscape Development Standard Section.
Parking	Off Street Parking	See Parking Standards of the C-R Zone District
Streets		See Streetscape Development Standard Section.
On-Street Parking		See Streetscape Development Standard Section.
ACCESSORY USES		
Outdoor Activities		Established under use requirements of the C-R Zone District
Sidewalk Dining and Merchandising	N/A	
Building Mounted Signs (including fascia, window and canopy mounted signs)		See Clovis Municipal Code, Division 9, Development Code standards.

IMAGERY / PRODUCT SITE PLAN PROTOTYPE



Rodeo Grounds Entry Concept

The Imagery conveys samples of the architectural character intended for these neighborhoods.

Parks, Open Spaces and Public Places

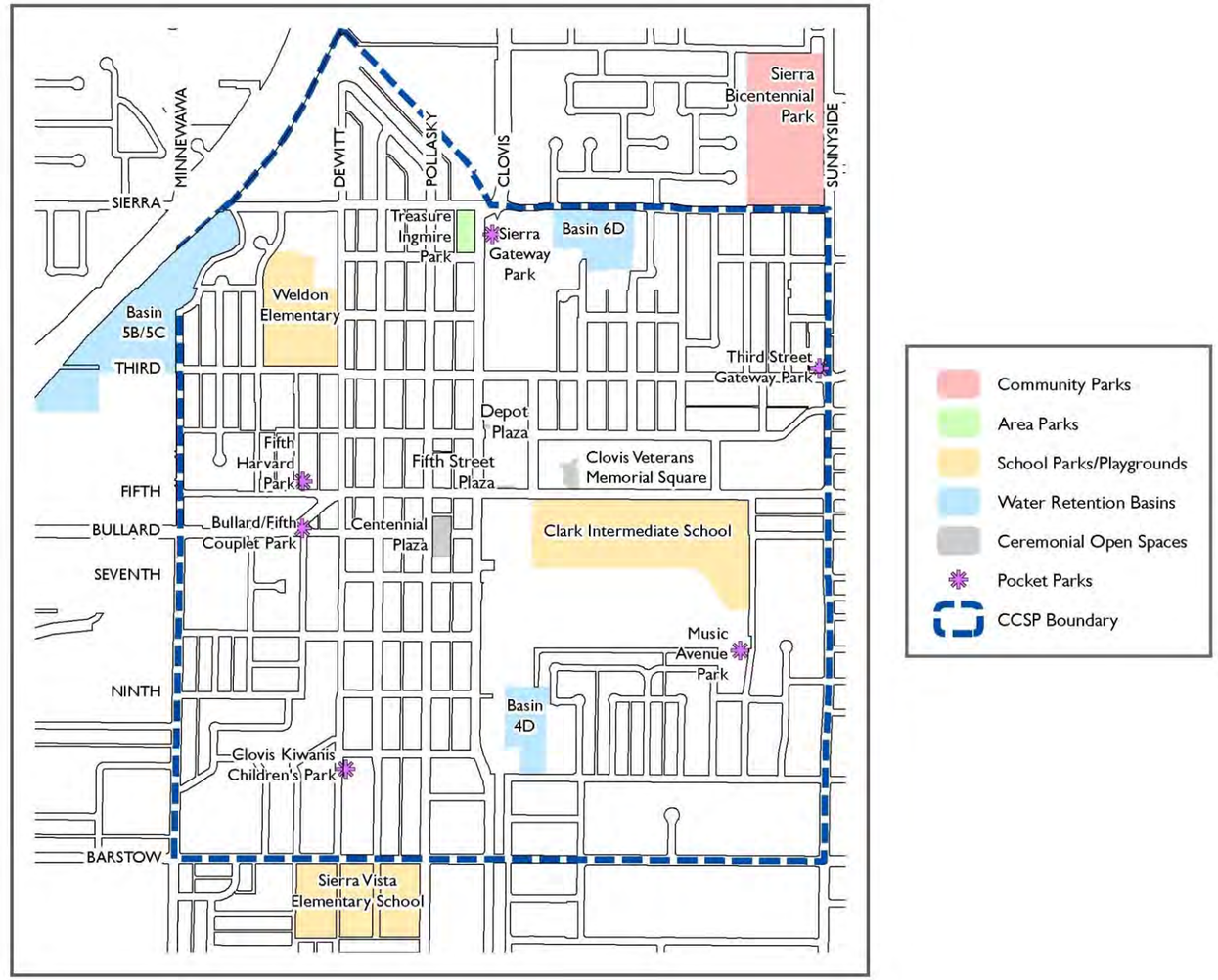
A broad variety of parks, open spaces and public places are found throughout the Central Clovis Specific Plan area providing recreation, open areas and celebration amenities. These facilities are an important component in servicing and enhancing the quality of the Central Clovis environment.

Community Parks provide community serving open space and recreational needs. These parks often include active sports facilities. Although not in the plan area, Sierra Bicentennial Park lies adjacent to the plan area at the northwest corner of Sierra and Sunnyside Avenues and is an important asset to neighborhoods in the Central Clovis area.

Area Parks provide neighborhood serving recreational amenities which include active open space, play equipment, picnicking and restroom facilities. 1.19 acre Treasure-Ingmire Park, located at the southwest corner of Clovis and Sierra Avenues is one of Clovis' original recreational facilities and provides these facilities in close proximity to the Old Town Trail.

Pocket Parks are an intimate and passive open space that often includes picnic and sitting areas and occasionally some small play equipment. They are generally shady places with easy access and visibility from adjacent residences. Six Pocket Parks are found in the Central Clovis area and include;

- **Fifth Harvard Park** located at the northeast corner of Fifth Street and Harvard Avenue,
- **Clovis Kiwanis Children's Park** located at the southeast corner of Tenth Street and DeWitt Avenue,
- **Music Avenue Park** located on the west side of Music Avenue adjacent to the Rodeo Grounds,
- **Bullard/Fifth Couplet Park** located near Bullard and Harvard Avenues, and,
- **Sierra Gateway Park** located near the southeast corner of Sierra and Clovis Avenues, and,
- **Third Street Gateway Park** located at the northwest corner of Third Street and Sunnyside Avenue.



School Park/Playgrounds also serve community recreational and open space needs. The City maintains an "open gate" policy with the Clovis Unified School District (CUSD) that allows for use of District lands and recreational facilities after normal hours and during summer.

- **Weldon Elementary School**, located at the northwest corner of DeWitt and Third Street provides open space grass fields for after-hours community use.
- **Clark Intermediate School**, located on the south side of Fifth Street and east of Clovis Avenue provides open space grass fields as well as community accessible sports and swimming facilities.
- **Sierra Vista Elementary School** lies just south of the project area at the southwest corner of Pollasky and Barstow Avenues and provides open space grass fields for after-hours community use.

Water Retention Basins can provide a view shed and wildlife viewing opportunities. Three viewable basins are located within or in close proximity to the plan area and include;

- **Basins 5B/5C** located on the west side of Minnewawa Avenue at Second Street,
- **Basin 6D** located on the south side of Sierra Avenue east of Clovis Avenue, and,
- **Basin 4D** located east of the Old Town Trail, north of Jefferson Avenue.

Ceremonial Open Spaces provide amenities for citizens and visitors to experience the heritage and history of Clovis in very unique ways. Four such spaces are found in the plan area;

- **Clovis Veterans Memorial Square** located on the north side of Fifth Street, east of Veterans Parkway provides a shady outdoor venue that often accommodates civic, Memorial District and Clovis Unified School District events, and,
- **Centennial Plaza** located at Pollasky and Bullard Avenues is designed as the hub of the "SoFi" district providing a venue for outdoor dining, public celebrations, outdoor entertainment and the focal point for Old Town events.
- **Fifth Street Plaza** located on the north side of Fifth Street east of Clovis Avenue provides a formal urban space that celebrates public sculpture art and the Clovis "time capsule".
- **Tarpey Depot Plaza** located at the northeast corner of Fourth Street and Clovis Avenue provides a place reflecting on the railroad history of Clovis.

Centennial Plaza 2016

Public Art

The Central Clovis area is known for public art that expresses Clovis' heritage and history. Citizens and visitors alike enjoy visiting these art pieces both on-foot and by bicycle in a venue unique to the "Valley". Recently bicycle art tours have exposed area citizens to these remarkable one-of-a-kind works.

Sculptural Art

The predominant art forms are physical sculptures. The "Heritage Walk on the Old Town Trail" currently showcases seven art pieces, five of which are located in the specific plan area. These pieces represent the values, history and cultural depth of the community. The City of Clovis has established art guidelines and a review committee for the consideration of additional works. A noteworthy work, "Festus", is located in the center of "Old Town "and has served as a whimsical artistic centerpiece for the past 25 years.

In addition to the "Heritage Walk", opportunities exist for the placement of physical art at "district gateways" to the Old Town Area as well as central nodes such as Centennial Plaza. The City should consider expanding art guidelines to govern the creation and placement of these pieces.

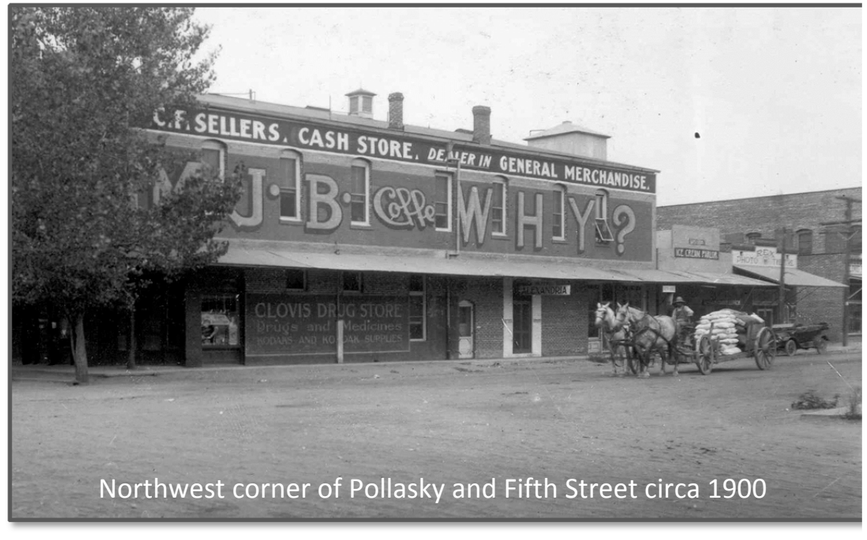
Wall Art

Many original historic business signs can be found on masonry buildings throughout "Old Town". These signs advertised business locations and many remarkably remain today. Extreme care should be put forward to preserve these works in a state of "arrested decay". This plan proposes a program to inventory historic signs and to identify methods for their preservation.

Several "Valley" communities have adopted mural programs as an attractor to their historic central business districts. When unique, such programs can serve to create a specific "sense of place". However repetitive use of this program by similar area communities can diminish the distinctive artistic qualities of individual downtown areas. It is recommended that historic mural programs not be pursued in "Old Town" but rather the recreation of historic and documented wall signs be considered for application to new structures. This pursuit would run parallel with the trend of capturing design elements of lost historic architecture in new "Old Town" building construction. Public elements such as directional parking lot signs could be based upon historic sign examples and applied to building facades.

In no case should historic wall signs be destroyed, amplified, painted over or modified.

"The Walking Doctor" on the Old Town Trail at Third Street



Northwest corner of Pollasky and Fifth Street circa 1900

CENTRAL CLOVIS SPECIFIC PLAN

The Robert E. L. Good Store at the southwest corner of 4th Street and Clovis Avenue circa 1920

ADMINISTRATION

Administration and Implementation

CENTRAL CLOVIS SPECIFIC PLAN MASTER PLAN COMMUNITY OVERLAY ZONING DISTRICT ADMINISTRATION

This Specific Plan and Master Plan Community (M-P-C) Zoning District represents a framework of development for the Central Clovis area. Implementation of these policies and zoning districts requires the approval of this M-P-C handbook and any subsequent submittals over the life of the plan. This section sets forth the procedures needed to implement and administer both the Central Clovis Specific Plan and the M-P-C overlay district, and those procedures required for its amendment, if necessary.

IMPLEMENTATION

The Central Clovis Specific Plan and Master Plan Community (M-P-C) Zoning will be implemented through the adoption of this document and the maps, street plans, text discussions, development standards and design guidelines contained herein or attached as a part of this submittal. Subsequent submittals may be required for the modification of this document.

The City's approval of the Central Clovis Specific Plan and Master Plan Community (M-P-C) Zoning, shall constitute sufficient findings to justify any waivers, variances, exceptions or deviations set forth in the M-P-C Zoning District Overlay to those provisions of the Clovis Municipal Code that would otherwise be required. Such waivers, variances, exceptions or deviations shall be deemed granted.

This document contains several Planning Areas that have specific directives regarding land use and development standards. Development within these areas shall be consistent with the directives of this document. Land use and development standards for those areas not included as Planning Areas shall be governed by the land uses assigned by the Clovis General Plan and associated zoning.

PROCEDURES

Development within the Central Clovis Specific Plan area shall comply with the development standards approved in this Specific Plan and M-P-C document. Amendments to this adopted Specific Plan and M-P-C document shall be filed with the Department of Planning and Development Services. The Planning and Development Services Director shall determine if the proposed modification is considered "minor" or "major," and the request or proposal shall be processed accordingly.

Minor and Major Modification. Procedures for and determination of minor and major modification requests shall be consistent with Section 9.18.030 of the Clovis Municipal Code – M-P-C (Master Plan Community) Overlay Zoning.

PROCESS FOR SITE PLAN REVIEW APPLICATIONS WITHIN A M-P-C DISTRICT

The individual project approval process requires the preparation of a site plan review application for all non-single family residential projects consistent with Section 9.56 of the Clovis Municipal Code.

Action Items

Implementation of the Central Clovis Specific Plan will generally happen as development and redevelopment activity occurs in the plan area in a manner consistent with the plan's development standards. However several action items are proposed to assist in executing implementation efforts.

- Prepare and modify design guidelines for the various planning areas.
- Develop and adopt a program for the inventory, preservation and recreation of historic painted wall advertising art for use in the Old Town Commercial Planning Area.
- Prepare "permit ready" residential plans for Pedestrian Tiny Street neighborhoods.
- Include and schedule improvements to the Clovis Avenue Storefront Commercial streetscape as part of Clovis' Community Investment Program.
- Conduct an analysis of and implement vehicular parking and way finding programs to more efficiently direct users to parking facilities.
- Prepare and adopt guidelines, standards and development plans for the various gateways.
- Prepare and adopt a policy for outdoor entertainment related to the Old Town Plaza.
- Prepare and adopt policies for outdoor dining.
- Align Clovis' Active Transportation Plan to the pedestrian and bicycle directives of the Central Clovis Specific Plan.
- Design and implement a street sign program for the Central Clovis area.

CENTRAL CLOVIS SPECIFIC PLAN

L.W. Gibson Store, northwest corner of 5th Street and Pollasky Avenue

APPENDIX/DESIGN GUIDELINES

Introduction

These design guidelines are intended to serve as a guide for the conservation, adaptive use and enhancement of buildings and streetscapes contained within the Central Clovis Specific Plan. It is a manual designed to meet the needs of many users including architects, designers, building contractors and business owners. Each of these interests has a vital role to play in the success of Old Town.

The major content of the manual is the provision of practical guidelines for the restoration and rehabilitation of buildings and storefronts which contribute to the distinct and exceptional character of Old Town. It also serves as a guide for new replacement and infill construction within various design areas.

The information and illustrations address various facets of design when, as considered as a whole, will provide a depth and comprehensiveness in quality to the Old Town experience.

Applicability

These design guidelines shall be used as a basis for considering and approving Site Plan Review and Exterior Amendments to Site Plan Reviews for all applicable commercial buildings.

OTC Old Town Storefront Commercial

Background

Old Town's Storefront Commercial District was initially developed between the 1880 and 1920 and reflects the pre-automobile era. The first commercial buildings to appear in Old Town were simple wood structures often including an architecturally embellished store front. The intent of this design was to assist in the identification of the use directly from the street front and to be able to visually merchandise wares to those passing by.

As Old Town matured, building types began to transition to fire resistant masonry and brick construction while maintaining the direct street front orientation.

Most first floor environments utilized ceiling heights of 12 or more feet in conjunction with transom windows and shade awnings. This configuration allowed buildings to be passively ventilated (prior to air conditioning) during warm days through high ceiling vents while allowing natural lighting to illuminate the interior via storefront and transom windows.

Visual storefront symmetry was also an important element of the period in creating an architectural aura of "significance".

Much of the architectural "charm" of Old Town relates to these basic elements and thus it is important to incorporate these factors in the rehabilitation of authentic structures.

Over the years many Storefront Commercial buildings were replaced by new structures that reflected the design relevant to the era of construction. While building orientation, setback and viewability to the street front remained important, several buildings reflect distinct architectural eras which include, "Mission Revival", stainless steel outfitted "Streamline Moderne" and mid-century concrete block. Such styles are legitimate in their own context and illustrate the depth of evolving history in Old Town.

In the 1960's and 70's, many storefronts were "modernized" in an attempt to produce a contemporary character that might appeal to shoppers. These efforts generally disguised authentic storefronts with facades reflective of automobile oriented shopping centers of that time. In several cases this work caused irreparable damage to masonry structures through the application of stucco and similar materials and the destruction of transom windows. In other circumstances, many plywood facades "protected" original architectural elements allowing for their rediscovery.

Purpose

These Storefront Commercial guidelines encourage the recognition, preservation and enjoyment of all authentic architectural styles while preserving and enhancing the pedestrian environment. They also provide guidance for new construction, signs, colors and materials.

The primary goal of the Storefront Commercial Design Guidelines is to preserve and enhance the attractiveness of the business core where people prefer to walk rather than drive and where the pleasant sidewalks, shading trees and a variety of shops, restaurants and other activities encourage people to spend time, slow their pace and engage one another. The design of buildings and setting, circulation and public spaces in Old Town have, and will continue to play a crucial role in maintaining this character and vitality.

Street Orientation. Buildings in the Storefront area of Old Town should be located at the back of the sidewalk unless space between buildings and sidewalk is to be used for pedestrian features such as plazas, courtyards or outdoor eating areas.

Height, Scale. Multi-story buildings are desirable because they can provide opportunities for upper floor offices, restaurants and residential units and can increase the numbers of potential customers for ground floor retail uses. Differing building heights that are significantly taller or shorter than adjacent buildings provide important visual interest.

- For large projects that occupy several lots, variable roof heights and architectural features that penetrate the roof line are encouraged to provide visual interest and establish a more "human-scale" environment.
- Reinforce established horizontal lines particularly those that describe the storefront commercial sidewalk setting.
- Maintain a distinction between the first and second floors by having a more transparent ground floor. On upper floors, use windows and other architectural features that reinforce the typical rhythm of upper story windows found on traditional commercial buildings and provide architectural interest on all four sides of the building.
- Large buildings should be clearly expressed at the street frontage by changing material or setback to respect the historic lot pattern and rhythm of Old Town.
- Use roof overhangs, cornices, dentals, moldings, awnings and other decorative features to decrease the vertical appearance of the walls.
- Use recesses and projections and color to visually reduce the size, bulk and scale of the building.
- Use planter walls and other pedestrian oriented features on the ground floor such as windows, wall detailing and public art.
- Consider the quality of natural and reflected light in public spaces within and around the project site and choose materials and colors to enhance lighting effects with respect to available solar exposure.

Visible Service Infrastructure. The following guidelines are established in recognition of the particular service demands of the buildings in Old Town. Planning for the following considerations must be done early so that proposed building designs correctly depict final construction.

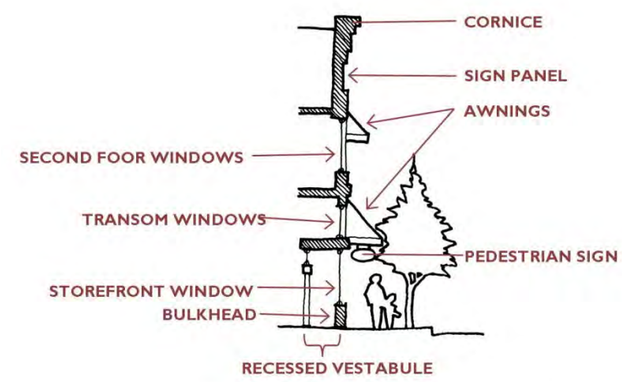
- Utility boxes for phone, cable, electricity, natural gas, information systems etc. should be located along service alleys, within the building or in a sub-grade vault.
- Location of backflow prevention devices and fire sprinkler risers must be identified on project plans and shall be located inside of the building or in a permanently screened location when located on a street frontage. (see Storefront Commercial Design Guidelines).

Façade Design. New structures and remodels should provide storefront windows, doors, entries, transom windows, awnings, cornice treatments and other architectural features that complement existing structures, without copying their architectural style.

- **Overall Character.** In general, buildings should have either flat or stepped rooflines with parapets and essentially flat facades. Walls with round or curvilinear lines or large pointed or slanted rooflines should generally be avoided.
- **Proportions in relation to context.** Buildings should be designed with consideration of the characteristic proportions of existing adjacent facades as well as the rhythm, proportion and spacing of their existing door and window openings.
- **Storefront Rhythm.** A new building façade that is proposed to be much wider than the existing characteristic facades on the street should be divided into a series of bays or components defined by columns or masonry piers that frame windows, doors and bulkheads. Creating and reinforcing a façade rhythm helps tie the street together visually and provides pedestrians with features to mark their progress down the street.
- **Individual storefront proportions.** Storefronts should not overpower the building façade and should be confined to the area framed by the support piers and lintel above, consistent with the classic Old Town architecture.

- **Wall surfaces.** Wall surfaces, particularly at the street level, should be varied and interesting, rather than unbroken and monolithic as blank walls discourage pedestrian traffic. This can be achieved in a number of ways including;
- Dividing the façade in a series of display windows with smaller panes of glass;
- Constructing the façade with small human scale material such as brick or decorative tile along bulkheads;
- Providing traditional recessed entries; and
- Careful sizing, placement and overall design of signs.
- **Doorways.** Doorways should be recessed to provide a space for pedestrians to stop prior to entering a building.
- **Bulkheads.** Storefront windows should not begin at the level of the sidewalk, but should sit above the base, commonly called a bulkhead, of 18 to 36 inches in height. Bulkheads should be designed as prominent and visible elements of the building façade and should be treated sensitively to ensure compatibility with the overall appearance of the building. Desirable materials for the bulkhead facing include those already common in Old Town including wood and ornamental glazed tile.
- **Materials and architectural details.** While Old Town buildings have a variety of materials and architectural details, several consistent themes in these aspects of design have helped define its distinctive character.
- **Finish materials.** The exterior materials of the Old Town buildings involve several aspects including color, texture and materials. Materials with integral color such as smooth troweled plaster, tile, stone, and brick are encouraged. If the building's exterior design is complicated with many design features, the wall texture should be simple and subdued. However if the building design is simple, a finely textured material can greatly enrich the building's overall character. Materials should complement those on adjacent buildings.
- **Exterior Colors.** Exterior colors of all Storefront Commercial buildings shall utilize a palette complimentary to the era and style of building. Use of historic color charts and professional consulting is encouraged.

STOREFRONT COMMERCIAL DESIGN ELEMENTS



STOREFRONT COMMERCIAL DESIGN ELEMENTS

Remodeling. Storefront remodeling often covers original details or retains them only as visual "leftovers". Existing details should not be wasted in remodeling efforts. If enough remain, they can be restored as part of the original design. If only a few remain, they can be incorporated as a design feature in a new storefront. In either case, design changes to a façade should grow out of the remaining traditional details and create a harmonious background that emphasizes those details.

- All exposed existing brick faces shall be preserved and shall not be painted over or covered. Removal of paint from brick surfaces shall be accomplished only through a chemical process and not sand blasted or high pressure washed.
- Weather-worn turn-of-the-century signs painted on brick present an authentic historical record of Old Town and shall not be damaged or covered.
- Alleys and parking lot sides of structures are encouraged to retain historic infrastructure including piping, fire doors, security grills etc. in maintaining the authentic utility environment of Old Town.

Doorways. Doors and storefront systems should be of materials and have details and ornament appropriate to the building wall materials (for example, an older brick building would more appropriately have wood and glass doors with brass fittings rather than aluminum framed doors).

- Storefront entrance doors should be recessed within the building façade to provide an area for pedestrians to transition from the interior space to the public sidewalk. The appropriate depth of the recess will depend upon the storefront design and available space, but should be at least the width of the entrance door.
- Doors themselves should be primarily of glass to avoid conflicts between entering and exiting patrons.
- Door and entry designs and materials should be compatible with the other storefront materials. Terrazzo and tile pavers are attractive and appropriate paving materials common to Old Town while indoor/outdoor carpeting and wood planking are inappropriate materials.

DeWitt Building circa 1920

Windows. Windows that allow pedestrians to see activities within the ground floor of Old Town buildings are important in maintaining the pedestrian orientation of Old Town. Ground floor windows adjacent to sidewalks encourage pedestrians to linger, while extensive blank walls do not.

- When windows are added or changed, it is important that the design be compatible with the themes common in the same block.
- Use of clear glass (at least 88 percent light transmission) on the first floor is recommended. Introducing or changing the location or size of windows or other openings that alter the architectural rhythm or character of the original building is discouraged.
- Permanent fixed security grates or grills in front windows are not permitted. Any necessary security grills should be placed inside, behind the window display area.
- Traditional storefront transom windows should be retained whenever feasible. If the ceiling inside the structure had been lowered, the ceiling should be stepped up to meet the transom so that light will penetrate the interior of the building.
- Existing windows should be maintained and not "Walled-in" or darkened to provide more interior wall or storage space.
- Restaurants and similar uses are encouraged to utilize "foldable" windows that allow the interior space to expand into the public right-of-way.
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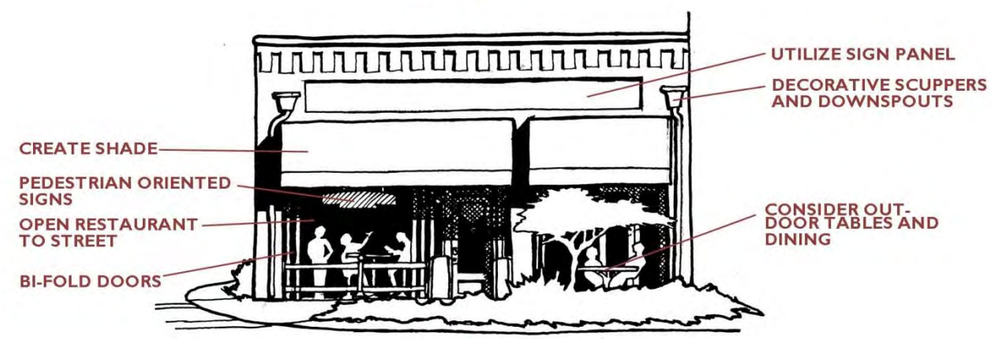
Awnings. Awnings should be retained and/or incorporated where feasible and compatible with the storefront.

- Where the façade of a commercial building is divided into distinct bays (sections defined by vertical architectural elements, such as masonry piers), awnings should be placed within the vertical elements rather than overlapping them. The awning design should respond to the scale, proportion and rhythm created by the bay elements and fit into the space created by the bay.
- Awning shape should relate to the window or door opening. Barrel-shaped awnings should be used to compliment arched windows while square awnings should be used on rectangular windows.
- Awnings may not be internally illuminated.
- Awnings can either be fixed or retractable.
- The materials and color of awnings need to be carefully chosen. The use of second floor awnings shall be coordinated with the lower storefront awnings. Canvas is the most appropriate material for awnings. Plastic (vinyl) or other glossy materials are not appropriate. Corrugated metal awnings may be used when appropriate with the storefront architecture.
- Awnings should be functional and at least four feet wide.
- A single building face with multiple tenants should use consistent awning design and color on each floor, unless the building architecture differentiates the separate tenancies.

BEFORE



AFTER

STOREFRONT COMMERCIAL DESIGN ELEMENTS

Other Details. A number of other details should be incorporated into the exterior building design to add a degree of visual richness and interest while meeting functional needs. These details include such items as:

- Light fixtures, wall mounted or hung with decorative metal brackets.
- Metal grillwork, at vent openings or as decorative features at windows, doorways or gates.
- Decorative scuppers, catches and down-spouts.
- Balconies, rail, finials, corbels, plaques, etc.
- Crafted artworks.
- Architectural lighting and outdoor dining lighting should only be allowed when it complements the design theme of the building.
- Seasonal lighting shall be removed following seasonal events.

Public spaces, plazas and courtyards. Public spaces on Old Town sites should be designed as extensions of the public sidewalk by providing pedestrian amenities such as benches and fountains and by continuing the pavement treatment of the sidewalk.

- Plazas and courtyards are encouraged within Old Town.
- Primary access to public plazas and courtyards should be from the street: secondary access may be from retail shops, restaurants, offices and other uses.
- Shade Trees or architectural elements that provide shelter and relief from direct sunlight should be provided.
- Courtyards should be buffered from parking areas or drive aisles by low walls, landscaping or other features to clearly define the edges of pedestrian space. Portable shade structures, umbrellas and other temporary structures that oar out of context with the adjacent architecture are prohibited.
- Ample seating should be provided.
- Bicycle parking should be provided.

Signs. Proper signs on storefront commercial structures in Old Town are particularly important in that they not only identify the use, but are a facet of the design of buildings and the overall streetscape. Most storefront commercial building facades incorporated sign areas in their design as well as used window and canopy signs that oriented to both the street and pedestrian environment.

- Fascia signs should be placed and fitted to areas provided on storefront architecture.
- All signs should use graphics and font types reflective of the era that the building was constructed.
- With the exception of the Clovis Avenue frontage, all signs shall be externally illuminated. Along the Clovis Avenue frontage individual channelized lettering and "halo" signs may be used with fonts that harmonize with the style of the structure. Plexiglas panel "can" signs and exposed raceways are expressly prohibited.
- Window and canopy signs are allowed and shall coordinate with the graphics of the main panel sign. Window and canopy sign square footage shall be included in calculating permissible sign area.
- Double sided pedestrian oriented projecting signs are limited to 2 square feet and shall coordinate with the overall sign program. Graphics that illustrate the items sold or served in the store are encouraged.
- Privilege, automated or flashing and illuminated "open" signs are prohibited.
- "A" and "I" frame signs and other portable freestanding signs are prohibited from display in the public right-of-way.
- Menu boards should be wall mounted and incorporated into the architectural style of the building

EXHIBIT "-"
STOREFRONT COMMERCIAL AWNING & SIGN PLACEMENT

Outdoor Merchandising. Outdoor merchandising and sidewalk dining can add to the pedestrian experience of the Old Town area when treated in context with the business it serves and the streetscape design.

- Merchandise items displayed in the public right of way shall relate specifically to the adjacent business and harmonize with items displayed in the storefront windows.
- Outdoor dining, tables and chairs are allowed when it does not conflict with the pedestrian flow of the sidewalk and overhang of vehicles parked along the curb face.
- All outdoor merchandising and dining shall meet American Disabilities Act requirements and requires a permit from the City of Clovis.