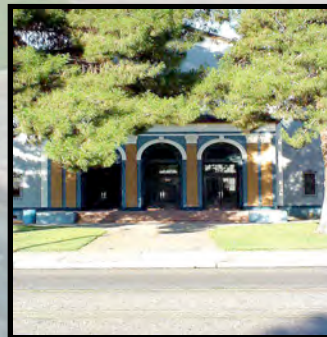
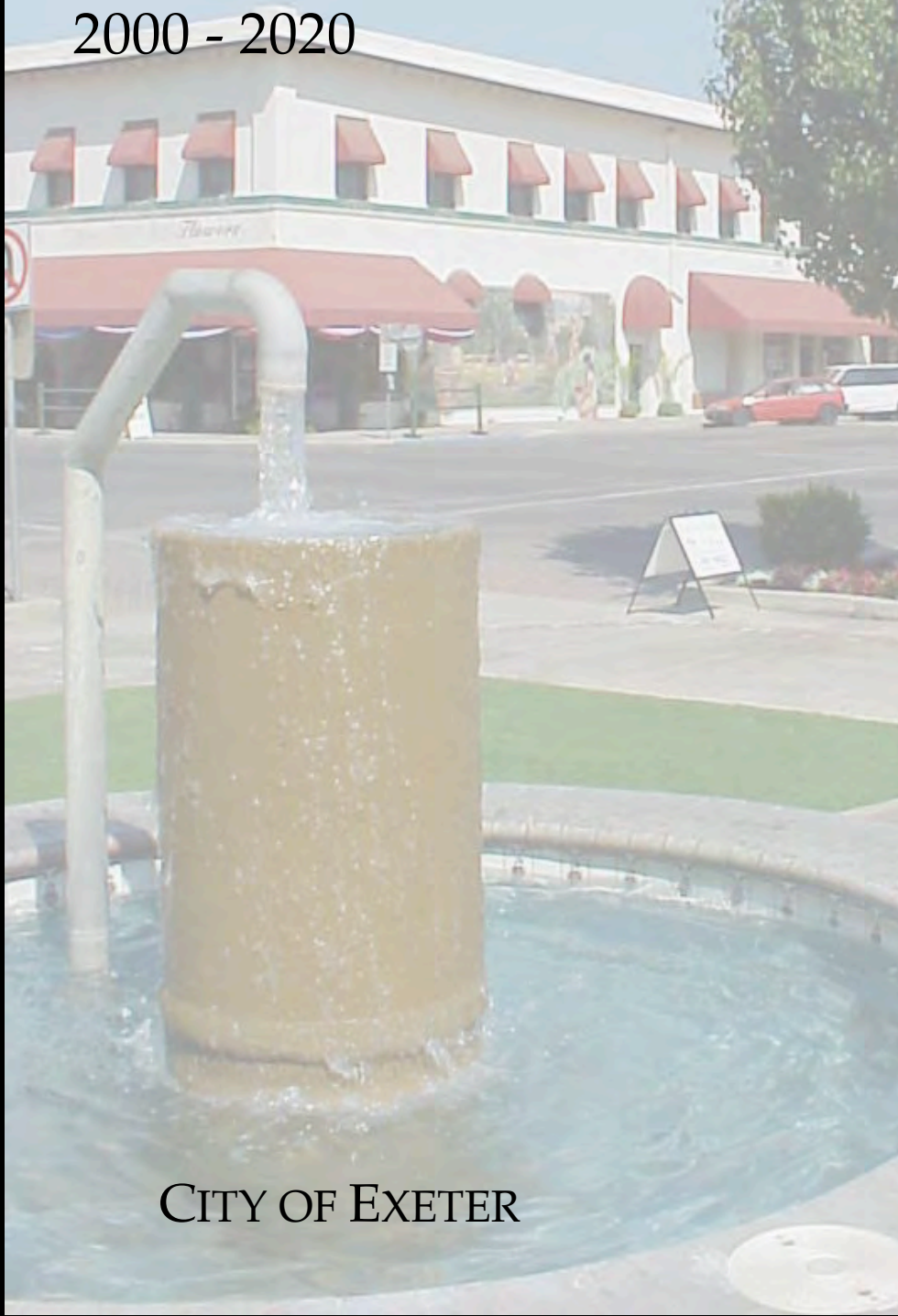


# Exeter General Plan

and Draft Environmental Impact Report

2000 - 2020



CITY OF EXETER

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# Chapter 1: Introduction

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## Chapter 2: Land Use Element

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## Chapter 3: Circulation Element

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# Appendices

- A: Housing Element
- B: Open Space, Conservation  
and Parks Element
- C: Downtown Specific Plan

# Exeter General Plan

2000 - 2020

## Land Use & Circulation Elements

Adopted by the Exeter City Council

*Resolution 03-04 • March 8, 2003*

Approved by the Exeter Planning  
Commission

*Resolution 02-22 • December 19, 2002*

*Prepared by:*

**Collins & Schoettler**  
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# 2020 Exeter General Plan

## What is the 2020 Exeter General Plan?

The General Plan is Exeter's policy document to guide growth and development of the City through the year 2020. The General Plan is required by State law to include six elements pertaining to the following issues:

- Land Use
- Circulation
- Open Space
- Conservation
- Noise
- Safety
- Housing (note: the Housing Element is updated on a different schedule from the other elements. The Housing Element may be viewed [here](#).)

Each element typically contains a profile of existing conditions in the community, and then a series of goals, policies and action plans to achieve the City's objectives during the life of the General Plan. Some of the elements contain maps that designate future land uses and circulation features. There are three key maps in the General Plan:

The Land Use Map – shows land use designations for all properties within Exeter's city limits and Sphere of Influence (SOI). These designations correspond directly to the zoning of each parcel.

The Circulation Map shows existing and future circulation features – roads, trails, the airport and railroad, among others.

## What Does the General Plan Matter to Me?

The General Plan establishes Exeter's vision for the future. If the City adheres to the policies of

## Contents of the General Plan

The following files make up the 2020 Exeter General Plan. You may click on the file(s) that you wish to download.

### **Part 1: General Plan**

General Plan Cover

General Plan Table of Contents

General Plan Introduction

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Pages 30-33

Pages 34-45

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**Zoning Matrix**

**Land Use Element Map**

CIRCULATION ELEMENT

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**Circulation Element Map**

### **Part 2: Draft Environmental Impact Report**

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Resources

Physical

Human Impacts

Unavoidable Adverse Environmental Effects

Alternatives to the Proposed Action

No Project

Alternative General Plan

Long-Term Implications of the Proposed

Project

Short-Term Use of the Environment versus its

Long-Term Productivity

Irreversible Environmental Changes

Growth-Inducing Impacts

Cumulative Impacts

Effects Found not to be Significant

Organizations and Persons Consulted

the General Plan, over time, Exeter can be a city that is characterized by:

- Clean and pleasant residential neighborhoods;
- A variety of housing choices and shopping opportunities;
- A vibrant and attractive downtown;
- A variety of parks and open space facilities and recreational opportunities;
- An effective utility system (water, sewer and storm drainage);
- A city where land use conflicts are minimized;
- A variety of industrial businesses with well-paying jobs;
- A safe and effective street system;
- A city that reduces impacts on the environment, particularly concerning air pollution, water consumption and consumption of farmland, while it continues to grow.
- A city that is safe;
- A city that has an adequate amount of land available for future development;
- A city where property values are stable;
- An effective and efficient city government.
- A city where public participation is invited and encouraged;
- A city that is a source of pride for residents of Exeter.

### **How Was the General Plan Created?**

The City of Exeter awarded a contract for preparation of the General Plan and Environmental Impact Report (EIR) to Collins & Schoettler Planning Consultants in 2000. Collins & Schoettler also retained the services of TPG Consultants to provide traffic and circulation analysis for both the General Plan and the EIR.

The Consultant gathered data in 2000 and submitted a draft of the General Plan to a joint meeting of the Exeter Planning Commission and City Council in the fall of 2001. After a thorough review of the draft General Plan, the joint group recommended changes to the document and accompanying maps. These changes were incorporated into the document.

The Consultant prepared a draft Environmental Impact Report (EIR) on the General Plan. The EIR was distributed to interested parties, agencies and organizations for review and comment.

The Planning Commission held their public hearing on the General Plan and EIR in November of 2002. The Commission approved the General Plan and EIR and forwarded their recommendation for approval to the Exeter City Council. The City Council considered both documents at their February, 2003, meeting. After holding a public hearing on the two documents, the Council approved the General Plan with amendments and certified the Final EIR.



### **What Considerations Went Into Preparing the General Plan?**

The General Plan was carefully formulated, with a number of (sometimes competing) goals being considered. Some key factors that were considered in creating the General Plan included:

- Growing and improving Exeter's economy through new commercial and industrial development;
- Designating an adequate amount of land for residential, commercial, industrial and public facilities that are expected to occur during the life of the plan (through the year 2020);
- Preserving agricultural land and reducing environmental impacts by fostering more compact and efficient development;
- Protecting the downtown area from competing commercial projects on outlying land;
- Minimizing expensive extensions of utilities by developing close-in land before jumping out to outlying parcels.

### **Can the General Plan be Changed?**

From time to time the City may be requested to amend portions of the General Plan. This occurs most frequently when a property owner or developer wishes to change the zoning of their property. In this instance the applicant is often required to amend the General Plan's Proposed Land Use Map. Such amendments must be reviewed and approved by the Planning Commission and also the City Council.

# Exeter General Plan / Draft Environmental Impact Report

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# Exeter General Plan / Draft Environmental Impact Report

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Exeter General Plan / Draft  
Environmental Impact Report

**Part 1: General Plan**

Exeter General Plan / Draft  
Environmental Impact Report

**Part 2: Draft Environmental  
Impact Report**

# Exeter General Plan 2000 to 2020

## Introduction

### Exeter

Exeter is located in Tulare County at the southern end of the San Joaquin Valley. It is bisected by State Route 65 (Kaweah Avenue), which runs north and south, and it is situated one and one-half miles south of State Route 198, a major east/west route that connects the coast range with the Sierra.

Exeter is seven miles east of Visalia, the county seat of Tulare County, two and one-half miles east of Farmersville and eight miles northwest of Lindsay (see Exhibit 1).

### The General Plan

Government Code Section 65300 requires that every planning agency (city and county) prepare, and the legislative body is required to adopt, a comprehensive, long-term general plan for the physical development of the city, and any land outside the city boundaries which in the city's opinion bears relation to its planning. The general plan shall consist of a statement of development policies and shall include diagrams and text setting forth objectives, principles, standards and plan proposals for each of the general plan's mandatory elements, which include land use, circulation, housing, open space, conservation, safety and noise.

Exeter's first general plan was prepared by the County of Tulare in 1964. It was updated by the County in 1976 when Exeter had a population of approximately 5,000. which provided planning services to the city, updated the general plan in 1976. The County also prepared the Urban Boundaries Element for the city of Exeter, adopted in 1974. This document established growth lines around the city and delineated policies pertaining to annexation and land use issues.

This general plan will serve to update two of Exeter's general plan elements - land use and circulation - both of which are almost 25 years old! Exeter has already updated its Housing Element (1992) and Open Space and Conservation Elements (1991). The Safety Element (1975) and Noise Element (1976) are adequate in regards to policy direction and do not need updating at this time.

Exeter's vision and expectations for its future are best expressed through its General Plan. The general plan is frequently referred to as the "blueprint" for a city's future

# Exeter General Plan 2000 to 2020

development patterns and roadway alignments. Specifically, Exeter residents have expressed their vision and expectations for the future through the general plan's goals, policies and implementation actions (programs, actions, procedures or standards). In addition, the land use and circulation maps included in the General Plan provide a visual display of how land uses and roadways will be arranged in Exeter.

The goals, policies and implementation actions of the General Plan resulted from ideas that surfaced in General Plan Committee meetings, Council/Commission study sessions and public hearings.

The primary objective of the General Plan is to facilitate a well-planned community where the public's health, safety and welfare are protected. It can also:

- guide the Planning Commission and City Council on land use, circulation, and capital improvement decisions;
- inform the public where certain types of development will occur in the community;
- educate the public on how Exeter's resources will be managed; and
- provide the private sector with a document upon which it can base investment decisions.

## **Legal Background**

Planners and decision-makers have drawn a parallel between the General Plan and the U.S. Constitution. Decisions regarding land use, circulation, housing and capital improvements must be consistent with General Plan just like the nation's laws must be consistent with the Constitution. In *City of Santa Ana v. City of Garden Grove*, 100 Cal. App. 3d521, 532 (1979), the Court of Appeal, in explaining California's general plan legislation in 1971, stated the following:

“. . . transformed the general plan from just an interesting study to the basic land use charter governing the direction of future land use in the local jurisdiction. . . As a result, general plans now embody fundamental land use decisions that guide the future growth and development of cities.”

City decisions that are not consistent with the General Plan place that jurisdiction in a legally tenuous position and subject to legal challenge. In *Friends of "B" Street et.al. V.*



# Exeter General Plan 2000 to 2020

City of Hayward, et.al., 106 Cal. App. 3d 988 (1980), the court concluded that construction of public improvements (e.g. street projects, sewer lines, etc.) must be consistent with the General Plan. Further, the court stated that the General Plan essentially is the constitution for all future development within the city.

An internally inconsistent general plan, lacks one or more of the mandatory elements or certain types of required information. This inconsistency can potentially prevent a city from issuing land use approvals on building permits, zone changes, tentative subdivision maps, etc., if the Court finds that any one of the aforementioned conditions exist (Sierra Club v. Kern County, 126 cal. app. 3d 698, 704 (1981); Resource Defense Fund v, County of Santa Cruz, 133 Cal. App. 3d 800, 802 (1982); Camp v. Mendocino, 123 Cal. App. 3d 334 (1981). For example, the Exeter Housing Element may include a policy that states that the city provide adequate sites for a range of housing types, including multi-family uses. The Land Use Element would have to be consistent with the Housing Element by insuring that multi-family uses were provided for in the planning area.

## **The Exeter Planning Area**

The planning area for the General Plan is delineated by Exeter's Urban Area Boundary (UAB) line (adopted by the City Council in 1990 and Local Agency Formation Commission in 1999). Within the UAB, there are other planning boundaries, including the Urban Development Boundary (UDB), the 10-Year Annexation line (adopted by the City Council 1995) and the city limit line. Definitions for these planning lines are provided below:

The UAB line is defined by the county's Urban Boundary Element as:

*" ... the areas where land uses are presumed to have an impact on the adjacent incorporated city, and within which the cities' concerns are to be given serious consideration as part of the land use review process. The urban area is considered to be the next logical area in which urban development may occur and the area within which Urban Development Boundaries may ultimately be expanded."*

The UDB line, which is coterminous with Tulare County's Local Agency Formation Commission Sphere of Influence, is defined by the County as:

*"... a 20-year planning boundary within which urban development is expected to occur over the plan period."*

# Exeter General Plan 2000 to 2020

The 10-Year Annexation line was forged by a city policy that refers to annexation of land for residential development.

*A 10-year planning boundary within which annexations for residential development will be considered so long as said annexation is consistent with the city's annexation policy, adopted in 1994.*

This 1994 policy statement reads as follows:

The City of Exeter may initiate, entertain, encourage or support the annexation of land to the City, for urban uses, which meet the following goals, thru the implementation of a recorded development agreement:

*a. Assist in meeting the goals, objectives and policies of the Conservation, Open space, Parks and Recreation Element.*

*b. Assist in meeting the economic development of the community.*

*c. Assist in meeting the housing needs and market demand as outlined in the General Plan.*

*d. Assist in promoting orderly and managed growth of the city so that the annual growth does not exceed the city's ability to provide necessary services and infrastructure, and to remain within the 10-year Annexation Line.*

*e. Assist in providing specific benefit to the community as determined by the City Administrator and City Council.*

The UAB and UDB lines were adopted by the city in 1990 and by the county in 1999. The UAB line contains 7.0 square miles or 4,480 acres, the UDB line, 3.4 square miles or 2,180 acres and the city limits line, 2.06 square miles or 1,320 acres (see Exhibit 2).

The planning area contains the city of Exeter, portions of a rural subdivision called the West Exeter area, the Exeter Public Cemetery, scattered rural residential and industrial developments and agricultural lands. The dominant agricultural crop is citrus and the dominant industrial uses are packing houses and cold-storage buildings.

## **Document Organization**

The Exeter General Plan will be presented as a single document that contains two parts. Part 1 will contain the general plan, land use and circulation elements and Part 2 the environmental impact report (EIR).

# Exeter General Plan 2000 to 2020

## **Public Participation**

In 1999, the Exeter City Council formed a committee of interested residents to assist in the preparation of the general plan. The committee has worked with planning staff in the formulation of the plan, specifically the goals and policies, and has provided valuable expertise in the areas of schools, economic development, public safety and circulation. Education in the field of planning was provided by planning staff and included lectures, planning videos and a one day bus tour of six cities in northern California.

## **Relationship to other Plans**

State planning law requires that a city's general plan be consistent with other city planning documents. In Exeter, these other planning documents include the Exeter Downtown Specific Plan, Exeter Redevelopment Plan, the zoning ordinance and various infrastructure master plans. The term "consistency" in planning terms means that the general plan and the other plans have similar community goals and policies, that they advocate similar land use patterns, and they are consistent in their guidance of direction and rate of growth.

# Exeter General Plan 2000 to 2020

## Land Use Element

### Introduction

The Land Use Element is the most prominent of the seven mandatory elements of the General Plan. It, more so than the other elements, has the most significant impact on existing and future Exeter residents. It is the element that determines the general location of residential, commercial, industrial, public and open space uses and it discloses building intensities and population densities for the planning area. In planning circles, the land use and circulation elements of the General Plan have been termed the “blueprints” for the development of a city. The goals, policies, and implementation measures of the elements are considered to be the “instructions” for the blueprints.

The Exeter Land Use Element contains seven sections:

- 1) land use and population;
- 2) population and land use projections;
- 3) land use designations and population densities;
- 4) planning issues and land use goals;
- 5) land use policies and actions (implementation measures);
- 6) land use designation/ zoning district matrix; and a
- 7) land use map.

### Land Use and Population

#### Early Land Use Patterns

# Exeter General Plan 2000 to 2020

The original Exeter township was formed by the Southern Pacific (SP) Railroad through its subsidiary, Pacific Improvement Company (see Exhibit 3 ). The townsite was established after the Pacific Improvement Company bought land from John Firebaugh in 1888, a local landowner. Exeter received its name from an early promoter of the improvement company, D.W. Parkhurst. He named the city Exeter after his home city of Exeter, England.

The original townsite encompassed 240 acres. The SP Railroad traversed the townsite in a northwest to southeast direction. The railroad and adjoining right-of-way occupied approximately 40 acres. The railroad depot was situated between Pine and Maple Streets on the east side of the railroad tracks.

As was the case in many early railroad-sponsored towns, Exeter's first streets were laid out parallel with and perpendicular to the railroad tracks. The streets had right-of-way widths of 80 feet and each block formed by these streets had a 20-foot wide alley that bisected the block. The early blocks were rectangular in shape, 320 by 400 feet. They were composed of lots that measured 25 feet by 150 feet. (see Exhibit 3).

In 1911, when Exeter incorporated, the city had already shifted the orientation of its newer streets to north/south and east/west alignments. This reorientation created numerous triangular-shaped blocks where the two street patterns joined. Today, many of these blocks are used either as park or church sites.

An early land use survey, November 4, 1904, indicated the following uses were operating in town - three hotels, two livery stables, two churches, two restaurants, four blacksmith shops, two saloons, two railroads, two packing houses, six retail stores, a harness shop, a bank, an elegant barber shop and one "wide-awake" newspaper. Crops being grown around Exeter included Emperor grapes, citrus and dry-land wheat and barley.

Exeter's land use patterns and appearance were forged by three seemingly unrelated forces - railroads, agriculture and building materials. Exeter's past, present and future land use patterns will be dictated by railroads. Exeter's first railroad, Southern Pacific, traversed the city in a northwest/southeast alignment. This manmade feature essentially divided the city in half. In 1905, the Visalia Electric Railroad began operation. This railroad connected Exeter to Visalia to the west and Lemon Cove to the northeast. This railroad, which runs from the SP Railroad to the east towards the foothills, has limited development in the northeast quadrant of town. The Sante Fe Railroad was constructed in 1914. The Sante Fe line formed the eastern border of urbanized Exeter. Except for the development of agriculturally-related industries (packing houses, cold

# Exeter General Plan 2000 to 2020

storage) along the track, development has not occurred east of this railroad.

Oranges drive the economy in Exeter. First planted in 1896 by George Frost, the citrus industry today (oranges, lemons, grapefruit, tangerines) dominates the visual and economic landscape. Citrus is the dominate crop around Exeter and in fact lines both sides of State Route 65 from State Highway 198 to the city limits. In terms of the economy, as goes the citrus industry so goes the Exeter economy. Sectors of the economy that are strongly dependent on the citrus industry include, trucking, packing, cold storage, spraying, irrigating, processing, and marketing.

Bricks and granite were building materials that were mined in the Exeter area. The Exeter brick yard produced brick that was used widely on buildings throughout Exeter and the Rocky Point Granite Quarry provided material for most of the curbs in downtown Exeter and many of its buildings. Today, the brick yard, which is located north of Exeter, is used as a storm drainage retention basin.

## Existing Land Use Patterns

Exeter is a compact community occupying approximately two square miles of land and containing a population of 9,168 (Jan. 1, 2000). The urban growth has extended in all directions from the original 1888 townsite. Exeter's downtown and its older residential neighborhoods are contained within a triangular area that is formed by the SP Railroad on the west, the Visalia Electric Railroad on the north and State Route 65 (Kaweah Avenue) on the east. The city's industrial districts, which are dominated by agriculturally-related uses such as packing houses and cold-storage facilities, are located along the Southern Pacific Railroad, the A.T. & S.F. Railroad, and Industrial Drive, located immediately south of the original townsite.

Single family residential development has occurred in all quadrants of the city, with most of this type of development occurring on the west side of town since 1990. Development of multiple family residential development has been limited. Scattered corner lots in the original townsite have been developed with duplexes and triplexes and a cul-de-sac street in the southeast quadrant of town was developed with 11 duplex units. The most recent multiple family developments included a 45-unit complex at the northeast corner of Visalia Road and Jacobs Place and an 18-unit complex at the northeast corner of F Street and Palm Avenue. These units provided housing opportunities for low- to moderate-income families in the community.

Commercial development is centered in the downtown and to a lesser extent, along Visalia Road and Kaweah Avenue (State Route 65). Recent developments include fast-food franchises on Visalia Road, an office complex on north Kaweah Avenue, a Best

# Exeter General Plan 2000 to 2020

Western Hotel on south Kaweah Avenue, and numerous remodels of retail space in the downtown.

Schools and parks are scattered throughout the community, locating in neighborhoods that are experiencing a demand for these types of public facilities. An elementary school was constructed on Sequoia Drive in the northeast quadrant of the city and the school district recently purchased a future elementary school site in the southwest quadrant.

Table 1 provides a breakdown by acreage of the land uses within the city limits as of January 1, 2000. Exhibit No. 4 illustrates the arrangement of land uses within the city as of this date.

**Table No. 1  
Existing Land Use**

<b>Land Use Category</b>	<b>City Limits</b>
<b>Residential</b>	
single family residential	460.68 ac.
two-family residential	5.11
multi-family residential	12.67
mobile home/trailer parks	23.50
<b>Commercial</b>	
central commercial	17.21
general commercial	23.19
office commercial	4.80

# Exeter General Plan 2000 to 2020

service commercial	14.80
<b>Industrial</b>	<b>63.53</b>
<b>Public</b>	
Exeter City Hall/Fire Department	.87
Exeter Police building	.31
Exeter Recreation building	.50
Exeter Memorial District	5.41
Exeter Memorial Hospital	4.34
Exeter Waste Water Treatment Plant	30.00
<b>Churches</b>	<b>8.50</b>
<b>Open Space</b>	
parks	37.00
golf course	20.66
brick yard	7.15
<b>Schools</b>	<b>43.08</b>
<b>Vacant and Agriculture Land</b>	<b>215.90</b>
<b><u>Rights-of-way (streets and railroads)</u></b>	<b><u>321.00</u></b>
<b>TOTAL</b>	<b>1320 acres</b>

## Residential Development Trends

In 1990, the Exeter City Council approved Annexation Policy 90-01. This action established an acreage threshold upon which future annexations would be reviewed. The policy stated:

“The City of Exeter will not initiate, entertain, encourage or support the annexation of land to the City until such time the amount of undeveloped land, zoned for single-family residential uses, falls below 23 acres, 92 single family lots.”

On February 14, 1995, the Exeter City Council strengthened the city’s annexation policy by amending its Urban Area Boundary Element with the addition of a 10-year annexation line. The amount of land contained within the 10-year annexation line was based on an annual population growth rate of 3.5 percent, a residential density of 5



# Exeter General Plan 2000 to 2020

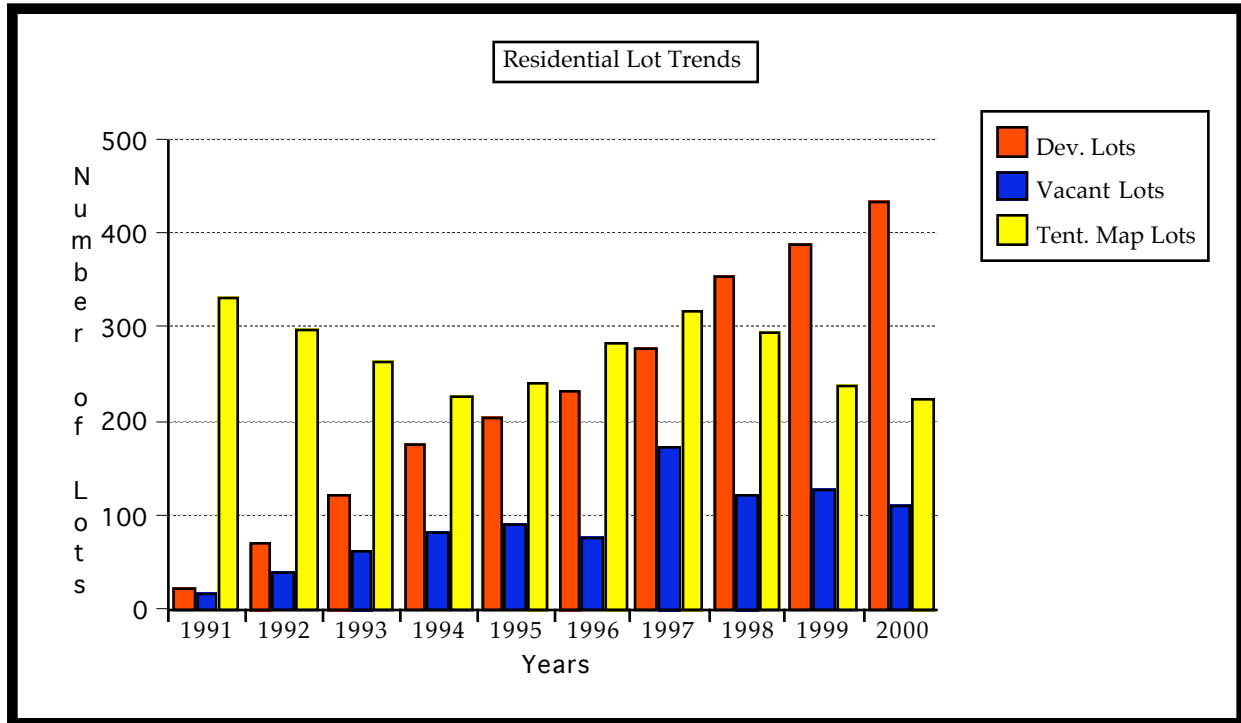
units per acre, and a dwelling unit population of 2.87 persons per unit. The total amount of land inside the 10-year annexation line was 303 acres. This line accommodates residential development in all four quadrants of the city - 139 acres in the northwest, 66 acres in the southwest, 39 acres in the southeast and 59 acres in the northeast.

The 10-year annexation line and Annexation Policy 90-01 have placed restrictive controls on residential growth in Exeter. The objective of these two growth control measures is to promote residential infill development. Since 1995, these growth control measures have encouraged residential infill and a development pattern that is generally contiguous to existing development and concentric to Exeter's downtown.

Residential infill has been the most obvious result of these two growth measures. Figure No. 1 details the trends in lot development since the adoption of these two growth control measures. Obviously, the number of lots that has been developed (in-filled) has increased from 21 in 1991 to 434 in 2000. The number of vacant lots (available for a residential dwelling units) have increased and decreased depending upon market activity. The number of lots available at any one time for home construction has been sufficient enough to insure that the cost of lots remain affordable.

## **Figure No. 1 Lot Trends in Exeter**

# Exeter General Plan 2000 to 2020



This “infill” process has been beneficial for the city in that it better utilizes existing city infrastructure; it maintains a tight service area for police, fire and solid waste services; and it encourages residential development near existing parks and schools.

Table No. 2 shows the status of residential subdivisions that have been processed since 1990. Some, like Awbrey Estates, have been built-out while others, such as the Bitterlan Subdivision, are still in the tentative map stage.

**Table No. 2  
Subdivision Status**

<u>Subdivision Tract</u>	<u>Developed Lots</u>	<u>Vacant lots</u>	<u>Tent. Map Lots</u>
--------------------------	-----------------------	--------------------	-----------------------

# Exeter General Plan 2000 to 2020

<b>Country View</b>	23	19	
<b>Camden Place</b>	39	0	
<b>Pheasant Run</b>	54	0	
<b>Quince Park Estates</b>	64	0	
<b>Woodland Estates</b>	59	32	13
<b>Cosart IV</b>	21	3	31
<b>Johnson Land Manor</b>	20	0	
<b>Awbrey Estates</b>	10	0	
<b>Bitterlan Subdivision</b>	0	0	105
<b>Atkinson Subd</b>	23	27	0
<b>Wild Rose Estates</b>	79	0	
<b><u>Hamar Subd.</u></b>	<u>42</u>	<u>30</u>	<u>75</u>
<b>TOTAL</b>	<b>434 lots</b>	<b>111 lots</b>	<b>224 lots</b>

Collins & Schoettler, January 1, 2001

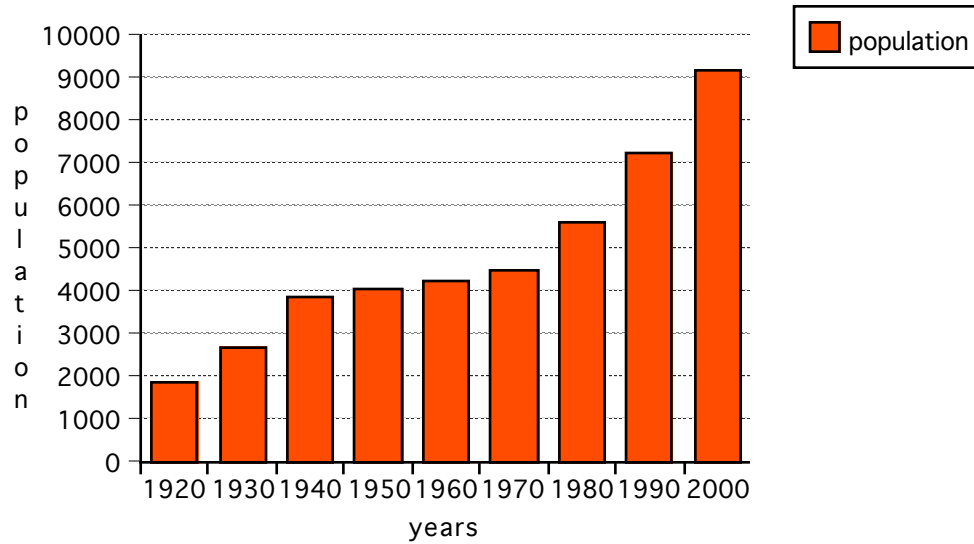
Since 1990, Exeter has been averaging 45 new single family and 7 multiple family residential units per year. This residential development activity has fostered a population growth rate that has been slow - averaging about 1.9 percent annually. At this pace, Exeter's pool of single family residential lots will last about 9.5 years.

## Population

Except for the "dust bowl" decades, from 1920 to 1940, where the average annual growth rate was about 4.5 percent, Exeter's population growth from decade to decade has been slow. In fact, from 1940 to 1970, the community grew by only 592 persons, about 20 persons per year. It wasn't until the 1970s that Exeter began to grow at any appreciable rate, exceeding 2 percent per year. During the 1990s, Exeter has grown at an average annual rate of 1.88 percent per year. A graphic look at Exeter's population changes since 1920 is provided in Figure No. 2.

## **Figure No. 2 Population Growth**

# Exeter General Plan 2000 to 2020



## Population and Land Use Projections

### Population Projections

In order to determine the amount of land needed for urban development in Exeter

# Exeter General Plan 2000 to 2020

over the next 20 years, 2000 to 2020, population projections are required. Two population projection scenarios (low and high) are provided in the Plan. These population figures are projections from the base year of 2000, provided by the U.S. Census Bureau. The Plan's "low" population projection is based on Exeter's average annual growth rate from 1990 to 2000 (1.88 percent) based on State Department of Finance; its "high" population projection is based on Exeter's average annual growth rate from 1980 to 1990 (2.88 percent) based on the U.S. Census Bureau.

**Table No. 2  
Population Projections**

	2000	2010	2020
<b>Low Population Projection (1.88 %)</b>	9,168	11,044	13,306
<b>High Population Projection (2.88 %)</b>	9,168	12,178	16,177

Source: U.S. Census Bureau; State Department of Finance; Collins & Schoettler, 2000

## Land Use Projections

Projections for different types of urban development for the years 2010 and 2020 are based on the population projections above and other types of demographic data, including persons per dwelling unit, acres of parkland per 1000 persons, residential densities, size of school sites, etc. Land demand projections are furnished in 10-year increments in order to be consistent with the city's current planning boundary lines - 10-year annexation line and urban development boundary line (20-year growth line).

## Residential Land Demand

Residential land demand projections (low and high) for the years 2010 and 2020 are calculated below. Residential uses include single and multi-family dwellings and mobile homes, including trailers. Criteria for the location and demand for this type of land use are as follows:

- The number of persons per residential dwelling unit will be 2.89 persons (State Department of Finance, 1998).

# Exeter General Plan 2000 to 2020

- Seventy-five percent of the new residential dwelling units will be single family units, 18 percent multi-family units, and 6.75 percent mobile home units (State Department of Finance, 1998).
- Single family developments will have a gross density of 4.5 units per acre; multi-family development, 15 units per acre; and mobile homes, 9 units per acre. (Collins & Schoettler, 1998 Land Use Survey).
- The residential land demand projections for 2010 and 2020 will be increased by 25 percent (flex-factor) so as to insure that the local residential real estate market does not become overly restricted thereby artificially forcing up residential land prices.

## **Residential Land Demand, Low Population Estimate, 2010**

11,044 (2010 estimated population) - 9,168 (2000 population) = 1,876 persons  
 1,876 persons / 2.89 persons per residential unit = 649 residential units

649 residential units x 75 percent single family units =	487 units
649 residential units x 18 percent multi-family units =	117 units
649 residential units x 6.75 percent mobile home units =	44 units

487 single family residential units / 4.5 units per acre =	108 acres
117 multi-family residential units / 15 units per acre =	8 acres
<u>44 mobile home units / 8 units per acre =</u>	<u>5.5 acres</u>

**subtotal** **121.5 acres**

**121.5 acres x 1.25 (flex-factor)** **152 acres**

## **Residential Land Demand, Low Population Estimate, 2020**

13,306 (2020 estimated population) - 9,168 (2000 population) = 4,138 persons  
 4,138 persons / 2.89 persons per residential unit = 1,432 units

1,432 residential units x 75 percent single family units =	1,074 units
1,432 residential units x 18 percent multi-family units =	258 units
1,432 residential units x 6.75 percent mobile home units =	97 units

1,074 single family residential units / 4.5 units per acre =	239 acres
258 multi-family residential units / 15 units per acre =	17 acres
<u>97 mobile home units / 8 units per acre =</u>	<u>12 acres</u>

# Exeter General Plan 2000 to 2020

<b>subtotal</b>	<b>268 acres</b>
<b>268 acres x 1.25 (flex-factor)</b>	<b>335 acres</b>

## Residential Land Demand, High Population Estimate, 2010

12,178 (2010 estimated population) - 9,168 (2000 population) = 3,010 persons  
 3,010 persons / 2.89 persons per residential unit = 1042 residential units

1042 residential units x 75 percent single family units =	781 units
1042 residential units x 18 percent multi-family units =	188 units
1042 residential units x 6.75 percent mobile home units =	70 units

781 single family residential units / 4.5 units per acre =	174 acres
188 multi-family residential units / 15 units per acre =	13 acres
<u>70 mobile home units / 8 units per acre =</u>	<u>9 acres</u>

<b>subtotal</b>	<b>196 acres</b>
<b>196 acres x 1.25 (flex-factor)</b>	<b>245 acres</b>

## Residential Land Demand, High Population Estimate, 2020

16,177 (2020 estimated population) - 9,168 (2000 population) = 7,009 persons  
 7,009 persons / 2.89 persons per residential unit = 2,425 residential units

2,425 residential units x 75 percent single family units =	1,819 units
2,425 residential units x 18 percent multi-family units =	437 units
2,425 residential units x 6.75 percent mobile home units =	164 units

1,819 single family residential units / 4.5 units per acre =	404 acres
437 multi-family residential units / 15 units per acre =	29 acres
<u>164 mobile home units / 8 units per acre =</u>	<u>21 acres</u>

<b>subtotal</b>	<b>454 acres</b>
<b>454 acres x 1.25 (flex-factor)</b>	<b>568 acres</b>

# Exeter General Plan 2000 to 2020

These residential land demand projections indicate that Exeter will need between 152 and 245 acres of land for residential development by 2010 and between 335 and 568 acres by 2020. As previously mentioned, these acreage projections are based on specific variables, including population growth rates, residential density, persons per dwelling unit, land demand flex-factor, and residential composition. A modification of any one variable can cause the above land projections to decrease or increase. For example, if Exeter were to require single family residential development to meet a density of five units per acre rather than the proposed 4.5 units per acre, the demand for residential land for the year 2020 would be lower, ranging from 305 to 517 acres rather than the proposed 335 to 568 acres.



# Exeter General Plan 2000 to 2020

## Office/Retail Commercial Land Demand

Projections (low and high) for office/retail commercial land for the years 2010 and 2020 are calculated below. Office/retail commercial uses will generally include professional and administrative uses and businesses that retail goods. Criteria for the location and demand for these types of land uses are as follows:

- Retail commercial/office uses will generally be restricted to lands along Visalia Road and Kaweah Avenue and in the downtown.
- Retail commercial /office uses will continue to be intermixed.
- A significant portion of the office demand in Exeter will be met by conversions of residential structures into offices.
- Retail commercial/office uses will replace service commercial and residential uses in Exeter's Downtown as land values increase.
- Existing retail commercial/office buildings are not operating at capacity. They have the ability to serve a significant number of additional clients and/or shoppers.
- New retail commercial/office uses will generally be housed in one-story buildings although multi-story buildings no higher than three stories would be encouraged in the downtown.
- There were 45 acres of retail commercial/office uses in Exeter as of 1-1- 2000.

## **Retail/Office Land Demand, Low Population Estimate, 2010**

$9,168$  (2000 population)/45 acres of retail/office (2000) = 1 acre retail/office per 204 persons

$11,044$  (2010 estimated population)/1 acre of retail/office per 204 persons = 54 acres retail/office needed

54 acres retail/office needed - 45 acres of existing retail/office = 9 acres retail/office needed by 2010

## **Retail/Office Land Demand, High Population Estimate, 2010**

# Exeter General Plan 2000 to 2020

9,168 (2000 population)/45 acres of retail/office (2000) = 1 acre retail/office per 204 persons

12,178 (2010 estimated population)/1 acre of retail/office per 204 persons = 60 acres retail/office needed

60 acres retail/office needed - 45 acres of existing retail/office = 15 acres retail/office needed by 2010

## **Retail/Office Land Demand, Low Population Estimate, 2020**

9,168 (2000 population)/45 acres of retail/office (2000) = 1 acre retail/office per 204 persons

13,306 (2020 estimated population)/1 acre of retail/office per 204 persons = 65 acres retail/office needed

65 acres retail/office needed - 45 acres of existing retail/office = 20 acres retail/office needed by 2020

## **Retail/Office Land Demand, High Population Estimate, 2020**

9,168 (2000 population)/45 acres of retail/office (2000) = 1 acre retail/office per 204 persons

16,177 (2020 estimated population)/1 acre of retail/office per 204 persons = 79 acres retail/office needed

79 acres retail/office needed - 45 acres of existing retail/office = 34 acres retail/office needed by 2020

## **Service Commercial Land Demand**

Projections (low and high) for service commercial land for the years 2010 and 2020 are calculated below. Service commercial uses generally involve repair, maintenance and overhaul of equipment and vehicles, light manufacturing operations, storage and

# Exeter General Plan 2000 to 2020

warehousing, and service uses, like rug cleaning, auto painting, tire and muffler shops, etc. Criteria for the location and demand for these types of land uses are as follows:

- The service commercial sector (commercial services like automobile repair, warehousing, and light manufacturing) of the economy will grow faster than the retail/office and industrial sectors.
- Service commercial uses do not require the high visibility that office/retail commercial uses require.
- Existing service commercial uses are not operating at capacity and can serve additional clients.
- Service commercial uses will generally be restricted to lands along Industrial Drive, First Street, Second Street, Third Street, and on selected parcels west of the Southern Pacific Railroad south of Pine Street.
- There were 15 acres of service commercial uses in Exeter as of 1-1- 2000.

## **Service Commercial Land Demand, Low Population Estimate, 2010**

9,168 (2000 population)/15 acres of service commercial (2000) = 1 acre service commercial per 611 persons

11,044 (2010 estimated population)/1 acre of service commercial per 611 persons = 18 acres service commercial needed

18 acres service commercial needed - 15 acres of existing service commercial = 3 acres service commercial needed by 2010

## **Service Commercial Land Demand, High Population Estimate, 2010**

9,168 (2000 population)/15 acres of service commercial (2000) = 1 acre service commercial per 611 persons

12,178 (2010 estimated population)/1 acre of service commercial per 611 persons = 20 acres service commercial needed

20 acres service commercial needed - 15 acres of existing service commercial = 5 acres

# Exeter General Plan 2000 to 2020

service commercial needed by 2010

## **Service Commercial Land Demand, Low Population Estimate, 2020**

9,168 (2000 population)/15 acres of service commercial (2000) = 1 acre service commercial per 611 persons

13,306 (2020 estimated population)/1 acre of service commercial per 611 persons = 22 acres service commercial needed

22 acres service commercial needed - 15 acres of existing service commercial = 7 acres service commercial needed by 2020

## **Service Commercial Land Demand, High Population Estimate, 2020**

9,168 (2000 population)/15 acres of service commercial (2000) = 1 acre service commercial per 611 persons

16,177 (2020 estimated population)/1 acre of service commercial per 611 persons = 26 acres service commercial needed

26 acres service commercial needed - 15 acres of existing retail/office = 11 acres service commercial needed by 2020

## **General Industrial Land Demand**

Projections (low and high) for general industrial land for the years 2010 and 2020 are calculated below. Industrial uses generally involves manufacturing, food processing and storage, transportation operations, and warehousing. Criteria for the location and demand for these types of land uses are as follows:

- Industrial uses will generally be restricted to lands on both sides of the Southern Pacific and Sante Fe Railroads, along Industrial Drive, and along the west side of Kaweah Avenue south of Firebaugh Avenue.
- The general industrial sector will include the following typical industrial uses:

# Exeter General Plan 2000 to 2020

packing houses, manufacturing plants, cold storage facilities, food processing plants, and metal fabrication operations.

- General industrial uses do not require high visibility, however, they do require effective roadway and railroad access.
- Existing general industrial uses are not operating at capacity. They have the ability to expand production internally
- A significant amount of vacant, industrially zoned land, can be accommodated along the Southern Pacific Railroad.
- There were 64 acres of general industrial uses in Exeter as of 1-1- 2000.

## **General industrial land demand, low population estimate, 2010**

9,168 (2000 population)/64 acres of general industrial (2000) = 1 acre general industrial per 143 persons

11,044 (2010 estimated population)/1 acre of general industrial per 143 persons = 77 acres general industrial needed

77 acres general commercial needed - 64 acres of existing general industrial = 13 acres general industrial needed by 2010

## **General industrial land demand, high population estimate, 2010**

9,168 (2000 population)/64 acres of general industrial (2000) = 1 acre general industrial per 143 persons

12,178 (2010 estimated population)/1 acre of general industrial per 143 persons = 85 acres general industrial needed

85 acres general commercial needed - 64 acres of existing general industrial = 21 acres general industrial needed by 2010

## **General industrial land demand, low population estimate, 2020**

9,168 (2000 population)/64 acres of general industrial (2000) = 1 acre general industrial per 143 persons

# Exeter General Plan 2000 to 2020

13,306 (2020 estimated population)/1 acre of general industrial per 143 persons = 93 acres general industrial needed

93 acres general commercial needed - 64 acres of existing general industrial = 29 acres general industrial needed by 2020

## **General industrial land demand, high population estimate, 2020**

9,168 (2000 population)/64 acres of general industrial (2000) = 1 acre general industrial per 135 persons

16,177 (2020 estimated population)/1 acre of general industrial per 143 persons = 113 acres general industrial needed

113 acres general commercial needed - 64 acres of existing general industrial = 49 acres general industrial needed by 2020

## Park Land Demand

Park land demand projections (low and high) for the years 2010 and 2020 are calculated below. Parks uses include open space, sport and recreation facilities, and water features. Criteria for the location and demand for this type of land use are as follows:

- The City of Exeter has set a standard through its *Conservation, Open Space, Parks and Recreation Element* of 5 acres of parkland for every 1000 persons in Exeter.
- The open space associated with school grounds and golf courses, and single use storm drainage ponds will not be counted as park land.
- The City of Exeter currently has 37 acres of passive and active parkland. This figure does not include "future" designated park sites.
- The City of Exeter's current parkland ratio is 4.04 acres of parkland for every 1000 persons

# Exeter General Plan 2000 to 2020

## **Park land demand, low population projection, 2010**

Five acres of parkland per 1000 persons or 1 acre of parkland per 200 persons

10,376 (2010 estimated population)/1 acre of parkland per 200 persons = 52 acres of parkland

52 acres of parkland needed - 37 acres of existing parkland = 15 acres of parkland needed by 2010

## **Park land demand, high population projection, 2010**

Five acres of parkland per 1000 persons or 1 acre of parkland per 200 persons

12,178 (2010 estimated population)/1 acre of parkland per 200 persons = 61 acres of parkland

61 acres of parkland needed - 37 acres of existing parkland = 24 acres of parkland needed by 2010

## **Park land demand, low population projection, 2020**

Five acres of parkland per 1000 persons or 1 acre of parkland per 200 persons

13,306 (2020 estimated population)/1 acre of parkland per 200 persons = 67 acres of parkland

67 acres of parkland needed - 37 acres of existing parkland = 30 acres of parkland needed by 2020

## **Park land demand, high population projection, 2020**

Five acres of parkland per 1000 persons or 1 acre of parkland per 200 persons

16,177 (2020 estimated population)/1 acre of parkland per 200 persons = 81 acres of parkland

81 acres of parkland needed - 37 acres of existing parkland = 44 acres of parkland

# Exeter General Plan 2000 to 2020

needed by 2020

## School Land Demand

School land demand projections for the years 2010 and 2020 are calculated below. The high population projection for 2010 and 2020 was used because it is in the best interest of the school districts and the students they serve to identify, purchase and construct schools before the existing schools are impacted with too many students. Using the higher population projection will achieve this objective. Criteria for the location and demand for this type of land use are as follows:

- The Exeter Union School and Exeter High School Districts have set acreage figures for the following types of schools: elementary school, 10 to 20 acres; middle school, 15 to 25 acres; and high school, 40 acres or more.
- The Exeter Union School and Exeter High School Districts have set enrollment figures for the following types of schools: elementary school, 600 to 700 students; middle school, 750 to 900 students; and high school, 1000 to 2000 students.
- Elementary school sites should be located within walking distance of the neighborhoods they are to serve; all sections of Exeter should be effectively served by elementary schools.
- Middle school sites should be located within walking distance of the neighborhoods they are to serve; all sections of Exeter should be effectively served.



# Exeter General Plan 2000 to 2020

- For the 2000/01 school year, Exeter's school districts documented the following enrollments: Lincoln Elementary (K-2), 579 students; Rocky Hill Elementary (3-5), 652 students; Wilson Middle School (6-8), 669 students; Exeter High School (9-12), 974 students; Kaweah High School, 61 students; and Exeter High School independent study, 26 students.
- The Exeter Union School District purchased in 1997 a 22.5 acre parcel of land for a future elementary or middle school site. The property is located on the west side of Belmont Road and south of Visalia Road.
- For the 2000/01 school year, Exeter Schools had the following student enrollments. Elementary enrollment (K-6), 1454 students; middle school enrollment (7-8), 446 students; and high school enrollment (9-12), 974 students.
- The percentage of school enrollment to the Exeter 2000 population is expressed as follows: K-6 grades - 1454 students/9,168 population or 15.9 percent; 7-8 grades - 446 students/9,168 population or 4.9 percent; and 9-12 grades - 974 students/9,168 population or 10.6 percent.

## **School land demand, high population projection, 2010**

### K-6

12,178 (2010 population, high estimate) x .159 = 1936 students / 650 students per school site = 3 elementary school sites needed by 2010

3 sites - 2 current sites (Lincoln and Rocky Hill) = 1 site needed by 2010

### 7-8

12,178 (2010 population, high estimate) x .049 = 597 students / 825 students per school site = .72 middle school sites needed by 2010

.72 sites - 1 current site (Wilson) = 0 sites needed by 2010

### 9-12

12,178 (2010 population, high estimate) x .106 = 1291 students / 1500 students per school site = 1.03 high school sites needed by 2010

# Exeter General Plan 2000 to 2020

.86 sites - 1 current site (Exeter H.S.) = 0 sites needed by 2010

## **School land demand, high population projection, 2020**

### K-6

16,177 (2020 population, high estimate)  $\times$  .159 = 2572 students / 650 students per school site = 4 elementary school sites needed by 2020

4 sites - 2 current sites (Lincoln and Rocky Hill) = 2 elementary sites needed by 2020

### 7-8

16,177 (2020 population, high estimate)  $\times$  .049 = 793 students / 825 students per school site = .92 middle school sites needed by 2020

.96 sites - 1 current site (Wilson) = 0 sites needed by 2020

### 9-12

16,177 (2020 population, high estimate)  $\times$  .106 = 1714 students / 1500 students per school site = 1.18 high school sites needed by 2020

1.14 sites - 1 current site (Exeter H.S.) = 1 high school site needed by 2020 (or expand existing high school campus to accommodate 1714 students)

# Exeter General Plan 2000 to 2020

## Total Land Demand Projections

Table No. 3 provides the land demand projections for the Land Use Element for the years 2010 and 2020. The actual acreage figures for each land use category depicted on the land use map generally fall within the ranges detailed below. Other planning considerations, such as access, land use compatibility, infrastructure availability and aesthetics, also influence the amount of acreage depicted on the land use map for each land use category.

**Table No. 3  
Land Demand Projections**

<u>Land Use Category</u>	<u>2010</u>		<u>2020</u>	
	<u>Low</u>	<u>High</u>	<u>Low</u>	<u>High</u>
Residential	152 acres	245 acres	335 acres	568 acres
	9	15	20	34
Service Commercial	3	5	7	11
General Industrial	13	21	29	49
Park Land	15	24	30	44
School Land				
K-6		10-20 acres		10-20 acres
7-8				
<u>9-12</u>				<u>40 acres</u>
<b>Total</b>	<b>192 acres</b>	<b>320-330 ac.</b>	<b>421 acres</b>	<b>716-726 ac.</b>
<b>Total without flex-factor*</b>	<b>162 acres</b>	<b>271-281 ac.</b>	<b>354 acres</b>	<b>632-642 ac.</b>

\* **Note:** These land demand acreage figures are potentially the actual amount of land that will be urbanized over the 20-year planning period. It will be these acreage figures that are discussed and analyzed in the general plan environmental impact report.

# Exeter General Plan 2000 to 2020

## Land Use Designations and Population Densities

The land use designations delineated on the Exeter land use map are described below. For residential land use designations, maximum population densities are provided. A generalized location criteria for each land use designation is also provided below.

### Residential

**Very Low Density** - a maximum of two dwelling units per gross acre, or six persons per acre. Development in this category may not be required to install sidewalks, curbs/gutters or street lights, or connect to the city's waste water collection system. It will be required to connect to the city's water system.

This designation shall be reserved for those lands that are on the fringe of the community, have already been divided into lot sizes that are one-half acre or larger, or are required to "buffer" an industrial, agricultural or public use.

**Low Density** - a maximum of 5 dwelling units per gross acre, or 14 persons per acre. Development in this category shall be required to install sidewalks, curbs, gutters, sidewalks and street lights, and connect to the city's sewer, storm drain and water systems.

This designation shall be reserved for those lands that are appropriate for single family, and in some cases, multi-family dwelling units. Uses that are typically associated with single family neighborhoods, such as churches, day-care centers, community centers, parks, and schools, shall also be encouraged. These lands shall generally be located in areas of the community that are free from conflicting land uses, such as service commercial and industrial uses.

**Medium Density** - a maximum of 15 dwelling units per gross acre, or 42 persons per acre. Development in this category shall be required to install all the same improvements that are required in the low density residential designation. Medium density development could encompass a mix of single family and multi-family uses, including duplex, tri-plex, four-plex units and mobile home parks. These lands shall generally be located in areas of the community that are free from conflicting land uses, such as service commercial and industrial uses, and are situated near the center of Exeter.

Each quadrant of the community will contain land that is designated for this type of residential development. This action will insure that each quadrant of the community has a mix of housing types. Further, under certain conditions, the neighborhood commercial designation can be combined with this designation.

# Exeter General Plan 2000 to 2020

**High Density** - a maximum of 29 dwelling units per gross acre, or 84 persons per acre. Development in this category could encompass apartment complexes, senior citizen projects and condominiums. These lands shall generally be located in areas of the community that are free from conflicting land uses, are located near the center of Exeter, and are generally situated on corner lots, where major streets intersect.

## **Office**

An office designation shall be reserved for those areas of Exeter that are located along Kaweah Avenue and within the original Exeter Townsite. Some of the parcels within these two areas contain single family dwellings. By designating these units for office uses, it would be the intent of the General Plan to encourage "adaptive reuse" of the structures. Converting these homes to an office use lends character to the neighborhood and may serve to protect some of the structures from being demolished or continued deterioration.

When this designation is applied to lands that contain single family dwellings, these units should be adjacent to commercial uses, should have alley access, and should be in a neighborhood that is in transition.

## **Commercial**

Exeter's current General Plan only provides for one commercial category. It is the intent of this General Plan to increase this number to four commercial categories - neighborhood, general, central, and service.

**Neighborhood commercial** designations shall be located within or adjacent to a residential neighborhood located on the fringe of the community. This designation shall provide local residents with nearby commercial and office uses that would be used on a frequent basis. The neighborhood commercial center should be designed for pedestrian access, the building(s) should have an architectural theme, the site should be landscaped and signs should be strictly regulated.

**General commercial** designations shall be reserved for properties generally located on Visalia Road and Kaweah Avenue. This designation shall provide for shopping centers, highway commercial uses, retail uses, and offices. Development within this designation will have the following distinguishing features - the building sites will be required to be landscaped, parking shall be constructed off-street, signs shall be regulated and new uses or extensive expansion of existing uses shall undergo site plan review. Lands designated general commercial may be required to comply with design standards of

# Exeter General Plan 2000 to 2020

the design district in which the property is located.

**Service commercial** designations shall be reserved for properties generally located on the west side of the original Exeter Townsite, west of the Southern Pacific Railroad, and under certain conditions, within Exeter's industrial parks. This designation shall provide for uses that include a mix of light industrial and heavy commercial uses. Development with this designation will have the following distinguishing features - the buildings will have front yard landscaping, parking shall be off-street, all visible equipment and storage areas shall be fenced and screened from public view, lighting shall not be allowed to illuminate surrounding properties, signs will be regulated and new uses or extensive expansion of existing uses shall undergo site plan review.

**Central commercial** designations shall be reserved for those areas in Exeter that are located in the original townsite, which encompasses the downtown district. Development with this designation will have the following distinguishing features - the buildings will generally be built to back of sidewalk, parking shall be off-street and shall be generally located at the rear of the building, signs shall be regulated and shall be pedestrian-oriented, the architectural design of the building will be compatible with a downtown environment, and new uses shall undergo site plan review.

## **Industry**

Lands designated for industrial development will generally be located along both sides of the Southern Pacific and Sante Fe railroads, Industrial Drive and 1st, 2nd and 3rd Streets. This designation will provide for uses that are involved in manufacturing, processing, warehousing, and certain service commercial uses.

Development with this designation will have the following distinguishing features - the subject site will be landscaped, parking lots will be constructed off-street and will be landscaped, storage areas shall be fenced and screened, signs shall be regulated and new uses shall undergo site plan review.

## **Public Facilities**

This designation is reserved for facilities that are frequented by the public, including schools, the post office, city hall, and county offices.

Development with this designation will have the following distinguishing features - the subject site will be landscaped, parking lots will be constructed off-street and will be landscaped, signs shall be regulated and new uses shall undergo site plan review. Schools will receive special attention in regards to pedestrian, bike and bus circulation.

# Exeter General Plan 2000 to 2020

## **Open Space**

This designation is applied to lands that will remain generally free of buildings. Uses that would receive this designation would include parks, playing fields, and golf courses.

## **Urban Reserve (Agriculture)**

This designation is applied to lands that are being, or have the capacity to be, actively farmed but are within the planning area and proposed to be eventually developed. Further, this designation could also be applied to lands that contain agriculturally-related uses, such as packing houses, cold storage operations or agriculturally-related businesses. The purpose of this designation is to protect agriculture from urban encroachment, maintain land in agriculture until the time is appropriate for conversion to urban uses, and to insure that conflicts do not arise between agriculture and urban uses.

# Exeter General Plan 2000 to 2020

## **Planning Issues and Land Use Goals**

Land use goals express a city's values and its vision for the future. They can refer to image and appearance, economic viability, health and safety, preservation of resources or fiscal soundness. Some of the goals listed below are the product of previously approved general plan elements or specific plans. Other goals were fashioned by Exeter's general plan committee, planning commission and city council.

### **Growth Management**

The planning (management) of Exeter's growth - direction, rate, density and arrangement of land uses is an important aspect of the general plan. A city that is well-planned is more attractive to potential residents, developers, businesses and investors than one that is poorly planned - land use conflicts, urban sprawl, a non-viable downtown, poor circulation patterns and blighted sections of town.

Discouraging urban sprawl for example is an important growth management objective in Exeter. Exeter has realized that a community that is compact and avoids sprawl has more efficient, cost effective infrastructure and service delivery systems than a community that lacks these characteristics.

- Maintain Exeter as a small, agriculturally-oriented city surrounded by farmland.
- Maintain the city's 1990 Annexation Policy that promotes residential infill and discourages urban sprawl.
- Promote Smart Growth planning principals in order to discourage urban sprawl and the premature urbanization of agricultural land.

### **Community Image**

Image is an important community asset. It can influence how people feel about a community. A community that is clean, well-maintained, visually appealing and properly planned will (1) attract outside investment, (2) encourage people to maintain their property, (3) cause real estate values to appreciate and (4) stimulate city revenues - tax increment, sales tax and transient occupancy taxes.

- An attractive, clean and well-maintained community.
- A community that is free of land use conflicts.



# Exeter General Plan 2000 to 2020

- A city that portrays a “sense of community”.
- A friendly community that encourages public involvement.
- A community that portrays an image that is progressive and energetic.

## **Economic Development**

The economic base of a city can be divided into two categories: 1) basic industries which produce and sell goods that bring new income from outside the area; and 2) service industries which produce and sell goods that simply circulate existing income in the area. The stimulation of either type of industry has a positive impact on Exeter’s economy, which in turn, affects employment, housing starts, the city’s fiscal affairs and family income levels.

- Increase tourism.
- Market agriculture as a tourist attraction.
- Encourage organizations to use Exeter as a destination for meetings, conferences, and seminars.
- Attract technologies to the Exeter area that are related to the citrus industry, including plant breeding, nurseries, integrated pest management, and agricultural chemical companies.
- Assist existing industries to expand their operations and increase employment.
- Increase the number of businesses operating in Exeter in order to generate more sales, property, business and transient occupancy taxes.

## **Employment**

For those persons in the labor force, having a job is a fundamental need. The income generated from a job allows a person or family to pay for food, shelter, transportation, education, health care and recreation. To a great degree, a person’s or family’s quality-of-life is based on their job. A city’s vitality and viability is also influenced by people having a job. A high unemployment rate (lack of jobs) can have an adverse impact on a city’s revenues, its crime rate and the existence of blight, whereas, a low unemployment rate can have the opposite affect.

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- Diversify employment base
- Attract industries that are complementary to existing workforce
- Encourage stable, year-around employment

## **Housing** (from Exeter Housing Element, adopted 1991)

Providing safe and decent housing for its citizens is a fundamental objective of all cities. Housing need is a complex issue, consisting of at least three major components: housing affordability, housing quality and housing quantity. In addition, certain segments of the population have unique needs, including the elderly, the handicapped, female heads of household, large families, and farm workers. See Appendix A for the Element's policies and implementing actions.

- To develop through public and private channels, sufficient new housing to insure the availability of affordable housing for all households in Exeter.
- To manage housing and community development in a manner that will promote the long-term integrity and value of each new housing unit and the environment in which it is located.
- To provide a choice of housing locations for all residents.
- To maintain and improve the quality of the existing housing stock and the neighborhoods in which it is located.
- To promote equal access to safe and decent housing for all economic groups.
- To promote energy conservation activities in all residential neighborhoods.

## **Fiscal Conditions**

Revenue from local taxes is the life-blood of a city's financial condition. Without a steady, diversified and reliable revenue stream, a city will have a difficult time paying for its services and infrastructure. Decisions on land use matters can influence the fiscal condition of a city. For example, a viable downtown can increase a city's sales and bed tax while a blighted downtown can have a depressing effect.

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- Encourage a strong sales tax base.
- Encourage a strong transient occupancy tax base.
- Insure that development impact fees pay for public improvements required by the general plan and infrastructure master plans.
- Promote public-private and public-public partnerships towards the construction of projects that are of significant community value.
- Enhance tax increment revenues by encouraging development to occur in the redevelopment district.

## **Infrastructure**

A well designed, maintained and managed infrastructure system is necessary for the proper and efficient operation of a city. Local city councils quickly understand the importance of the infrastructure system if citizens complain about poor water quality or pressure, the waste water treatment plant emitting odors, or the streets flooding every time it rains.

From an economic development perspective, businesses wishing to locate in a city are concerned about the same issues. For example, if the business is an industry that generates large volumes of effluent, it will be concerned about the capacity of the treatment plant and its ability of treat certain types of effluent. Failure of a city to provide assurances that the industry can be accommodated by the city's infrastructure system will most likely cause that business to seek another city.

- Adequately finance infrastructure systems.
- Periodically update infrastructure master plans, including sewer, water and storm drainage plans.
- Insure infrastructure master plans and the general plan are in concert with each other.
- Maintain, rebuild and upgrade infrastructure systems.

## **Resources**

There are two types of resources - natural and man-made. Natural resource is defined as "any form of matter or energy obtained from the environment that meets human

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needs.” It would include air, water, land and native plants and animals. The wise use and management of these resources can influence a community’s quality-of-life. With population growth and its secondary impacts, including air and water pollution, and urbanization of agricultural land, planning (resource management) is one of the primary tools used to insure a community’s quality-of-life standard.

Man-made resources are those that include the built-environment (historic homes, neighborhoods, and public places, like parks, squares, and commons) and cultural resources (public art, historic sites and prehistoric sites). Through planning, these resources can be preserved for the public’s long-term enjoyment and education. This preservation effort also creates a city that is more interesting and visually appealing.

## Natural Resources

- Conserve natural resources, including native trees, agricultural land, and water.
- Preserve air quality.
- Promote ground water recharge.
- Promote energy and water conservation

## Man-Made Resources

- Preserve historic neighborhoods
- Discourage uses that are architecturally incompatible with existing structures in historic neighborhoods
- Encourage adaptive reuse of historic structures that are zoned for non-residential uses

## **Open Space, Parks and Recreation** (from the Open Space, Parks and Recreation Element, adopted 1991)

Open space, parks and recreation add to the quality-of-life in a community. Open space delineates the edge of a community and affords the public views of orange groves, fields and/or the Sierras. People that live in a city that is surrounded by open space benefit psychologically because they can visually or physically take advantage of an open space feature.

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A park is an outdoor open space feature that can accommodate an assortment of recreation and leisure activities. A park can include playgrounds, community recreation facilities, playing fields and community centers. Paralleling a city's park system is its recreation program. A city's recreation department is responsible for programing various activities, services and events in its park system. To have an effective recreation program, a city must also have a good park system.

- Conserve, restore and enhance significant natural, cultural and historic resources.
- Create and preserve open space in the Exeter area to meet the needs of the community now and in the future.
- Develop a high quality public park and recreation system that is convenient, accessible and affordable to all segments of the City.
- Implement the Conservation, Open Space and Recreation Element through a combination of public and private funds, regulatory processes, and innovative strategies.
- Preserve the existing scenic qualities of the community by adopting standards regulating entryways, view preservation and landscaping.

## **Agriculture**

Agriculture is the primary industry in the Exeter area. This basic industry employs about 10 percent of Exeter's labor force. When other agriculturally-related sectors of the economy are factored in the agricultural labor force increases to 20 percent. Agriculture is a relatively stable industry when compared to other sectors of the economy, like manufacturing, tourism and transportation industries. For this reason, agriculture should be encouraged and protected in the Exeter area. Further, land use policies that minimize the impacts between urban and agricultural uses should be promoted.

- Preserve agricultural land outside the planning area of the General Plan.
- Discourage land uses outside the planning area of the General Plan that conflict with existing agricultural operations.
- Preserve land in agriculture that is outside the 10-year planning area

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of the General Plan until development is appropriate.

- Insure that Exeter's agriculturally-related businesses are encourage to continue to operate and/or expand where appropriate.

## **Residential Neighborhoods**

The "neighborhood" is the fundamental building block of a city. The health and quality-of-life of a community is best measured at the neighborhood level. If a city's neighborhoods are noisy, contain excessive traffic, are unkempt, and include incompatible land uses, then the city as a whole is most likely spiraling towards a state of blight. In terms of community priorities, preservation of the neighborhood ranks as an important land use goal.

The ideal neighborhood should be inviting, quiet, cool in the summer, children-friendly, pedestrian-oriented and architecturally interesting. It should appreciate in value over time and it should provide for a wide range of housing types, styles and prices.

The multi-family neighborhood is a necessary part of a city's housing stock. It provides housing opportunities for persons or families who do not wish to own a single family dwelling or who can not afford to own one. Improperly located, designed or maintained, the multi-family neighborhood can have an adverse impact on surrounding neighborhoods and the community as a whole. To protect the health, safety and welfare of persons living adjacent to and within the multi-family neighborhood, the location, design and long-term maintenance of this type of housing must be well thought out.

- Revitalize blighted neighborhoods
- Protect existing neighborhoods from incompatible land uses
- Promote neighborhoods that are quiet, visually pleasing, and cool
- Promote attractive, well-maintained and designed residential neighborhoods

## **Historic Townsite (from Downtown Specific Plan, adopted 1994)**

Exeter's original townsite, created in the late 1880s, is bounded by Kaweah Street on the east, Willow Street on the north, Filbert Street of the west and Firebaugh Avenue on the south. Exeter's downtown and its older adjacent neighborhoods, and the Visalia Electric and the Southern Pacific Railroad rights-of-way are contained within the Exeter

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townsite.

The image and character of a community's historic townsite is of great importance because this area represents the "heart" of the community. It is where community events are held, the period architecture is assembled, the downtown is located and where citizens carry with them fond, early childhood memories.

The planning area of the Exeter Downtown Specific Plan covers most of the original Exeter townsite. The goals contained within that Plan apply to the downtown and the larger Exeter townsite.

- Maintain the Downtown as the government, civic and retail/office center for the City.
- Provide a mix of compatible land uses contributing to the historic nature and economic viability of the Downtown area and to all the other goals for the Downtown Specific Plan.
- Promote multi-family and senior citizen housing in the Downtown area compatible with single family housing for diversity, security and to extend "life of the streets" into evening hours.
- Identify and promote Downtown as the entertainment, cultural and community activity center of Exeter.
- Emphasize the historic nature of the Downtown with appropriate community events.
- Promote an environment in the Downtown that is culturally, socially and generationally diverse.
- Protect and enhance the integrity of the historical residential neighborhoods adjacent to the Downtown.
- Protect and enhance significant and/or historical Downtown buildings.
- Create a safe and comfortable environment in the Downtown where pedestrians, bicyclists, vehicular traffic and parking work in harmony.
- Improve accessibility and circulation downtown.
- Identify the location of the Downtown for the traveling public.
- Assure that adequate parking is available Downtown.
- Provide sufficient, accessible parking for automobiles and bicycles.

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- Ensure parking areas are convenient, attractive and safe.
- Balance the parking downtown so there are sufficient spaces to efficiently meet shoppers' and tenants' needs for future land requirements for new building construction.
- Provide and maintain infrastructure to meet the needs of Downtown growth.
- Enhance Exeter's quality of life by providing a Downtown which is inviting, friendly, clean, safe and aesthetically pleasing.

## **Commercial Development**

The Exeter General Plan provides for five types of commercial development - central (downtown), office, general, service and neighborhood. Each of these types of commercial uses is required if the community wishes to provide services and shopping opportunities for its citizens. Further, if a city is going to maintain its sales tax base, it is imperative that it not only retain its own shoppers but that it also attract shoppers from surrounding cities and outlying rural areas.

For each type of commercial development to be successful, it must be properly located, it must have adequate access and it should be designed so that it will attract patrons. For example, a parcel of land that is designated for general commercial uses should front onto a major roadway (with high traffic volumes), it should be designed so that it is attractive and visible from the roadway and it should incorporate ample off-street parking.

Office commercial is almost as important to the economic well-being of a community as other types of commercial or industrial uses. Offices support both small and large businesses, which on average, have a higher wage scale than most of the agricultural economy and some of the manufacturing/warehousing economy.

In Exeter there are two primary areas where offices can be accommodated - in the historical townsite and along Kaweah Avenue. In the historical townsite, a developer could construct a new office complex or an existing, older home could be renovated. This same type of opportunity is also available on Kaweah Avenue in that there are some older homes along this roadway that could be converted to offices as well as vacant land that could accommodate new construction.

- Insure that different types of commercial development are provided



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for in Exeter.

- Promote commercial development that is aesthetically pleasing.
- Promote the conversion of residential dwellings in the downtown into office and/or retail uses.
- Reduce sales-tax leakage.
- Encourage commercial development to be pedestrian-oriented.

## **Industrial Development**

Industrial uses are generally the economic foundation of a city. It is a source of employment and it provides a flow of revenue into the city from outside sources - other businesses buying raw materials or finished goods from the local industry.

Industries are typically poor land use neighbors because they can generate large volumes of truck traffic, they can produce noise and odors, and they can be unsightly. For these reasons, it is important that they be properly located in the community - away from land uses that are sensitive to these conditions, such as schools, residential development and parks.

- Promote and encourage agriculturally-related industries.
- Diversify the City's industrial base.
- Promote agriculturally-related tourism.
- Attract small, light industries.
- Attract technologies that are related to agriculture, including irrigation, plant science, and pest management.
- Attract industries that require rail transportation or are associated with the rail industry.

## **Schools**

One of the most frequently asked questions by families contemplating a move to a city is "How are the schools?" The education of one's children is very important to most parents. A school system that can't deliver a "good" education will adversely impact a city. Families and businesses contemplating a move to a city with a poor school system may opt for another city. In fact, if a city has a good school system, this attribute will sometimes be used as a marketing tool by the Chamber of Commerce, home builders

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and economic development professionals to attract persons and businesses to the community.

- Promote community-based schools.
- Schools that are easily accessible and free from land use and circulation conflicts
- Schools that have adequate land for future expansion.
- Encourage the schools to forge partnerships with other public entities.
- Work with educational institutions to fashion a training program that teaches skills that mirror local industrial sectors, including equipment repair, irrigation technology, food processing, nurseries, and agricultural technology.
- Encourage college courses to be taught in the Exeter area.

## **Public Safety and Emergency Medical Services and Health Care**

These types of services are crucial to the public's health, safety and welfare. Public safety, which includes police and fire, insures that the public and their property are protected from criminal elements, exposure to hazardous materials, and fire. Emergency medical services responds to calls for emergency medical assistance and potentially, transport of the victim to a local health care facility. Health care facilities, which include hospitals, medical clinics and other types of medical-related uses, provide to the public physical and psychological care and treatment.

### Public Safety and Emergency Medical Services

- A safe community that is free of crime and fire hazards
- A community-oriented public safety program
- Adequately financed public safety departments
- A cooperative working relationship between city public safety departments and other agency public safety departments

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- An efficient medical emergency delivery system

## Health Care

- Promote the continued operation and future expansion of health facilities within the community.
- The City and Kaweah Delta District Hospital should work together on projects that are of mutual benefit.

## Public Facilities

Construction of public facilities, city halls, police and fire stations, recreation centers, etc., can benefit a city by providing new employment, new investment in a blighted section of town, and/or it can improve the city's image. For example, a public facility like a new city hall, built in or near the downtown, brings additional people to that area of the community, it may encourage new development on surrounding properties and it can promote a sense of community pride.

- The city should forge partnerships with other public entities in the financing and construction of public facilities.
- Public facilities should make a aesthetic statement in terms of appearance and architectural style.
- Where possible, public facilities should have multi-purpose uses.

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## Land Use Policies and Actions (Implementation Measures)

Policies and actions serve as the instructions for the land use element blueprint. Without these instructions, implementation of the element could not occur. For each land use-related topic, this section of the element will provide a list of policies and actions that will facilitate implementation of the land use goals, delineated in the previous chapter.

### Growth Management

- **Maintain Exeter as a small, agriculturally-oriented city surrounded by farmland.**

1. Insure that Exeter is surrounded by agricultural land that is zoned for large parcel agriculture (e.g. AE-20).

a. The City shall notify the County of Tulare that all land that surrounds Exeter that is not zoned to the Rural Residential or Industrial zone districts should be zoned to the AE-20 zone.

b. The City shall continue to protest the continued division of land around Exeter into non-viable agricultural parcels.

c. The City shall consider a development impact fee that will be used to purchase agricultural conservation easements on lands that surround Exeter.

d. *The City shall make an application to the Tulare County Local Agency Formation Commission to amend its urban development boundary line so that it is consistent with the General Plan planning boundary line.*

- **Maintain the city's 1990 Annexation Policy that promotes residential infill and discourages urban sprawl.**

1. The City council shall review the 1990 Annexation Policy annually.

a. Annually, planning staff shall submit a report to the City Council detailing the residential development activity that has occurred within the City during the previous year. This report will provide information on the number of residential dwelling constructed, the number of lots available for construction and

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the amount of acreage available for residential development.

b. Planning staff shall maintain a city map that details the location of residential development activity on an annual basis.

- **Promote Smart Growth planning principals in order to discourage urban sprawl and the premature urbanization of agricultural land.**

1. The City shall amend its Zoning Ordinance to add a Smart Development Combining District.

a. The Smart Development Combining District shall incorporate planning principals that promote higher residential densities, reduced yard standards, narrower streets, and architecturally unique dwelling designs.

b. A brochure for the development community shall be prepared that illustrates the design features of the Smart Development Combining District.

c. The City shall consider the application of the Smart Development Combining District to the 40-acre parcel of land located on the northeast corner of Glaze Avenue and Belmont Road and the 40-acre parcel located at the northeast corner of Elberta Road and Vine Avenue.

2. The City shall promote mixed-use development where appropriate.

a. The City shall amend its Zoning Ordinance to provide for a Mixed-Use Zone District.

b. The City should identify sites in the downtown core where mixed-use development would be appropriate.

3. The City shall amend its Zoning Ordinance to permit residential development in the downtown.

a. The City shall amend the Central Commercial Zoning District to permit housing development in the downtown with a conditional use permit.

b. Housing units should be permitted in the upper stories of downtown buildings with a site plan review permit.

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## Community Image

- **An attractive, clean and well-maintained community.**
1. The City shall fashion and install a community sign at each of the city's designated entryways.
    - a. The Festival of Arts Commission shall fashion an entry-sign theme to be installed at the north and south end of Kaweah Avenue, the west end of Visalia Road, and at the intersection of Firebaugh Avenue and Spruce Road.
    - b. The Commission should seek donations from the private sector to pay for each sign. The name of the donor could be displayed on the entry-sign.
  2. The City shall insure that street sweeping, trash pickup, and the maintenance of public grounds and buildings are completed on a weekly basis.
  3. A downtown maintenance district should be formed to pay for the cost of maintaining improvements in the downtown, such as landscaping, street furniture, parking lots and lighting.
  4. The City should actively enforce the State Housing Code, which provides a procedure for abating or rehabilitating unsafe, dilapidated residential structures.
    - a. The Tulare County Building Department shall report to the City Council on an annual basis their progress on rehabilitating or removing unsafe residential structures.
    - b. The Planning Department shall maintain a city map that identifies the location of unsafe residential dwellings.
    - c. The Exeter Redevelopment Agency shall explore the use of state or federal funds to promote infill residential development while concurrently facilitating the removal of unsafe residential structures.
  5. The City should facilitate a landscaping program in parks, medians and within the downtown that promotes shading, color, and interesting form.
    - a. The City shall establish a development impact fee that pays for the construction and landscaping of street medians.

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- b. The City shall apply for an urban forestry grant to pay for the planting of trees in the downtown.
  6. The City shall continue to actively enforce the city's vehicle abatement program and illegal parking on residential property.
  7. The City shall continue to actively enforce the city's sign ordinance.
    - a. The City shall amend its Zoning Ordinance to update the portion of the document that regulates signs.
  8. The City shall develop a public notice form that could be sent to persons who are violating the Exeter Municipal Code as it relates to zoning violations, public nuisances or non-compliance under an approved site plan or conditional use permit.
- **A community that is free of land use conflicts**
1. Legal, non-conforming land uses should not be allowed to be enlarged physically or operationally.
  2. The city shall actively enforce existing zoning and building regulations that preclude or eliminate uses of land or buildings that present conflicts for adjacent properties.
  3. The city shall insure that commercial uses do not operate in residential neighborhoods unless the operator of the commercial use has secured a home occupation permit from the city.
  4. The city should fashion an urban growth strategy that minimizes the impact on urban uses on adjacent agricultural operations.
    - a. The Land Use map shall use roadways, ditches, railroads, and other physical features to separate urban uses from existing agricultural operations.
    - b. The City shall implement a development impact fee that pays for the purchase of agricultural easements within Exeter's urban area boundary line.
- **A city that portrays a "sense of community".**
1. The city should continue to promote public events and celebrations in its downtown and in public places, like parks, schools and buildings, that bring citizens together.

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- a. Promote a Farmers Market in the downtown, closing a street for the event.
  - b. Promote an Arts/Crafts Fair in the downtown, closing the street for the event.
  - c. The City should contact the Urban Tree Foundation to seek their assistance in the development of a tree planting program in the downtown.
2. The City should begin a street sign program that replaces existing signs with new signs that are color coordinated and have larger letters with a different font.
    - a. The Exeter Public Works Department should bring to the City Council examples of different types of street signs for review and selection.
    - b. The Public Works Department should consider painting street sign poles a different color, like black, dark green or gray.
- **A friendly community that encourages public involvement.**
1. The City should form additional citizen advisory committees that report to the city council on a myriad of topics, including beautification, historic preservation and recreation.
    - a. The to-be-formed beautification committee should work with the Urban Tree Foundation to develop a city-wide tree planting program. The city should apply for a tree grant to fund this program
  2. The City should convene an annual study session with Exeter Schools to discuss planning matters that are of mutual interest.
    - a. The City Manager will coordinate with the Exeter Schools to set a date for a joint meeting between the two agencies.
    - b. The City Manager will meet with the Exeter Schools Superintendent to prepare an agenda for the joint meeting.
  3. The City Council and Planning Commission should hold biannual study sessions to discuss planning-related matters.
    - a. The City Manager and City Planner will set a date and formulate an agenda for these joint meetings.



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- **A community that portrays an image that is progressive and energetic.**
1. The City should work with other public entities and service organizations to jointly work on projects that benefit Exeter as a whole.
    - a. The City Planner should make presentations to various community organizations to solicit their help in financing, constructing and/or maintaining public art or beautification improvements, such as roundabouts, mini-parks, statues, fountains, specimen trees or murals.
  2. The City shall continue to work with the Chamber of Commerce to promote community events, including the Fall Festival, the Fourth of July Fireworks Show, the Christmas Parade and the Annual Christmas Open House in the downtown.
  3. The City shall continue to work with the Festival of Arts Commission on the funding, location and painting of murals in the downtown.
  4. The work of the Commission should be broadened to include other types of public art improvements such as fountains, statues, gardens, specimen trees, etc.

## **Economic Development**

- **Increase tourism.**
1. The city should continue to work with the Festival of Arts Commission in the effort to provide public art within the city.
  2. The Exeter Memorial Building should be marketed for various annual events, like the Rock and Minerals Show and Christmas Boutique.
    - a. The Exeter Chamber of Commerce should identify two additional events that could be held annually at the Exeter Memorial Building that would attract persons to Exeter. The events could be related to the citrus or cattle industries, irrigation technology and/or the packing house/cold storage sector.
  3. Advertise in magazines and travel journals about the City of Exeter and its agricultural tours and murals.
    - a. The Exeter Chamber of Commerce should place advertisements in

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international magazines to attract persons from other counties who may be interested in touring the local citrus industry or downtown murals.

4. Construct a web page for the City of Exeter.

a. The City Council should budget general funds for the construction of a web page for the City of Exeter.

b. Exeter's web site should provide a photographic essay of the city's murals, its local agricultural industry and other images of the community. The site should also provide socio-economic information on the city.

5. Market Exeter, using signs, brochures, logos and press releases, as the "citrus" capital of the world.

- **Market agriculture as a tourist attraction.**

1. The Exeter Chamber of Commerce should form an agricultural committee that would be responsible for tours, dissemination of agriculturally-related news releases and information regarding agricultural industries in the Exeter area.

2. The Exeter Chamber of Commerce, the City and the agricultural committee should investigate the idea of creating a citrus museum.

a. This group should develop a time-line, a financing plan, and a schematic plan for the museum.

b. The City should seek state grants for the construction of the citrus museum.

3. The agricultural committee should investigate the potential of establishing a citrus farm that contains representatives of different species of citrus. This farm should be able to accommodate tourists.

a. The Committee should identify various properties that could accommodate a citrus farm.

b. The Committee should seek sources of funding for the citrus farm.

c. The U.C. Extension Service and the Exeter High School Agricultural Department should be involved in the development of the citrus farm.

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4. A Certified Farmers Market should be established in Mixer's Park and along E Street once a week.

- **Encourage organizations to use Exeter as a destination for meetings, conferences, and seminars.**

1. Opportunities for holding meetings and seminars in Exeter should be detailed on the City's web site.

2. The Exeter Chamber of Commerce should conduct an annual survey of its members to identify leads for upcoming meetings and conferences that could be held in Exeter.

3. The Exeter Chamber of Commerce should incorporate into its promotional literature descriptions of the facilities that are available for meetings and conferences.

a. This information should be contained on the Chamber's web page and brochure material.

b. The Chamber should develop a local mailing list of businesses that may wish to take advantage of facilities in Exeter for their meetings or conferences.

4. The City should explore opportunities to incorporate meeting space in buildings it owns or shares ownership.

a. The Dobson Field Recreation Building should provide space for meetings and conferences.

b. Should the City move city hall to the Exeter Court Building, the adjacent building, which is the old police station, should be considered for renovation into a council chamber/public meeting space.

c. Should the Exeter Fire Department take over city hall, a meeting room should be incorporated into the larger station house.

- **Attract technologies to the Exeter area that are related to the citrus industry, including plant breeding, nurseries, integrated pest management, and agricultural chemical companies.**

1. The Exeter Chamber of Commerce should work with the agricultural committee to develop a mailing list containing the types of companies named above.

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a. The Chamber working with the EDC (Economic Development Corporation) should develop an information packet detailing the benefits of locating the above types of businesses in Exeter.

- **Assist existing industries to expand their operations and increase employment.**

1. The Chamber of Commerce should contact on an annual basis existing industries to determine if they have plans for expansion and if there are tasks that the city and chamber could assist them with.

2. The Exeter Redevelopment Agency should develop an Existing Company Expansion Program where funds would be provided by the Agency to a company if they hired additional employees.

a. The Redevelopment Agency could use redevelopment or CDBG funds to finance the Existing Company Expansion Program.

- **Increase the number of businesses operating in Exeter in order to generate more sales, property, business and transient occupancy taxes.**

1. Promote the development of second-story spaces in the downtown area.

a. Modify Exeter's downtown facade program to provide funds for the development of second-story businesses in the downtown,

2. Encourage properties in the downtown that are being underutilized to move to more appropriate places in the community.

a. The Exeter Redevelopment Agency should financially assist, where possible, businesses in the downtown to relocate to more suitable sites in Exeter.

3. Encourage the development of the railroad corridor along F Street to retail and office uses, and certain service commercial uses.

a. The Exeter Redevelopment Agency should provide facade renovation funding to businesses who wish to develop in this area.

b. The City of Exeter will seek a state grant to finance improvements along this railroad corridor.

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## Employment

- **Diversify employment base**

1. Designate an area within the Exeter planning area for an “industrial business park”.

- a. Amend the Exeter Zoning Ordinance to provide regulations and development standards for an industrial business park district.

- b. Identify on the Exeter Land Use map a site for an industrial business park.

2. New industrial development shall be located along Exeter’s industrialized railroad corridors or within its industrial park, west of Kaweah Avenue and south of Firebaugh Road.

- a. Adoption of the Land Use Map will implement this policy.

- b. The City should discourage any industrial development that is within its planning area and outside its designated industrial areas.

- **Attract industries that are complementary to the existing work force, that do not adversely affect air quality, the city’s waste water treatment plant or the city’s water system and do not have a negative impact on the health and safety of the neighborhood or on the community as a whole.**

1. Seek industries that compliment the local work force, such as agricultural equipment repair and manufacturing, nurseries, warehouses and packing houses, and trucking and farm management.

2. The City Engineer will review each industry that wishes to locate in Exeter to insure that the project will not have an adverse impact on Exeter’s sewer or water systems. Should the City Engineer make such a findings, the city will require a mitigated negative declaration or an environmental impact report to be prepared on the proposed industry.

- a. The City Engineer will require industries that generate high strength industrial effluent to mitigate this impact by either pre-treating the effluent or by paying an appropriate wastewater impact fee to defray the city’s cost of treating the effluent.

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3. New industrial uses will be processed through Exeter's site plan review process to insure that they do not conflict with surrounding land uses or adversely impact the health and safety of the community.

a. The recommendations of the city's site plan review committee will be reviewed by the Exeter Planning Commission. The Commission will apply conditions to the industrial project that will insure that surrounding land uses and the community will not be adversely impacted.

## Fiscal Conditions

- **Encourage a strong sales tax base.**

1. The City should attempt to reverse the leakage of sales tax dollars to surrounding communities by:

a. continuing to improve on the image of the downtown and the number of businesses;

b. working to attract new retail establishments to the Visalia Road corridor and

c. providing efficient access from Spruce Road (future State Route 65) into Exeter and insure that attractive and functional signage is provided along this future expressway.

2. The City should seek to attract moderate-sized retail stores (regional commercial stores) that sell the kinds of goods presently not found in Exeter, including appliances, furniture, electronics, and home improvement supplies.

a. The Exeter Zoning Ordinance should be amended to add a commercial zone district that is devoted to regional commercial uses.

b. This Regional Commercial zone district should contain development standards that promotes a well-designed commercial center.

c. The Exeter Land Use Map should identify where in the community these uses are permitted.

3. The City should attempt to attract a second car dealership to the community.

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a. The Exeter Zoning Map identifies property that is classified Highway Commercial, a zone district that permits new and used auto sales.

4. A sales tax audit should be prepared for the city of Exeter.

a. The City should contract with a consulting firm that provides this service.

5. *The City shall expand its urban area boundary line to include land on both sides of the Spruce Road/ Rocky Hill Drive and Spruce Road/Firebaugh Avenue intersections.*

*a. The City will contact the Tulare County Local Agency Formation Commission to request an amendment of its alignment of the urban area boundary line.*

- **Encourage a strong transient occupancy tax base.**

1. The City of Exeter should review its transient occupancy tax every three years to determine if the tax should be adjusted.

2. The Chamber of Commerce should market Exeter's facilities for conferences, seminars and meetings.

a. A brochure that describes Exeter's meeting facilities should be prepared and sent to local companies. To pay for this brochure local restaurants and hotels should participate financially.

b. Exeter's web site should describe Exeter's meeting facilities, including size, seating capacity, and location.

- **Insure that development impact fees pay for public improvements required by the general plan and infrastructure master plans.**

1. A new fee schedule shall be developed for Exeter's development impact fees.

a. The City Engineer shall review Exeter's sewer, water and storm drainage impact fees and forward a recommendation to the City Council regarding any modification.

b. The City Planner shall review Exeter's park impact fees and forward a recommendation to the City Council regarding any modification.

c. The City Planner shall identify any new impact fees that would be

# Exeter General Plan 2000 to 2020

appropriate for financing public improvements delineated by the General Plan.

2. The cost of the General Plan shall be collected through building permit fees.

a. The fee schedule for building permits in Exeter shall be amended to include a fee for the cost of preparing and maintaining the General Plan

3. The fees for Exeter's planning, subdivision and zoning applications should be reviewed and amended every two years.

a. These fees should be developed consistent with AB 1600.

• **Promote public-private and public-public partnerships towards the construction of projects that are of significant community value.**

1. The City should form a group composed of public entities interested in the development of Dobson Field.

a. The City should contact Exeter Schools, Kaweah Delta District Hospital, the County of Tulare, and other public entities to determine the interest in improving Dobson Field.

b. The City should identify non-profit organizations that would be interested in participating in the development of Dobson Field.

c. The City should seek private donors that may be interested in financially participating in the development of Dobson Field.

2. The City should identify other public entities that would be interested in participating in the development of a city hall complex.

a. The City should investigate the rehabilitation of the county courts building and adjacent recreation building into a city hall complex.

b. The City should retain a local architectural firm to evaluate the two buildings for various types of public uses.

3. The City should work with the Exeter Chamber of Commerce to further improve their office so that persons or large parties can be accommodated at the Chamber building.



# Exeter General Plan 2000 to 2020

- **Enhance tax increment revenues by encouraging development to occur in the redevelopment district.**

1. The City should seek state and federal grants to promote infill development in the redevelopment district.

a. The City could consider the reduction of development impact fees in the redevelopment district in order to encourage infill development.

b. The City could consider encouraging higher residential densities in the redevelopment district in order to encourage infill development.

c. The City should apply for state grants that can be used to encourage infill residential development.

2. The Redevelopment Agency should fashion a financial assistance program that promotes development within the District and that such a program would have the Agency participating financially based on the number of new jobs being created.

a. Financial assistance by the Agency shall be based on job creation and/or assessed value.

3. The Redevelopment Agency should, on behalf of existing companies or companies interested in locating in Exeter, apply for state or federal grants that assist the company with off-site improvements, purchase of land or equipment or training of employees.

a. The Agency should identify state or federal grants that are available for the above listed costs.

b. The Agency should send a letter to existing companies in Exeter asking about their long-term needs in terms of expanding their operation.

c. The Agency should provide to the Exeter Chamber of Commerce information regarding state and federal grants that can be used to pay for the above listed costs.

## **Infrastructure**

- **Adequately finance infrastructure systems.**

# Exeter General Plan 2000 to 2020

1. The City shall install water, sewer and storm drainage improvements that correct existing infrastructure deficiencies.

a. Exeter's water, sewer and storm drainage master plans shall be reviewed in order to insure that they can properly and efficiently serve future development provided for by the Land Use Element.

b. The City's water, sewer and storm drainage development impact fees shall be reviewed on an annual basis. This review should focus on the relationship between the amount of fees being collected for each of the accounts and the future capital needs of each system based on development trends in Exeter.

c. The modification of the City's development impact fees should be processed consistent with AB 1600.

2. The City should continue to seek state and federal grants for the upgrading and expansion of its infrastructure systems.

• **Insure infrastructure master plans and the general plan are in concert with each other.**

1. The Land Use Element shall identify where development will occur in Exeter over the next 20 years. The Element will be fashioned so that it is generally in concert with existing master plans.

• **Maintain, rebuild and upgrade infrastructure systems.**

1. The City shall update its 5-Year Capital Improvement Program to insure that its infrastructure system can accommodate the urban growth provided for by the Land Use Element.

2. The Redevelopment Agency shall prepare a 5-Year Capital Improvement Program to assist in the maintenance, rebuilding and upgrading of Exeter's infrastructure system.

3. The City should work with the private sector to participate in the upgrading of the infrastructure system when it is developing in the City.

a. From time to time, the City may wish to work with a developer to upgrade a part of the infrastructure or street system that is not part of the project being

# Exeter General Plan 2000 to 2020

developed.

## Resources

The land use goals listed below, which are contained in two categories - natural resources and man-made resources, are currently being implemented by Exeter's Open Space, Parks and Recreation Element, adopted 1991. Rather than craft new policies and actions for the Land Use Element, the City has determined that those in the adopted Open Space, Parks and Recreation Element will adequately implement the stated goals (see Appendix B).

### **Natural Resources**

- **Conserve natural resources, including native trees, agricultural land, and water.**
- **Preserve air quality.**
- **Promote ground water recharge.**
- **Promote energy and water conservation**

### **Man-Made Resources**

- **Preserve historic neighborhoods**
- **Discourage uses that are architecturally incompatible with existing structures in historic neighborhoods**
- **Encourage adaptive reuse of historic structures that are zoned for non-residential uses**

## Agriculture

# Exeter General Plan 2000 to 2020

- **Preserve agricultural land outside the planning area of the General Plan.**

1. Encourage Tulare County to apply large-lot agricultural zoning (20-acre minimum) to land within Exeter's Sphere of Influence.

- a. Implement an agricultural easement program wherein a portion of the city's development impact fee would pay for such an easement.

- b. Apply for state and federal funds to assist in the city's agricultural easement program.

- c. Apply to non-profit organizations for funds to assist in the city's agricultural easement program.

- d. Develop the city's agricultural easement program by working with the Tulare County Farm Bureau and American Farmland Trust.

2. The City shall oppose any county development within its Sphere of Influence, including agriculturally-related industries and small-lot agricultural parcels.

- a. When the City receives such a request from the County of Tulare, the planning department will send a letter indicating that they do not support the approval of the proposed land use.

3. The City shall encourage the county to place lands around Exeter, outside its urban area boundary line, into an agricultural preserve.

- a. The City shall send a letter to the County indicating that they support the formation of agricultural preserves outside the City's sphere of influence.

4. *The City shall request of the Tulare County Local Agency Formation Commission that Exeter's urban development boundary line alignment be amended to encompass land along both sides of Spruce Road from List Avenue to Palm Drive.*

- **Discourage land uses outside the planning area of the General Plan that conflict with existing agricultural operations.**

- **Preserve land in agriculture that is outside the 10-year annexation line of the General Plan until development is appropriate.**

1. Encourage the county to apply large-lot agricultural zoning to land within Exeter's

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Urban Development Boundary line.

- a. Send a letter to the Tulare County Resources Management Agency requesting that all land within this portion of the planning area be zoned to the AE-20 (exclusive agriculture, 20 acre minimum) zone district.
2. Apply an agricultural designation to land within the planning area that is not slated for urban development within the next 20 years.
    - a. Adoption of the Land Use Element and Land Use Map will implement this policy.
      - **Insure that Exeter's agriculturally-related businesses are encouraged to continue to operate and/or expand where appropriate.**
  1. Adoption of the Land Use Element and Land Use Map will implement this policy.
  2. On an annual basis, the city should survey its industries to collect suggestions on how the city might assist them in expanding their existing operations.
    - a. The planning department working with the Exeter Chamber of Commerce will jointly prepare and send a letter to local industries.

## Residential Neighborhoods

- **Revitalize blighted neighborhoods.**
1. Remove substandard homes from residential neighborhoods.
    - a. The City shall contract with the Tulare County Building Department to abate or rehabilitate residential dwellings through the process described in the State Housing Code.
    - b. The Redevelopment Agency should explore the purchase of substandard housing in order to clear the property for new, low to moderate income housing.
  2. Rehabilitate homes that have deteriorated.
    - a. The City should contract with Self-Help Enterprises to rehabilitate homes

# Exeter General Plan 2000 to 2020

that have deteriorated.

3. Upgrade public improvements in blighted neighborhoods, including sidewalks, alleys, street trees, roadways, parkways and street lights.

a. Establish an annual objective for repairing or replacing broken curbs, gutters and sidewalks.

b. Replant vacant parkways with street trees.

c. Identify alleys that can be abandoned and initiate the process consistent with the Streets and Highways Code.

d. Upgrade alleys with pavement, where possible.

4. Encourage residential infill development in neighborhoods that are blighted.

a. Consider the reduction of development impact fees on residential infill projects.

b. Consider increasing the allowable underlying density on land that will support a residential infill project.

5. Continue to enforce the city's property maintenance ordinance.

- **Protect existing neighborhoods from incompatible land uses.**

1. Insure that the city's zoning ordinance regulations do not permit uses that will be incompatible with residential neighborhoods.

2. The planning and building department will work together to insure that building and zoning code violations are corrected and/or eliminated.

a. The city on a monthly basis will send out correction letters to persons who are in violation of planning or building code regulations.

3. The city will annually seek state and federal grant funds that can assist in the elimination of blight in residential neighborhoods.

a. The City should work with Self-Help Enterprises and the Tulare County Housing Authority to develop a residential in fill program that will replace

# Exeter General Plan 2000 to 2020

dilapidated housing with new housing, using state or federal funds.

4. The Exeter Redevelopment Agency will use its tax increment funds and low to moderate housing income funds to eliminate conditions of blight in residential neighborhoods.

- **Promote neighborhoods that are quiet, visually pleasing, and cool.**

1. The City should discourage land uses that are incompatible with residential neighborhoods.

a. Adoption of the Land Use Element and Land Use Map will implement this policy.

- **Promote attractive, well-maintained and designed residential neighborhoods.**

1. The City should develop a Smart Development Overlay Zone which promotes:

- a. Tree-lined streets.
- b. Neighborhood parks.
- c. Dwellings that are architecturally interesting.
- d. Common areas that are maintained by Landscaping and Lighting Districts.
- e. Narrow streets.

2. Encourage residential developments and adjacent land uses to be pedestrian-oriented.

- a. All residential developments with walls should provide openings for pedestrian and bike traffic.
- b. Land uses adjacent to residential developments should provide for pedestrian access between the two types of developments.
- c. Permit home occupations where appropriate.

3. The City should consider promoting mixed uses in the Smart Development Overlay Zone.

# Exeter General Plan 2000 to 2020

## **Historic Townsite (from Downtown Specific Plan, adopted 1994)**

The land use goals pertaining to Exeter's historic townsite are listed below. These land use goals were adopted when the City approved the Downtown Specific Plan in 1994. Rather than craft new policies and actions for the Land Use Element, the City has determined that those in the adopted Downtown Specific Plan will implement the listed goals (see Appendix C).

- **Maintain the Downtown as the government, civic and retail/office center for the City.**
- **Provide a mix of compatible land uses contributing to the historic nature and economic viability of the Downtown area and to all the other goals for the Downtown Specific Plan.**
- **Promote multi-family and senior citizen housing in the Downtown area compatible with single family housing for diversity, security and to extend "life of the streets" into evening hours.**
- **Identify and promote Downtown as the entertainment, cultural and community activity center of Exeter.**
- **Emphasize the historic nature of the Downtown with appropriate community events.**
- **Promote an environment in the Downtown that is culturally, socially and generationally diverse.**
- **Protect and enhance the integrity of the historical residential neighborhoods adjacent to the Downtown.**
- **Protect and enhance significant and/or historical Downtown buildings.**
- **Create a safe and comfortable environment in the Downtown where pedestrians, bicyclists, vehicular traffic and parking work in harmony.**
- **Improve accessibility and circulation downtown.**
- **Identify the location of the Downtown for the traveling public.**
- **Assure that adequate parking is available Downtown.**



# Exeter General Plan 2000 to 2020

- **Provide sufficient, accessible parking for automobiles and bicycles.**
- **Ensure parking areas are convenient, attractive and safe.**
- **Balance the parking downtown so there are sufficient spaces to efficiently meet shoppers' and tenants' needs for future land requirements for new building construction.**
- **Provide and maintain infrastructure to meet the needs of Downtown growth.**
- **Enhance Exeter's quality of life by providing a Downtown which is inviting, friendly, clean, safe and aesthetically pleasing.**

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## Commercial Development

- **Insure that different types of commercial development are provided for in Exeter.**

1. Allow up to two acres of neighborhood commercial development in Smart Development projects, 40 acres or more.
  - a. The Smart Development Combining District should provide for neighborhood commercial development.
  - b. The Smart Development Combining District should provide for design and development standards for neighborhood commercial projects.
2. Allow service commercial uses to be located in Exeter's industrial parks.
  - a. Amend Exeter's Zoning Ordinance to provide for service commercial uses in Exeter's industrial zone district.
3. Permit certain types of retail uses on properties that are zoned for office.
  - a. Amend Exeter's Zoning Ordinance to provide for certain retail commercial uses in Exeter's office zone district.

- **Promote commercial development that is aesthetically pleasing.**

1. All commercial developments shall be processed through the city's site plan review process.
  - a. Require each commercial development to be built consistent with an architectural theme.
  - b. All commercial parking lots shall be landscaped and shall be provided with pedestrian-oriented circulation patterns.
2. The City should modify its development standards for its commercial zone districts to upgrade improvements such as parking, landscaping, pedestrian features, setbacks and signage.
  - a. Amend the Exeter Zoning Ordinance to add the upgraded development standards to each commercial zone district.

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- **Promote the conversion of residential dwellings in the downtown into office and/or retail uses.**

1. Insure that Exeter's Zoning Ordinance permits residential dwelling units in the downtown to be converted to office or retail uses.

- a. All conversions will be processed through the city's site plan review process.

- b. The Exeter Redevelopment Agency will continue to offer financial assistance to businesses locating in the downtown and to existing establishments that are undergoing facade renovation.

- **Reduce sales-tax leakage.**

1. Encourage another automobile dealership to locate in Exeter.

- a. Insure that commercial and industrial zones along Visalia Road and Kaweah Avenue allow for new and used auto dealerships, subject to a conditional use permit.

- b. Work with the existing Ford dealership in regards to adding another line of cars.

- c. Identify other types of dealerships (boats, trailers, farm equipment) that could be located along Kaweah Avenue south of Filbert Avenue.

2. Continue to promote shopping in Exeter's downtown.

- a. Continue to identify other uses that could be located in the downtown that would be compatible with existing downtown uses, like antique stores, gift shops, restaurants, and banks.

- b. Continue to work with building owners in the renovation of their building facades in order to make the storefronts more attractive.

- c. Continue to identify, design and construct downtown streetscape improvements that make the downtown a more desirable place to visit and shop, including paseos, alleys, and streets.

3. Promote the development of commercially designated land on both sides of Visalia

# Exeter General Plan 2000 to 2020

Road with commercial uses that enhance the city's sales tax position.

- a. Insure that the commercial zoning applied to lands along Visalia Road allows uses that are compatible with each other, like shopping centers, offices and fast food operations. This zoning should not include commercial uses like auto repair, corporation yards and light industrial uses.
  - b. Promote commercial infill along Visalia Road by improving its appearance and accessibility.
  - c. Construct a tree-lined median from Elberta Road to Filbert Street.
- **Encourage commercial development to be pedestrian-oriented.**
1. Through design, require new commercial development to be accessible by the walking public.
    - a. During Exeter's site plan review process the city will insure that the design of the commercial development will be pedestrian-oriented.
    - b. Continue to encourage downtown stores to open their stores from the rear.

## **Industrial Development**

- **Promote and encourage agriculturally-related industries.**
1. The Land Use Map will designate sufficient acreage for the development of industries that are agriculturally-related.
    - a. Adoption of the Land Use Map will implement this policy.
    - b. The Land Use Map has provided a new land use designation entitled Planned Industrial. This designation can accommodate offices that are agriculturally-related.
    - c. Develop the east side of Third Street as an industrial facility that could cater to citrus industry for transportation, packing and cold storage uses.
  2. Annually, the Exeter Chamber of Commerce will survey existing agriculturally-related businesses in the community to gather leads on other similar businesses that might wish to locate in Exeter.

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- a. Planning staff will assist the Chamber in the preparation of this survey form.
- b. Planning staff will assist the Chamber in the preparation of a mailing list.

- **Diversify the City's industrial base.**

1. The designation of Planned Industrial on the Land Use Map may serve to attract companies to the City that are currently not found in Exeter.

- a. Adoption of the Land Use Map will implement this policy.
- b. The City shall amend its Zoning Ordinance to add the Planned Industrial to the Ordinance.
- c. The Planned Industrial district shall be written so that certain types of service commercial and office uses are permitted. In addition, this zone shall contain development standards that promote a development product that is of high quality, visually pleasing and enhances the image of the community.

2. Utilize redevelopment funds to financially assist new companies to locate in Exeter.

- a. Financial assistance should be based on the number of jobs being created by the new company and/or by the hourly wages paid by the company.

- **Promote agriculturally-related tourism.**

1. The City working with the agricultural community should develop tours of various sectors of the agricultural economy, including farms, packing houses, cold storage plants and other related businesses.

- a. The City, working with the Chamber of Commerce, should form a citizen advisory committee composed of persons knowledgeable about the local agricultural economy.
- b. The Chamber of Commerce should maintain a list of docents who can conduct tours of local farms and agriculturally-related plants (e.g. packing houses and cold storage plants).

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2. The City should develop a citrus museum.

a. The City, working with the Chamber of Commerce, should form a citizen advisory committee composed of local historians, citrus industry leaders and persons interested in the museum to investigate the likelihood of establishing such a museum.

3. The City should develop a tourist-based citrus farm that has examples of all the different varieties of citrus species.

a. The City shall contact the U. C. Extension Service, U. C. Riverside and representatives of the local citrus industry to gather information on how such a farm could be created.

- **Attract small, light industries.**

1. The Exeter Zoning Ordinance will be amended to allow to small, light industrial uses in the City's Service Commercial District.

2. The City shall review other zone districts in the Exeter Zoning Ordinance to determine if there are opportunities to allow these types of uses in non-industrial zones on a small scale.

3. The City shall promote the development of light industrial uses along segments of the Tulare Valley and Southern Pacific Railroad corridors.

a. The City will develop design standards for these corridors.

b. The City will insure that these corridors are served with adequate infrastructure.

c. The Exeter Redevelopment Agency will financially assist the development of light industrial uses along these corridors based on job creation and/or wages paid.

4. The Planned Industrial district will provide sites for light industrial uses.

a. The City will develop design standards for the Planned Industrial district, including a list of permitted and conditional uses.

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5. The Exeter Redevelopment Agency will continue to work on attracting light industrial users to the industrial parks using financial incentives based on jobs created.

- **Attract technologies that are related to agriculture, including irrigation, plant science, and pest management.**

1. The City working with the Chamber of Commerce will prepare an annual questionnaire that can be sent to local agricultural industries asking them about their type of business, do they know of like industries that would like to relocate to Exeter and are there incentives that the city could offer to assist in the expansion of their existing business.

- **Attract industries that require rail transportation or are associated with the rail industry.**

1. The City and Chamber of Commerce should work closely with the San Joaquin Valley Railroad to identify industries that would require rail transportation and would be interested in relocating to Exeter.

2. The City should work closely with the San Joaquin Valley Railroad to determine if there are opportunities for this company to expand their presence in the city or provide other types of railroad-related services.

a. Additional rail spurs should be developed in Exeter's industrial parks to insure that efficient and effective railroad services can be provided. These spurs should have access to roadways that are truck-friendly.

## Schools

- **Promote community-based schools.**

1. The City, Exeter Schools and the community should all be involved in the design and location of schools.

a. To the greatest extent possible, schools should be multi-purpose in nature.

b. Schools should be used by the community in during non-school hours.

c. Schools should be designed to accommodate some of the community's recreational needs, like playing fields, hard courts and running tracks.

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- **Schools that are easily accessible and free from land use and circulation conflicts.**

1. Schools should be located in areas of the community where they are easily accessible for school-aged students.

- a. Schools should be designed so that they can be accessed from adjacent residential developments.

- b. Schools should be designed so that students can be easily dropped off by their parents.

- c. Bus drop-off zones should be separate from where parents drop off their children.

2. The location of schools should not be on roadways that attract other types of traffic (e.g. commuter, industrial or commercial traffic).

- a. Schools should not front onto major collector or arterial roadways.

- b. Sidewalks should be installed on all streets around a school site.

- c. Schools should be connected to bike path systems.

- d. The Exeter Union High School District should investigate the closing off of Rocky Hill Drive to through traffic during school hours.

3. To the best extent possible, schools should be centrally located.

- a. Existing, centrally located schools should buy adjacent property for future expansion.

- b. The Exeter Union High School District should investigate the purchase of lands adjacent to its high school campus for future expansion.

- **Schools that have adequate land for future expansion.**

1. When schools are purchasing land for future expansion, additional land should be purchased in case other types of school facilities are required.

- **Encourage the schools to forge partnerships with other public entities.**



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1. The City and Exeter Schools should work on projects jointly, including the Dobson Field Recreation Building, a joint corporation yard and the Dobson Field Recreation Complex.

2. Exeter Schools should forge a working relationship with College of Sequoias as it pertains to agricultural, technical and mechanical training courses.

- **Work with educational institutions to fashion a training program that teaches skills that mirror local industrial sectors, including equipment repair, irrigation technology, food processing, nurseries, and agricultural technology.**

1. The Exeter High School District should develop training and vocational programs for students that wish to be employed in the above sectors.

a. The School District should develop programs in cooperation with Proteus Inc., C-Set, and the Tulare County Private Industry Council.

b. The School District should develop vocational programs for the citrus industry, using the Agricultural Committee has a guiding influence.

- **Encourage college courses to be taught in the Exeter area.**

1. The Exeter High School District should provide classroom space for College of Sequoias classes.

2. The High School District should make its facilities available to other institutions that wish to provide instruction, training, or certification.

## **Public Safety and Emergency Medical Services and Health Care**

### Public Safety and Emergency Medical Services

- **A safe community that is free of crime and fire hazards**

1. Through the City's Site Plan Review process, new developments should be designed so that that crime and fire safety are considered in the design.

a. Insure that all new uses have water available to the site and that proper water pressure is also available.

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- b. Buildings larger than 5,000 square feet in size should be equipped with sprinklers.
  - c. Insure that all new uses are properly equipped with on-site lighting to promote safety.
2. The City will continue to upgrade its water system to insure that adequate water pressure is maintained throughout the system.
  - a. The City should amend its development impact fee schedule to provide funds for replacement of old, steel water lines.
  - b. The City should amend its development impact fee schedule to provide funds for the construction of new water wells.
3. Developments should be designed so that two points of access are provided.
  - a. The Site Plan Review Committee will insure that new developments provide proper access for public safety vehicles.
    - **A community-oriented public safety program.**
    - **Adequately financed public safety departments**
1. The City should apply for state and federal grants that can provide money to supplement the city's police department revenue.
2. The Police Department should implement innovative programs that promote an efficient delivery system, such as:
  - a. Volunteer Program
  - b. Take-Home Car Program
  - c. K-9 Unit Program
3. The Fire Department should implement innovative programs that promote an efficient delivery system, such as:
  - a. Volunteer Program

# Exeter General Plan 2000 to 2020

- b. Aggressive Fire Prevention Program
- c. Promoting sprinklers to be installed in new commercial and industrial developments

- **A cooperative working relationship between city public safety departments and other agency public safety departments.**

1. The City shall continue to be financially supportive, from time to time, of the Tulare County Fire Department, which has a station located in Exeter.
2. The City should work with the Tulare County Fire Department to insure that persons in the Exeter area are well served in regards to response time by fire personnel.

## Health Care

- **An efficient medical emergency delivery system**

1. The City should work with the Exeter Ambulance District to insure that persons in the Exeter area are well served in regards to response time by ambulances.

- **Promote the continued operation and future expansion of health facilities within the community.**

1. The City should work with Kaweah Delta District Hospital and other entities that provide medical care to provide medical services to the community, especially for low-income families.
2. The City should encourage the District Hospital to provide outreach programs to Exeter and other smaller cities.
2. The City should seek to attract a medical clinic to the community that caters to persons without medical insurance.

- **The City and Kaweah Delta District Hospital should work together on projects that are of mutual benefit.**

1. The City and Kaweah Delta District Hospital should jointly work on the Dobson Field Recreation Building.

## Public Facilities

# Exeter General Plan 2000 to 2020

- **The city should forge partnerships with other public entities in the financing and construction of public facilities.**

1. A Corporation Yard that could be jointly used by the City of Exeter and Exeter Schools should be investigated.

- a. Joint use buildings could be constructed at the city's industrially zoned site on the south side of Firebaugh Avenue.

2. Exeter Schools should identify building projects where the city could financially become involved. These projects could include:

- a. multi-purpose room
  - b. gymnasium
  - c. theater

- **Public facilities should be located in the core of the community, when possible.**

1. The City should consider moving city hall to the site where the county court building and old police station are located.

2. The Tulare County Fire Department should consider occupying existing city hall if the city elects to move to the county court building and old police station property.

- **Public facilities should make a aesthetic statement in terms of appearance and architectural style.**

1. The old police station should be remodeled and restored as a council chambers and public meeting room. The restoration should be sensitive to the architectural character of the building.

2. The county court building should be remodeled and restored as city offices. The restoration should attempt to blend with the restoration of the old police station.

- **Where possible, public facilities should have multi-purpose uses.**

1. The restoration of public buildings should always provide for public meeting rooms.

- a. Public meeting rooms should be equipped with modern audio-visual equipment and the room should also be wired for modern

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telecommunications.

2. The City should investigate utilizing one a room in one of its buildings as a teleconferencing center.

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**Land Use Designation/Zoning District Matrix**

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## **Land Use Map**

The Exeter land use map (Exhibit No. 5 ) delineates the ultimate uses of land in and around Exeter. It is to be read in conjunction with the land use descriptions and special regulations detailed in the land use element text. The land use map shows areas intended for urban development during the term of the General Plan.

### Exeter Zoning Districts

Land Use Category	RA	R-1-6	R-1-7.5	R-1-10	RM-3	RM-1.5	PO	T	CN	CC	CS	CH	ML	RSC	UR
<b>Residential</b>															
Very Low Density															
Low Density															
Medium Density															
High Density															
<b>Professional Office</b>															
<b>Commercial</b>															
Neighborhood Commercial															
Service Commercial															
Highway Commercial															
Central Commercial															
<b>Industrial</b>															
<b>Planned Industrial</b>															
<b>Public Facilities</b>															
<b>Open Space</b>															
<b>Urban Reserve</b>															
<b>Agriculture</b>															



# Exeter General Plan 2000 to 2020

## Circulation Element

### Introduction

The Circulation Element is second only to the Land Use Element in terms of importance to the community. It has a significant impact on the residents of Exeter because it delineates the routes by which people will travel within and through Exeter. Further, the Element identifies the different types of circulation routes in the community, such as roadways, bikepaths and railroads.

Section 65302 (b) of the State Government Code indicates that the Circulation Element must disclose the general location, dimensions and physical characteristics of existing and proposed major thoroughfares, transportation routes and transportation-related facilities.

The Court has indicated that in addition to the finding that a roadway improvement must be consistent with the General Plan (*Friends of "B" Street et al. v. City of Hayward, et. al.*, 106 Cal. App. 3d 988 {1980}), it has also indicated that there must be a correlation between the circulation and land use elements. Generally, correlation is achieved by using the same population and land use projections for each element.

The Exeter Circulation Element is composed of seven sections. They are:

- 1) existing conditions;
- 2) an evaluation of the existing circulation system;
- 3) traffic projections and evaluations;
- 4) circulation goals;
- 5) policies and action programs;
- 6) roadway cross-section designs; and
- 7) circulation map.

### Existing Conditions

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## Early Circulation System

Exeter's road system was based on a grid pattern that was formed by the Southern Pacific Railroad through its subsidiary, Pacific Improvement Company. The original townsite and road system was designed by the Company in the late 1880s. The original 240-acre townsite contained roads that ran perpendicular and parallel to the Southern Pacific tracks. The early streets had rights-of-way of 80 feet and alleys that were 20 feet wide. Each block generally measured 320 feet by 400 feet.

In the early 1900s, the early street system was reoriented so that streets ran north and south and east and west. Where the two street systems met, odd shaped parcels were formed, usually triangular-shaped lots.

## Present Circulation System

Since the early 1900s, a system of roadways has been constructed in the Exeter area that falls into one of the following categories - freeways, arterials, collectors, local streets and alleys. A definition of each roadway type is provided below.

### Freeways/Expressways

This type of roadway does not exist in the city of Exeter. The nearest freeway is State Highway 198, about two miles north of Exeter. Caltrans is studying the feasibility of elevating Spruce Road, located one mile east of Exeter, to expressway status. Currently, it is a county-maintained arterial roadway.

### Arterials

This type of roadway provides for through traffic movement on continuous routes through the city. It generally is linked to other arterials and freeways. Often times it will connect one city to another (e.g. Exeter and Farmersville). Arterials are generally 4-lane roadways, divided and undivided. Exeter has three roadways that are classified as an arterial - Visalia Road, State Highway 65 (Kaweah Avenue), and Spruce Road. Visalia Road links Exeter with two cities to the west, Farmersville and Visalia; State Highway 65 connects Exeter to State Highway 198, two miles to the north, and State Highway 137, six miles to the south, and Spruce Road, which is located on the eastern fringe of the community and is slated to be the "future" State Highway 65, links Exeter with Lindsay and Porterville to the south and Woodlake to the north.

### Major Collectors

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Major collectors provide traffic movement around and through a city. They generally are connected to other collector or arterial roadways. Major collectors are generally two lanes, divided, or four lanes, undivided. Major collectors are sometimes dedicated to carrying truck traffic in addition to large volumes of automobile traffic.

Palm Street is an example of a major collector roadway. It has a right-of-way width of 80 feet. The roadway contains two travel lanes, two parking lanes, and a 15-foot median with left-turn pockets.

## Minor Collectors

Minor collectors provide traffic movement through neighborhoods. They generally connect a local roadway to another collector or arterial roadway. Minor collectors generally contain two travel lanes and two parking lanes. They often provide access to two or more neighborhoods.

Vine Street is an example of a minor collector roadway. It has two travel lanes and two parking lanes and it has a right-of-way width of 60 feet.

## Local Roadways

Local roadways provide internal traffic movement within residential neighborhoods. Adjacent property has direct access to these types of roadways. Local roadways contain two travel lanes and two parking lanes. They have rights-of-way widths that range from 52 to 60 feet.

## Railroad Roadways

When the A.T. & S.F. Railroad was extended through Exeter, three roadways, First Street, Second Street and Third Street, were constructed along with this railway improvement. These roadways were intended to serve industrial development that was developed adjacent to the railroad tracks most of which involved agriculturally-related uses like packing houses and cold storage facilities. These roadways are narrow with rights-of-way widths ranging from 30 to 50 feet.

## Alleys

Alleys provide rear access to residential dwellings in older neighborhoods and to commercial buildings in the downtown area. Typically, many alleys contain above- (electricity and CATV) and below-ground utilities (sewer and water lines). They also serve as a route for trash pickup.

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Exeter has an extensive alley system. Most of the alleys are 20 feet wide and are unpaved.

## Railroads

Exeter is crisscrossed with railroads. The Southern Pacific (SP) Railroad, constructed in the 1880s, was installed prior to the establishment of the original Exeter townsite. This railroad linked Exeter to numerous cities up and down the San Joaquin Valley.

In 1905, the Visalia Electric Railroad was constructed. It connected Exeter to Visalia to the west and Lemon Cove and Woodlake to the northeast. The line was abandoned in the 1990s and the track and ties have been removed. In fact, some of the right-of-way has been planted with citrus and olives.

In 1914, the Atchinson Topeka and Santa Fe (A.T.&S.F.) Railroad was constructed on the east side of the San Joaquin Valley. It formed the eastern boundary of the city eventually spawning numerous agriculturally-related industrial uses.

In the 1990s, the San Joaquin Valley Railroad, a private railroad company, began to operate their own trains on the SP and A.T.&S.F. lines, under lease agreements. This company is involved in the transporting of goods and materials over the rail lines.

## Public Transportation

Two public transportation systems are available to residents of Exeter. The City's Dial-A-Ride system provides a 17-passenger bus that transports people to destinations within the city limits, including doctor's offices, school and shopping centers. The system operates between the hours of 8:30 am and 4:30 pm, Monday through Friday.

The Tulare County Transit System operates Monday through Friday and provides bus service to surrounding cities, including Lindsay, Woodlake, Porterville, Tulare and Visalia. The present schedule provides two locations in Exeter where persons can connect with the county bus system. Pick-up and drop-off are available five times daily.

## Air Service

Exeter is served by the Visalia Airport, 15 miles to the west. It provides regularly

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scheduled freight and passenger service and it furnishes private and company aircraft hangers and tie-downs

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## Evaluation of Existing Circulation System

### Capacity Evaluation

The ability of a roadway to carry traffic is a function of many factors, including street width, the number of travel lanes, the number of intersecting streets, the presence of signals, and the existence of medians. A roadway's traffic volume increases during "peak-hour" times - 7:00 to 8:30 a.m., 12:00 to 1:00 p.m., and 4:30 to 6:00 p.m.. To measure the traffic capacity of a roadway, a Level of Service (LOS) rating system is used. An LOS of "A" signifies a roadway that has traffic that is free flowing while a roadway with a LOS of "F" is very congested. Table No. 4 provides an interpretation of the various LOS ratings and Table No. 5 provides traffic counts for various types of roadways that are operating at a LOS of "E" - a roadway that is experiencing extreme congestion (grid-lock). Typically, an LOS of "C" is considered acceptable by the driving public, however, in smaller cities, it may be too congested for the typical driver.

Table No. 6 shows average daily traffic volumes for selected roadways in Exeter and a calculated Level of Service (LOS) rating for these roadways. Only Visalia Road from Orange to Filbert Street is operating at at an LOS that approaches a congested condition.

### Intersections

Intersection analysis have been conducted at the intersections of Belmont Road and Visalia Road, and Kaweah Street and Pine Street. The Belmont/Visalia Road intersection is currently signalized while the Kaweah/Pine Street is not signalized.

The analysis of the Belmont/Visalia Road intersection, conducted by by the County of Tulare in 1995, indicated that the intersection was operating at a LOS of B during peak AM and PM hours. The analysis of the Kaweah/Pine Street intersection, conducted by TPG Consulting, Inc. in 1998, indicated that the intersection was operating at a LOS of A during peak AM and PM hours. This analysis included to-be-constructed projects on surrounding properties.

## **Table No. 4 Level of Service Interpretation**

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LOS	DESCRIPTION	VOLUME/CAPACITY
A	Free flow, low volume, high operating speed, high maneuverability.	0.00-0.59
B	Stable flow, moderate volume, speed somewhat restricted by traffic conditions, high maneuverability.	0.60-0.69
C	Stable flow, high volume, speed and maneuverability determined by traffic conditions.	0.70-0.79
D	Unstable flow, high volumes, tolerable but fluctuating operating speed and maneuverability.	0.80-0.89
E	Unstable flow, high volumes approaching roadway capacity, limited speed, intermittent vehicle queuing.	0.90-0.99
F	Forced flow, volumes lower than capacity due to very low speeds; heavy queuing of vehicles, frequent stoppage.	above 1.0

**Table No. 5  
Daily Capacities for Roadways Operating at LOS E**

ROADWAY	LEVEL "E" CAPACITIES
4 Lane Freeway	80,000 vehicles per day
4 Lane Divided Arterial	27,000
2 Lane Divided Arterial	15,000
4 Lane Undivided Arterial	24,000
2 Lane Undivided Arterial	12,000
4 Lane Divided Collector	20,000
2 Lane Divided Collector	10,000
4 Lane Undivided Collector	18,000
2 Lane Undivided Collector	9,000

**Table No. 6  
Existing Traffic Volumes**

<u>Roadway Segment</u>	<u>Existing Traffic Volumes</u>	<u>LOS</u>
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## East/West

Visalia Road, Elberta to Belmont	9,000 ADT	A (.37)
Visalia Road, Belmont to Orange	10,000	A (.41)
Visalia Road, Orange to Filbert	10,000	D (.83)
Palm Avenue, Kaweah to F Street	800	A (.08)
Firebaugh Avenue, Third to Kaweah	2,000	A (.22)
Firebaugh Avenue, Kaweah to Belmont	3,000	A (.33)
Pine Street, Kaweah to F Street	4,200	A (.46)
Glaze Avenue, Kaweah to Filbert	300	A (.03)
Glaze Avenue, Filbert to Belmont	400	A (.04)

## North/South

Belmont Avenue, Vine to Glaze	5,000	A (.55)
Kaweah Avenue, Sequoia to Palm	10,000	B (.66)
Kaweah Avenue, Palm to Pine	11,000	C (.73)
Spruce Road, Ave. 280 to Firebaugh	9,900	C (.82)
Spruce Road, Firebaugh to Rocky Hill	5,700	A (.47)

Source: TPG Consulting, 2000.

## Connectivity

There are various neighborhoods in Exeter that would benefit from the extension of a roadway to another part of the community. Persons living in these neighborhoods would be able to travel to other parts of Exeter using a direct roadway route. Furthermore, by enhancing connectivity through Exeter, emergency vehicles are better able to access neighborhoods thereby insuring better public safety protection for residents. Also, direct routes to various points in the community facilitates less auto-related air pollution.

## Traffic Safety

A roadway system that is safe and efficient - free of congestion - is a primary circulation goal of all cities. This goal also promotes a roadway system that is safe for pedestrians and bicyclists, especially younger children.

The most potentially hazardous roadways in terms of traffic safety in Exeter are Kaweah Avenue, Visalia Road, Palm Street and Rocky Hill Drive, from Kaweah Avenue to Third Street. Driving, riding or walking along these roadways is hazardous because



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of one or more of the following characteristics - volume and speed of traffic, the width of the roadway, the number of trucks or the number of pedestrians/bicyclists traveling along the roadway.

## **Traffic Projections and Evaluations**

The Consultant has projected traffic volumes for both roadway segments and certain intersections in the Exeter area. These projections are based on the following assumptions:

1. Traffic volumes on local and State roadway systems will generally increase at a rate similar to population growth rates within the planning area.

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2. Persons in Exeter will continue to use cars as their primary mode of transportation.
3. Uses that generate abnormally high volumes of traffic will not locate in the planning area during the planning period.
4. Current traffic flow patterns in the planning area will not change significantly, except when State Highway 65 is shifted from Kaweah Avenue to Spruce Road.
5. Spruce Road will become State Highway 65 within the planning period - 20 years.

## Roadway Segment Projections

Increases in traffic volumes over the planning period for local and State roadways is going to be generated by the development of the land uses in the Exeter area and by increases in population and development in surrounding communities.

Traffic volume projections for 2020 for selected roadways in Exeter are delineated in Table No. 7. These projections are based on data from the Tulare County Association of Government's traffic model for Tulare County and for the Exeter area. Projections for State Highway 65 (Kaweah Avenue) and State Highway 198 are not provided because the city does not have jurisdiction over these roadways nor does it finance improvements along these highways.

Those roadway segments are are projected for LOS levels of D, E or F during the planning period will be listed in Exeter's Capital Improvement Program (CIP). Improvements on these roadways, which will facilitate a more acceptable LOS rating - C or better - will be financed by gas tax and transportation funds, redevelopment funds and development impact fees.

**Table No. 7  
Projected Traffic Volumes, 2020**

<u>Roadway Segment</u>	<u>Projected Traffic Volumes</u>	<u>LOS</u>
<b>East/West</b>		
Visalia Road, Elberta to Belmont	11,000 ADT	A (.45)
Visalia Road, Belmont to Orange	11,000	A (.45)
Visalia Road, Orange to Filbert	11,000	E (.91)
Palm Avenue, Kaweah to F Street	7,500	C (.75)
Firebaugh Avenue, Third to Kaweah	2,000	A (.22)

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Firebaugh Avenue, Kaweah to Filbert	9,000	F (1.0)
Firebaugh Avenue, Filbert to Belmont	3,800	A (.42)
Pine Street, Kaweah to F Street	6,000	B (.66)
Glaze Avenue, Kaweah to Filbert	2,000	A (.22)
Glaze Avenue, Filbert to Belmont	1,600	A (.17)

## North/South

Belmont Avenue, Vine to Visalia Rd.	8,000	D (.88)
Belmont Avenue, Visalia Rd. to Glaze	9,000	F (1.0)
Kaweah Avenue, Sequoia to Firebaugh	18,000	C (.75)*
Spruce Road, Ave. 268 to Firebaugh	15,700	C (.65)*
Spruce Road, Firebaugh to Rocky Hill	16,300	C (.68)*

Source: TPG Consulting, 2000.

## Intersection Segment Projections

TPG Consulting, using projected traffic counts from the TCAG traffic model and roadway geometric and land use information, identified which intersections would require some type of signalization and/or modification to an existing signal system during the planning period. The intersections are: Visalia Road and Elberta Avenue, Belmont Road and Visalia Road, Kaweah Avenue and Firebaugh Avenue, and Kaweah Avenue and Rocky Hill Drive. Improvements at these intersections, which will facilitate a more acceptable LOS rating, will be financed by gas tax and transportation funds, redevelopment funds and development impact fees.

## **Circulation Issues and Goals**

Circulation goals express general community values as they relate to travel, traffic safety, mobility and funding for maintenance, construction and reconstruction. Some of the goals listed below are the product of previously approved general plan elements or specific plans. Other goals were fashioned by Exeter's general plan committee, planning commission and city council.

## **Traffic**

Even if a roadway is operating at a Level of Service (LOS) A, which means that traffic flows freely along the street with little or no congestion, people still complain that there is too much traffic on the street especially if its their neighborhood street. While it is difficult to improve on a roadway that has a LOS of A, cities can embrace goals that will

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minimize traffic impacts on the community.

- Insure that streets and intersections in Exeter are not congested.
- Insure that traffic on Exeter's streets operates in an efficient and safe manner.
- Provide for long-term financing for street construction and maintenance.

## Expressways

A freeway does not presently exist within Exeter's planning area; however, Caltrans is planning to designate and upgrade Spruce Road to expressway status - State Route 65. This route, which forms the eastern boundary of Exeter's planning area, will carry traffic along the east side of the San Joaquin Valley from Bakersfield to State Highway 198. It is important that the segment of Spruce Road adjacent to the Exeter planning area be provided with proper interchanges and signage so that persons can effectively access Exeter proper.

- Insure that there is an interchanges at Spruce Road and Firebaugh Avenue.
- Provide signage advertising Exeter along Spruce Road (State Route 65).

## Arterials

Arterial roadways carry the greatest volumes of traffic in Exeter. Traffic on these roadways travels at a high rate of speed and carry a significant number of trucks, making these roadways noisy. Because of these characteristics, the design, location and types of land uses developed adjacent to these roadways must be carefully planned.

Most persons in Exeter will travel on an arterial at least once a day. Travel efficiency on these roadways is important for two reasons: (1) congested traffic conditions cause the traveler to be late to their destination and (2) congestion creates greater amounts of air pollution, already a significant environmental problem in the Valley. Traffic that moves smoothly and efficiently along an arterial minimizes these two problems.

- Provide an arterial road system that conveys traffic in an efficient and safe manner.
- Arterials should be visually pleasing.

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- The following roadways shall be designated as arterials by the Circulation Element.

## Arterials

<u>East/West Arterials</u>	<u>ROW width</u>	<u>Paved width</u>	<u>Planned Features</u>
Visalia Road, Elberta to Orange Street	84 feet	64 feet	10 to 12-foot median and bikepath; truck route
Visalia Road, Orange to Palm Street	60 feet	40 feet	bikepath; truck route
Palm Street, G Street to Kaweah Avenue	80 feet	60 feet	10 to 12-foot median and bikepath; truck route
<u>North/South Arterial</u>	<u>ROW width</u>	<u>Paved width</u>	<u>Planned Features</u>
Kaweah Avenue	80 feet	60 feet	10 to 12-foot median; truck route

## Collectors

Aside from arterials, collectors carry the greatest amount of traffic in a city. Unlike arterials, collectors traverse residential neighborhoods and connect one neighborhood to another. It is this type of roadway that drains traffic from a neighborhood and conveys it towards other collector or arterial roadways. Because collectors pass through neighborhoods, their effectiveness to channel traffic can be diminished by the

# Exeter General Plan 2000 to 2020

design of land uses adjacent to the roadway. If these uses are designed so that they haphazardly funnel traffic onto the collector, the efficiency of the collector is reduced.

Collectors that conduct truck traffic must be located where they will not have an adverse impact on existing neighborhoods and yet be able to conduct truck traffic effectively.

Due to their proximity to residential neighborhoods, collector roadways can have an impact neighborhoods if not properly located or designed. The volume of traffic, the level of noise and a collector's appearance can affect an adjacent neighborhood. It is important to properly plan and design these roadways so that they are an asset to the community and the neighborhood and not a detraction.

- Provide efficient and safe circulation access to all parts of Exeter.
- A collector system that provides for truck traffic but not at the expense of the community or adjacent residential neighborhoods.
- The following roadways shall be designated as major collectors by the Circulation Element.

## Major Collectors

<u>East/West Collectors</u>	<u>ROW width</u>	<u>Paved width</u>	<u>Planned Features</u>
Firebaugh, G Street to Kaweah Avenue	60 feet	40 feet	Truck Route
Firebaugh, First Street to Spruce Road (SR 65)	60 (40) feet	40 (22) feet	Truck Route
Glaze Avenue, Belmont to Kaweah Avenue	60 feet	40 feet	Truck Route
Rocky Hill Drive, First Street to Spruce Road	60 (50) feet	40 (22) feet	Truck Route and bikepath
<u>North/South Collectors</u>	<u>ROW width</u>	<u>Paved width</u>	<u>Planned Features</u>

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Belmont Road	60 feet	40 feet	Bikepath
G Street	80 feet	60 feet	Truck Route
F Street	80 feet	60 feet	Truck Route
Third Street	60 (50) feet	40 (22) feet	Truck Route
Industrial Drive	60 feet	40 feet	Truck Route

## Minor Collectors

<u>East/West Collectors</u>	<u>ROW width</u>	<u>Paved width</u>	<u>Planned Features</u>
Vine Avenue	60 feet	40 feet	NA
Chestnut Street	60 feet	40 feet	School Route
Sequoia Drive	60 feet	40 feet	School Route
Firebaugh, 1st to Kaweah	60 feet	40 feet	NA
Firebaugh, G to Belmont	60 (40) feet	40 (30) feet	School Route
Rocky Hill, Pine to 1st	60 (50) feet	40 feet	School Route
Pine Street, F to Kaweah	80 feet	60 feet	Main Street
<u>North/South Collectors</u>	<u>ROW width</u>	<u>Paved width</u>	<u>Planned Features</u>
Elberta Avenue	60 feet	40 feet	NA
Filbert Street	60 to 80 feet	40 to 60 feet	NA
D Street	60 feet	40 feet	NA

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## **Parking**

The success of commercial businesses is often dependent upon parking. The parking must be in close proximity to the business, it must be safe, and if possible, it should well designed - good lighting, wide stalls, shaded, and easy access.

For other uses, such as public facilities, churches, apartments and industries, adequate off-site parking is important so as to insure that surrounding land uses are not adversely impacted by persons parking their vehicles in front of other establishments or residences.

- Provide adequate public parking in the downtown.
- Insure that adequate off-street parking is provided by new development.
- Encourage the joint use of parking lots.
- Design parking lots that are safe, visually pleasing and convenient.

## **School Routes**

School-aged children walking or riding to school should be provided with a safe routes-to-school. There are a number of roadways in Exeter that are used extensively by children traveling to and from school. Sidewalks should be constructed along both sides of roadways leading to schools in Exeter.

- Provide safe route-to-school improvements for school-aged children.
- Provide direct routes to school from adjoining neighborhoods.

## **Street Design**



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The primary purpose of a street is to carry traffic from one point to another. Streets, however, do not have to be a sterile public improvement that negatively impacts adjacent land uses. In fact, streets can be designed so that they can enrich the adjacent land use, using features like trees, decorative lighting, public art, and well designed signage. For example, the Circulation Element has identified certain streets in Exeter that are proposed for landscaped medians, including Kaweah Street, Palm Avenue, and Visalia Road.

- Develop streets that are well designed and visually attractive.
- Provide an adequate source of funding for the construction of streets and their related improvements.
- Apply for state and federal grants to upgrade streets in Exeter.

## **Intersections**

Busy roadway intersections are signalized in order to insure that traffic can safely and effectively maneuver through the intersection. At busy intersections where signalization is lacking, accidents can occur, some of them serious. For existing and future intersections in Exeter, signalization or an upgrade to an existing signal system may be necessary. Signalization can be very expensive. It is important that a city have a means of financing this improvement prior to the improvement being required.

Signalization is not the only means of controlling traffic at intersections. For hundreds of years Europe and Mexico have used roundabouts to control traffic at intersecting streets. In addition, the interior portion of the roundabout often contains a visual feature, like a fountain, statue, or landscaping. The Circulation Element has designated two intersections for roundabouts. They are Pine and C Street and Pine and Filbert Street.

- Insure that busy intersections are properly signalized thereby insuring safe and effective traffic maneuvers.
- Seek innovative methods of controlling traffic at busy intersections within the Exeter planning area.

## **Alternative Modes of Transportation**

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Alternative modes of transportation are important to different groups of people for different reasons. For low-income, handicapped or non-driving age persons, public transit may be the only means of travel. For a person who is concerned about polluting the air, riding a bus or bike may be their way of minimizing an impact on the environment.

For recreational and health reasons, people may wish to walk or bike around town. Pedestrian and bikepaths are necessary for this type of travel. They should be designed and located so that conflicts with car and truck traffic is minimized.

- Promote alternative modes of transportation, including bicycles, buses, trains and walking.
- Insure that bike and pedestrian pathways are properly located, safe and well-designed.

## **Truck Traffic**

Truck traffic can adversely affect a community and specifically residential neighborhoods because of the noise and vibrations they generate. Further, heavy trucks can damage local roadways because of their weight. However, trucks are an essential ingredient for the local economy in terms of employment and movement of goods and products. In Exeter, the local economy would collapse if packing houses, cold storage plants and other non-agricultural industries could not receive trucks at their locations.

- Establish truck routes through Exeter that are safe and not disruptive to residential neighborhoods, schools and businesses.

## **Railroads**

Exeter is either blessed or cursed with an inordinate number of rail lines traversing the city. On the positive side, the rail lines provide an alternative to trucks for the shipping and receiving of goods and products. As a matter of fact, Exeter's prominence in the citrus and deciduous fruit industry is closely tied to these rail lines. On the other hand, the trains cause traffic delays, create noise and vibrations as they pass through town and railroad rights-of-way are often unsightly and poorly maintained.

The railroad companies have extensive landholdings in Exeter, much of which, is zoned industrial. There are economic development opportunities along the railroads if some of this excess land is sold.

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- The city shall coordinate with the railroad companies to insure that crossings are safe and that trains travel through the community in a safe and effective manner.
- The City shall work with railroad companies in the marketing of their excess landholdings.

## **Bikepaths and Pedestrian Pathways**

Due to Exeter's close proximity to Rock Hill and Yokohl Valley, both of which are popular areas for competitive bikers, the city receives a considerable amount of through bike traffic. When added to the local bike traffic generated by school-aged children, it is important to properly locate and design Exeter's bikepath system.

By encourages persons to walk in Exeter, personal contact is promoted. This interaction makes for a more close-knit community in addition to promoting a more healthy lifestyle.

- Encourage persons to ride bikes for health reasons as well as for environmental reasons.
- Design a bikepath system that encourages persons from other communities to bike to Exeter.
- Insure that Exeter's bikepath system is consistent with the Tulare County Bicycle Transportation Plan.
- Encourage persons to walk in Exeter by promoting pedestrian-friendly design.

## **Landscaped Medians and Street Trees**

Some of the great streets in the world contain landscaped medians or a boulevard of street trees. These features "soften" the appearance of the street, provide shade for the pedestrians and provide a positive image.

- Overly wide streets in Exeter should be considered for a tree-lined median,
- The downtown area should be planted with street trees that provide shade, color and interest.

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## Circulation Policies and Actions (Implementation Measures)

Policies and actions serve as the instructions for the circulation element blueprint. Without these instructions, implementation of the element could not occur. For each circulation-related topic, this section of the element will provide a list of policies and actions that will facilitate implementation of the goals.

### Traffic

- Insure that streets and intersections in Exeter are not congested.
  - Insure that traffic on Exeter's streets operates in an efficient and safe manner.
  - Provide for long-term financing for street construction and maintenance.
1. A level of service (LOS) C will be the desirable minimum service level in Exeter at which highway, arterial and collector segments will operate. A level of service of B will be the desirable minimum service level in Exeter at which intersections will operate.
    - a. The City will program into its 5-year capital budget, street improvements that will insure the specified level of service (LOS) is not exceeded in the city limits. Funds for these street improvement projects will come from gas tax and transportation funds.
    - b. The City shall develop a traffic impact fee for new development in Exeter. Said fee shall be consistent with the requirements of AB 1600.
    - c. The City, working with Caltrans, will periodically check traffic warrants at intersections along State Highway 65 (Kaweah Street) in order to plan for proper signalization and turn lanes at these intersections.
  2. Land use projects which generate large amounts of traffic shall be precluded from channeling traffic onto local roadways.
    - a. The Planning Department shall recommend denial of discretionary land use projects to the Planning Commission and City Council that are inconsistent with this policy.

### Expressways

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- Insure that there is an interchange at Spruce Road and Firebaugh Avenue.
  - Provide signage advertising Exeter along Spruce Road (State Route 65).
1. Study the future design of Rocky Hill Drive and Firebaugh Avenue west from Spruce Road for truck access and automobile access into Exeter proper.
    - a. The City should contract with a traffic consultant to prepare a preliminary road design for these two roadways.
    - b. The City should work with CALTRANS to insure that the design of the intersections at Spruce Road provide for adequate access into Exeter from this roadway.
    - c. Design of these intersections should also include proper signage for Exeter.

## **Arterials**

- Provide an arterial road system that conveys traffic in an efficient and safe manner.
  - Arterials should be visually pleasing.
1. Study reconfiguring Visalia Road, Palm Avenue, and Kaweah Avenue to provide a landscaped median, left-turn lanes and bike lanes.
    - a. The City should contract with a traffic consultant to prepare a preliminary road design for these three roadways.
    - b. The City should seek state and federal funds to construct improvements along these roadways, including medians, signals and left-turn pockets.
    - c. The City shall develop a landscaped median development impact fee on new development. Said fee shall be consistent with the requirements of AB 1600.
    - d. Arterial roadways will be constructed consistent, where possible, with street cross-section illustrations contained in the Circulation Element.
  2. Driveways that intersect with arterials should be kept to a minimum and, if possible,

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should be reduced when redevelopment occurs along an arterial roadway.

a. Through the site plan review process, the Planning and Engineering Departments will discourage development designs that create this condition.

3. Left turn lanes shall be constructed on arterials where they intersect with other arterials or collectors.

a. The Public Works Department will coordinate with Caltrans to insure that left turn lanes are constructed along Kaweah Avenue.

4. New driveways constructed onto Kaweah Avenue shall meet Caltran's construction specifications.

a. Through Exeter's site plan review process, Caltrans will review all new construction projects along Kaweah Avenue.

5. Curbing at the intersections of arterial and collector streets should be painted red at least 50 feet in all directions from the corner curb radius in order to provide sufficient sight-line for traffic entering the intersection.

a. The Public Works Department will coordinate with Caltrans to identify which curbs at the aforementioned intersections should be red-curbed.

6. The City shall analyze the couplet where Visalia Road links with Palm Avenue in regards to traffic flow, right-of-way, and roadway construction.

a. This study shall determine if reconstruction of this couplet is necessary based on traffic safety and future traffic volumes.

## **Collectors**

- Provide efficient and safe circulation access to all parts of Exeter.
- Provide a collector system that encourages truck traffic but not at the expense of the community or adjacent neighborhoods.

1. Driveways that intersect with collectors should be kept to a minimum and, if possible, should be reduced when redevelopment occurs along this type of roadway.

a. Through the site plan review process, the Planning and Engineering

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Departments will discourage development designs that create this condition.

2. Left turn lanes shall be constructed on collectors where they intersect with other arterials or collectors.

a. Through the site plan review process, the Planning and Engineering Departments will require this design feature.

3. Curbing at the intersections of arterial and collector streets should be painted red at least 50 feet in all directions from the corner curb radius in order to provide sufficient sight-line for traffic pulling into the intersection.

a. The Public Works Department will identify which curbs at the aforementioned intersections should be red-curbed.

4. If possible, major collector roadways should contain sufficient right-of-way for two travel lanes, two bike lanes, two parking lanes and a median/turn lane; and minor collectors should have sufficient right-of-way for two travel lanes, two parking lanes, two 6-foot parkways, and two 4 1/2-foot sidewalks.

a. Major and minor collector roadways will be constructed consistent with street cross-section illustrations contained in Appendix A of the Circulation Element.

5. All street improvement projects, including widening, closing, or constructing new roadways, will be reviewed by the Planning and Engineering Departments to confirm that the project is consistent with the Circulation Element.

a. The Planning and Engineering Departments will review development projects to determine consistency with the Circulation Element during site plan or subdivision review.

## **Parking**

- Provide adequate public parking in the downtown.
- Insure that adequate off-street parking is provided by new development.
- Encourage the joint use of parking lots.

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- Design parking lots that are safe, visually pleasing and convenient.
1. Off-street parking in the downtown shall be located on the side or at the rear of building(s).
  2. Parking lots for new uses shall contain landscaping, proper lighting and shall be properly designed to insure maneuverability of vehicles and pedestrians.
    - a. Through the site plan review process, the Planning and Engineering Departments will insure that the design of new parking lots contain these features.
    - b. The Zoning Ordinance shall be amended to include parking lot design standards, including a requirement for fifty (50) percent shading within a 10-year time period. Rows of parking stalls shall be interrupted with a tree-containing planters.
    - c. Pedestrian pathways through parking lots shall be clearly delineated using improvements such as landscaping, lighting and pavement material.
  3. Parking lots located adjacent to residentially designated land shall be separated by a 6-foot block wall, which is landscaped with vines, shrubs or trees. Parking lots adjacent to streets shall be separated by a low wall, which is landscaped on both sides.
  4. New parking lots along Kaweah Avenue and Visalia Road should be designed so that the parking lot does not occupy the entire frontage of the site.
    - a. Through the site plan review process, the Planning Department will insure that the design of new parking lots will be consistent with this policy.
  5. The City and/or the Exeter Redevelopment Agency may consider the purchase of land in the downtown for use as a public parking lot.

## **Street Design**

- Develop streets that are well designed and visually attractive.
- Provide an adequate source of funding for the construction of streets and their related improvements.
- Apply for state and federal grants to upgrade streets in Exeter.



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1. The City should prepare a streetscape design plan that will establish a 20-year improvement program for the construction of landscaped medians for specific roadways in Exeter. This Plan should include details for lighting, landscaping and signing.

a. The Engineering and Planning Departments will prepare the streetscape design plan. Funds will come from tax increment, gas tax, transportation funds and state grant programs.

b. The City shall apply for urban forestry grants to assist in the funding of constructing landscaped medians.

2. Single family residential subdivisions may have local streets that have a minimum right-of-way width of 56 feet, 32 feet paved width. Tree-line parkways shall be installed in this right-of-way. The parkway shall have a width of 7 feet; the sidewalk 5 feet.

3. Single family residential subdivisions may have cul-de-sac streets that have a minimum right-of-way width of 52 feet, 28 feet paved width. Tree-line parkways shall be installed in this right-of-way. The parkway shall have a width of 7 feet; the sidewalk 5 feet. All cul-de-sac streets shall provide for a pedestrian opening at the end of the street.

4. Alleys are permitted within residential subdivisions. Alleys shall have a rights-of-way of 24 feet and a paved width of 20 feet. A concrete vee gutter is required in the middle of the alley. The non-paved portion of the right-of-way shall be landscaped and provided with irrigation. Garbage pickup shall not be permitted in the alleys.

## **Intersections**

- Insure that busy intersections are properly signalized thereby insuring safe and effective traffic maneuvers.
- Seek innovative methods of controlling traffic at busy intersections within the Exeter planning area.

1. The City shall adopt a development impact fee that finances the signalization of intersections.

a. The City will periodically review the levels of service ratings at major

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intersections in Exeter to determine if signals should be installed.

b. The City will calculate and implement development impact fees for signalization that are consistent with the Circulation Element map and Assembly Bill 1600 (legislation that requires a nexus, or connection, between the fee being required and the improvement to be installed).

2. The City shall construct roundabouts at the intersection of Pine Street and Rocky Hill Drive and at the intersection of Pine Street and Filbert Street.

a. The Engineering and Planning Departments will prepare the design plan for these roundabouts.

b. The City shall seek public input in regards to the interior treatment of the roundabouts.

## **Transit**

- Promote alternative modes of transportation, including bicycles, buses, trains and walking.
- Reduce automobile use by improving transit service and encouraging transit use.

1. Facilitate the provision of convenient, frequent, dependable and efficient scheduled transit for Exeter residents.

a. New developments adjacent to arterial or collector streets shall include bus loading zones.

b. All arterial streets shall be designed to accommodate buses and bus loading zones.

c. Improve transit line coverage and frequency throughout Exeter and to adjacent cities, with particular emphasis on service to the downtown, employment centers, and social services.

## **Truck Traffic**

- Establish truck routes through Exeter that are safe and not disruptive to residential neighborhoods, schools and businesses.

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1. Identify truck routes on the Exeter Circulation Element map.
2. Prohibit through truck traffic on streets that are not identified as truck routes.
  - a. Direct truck traffic away from residential areas and other sensitive land uses.
  - b. The Public Works Department shall install truck route signage.
  - c. Consider using county roads to divert truck traffic through or around Exeter to avoid sensitive land uses.

## **Railroads**

- The city shall coordinate with the railroad companies to insure that crossings are safe and that trains travel through the community in a safe and effective manner.
  - The City shall work with railroad companies in the marketing of their excess landholdings.
1. In order to insure circulation connectivity in Exeter, railroad crossings will be constructed.
    - a. Adoption of the Circulation Map will implement this policy.
    - b. The City will calculate and implement development impact fees for railroad crossings consistent with the Circulation Element map.
  2. *Two railroad crossing sites should be explored by the City for the potential construction of a crossing roadway, Elberta Road and the Southern Pacific Railroad and Vine Street and the Southern Pacific Railroad.*

## **Bikepaths and Pedestrian Pathways**

- Encourage persons to ride bikes for health reasons as well as for environmental reasons.
- Design a bikepath system that encourages persons from other communities to

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bike to Exeter.

- Insure that Exeter's bikepath system is consistent with the Tulare County Bicycle Transportation Plan.
- Encourage persons to walk in Exeter by promoting pedestrian-friendly design.

1. Develop a bike path plan for the City of Exeter.

a. Design the Plan so that some of the bike path segments are not along surface streets but along railroad rights-of-way, parks and ditch easements.

b. Apply for state and federal funds to finance the construction of the bikepath system.

c. Insure that subdivisions are designed so that persons riding bikes can access adjacent properties from the neighborhood.

d. Work with the county of Tulare to insure that Exeter's Plan is linked to any bike plan that the county might prepare.

e. Consider implementing traffic calming designs where bike paths cross surface streets.

f. Bikepaths will be constructed consistent with the bikepath cross-section illustrated in Appendix A of the Circulation Element.

2. Attempt to provide safe and convenient pedestrian access to all areas of the city, including between neighborhoods.

a. Maintain and repair sidewalks to make them safe for pedestrians.

b. Plant existing parkways that are devoid of trees to make the walking experience more enjoyable.

c. Provide signage for walking paths.

d. Investigate the use of ditch easements and railroad rights-of-way for walking paths.

## **Landscaped Medians and Street Trees**

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- Overly wide streets in Exeter should be considered for a tree-lined median or tree-lined parkway.
  - The downtown area should be planted with street trees that provide shade, color and interest.
1. Existing parkways that do not contain trees should be planted with trees.
    - a. The City should apply for an urban forestry grant to pay for the cost of installing street trees.
  2. Parkway that contain trees that have broken or lifted adjacent sidewalk shall be removed and replaced with more appropriate street trees.
  3. Parkway that have been filled with pavement shall be opened up and planted with appropriate street trees.

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## Roadway Cross-Section Designs

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## **Circulation Map**

Exhibit No. 6 delineates the different types of roadway types and routes of other types of transportation in the Exeter planning area.