

Exeter General Plan 2000 to 2020

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 Mixter'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

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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.

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- **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.**

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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

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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

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- **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

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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

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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.

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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.**

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- 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

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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 or 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

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- 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

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- **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.