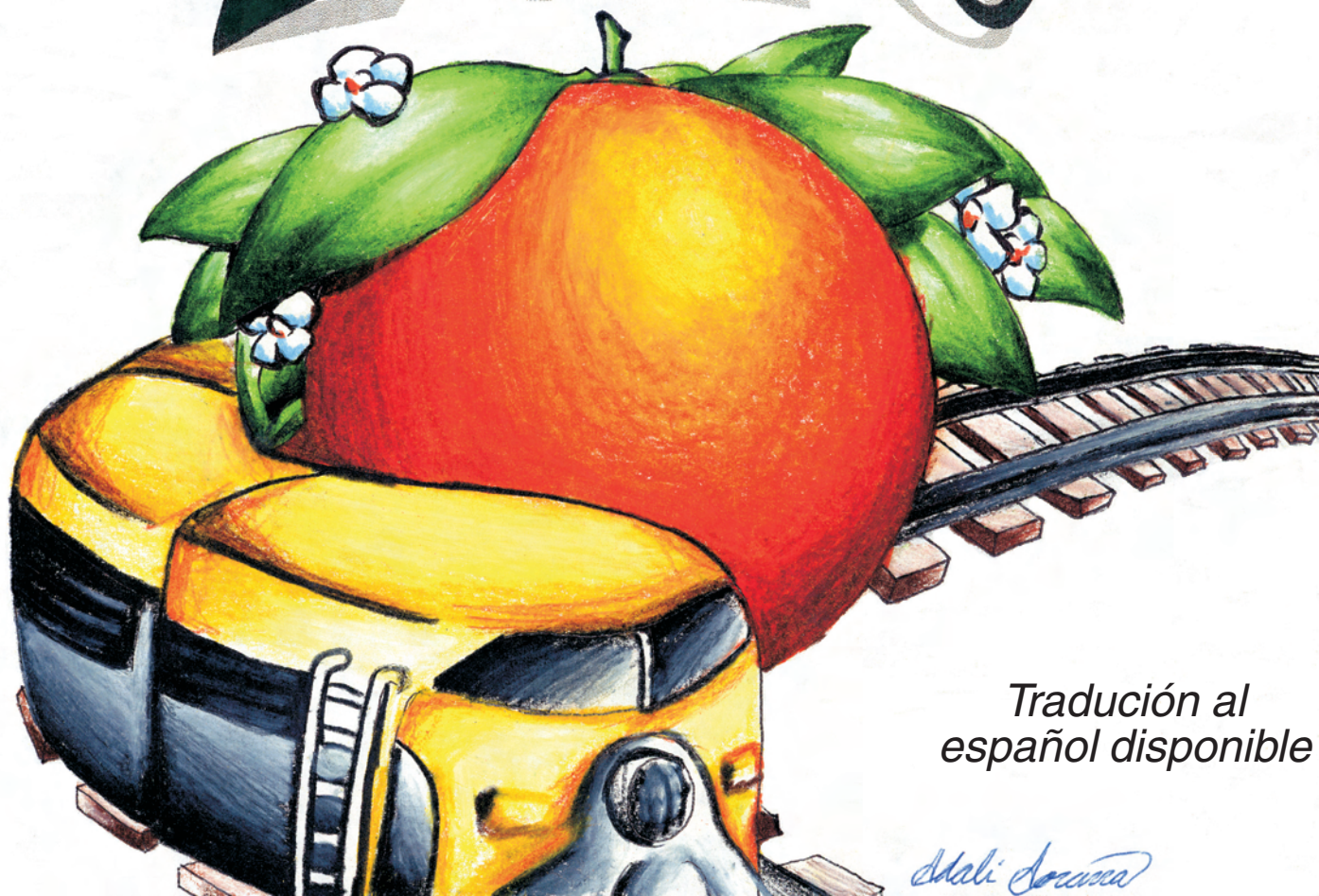


F I L L M O R E

2020



Traducción al
español disponible

Mali Jorjona



Clockwise, from upper left: Picking oranges at W.H. Moore Ranch in 1908; Members of the Harmonson-Rood Orchestra pose in new uniforms (circa 1910); Pepper trees line Central Avenue looking south from Sespe Avenue in 1915; Livery & Feed Stables on Santa Clara Street with Fillmore State Bank building at corner of Central Avenue; Jerome Fillmore, City's namesake, superintendent of Southern Pacific Railroad from 1876-77; Looking south over Fillmore in 1958 (compare to 1999 photograph on page 27); Locals gather for a barbecue at the high school during World War II; members of the Fillmore Volunteer Fire Department, c. 1926.



A Brief History of Fillmore

Origins

Fillmore owes its origins to the arrival of the Southern Pacific Railroad in the beautiful Santa Clara River Valley in the late 1800s. Named after Jerome A. Fillmore, General Superintendent of the railroad, the community was officially founded on August 1, 1888 when a street map of the little town was recorded in the Ventura County Court House.

Booming Economy

The arrival of the railroad meant busy times and a booming economy in the valley. Newspaper advertisements touted Fillmore as the place to settle and make your fortune off the land. The ads bragged that Fillmore's resources included oranges, lemons, walnuts, apricots, olives, hay, alfalfa, beans, corn, oil wells and gypsum, as well as plaster mills and packing houses with "plenty of work and big pay roll."

By 1900, Fillmore had a population of 150 with Main Street, situated along the railroad right-of-way, as its focus. A rooming house, general store, pool hall, fruit stand, barbershop, lumber yard and saloon were among the first businesses. In 1907, Fillmore came "out of the dark" as the first lights were strung downtown; in 1911, the town saw its first street lights.

The railroad depot (which still stands today but in a different location) was the hub of activity in Fillmore's early days, with freight and passengers constantly moving in and out of the station. As years went by, people began using other means of transportation (autos, namely) and passenger service eventually dwindled to a one-car, diesel-powered "Galloping Goose." The era came to an end on January 13, 1935 when the last regularly-scheduled passenger train stopped in Fillmore.

Incorporation

The City of Fillmore was incorporated on July 10, 1914 - but incorporation didn't come without a fight. Heated debates between the town's leading citizens of the day continued up until the day of the historic vote. The final tally was close,

with 208 votes for and 193 votes against incorporation. Progress soon followed, and in 1917 city streets were first paved.

Fillmore's business district developed north along Central Avenue, and by 1915 the 300 block was the focus of the town's commercial activity. Residential development also began to take hold after 1910, as large parcels of land were subdivided for homes. Many of the structures and homes built in this era remain standing today, except for early-wood structures on Central Avenue that were replaced by brick buildings. The first 1950s-style housing tract, Los Serenos, was built beginning in 1955.

Agriculture

Agriculture has long been a driving force behind the local economy, but much has changed since the early days when livestock grazing supported the expansive ranchos that occupied the valley. Before 1888, the land that would become Fillmore was dotted with wild mustard and grazing sheep. There were no orange orchards from Santa Paula to Rancho Camulos. Citrus was soon found to thrive in the fertile, gritty soil and by 1889 newspapers were declaring the valley as the finest citrus producing region in California. Apricot trees were also common at the time, as were walnuts.

Culture and Society

Fillmore residents have long taken great pride in cultural events that bring the community together for old-fashioned fun. Music, theatre and choral groups were common in the early days, before the distractions of automobiles and television. Large gatherings of town folk were common, especially for events such as May Day and the Fourth of July. Downtown parades, featuring elaborate floats by local organizations and businesses, received much attention and fanfare.

Throughout its history, Fillmore has demonstrated a strong sense of civic pride and an ability to "take care of its own." Today, Fillmore looks ahead to its future to remain the "Last Best Small Town in Southern California."

Mali Jarama

Preface



What you are holding in your hands is a collection of the dreams and desires of Fillmore residents for their community by year 2020. This document is not intended to be a “how to” guide for Fillmore’s future. Rather, it is intended to serve as a set of guiding principles and goals for our community into the 21st Century. The vision is not set in stone, and will require revision and revitalization over time, but nonetheless it is to serve as a starting point for continuing community progress. The plan should serve as a reference for everyone in the community - businesses and residents, government and schools, civic organizations, etc. - as well as for those looking to become new members of our community.

Critical to the success of the plan and its underlying vision is the participation of the community in Vision 2020. Volunteerism, civic pride and communication - three principles of the vision - are key to this success.

So read on, and don’t be afraid to dream a little along the way. Welcome to Fillmore’s vision!

—Vision 2020 Committee

City Council Resolution 99-2363

School Board Resolution 99-00-1

“A Joint Resolution of the City Council of the City of Fillmore, California and the Board of Trustees of the Fillmore Unified School District of Accordance with the Principles of Vision 2020.”

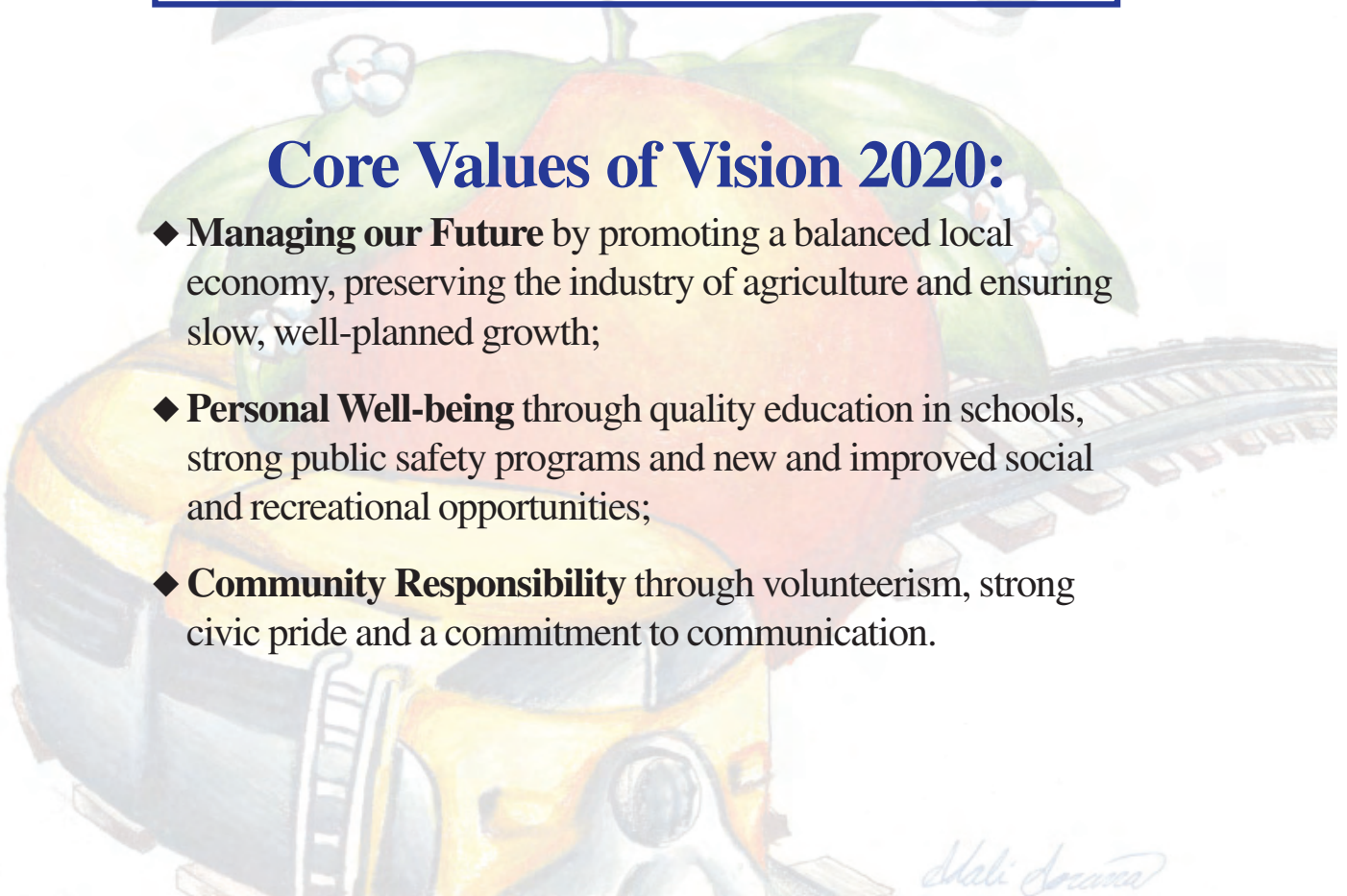
Adopted the 10th day of August, 1999.

Statement of Vision

Foster a thriving small-town atmosphere in which civic pride, personal well-being and a balanced economy are nurtured and protected.

Core Values of Vision 2020:

- ◆ **Managing our Future** by promoting a balanced local economy, preserving the industry of agriculture and ensuring slow, well-planned growth;
- ◆ **Personal Well-being** through quality education in schools, strong public safety programs and new and improved social and recreational opportunities;
- ◆ **Community Responsibility** through volunteerism, strong civic pride and a commitment to communication.



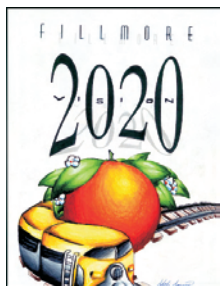
Mali Jorana

F I L L M O R E

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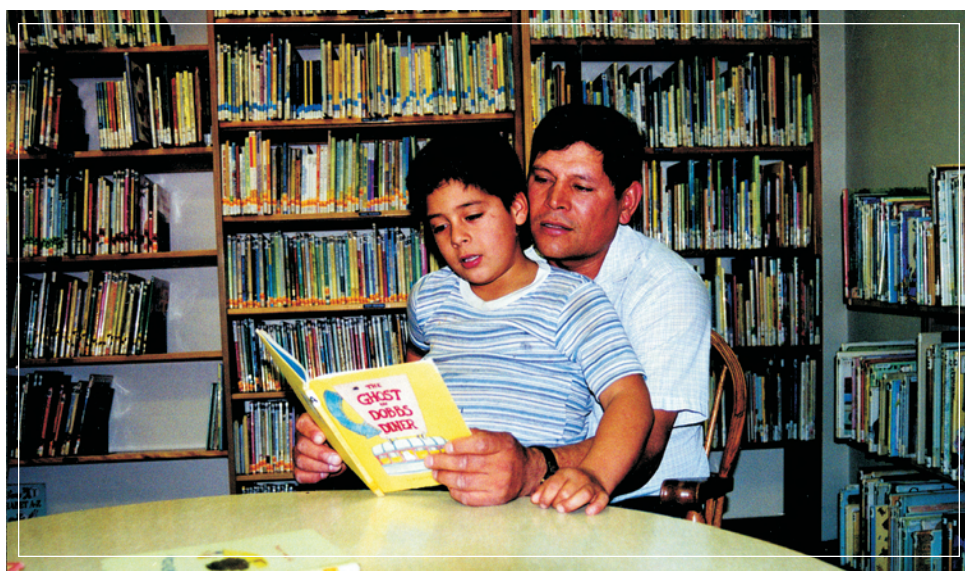
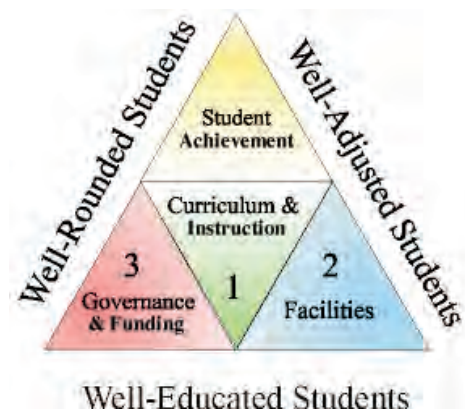
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Attaining Quality Education

Provide abundant opportunities for college and career preparation, technology training and lifelong learning to realize excellence in education through active parental and school staff involvement and a commitment to achieve a California “distinguished school” designation for all schools.



Parents must take an active role in their child's education from early ages through high school and beyond. Parents who place a value on education teach their children that learning is a life-long process.

Above: This model for student success shows a balance between being well-educated, well-rounded and well-adjusted. Below: Our schools must attract and retain high-quality educators.



The first step toward attaining quality education is to expect and accept nothing less than excellence from our students, school staff, parents and local decision-makers. As a community, our vision is to provide expanded education opportunities for all residents, from “the cradle to the grave.” Not only is it important for all in the community to pursue life-long learning,

the entire community must also share in the responsibility to educate our children, students, adults and seniors. Education resources can be stretched through volunteer tutors, mentors and teacher aides and through successful after-school programs. By investing in our community's education, we will reap rewards for many years to come.



*"The wealth of our nation rests
in the education of our youth."
- R. Conway Spitler, Fillmore*

Our Vision is ...

To Attain Quality Education in our Community by:

- ◆ Continually pushing for excellence in our students, school staff, parents and other members of our community
- ◆ Expanding opportunities for education outside of our school classrooms
- ◆ Maximizing resources for education through volunteerism, tutors, mentors, grants and joint use of community facilities
- ◆ Emphasizing the basics of education (reading, writing, arithmetic) as well as extra-curricular activities
- ◆ Understanding successful education depends on well-rounded, well-adjusted and well-educated students

Why Should We Attain Quality Education?

A well-educated populace is the lifeblood of the community. Job opportunities are expanded and income-earning potential increases. A well-educated member of the community has the ability to communicate their point of view and understand the positions of others. Quality of life is enhanced, criminal activity is reduced, and health awareness is improved as a result of abundant education opportunities. Quality education makes Fillmore a more desirable place to live, work and play, and attracts outside economic investment in the community.



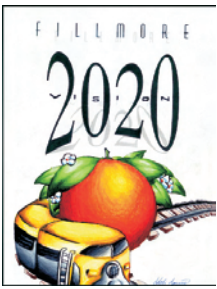
Technology is playing an increasingly important role in education. Above: Fillmore High students learn how to master the computer.



Adult education programs are necessary to support life-long learning. Above: Residents attend English classes at Fillmore Middle School.



Fillmore schools benefit from adult volunteers who provide input for goals and policies. Above: Parents attend a school-site meeting.



Attaining Quality Education

"To be proud of our community of Fillmore includes the education of tomorrow's future" - Anonymous local resident

A key piece of the community's vision for 2020 is to attain quality education for our community. Quality education opportunities are important for attracting new businesses and industry to our community and to give our local students every chance to succeed.

Every effort must be made to emphasize the importance of education in our daily lives.

What We Will See in Year 2020

- ◆ Students leaving the school system with a competitive edge to succeed
- ◆ Strong parental involvement in all aspects of their child's education
- ◆ Learning opportunities for all ages, from infants to seniors
- ◆ Each school designated as a "California Distinguished School"
- ◆ Residents demonstrating pride in our schools
- ◆ Students proud to go to school and respectful of other students and teachers
- ◆ Test scores in state top 10%
- ◆ Resources for extracurricular activities, including band, drama, academic clubs, school newspaper, sports, social clubs and agricultural organizations
- ◆ Quality, state-of-the-art library and school facilities
- ◆ Up-to-date, well-equipped vocational programs leading to numerous job opportunities
- ◆ Graduation rates above state and national averages
- ◆ High student acceptance rate into 4-year colleges and universities

How Do We Reach Our Vision?

- ◆ Accept only excellence from students and school staff
- ◆ Expect and receive a high level of support and involvement from parents, school/city officials and the community at large
- ◆ Maximize students' chances of getting scholarships that further their education and career potential
- ◆ Parent and student recognition of excellence and improvement
- ◆ Attract and retain highly-qualified, dedicated educators by offering competitive salaries, excellent work conditions and community support
- ◆ Provide attractive, fully-equipped, state-of-the-art neighborhood schools
- ◆ Provide comprehensive college and career-prep counseling
- ◆ Receive all available outside funding to support education and schools
- ◆ Foster the "joy of competition" among students, classes
- ◆ Maintain our extra-curricular school activities



A sound education will give Fillmore students the competitive edge to succeed in life.



Extracurricular activities are important for a well-rounded education. *Above:* The Fillmore High marching band performs.



Students demonstrate their Fillmore pride during a march and rally held for Vision 2020.



Fostering Civic Pride in Our Community

People taking responsibility to do “the little things” to make a difference in the present and future of their community; residents keeping homes and businesses in a neat and attractive manner; city workers and citizen volunteers keeping streets, sidewalks, paths and parks well-maintained and neighborhoods free of blight.



Above: Simple tasks, like sweeping a walk, encourage others to help keep their neighborhood and homes clean and in good repair. *Below:* City Hall stands as a symbol of Fillmore’s pride and commitment to traditional architecture styles in the the downtown business district.



Preservation of local historic sites and architecture is one example of civic pride. *Above:* The Hinckley House, home of Fillmore’s first doctor, has been restored by members of the Fillmore Historical Society.



Encouraging pride in our community is essential for achieving the quality of life desired by our residents. Whether it be supporting local businesses, participating in civic organizations, clearing vacant lots of trash or working to prevent crime, civic pride results in community improvement and self-sufficiency. Civic pride must be nurtured to the point

it becomes contagious in our community. Neighbors, local officials, service clubs and religious organizations all must play a role to foster strong civic pride and remind us that civic pride is often about ‘doing the little things’ that make a big difference. Perhaps most importantly, children must understand that pride in their community is critical to Fillmore’s future vision.



“Civic pride is taking responsibility to do the ‘little’ things that make a ‘big’ difference.”
- Jane Kampbell, Fillmore

Our Vision is ...

Civic Pride Displayed in Our Community by:

- ◆ Individuals taking responsibility for the well-being of their neighbors as well as themselves
- ◆ Neighborhoods that are well-maintained, attractive and inviting for children and families
- ◆ Local businesses that support, and are supported by, our local residents
- ◆ Increasing participation in community events, such as dinners, dances, festivals, school functions, service clubs, churches, chamber of commerce, etc.
- ◆ Citizens discouraging litter, graffiti, vandalism
- ◆ Preservation of our local historic sites/scenic areas
- ◆ Volunteers serving to help educate our students
- ◆ Appreciation of agriculture as a thriving local industry essential for a balanced economy

Why Should We Foster Civic Pride?

Strong civic pride is essential for a community to be able to adapt and meet its needs. When individuals feel strong civic pride, they are driven to take actions that either improve or support the well-being of their community. This brings the community together and makes one feel good about where we live, work and play. Those who witness displays of civic pride are compelled to follow suit, adding to the momentum. Civic pride attracts new investment in our community and local economy, and is necessary for keeping local businesses in business. Civic pride discourages litter, graffiti and criminal activity and increases the property values of homes and businesses. Just as important, civic pride helps support our education system and creates an atmosphere for volunteerism and personal responsibility.



The Chumash Indian statue, carved from a tree stump, is a proud reminder of our heritage and history.



School spirit is one example of how to display your community pride. Above: “Home of the Flashes.”



Residents who take good care of their homes and gardens should be recognized for their civic pride.



Fostering Civic Pride in Our Community

*"This is a town that really looks after its people."
- Tracey Gaither (Los Angeles Times article on Fillmore)*

A community that believes in itself is able to rise and overcome challenges through the strength and support of its people. A community without civic pride depends on others to take care of its needs. Strong civic pride is essential to having clean and safe streets and neighborhoods, support for local businesses, vital community organizations, fruitful educational opportunities and low crime. Strong civic pride is critical to the success of our vision.

What We Will See in Year 2020

- ◆ A thriving downtown with attractive, inviting storefronts reflecting and preserving our historic architecture
- ◆ Residential neighborhoods with attractive yards and well-maintained homes exhibiting pride of ownership
- ◆ People working together to help others and to keep our community attractive and prosperous
- ◆ Well-maintained streets and trees
- ◆ Persons taking responsibility for the education of our youth
- ◆ Citizens feeling safe at night to use bikepaths and walk in local neighborhoods and parks
- ◆ Manicured, green parks and flowering, landscaped entryways into the city
- ◆ People enjoying a variety of social activities, such as dinners, dances, festivals ...
- ◆ Support for local agriculture

How Do We Reach Our Vision?

- ◆ Emphasize individual responsibility and community solutions
- ◆ Foster volunteerism through schools, churches, civic groups
- ◆ Revive the "yard-of-the-month" program with local media
- ◆ Recognize and reward those who do good deeds in our community
- ◆ Encourage neighbors to keep yards clean, homes in good repair and yards and lots free of debris, weeds and graffiti
- ◆ Urge residents to shop at local businesses, use local services
- ◆ Use volunteer groups for projects benefitting the beauty and cleanliness of our community
- ◆ Reach out to and encourage commuters to become more a part of their community and to shop locally
- ◆ Share information on clean-up days, volunteer activities
- ◆ Set strong but fair standards for our neighborhoods and stores



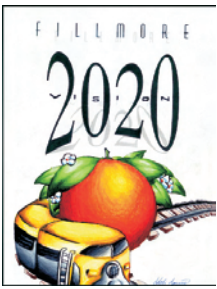
The neon Fillmore sign distinguishes our community's commitment to preserve its past.



Fillmore's many churches are a source of strong civic pride.



Fillmore hosts annual clean-up days to give residents a chance to rid homes and yards of unwanted junk and debris.



Stimulating Community Volunteerism

People giving their time and talents for the good of the community to enrich our senior center programs, youth activities, volunteer fire department, community festivals, libraries, schools, the Welcome Wagon and community beautification and crime-prevention programs.



Volunteerism allows Fillmore to maximize its resources and gives residents a way to give back to their community. *Above:* Members of the Soroptimist Club plant trees to beautify a well-used bikepath in town.

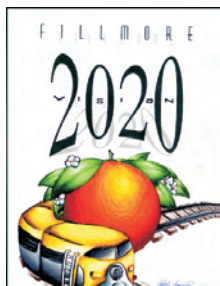


Above: Fillmore has many service clubs to support volunteer efforts in the community. *Below:* Volunteers play an important role as tutors in local schools.



One of Fillmore's greatest strengths has always been the ability of its residents to "rise to the occasion" and overcome challenges. When the 1994 earthquake struck, Fillmore came together to pick up the pieces and rebuild and improve its downtown and neighborhoods, getting "back on track" years ahead of other communities. It is this spirit of volunteerism

that can carry Fillmore forward to its goals for year 2020. Many needs in the community - whether it be tutoring youths, serving on the fire department, or assisting our older residents - can only be met through volunteer effort. Volunteerism - and recognizing our volunteers - is critical to achieving the goals set forth in this and other chapters of the plan.



*"There is no **THEY**."*
- Alyson Starbird, Fillmore

Our Vision is ...

Volunteers giving their time and talents to:

- ◆ Beautify our community
- ◆ Enrich our lives and our community
- ◆ Protect, preserve and promote what our citizens value and desire
- ◆ Foster cooperation, communication and networking in the community
- ◆ Teach and mentor our youth and other members of our community; support for our schools
- ◆ Maximize our community's resources and opportunities

Why Should We Stimulate Community Volunteerism?

Community volunteerism brings different generations and cultures together to exchange ideas, knowledge and history and gives one a healthy outlook on life and a positive attitude. Volunteering makes one feel good about contributing to others and spreads valuable information throughout the community through positive interaction. This leads to the creation of long-lasting networks in our community and the establishment of common goals. Volunteerism also furthers our local resources (we can do more with what we have) and helps to keep crime rates low. It promotes understanding of other viewpoints, cultures, ages, etc., and leads to a "sense of community." Perhaps most importantly, widespread community volunteerism creates self-reliance within the community and the understanding that progress is not dependent on "others."



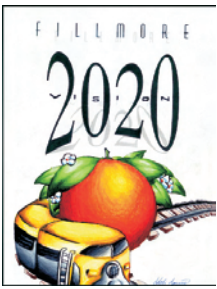
Volunteerism displays civic pride and care for the community. *Above:* Several organizations have adopted public paths for regular clean-up.



Above: Very few small towns still benefit from a volunteer fire department. These volunteers put their lives on the line to protect Fillmore.



Above: Fillmore schools have many volunteer mentors and tutors to help our students succeed.



Stimulating Community Volunteerism

"There is no 'I' in 'volunteer'." - Pete Orozco, Fillmore

Strong community volunteerism is a critical piece to the success of Vision 2020. Volunteerism is essential to making the most out of what we have, and allows us to fully realize our community's potential. Volunteerism drives civic pride, teaches us new skills, provides opportunities to make new friends and leads to a sense of accomplishment. Children must learn at an early age that volunteerism is essential for successful communities and individuals.

What We Will See in Year 2020

- ◆ People working together to beautify our neighborhoods, parks, schools, bike paths, etc.
- ◆ Active neighborhood watch and citizen patrol groups
- ◆ Strong participation in local service clubs/civic organizations
- ◆ Persons realizing self-satisfaction by freely giving their time
- ◆ Volunteer recognition program
- ◆ All age groups working together
- ◆ Volunteer opportunities for kids
- ◆ A continuing, strong volunteer fire department
- ◆ Mentoring and tutoring programs through schools
- ◆ Organized efforts to aid senior citizens with household chores, transportation, etc.
- ◆ Churches, civic groups, etc. working together (organized)
- ◆ Youth employment service office/organization to coordinate volunteers

How Do We Reach Our Vision?

- ◆ Create a volunteer coordination program with an office, staffing, bulletin board, and general information on volunteer opportunities
- ◆ Encourage people to get to know their neighbors and their needs
- ◆ Establish volunteer recognition programs
- ◆ Allow children to learn about the value of volunteerism and the vital role it plays in our community through participation (learn by doing)
- ◆ Coordinate clean-up days/programs and "do it" days to help beautify the community (follow these with a social event)
- ◆ Publicize "Volunteer Challenges" that stimulate and encourage volunteer groups to take on tasks
- ◆ Lead recruitment efforts to fill the ranks of service clubs
- ◆ Communicate the needs of activities of service clubs through newspapers, Channel 10, the Internet and other means...



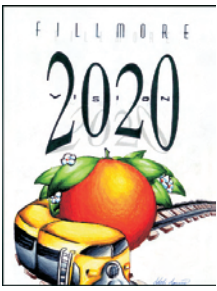
Fillmore's older residents benefit greatly from volunteerism. Above: Convalescent Auxiliary member helps with bingo game.



Our veterans organizations display strong civic pride in addition to serving their community.



Fillmore youth also need to be involved as volunteers. Above: Tallying survey results for a youth master plan.



Connecting Our Community Through Communication

Establish easy access to information and a free and open exchange of ideas between all Fillmore residents on community issues, upcoming events, volunteer activities, and opportunities for recreation, socialization and employment.

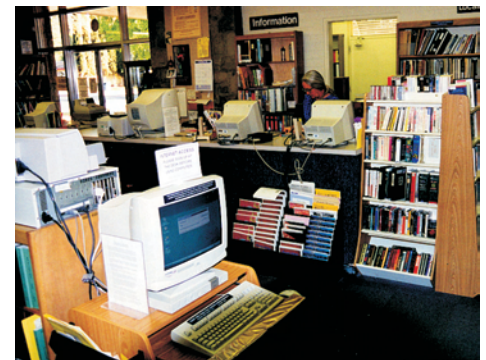


The process to develop Vision 2020 involved extensive efforts by the community to communicate its desires for the future of Fillmore. Above: Students participate in a march to publicize Vision 2020.

Good communication brings about shared understanding and the creation of common goals within our community. Communication serves to ensure that our residents are not isolated from one another and prevents misunderstandings. Even informal discussion (small talk) between neighbors and businesses serves to open new avenues and opportunities.



Above: Face-to-face discussion is still one of the best ways to achieve good communication. Below: The library offers access to valuable information and new communication technology, such as the Internet.



Persons will benefit by meeting those around them and attending community functions that bring us together. A variety of communication methods - from the latest technology to conversation over a cup of coffee - can be used to reach out and stay connected to one another. Personal contacts are key to developing open lines of communication.



“Communication is the first and most important ingredient in creating unity and strength in a well-rounded, safe community.”
- Susan Arias, Fillmore High Class of ‘99

Our Vision is ...

- ◆ A variety of effective communication means, from word-of-mouth to citywide newsletters to the Internet, delivering needed and useful information
- ◆ Communication with one another in an informative and respectful manner to achieve consensus and understanding on issues which affect our community
- ◆ To keep our community fully informed of events, opportunities, needs, changes and continuing progress in a timely manner

Why Should We Connect Our Community through Communication?

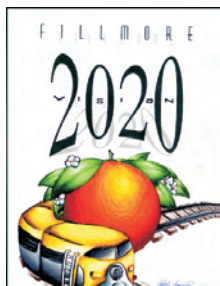
A key component of Vision 2020 will be to connect our community through continuous communication. Effective communication promotes dialogue and an exchange of information, creates shared understanding, and provides valuable information for our homes, schools and businesses. Communicating with one another leads to problem-solving, provides inspiration and promotes community involvement and pride. Communication enhances community activities and shares our “good times” as well as our “bad.” It also enables us to share and preserve our heritage and history while providing good public relations for our community’s economy, natural resources, lifestyle and education opportunities. Without communication, we cannot bring the community together on important issues or recognize those who have made positive contributions. A community that communicates is able to take advantage of unknown opportunities, and can encourage actions to reduce, solve and prevent crime.



Signs provide valuable information on what is happening in the community. *Above:* Information kiosk located downtown in Central Park. *Below:* Fillmore High School sign lists upcoming important events.



With the advancement of the Internet, e-mail and other new technology, the keyboard will play an important role in communication.



Connecting Our Community Through Communication

“Without understanding you have only fear.” - Steve McClary

*Connecting our community through communication depends on two-way expression between parties. Without feedback **from the receiver to the sender** the message can easily be lost or misunderstood. This interaction builds strong partnerships and friendships, leads to problem-solving, and creates common goals that all can pursue. Above all, information must be easy to find and obtain.*

What We Will See in Year 2020

- ◆ A greater understanding of other ideas and culture
- ◆ A greater understanding of our community's shared goals and vision
- ◆ Readily available information on the community's wants and needs
- ◆ Clearly identifiable, numerous, well-used, easily-accessed sources of information
- ◆ Consensus and understanding between residents and police
- ◆ Balanced and informative media coverage
- ◆ Frequent, well-publicized town hall meetings and local events
- ◆ Information on how to participate in community events and volunteer activities
- ◆ Meetings and results well-publicized in the community
- ◆ Frequent “word-of-mouth” communication
- ◆ Residents communicating needs to local government

How Do We Reach Our Vision?

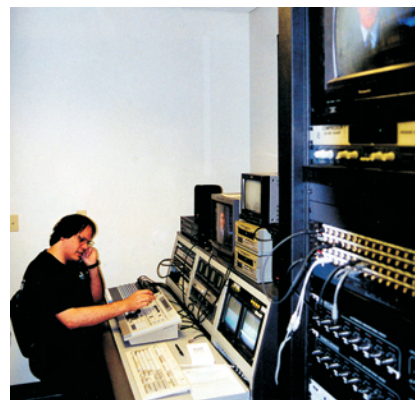
- ◆ Televisе public meetings
- ◆ Organize and publicize town hall meetings
- ◆ Publish quarterly City newsletter distributed throughout community
- ◆ Publish quarterly School newsletter distributed through schools
- ◆ Utilize the latest, state-of-the-art communication/media technology
- ◆ Encourage community leaders to regularly use local media as a forum for an exchange of ideas, such as guest columns/editorials
- ◆ Provide a central clearinghouse for the collection and distribution of information important to the community
- ◆ Establish easily accessible and identifiable methods of communication, including translation
- ◆ Provide workshops/information on how to access and distribute information throughout the community
- ◆ Encourage architecture that fosters communication, such as front porches



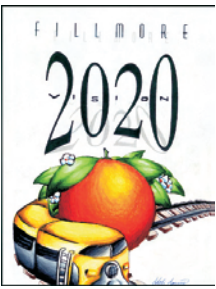
Local newspapers help communicate information on current events, opinions and services offered in the community.



City Council meetings provide a forum for residents to express their views and participate in the decision-making process.



Fillmore's Channel 10 provides free communication opportunities to local cable customers.



Strengthening Public Safety

Provide well-equipped and appropriately-staffed public safety agencies able to respond to service calls in a timely and caring manner and capable of taking proactive steps to reduce crime and eliminate hazards to life, property and the environment.



Strong public safety requires not only having adequate resources, but involvement from the community. Above: A Fillmore fire captain teaches children what to do and how to protect themselves in a fire.

Historically, Fillmore has looked to creative, community-based solutions to meet its public safety needs. For many years a relatively isolated town, Fillmore depended on its tireless volunteer firefighters to protect life and property. Today, proudly, that tradition carries on, providing Fillmore with first-class protection at a bargain compared to other cities.

Fillmore currently has a base contract with the Sheriff's Department for police services. In addition, the City has taken the initiative to establish the North Fillmore Police Storefront, which has led to a reduction in crime citywide. This pro-active, community approach to preventing crime can only be successful if residents make a commitment to strongly support public safety.



Members of the Fillmore Citizen Patrol volunteer as additional "eyes and ears" for public safety.



Sheriff's Deputies are given daily updates on how to best serve the community they patrol.



"A cure for crime is not in the electric chair but in the high chair." - Author unknown

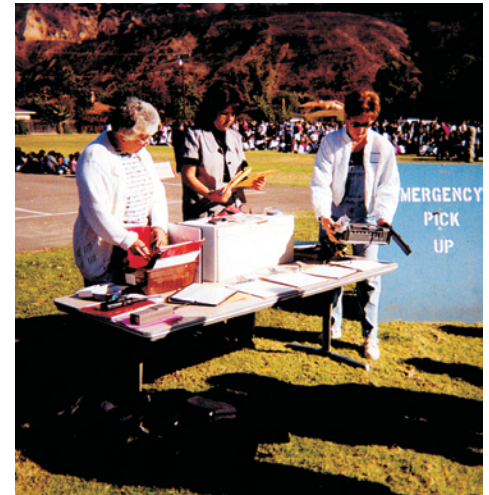
Our Vision is ...

Strengthen our community's public safety by:

- ◆ Securing a dependable revenue source for public safety agencies
- ◆ Continuing and supporting our volunteer Fire Department
- ◆ Providing additional resources and support to our Police Department
- ◆ Providing the latest in technology and training to our public safety agencies
- ◆ Creating a sense of community ownership toward public safety by increasing citizen participation in local public safety programs
- ◆ Developing community solutions for public safety
- ◆ Establishing a ratio of (2) police officers and (2) firefighters for every 1,000 residents



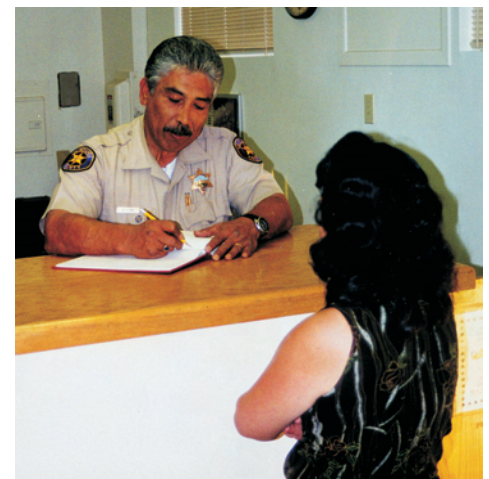
Above: Fillmore's police and the volunteer fire department serve as the backbone of efforts to preserve public safety in the community.



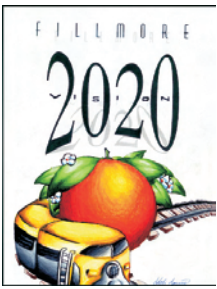
Members of the community need to be prepared for public safety emergencies. Above: School participates in an earthquake preparedness drill.

Why Should We Strengthen Public Safety?

We all hope we never have to use the services of our local police or fire department, but when those services are called for, we need them to respond quickly, with the right people and equipment for our needs. By strengthening the abilities of our public safety agencies, we improve our overall quality of life and gain peace of mind. This leads to a variety of benefits: increased property values, reduced insurance costs and preservation of our physical and social environments. By strengthening public safety, we attract new investment in the local economy and foster civic pride in our community.



Communication is vital to strong public safety. Above: An officer speaks with a resident at the North Fillmore Police Storefront Station.



Strengthening Public Safety

“We found that close to 70% of burglaries were crimes of opportunity. There’s a sense of security here.” - Police Sgt. Fred Bustillos

Residents want to feel safe at home, in their cars and on the street. More to the point, they want to actually be safe in their community. Being safe requires a commitment that starts with citizens and carries through to our police officers and fire fighters. But a safe community requires more than safety-minded citizens, it needs the resources to be able to deliver.

What We Will See in Year 2020

- ◆ Modern equipment and facilities
- ◆ Well-trained police officers and firefighters
- ◆ Strong interaction between residents and police and fire personnel
- ◆ Proactive law enforcement programs
- ◆ Proactive fire prevention programs
- ◆ Effective judicial system capable of reducing repeat offenders
- ◆ Active Citizens Patrol and Neighborhood Watch groups
- ◆ Safe streets for drivers/pedestrians
- ◆ Two police officers and two firefighters per 1,000 residents
- ◆ Strong fire/police cadet programs
- ◆ Paramedic-certified firefighters
- ◆ Safe community with crime rates and fire losses below state and national averages
- ◆ Fully-equipped and staffed 24-hour emergency medical facility
- ◆ Effective methods to combat graffiti, vandalism and gangs
- ◆ Strong partnership with surrounding public safety agencies

How Do We Reach Our Vision?

- ◆ Secure dependable revenue source for public safety programs
- ◆ Establish and support community-wide neighborhood watch programs and citizen patrols
- ◆ Place fire stations in strategic sites to maintain 4-minute response time
- ◆ Attract and retain highly-qualified, dedicated public safety personnel
- ◆ Include public safety representatives in community activities and on local boards and committees
- ◆ Emphasize public safety in school curricula/after-school activities
- ◆ Organize frequent town hall meetings to discuss and develop community solutions to public safety issues
- ◆ Participate as citizens in frequently-held public safety academies
- ◆ Eliminate code violations through strong enforcement
- ◆ Require new construction to be designed to maximize public safety
- ◆ Participate in and support classes teaching CPR and other skills



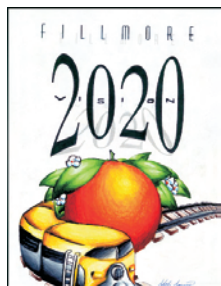
Fillmore’s crossing guards play an important role by ensuring the safety of students in transit.



Fillmore’s volunteer department carries on a tradition that provides quality, cost-effective services for local residents.



Strong police and fire cadet programs are goals for public safety in Vision 2020.



Maximizing Recreation and Social Opportunities

Establish quality parks and abundant recreation and social activities for all age groups in order to evoke rich social interaction within the community and nurture good health and strong civic pride.



Above: A little splash of water and an open lawn can provide an afternoon of recreation fun at the Boys & Girls Club. Below: Golf has become a very popular recreation pastime. Pictured are golfers enjoying the day at a local course.



Recreation and social opportunities are important for the promotion of good mental and physical health for persons of all ages. *Above: Children can safely ride their bicycles on the city's popular bikepath.*



Maximizing our community's recreational and social opportunities is a key component of the Fillmore Vision 2020 plan. Fillmore's relatively small population and slow growth projected to year 2020 necessitates a unique approach to attract many of the facilities and recreational and social opportunities found in larger cities.

With that in mind, the vision for Fillmore will focus on enhancing and improving current programs, in addition to creating new opportunities for everyone in the community. These opportunities, whether it be adding to the City's bike trails or creating spacious new parks, will promote good health (both mind and body), quiet relaxation and a strong community.



*“Fillmore is ideally situated to promote its natural beauty.”
- Anonymous local resident*

Our Vision is ...

Abundant Recreation Opportunities

- ◆ *Creation of a Master Recreation Plan*
- ◆ *Managed utilization of adjacent wilderness areas*
- ◆ *Secured funding for a variety of local programs*
- ◆ *Effective ways to communicate opportunities*

Rich Social Opportunities

- ◆ *An active community center*
- ◆ *Support for local festivals, concerts, exhibits*
- ◆ *A return of the “Welcome Wagon” to greet new residents and businesses to our community*

Active Parks and Facilities

- ◆ *Clean, well-maintained parks and facilities*
- ◆ *Sufficient playing fields and recreation centers*
- ◆ *Completion of the planned River Street Park*
- ◆ *Parks that promote a variety of activities, both active and passive, for all ages*

Why Should We Maximize Our Recreation/Social Opportunities?

Residents value the benefits of recreation and social opportunities. These opportunities build productive skills and help children stay busy while promoting socialization and leadership skills in both youths and adults. Such opportunities foster good health, in the body and mind, and give residents a way to be a part of our community other than through work or school.



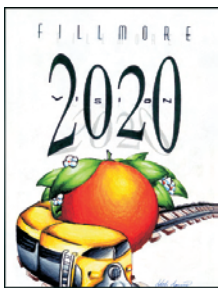
Above: Fillmore’s parks give families a chance to enjoy the outdoors together. More parkland is needed to meet the community’s needs.



Many recreation opportunities can be developed by using adjacent wilderness lands. *Above:* Beautiful Sespe Creek meanders to the south.



Abundant recreation opportunities give our youth productive ways to spend their time. *Above:* Enjoying a “pick-up” game of flag football.



Abundant Recreation Opportunities

“Recreation ties the community together.” Trish Guerrieri - Fillmore resident

With the creation of a Master Recreation Plan, we will identify and meet a variety of recreational and physical fitness needs - both indoor and outdoor, organized and spontaneous - for all ages. With the community’s support, we will enhance existing programs and create new recreation opportunities for our residents, including opening the “gates” that lead to surrounding wilderness areas. A special focus will be directed on serving our youth and the elderly.

What We Will See in Year 2020

- ◆ Master Recreation Plan
- ◆ Active Senior Center with opportunities for hobbies, field trips, continuing education, physical fitness classes and small-business ventures
- ◆ Variety of effective means to communicate recreation programs and events
- ◆ Active, attractive equestrian center accessible to trails and roping, rodeo and riding events
- ◆ Well-organized sports programs for youths and adults
- ◆ Library that is active, accessible, and state-of-the-art
- ◆ Active Boys & Girls Club fully equipped with a gym, reading library and classrooms for after-school programs
- ◆ Health club or community center catering to a variety of recreational and fitness needs
- ◆ Joint use of city/school facilities

How Do We Reach Our Vision?

- ◆ Develop ways to attract sufficient numbers of volunteer coaches, instructors, aides, clerical staff, etc.
- ◆ Secure funding for recreation through: formation of a recreation district, city/school budgets, service club donations, government grants, user fees, fund-raisers, promotions, development fees, tournaments, sponsorships
- ◆ Create a network to consistently inform the community about recreation activities via newsletters, Channel 10, word-of-mouth, exhibits, bulletin boards, web sites, brochures, radio/newspaper ads, press releases, news articles, the Internet, etc.
- ◆ Attract private sector businesses capable of meeting local needs
- ◆ Organize efforts to access the Sespe Wilderness/Santa Clara River to provide managed hiking, camping, backpacking, exploring, etc.



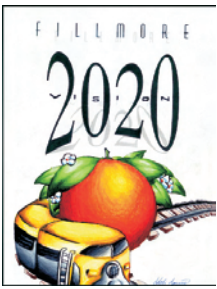
Additional playing fields are needed to accommodate soccer, a highly popular youth sport.



The Fillmore-Piru Boys & Girls Club offers a variety of indoor and outdoor activities for kids. *Above:* Enjoying a game of pool on a hot summer afternoon.



Fillmore’s many festivals offer opportunities for both recreation and socialization.



Rich Social Opportunities

“People Need People” - Bob Crum, Fillmore resident

Fillmore’s small town atmosphere fosters many opportunities for our citizens to enjoy each others’ company. Meaningful relationships are nurtured through generations, among families, and between ethnically diverse groups through socialization and the fine arts. Our commitment to the benefits of positive social interaction is our most valued community resource.

What We Will See in Year 2020

- ◆ Active community center programs that support a range of activities, from ceramics classes to kick-boxing competitions
- ◆ Thriving support groups meeting critical emotional needs
- ◆ Strong churches and religious organizations
- ◆ Entertaining and popular festivals, concerts and parades
- ◆ “Welcome Wagon” to greet new residents and businesses
- ◆ Prosperous Towne Theatre
- ◆ Thriving service clubs/ civic organizations
- ◆ Spontaneous and planned social gatherings
- ◆ Social activities that feed a spirit of community volunteerism
- ◆ Block parties and other neighborhood gatherings that promote trust, unity and cooperation
- ◆ Dances for all age groups
- ◆ Support for the fine arts

How Do We Reach Our Vision?

- ◆ Value our community diversity, history and heritage
- ◆ Attract businesses that promote a “sense of place” and invite informal social gatherings
- ◆ Promote creation of a pedestrian-oriented downtown and neighborhoods that encourage residents to get out of their cars and homes to meet and communicate with their neighbors
- ◆ Teach the value of volunteerism and the importance of community involvement to our children and youth
- ◆ Host well-publicized community social events that serve to bring our community together
- ◆ Gather feedback/input from the community on desired social events
- ◆ Find resources to create and sustain a viable community center



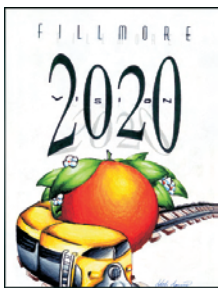
The Senior Center provides a variety of activities for older residents. Above: Line-dancing is a popular class at the center.



Scouting programs offer kids a chance to have fun, socialize and learn valuable skills. Above: Scouts attending summer camp.



Recreation centers give youth a chance to experience positive social interaction and teach them the value of volunteerism.



Active Parks and Facilities

*"The need for more parks in this community is well documented."
- Roger Campbell, Fillmore City Council*

Parks and community facilities will be an integral part of our lifestyle and rich community pride. Our residents will enjoy the benefits of parks - active or passive - that encourage an overall healthy lifestyle, social interaction, abundant activities and family unity. These havens will invite a variety of uses, from quiet reflection to exciting competition. As our citizens' needs are diverse, so will be our community parks and facilities.

What We Will See in Year 2020

- ◆ Clean, safe, well-maintained parks and facilities
- ◆ Sufficient playing fields and recreation/social facilities
- ◆ Completion of River Street Park
- ◆ A bike path surrounding the City connected to regional trails
- ◆ A multi-purpose community center
- ◆ Revitalized neighborhood parks - now underutilized - which enhance positive social activities and uses
- ◆ A community amphitheater
- ◆ Accessible trails paralleling local creeks and rivers (links to other communities)
- ◆ A well-maintained community pool offering programs to a variety of ages
- ◆ An attractive equestrian center hosting rodeo and roping events
- ◆ Facilities comfortable for positive social interaction among older teens
- ◆ Thriving Towne Theatre

How Do We Reach Our Vision?

- ◆ Secure funding sources to provide for sufficient playing fields, active and beautiful parks and community facilities
- ◆ Pursue private development opportunities
- ◆ Generate community support and activism to support park and facility maintenance
- ◆ Complete a "needs assessment" for a Master Recreation Plan
- ◆ Achieve joint use of school and city grounds and facilities
- ◆ Identify the best possible sites for new parks, fields, facilities
- ◆ Maintain fees charged by the City to developers that help pay for new parks, facilities and schools
- ◆ Create an "Adopt-a-Park" program through which local residents maintain parks



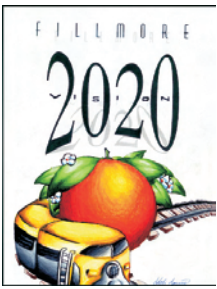
Shiells Park is heavily used for organized sports and social gatherings. Additional large parks need to be developed to meet existing and future needs.



Residents greatly value the school pool. The City operates several swim program from the facility in summer months.



Facilities are needed which can accommodate activities for youths of all ages (including older teens) adults and seniors.



Preserving Agriculture in the Santa Clara River Valley

A viable, flexible agricultural industry which preserves our healthy, small-town rural setting and maintains our balanced local economy.



Many overlook the fact that agriculture is an industry which must be flexible in order to survive and remain profitable. *Below:* Citrus groves dominate the rural landscape, providing a welcome vista.



Fillmore's agriculture industry is part of a local balanced economy and provides a variety of employment opportunities. The valley is considered one of the best citrus growing regions in the world.

The Santa Clara River Valley is unique because of its continuing agricultural heritage. While urbanization paved over much of southern California's rich farmland, our valley has remained an island where local communities co-exist with a strong agricultural industry. But if agriculture is to remain here, we must look at ways to support this industry's flexibility, allowing it to

continue to be viable over the coming decades. Keeping agriculture profitable is central to continuing a balanced local economy and holding on to our small-town values and lifestyle. Local support industries will thrive (maintaining our healthy system of pest control) and we will retain local control over water supplies and agricultural lands.



*“Agriculture is not there to look pretty.”
- Bill Bartels, Bardsdale*

Our Vision is ...

To Preserve Agriculture as a Thriving, Viable Industry in the Santa Clara River Valley:

- ◆ Create and enhance incentives to keep agricultural lands in agriculture
- ◆ Allow agriculture to maximize its flexibility, to ensure profitable local farms
- ◆ Establish a loud, informed voice in local decisions and county land-use policies and practices
- ◆ Provide for local distribution opportunities
- ◆ Integrate our local agriculture and tourist industries

Why Should We Preserve Agriculture in the Santa Clara River Valley?

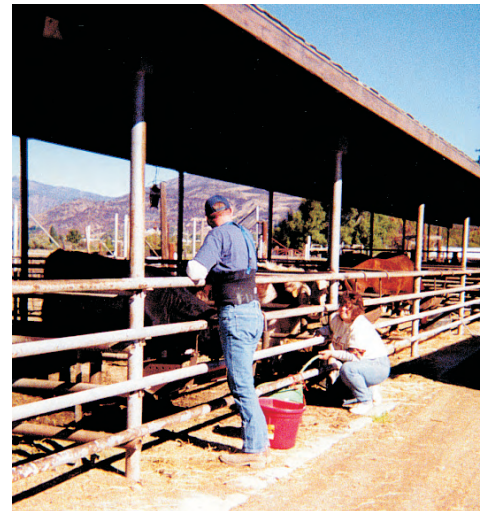
As far as industries go, one cannot find a cleaner, more attractive and more compatible way of supporting the local economy than our unique local agriculture. By preserving agriculture in our valley, we provide needed jobs in the community while maintaining our small-town qualities and existing farm support services. As tourism grows in the valley, agriculture can serve to enhance and benefit from this growing trend, giving visitors a chance to experience a way of life very foreign from high-rise buildings and crowded freeways. Our unique local agriculture can also maintain our quality of life by holding off urban sprawl that would inevitably change our rural community atmosphere.



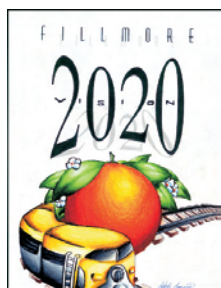
The Santa Clara River Valley benefits not only from the economic value of agriculture, but also its beauty.



Local agriculture programs, including the Fillmore High School Farm, help ensure future generations of local farmers.



Local Future Farmers of America (FFA) students learn that farming is a complex industry that depends on sound business practices.



Preserving Agriculture in the Santa Clara River Valley

23

"We've got a worldwide reputation that we're very proud of. I want to see us maintain that." - Russell Hardison, longtime local rancher

As we move into the next century, residents will come to understand the complex relationship that exists between our agricultural industry and our local community. This relationship provides for a balanced economy while preserving our rural, community lifestyle and values.

What We Will See in Year 2020

- ◆ Strong working relationship between our agriculture industry and local community
- ◆ Integration between tourism and agriculture
- ◆ Locally-owned or operated farms
- ◆ Integration between the agricultural industry and local support services
- ◆ Diversified labor/service pool supporting local agriculture
- ◆ Appropriate housing and services for local workers
- ◆ Efficient utilization and protection of local, adequate water supply
- ◆ Cutting-edge farming techniques
- ◆ Continuation of our unique, clean and cost-effective biological pest control programs
- ◆ Increased opportunities for locally-grown produce to reach local, national and worldwide markets
- ◆ Responsive county policies that foster viability and flexibility in agriculture

How Do We Reach Our Vision?

- ◆ Modify policies to support diversity in agriculture and compatible agriculture-related businesses: tourism, education, entertainment, local distribution, local farmers market...
- ◆ Establish and maintain a loud, informed voice on policy decisions that affect the agricultural industry
- ◆ Invite our community to learn about agriculture and its importance to our local balanced economy
- ◆ Enhance economic incentives to keep farm lands in agriculture
- ◆ Share information and advances in farming techniques
- ◆ Develop solutions to maintain free-flowing rivers and creeks while preventing erosion of agricultural lands
- ◆ Ensure incompatible operations/land-uses don't threaten viability of local farms

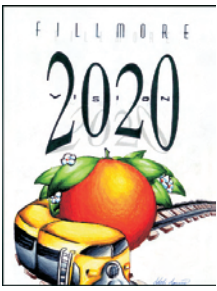


Oranges are symbolic of Fillmore's agriculture industry, beauty and civic pride.



Local scientists pioneered biological pest controls to combat orchard pests, a practice which continues today. *Below:* A close look at *Aphytis melinus* parasites upon their release.





Promoting Balanced Economic Growth

A thriving, balanced economy emphasizing:

- ◆ *Agriculture* as a productive, healthy industry
- ◆ *Tourism* promoting and celebrating the historic characteristics, culture, lifestyle and features of the Santa Clara River Valley
- ◆ *Locally-Owned Businesses and Industries* set in a traditional, small-town business environment



Fillmore's economy depends on a balance between the agriculture industry, small businesses/industries, and tourism in the historic business district. *Above:* A local packing house at work. *Below:* Crowds pack downtown to celebrate 4th of July.



Tourism is a growing industry for Fillmore's historic downtown. Efforts to develop regional tourism will bring outside dollars into the downtown, allowing it to thrive and maintain its small-town charm.



Blessed with a climate perfect for growing citrus, Fillmore is surrounded by groves that contribute significantly to both the local economy and beauty of our valley. The challenge before us for year 2020 is to preserve agriculture as a strong economic base, while capitalizing on the rural feel of this industry that beckons visitors to see how southern California appeared more

than a century ago. Our local businesses must both provide for and benefit from agriculture and tourism for their success, and it is essential that local resident awaken to the reality of how local spending reflects an investment in their local economy. A balanced economy will bring higher incomes, new jobs and improved quality of life.



“Fortune Favored Fillmore”- Slogan used in the 1920s and 1930s to promote local business

Our Vision is ...

Promoting balanced economic growth by:

- ◆ Recognizing the local beneficial economic relationship existing between agriculture, tourism and small, locally-owned businesses and industries
- ◆ Encouraging residents and commuters to shop locally - STOP SALES LEAKAGE
- ◆ Encouraging businesses to provide for local needs
- ◆ Engaging in collective marketing/advertising efforts to reach local residents and visitors
- ◆ Preserving agriculture as a thriving industry in the Santa Clara River Valley

Why Should We Promote Balanced Economic Growth?

Historically, the local economy in the Santa Clara River Valley has had its foundation in agriculture. The vistas of broad expanses of verdant citrus groves evoke images of early California which are rapidly disappearing. Preserving agriculture provides an opportunity to promote cultural tourism as a complimentary and clean “industry” which draws people, money and investment opportunities to our community. This in turn allows small businesses and local industries to prosper and keep our small downtown alive and intact as the core of the community. This balance between agriculture, tourism and small businesses and industries allows us to preserve our small town values and quality of life.



Clean industry provides good-paying jobs and economic balance. *Above:* Workers craft imitation rock for garden/landscape designs.



Highway travelers coming into Fillmore are welcomed to visit and enjoy our historic downtown.



Fillmore is a popular location for filming, which brings income into the community and focuses on the city's many unique attractions.



Promoting Balanced Economic Growth

"I shop in Fillmore because my money helps Fillmore if it stays here" - Shirley Spittler

Promoting balanced economic growth is a responsibility shared by community leaders, businesses, the agriculture industry and residents. Because Fillmore is "off the beaten path" we must take the initiative to attract new business and industry, and bring new investment into the downtown and local economy.

Maintaining and strengthening the downtown business core is critical to continuing our reputation as "The last, best, small town in southern California."

What We Will See in Year 2020

- ◆ Balanced mix of quality restaurants, retail stores and professional offices centered in our downtown
- ◆ Quality lodging to accommodate visitors, tourists, film crews
- ◆ Increased job opportunities and higher incomes
- ◆ Residents/visitors/tourists spending their dollars in local stores
- ◆ Competitive, thriving agriculture industry
- ◆ Residents shopping locally
- ◆ Infrastructure - roads, rails, utilities - capable of supporting a strong, balanced economy
- ◆ Economy in which agriculture and businesses can co-exist and understand the other's needs
- ◆ Greater variety and numbers of tourist-related businesses in the Heritage Valley
- ◆ Businesses displaying superior planning/customer service skills

How Do We Reach Our Vision?

- ◆ Continuous marketing and advertising effort to reach local residents and potential visitors to Fillmore
- ◆ Develop and continue a "shop local" campaign
- ◆ Support and maintain a strong Chamber of Commerce
- ◆ Strong local participation in annual festivals and events
- ◆ Develop means of financing to allow our local economy to grow, diversify and prosper
- ◆ Provide a comfortable, safe, friendly environment for customers
- ◆ Development of a business/industrial park in an appropriate location with direct vehicle access to state highways
- ◆ Enhance economic incentives to keep farmland in agriculture
- ◆ Preserve the railroad corridor through the Heritage Valley
- ◆ Provide business skill training programs for local merchants



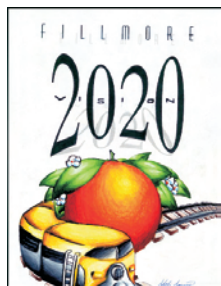
Downtown serves a variety of needs. Many cities have lost their downtowns; Fillmore works actively to save its business district.



A variety of retail businesses are needed to meet local needs and prevent residents from spending outside of our community.



The steam train is a favorite of both residents and visitors alike.



Managing Growth in Our Community

Preserve our small-town atmosphere and quality of life through slow, well-planned growth in order to protect open space, allow agriculture to thrive and strengthen our local economy, neighborhoods, schools, parks, libraries and public services.



Keeping rural areas separate and distinct from urban lands is a key aspect of managing growth.



Fillmore has grown as a compact city without sprawling into prime farmland. Bordered by mountains, Sespe Creek and the Santa Clara River, Fillmore must carefully choose how to use its undeveloped land.



Essential public services must be provided for growth, including ample water storage facilities.

A theme central to Fillmore's vision for year 2020 is the ability to direct the future of our community. Managing our growth is an important step toward realizing the goals that will enable us to preserve our small-town way of life as well as to fulfill the economic and social needs of our businesses and residents. To accomplish these goals, we need to encourage growth

that enhances, but does not dilute, our community. We must keep our urban areas separate from rural land, and provide adequate public facilities and services for growth within our city. Historically, Fillmore has enjoyed slow steady growth. By continuing this pattern to year 2020, we can be assured of retaining our rural atmosphere and values.



"[Living here] makes you feel free. You don't see the simmering sidewalks in the summer or the crowding like you do in the San Fernando Valley"

- Blanca Ferrer

(from Los Angeles Times article on Fillmore)



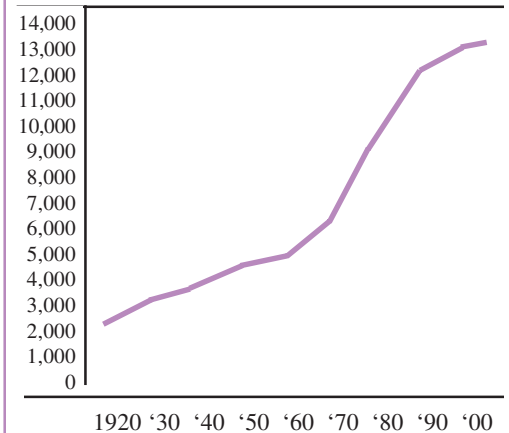
A variety of housing is needed to meet the needs of Fillmore's population, including places for our older residents to reside.

Our Vision is ...

Managing Growth in Our Community by:

- ◆ Maintaining slow, well-planned growth
- ◆ Keeping a distinction between urban areas and rural, agricultural lands
- ◆ Building within our City's natural boundaries
- ◆ Balancing land use between housing, commercial zones, agriculture, industry
- ◆ Allowing the local economy to expand to provide for more local jobs and business opportunities
- ◆ Encouraging quality development and creation of traditional neighborhoods
- ◆ Ensuring adequate parks, community facilities, streets and city services, public safety resources
- ◆ Providing a wide range of home values

Population Growth



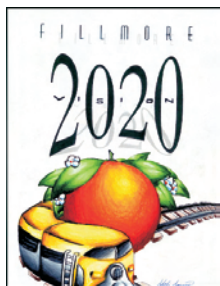
Fillmore has enjoyed slow and steady growth; many other Ventura County communities saw rapid growth in recent decades.

Why Should We Manage Growth?

Residents greatly value the quiet, friendly, peaceful way-of-life found in their small town. By carefully managing growth, we can maintain our small-town atmosphere and avoid urban ills, such as overcrowding and sprawl, that commonly afflict larger communities. By planning for growth, we can ensure adequate land for schools, parks and public facilities and a balanced use of land for homes, commerce and industry. This planning assures our ability to deliver critical public services, such as police and fire protection. Future generations will stay in a Fillmore that lives up to its motto as "the last, best, small town in Southern California."



Careful planning of growth is necessary to leave enough land for schools and parks. Building this middle school helped to ease - but not eliminate - school crowding.



Managing Growth in Our Community

“We will always see the ‘F’ on the hill.” - Linda Brewster, Fillmore

Fillmore will continue slow, well-planned growth to year 2020, with the population expected to reach approximately 20,000. Our challenge for the future is to allow for expansion of jobs and homes without losing the character of our community, our unique downtown and surrounding agriculture. We will continue to have a friendly, safe and peaceful city.

What We Will See in Year 2020

- ◆ Retention of our small-town atmosphere
- ◆ Slow, well-planned growth
- ◆ Population about 20,000
- ◆ Distinct boundaries between agricultural lands and City limits
- ◆ Preservation of surrounding open space and agricultural industry
- ◆ Land use balanced between housing, commercial, local agriculture/industry, recreation
- ◆ Development of vacant land within current City limits
- ◆ Balanced job-housing ratio
- ◆ Neighborhood commercial zones serving pedestrian traffic
- ◆ Downtown businesses serving local residents as well as visitors
- ◆ Adequate public services and facilities to accommodate growth (police and fire, libraries, schools, parks, community center)
- ◆ Adequate water and sewer systems, streets, lighting, drains
- ◆ Preservation of hillside contours with very limited development
- ◆ Broad mixture of home values
- ◆ More higher-value homes

How Do We Reach Our Vision?

- ◆ Establish a regional effort to manage urban boundaries and open space in the Santa Clara River Valley/Ensure adequate water resources
- ◆ Encourage quality development that creates traditional neighborhoods (street trees, front porches, grid street patterns, pedestrian-friendly)
- ◆ Keep development within the natural boundaries of the City, i.e. Sespe Creek, Santa Clara River, Los Padres National Forest
- ◆ Include strong local land-use policies in City’s General Plan
- ◆ Incorporate Vision 2020 goals into City/County school plans
- ◆ Redevelop and revitalize older homes and businesses
- ◆ Strong enforcement of local zoning codes
- ◆ Develop programs to encourage new businesses and industry in order to strengthen balance between jobs and population
- ◆ Ensure strong public participation in land-use planning
- ◆ Provide adequate funding for public services, facilities and streets



The Fillmore “F” sits atop one of many undeveloped hills that surround the city limits.



These homes were built to fill-in undeveloped land within the city and made an improvement in the existing neighborhood.



Fillmore will benefit from the addition of more high-end homes that continue traditional styles, such as front porches.

Thank You Vision 2020 Sponsors



Griffin  Industries

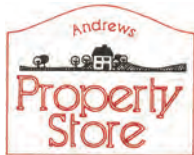
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Rotary Club of Fillmore Sunrises

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West Coast Air Conditioning

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Giant Truck Stops

The Fillmore Gazette

Super Seal & Stripe, Inc.

Key Group, Inc.

Veterans of Foreign Wars, Post 9367

Super A Foods, Inc.

Micarelli Trucking

SAG, Inc.

La Fondita